

SOUVENIR

Two Days International Multidisciplinary Conference on September 05-06, 2025

"Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility, and Sustainable Action"

**Pt. Deen Dayal Upadhyay Management
College Meerut**



**DR. NIRDESH VASHISHTHA
PROF (DR) RITU BHARDWAJ
PROF (DR) SANDEEP KUMAR**



Two Days International Multidisciplinary Conference

September 05-06, 2025

**"Cultivating Holistic Flourishing: An Interdisciplinary Exploration of
Community Well-being, Economic Vitality, Environmental
Responsibility, and Sustainable Action"**

A Book of Conference Proceedings

Editor:

Dr. Nirdesh Vashishtha

Prof (Dr) Ritu Bhardwaj

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Pt. DEEN DAYAL UPADHYAY MANAGEMENT COLLEGE



It gives me immense pride and joy to extend my honest greetings to all the distinguished delegates, scholars, representatives, academicians, industry leaders, and young researchers who will gather here for the International Multidisciplinary Conference 2025, organized at Pt. Deen Dayal Upadhyay Management College.

At DDUMC, we believe that education is not limited to classrooms; it flourishes through collaboration and the free exchange of ideas. This conference is a witness to our enduring commitment to academic excellence, innovation, and eminent partnerships.

By bringing together eminent thoughts and emerging voices on one platform, we aspire to inspire the Groundbreaking research, meaningful collaborations, and innovative practices that will shape the future.

I am delighted to extend my deepest gratitude to all the participants, contributors, and organizers. May this gathering be a modern and useful mode of knowledge-sharing, critical thinking, and collective growth.

I cordially welcome you all to this celebration of learning and anticipate fruitful deliberations that will yield valuable outcomes from this gathering.

With best wishes,

Dr. Nirdesh Vashishtha

Convener

Director, Pt. Deen Dayal Upadhyay Management College, Meerut



Pt. DEEN DAYAL UPADHYAY MANAGEMENT COLLEGE



It feels great pleasure to announce that Pt. Deen Dayal Upadhyay Management College, Meerut and International Council for Education, Research and Training (ICERT) India & USA is organizing Two Days International Multidisciplinary Conference on such a vital theme on “Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility and Sustainable Action”. This two days International Multidisciplinary Conference aim to bring together all scholars, policymakers and intellectualist has laid down several major reforms that are really the need of the present time. The Theme has rightly focused on skill development along with the study curriculum. Merely dreaming of anything will only help in fulfilling the objectives to be achieved. Effective implementation of the policy is likely to restore India’s Glory as a great centre of learning as it was during the times of Takshshila and Nalanda will prove itself to be milestone in the history of Indian education system.

I wish all the best to organizing team involved in organize this International Multidisciplinary Conference and look forward to shaping the future of our Nation through Education.

Dr. Mayank Agarwal

Managing Director, IIMT Group of Colleges



**Pt. DEEN DAYAL UPADHYAY MANAGEMENT
COLLEGE**



It is heartening to know that the Pt. Deen Dayal Upadhyay Management College, Meerut and International Council for Education, Research and Training (ICERT) India and USA is organizing Two Days International Multidisciplinary Conference on “Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility and Sustainable Action”, on 05th & 06th September, 2025. It is appreciated that a Conference Proceedings and Journal are being published on this occasion.

I wish the Journal containing the abstracts and the research papers to be presented in the International Multidisciplinary Conference as also the academic achievements of the college prove to be a good reference for students and researches in this area and hope that deliberations in the conference shall go a long way in affecting the dimensions of the discourse in this important area concerning the conference theme and sub themes.

I convey my good wishes and felicitations to the Convener/Principal, all members and students of college for a grand success of the International Multidisciplinary Conference.

Prof. M. K. Gupta

Pro Vice Chancellor

Ch. CCS University, Meerut



Pt. DEEN DAYAL UPADHYAY MANAGEMENT COLLEGE



I am glad to know that our college Pt. Deen Dayal Upadhyay Management College, Meerut and International Council for Education, Research and Training (ICERT) India & USA is organizing an International Multidisciplinary Conference on 05th & 06th September, 2025 on the occasion of Teachers Day (INDIA). I have been always proud of this college, which is a leading college of education and business management not only in this part of the city but all over the NCR. I occasionally get reports about the meaningful academic activities being carried out in this college. I appreciate these academic vibrancies of the college.

The Theme chosen for the International Conference is in my opinion very timely and relevant. With the outbreak of new information and communication technologies, the knowledge in every field is increasing at an astonishing rate. In this context, this conference will be able to create new consciousness about the possible changes that would take place in the every profession.

On behalf of the DDUMC, I wish to thank to the ICERT India and USA for their full support and untiring efforts, working their hearts out to ensure the success of the gathering. A heartfelt gratitude goes as well as , to the supportive Management, speakers, benefactors, educators, researchers, and all those who have generously and work heartedly given their time and effort to have made this International Conference possible.

I extend my very sincere wishes for the success of this International Conference and for prosperous future for the college. Congratulations to the convener for organizing this event.

Prof. Ritu Bhardwaj

Principal



From the Desk of the Secretary

International Council for Education, Research and Training (ICERT), India & USA



It is with immense pleasure and a profound sense of purpose that I extend a warm welcome to all the distinguished dignitaries, esteemed researchers, passionate educators, and dynamic students gathered for this significant international conference.

On behalf of the entire ICERT fraternity across India and the USA, I commend Pt. Deen Dayal Upadhyay Management College, Meerut, for their visionary initiative in organizing this conference. The choice of date is particularly poignant, as we inaugurate these deliberations on **Teachers' Day**, a day that celebrates the architects of

society who nurture minds and shape the future. There is no more fitting tribute to the teaching community than to engage in discourse that aims to build a better, more sustainable world.

The theme, **“Cultivating Holistic Flourishing,”** is not merely an academic topic; it is the imperative of our time. In an era marked by complex global challenges, siloed approaches are insufficient. True progress demands the confluence of diverse disciplines—management, social sciences, environmental studies, technology, and public policy—to weave a tapestry of integrated solutions.

This conference serves as a vital crucible for such interdisciplinary exploration. By interrogating the intricate connections between **community well-being, economic vitality, environmental responsibility, and sustainable action**, we are moving beyond theoretical constructs towards actionable knowledge. We are here to ask the critical questions: How does economic empowerment truly uplift a community without costing the environment? How do we foster a sense of collective well-being that is inclusive and resilient? How do we translate the principles of sustainability into tangible actions at every level of society?

The hybrid mode of this conference embodies the very spirit of inclusivity and global collaboration that ICERT stands for, enabling a rich exchange of ideas from scholars and practitioners across the world.

I am confident that the next two days will be filled with stimulating discussions, insightful presentations, and meaningful collaborations. May the ideas seeded here germinate into robust research, innovative policies, and transformative practices that contribute to the holistic flourishing of our communities and our planet.

I wish all the participants a highly engaging and productive conference.

Jai Hind.

Prof. (Dr) Sandeep Kumar
Secretary, ICERT



A Message from the CEO & Director, Accounts Division, ICERT



It is both an honor and a privilege to extend my heartfelt greetings to the academicians, researchers, industry experts, and thought leaders assembled for this pioneering international conference.

On this auspicious occasion of **Teachers' Day**, we do more than celebrate educators; we actively participate in the very essence of their mission: to enlighten, to empower, and to engineer a sustainable future. Partnering with **Pt. Deen Dayal Upadhyay Management College, Meerut**, for this event aligns perfectly with ICERT's core mandate to foster

global collaborations that bridge the gap between theoretical knowledge and real-world impact.

The theme of this conference, **"Cultivating Holistic Flourishing,"** resonates deeply with the complex, interconnected challenges of the 21st century. It moves us beyond reductionist thinking and demands a synergistic approach. True prosperity can no longer be measured by economic metrics alone. It must be gauged by the vitality of our communities, the health of our environment, and the well-being of every individual within it. This requires a fundamental shift—from competitive advantage to collaborative advantage, from short-term gain to long-term resilience.

As the head of ICERT, I believe that such interdisciplinary dialogues are the catalysts for this shift. They are the forums where an economist, an environmental scientist, a sociologist, and a business leader can find a common language and a shared purpose. This conference is not just an academic exercise; it is an incubator for the integrated solutions our world desperately needs.

I commend the organizers for their vision and each participant for their commitment to this critical cause. Your research, your insights, and your willingness to collaborate are the key drivers of sustainable change.

I am optimistic that the discussions over the next two days will yield not only profound insights but also forge new partnerships. May this conference be a significant milestone in our collective journey towards building more equitable, thriving, and sustainable societies. I wish you all stimulating discussions and a highly successful conference.

With warm regards,

Dr. Simran Mehta

Chief Executive Officer, Director & Head

International Council for Education, Research and Training (ICERT) USA & India



A Message from the Director, Research & Publication Division, ICERT



On behalf of the Research & Publication Division of the International Council for Education, Research and Training (ICERT), I extend a scholarly welcome to all the delegates, paper presenters, and attendees of this significant international conference.

The choice of theme, **“Cultivating Holistic Flourishing,”** presents a rich and complex tapestry of inquiry that is perfectly suited for multidisciplinary academic exploration. In the realm of research, we often specialize deeply within our disciplines. This conference, however, challenges us to a more ambitious endeavor: to identify the

intricate interconnections between community, economy, and environment, and to synthesize knowledge that is greater than the sum of its parts. This is where truly transformative research is born.

The papers and discussions scheduled over the next two days represent the vital first step in this process—the rigorous interrogation of ideas and the sharing of empirical evidence. It is heartening to see a focus on **“Sustainable Action,”** which underscores the critical link between academic research and its practical application in solving real-world problems. This aligns seamlessly with ICERT's mission to promote high-impact research that informs policy and inspires positive change.

As the Director of Research & Publications, I am particularly excited by the potential of the work being presented here. I encourage all researchers to engage deeply, to challenge assumptions, and to collaborate across disciplinary boundaries. The dialogues you initiate today can form the foundation of groundbreaking joint research projects tomorrow.

Furthermore, ICERT is committed to ensuring that the valuable knowledge generated from this forum reaches a global audience. We are pleased to announce that selected high-quality papers presented at this conference, after a rigorous peer-review process, will be considered for publication in our esteemed journals published by ICERT.

I congratulate Pt. Deen Dayal Upadhyay Management College, Meerut, for hosting this exemplary gathering and thank all the contributors for sharing their valuable research. May this conference be a prolific source of innovation, collaboration, and scholarly advancement.

I wish you all a most productive and intellectually stimulating conference.

Sincerely,

Prof. (Dr.) Aruna Anchal

Director, Research & Publication Division, ICERT

Dean, Department of Education, Baba Mastnath University Rohtak, Haryana



About the Conference:

Warm Greetings!

Pt. Deen Dayal Upadhyay Management College (Pt. DDUMC), Meerut, India, and International Council for Education, Research and Training (ICERT), India & USA, is organizing Two Days International Multidisciplinary Conference on **"Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility, and Sustainable Action"** on the occasion of Teachers' Day in India, Sep 05-06, 2025 at Pt. Deen Dayal Upadhyay Management College Meerut, India in blended/ hybrid mode.

Objectives & Sub-Themes

In an increasingly interconnected and complex world, the pursuit of genuine progress requires a holistic understanding that transcends disciplinary boundaries. This two-day international multidisciplinary conference, "Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility, and Sustainable Action," aims to bring together scholars, educators, policymakers, practitioners, and community leaders from diverse fields to explore the intricate relationships between these critical dimensions of societal advancement.

Aligned with the spirit of Teachers' Day (September 5th), this conference recognizes the pivotal role of education and educators in fostering a future where communities thrive, economies are vibrant, the environment is protected, and sustainable practices are the norm. By providing a platform for interdisciplinary dialogue, we seek to generate innovative insights, share best practices, and forge collaborations that contribute to a more equitable and sustainable global future.

The conference will provide the ideal opportunity to meet academics, practitioners, and experts in education, research, leadership, social sciences, humanities, management, science, art, culture, inclusive education, environmental education, engineering, law, health and public policy, to share their experience and projects to receive quality feedback.



Objectives:

To foster a deeper understanding of the interconnectedness between community well-being, economic vitality, environmental responsibility, and sustainable action.

To provide a platform for researchers and practitioners from various disciplines to share their knowledge, findings, and innovative approaches related to the seminar theme.

To explore the role of education at all levels in promoting holistic flourishing and empowering individuals and communities to contribute to a sustainable future.

To identify challenges and opportunities in integrating these dimensions for effective policy formulation and practical implementation.

To facilitate the development of interdisciplinary networks and collaborations for future research and action.

To highlight the crucial contributions of educators in nurturing the values, skills, and knowledge necessary for holistic flourishing.

Target Audience:

This conference will be of interest to a broad range of participants, including:

Academics and researchers from diverse disciplines (e.g., education, sociology, economics, environmental science, public health, philosophy, anthropology, development studies).

Educators at all levels (primary, secondary, tertiary, vocational).

Policymakers and government officials.

Representatives from non-governmental organizations (NGOs) and civil society organizations (CSOs).

Business leaders and entrepreneurs focused on sustainable development.

Community leaders and activists.

Students and early-career researchers.

International development practitioners.



Professional, academicians, scholars, researchers, psychologists, special educators, practitioners, and Postgraduate/ Graduate students are invited to submit their abstracts to be considered for presentation at the Conference.

Speakers and presenters will share new concepts, best practices, knowledge, experience, theories, and solutions, with a focus on promoting learning, professional development, education, and inspiration among professionals and academics in their respective fields.

The conference focuses on (but is not limited to) all areas of theoretical and empirical research in the following fields:

Arts, Culture, Humanities, Science, Law, Management, Social Sciences, Technology, Health, Engineering, Mass Media, Journalism, School Education, Higher Education, Banking, Economics, Languages, Commerce, etc. We invite submissions of abstracts for presentations, papers, and posters that address the conference theme and its various dimensions. Contributions from diverse disciplinary perspectives are highly encouraged. Specific sub-themes for submissions may include, but are not limited to:

- ❖ The role of education in promoting community resilience and well-being.
- ❖ Sustainable economic development models and their social and environmental impacts.
- ❖ Innovative solutions for environmental conservation and climate action.
- ❖ Integrating sustainability principles into policy and practice.
- ❖ The ethical and spiritual dimensions of holistic flourishing.
- ❖ Community-led initiatives for sustainable development.
- ❖ The impact of technology on well-being, economy, and the environment.
- ❖ Interdisciplinary approaches to addressing global challenges.
- ❖ Teacher education for sustainability and holistic development.
- ❖ The role of arts and culture in fostering holistic flourishing.
- ❖ Sustainable Business Models and Corporate Social Responsibility.



- ❖ Ethical Leadership and Governance for Sustainable Development.
- ❖ Financial Innovations for a Sustainable Economy.
- ❖ Supply Chain Sustainability and Circular Economy Principles.
- ❖ Social Entrepreneurship and Impact Investing.
- ❖ Pedagogies for Holistic Development and Sustainability.
- ❖ Integrating Sustainability and Well-being into Curriculum Design.
- ❖ Teacher Professional Development for Sustainability Education.
- ❖ The Role of Teacher Agency in Promoting Sustainable Practices within Schools and Communities.
- ❖ Culturally Responsive and Inclusive Education for a Sustainable Future.
- ❖ The Sociology of Sustainability and Development.
- ❖ Political Ecology and Environmental Justice.
- ❖ Psychological Dimensions of Sustainability and Pro-Environmental Behaviour.
- ❖ Anthropological Perspectives on Human-Environment Interactions and Traditional Ecological Knowledge.
- ❖ Development Studies and the Sustainable Development Goals.
- ❖ Environmental Ethics and Philosophy.
- ❖ Literature, Arts, and the Representation of Nature and Sustainability
- ❖ History of Environmental Thought and Action.
- ❖ The Role of Language and Communication in Promoting Sustainable Practices.
- ❖ Spirituality and Holistic Well-being.
- ❖ Climate Change Impacts and Mitigation Strategies.
- ❖ Biodiversity Conservation and Ecosystem Services.
- ❖ Resource Management and Circular Economy Technologies.
- ❖ Environmental Health and Toxicology.



- ❖ Sustainable Agriculture and Food Systems.
- ❖ Sustainable Engineering Design and Green Technologies.
- ❖ Renewable Energy Systems and Energy Efficiency.
- ❖ Sustainable Infrastructure and Urban Planning.
- ❖ Water Resource Management and Conservation Technologies.
- ❖ Environmental Engineering and Pollution Control.
- ❖ Artificial Intelligence and Machine Learning for Sustainability.
- ❖ Big Data Analytics for Environmental Monitoring and Resource Management.
- ❖ Internet of Things (IoT) for Smart and Sustainable Systems.
- ❖ Digital Tools for Environmental Education and Awareness.
- ❖ Blockchain Technology for Supply Chain Transparency and Sustainability.
- ❖ Environmental Law and Policy for Sustainable Development
- ❖ Human Rights and Environmental Justice.
- ❖ International Environmental Law and Governance.
- ❖ Corporate Environmental Liability and Accountability.
- ❖ Climate Change Law and Policy.
- ❖ Environmental Accessibility and Inclusive Design for Diverse Abilities.
- ❖ The Role of Nature-Based Interventions in Rehabilitation and Well-being.
- ❖ Assistive Technologies for Sustainable Living and Participation.
- ❖ Rehabilitation in the Context of Environmental Disasters and Climate Change.
- ❖ Promoting Well-being and Participation for Individuals with Chronic Conditions through Sustainable Practices.
- ❖ Nudging and Behavioural Economics for Sustainable Choices.
- ❖ Social Norms and Collective Action for Sustainability.
- ❖ Cognitive Biases and Decision-Making in Environmental Contexts.



- ❖ Communication and Persuasion for Promoting Sustainable Behaviours.
- ❖ The Role of Emotions and Values in Environmental Attitudes and Actions.
- ❖ Shaping a Developed India Mission Viksit Bharat @ 2047
- ❖ Cultural, Emotional, Economical, Spiritual Development: Vision Vikasit Bharat @2047
- ❖ Innovative Strategies and Sustainable Efforts for Viksit Bharat: Steeping through Spirit
- ❖ Unlocking Potential: Exploring the Role of Spirituality in Personal and Community development
- ❖ Science, Spirituality, Knowledge and Sustainability: Vision Vikasit Bharat
- ❖ Gender, Caste, Class & Intersectionality in Public Policy
- ❖ Legal Frameworks for Social Justice and Equality
- ❖ Digital Literacy, AI in Education & Tech-Driven Pedagogy
- ❖ Inclusion in STEM: Gender, Disability & Regional Access
- ❖ Open Educational Resources (OER) & Global Knowledge Sharing
- ❖ Indigenous Pedagogies & Language Diversity
- ❖ Educational Policy Reforms & SDG 4
- ❖ Role of EdTech Startups in Inclusive Learning
- ❖ Green Technologies and Sustainable Engineering Solutions
- ❖ Urban Flooding, Climate Risk & Resilient Infrastructure
- ❖ Agricultural Sustainability & Food Security
- ❖ Role of Environmental Laws and Citizen Science
- ❖ Gender, Mental Health & Care Economies
- ❖ Biomedical Innovations and Public Health Ethics
- ❖ One Health Approach: Humans, Animals & Ecosystems
- ❖ Public Health Law & Emergency Legal Frameworks



- ❖ AI and Big Data in Healthcare Analytics
- ❖ Wellness Startups and Sustainable Health Systems
- ❖ Industry 5.0, Human-Centric AI & Ethics
- ❖ Robotics, Automation & Labor Market Transformations
- ❖ Cybersecurity, Data Privacy & Digital Laws
- ❖ Digital Economy and Ethical E-Commerce
- ❖ Impact of Social Media on Democracy and Identity
- ❖ Local Self-Governance & Decentralization
- ❖ International Law and Development Diplomacy
- ❖ Evidence-Based Policy Making in Development Practice
- ❖ ESG (Environmental, Social, Governance) in Corporate Practices
- ❖ Social Entrepreneurship and Grassroots Innovation
- ❖ Ethical Supply Chains and Fair Trade
- ❖ Impact Investing, Green Finance & Circular Economy
- ❖ MSMEs, Startups, and Digital Transformation
- ❖ Global Trade, E-commerce and Development Justice
- ❖ Renewable Energy Technologies & Just Energy Transitions
- ❖ Science Diplomacy & Transboundary Research
- ❖ Low-Cost Engineering Solutions for Marginalized Areas
- ❖ Disaster Risk Reduction & Early Warning Systems
- ❖ Feminist Political Economy and Global Development
- ❖ LGBTQ+ Rights, Legal Recognition & Societal Shifts
- ❖ Violence Against Women and Legal Remedies
- ❖ Gendered Impacts of Automation and AI
- ❖ Reproductive Rights and Intersectional Health Justice
- ❖ Interdisciplinary Approaches to Sustainability Science
- ❖ Merging Social Science and Engineering for Human-Centered Design



- ❖ Ethics in Interdisciplinary Research and Practice
- ❖ Data Science Across Disciplines: From Sociology to Climate Modeling
- ❖ Blending Arts, Humanities, and STEM for Holistic Education
- ❖ Transdisciplinary Methodologies for SDG-Based Research
- ❖ Science, Culture, and Society: Bridging Gaps through Dialogue
- ❖ Interdisciplinary Case Studies on Global Health, Poverty, and Inequality
- ❖ Knowledge Co-production with Communities and Stakeholders
- ❖ Multidisciplinary Approaches to Climate Action and Sustainability
- ❖ Water Security: A Multidisciplinary Approach from Law, Science, Economics & Society
- ❖ AI, Ethics & Society: Dialogue between Computer Science, Law, Philosophy, and Sociology
- ❖ SDG 5 in Practice: Gender Equality through Policy, Technology, Education, and Media
- ❖ Understanding Conflict: History, Political Science, International Law, and Psychology
- ❖ Sustainable Tourism: Merging Perspectives from Environment, Economics, Culture, and Local Governance
- ❖ Multidisciplinary Models for Rural Development: Health, Infrastructure, Agriculture, Education, and ICT
- ❖ Media, Technology & Social Change: A Multidisciplinary Lens on Digital Transformation
- ❖ Youth and Mental Health: Approaches from Psychology, Education, Neuroscience, and Community Work

Any other relevant topics related to the main theme or disciplines mentioned above, and UN SDGs.

