

CONFERENCE PROCEEDINGS

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INTERNATIONAL CONFERENCE ON MULTIDISCIPLINARY RESEARCH, SECURITY COOPERATION ARTIFICIAL INTELLIGENCE & ENVIRONMENTAL SUSTAINABILITY

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Mrs. Meenakshi Gurjar
Dr. Mosmee Meena
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TECHNICAL SESSION-I

24-05-2024 (Friday)

Multidisciplinary Research in Commerce, Management
Artificial Intelligence & Security Cooperation

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TECHNICAL SESSION-II

25-05-2024 (Saturday)

Multidisciplinary Research in
Social Sciences & Environmental Sustainability

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Professor

Department of Commerce

University of Mumbai, Santacruz (E), Mumbai

KEYNOTE SPEAKERS



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Assistant Professor and Department Chair

Fashion Design, American University in the Emirates

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Key Paper

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EXTRA-CURRICULAR ACTIVITIES IN AN ENGLISH LANGUAGE AND LITERATURE CLASSROOM

Dr. Ubaid Akram Farooqui

Professor and Head, Department of English, BSR Government Arts College,
Alwar, Rajasthan

Education in English Language and Literature extends far beyond the acquisition of linguistic skills and literary knowledge. It encompasses the development of critical thinking, creativity, cultural awareness, and effective communication. Extra-curricular activities provide an invaluable platform for achieving these broader educational goals, offering students opportunities to engage deeply with content and apply their learning in dynamic and meaningful ways.

The research underscores the educational benefits of extra-curricular activities. Participation in such activities has been linked to higher academic performance and improved social skills, as noted by Mahoney, Cairns, and Farmer (2003). Gardner's theory of multiple intelligences (1983) supports this, suggesting that activities beyond the traditional curriculum cater to diverse learning styles and intelligences. Specifically, in the realm of English Language and Literature, activities like drama clubs, literary societies, debate teams, and writing workshops offer students a practical application of their classroom learning, enhancing both their academic and personal development.

Drama and theatre activities, for instance, enable students to engage with literature in lively, interactive ways. Students gain a deeper understanding of character development, narrative structure, and thematic exploration by performing plays and participating in theatre productions. Such activities also enhance empathy, emotional intelligence, and interpretative skills, providing a comprehensive educational experience that transcends traditional classroom boundaries.

Literary societies and book clubs create a communal environment where students can discuss and critique literature, fostering critical thinking and analytical skills. Students involved in these activities often exhibit improved reading comprehension and a greater enthusiasm for reading. These forums

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encourage intellectual discourse and a deeper appreciation of literature, contributing significantly to students' overall engagement with their studies.

Debate teams offer another avenue for skill development, particularly in constructing coherent arguments, articulating thoughts clearly, and engaging in intellectual discourse. Participation in debates improves public speaking and critical thinking abilities, as students learn to present their ideas persuasively and respond effectively to counterarguments. This structured argumentation activity not only enhances rhetorical skills but also deepens students' understanding of complex issues, preparing them for advanced academic and professional pursuits.

Writing workshops provide a platform for students to hone their creative and academic writing skills. Through peer review sessions and constructive feedback, students increase their confidence in writing and improve their performance in academic settings. Creative writing tasks, such as composing original stories or poems, allow students to experiment with language, genres, and literary techniques. This activity fosters imagination, narrative skills, and a personal connection to writing, enhancing overall writing proficiency and encouraging originality.

Group discussions, another valuable extra-curricular activity, promote active listening, respectful dialogue, and the exchange of diverse perspectives. These discussions build communication skills and critical thinking, helping students articulate their viewpoints while considering others' opinions. This collaborative approach deepens students' understanding of literary themes and social issues, enriching their interpretative abilities and fostering a more inclusive learning environment.

Other engaging activities like dumb charades, spin a yarn, quizzes, and Just a Minute (JAM) sessions further enhance students' language skills, creativity, and teamwork. For example, dumb charades improve non-verbal communication and critical thinking, while Spin a Yarn promotes spontaneous storytelling and narrative structure comprehension. Quizzes reinforce knowledge and test comprehension in a fun, competitive setting, and JAM sessions build fluency, quick thinking, and clarity of speech.

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Educational tours also play a pivotal role in English Language and Literature education by providing immersive and contextual learning experiences. Visits to historical sites, book fairs, and literary landmarks bring texts studied in class to life, offering tangible connections to authors and their works. These tours enhance engagement, foster critical thinking, and improve communication skills, making literature more relatable and exciting.

Implementing extra-curricular activities effectively requires careful planning and resource allocation. Teachers and administrators must ensure that these activities are accessible to all students and align with the curriculum. Collaboration with local literary organizations and guest speakers can enrich the experience, and integrating technology through digital storytelling and online literary forums can broaden the scope of these activities.

The impact of extra-curricular activities on student engagement and learning outcomes is profound. These activities provide a break from the conventional classroom setting, making learning more enjoyable and engaging. Students involved in extra-curricular activities often display higher levels of motivation, a greater sense of community, and improved academic performance. Research by Fredricks and Eccles (2006) shows that students who participate in these activities are more likely to attend school regularly and have higher aspirations for further education.

Despite the numerous benefits, integrating extra-curricular activities does present challenges, including limited funding, time constraints, and varying levels of student interest and participation. To address these challenges, schools can seek external funding, allocate specific times for activities within the school schedule, and actively promote the benefits of participation to students and parents.

Extra-curricular activities are indispensable in the English Language and Literature classroom. They complement the academic curriculum by nurturing essential skills and attributes that contribute to students' personal and academic growth. By integrating these activities effectively, educators can create a more engaging and enriching educational experience that prepares students for success within and beyond the classroom. These activities foster

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a dynamic environment where students explore literature and language innovatively, promoting critical thinking, creativity, and a lifelong appreciation of literature. They also develop essential skills like communication, teamwork, leadership, and emotional and social well-being, making students well-rounded individuals ready for future challenges.

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Abstracts

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EMPOWERING ENTREPRENEURS WITH AI TOOLS: UNLOCKING BUSINESS POTENTIAL

Dr. B.Vasavi

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Technology, Vidyanagar, Andhra Pradesh

In the contemporary business landscape, artificial intelligence (AI) has emerged as a transformative force, offering unparalleled opportunities for entrepreneurs. This article provides an overview of various AI tools available to entrepreneurs, exploring their potential to drive innovation, increase efficiency, and create competitive advantages. It examines practical applications of AI in key areas such as Customer Relationship Management (CRM), marketing automation, supply chain optimization, data analysis, market analysis, customer engagement, operational automation, and financial management. By analyzing case studies and real-world examples, the article showcases how startups and small businesses can leverage AI to achieve significant improvements in decision-making processes, marketing strategies, and overall business performance.

MUTUAL FUNDS & EXCHANGE TRADED FUNDS (ETFs): A CONCEPTUAL DIFFERENCE

Dr. Ashish Kumar

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Dr. PriyankaYadav

Assistant Professor, School of Commerce and Management, Starex University,
Gurugram

Ms. Suruchi

Research Scholar, School of Commerce and Management, Starex University,
Gurugram

The objective of the study is to find the potential differences between the two competing passively managed investment products: Mutual Funds and ETFs. Mutual fund is a pool of fund where common people like us invest money

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in a fund house, then that money get invested in various companies of different sectors and the risk gets diversified. In stocks, your money is getting invested in one particular company, so the risk attached is very high but in mutual fund, your money is getting invested in various companies of different sectors so the risk attached is diversified. On the other hand in last two decades, ETFs or Exchange Trade Funds have gained a lot of popularity in terms of a passive investment vehicle amongst the professional and retail investors due to low costs of transactions as well as high liquidity. Exchange-Traded Fund (ETF) is a collection of securities that are traded similarly to individual stocks. ETFs have the ability to track indices for a number of asset types, including commodities, fixed income, and equity. Mutual fund schemes, of which units may only be purchased or sold on stock exchanges, are the basis for exchange-traded funds (ETFs). The aim of this paper is to examine the conceptual difference between mutual funds and exchange traded funds (ETFs).

GROWTH OF FINTECH IN INDIA

Dr. Balaji Bhovi

Associate Professor, School of Economics and Commerce, CMR University,
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India

This study explores the tremendous growth of financial technology (Fintech) in India, focusing on its background, impact, challenges and future

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recommendations. India's Fintech world has grown significantly due to technological developments, regulatory reforms, changing consumer behavior, investors and shareholders' interest. The study also focuses on the increase of digital payments, the emergence of innovative fintech companies, key factors influencing growth of FinTech Startups, such as the adoption of digital payments between traditional financial institutions and fintech companies, and government support policies. In addition, challenges such as regulatory compliance, cyber security risks and competition are explored, as well as opportunities.

SUSTAINABLE TOURISM DEVELOPMENT: A SYSTEMATIC STUDY IN CONTEXT OF RAJASTHAN

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Rajasthan

Dr. Anukrati Sharma

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Rajasthan

As Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purpose and the tourism industry is linked to people traveling to other location for leisure, social and business purpose.. It is closely connected to the hotel industry, the hospitality industry, and the transport industry. There is responsibility of to preserve natural wildlife, avoid harming local culture, and provide social and economic benefits for local residents and for this purpose It is required to create a positive relationship between communities and the tourists to maintain a functional tourism industry in a particular location ensuring that the industry is as sustainable as possible. Hence there is a need to explore the concept of sustainable tourism development, examining its importance in mitigating environmental degradation, preserving socio-cultural heritage, and fostering economic growth. It discusses various strategies and approaches for achieving

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sustainability in tourism, along with challenges and opportunities. This paper presents a systematic analysis of sustainable tourism development in Rajasthan, India, focusing on its rich cultural heritage, diverse ecosystems, and economic opportunities. Through field surveys, stakeholder interviews, and data analysis, the study identifies key challenges and opportunities for promoting sustainability in tourism within the context of Rajasthan state.

SPIRULINA PRODUCTION: EXPLORING OPPORTUNITIES FOR SUSTAINABLE GROWTH

Dr. Anuradha Dubey

Department of Botany, School of Science & Technology, Vardhman Mahaveer Open University, Kota

Spirulina a blue-green algae rich in nutrients is emerging as a key component for sustainable agricultural and industrial practices. This paper explores the production methods of *Spirulina*, highlighting the opportunities for sustainable growth. By studying both traditional and advanced cultivation techniques, the research emphasizes the efficiency and environmental benefits of *Spirulina* production. Additionally the paper explores the diverse applications of *Spirulina*, socio-economic impacts, including job creation, rural development and contributions to food security are analyzed to understand the broader implications of *Spirulina* cultivation. Recent practices are reviewed to identify trends, challenges and future prospects. The findings reveal that *Spirulina* production not only offers significant environmental advantages but also opens up new avenues for sustainable innovation, positioning it as a key player in the transition towards a more resilient and eco-friendly global economy.

ROLE OF ARTIFICIAL INTELLIGENCE(AI) IN HEALTHCARE

Mrs. Cheshta Sharma

HOD, Department of Computer Science, VBRI, Udaipur

Healthcare is one of the most important social issue in the world which is faced by every human being on earth. With the advancement in technology

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improvement is expected in healthcare. The world has entered into the new era of technology called AI (Artificial Intelligence). This paper focuses on the fast growing field of Artificial Intelligence and its application in healthcare. In this paper we will explore the role of AI in healthcare and also states that how AI can help in improving healthcare system and also makes it life saving and cost effective. In this paper I also explained in brief about concept of Artificial Intelligence also discuss the possible future direction of AI augmented healthcare systems.

CYBERSECURITY VISION FOR INDIAN BORDER AREA SECURITY

C J Jagadeesha

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Sciences,Coimbatore&Former Scientist ISRO-NRSC-RRSC, Bangalore,
Karnataka, India

The India's present Borderman needs three recipes (a) techsavy, (b) continuum learning and (c) brave enough to enter conflict zones technologically. The cyber security of the existing physical infrastructure in the borders needs to be augmented.The critical infrastructure within the borders and in the conflict zones needs a continuous surveillance.The surveillance has to come from small satellites,geo-spatial technologies with AI, drones (UAVs),Wi-fi and a set of minimum counter measure infrastructure in all the entities be it private, public, government, NGO, the enterprises set up for serving welfare functions in the border areas. It needs investment, awareness of cybersecurity, training/capacity building of interdisciplinary graduates/ whatever type of certification needed for country's security. The think tanks from present BORDERMAN has to make ways for emerging border cybersecurity men by bringing awareness, training for efficient security along the border areas of the country.The homeland security needs to be enhanced to match the world wide technology trend especially at the time of disasters. Thedigital skills should be imparted with cyber security in view.Department of Homeland security should bring harmonisation of cyber incident reporting and management of cyberthreats. In this, institutes like Borderman when enlarged

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in numbers to help in national security along borders, can help bring awareness in cyber security by providing assistance to frame policies and regulations. Also, educating masses (online or offline periodically) in the simplest cybersecurity modules like (a) password management,(b) privacy settings,(c) protection against social-engineering cyberthreats, (d) backing up data.The advanced training is already in place with universities like NFSU.The first and foremost is to have countermeasure infrastructure in place near our health centers,welfare departmental data centers (large housing complexes, oil, energy, water supply, forests and industries like mineral, cement, pharmaceuticals, and others), satellite ground stations (their number increases due to private sector participation) and transportation sectors.The curriculum is already developed and people are getting training in drone operations for agriculture, health services, revenue survey etc.This should be extended to include cybersecurity of drones, drone formations flying with appropriate PNT services either from satellites or land based.

