

CONFERENCE PROCEEDINGS

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# **INTERNATIONAL CONFERENCE**

**ON MULTIDISCIPLINARY INNOVATIONS &  
CHALLENGES IN ACADEMIC RESEARCH**

Editors

**Dr. Ravi Kant Modi**

**Dr. Narendra Kumar Sharma**

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# **INTERNATIONAL CONFERENCE**

*ON MULTIDISCIPLINARY INNOVATIONS &  
CHALLENGES IN ACADEMIC RESEARCH*

**(ICICAR-2024)**



## **CONFERENCE PROCEEDINGS**

### **INTERNATIONAL CONFERENCE ON MULTIDISCIPLINARY INNOVATIONS & CHALLENGES IN ACADEMIC RESEARCH (ICICAR-2024)**

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# *Key Paper*



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## STUDY OF SECOND LAW ANALYSIS WITH TWO DIFFERENT BOUNDARY CONDITIONS

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### Introduction

The first law of thermodynamics is only an expression for conservation of energy, that is, during any interaction between systems and surroundings, energy is conserved. The first law does not impose any condition on the direction of a process. Therefore, the first law does not guarantee that a process will actually occur or not. The second law of thermodynamics states that a process occurs in a certain direction, not in all directions or in simple words all real processes are irreversible. [1] M.I Afridi et.al (2019) explained that In terms of entropy, second law of thermodynamics states that entropy of a system increases in all irreversible processes. In other words, all real process occurs in the direction of increasing entropy. Also performed the second law analysis of classical Blasius flow accounting the effects of nonlinear radiation and frictional heating. [2] Muhammad Idrees Afridi et.al (2017) presented an entropy generation analysis of steady MHD boundary layer flow of viscous fluid with variable properties over an exponentially stretching sheet. They obtained the basic nonlinear partial differential equations that govern the flow are reduced to ordinary differential equations (local similarity equations) using appropriate transformation. Numerical solutions are obtained using shooting technique along with Runge-Kutta method. And obtained an expression for the dimensionless volumetric entropy generation rate via local similarity transformation. The effects of different dimensionless emerging parameters on velocity, temperature profile, entropy generation number  $N_s$  and Bejan number  $Be$  are investigated graphically in detail.[3] Shalini jain (2015) explained the Second Law Analysis of Fluid Flow and Heat Transfer through Porous Channel with Slip. : In this paper, a viscous incompressible generalized Couette flow is considered between parallel-plate porous channels. Slip is applied on both the plates.

The industrial cooling system relies on a standard base fluid, which is not sufficient to meet the requirements of industrial processes. To overcome this issue, a modern phase of nanotechnology is proposed to achieve a higher cooling rate in the

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performance of industrial processes. Nano-fluids can be exploited in cars as cooling and shock absorbers and in improving refrigeration/air-conditioners. Inspired by these applications, several researchers examined the flow of nonliquids past diverse surfaces. The Williamson liquid is an important class of pseudo-plastic liquid model. The study of the boundary layer stream of pseudoplastic liquid is of great interest due to its widespread use in industry such as polymer sheet extraction, emulsion sheets and melting of high-density polymers. Inspired by these. [4] J. Bouslimi et.al(2021) studied the effect of electromagnetic force with the effect of thermal radiation on the Williamson nanofluid on a stretching surface through a porous medium was studied considering the effect of both heat generation/absorption and Joule heating.

## Mathematical Formulation

Considered incompressible inclined MHD Williamson fluid flow and heat transfer over a two different boundaries conditions embedded in porous, with non-linear radiation, non-linear heat source and non-linear chemical reaction. Let surface is stretching is along x axis with stretching velocity  $bx$ . Where b is the positive constant. The continuity, momentum and energy equations are given by

$$\frac{\partial u}{\partial x} + \frac{\partial v}{\partial y} = 0 \quad (1)$$

$$u \frac{\partial u}{\partial x} + v \frac{\partial u}{\partial y} = \nu \frac{\partial^2 u}{\partial y^2} + \sqrt{2}\Gamma \frac{\partial u}{\partial y} \frac{\partial^2 u}{\partial y^2} - \left( \frac{\sigma B_0^2 \sin^2 \alpha}{\rho} + \frac{\nu}{k_p} \right) u \quad (2)$$

$$u \frac{\partial T}{\partial x} + v \frac{\partial T}{\partial y} = \frac{k}{\rho C_p} \frac{\partial^2 T}{\partial y^2} - \frac{1}{\rho C_p} \frac{\partial q_r}{\partial y} + \frac{\sigma B_0^2 \sin^2 \alpha}{\rho C_p} u^2 + \frac{q'''}{\rho C_p} \quad (3)$$

$$u \frac{\partial C}{\partial x} + v \frac{\partial C}{\partial y} = D_m \frac{\partial^2 C}{\partial y^2} - k_n (C - C_\infty)^n \quad (4)$$

## Boundary Conditions [36]

- For permeable surface

$$u = u_w + L_1 \frac{\partial u}{\partial y}, v = -v_w, T = T_w + L_2 \frac{\partial T}{\partial y}, C = C_w + L_3 \frac{\partial C}{\partial y} \quad \text{at } y = 0 \quad (5)$$

$$u \rightarrow 0, T \rightarrow T_\infty, C \rightarrow C_\infty \quad \text{at } y \rightarrow \infty$$

- For melting boundary surface [36, 2]

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$$u = u_w + L_1 \frac{\partial u}{\partial y}, \quad v = k \frac{1}{(\rho[\beta_m + c_s(T_w - T_0)])} \frac{\partial T}{\partial y}, \quad T = T_w + L_2 \frac{\partial T}{\partial y},$$

$$C = C_w + L_3 \frac{\partial C}{\partial y} \quad \text{at } y = 0 \quad (6)$$

$$u \rightarrow 0, T \rightarrow T_\infty, C \rightarrow C_\infty \quad \text{at } y \rightarrow \infty$$

## Solution

We now introduce the following relations for  $u, v$  as

$$u = bxf'(\eta), \quad v = -\sqrt{bv}f(\eta), \quad \eta = y\sqrt{\frac{b}{v}}, \quad \phi(\eta) = \frac{C - C_\infty}{C_w - C_\infty} \quad \text{and} \quad \theta(\eta) = \frac{T - T_\infty}{T_w - T_\infty} \quad (7)$$

Equation (2) and (5) thus reduces to the following non-dimensional form

$$f''' + We f'' f''' - f'^2 + f'' f - (M \sin^2 \alpha + K_p) f' = 0 \quad (8)$$

$$\theta'' + A^* f' + B^* \theta + \frac{4}{3} R \left[ ((\theta_w - 1)\theta + 1)^3 \theta'' + 3((\theta_w - 1)\theta + 1)^2 \theta'^2 \right] \quad (9)$$

$$+ Pr(Ec M \sin^2 \alpha f'^2 + f\theta') = 0$$

$$\phi'' - Sc(K_n \phi'' - f\phi') = 0 \quad (10)$$

Boundary conditions equations (5) and (6) reduces as:

- **For permeable surface [36]**

$$\eta = 0: \quad f'(\eta) = 1 + \delta_1 f''(\eta), \quad f(\eta) = S, \quad \theta(\eta) = 1 + \delta_2 \theta'(\eta),$$

$$\phi(\eta) = 1 + \delta_3 \phi'(\eta), \quad (11)$$

$$\eta \rightarrow \infty: \quad f'(\eta) \rightarrow 0, \quad \theta(\eta) \rightarrow 0, \quad \phi(\eta) \rightarrow 0$$

- **For melting surface [2 & 36]**

$$\eta = 0: \quad f'(\eta) = 1 + \delta_1 f''(\eta), \quad f(\eta) = \frac{Me}{Pr} \theta', \quad \theta(\eta) = 1 + \delta_2 \theta'(\eta),$$

$$\phi(\eta) = 1 + \delta_3 \phi'(\eta), \quad (12)$$

$$\eta \rightarrow \infty: \quad f'(\eta) \rightarrow 0, \quad \theta(\eta) \rightarrow 0, \quad \phi(\eta) \rightarrow 0$$

The skin friction coefficient  $C_f$ , local Nusselt number  $Nu_x$  and local Sherwood number  $Sh$  are defined as:

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$$C_f = \frac{\tau_w}{\rho U_w^2}, \quad Nu_x = \frac{-xq_w}{(T_w - T_\infty)} \frac{\partial T}{\partial y} \Big|_{y=0} \quad \text{and} \quad Sh = \frac{xJ_w}{D_B(C_w - C_\infty)} \quad (13)$$

$$\text{where } \tau_w = \left[ \frac{\partial u}{\partial y} + \frac{\Gamma}{2} \left( \frac{\partial u}{\partial y} \right)^2 \right] \Big|_{y=0}, \quad q_w = - \left( k + \frac{16\sigma T_\infty^3}{3k^*} \right) \left( \frac{\partial T}{\partial y} \right) \Big|_{y=0}; \text{ surface heat flux}$$

$$J_w = -D_B \left( \frac{\partial C}{\partial y} \right) \Big|_{y=0}; \text{ surface mass flux} \quad (14)$$

On substituting value from equation (13) in to equation (14), we get the following dimensionless expressions for skin friction coefficient, local Nusselt number and local Sherwood number as given below:

$$c_f \text{Re}_x^{\frac{1}{2}} = \left( f'' + \frac{We}{2} f''^2 \right) \Big|_{\eta=0}, \quad (15)$$

$$Nu \text{Re}_x^{\frac{-1}{2}} = - \left( 1 + \frac{4R}{3} \right) \theta'(0), \quad (16)$$

$$Sh / \sqrt{\text{Re}} = -\phi'(0), \quad (17)$$

Where  $\text{Re}$  local Reynolds number.

## Results and Discussion

The fix value of physically parameters  $S=0.5$ ,  $Me=0.5$ ,  $R=1$ ,  $Pr=2$ ,  $M=1$ ,  $Kp=0.5$ ,  $n=3$ ,  $Sc=2.0$ ,  $We=0.2$ ,  $\delta_1 = \delta_2 = \delta_3 = 0.1$ ,  $\alpha = \pi/4$ ,  $\theta_w = 0.2$ ,  $A^* = 0.2$ ,  $B^* = 0.1$ ,  $Kn=0.2$ ,  $Ec=0.2$ , and excluding the varied value of particular graph with specific two boundary condition such as permeable and melting surface. Several sets of numerical solutions have been carried out for different combinations of pertinent parameters namely, Chemical reaction parameter ( $Kn$ ), Williamson fluid parameter ( $We$ ), radiation parameter ( $R$ ), Magnetic field parameter ( $M$ ), Eckert number ( $Ec$ ) and suction/injection parameter ( $S$ ). Table 2 and 3 shows the comparison of the present results with the existed results of Anderson et al. [37], Prasad et al. [38], Mukhopadhyay et al. [39] and Palani et al [40], Nadeem et al [41], Khan et. al [42], Golra et. al [43], Wang [44]. Under some special conditions, present results have an excellent agreement with the existed results. This shows the validity of the present results along with the accuracy of the numerical technique we used in this study.

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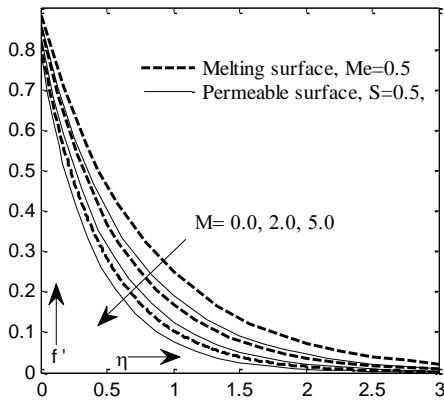


Fig. 1: Impact of M on velocity profile

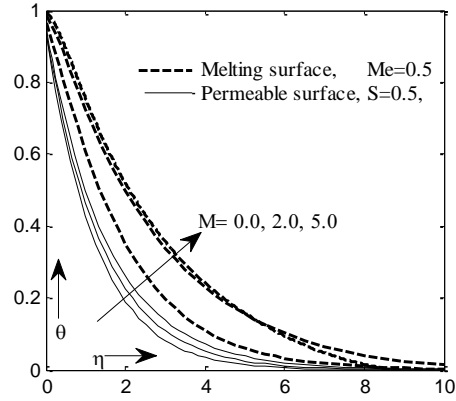


Fig. 2: Impact of M on temperature profile

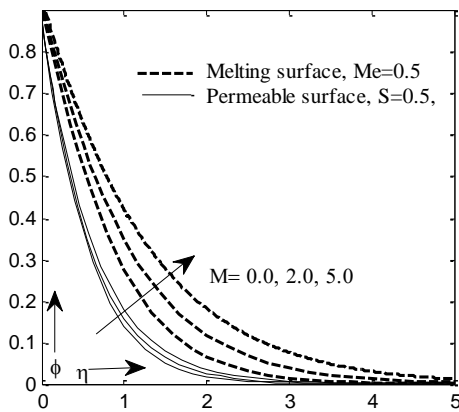


Fig. 3: Impact of M on mass profile

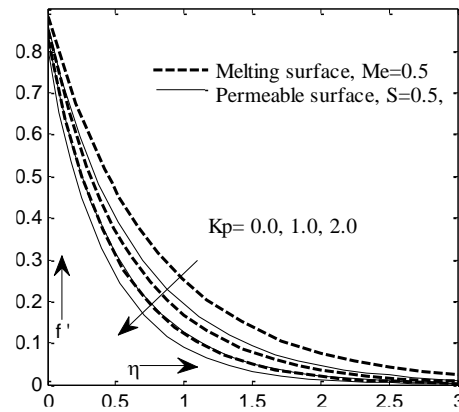


Fig. 4: Impact of  $K_p$  on velocity profile

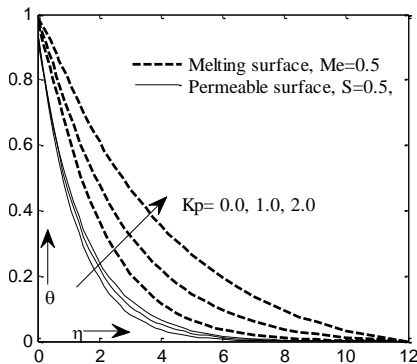


Fig.5: Impact of  $K_p$  on temperature profile

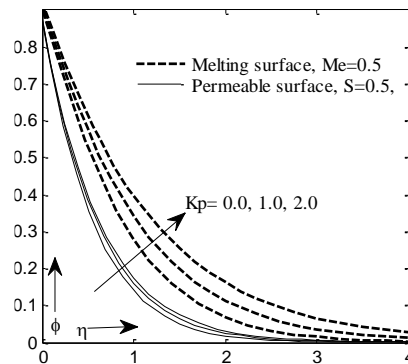


Fig. 6: Impact of  $K_p$  on mass profile



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**Table 1**

The skin friction coefficient  $C_f$ , local Nusselt number  $Nu_x$  and local Sherwood number  $Sh$  are following physically parameter such as  $S=0.5$ ;  $Me=0.5$ ;  $R=1$ ;  $Pr=2$ ;  $M=1$ ;  $Kp=0.5$ ;  $We=0.2$ ;  $\delta_1=0.1$ ;  $\delta_2=0.1$ ;  $\delta_3=0.1$ ;  $\alpha=\pi/4$ ;  $A^*=0.2$ ;  $B^*=0.1$ ;  $\ell=0.2$ ;  $n=3$ ;  $Sc=2.0$ ;  $Kn=0.2$ ;  $Ec=0.2$ .

M	Kp	We	Me	R	$\square$	Kn	Sc	$c_f Re_x^{\frac{1}{2}}$	$-Nu Re_x^{-\frac{1}{2}}$	$-Sh Re_x^{-\frac{1}{2}}$
0.0								-1.285714182	1.977215600	1.611732916
0.5								-1.343610890	1.920340711	1.594848721
1.0								-1.396225868	1.868882353	1.579424350
	0.0							-1.281851798	1.892719570	1.601312447
	0.5							-1.396225868	1.868882353	1.579424350
	1.0							-1.491809453	1.847769612	1.560852579
		0.0						-1.493760983	1.887545420	1.597161250
		0.1						-1.448765445	1.879178690	1.589172092
		0.2						-1.396225868	1.868882353	1.579424350
			0.0					-1.318177557	1.474545220	1.343783398
			0.3					-1.360271701	1.690232506	1.471750738
			0.5					-1.396225868	1.868882353	1.579424350
				0.0				-1.486294521	1.704029111	1.841838242
				0.5				-1.423071044	1.786616732	1.658740783
				1.0				-1.396225868	1.868882353	1.579424350
					0.0			-1.285714182	1.977215600	1.611732916
					$\pi/6$			-1.343610890	1.920340711	1.594848721
					$\pi/4$			-1.396225868	1.868882353	1.579424350
						0.0		-1.396225868	1.868882353	1.546844472
						0.1		-1.396225868	1.868882353	1.563336691
						0.2		-1.396225868	1.868882353	1.579424350
							0.5	-1.396225942	1.868882658	0.541032070
							1.0	-1.396225943	1.868882691	0.936046713
							2.0	-1.396225868	1.868882353	1.579424350

**Table 2**

Comparison of  $-\theta'(0)$  for different values Pr in the absence of the parameters  $S=0.0$ ;  $Me=0$ ;  $R=0$ ;  $M=0$ ;  $Kp=0$ ;  $We=0$ ;  $\delta_1=\delta_2=\delta_3=0$ ;  $\alpha=\pi/2$ ;  $A^*=0.0$ ;  $B^*=0.0$ ;  $\ell=0.0$ ;  $n=1$ ;  $Sc=0.0$ ;  $Kn=0.0$ ;  $Ec=0.0$ ;

Pr	Nadeem et al. [41]	Khan and Pop [42]	Golra and Sidawi [43]	Wang [44]	Present study
0.7	0.454	0.454	0.454	0.454	0.454049257
2.0	0.911	0.911	0.911	0.911	0.911360664

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## Conclusion

The objective of this investigation is to emphasize entropy analysis over two different boundary conditions and also examined the effect of velocity slip, temperature jump and concentration slip on inclined MHD Williamson fluid flow and heat transfer embedded in porous, with non-linear radiation, non-linear heat source and non-linear chemical reaction. Increase in magnetic field parameter leads to decrease in skin friction coefficient, decrease in local Nusselt number and Sherwood number. Increase in  $(k_p)$  leads to decrease in local skin friction coefficient, Nusselt number and Sherwood number. Increase in Williamson fluid parameter  $(W_e)$  leads to decrease in local skin friction coefficient, Nusselt number and Sherwood number. Increase in  $M_e$  leads to decrease in local skin friction coefficient, increase in Nusselt number and Sherwood number. Increase in radiation parameter  $(R)$  leads to increase in local skin friction coefficient, increase in Nusselt number and decrease in Sherwood number. Increase in  $\alpha$  leads to decrease in local skin friction coefficient, Nusselt number and decrease in Sherwood number. Increase in chemical reaction parameter  $(k_n)$  leads to no change in local skin friction coefficient and Nusselt number and increase in Sherwood number.

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# *Abstracts*

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## HOW DO GENDER DYNAMICS INFLUENCE EDUCATIONAL OUTCOMES AND EXPERIENCES

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Gender disparities in education have been a persistent issue globally, influencing academic outcomes and career trajectories. This research paper explores the intersection of gender and education, focusing on the legal frameworks, government initiatives, and their impact on educational equity. The study examines various dimensions of gender inequality in educational settings, particularly in STEM (Science, Technology, Engineering, and Mathematics) fields, where female representation remains disproportionately low. The paper begins by analyzing the legal foundations and policy frameworks designed to address gender disparities in education. It reviews international conventions and national legislations aimed at promoting gender equity in schools and universities, highlighting the effectiveness of such measures in different contexts. Additionally, the research investigates government initiatives and educational programs targeting girls and young women, assessing their role in enhancing access to quality education and fostering inclusive learning environments. Furthermore, the study delves into socio-cultural factors that contribute to gender gaps in educational outcomes. It examines societal norms, stereotypes, and biases that shape educational experiences and career aspirations, influencing students' choices in academic disciplines. Special attention is given to the impact of teacher expectations, peer influences, and parental attitudes on students' educational trajectories, particularly in STEM disciplines. Moreover, the research synthesizes empirical evidence on the outcomes of gender-specific educational interventions and initiatives. It analyzes case studies and empirical data from diverse educational contexts to evaluate the effectiveness of policies and programs aimed at promoting gender equity. The paper concludes with recommendations for policymakers, educators, and stakeholders to enhance gender-sensitive approaches in education, emphasizing the importance of inclusive policies, supportive environments, and targeted interventions to mitigate gender disparities and foster educational opportunities for all. In conclusion, this research paper contributes to the ongoing discourse on gender and education by providing a comprehensive analysis of legal frameworks, government initiatives, socio-cultural factors, and empirical evidence shaping gender equity in educational outcomes. By addressing these



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multifaceted issues, the study aims to inform policy development and educational practices that promote equal opportunities and empower individuals regardless of gender identity.

## INTEGRATING DISCIPLINES: A COMPREHENSIVE APPROACH TO SOCIAL WELFARE STUDIES

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To tackle complex and many-sided problems which societies are facing today there is need to approach the studies of social welfare from an interdisciplinary perspective. The knowledge derived from incorporating sociology, psychology, economics, political science, etc. helps to not only appreciate the value of the issues but also appreciate the efficiency with which they give solutions to promoting social welfare. A primary advantage arising out of the integration of disciplines in this case social welfare studies is allowing for the study of the relationships that exist between systems and institutes. In this case, for instance, the sociology and economics integration may enable a deeper comprehension of issues comparative to leveled economies and classes. Such issues include poverty, homelessness, and food insecurity. From the perception of the psychological and sociological theories, how societies conduct violent acts, abuses, attacks, suicide and addictive attention can be studied deeply. Therefore, when both psychology and the health industry are put into consideration, the programs developed for mental health and substance abuse treatment are likely to be more effective irreducible. Politics and Sociology can also explain some of the policies that will be able to solve the problem of poverty, discrimination and social exclusion in society.