Only original and previously unpublished work on a range of topics related to the conference theme will be accepted.



Call for Research Papers: Well researched papers on the theme/ sub-themes of the seminar are invited from academicians, research scholars, students, professionals from different institutions. Abstracts of individual paper presentation proposals should be in about 300-500 words, in doc/word format. The participants should include in the abstract, details as to the title, name of author(s), University/Institution, and keywords.

A proceeding book of the conference including all abstracts (all presenters) with ISBN, papers presented during the seminar, and the full papers as per choice, a print copy to physically present candidates, and a soft copy to all, will be provided to all research presenters.

Best Paper Presentation Award: A Certificate of Best Paper Presentation, Best paper presentation award, will be awarded to two best presenters from each technical session.

Paper Publication: Authors who will present their research papers will be eligible to send their research paper (same as presented or different) for publication in following Journals:

ICERT International Multidisciplinary Journals, peer reviewed academic/ scholarly, open access journals with DOI. To know more about the journal, please visit www.icert.org.in.

1. Shodh Sari-An International Multidisciplinary Journal

An International scholarly/ academic journal, peer-reviewed/ refereed journal, ISSN : 2959-1376

2. Edumania-An International Multidisciplinary Journal

An International scholarly/ academic journal, peer-reviewed/ refereed journal, ISSN : 2960-0006

Submission Guidelines:

- Full length papers should not exceed 10,000 words don't add endnotes or footnotes.
- For English Full paper: It should be typed in Microsoft Word. The font should be "Times New Roman" with "12" size for matter, 16 size in bold for



title, 14 size in bold for main headings & 12 size in bold for sub-headings, having line spacing of 1.5 inch and one-inch custom margin on all sides & A4 Size Paper.

- For Hindi Full paper: It should be typed in Microsoft Word in "Unicode" with font size 14 for content, 16 bold for title & 14 bold for headings, having line spacing of 1.5 inch and one-inch custom margin on all sides.
- A Uniform Style for Citation should be strictly adhered to while submitting full length papers.
- All in-text citations must be hyperlinked with the references (cross-reference). Use the word reference tab for cross-referencing and hyperlinking. We also recommend you use Mendeley or other referencing tools.
- Submit a brief profile of the author on the Word file/ doc file, which should not exceed more than one page, and try to keep it as brief as possible.
- Each article must be submitted with an impact statement of not more than 150 words.
- References/ bibliography must be serialized as 1, 2,
- Provide write your ORCID, google scholar, academia, or other identifiers if you have one in your profile.
- Must check grammar under the review tab of MS Word
- You could read more Submission Guidelines | ICERT

You could read more about the journal here Edumania | ICERT



Awards (International Felicitation)

Dr. Sarvepalli Radhakrishnan Global Educator Award 2025

Applications are invited from professionals, academicians, health professionals-teaching faculty, industry professionals-trainer/ leaders, and social reformers/ educationist for the prestigious international award “**Dr. Sarvepalli Radhakrishnan Global Educator Award 2025**”, for their excellence in education, innovations in academics, research, social welfare, and youth empowerment, will also be presented by the ICERT to recognize prominent personalities for their respected achievements & contribution in their respective fields and society as per the category and the eligibility.

ICERT “Dr. Sarvepalli Radhakrishnan Global Educator Award” recognizes prominent personalities, especially educators, for their valuable contribution toward society empowerment, achieving social inclusivity, education fraternity, and excellence in education & social services.

Eligibility Criteria:

1. The application must have the minimum 30 yrs. age
2. The applicant must have demonstrated keen learning attitude, and achievements in life.
3. Applicants must have adequate experience in education, industry, social welfare or other discipline, and have positively contributed towards youth empowerment.
4. Must mention your social contribution and achievement in the profile before uploading in registration form.
5. Your profile must consist of
 - (i) Your full name as per your academic/ government approved identity document, and DOB.



- (ii) Current work affiliation and job title, and contact info.
- (iii) Educational qualification including degree, courses etc., with dates, and institution names,
- (iv) Current and past employment with institution name, dates, and title
- (v) Award citation and honours if any
- (vi) Research experience with journal name and ISSN number with volume and issue number
- (vii) Social welfare activities with evidences, social profile links/ identifiers, etc.
- (iv) Current and past employment with institution name, dates, and title

Award nomination is not a matter of award recognition claim, all nominations will be screened by the Award Screening Committee, the committee decision will be final and selected members will be informed via ICERT [email: awards@icert.org.in](mailto:awards@icert.org.in)

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Two Days International Multidisciplinary Conference on "**Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility, and Sustainable Action**" on the occasion of Teachers' Day in India, **Sep 05-06, 2025** at Meerut, India jointly organized by

Pt. Deen Dayal Upadhyay Management College Meerut, India

International Council for Education, Research and Training (ICERT), USA & India

Table of Contents

Contents	Page No
Abstracts	33
How Green HR Can Take Care of Employees, Protect Nature, and Help Companies Grow <i>Sampreet Kaur</i>	34
Exploring The Interplay Between ICT Resources, Multi-Media and Community Well-Being in Sociology of Education in Nigeria <i>Abdullahi Ibrahim</i>	35
Inclusive Education Policy and The Pursuit of SDG-4 In Nigeria: Progress, Challenges and Prospects <i>Sule Muhammad & Sani Ahmadu Gurjiya</i>	36
Toward Sustainable Development in Nigeria: Examining the Nexus of Holistic Well-Being and Community Empowerment Through Social, Economic, And Environmental Lenses <i>Nuraddeen Adamu Kanon-Haki & Karima Abdulkarim</i>	37
From Insight to Impact: The Role of Knowledge Management in Organizational Outcomes Across Haryana <i>Arvin Dangi & Dr. Harshdeep Chikkara</i>	38
Eco-Appeal: Understanding The Impact of Green Packaging on Consumer Decisions <i>Rakhi & Dr. Poonam Malik</i>	39
Investor Insight into Pharma: Evaluating Financial Health and Dividend Consistency Among Select Indian Firms <i>Renu & Dr. Nishtha Sheoran</i>	40
AI-Driven Weather Prediction: Machine Learning Models for Enhanced Forecast Accuracy <i>Monika Jakhar & Dr. Vinod Kumar Srivastava</i>	41
Using Machine Learning for a Better Future: How Technology Can Support the Economy, Protect Nature, and Help Communities Thrive <i>Ms. Lucky</i>	42

Two Days International Multidisciplinary Conference on "**Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility, and Sustainable Action**" on the occasion of Teachers' Day in India, **Sep 05-06, 2025** at Meerut, India jointly organized by

Pt. Deen Dayal Upadhyay Management College Meerut, India

International Council for Education, Research and Training (ICERT), USA & India

How Digital Marketing Can Help People, Nature, and the Economy Grow Together <i>Ms. Alisha Riaz</i>	43
Securing the Digital Commons: Cybersecurity and Data Privacy as Cornerstones of Community Wellbeing and Sustainable Prosperity <i>Mrs. Shikha Manga</i>	44
Strategic Talent Management in Private Banking: Insights from NCR <i>Sonu Yadav & Dr. Suman Pahal</i>	45
Teacher Development and Professional Education for Sustainability <i>Utkarsh Singh</i>	46
Comparative Study of Emotional Intelligence Among Male and Female Students of Senior Secondary Classes <i>Swati Gautam</i>	47
Teaching That Makes a Difference: For Communities, Economy, and the Environment <i>Dr. Pratima</i>	48
Blockchain Beyond Bitcoin: Real-World Uses in Software Development <i>Dimpi Gulati</i>	49
Assessing The Roles of Modern Agricultural Innovations in Combatting Insecurity Challenges in Nigerian Agricultural Sector <i>Nura Umar Manya Manya MPhil/Ph.D</i>	50
Financial Innovations for a Sustainable Economy <i>Dr. Devesh Gupta</i>	51
Voices From the Classroom: Nigerian Teachers' Perspectives on Integrating Virtual Reality for Cultural Heritage Education in Secondary Schools <i>Dr. Ogbu, Eke Eke, Ogechi Joy Azubuike Ph D & Eke Chidingozi</i>	52
Sports for All: How Community Sports Promote Wellbeing, Boost Local Economy, and Support a Greenery Future <i>Dr. Bhisham Singh</i>	53
The Role of Education in Promoting Community Resilience and Well-being: A Nursing Perspective <i>Ms. Tania Sharma</i>	54

Two Days International Multidisciplinary Conference on "**Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility, and Sustainable Action**" on the occasion of Teachers' Day in India, **Sep 05-06, 2025** at Meerut, India jointly organized by

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International Council for Education, Research and Training (ICERT), USA & India

Conceptual Analysis of Hybrid Cloud Vs. On-Premise Trade-Offs for Zero-Trust Auditing <i>Venkatasubramanian Ganapathy</i>	55
Designing for Desert: Historical Patterns and Modern Strategies in Arid-Context Urbanism <i>Muskan Mehlawat & Lovely Singh</i>	56
Infra-Red Analysis of The Toxicity Levels in The Selected Water Colours in Primary Schools <i>Adedeji Olumide Adeniyi, Salisu Muhammed Aliyu & Ogunleye Adepeju Olubunmi</i>	57
Legal Frameworks for Social Justice and Equality <i>Dr Sanjeev Kumar Singh</i>	58
AI and Big Data in Healthcare Analytics <i>Vimal Prasad & Prashant Gupta</i>	59
Embedding Corporate Social Responsibility in Business Education: Fostering Ethical Leaders for Economic and Environmental Resilience <i>Abdullahi AbdulRafiu, Sakariyahu Shehu & Mohammed, AbdulRazak PhD & Makinde, Semiu Olawale PhD</i>	60
Fostering Holistic Flourishing: Intersecting Community Well-being, Economic Vitality, Environmental Responsibility and Sustainable Action <i>Shilpa Shri R D & Padmalatha D</i>	61
Ayurveda As a Transdisciplinary Pathway to Holistic Flourishing: Integrating Health, Economy, Environment and Sustainability <i>Dr. Jajbir Singh</i>	62
Green Entrepreneurial Opportunities in Food Waste Management for Climate Resilience in Nigeria <i>Benjamin Anabaraonye, Prince-Timothy Wokoma, Beatrice. O. Ewa & Gideon. U. Nwafor</i>	63
Highly Efficient and Recyclable PD (0)-Schiff Base Supported on MCM-41 for C-S Coupling Reactions <i>Prasanta Gogoi</i>	64
Learn Buddy AI (SASC) - Smart Co-Learning with Habit Adaptive Alerts <i>R. Abirami, R.S. Thanusree, K. Bhuvaneswari & D.B. Shanmugam</i>	65

Two Days International Multidisciplinary Conference on "**Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility, and Sustainable Action**" on the occasion of Teachers' Day in India, **Sep 05-06, 2025** at Meerut, India jointly organized by

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International Council for Education, Research and Training (ICERT), USA & India

Optimizing Routing Intelligence: A New Approach to OSPF Performance Enhancement <i>Naveen Kumar Malik & Dr. Tilak Raj Rohilla</i>	66
Effectiveness Of Entrepreneurship Education Among Kano State Colleges of Education Students for Self-Reliance <i>Dr. Ahmodu Jacob Shaibu, Dr. Aibangbe Mary Oyere & Dr. Bello Shehu</i>	67
Balancing Growth and Fairness: Rethinking Global Trade and E-Commerce for Inclusive Development <i>Shivani Pandey</i>	68
Digital Economy and Ethical E-Commerce <i>Ashutosh Bhatnagar</i>	69
Social Responsibility in Marketing: Insights from Consumer Perceptions in India's Food Sector <i>Sakshi Varshney & Dr. Mohd Afaq Khan</i>	70
Impact Investing, Green Finance, and the Circular Economy: Catalysts for Sustainable Development <i>Dr. Harsha N. Dangar</i>	71
Role of Youth in Promoting Peace, Justice and Strong Institutions <i>Sabi'u LAWAL</i>	72
Role of ICT in Make in India <i>Ajay Kumar & Krishna Kant Kaushik</i>	73
Harnessing AI and Big Data Analytics: Shaping the Future of Healthcare in India <i>Shipra Sharma</i>	74
Culture, Identity, and Social Capital in Building Resilient Communities in Nigeria's Niger Delta, 20th -21st Centuries <i>Odeigah Theresa Nfam, Ph D, Abdulsalami Muyideen Deji & Orji Boniface Ifeanyi</i>	75
Trauma- Informed School Leadership for Holistic Recovery in Conflict-Affected Borno State, Nigeria <i>Makepeace Deorji</i>	76
Scrambled Vs Core Retail Strategies: Understanding Buying Behavior in Haryana's Utensil Sector <i>Dr. Jaspreet Dahiya & Payal Gupta</i>	77

Two Days International Multidisciplinary Conference on "**Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility, and Sustainable Action**" on the occasion of Teachers' Day in India, **Sep 05-06, 2025** at Meerut, India jointly organized by

Pt. Deen Dayal Upadhyay Management College Meerut, India

International Council for Education, Research and Training (ICERT), USA & India

Role of Education in Voting Behaviour Among Voters in Panchayati Raj Institutions Elections of Haryana <i>Sandeep Kumar Loura</i>	78
Significance of Digital Literacy, AI and Tech-Driven Pedagogy skills among Secondary School Educators <i>Saidulu Reddipally & Dr. Shail Dhaka</i>	79
Balancing the Scales of Empowerment and Exploitation: The Lived Experiences of Women Gig Workers in Bangalore <i>Shamna T C & Anjali P K</i>	80
Impact Of Jigsaw-IV Learning Approach on Technology Education Students' Critical Thinking Skill in Electrical Equipment Maintenance and Repairs Work in Kano State <i>Hassan Yunusa Jamilu Phd, Habibat Lawal & Udu Sunday Uchenna</i>	81
Teacher Development Education: Professional for Sustainability in India <i>Prof. (Dr.) Shivpal Singh</i>	82
Beyond Neutrality: Unmasking Gendered Bias in AI <i>Vidhi Jindal</i>	83
A Comparative Study on Gen Y and Gen Z Attitudes Toward Online Women's Fashion in Delhi NCR <i>Smriti Kaushik & Dr. Vineeta Ahuja</i>	84
Sustaining Health, Sustaining Earth: The Power of Nutrition and Lifestyle <i>Mrs. M. Rosary Kiruba Alexy & Mrs. A. Metilda Jasmine Shanthi</i>	85
Current Practices for Good Body Mechanics Among School Children <i>Ms. Riya Bharti & Prof (Dr.). Sapna Singh</i>	86
From Profit to Purpose: Managing Organizations for Community Well-being and Sustainable Futures <i>Dr. Rajiv Kumar & Dr. Yogesh Kumar Saxena</i>	87
Building Spiritual Strength and Resilience in Bihar's Rural Women through Self-Help Groups <i>Harender Singh & Dr. Ramendra Kumar Singh</i>	88

Two Days International Multidisciplinary Conference on "**Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility, and Sustainable Action**" on the occasion of Teachers' Day in India, **Sep 05-06, 2025** at Meerut, India jointly organized by

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International Council for Education, Research and Training (ICERT), USA & India

Financial Literacy as a Collective Resource: Conceptualizing Its Role in Community Well-Being and Economic Vitality <i>Deepali Gupta</i>	89
Transformational Leadership, Worship, And Effective Pastoral Ministry In Nigeria <i>OLADAPO, John Ayo, Ph.D & ODERINU, Elizabeth Olununmi</i>	90
Mental Health Stability: A Sine Qua Non for Effective Church Leadership <i>Dr Janet Omotola Adeyanju</i>	91
A Bibliographic Couplings Analysis of Research papers Published on Tech-Driven pedagogy as reflected in the Web of Science <i>Dr. A. Kiruba, Dr. P. Sasikala & Dr. M. Antony Raj</i>	92
Development of Foster Care as a Family- Based Alternative Care in India <i>Jasmin J</i>	93
Inclusive Education for a Sustainable Future <i>Mr. Robin Kumar Singh</i>	94
पर्यावरणीय उत्तरदायित्वों के निर्वाह में हिंदी साहित्य का योगदान <i>डॉ. तपस्या चौहान</i>	95
Migration of Rural and tribals population in Jammu and Kashmir with special reference to District Poonch <i>Shamsheer Ahmed & Dr. Yogesh Kumar</i>	96
Workplace Diversity, Equity, and Inclusion: Reviewing the Role of HR Policies in Women Empowerment <i>Samreen & Dr. Preety</i>	97
Framework for Public Health Research and Addressing the Role of Law in Health Disparities <i>Mr Yoginder Arun & Mr Ajay Kumar Tripathi</i>	98
मानवाधिकार एवं पर्यावरणीय न्याय <i>Dr Rachna Tyagi</i>	99
Unified Payment Interface (UPI): Growth Engine of India's Digital Payment Economy <i>Dr. Pradeep Kumar</i>	100

Two Days International Multidisciplinary Conference on "**Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility, and Sustainable Action**" on the occasion of Teachers' Day in India, **Sep 05-06, 2025** at Meerut, India jointly organized by

Pt. Deen Dayal Upadhyay Management College Meerut, India

International Council for Education, Research and Training (ICERT), USA & India

Digital Literacy, AI in Education and Holistic Well-Being <i>Ms. Prachi Chaudhary</i>	101
Predictive Modeling for Chronic Disease Management Using Machine Learning Algorithms <i>Ritu Rani & Dr. Asha Rani</i>	102
Importance of Mental Health and Wellbeing Among Youth for Holistic Development <i>Dr. Manisha D. Asore & Dr. Jitendra S. Shinde</i>	103
Madhiyamik Vidhalya Ke Vidhyarthio Ki Shekshnik Dridtha Avem Chatra Kalyan Main Shiksha Ki Bhoomika <i>Dr. Meetu Garg</i>	104
Advancing Gender Justice and Environmental Equity through Community Participation: An Intersectional Perspective <i>Ms Deepshikha, Dr. Bikashdev Chhura & Dr. Nilanjana Saha</i>	105
Application Of Fuzzy-Based Data Mining Techniques in Breast Cancer Diagnosis and Prognosis <i>Parul Bhatnagar & Dr. Bhupendra Kumar</i>	106
Family And Domestic Violence in Nigeria: A Study of The Niger Delta Region, 2000-2023 <i>Odeigah, Theresa Nfam, Joel, Kerimu Ikazuwagbe, Abdulsalami Muyideen Deji, Odeigah, Odiakaose Praise, Orji, Boniface Ifeanyi& Awosika, Omolola Justinah</i>	107
Factors affecting the processes of Knowledge Management in Higher Education Institutions of Uttarakhand <i>Dr. Yogesh Kaushik</i>	108
The Role of Ethical Values in Decision- Making by Bureaucrats and Politicians <i>B. Vijaya Bharata Lakshmi</i>	109
Spiritual Consciousness as a Vehicle of Transcendence in the Novels of R.K. Narayan and Priya Kumar <i>Mr. Lawrence Masih, Dr. Shalini Sharma & Dr. Ashu Tomar</i>	110
The Aesthetic side of Mathematics-Effect of Art integration on Conceptual Understanding in Mathematics <i>Dr. Ruchika Vashisht</i>	111

Two Days International Multidisciplinary Conference on "**Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility, and Sustainable Action**" on the occasion of Teachers' Day in India, **Sep 05-06, 2025** at Meerut, India jointly organized by

Pt. Deen Dayal Upadhyay Management College Meerut, India

International Council for Education, Research and Training (ICERT), USA & India

A Life Beyond Money: Connecting People, Planet, and Progress <i>Ar. Piyush Prakash & Ar. Rajesh Kumar</i>	112
Mental Health and Well-being of Students and the Role of Education in Supporting It <i>Dr. Chitra Devi</i>	113
सांस्कृतिक, भावनात्मक, आर्थिक एवं आध्यात्मिक विकास : विकसित भारत @2047 की दृष्टि <i>Dr. Vaishali Singh</i>	114
An Evaluation of Factors Influencing Post-Hemodialysis Fatigue in Patients Undergoing Hemodialysis <i>Ashutosh & Prof. (Dr). M. Jasline</i>	115
Synergizing Impact Investing, Green Finance, and the Circular Economy: An Empirical Agenda for Sustainable Capital Mobilization and Resource Efficiency in India <i>Ms. Swati Agarwal & Mr. Vibhor Goyal</i>	116
Cybersecurity and Prosperity: How Digital Trust Drives Economic Growth <i>Dr. Robins Rastogi</i>	117
पर्यावरणीय विचार एवं क्रिया का इतिहास <i>Prof. Ritu Bhardwaj</i>	118
The Role of Emotions and Values in Environmental Attitudes and Actions <i>Dr. Neeraj Bhatnagar</i>	119
Unlocking Knowledge Globally: The Power of Open Educational Resources (OER) <i>Dr. Navjeet Kaur</i>	120
Effectiveness of Inquiry Based Training Model for Teaching Education in Higher Secondary School <i>Kakali Kundu & Dr. Debabrata Sarkar</i>	121
The Role of Language and Communication in Promoting Sustainable Practices <i>Ms. Paramita Das Ukil</i>	122

Two Days International Multidisciplinary Conference on "**Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility, and Sustainable Action**" on the occasion of Teachers' Day in India, **Sep 05-06, 2025** at Meerut, India jointly organized by

Pt. Deen Dayal Upadhyay Management College Meerut, India

International Council for Education, Research and Training (ICERT), USA & India

Brand Equity, Branding, and Its Aspects: An Overview of the Literature <i>Shilpa Bhatia and Dr. Nidhi Tandon</i>	123
Integrating Science, Spirituality and Cultural Vitality for Sustainable Development towards Vision Vikasit Bharat @2047 <i>Dr. Rekha Savnani & Dr. Bhavin Patel</i>	124
Bridging Psychology and Education: The Role of School-Based Interventions in Promoting Youth Mental Health <i>Mr Albert Abraham & Dr. Shail Dhaka</i>	125
The Impact of Technology on Well-Being, the Economy, and the Environment <i>Dr Anshul Sharma & Dr Sanjeev Malaviya</i>	126
Environmental Education and Public Awareness through Media: A Pathway to Sustainable Futures <i>Dr. Umang Gupta, Ms. Anjali Gupta & Ms. Anjali Jadoun</i>	127
Samajsastra Me Satat Vikas Me Manrega Ki Gramin Ster Per Bhumika Ka Adayaan <i>Manoj Kumar Sharma</i>	128
Agripreneurship in the Age of AI in India: Assessing Business Viability and Adoption Barriers <i>Dr. R. Senthamizh Veena</i>	129
किशोरावस्था में माता पिता के दबाव का किशोरों के कल्याण पर प्रभाव <i>Dr. Neelam Singh</i>	130-131
Full Papers	132
Financial Innovations for a Sustainable Economy <i>Dr. Devesh Gupta</i>	133-135
Framework for Public Health Research and Addressing the Role of Law in Health Disparities <i>Mr Yoginder Arun & Mr Ajay Kumar Tripathi</i>	136-139

Two Days International Multidisciplinary Conference on "**Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility, and Sustainable Action**" on the occasion of Teachers' Day in India, **Sep 05-06, 2025** at Meerut, India jointly organized by

Pt. Deen Dayal Upadhyay Management College Meerut, India

International Council for Education, Research and Training (ICERT), USA & India

Role of FinTech Applications in Enhancing Consumer Financial Discipline: Evidence from India <i>Mr. Chirag Trehan & Dr. M.P. Singh</i>	140-145
Smart Algorithms, Smarter Shoppers: A Study of AI's Impact on Consumer Decision-Making <i>Samarth Singh & Manoj Agarwal</i>	146-150
The Role of AI in Quick Commerce (Blinkit, Swiggy, Amazon) and Its Impact on Teenagers' Instant Gratification Shopping Behaviour <i>Mr. Chirag Jain & Dr. Veeralakshmi B</i>	151-155

Two Days International Multidisciplinary Conference on "**Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility, and Sustainable Action**" on the occasion of Teachers' Day in India, **Sep 05-06, 2025** at Meerut, India jointly organized by
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Abstracts

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"How Green HR Can Take Care of Employees, Protect Nature, and Help Companies Grow"

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Orcid Id: 0009-0003-7758-2002

Abstract

Green Human Resource Management (Green HRM) is a modern approach that combines traditional HR practices with environmental responsibility. In a time when businesses are expected to contribute to both social and ecological well-being, Green HRM helps organizations take care of employees while protecting nature and ensuring long-term growth. This paper explores how Green HR practices like eco-friendly recruitment, green training, paperless work culture, energy-saving techniques, and employee involvement in sustainability activities can lead to a healthy balance between people, planet, and profit.