EXPLORING THE RELATIONSHIP BETWEEN DEMOGRAPHIC VARIABLES, BEHAVIOURAL BIASES, AND RISK TOLERANCE IN INDIVIDUAL INVESTORS: A LITERATURE REVIEW

Beena Chandwani

Research Scholar, IIS (Deemed to be University), Jaipur

This research investigates the adaptation of behavioural biases to demographic characteristics such as gender, wealth, age, and education through a thorough evaluation of existing evidence. It demonstrates that demographic factors influence numerous biases in different ways, with overconfidence emerging as the most susceptible bias. The paper also explains the evolution of traditional finance and behavioural finance ideas, emphasising the distinction between rational and irrational investor behaviour. In terms of methodology, a thorough search of various sources was conducted to collect relevant literature, which was then classified using the given variables. Despite finding the impact of gender, income, age, and education on behavioural biases, the study suggests that this topic is still in its early stages,

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with lots of room for further investigation. Nonetheless, the study admits its shortcomings, particularly its focus on chosen demographic characteristics and behavioural biases using secondary data, which makes it difficult to cover all biases fully in a single study. However, the researchers worked extensively to incorporate a diverse range of secondary data to strengthen the study's validity.

PRA SOFTWARE TRANSFORMING RISK ASSESSMENT IN PERIODONTAL DISEASE

Anubhava Vardhan Sharma

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MRIIRS, Faridabad. Haryana, India

Periodontal disease, a prevalent chronic inflammatory condition affecting the supporting structures of the teeth, poses significant public health challenges. Its multifactorial etiology involves microbial biofilms, host immune responses, and various risk factors including genetics, smoking, and systemic conditions like diabetes. Effective management and prevention strategies are crucial to alleviate the progression of periodontal disease and its associated systemic implications. Periodontal Risk Assessment (PRA) software has emerged as a dynamic tool in contemporary periodontal care, contributing a systematic approach in evaluation and management of patient risk profiles. With PRA software, clinicians can recognize high-risk patients and adapt to preventive and therapeutic strategies accordingly. The software's predictive analysis aids in anticipating disease progression and the likelihood of tooth loss, facilitating timely interventions. Additionally, PRA software enhances patient engagement and education by offering visual presentation of their risk profiles and the potential influence of modifying risk factors. This nurtures a collaborative method in periodontal care, encouraging patients to adhere to recommended oral hygiene practices and lifestyle changes. However, the application of PRA software is not without contests. The accuracy of risk predictions depends on the quality and completeness of input data, and there is variability among various software platforms regarding the weightage of risk

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factors. Besides, integrating these tools into routine clinical practice requires overcoming barriers such as cost, training, and resistance to change among dental professionals. This paper reviews the current landscape of PRA software, highlighting its significance in periodontal care. These tools integrate clinical parameters, such as probing depth, attachment loss, bleeding on probing, and radiographic bone levels, with patient-specific factors like age, smoking status, and medical history. In conclusion, PRA software represents a promising advancement in periodontal care, offering a structured and evidence-based approach to risk assessment. As technology evolves, further refinement and standardization of these tools will enhance their utility and effectiveness in preventing and managing periodontal disease.

A STUDY ON VARIOUS ASPECTS OF SMES' ORIENTATION FOR CORPORATE SOCIAL RESPONSIBILITY

Ali Albouti

Research Scholar, SRM University, Chennai, Tamil Nadu

Today, being responsible and sustainable is essential to conducting business internationally. However, small and medium-sized firms (SMEs) have received less attention from academics and policymakers than huge multinational corporations. Recent studies have highlighted the significance of learning for SMEs to engage incorporate social responsibility (CSR), but there is still a lack of knowledge regarding how SMEs learning orientation affects their CSR as well as how development affects internationalization and performance. From a practical standpoint, it is particularly crucial to shed light on these dynamics because, in the majority of nations, SMEs account for a sizable portion of enterprises in terms of both number and employment. The current study contributes by demonstrating how CSR affects various performance kinds in SMEs and how SMEs learning orientation affects their CSR. By shedding light on the causes and effects of CSR for SMEs, the study adds to the body of knowledge on responsibility, sustainability, and SME internationalization. The author explored a number of CSR-related subjects, including need, problems and challenges, ideas, obligations to employees, and

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the environment. And the main headlines discussed the thorough investigation of CSR for SMEs and the introduction of several social concerns and SMEs-related policies. This study also includes several case studies from India for reference.

HUMAN RIGHTS AND SOCIAL JUSTICE: PROTECTING THE DIGNITY OF EVERY CITIZEN- THE CONSTITUTIONAL PROCEDURES

Abhijit Srinivas Uday Chelluru

Assistant Professor, Department of Business Management, N S Raju Institute of Engineering and Technology, Dakamarri, Visakhapatnam

India, the world's largest democracy, is a country of diverse cultures, religions, and languages. With such diversity comes a range of challenges in upholding human rights and promoting social justice for all its citizens. Social justice is a concept that encompasses the fair distribution of resources, opportunities, and privileges within society. In India, social justice is a crucial issue given the country's diverse population and complex social hierarchies. From issues of caste-based discrimination to gender inequality, the fight for basic rights and justice in India is an ongoing struggle. In this article an attempt has been made to explore some key case studies that highlight the complexities of the human rights and social justice landscape in India by delving deep into the various social justice laws in India and the efforts being made to ensure equality and empowerment for all. Further, this article studies the letter and spirit behind the laws, such as The Scheduled Castes and Scheduled Tribes (Prevention of Atrocities) Act, 1989, the Right to Education Act, 2009, . The Protection of Women from Domestic Violence Act, 2005, and The National Commission for Minorities Act, 1992 to name a few in the pursuit of achieving social justice. This paper tries to establish that by effective implementation and enforcement of these laws are essential to ensure their impact on the ground. By addressing the root causes of social injustice and empowering marginalized communities, India can move towards a more equitable and just society for all its citizens.

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ARBITRABILITY OF INTELLECTUAL PROPERTY DISPUTES: A CASE STUDY OF INDIA

Adv. Prithvi G Nair

Guru Gobind Singh Indraprastha University, New Delhi

The arbitrability of intellectual property (IP) disputes has been a subject of considerable debate in India. This paper provides a comprehensive analysis of the arbitrability of IP disputes in India, with a focus on recent developments and case law. The paper begins by discussing the concept of arbitrability and its application to IP disputes. It then examines the legislative framework governing arbitration and IP in India, including the Arbitration and Conciliation Act, 1996, and relevant IP laws. Through a detailed examination of Indian case law, including landmark judgments by the Supreme Court of India, this paper explores the evolving jurisprudence surrounding the arbitrability of IP disputes. It analyses the factors considered by Indian courts in determining the arbitrability of various types of IP disputes, including patent, trademark, copyright, and trade secret disputes. Furthermore, this paper critically evaluates the advantages and challenges associated with arbitrating IP disputes in India. It considers issues such as the confidentiality of arbitral proceedings, the expertise of arbitrators, and the enforceability of arbitral awards. By offering insights into the current state of arbitral jurisprudence in India and its implications for the resolution of IP disputes, this paper contributes to the ongoing discourse on the intersection of arbitration and intellectual property rights. It concludes with recommendations for stakeholders seeking to resolve IP disputes through arbitration in India.

CHARTING THE DIGITAL DIVIDE: OPPORTUNITIES AND OBSTACLES IN ONLINE LEGAL EDUCATION

Dr. Bhavana Sharma

Assistant Professor, School of Legal Studies, Himachal Pradesh University
Regional Centre, Dharamshala, HP

This paper delves into the landscape of online legal education, examining the opportunities and obstacles presented by the digital realm. As

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technology continues to reshape educational practices, legal education faces unique challenges in adapting to online platforms while ensuring the quality and efficacy of instruction. We explore the potential benefits of online legal education, including increased access, flexibility, and innovation, while also addressing concerns such as the digital divide, student engagement, and the preservation of legal pedagogy. Drawing on current research and best practices, this paper provides insights for educators, institutions, and policymakers navigating the evolving terrain of online legal education. The digital divide poses both opportunities and obstacles in the realm of online legal education. This paper explores the evolving landscape of legal education in the digital age, examining how technology can enhance access to legal knowledge while also exacerbating disparities in access and learning outcomes. By analyzing current trends, challenges, and innovative solutions, this study aims to provide insights for policymakers, educators, and stakeholders seeking to navigate the complexities of online legal education and bridge the digital divide within the legal profession.

NAVIGATING SAFETY CULTURES: THE IMPACT OF LEADERSHIP STYLES ON EMPLOYEE SAFETY CITIZENSHIP BEHAVIOR

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Fostering a culture of Safety within the organizations is essential to ensure employee productivity and wellbeing. This review paper investigates the influence of leadership styles on employee safety citizenship behavior, wherein we aim to illuminate the mechanisms through which leadership shapes safety cultures in diverse workplace settings. By analyzing a range of literature from disciplines like organizational behavior, psychology and safety science this paper synthesizes existing research to explore the connections between leadership styles and employee safety behaviors. Specifically, it examines how leadership styles such as transactional and safety focused

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leadership can encourage attitudes and actions that prioritize safety within organizations. Additionally, it investigates how contextual factors like climate, industry norms and regulatory frameworks play a role in determining the effectiveness of leadership efforts to enhance safety cultures. Through an evaluation of studies and theoretical frameworks this paper identifies gaps in current research and suggests directions for future studies. By offering insights into the interplay between leadership and safety culture this paper aims to provide guidance for academicians, leaders in organizations and policymakers looking to create work environments that prioritize employee safety and wellbeing.

THE IMPACT OF CLIMATE CHANGE ON GREEN ENVIRONMENT: GREEN CHEMISTRY AND SUSTAINABLE DEVELOPMENT

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Climate change presents a formidable challenge to the global environment, with significant implications for green environments, green chemistry, and sustainable development. Rising temperatures, altered precipitation patterns, and increased frequency of extreme weather events disrupt ecosystems, biodiversity, and natural resources, threatening the foundation of sustainable development. Green chemistry, which emphasizes the design of products and processes that minimize hazardous substances, plays a crucial role in mitigating these impacts by promoting environmentally friendly practices. This abstract explores the intersection of climate change with green environments and sustainable development, highlighting the critical role of green chemistry in fostering resilience and sustainability. Compromised by climate change, habitat loss, shifting species distributions, and ecosystem degradation result from changing climatic conditions, posing risks to biodiversity and ecosystem services that underpin human well-being. Sustainable development, which aims to meet present needs without compromising future generations' ability to meet theirs, is jeopardized as

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environmental degradation undermines economic and social stability. Green chemistry offers innovative solutions to these challenges by developing sustainable materials, energy-efficient processes, and reducing waste and emissions. By prioritizing renewable resources and non-toxic materials, green chemistry reduces the environmental footprint of chemical processes and products, thereby supporting climate resilience and sustainability goals. For instance, the development of bio-based chemicals and renewable energy technologies exemplifies how green chemistry contributes to reducing greenhouse gas emissions and reliance on fossil fuels. In conclusion, the impact of climate change on the green environment underscores the urgency of integrating green chemistry principles into sustainable development strategies. By fostering environmentally benign processes and products, green chemistry can help mitigate the adverse effects of climate change, promoting a resilient and sustainable future. Collaborative efforts between policymakers, scientists, and industry stakeholders are essential to advance green chemistry innovations and implement sustainable practices that address the multifaceted challenges of climate change.

THE ROLE OF TELECALLING IN MARKETING

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In an time overwhelmed by advanced communication, the human touch remains unparalleled in building significant connections with clients. Telecalling, a foundation of client benefit and deals bridges the crevice between businesses and their clientele. To analyse the demographic profile of the respondents. To Identify Best Practices and Strategies for Telecalling in Marketing.

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A STUDY ON ATTITUDE TOWARDS ENVIRONMENTAL CONCERN BY THE CUSTOMERS OF ELECTRICAL VEHICLES

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The electric vehicle industry has developed along regional lines, with the U.S. market being served by U.S. companies, the Asia/Pacific market dominated by Japan, and West Europe dependent on European models. Exceptions are the Honda EV-Plus, Toyota Elec-RAV4, and Nissan Altra models, made in Japan, and sold in the U.S. mostly in California. By 2007, as commercial-scale production is realized, manufacturers will export outside their regional markets and are likely to globalize production. Environmental pollution is currently a global concern. Toxic emission from internal combustion is one of the air pollutants. This study is conducted to find out if the buyers of Electrical vehicle have any environmental concern in mind while making their purchase decision. The data collected is analysed and the findings of the study confirm that the electric vehicles can become a suitable instrument for a much more sustainable future in the mobility industry.

EXAMINING THE EDUCATIONAL FACILITIES WITH MAX-FLOW MIN-CUT THE HYPOTHESIS

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In urban areas all over the world, traffic jams are a growing issue, and educational establishments are no exception. This examination paper researches the utilization of the Passage Fulkerson calculation to limit gridlock in Samarth Vidya Sankul, Talegaon Dabhade City. For maximum flow

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problems in networks, the Ford-Fulkerson algorithm is a powerful tool that can be utilized effectively in traffic management scenarios. This paper presents a contextual investigation of Samarth Vidya Sankul, using the calculation to distinguish bottlenecks and upgrade traffic stream inside the school premises. In addition to Samarth Vidya Sankul, this study's findings may be useful for enhancing traffic management in other educational establishments and similar settings.

SUSTAINABLE ECONOMIC GROWTH BY EMPOWERING WOMEN

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Shobha N

Assistant Professor, Dept. of Commerce, GFGC Anniggeri

The purpose of this paper is to learn about women's roles, perceptions, and empowerment in relation to sustainable economic growth. In addition to being a basic human right, women's empowerment promotes long-term, sustainable economic growth and development. The world's continued pursuit of prosperity and advancement has led to a growing realization that attaining sustainable development goals requires women's full economic participation. Women have historically experienced discriminatory and institutional impediments that have impeded their ability to participate in the economy and grow in their careers. Nonetheless, the enormous potential that women possess to propel innovation, social change, and economic progress is becoming increasingly recognized. For this study, descriptive research has been used. For the study, the researcher used a simple random procedure and chose a sample size of 100 women. The primary data used in this study were gathered by the researcher using a structured, closed-ended questionnaire and survey methodology. Tables were utilized in the study to classify the data that was collected, as well as to analyze the data by percentage and frequency. While the majority of respondents think that women's empowerment has a good effect on sustainable economic growth, a sizeable percentage also expressed doubt or disagreement, demonstrating the

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range of opinions on this matter. This study recommended implementing focused awareness and education initiatives to dispel myths and emphasize the real advantages of empowerment. This could facilitate communication and increase support for programs that advance women's empowerment and gender equality.