## TRAINING AND ITS RELEVANCE IN BANKING SECTOR

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Every bank emphasizes being on top by its excellent performance. Human Resource Planning is one of the salient features to make the bank successful. Training or upskilling is the most important constituent of HRP. Training is the next important step after recruitment and compensation. Training makes the employees

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systematic, more efficient, and more customer-centric. Training enhances employee's digital skills, cyber security, skills of risk management, etc. All these steps lead to profitmaximization and a pleasant work culture for the bank. The study's rationale is to find out how training is helpful in completing the employee's work properly. Also to know the effect of training on improving the employee's work efficiency. The area selected for the study is the Patna zone. Different commercial banks such as SBI, BOI, BOB, and Canara Bank are chosen for the study. Data are collected from two sources: primary as well as secondary sources. The primary source includes the questionnaire method. The secondary sources include books, academic journals, literature reviews, websites, and newspapers. The chi-square test has been used to analyze the data on SPSS software. Based on inferential analysis, the study concludes that there is a strong relationship between training and employee satisfaction. It shows that training that is upskilling is necessary for their satisfaction, to improve the performance of the employees, to adapt to the competitive environment, and to fulfill the customer's services. In a nutshell, training makes the bank dynamic, and successful and creates a peaceful work culture.

## FILM INDUCED TOURISM: A STUDY ON THE FACTORS INFLUENCING THE LIKELIHOOD TO TRAVEL

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Films are an integral aspect of daily life and serve as a significant source of entertainment globally. Every film industry tells the story of the places that its members are from. For example, the 2019 film Kesari tells the story of the battle of Saragarhi, which took place in modern-day Pakistan. Movies have an impact on people's decisions to travel as well. Since the area is thought to have been a part of the films, it has become a popular tourist destination. Film induced tourism refers to traveler exploration of locations and landmarks that have become well-known because to their involvement in motion pictures. This study examined the ways in which films persuade individuals to travel. The primary elements that influence people's decisions to travel are examined in this research. The study also includes the demographic characteristics since various groups of individuals have different attitude. Analysis was done using Warp PLS 7.0 and IBM SPSS Ver.26 for the 200 responses collected from different parts of Kerala. It was identified that economic factors were not significantly contributing towards the travel decision.

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## STUDY OF VARIOUS GOVERNMENT SCHEMES FOR ENHANCING TRIBAL WOMEN'S LIVES IN NANDURBAR

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This study provides an overview of the various government initiatives aimed at enhancing the socio-economic conditions of tribal women in Nandurbar, a predominantly tribal district in Maharashtra, India. Tribal women in this region face numerous challenges related to health, education, employment, and social empowerment. To address these challenges, the government has introduced several schemes over the years, targeting different aspects of women's welfare. Key initiatives include the **Pradhan Mantri Ujjwala Yojana (PMUY)**, which provides clean cooking fuel to reduce health risks from traditional cooking methods, the **Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS)**, offering guaranteed wage employment, and the **National Rural Livelihood Mission (NRLM)**, which promotes financial inclusion through Self-Help Groups (SHGs). Other important schemes include the **Beti Bachao Beti Padhao (BBBP)** for promoting the education and well-being of girl children, and the **Pradhan Mantri Matru Vandana Yojana (PMMVY)**, which supports pregnant and lactating mothers. This study catalogues these and other relevant schemes, assessing their scope and potential to improve the lives of tribal women in Nandurbar. By listing these government interventions, the research highlights the breadth of efforts made to uplift tribal women, offering a foundation for further studies on the outcomes and challenges of these programs in the region.

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## **A BIBLIOMETRIC ANALYSIS TO IDENTIFY THE TRENDS IN REMOTE WORK AND EMOTIONAL WELL-BEING IN THE POST- COVID ERA**

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This study aims to conduct a citation analysis to identify the most influential papers, authors, and trends in the research on remote work and emotional well-being, particularly in the post-COVID era. As organizations rapidly transitioned to remote and hybrid work models due to the global pandemic, understanding the impact of these shifts on employees' emotional well-being has become a critical area of scholarly interest. This citation analysis explores key publications and authors that have shaped the discourse around remote work, virtual team performance, and employee well-being, drawing on research from fields such as organizational behavior, psychology, and communication. Using citation metrics, this study identifies the most frequently cited works, providing insight into foundational theories, seminal studies, and emerging themes that guide current research. Trends such as the role of virtual leadership, work-life balance, social isolation, technostress, and organizational support are highlighted. The analysis also uncovers gaps in the literature, offering directions for future research. By mapping the scholarly influence and evolution of this field, this paper contributes to a deeper understanding of the intersection between remote work and emotional well-being and its implications for organizations in the post-pandemic workplace.

## **A STUDY OF GREEN BANKING PRACTICES IN PRESENT SCENARIO**

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Society is facing most complicated issues of climate change. People nowadays are more conversant with global warming and its inherent consequences on human life. So change is the need of the hour for the survival and continuous efforts should be made for the environmental management in a sustainable manner. It is not only the concern of the government and the direct polluters but also of other stakeholders like financial institutions such as banks, which are playing a fundamental

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role in the development of the society. Banking activities are not physically related to the environment, but the external impact of their customer activities is substantial. So there is need for banks to adopt green strategies into their operations, buildings, investments and financing strategies. The purpose of this paper is to highlight the green rating standards given by RBI, the World Bank's environmental and social norms, the initiatives taken by public and private sector banks in India in the adoption of Green Banking practices and to enlist the significant strategies for adoption of Green Banking.

## A REVIEW PAPER ON WOMEN SAFETY APPLICATIONS

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Women's safety is becoming a major concern these days and is also affecting the population in terms of being secure. The government of India have some preventive measures in order to reduce these situations by launching some safety apps that have their own features. 112 India that is launched by the Indian government is an app that sends SOS alerts in emergency situations with just a single tap. My Safetipin and Raksha are the applications that provides essential features like GPS tracking, emergency contacts, and notifications for dangerous regions. It also helps users find the safest routes and alerts their loved ones if they choose an unsafe path. Also, these apps send alerts to emergency contacts just by pressing the volume button, even without opening the app. It also allows users to dial 100 and send SMS alerts where there is no mobile internet. In this survey paper we reviewed various different available application software in concern of security alerts for women safety.



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## NAVIGATING CHANGE: WORKFORCE SKILLS FOR THE NEXT ECONOMY

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The world's workforce is navigating quickly changing economic conditions and technology Breakthroughs, making skill development essential for productivity and future employment. This study explores the vital competencies needed for the workforce of the future, focusing on striking a balance between critical soft skills like adaptability, creativity, and emotional intelligence and cutting-edge technological competencies like automation, data literacy, and artificial intelligence. The study identifies the gaps in present training programs and educational frameworks and discusses ways to fill them in order to better prepare workers for the changing needs of the digital economy. It does this by examining industry forecasts and current trends. The study also looks at how governments, universities, and private businesses can support a culture of lifelong learning and up skilling, which is essential for workforce adaptability. The results highlight how urgent it is to reconsider skill development plans in order to guarantee that the workforce of the future is resilient, capable of constant adaptation, and technically proficient in a more technologically advanced and complicated world.

## EVOLUTION OF TRIPLE BOTTOM LINE REPORTING IN INDIAN FMCG SECTOR

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Triple Primary concern (TBL) approach is a proactive improvement in giving expanded straightforwardness and a logically wide design for dynamic. Right now, Quick Purchaser Products affiliations are considered as the amount of tenants in the assessment. Yearly reports/corporate social commitment/sensibility reports for express affiliations were explored. For assessing the degree of corporate triple standard concern determining in yearly reports/corporate social commitment reports/reasonableness reports of the affiliations, the master has isolated and examined specific relationship to track down the degree of consistence. The appraisal overviewed the blended corporate triple rule concern disclosure score assessment of the model affiliations subject to execution regarding 3 basic pointers - condition, social and cash related. The most phenomenal score of corporate triple central concern presentation is satisfactorily high for example 77.3% and the base score of corporate

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triple essential concern show is low for example 22.6%. None of the model power affiliations has accomplished more than 80% corporate triple guideline concern exposure score; on the opposite 40% affiliations have achieved under 40% corporate triple fundamental concern disclosure score. Maintainability mindfulness has become progressively essential to society and a question of interest by researchers and experts. This article presents an outline of the idea and its Triple Main concern and depicts the three components of the most generally acknowledged models of manageability - natural, financial and social. Given the key job that maintainability plays in associations, they really must integrate manageability into their methodologies. In this way, after a conversation on maintainability execution, the article looks at certain issues and instances of supportability evaluation and estimation.

## ARTIFICIAL INTELLIGENCE AND SUSTAINABLE DEVELOPMENT

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Artificial Intelligence (AI) has emerged as a change agent in different sectors, with both great opportunities and challenges for the area of sustainable development. This paper examines the dimensions of AI technologies and SDGs, focusing more on how AI can make resource efficiency better, equitable economic growth greater, and environmental stewardship easier. For each of renewable energy, waste management, and climate resilience, we consider a case study to illustrate how AI can contribute to process optimization and the reduction of emissions; on the other hand, we briefly mention some of the challenges regarding fair access to AI benefits, including the issue of bias in AI algorithms and the digital divide. Overall, the finding here suggests that AI should hold important potential in advancing sustainability to be usable but requires collaborative involvement of policymakers, technologists, and communities to ensure that AI contributes to inclusive and sustainable outcomes. Above all, this paper calls for a balanced integration of AI into sustainability policy for continued research, regulation, and engagement with stakeholders to navigate the dynamic complexities of the field.

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## AN EMPIRICAL STUDY ON BEHAVIORAL DISTRIBUTION OF CSR SPENDING IN INDIAN STATES

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In the current market economy, Corporate Social Responsibility (CSR) plays a vital role in India, where a significant portion of the population faces poverty. Companies are encouraged to participate in CSR not only to contribute to societal development but also to ensure their own sustainable growth and strengthen their brand. It is expected that Indian corporations will distribute their CSR spending fairly across the country to align with the government's inclusive growth objectives. As they benefit from society, businesses must ensure that their CSR investments do not create disparities. Moreover, the distribution of funds among various CSR activities, as specified in Schedule VII of the Companies Act of 2013, should be rational, logical, and need-based. This paper focuses on the patterns of CSR spending across thirty different states in India for eight years from 2014-15 to 2021-22, aiming to identify whether disparities exist in this allocation. This study ranks Indian states based on total CSR spending and per capita CSR expenditure. To analyse these differences, the Mann-Whitney U test is utilized to compare the distribution of CSR expenditure between two groups: total CSR expenditure and per capita CSR expenditure. The study revealed that there are significant differences between the groups. The study also revealed severe disparity of CSR spending across the different region of our country. Additionally, the study seeks to identify the factors contributing to the disparity in CSR spending across states and recommends measures to reduce these disparities, highlighting the importance of this research.

## A STUDY ANALYSIS ON SMART FARM SECURITY SYSTEMS

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The world's biggest issue now is the automation of work and security in large-scale farms. Numerous strategies can be used by small-scale farmers on a larger scale. In a large scale farm, the technical data will be examined for appropriateness and execution of the task. The main problem with farming nowadays is that conditions are

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uncertain because of environmental changes. As a result, we must maintain data on sunshine, rainfall, O<sub>2</sub> and CO<sub>2</sub> levels, and other environmental criteria for at least three years. This analysis of such items can enhance the framing. This study deals with the view of researchers towards the smart farming. The primary goal of the research is to get an overview to build a smart farm security systems using recent technology.

## UNDERSTANDING THE MINDSET: EXPLORING CONSUMER BEHAVIOUR IN HEALTH INSURANCE DECISION-MAKING

**Deobrat Kumar Pandey**

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This review aims to discuss the various aspects of consumer decision-making in health insurance with a special focus on the factors and considerations that define the choices. Health insurance is a vital tool that helps to manage financial risks associated with healthcare; however, consumers encounter difficulties because of irrational behavior, lack of knowledge, and socio-economic status. The review explores the behavioral economics, cognitive bias, and socio-cultural factors that influence insurance choices. These are demographic factors including income and education levels, psychological factors including risk-taking propensity and cognitive distortions, and cultural factors influencing decision-making. The review also stresses the need to educate the consumer and build confidence in insurance service providers. It uses literature search, thematic analysis, and data synthesis to evaluate the current literature and to identify the research gaps. Research evidence indicates that socioeconomic status plays a major role in insurance decisions and that people with higher income and education make better insurance decisions. Other psychological factors include loss aversion and the influence of social networks. Moreover, culture plays a role in decision-making, especially in a collectivist culture where the decision is made based on the norms of the society and the family. In conclusion, the review recommends that there is a need to increase consumer awareness and the use of appropriate marketing techniques that respect the cultural diversity of the population to increase insurance penetration. Subsequent studies should aim at combining these determinants to design efficient interventions that would meet the needs of consumers and improve the functioning of health insurance markets.

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## THE INTERSECTION OF ARTIFICIAL INTELLIGENCE AND FINANCIAL ENGINEERING: OPPORTUNITIES AND RISKS

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The integration of Artificial Intelligence (AI) into financial engineering is reshaping the landscape of risk management and investment strategies. This paper explores the intersection of AI and financial engineering, examining both the opportunities and risks associated with this technological convergence. AI's capabilities in processing vast amounts of data, identifying patterns, and making predictions offer significant advantages in financial engineering. AI-powered models enhance risk assessment through advanced analytics and machine learning algorithms, improving the accuracy of financial forecasts and decision-making processes. These innovations enable more sophisticated portfolio optimization, fraud detection, and automated trading strategies, leading to increased efficiency and potential profitability. However, the incorporation of AI also presents challenges. The complexity and opacity of AI algorithms can lead to model risk, where errors or biases in AI systems may result in unforeseen financial consequences. Additionally, the reliance on historical data for AI training can perpetuate existing biases and lead to adverse outcomes in volatile or unprecedented market conditions. Ethical considerations and regulatory compliance also become crucial as AI systems handle sensitive financial data and make critical decisions that impact stakeholders. This paper provides a comprehensive analysis of how AI technologies are being applied in financial engineering, highlighting case studies and practical implementations. It also addresses the risks associated with AI integration, such as model risk, data privacy concerns, and the need for robust regulatory frameworks. By examining the balance between the transformative potential of AI and the inherent risks, this study offers insights into how financial institutions can navigate the evolving landscape of financial engineering with AI.

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## **BANKING ON THE WEB: HOW A COSMOPOLITAN CITY FEELS ABOUT ONLINE BANKING**

**Dr. Meenal Shah**

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The research paper "Banking on the Web: How a Cosmopolitan City Feels About Online Banking" explores the adoption and satisfaction levels of online banking services in Kota, India. It aims to understand how residents perceive the convenience, security, efficiency, and overall fulfillment provided by online banking. The study examines whether these services meet customer expectations and identifies areas for improvement. The study finds that online banking in Kota is generally viewed favourably, with easy mobile access and round-the-clock availability being significant advantages. Users appreciate the ability to check balances, transfer funds, and pay bills without visiting physical branches. However, concerns remain regarding the trustworthiness and security of online platforms, especially in protecting personal information. The research also notes that while people trust the banks' reputations, many feel the banks fall short in educating customers about safely using online banking services. Key findings show that mobile accessibility is a standout feature, scoring highest for convenience, while customer service availability online is a noted area for improvement. Efficiency and transparency issues emerge, with some customers expressing dissatisfaction over the actual performance compared to the promises made by banks. Moreover, users prioritize a functional and reliable platform over the website's aesthetic appeal. The survey indicates that over half of the respondents report moderate satisfaction with their online banking experiences, highlighting a need for banks to enhance their digital services. The study suggests measures such as better customer education on cybersecurity, improving online support, and investing in technology upgrades. By addressing these concerns, banks can improve user experiences, build trust, and make online banking more accessible and satisfying for Kota's customers. Overall, the paper concludes that online banking is becoming essential in today's financial landscape, and by embracing technological advancements and addressing customer concerns, banks can fully realize the potential of internet banking.



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## COVID-19 AND THE SHIFT TO ONLINE EDUCATION: EXPERIENCES OF MIZORAM'S STUDENTS AND TEACHERS

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The COVID-19 pandemic has profoundly impacted education systems worldwide, resulting in the near-total closure of schools, universities, and colleges. To continue academic activities, most educational institutions have transitioned to online learning platforms. This study examines the impact of the COVID-19 pandemic on education in Mizoram, focusing on students and teachers. The study is based on primary data collected through questionnaires distributed online via Google Forms to students and teachers from various schools, colleges, and universities. The total sample consisted of 16 school students, 36 college and university students, 19 school teachers, and 5 university faculty members. The pandemic has shifted learning from physical classrooms to online environments. Despite savings on transportation and meal costs, admission and tuition fees remained unchanged, and the increased expenditures on electronic devices and internet data outweighed these savings. The platforms used for online classes included Google Meet, Zoom, Microsoft Teams, YouTube, and Google Classroom. Findings indicate that COVID-19 cases among respondents and their families were significantly higher in 2020-21 than in 2021-22. Poor internet connectivity was the primary disruption experienced during online classes, with additional challenges including unstable electricity and difficulties in maintaining concentration. The study reveals that both students and teachers were generally less satisfied with online classes compared to traditional classroom interactions. It recommends addressing the digital divide between rural and urban areas in terms of electricity, internet connectivity, and educational resources. Furthermore, there is an urgent need for continuous faculty development in online education, quality enhancement, and the implementation of premium software for proctoring to minimize cheating and plagiarism.

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## IMPACT OF DIGITAL MEDIA ON SPORTS COMMERCIALIZATION

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The commercialization of sports has changed greatly due to the rise and spread of digital media platforms. This research study seeks to explore the diverse effects of digital media on the commercialization of sports, analyzing how it affects different parties such as athletes, teams, leagues, sponsors, and fans. By thoroughly examining available literature, industry data, and case studies, this study investigates important topics like branding, sponsorship, fan involvement, income generation, and market growth within the sports sector in relation to digital media integration. The research shows how digital media significantly boosts the visibility and market reach of sports brands, while also enabling specific advertising and sponsorship chances. In addition, the study emphasizes how social media platforms, streaming services, and digital content creation play a vital role in increasing fan involvement and allegiance, ultimately leading to opportunities for making money through subscription models, merchandise sales, and digital content partnerships. Furthermore, the study investigates the obstacles and possibilities presented by digital media, such as concerns regarding data privacy, content piracy, and the democratization of sports content creation and distribution. Moreover, the study evaluates the changing environment of sports broadcasting, analyzing the move towards digital streaming platforms and the disturbance of conventional media structures. It also explores how emerging technologies like virtual reality (VR), augmented reality (AR), and artificial intelligence (AI) are impacting the immersive and interactive sports viewing experience, thus reshaping the commercialization strategies utilized by sports organizations. In conclusion, this study offers important understandings into the ever-changing relationship between digital media and the commercialization of sports, presenting strategic advice for stakeholders to take advantage of new possibilities and tackle the obstacles in a more digital sports environment.

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## THIN FILM FABRICATION TECHNIQUES FOR ORGANIC MATERIALS

**Dr. Hemant Kumar**

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There exist enormous techniques to prepare thin films of different materials on different substrates. The choice of the deposition technique is determined by several factors such as quality of the film, homogeneity/uniformity of the film, reproducibility, simplicity and compatibility with the materials. Some of the techniques used frequently for thin film fabrication of various materials are sputtering, pulsed laser deposition (PLD), chemical vapor deposition (CVD), sol gel, spin coating, thermal evaporation in vacuum, electron beam deposition etc. For optical measurements in the present thesis, the thin films of the organic semiconductors were prepared on fused silica/quartz substrates via thermal evaporation of the organic semiconductors in vacuum. For device preparation the organic semiconductor films and the top electrode (cathode) were prepared on ITO coated glass substrates via thermal evaporation in vacuum. This technique has been discussed below in detail.

## VIOLENCE AGAINST WOMEN: A PERSISTENT CRISIS IN SOCIETAL AND LEGAL FRAMEWORKS

**Dr. Harwinder Kaur**

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Violence against women remains a pervasive global issue, affecting millions of women across all socio-economic, cultural, and geographic boundaries. This crisis manifests in various forms, including physical, sexual, emotional, and economic abuse, severely undermining women's fundamental human rights. Despite advances in legal frameworks, such as the adoption of international conventions and national legislation aimed at preventing and addressing violence against women, significant gaps persist in enforcement, protection, and societal change. Cultural norms, patriarchal structures, and gender inequalities continue to perpetuate the cycle of violence, limiting the effectiveness of legal and policy measures. In both peacetime and times of conflict, violence against women has long been an issue. This violence occurs everywhere—at homes, on the streets, at workplaces, in jails, and even in very modest testing situations. It can also involve rape and murder. Not many crimes against women are recorded, not many are still prosecuted, and not enough people are held accountable for their actions. It is challenging to come up with ideas to lessen if not completely eradicate, such violence in the lack of comprehensive studies on

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occurrences. Further research on this violence is desperately needed to understand its psychology better. It is necessary to look into violent incidents in great detail and devise strategies to lessen their occurrence. The accused must receive swift and harsh punishment, which will also serve as a deterrent. Any civilization that cannot guarantee the protection of half of its members needs to reevaluate its peaceful, civilized lifestyle. This paper explores the complex intersection of societal attitudes and legal systems in perpetuating or alleviating violence against women. It highlights the need for a comprehensive, multidimensional approach that involves not only legal reforms but also social, educational, and economic initiatives to shift deeply ingrained attitudes and power dynamics. Addressing this persistent crisis requires a global commitment to ensuring justice, support, and safety for all women.

## ARTIFICIAL INTELLIGENCE IN MODERN TEACHING AND LEARNING EDUCATION

**Dr. Gambhir Singh Chauhan**

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Artificial Intelligence (AI) is revolutionizing the landscape of modern education, offering transformative potential in teaching, learning, and educational management. This abstract explores the integration of AI technologies in educational systems, emphasizing personalized learning, intelligent tutoring systems, and enhanced administrative efficiency. AI-driven tools, such as adaptive learning platforms, can analyze student data and adjust learning materials to fit individual needs, allowing for more tailored educational experiences. Moreover, AI facilitates the automation of administrative tasks like grading, scheduling, and student tracking, freeing educators to focus on instruction and mentorship. AI also promotes innovative teaching methodologies, such as gamified learning, virtual classrooms, and interactive simulations, which engage students and support deeper understanding. Artificial intelligence (AI) in modern teaching and learning offers transformative potential, enhancing education through personalized learning, automation, and data-driven insights. AI-driven tools can adapt to individual student needs, offering customized learning experiences that improve engagement and comprehension. Teachers can leverage AI for administrative tasks, allowing more time for creative and meaningful interaction with students. Moreover, AI enhances accessibility, providing support for diverse learning styles and needs. Additionally, intelligent tutoring systems and AI-powered chatbots provide real-time feedback, enhancing both student learning

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outcomes and engagement. Despite its benefits, the adoption of AI in education presents challenges, such as data privacy concerns, the need for teacher training in AI tools, and potential equity issues in access to technology. However, as AI continues to evolve, its role in education promises to make learning more personalized, efficient, and accessible, shaping the future of global education systems. AI also brings challenges such as data privacy concerns, the digital divide, and the risk of over-reliance on technology, potentially diminishing the human element in education. The successful integration of AI requires a balanced approach that combines technological innovation with the irreplaceable value of human teaching, ensuring that AI serves as an enhancement rather than a replacement in education.