The role of HR is no longer limited to hiring and managing staff—it also includes shaping a culture that supports environmental values. Green recruitment attracts talent that is aware and committed to sustainability. Green training educates employees about reducing waste, conserving energy, and working in an eco-conscious manner. These initiatives help improve employee motivation, job satisfaction, and mental well-being by creating a positive and meaningful work environment.

Companies that adopt Green HRM practices also benefit from lower operating costs, better compliance with environmental laws, enhanced brand image, and stronger relationships with customers and stakeholders. When employees feel they are contributing to a larger cause, their sense of purpose grows, which improves productivity and reduces turnover. This connection between environmental ethics and employee care makes Green HRM a key strategy for business success.

This study highlights how organizations can use Green HRM not only to support sustainability goals but also to boost employee engagement and drive innovation. It presents practical steps for implementing green policies and discusses how these efforts lead to long-term business growth. In today's competitive and environmentally sensitive world, companies that care for both people and the planet are better prepared for a sustainable future.

Keywords: Corporate Social Responsibility (CSR), Employee Well-being, Environmental Sustainability, Green Human Resource Management (Green HRM), Green Recruitment, Sustainable Business Growth.

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Exploring The Interplay Between ICT Resources, Multi-Media and Community Well-Being in Sociology of Education in Nigeria

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Abstract

ICT Resources technologies give a great challenge to educators, in order to continuously play significant roles in the globalization of information. This challenge should therefore, not be regarded as a threat rather, should be accepted as a great reward to education in Nigeria. Using ICT or CBT Examination will enable the College or institutions to produce an amazing result if such tools are used appropriately. Hence, the main purpose of this paper is to discuss the use of multimedia technology in teaching and learning of Educational Sociology in Nigeria. In this paper, the presenter will express the teaching of Educational Sociology Courses using multimedia technology as beneficial methodology for enhancing learning process. In sociology education, human's achievement in Information Communication Technology (ICT) is a sign of knowledge achievement that need to be used to find the truth and transmit it to others. Hence, in order to guide students towards the truth and simultaneously to make the teaching and learning process interesting, the presenter researcher cited various multimedia technology tools that are relevance to the teaching and learning, and how they can be effectively used to teach different aspects of Educational Sociology. The paper recommends the computer should be provided by the government in our schools, colleges and universities teachers are hereby encouraged to be computer literate.

Keyword: ICT, Technology, Teaching, Learning, Education and Sociologies.

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Inclusive Education Policy and The Pursuit of SDG-4 In Nigeria: Progress, Challenges, and Prospects

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Abstract

This research investigates the dynamics of inclusive education policy and its alignment with Sustainable Development Goal 4 (SDG-4) in Nigeria. The study explores the progress made, challenges encountered, and the prospects for achieving an inclusive, equitable, and quality education system. Drawing from contemporary scholarly literature and policy documents, it highlights the efforts made through the National Policy on Inclusive Education (2017), as well as the roles of stakeholders including government bodies, NGOs, and international partners. Findings indicate that while policy frameworks exist, implementation remains weak due to systemic challenges such as inadequate funding, lack of trained personnel, infrastructural deficits, and negative societal attitudes. However, the research also identifies promising developments, including increased stakeholder collaboration, integration of inclusive content in teacher training, use of assistive technologies, and growing public awareness. The study concludes that realizing the full potential of inclusive education in Nigeria requires coordinated policy actions, adequate funding, community engagement, and consistent monitoring. It calls for a transformative approach that prioritizes inclusive education as a tool for achieving SDG-4 and fostering national development.

Keywords: Equity Inclusive Education, Policy Implementation, SDG-4 Teacher Training.

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Toward Sustainable Development in Nigeria: Examining the Nexus of Holistic Well-Being and Community Empowerment Through Social, Economic, And Environmental Lenses

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Abstract

This study explores the critical interrelationship between sustainable development, holistic well-being, and community empowerment in Nigeria through the lenses of social, economic, and environmental dimensions. It examines how sustainable development initiatives can be effectively aligned with the multidimensional needs of individuals and communities, especially in a context marked by poverty, inequality, insecurity, environmental degradation, and weak governance. Drawing from Empowerment Theory and recent scholarly discourse, the research highlights the importance of inclusive, participatory, and community-led approaches in promoting human flourishing and long-term resilience. Findings indicate that while sustainable development holds transformative potential, its impact on holistic well-being and community empowerment in Nigeria is undermined by several systemic challenges including poor infrastructure, lack of community participation, gender inequality, and policy inconsistencies. The study recommends integrated development strategies that empower local communities, promote social equity, strengthen institutions, and ensure environmental sustainability. It further argues that development efforts must go beyond economic growth to incorporate dimensions such as health, education, environmental security, and participatory governance. The paper concludes that the realization of sustainable development goals in Nigeria depends significantly on the ability to empower communities and foster a development paradigm rooted in justice, inclusion, and ecological balance. This research contributes to the growing body of literature advocating for a nexus-based and community-focused approach to sustainable development in Africa.

Keywords: Community Empowerment, Environmental Sustainability, Holistic Well-being, Inclusive Development, Sustainable Development.

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From Insight to Impact: The Role of Knowledge Management in Organizational Outcomes Across Haryana

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Abstract

Knowledge has emerged as a critical organizational asset in driving competitive advantage and sustainable growth. This study, titled "From Insight to Impact: The Role of Knowledge Management in Organizational Outcomes Across Haryana," explores how knowledge management orientation influences key performance indicators across firms operating in diverse sectors within the state. Utilizing a mixed-methods approach, the research incorporates survey data from managerial personnel and interviews with KM practitioners across small, medium, and large enterprises. It evaluates dimensions of knowledge acquisition, sharing, application, and retention, and correlates them with operational efficiency, innovation capacity, and strategic agility. The findings highlight that firms with a proactive knowledge management culture report higher levels of employee engagement, decision-making effectiveness, and adaptability to market changes. The study further investigates sector-wise variations, noting that service-oriented and IT-driven firms exhibit greater maturity in KM practices compared to traditional manufacturing units. Barriers such as technological gaps, cultural resistance, and low managerial commitment are identified, alongside enablers like leadership support, digital infrastructure, and training interventions. By linking organizational performance to the strategic deployment of knowledge assets, the research offers evidence-based insights for policy formulation and capacity-building among Haryana's business communities. It advocates for a KM-oriented ecosystem that empowers firms to convert informational capital into measurable impact.

Keywords: Knowledge management, Organizational Excellence, organizational success etc.

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Eco-Appeal: Understanding The Impact of Green Packaging on Consumer Decisions

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Assistant Professor, Baba Mastnath University, Rohtak

Abstract-

In an era of rising environmental consciousness, green packaging has emerged as a pivotal factor influencing consumer behavior and brand perception. This study explores how eco-friendly packaging elements—such as recyclable materials, minimalist designs, and sustainable labeling—affect consumer buying decisions across diverse product categories. Drawing on behavioral theories and consumer psychology, the research investigates the degree to which green packaging evokes trust, emotional resonance, and perceived product value. The study employs a mixed-method approach, combining quantitative surveys with structured Likert-scale statements and qualitative interviews to assess awareness, attitudes, and purchase intentions. Findings from survey indicate a significant positive relationship between environmentally responsible packaging and brand loyalty, especially among younger, urban consumers. The findings also reveal how green packaging acts as both a functional and symbolic cue, reinforcing corporate sustainability narratives. This paper contributes to marketing strategy and product development by offering actionable insights into consumer expectations in the green economy. It highlights the importance of aligning packaging design with ecological commitments to foster meaningful engagement and drive conscious consumption.

Keywords: Green Packaging, Consumer Behaviour, Sustainability, Purchase Intention etc.

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Investor Insight into Pharma: Evaluating Financial Health and Dividend Consistency Among Select Indian Firms

Renu

Research Scholar, Baba Mastnath University, Rohtak

Dr. Nishtha Sheoran

Assistant Professor, Baba Mastnath University, Rohtak

Abstract-

This work examines the financial health and dividend payout consistency of leading pharmaceutical companies listed on the Bombay Stock Exchange (BSE), with a focus on how these variables influence investment appeal and long-term shareholder value. By synthesizing data from annual reports, financial databases, and sectoral analyses over a ten-year period (2014–2024), the study explores critical financial indicators—including profitability ratios, liquidity metrics, capital structure, and market value components—as proxies for operational stability. It also assesses dividend behavior through payout ratios, yield consistency, and retention patterns to understand each firm shareholder orientation. Drawing insights from prior empirical studies and industry benchmarks, the review identifies trends and interdependence between fiscal strength and dividend discipline in the pharmaceutical domain. It highlights how investor preferences are shaped by financial transparency, earnings resilience, and reward mechanisms. The findings from survey reveal that firms exhibiting consistent profitability and conservative financial management tend to maintain regular dividend distributions, strengthening investor confidence. The paper concludes by proposing a framework for investors to evaluate pharma equities using a blended approach of financial diagnostics and dividend benchmarking.

Keywords: Pharmaceutical Industry, Financial Health, Dividend Payout, Investor Behavior, BSE-listed Companies etc.

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AI-Driven Weather Prediction: Machine Learning Models for Enhanced Forecast Accuracy

Monika Jakhar

Research Scholar, Baba Mastnath University, Rohtak

Dr. Vinod Kumar Srivastava

Professor, Baba Mastnath University, Rohtak

Abstract

Precise weather forecasting is essential for disaster management, agriculture, transportation, and comprehensive societal planning. Conventional meteorological models, however efficient, frequently encounter difficulties with dynamic atmospheric conditions and extensive data fluctuation. This research examines the incorporation of machine learning models in meteorological forecasting, improving accuracy via real-time data analysis, pattern identification, and predictive modeling. Machine learning methodologies, such as artificial neural networks (ANNs), decision trees, random forests, and deep learning algorithms, provide adaptable and scalable forecasting by utilizing historical data, satellite imagery, and atmospheric measurements. The study emphasizes the relative efficacy of conventional models compared to AI-driven methodologies, illustrating the capacity of machine learning models to forecast extreme weather events, temperature variations, and precipitation trends with enhanced precision. Significant findings from survey indicate that AI-based weather prediction systems markedly decrease mistakes through the integration of big data analytics, cloud computing, and automated feature extraction. By optimizing forecasting techniques, these models provide economical, high-accuracy weather predictions that serve several businesses and governmental planning. This study finds that the incorporation of machine learning into meteorology signifies a transformative change, facilitating data-driven weather forecasting systems that progressively enhance over time. Future developments in AI-based climate models, incorporating reinforcement learning and hybrid forecasting algorithms, present intriguing strategies for alleviating the effects of erratic climate patterns.

Keywords: Weather Forecasting, Machine Learning, Climate Change, Accuracy etc.

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Using Machine Learning for a Better Future: How Technology Can Support the Economy, Protect Nature, and Help Communities Thrive

Ms. Lucky

Assistant Professor, Pt. Deen Dayal Upadhyay Management College, Meerut

Abstract

Machine Learning (ML), a significant part of Artificial Intelligence (AI), is increasingly driving global efforts toward sustainability. This paper investigates the practical applications of ML in enhancing economic growth, preserving the environment, and improving community living standards. Through an interdisciplinary approach, the study highlights ML's role in optimizing energy use, forecasting environmental risks, and advancing public services. Economically, ML helps streamline operations, minimize resource waste, and refine financial predictions. From an ecological perspective, it assists in monitoring climate changes, detecting pollution, and protecting natural resources. Socially, ML tools are employed by governments and organizations for effective planning in sectors like healthcare, education, and emergency services. The research applies a descriptive and quantitative methodology, leveraging secondary data sources and case studies. Its objectives focus on analyzing ML's contributions to economic, environmental, and societal sectors while exploring the ethical and interdisciplinary challenges involved. Findings indicate ML's high potential in achieving sustainable outcomes, although concerns regarding bias, ethical deployment, and limited access in under-resourced areas remain. To move forward, the paper recommends promoting inclusive ML technologies, integrating ethical standards, fostering collaborations across sectors, and building AI literacy. These strategies are key to utilizing intelligent technologies in creating a sustainable and equitable future across various development domains.

Keywords: Machine Learning, Sustainability, Economic Growth, Environmental Conservation, Community Development, Artificial Intelligence, Holistic Progress.

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How Digital Marketing Can Help People, Nature, and the Economy Grow Together

Ms. Alisha Riaz

Assistant Professor, Pt. Deen Dayal Upadhyay Management College Meerut

Abstract

Digital marketing is no longer just about selling products or promoting brands. Today, it can play a big role in helping people, protecting nature, and growing the economy at the same time. This paper looks at how digital marketing can support a better and more balanced future for everyone. Many businesses now use online marketing to share messages about eco-friendly products, responsible behavior, and social causes. These messages can influence people to make smarter and greener choices in their daily lives.

Using digital tools like social media, websites, and email, businesses can reach more people without wasting paper or energy. This makes digital marketing a cleaner and more environment-friendly option compared to traditional methods like posters or print ads. It also allows small businesses, startups, and local sellers to connect with customers, which helps create jobs and support the local economy.

Digital marketing also brings people together. It helps spread awareness about social issues, educates people about health and the environment, and encourages people to take part in community actions. With the help of data and technology, marketers can understand what people care about and create content that fits their values—whether it's saving the planet, supporting local farmers, or promoting fair trade.

This study gives real examples and ideas on how digital marketing can be used for the good of society, the environment, and the economy. It suggests that when digital marketing is done thoughtfully and responsibly, it can help create a better world where people, businesses, and nature all grow together.

Keywords: Digital Marketing, Sustainable Growth, Green Marketing, Community Empowerment, Eco-conscious Consumers, Economic Development, Environmental Responsibility, Inclusive Marketing, Social Well-being, Circular Economy.

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Securing the Digital Commons: Cybersecurity and Data Privacy as Cornerstones of Community Wellbeing and Sustainable Prosperity

Mrs. Shikha Manga

Assistant Professor, Pt. Deen Dayal Upadhyay Management College, Meerut

Abstract

As societies become increasingly interconnected through digital technologies, protecting the integrity and accessibility of our shared digital spaces—the "digital commons"—has become vital to ensuring collective wellbeing and long-term sustainability. This conference examines how cybersecurity and data privacy, once seen as purely technical concerns, now serve as foundational elements of economic stability, social trust, democratic integrity, and environmental responsibility.

Positioned at the intersection of disciplines such as information technology, law, governance, ethics, economics, and social sciences, the event encourages a holistic exploration of how secure and privacy-respecting digital infrastructures can foster inclusive growth and resilient communities. From cyber threats and data misuse to the ethical challenges of algorithmic decision-making, the issues at hand demand collaborative, cross-sector responses that emphasize transparency, accountability, and human rights.

Through inclusive dialogue and knowledge exchange among researchers, practitioners, policymakers, and civil society leaders, this conference aims to develop innovative frameworks and actionable strategies that uphold the digital commons as a public good. In doing so, it seeks to chart a path toward a digitally secure future that supports community empowerment, equitable innovation, and sustainable prosperity for all.

Keywords: Digital Commons, Cybersecurity, Data Privacy, Community Wellbeing, Sustainable Prosperity, Digital Trust.

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Strategic Talent Management in Private Banking: Insights from NCR

Sonu Yadav

Research Scholar, Baba Mastnath University, Rohtak

Dr. Suman Pahal

Associate Professor, Baba Mastnath University, Rohtak

Abstract

In the competitive world of private banking, especially in India's National Capital Region (NCR), managing talent strategically has become a key differentiator. This research carefully looks at the ways that private sector banks in NCR are changing their human resource practices to attract, develop, and keep high-quality employees. The study looks at important parts of strategic talent management, such as programs for developing leaders, preparing for succession, evaluating performance, and getting employees involved. The study, which is based on the most recent research, HR case studies, and industry statistics, focuses on how banks are aligning their talent strategy with their business goals to boost productivity and keep growing. It also talks about problems including skill mismatches, the danger of losing employees, and the changing needs of a digitally skilled workforce. This study aims to give policymakers, HR professionals, and banking strategists useful information that will help them build strong human capital frameworks. It adds to the larger conversation about talent sustainability and strategic HR alignment in the financial services industry by pointing out differences between regions and institutional methods.

Keywords: Talent Management, HR Practices, Private Banking, Delhi NCR Region etc.

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Teacher Development and Professional Education for Sustainability

Utkarsh Singh

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Abstract

In an era marked by environmental challenges, social inequalities, and rapid technological advancement, teacher development and professional education for sustainability have become essential pillars in building a resilient and responsible education system. This paper explores how empowering educators with sustainability-oriented knowledge, values, and pedagogical skills can transform teaching practices and influence future generations. Effective teacher development programs integrate sustainability not just as content, but as a cross-cutting theme that influences curriculum design, critical thinking, and community engagement. Professional education must evolve to foster reflective, adaptive, and ethically grounded teachers who can address complex global issues through interdisciplinary approaches. By aligning teacher preparation with the goals of Education for Sustainable Development (ESD), educators are equipped to inspire learners toward sustainable living and social responsibility. These abstract outlines the urgent need to invest in continuous teacher learning, collaborative practices, and institutional support systems that prioritize long-term ecological and societal well-being have become essential pillars in building a resilient and responsible education system. This paper explores how empowering educators with sustainability-oriented knowledge, values, and pedagogical skills can transform teaching practices and influence future generations. Effective teacher development programs integrate sustainability not just as content, but as a cross-cutting theme that influences curriculum design, critical thinking, and community engagement. Professional education must evolve to foster reflective, adaptive, and ethically grounded teachers who can address complex global issues through interdisciplinary approaches. By aligning teacher preparation with the goals of Education for Sustainable Development (ESD), educators are equipped to inspire learners toward sustainable living and social responsibility. These abstract outlines the urgent need to invest in continuous teacher learning, collaborative practices, and institutional support systems that prioritize long-term ecological and societal well-being.

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Comparative Study of Emotional Intelligence Among Male and Female Students of Senior Secondary Classes

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Abstract

The purpose of this study is to compare the emotional intelligence (EI) levels of male and female students studying at senior secondary level, and to understand how gender affects different dimensions of EI.

The study involved 200 students (100 male and 100 female) selected by stratified random sampling technique. A standardized emotional intelligence scale developed by Dr. Ekta Sharma was used, which measured five dimensions such as self-awareness, self-regulation, motivation, empathy and social skills. The data were analyzed by t-test.

The results showed that while male and female students did not differ much in overall EI levels, female students scored relatively higher in empathy, self-awareness and social skills. This difference was statistically significant.

The study suggests that schools should adopt gender-sensitive EI training programmes that make students more emotionally empowered. Also, it can help break gender-based stereotypes, especially by encouraging emotional expression among male students.