ROLE OF NGOS IN THE ECONOMIC DEVELOPMENTAL ACTIVITIES

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In a democratic society, it is the state that has the ultimate responsibility for ushering development to its citizens. In India, through the progressive interpretation of the Constitution and its laws and policies, the scope of development has been significantly broadened to include not just economic progress for citizens, but also promotion of social justice, gender equity, inclusion, citizen's awareness, empowerment and improved quality of life. To achieve this holistic vision of development, the state requires the constructive and collaborative engagement of the civil society in its various developmental activities and programs. Non-governmental organizations (NGOs) as the operational arm of the civil society therefore have an important role in the development processes.

STUDY OF METAL COMPLEX WITH NITROGEN DONOR LIGAND

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We report here series of new the Th(IV) complexes with Schiff base having general composition $\text{Th X}_4 \cdot n\text{L}$ ($\text{X}=\text{NO}_3$, $n=2$) Where L = Schiff base The complexes 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. Antimicrobial activity was determined by disc diffusion

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method. Filter paper disc measuring 6.0 mm diameter were cut with a punch from Whatman filter paper No.1 sterilized at 160°C in hot air oven for one hour, antimicrobial solutions of desired concentration were dropped on discs and were dried in incubator in 37 °C and stored in freezer. Nutrient agar was poured into plates,keeping depth of the medium 4.0 mm. After the medium solidified,the plates were kept for 30 minutes in an incubator (35 to 55 °C) to remove excess of moisture,4-5 colonies of pure culture on Nutrient agar /Sabouroud's Dextrose agar were transferred into a culture tube containing peptone water with the help of wire loop.The culture was incubated by lawn culture method. A loop full of 2 mm diameter was used to streak the plates with the test organisms and kept it for 5-10 minutes at room temperature.

ROLE OF ARTIFICIAL INTELLIGENCE INCUSTOMER ENGAGEMENT

Dr. Manita Arora

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Technologies like smartphones, the Internet, and personal computers (PCs) cause fundamental changes in company strategies and business models. Such developments sometimes increase the knowledge base of companies in handling client requirements and providing services.They actively influence nearly every facet of human existence daily, and they accomplish this via personalisation. The implementation of artificial intelligence (AI) has the potential to bring about a revolutionary change in the manner in which companies engage with their employees and clients.The purpose of this article is to investigate the role that artificial intelligence (AI) plays in assisting personalised engagement marketing, which is a strategy that offers clients the ability to develop, communicate, and receive personalised products. This article serves as one method of examining the business implications of artificial intelligence. This study has investigated the potential application of AI in formulating a customised approach to consumer engagement marketing. Organisations may employ AI to leverage client data in order to provide customised products and services. By leveraging artificial intelligence, managers have the ability to improve the customer value proposition

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continuously and acquire knowledge in real-time. This technique of carefully selected things that increase customer value helps retain customers and gain a competitive edge.

COMMUNITY HEALTH: NECESSITY AND SIGNIFICANCE

Dr. Kiran

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Community health is defined as a group of people living in society to maintain, protect and improve people's health. Population health is the part of public health that is taught and practiced by health professionals as part of their normal duties. Community health workers and community health workers work with primary care providers to help community members access, utilize, and utilize health systems and to provide additional services not provided in medical facilities, such as group or health care. Health and work that supports people's emotional and physical health in a way that supports their aspirations and meets their needs within a certain understanding of the environment. Medical interventions occurring in society can be divided into three categories: primary care, secondary care and tertiary care. Each group focuses on a different approach and approach to a specific community or demographic group. Primary health care aims to reduce risk factors, improve health and prevent. Secondary care is associated with 'hospital care', which is intensive care in a hospital setting. Tertiary care refers to specialized medical care often associated with the management of disease or disability. Examples include poverty, food, water supply, war, crime and transportation. They also determine how health and education services in the community affect people's lives and what changes are needed. Many people in rural areas do not have access to appropriate care and treatment when needed. The elderly, pregnant women, newborns and patients with chronic diseases who are away from the hospital are always at high risk. Community health systems are a big hope here. Community based research (CBPR) is a unique option that combines community engagement, inquiry, and action. Improved and mutual awareness of the significance of community health can lead to

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fostering greater accomplishment for the residents of healthy communities that are marked by improved health and quality of life. The community health represents the community's needs and highlights the best of public health research and developments and implications to accomplish the common objective of improving health.

SOLVENCY ANALYSIS OF PUBLIC SECTOR BANKS IN INDIA USING MODIFIED ALTMAN Z-SCORE

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Janki M Mapara

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At present Indian banking system is growing at rapid pace. For stability in economy of the country, the solvency of banks is primary necessity. To check whether a company is financially healthy or in crisis, Altman Z-score is very useful tool. That's why this study used modified Altman Z-score i.e. Altman Z"-score to analyze solvency of selected top five public sector banks for period of five years i.e. 2017-18 to 2021-22. Testing of hypothesis done using descriptive statistics. The research findings shows that during the period of study on an average Bank of India, Canara Bank and Punjab National Bank are in grey zone which shows not high probability of bank's bankruptcy while Bank of Baroda and State Bank are in distress zone indicating more chances of bankruptcy in future.

GENDER DIVERSITY AND QUOTA IN THE BOARDROOMS: A JOURNEY THROUGH TIME

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The focus of women participating on boards has generated a lot of talk in India over the past few years. In addition, legislative quotas were introduced in many European countries to increase the percentage of women directors.

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Significant changes in the corporate sector are also expected as a result of the New Companies Act 2013 and SEBI regulations, especially in terms of women's empowerment in India. The objective of this study is to compare the Company Acts of 1956 and 2013 in this particular context. Additionally, to investigate the current status of gender diversity on NIFTY-500 company boards. It was learned that India increased the percentage of women on board from 6% in 2013 to 18.2% in 2023, a slow but significant improvement.

SUSTAINABLE FINANCE AT THE GRASSROOTS: INSIGHTS FROM KARNATAKA'S GREEN BANKING LANDSCAPE

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In addition to global environmental challenges, sustainable finance has emerged as an important tool for reducing environmental risk and promoting economic growth. The study examines the development of sustainable finance at the grassroots level through an analysis of green banking initiatives in Karnataka, India, with special focus on Vijayapura district. The main objective of this study was to reveal the complex interplay between sustainable finance and community engagement through consumer knowledge and perception of green banking practices in the local context of Karnataka. Using mixed methods, the study combined quantitative surveys with qualitative interviews to critically examine the state of green banking awareness among consumers in Vijayapura district. The survey had collected data on customer demographics, knowledge of green banking principles, and attitudes towards a sustainable economy. In-depth interviews further clarified the factors affecting consumer participation in green banking schemes. Preliminary findings indicate that consumers in Vijayapura district differ in their awareness and understandings of green banking principles. While some respondents show a keen interest in sustainable finance and are willing to participate in green banking activities, others express limited knowledge or skepticism about its benefits about factors

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such as education; income and access to information emerge as significant determinants of customer perceptions and behaviors towards green banking. This study contributes to the evolving discourse on sustainable finance by providing insights into the implementation of green banking systems on the ground in Karnataka, India. By highlighting the opportunities and challenges associated with community engagement in the sustainable economy, the findings connect policymakers, financial institutions, and communities seeking to promote the environment the norms of sustainability and inclusive economic growth.

MAPPING THE KNOWLEDGE LANDSCAPE OF VIRTUAL REALITY TECHNOLOGY IN THE MANUFACTURING SECTOR

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Virtual reality applications offer users not only realistic visuals but also the ability to feel, hear, and interact with virtual objects. With these notable advancements, virtual reality has experienced recent expansions in various sectors, including the manufacturing industry. It must effectively capture the interest of both academia and industry and shed light on researchers' enthusiasm for technology applications. Hence, the aim of this study is to investigate the body of research concerning the intersection of virtual reality and the manufacturing industry. The bibliometric analysis utilized data from the Scopus database, and the sampling procedure was completed using PRISMA. VOS viewer was employed to analyze 2,037 publications, revealing the growth of the network, the most active contributors, the intellectual framework background, research gaps, and the most prominent topics requiring further exploration. We have observed the inclusion of papers discussing the impact

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of virtual reality on the manufacturing industry in the Scopus database since 1992. Terms such as "virtual reality," "augmented reality," "process simulation," "industry 4.0 technologies," "industrial internet of things," and "3D technologies" have been prevalent since then. The density map illustrates contemporary themes, including "human-robot interaction" and "artificial intelligence." The significance of these findings for researchers lies in their relevance to the past, present, and future, as well as in identifying knowledge gaps.

LEVERAGING ICT TOOLS FOR ENHANCED EXAMINATION AND ASSESSMENT IN MULTIDISCIPLINARY RESEARCH: A FOCUS ON SECURITY COOPERATION, ARTIFICIAL INTELLIGENCE, AND ENVIRONMENTAL SUSTAINABILITY

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The rapid advancement of Information and Communication Technology (ICT) has revolutionized various sectors, including education. This research paper explores the application of ICT tools in examination and assessment within the context of multidisciplinary research, with a specific focus on security cooperation, artificial intelligence (AI), and environmental sustainability. The study highlights how ICT tools can enhance the efficiency, accuracy, and inclusivity of assessments, while also addressing challenges and proposing solutions for effective implementation.

EMPOWERING WOMEN: THE IMPACT OF NGOS ON GENDER EQUALITY, EDUCATION, HEALTHCARE, AND SOCIO-ECONOMIC DEVELOPMENT

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Non-Governmental Organizations (NGOs) play a pivotal role in empowering women across the globe. Through various programs and

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initiatives, NGOs address key issues such as gender inequality, education, healthcare, economic independence, and political participation. This paper examines the multifaceted role of NGOs in advancing women's rights and enhancing their socio-economic status. NGOs provide women with access to education and vocational training, enabling them to acquire skills and knowledge for better employment opportunities. They also offer healthcare services, including reproductive health and family planning, promoting women's well-being and reducing maternal mortality rates. Furthermore, NGOs advocate for gender equality and women's rights, influencing policy formulation and implementation at local, national, and international levels. By fostering a supportive environment and empowering women to become agents of change, NGOs contribute significantly to the overall development and empowerment of women worldwide.

PHYTOCHEMICAL SCREENING OF ETHANOLIC & METHANOLIC EXTRACT OF *CISSUS QUADRANGULARIS* BY HPLC & UV SPECTROPHOTOMETER

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As global health faces the challenge of rapidly spreading diseases, the quest for safer medical alternatives has intensified. The limitations and side effects of conventional allopathic medications have propelled a worldwide shift towards herbal remedies. India's rich tradition of botanical medicine prominently features *Cissus quadrangularis*, commonly known as "Hadjod." This belonging to the grape family, is celebrated for its therapeutic properties,

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particularly its anti-inflammatory, antioxidant, and joint-supporting benefits. Recent studies have highlighted the presence of numerous bioactive compounds in *Cissus quadrangularis* that exhibit potent anti-inflammatory activity. These findings suggest promising prospects for their incorporation into herbal treatments targeting joint health. Investigations into the plant's various components have identified phytosterols, specifically β -sitosterol and stigmasterol, as the principal active elements. Additionally, the aerial segments of the plant are found to contain flavonoids like quercetin and rutin are detected. These compounds have been meticulously analysed through high-performance liquid chromatography and UV spectrophotometry. Both methanolic and ethanolic extracts of *Cissus* have been examined, revealing a spectrum of phytochemicals including terpenoids, plant sterols, tannins, proteins, and sugars. The methanolic extract, in particular, has been shown to contain phytosterols, flavonoids, quinones, proteins, vitamins, and minerals. Water-based extracts have been scrutinized for alkaloids, vitamins, and minerals, further underscoring the plant's medicinal potential.

NATURAL PRODUCTS AND TRADITIONAL MEDICINES

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Natural products are naturally occurring compounds that are end products of primary metabolites; often they are unique compounds for particular organisms. They are non-nutritive plants chemicals that have protective or disease preventive properties. They are non essential nutrients meaning that they are not required by the human body for sustaining life. The most important of these phyto -chemicals (secondary metabolites) are alkaloids, tannins, saponines, steroids, flavanoids, terpenoids and cardiac glycosides. Secondary metabolites are the classes of compounds which are known to show curative activities against several ailments in man and therefore could explain the use of traditional medicinal plants for the treatment of some illnesses. Plant contain bioactive chemical substances that produces a definite physiological action in the body, therefore play a significant role in

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traditional medicines. This review illustrates the importance of natural products and their connection in use of traditional medicinal plant for the treatment of human diseases.

ENHANCING SPIRITUAL TOURISM EXPERIENCES THROUGH AI: A REVIEW

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Spiritual tourism, characterized by pilgrimages, sacred site visits, and spiritual retreats, has been a significant aspect of human culture for centuries. In recent years, advancements in artificial intelligence (AI) have opened up new possibilities for enhancing spiritual tourism experiences. This review paper synthesizes existing literature on the intersection of AI and spiritual tourism, aiming to provide insights into the potential benefits, challenges, and ethical considerations. The review begins by examining AI-driven personalized recommendations for spiritual travellers. These recommendations encompass suggestions for pilgrimage routes, meditation practices, and cultural immersion. Additionally, the paper explores AI chatbots designed to offer spiritual guidance, answering common questions related to rituals, beliefs, and historical contexts. Furthermore, the impact of AI on wayfinding during spiritual journeys is discussed. AI-powered navigation systems can assist pilgrims in locating sacred sites, optimizing travel routes, and ensuring safety. However, ethical concerns related to privacy, cultural sensitivity, and overreliance on technology must be addressed. The review concludes by emphasizing the need for interdisciplinary collaboration between AI researchers, tourism experts, and spiritual leaders. By leveraging AI responsibly, we can enhance spiritual tourism experiences while preserving the authenticity and sacredness of these destinations.