## GREEN ACCOUNTING AND SUSTAINABLE DEVELOPMENT

**Dr. Dharpal Yadav**

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This study's objective is to determine the connections that exist between green accounting, sustainable development, and financial performance, as well as the impacts that are mediated between the two variables. Additionally, the research will investigate the implications of these connections. For the purposes of this study, the population consists of a manufacturing business that is listed on the Indonesia Stock Exchange, employs techniques that are environmentally friendly, and operates between the years 2017 and 2020. A method of systematic sampling is used in order to collect data from fifty-two different companies. A route analysis performed using EViews was the approach that was used to evaluate the data. Within the context of this scenario, green accounting has an impact on both sustainable development and financial performance. However, financial performance does not have an impact on sustainable development, and vice versa. The ability of a firm to remain in business over the course of a long period of time is now evaluated based on how well it implements environmentally responsible accounting procedures and how well it performs financially.

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## **FUTURE DIRECTIONS OF SOCIAL MEDIA: TECHNOLOGICAL INNOVATION AND USER BEHAVIOR INSIGHTS**

**Dr. Charu Bisaria**

Assistant Professor, Amity Business School, Amity University Uttar Pradesh, Lucknow Campus, Lucknow

The rapid evolution of social media platforms is primarily driven by technological innovations such as artificial intelligence (AI), virtual reality (VR), and advanced data analytics, along with changing user behavior patterns. This study aims to explore the future of social media, focusing on the integration of emerging technologies and their impact on user engagement, content consumption, and privacy concerns. Utilizing a mixed-methods approach, the study surveys 500 users and analyzes the factors influencing their platform preferences and interactions. Statistical tools like regression analysis, factor analysis, and ANOVA provide insights into the key drivers of social media usage. The findings highlight the critical role of AI and user trust in shaping the future of social media, and recommendations are made for platforms to enhance both innovation and privacy measures.

## **FINANCIAL EDUCATION AS A LIFE SKILL UNDER NEP 2020: A STUDY OF UNDERGRADUATE AND POSTGRADUATE STUDENTS IN AHMEDABAD AND IT'S OUTSKIRTS**

**Dr. Devyani Chatterji**

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Financial literacy is increasingly recognized as a vital life skill, crucial for making informed financial decisions, managing personal finances and achieving economic stability. With the implementation of the National Education Policy (NEP) 2020, India has taken steps to include financial literacy in the education curriculum as part of its broader focus on life skills development. This research paper investigates the level of financial literacy among undergraduate and postgraduate students from Commerce, Science and Humanities streams, specifically focusing on universities in Ahmedabad and its outskirts. The paper assesses the extent to which financial education has been integrated into their learning and examines students' confidence in managing their finances. A total of 300 students were surveyed from various universities in Ahmedabad with the data analyzed using descriptive statistics, cross-tabulations and regression analysis. The findings reveal significant disparities in financial literacy across academic streams. Commerce students exhibited higher



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levels of financial literacy with 80% demonstrating a solid understanding of financial concepts like budgeting, savings and investing. In contrast, only 35% of Science students and 45% of Humanities students showed similar financial competence. Additionally, only 30% of respondents were aware of NEP 2020's focus on financial literacy. The paper concludes that while Commerce students benefit from financial education in their coursework, students from Science and Humanities lack adequate exposure. This underscores the need for more inclusive and interdisciplinary financial education across all academic streams. Recommendations include integrating financial literacy into all fields of study, improving teacher training and offering practical, technology-based learning tools to ensure that all students in Ahmedabad and its surrounding areas are equipped with the necessary financial skills for life.

## EFFICACY OF BRAND EQUITY AS A FACTOR INFLUENCING CONSUMER PURCHASE DECISIONS FOR ALCOHOLIC BEVERAGES

**Dr. Preeti Singh,**

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**Mr. Suraj Singh Parihar-**

Assistant Professor, Prestige Institute, Gwalior

**Ms. Aditi Shrivastava,**

Student-ITM, Gwalior

The major objective of this research is to determine the influence of brand equity on consumer purchase decisions of alcoholic beverages in North India. Specific objectives of the study were to determine the influence of brand loyalty on consumer purchase decisions of alcoholic beverages, to determine the influence of perceived quality on consumer purchase decisions of alcoholic beverages, and to determine the influence of brand association on consumer purchase decisions of alcoholic beverages. A descriptive research design was adopted. Data was collected with the help of the questionnaire. The sample size was 400 out of which we got 202 responses, further analyzed using different analysis methods. The geographical region covered was Madhya Pradesh & Delhi, NCR region, India. In the study, we found that Brand loyalty, Perceived Quality, and Brand Association significantly influence Consumer Purchase Decisions. Whereas, Gender & Occupation of the consumer do not have a significant difference in Consumer Purchase Decisions. Overall, with this research, we can say that Brand Equity does influence the consumer purchase decision of Alcoholic Beverages.

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## FINANCIAL PERFORMANCE ANALYSIS OF COMPANIES (A CASE STUDY OF LISTED COMPANIES IN INDIAN STOCK MARKET)

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**Dr. Ritika Saini**

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Indian economy is one of the fastest growing economies in the world. Although India is a agriculture based economy but the role of corporate sector has also been significant. The Paper is a study of the financial performance of companies listed in Indian Stock Market. A sample of six leading companies representing three different sectors has been taken for the study. The financial data of five years of the companies taken as sample is being analyzed applying various tools of financial statement analysis and financial performance analysis. It has been observed that the financial performance of companies under study has a correlation between stock prices and financial performance of companies under study.

## AN OVERVIEW OF DESIGNING ASPECTS OF CHAT GPT 4.0

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The introduction of Chat GPT-4.0 represents a major advancement in natural language processing. Almost all the peoples used it to simplify the work and increase efficiency in day-to-day life. It demonstrates a significant leap in AI's ability to understand and generate human language. The model of Chat GPT 4.0 shows remarkable progress with respect to technological point of view which includes model scalability, multi-modal learning, and contextual understanding. This paper explores

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the technical innovations that power GPT-4, examining enhancements in architecture, training methods, infrastructure, and its improvements over GPT-3. Particular focus is placed on how GPT-4 addresses ethical considerations, optimizes model efficiency, and performs in various evaluations. It further emphasizes on key areas where Chat GPT 4.0 can be used. This paper outlines the design principles that contribute to GPT-4's cutting-edge capabilities in language modeling.

## DOES BRIC NON-FINANCIAL COMPANIES' FINANCIAL PERFORMANCE RESPOND TO ENVIRONMENT DISCLOSURE? THE MODERATING EFFECT OF BOARD GENDER DIVERSITY COMPOSITION

**Dr. Nishu Gupta**

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**Purpose:** The purpose of the research is to analyse the effect of environment disclosure on financial performance of BRIC. The study also analyses the moderating effect of board gender diversity on environmental disclosure and financial performance. For financial performance Tobin's q, Return on Asset and Return on equity has been considered. Ratio of Women in Board composition is considered as board gender diversity.

**Methodology:** A sample of Brazil broad-Based index (IBRA), Russia Trading System Index (RTS), Bombay Stock Exchange, Shanghai Stock Exchange and (SSE) from 2015-2020 is used. To test the data, Panel regression is performed. To strengthen the research results, ordinary least square regression, robustness tests and other analysis is performed.

**Findings:** Results of the study reveals that environmental disclosure affect the financial performance and board gender diversity also interrupting the relationship between the environmental disclosure and financial performance.

**Practical Implication:** The study provides insights to stakeholders and the officials to make up the board diverse to enhance decision making and increase financial performance.

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## LIGAND4-NN-BIS-2'-CYANOETHYLAMINO BENZYLIDENEANILINE

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The Schiff base ligands were characterized on the basis of analytical conductance, molecular weight and spectral studies. The Schiff base behave as neutral monodentate ligand which coordinate to the central metal atom through azomethine nitrogen Schiff base ligand used for complex formation were synthesized in laboratory. Schiff bases formed by different aldehydes are in wide use for the synthetic purpose in both organic synthesis and in co-ordination chemistry of metal complexes. These are reported as stable compounds which are in use as a ligand for synthesis of various complexes. Schiff bases formed by 4-NN-BIS 2'-cyanoethylaminobenzaldehyde have been reported to form stable complexes with metals. Experimental data for some of these schiff bases are available. The theoretical studies were done for schiff bases formed by is aldehydes with varying amines to locate and confirm the site for co-ordination of the compounds to metal on the basis of electronics structure of the schiff bases.

## INNOVATIVE TEACHER EDUCATION IN THE CONTEXT OF NEP-2020

**Dr. Monika Bajaj**

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India's National Education Policy 2020 (NEP-2020) advocates for a holistic, multidisciplinary, and integrated approach to education, with teacher education as a critical pillar for enhancing the quality of the entire education system. NEP-2020 emphasizes the need for innovation in teacher education through reforms in curriculum design, pedagogical practices, and the integration of technology. It highlights the importance of a four-year multidisciplinary undergraduate program for teacher preparation, professional development, and lifelong learning. This paradigm shift promotes experiential and competency-based learning, fostering creativity, critical thinking, and digital literacy among future educators. Additionally, NEP-2020 seeks to build a robust system of continuous professional development (CPD) for in-service teachers, encouraging reflective practice and the use of blended learning methods. This paper explores how these innovations can address the challenges of the 21st century and ensure that teachers are equipped to nurture the next generation of learners in a rapidly evolving educational landscape.

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## EVALUATING THE FINANCIAL IMPACT OF MEGA MERGER ON INDIAN BANKS: A CAMEL MODEL ANALYSIS

**Dr. Premila Jain**

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**Rakhi Aaswani**

Research Scholar, Department of ABST, University of Rajasthan, Jaipur

Banks play a crucial role in Indian economy. To strengthen the Indian banking sector Finance Minister announces the Mega merger of Public Sector Banks. This step was taken for growth, profitability and organisational restructure. with the changing era Indian banking system is shifting from an arrangement of large amount of small banks to a structure where in there are small numbers of large banks. Government took step to make a clear path to achieve a target of \$ 5 trillion economy. In 2019, 10 public sector banks were consolidated into four larger entities, this was the notable example to enhance financial strength and streamline operations This study was conducted to know the impact of Merger on various parameters. These parameters were taken on the basis of CAMEL Model. This Model was applied to determine the changes in financial parameters resulting from the merger. The researcher has done the analytical study of merger which is based on secondary data collected from financial reports. The study covers the period of six years i.e. 2017-2023 which belongs to three years before and three years after the merger. Overall, the study concludes that while mega mergers provide certain financial benefits, their impact on performance varies across different CAMEL components. These results offer valuable insights for stakeholders in the banking industry on how mergers can influence long-term financial stability and strategic planning.

## A STUDY ON SOCIAL ENTREPRENEURSHIP & SUSTAINABLE DEVELOPMENT

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Social entrepreneurship is a business model that aims to address social, cultural, or environmental issues by developing, funding, and implementing innovative solutions. Social entrepreneurs are individuals or groups who establish enterprises with the goal of solving social problems or effecting social change. They combine business and social issues to improve the lives of people and create a positive impact

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on society. Social entrepreneurship is a way of doing business that seeks to make changes in the world by addressing social, cultural, or environmental issues. Social entrepreneurship can be a low-key affair or a large-scale drive that involves the masses. Anyone and everyone can come up with a solution to a problem and become a social entrepreneur, be they organizations or individuals. Strong willpower, the intention to do good, and a suitable approach are the driving forces behind social entrepreneurship. Social entrepreneurship can be categorized into different types, such as business entrepreneurship and social entrepreneurship. A social entrepreneur needs a vision and must be able to see the opportunity to turn that vision into a realistic idea and then a reality. Social entrepreneurs are changing the world in different ways every day. It is a way of doing business that seeks to make changes in the world by addressing social, cultural, or environmental issues. Sustainable development can be defined as an approach to the economic development of a country without compromising with the quality of the environment for future generations. It is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

## PERFORMANCE MANAGEMENT SYSTEM AND EMPLOYEE PERFORMANCE: ANEW CONCEPTUAL FRAME WORK FOR ORGANIZATIONS

**Dr. Shailendra Singh Charan**

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**Dr. Saroj Lakhawat**

Assistant Professor, Department of Economics, Engineering College, Ajmer

Performance management is a method that includes a sequence of activities to improve employee performance and help to achieve organization goals. Traditional approaches, in performance management, which attention one evaluation and control, have been replaced by new approaches that are concerned with employee development and engagement in achievement of organization goals. Performance Management System has not only greater impact on Employee performance but also on organizational performance as well. The aim of this paper is to study the impact of performance management system on Employee performance and achievement of organization goals. The paper also offers an insight about Performance management system on Employee performance.



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## A COMPARATIVE STUDY OF SELF EFFICACY AMONG YOUTH

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Self efficacy is nothing but a 'can do' cognition which mirrors the sense of control over one's environment. Being self-efficacious it can help one to deal with certain life stresses. The purpose of the study was to explore gender differences in self-efficacy of youth. This study was conducted on randomly selected 240 students (120 male, 120 female) from different colleges of Bikaner City (Raj.). The self-efficacy scale developed by Sud (2002) was used to identify the self-efficacy level. The results were analyzed in terms of mean, standard deviation, and t-test, and the result showed that male and female students both differed significantly with regards to self-efficacy level.

## INTEGRATION OF AI AND IOT IN AGRICULTURE MONITORING: ENHANCING PRECISION FARMING FOR SUSTAINABLE GROWTH

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(B.Sc.), Vivekananda Global University, Jaipur

**Mr. Rakesh Raushan**

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The advent of advanced technologies like Artificial Intelligence (AI) and the Internet of Things (IoT) has revolutionized agriculture by optimizing crop growth, minimizing resource consumption, and promoting sustainable farming practices. This paper explores the integration of sensors, drones, satellite imaging, and data analytics to monitor soil moisture, temperature, crop health, and weather conditions in real time. By leveraging AI for data-driven decisions in irrigation, fertilization, pest control, and yield predictions, modern agriculture can effectively respond to environmental challenges. This study examines the potential of these technologies to transform traditional farming into a precision-based, efficient system capable of addressing the global demand for food security.

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## AN EDUCATIONAL STUDY WITH SPECIAL REFERENCE TO WARREN BUFFET

**Dr. Ramesha V**

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Savings and investments are regarded as the best practices. Time management is connected to these best practices. Instead of wasting precious time on un-necessities, it is better to invest the available time on productive activities. There is a blaming game at work places and society that people have no work ethics. The main reason is distractions like social media. The present study is an attempt to youth to make a shift from unproductive activities to productive activities. So, a great person called Warren Buffet's life history and his valuable quotes on financial and time management is taken for the study. He started his investment journey from the age of eleven years. Gradually he became rich slowly. That is why he is going to say that investors must have patience rather than intelligence. He took around fifty six years to become rich. There after his growth is exponential. He is great for quotes. We are all great full for his great quotes. Some of his quotes include: the best investment is on you, an idiot can beat an intelligent with a plan, we are under a shade who has already planted a tree long back, invest and forget, a common man can also invest on index, the difference between successful and most successful people is most successful people say "No" to almost of all things, define what are assets and liabilities, if you buy un-necessity today, you may have to sell necessities tomorrow. A model has been given which indicates that an entertainment seeker cannot be educated. Instead of entertainment, enlightenment can be entertained. Our resources like time, effort and money can be devoted in the ratio of 10:90 for entertainment and enlightenment which ensures 100 percent employment to youth.

## EMPOWERMENT THROUGH EQUALITY: RECONCEPTUALISING WOMEN'S RIGHTS IN THE HUMAN RIGHTS AGENDA

**Dr. Rani Kale**

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Dharwad

International Human Rights Day is commemorated each year on December 10 as suggested in the founding document of the United Nations which declares that each one of us, everywhere, at all the times is entitled to human rights and United Nations values. Attaining equality between women and men and eliminating all forms of discrimination against women are the part of fundamental human rights and United

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Nations values. But the retrospection of the circumstances states a different portrait. Women around the world nevertheless regularly suffer violations of their human rights throughout their lives, Realizing women's human rights has not always been a priority. But, it is possible to move beyond the status quo, to picture a society where economies are built with women's rights at their heart. Achieving equality between women and men requires a comprehensive understanding of the ways in which women experience discrimination and are denied equality so as to develop appropriate strategies to eliminate such discrimination. The paper gives an overview of the changing status of women since ages, women rights as human rights and the issues concerning these rights. Also the paper highlights women empowerment as one of the effective strategy in achieving women rights.

## **A COMPARATIVE STUDY ON WOMEN EMPOWERMENT WITH REFERENCE TO EMPOWERMENT DIMENSION**

**Dr. Rani Kale**

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Achieving Gender parity has become important in today's era as it has numerous positive implications. To achieve these empowering women is the centric strategy that is to be implemented. Various major interventions have been implemented with an objective of empowering women. The paper is an earnest attempt to understand the two of the major interventions viz Self help Groups and Women Cooperatives and their comparative impact on women psychological empowerment. The paper also tries to understand the impact of various demographic variables on psychological empowerment of women. The analysis of the data gives an idea that psychological empowerment of women is not influenced by the kind of intervention applied nor the by the demographic factors except for age and income.

## **PREVALENCE OF DEPRESSION, ANXIETY, AND STRESS AMONG UNDERGRADUATE STUDENTS IN PAKISTAN: A REVIEW**

**Dr. Ravina Kumari**

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Depression, anxiety, and stress (DAS) are increasingly prevalent mental health challenges among undergraduate students in Pakistan, significantly affecting their academic performance, social lives, and overall well-being. University life,

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characterized by academic pressures, social isolation, financial instability, and future career uncertainties, contributes to the rising mental health burden. This review paper discusses existing research on the prevalence, causes, and implications of DAS among undergraduate students in Pakistan while evaluating current mental health interventions within academic institutions. A comprehensive literature review was conducted, analysing studies published over the past decade. Findings indicated Socio-economic factors also play a significant role, with students from lower-income backgrounds facing heightened stress due to financial instability and limited resources. Among male & female students, female students were consistently found to exhibit higher levels of psychological distress compared to male students, likely due to a combination of academic pressure, societal expectations, and gender-specific challenges. The review also highlights the gaps in mental health support systems within Pakistani universities as compared to other institutions. While some institutions have introduced counselling services, peer support programs, and mental health awareness campaigns, these initiatives remain underutilized and lack sufficient funding and cultural stigma surrounding mental health. This paper calls for the development of comprehensive mental health strategies tailored to the unique socio-cultural context of Pakistan. Universities must prioritize mental health by offering accessible counselling, reducing stigma through awareness programs, and fostering a supportive academic environment. Furthermore, future research should focus on evaluating the long-term impact of DAS on students' academic and personal lives, while assessing the effectiveness of current mental health interventions.

## EMPOWERING OF RURAL WOMEN ENTREPRENEURS

**Dr. Renu Jangid**

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Jaipur

This paper discusses how the social innovation model can help rural women, especially in the B40 group, develop their marketing skills to grow their business. The social innovation model provides better opportunities for entrepreneurs to improve their business strategy. The study began with selecting respondents based on purposive sampling in setiu wetland, then proceeding with the analysis phase to decide on the suitable module and technological solutions. The modules are designed to equip the participants with skills in doing e-business. Then proceed with the development phase, in which all participants are required to attend five training sessions to ensure they have their own Facebook page and manage it properly. The

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impact of this research could empower the targeted marginalized group with the knowledge of information engineering, increase their awareness and utilization of Information and Communication Technology (ICT) in their everyday actions.

## **BSNL AND GREEN MANAGEMENT**

**Laxmi Narayan Shukla**

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**Prof. Rajesh Chandr Mishra**

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United Nations Climate Change Conference (COP) and since the last decades, importance has been given to green businesses and service so that environmental impact can be reduced, greenhouse gas emissions can be reduced, waste production can be reduced and society can be put on the path of building a sustainable future. This is possible through green management, which includes the creation of a green telecom sector as a part of it. Whenever the telecom sector is discussed, more expectations are placed on BSNL because the government is a representative institution of the society, and the responsibility increases for the private sector telecom company of the country to make an ideal contribution and provide environmental protection.

## **A STUDY ON FUTURE OF CORPORATE SOCIAL RESPONSIBILITY**

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Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public. By practicing corporate social responsibility, companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental. Engaging in CSR means that, in the ordinary course of business, a company is operating in ways that enhance society and the environment instead of contributing negatively to them. In India, the Ministry of Corporate Affairs has mandated that companies with a net worth of INR 500 crore or more, or a turnover of INR 1,000 crore or more, or a net profit of INR 5 crore or more during any financial

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year, must spend at least 2% of the average net profits of the preceding three financial years on CSR activities. The future of corporate social responsibility (CSR) is a topic of much discussion and debate. Many experts predict that the focus will shift from CSR to corporate social impact (CSI), which emphasizes the positive impact that companies can have on society and the environment. Technological advances are expected to enable real-time CSR reporting, which will lead to widespread adoption across industries. This means that every company, regardless of size or location, will be expected to report on their CSR activities. In addition, there is a growing trend towards companies taking a more proactive approach to CSR, rather than simply reacting to external pressures. This includes developing long-term strategies that integrate CSR into all aspects of the business, rather than treating it as a separate function. Finally, there is a growing recognition that CSR is not just a moral obligation, but also makes good business sense. Companies that prioritize CSR are more likely to attract and retain customers, employees, and investors, and are better equipped to navigate the complex challenges of the modern business world.