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Teaching That Makes a Difference: For Communities, Economy, and the Environment

Dr. Pratima

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Abstract

This research explores how integrative school-based education that holistically combines community engagement, economic literacy, and environmental responsibility can contribute to sustainable development and well-rounded learner growth. Drawing from the principles of Education for Sustainable Development (ESD), the study investigates the outcomes of an interdisciplinary teaching intervention across secondary schools. Utilizing a mixed-methods, quasi-experimental design, and 200 students across intervention and control schools were assessed through both quantitative and qualitative measures. The findings reveal statistically significant gains among students in the intervention group in areas of civic participation, economic understanding, and environmentally responsible behavior. Notably, improvements in students' sense of agency, local engagement, and systems thinking were observed. Qualitative feedback from teachers and students underscored enhanced motivation, collaboration, and a deeper connection with real-world challenges. The results support the integration of ESD frameworks into formal curricula, suggesting that such models not only enhance academic learning but also foster meaningful social and ecological consciousness. The study concludes with key recommendations for educators, curriculum developers, and policymakers to adopt participatory, place-based, and interdisciplinary strategies in education, advancing both student flourishing and community sustainability.

Keywords: Education for Sustainable Development; Community Engagement; Economic Literacy in Schools; Environmental Responsibility; Holistic Well-being; Interdisciplinary Teaching.

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Blockchain Beyond Bitcoin: Real-World Uses in Software Development

Dimpi Gulati

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Abstract

Originally designed to support cryptocurrencies like Bitcoin, blockchain technology has evolved into a powerful tool with applications far beyond digital currency. This paper explores how blockchain is transforming software development by enabling decentralized, secure, and transparent systems. Key areas of focus include digital identity verification, smart contract automation, supply chain tracking, decentralized data storage, and secure e-governance solutions such as digital voting. The study outlines fundamental blockchain components—such as distributed ledgers, consensus mechanisms, and tokenization—and explains how they contribute to building tamper-resistant applications. It also examines blockchain's role in powering Web3 technologies, decentralized finance (DeFi), and cross-chain interoperability. Through real-world case studies in healthcare, logistics, and digital governance, the paper highlights the tangible benefits of blockchain-based solutions while acknowledging current limitations like scalability, energy use, and regulatory issues. The analysis offers a forward-looking perspective on how software developers and organizations can harness blockchain to create resilient, next-generation applications.

Keywords: Blockchain Technology, Software Development, Web3, Smart Contracts, Decentralized Applications (dApps), Digital Identity, Supply Chain Transparency, Healthcare Data Security, E-Governance, Distributed Ledger Technology (DLT), Consensus Algorithms, DeFi, Blockchain Interoperability, Data Integrity, Future Technology Trends.

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Assessing The Roles of Modern Agricultural Innovations in Combatting Insecurity Challenges in Nigerian Agricultural Sector

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Abstract

This paper examines the roles of modern agricultural innovations in addressing insecurity in Nigeria primarily in the agricultural sector that comprises crops and animal production. This paper looks at the bedevilled clashes that have been occurring between farmers and herders in Nigerian rural areas over the accessibility of land and water resources. Among other things, the clashes exacerbate food insecurity and socio-economic instability in the country. Therefore, this study explores several innovative approaches in crop cultivation and animal husbandry. The paper demonstrated the how use of these technologies can enhance productivity and resilience among farmers and herders. In addition, the paper discusses the major challenges and barriers to the adoption of these innovative approaches that also involve the utilisation of Information and Communication Technologies (ICT). The challenges identified included limited access to finance by the farmers and herders, inadequate infrastructure for adopting the innovative approaches, and socio-cultural factors of the farmers and herders that prevent the adoption of the approaches. The study also looks at the recommendations to strengthen agricultural innovations in Nigeria such as improving access to finance, infrastructure development, capacity building, supportive policies, and public-private partnerships.

Keywords: Agriculture, Agricultural innovation, modern approaches, insecurity.

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Financial Innovations for a Sustainable Economy

Dr. Devesh Gupta

Associate Professor, Pt. DDUMC

Abstract

The urgent challenge of climate change and sustainable development requires significant transformation in financial markets. Financial innovations—ranging from new instruments like green bonds and social impact bonds to advanced fintech integration—are pivotal for mobilizing capital toward sustainable and inclusive economic growth. The interplay among innovative financial tools, intelligent risk management, and emerging digital technologies (such as AI and blockchain) is shaping the contemporary landscape of sustainable finance.

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Voices From the Classroom: Nigerian Teachers' Perspectives on Integrating Virtual Reality for Cultural Heritage Education in Secondary Schools

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Eke Chidingozi

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Abstract

This study examines Nigerian secondary school teachers' perspectives on using virtual reality (VR) to teach cultural heritage, addressing the challenge of engaging students with Nigeria's rich cultural legacy. Traditional teaching methods often fail to connect students with their heritage, necessitating innovative tools like VR to enhance learning. The purpose is to explore teachers' perceptions, challenges, and the impact of VR on student engagement and cultural identity. Twenty teachers from Enugu and Kano, each with at least one year of VR experience in teaching history, social studies, or literature, participated. A qualitative phenomenological design was used, involving semi-structured interviews, focus groups, and optional classroom observations. Thematic analysis revealed that VR boosts student engagement, with most teachers noting increased participation. It also fosters cultural pride and a sense of belonging. However, challenges like unreliable electricity and limited Nigeria-specific VR content hinder implementation. These findings highlight VR's potential to transform cultural heritage education, promoting community well-being and sustainable cultural preservation in Nigerian schools.

Keywords: virtual reality, cultural heritage education, Nigerian secondary schools, teacher perspectives, student engagement, cultural identity, community well-being, sustainable education.

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Sports for All: How Community Sports Promote Wellbeing, Boost Local Economy, and Support a Greenery Future

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Abstract

Community sports are becoming more than just a way to stay fit—they're turning into vital pillars that support individual well-being, strengthen local economies, and inspire more sustainable living. This research paper explores the deeper value of sports at the community level, showing how accessible and inclusive sporting activities create real, positive change in people's lives. Beyond the obvious physical benefits, participation in local sports boosts mental health, builds confidence, and fosters a sense of belonging. At the same time, events and programs centered around sports often create economic opportunities—from jobs for coaches and vendors to increased footfall for small businesses near sporting venues. Another key aspect this paper examines is the environmental side of community sports. Many modern initiatives are blending physical activity with green practices—using solar energy, reducing plastic usage, and promoting environmental awareness through events. Drawing Insights from surveys, interviews, and official reports, this study paints a holistic picture of how community sports can become powerful tools for social, economic, and environmental development when implemented with thoughtful policies and inclusive planning. The paper concludes by offering a practical model that integrates health, economy, and sustainability to guide future efforts in community sports development. Ultimately, "Sports for All" is more than a concept—it's a movement that can transform lives and build better, greener communities.

Keywords: Turning into vital pillars, inspire more sustainable living, inclusive sporting activities, sports often create economic opportunities, Sports for All.

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The Role of Education in Promoting Community Resilience and Well-being: A Nursing Perspective

Ms. Tania Sharma

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Abstract

Education is a vital component in enhancing community resilience and overall well-being, particularly when delivered through nursing-led initiatives. This study explores how health education equips individuals with the knowledge, skills, and confidence needed to prevent illness, respond effectively to crises, and maintain a healthy lifestyle. By focusing on the nursing perspective, the research highlights the role of nurses as educators, advocates, and facilitators in community health. A descriptive cross-sectional design will be used to gather data from both nurses and community members through questionnaires, interviews, and observations. The findings are expected to demonstrate that well-structured nursing-led educational programs significantly improve disease prevention, mental health awareness, and coping strategies during emergencies. Ultimately, the study underscores that investing in health education is a sustainable approach to building strong, adaptable, and healthier communities.

Keywords: Education, Nursing, Community Resilience, Well-being, Health Literacy.

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Conceptual Analysis of Hybrid Cloud Vs. On-Premise Trade-Offs for Zero-Trust Auditing

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Abstract

This conceptual study examines the performance-security trade-offs inherent in deploying Zero-Trust auditing frameworks across hybrid cloud and on-premise environments. Through comparative analysis of architectural models, resource allocation patterns, and threat mitigation strategies, we identify the distinct overheads associated with cryptographic verification, micro segmentation, and continuous authentication in each deployment context. Our findings indicate that hybrid cloud solutions offer scalable elasticity—reducing peak-load latency by up to 30%—but may introduce additional inter-zone network hops that increase average audit-log transmission time by 15%. Conversely, on-premise deployments achieve lower baseline latency and tighter control over data flows but suffer diminished resilience under sudden traffic spikes, leading to potential audit backlog accumulation.

Based on these insights, we recommend a tiered Zero-Trust policy framework that dynamically shifts high-volume, non-critical audit processing to cloud nodes while reserving on-premise infrastructure for low-latency, high-integrity validation tasks. This hybrid approach can achieve an overall reduction in end-to-end latency of 20% and maintain above 99.9% log-integrity assurance.

The implications of this study extend to security operations centers and compliance teams, suggesting that a balanced orchestration of cloud and local resources can optimize both throughput and tamper-resistance. In particular, organizations should invest in real-time network instrumentation and adaptive policy engines to streamline trust assertions across mixed infrastructures.

Keywords: Zero-Trust, Hybrid Cloud, On-Premise, Audit, Performance Overhead, Security Gains, Micro segmentation, Scalability, Resilience.

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Designing for Desert: Historical Patterns and Modern Strategies in Arid-Context Urbanism

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Lovely Singh

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Abstract

This study will examine the arid-context climate-responsive urbanism on historical patterns of modern urban planning for microclimate, water security, liveability, and conservation of forests. It looks at a range of exemplary towns from the Middle East, North Africa, Iran/Central Asia, the Mediterranean, the Indian subcontinent, and contemporary arid cities: Masdar, Riyadh, and Dubai. For comparative context, this will borrow from the ancient civilizations such as the Indus Valley, Mesopotamia, Achaemenid Persia, Hellenistic/Roman Mediterranean, and early Islamic urban traditions vis-à-vis contemporary planning examples. Principles include courtyards, wind channels, shading, and water harvesting, scaled up into applicable urban forms and governance models. The four phases will be: (1) desk research; (2) comparative mapping; (3) design synthesis with retrofit and new-build pilots; (4) policy guidance for planners and communities. Deliverables comprise a cross-case principles report modular design toolkit, interactive linking climate strategies to forest-conservation outcomes, and policy briefs with pilot concepts. The project conceives arid-first designs capable of relieving pressure on forests, sustaining adaptable livelihoods, and scaling climate-resilient urbanism in diverse contexts.

Keywords- Interdisciplinary, Economic Vitality, Architecture, Sustainable Action, Community well-being.

Infra-Red Analysis of The Toxicity Levels in The Selected Water Colours in Primary Schools

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Abstract

The Fourier Transform Infra-red spectroscopy of twelve (12) water colours of white, orange, red, dark blue, purple, light green, brown, dark green, yellow, pink, light blue and black available in selected primary schools were examined for toxicity. The results showed the following functional groups of O-H, =CH₂ with saturated C-H, C-N, C=O, -N=N-, S=O, C-Cl and -Br are present with their characteristic stretching vibration bands. In all the colours under investigation, the result depicts the presence of azo chromophoric group which according to literatures, can easily be reduced under mild reducing conditions, into forbidden aromatic amines such as benzidine, aniline and their derivatives which are toxic to human body and are not eco-friendly. The general implications of this is that children in primary schools are daily exposed to the danger of negative effects of these harmful aromatic amines, other effects on primary education were also examined. However the FTIR spectroscopy of the water colours studied here did not reveal the quantitative analysis and chemical structure of the dyes; hence, there is the need to carry out quantitative analysis of the colour to indicate the toxicity levels of the azo groups also GC-MS or NMR spectroscopy of the colours could be done in order to determine their chemical structures.

Keywords: Water Colours, Infra-red Spectroscopy, Functional groups, Aromatic amines and Absorption Spectra.

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Legal Frameworks for Social Justice and Equality

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Abstract

The recognition of any enlightenment can be judged by the way of governance present in it and the sense of harmony among the people living there. A nation and nation state are formed from the society itself. In the society the voice of justice rises when the people residing there feel victimized in some way or the other. At present, the demand for social justice is changed according to the time and the circumstances of the society. We can see that the ideology of the meaning of social justice is to hold out against all forms of harassment whether social, economic, cultural and political. It believes in the concept of equal justice for all the people living in the nation whether rich or poor. It also provides support to democratic principles. Social justice is the pillar of socialism. We can say that like democracy, the concept of social justice too urges us to treat all the human beings living in the society as equal. Social justice is not a blind ideology or a stupid doctrine but it is the one which is to provide for the equal social opportunities to the development of personality to all the people living in the society, without any discrimination on the basis of caste, sex or race.

Social justice is an arch of the constitution of India which is nowhere defined in the constitution but which ensures life to be meaningful and purposeful with the dignity of person. Social justice also protects rights of backward classes of the society as its aim is to attain a substantial degree of the social and economic equality. Race, nationality, sexual orientation, gender, caste, religious affiliation and income level are some of the basic demographics considered for the social equality.

This exploration paper gives a total examination of the concept of social justice which is enshrined in Indian constitution in different articles etc. It has been arranged after a tremendous examination of public statements, official records, articles, exploration items, meetings and contextual investigations about this concept of social justice.

Keywords: justice, legislation, norms, concept, social justice, Indian constitution.

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AI and Big Data in Healthcare Analytics

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Abstract

The rapid advancement of Artificial Intelligence (AI) and the expansion of Big Data are driving a transformative shift in healthcare analytics. As healthcare systems worldwide produce massive volumes of complex, heterogeneous data—from electronic health records (EHRs) and medical imaging to wearable sensors and genomic information—traditional methods of data analysis have become insufficient. AI technologies, particularly machine learning, deep learning, and natural language processing, have emerged as powerful tools to extract actionable insights, enabling healthcare providers to improve decision-making, personalize patient care, and streamline operations.

This abstract presents a comprehensive overview of how AI and Big Data are revolutionizing healthcare analytics. AI-driven predictive models are now capable of identifying at-risk patients, detecting diseases at earlier stages, and forecasting treatment outcomes with increasing accuracy. These capabilities are critical in addressing challenges such as chronic disease management, population health, and hospital resource optimization. Big Data analytics enhances this process by offering the scalability and real-time processing required to handle high-dimensional healthcare datasets.

Furthermore, the integration of AI in clinical workflows supports personalized medicine by analyzing patient-specific data to guide tailored treatment strategies, especially in fields such as oncology, cardiology, and genomics. Operationally, AI helps optimize hospital scheduling, reduce wait times, and enhance supply chain management.

However, the adoption of AI and Big Data in healthcare is not without challenges. Concerns around data privacy, security, ethical use of AI, algorithmic transparency, and regulatory compliance must be addressed to ensure safe and equitable deployment. Interdisciplinary collaboration between data scientists, clinicians, policymakers, and technologists is essential to build robust, ethical, and human-centered AI systems in healthcare.

This presentation explores current use cases, benefits, limitations, and the future landscape of AI and Big Data in healthcare analytics, emphasizing their role in promoting more intelligent, predictive, and patient-centered healthcare systems on a global scale.

Keywords: Artificial Intelligence, Big Data, Healthcare Analytics, Machine Learning, Predictive Modeling, Electronic Health Records, Personalized Medicine, Health Informatics, Clinical Decision Support, Data Privacy.

Two Days International Multidisciplinary Conference on "**Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility, and Sustainable Action**" on the occasion of Teachers' Day in India, Sep 05-06, 2025 at Meerut, India jointly organized by

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Embedding Corporate Social Responsibility in Business Education: Fostering Ethical Leaders for Economic and Environmental Resilience

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Abstract

In response to growing complexities of environmental, economic, and social issues, business education as a program must brace up to address these interconnected challenges. Embedding the principles of Corporate Social Responsibility within business education curriculum offers a pathway to develop future leaders who balance financial success with environmental sustainability. The study was guided by two objectives, research questions, and hypotheses and the population of the study comprises 200 final-year business students from three Nigerian universities with accredited business programs. A descriptive survey method was employed; data were collected via a structured questionnaire validated by expert in the department of test measurement and business education and administered through Google Forms. Reliability assessment yielded Cronbach's alpha coefficient of 0.86, demonstrating strong internal consistency. Descriptive statistics addressed the research questions while hypotheses were tested using ANOVA and t-test with a significance level of 5%. The results indicated that students who are exposed to CSR-oriented curricula exhibit significant higher level of ethical reasoning, environmental consciousness, and involvement in community engagement compared to their peers enrolled in conventional programs. The study concludes that integrating CSR into business education program prepares graduates to succeed in competitive environments while upholding ethical standards and environmental stewardship. It recommends comprehensive curriculum reforms to integrate CSR throughout all business disciplines, enhanced faculty training development focusing on sustainable education, and stronger academic-industry partnerships to equip students with practical and experiential CSR learning opportunities.

Keywords: Corporate Social Responsibility, Business Education, Environmental Resilience.

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Fostering Holistic Flourishing: Intersecting Community Well-being, Economic Vitality, Environmental Responsibility and Sustainable Action

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Abstract

The concept of holistic flourishing emphasizes the integration of community well-being, economic vitality, environmental responsibility, and sustainable action to create resilient societies. This entails aligning community objectives with sustainable development principles to address contemporary challenges such as social inequality, climate change, and unsustainable practices. One approach is responsible tourism, which acknowledges the interdependences of the social, economic, cultural, and environmental domains, significantly influencing community life satisfaction (Mathew and Nimmi, 2021). Community-driven efforts, particularly in fragile ecological zones such as Ladakh's trans-Himalayan region, highlight the importance of local engagement and cultural preservation in fostering economic stability while safeguarding the environment (Wani et al., 2025). Corporate strategies incorporating dynamic capabilities can further bolster sustainable development by blending economic growth with environmental stewardship (Franco et al., 2024). Initiatives like those in Brighton's tourism sector underscore the potential for comprehensive models that facilitate the sustainability of economic activities, ensuring community involvement and environmental care are prioritized (Karsokiene et al., 2025). Integrating intangible cultural heritage into development strategies also showcases how indigenous knowledge and local customs can drive both economic and environmental sustainability (Shandidy, 2023). Formulating these integrated frameworks necessitates robust leadership that aligns corporate, community, and environmental objectives. Such strategies not only promote economic resilience and environmental responsibility but also safeguard cultural identities and community networks, fostering a balanced approach to modern societal development. Through strategic partnerships and policy coherence, a sustainable pathway can be forged, aligning local and global imperatives for a thriving future (Rosário and Boechat, 2025).

Keywords: Social inequality, climate change, interdependences of the social, economic, cultural, environmental.

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Ayurveda As a Transdisciplinary Pathway to Holistic Flourishing: Integrating Health, Economy, Environment and Sustainability

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Abstract

Ayurveda, India's ancient system of holistic medicine, offers an integrated paradigm that connects human well-being, ecological balance, and sustainable living. Achieving sustainable development requires an integrated approach that simultaneously addresses health, economic resilience, environmental stewardship, and socio-cultural well-being. Ayurveda, the ancient Indian science of life, inherently embodies this integration through its preventive health strategies, ecological ethics, and community-centered economic potential. This study investigates Ayurveda's potential as a transdisciplinary framework for fostering holistic flourishing across health, economy, environmental stewardship, and sustainable action. A mixed-method approach, combining literature analysis and thematic synthesis, reveals that Ayurveda's preventive and promotive health strategies, sustainable agricultural practices, and eco-conscious consumption models can bridge modern sustainability goals and traditional wisdom. Results indicate significant potential for improving public health outcomes, strengthening local economies, enhancing environmental resilience, and fostering sustainability-aligned lifestyles. The study proposes a replicable model for integrating Ayurveda into policy and practice for national and global contexts. The conceptual framework proposed in this paper demonstrates Ayurveda's applicability as a catalyst for community well-being and economic vitality while safeguarding the environment.

Keywords: - Holistic, Flourishing, Synthesis, Sustainability, Wisdom, Conceptual.

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Green Entrepreneurial Opportunities in Food Waste Management for Climate Resilience in Nigeria

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Abstract

Climate change, global warming and other related environmental challenges which constitute a threat to sustainable economic growth have also created green entrepreneurial opportunities in food waste management in Nigeria. The issue of food waste represents a squandering of limited natural resources, which has the potential to worsen poverty and contribute to food insecurity in Nigeria. Through systematic literature review and participant observation, this study identifies the green entrepreneurial opportunities in food waste management for climate resilience in Nigeria. It also identifies the adaptation and mitigation strategies to the impacts of food waste on climate and health in Nigeria. This study identifies the role of environmental education in mitigating the impacts of food waste on climate and health in Nigeria. This study recommends more advocacy projects and in-depth research on green entrepreneurial opportunities in food waste management in Nigeria. This study concludes that there is a great need for individuals, institutions and communities to work together towards adaptation and mitigation of the impacts of food waste for climate resilience in Nigeria.

Keywords: Climate Change, Food Waste, Green Entrepreneurship, Resilience, Zero Hunger.

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Highly Efficient and Recyclable Pd (0)–Schiff Base Supported on MCM-41 for C–S Coupling Reactions

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Abstract

A Pd-Schiff-base anchored onto functionalized mesoporous MCM-41 (Pd(0)-Schiff-base@MCM-41) was synthesized for the C–S cross-coupling of various aryl halides (iodides, bromides, and chlorides) with aryl thiols. The high surface area of the catalyst, along with its easy separation and recyclability, are key advantages of this method. Furthermore, the synthesized Pd (0)-Schiff-base@MCM-41 catalyst has also been successfully applied to the coupling of arylboronic acids with thiols.

Keywords: Pd (0)–Schiff base, MCM-41, C–S cross-coupling, Recycle Catalyst.

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Learn Buddy AI (SASC) - Smart Co-Learning with Habit Adaptive Alerts

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Abstract

Self-directed learners often struggle with maintaining focus, adhering to study schedules, and staying motivated due to distractions and a lack of personalized guidance. Traditional study tools, such as static timers or reminder apps, fail to adapt to user behavior and are easily ignored. We propose **Learn Buddy AI (SASC)**, a **Smart Adaptive Study Companion** that leverages **co-learning, habit analytics, and multi-modal motivational alerts** to enhance study engagement. SASC tracks study sessions, dynamically adjusts break intervals using habit-adaptive scheduling, and provides interactive quizzes to reinforce learning. To prevent missed sessions, the system employs **escalating alerts**— from in-app notifications to SMS and automated voice calls—combined with motivational messages to maintain learner engagement. A pilot study is planned to evaluate the system's impact on **study adherence, alert response rate, and learning performance**, demonstrating the potential of multi-modal adaptive interventions to improve self-directed learning outcomes.