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RELATIONSHIP BETWEEN TEACHER MORALE AND TEACHING COMPETENCY OF ARTS AND SCIENCE COLLEGE TEACHERS WITH REFERENCE TO COLLEGE RELATED VARIABLES

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The main objectives of the present study are to find out the teacher morale and teaching competencies among the arts and science college teachers; and to find out the relationship between teacher morale and teaching competencies among the arts and science college teachers. The sample consists of 300 arts and science college teachers from different types of arts and science colleges in Thanjavur district of Tamil Nadu. The results reveals that there exists a significant difference in mean score of teacher morale between the groups / among the various groups of arts and science college teachers with regard to gender, marital status, age groups and teaching experience. The study also reveals that there is a significant positive correlation between teacher morale and teaching competencies among the arts and science college teachers. It is quite clear that the teacher morale and teaching competencies should properly be inculcated or improved among the arts and science college teachers to achieve higher academic performance of students and the colleges.

SYMBOLISM IN THE POETRY OF ROBERT FROST: AN ANALYSIS

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Robert Frost, the great American poet used symbols abundantly and judiciously in his poems. The use of symbols helped Frost to express more meanings to associate with the word in addition to the simple meaning. Symbols are words not merely connotative, but evocative and emotive. Frost's poetry appears to be simple and easy, but it is deceptive and misleading due to the use of symbols. His poems are symbolic and have layers within layers of

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meaning on a careful reading. Symbols make the language of poetry rich and expressive. Frost has written many beautiful poems rich in express his thoughts. This paper is an attempt to analyze the poetry of Robert Frost in the light of symbolism.

A STUDY OF LOW-COST ARCHITECTURE MATERIALS AND METHODS IN RURAL AREAS: HARYANA

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Ruchi

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The goal of this paper is to describe the various materials and construction methods utilized for low-cost architecture. This paper examines the use of low-cost materials in buildings like brick, wood, stone, etc., and the use of a mixture of cow dung, straw dust, sand, and other elements in place of concrete and mortar in the construction of inexpensive, environmentally friendly buildings. With the use of low-cost material construction techniques. The study outlines the construction process and many cutting-edge innovations employed to make the building eco-friendly and economically viable while also providing real-world dwelling examples. To accomplish effective economic construction in the future and advance sustainable development, more waste materials must be utilized in the construction of low-cost construction buildings. The primary goal of this case study is to examine the implementation of sustainable building materials in rural construction, considering factors such as environmental impact, cost-effectiveness, and community acceptance. This case study demonstrates that the adoption of sustainable building materials in rural areas can have positive environmental, economic, and social impacts.

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A STUDY ON INDIVIDUAL'S PERCEPTION TOWARDS BLOCKCHAIN TECHNOLOGY IN FINANCIAL SERVICES

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In the modern era where technology is constantly evolving with each passing day and diversifying to meet the demands of various sectors, Fintech also known as financial technology is bringing about a revolution in the financial sector and challenging the way traditional methods and transactions take place. To get the transactions and other services settled effectively and securely, Blockchain Technology comes in the picture. It is a leading decentralised technology and one of the emerging trends in fintech. Blockchain technology is the backbone of cryptocurrency. It has the potential to restructure the current ways and transform the financial services to a more better version. Blockchain technology eliminates the counterparty risk, is immutable, secure, reduces time and costs. As a result, the current research aims at studying its current role in financial services in India and also importantly knowing the awareness levels and perception of the general public towards Blockchain technology in financial services. The current research takes into consideration "Exploratory Research Design" which is supported by the primary and secondary data collection methods. Around 120 respondents across different age groups were considered as the sample size. A structured questionnaire was designed and administered to the respondents utilising convenience sampling method. It was concluded that more than half of the respondents were aware about the blockchain technology and a majority of respondents were positive that blockchain technology can bring a good change if used in financial services sector. It was found that respondents are concerned about factors like privacy concerns and technical complexity aspects of the technology. Many respondents also had the perception that education and awareness regarding the technology is an important factor to be considered while its adoption in the sector.

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THE IMPACT OF AI TOOLS ON WORK LOAD AND TIME MANAGEMENT OF WOMEN TEACHERS IN TRICHY DISTRICT

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This study explores the impact of Artificial Intelligence (AI) tools on the workload and time management of women teachers in Trichy district, Tamil Nadu. With the increasing adoption of AI in education, it is essential to understand how these technologies affect the professional lives of educators, particularly women who often balance teaching responsibilities with domestic duties. Using a mixed-methods approach, this research gathers data through surveys and in-depth interviews with women teachers from various schools in Trichy district. The quantitative analysis assesses changes in workload and time management efficiency before and after the introduction of AI tools. Key metrics include hours spent on administrative tasks, lesson planning, grading, and personal time allocation. Qualitative data provide deeper insights into teachers' experiences and perceptions of AI tools. Preliminary findings indicate that AI tools substantially reduce the workload of women teachers by automating repetitive and time-consuming tasks such as attendance tracking, grading, and scheduling. This reduction allows teachers to allocate more time to instructional activities and personal development. Improved time management is evident as teachers report better organization of their daily schedules and enhanced ability to meet both professional and personal commitments. Despite these benefits, the study also identifies challenges related to the implementation of AI tools. Teachers face an initial learning curve and require adequate training to effectively use the new technologies. Additionally, there is a concern about over-reliance on AI, which may lead to reduced human interaction in some aspects of teaching. In conclusion, while AI tools have a positive impact on reducing workload and enhancing time

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management for women teachers in Trichy district, successful integration into daily routines necessitates proper training and continuous support. These insights can guide educational policymakers and school administrators in effectively implementing AI tools, ensuring they provide meaningful benefits while mitigating potential drawbacks.

MANAGEMENT OF PULSE BEETLE CALLOSOBRUCHUS MACULATUS TO PRODUCT STORED COWPEA SEEDS THROUGH PLANT BASED TOXICANTS

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The research paper mainly describes the concepts and Biocontrol measures to control *Callosobruchus maculatus* (Fab.) in stored Cowpea Seeds. The pulse beetle *Callosobruchus maculatus* (Fab.) is an obnoxious pest of several pulses including cowpea. Hence the present study is aimed at the search of an eco-friendly pesticide e.g. neem seed kernel extracts against *Callosobruchus maculatus*. It has been estimated that 0.06% and 0.02% concentrations of neem seed kernel extracts in ether and alcohol were effective for a greater period of storage against bruchid attack. 0.06% concentration of ether extract and alcoholic extract of neem seed kernel were found effective for more than 75 days while 0.02% concentration of ether and alcoholic extracts were effective for up to around 60 days after treatment against *Callosobruchus maculatus*. Ether extracts in both concentrations were however found somewhat more effective in comparison to alcoholic extracts of NSKE.

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MATERIAL FLOW ANALYSIS AND SUSTAINABILITY IN INDIA

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The Paper discusses about the use of Material Flow Analysis (MFA) as an important tool of sustainability. In order to know the overall physical estimation of resources capital of the economy over the years, it is suggested to refer to the various material flow indicators discussed. These study shows the status of the quantifying resources into use from 1990 till 2022. The objective of this paper is to focus on Domestic material highlighting the dependency of the country on these resources and to discuss the ways to control this dependency to achieve sustainable goals. With becoming the most populous country in the world, population can be a driving force behind economic growth and development. DMC not only reveals limited supply to unlimited demand on one side but also the threat on the environment on the other side. The results indicates that the Domestic Extraction (DE) of fossil fuels has been the highest followed by wood fuel. It also shows the extensive use of minerals as well as agricultural produce. The DMC per capita also risen for fossil fuels and metallic minerals depicting the direct correlation with increase in demand for the resources given its population. The Material Intensity (MI) has fallen for both minerals as well as biomass. The physical trade analysis depicts negative trade i.e., increase in imports of ores, minerals and biomass proving India is the third-largest consumer and also the world's third-largest net importer of crude oil and petroleum products. It discloses the country's high dependence on imports. We can conclude that Material Flow Analysis (MFA) concept highlights the social and economic metabolism of resources. DMC in relation to GDP is one of the important indicators of sustainability. Therefore, this can be of greater use to the policy makers wherein the estimation of stocks and flows and also the emissions from resources and anthropogenic activities can be tracked. This can help in conserving the environment sustainability within the complicated networks of the country.

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EFFECT OF CORPORATE INCOME TAX PLANNING APPROACHES ON FINANCIAL PERFORMANCE OF LISTED AND PRIVATE COMPANIES: A STUDY BASED ON REVIEW OF LITERATURE

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Analysing and evaluating financial performance is important for a business because it helps in understanding company's financial condition, profitability and profit maximization. Financial performance is measured by using factors like revenue, net income and by Ratio analysis like earnings per share (EPS), Investment Return (ROI), Equity return (ROE), price-to-earnings (P/E), debt-to-equity ratio, working capital ratio and the quick ratio. Adverse financial ratios are the indicators of what can go wrong in a company. Corporate Tax Planning is a legal practice and is adapted by the companies to improve financial performance. One among various strategies is to reduce burden of tax and hence increasing Earnings after tax. This study is to analyse some techniques as well as measures of planning of taxes used by companies, to identify most preferred cooperate tax planning technique and to find most calculated measure of financial performance and this research study is based on previous review of literature onCorporate planning of tax since the year 2012. In the literature review, the applicable studies in relation with different sectors of companies and Effective rate of tax related topics are included. Most commonly used Corporate Tax Planning techniques are effective rate of tax, Tax saving and Tax avoidance. From among the various strategies effective rate of Tax is the most preferred approach by the company. Since most of the ratios used were combinable there is a notable impact of corporate tax planning on Asset Return and Equity Return.

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QUALITY OF WORK LIFE AMONG EMPLOYEES OF PUBLIC SECTOR BANKS IN KERALA

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During the period of globalization, the entire world is closely integrating into one economy. It necessitate a healthy financial sector, to meet the challenges .So bank plays a vital role in the economic development of a country in terms of investment and employment. Public sector banks palys a major role due to job security, pension after retirement, services rendering in the rural sector, services to multiple branches ,high interest rate on deposit and low interest rate charged on loan. The study aims to determine Quality of Work Life among employees in Kerala public sector banks and to analyse the factors influencing quality of work life of employees. Variables considered were Work load Career Development, Self development, Pay and performance, Benefits & Facility, Work life Balance, Organisation Culture & Climate and Social Interaction. 60 respondents were choosen from Kerala through convenience sampling technique. The major findings were, employees are having high stress level due to work overload, and there is no association between gender, age of bank employees and their work life, average employees can balance the work and life . Thus it is concluded that efforts should be taken from the bank side to reduce these issues so that employees can contribute their maximum towards their task .

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EMPOWERING WOMEN: THE IMPACT OF NGOS ON GENDER EQUALITY, EDUCATION, HEALTHCARE, SOCIAL PROBLEMS, SUSTAINABILITY AND SOCIO ECONOMIC DEVELOPMENT

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Empowering women through the efforts of non-governmental organizations (NGOs) has a profound impact on gender equality, education, healthcare, and socio-economic development. NGOs play a pivotal role in advocating for policies that promote equal educational opportunities for girls, providing resources and support to ensure their access to quality education. This empowerment enables women to challenge gender norms, participate in leadership roles, and contribute to decision-making processes, fostering greater gender equality. In healthcare, NGOs help educate women on essential health practices, improving maternal and child health outcomes and reducing mortality rates. Economically, educated women are more likely to enter the workforce, earn higher incomes, and invest in their communities, driving economic growth and development. NGOs help educate women on essential health practices, improving maternal and child health outcomes and reducing mortality rates. Economically, educated women are more likely to enter the workforce, earn higher incomes, and invest in their communities, driving economic growth and development. By addressing these interconnected issues, NGOs are instrumental in creating a more equitable, healthy, and prosperous society. By addressing these interconnected issues, NGOs are instrumental in creating a more equitable, healthy, and prosperous society.

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A STUDY ON CYBER SECURITY AWARENESS IN DIGITAL PAYMENT SYSTEM WITH SPECIAL REFERENCE TO BANASTHALI VIDYAPITH

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Overview: Digital payments are still relatively new in India, and there is always the possibility of a cyber-attack wiping out a person's bank account. Fortunately, the government is hard at work on a highly secure method of making payments using mobile phones and other cashless devices. The Government of India has made digital payment promotion a top priority in order to bring every segment of our country into the formal fold of digital payment services. Technological innovations in the digital payment system are transforming our lives and bringing speed, convenience, choice, and savings to end consumers.

Purpose: The Objective of this research is to study and analyse the awareness in public about cyber threats and cybersecurity regarding digital payment and its available solutions and precautionary measures.

Material and Methods: Primary data was taken for this study with the help of self structured questionnaire. The authors have used Regression and Correlation to test the hypothesis and SPSS software was used to analyse the responses.

Result and Findings: According to the survey, the majority of respondents who use digital payments are educated, and their income status hasn't stopped them from adopting the digital payment system. Respondents have a low level of awareness of cyberattacks. Educated respondents make the best decisions to protect themselves from cyber attacks.

Conclusion: According to the study most of the respondents who are using digital payments are educated but they are not completely aware about cyber attacks. Cyber security is still an issue for them that demotivates them to use the Digital financial services. There is a need for enhanced understanding of cybersecurity, cyberattacks, and countermeasures. Educational institutions require cybersecurity since most individuals are unfamiliar with basic cybersecurity concepts or with the best actions to recover their money back.

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EMOTIONAL INTELLIGENCE: A SHIELD AGAINST TEACHER BURNOUT

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Using secondary data from earlier studies, this review analyses the literature on the relationship between teacher burnout and emotional intelligence (EQ). The potential of emotional intelligence (EQ) to prevent burnout is the main focus of this analysis., which also examines the possible relationships management - and lower rates of burnout among teachers. This review attempts to advance knowledge of EQ's function in teacher well-being by integrating results from earlier research, it looks at the advantages of helping teachers develop their emotional intelligence, which could make them more resilient and productive teachers. Ultimately, interventions and professional development initiatives aimed at helping teachers increase their emotional intelligence can benefit from a fuller comprehension of this relationship. This might lead to the development of a more adaptable and successful teaching staff, which would enhance student learning environments and raise academic standards generally.