## EXPLORING THE SCOPE OF DIVERSITY MANAGEMENT LITERATURE: A BIBLIOMETRIC REVIEW

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**Dr. Aditi Sharma**

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Diversity management has become a focal point in organizational studies, driven by its perceived benefits in enhancing creativity, problem-solving and overall performance. This bibliometric review aims to analyse the landscape of diversity management research published between 2019 and 2023, utilizing Scopus as the data source. The objectives include identifying publication trends, authorship patterns and citation networks to offer insights into the field's evolution and current state. Additionally, the study conducts a qualitative analysis of the top 20 most cited papers to uncover key themes and contributions shaping the discourse. Methodologically, the review involves a systematic search in the Scopus database using the keywords "Diversity Management," yielding 403 documents from various sources including journals, books, and conference papers. Annual publication and citation metrics reveal a fluctuating trend in research output and impact over the specified period. Top contributing countries, institutions and authors are identified to highlight global and individual contributions to the field. Findings indicate a growing interest in diversity



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management globally, with notable variations in citation impact across different regions and publication types. Key themes extracted from the most cited papers include CEO commitment, workplace happiness, intersectionality, and the ethical dimensions of diversity management. The review underscores the interdisciplinary nature of diversity management research, integrating insights from organizational behaviour, human resource management, and ethics. By synthesizing quantitative bibliometric data with qualitative insights, this review offers a comprehensive overview of the diversity management literature, identifying gaps and suggesting future research directions. The findings contribute to advancing theoretical frameworks and practical strategies for fostering inclusive organizational environments in an increasingly diverse global workforce.

## PRODUCTION OF BIO-BASED COLORANTS FROM PSEUDOMONAS SPP. ISOLATED FROM SOIL FOR TEXTILE APPLICATIONS"

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Color plays a significant role in human life, influencing choices related to food, clothing, and aesthetics. With growing safety and environmental concerns regarding synthetic dyes, there is an increasing interest in natural colorants derived from plants and microorganisms as eco-friendly alternatives. Among these, microbial pigments stand out for their non-toxicity, biodegradability, and consistent availability, making them suitable for various industries, including textiles, pharmaceuticals, and cosmetics. In this study, a green pigment-producing bacterium was isolated from garden soil and identified as *Pseudomonas* sp. This bacterium demonstrated significant production of pyocyanin, a blue-green pigment known for its antimicrobial properties. Optimal conditions for pigment production were determined to be at pH 7 and 37°C after a 48-hour incubation period, highlighting the bacterium's adaptability. The extraction process involved harvesting the bacterial biomass, drying it at 60°C for

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24 hours, and dissolving it in methanol, resulting in a vibrant green-colored solution. The extracted pigment was characterized through several analytical techniques, including Thin Layer Chromatography (TLC), UV Spectroscopy, and Fourier Transform Infrared (FTIR) Spectroscopy. The TLC analysis revealed a single spot with an R<sub>f</sub> value of 0.75, consistent with pyocyanin. Additionally, UV-visible spectrometry showed a maximum absorption peak at 400 nm, further confirming the pigment's identity. FTIR analysis identified functional groups typical of pyocyanin, providing further insights into its chemical structure. The extracted pigment was applied to cotton, nylon, and polyester fabrics, yielding a yellow hue that gradually transitioned to brown upon exposure to outdoor conditions. Notably, the dyed fabrics displayed moderate resistance to treatment with acid, alkaline, and detergent solutions, indicating the potential of the pigment as a natural textile colorant. However, further studies are required to enhance the pigment's stability and fixation properties on fabrics. This research emphasizes the potential of microbial pigments as sustainable and eco-friendly alternatives to synthetic dyes, aligning with the growing demand for biodegradable products in various industries.

## EXPLORING FEMININE AGENCY IN MYTH: A STUDY OF MENAKA'S DILEMMAS IN MENAKA'S CHOICE BY KAVITHA KANE

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This study explores the theme of feminine agency in myth through the character of Menaka in Kavitha Kane's *Menaka's Choice*. Drawing from Hindu mythology, Menaka is often depicted as an Apsara whose primary role is to seduce sages and disrupt their penance. However, Kane's retelling offers a fresh perspective, positioning Menaka as an agent of her own choices and dilemmas rather than merely a tool in the hands of the gods. This paper delves into the complexities of Menaka's character, her inner conflicts, and the dualities she faces between duty and desire, passion and restraint. The study particularly focuses on Menaka's struggle for autonomy in a patriarchal cosmic order where the Apsaras are bound by divine commands. Her initial reluctance to seduce Vishwamitra, and the eventual love that blossoms between them, highlight the conflicting forces of obedience and personal emotion. Despite being manipulated by the celestial powers, Menaka's decisions—whether to follow orders or act out of love—reflect the nuances of feminine agency. This exploration of her dilemmas underscores the shifting dynamics of power and

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control between celestial beings and mortal men. By examining Menaka's journey through the lens of feminist theory and mythological reinterpretation, this paper aims to shed light on the tension between prescribed roles and self-determination. Menaka's narrative is not just a tale of seduction but of love, guilt, responsibility, and personal growth, offering a revisionist view that portrays her as a multi-dimensional character. Through Menaka's *Choice*, Kavitha Kane emphasizes the significance of individual choice and moral agency in a world where divine will often overrides human freedom. This study, therefore, contributes to broader discussions on the portrayal of women in mythology and the reclamation of their agency in modern retellings.

## CROP RECOMMENDATION WITH EXPERT CONSULTATION PLATFORM FOR FARMERS

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Farmers around the world often struggle with critical decisions related to crop management, pest control, and selecting the right fertilizers and pesticides. While some existing crop recommendation systems offer support, they tend to be expensive and rely on complex hardware, making them difficult to access for many small and medium-scale farmers. Additionally, the lack of direct access to agricultural experts further complicates the decision-making process, which can lead to lower yields and unsustainable farming practices. Crop Recommendation with Expert Consultation Platform For Farmers introduces a web-based platform designed to provide farmers with easy access to expert advice and practical solutions. Farmers can create accounts and post their concerns—such as pest issues, soil health, or crop diseases—much like posting on social media. A committee of agricultural specialists will review these posts and offer personalized advice on what steps to take, including recommending specific fertilizers, pesticides, or farming techniques. The platform also integrates an e-commerce feature, where recommended products can be purchased directly, ensuring farmers can quickly act on the advice provided. Ease of use is central to the design of the application. It includes a simple login process, a clean and intuitive interface, and is optimized for mobile devices to accommodate farmers with

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varying levels of digital proficiency. Agricultural experts have their own streamlined interface for reviewing and responding to problems efficiently. Crop Recommendation with Expert Consultation Platform For Farmers seeks to bridge the gap between farmers and agricultural expertise, offering timely, practical solutions that can improve crop yields and promote sustainable farming. By making expert advice and essential farming products readily available, the platform aims to empower farmers, helping them to improve their productivity while ensuring that they have the tools and knowledge needed to thrive in the face of agricultural challenges.

## **ASSESSING THE EFFECTIVENESS OF GOVERNMENT PROGRAMS ON RURAL EMPLOYMENT AND ENTREPRENEURSHIP WITHIN THE VIKSHIT BHARAT 2047 VISION**

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This abstract examines the critical role of government initiatives in improving rural employment and entrepreneurship under the Vikshit Bharat 2047 framework. The findings show that programs such as MGNREGA, Skill India, and Start-Up India have made major contributions to enhancing livelihood options and instilling a sense of entrepreneurship in rural communities. However, in order for these projects to fully realize their promise, persisting problems such as poor infrastructure and limited finance availability must be addressed. The study underlines the necessity of policy changes customized to local circumstances, which might boost the good consequences of these initiatives. By prioritizing targeted support and investment in rural areas, the government may create a more conducive climate for long-term economic growth and rural community empowerment, aligning with India's overall objective of becoming developed and inclusive by 2047. Finally, stakeholders must work together to achieve these lofty developmental goals.

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## A NEW ERA OF GROWTH: REVITALIZING THE INDIAN ECONOMY THROUGH REFORMS

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The current economic slowdown in India is indeed significant and highlights some of the key structural challenges that the country faces. The reforms initiated in 1991 laid a solid foundation for economic growth, but gaps remain in critical areas like land acquisition, labor laws, capital mobilization, and ease of doing business. Addressing these issues is crucial to enhance productivity, competitiveness, and economic governance. Without these reforms, the country's growth prospects could be severely limited. The consequences might include reduced participation in global supply chains, rising unemployment, and the underutilization of its young workforce, which is a crucial demographic advantage. India needs a strategic approach, combining political resolve and innovative policy frameworks, to create an environment conducive to sustainable economic growth.

## ENHANCING INDIA'S AGRICULTURAL RESILIENCE AND SUSTAINABILITY: A STUDY ON THE NEWSCHMES LAUNCHED BY THE GOVERNMENT

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The Union Cabinet of India recently approved seven new agricultural schemes with a total financial outlay of nearly Rs 14,000 crore, aimed at advancing the agriculture and allied sectors. These schemes are focused on boosting agricultural research, digitalization, climate resilience, livestock development, and sustainable horticulture. The paper explores the objectives, strategies, and anticipated outcomes of these schemes, highlighting their potential impact on enhancing the agriculture sector's efficiency, climate adaptability, and farmer income. Special attention is given to the role of technology in promoting digital agriculture, optimizing resource management, and improving productivity. This study aims to understand the schemes' contributions to making Indian agriculture more sustainable and resilient in light of global climate challenges.

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## A STUDY ON DISPOSAL OF SANITARY PADS- CHALLENGES FACED BY WOMEN

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Menstruation is a natural biological process which is often recognized as a period of change or transformation from adolescence to womanhood. Millions of adolescent women throughout the globe are denied the right to control their menstrual cycle in a dignified and healthy manner. They also lack income of their own to buy hygienic menstrual products even they are aware. Inability to manage menstrual hygiene can have serious consequences for their physical, mental, and emotional health, as well as their social development and educational attainment. This study is done with the objective of understanding the level of consequences of unscientific ways of disposal of sanitary pads and to understand the awareness of different alternatives available to protect the the environment from non-biodegradable materials in sanitary pads. This is an empirical study with data collected through a structured questionnaire. The data is analysed using statistical tools like descriptive, frequency and chi-square analysis in Excel and Jamovi software to test the hypothesis. Disposal challenges have been studied through primary as well as secondary data. Incineration is a technique to dispose of menstrual waste. But the burning of pads releases gases that affect health and environment, where the chemical dioxins are toxic and carcinogenic. The study aims to discuss the issues with municipality departments and authorities concerned and come up with programmes to develop awareness amongst people regarding waste segregation and also making people understand the challenges related to disposal of sanitary pads.



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## **IMPACT OF ONLINE GAMING ON MENTAL WELL-BEING OF YOUTH – A STUDY IN MANGALORE CITY**

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The rapid growth of smartphones and high-speed internet has made online gaming more accessible than ever, leading to a rise in the number of youth engaging in online gaming activities. Today online gaming has become a widespread pastime and a form of entertainment to the youth across the globe. Online games can be a double –edged sword where one side it can provide youth with more role experiences, teamwork and on the other side they can also lead to addiction, lack of focus and other negative effects if not managed properly. The present paper tries to explore the impact of online gaming on mental well-being of youth and the study is conducted with special reference to Mangalore city.

## **FOSTERING SUSTAINABLE FUTURES: THE RISE OF GREEN ENTREPRENEURS IN INDIA**

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Green entrepreneurship is gaining importance as a critical driver of sustainable development in India, where environmental concerns such as pollution, resource depletion, and climate change have become urgent issues. This article explores the role of green entrepreneurs in India, highlighting their contributions toward creating eco-friendly products and services while addressing environmental challenges. Green entrepreneurs aim to minimize pollution, promote renewable resources, and develop sustainable business models that foster long-term economic and ecological benefits. Through their ventures, they provide innovative solutions to some of India's pressing environmental problems, such as waste management, organic farming, and energy conservation. The objective of this research is to analyze the concept of green entrepreneurship and examine the contributions of prominent green entrepreneurs in India. By reviewing secondary data sources such as case studies, scholarly articles, and reports, the study provides insights into how these entrepreneurs have effectively combined business innovation with environmental stewardship. The article profiles several green entrepreneurs, including Rajaram Tripathi, who pioneered organic

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farming, and Mansukhlal Prajapati, the creator of the clay refrigerator Mitti Cool, demonstrating the diverse and impactful approaches green entrepreneurs have taken. However, green entrepreneurship in India is not without challenges. High initial costs, limited market awareness, and regulatory hurdles are significant barriers. Despite these difficulties, the efforts of green entrepreneurs have resulted in substantial social and environmental gains, offering a blueprint for sustainable development in the future. This research emphasizes the need for stronger policy support and consumer education to foster the growth of green entrepreneurship in India. Ultimately, this article underscores the vital role that green entrepreneurs play in promoting sustainable development, contributing to a cleaner and greener environment.

## NEW EDUCATION POLICY,2020: A REVOLUTIONARY STEP BY THE INDIAN GOVERNMENT

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National Education Policy, 2020 (NEP) envisions a massive transformation in education through– “an education system rooted in Indian ethos that contributes directly to transforming India, that is Bharat, sustainably into an equitable and vibrant knowledge society, by providing high quality education to all, thereby making India a global knowledge superpower.” The NEP 2020 is founded on the five guiding pillars of Access, Equity, Quality, Affordability and Accountability. It will prepare our youth to meet the diverse national and global challenges of the present and the future. In school education, the National Education Policy 2020 stresses on the core values and principle that education must develop not only the cognitive skills, that is, – both ‘foundational skills’ of literacy and numeracy and ‘higher-order’ skills such as critical thinking and problem solving – but also, social and emotional skills - also referred to as ‘soft skills’ -including cultural awareness and empathy, perseverance and grit, teamwork, leadership, communication, among others. The Policy aims and aspires to universalize the pre-primary education and provides special emphasis on the attainment of foundational literacy/numeracy in primary school and beyond for all by 2025. It recommends plethora of reforms at all levels of school education which seek to ensure quality of schools, transformation of the curriculum including pedagogy with 5+3+3+4 design covering children in the age group 3-18 years, reform in the current exams and assessment system, strengthening of teacher training, and restructuring the education regulatory framework. It seeks to increase public investment in education, strengthen the use of technology and increase focus on vocational and

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adult education, among others. It recommends that the curriculum load in each subject should be reduced to its 'core essential' content by making space for holistic, discussion and analysis-based learning. With a renewed focus on early childhood care and education, the policy seeks to address historical disparities and provide all students with the tools they need to thrive in an increasingly complex global landscape. NEP 2020's potential to revolutionize education in the country lies in its holistic, inclusive, and forward-thinking approach.

## ALTERNATIVE ENERGY SOURCES: A COMPREHENSIVE REVIEW OF SUSTAINABLE POWER SOLUTIONS

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As the world faces growing environmental challenges and the depletion of fossil fuels, the need for alternative energy sources has become increasingly urgent. This review explores various sustainable power solutions, including solar, wind, geothermal, biomass, and hydropower, as viable alternatives to traditional energy sources. Each energy type is examined in terms of its efficiency, environmental impact, scalability, and technological advancements. This paper focuses on renewable energy's important role in addressing climate change, lowering greenhouse gas emissions, and enhancing energy security. It examines how these energy sources can be integrated into existing power grids while considering challenges like high costs, infrastructure limitations, and policy obstacles. Additionally, the paper explores new technologies that could improve the feasibility of renewable energy adoption. Through a review of successful global case studies where alternative energy has been implemented on a large scale, the paper also looks at future trends and innovations that are shaping the industry. By analyzing the latest research and technological advancements, this paper aims to provide insights into how renewable energy can support a more sustainable and resilient global energy system.

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## THE FUTURE OF SOCIAL MEDIA: TRENDS AND USER EXPECTATIONS

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The rapid advancement of technology has fundamentally reshaped how people interact and communicate. Social media platforms, originally designed for connecting friends and family, have evolved into multifaceted ecosystems that significantly influence various societal aspects. This research aims to examine the emerging trends in social media usage, analyze the evolving expectations of users, and evaluate the potential impact on industries and individuals. Using a blend of primary and secondary data collection methods, including surveys, interviews, and observational studies, this study identifies key trends such as the growth of short-form video content, AI-driven content curation, and heightened concerns regarding privacy and data security. Additionally, the research explores changing user expectations, highlighting a demand for more authentic connections, personalized experiences, and greater control over personal data. By understanding these trends and user expectations, businesses and individuals can effectively navigate the evolving social media landscape and seize emerging opportunities.

## PROSPECTS AND CHALLENGES IN ONLINE EDUCATION

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The article talks about a research project examining the potential and obstacles of online learning in India. The objective of this research is to discover ways for this field to expand while also pinpointing the barriers hindering its advancement. To achieve these objectives, the research focuses on various critical activities: investigating the reasons behind the rise in popularity of online learning, analysing the latest studies on online education in India, assessing the advantages and

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disadvantages of this approach, and exploring the future and challenges in Indian education. The research employs methods such as comparing academic studies and examining data from different sources. It looked into data and literature on online education. The findings indicate that although online learning is gaining global popularity, India is missing a structured approach to it and a commitment to lifelong learning. Nonetheless, progress is being made. The primary challenges include insufficient funding, a lack of focus on the education sector, and the risks faced by those involved, all of which are contributing to an educational crisis in the country. Technology plays a vital role in education, with new digital platforms enhancing the learning experience in India. The study also identified various elements that could improve online education, drawing from a review of current studies. However, there are still significant challenges, such as poor digital infrastructure and language barriers. Despite these challenges, the number of online education users grew during the COVID-19 pandemic, opening up numerous opportunities in the education sector.

## INTELLECTUAL PROPERTY RIGHTS: SWOT ANALYSIS

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This research paper aims to provide a comprehensive analysis of Intellectual Property Rights (IPR) using the SWOT (Strengths, Weaknesses, Opportunities, and Threats) framework. The paper explores the current state of IPR, its significance in the modern economy, and the evolving challenges it faces. By critically examining its internal and external factors, this study offers insights into potential strategies for leveraging strengths, addressing weaknesses, seizing opportunities, and mitigating threats within the realm of intellectual property rights.

## REVIEW- MOVIE TICKET MANAGEMENT SYSTEM

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The Movie Ticket Management System is a software solution developed to simplify the process of purchasing movie tickets. It offers a centralized platform where both users and cinema administrators can efficiently manage ticket bookings, movie schedules, and screenings. The system allows moviegoers to browse available

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movies, check showtimes, choose seats, and complete payments online. Meanwhile, administrators can oversee movie schedules, update showtimes, and monitor ticket sales in real-time. This review examines the system's architecture, key features, and user experience, underscoring its benefits in terms of operational efficiency, user-friendliness, and data handling. It also discusses potential improvements, such as refining the user interface and incorporating new features like loyalty rewards or integration with multiple theaters. Ultimately, the Movie Ticket Management System plays a pivotal role in modern cinema operations, facilitating smooth and efficient interactions between customers and theaters.

## ENVIRONMENTAL ACCOUNTING: AN INTRODUCTION

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Environmental accounting is a field that integrates environmental and economic data to improve corporate decision-making, sustainability, and regulatory compliance. It is crucial for organizations to measure, manage, and report on their environmental impact, as they face increasing pressure to address their environmental impact. This paper provides an overview of environmental accounting, its frameworks, and its role in promoting sustainable development. Key areas of focus include identifying environmental costs, applying accounting principles to environmental management, and integrating these metrics into financial reporting. The paper also discusses the challenges organizations face in adopting environmental accounting practices, such as data collection, regulatory compliance, and balancing short-term profitability with long-term sustainability goals. The study emphasizes the growing relevance of environmental accounting in the global economy, especially in the context of climate change, resource depletion, and stakeholder expectations for corporate transparency.

## FUTURE OF SOCIAL MEDIA

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The speed at which technology is developing has never been faster, and social media is no exception. Platforms are continuously adding new tools and features to improve user experiences and meet new consumer needs and expectations. X (Twitter), youtube, Whatsapp, telegram, Instagram and Snap chat etc.



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are Social media platform. Social media is, in many ways, becoming less social. The kinds of posts where people update friends and family about their lives have become harder to see over the years as the biggest sites have become increasingly “corporatized.” Instead of seeing messages and photos from friends and relatives about their holidays or fancy dinners, users of Instagram, Facebook, TikTok, Twitter and Snapchat now often view professionalized content from brands, influencers and others that pay for placement. The idea is to make people feel connected in an environment where their time together is treated as a precious and finite resource. In this research paper we discuss predicts of Social media such as :

- The use of social media as a search engine
- The use of AR (augmented reality)
- The growth of social commerce
- A rise in ephemeral content
- Demand for audio and voice-based platforms
- A focus on digital and mental well-being

## PROFITABILITY RATIO AS INDICATORS OF FINANCIAL HEALTH: A FOCUS ON NSE LISTED POWER SECTOR COMPANIES IN INDIA

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This study evaluates the financial performance and profitability of selected power sector companies listed on the NSE, including \*Suzlon, \*\*NHPC, \*\*NTPC, \*\*Tata Power, and \*\*RattanIndia Power, over the period from 2019-20 to 2023-24. The analysis focuses on key profitability ratios such as \*\*Gross Profit Ratio, \*\*Operating Profit Ratio, \*\*Net Profit Ratio, \*\*Return on Equity (ROE), \*\*Return on Assets (ROA), and \*\*Return on Capital Employed (ROCE). The research applies accounting tools for profitability ratio analysis and uses \*\*F-test (one-way ANOVA)\* to assess statistical significance in the differences across the companies. The findings reveal that NHPC consistently outperforms its peers, maintaining strong financial stability with positive growth in all profitability ratios throughout the study period.

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NTPC also performs well, particularly in ROCE and Operating Profit, demonstrating effective capital management. Tata Power shows notable improvement in ROCE, particularly in the year 2022-23, but experiences some fluctuations in other profitability ratios, indicating areas for improvement in overall financial consistency. Suzlon, while showing significant recovery in recent years, faced substantial volatility in earlier years, reflecting challenges in maintaining stable profitability. RattanIndia Power displays declining financial performance, particularly in ROA and Net Profit Ratio, with negative profitability in the final year of the study. The F-test results indicate statistically significant differences in the Gross Profit Ratio and Return on Capital Employed (ROCE) among the companies, while other ratios such as Operating Profit, Net Profit, ROE, and ROA do not show significant differences. The study concludes that NHPC and NTPC demonstrate strong financial performance, while Suzlon and RattanIndia Power need to focus on improving profitability and financial stability. Tata Power\* can enhance consistency in its overall financial ratios for sustained growth.