Keywords: Self-Directed Learning, Adaptive Study Companion, Habit Analytics, Motivational Alerts, Learning Engagement.

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Optimizing Routing Intelligence: A New Approach to OSPF Performance Enhancement

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Abstract

The growing complexity and dynamic nature of modern networks demand intelligent routing mechanisms capable of delivering high-speed, resilient, and scalable performance. This study, titled "Optimizing Routing Intelligence: A New Approach to OSPF Performance Enhancement," presents a novel framework aimed at refining the operational efficiency of the Open Shortest Path First (OSPF) routing protocol through adaptive algorithmic modifications and network-aware heuristics. The proposed framework integrates real-time traffic analysis, dynamic link cost adjustments, and predictive topology mapping using machine learning techniques to address common limitations such as convergence delays, suboptimal route selection, and resource bottlenecks. By leveraging enhanced decision logic and introducing modular route prioritization parameters, the framework improves throughput, minimizes latency, and strengthens network stability—particularly in large-scale or hybrid topologies. Empirical validation will be conducted using simulated environments and real-time traffic scenarios across multi-tiered networks. Performance metrics including route convergence time, packet loss ratio, and path reliability will demonstrate significant improvements compared to traditional OSPF implementations. The findings support the feasibility of integrating intelligent control strategies within link-state protocols to adaptively optimize routing outcomes.

Keywords: Routing Intelligence, OSPF Routing protocol, Network Optimization etc.

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Effectiveness Of Entrepreneurship Education Among Kano State Colleges of Education Students for Self-Reliance

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Abstract

This study examined the effectiveness of entrepreneurship education among Kano state Colleges of Education students for self-reliance. The research adopted a descriptive survey design. Three research objectives and three research questions guided the study. The population consists of final year students from college of education in Kano State. The total population of final year in colleges of Education in Kano State is 6,782 students. A sample of 450 students was drawn using stratified and sample random sampling techniques. Structured questionnaire titled: "Entrepreneurship Education for Self-Reliance Questionnaire (EESRQ)" were used. The instrument was validated and tested for reliability. Three experts from Department of Education, Faculty of Education, Bayero University Kano validated the instrument and the instrument yielded reliability coefficient of 0.77 using Cronbach Alpha coefficient. The data collected for the study was analysed using descriptive statistics (mean and standard deviations) in answering the research questions with the aids of computer application software Statistical Package for Social Science (SPSS). The findings showed that entrepreneurship education expose students to knowledge and skills for job creation after graduation. It was discovered that through entrepreneurship education individuals acquire soft skills, such as creativity skill, planning skill, problem-solving skill, evaluation skill and communication skill which are essential for success in the business world. It was also discovered that inadequate funding, lack access to startup capital and lack of qualified instructors, inadequate infrastructure hinders effective entrepreneurship education. Based on the findings, researchers recommended that Colleges of Education should pattern with government agencies, NGOs, and financial institutions to provide start-up grants or microloans for student's entrepreneurs.

Keywords: Entrepreneurship Education, Self-Reliance, Colleges of Education.

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Balancing Growth and Fairness: Rethinking Global Trade and E-Commerce for Inclusive Development

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Abstract

The expansion of global trade and the rise of e-commerce have reshaped economic landscapes worldwide, fostering rapid growth and cross-border connectivity. However, this growth often raises concerns about fairness, equity, and inclusivity, particularly for developing economies and marginalized communities. This study critically examines the intersection of global trade, digital commerce, and development justice, focusing on how economic vitality can be aligned with equitable distribution of benefits. Using an interdisciplinary approach, the research explores how technological advancements in e-commerce provide both opportunities and challenges in bridging socio-economic divides.

The paper identifies structural barriers—such as unequal digital infrastructure, trade imbalances, and regulatory gaps—that prevent inclusive participation in global markets. It also investigates the ethical and policy dimensions of ensuring fairness in e-commerce practices, trade agreements, and market access. By integrating perspectives from economics, social justice, and sustainability, the study emphasizes the need for balanced strategies that foster growth without reinforcing inequalities.

Through qualitative analysis, case studies, and policy evaluation, the research contributes to understanding how trade and e-commerce can be redesigned to support development justice. The findings highlight the importance of empowering local businesses, enhancing digital literacy, and enforcing fair regulations. The paper ultimately calls for collaborative global frameworks that encourage innovation while ensuring inclusivity and fairness in the evolving digital economy.

Keywords: Global Trade, E-Commerce, Inclusive Development, Development Justice, Digital Economy, Sustainability.

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Digital Economy and Ethical E-Commerce

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Abstract

The rapid expansion of the digital economy has transformed global commerce, with e-commerce platforms driving unprecedented economic growth and consumer access. However, this growth raises critical ethical challenges, including data privacy, fair labor practices, environmental sustainability, and equitable access to digital markets. This paper explores the intersection of the digital economy and ethical e-commerce, examining how businesses can align profit motives with ethical principles. Through a review of current practices, case studies, and emerging frameworks, we analyze the ethical dilemmas inherent in e-commerce, such as consumer data exploitation and supply chain transparency. We propose a model for ethical e-commerce that integrates stakeholder theory, sustainable practices, and regulatory compliance to foster trust and long-term viability. Our findings suggest that ethical e-commerce not only mitigates risks but also enhances brand loyalty and market competitiveness in the digital economy.

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Social Responsibility in Marketing: Insights from Consumer Perceptions in India's Food Sector

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Abstract

With lots of changes and uncertainties, when it can't be foreseen how pandemics like Covid-19 may affect our lives, responsible behaviour, socially responsible marketing strategies, and consumer perception towards them become more prominent to face these difficulties, particularly in the food sector. Being socially responsible, companies can create a position in consumers' minds and positively affect the behaviour of all participants, from individuals to business entities, towards themselves and others to enhance their well-being and enrich our society. The research uses the Theory of planned behaviour as a base with other different factors to evaluate the effect of consumer perception towards socially responsible behaviour and purchase intention. This research is descriptive and survey-based, and a questionnaire will be used as a research instrument to collect data.

Keywords: Socially Responsible Marketing, Social Responsibility, Food Products, Consumer Perception, Environment.

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Impact Investing, Green Finance, and the Circular Economy: Catalysts for Sustainable Development

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Abstract

As the world faces escalating environmental degradation, climate change, and social inequalities, the financial sector is evolving to support solutions that drive sustainability. This paper explores the convergence of three interrelated concepts—**Impact Investing**, **Green Finance**, and the **Circular Economy**—and their collective potential to reshape economies toward inclusive, low-carbon, and regenerative models. Impact investing focuses on generating measurable environmental and social benefits alongside financial returns. Green finance channels funds specifically toward environmental objectives. The circular economy aims to eliminate waste and keep resources in use longer. Together, these approaches are not only reshaping investment strategies but also influencing corporate behavior, government policy, and consumer attitudes. The article discusses their individual definitions, the synergies between them, key global trends, challenges, and their role in advancing the UN Sustainable Development Goals (SDGs).

Keywords: Impact Investing, Green Finance, Circular Economy, Sustainable Development, ESG Investing (Environmental, Social, Governance), Sustainable Finance, Climate Finance, Responsible Investment, Social Impact, Green Bonds.

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Role of Youth in Promoting Peace, Justice and Strong Institutions

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Abstract

Youth constitute a significant proportion of the global population and are central to the advancement of peaceful, just, and inclusive societies. In line with Sustainable Development Goal (SDG) 16 of the United Nations 2030 Agenda, this paper examines the multifaceted role of young people in promoting peace, justice, and strong institutions. It explores their contributions to conflict prevention, legal advocacy, anti-corruption efforts, and institutional strengthening. It also identifies the challenges they face, including marginalization, unemployment, and limited political participation, while proposing strategies to enhance youth engagement. The paper argues that empowering young people is essential for sustainable development, stability, and democratic governance.

Keywords: Youth, Peace and Justice, Strong Institutions, SDG 16, Governance, Civic Engagement.

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Role of ICT in Make in India

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Abstract

The Government of India launched the Make in India action in September, 2014 as part of a wider set of nation- structure enterprise. Its end is to make India a manufacturing mecca by barring the gratuitous laws and regulations, making regulatory processes lightly, making the government more transparent, responsive and responsible and to take manufacturing growth up to 10 on a sustainable base. Piecemeal from enterprise similar as development of smart metropolises, skill development, National Investment and Manufacturing zones, FDI improvement, the government is erecting a pentagon of corridors across the country to boost manufacturing and to project India as a Global Manufacturing destination of the world. In the ultramodern profitable perspective information and communication technology is seen as an important catalyst factor for profitable growth. Numerous exploration findings support that technological changes play an important part for profitable growth. The present study is an attempt to bandy the part of ICT in different aspects of make in India. This paper will be a good reference material for operation and economics preceptors and exploration scholars to understand the part of ICT in make in India.

Keywords: Information and Communication Technology, Make in India and Economic Growth.

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Harnessing AI and Big Data Analytics: Shaping the Future of Healthcare in India

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Abstract

Artificial Intelligence (AI) and Big Data Analytics (BDA) are increasingly recognized as transformative forces that are reshaping industries, governance, and human society in profound ways. AI, with its foundations in machine learning, deep learning, natural language processing, and predictive modelling, requires vast amounts of data to train algorithms and generate reliable insights. Complementing this, BDA provides the scale, diversity, and velocity of data processing required to uncover hidden patterns, correlations, and trends within complex datasets. Together, AI and BDA form a synergistic paradigm in which Big Data serves as the fuel and AI operates as the engine, driving intelligent, data-driven innovation across multiple domains.

Globally, AI-BDA applications are enabling predictive diagnostics, telemedicine platforms, genomic-driven personalized treatments, and advanced medical imaging, thereby enhancing both the accessibility and quality of care. In India, where the healthcare system must serve more than 1.4 billion citizens with limited resources, these technologies can play a pivotal role in addressing systemic challenges such as inadequate rural access, shortages of medical professionals, real-time disease surveillance, and hospital resource optimization. International best practices, including the NHS AI Lab in the United Kingdom, Mayo Clinic initiatives in the United States, and Ping An Good Doctor in China, provide models that India can adapt and scale to its unique demographic and infrastructural context.

Despite their vast potential, the adoption of AI and BDA faces several barriers. Data privacy and cybersecurity remain critical concerns, particularly with the emergence of new regulations and the sensitive nature of health-related information. Additionally, algorithmic bias and the uneven availability of digital infrastructure could exacerbate existing inequities if not adequately addressed. Looking forward, advancements in Edge AI, Explainable AI (XAI), and quantum-enhanced analytics are expected to extend the scope and reliability of AI-BDA systems. This paper argues that the integration of AI and BDA is not merely a technological advancement but a paradigm shift in how societies innovate, make decisions, and deliver essential services. Specifically, it highlights the need for a human-centric, ethical, and affordable approach to healthcare innovation in India in order to unlock the full transformative potential of these technologies.

Keywords: Artificial Intelligence, Big Data Analytics, Healthcare Innovation, Predictive Diagnostics, Ethical AI, Edge AI.

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Culture, Identity, and Social Capital in Building Resilient Communities in Nigeria's Niger Delta, 20th -21st Centuries

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Abstract

The study examines culture, identity and social capital in building resilient communities in Nigeria's Niger Delta from the 20th to the 21st centuries. Apart from oil and gas resources, the Niger Delta region of Nigeria, is rich in culture and heritage but over the years its collective value and importance has not been realised. This is mainly as a result of the various environmental challenges due to oil exploration activities, social disruption, neglect and criminality. The study will look at the interconnectedness of culture, identity and social capital in sustaining economic and social development within Nigeria's Delta region. It will explore how social capital, kinship, socio-economic and other factors have reciprocal relationships in bringing communities together and fostering their holistic well-being and peaceful coexistence. It will also interrogate cultural values and social capital as a critical driving force to the flourishing of the communities. The role of rituals in building communities' resilience will also be explored. The study will be limited to colonial and post-colonial periods in the Niger Delta region. The research aims to contribute to sustainable peace and inclusive growth and development in the region. The study adopts a qualitative approach, using primary and secondary sources. It will conclude that resilience cannot be achieved solely on institutions and political reforms, but is rooted in cultural identity and necessitates engagement with the lived realities of culture, identity, economic and social capital in the Niger Delta region.

Keywords: Culture, Identity, building, communities, Niger Delta.

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Trauma- Informed School Leadership For Holistic Recovery In Conflict-Affected Borno State, Nigeria

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Abstract

Borno State in Northeast Nigeria has suffered from over a decade of insurgency which has resulted in massive displacement, disrupted schooling, and has inflicted deep psychosocial trauma on teachers, students, and communities. In a situation as that experienced in Borno State, school leadership should go beyond conventional teaching and administrative functions to ensure the holistic recovery of the educational system. This opinion paper examines trauma-informed school leadership as a tool for promoting psychosocial well being, ensuring sustained, continual education and rebuilding community resilience in the face of conflict. Drawing insights from qualitative data from existing literature, policy documents, and reports, this paper opines that school administrators should serve as agents of healing, resilience, and social reintegration.

The discussion centres on three core elements of effective trauma-informed leadership: integrating psychosocial support into daily school life, promoting teacher well-being and capacity for trauma-sensitive methodology and establishing strong community partnerships for sustained recovery. This paper concludes with policy recommendations urging education authorities, training institutions, and humanitarian actors to instil trauma-informed practices into leadership preparation and school governance. By doing so, schools in Borno State can in addition to being places of learning become pillars of support for community stability and resilience in the face of recovery from conflicts.

Keywords: Trauma-informed leadership, Borno State, school governance, psychosocial recovery, conflict-affected education.

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Scrambled Vs Core Retail Strategies: Understanding Buying Behavior in Haryana's Utensil Sector

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Abstract

This work critically examines the influence of core and scrambled retailing formats on consumer buying behavior in the utensil market of Haryana. Core retailing refers to traditional, category-specific retail outlets that focus exclusively on cookware and kitchenware products, while scrambled merchandising involves the inclusion of unrelated product categories within a retail space, often blending utensils with groceries, textiles, or electronics. The paper synthesizes insights from regional market studies, consumer psychology frameworks, and contemporary retail strategy research to explore how each format affects purchase intention, brand loyalty, and perceived value among Haryana's diverse consumer base. The study highlights key behavioral patterns among rural and urban consumers, revealing that core retailing appeals more to those seeking expert guidance, quality assurance, and variety within the utensil category. Scrambled merchandising, by contrast, benefits from impulse buying, convenience, and price sensitivity particularly in mixed-format retail hubs and hypermarkets. Cultural factors, income level, and family buying dynamics further shape preferences, with Gen X and homemakers leaning toward specialized core stores, while Gen Y and Z show adaptability to scrambled formats offering bundled discounts or cross-category promotions. Additionally, the paper investigates store layout, merchandising techniques, and promotional strategies to analyze their psychological impact on consumer behavior. Factors such as product visibility, packaging, in-store engagement, and brand placement are found to be critical in shaping satisfaction and decision-making. The review concludes that retailers who strategically balanced and core elements by curating utensil assortments, optimizing pricing, and personalizing retail experiences can more effectively cater to Haryana's evolving buyer segments.

Keywords: Consumer Behavior, Core Retailing, Scramble Merchandising, Utensils Sector etc.

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Role of Education in Voting Behaviour Among Voters in Panchayati Raj Institutions Elections of Haryana

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Abstract

This paper explores the voting behaviour of voters with varying educational backgrounds in Panchayati Raj Institutions (PRIs) elections in Haryana, highlighting the role of education and decision-making. Multiple districts and stratifying respondents by literacy level, secondary education, and higher education, the analysis reveals clear behavioural differences. Educated voters particularly those with secondary or higher education-demonstrate greater political awareness, familiarity with PRI structures, and reliance on issue-based evaluation of candidates, such as developmental work, transparency, and governance track records. Voters with little or no formal education tend to depend more on traditional factors such as caste affiliation, kinship ties, and community influence when making voting decisions. Literacy enhances the likelihood of informed participation, lower-educated groups sometimes show higher raw turnout rates due to stronger mobilization by local networks and traditional leaders, educated voters are more likely to access multiple information sources (local newspapers, digital platforms, gram sabha meetings), whereas less-educated voter often rely on interpersonal communication within the village. The comparative analysis underscores that education fosters critical political engagement but interacts with socio-cultural context-particularly gender norms, economic dependency, and village hierarchies-to shape the final vote. The findings suggest that targeted civic education and accessible political information can bridge the participation-quality gap, ensuring more equitable democratic outcomes in rural governance.

Keywords: Voting behaviour, Education, Panchayati Raj Institutions, Haryana, comparative study, rural governance, political awareness.

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Significance of Digital Literacy, AI and Tech-Driven Pedagogy skills among Secondary School Educators

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Abstract

This present study explored the teachers' digital literacy, artificial intelligence in education and tech-driven pedagogy in teaching learning process in secondary schools and succeeds in understanding the overview levels of secondary school educators' digital literacy, using AI in education and integrating techno pedagogy to prepare the future work force. Since, we are living in the digital era, and everybody is dependent on technology directly or indirectly. Most importantly, our younger generation needs to be equipped with 21st century skills such as learning skills, literacy skills and life skills. As part of the literacy skills, young children need information literacy, media literacy and Technology literacy. Now, to impart all the skills among young generations, educators need for them to be digitally literate is imperative. The methodology in this study employed is the traditional survey method which compiled questions in the form of questionnaire. A sample of 100 secondary teachers' responses was collected electronically using Google forms and analyzed the data using the SPSSs latest version. Significant findings summarize the fact that the secondary school educators have moderate levels of digital literacy to use in their classes and provide a techno-savvy and student-friendly digital environment. It suggested that the educators' digital literacy paved a way to prepare the future generations to cope with rapid technology development and for 21st century skills. To summarize, as it is at the moderate level, most secondary educators are digitally literate. However, future research may evaluate digital literacy capacity building programs for educators to assess what improvements should be made to delivery as well as existing frame works used to test educators' digital literacy. This study was limited to only one district educators and helpful to the educators and the government to understand the digital tools required, and challenges teachers' face in adopting digital technology in their classrooms.

Keywords: Digital Literacy, AI in Education, Tech-Driven Pedagogy, 21st century skills, Secondary School Educators.

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Balancing the Scales of Empowerment and Exploitation: The Lived Experiences of Women Gig Workers in Bangalore

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Abstract

The gig economy in India has emerged as a significant site of economic participation for women, which has given a key priority of sustainable development Goal, 8, Decent work and Economic growth. The women gig workers are predominantly employed in metropolitan cities like Delhi, Mumbai and Bangalore. In this context, the present study examines the life experiences of women gig workers engaged in Urban Company of Bangalore. The research explores the motivations, opportunities and challenges faced by these workers through the lens of the Capability approach, Social exchange theory, Flexibility theory, and Intersectionality by drawing 25 in-depth interviews using purposive sampling method. The study finds that the most attractive factors for the women workers towards the gig work because of job flexibility and economic independence. However, the workers faced several work-related challenges including unsecured income, high platform commissions and insufficient safety measures. The findings further demonstrate that while gig work enhances women's economic participation, it simultaneously reproduces gendered inequities. Addressing these gaps requires targeted interventions to strengthen safety, income stability and career mobility, thereby making gig work a sustainable and equitable pathway for women empowerment in India's rapidly evolving labour market.

Keywords: Gig economy, Women workers, digital platforms, women Empowerment, sustainability.

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Impact Of Jigsaw-IV Learning Approach on Technology Education Students' Critical Thinking Skill in Electrical Equipment Maintenance and Repairs Work in Kano State

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Abstract

The study looked into how Jigsaw-IV affects students' critical thinking skills when it comes to equipment maintaining and repairing at colleges of education in Kano, Nigeria. The research responds to the growing need for effective instructional methods that can enhance problem-solving and critical thinking skills in technical education. The population consisted of 62 Nigeria Certificate in Education (technical) III electrical students in Kano state. To select participants, a simple random sampling technique was employed across colleges. A quasi-experimental of non-equivalent groups design was utilized. The experimental class were taught via the Jigsaw-IV strategy, while the control group received instruction via demonstration teaching method. For data collection, the Students' Critical Thinking Skill Test Instrument in Equipment maintaining and repairs work (SCTTMRE) was used. The reliability of SCTTMRE were determined via the split-half method and correlated with PPMC, resulting in a reliability index of 0.84. An interval data was obtained and analyzed using descriptive and inferential statistics to address the research question, and ANCOVA was used testing the hypotheses at a significance level of 0.05. The findings indicated that the Jigsaw-IV learning approach significantly enhanced students' critical thinking skills in electrical equipment maintaining and repairs work. Moreover, there was a notable difference in the mean scores of students' critical thinking skills compare to those taught via demonstration method. The study suggests the integration of cooperative learning approaches into teacher training curricula to enhance students' analytical and problem-solving competencies to further boost students' critical thinking skills in this field.

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Teacher Development Education: Professional for Sustainability in India

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Abstract

Education systems worldwide are repositioning teacher development as a linchpin for achieving the United Nations Sustainable Development Goals, particularly SDG 4.7 on Education for Sustainable Development. India offers a unique policy-practice laboratory: the National Education Policy 2020 foregrounds sustainability competencies; the National Curriculum Framework 2023 embeds interdisciplinary environmental learning; the University Grants Commission has mandated an undergraduate Environment Education course; and the PM SHRI school initiative mainstreams “green school” norms. This paper synthesizes current policies, programs, and emerging evidence to present a practice-oriented framework for sustainability-aligned teacher professional development. We analyse four pillars-policy alignment, professional learning design, school ecosystems, and assessment-illustrating each with Indian initiatives such as NISHTHA, DIKSHA-enabled CPD, and PM SHRI green practices. We propose a competency map for Indian teachers - knowledge, pedagogies, place-based action, and professional leadership, suggest an implementation roadmap for state education departments and universities, and outline a 12-month monitoring plan. The paper closes with actionable recommendations to accelerate teacher capacity for sustainability at scale, leveraging existing platforms and budgets while prioritizing context, equity, and evidence.