FEMALE TEACHERS PROBLEMS AND THEIR ADJUSTMENT IN GUJARAT

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The present study aims to determine the problems faced by female teachers and how do they adjust themselves while they are doing service in

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secondary schools of Gujarat. Researcher wants to find out why female teachers are facing problems and how can they be resolved. To understand and find out the solutions for female teachers problems, researcher will prepare questionnaire for problems and adjustment. The analysis will be done in both qualitatively and quantitatively. Various studies have been done on this topic but still results are not obtained upto mark. This paper endeavours to identify the core causes of this by evaluating female teachers. The goal is to analyze female teacher's problems and their adjustment in Gujarat with proper solutions.

A STUDY ON EFFECTIVENESS OF PERFORMANCE APPRAISAL

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Performance appraisal is a critical component of organizational management, providing feedback on employee performance and facilitating professional development. This study aims to investigate the effectiveness of performance appraisal systems by examining various factors that influence their outcomes. Employee performance appraisal is a crucial component of modern organizational management, serving as a mechanism to evaluate and enhance employee productivity, development, and overall organizational effectiveness. Appraisal systems play a pivotal role in providing feedback to employees, aligning their goals with organizational objectives, and facilitating performance improvement initiatives. However, despite its recognized importance, the effectiveness of performance appraisal systems has been a subject of debate and scrutiny in both academic literature and organizational practice.

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ENHANCING PRIVACY IN BIG DATA: A SCALABLE K-ANONYMIZATION APPROACH USING MAPREDUCE

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Privacy preservation in big data has emerged as a crucial concern due to the increasing volume and sensitivity of data being generated. K-anonymization has been widely adopted as a privacy model to protect individual identities in large datasets. This review paper provides an overview of existing approaches for enhancing privacy in big data, with a focus on scalable K-anonymization using the MapReduce framework. We discuss the principles of K-anonymity and the challenges associated with implementing it in big data environments. Furthermore, we review various strategies and techniques that leverage MapReduce for scalable K-anonymization. Through a comprehensive analysis of the literature, we highlight the strengths and limitations of current approaches and propose future research directions in this field.

THE INSTITUTIONAL MECHANISM AND FUNCTIONING OF REFORMATORY HOMES IN HARYANA

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In terms of the number of females in the globe, India is home to around 19 percent. A little less than one-third of the country's population is under the age of eighteen. Considering that children are considered to be the prospective successful people of the nation, it is of the utmost importance to ensure that they are healthy, well-developed, well-trained, and safe. Approximately forty percent of the youngsters in India are either disadvantaged or have difficulty leading a reasonable quality of living. Over the course of the last 150 years, policymakers in India have shown a keen interest in the issue of juvenile delinquency. This subject is a sign of a problematic society. The rise of delinquency may be attributed to a variety of factors, including the proliferation

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of slums, gambling, alcohol, and other addictive substances. In general, even though Indian society is mostly rural, it is unable to resist the influence of urbanization, which contributes to criminal activity and delinquency. When it comes to determining the child's destiny, the individual's social and external environment, also known as psychopathological variables, plays a significant impact. Despite the fact that the future for adolescents is not gloomy, they need sufficient long-term awareness and preparedness. Within the framework of our Indian Constitution, the "right to life and personal rights" is the most valuable of all the rights. When a person is committed to a correctional facility, this privilege is restricted; yet, it is essential from the perspective of reformation. In this study, we discuss youngsters who are in need of therapy and security and who, if they are not addressed, will ultimately contribute to substantial societal problems in the not too distant future. Although there are numerous challenges associated with custodial management, the purpose of this research is to examine the various care systems (both institutional and non-institutional) that are used for juveniles in India. The only thing that is required is therapy in order to make the children appropriate for society. Correctional institutions should be handled as clinics, and children who need medicine and safety should be treated as patients.

A STUDY ON INFLUENCE OF CORPORATE ENVIRONMENTAL DISCLOSURE ON INVESTOR DECISION MAKING WITH SPECIAL REFERENCE TO THRISSUR DISTRICT

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The integration of environmental, social and governance factors into investment decision making processes has gained significant importance from the point of view of investors, regulators and corporate stakeholders. Among these factors, corporate environmental disclosure has emerged as a critical determinant of investment decisions. It reflects the growing concern about environmental impact of business activities and the need for sustainable and responsible investment practices. Corporate environmental disclosure involves

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voluntary and mandatory reporting of environmental performance metrics. This includes greenhouse gas emissions, energy consumption, waste management and water usage. This enables the investors to provide valuable insights into the environmental management practices of the companies, regulatory compliance and exposure to environmental risks and opportunities. Green accounting or environmental accounting is mainly concerned with managing and measuring the impact of environmental activities. This has been increasingly emerging in the recent years as a part of corporate sustainability efforts of the organisation. The concept of sustainability is becoming increasingly prominent in today's business world. The organisations are understanding the importance of environmental sustainability in their operations. As an initiative to this, the organisations have started adopting green accounting practices in their annual reports. This aims to incorporate the environment related aspects or activities to financial reporting and decision making process. The main functions of green accounting includes the assessment and measurement of environmental costs, tracking the consumption of resources and measuring the environmental performance.

ANALYTICAL APPLICATION OF 3-HYDROXY-3-O-TOLYL-1-P-NITROPHENYLTRIAZENE IN SPECTROPHOTOMETRIC DETERMINATION OF ZIRCONIUM (IV)

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Application of 3-hydroxy-3-o-tolyl-1-p-nitrophenyltriazene as spectrophotometric reagent for determination of zirconium (IV) has been described, keeping the *pH* between 2.5- 3.5, result in the formation of a stable yellowish orange complex. The zirconium (IV) and 3-hydroxy-3-o-tolyl-1-p-

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nitrophenyltriazene 1:2 with working wavelength at 415 nm. The molar absorptivity and Sandell's sensitivity values of the complex are $10811 \text{ L mol}^{-1} \text{ cm}^{-1}$ and 8.43 ng cm^{-2} respectively. The Beer's law is obeyed in the concentration range 1.0×10^{-4} to 5.0×10^{-4} M of zirconium. The standard derivation of the method for the determination of the metal is found to be 4.56 ± 0.2278 (0.50%) ppm of zirconium. The presence of 100 ppm of 23 diverse cations and anions did not interfere with the determination of 4.56 ppm of zirconium (IV). Thus, it can be concluded that 3-hydroxy-3-o-tolyl-1-p-nitrophenyltriazene is valuable addition to the list of spectrophotometric reagent for zirconium (IV) determination.

ENHANCING ORGANIZATIONAL COMPETITIVENESS THROUGH HUMAN RESOURCE MANAGEMENT AND TALENT DEVELOPMENT: A STUDY OF INDIAN COMPANIES

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This research paper investigates the strategies employed by Indian companies to enhance organizational competitiveness through Human Resource Management (HRM) and talent development initiatives. Drawing on case studies from prominent organizations such as Infosys, Tata Group, and Hindustan Unilever Limited (HUL), the study examines the key HRM practices and talent development strategies implemented to attract, retain, and develop skilled employees. The research employs a mixed-methods approach, combining qualitative analysis of interviews and case studies with quantitative data analysis of employee engagement scores, training program effectiveness metrics, and leadership development outcomes. The findings highlight the importance of employee engagement, continuous learning and development, leadership development, and work-life balance initiatives in driving organizational success. The implementation of work-life balance regulations, investment in leadership development programs, and prioritization of employee engagement are among the practical implications for managers and

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practitioners that may cultivate a supportive work environment. By presenting empirical insights into successful HRM practices and talent development methods in the Indian context, the study adds to the body of information already in existence and provides insightful lessons and suggestions for improving organizational competitiveness.

ANALYZING CHALLENGES IN IMPLEMENTING THE UMEED SCHEME FOR TRIBAL WOMEN EMPOWERMENT

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The research paper delves into the complexities surrounding the implementation of the Umeed Scheme aimed at empowering tribal women in India. Despite its noble objectives, the scheme faces numerous challenges hindering its effective execution. Through a comprehensive analysis of existing literature, government reports, and field observations, this study identifies and examines key obstacles impeding the scheme's success. These challenges encompass various aspects such as inadequate infrastructure, limited awareness, bureaucratic hurdles, cultural barriers, and socio-economic disparities prevalent in tribal communities. By shedding light on these barriers, the research aims to deepen understanding and foster dialogue on strategies to address them effectively. Furthermore, the paper explores potential solutions and policy recommendations to enhance the Umeed Scheme's impact and promote sustainable empowerment of tribal women. Through this analysis, stakeholders can gain valuable insights into optimizing the implementation of initiatives aimed at uplifting marginalized communities.

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EXPLORING ROMANTICISM AND THE ROLE OF WOMEN IN CONTEMPORARY INDIAN NOVELS: A COMPARATIVE ANALYSIS OF RAVINDER SINGH, SUDEEP NAGARKAR, AND DURJOY DUTTA'S WORKS.

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This paper delves into the realm of Romanticism as a central theme in contemporary Indian literature, with a keen focus on the role of women within this genre. Ravinder Singh's *I Too Had a Love Story*, Penguin Metro Reads, New Delhi, 2009, Sudeep Nagarkar's *It Started with a Friend Request* Penguin Random House India, 2017, and Durjoy Dutta's *Our Impossible Love* Penguin Random House India, 2016 will be analyzed for comparative analysis of three prominent Indian authors. This study aims to unravel the multifaceted dimensions of Romanticism and its intersection with the portrayal of women. In this literary exploration, we seek to identify the commonalities and disparities in the representation of love, emotions, and relationships within the works of these authors. By scrutinizing their novels, we intend to discern how Romanticism as a literary movement has evolved in the contemporary Indian context, and how it is reflected in the characters and experiences of women. Furthermore, this paper aims to shed light on the evolving roles and agency of female characters in these novels, considering the changing societal dynamics and gender expectations in modern India. Through a meticulous examination of the narrative structure, character development, and thematic elements in the selected novels, we will provide valuable insights into the evolving perceptions of women in Indian literature. In summary, this research endeavors to enrich our understanding of Romanticism as a prevalent theme in contemporary Indian novels, while also highlighting the evolving roles, complexities, and empowerment of women in these literary works. By

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analyzing the contributions of Ravinder Singh, Sudeep Nagarkar, and Durjoy Dutta, we hope to present a comprehensive view of Romanticism and the portrayal of women in Indian literature, offering a valuable contribution to the fields of literary studies and gender studies.

CONTEMPORARY LEADERSHIP AND MANAGEMENT

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Contemporary leadership and management are characterized by a dynamic interplay of adaptability, emotional intelligence (EI), and technological proficiency, crucial for navigating the complexities of the modern business landscape. This abstract explores the significance of these elements and their implications for organizational success. Adaptability is foundational in today's rapidly evolving environment. Leaders must swiftly respond to technological advancements, global market shifts, and evolving consumer expectations. They must foster a culture of innovation, encouraging continuous learning and experimentation. The case study of Amazon exemplifies adaptability through its relentless pursuit of new opportunities and willingness to experiment with different business models and technologies. Emotional intelligence (EI) is increasingly recognized as essential for effective leadership. Leaders with high EI understand and manage their own emotions and those of their team members. This leads to improved communication, stronger relationships, and a more cohesive organizational culture. The case study of Salesforce demonstrates the significant impact of EI on organizational success, with its emphasis on compassionate leadership and inclusive culture. Technological proficiency is indispensable in the contemporary business environment. Leaders must integrate emerging technologies to enhance efficiency, innovation, and competitiveness. The rise of data analytics, artificial

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intelligence, and cloud computing presents both opportunities and challenges. Leaders who harness these technologies effectively drive strategic decision-making and operational excellence. Amazon's technological innovations, such as AWS and advanced logistics systems, highlight the importance of leveraging technology for sustained growth. Looking ahead, future leaders must embrace continuous learning, fostering inclusive cultures, balancing profit with purpose, leveraging data for decision-making, and cultivating resilience. These principles will be crucial for navigating complex market dynamics, geopolitical shifts, and other external pressures. By embracing these elements, modern leaders can ensure their organizations not only survive but thrive in the dynamic landscape of the future, driving sustainable success and positive impact.

ROLE AND IMPACT OF MENTORING ON WOMEN EXECUTIVES IN DIFFERENT INDUSTRIES

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Women encounter numerous distinctive intangible and tangible inequities, biased expectations, and hurdles across various spheres, including but not limited to career options and progress, gender bias, and restricted access to networks and chances. Mentors offer a valuable source of guidance, support, and advocacy customized to the desires and ambitions of women. They provide awareness and ways to steer gender biases and stereotypes, promoting women to develop their professional ways to mitigate them. Mentors play a significant role in helping women recognize and tap opportunities for their growth and career progression. They entrust women to take charge of their career path with guidance on positioning for new roles. They provide awareness of the skills and experiences necessary for success in various industries, helping mentees work on their professional development plans for optimum benefit. Mentors also offer access to

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invaluable contacts, and connections, introducing women to key industry players which may never otherwise be possible. Mentors also help in skill development which leads to continuous advancement in the professional journey.