## **ASSESSING STUDENTS' AWARENESS AND USAGE OF ARTIFICIAL INTELLIGENCE (AI) TOOLS WITH SPECIAL REFERENCE TO HIGHER EDUCATION INSTITUTIONS IN JALGAON CITY**

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In today's fast growing technological innovations, AI has become inseparable part in many sectors including education. In education sector, AI plays important role in leveraging teaching learning process. There are so many AI tools available for improving the quality and efficiency of teaching learning process. So, the research on how students use and apply AI tools is very important. This study analyzes survey results on the use of AI tools in students' learning activities in Jalgaon city. The primary data is collected from the students of higher education institutions in Jalgaon city using questionnaire method including both closed-ended and open-ended questions. The analysis is done using percentage method.

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## A STUDY ON JOB SATISFACTION WITH SPECIAL REFERENCE TO HEIS IN JALGAON DISTRICT

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India has witnessed rapid growth in higher education institutions day by day creating a tough competition among the institutions. Before taking the admission to the institute, students access the standard of the institute which depends largely upon the quality education. The teachers are considered to be the major contributors in imparting quality education to the students. The employees' dedication and motivation largely depends upon their job satisfaction. The purpose of this research paper is to describe the development and implementation of the survey to assess job satisfaction of the teachers in higher education institutions. The student satisfaction survey is a very useful instrument to assess the satisfaction level of the employees and focuses on areas where there is low satisfaction but high importance. The primary data is collected from the teachers of higher education institutes in Jalgaon district, using questionnaire method. The analysis is done using percentage method.

## STUDENT SATISFACTION SURVEY: A KEY TOWARDS QUALITY IMPROVEMENT IN HIGHER EDUCATION INSTITUTIONS

**Miss. Gayatri Sunil Chaudhari**

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India is witnessing rapid expansion in higher education institutions day by day and with this, a tough competition is set among the institutions. Among all stakeholders of the institutes, students are considered as the major pillar of the institutes. Before taking the admission to the institute, students access the facilities and standard of the institute which depends largely upon the feedback of the existing students. The purpose of this research paper is to describe the development and implementation of the survey to assess undergraduate and postgraduate student

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satisfaction. The student satisfaction survey is very useful instrument to access the satisfaction level of the students and focuses on areas where there is low satisfaction but high importance. The primary data is collected from the MBA and Engineering students of KCES's College of Engineering and Management, Jalgaon using questionnaire method. The analysis is done using percentage method.

## **A GREEN CHEMISTRY'S EFFECTIVE USE IN THE REDUCTIONS OF WASTE AND HAZARDOUS MATERIALS**

**M. Mary Jasmine**

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Green chemistry makes use of procedures that cut down on waste and dangerous substances. The primary goal of the green preventive strategy is to lower pollution. This is not the same as cleaning up pollution, which entails handling waste streams or clearing up spills and other discharges into the environment. Hazardous chemicals may need to be isolated from other materials, treated to render them safe, or concentrated for secure disposal as part of the remediation process. The amount of pollution coming from research labs and industry is growing daily, thus it's critical to develop new technologies to lessen this kind of pollution. In most cases, green chemistry is not used in remediation processes. While both remediation and green chemistry remove hazardous materials from the environment, green chemistry keeps those same hazardous materials out of the environment in one way or another.

## **FINANCIAL RISK TOLERANCE: UNPACKING THE INFLUENCING DETERMINANTS.**

**Mansi Gera**

Research Scholar, Punjabi University, Patiala, Punjab

This paper investigates the determinants of financial risk tolerance among investors through a comprehensive literature review. Financial risk tolerance, defined as the maximum level of loss an individual is willing to accept, plays a crucial role in guiding investment decisions and portfolio construction. The review is structured into six key sections: an overview of financial risk tolerance, demographic factors, socioeconomic influences, attitudinal and behavioural aspects, cultural context, and implications for financial advisors. Key demographic variables such as age, gender, marital status, and number of dependents are examined for their impact on risk

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tolerance, revealing a complex interplay of factors. Socioeconomic elements, including income and education, significantly influence risk appetite, with higher income and education levels correlating with greater risk tolerance. Psychological factors, such as financial literacy and attitudes towards risk, further shape investment behaviour. The cultural context is also explored, emphasizing how societal norms in India affect risk perception. Finally, the paper discusses the practical implications for financial advisors, highlighting the necessity of tailoring financial products and strategies to diverse risk tolerance profiles. This review underscores the multifaceted nature of financial risk tolerance in India, suggesting avenues for future research to enhance investment strategies and financial planning services.

## TRANSFORMING INDIA'S BANKING LANDSCAPE: A CRITICAL REVIEW OF SECTOR REFORMS

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**Dr. Parag Arun Narkhede**

HOD, IMR, Jalgaon, Maharashtra

The Indian banking sector has undergone many changes since the 1990s. These reforms were in the form of various stages that paved the way for effective and flawless rules to strengthen its operations. This study focuses on a review of all these reforms in the public and private banking sectors and their practical impact on society. The need for banking reforms was felt in the past to address issues like fiscal, double-digit imbalances having payment crises, and to arrest a remarkably slow growth in agriculture and industrial arenas. The purpose of this paper is to find out which issues have changed or improved as a result of effectively implementing these banking reforms. The research methodology of this critical review dwells on the existing literature on banking reforms, orders of the RBI promulgated from time to time, and the progress reports published in print media as a success story on any particular challenge in the banking field of the past. The key findings of this critical review will assess and highlight the progress made in the banking sector, especially in mergers of small banks to form a consolidated, competitive banking entity, adopting new technologies like mobile banking applications, UPI payment methods, Aadhar e-KYC compulsions, and the effectiveness of implementing 4R framework along with artificial intelligence in banking process for the benefit of the common man. It will indicate the holistic impact of those significant changes in banking governance policies of the government to verify their stability, efficiency, robustness, flaws, and the effects

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on the overall integrity of these reforms on the Indian financial system, including the positive changes felt after the formation of a Bank Board Bureau (BBB). This critical review will finally conclude by indicating the implications of bringing in banking reforms in the Indian banking sector, especially in specific domains like improvements in fiscal deficit, budget management, public debts, and benefits of the availability of modern banking facilities to vulnerable segments of Indian population residing in the rural areas.

## FDI DYNAMICS: A STATE-SPECIFIC EXAMINATION OF ITS IMPACT ON GROSS DOMESTIC PRODUCT

**Mr. Solanki Kirtikumar Rajeshbhai**

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**Dr. Seema G. Hariramani**

Associate Professor, Shri Chimanbhai Patel Institute of Management, Ahmedabad, Gujarat, India

This research paper investigates the relationship between Foreign Direct Investment (FDI) and Gross Domestic Product (GDP) across various Indian states, examining the extent to which FDI inflows influence economic growth. Using data from 2015-16 to 2018-19, we calculate the coefficient of determination ( $r^2$ ) to understand the impact of FDI on GDP. The findings reveal significant positive correlations in states such as Bihar, Jharkhand, and Odisha, indicating that FDI plays a crucial role in their economic growth. Conversely, regions like Maharashtra and Goa show minimal FDI impact, highlighting the need for diversified economic strategies. The study emphasizes the importance of tailored policies to enhance the investment climate, infrastructure, and sustainable development, fulfilling the paper's objective to provide insights for balanced economic growth across India.

## WOMEN EMPOWERMENT AND CULTURAL SUSTAINABILITY

**Ms. Chanika Chand**

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Change is the law of nature and because to its dynamic character, we observe developments as per the time and demands of people but, in today's modern world these advances are taking place with few or even no gaps. Sustainable development enters the picture when there is enough of everything for everyone to use but nothing left over for the next generation. The term "sustainable development" was first used in



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the Brundtland report in 1987, and it refers to the measures that nations must take to address the problems caused by climate change. It also refers to the principles that governments must adhere to in order to meet the needs of their current population while protecting natural resources for future generations. Four pillars support sustainable development: cultural diversity preservation, economic growth, environmental protection, and social development. We often link gender equality and women's empowerment to social development, and we fail to account for the contributions that natural resources and women make to global development. For this reason, the first similarity I see between women's unpaid labour and natural resources is that both groups are portrayed as giving, undemanding, and a source of limitless services that are frequently left unaccounted for. Greater gender equality is defined as equal chances for all societal segments; it is linked to a nation's improved health and educational outcomes, inclusive economic growth, and increased competitiveness on the global stage. The healthcare, education, and environmental sectors are greatly impacted by women's economic engagement; women's participation also contributes to the smooth cycle of development. Let's not make domestic work an automatic decision for women; instead, we need to create a more accountable and dignified system for women who are homemakers. If women were to cease caring for their families and stop doing the household chores for free, economies would suffer. As a result, empowering women in developing nations is both a wise and beneficial idea.

## THE EVOLUTION OF GENDER NORMS AND EDUCATIONAL PRIORITIES: A COMPARATIVE STUDY OF GEN X, MILLENNIALS, AND GEN Z

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This study examines the evolution of gender norms and educational priorities across three generations—Generation X, Millennials, and Generation Z—in light of recent educational policy updates. By investigating the shifting gender attitudes that influence educational choices, this comparative research highlights the interplay between societal changes and policy reforms in shaping generational perspectives. Employing a mixed-methods approach, the study combines quantitative data from extensive surveys on gender attitudes and educational aspirations with qualitative interviews, providing deeper insights into individual experiences. Significant policy updates, including the introduction of gender-inclusive curricula, diversity mandates in schools, the promotion of STEM education for women, and the National Education

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Policy (NEP) 2020—which aims to ensure equitable access to education and foster gender parity—serve as a framework for understanding the impact of these reforms on each generation's outlook. The research methodology encompasses both cross-sectional analysis of educational trends and longitudinal examination of how gender norms have evolved over time, particularly in response to societal pressures and institutional changes.

## CAPITAL MARKETS, TRADING & PORTFOLIO MANAGEMENT SERVICES

**Madhu Sudan Jangir**

Assistant Professor (ABST), Government Commerce College, Sikar

Capital market trading and portfolio management services encompass a range of activities that help individuals, institutions, and organizations manage their financial assets and investments.

Key Players in Capital Market Trading and Portfolio Management:

- Investment Banks
- Brokerage Firms
- Asset Management Companies
- Hedge Funds
- Private Wealth Managers

## NEW EDUCATION POLICY

**Mr. Murli Ahir**

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New Education policy (NEP), also known as National Education Policy is a Revised Lower primary, secondary and Senior Secondary School Education policy framed by Government Of India to bring about a radical change in the Education Policy. It was approved by Union Cabinet in 2020. And was implemented in academic year 2023-2024. This paper aims to discuss the implications of the policy on the Education system and a critical comparison with past policy. This paper also discusses merits and demerits of the new Education policy. Unlike old policy new policy has a unique feature which provides students to study subjects relating to different disciplines like Physics with Economics. Earlier at higher secondary level if a student chooses to study Commerce then he/she could not study Science. New Education policy has also changed the whole structure and rendered with a new structure of

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5+3+3+4 , which includes Foundation Stage , Preparatory Stage , Middle Stage , and Secondary Stage . It has replaced traditional 10+2 system. The NEP aims to ensure that every child leaves school with at least one skill. It also provides for accelerated bechlors degree by taking more classes in shorter period and lesser breaks between semesters.

## ENHANCING ENGAGEMENT AND COMMUNICATION USING ARTIFICIAL INTELLIGENCE ON SOCIAL MEDIA

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**Ms. Snehal K. Bhangale**

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Artificial Intelligence (AI) is increasingly playing a role in work and communication in a variety of areas, including social media, customer service and digital marketing. By examining social-aware tools such as chatbots, recommender systems and sentiment analysis, this study shows how to improve user interaction, personalize experience and optimize communication strategy. This article also addresses important challenges, including ethical considerations, privacy concerns, and the potential for algorithmic bias. Finally, the findings highlight the importance of the responsible integration of AI to create effective and meaningful communication experiences, promoting strong relationships between organizations and their audiences. It can help solve some of the world's most challenging social problems. Modern social media, also known as social networks, include Facebook, Twitter, Instagram, Pinterest and YouTube. Artificial intelligence is an important part of how social networks work today. The use of artificial intelligence in social media is growing at an unprecedented rate and continues to revolutionize social media. This article examines various artificial intelligence tools and their impact on social media companies. In general, today's generation is considered to be the age of science, technology, business, intelligence, robotics, education and economy in everyday life. From person to person, many people around the world use social media in their lives to share news, messages, information and make new connections. Basically, social media allows users to communicate with their friends, family, colleagues and to explore new things. Social media provide opportunities for their users as well as organizations to get the large amount of people by understanding the concept of

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consumer and knowing his/her feelings via feedback towards various brands and products. Also, these organizations as well as people needs to maintain a secure platform to protect their data which will only be achieved by using applications and techniques of artificial intelligence. So, the objective of this paper is to discuss how social media is impacted by artificial intelligence in development purposes. This paper based on the relation between AI and Social media and their development, that how to improve their productivity for efficient usage by implementing various technology related to AI and social media.

## ROLE OF ARTIFICIAL INTELLIGENCE IN SCHOOL EDUCATION

**Mr. Umesh Ashok Baviskar**

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**Dr. Ketan Chaudhari**

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Artificial Intelligence (AI) is poised to revolutionize the landscape of education by offering personalized learning experiences, intelligent tutoring systems, and automated administrative tasks. AI-powered tools can adapt to individual students' needs, providing tailored content and feedback, thereby enhancing student engagement, and understanding. Intelligent tutoring systems can offer students personalized guidance and support, acting as virtual tutors that can answer questions, provide explanations, and offer practice problems. These systems can identify knowledge gaps and tailor their instruction accordingly, ensuring that students receive the help they need, when they need it. Moreover, AI can automate many administrative tasks, such as grading assignments, managing attendance, and scheduling classes. This frees up teachers' time to focus on more meaningful interactions with students, fostering a more personalized and supportive learning environment. While AI offers tremendous potential to improve education, it is essential to consider ethical implications and ensure responsible implementation. Privacy concerns, biases in AI algorithms, and the potential for job displacement are among the challenges that must be addressed. By carefully considering these factors, we can harness the power of AI to create a more equitable, effective, and personalized educational experience for all students.

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## TO ANALYSE THE PERCEPTION OF TEACHERS ON AI TOOLS USED IN EDUCATION

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This study aims to explore and analyze the perception of teachers regarding the integration of artificial intelligence (AI) tools in educational settings. In recent years, AI technologies have gained momentum in various industries, including education, promising to revolutionize teaching and learning processes. However, understanding how educators perceive and interact with these tools is crucial for effective implementation. This qualitative research employed semi-structured interviews with a diverse sample of teachers to gather rich insights into their perceptions of AI tools. Through thematic analysis, key themes emerged, highlighting teachers' attitudes, concerns, and expectations regarding AI integration in the classroom. Findings reveal a spectrum of perceptions, ranging from enthusiasm for AI's potential to apprehensions about its impact on traditional teaching methodologies and student-teacher dynamics. Moreover, contextual factors such as training, support, and perceived usefulness significantly influence teachers' acceptance and utilization of AI tools. This study contributes to the growing literature on AI in education by providing nuanced insights into teachers' perspectives, thus informing policymakers, educational leaders, and technology developers on strategies for effectively integrating AI tools into pedagogical practices.

## GREEN FASHION AND SUSTAINABLE DEVELOPMENT

**Mrs. Kamal Tiwari**

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Sustainable development is very important and need of today to exist human and humanity. core element of sustainable development is to create a just society where all differences would become minimize for well being of society. The malpractice to over use of resources is an alarm for environment. So, in our environment limit is one of the central principal of sustainable development. There are many harmful factors to deteriorate our earth help fashion industry is one of these which is playing wash crawl to pollute environment. Green fashion is a clinical and practical treatment of this problem. Green fashion defines as sustainable fashion. Green Fashion considers environment to protect forthcoming damages and losses of climate. It is a sense of calmness, beauty and understanding. It is a creative work

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which trust in share value system. Sustainability in fashion and compasses wide range of factors including cutting CO2 emission to reduce pollution and to support biodiversity. The rapid growth of fashion undermining environmental resources."About 85% of clothes consumed in USA being sent to landfill". (Bick, Ratchet etc Dec 2018, Environmental Health).Its share of carbon emission could increase 26% by 2050 [Allen Arthur Foundation 2017]. "Fashion industry is a second largest water polluter in the world". [Cronin 25 September 2015]. So, Green Fashion is a necessity of present scenario. It's reduce harmful impact protect workers from pollution and uphold animals welfare. Green Fashion industry is applying many methods like zero waste production, Circular Fashion, Common Designing strategy, avoidance of microfiber and other things which are promoting sustainable development practices.

## FRAUD DETECTION IN ONLINE TRANSACTIONS USING DEEP LEARNING TECHNIQUES

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**Mrs. Ashwini T. Devarale**

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Online banking has become day by day popular due to its advantages such as lower fees, better customer service, and faster processing times, 24/7 availability. However, security concerns have led to a rise in fraudulent transactions. To prevent these types of transactions, banks should develop fraud detection systems that classify transactions into misleading and non-fraudulent categories. Rule-based systems use predefined rules to identify patterns of fraudulent transactions. Cashless transactions are becoming the norm, particularly for small businesses and enterprises. However, the number of online fraud cases has also increased. Hackers develop and implement new techniques to penetrate networks, allowing hackers to gain unauthorized access to networks and complete fraudulent transactions. Banks execute various security protocols to prevent unauthorized users from accessing their accounts, but these measures can sometimes fail due to the nature of the Phishing is the most common type of fraud, where account details are stolen, including authentication details. The RBI's annual report shows that card/internet frauds of Rs 1 lakh and above were 1866 in the financial year 2018-19, accounting for 27.5% of total frauds reported in all areas of operations.



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## DEVELOPING PREDICTIVE MODELS FOR WOMEN'S WELLNESS AND HAPPINESS: A MACHINE LEARNING APPROACH

**Mrs. Sonali R Patil**

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This study explores the application of machine learning techniques to predict and enhance women's wellness and happiness quotient. By leveraging wearable device data, social media analytics, and survey responses, the researchers design a comprehensive framework to identify key factors influencing women's physical and mental well-being. The research questions include whether machine learning algorithms can accurately predict women's wellness and happiness based on wearable device data, how social media interactions and online behaviours impact women's mental health and happiness, and the most significant predictors of women's wellness and happiness among demographic, psychological, and lifestyle factors. The methodology includes data collection from 500 women, feature extraction, normalization, feature selection, and machine learning using supervised and unsupervised learning. The expected outcomes include the development of predictive models for women's wellness and happiness, identification of key factors influencing women's well-being, insights into the relationship between social media usage and women's mental health, and design recommendations for wearable devices and digital interventions promoting women's wellness. The study contributes to the growing field of digital health and wellness, focusing on personalized health and wellness interventions, mental health support services, wearable device design and development, and social media platforms' wellness-focused features.

## THE DEEPENING PENETRATION OF AI IN MODERN EDUCATION SYSTEM AND GENERATIVE AI

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Simulated intelligence in schooling can customize growth opportunities, rethink showing rehearses, offer ongoing criticism, and backing teachers with cutting edge devices and bits of knowledge, prompting more compelling and drawing in instructive conditions. The reason for this study is to survey the effect of Man-made consciousness (artificial intelligence) on schooling on the basis of using AI tools.

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Prefaced on a story and system for evaluating simulated intelligence recognized from a primer examination, the extent of the review was restricted to the application and impacts of artificial intelligence in organization, guidance, and learning. In such manner, the motivation behind this review is to analyze what potential situations are there with the appearance of computer based intelligence in training and what sort of suggestions it can uncover for eventual fate of schools. The outcomes show that schools and educators will have new items, benefits of artificial intelligence in training. Generative Man-made consciousness (GenAI) has arisen as a promising innovation that can make unique substance, like text, pictures, and sound. The utilization of GenAI in instructive settings is turning out to be progressively well known and offers a scope of chances and difficulties. This unique issue investigates the administration and joining of GenAI in instructive settings, including the moral contemplations, best practices, and open doors the reconciliation of artificial intelligence and Generative computer based intelligence in schooling further develops the growing experience as well as supports decisive reasoning and critical thinking abilities. As simulated intelligence keeps on extending its foundations in schooling, its applications are growing broadly, making training more open and viable. We will likewise reveal some insight into what's in store possibilities of the Generative man-made intelligence.

## THE ROLE OF ENVIRONMENTAL ACCOUNTING IN ACHIEVING NET ZERO GOALS

**Sriyalaxmi Panda**

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Environmental accounting is crucial in helping businesses and governments achieve net-zero emissions targets. As corporations are under growing pressure to address climate change, environmental accounting provides a structured way to monitoring, managing, and reporting environmental consequences, notably greenhouse gas (GHG) emissions. By incorporating environmental costs into financial decisions, businesses can better identify opportunities to minimize their carbon footprint and connect their operations with sustainability goals. Carbon accounting is a key tool in environmental accounting, since it helps quantify an organization's carbon emissions and measures progress toward reduction targets. Carbon accounting helps firms execute measures like energy efficiency improvements, renewable energy adoption, and sustainable resource usage by collecting and analyzing data on energy use, waste management, and supply chain implications. Furthermore, environmental accounting promotes transparency in corporate disclosures, allowing stakeholders to

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assess a company's commitment to sustainability and progress toward net-zero goals. Furthermore, environmental management accounting (EMA) provides a framework for internal decision-making, enabling firms to allocate resources more efficiently while lowering environmental costs. The inclusion of environmental factors in financial reporting promotes the use of cleaner technology and the transition to a low-carbon economy. Environmental accounting is particularly important in aiding regulatory compliance and assisting businesses in obtaining sustainable financing, such as green bonds and sustainability-linked loans, which are increasingly linked to environmental performance criteria. Despite its benefits, the implementation of environmental accounting confronts hurdles, such as the requirement for uniform measuring standards and the expenses involved with extensive data collecting. However, as more firms commit to net-zero goals, the development of strong environmental accounting procedures will become critical for tracking and ensuring long-term sustainability. To summarize, environmental accounting is an effective instrument for pushing corporate and government efforts toward net-zero emissions, increasing accountability, and facilitating the global transition to a sustainable, low-carbon future.