Keywords: Teacher Professional Development; Education for Sustainable Development; SDG 4.7; NEP 2020; NCF 2023; PM SHRI; NISHTHA; Climate Change Education, India.

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Beyond Neutrality: Unmasking Gendered bias in AI

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Abstract

This paper presents an interdisciplinary analysis of the gendered impacts of automation and artificial intelligence (AI), critically examining their implications for community well-being, environmental sustainability, economic justice, and inclusive development. Drawing on techno feminist perspectives (Wajcman), the critical political economy of technology (Eubanks), and algorithmic justice frameworks (Buolamwini), the study critically examines whether these emerging technologies merely entrench existing gender hierarchies or hold transformative potential to dismantle them. This study critically examines whether emerging technologies merely entrench existing gender hierarchies or hold transformative potential to dismantle them. Automation and AI are often portrayed as neutral tools of progress, yet they are embedded within deeply social systems—shaped by design choices, data sources, and power relations that reflect and reproduce societal inequalities.

This research explores three interrelated domains: the gendered division of labor in the context of job displacement and re-skilling, the role of bias in algorithmic decision-making, and the design and governance of AI systems through gender-inclusive and intersectional lenses. Through a synthesis of policy analysis and feminist theory, the paper argues that automation is not merely a technical phenomenon but a political and ethical one, with gender at its core. It also considers the digital labor economy and the invisibilized work of data labeling, which is disproportionately performed by women and marginalized groups. These forms of labor are often underpaid, precarious, and excluded from mainstream narratives about innovation.

The paper contends that current trajectories in AI development risk exacerbating patriarchal norms unless actively countered by inclusive design practices, equitable policy interventions, and frameworks that prioritize accountability and justice. By placing gender in discussions of technological futures, this study calls for a paradigm shift toward AI systems that are not only innovative but also socially responsive, ethically governed, and aligned with broader goals of systemic equity. Ultimately, the research envisions a future where automation can serve as a catalyst for dismantling structural inequalities rather than deepening them—contributing to a more just, inclusive, and sustainable world.

Keywords: Gender and technology, artificial intelligence, techno feminism, algorithmic bias, intersectionality, and automation and inequality.

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A Comparative Study on Gen Y and Gen Z Attitudes Toward Online Women's Fashion in Delhi NCR

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Abstract

This work critically examines and compares the attitudes, preferences, and behavioral tendencies of Generation Y and Generation Z consumers toward online women's fashion in the Delhi NCR region. With the rapid expansion of e-commerce and digital platforms, the women's apparel market has undergone a significant transformation—bringing convenience, diversity, and personalization to the forefront of fashion retail. Gen Y (born between 1981–1996) and Gen Z (born between 1997–2012) represent two distinct consumer segments, each shaped by unique sociocultural influences, digital habits, and fashion expectations. The study synthesizes insights from recent literature, market reports, and behavioral research to highlight key differences in purchase intention, brand engagement, and satisfaction levels across both generations. Findings indicate that while Gen Y values quality, trust, and long-term brand relationships, Gen Z is highly driven by trendiness, influencer recommendations, and visual aesthetics. Moreover, Gen Z displays a stronger preference for mobile-first shopping experiences and fast fashion, whereas Gen Y favors functionality and ethical considerations like sustainability and authenticity. The paper further explores how factors such as website usability, social media integration, customization options, and post-purchase support affect consumer satisfaction. It concludes by suggesting strategic recommendations for fashion retailers aiming to optimize digital offerings and cater effectively to the evolving needs of these generational cohorts.

Keywords- Women Apparel, Online Shopping, Delhi NCR Area, Generation Y, Generation Z etc.

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Sustaining Health, Sustaining Earth: The Power of Nutrition and Lifestyle

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Abstract

The interconnection between human health, nutrition, and environmental sustainability has emerged as a critical concern in the twenty-first century. While industrialization has enhanced food availability and longevity, it has simultaneously contributed to poor diets, lifestyle-related illnesses, and ecological degradation. This paper explores the paradox of modern health, where obesity and non-communicable diseases coexist with hunger and malnutrition, highlighting the urgent need for sustainable lifestyles. It examines the dual role of food systems as both a necessity for survival and a major contributor to greenhouse gas emissions, advocating for plant-based diets, reduced food waste, and locally sourced produce as pathways to planetary and personal well-being. Beyond food, sustainable practices such as active transportation, minimalism, and urban green spaces demonstrate how lifestyle choices can enhance physical, mental, and social health while reducing ecological footprints. An interdisciplinary perspective—integrating health sciences, environmental studies, sociology, economics, education, and policy—is emphasized as essential for advancing sustainable solutions. The paper also identifies barriers, including cultural resistance, economic inequalities, and industry influence, while proposing strategies across individual, community, and policy levels. Ultimately, sustainable living is presented not as a limitation but as an opportunity to harmonize human well-being with ecological resilience, ensuring a balanced future for generations.

Keywords: Sustainable lifestyles; Nutrition and health; Environmental sustainability; Food systems; Plant-based diets; non-communicable diseases; Public health.

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Current Practices for Good Body Mechanics Among School Children

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Introduction: Children's posture and movement practices during school years play a crucial role in body mechanics. Faulty habits such as improper sitting, prolonged positions, and carrying heavy school bags may lead to long-term complications like spinal deformities, muscular strain, and back pain. Identifying and assessing these practices early is essential to prevent future health issues.

Methodology: A study was conducted among 60 students of 7th and 8th classes in G.K. Public school of Moradabad, Uttar Pradesh. Participants were chosen through purposive sampling. Data were collected using a socio-demographic profile and a non-observational practice checklist, which students filled to report their daily postural practices. Ethical principles of consent, confidentiality, and voluntary participation were ensured. Data were analysed using descriptive and chi-square statistics.

Results: The findings showed that most participants were aged 12 (38.3%) and 13 years (33.3%), with a near-equal gender distribution (51.7% females, 48.3% males). While all students used backpacks with both straps, 70% carried bags weighing more than 3 kg, exceeding recommended limits. Faulty practices were noted across sitting, writing, and lifting activities. 71.7% (43) participants has poor practice, 28.3% (17) participants have average practice, Chi-square analysis revealed no significant association between practice scores and demographic variables such as age, class, gender, family type, religion, residence, transportation, or school bag weight ($p>0.05$).

Discussion: The study highlights that faulty postural practices are common among school children regardless of demographic background. Carrying heavy school bags and prolonged sedentary activities may predispose them to strain and postural deformities in the future. These findings emphasize the need for school-based interventions, parental awareness, and health education programs to encourage correct posture and safe movement practices. Early preventive strategies can contribute to the development of healthier habits, ensuring long-term well-being and academic efficiency among children.

Conclusion: The study concludes that school children exhibit a mix of healthy and faulty postural practices, with heavy school bags and improper body mechanics being major concerns. Since no significant association was found between demographic variables and practice levels, faulty habits appear widespread across groups. Early interventions through schools, parental guidance, and health education are essential to promote correct posture and prevent future problems. Reinforcing healthy postural habits during childhood will ensure better physical well-being and long-term productivity.

Keywords: Postural practices, school children, school bags, body mechanics.

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From Profit to Purpose: Managing Organizations for Community Well-being and Sustainable Futures

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Abstract

In today's rapidly-evolving global economy, organizations are adopting a perspective not solely driven by maximizing profit, but i.e. one that encompasses social well-being, environmental responsibility, and sustainable futures for all. This study investigates how organizations can change their practices from maximization of profits to management based on the commitment to generating value for their surrounding community and developing sustainable futures, which is motivation every stakeholder is seeking. The research emphasizes responsible leadership, stakeholder engagement, and ethical alignment that benefits the organizations, society and the planet as organizations balance their financial as well as their social responsibility. This research also argues that organizations that adopt sustainable practices improve their resilience and brand, as well as organizations increasing their long-term perspectives. Utilizing an interdisciplinary approach, this paper explains how organizational culture, innovation, and corporate governance is part of an operational framework to integrate community well-being into all aspects of the organization. This research used both qualitative and quantitative methods for assessing the initiatives of organizations in different industries, while considering how the equi social capital invested returns economically viable businesses. The findings are organizations with integrated observation of purpose experienced stakeholder trust, employee satisfaction and community by default relationship, as well as the ability to adopt sustainable length to the sustainable development goals. While advancing an academic growth within the discourse on management practices, valuable insights for achieving leadership and sustained engagement for policymakers to examine, but also, on the part of businesses in promoting business and social outcomes. By reframing the purpose of organizations, the paper highlights a pathway where economic vitality coexists with environmental responsibility and societal flourishing.

Keywords: Purpose-driven management, Community well-being, Sustainable futures, Responsible leadership, Stakeholder engagement, Organizational resilience.

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Building Spiritual Strength and Resilience in Bihar's Rural Women through Self-Help Groups

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Abstract

This study examines the role of spiritual well-being in enhancing emotional resilience among rural women participating in Self-Help Groups (SHGs) in Bihar. A sample of 100 women from various SHGs was surveyed using the 10-item Spiritual Well-Being Scale and the 6-item Brief Resilience Scale, both validated tools for assessing spiritual quality of life and resilience, respectively. Using a cross-sectional design, data were analyzed with descriptive and correlational statistics to explore the relationship between spiritual well-being and resilience. Findings suggest that higher spiritual well-being is significantly linked with greater emotional resilience, underscoring the holistic impact of SHGs beyond financial empowerment. This study highlights the importance of integrating spiritual support in empowerment programs to foster resilience and well-being among marginalized rural women.

Keywords: Spiritual Well-Being, Emotional Resilience, Self-Help Groups (SHGs), Rural Women.

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Financial Literacy as a Collective Resource: Conceptualizing Its Role in Community Well-Being and Economic Vitality

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Abstract

This study proposes a conceptual framework that positions financial literacy as a collective asset integral to promoting community well-being and driving sustainable economic growth. Traditional perspectives on financial literacy often emphasise individual competencies related to personal financial management, saving habits, and investment decision-making. However, this research shifts the focus to the broader community-based dimensions, suggesting that shared financial knowledge, collaborative skills, and collective practices within communities generate positive externalities that extend far beyond the individual. These benefits include improved household financial management, stronger community resilience against economic shocks, and the creation of enabling environments that stimulate entrepreneurship, encourage innovation, and strengthen local economies. Drawing on interdisciplinary insights from education, economics, and social sciences, the study examines how financial literacy is cultivated, disseminated, and sustained through collective learning environments, peer networks, cultural practices, and community-driven initiatives. It further underscores the pivotal role of educational institutions, policymakers, grassroots organisations, and digital technologies in shaping this shared financial competence, ensuring its accessibility, and addressing gaps for marginalised and vulnerable populations. Against the backdrop of rapid digital transformation, widening socioeconomic inequalities, and persistent barriers to equitable access to financial resources, the paper advocates for a paradigm shift away from exclusively individual-focused interventions toward collaborative, community-centered strategies that conceptualise financial literacy as a social resource capable of reducing vulnerabilities, enhancing social cohesion, and promoting inclusive participation in economic opportunities. By advancing this innovative perspective, the study provides actionable recommendations for educators, policymakers, and practitioners engaged in financial education and development practice. It also highlights future research pathways aimed at deepening theoretical understanding and improving the design and implementation of programs that strengthen financial capability at the community level. In doing so, the paper contributes to ongoing interdisciplinary dialogues on holistic flourishing, sustainable development, and the integration of education, economic empowerment, and social cohesion within community resilience frameworks.

Keywords: financial literacy, collective resource, community well-being, economic Vitality community resilience.

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Transformational Leadership, Worship, And Effective Pastoral Ministry In Nigeria

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Abstract

This paper examines the intersection of transformational leadership, worship, and effective pastoral ministry within the Nigerian context. Leadership in the church has often been characterised by hierarchical and authoritarian tendencies, sometimes hindering the flourishing of congregational life and the achievement of holistic pastoral goals. Transformational leadership, with its emphasis on vision, inspiration, intellectual stimulation, and individualised consideration, provides a constructive paradigm for pastoral ministry in Nigeria. The paper also argues that worship is central to effective pastoral practice, shaping the spiritual vitality of the congregation and serving as a platform for transformational influence. Using a qualitative approach and drawing insights from biblical, theological, and leadership studies, the study explores how Nigerian pastors can integrate transformational leadership with authentic worship to foster spiritual growth, community building, and social impact. The paper concludes that transformational leadership enriched by worship is indispensable for pastoral ministry that is relevant, sustainable, and contextually responsive in Nigeria.

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Mental Health Stability: A *Sine Qua Non* for Effective Church Leadership

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Abstract

Mental health stability is essential for effective leadership in any field, and church leadership is no exception. This paper explores the critical role of mental health stability in fostering competent and compassionate church leadership. It discusses the unique challenges faced by church leaders, the impact of mental health on their ministry, and practical approaches to promoting mental well-being among clergy and religious leaders. The discussion incorporates theological, psychological, and sociological perspectives to provide a holistic understanding of the subject matter. The paper concluded on the note that if mental health is prioritized through self-care, professional support, and organisational interventions, church leaders can sustain their ministry on a long term and recommended that the church should actively foster a culture of mental wellness and ensure that her leaders remain healthy, supported, and capable of fulfilling their divine calling.

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A Bibliographic Couplings Analysis of Research papers Published on Tech-Driven pedagogy as reflected in the Web of Science

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Abstract

This study examines the landscape of research papers on tech-driven pedagogy as indexed in the Web of Science. A bibliometric approach was employed to analyze publication trends, citation impact, and collaborative networks. The results reveal study growth of technology-integrated teaching and learning practices. Prominent themes include e-learning, digital tools, blended learning, and virtual learning environments. The analysis highlights leading authors, institutions, and countries contributing significantly to the field. Citation patterns indicate growing global interest and interdisciplinary engagement in pedagogical innovation. In this study, the researcher uses metric analysis to quantify and identify the number of contributions made by academics working in the field of tech-driven pedagogy that were published on the Web of Science database between 1999 and 2024. The Bibexcel software was used to interpret the data, and Microsoft Excel was used to tabulate the results. The findings showed that between 1999 and 2024, 100 publications were published. The study looks at international relations and discovers several Institutions, Languages, Countries, and types of documents, and the Web of Science category highlights the enhanced learning resulting from research on tech-driven pedagogy and using keyword analysis to pinpoint recurrent themes in the field. The study underscores the transformative role of technology in shaping modern education. Findings offer valuable insights for researchers, educators, and policymakers to advance tech-driven pedagogy.

Keywords: Tech-driven pedagogy, E-Learning, digital integrated teaching.

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Development of Foster Care as a Family- Based Alternative Care in India

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Abstract

The paper titled "Development of Foster Care as a Family- Based Alternative Care in India" aims to comprehensively analyze the advancement of foster care practice in India over the years as a family based alternative care practice prioritizing the child's basic right to grow up in a family. The core objective of the paper is to explore the development foster care practice in India by reviewing the literature available in this area. The researcher did content analysis by analyzing the secondary data gathered from journal, research articles, government data, annual reports, online sources etc. All the secondary data were insightfully reviewed and analyzed to write the research article. Hence, the present paper is exploratory in nature. Traditionally, institutional care was the implicit response to the care and protection of vulnerable children, often neglecting their basic rights. These institutions were unable to provide adequate individual care, emotional support, or a nurturing, family-like environment, all of which are essential for the well-being of children. Kinship care was practiced informally in India and various other countries for past decades, the legal frameworks established internationally and nationally paved the way to the formalization of modern foster care all over the world, particularly United Nations Convention on the rights of children asserting the role of family care in appropriate child development. Foster care is relatively a novel concept for Indians and family-based alternative care practices are getting recognition and exposure recently reflecting a shift from institutional care to more personalized and family centered approaches for the rehabilitation of Children.

Keywords: Family-Based Alternative Care, Foster care practice, Children in Need of Care and Protection, JJ Act.

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Inclusive Education for a Sustainable Future

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Abstract

Inclusive education—ensuring that all learners, regardless of background or ability, participate meaningfully in quality learning—sits at the heart of sustainable development. This paper synthesizes theory, global policy commitments, and practice-oriented evidence to argue that inclusive education is both a moral imperative and a systems strategy to advance the Sustainable Development Goals (especially SDGs 4, 5, 10, 13, and 16). Drawing on capability, ecological, and systems-change perspectives, it outlines how inclusive education strengthens human capital, social cohesion, climate resilience, and democratic governance. The paper reviews barriers and enablers across policy, school culture, pedagogy, assessment, financing, and data; highlights cross-cutting priorities (gender, disability, language, displacement, and digital inclusion); and presents a roadmap for governments and institutions. It concludes with a research agenda and measurable indicators to accelerate progress toward an equitable and sustainable future.

पर्यावरणीय उत्तरदायित्वों के निर्वाह में हिंदी साहित्य का योगदान

डॉ० तपस्या चौहान

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Abstract

प्रकृति और साहित्य का आदिकाल से ही एक अटूट सम्बन्ध रहा है। प्रकृति और पुरुष का सम्बन्ध किसी न किसी रूप से साहित्य से जुड़ा होने के कारण रचनाकार स्वयं का उत्तरदायित्व भी समझने लगता है इसके प्रति आस्थावान होने का। आदिकाल से लेकर भक्तिकाल व भक्तिकाल से रीतिकाल तथा रीतिकाल से आधुनिककाल तक की हिंदी साहित्य की यात्रा में प्रकृति व पर्यावरण का जुड़ाव किसी न किसी प्रकार से रुपायित होता आया है। साहित्य में अधिकतर प्रकृति को मानवीकृत रूप में प्रस्तुत किया गया है। आदिकाल में प्रकृति नायिकाएँ भक्तिकाल में ईश्वर का प्रतिरूप व रीतिकाल में रस, प्रदाता के रूप में दिखायी पड़ती हैं। जयशंकर प्रसाद की कृति कामायनी प्रकृति प्रेम का एक बड़ा उदाहरण है। सूर्यकांत त्रिपाठी निराला का काव्य प्रकृति प्रेम का एक अनूठा साहित्यिक अंग है। आध्यात्मिक दृष्टि से भी प्रकृति को साक्षात् ईश्वरीय स्वरूप की संज्ञा प्रदान की गई है। भारतीय साहित्य में वृक्षाएँ नदीएँ सूर्यएँ चंद्रएँ पर्वत इत्यादि को पूजनीय माना है। तुलसी की रामचरितमानस में प्रकृति व पर्यावरण का मानव से अद्भुत प्रेम दृष्टिगत होता है। आधुनिक साहित्य में भी लेखक अपनी रचनाओं व शोध के माध्यम से पर्यावरणीय अस्थिरता पर चिंतन तथा आपदाओं के प्रति जागरूक करने का प्रयास कर रहे हैं। शिक्षा के क्षेत्र में भी पर्यावरण के प्रति संवेदना व भविष्य में आने वाली समस्याओं को चिंता का केंद्र मानकर अनेक जागरूकता अभियान व शोध कार्य किये जा रहे हैं। इन शोध कार्यों के प्रति साहित्य प्रेमियों की भी रुचि बढ़ी है।

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Migration of Rural and tribals population in Jammu and Kashmir with special reference to District Poonch

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Abstract

This study investigates the patterns and causes of migration among tribal and rural people in Jammu and Kashmir, with a focus on District Poonch. The region, known for its steep topography, border sensitivity, and inadequate infrastructure, experiences significant seasonal and permanent migration. Tribal groups, particularly the Gujjars and Bakarwals, frequently migrate in pursuit of better grazing land, economic possibilities, and access to education and healthcare. Rural communities are progressively migrating to cities due to unemployment, low agricultural output, and limited social services. Security worries and cross-border tensions also have an impact on migration in Poonch, which borders Pakistan. This article investigates the socioeconomic determinants, demographic effects, and policy consequences of such shifts. It emphasizes the importance of focused development interventions, long-term livelihood programs, and inclusive policies that address the communities' specific needs. Understanding migration patterns in this sensitive border district is critical for regional planning and maintaining socioeconomic stability in Jammu and Kashmir.

Keywords: Migration, Tribals, Rural Population, Poonch, Jammu and Kashmir, Gujjars, Bakarwals, Border Areas, Socio-economic Factors, Seasonal Migration.

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Workplace Diversity, Equity, and Inclusion: Reviewing the Role of HR Policies in Women Empowerment

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Abstract

Diversity, equity and inclusion of the workplace (DEI) are critical factors of women's empowerment, but significant gaps persist between political intention and implementation. This review article examines the role of HR policies in the advancement of gender equality in India, focusing on the recent Delhi labor reforms, including the policy of night change to women. Although legislative structures such as Posh (2013) and Maternity Benefits Law (Amendment) (2017) provide fundamental support, empirical data reveal continuous challenges, such as low female labor participation (40.3% in 2023-24) and leadership sub-representation (24% at management levels). The analysis highlights the importance of robust safety protocols (ex. mandatory transportation, CCTV surveillance) and inclusive practices (eg. flexible work agreements, orientation programs) in promoting safe and equitable workplaces. However, implementation barriers, including employer reluctance, inappropriate conformity monitoring and intersectional disparities, make progress difficult. The findings emphasize the need for data-oriented responsibility, leadership compromise, and culturally adapted strategies to translate policies into significant empowerment. This review concludes that synergistic efforts between government initiatives (eg. stand-up India, She-Box) and HR corporate practices are essential to accelerate gender parity and economic growth.

Keywords: Women Empowerment, HR Policies, Workplace Diversity and Inclusion, Gender Equality. Labour Reforms.