INDIA'S PULSE SUPPLY RESPONSE REVISITED FOR ASYMMETRY: A CASE STUDY OF PIGEON PEA IN MADHYA PRADESH

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India's pulse sector remained largely inactive for decades until 2010, with annual production quasi-stagnant at under 15 million tons. This figure varied between roughly 17 and 19 million tons over the following quinquennium, only to drop to around 16 million tons by 2015–16. The average daily per capita availability for the triennium ending 2015–16 stood at 44.5 grams, which fell far short of the WHO consumption recommendation of at least 80 grams. Despite the near-dormancy, pulse supply responsiveness received scant and inadequate attention from researchers. As is generally the case, existing studies assume supply response to be typically symmetric, which is unrealistic. Furthermore, should the underlying relationship be asymmetric, the imposition of symmetry can lead to spurious results (Shin et al., 2013, p.17). This panel study delves into the asymmetric area and yield responses of pigeon pea, a key crop representing pulses, in Madhya Pradesh from 1970–2015, a period marked by low pulse production. It analyses the area and yield responses to price and selected non-price variables by applying panel data extensions of Shin et al.'s (2014) nonlinear (asymmetric) ARDL (NARDL) model and, for comparison, the linear (symmetric) ARDL model of Pesaran and Shin (1998) and Pesaran et al. (2001). Each of these analyses employs two ARDL and two NARDL model specifications – Models I and II. To our knowledge, this is the first work that applies the NARDL technique in the context of dynamic time series or panel data analysis for agricultural supply

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response in India; some applications investigate the effects of non-price determinants on crop yield/production, ignoring the price variable. The PMG estimation results reveal both reaction (LR) and impact (SR) asymmetries for 75% of the variables (decomposed) under each area response model and 50% of the variables (decomposed) under the yield response Model I, with the relevant figures for the yield response Model II being 33% and 67%, respectively. These findings afford new insights into pulse supply responsiveness, offering a potentially valuable contribution to policymaking in this domain.

5G NETWORKS AND CYBER SECURITY: A CRITICAL EXAMINATION OF POTENTIAL RISKS AND SOLUTIONS

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The deployment of 5G networks heralds a new era of connectivity, promising unprecedented speed, reliability, and scalability to support a wide array of emerging applications and services. However, alongside these transformative benefits, 5G networks introduce a host of cyber security challenges that necessitate careful examination and proactive mitigation strategies. This paper provides a critical analysis of the potential risks posed by 5G networks and explores innovative solutions to safeguard against cyber threats in this evolving landscape. Beginning with an exploration of the unique architectural features of 5G networks, the paper elucidates the inherent vulnerabilities arising from the increased complexity and interconnectedness of the network infrastructure. By dissecting key components such as Network Slicing, Software-Defined Networking (SDN), and Multi-Access Edge Computing (MEC), the analysis highlights the expanded attack surface and potential avenues for exploitation by malicious actors. Subsequently, the paper

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delves into a comprehensive examination of the cyber threats facing 5G networks, ranging from traditional vulnerabilities such as malware and phishing attacks to emerging threats such as artificial intelligence (AI)-powered cyber-attacks and supply chain compromises. Drawing upon recent incidents and case studies, the analysis underscores the real-world implications of these threats, including service disruption, data breaches, and financial losses, thereby emphasizing the urgent need for robust cyber security measures. Moreover, the paper explores the regulatory and policy landscape surrounding 5G cyber security, assessing the efficacy of existing frameworks and standards in addressing the dynamic nature of cyber threats in the context of 5G networks. By evaluating the roles of governmental agencies, industry consortia and international organizations in shaping cyber security governance, the analysis seeks to identify opportunities for collaboration and harmonization to enhance cyber resilience across global 5G deployments. In response to the identified risks, the paper proposes a multifaceted approach to cyber security in 5G networks, encompassing both proactive and reactive measures. Recommendations include the adoption of advanced encryption techniques, the implementation of robust authentication mechanisms, the deployment of AI-driven threat detection systems, and the establishment of secure supply chain practices. Furthermore, the paper advocates for ongoing research and development efforts to address emerging cyber security challenges in the evolving landscape of 5G networks, emphasizing the importance of interdisciplinary collaboration between academia, industry, and government stakeholders. In conclusion, this paper underscores the imperative of prioritizing cyber security considerations in the design, deployment, and operation of 5G networks. By critically examining the potential risks and proposing innovative solutions, this study aims to inform policymakers, regulators and industry practitioners in their efforts to mitigate cyber threats and ensure the integrity, confidentiality, and availability of 5G communications.

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IMPACT OF DEEP LEARNING ALGORITHMS IN CARDIOVASCULAR RISK PREDICTION

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The human immune system acts as our body's shield against illness, yet environmental factors and lifestyle choices significantly contribute to disease development. Early and accurate disease diagnosis is essential for effective treatment, but conventional methods often present challenges. This paper will analyze the impact of early prediction of cardiovascular risk (CVR) using deep learning (DL) over machine learning (ML). With the vast amount of medical data accessible, researchers utilize DL algorithms to support healthcare professionals. This study evaluates the performance of DL models in diagnosing diseases promptly. By using DL prediction models like Artificial Neural Network (ANN), Auto Encoder (AE) and Recurrent Neural Network (RNN) researchers aim to create precise and reliable systems that can diagnose diseases early, leading to better patient outcomes. DL techniques offer promising avenues for enhancing disease diagnosis, potentially revolutionizing healthcare practices by providing timely and accurate assessments, ultimately improving patient prognosis and treatment effectiveness.

MEDICINAL CHEMISTRY STRATEGIES TO CB1 CANNABINOID RECEPTOR ANTAGONISTS: A REVIEW

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The established clinical effectiveness of the CB1 cannabinoid receptor antagonist rimonabant for treating obesity and aiding smoking cessation, along

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with its potential in other medical conditions, has significantly driven the search for new CB1 antagonists. There has been a surge in patents for new chemical entities with CB1 antagonistic or inverse agonistic properties. In addition to identifying new compound classes through screening, rational medicinal chemistry techniques like conformational constraint and scaffold hopping have been successfully used. CB1 receptor modeling has revealed key receptor-ligand interaction points, leading to the development of a general pharmacophore model for CB1 inverse agonists.

ACCIDENT & INJURY PREVENTION

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Some people say that not having ANY accidents or injuries is impossible. Raise your hand if you have never had to file a Workers' Compensation claim. We just witnessed the impossible! I know of people who have worked 30 and 40 years without having an accident – and they fought fire for a living! The “zero goal” may be a difficult one to attain, but it is possible. Instead of looking at your entire workforce covering an entire year, try bringing it down to an individual level. How many people that work with you or for you had no reportable accidents last year? If they could do it, why can't their co-workers? Those people working through the year with no accidents or injuries have proven it could be done. For some people, a one month at a time, or week or day may be more suitable. Now, for some jobs, the “zero goal” may not seem realistic. Some jobs are inherently dangerous such as law enforcement, fire protection, agriculture, what are some others... For these jobs, the goal is very difficult to attain. It may not be attained in our lifetimes – but zero still needs to be the target – would you volunteer to get hurt to attain any other goal?

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BIOLOGICAL ACTIVITY OF NOVEL SYNTHESIZED SUBSTITUTED BENZOTHIAZOLE DERIVATIVES

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Benzothiazole is a heterocyclic compound with varied biological activities. It contains a cyclic structure with at least two different heteroatoms (nitrogen, oxygen, sulfur) in the ring. Benzothiazole moieties are part of compounds showing numerous biological activities, including antimicrobial, anticancer, antifungal, anthelmintic, anti-diabetic, and antioxidant properties.



The unique structure of benzothiazoles and their ability to be modified with different substituents make them suitable candidates for anti-HIV drug development. These findings underscore the versatility of benzothiazole derivatives as potential therapeutic agents. The substituted benzothiazoles, with their novel structures, offer a promising avenue for the development of new medications to treat diabetes and HIV, addressing some of the significant health challenges faced globally. Researchers continue to explore the full potential of these compounds, aiming to bring forward new treatments that are both effective and safe. The novel synthesized substituted benzothiazole derivatives have shown promising biological activities, particularly in the areas of antidiabetic and anti-HIV effects. In summary, benzothiazole derivatives hold immense potential as therapeutic agents across various domains. Researchers continue to explore their diverse biological effects, aiming to develop safer and more effective drugs.

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AN ANALYSIS OF EMPLOYEE RETENTION AND WORKLIFE BALANCE WITH REFERENCE TO CHENNAI HOSPITAL

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Objective: This aims to analyze the employee retention and work life balance in hospitals with reference particular Chennai hospital, how they manage their work and life equally to work in hospital and what makes them to retain the employees. This research paper delves into the intricacies of designing and conducting a comprehensive study aimed at understanding employee satisfaction and work-life balance in the hospital sector.

Design/Approach: The study employs a quantitative research design, specifically employing descriptive research methods. A structured questionnaire was utilized to gather primary data from respondents, focusing on demographic factors such as gender, age, qualification, department, and experience. A Random sampling method used to collect the sample size.

Analysis: The statistical techniques employed to analyse the gathered data included chi-square testing, ANOVA, and correlation. Given that there were no statistically significant differences between the demographic variables and the outcome variable, the results point to the need for a more nuanced understanding of the factors influencing employee satisfaction and retention in the hospital industry.

Findings: The findings emphasise how important it is for organisations to implement work-life balance, career growth opportunities, and effective communication channels in order to increase employee satisfaction and retention rates. Hospital administrators can use this study's insightful information to develop procedures and policies that will raise staff morale and boost organisational effectiveness.

Results: The results show that while some factors, like the success of work-life balance initiatives and the efficacy of employee retention strategies,

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differ significantly from one another, other factors, like employee satisfaction with career growth opportunities, do not differ significantly. The analysis also emphasises how critical customised initiatives and strategies are to meeting the various needs of healthcare professionals.

In summary, this research adds to the current corpus of knowledge by providing actionable suggestions for raising employee satisfaction and retention rates as well as fostering a positive work environment that fosters both professional and personal growth. The study offers significant insights that can guide strategic decision-making in healthcare organisations aiming to promote employee well-being and organisational success thanks to its meticulous methodology and thorough analysis.

NEED FOR SOCIAL SUSTAINABILITY: A LOOK AT DISORDER IN SUSTAINABLE URBAN SPACES

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At a global scale, metropolitan regions are currently growing dramatically, particularly in developing nations. It is projected that 70% of people around the world will move to urban areas by 2050. However, urbanization issues arise as a result of the rapid migration of people from rural to urban areas. In this scenario, there is a need for responsive urban spaces that can effectively manage the challenges arising from rapid rural-to-urban migration. The emphasis is on elevating housing, services, and infrastructure that can accommodate the increasing population. As metropolitan regions continue to grow worldwide, social sustainability becomes paramount for fostering a good standard of living in urban neighborhoods. Optimizing the efficiency of the urban spaces and identifying its parameters is the main thrust of this research. The goal of the research is to increase sustainability at the level of urban environments through spatial innovation. Cities should be

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sustainable as a whole, enhancing people's quality of life even at the urban neighborhood level. Among the most crucial issues that must be handled is social sustainability.

ENTREPRENEURIAL LEADERSHIP: CONTEMPORARY ORGANIZATIONAL TRANSFORMATION

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The purpose of this paper is to examine how entrepreneurial leadership is changing organizations in the twenty-first century. In the face of a fast shifting global environment, entrepreneurial leadership plays a critical role in navigating the intricacies of modern businesses, as explained in the book *Transforming businesses in the 21st Century*. This groundbreaking study examines how, in the face of previously unheard-of possibilities and obstacles, entrepreneurial leaders use creative thinking, flexibility, and a willingness to take risks to stimulate innovation, build resilience, and advance organizational transformation. The old models of leadership are insufficient in the fiercely competitive corporate world of today, which is marked by changes in customer behavior, market disruptions, and technology breakthroughs. The concept of entrepreneurial leadership presents itself as a flexible and dynamic method that goes beyond traditional hierarchies to promote an innovative, adaptable, and empowered culture inside businesses. This study used descriptive research and a random procedure to select 50 entrepreneurs. Data was collected through a structured questionnaire and survey. 38% of respondents identified lack of resources as the primary obstacle to implementing entrepreneurial leadership methods. The study recommends careful resource allocation, fostering a culture of experimentation, and supporting risk-taking activities.

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UTILIZING VGG-16 FOR OBJECT DETECTION: HARNESSING DEEP LEARNING FOR VISUAL RECOGNITION

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The VGG-16 architecture, introduced in 2014, has become a leading choice in convolutional neural networks for image-related tasks. This paper explores its application in object detection, highlighting its role in autonomous driving, surveillance, agriculture, retail, robotics, manufacturing, environmental monitoring, augmented reality, sports analysis, text detection, and aiding individuals with visual impairments. VGG-16's deep layers and multiple filters enable precise object classification and localization, making it invaluable in various domains. Its impact extends to improving automation, enhancing safety, and enriching the human experience in a visually driven world. This paper underscores the versatility and effectiveness of VGG-16 in addressing diverse real-world challenges through computer vision.

DIGITAL TRANSFORMATION OF COLLEGE LIBRARIES IN INDIA: OPPORTUNITIES AND CHALLENGES

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This paper explores the ongoing digital transformation of college libraries in India, emphasizing the pivotal role of Information and Communication Technology (ICT) in this evolution. The study begins by outlining the various ICT

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applications that have been integrated into library services, such as digital cataloging systems, electronic resources (e-resources), online databases, and automated library management systems. These technologies are revolutionizing how libraries operate and serve their users, making information more accessible and services more efficient. The paper delves into the specific opportunities presented by ICT integration. Digital cataloging enables quicker, more efficient organization and retrieval of library materials. E-resources, including e-books, e-journals, and digital archives, expand the range of materials available to students and faculty, facilitating enhanced research and learning opportunities. Online databases provide instant access to a wealth of academic resources, breaking geographical barriers and democratizing knowledge access. Despite these advancements, the paper identifies several significant challenges that impede the full realization of ICT benefits in college libraries. Infrastructure limitations, particularly in rural and underfunded institutions, hinder the widespread adoption of digital technologies. Budget constraints limit the ability of many libraries to invest in the necessary hardware, software, and training required for effective ICT implementation. Additionally, the digital divide among users—stemming from disparities in digital literacy and access to technology—remains a critical issue, affecting the equitable distribution of library resources. To provide a comprehensive analysis, the paper includes case studies of Indian college libraries that have successfully navigated the digital transformation journey. These case studies highlight best practices, innovative solutions, and the positive impacts of ICT on library services. Surveys conducted among librarians, students, and faculty members offer insights into user experiences and perceptions of digital changes. Finally, the paper proposes several recommendations to overcome the identified challenges. These include advocating for increased funding and government support for ICT infrastructure, implementing training programs to improve digital literacy among users and staff, and fostering collaborations between institutions to share resources and knowledge. By addressing these challenges, the paper argues that college libraries in India can become more inclusive, efficient, and technologically advanced, ultimately enhancing the academic experience for all users.