## THE ROLE OF ELECTRIC VEHICLE ADOPTION IN MUMBAI'S PUBLIC TRANSPORTATION SYSTEMS

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**Dr. Prashant Patil**

Assistant Professor, Dr. Annasaheb G.D. Bendale Mahila Mahavidyalaya, Jalgaon

The adoption of electric vehicles (EVs) in Mumbai's public transportation system presents a pivotal shift towards sustainable urban mobility. This transition comes in response to the city's pressing issues of air pollution, traffic congestion, and the urgent need for greener transportation solutions. EVs offer a cleaner, quieter alternative to conventional internal combustion engine vehicles, significantly reducing greenhouse gas emissions and improving air quality. Mumbai's government has initiated several policies to encourage EV adoption, including subsidies, tax incentives, and investments in charging infrastructure. These measures aim to make EVs more accessible and appealing to both operators and passengers. Additionally, integrating EVs into the public transport network can lead to operational cost savings over time, given the lower maintenance and fuel costs associated with electric motors

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compared to traditional engines. However, the path to widespread EV adoption is not without challenges. The initial cost of EVs remains relatively high, which can be a barrier for many public transport operators. The development of a comprehensive and reliable charging infrastructure is crucial to support the daily operations of electric buses and taxis. Without a well-established network of charging stations, range anxiety among drivers and operators could hinder the adoption process. Moreover, the shift to electric public transportation requires a coordinated effort between government bodies, private sector players, and the public. Raising awareness about the benefits of EVs and dispelling myths about their performance and reliability is essential. Public-private partnerships can play a significant role in financing and building the necessary infrastructure, ensuring a smooth transition. In conclusion, the adoption of electric vehicles in Mumbai's public transportation system holds immense potential for creating a sustainable and efficient urban mobility framework. While there are challenges to overcome, the benefits of reduced emissions, lower operational costs, and improved air quality make a compelling case for the shift. By addressing the initial costs and infrastructure needs, Mumbai can set a precedent for other cities in India and beyond, leading the way towards a greener future in public transportation.

## **ELEVATING SERVICE EFFECTIVENESS: CUSTOMER SATISFACTION INSIGHTS FROM THE SERVPERF MODEL IN PRIVATE SECTOR BANKS**

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This study provides a thorough investigation of customer satisfaction in private sector banks, using the SERVPERF model as a theoretical foundation. The SERVPERF model, which evaluates service quality on five dimensions—tangibles, dependability, responsiveness, assurance, and empathy—is an important tool for finding and quantifying gaps between client expectations and perceptions. Our research entails conducting a complete survey of consumers from prominent private sector banks to assess their experiences and satisfaction levels. We want to reveal important determinants of customer happiness and identify opportunities for improvement by using statistical approaches to the data we have gathered. The results show that, although private sector banks typically perform well in terms of tangibles and assurance, there are significant gaps in responsiveness that must be addressed. This research not only contributes to the existing literature on service quality in the banking sector but also provides actionable insights for bank

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management to enhance customer satisfaction and loyalty. In conclusion, the study underscores the importance of a balanced approach to service quality, emphasizing that consistent improvements across all SERVPREF dimensions are essential for achieving banking bliss and maintaining competitive advantage in the dynamic financial services landscape.

## PERISHING WILDLIFE OWING TO HUMAN CAUSED ENVIRONMENTAL POLLUTION

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When it comes to human-dominated landscapes, the impact of human activities and disturbances outweighs that of natural predators and habitats for wild animals. Wildlife populations suffer and many species go extinct as a result of direct and indirect effects of human interference and pollution from a variety of sources on animal behaviour. The extent to which a species can withstand human interference and contamination is a mechanism that can explain how humans and other animals can live side by side. As technology develops at a rapid pace, humans alter the natural environment in ways that are detrimental to flora and fauna. The expansion of human settlements has reduced the amount of land available for natural habitats. In order to stay alive on this planet, plants and animals have had to overcome many challenges. There are numerous detrimental effects of environmental contamination on animals, such as: Destroying wildlife habitats is one way pollution causes species extinction. Acid rain, heavy metals, and persistent organic pollutants are just a few examples of the toxic compounds that can make their way into the ground, water, and vegetation as a result of air pollution. These substances can cause serious health problems or even death in animals if they ingest them. Acid rain, for instance, is known to be lethal to insects and aquatic life. Landfill and marine plastic trash decomposes into harmful compounds that contaminate groundwater and surface water. The extinction of certain species may result from this. Wild species mostly dependent on the land may be threatened by the rapidity with which natural conditions are changing due to climate change. Ecosystem stability can be compromised when plant and animal species become extinct as a result of pollution. Changes in habitat and movement of animals may result from exposure to air pollutants. It is noted that more than two-thirds of the plant and animal species that formerly coexisted peacefully in the natural world are today believed to be extinct or very close to becoming so.

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## A BIBLIOMETRIC ANALYSIS:

### THE ROLE OF FINANCIAL LITERACY IN FINTECH ADOPTION

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**Purpose:** The objective of this study is to conduct a systematic bibliometric analysis with an emphasis on research trends, the subject areas, and networks of collaboration with the goal to analyze the relationship between financial literacy and FinTech adoption. Particularly in the context of financial participation, the article analyzes the role that financial literacy plays as a critical factor in the uptake of FinTech services.

**Methodology:** The SCOPUS database was used to extract the data for the current investigation, which covered the years 2017 through 2024. Using VOSviewer and Biblioshiny software, co-authorship, co-citation, and keyword co-occurrence mapping were examined in 180 research publications. It is possible to identify significant themes, intellectual trends, and research clusters in the disciplines of financial literacy and FinTech by using this bibliometric approach.

**Findings:** According to the report, adoption of FinTech requires financial knowledge, particularly in developing countries where financial inclusion is still difficult to achieve. The research emphasizes China and India as prominent authors in the area, highlighting their increasing emphasis on utilizing FinTech to promote financial accessibility. Digital payments, financial literacy, and financial awareness have been cited as key themes. The two most popular theoretical frameworks for comprehending FinTech adoption are the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT).

**Conclusion:** This study emphasizes the significance of financial literacy is for FinTech adoption and the way politicians, academic institutions, and financial service providers must collaborate together to increase financial literacy across a range of demographic groups. Future studies must focus on solving.



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## A COMPREHENSIVE OVERVIEW OF AGILE SOFTWARE DEVELOPMENT

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Agile software development is a widely adopted approach in the field of software engineering. It becomes so popular due to its prominent characteristics; includes iterative, flexible, and collaborative approaches. Agile software development revolutionizes the way teams design, develop, and deliver software. Hence it is emerged as a dominant methodology in the software industry now-a-days. With Agile technology, organizations can fulfil and face rapidly changing demands of the market. The paper mainly provides a comprehensive overview of the state-of-the-art in Agile software development. It discusses the need and its need over the traditional Software Development Life Cycle (SDLC) models available in the market. It explores its core principles, popular frameworks, and the challenges associated with large-scale implementations. Additionally, the paper focused on the latest trends, tools, and future directions in Agile development, reflecting its ongoing evolution and adoption across various industries.

## CHALLENGES AND OPPORTUNITIES FOR WOMEN ENTREPRENEURS IN ODISHA: A CRITICAL REVIEW

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In the elapsed decade periods, the participation of female business owners in the state of Odisha has been increasing and they are involved in the fields like agriculture, handicrafts, handlooms, food processing, and eco-tourism. You will come across the term entrepreneur and business in many instances. An entrepreneur is a person who thinks about and looks for business opportunities, takes the risk and accountability of putting in some money and thinks of starting and operating a business. Women entrepreneurs, particularly in the state of Odisha, encounter the juxtaposition of being a businesswoman and the socio-cultural challenges of modern-day society, which at times fully embraces traditional practices and at other times demands modern practices. Such skills were inherited by a number of women from

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the region in textiles and cottage industries, and they have been able to use such skills through the internet to reach out to a wider market both in the country and outside it. Use of sanitation facilities has been promoted by many Government programs training the operations, providing start-up finance, and making goods available. In spite of the above improvements, women entrepreneurs still encounter hurdles in rural areas such as credit constraints, gender lens in lending, poor infrastructure and lack of business skills and training. Though there are various schemes in place to encourage women's entrepreneurship in India, women in rural and tribal parts of the country still face severe challenges, such as archaic practices, lack of mobility, and no contacts. However, with efforts to increase the provision of financial services and education, and digital access, the status of women entrepreneurs in the state of Odisha is likely to improve even more. Wages on the farm can reduce the need for off-farm work, making it more plausible for women to work within their family businesses and at the same time allow making better use of women's time and increasing income buying power.

## **EXPLORING THE ROLE OF AI IN LEARNING AND SKILLDEVELOPMENT**

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Artificial Intelligence (AI) is transforming the educational landscape, creating new opportunities for personalized learning and skill development. This study examines students' perspectives on the integration of AI in education, focusing on its influence in enhancing critical thinking, creativity, and problem-solving abilities. Through a combination of surveys and qualitative interviews, the research reveals that students generally view AI as a valuable resource, enriching their learning experience through customized content, interactive platforms, and immediate feedback. However, concerns arise regarding the reduction of human interaction in education and the dependability of AI-generated information. The findings offer crucial insights for educators and policymakers in developing AI-driven educational systems that meet students' evolving needs while addressing their concerns.

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## **ANALYTICAL STUDY OF TAXPAYERS AND TAX PRACTITIONERS TOWARDS E-PROCESS UNDER INCOME TAX ACT WITH SPECIAL REFERENCE TO JALGAON DISTRICT IN MAHARASHTRA STATE OF INDIA**

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Every year in financial budget Honorable Finance Minister made the changes in Income Tax Act. The landscape of direct taxation in India has undergone significant transformation in recent years. The Pace of changes are increased tremendously in last few years, driven by the government's objective to enhance economic growth, improve tax compliance, and create a more equitable tax system. This article provides a comprehensive analysis of the recent reforms in direct tax legislation, focusing on key initiatives and their implications for various stakeholders, including individuals, businesses, and the government. The introduction of the Income Tax (Amendment) Act aims to simplify the tax structure and broaden the tax base. Notably the introduction of a new tax regime which offers lower tax rates for individuals who forego certain deductions and exemptions. This reform seeks to simplify the tax filing process. Additionally, the implementation of the faceless assessment and Appeal scheme represents a transformative approach to tax administration, by minimizing human interface and ensuring transparency with measures to curb tax evasion by using technology, the article discusses the challenges associated with the implementation of this scheme, including the need for adequate infrastructure and training for tax payers to adapt to digital processes. Furthermore, the article analyzes measures taken to curb tax evasion, such as the use of technology and data analytics to identify non-compliance. The government's push towards digitalization, including the implementation of e-filing and online compliance mechanisms is evaluated for its effectiveness in increasing taxpayer participation and reducing the compliance burden. Despite these advancements, challenges remain, including the need for continuous taxpayer education and awareness to navigate the evolving tax landscape. The article highlights the importance of ongoing dialogue between the government and taxpayers to address concerns and improve the overall tax environment. In conclusion, this article provides insights into the reforms in direct taxation in India represent a critical step towards creating a more efficient and fair tax system. By

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focusing on simplification, transparency, and compliance, these reforms have the potential to foster economic growth and enhance the government's ability to mobilize resources for development.

## TEACHER EDUCATION UNDER NEP 2020: FUTURE CHALLENGES, ISSUES AND REFORMS

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The National Education Policy (NEP) 2020 marks the first significant educational reform of the 21st century, succeeding the 34-year-old National Policy on Education (NPE) from 1986. This policy aims to make both school and university education more inclusive, flexible, and interdisciplinary, addressing the demands of modern society while recognizing the unique abilities of each student. The goal is to transform India into a dynamic hub of knowledge and establish it as a global leader in education. NEP 2020 was created through an extensive and collaborative process, reflecting a deep commitment to reform across all educational levels. It emphasizes the need to enhance teacher training, revamp the examination system, improve early childhood education, and restructure the regulatory framework governing education. The entire teacher education system requires immediate and thorough reform. There is a pressing need to align professional training with ongoing professional development at every stage of education, focusing on aspects such as duration, structure, and level of training. Given the complexity of teaching as a profession, it is essential to elevate teacher education to a university standard, ensuring that programs are rigorous and appropriately extended. Addressing the challenge of scaling teacher education must be done while maintaining high standards of quality and equity. Teachers play a crucial role in influencing classroom quality; thus, it is vital to have highly qualified teacher educators. Furthermore, teachers must be adept at recognizing and addressing the diverse needs, strengths, and challenges of their students to create an engaging and effective learning environment. This paper will explore the different issues and challenges currently encountered in teacher education, along with the reforms suggested by NEP 2020.

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## IMPEDANCE SPECTROSCOPY OF ORGANOPHOSPHATE PESTICIDES: ANALYSIS OF VARYING CONCENTRATIONS

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Pesticide contamination in food products poses a significant risk to human health, necessitating the development of efficient detection methods. This study investigates the use of Electrochemical Impedance Spectroscopy (EIS) for the analysis of the organophosphate pesticide chlorpyrifos at varying concentrations. Chlorpyrifos, a commonly used pesticide, was subjected to Impedance Spectroscopy to examine its electrochemical behavior. The impedance spectra were obtained using Analog Discovery's impedance extension board and the AD5933 impedance converter evaluation board. The results revealed a strong correlation between chlorpyrifos concentration and impedance response, suggesting that EIS could be a viable technique for quantifying pesticide levels in contaminated food and dietary samples. This study demonstrates that EIS can serve as a sensitive and cost-effective method for detecting pesticide residues, particularly organophosphates, in agricultural products. The correlation between impedance and pesticide concentration offers a promising approach for real-time monitoring of pesticide contamination, potentially ensuring food safety and compliance with regulatory standards.

## CHATGPT AND THE EVOLUTION OF CONVERSATIONAL AI: A COMPREHENSIVE REVIEW

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In recent years, artificial intelligence (AI) has transformed from an emerging technology into a pivotal component across various industries, with applications ranging from healthcare and finance to education and entertainment. Among the most prominent AI advancements is ChatGPT, an AI model based on OpenAI's GPT architecture. ChatGPT, a natural language processing (NLP) model, leverages deep

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learning techniques to understand and generate human-like text based on the prompts provided by users. This paper explores the key aspects of ChatGPT within the broader AI ecosystem, providing an in-depth analysis of its architecture, capabilities, limitations, and potential future developments. The GPT model, or Generative Pre-trained Transformer, is a language model designed to predict the next word in a sequence of words, enabling it to generate coherent and contextually relevant responses in natural language. ChatGPT, as an implementation of this model, relies on vast amounts of text data and sophisticated neural networks to mimic human conversation. This paper investigates how ChatGPT's training process—based on unsupervised learning and fine-tuning with supervised data—has led to its remarkable ability to engage in context-sensitive dialogue across diverse topics. Beyond the technical architecture, ChatGPT's societal implications are a central focus of this paper. The model has been widely adopted in fields such as customer service, content creation, and education, where it offers substantial benefits in automating routine tasks and enhancing productivity. Nevertheless, the increasing reliance on AI models like ChatGPT raises concerns regarding ethical issues such as bias, misinformation, and the impact on employment. This paper discusses these challenges and emphasizes the need for responsible AI development, including mechanisms for bias mitigation, transparency, and accountability. A key area explored in this paper is the future trajectory of conversational AI, including advancements in model interpretability, integration with other AI technologies, and the potential for ChatGPT to evolve into more sophisticated systems capable of reasoning, understanding emotional nuance, and engaging in multimodal interactions (e.g., combining text with images or voice). This paper also considers the role of reinforcement learning from human feedback (RLHF), which enhances ChatGPT's capacity to align responses with user intentions and mitigate harmful outputs. In the context of the academic and research landscape, ChatGPT's utility as a tool for aiding research, drafting academic papers, and assisting in data analysis is also explored. The potential for AI-driven tools to augment human creativity, reduce cognitive load, and streamline workflows is undeniable, yet the balance between human agency and AI assistance remains a topic of debate. Ultimately, this paper aims to provide a comprehensive overview of ChatGPT's place within the current and future AI landscape, emphasizing both the transformative potential and the accompanying risks.



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## QUANTUM CRYPTANALYSIS OF FIPS 140-3 COMPLIANT ENCRYPTION STANDARDS

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The advancement of quantum computing presents both opportunities and threats to contemporary cryptographic systems. This research explores the threat which will be in the future for Quantum Computing which can decrypt algorithms of encryption such as AES, RSA, ECC, Triple DES which are compliant encryption standards of FIPS 140-3.

## HARNESSING DIGITAL LANDSCAPE: JOB PROSPECTS AND BUSINESS OPPORTUNITIES FOR WOMEN

**Ms. Surbhi Rathod**

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Since the global economy has been completely revolutionized by the digital sphere, women have never had more opportunity to pursue a wide range of careers and business endeavors. In order to highlight the potential for social mobility and economic empowerment, this research paper examines the changing business and job options that women can access through digital platforms. Along with emphasizing cutting-edge industries like blockchain and artificial intelligence, the report cites important professions in which women can succeed, including technology, digital marketing, remote work, freelancing, and e-commerce. Also, it looks at different business models that enable women to take use of the adaptability and scalability of the digital ecosystem, including content production, digital services, and subscription-based platforms. In addition, the article addresses the particular difficulties faced by women in the digital space, such as funding access, work-life balance, and gender bias, and it suggests clever solutions to these problems. This study emphasizes the value of digital literacy, focused training programs, and supportive networks in promoting a more inclusive digital economy by drawing on case studies of prosperous female entrepreneurs and business leaders. The results imply that women can use digital platforms to their advantage in order to not only become economically independent but also to make a major contribution to innovation and the expansion of the global market.

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## **THE STUDY OF STRATEGIC MANAGEMENT IN E-COMMERCE ENTERPRISES**

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The rapid growth of e-commerce has revolutionized the business landscape, demanding enterprises to adapt their strategic management approaches for sustainable success. This paper explores the application of strategic management in e-commerce enterprises, examining how these businesses navigate challenges like technological advancements, intense competition, and changing consumer behavior. By analyzing strategic frameworks such as Porter's Five Forces and SWOT, and through case studies of leading e-commerce companies, this research highlights key strategies that drive success in the digital marketplace. The findings reveal the importance of innovation, customer-centric approaches, and agile business models in achieving long-term competitiveness.

## **THE ROLE OF INTERMEDIARY LIABILITY LAWS IN COMBATING MISINFORMATION: CHALLENGES AND OPPORTUNITIES**

**Ms. Kanieka Arora**

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The internet and social media intermediaries have become an indispensable part of our daily lives, whether for expressing our opinions, gathering information, or accessing various services online. But at the same time, it cannot be denied that they also serve as platforms for rapid dissemination of false information. This escalating issue has made it imperative to put effective intermediary liability laws in place. Intermediary liability laws serve as a crucial framework for holding online platforms responsible for the content they host while balancing the fundamental right to freedom of speech. This paper examines the vital role of intermediary liability laws in dealing with the rising issue of misinformation in the digital era and the challenges in its enforcement, particularly maintaining the delicate balance between censorship and individual's right to free speech and privacy, and preventing the potential overreach of these laws. Next, the paper evaluates the effectiveness of existing intermediary liability laws in curbing misinformation. In addition to identifying the challenges, the paper explores the opportunities for reform in the form of suggestions. It discusses innovative approaches that can enhance the effectiveness

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of intermediary liability, such as clearer definitions of harmful content, stronger collaboration between platforms and regulatory bodies, and the adoption of best practices in content moderation, education and awareness, global cooperation, frequent review process etc.

## THE STATE OF COUNTRY OF ORIGIN RESEARCH: A BIBLIOMETRIC REVIEW OF TRENDS AND FUTURE

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**Nawal kishor**

Professor, SOMS IGNOU

Country of origin (COO) is a pivotal approach used by the domestic/international marketers to philosophize the predilection of consumers towards foreign products. The paper conducts a bibliometric analysis of COO research, using a dataset of 590 articles obtained from Scopus database, enclosing articles classified under “A\*”, “A”, and “B” category journals of the past thirty years. The analysis comprises trend analysis, citation analysis, and bibliographic coupling, facilitated by VOSviewer software for panoramic scrutiny. Salient findings highlight 2023 as the most contributing year. The most prolific author is “Diamantopoulos A.”, the institution is “Tilburg University Netherlands”, and the country is “United States”. Likewise, the most influential journal is “International Marketing Review” and the most distinguished article is “A review and Meta-Analysis of Country-of-origin research”. Moreover, thematic clusters are discovered via bibliographic coupling. Additionally, several themes are envisaged through co-occurrence analysis. The paper ends with a discussion on areas of future inquiry in the field, hence contributing to the continuing discussion on COO.

## SHOPPING IN THE DIGITAL AGE: THE SYNERGY OF TRUST, EASE OF USE, AND SOCIAL INFLUENCE

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Gujarat University, Gujarat

Being familiar with how technical acceptability influences behavioural intentions is critical for e-commerce companies wanting to enhance user experiences and boost client retention. The behavioural intents for technology adoption are primarily based on three criteria: ease of use, trust in technology, and social impact.

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The present research was conducted in Gujarat state. The data was gathered using a standardized questionnaire, and a total of 292 answers were obtained for analysis, which was performed using SPSS. The present study discovered that these variables influenced users' willingness to embrace the technology, as well as their continuous use of the technology over time, demonstrating that social dimensions affect not only initial acceptance but also long-term participation and adoption of the technology.

## EMPLOYEE WELL-BEING AND MENTAL HEALTH IN THE WORKPLACE

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Assistant Professor and Manager HR, KCES's College of Engineering and Management, Jalgaon

In today's fast-paced and increasingly demanding work environments, employee well-being and mental health have become crucial factors in determining organizational success. This presentation explores the growing importance of fostering a supportive workplace culture that prioritizes employee well-being as a strategic HR imperative. The talk will examine the impact of workplace stress, burnout, and mental health issues on employee productivity, engagement, and overall job satisfaction. Drawing on recent studies and real-world examples, it will highlight the critical role HR managers play in identifying mental health challenges, providing resources, and creating supportive policies to improve work-life balance. Key strategies such as implementing wellness programs, promoting flexible work arrangements, offering mental health support services, and fostering open communication around mental health will be discussed. Furthermore, the presentation will emphasize how promoting mental well-being can lead to reduced absenteeism, higher employee retention, and enhanced organizational performance. Attendees will gain insights into practical steps that organizations can take to build a more empathetic, resilient, and healthier workforce. The primary data is collected from the Management and Engineering professors of KCES's College of Engineering and Management, Jalgaon using questionnaire method. The analysis is done using the percentage method. In conclusion, this session will argue that prioritizing employee well-being is not just a moral responsibility but also a key driver of long-term business success in a rapidly changing work landscape.