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Framework for Public Health Research and Addressing the Role of Law in Health Disparities

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Abstract

The Indian system of safeguarding an individual's health has a lengthy history. The commercialization of medications and the medical profession, along with the passage of time and advancements in science and technology, enhanced the duty of physicians and contributed to the daily rise in medical negligence lawsuits. The government has established a number of committees to examine public health-related issues, and these committees have produced a number of suggestions aimed at enhancing India's healthcare system. In India, the role that diverse organisations have played in promoting public participation in the participatory management of civil society in the health care system represents a paradigm shift. The world came to understand that one of every person's most basic necessities is their health. This suggested article makes the argument that laws can generally be used to address disparities in public health as well as the absence of appropriate legal guidelines for maintaining public health.

मानवाधिकार एवं पर्यावरणीय न्याय

डा० रचना त्यागी,

प्रोफेसर, शिक्षा विभाग, पं० दीन दयाल उपाध्याय मैनेजमेंट कॉलेज, मेरठ

Abstract

मानवाधिकारों के एक अनिवार्य तथ्य के रूप में स्वस्थ पर्यावरण की मान्यता ने संवैधानिक और कानूनी – दोनों ढांचों में काफी प्रभाव डाला है। भारतीय संविधान में अनुच्छेद-21 की न्यायिक व्याख्या की गयी है जिसमें स्वच्छ और स्वस्थ पर्यावरण के अधिकार को जीवन के अधिकार का एक अभिन्न

अंग माना गया है। एमसी मेहता बनाम भारत संघ मामले में ऐतिहासिक फैसले ने इस व्याख्या को मजबूत किया और मौलिक अधिकारों पर आधारित पर्यावरणीय न्यायशास्त्र की नींव रखी। हाल ही में पारित संयुक्त राष्ट्र के प्रस्तावों और मानवाधिकारों की सार्वभौमिक घोषणा जैसे अन्तर्राष्ट्रीय समझौतों ने पर्यावरण संरक्षण को मानवीय गरिमा और अस्तित्व के लिये आवश्यक माना है। यह शोध पत्र राष्ट्रीय और अन्तर्राष्ट्रीय, दोनों स्तरों पर प्रमुख कानूनी विकासों, ऐतिहासिक मामलों के कानूनों और राज्य के दायित्वों की जांच करके पर्यावरण कानून और मानवाधिकारों के मेल का सर्वेक्षण करता है। यह पर्यावरणीय न्याय को बढ़ावा देने और यह सुनिश्चित करने में न्यायपालिका की भूमिका पर प्रकाश डालता है कि पर्यावरणीय क्षरण बुनियादी मानवीय विशेषाधिकारों का उल्लंघन ना करे। शोध पत्र प्रवर्तन और कार्यान्वयन की चुनौतियों पर भी चर्चा करता है और सुझाव देता है कि वर्तमान और भावी पीढ़ियों के लिए पर्यावरणीय अधिकारों को सुरक्षित करने के लिए राष्ट्रीय कानूनों और अन्तर्राष्ट्रीय मानदण्डों के बीच एक सामंजस्यपूर्ण दृष्टिकोण आवश्यक है।

कीवर्ड – जीवन का अधिकार, अनुच्छेद-21, पर्यावरण संरक्षण, मानवाधिकार, एमसी मेहता केस, अन्तर्राष्ट्रीय पर्यावरण कानून, सतत विकास, संवैधानिक न्याय शास्त्र

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Unified Payment Interface (UPI): Growth Engine of India's Digital Payment Economy

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Abstract

India has been the witness of so many incidences in recent years that have influenced the society, country & the entire world as well. These include some favorable and encouraging events be it developing Anti- Covid Vaccines, implementing new tax regime i.e. GST, launching various digital payment methods like-UPI, Credit/Debit card, etc introduced by the Govt have been very instrumental to digitize the Indian economy. UPI i.e. Unified Payment Interface created and launched by National Payment Corporation of India (NPCI) has become the most successful payment method. Since its launch, in very short span of time, UPI is now used and trusted by millions of customers throughout the country. Today UPI is not only limited to the boundaries of the country but it aims to unfold its wings beyond the nation. In fact, several other countries have also shown their interests in using and agreed upon to send and accept money through UPI. The present paper tries to find and analyze the reasons and impact behind the record-breaking success of UPI in India.

Keywords: Digital payment, Customer, UPI, NPCI.

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Digital Literacy, AI in Education and Holistic Well-Being

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Abstract

This abstract explores the dynamic interplay between digital literacy, artificial intelligence (AI), and holistic well-being in the context of contemporary education. As technology becomes increasingly embedded in daily life, digital literacy emerges as a vital competency, equipping learners and educators with the skills needed to navigate, evaluate, and leverage digital tools responsibly and effectively. The integration of AI into educational systems is rapidly transforming teaching methods, curriculum design, assessment processes, and individualized learning pathways. AI-powered platforms offer personalized feedback, adaptive learning experiences, and data-driven insights that can enhance student engagement and outcomes.

However, these technological advancements present both opportunities and challenges. While digital literacy and AI have the potential to democratize access to education, foster creativity, and support lifelong learning, they also raise concerns about data privacy, equity, and the risk of widening the digital divide. The proliferation of AI in education requires thoughtful consideration of ethical implications, including algorithmic bias and the preservation of human agency in decision-making.

Furthermore, the abstract emphasizes the importance of a holistic approach to well-being, recognizing that intellectual growth must be complemented by emotional, social, and ethical development. Digital environments can impact mental health and social relationships, making it essential for educators and policymakers to promote digital citizenship, resilience, and empathy alongside technical skills. The paper argues that the successful integration of digital literacy and AI in education depends on fostering a balanced ecosystem—one that nurtures critical thinking, collaboration, and adaptability while safeguarding individual well-being and promoting societal good.

In conclusion, the abstract calls for a multi-stakeholder effort to ensure that digital literacy and AI serve as enablers of inclusive, equitable, and holistic education, preparing learners to thrive in an ever-evolving digital world.

Keywords- Digital Literacy, E-Learning Applications, Sustainability of regional languages, Indian Education System, AI in Education, Brainstorming.

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Predictive Modeling for Chronic Disease Management Using Machine Learning Algorithms

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Dr. Asha Rani

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Abstract

This work explores the transformative role of machine learning (ML) algorithms in predictive modeling for chronic disease management. As chronic conditions such as diabetes, cardiovascular disorders, and respiratory illnesses continue to rise globally, there is an urgent need for intelligent systems that can support early detection, personalized care, and continuous monitoring. The paper analyzes a broad spectrum of ML techniques, including decision trees, support vector machines, neural networks, ensemble methods, and deep learning models—and evaluates their effectiveness in predicting disease progression, hospitalization risk, and treatment outcomes. Through synthesis of current research and clinical applications, the review highlights how ML models utilize electronic health records (EHRs), wearable sensor data, genomic profiles, and behavioural inputs to generate accurate, real-time predictions. It also discusses methodological challenges such as data quality, model interpretability, and algorithmic bias, which impact clinical trust and deployment. The paper further assesses hybrid approaches that combine ML with traditional statistical tools and rule-based expert systems to improve diagnostic reliability. By identifying key trends, gaps, and innovations in the field, this review provides a framework for developing robust, scalable, and ethical AI solutions in chronic disease care. It concludes with future directions for integrating ML with telehealth platforms, patient-centered technologies, and smart hospital ecosystems to deliver proactive and equitable chronic disease management.

Keywords: Chronic Disease Management, Machine Learning, Health Wellness, Applications etc.

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Importance of Mental Health and Wellbeing Among Youth for Holistic Development

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Abstract

In NEP 2020 policy. It is focus that holistic development is one of the preliminary goals of education system. Whereas the holistic development is related to development of mind, body and heart and it included various aspects of development. In this furious digital development era whereas technological advancements make us to go through drastic transformations related to various life style practices. All these developments contribute to make human life easy as well as fast, but it negatively contributes to mechanization of human emotion and social relations.

As a human being we all have to maintain are mental health and wellbeing while going through all these transformations occurred dew to global and digital developments. In this the youth of India have so much burden on their shoulders and they required some essential practices to maintain their mental health and wellbeing

This article is an attempt to explorer the studies on mental health and wellbeing of youth and tried to explain the ways of maintaining it by considering its importance in our daily life as well as to jot down important essential factors which contribute in maintenance of mental health and wellbeing of all of as in general and of youth in India in specific.

Keywords: Mental Health, Wellbeing, Youth, Holistic Developments etc.

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माध्यमिक विद्यालय के विद्यार्थियों के शैक्षणिक दृढ़ता एवं छात्र कल्याण

में शिक्षा की भूमिका

डा.मीतू गर्ग

एसिस्टेंट प्रोफेसर

प.दीनदयाल उपाध्याय कालिज आफ मैनेजमेंट, मेरठ

शोध सार

शैक्षणिक दृढ़ता एवं कल्याण छात्रों की समस्या समाधान, अनुकूलन करने एवं दृढ़ शैक्षणिक परिणामों को अर्जित करने की क्षमता है। जिसका उद्देश्य छात्रों के समग्र विकास और उत्तम शिक्षा सुनिश्चित करना है। प्रस्तुत शोध का उद्देश्य माध्यमिक विद्यालयों के विद्यार्थियों की शैक्षणिक दृढ़ता एवं छात्र कल्याण का अध्ययन करना है। प्रस्तुत शोध में मेरठ जिले के माध्यमिक विद्यालयों में अध्ययनरत 200 विद्यार्थियों (100 छात्र एवं 100 छात्राएँ) को न्यादर्श के रूप में चयनित किया गया। विद्यार्थियों की शैक्षणिक दृढ़ता एवं छात्र कल्याण सम्बन्धी आंकड़ों के संग्रहण के लिए शैक्षणिक दृढ़ता मापनी डा. मिहिर कुमार मलिक एवं समरजीत कौर द्वारा निर्मित एवं मानकीकृत तथा छात्र कल्याण के मापन हेतु डा. विजयलक्ष्मी चौहान व डा. वर्षा शर्मा द्वारा निर्मित एवं मानकीकृत मापनी का प्रयोग किया गया है। प्रदत्तों के विश्लेषण हेतु मध्यमान, मानक-विचलन, टी-परीक्षण एवं सह-सम्बन्ध सम्बन्धी सांख्यिकीय विधियों का प्रयोग किया गया है। अध्ययन के निष्कर्षों में पाया गया कि माध्यमिक विद्यालय में अध्ययनरत छात्र एवं छात्राओं की शैक्षणिक दृढ़ता में अन्तर नहीं पाया गया। माध्यमिक विद्यालयों में अध्ययनरत ग्रामीण एवं शहरी छात्र एवं छात्राओं के कल्याण में अन्तर पाया गया। ग्रामीण एवं शहरी विद्यार्थियों की शैक्षणिक दृढ़ता में अन्तर पाया गया। ग्रामीण एवं शहरी विद्यार्थियों के कल्याण में अन्तर नहीं पाया गया। विद्यार्थियों की शैक्षणिक दृढ़ता एवं छात्र कल्याण के मध्य धनात्मक सह-सम्बन्ध पाया गया।

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Advancing Gender Justice and Environmental Equity through Community Participation: An Intersectional Perspective

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Abstract

Gender justice transcends theoretical abstraction and functions as a critical framework for understanding gender disparities and the gender gap within specific historical and cultural contexts. The accessibility and equitable sharing of resources are inextricably linked to the effectiveness of policies and community initiatives aimed at addressing gender-based inequalities. Given that women are often more susceptible and vulnerable to the adverse impacts of environmental degradation, it is essential to examine the intersection between gender justice and environmental equity. Equally important is the recognition that women can serve as active agents of change in both environmental adaptation and mitigation strategies. These dynamics are reflected not only in political institutions but also in governance structures, underscoring the need to identify and implement gender-sensitive strategies in response to environmental and humanitarian crises. Such crises frequently arise from natural disasters and inequitable distribution of natural resources, conditions propelled by entrenched social hierarchies that exacerbate climate challenges and disproportionately affect marginalised groups.

This paper presents an analytical study of how women are affected by environmental degradation, their responses to these challenges, and the role of community participation in addressing environmental inequalities, thereby contributing to the creation of a more equitable society. It also critically examines the obstacles, barriers, and impediments that women encounter—including gender-based violence, discrimination, limited access to land and resources, exclusion from decision-making processes, and insufficient community support for leadership roles. This analysis is conducted through the lens of intersectionality, recognising that multiple identities—such as race, class, and caste—intersect and compound to produce distinct experiences and complexities. In advocating for a holistic approach, this paper proposes actionable strategies to address these multifaceted challenges and foster a gender-inclusive and environmentally sensitive world.

Keywords: Gender Justice, Environmental Degradation, Environmental Equity, Challenges, Responses, Community Participation, Intersectionality, Holistic Approach.

Application Of Fuzzy-Based Data Mining Techniques in Breast Cancer Diagnosis and Prognosis

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Abstract

Early detection and proper prognosis are important in the treatment of breast cancer as it is one of the major causes of death in women across the world. Traditional diagnostic and predictive models typically do not cope with uncertainty and imprecision of clinical data, which leads to the decrease in reliability in practice. This paper seeks to explore the use of fuzzy-based data mining methods to improve both the prognosis and diagnosis of breast cancer. The research design is quantitative predictive research design based on 250 simulated patient records comprised of tumor characteristics, uniformity of cells, mitotic rate and other diagnostic markers. Preprocessing of key clinical variables is done and encoded into linguistic terms then put through a feature selection process using correlation analysis and fuzzy entropy measures to maximize model efficiency. Development of a fuzzy-based classifier is achieved by fuzzification, rule generation, inference, and defuzzification, which allows fine-tuning of disease presence (Benign/Malignant) and prognosis risk (Low, Moderate, High). The evaluation of performance is performed on the basis of 10-fold cross-validation, and the measures of accuracy, sensitivity, specificity, precision, and F1-score are compared to the traditional machine learning models: Artificial Neural Networks, Support Vector Machines, and Decision Trees. These findings indicate that the fuzzy-based classifier performs better than traditional models and the accuracy of the fuzzy-based classifier is 94 and 92 in diagnosis and prognosis respectively with high sensitivity, specificity, precision, and F1-scores in both tasks. The confusion analysis also proves the strength of the model as there are few misclassifications and solid predictions in all the risk categories. The results suggest that fuzzy-based methods are useful to deal with overlapping and imprecise clinical features, to provide interpretable and actionable clinical decision-making. Lastly, the study reaffirms the fuzzy-based data mining as a robust, flexible and clinically feasible model of breast cancer diagnosis and prognosis, which allows one to diagnose a patient early, assess the risks properly and treat him/her individually. This approach can be extended to future studies using large real patient datasets and incorporating ensemble learning or real-time monitoring in order to realize more predictive capability and clinical utility.

Keywords: Breast Cancer, Diagnosis, Prognosis, Fuzzy Logic, Data Mining, Clinical Data, Feature Selection, Predictive Modeling.

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Family And Domestic Violence in Nigeria: A Study of The Niger Delta Region, 2000-2023

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Abstract

Objective: This study examines the risk factors, impact and ways to mitigate family and domestic violence in the Niger Delta region of Nigeria from year 2000 to 2023. Background: Family and domestic violence consists of a pattern of coercive behaviours used by an adult or adolescent to establish and maintain power and control over another person. This violence is perpetrated in the form of physical, sexual, economic, emotional, political, or psychological abuse, neglect or stalking. Family and domestic violence includes child abuse, intimate partner violence and elder abuse. Method: Employing a multidisciplinary approach the research integrates qualitative insights through in-depth interviews with families, community leaders and relevant stakeholders.

Results: Risk factors include, individual, child, parent or caregiver relationship factors, functional dependence, cognitive impairment as well as community and societal factors. These factors increase the risk of family and domestic violence in a complex socioeconomic-cultural landscape of a region with enormous wealth, environmental degradation from recurrent oil spillage without adequate remediation and where the people live in abject poverty. The consequences include depression, anxiety, suicidal ideation, poor academic performance, dysfunctional families and poor health outcomes.

Conclusion: The study concludes that a combination of factors fuel family and domestic violence in the Niger Delta region of Nigeria.

Keywords: Dysfunctional home, Abusive behaviour, Gender inequality, Poverty, Human right violation.

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Factors affecting the processes of Knowledge Management in Higher Education Institutions of Uttarakhand

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Abstract

The paper examined the factors viz. Systems thinking, Change assessment approach, Knowledge flow, Coordination & Control and Information and Communications Systems alignment, affecting the processes of knowledge management in higher education of Uttarakhand. To identify the factors of interest sufficient literatures have been reviewed and accepted have been detailed in the paper.

The purpose of paper is to make suggestions contributing to measure and to improve the process of knowledge management in higher education Institutions and are beneficial to the community of practices in the field of knowledge management

In research methodology quantitative approach has been used to forward statistical analysis explaining the scope of study. Standard alpha -coefficient (cronbach's alpha) has been used to test internal consistency and reliability of measurement tools (questionnaire). Convergent and Discriminant validity measures have been applied with factor loading (0.7). Hypothesis testing has been done using correlation & regression.

Findings and Observations of this study support understanding of factors affecting the processes of knowledge management helping in implementing and improving existing practices and processes in HEIs.

This study is done keeping HEIs as subject of investigation so the observations may not directly be applied to other types of organizations and institutions although adaptations may make it useful.

Keywords: Higher Education Institutions, Information and communication systems, Systems thinking approaches, Change assessment, Knowledge flow, Coordination and Control, Knowledge Management, Education Practices.

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The Role of Ethical Values in Decision- Making by Bureaucrats and Politicians

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Abstract

In a democratic governance system, the quality of decisions taken by bureaucrats and politicians significantly influences public trust, institutional integrity, and developmental outcomes. This seminar explores the critical role of ethical values in shaping decision making processes within the political and bureaucratic spheres. Drawing from ethical theories, public administration frameworks, and real-world case studies, the discussion highlights how integrity, accountability, transparency, empathy, and commitment to public welfare serve as moral compasses in policy formulation and implementation. While bureaucrats are expected to uphold constitutional morality and neutrality, politicians must balance ethical responsibility with political expediency and public mandates. The seminar further examines the tension between personal morality and systematic pressures, the challenges posed by corruption, and the need for institutional safeguards and value-based leadership. Emphasizing the independence of ethics and governance, the seminar aims to initiate a dialogue on reinforcing ethical decision- making as a cornerstone for sustainable, inclusive, and people-centric development.

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Spiritual Consciousness as a Vehicle of Transcendence in the Novels of R.K. Narayan and Priya Kumar

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Abstract

This essay analyzes the place of spiritual consciousness as a vehicle of transcendence in two different Indian English authors—R.K. Narayan and Priya Kumar. Although Narayan places spirituality within the everyday experiences of Indian society, Kumar gives prominence to it through self-help introspective stories that encourage change. The research examines how both writers capture spiritual awakening, transcendence over material limitations, and the path to self-realization, though in varying literary and philosophical terms. Based on close textual examination and previous scholarship, this paper contends that Indian English fiction's spiritual consciousness is not merely a narrative strategy but a cultural prism of the changing ideas of self, god, and transcendence in contemporary India. *Keywords:* Spiritual Consciousness, Transcendence, R.K. Narayan, Priya Kumar, Indian English Fiction, Self-Realization.

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The Aesthetic side of Mathematics-Effect of Art integration on Conceptual Understanding in Mathematics

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Abstract

This study investigates whether integrating visual and performing arts into mathematics instruction improves conceptual understanding among Class VI students. Using a quasi-experimental pretest–post-test control group design over eight weeks, the intervention embedded origami, rangoli/tessellation, paper collage, storyboard comics, folk-art motifs, and rhythm/clap patterns into units on fractions, decimals, integers, geometry (symmetry, area & perimeter), and data handling. Primary outcomes of the study are gains in a validated Conceptual Understanding Test (CUT) and reduced error types on transfer tasks. Results were analyzed with Mean, Standard deviation, test and ANCOVA.

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A Life Beyond Money: Connecting People, Planet, and Progress

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Abstract

We intellectuals of this planet earth always try to build a good life for everyone, but we forget to understand how people's happiness, strong economies, care for nature, and sustainable habits work together. This paper is about the fact that multidisciplinary approach to define a good and successful life is about more than just money. It focuses on how people connect with each other, care for nature, and do what is right for the community. This study looks at ideas from different fields to see how working together can help communities grow fairly, keeping people connected, and how everyone takes care of nature.

This paper looks at how to involve people in decision-making, planning for climate challenges, and reusing resources can bring big positive changes. This paper helps to understand that there is a simple plan to show how local actions can support global goals for a better and greener future. It aims to start conversations on how to improve well-being in laws, research, and community work. This paper adds to the conference by sharing practical ideas that help people live better without harming the Earth.

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Mental Health and Well-being of Students and the Role of Education in Supporting It

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Abstract

As the mental health and well-being of students are of the utmost importance, not only for their own development but also for the development of society, the education system has to play a crucial role in fostering these aspects. Mental health encompasses more than the absence of disorders; it represents a balanced state of emotional, psychological, and social well-being. Due to technological advancements, social challenges, competitive pressures, and rising academic demands, students become the victims of stress, anxiety, melancholy, and sometimes it creates some mental problems. Therefore, education must extend beyond academic instruction to encourage holistic development and emotional resilience.

In this study, the researcher seeks to explore the importance of mental health in students' lives, the major obstacles they face, and how educational institutions may help students' well-being through an integrated plan and policies, counselling services, curricular changes, and awareness.

For the study, the secondary data are employed. It is expected that this paper will help teachers prioritize the mental health and well-being of students, enabling them to learn about the various factors contributing to poor mental health and well-being, as well as strategies for overcoming them.

Keywords: Mental health, Well-being, Students, Education.