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EXPLORING YOGA PHILOSOPHY'S IMPACT ON CONTEMPORARY MENTAL HEALTH

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The modern generation suffers from imbalanced lifestyles, high workloads, materialistic cravings, and hectic lives, which contribute to increased stress and disturbed interpersonal connections. Anxiety over the future and restless needs are the main sources of sorrow. Having material items from outside sources cannot bring about happiness, as happiness is a state of mind. Yoga is both an art and a science. The foundations of yoga philosophy have been documented in Patanjali's Yoga Sutra, which dates to around 200 AD, and the skill of proper living was developed and practiced in India thousands of years ago. The secular practice of yoga has its origins in Indian culture. The way of living encouraged transcendence of the soul. The goal of Patanjali's yoga practice is to unite the individual self with the Ultimate One. This union can be attained by controlling and letting go of the mind's constantly changing "vrittis." Patanjali Yoga teaches the precise kind of discipline and training to achieve mental balance. While the general public's perception of yoga is restricted to its asanas, the practice of yoga involves eight steps that emphasize physical health, self-discipline, internal and external cleaning, and meditation, which all contribute to mental and spiritual clarity. Everyone can see the physical benefits of yoga, but practicing it can also have psychological and spiritual benefits, such as a sense of well-being and stress reduction as well as a sense of transcendence or connectivity to God or Spirit. The Yoga Sutra by Patanjali has a significant influence on mental health because it presents a comprehensive strategy for wellbeing. The Sutra places an immense value on achieving non-attachment and mastering mind control as ways to uncover the real, joyful self and, eventually, put an end to suffering. According to the Yoga Sutra, this traditional discipline is mainly mental in nature, with physical components acting more as a means than an end. People

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can experience a sense of release from suffering via consistent effort and practices like physical postures and breathing exercises, which improves mental health and general well-being. Also, yoga-based therapies have been demonstrated to improve mental health outcomes by influencing physiological markers of stress, reducing stress reactivity, and altering the structure and function of the brain. This study seeks to explore the impact of yoga philosophy on mental health and provides a comprehensive description of all aspects of yoga practiced to attain inner peace.

PROSPECTS AND CHALLENGES IN ONLINE EDUCATION

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With the advancement of technology, artificial intelligence (AI) and machine learning (ML), education system has become more flexible, learner centred and online for wider access. In this fast-growing digital era, online education is an opportunity to learn and update new skills as per the changing demand. Multiple number of platform available for online education as Coursera, SWAYAM, Udemy, etc where the candidate learns according to their own pace and flexible timing. NEP 2020 also much focuses on online education as mentioned in 24th paragraph of the same document. This paper aims to identify the future opportunities available for stake holders, policy makers, curriculum designers, teachers and students in online education. Also, this paper has tried to point out the challenges in online education. Method used in this study is systematic literature review of literature available on google scholar, research gate, Pubmed, Academia and Springer. After a comprehensive review, it was found that the online education provides assistance in terms of time saving, cost effective, self-paced, flexible in multiple ways. But, on the other hand some challenges in online education have also been identified such as, lack of infrastructure facilities, low internet connectivity, language preferred by the mentor, high rate of drop out.

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Moreover, in this paper some suggestion has also been given to overcome the challenges and shortcoming of the online education system and a framework has provided to make online education more effective.

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IMPACT OF SENSORY EXPERIENCE ON BUYING BEHAVIOUR VIA EMOTIONS IN HOSPITALITY SECTOR

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Research examining the impact of sensory experience on consumer behaviour through emotions is not very common in Hospitality industry. In order to construct a model of buying purchasing behaviour predicated on sensory experience, this paper gathered 325 valid questionnaires from retail consumers. By employing structural equation modeling, this study authenticates the concept model and establishes the substantiality of sensory experience as a precursor to purchasing behaviour. According to the findings of this investigation, specific sensory experiences have a substantial impact on emotion. Furthermore, the relationship between sensory experience and behavioural intentions is mediated by emotion. The results of this study have significant implications both theoretically and practically. They investigate the connections between consumer emotions, buying behaviour in terms of behavioural intentions, as well as the impact of the five senses on purchasing behaviour and emotions. In the conclusion, managerial implications and research limitations are discussed.

THE ROLE OF ARTIFICIAL INTELLIGENCE IN MODERN HRM PRACTICES

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In the ever-evolving landscape of modern business, the integration of artificial intelligence (AI) into Human Resource Management (HRM) stands as a crucial driver of organizational progress. This paper delves into AI-driven

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performance management, revealing its transformative potential in revolutionizing HRM practices. By synthesizing cutting-edge research, theoretical frameworks, and practical insights, this exploration illuminates the foundational concepts of AI integration. Additionally, it outlines a forward-looking roadmap, enabling organizations to break traditional boundaries and redefine their performance management approaches. As technological innovation intersects with organizational agility, the advent of AI-driven HRM heralds unparalleled opportunities for enhancing organizational effectiveness and achieving sustainable success.

FACTORS INFLUENCING THE ADOPTION OF DIGITAL BANKING SERVICES AMONG DIFFERENT DEMOGRAPHICS

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The adoption of digital banking services is increasingly vital in today's financial landscape, yet various factors influence its uptake among different demographic groups. This research examines demographic influences, technological and psychological barriers, and cultural and societal factors affecting digital banking adoption. Using a mixed-methods approach, the study integrates quantitative data from a survey of 1,000 respondents and qualitative insights from focus group discussions. The findings highlight that demographic factors such as age, income, and education significantly impact digital banking adoption rates. Technological barriers, including internet access and device availability, alongside psychological barriers like perceived ease of use and security concerns, also play crucial roles in hindering adoption. Based on these insights, the research proposes targeted strategies to enhance digital banking adoption. Key strategies include improving user-centric design and usability,

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implementing robust security measures, launching educational and awareness campaigns, employing personalized marketing, enhancing infrastructure and accessibility, and building trust and reliability. By addressing these factors, financial institutions can foster a more inclusive and user-friendly digital banking environment. The study's comprehensive approach offers actionable insights for financial institutions aiming to increase digital banking adoption. It emphasizes the importance of understanding and mitigating technological and psychological barriers while leveraging cultural and societal influences.

प्रवासी शब्द की अवधारणा

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प्रवासियों को विदेशी जन्म, विदेशी नागरिकता, या किसी नए देश में अस्थायी रूप से रहने के लिए (कभी-कभी कम से कम एक महीने के लिए) या लंबी अवधि के लिए बसने के लिए उनके आंदोलन द्वारा परिभाषित किया जा सकता है।

- शब्द "डायस्पोरा" ग्रीक शब्द डायस्पेरिन से लिया गया है, जिसका अर्थ है "फैलाव।"
- यह अभिव्यक्ति समय के साथ विकसित हुई है और अब यह किसी ऐसे व्यक्ति को संदर्भित करती है जो किसी विशेष देश का नागरिक है और एक सामान्य वंश या संस्कृति साझा करता है, लेकिन जो विभिन्न कारणों से उस देश के बाहर रहता या निवास करता है।
- एनआरआई (NRIs), पीआईओ (PIOs) और ओवरसीज सिटीजन ऑफ इंडिया (Overseas Citizens of India – OCIs) सभी को भारत में प्रवासी माना जाता है, जबकि पीआईओ और ओसीआई कार्ड धारकों को 2015 में एक श्रेणी ओसीआई में मिला दिया गया था।
- ब्रिटिश प्रशासन के दौरान कई भारतीय पूर्व ब्रिटिश संपत्ति जैसे फिजी, केन्या और मलेशिया में गिरमिटिया श्रमिक थे।

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- यह स्वतंत्रता के बाद की अवधि में जारी रहा, जिसमें विभिन्न सामाजिक तबके के भारतीय यूनाइटेड किंगडम, संयुक्त राज्य अमेरिका और खाड़ी देशों जैसे देशों में चले गए।

सोशल मीडिया का भविष्य: भागीदारी, सहानुभूति और स्थिरता का एक नया युग

शैलेन्द्र सिंह बिष्ट

मीडिया अध्ययन विभाग, श्री रामस्वरूप मेमोरियल यूनिवर्सिटी, लखनऊ—देवा रोड बाराबंकी, उत्तर प्रदेश

सोशल मीडिया का भविष्य तेजी से विकसित होने वाला और लगातार बदलता परिदृश्य है, जो तकनीकी प्रगति, उपयोगकर्ता के व्यवहार में बदलाव और उभरती चुनौतियों के लिए नवीन समाधानों की आवश्यकता से प्रेरित है। जैसे-जैसे हम आगे बढ़ रहे हैं, सोशल मीडिया केवल आत्म-अभिव्यक्ति और संपर्क के मंच से सामाजिक परिवर्तन, आर्थिक विकास और शैक्षिक प्रणाली में परिवर्तन के लिए एक शक्तिशाली उपकरण में बदलने के लिए तैयार है। सोशल मीडिया के भविष्य को आकार देने वाले प्रमुख रुझानों में से एक संवर्धित वास्तविकता और आभासी वास्तविकता का उदय है। इन तकनीकों की बढ़ती उपयोगकर्ताओं के लिए आभासी परिवेश, चीजों और लोगों के साथ इस तरह से जुड़ना संभव होगा जिससे वास्तविक दुनिया और आभासी दुनिया के बीच अंतर करना मुश्किल हो जाएगा। इससे गहन आख्यान, संवादात्मक अनुभव और सामाजिक संपर्क के नए रूप सामने आएंगे जो पहले अकल्पनीय थे। एक अन्य प्रवृत्ति उपयोगकर्ता की गोपनीयता और डेटा सुरक्षा पर बढ़ता ध्यान है क्योंकि डेटा उल्लंघनों और निगरानी के बारे में चिंताएं बढ़ रही हैं, सोशल मीडिया प्लेटफार्मों को अपने स्वयं के डेटा पर पारदर्शिता, जवाबदेही और उपयोगकर्ता नियंत्रण को प्राथमिकता देने की आवश्यकता होगी। इससे विकेंद्रीकृत, ब्लॉकचेन-आधारित प्लेटफॉर्म का विकास हो सकता है जो उपयोगकर्ताओं को अपनी डिजिटल पहचान पर स्वामित्व और नियंत्रण बनाए रखने की अनुमति देता है। सोशल मीडिया का भविष्य भी भावनात्मक बुद्धिमत्ता और सहानुभूति के बढ़ते महत्व से आकार लेगा। जैसे-जैसे प्रौद्योगिकियां अधिक परिष्कृत होती जायेगी, वे उपयोगकर्ताओं की भावनात्मक स्थिति का पता लगाने और उस पर प्रतिक्रिया करने में सक्षम होंगी, जिससे अधिक सहानुभूतिपूर्ण और सहायक बातचीत सक्षम हो सकेगी। इसका मानसिक स्वास्थ्य, रिश्तों और सामुदायिक निर्माण पर महत्वपूर्ण प्रभाव पड़ेगा। ई-कॉमर्स और प्रभावशाली विपणन के विकास के कारण पारंपरिक वाणिज्य और सोशल मीडिया के बीच अंतर तेजी से धुंधला होगा। सोशल मीडिया प्लेटफार्मों को ई-कॉमर्स क्षमताओं को एकीकृत करके, अधिक पारदर्शी और नियंत्रित विज्ञापन नीतियों प्रदान

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करके, प्रामाणिकता और भरोसेमंद संस्कृति को बढ़ावा देकर इन परिवर्तनों को अनुकूलित करने की आवश्यकता होगी। सोशल मीडिया को भविष्य में स्थिरता, विविधता और समावेशिता पर अधिक जोर देने की आवश्यकता होगी। जैसे-जैसे दुनिया तेजी से आपस में जुड़ती जा रही है, सोशल मीडिया प्लेटफार्मों को अपने डिजाइन और नियंत्रण संरचनाओं में पहुंच, प्रतिनिधित्व और समानता को प्राथमिकता देने की आवश्यकता होगी। इसमें नियंत्रण के लिए अधिक विकेंद्रीकृत और समुदाय-संचालित दृष्टिकोण अपनाने के साथ-साथ सामग्री निर्माण और प्रतिनिधित्व में विविधता और समावेशन को बढ़ावा देना शामिल हो सकता है। निष्कर्ष में, सोशल मीडिया का भविष्य एक गतिशील और बहुआयामी परिदृश्य है जिसे तकनीकी नवप्रवर्तन, उपयोगकर्ता के व्यवहार में बदलाव और उभरती सामाजिक जरूरतों द्वारा आकार दिया जाएगा। जैसे-जैसे हम आगे बढ़ते हैं, यह आवश्यक है कि हम अधिक सकारात्मक, न्यायसंगत और टिकाऊ डिजिटल भविष्य बनाने के लिए पारदर्शिता, जवाबदेही, भावनात्मक बुद्धिमत्ता, ई-कॉमर्स एकीकरण, स्थिरता और समावेशिता को प्राथमिकता दें।