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## **GLOBALISATION OF MEDIA AND COMMUNICATIONS**

**Prof. Suman**

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Communicating globally means sending and receiving information all around the Earth. From a different perspective, globalization merely implies the coalescence of different societies in matters of culture, politics, ethics, ideas and other areas fundamental to human societies. Globalization describes the growing interdependence of the world's economies, cultures, and populations, brought about by cross-border trade in goods and services, technology, and flows of investment, people, and information.

## **ARTIFICIAL INTELLIGENCE DEVELOPMENTS: PRESENT PATTERNS AND UPCOMING PATHS**

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**Dr.C.S Patil**

Associate Professor, KCE'SCOEM, Jalgaon

The field of computer science known as artificial intelligence (AI) studies the intelligence of machines. An intelligent agent is a system that makes decisions to increase its chances of success. The study of concepts is what makes computers capable of doing actions that give the impression of intelligence. Reasoning, knowledge, planning, learning, communication, perception, and the capacity to move and manipulate objects are among the fundamental ideas of artificial intelligence. It is the engineering and science of creating intelligent devices, particularly computer programs. It is said that the domains of management sciences, educational technology research, and operational research are seeing an increase in the use of artificial intelligence. Most people understand that intelligence is the ability to gather information in order to solve complex problems. Intelligent machines will soon outperform humans in a number of sectors. Artificial intelligence is the study of intelligent machines and software that can think, learn, gather data, communicate, operate, and see objects. Computer scientist John McCarthy used the term "human-computer interface" to refer to this field of study in 1956. Studying computation enables one to perceive and behave rationally. In contrast to computer science and psychology, artificial intelligence focuses more of an emphasis on.

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## THE NEED FOR WELL-BEING POLICIES FOR WOMEN IN BUSINESS PROCESS OUTSOURCING UNITS: AN EXPLORATORY STUDY

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The need for well-being policies for women in Business Process Outsourcing units: An exploratory study More than 1/3rd of the women employees work for BPO sector and balancing their work life is a major challenge triggering the modern generation. Work life imbalance can sometimes lead to mental disorders affecting the person's confidence and productivity. Due to such mental distress there is a negative impact on family, career life and society. Hence a study is conducted to observe and identify if employees are working in a set-up which gives a feel of psychological safety, meaningful work and relationships and also analyse the correlation that exists between demographic variables and well-being of women employees in BPO sector.

## ANALYSIS OF SOCIAL ENGINEERING AWARENESS AMONG STUDENTS AND LECTURERS

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The massive technological progress and wide use of Information Technology have increased cyber security threats. Social engineering attacks are a common type of cyber security threat that faces everyone. It uses several methods, such as pretexting using Artificial Intelligence or phishing, to attack users' valuable data due to human error. The risks of data attacks have increased, especially in the institutions sector, as the use of digital technologies become easier around the users. This paper investigates the awareness of social engineering attacks and cyber-security threats at the University of Sulaimani. The University of Sulaimani, based in the Kurdistan Region of Iraq, has a large number of students and staff; due to the increase of social engineering threats and lack of knowledge of cyber securities, the internet users at the University of Sulaimani put their confidential data at risk. This research has employed a quantitative approach, using a self-report questionnaire to gather primary data from



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participants. The online survey has been launched at the University of Sulaimani to provide a measurement of social engineering attacks on students and staff. The results show a variety of factors impacting participants' awareness of their data.

## RESISTANCE AND BEAUTY IN TONI MORRISON'S "THE BLUEST EYE"

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This paper examines the theme of Resistance and Beauty in Toni Morrison's "The Bluest Eye". Toni Morrison's *The Bluest Eye* explores the intersections of race, beauty, and oppression in 20th-century America through the story of Pecola Breedlove, a young African American girl who yearns for blue eyes, symbolizing societal ideals of beauty. In the novel, beauty is not just an aesthetic concept but a mechanism of racial dominance and psychological trauma. Morrison examines how the internalization of Eurocentric beauty standards becomes a form of self-oppression for black characters, particularly young black women like Pecola. However, the novel also portrays resistance to these standards. Claudia Mac Teer, one of the novel's narrators, embodies a rejection of the dominant beauty ideals, questioning and critiquing the dehumanizing effects they have on the African American community. Morrison's portrayal of Claudia's defiance against the cultural narrative of beauty reveals the potential for resilience and self-love in the face of pervasive racism. By examining the novel's complex interplay of beauty, race, and resistance, this paper delves into how Morrison uses *The Bluest Eye* to critique the destructive power of imposed beauty standards while simultaneously exploring resistance pathways. Through Claudia's critical consciousness and Pecola's tragic unravelling, Morrison underscores beauty's personal and communal stakes, revealing both its perils and its potential for empowerment when redefined on one's terms.

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## LEADERSHIP & ENTREPRENEURIAL COMPETENCIES IN WOMEN EDUCATORS

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This study explores the entrepreneurial and leadership skills of female educators, emphasizing their crucial roles in promoting innovation in academic settings and influencing educational practices. Understanding the unique qualities that women educators contribute to leadership is essential for improving institutional effectiveness as education changes to meet modern challenges. Effective communication, flexibility, emotional intelligence, and collaborative leadership have been identified as critical competencies. These abilities are frequently used by female educators to foster inclusive learning environments, encourage staff collaboration, and interact with a variety of student demographics. Their adeptness in maneuvering intricate educational environments empowers them to execute inventive tactics that cater to the requirements of learners and communities. This study also looks at how professional development opportunities and mentoring affect key competences in female instructors. Educational institutions may empower women to take on leadership roles and advance gender equity in the industry by creating supportive networks. The study also examines the obstacles that women educators must overcome to advance in their careers, such as societal norms and institutional hurdles. Resolving these problems is essential to building a fairer educational environment that honors a range of leadership philosophies. In conclusion, the advancement of educational institutions as a whole depends on women educators developing their leadership and entrepreneurial skills, which is also advantageous for their own personal development. Through acknowledging and bolstering these proficiencies, we can foster a fresh cohort of female leaders who will propel constructive transformations in the field of education.

## ARTIFICIAL INTELLIGENCE: IT'S OVER DEPENDENCE AND ETHICAL DILEMMA

**Renu Gulia**

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Artificial intelligence may be define as a set of technologies that make machines or allow computers to perform tasks that typically require human intelligence. Such machines can think and react like humans and take decisions. Many more advanced functions like ability to see, understand and translate spoken and written language. There can hardly be any field found without AI weather we talk

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about politics to religion; ethics to philosophy. The platforms of AI are numerous such as mobile phones, social media and customer service lines. But there is always a dilemma between applications of artificial intelligence. One can find that AI can process large data in a way that humans cannot. So the events that require large number of trials or experiments of the same kind of events AI seem more efficient than humans. But can we actually rely on artificial intelligence for all our comparatively difficult tasks and let our minds become naïve. For example, In the recent past students used to experience and learn many problem solving skills and work ethics from completing their assignments. But after the introduction of AI and increasing students dependence on it may be dangerous in the long run when they have no ability to think independently. Another example can be taken from health care industry where AI analyze symptoms, recommend diagnoses, or choose treatments are often far better than anything that could be built by a human, but their success is hard to quantify. The study throws light on the need and applications of artificial intelligence in real life. Its ethical consequences on human welfare are also the center of this study.

## **CLIMATE CHANGE AND IT'S MULTIFACETED IMPACT ON INDIA: A COMPREHENSIVE REVIEW OF ENVIRONMENTAL, AND ECONOMIC DIMENSIONS.**

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In India, climate change represents one of the foremost issues that dramatic alteration of ecosystems and communities, especially those located at the rural periphery and at the coast, brings about. Focally, it is a problem for agriculture which supports almost fifty percent of the labor force since erratic climatic conditions and water deprivation reduce agricultural productivity, thus endangering food supply and aggravating rural poverty. Other areas likewise infrastructure, energy, and health are also not spared, with damages arising due to climate factors increasing the costs of repairs, and increase in temperature aggravating health-related concerns associated with heat and heat prone disorders and epidemics. India has also been implementing measures against climate change, and this has led to improvements in ranking, from 10th position in the Climate Change Performance Index of 2022 to the 7th position in the indices of 2024. When considering the years between 1901 and 2018, it was

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noted that there was an increase of 0.7°C (1.3°F) on the temperatures recorded in India. In the year 2024, however, New Delhi reached a temperature of 52.3 degrees Celsius (126 degrees Fahrenheit). Further projections assert that unless climate factors change significantly, droughts of even a more severe nature than at present will be frequent by the end of the century. It has also been projected that the health of mangroves will be put at risk by the increase in sea levels, the decrease in fresh water and the conversion of land to other uses. Cement production in India contributes around three gigatonnes of green house gases every year. In order to fight these problems the state formulated strategic measures and programs for the promotion of renewable energy, energy saving, and for the development of organic agriculture. However, these measures are complicated by the issues of financing and implementation.

## ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING IN BUSINESS INTELLIGENCE, FINANCIAL MANAGEMENT AND THE MARKET ANALYSIS WITH DIFFERENT ALGO

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The last few years have been remarkable for artificial intelligence, and today almost every company is reshaping their strategies and business models to incorporate AI into all business processes. However, companies are not yet aware of the consequences of this AI adoption, so its impact needs attention. In this paper, we aim to find out the impact of AI on enterprises by studying decision-makers and regular employees in enterprises. For the analysis, four different business parameters are considered, which help to find out the impact of AI on businesses. The results of the analysis show that AI offers numerous opportunities and the potential to transform the world of work, and it is now widely accepted. This research examines the transformative effects of artificial intelligence (AI) and machine learning (ML) on business intelligence (BI), finance, and e-commerce, market analysis with different types of algo also focusing on recent advancements and emerging trends. AI and ML have significantly enhanced BI by enabling more accurate predictive analytics, real-time data processing, and improved decision-making capabilities. In the financial sector, AI-driven algorithms are revolutionizing risk management, fraud detection, and personalized financial services, leading to more secure and efficient systems. This paper provides a detailed overview of how AI and ML are transforming BI, finance,

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and e-commerce, offering valuable insights for researchers, practitioners, and policymakers looking to leverage these technologies for competitive advantage and sustainable growth of business.

## **A COMPARATIVE STUDY OF HOSTEILES AND DAY SCHOLARS ON STUDY HABITS -ACHIEVEMENTS AND THEIR CHALLENGES**

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To get educated lots of students move to different places and universities and enroll themselves to complete the course. Students are so concerned about their future to make it strong and at a high level. The students, whether Day scholars or Hostel students, work extremely hard to achieve their selected goals. The environment, options, facilities, problems, etc. all are different for each student. In this Research, there is a comparative study of students who are Hostels and Day scholars – in terms of their study habits, achievements, and challenges faced by them, the best possible outcome of the study habits.

## **ANALYSIS OF FISSION PRODUCT AND NOBLE GASES BY A NOVEL METHOD IN GAMMA SPECTROSCOPY BY HPG<sub>e</sub> DETECTORS**

**Sanjeev Kumar Jain**

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Noble gases occur to some extent in the Earth's atmosphere, but the concentrations of all but argon are exceedingly low. Argon is plentiful, constituting almost 1% of the air. Fission Product Noble gases (FPNG) are produced by nuclear fission and large extent of Fission Product Noble gases (FPNG) is produced in Nuclear reactions. Fission Product Noble gases (FPNG) are beta-gamma  $\square$  emitters and contributing significantly in Nuclear reactor operation. Xenon, a member of Fission Product Noble gases (FPNG) family helps in identification of any fuel defects & its extent in Nuclear Reactor. Due to above reasons it becomes necessary to assess the Fission Product Noble gases (FPNG) release during operation of NPPs. Presently used methodology of assessment of Fission Product Noble gases (FPNG) at almost all Nuclear Power plant world wide is through Computer based gamma ray spectrometry system. This provides fission product Noble gases nuclide identification

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qualitatively & quantitatively through peak search of spectra at acquired spectrum of collected sample. The air sample for the same is collected by grab sampling method, which has inherent disadvantages. The collected samples were analyzed in High Purity Germanium detector (HPGe) made by semi conductor material by zone refining techniques. These detectors are very highly sensitive to sense any minute level of radioactivity and presently using at all international airports and logistics ports with inbuilt **AI cameras** to provide in situ status of any suspicious activity. An alternate method was developed on the basis of some special property of noble gases for assessment of Fission Product Noble gases (FPNG), which uses adsorption phenomena for collection of air samples. This paper presents details of very precise and analytical method for analysis of fission product and noble gases and its actual quantified existence in Nuclear Industry.

## FABRICATION OF LOOFAH SPONGE AS AN EFFECTIVE NATURAL COPPER SEQUESTRANT-THE INEXPENSIVE APPROACH

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Natural loofah sponges improved by chemical treatment for sequestration of toxic and recalcitrant heavy metal. Loofah sponges were modified using sodium hydroxide, acetic acid, potassium permanganate, sodium hematophosphate and, glycerol and showed about 12.4%, 17.23% increase in chromium and copper adsorption, respectively. The FTIR results confirmed the change in functional groups from higher wavelength and lower transmittance in pristine sponges to lower wavelength and higher transmittance in modified loofah sponges, which confirms the chemicals incorporation in loofah sponges. XRD results proved the increase in crystallinity index and tensile strength of the modified loofah sponges. TG analysis shows the sturdiness of modified loofah sponges about 33.1% mass of loofah sponge presence noted at 700 °C. SEM analysis proved the removal of impurities on surface of loofah sponge and EDX proved the adsorption of copper in loofah sponge. The ICP-OES analysis showed, the modified loofah sponge adsorbed about 76.2 mg/g of copper and 39 mg/g of chromium. This study proved novel modified loofah sponge as an effective renewable copper and chromium sequestrant for remediation of heavy metals in contaminated sites, industrial discharges, and municipal water contaminated with heavy metals., however, longer-term testing is recommended.



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## MULTI-CLASS IMAGE CLASSIFICATION OF FOOD RECOGNITION AND NUTRITIONAL ANALYSIS USING DEEP NEURAL NETWORKS (DNN)

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In the field of dietary management and health monitoring, the automation of food recognition and nutritional analysis holds considerable promise for enhancing user accuracy and experience. This study presents an innovative approach to multi-class image classification for identifying food items and performing nutritional analysis using Deep Neural Networks (DNNs). The proposed model utilizes advanced Convolutional Neural Networks (CNNs) to categorize a wide variety of food items with high precision. By leveraging extensive, publicly available datasets such as Food-101, UEC Food 256, Vireo Food-172, and iFood-2018, the model is trained to recognize and classify diverse food images effectively. The methodology involves sophisticated data preprocessing techniques including image resizing, normalization, and augmentation, which contribute to the model's robustness. The DNN architecture, incorporating pre-trained networks like ResNet and VGG, is fine-tuned to enhance performance specifically for food classification tasks. In addition, the system integrates a comprehensive nutritional database that provides detailed nutritional information based on the classified food items.

## A REVIEW OF ANTI-OBESITY EFFECT: PLANT DITERPENES & THEIR DERIVATIVES

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This review highlights the role of plant-derived diterpenes in combating obesity, a medical condition characterized by excess body fat accumulation due to factors like overeating, inactivity, and genetics. Obesity is linked to serious health issues, including cardiovascular diseases, diabetes, and depression. The review summarizes findings from a search of PubMed and Science Direct databases up to August 2019, identifying 34 relevant studies from a total of 729 references. It suggests that certain diterpenes and their derivatives can help reduce obesity through various mechanisms, such as:

- Reducing body weight and body mass index (BMI)
- Inhibiting protein-tyrosine phosphatase 1B

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- Inhibiting lipase activity
- Reducing adipogenesis (fat cell formation)

Key compounds mentioned include carnosic acid, carnosol, and derivatives of abietic acid, steviol, and andrographolide. Overall, these findings indicate that plant-derived diterpenes hold promise as potential treatments for obesity and its related conditions in humans and animals.

## LEVERAGING ICT FOR EFFECTIVE EXAMINATION AND ASSESSMENT: FOSTERING INCLUSIVE LEARNING IN THE WAKE OF NEP 2020

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This paper shall explore the transformative role of Information and Communication Technology (ICT) in examination and assessment practices in the context of India's National Education Policy (NEP) 2020. Given the shifting educational paradigms towards more inclusive and competency-based frameworks, traditional assessment methods are being relegated to a less-preferred position. As such, the study is focused on an evaluation of some of the tools that ICT provides towards enhancing assessment while emphasizing the compliance with the provisions of NEP 2020 as efforts at achieving personalized and adaptive learning environments. This chapter starts with a description of the importance of ICT in education, showing how it may allow for real-time feedback, personalized learning experience, and continuous assessment. It reviews some of the available ICT tools, namely online testing platforms like Google Forms or ExamSoft, automated grading systems such as Gradescope, as well as collaborative tools like Padlet and Mentimeter. These technologies streamline the assessment process while encouraging student engagement and critical thinking through interaction formats. Lastly, the paper will explore strategies for formative and summative assessment modes supported through ICT tools. For instance, Kahoot! and Quizizz provide instant feedback during learning activities to respond dynamically to the classroom situation, while high-stakes assessments are made secure with platforms that support ProctorU's remote proctoring solutions. The results then depicted that the integration of ICT within an assessment process realizes the visions of NEP 2020 through competency-based

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evaluation instead of rote memorization as a result of assessments. Personalized learning pathways made possible by adaptive technologies that serve diverse needs of learners were found to be pivotal. Ultimately, it suggests that in order to foster equity, efficiency, and effectiveness of the learning environment, education assessment must embrace the tool of ICT. The concept of harnessing technology for student development in the course of pursuing learning outcomes has slowly paved the way for fostering a culture of continuous improvement.

## ANALYSIS AND IMPLEMENTATION OF NAIVE BAYES CLASSIFIER FOR CONTINUOUS DATA

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Bayes theorem is given by an English statistician, philosopher, and Presbyterian minister named Mr. Thomas Bayes in 17th century. Bayes theorem provides thoughts in decision theory which is extensively used in important mathematics concepts such as Probability. Bayes theorem is widely used in Machine learning where we need to predict classes precisely and accurately. An important concept of Bayes theorem named Bayesian method is used to calculate conditional probability in Machine learning application that includes classification tasks. Simplified version of Bayes theorem (Naïve Bayes classification) is also used to reduce computation time and average cost of the projects. In the proposed work we used Gaussian Naïve Bays Classifier. We know that Naïve Bays Classifier is a widely used classifier in machine learning; we classify data for binary class and also for multi class. Naïve Bays Classifier will efficiently work for binary as well as multiclass. Naïve Bays Classifier has certain limitations it is good when the data set has categorical or discrete value.

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## HUMAN RIGHTS OF PERSONS WITH DISABILITIES: INDIAN PERSPECTIVE

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The human rights of persons with disabilities (PWDs) are integral to the global agenda for equality and justice. The adoption of the United Nations Convention on the Rights of Persons with Disabilities (CRPD) marked a transformative step towards acknowledging the rights of PWDs worldwide. However, despite international recognition, the realization of these rights remains inconsistent, particularly in developing countries like India, where socioeconomic challenges further hinder accessibility and inclusion. The objectives of the paper are to examine the national human rights frameworks concerning PWDs, to identify key barriers faced by PWDs in accessing their rights and propose solutions, to assess the challenges and opportunities for enforcing disability rights in India. The literature highlights that despite the CRPD's widespread ratification, the enforcement of disability rights varies significantly across regions. In higher-income countries, more comprehensive systems support PWDs through inclusive education, healthcare, and employment. In contrast, in developing countries like India, the implementation is constrained by socio-economic factors, inadequate infrastructure, and limited awareness. Indian literature, in particular, discusses the advancements made through the Rights of Persons with Disabilities Act (2016) but emphasizes the need for greater enforcement and societal change to address pervasive stigma. The current paper focuses on several studies on human rights of persons with disabilities. To examine the aforementioned objectives, the necessary secondary data is collected from both published and unpublished sources. To improve the study, books, journals, and seminar papers, content analysis, newspapers, publications, and websites are used. The findings reveal that globally, countries with robust social protection systems exhibit better outcomes in securing disability rights. In India, despite progressive legal frameworks, PWDs face significant barriers in education, employment, and healthcare due to insufficient infrastructure, stigma, and poverty. Enforcement of rights is hindered by bureaucratic inefficiencies and resource constraints. The study suggests that governments should strengthen the enforcement of disability rights through legal reforms, capacity-building for public

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institutions, and targeted advocacy campaigns. In India, the focus should be on improving infrastructure accessibility, increasing public awareness, and ensuring stricter enforcement of legal protections.

## ENHANCING CRYPTOGRAPHIC SECURITY IN AES

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Security is a critical issue in computer science. As technology advances, protecting data from theft has become a significant challenge. Encrypting data before transmitting it over the internet is essential. Cryptography serves a vital role in this process, allowing data to be transformed into an unreadable format for secure transmission. Various block ciphers, including the Advanced Encryption Standard (AES), have been implemented across different platforms. However, a detailed, step-by-step understanding of the AES algorithm can be quite complex. This paper outlines the implementation of the AES algorithm using Python and illustrates the Avalanche effect through test results. The Python platform was used for both algorithm development and verification of the results.

## A STUDY ON THE ROLE OF KHADI AND VILLAGE INDUSTRIES IN RURAL DEVELOPMENT

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India is a large country. In India, two thirds of people reside in rural areas. Rural development of India is one of the main key issues for Government. The artisans were given the chance to showcase their skills by the Khadi and Village Industries Commission (KVIC). In India, the KVIC is an entity mandated by the constitution. The Ministry of Micro, Small, and Medium Enterprises is in charge of it. In India, the KVIC is essential to the growth of the khadi and rural industries. The primary

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objectives of this paper are to know the concept of Khadi and Village industries in India, to analyze the influence of khadi and village Industries to Rural Development in India, and the function of khadi and village industries to generate the employment. The study report solely uses secondary data that were gathered from KVIC Annual Reports from 2013–14 to 2022–23, as well as from a variety of websites, articles, newspapers, and other sources. To analyze the data, a bar graph and percentage are used. According to the study's conclusions, village and Khadi industries are essential to India's rural development. Each year saw an upsurge in both the sales and the output of Khadi and Village Industries. It is commendable how khadi and local industry contribute to job creation. Year after year, the number of employed people rose. The weakness of the study is that the study is based on solely secondary data. This research is based on the KVIC Annual Report.

## WEATHER PREDICTION USING LOGISTIC REGRESSION (AI/ML TECHNIQUES)

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Prediction of 'Weather or atmospheric condition' by AI, machine learning techniques is a process of great challenge. Attempts had been made by Computer, Data-Scientists since long, how this condition can be performed successfully. The objective is to predict weather for a place for certain days, here 'ALIPORE (42807)'. We collected 'ALIPORE surface data' (CSV file) for the period, 1969-2023. After collecting this big data, completed process of 'data mining' and necessary 'feature engineering' steps along with choosing responsible dependent or independent parameters called as predictors to find results or outputs by various machine learning packages of Python like 'Pandas', 'SEABORN', 'STATS MODEL' etc. ,under 'SCIKIT LEARN' as well as various ML code and techniques like 'Shape', 'drop null values', 'Describe', 'Label-encoding', 'IV- method', 'VIF method' etc. ,some based on statistical theories . Ultimately equation of 'Logistic Regression' had been built with test-train split formula to predict future weather as 'SIGNIFICANT' or 'CLEAR' for certain test array. During analysis, all the weather phenomena as obtained from this big data set, were classified into two categories. No(1)--- 'Lightning (code 0)', 'Drizzle (Code 5)', 'Rain (Code 6)' and 'Thunderstorm with rain (Code 9)'---for occurrence of any of these weather phenomena ,data were considered as '1' or 'SIGNIFICANT' weather and No (2)---On the other hand , all weather except weather as mentioned above ,No (1),were considered as '0' or 'CLEAR' weather.



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## REVIEW OF DISCREPANCIES IN FRAMEWORKS AND INDICATORS FOR SUSTAINABLE DEVELOPMENT GOALS: A COMPARATIVE ANALYSIS OF NATIONAL AND STATE LEVELS IN INDIA

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The Sustainable Development Goals (SDGs) framework serves as a critical global benchmark for addressing public interest, making it a key priority for all sectors in today's world. The Sustainable Development Goals (SDGs) were born at the United Nations Conference on Sustainable Development in Rio de Janeiro in 2012, and the agenda of the 17th SDG's was adopted by the member countries in 2016. According to the report of NITI Aayog titled "SDG India Index 2023-24," only 17 percent of SDG targets are on track, 50 percent are on progress being weak and insufficient, and further 30 percent have stalled or gone into reverse. This evaluation of progress status was done based on 113 indicators. Similarly, Maharashtra, in its state and district indicator framework, has carried out the evaluative scheme mapping based on 128 indicators. This paper provides a detailed critical review of the SDG framework adopted by NITI Aayog on the national level and by the Planning Department, Government of Maharashtra, on the state level in correlative comparison with the international guideline framework given by the United Nations. This theoretical evaluation of the frameworks examines SDG's specific environmental and climate change concerns. On scrutinising the results of comparative analysis, it was found out that indicators utilised by NITI Aayog and the Government of Maharashtra didn't match the standards of the UN framework, which exhibits a vague perspective on the sustainable development scenario of our country, although it had some positive inclusions of indicators. While reviewing the frameworks, it was observed that there exists data unavailability and data discrepancy, due to which the selection of indicators at the national and state level stands less significant. Additionally, hypothesizing and normalising the representation of data was benchmarked, leading to an inaccurate assessment of progress, potentially oversimplifying key issues, and not adequately accounting for regional disparities and contextual

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factors. Concludingly, appropriate suggestive indicators were given based on the context of particular SDGs to provide a clear perspective, eradicating methodological constraints and inaccurate assessment of progress.

## USE OF TECHNOLOGY IN PRE-SERVICE TEACHER EDUCATION: AN INSIGHT OF CRITICAL ANALYSIS OF CONTEMPORARY TECHNOLOGICAL INTERVENTION

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Quality education plays an important role in one's life which helps learners to be socially acceptable, increase job opportunities, economically sound etc. so the role of educators is of immense importance in providing quality education. The learning crisis is evident in the fact that almost half of the children in grade 5 in rural India cannot solve a simple two-digit subtraction problem, while 67 per cent of children in grade 8 in public schools score less than 50 per cent in competency-based assessments in mathematics. There are 17,000-odd Teacher Education Institutes (TEIs) that are responsible for preparing teachers through programmes such as the Bachelor of Education (B.Ed.), and Diploma in Elementary Education (D.El.Ed). Every year, the teacher education system could therefore be producing one-fifth of the total number of school teachers. 'One-size-fits-all' approach, Absence of a proper monitoring system for evaluating the performance of the teachers and no proper feedback-providing system. Pre-service training is the most important stage when teachers learn about integrating technology into their teaching. Pre-service teachers' perceptions of the effectiveness of technologies can be used to predict their intention of including technology in their classrooms in the future. Having the necessary technical equipment available is considered important by these teachers to deal with current educational problems, and find solutions. The term "pedagogic technology" is defined as a synthesis of programs, procedures (steps) and tools that are oriented to the realization of the educational process in the transition from a rational way to implement this process.

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## UNDEREMPLOYMENT STEMMING FROM HAPHAZARD URBANIZATION

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Since the times immemorial it is a tendency of human beings to look at the towns and cities for a superior career stature and well-paid occupations. The crowd pulling factors of these urban landscapes are strong economy, plenty of opportunities and a sophisticated lifestyle which the rural front doesn't offer. However, the reversal of trend i.e. people started to prefer the small towns or villages over the metro cities is throwing a new challenge to many stakeholders of the society including the administration. The job opportunities created by both service and manufacturing sectors at the urban arena are gradually losing the glory. The smaller towns, once overshadowed by their larger counterparts, are now emerging as attractive hubs for professionals and job seekers. In this paper the critical reasons are discussed viz. why people started choosing small cities offering small jobs and embracing the underemployment rather than going for better occupations with well pay at metros and cities. The eco system at urban front is an independent variable where as the underemployment is considered as dependent variable. The paper discusses in detail 'why people are accepting underemployment' and 'how the rapid urbanization pushing personnel towards the underemployment' with the support of case studies. Here the parameter for deciding the underemployment is 'hours or days of work availability' and 'the utilization of skilled possessed by individuals' either obviously affects the financial strength of the individual. The discussions in the paper highlights the lacunas in urbanization which is in fact creating the underemployment instead of better employment for those equipped with academics and skills. The observations showcased in the paper will be handy for the people to plan their careers in a strategic way. Simultaneously the game changing elements are revealed to the advantage of prospective entrepreneurs and established industry players.

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## THE STRATEGIC ROLE OF PACKAGING IN INFLUENCING BUYER DECISIONS

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Packaging plays an increasingly crucial role in shaping buyer decisions in today's competitive marketplace. This study explores how packaging serves not only as a protective vessel for products but also as a critical component in shaping consumer perceptions and choices. By analyzing various elements of packaging—such as design, colour, material, and functionality, we identify how these factors can evoke emotional responses, enhance brand identity, and differentiate products in a competitive market. Additionally, the research delves into the psychological mechanisms through which packaging influences consumer decision-making processes, including attention, recall, and perceived value. The findings suggest that effective packaging strategies can significantly enhance consumer engagement and drive purchasing behaviour, ultimately contributing to brand loyalty and market success. This paper aims to provide valuable insights for marketers and product developers seeking to leverage packaging as a powerful tool in the buyer decision journey.

### राजस्थान में पर्यटन उद्योग की वर्तमान स्थिति

**श्री सत्यनारायण खींची**

सहआचार्य (ई.ए.एफ.एम.), राजकीय कन्या महाविद्यालय, टोंक

राजस्थान, भारत का क्षेत्रफल की दृष्टि से सबसे बड़ा राज्य है। राजस्थान राज्य की जनगणना सन् 2011 के अनुसार कुल जनसंख्या 6,85,48,437 थी। राजस्थान का कुल क्षेत्रफल 3,42,239 वर्ग किलोमीटर है। यह भारत के कुल भौगोलिक क्षेत्रफल का 10.41 प्रतिशत हिस्सा है। राजस्थान राज्य का गठन 30 मार्च 1949 को हुआ था। एक अनुमान के अनुसार जुलाई 2024 में राजस्थान की कुल जनसंख्या 8.22 करोड़ हो गई है। राजस्थान भारत के सबसे बड़े खनिज उत्पादक राज्यों में से एक है। राजस्थान राज्य भारत के प्रमुख पर्यटन स्थलों में से एक है। राजस्थान की राजधानी जयपुर शहर है इसे पिंक सिटी अथवा गुलाबी नगरी भी कहते हैं। राजस्थान के प्रमुख उद्योगों में धातु, संगमरमर, वस्त्र-छपाई, रत्न व आभूषणों का आयात-निर्यात तथा पर्यटन उद्योग आदि शामिल है। राजस्थान राज्य पर्यटन के मामले में काफी समृद्ध राज्य है। राजस्थान राज्य अपने सांस्कृतिक, ऐतिहासिक विरासत, धार्मिक स्थलों, प्रसिद्ध मंदिरों, प्राचीन दुर्गों, महलों, बावड़ियों, हस्त-शिल्पकला, स्वादिष्ट व्यंजन और प्राकृतिक सौंदर्य के लिए देश और दुनिया में जाना जाता है। यह जनसंख्या के हिसाब से भारत का सातवाँ सबसे बड़ा राज्य है। राजस्थान भारत के उत्तर-पश्चिम हिस्से में स्थित है। राजस्थान राज्य तीन राष्ट्रीय बाघ

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अभ्यारणों का घर हैं। सवाईमाधोपुर में रणथंभोर राष्ट्रीय उद्यान, अलवर में सरिस्का टाईगर रिजर्व तथा कोटा में मुकुंदरा हिल्स टाईगर रिजर्व स्थित है। राजस्थान की अर्थव्यवस्था भारत में सातवी सबसे बड़ी राज्य अर्थव्यवस्था हैं। पर्यटन उद्योग भारत का दूसरा सबसे बड़ा विदेशी मुद्रा अर्जित करने वाला उद्योग है। राजस्थान में पर्यटन के विकास हेतु सन् 1956 में पर्यटन विभाग एक स्वतंत्र विभाग बनाया गया। मोहम्मद युनूस समिति की सिफारिशों पर पर्यटन को सन् 1989 में पर्यटन उद्योग का दर्जा दिया गया और दर्जा पाने वाला यह भारत का प्रथम राज्य था। पर्यटन क्षेत्र को बढ़ावा देने के लिए राजस्थान सरकार ने कई योजनाएँ लागू की हैं जैसे कि पूंजी निवेश अनुदान योजना (1993), राजीव गांधी पर्यटन विकास मिशन (2001) और इको-ट्यूरिज्म नीति (2021)। राजस्थान में सन् 2020 में कुल 1,51,17,239 घरेलू पर्यटक और 4,46,467 विदेशी पर्यटक राजस्थान आये थे। सन् 2021 में 2,19,88,734 घरेलू पर्यटक और 34,806 विदेशी पर्यटक आए और सन् 2022 में 10,83,28,156 घरेलू पर्यटक और 39,684 विदेशी पर्यटक आये, साल 2023 में करीब 17.90 करोड़ घरेलू पर्यटक और 16.99 लाख विदेशी पर्यटक आये थे। राजस्थान के सकल घरेलू उत्पाद में पर्यटन का लगभग 15 प्रतिशत योगदान है।

## किशोरावस्था में लैंगिक संवेदनशीलता

### लोकेश कुमार बड़गूजर

शोधार्थी, शिक्षाशास्त्र विभाग, राजस्थान विश्वविद्यालय, जयपुर

### सीताराम चौधरी

शोधार्थी, श्याम विश्वविद्यालय, दौसा

किशोरावस्था के दौरान संवेदनशीलता मानव विकास का एक महत्वपूर्ण पहलू है जिसमें शारीरिक, भावनात्मक और मनोवैज्ञानिक आयाम शामिल हैं। किशोरावस्था महत्वपूर्ण परिवर्तन की अवधि को चिन्हित करती है, जिसके दौरान व्यक्तियों के शरीर पहचान और रिश्तों में गहरा परिवर्तन होता है। जैसे-जैसे किशोर युवावस्था और उभरती कामुकता की जटिलताओं से जूझते हैं, वे अक्सर यौन उत्तेजनाओं, इच्छाओं और अनुभवों के प्रति बढ़ती संवेदनशीलता का अनुभव करते हैं। कामुकता को लेकर कलंक, शर्म और गलत जानकारी अपराधबोध, गोपनीयता और दमन की भावनाओं को बढ़ावा दे सकती है, जिससे स्वस्थ यौन विकास बाधित हो सकता है। इसके विपरीत व्यापक कामुकता शिक्षा, खुला संचार और सहायक वातावरण कामुकता के प्रति सकारात्मक दृष्टिकोण को बढ़ावा दे सकते हैं और किशोरों को सूचित विकल्प चुनने के लिए सशक्त बना सकते हैं। इसके अलावा सांस्कृतिक और सामाजिक मानदंड किशोरों के कामुकता के प्रति दृष्टिकोण को आकार देने, उनकी मान्यताओं, मूल्यों और व्यवहार को प्रभावित करने में महत्वपूर्ण भूमिका निभाते हैं। खुला संचार, सहानुभूति और गैर-निर्णयात्मक दृष्टिकोण किशोरों के





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जिसमें मृदा को स्वस्थ व जीवन्त रखते हुए केवल जैविक खाद के प्रयोग से प्रकृति के साथ समन्वय रखकर टिकाऊ फसल का उत्पादन किया जाता है। जैविक खेती या कार्बनिक फार्मिंग, संश्लेषित उर्वरकों एवं संश्लेषित कीटनाशकों के अल्पतम या न्यूनतम प्रयोग पर आधारित है, तथा जो भूमि की उर्वरा शक्ति को बचाये रखने के लिये फसल चक्र, हरी खाद, कम्पोस्ट आदि का प्रयोग करती है। पिछली सदी के आखिरी दशक से विश्व में जैविक उत्पादों का बाजार आज काफी बढ़ा है। जैविक खेती वह सदाबहार पारंपरिक कृषि पद्धति है, जो भूमि का प्राकृतिक स्वरूप बनाने वाली क्षमता को बढ़ाती है। जैविक खेती किसानों के स्वावलम्बन की अभिनव योजना है। इसका मुख्य उद्देश्य किसानों की आय में वृद्धि कर जैविक खेती का प्रशिक्षण, प्रोत्साहन एवं किसानों को स्वावलम्बी बनाना है। जैविक खेती अनेक पर्यावरणीय समस्याओं का समाधान है।

## मानव अधिकार और भारतीय नारी की सामाजिक प्रस्थिति सविता भदौरिया

सहायक आचार्य, स्व. राजेश पायलट राजकीय स्नातकोत्तर महाविद्यालय, बांदीकुई, राजस्थान।

आत्मीयता का अनुभव ही अधिकार है। भारतीय समाज में मानवाधिकारों का सर्वाधिक हनन निर्धन वर्ग एवम महिलाओं का होता आया है। स्वतंत्रता के समय महिला शिक्षा 8.86 प्रतिशत से वर्तमान में 65.46 प्रतिशत होना यह संकेत है कि परंपरागत पुरुष प्रधान भारतीय समाज की संकीर्ण मानसिकता एवं समाजीकरण के विभिन्न सांस्कृतिक-सामाजिक परंपरागत बंधन से घर की चारदीवारी में बंद द्वितीय प्रस्थिति प्राप्त भारत की आधी आबादी के सामाजिक जीवन में स्वतंत्रता के बाद आए क्रान्तिकारी परिवर्तन ने किचन से कलम तक की संघर्षपूर्ण पथ में विभिन्न संवैधानिक एवं कानूनी प्रावधानों आधुनिकीकरण, नगरीकरण जनसंख्या नियंत्रण संबंधी कृत्रिम संसाधन, महिला शिक्षा एवं संपत्ति संबंधी अधिकारों, तकनीकी विकास के फलस्वरूप महिलाओं की परंपरागत जीवन शैली में सुरक्षा, समानता स्वतंत्रता एवम् आर्थिक सशक्तिकरण का आगाज हुआ। महिलाओं में स्वयं निर्णय लेने की क्षमता एवं कौशल विकास द्वारा घर से लेकर कार्यस्थल तक कार्य संतुलन एवम कुशल व्यक्तित्व ने नवीन आधार प्रदान करते हुए स्वंत्रत भारत के वास्तविक विकास संभव है। परंतु वर्तमान में भी यौनउत्पीड़न, कुपोषण, घरेलू हिंसा, दहेज, कन्याभ्रूण हत्या, बालविवाह जैसी सामाजिक बुराइयों द्वारा शोषण एवं दमन का शिकार अधिकांश महिलाएं घर में बच्चों की देखभाल तक ही सीमित है। समकालीन जीवन में समाज का यह दायित्व है कि महिला सशक्तिकरण के इस दौर में समानता, सुविधाएँ एवम् विकासोन्मुख आधार प्रदान करने के साथ ही समाज के पुरुषों को सहयोग करना होगा, तभी महिलाओं की सामाजिक प्रस्थिति में सुधार कर देश का विकास संभव होगा।

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## EXPLORING THE IMPLICATIONS OF DIGITAL TRANSFORMATION AND FLEXIBLE WORK ON WORK-LIFE BALANCE

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This study investigates the relationship between technological advancements, flexible work arrangements, and the work-life balance (WLB) of female teaching staff in higher education institutions (HEIs) in Maharashtra, India. Employing a mixed-method approach, quantitative data were collected from a survey of 200 female educators, complemented by qualitative insights from in-depth interviews. The findings support the hypothesis that technological advancements and flexible work arrangements significantly enhance WLB among female educators. Respondents utilizing digital tools reported increased productivity and efficiency compared to their traditional counterparts. Additionally, a notable difference in WLB was observed between those with access to flexible work policies and those without, indicating that flexible arrangements correlate positively with improved WLB. This research emphasizes the importance of educational institutions investing in digital resources and implementing flexible work policies to support female faculty. By fostering inclusive organizational cultures, institutions can enhance job satisfaction and overall morale. The study advocates for continuous improvement in educational practices to better navigate the evolving landscape of higher education. Future research should further explore the interplay of various factors affecting WLB and productivity to inform targeted interventions.

## IMPACT OF ONLINE REVIEWS AND ELECTRONIC WORD OF MOUTH ON E-TAILER PURCHASE INTENTIONS

**Sumit Verma**

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CDOE, Chandigarh University, Gharuan, Mohali

The paper investigates the influence of eWOM on the consumers buying intentions. It employs a comprehensive review of the existing literature on eWOM and consumer behavior and a survey of consumers. The findings suggest a significant influence of eWOM on consumers' purchase behaviour. The study provides practical implications for marketers on effectively leveraging eWOM to influence consumers'

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purchase intention. Study suggest that marketers should focus on elements such as Credibility, quantity and quality of eWOM, and right product and service selection to enhance the impact of eWOM on purchase intention. The present study contributes to the existing literature on eWOM by providing insights into the factors influencing the relationship between eWOM and consumer buying intentions.

## A DESCRIPTIVE STUDY OF THE IMPACT OF TOURISM ON MUMBAI'S ECONOMY AND CULTURE

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Mumbai, the financial capital of India, serves as a vibrant tourism hub, renowned for its diverse cultural landscape, historic landmarks, and bustling urban attractions. As a city of contrasts, Mumbai offers both heritage sites like the Gateway of India and modern marvels like Bollywood, drawing millions of tourists from around the globe. This paper investigates the multifaceted impact of tourism on Mumbai's economy, culture, and environment, highlighting both the benefits and challenges brought about by this thriving industry. Economically, tourism plays a vital role, contributing to job creation, stimulating local businesses, and supporting infrastructure development. The financial influx from tourism aids in preserving Mumbai's heritage sites and fosters urban renewal projects that benefit both tourists and residents. However, tourism's rapid growth also brings challenges. The increased visitor numbers strain waste management systems, contribute to pollution, and exert pressure on Mumbai's natural and built environments. Additionally, cultural shifts, including the commercialization of traditional festivals, reflect tourism's influence on local lifestyles. By analysing these impacts, this paper aims to provide a comprehensive view of tourism's role in shaping Mumbai. Furthermore, it offers recommendations for sustainable tourism practices, encouraging a balance that preserves Mumbai's unique identity while allowing for economic growth. This balanced approach is essential for Mumbai to remain a vibrant and resilient global city in the face of rising tourism demands.

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## ROLE OF CASTEISM IN INDIAN ELECTIONS: A STUDY OF ATTITUDES TOWARDS CASTE AND POLITICAL AFFILIATION IN HIMACHAL PRADESH

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The present study examines how caste influences voting patterns and political attitudes of voters in India in general and Himachal Pradesh in particular. The study conducted a structured questionnaire from 400 respondents residing at different assembly constituencies of the state; and revealed that caste continues to play a significant role in the region's political landscape. The findings show that over 70 percentage of respondents consider their caste identity important when making political choices, and 73 percentage believe it's crucial for candidates to represent their caste interests. The study also found that about half of the respondents think political parties must address caste issues to succeed in Himachal Pradesh, while 47 percentage believe resolving caste disparities should be a priority for political leaders and parties as well. About 42 percentage of respondents feel represented by politicians from their own caste, though a significant portion (35 percentage) remained neutral on these aspects. The results of the study suggest that despite modernization, caste remains deeply embedded in the political fabric of Himachal Pradesh, influencing both voter behaviour and political strategy. The research contributes to our understanding of how traditional social structures continue to shape democratic processes in contemporary Indian politics.

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## PHYSICO CHEMICAL ANALYSIS OF WATER OF DRAVYATI RIVER AT JAIPUR, RAJASTHAN (INDIA)

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The present study was conducted to evaluate water pollution status of Dravyavati River after crossing the urban and industrial area of Jaipur. Dravyavati River is very old River which passes through the heart of Jaipur city, it carries waste water containing urban and industrial effluents. Two sampling stations Domestic effluent station and Industrial effluent station were identified for sampling. The water quality variables were analyzed as per standard methods given in American Public Health Association (APHA, 1989). Water quality parameters such as pH, temperature, conductivity, TDS, DO, BOD5, COD, TOC, acidity, alkalinity, total hardness, chloride, nitrate, phosphate, MPN, and heavy metals were analyzed and results were compared with the control water sample which was distilled water.



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