सतत विकास के लिये ऊर्जा संसाधन

डॉ. नीरज कारगवाल

सहायक आचार्य-भूगोल, राजकीय महाविद्यालय बीबीरानी, अलवर।

विकास की दौड़ में शामिल अर्थव्यवस्थाओं में ऊर्जा की उच्च मांग रहती है। ऊर्जा की उच्च मांग की पूर्ति के लिये परंपरागत ऊर्जा स्रोत और नवीकरणीय ऊर्जा का विकल्प उपलब्ध है। वर्तमान में विश्व की लगातार बढ़ रही जनसंख्या के कारण ईंधन की लागत में भी वृद्धि हो रही है और इसके समानांतर परंपरागत ऊर्जा स्रोतों में भी निरंतर कमी देखी जा रही है। भविष्य की अपार संभावनाओं से युक्त नवीकरणीय ऊर्जा आज की आवश्यकता बनती जा रही है, तो वहीं दूसरी ओर परमाणु ऊर्जा से हुई आपदाओं के उदाहरण भी सामने आते रहते हैं। पर्यावरणविदों ने पारंपरिक ईंधन स्रोतों से हमारी निर्भरता को कम करने और उसके प्रतिस्थापन के रूप में नवीकरणीय ऊर्जा को बढ़ावा देना शुरू किया। नवीकरणीय ऊर्जा प्राकृतिक स्रोतों पर निर्भर करती है, इसमें सौर ऊर्जा, भू-तापीय ऊर्जा, पवन ऊर्जा, ज्वारीय ऊर्जा, जलशक्ति ऊर्जा और बायोमास के विभिन्न प्रकारों को सम्मिलित किया जाता है। दुनिया जिन ऊर्जा स्रोतों को जीवाश्म ईंधन के रूप में उपयोग करती आ रही है, वे एक सीमित संसाधन हैं। जीवाश्म ईंधन के विकास में लाखों साल लग जाते हैं, वहीं उनके अत्यधिक दोहन के कारण समय के साथ-साथ वे कम होते जाएंगे। नवीकरणीय ऊर्जा विकल्पों का जीवाश्म ईंधन की तुलना में पर्यावरण पर बहुत कम दुष्प्रभाव पड़ता है, क्योंकि इनसे ग्रीन हाउस गैसों नहीं निकलती हैं। जीवाश्म ईंधन प्राप्त करने

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के लिये प्रायः पृथ्वी पर उन स्थानों में खनन अथवा ड्रिलिंग करने की आवश्यकता होती है जो पारिस्थितिक रूप से संवेदनशील होते हैं। नवीकरणीय ऊर्जा विकल्प पूर्णतया निःशुल्क तथा प्रचुरता में सरलता से उपलब्ध हैं। इन पर जीवाश्मीय ईंधनों, जैसे—तेल, गैस या नाभिक ईंधनों जैसे यूरेनियम आदि की तरह किसी भी देश या वाणिज्यिक प्रतिष्ठानों का एकाधिकार नहीं होता है। अतः इनकी आपूर्ति भी निर्बाध होती रहती है और नवीकरणीय ऊर्जा मूल्यप्रभावी बन जाती है। इस तरह नवीकरणीय ऊर्जा विकल्प विशुद्ध रूप से सरल, सर्वव्यापी और सम्पूर्ण विश्व में आसानी से उपलब्ध हैं, जिसमें ग्रामीण और सुदूर क्षेत्र भी शामिल हैं।

राजस्थान राज्य की वित्तीय स्थिति का विश्लेषणात्मक अध्ययन: (वर्ष 2018–19 से 2022–23)

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लोकतंत्र में वित्तीय अनुशासन का मूल सिद्धांत है की सभी धन प्राप्तियों एवं व्ययों का बजट बनाया जाना चाहिए एवं स्वीकृत किया जाना चाहिए। सरकार के वार्षिक आय एवं व्यय का वार्षिक वित्तीय विवरण उस सरकार का बजट कहलाता है, यह आरम्भ हो रहे वित्तीय वर्ष में सरकार को होने वाली संभावित आय तथा संभावित व्ययों का विस्तृत विवरण होता है। वित्तीय वर्ष की समाप्ति के बाद सरकार को वर्ष के दौरान होने वाली वास्तविक प्राप्तियों एवं व्ययों के आधार पर सरकार के लेखे तैयार किये जाते हैं। राज्य सरकार के गत वर्षों के लेखों से सरकार के राजस्व, बजट एवं राजकोषीय स्थिति की जानकारी मिलती है। प्रस्तुत शोध राजस्थान राज्य की वित्तीय स्थिति का विश्लेषणात्मक अध्ययन में राजस्व, बजट एवं राजकोषीय आधिक्य—घाटा तथा इनके विभिन्न घटकों का वर्ष 2018–19 से 2022–23 (पांच वर्ष) के मध्य विश्लेषणात्मक अध्ययन एवं प्रवृत्ति विश्लेषण किया गया है। इसका तुलनात्मक अध्ययन करने पर इनकी वर्षवार प्राप्तियों एवं व्ययों की एक प्रवृत्ति स्पष्ट होती है। यह शोध राज्य सरकार के राजकोषीय स्थिति में वर्षवार होने वाले परिवर्तनों एवं राजकोष के वित्तीय प्रबंधन की व्याख्या करता है तथा आवश्यक सुझाव प्रदान करता है। यह शोध इस विषय पर उपलब्ध शोध अध्ययनों की समीक्षा करके किया गया है। लेखक को आशा है की पेपर के निष्कर्ष भारत में राज्य सरकारों के लिये के लिए बजट निर्माण एवं राजकोष के वित्तीय प्रबंधन हेतु महत्वपूर्ण सहयोगी साबित होंगे।

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ASSESSMENT OF MATERNAL FOOD PREFERENCES AND AVERSIONS DURING PREGNANCY AND THEIR EFFECTS ON DIETARY INTAKE AND NUTRITIONAL STATUS AMONG PREGNANT WOMEN IN SECUNDERABAD

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This study aims to assess maternal food preferences and aversions during pregnancy and their effects on dietary intake and nutritional status among pregnant women in Secunderabad. Pregnancy often triggers significant changes in a woman's food preferences and aversions, which can profoundly impact her nutritional intake and overall health. Understanding these dietary behaviors is crucial for developing targeted nutritional interventions that ensure optimal maternal and fetal health outcomes. A cross-sectional study design was employed, involving 300 pregnant women from diverse socioeconomic backgrounds in Secunderabad. Data were collected through structured interviews using a validated food frequency questionnaire and 24-hour dietary recalls to capture detailed information on food preferences, aversions, and actual dietary intake. Additionally, anthropometric measurements and blood samples were obtained to assess nutritional status, including key indicators such as hemoglobin levels, body mass index (BMI), and micronutrient profiles. Preliminary findings indicate that a significant proportion of participants experienced strong aversions to certain nutrient-dense foods, such as leafy greens, dairy products, and certain meats, while showing increased preferences for energy-dense, less nutritious options like sweets and fried foods. These aversions were often attributed to nausea, changes in taste perception, and cultural dietary practices. Consequently, these altered dietary patterns were associated with suboptimal intake of essential nutrients, including iron, calcium, and folate, leading to a higher prevalence of anemia and other micronutrient deficiencies among the study cohort. The study highlights the critical need for personalized nutritional counseling and intervention programs that address individual food preferences and aversions during pregnancy. By promoting balanced dietary intake and overcoming

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aversions to key food groups, healthcare providers can help mitigate nutritional deficiencies and improve pregnancy outcomes. Further research is recommended to explore the underlying mechanisms of these dietary changes and develop comprehensive strategies to support maternal nutrition in urban Indian settings like Secunderabad.

IMPACT OF RECREATIONAL ACTIVITIES ON CHILDREN'S PHYSICAL FITNESS COMPONENTS: A SYSTEMATIC REVIEW

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This systematic review examines the relationship between recreational activities participation and physical fitness in children. By synthesizing findings from diverse studies, the study aimed to elucidate how engagement in recreational activities influences various physical fitness components in children aged 12 to 18. The goal was to provide evidence-based insights for parents, educators, and policymakers to promote recreational activities and sports as a means to enhance children's physical fitness. The researcher conducted a comprehensive literature search in PubMed, Scopus, and Web of Science databases for articles published between 2000 and 2024. Keywords included "recreational activities," "physical fitness," "children," "youth," and "exercise." A total of 25 studies met the inclusion criteria. The studies varied in sample size, ranging from 50 to 2000 participants, and included both cross-sectional and longitudinal designs. The findings from this systematic review suggested a strong positive association between recreational activities and various physical fitness components i.e cardiovascular fitness, muscular strength, muscular endurance, flexibility and body composition. The evidence supports the promotion of recreational sports as a valuable strategy to enhance physical health in children.

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FACTORS INFLUENCING ONLINE SHOPPING DECISIONS AMONG CONSUMERS IN HARYANA

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This study investigates the factors influencing online shopping decisions among consumers in Haryana, exploring key determinants such as convenience, price comparison, product variety, and perceived security. Utilizing a mixed-methods approach, Researcher surveyed consumers and conducted in-depth interviews to gain insights into their online shopping behaviors. The findings indicate that convenience and the ability to compare prices are primary motivators, while concerns about security and the desire for a tactile shopping experience are significant barriers. Additionally, demographic variables such as age, income, and education level were found to impact online shopping preferences. The study provides valuable implications for e-commerce businesses aiming to enhance their strategies and better cater to the needs of consumers in Haryana.

EXPLORING THE INTERPLAY BETWEEN SELF-EFFICACY AND RESILIENCE AMONG HIGH SCHOOL TEACHERS IN THE UAE

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This study explores the interplay between self-efficacy and resilience among high school teachers in the UAE and examines how these factors influence their professional performance and well-being. Self-efficacy, the belief in one's ability to achieve goals and handle tasks, plays a critical role in shaping teachers' attitudes, motivation, and instructional strategies. Teachers with high self-efficacy are more likely to embrace challenges, persist in the

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face of difficulties, and foster a positive learning environment. Resilience, the capacity to recover from setbacks and adapt to stress, is equally crucial for teachers who navigate the complexities and demands of the educational landscape daily. This research investigates the correlation between self-efficacy and resilience and assesses the impact of various demographic factors such as age, gender, income, and teaching experience. Employing a descriptive research design, the study involved high school teachers with at least two years of experience in the UAE. Data collection was carried out through detailed surveys, and the analysis aimed to measure the levels of self-efficacy and resilience among teachers and their interrelationship. The results reveal that teachers with high self-efficacy exhibit greater resilience, indicating that confidence in their abilities enhances their capacity to cope with stress and recover from challenges. These findings emphasize the need for school administrations to implement comprehensive training and support initiatives that bolster teachers' self-efficacy and resilience. By fostering these qualities, schools can ensure a more effective, motivated, and resilient teaching workforce, which is essential for the overall development of both teachers and students.

INDIA'S RISE AMID GLOBAL TRANSFORMATIONS

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The world has been passing through turbulent times since early 2020's. The beginning of the COVID-19 had brought the world to a complete standstill. With countries around the world, prioritizing the safety of their citizens, they erected barriers to isolate themselves to contain the spread of the Coronavirus from external sources. The world had not yet come to grips with this global medical contingency, that Russia invaded Ukraine in February 2022. This has been the largest invasion in Europe since WWII, uniting NATO allies against Russia. The sanctions imposed by US and its European allies threatened the world with issues of energy security. As the Russia-Ukraine war continues to

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divide the world, US finds itself pitted against rising forces like Russia, China and even North Korea. The US and its NATO allies have pressurized India in condemning Russia, which India has steadfastly refused. Its long-standing policy of non-alignment has become a useful tool to navigate the challenges of a divided world. Similarly, with the outbreak of the Israel-Hamas conflict, India has taken the side of peace. India's 'vaccine diplomacy' along with its 'neighborhood first' policy brought in appreciation from across the world. India maintained good relations with Russia and Ukraine and has been a sympathizer of both the Israeli victims as well as Palestinians. It continues to bat for peaceful resolution of conflicts discouraging civilian casualties. Its inclusion of African nations in G20 solidifies its position as a leader of the Global South. India is now invited to engage in all global discussions and expected to play a key role in shaping a peaceful world for all. The political diplomacy together with economic strength have made India a formidable voice in global politics. This is the story of India's rise.

DIGITAL EDUCATION AND ECONOMIC EMPOWERMENT OF WOMEN IN WESTERN RAJASTHAN

Pooja G

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Digital education is emerging as a transformative tool for the economic empowerment of women in Western Rajasthan, a region traditionally faced with social and economic challenges. By leveraging technology, women are gaining access to learning resources, skills development, and entrepreneurial opportunities that were previously out of reach. Digital education bridges geographical barriers, enabling women in rural areas to acquire knowledge in fields such as e-commerce, digital marketing, and financial literacy. As a result, women are not only improving their employability but also creating new business ventures, leading to greater financial independence and contributing to the region's overall economic growth.

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दलितों की बढ़ती चेतना और बौद्ध संस्कृति

मनोज कुमार

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दलितों में बौद्ध संस्कृति का उदय एक महत्वपूर्ण सामाजिक और धार्मिक आन्दोलन है जो मुख्य रूप से डॉ० भीमराव अम्बेडकर द्वारा शुरू किया गया था। डॉ० बी०आर० अम्बेडकर जयंती के अवसर पर जनसभाएं अब परम्परा बनती जा रही हैं। दर असल ऐसे कई साहित्यकार हुए जिन्होंने अपने भाषा के शब्द को बनाकर दलितों के प्रति भेदभाव के विरुद्ध हमेशा अपनी आवाज बुलंद की है। डॉ० अम्बेडकर जिस वैकल्पिक संस्कृति की बात कर रहे थे, वह अभी पूरी तरह से हर समुदाय में नहीं पहुँची है। लेकिन बदलाव की आहट तो आ ही चुकी है। जैसे उत्तर प्रदेश और बिहार में भी अब विभिन्न समुदायों के लोग शादियों में ब्राह्मणों पुरोहित के बजाय अपने हिसाब से शादी-विवाह (लगुन) तय कर रहे हैं। अब पूरी तरह से बौद्ध परम्परा के अनुसार विवाह और अन्य संस्कार हैं। इसमें अब ओबीसी के लोगों की संख्या भी बढ़ रही है जिसमें डॉ० अम्बेडकर की ऐतिहासिक पुस्तक बुद्ध और उनका धम्म हम सबकी आँखें खोलती है और बताती है कि बुद्ध क्रान्ति आँखें बंद कर नहीं अपितु समुदायों के बीच जाकर हुई।

About the Editor



Prof. (Dr.) Ravi Kant Modi is currently working as an Professor & Dean in the Department of Commerce and Management, Nirwan University Jaipur, Rajasthan, India. He is a distinguished faculty member bringing with him an extensive 13 years of teaching experience. His contribution in research solidifies his position as a highly accomplished researcher and scholar. Beyond his academic accomplishments, He has also demonstrated his leadership skills as a Trained Associate NCC Officer since 2013, where he achieved the rank of a Captain. Additionally, he serves as a trained NSS officer and is actively involved in various community service initiatives.



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