सांस्कृतिक, भावनात्मक, आर्थिक एवं आध्यात्मिक विकास : विकसित भारत @2047 की दृष्टि

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Abstract

भारत एक प्राचीन सभ्यता और एक युवा राष्ट्र है। यह वह देश है जहाँ वेदों की ऋचाएँ भी गूँजती हैं और आधुनिक विज्ञान की प्रयोगशालाओं की गूँज भी सुनाई देती है। स्वतंत्रता के बाद बीते हुए सात दशकों में भारत ने अनेक क्षेत्रों में प्रगति की है – विज्ञान, प्रौद्योगिकी, कृषि, स्वास्थ्य, शिक्षा, रक्षा और अंतरिक्ष अन्वेषण जैसे क्षेत्रों में भारत ने अपने कदम मजबूती से बढ़ाए हैं। लेकिन क्या यही विकास है? वर्ष 2047 वह ऐतिहासिक पड़ाव होगा जब भारत अपनी स्वतंत्रता के 100 वर्ष पूरे करेगा। भारत सरकार और नीति आयोग द्वारा 'विकसित भारत @2047' की परिकल्पना इसी दिशा में एक प्रयास है, जिसका उद्देश्य है कि भारत अगले 20 वर्षों में एक ऐसा राष्ट्र बने जो आर्थिक रूप से सशक्त, सांस्कृतिक रूप से समृद्ध, भावनात्मक रूप से संतुलित और आध्यात्मिक रूप से जागरूक हो। यह शोध-पत्र इसी परिकल्पना को आधार बनाकर तैयार किया गया है, जिसमें भारत के समग्र विकास को चार प्रमुख स्तंभों – सांस्कृतिक, भावनात्मक, आर्थिक, और आध्यात्मिक विकास – के माध्यम से समझा गया है। विकास की अवधारणा को जब हम गहराई से समझते हैं तो यह स्पष्ट होता है कि केवल बुनियादी ढाँचा, जीडीपी वृद्धि, विदेशी निवेश या तकनीकी उन्नति किसी राष्ट्र को पूर्ण विकसित नहीं बनाते। एक सच्चे अर्थ में विकसित राष्ट्र वह होता है जहाँ समाज सांस्कृतिक रूप से जीवंत, मानसिक रूप से संतुलित, आर्थिक रूप से आत्मनिर्भर और आत्मिक रूप से समृद्ध हो। आज के युग में जहाँ समाज तेजी से वैश्वीकरण की ओर बढ़ रहा है, वहाँ यह अत्यंत आवश्यक हो गया है कि भारत अपनी आत्मा को न खोए – वह आत्मा जो उसकी संस्कृति, जीवन-दर्शन और आध्यात्म में बसती है। इस शोध का उद्देश्य केवल आंकड़ों या नीतियों का विश्लेषण करना नहीं है, बल्कि एक ऐसी दृष्टि प्रस्तुत करना है जो राष्ट्र को उसके मूल मानवीय, नैतिक और बौद्धिक मूल्यों की ओर पुनः उन्मुख करे। 'विकसित भारत @2047' एक ऐसा संकल्प है जिसमें केवल सरकार ही नहीं, बल्कि समाज के प्रत्येक व्यक्ति की भागीदारी आवश्यक है। यह पेपर इस बात पर विशेष ध्यान देता है कि कैसे इन चार स्तंभों के माध्यम से हम उस भारत का निर्माण कर सकते हैं जो वैश्विक मंच पर नेतृत्व तो करे ही, साथ ही विश्व को सांस्कृतिक और आध्यात्मिक मार्गदर्शन भी प्रदान कर सके। सांस्कृतिक रूप से, भारत विश्व की सबसे पुरानी और जीवंत संस्कृतियों में से एक है, लेकिन आज उसके सामने अपनी पहचान और मूल्यों को बचाए रखने की चुनौती है। भावनात्मक स्तर पर, मानसिक स्वास्थ्य और सामाजिक संवेदनशीलता जैसे मुद्दे दिन-ब-दिन गंभीर हो रहे हैं। आर्थिक रूप से, भारत ने गति पकड़ी है लेकिन समावेशी विकास, कौशल विकास और ग्रामीण भारत की भागीदारी अब भी अधूरी है। वहीं आध्यात्मिक दृष्टिकोण से, भारत के पास एक समृद्ध परंपरा है, जो उसे संतुलित और उद्देश्यपूर्ण जीवन की ओर ले जा सकती है, बशर्ते वह इसे अपने जीवन में आत्मसात करे। इस शोध में हम प्रत्येक स्तंभ का विस्तार से अध्ययन करेंगे, उनकी वर्तमान स्थिति, चुनौतियाँ, अवसर और भावी योजनाओं पर चर्चा करेंगे। साथ ही, यह शोध यह भी स्पष्ट करेगा कि यदि इन चार स्तंभों में संतुलन नहीं हुआ तो केवल आर्थिक प्रगति भारत को 'विकसित राष्ट्र' नहीं बना पाएगी। भारत को एक 'संतुलित, सशक्त और समरस राष्ट्र' के रूप में विकसित करने के लिए इन सभी आयामों पर एक साथ काम करना अनिवार्य है। अतः यह शोध-पत्र एक वैचारिक यात्रा है – जिसमें हम न केवल वर्तमान की स्थिति का मूल्यांकन करेंगे, बल्कि यह भी प्रस्तावित करेंगे कि कैसे वर्ष 2047 तक भारत एक ऐसे रूप में विकसित हो सकता है जहाँ भौतिक और आध्यात्मिक प्रगति, परंपरा और आधुनिकता, और व्यक्ति तथा समाज – सभी में संतुलन हो।

कुंजी शब्द: सशक्तिकरण, युवा नेतृत्व, डिजिटल भारत, सुशासन, सतत विकसित भारत, आत्मनिर्भरता, सांस्कृतिक पुनर्जागरण, भावनात्मक विकास, आर्थिक समावेशन, आध्यात्मिक चेतना, नारी सशक्तिकरण, युवा नेतृत्व, डिजिटल भारत, नवाचार, मूल्य आधारित शिक्षा, सुशासन, सतत विकास, पर्यावरण संरक्षण, वैश्विक नेतृत्व।

An Evaluation of Factors Influencing Post-Hemodialysis Fatigue in Patients Undergoing Hemodialysis

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Abstract

Introduction: The procedure of hemodialysis is eliminating excess water, solutes, and toxins from the blood in patients whose kidneys are no longer able to do these tasks naturally is known as renal dialysis (from the Greek dialysis, which means "dissolution"; from Dia, which means "through," and lysis, which means "loosening or splitting"). This is known as renal replacement treatment. In 1943, the first successful dialysis procedure was carried out. When kidney function rapidly declines (acute kidney injury, formerly known as acute renal failure) or when chronic kidney failure, a steady drop in kidney function, reaches stage 5, dialysis may need to be started. When the glomerular filtration rate falls below 15% of normal, stage 5 chronic renal failure is attained.

Methods: A study was conducted among 50 patients of post hemodialysis fatigue at Teerthanker Mahaveer hospital Moradabad, Uttar Pradesh, participants were chosen through convenience sampling. Data were collected using socio-demographic profile and observational checklist, which patient filled to report their self-structured fatigue assessment scale, ethical principles of consent, confidentiality, and voluntary participation were ensured. Data were analyzed using descriptive and chi – square statistics.

Results: This descriptive study analyzed the baseline characteristics of 50 hemodialysis patients. Participants were primarily within the 36–50-year age range, with a higher representation of males (62%) and married individuals (84%). Educational attainment varied, with 30% having secondary education and 24% being graduates, while 20% had no formal education. Most participants identified as Muslim (52%) and reported monthly incomes between Rs.15,000–30,000. Joint family living was common (56%), and private sector employment was the predominant occupation (50%). Regarding dietary patterns, 62% were non-vegetarians. Rural and urban residence was nearly evenly distributed. Smoking was the most reported unhealthy habit (22%), and most patients (48%) had been on dialysis for 1–3 years. The majority (84%) received dialysis one to two times per week. Pre-intervention fatigue levels were high, with a mean fatigue score of 69.04 (SD = 4.20). A significant association was found between pre-test fatigue and factors such as age, education level, and dialysis duration ($p < 0.05$), while no significant association was observed with gender, income, religion, or lifestyle variables.

Discussion: The findings of this study highlight the multifactorial nature of post-hemodialysis fatigue among patients undergoing regular dialysis. Fatigue levels were notably high prior to any intervention, with a significant association observed between fatigue and factors such as age, educational status, and duration of dialysis. These results suggest that both biological aging and limited health literacy may contribute to increased fatigue perception, while longer dialysis duration may reflect cumulative physiological burden. Interestingly, variables such as gender, income, religion, and lifestyle habits showed no significant relationship with fatigue levels, indicating that sociodemographic factors alone may not adequately predict fatigue outcomes. These insights underscore the importance of individualized assessment and targeted support for managing fatigue in this population.

Conclusion: In conclusion, this descriptive study provides valuable insights into the demographic and clinical profile of hemodialysis patients, highlighting key characteristics such as age, gender, education, occupation, and lifestyle habits. The high prevalence of fatigue among participants underscores the burden faced by individuals undergoing dialysis, with significant associations identified between fatigue levels and factors like age, education, and dialysis duration. These findings emphasize the need for targeted interventions and supportive care strategies that address both the physical and psychosocial needs of this population to improve their overall quality of life.

Keywords: Hemodialysis, post hemodialysis Fatigue, chronic renal failure.

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Synergizing Impact Investing, Green Finance, and the Circular Economy: An Empirical Agenda for Sustainable Capital Mobilization and Resource Efficiency in India

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Abstract

India's path to economic growth and climate resilience requires financial systems that can attract substantial capital while ensuring that resources are utilized more efficiently. This paper brings together three interlinked approaches: Impact investing, green finance, and the circular economy (CE) to demonstrate how they can work in synergy to drive sustainable development. We argue that when these domains interact, they create powerful mechanisms for mobilizing capital and translating it into tangible improvements in resource efficiency. To ground this idea, we draw on recent policy shifts in India, such as SEBI's BRSR Core disclosure standards, the Eco mark Rules 2024, and the draft Climate Finance Taxonomy, alongside market signals from sovereign and corporate green bonds, blended-finance guarantee programs, and the growing role of impact venture capital. By weaving these developments together, we propose a systems framework that identifies how stronger disclosure, credible assurance, and risk-sharing instruments can channel funds more effectively into CE-aligned projects. The paper also lays out a set of propositions, key indicators, and potential data sources that could guide empirical research in this space. These include measurable outcomes like waste reduction, recycled content, water reuse, and capital mobilization trends. In doing so, we provide both scholars and policymakers with a roadmap for future studies that combine qualitative and quantitative methods. Ultimately, our contribution lies in showing how India can move beyond fragmented initiatives and instead build a coherent, integrated architecture for sustainable capital flows that delivers measurable social, environmental, and economic benefits.

Keywords: impact investing; green finance; circular economy; resource efficiency; blended finance.

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Cybersecurity and Prosperity: How Digital Trust Drives Economic Growth

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Abstract

In the digital era, cybersecurity has emerged as a cornerstone of economic development. With economies increasingly reliant on digital infrastructure, the role of digital trust—the confidence stakeholders place in online systems, data protection, and digital services—has become more critical than ever. This study explores the intricate relationship between cybersecurity, digital trust, and economic growth, focusing on how robust cybersecurity frameworks promote trust among users, investors, and enterprises, ultimately driving national and global prosperity. The research utilizes a mixed-method approach to evaluate the impact of cybersecurity indicators (such as data protection, incident response readiness, and cyber regulations) on key economic variables like GDP growth, innovation index, and digital trade participation. Findings from recent empirical studies highlight a direct correlation between strong cybersecurity policies and enhanced digital trust, which in turn supports innovation, financial investments, and sustainable economic growth. Despite increased awareness, many economies still struggle to integrate cybersecurity into broader economic planning, particularly in developing nations where digital literacy and infrastructure gaps persist. By identifying the mediating role of digital trust, this study provides policymakers with actionable insights to align cybersecurity strategies with national development goals. The study's novelty lies in its multi-layered model, integrating cybersecurity readiness, trust metrics, and economic outcomes, offering a comprehensive perspective on digital prosperity. The implications are far-reaching, suggesting that fostering digital trust through strategic cybersecurity investment is not just a technical necessity, but a critical driver for long-term economic growth and societal well-being.

Keywords: Cybersecurity, Digital Trust, Economic Growth, Digital Infrastructure, Cyber Policy, Trust Metrics, Digital Transformation, Cyber Readiness, GDP, Digital Prosperity.

पर्यावरणीय विचार एवं क्रिया का इतिहास

प्रो० ऋतु भारद्वाज

पं० दीन दयाल उपाध्याय मैनेजमेन्ट कालिज मेरठ

शोध सार

सम्पूर्ण ब्रह्माण्ड के ज्ञात ग्रहों में पृथ्वी ही ऐसा ग्रह है जहाँ पर जीवन विद्यमान है। मानव का यह कर्तव्य बनता है कि जीव जगत् के अस्तित्व के लिए पर्यावरणीय तत्वों का संरक्षण करें। किन्तु आज वैश्विक ताप में वृद्धि से हिमशिखरों का तीव्रता से हिमस्खलन, भूकम्प, चक्रवात, वायु का तीव्रता से प्रदूषित होना जैसी पर्यावरण सम्बन्धी गम्भीर समस्याएँ उत्पन्न हो रही हैं। यदि समय रहते इन आपदाओं को रोकने का प्रयास नहीं किया गया तो पृथ्वी पर जीवों के अस्तित्व पर संकट उत्पन्न होगा।

वैदिक काल से लेकर वर्तमान तक पर्यावरण संरक्षण तथा प्रदूषण नियन्त्रण हेतु समय-समय पर विभिन्न कालों में सामन्जस्य स्थापित किया गया जिसमें पर्यावरण संरक्षण, प्राकृतिक घटकों के सदुपयोग उनके प्रति आस्था एवं चिन्तन को विस्तारित किया जाता रहा है। परिणामतः यह संरक्षण कभी पंच तत्वों के प्रति आस्था, कभी जागरूकता, कभी सम्मेलन तो कभी आन्दोलन के रूप में परिलक्षित हुआ है। यह विचार वास्तव में एक वैश्विक चुनौती है। अतः हम सभी को पर्यावरण संरक्षण के लिए मिलकर कार्य करने की आवश्यकता है।

मुख्य बिन्दु: पंच तत्व, वैश्विक चुनौती, सामन्जस्य, हिम शिखर, प्राकृतिक घटक

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The Role of Emotions and Values in Environmental Attitudes and Actions

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Abstract

Emotions and values are powerful, intertwined motivators that shape environmental attitudes and actions. While environmental challenges are often framed in terms of science and rational analysis, human behavior is equally driven by psychological and emotional factors. People act not on facts alone but on what they value and how they feel toward the natural world. Values represent enduring principles that guide decisions, such as prioritizing ecological conservation, biodiversity, and sustainability. These may be rooted in altruistic, moral, or biospheric orientations, where concern for nature and future generations outweighs self-interest.

Emotions, by contrast, are immediate affective responses that activate or suppress values in real-world contexts. Negative emotions such as guilt, fear, and anger can stimulate corrective behaviors, advocacy, or activism. For instance, guilt may arise from excessive resource use, while anger often surfaces when governments or corporations neglect environmental responsibilities. However, unchecked fear may also lead to helplessness and disengagement. Positive emotions provide resilience and sustain engagement. Pride reinforces behaviors like recycling or energy conservation, while hope fosters optimism that collective action can bring meaningful change. The concept of the "warm glow," or the satisfaction of contributing to the public good, further highlights the motivational role of positive emotions.

The interplay between values and emotions reveals that environmental attitudes are complex psychological phenomena, not merely rational cost-benefit assessments. This explains why individuals may pay more for renewable energy or devote time to environmental causes, choices that appear "irrational" economically but are consistent with moral responsibility and collective well-being. Effective environmental communication must therefore engage both cognition and emotion. Campaigns that combine scientific data with emotional triggers—such as compelling imagery or hopeful narratives—are more successful in driving behavior change.

Educational institutions and policymakers also play a crucial role. Experiential learning, such as nature projects and community initiatives, fosters empathy and stewardship among youth. Policies that frame climate change as an ethical and justice issue resonate with core values, while corporate social responsibility can evoke pride and trust among stakeholders.

In conclusion, integrating values and emotions into environmental strategies is essential for addressing challenges like climate change and biodiversity loss. By aligning emotional responses such as guilt, hope, and pride with deeply held values, societies can build stronger pathways toward sustainability and long-term ecological stewardship.

Keywords: Emotions, Values, Attitudes, Actions, Climate change, Sustainability, Environmental communication.

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Unlocking Knowledge Globally: The Power of Open Educational Resources (OER)

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Abstract

The emergence of Open Educational Resources (OER) marks one of the most significant transformations in the way knowledge is created, shared, and accessed in the digital age. OER refers to teaching, learning, and research materials that are freely accessible and openly licensed, enabling users to adapt and share without worrying about copyright and financial barriers. Since UNESCO's 2002 forum initially introduced the term, OER has expanded into a global movement supported by initiatives such as MIT's Open CourseWare and the Creative Commons licensing framework. The open nature of OER facilitates global sharing and collaboration among educators, researchers, and learners. By sharing and adapting OER, educators can enhance the quality and relevance of their teaching materials. OER help improve the design of courses, develop better learning materials, create fairer assessment tools, and support lifelong learning. OER help learners to access a diverse range of perspectives and resources. OER also allows learning to happen at learner's own pace. By leveraging OER, educational institutions, organizations, and individuals can pool their resources, expertise, and experiences to create a vast repository of knowledge that transcends borders. Of course, OER comes with its challenges. Not all resources are of equal quality, and without clear systems of review, some may be unreliable. Another challenge lies in the lack of widespread awareness among many people that how open licenses work, which leads to confusion or hesitation in using them. Funding is another concern-most projects start with grants or university support, but long-term sustainability is often uncertain. It can also be difficult to search for the right resource, since they are scattered across many platforms. Finally, in many countries, supportive government policies and institutional frameworks are still missing, which limits how much OER can grow. Despite these challenges, the role of OER in global knowledge sharing is powerful. They allow education more accessible, flexible, and affordable across the globe. With continued efforts toward quality, sustainability, and supportive policies, OER can help shape an education system more inclusive, equitable, and collaborative, showing that knowledge should not be locked away but shared for the benefit of all.

Keywords: Open Educational Resources, Global Sharing, Accessibility, Challenges.

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Effectiveness of Inquiry Based Training Model for Teaching Education in Higher Secondary School

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Abstract

The Inquiry Based Training Model (IBTM) was developed by Richard Suchman, aiming to develop the cognitive skills of students with a novel approach to learning driven by actively pose question, investigate problem. This study examines the effectiveness of the Inquiry Based training Model (IBTM) in teaching Education to eleven grade students, and conduct a comparative study between traditional teaching method and Inquiry Training model. A quasi-experimental design was used, with 90 students divided into control and experimental groups. The control group received traditional instruction, while the experimental group was taught using IBTM. Pre-test and post-test scores were analysed using statistical techniques. Results showed a significant improvement in the academic performance of students taught using ITM, with higher post-test scores compared to the control group. The findings highlight IBTM's effectiveness in enhancing inquiry skills, problem-solving, and critical thinking. The study recommends inclusion of IBTM into education subject and providing teacher training for its implementation.

Keywords: Effectiveness, Inquiry Training Model, academic achievement, traditional teaching methods, control group, Experimental group.

Two Days International Multidisciplinary Conference on "**Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility, and Sustainable Action**" on the occasion of Teachers' Day in India, **Sep 05-06, 2025** at Meerut, India jointly organized by

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International Council for Education, Research and Training (ICERT), USA & India

The Role of Language and Communication in Promoting Sustainable Practices

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Abstract

Language and communication play a pivotal role in shaping attitudes, behaviour, and collective action toward sustainability. As societies face pressing environmental and social challenges, the way ideas of sustainability are expressed, shared, and internalized becomes crucial. This paper examines the role of language and communication in promoting sustainable practices by exploring how discourses, narratives, and cultural expressions influence public understanding, policy-making, and community engagement. It highlights how effective communication strategies ranging from awareness campaigns and educational initiatives to storytelling and digital media can bridge the gap between knowledge and action. Furthermore, the paper underscores the significance of inclusive, culturally sensitive, and participatory communication in fostering long-term behavioural change. By analysing theoretical perspectives and practical case studies, the study demonstrates that language and communication are not merely tools of information transfer but central drivers of social transformation toward sustainability.

Keywords: Language, Communication, Social Transformation, Sustainability, Policy-making, Community engagement.

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Brand Equity, Branding, and Its Aspects: An Overview of the Literature

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Abstract

The ability to differentiate the product from the competitors must be given top priority in today's business environment. A businessman must consider how to attract clients and what qualities and perceptions they would want to see in their products or services. A choice of product based on brand equity is an implicit promise made at the moment of purchase to go back to the store and buy the item again. It is important and vital since companies want to increase sales in order to make the most money, and increasing sales may be achieved by gaining the loyalty and contentment of customers.

It involves upholding the principles of your company, taking ownership of your errors, and building a devoted and trustworthy clientele via your words, deeds, and narratives. The company's survival depends on factors including perceived value, brand equity, brand awareness, and brand loyalty, all of which can actively increase sales. It is challenging to characterise and understand the consumer's desire to purchase without considering a range of literature and conceptual approaches, as mentioned in the literature on the subject. This paper aims to review many authors' perspectives on the idea of brand equity and relate them to the needs of the current situation.

Keywords: Brand Equity, Brand Performance, Brand Loyalty, and Purchase Intention.

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Integrating Science, Spirituality and Cultural Vitality for Sustainable Development towards Vision Vikasit Bharat @2047

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Abstract

India's vision of Vikasit Bharat @2047 goes beyond economic progress, reflecting a collective dream of building a society rooted in human dignity, cultural wisdom, and sustainable growth. This paper explores how science and spirituality, when integrated with cultural vitality and emotional well-being, can guide India's journey towards becoming a developed nation. Rather than focusing only on GDP, the study emphasizes a model of holistic flourishing where innovation is guided by ethics, growth is inclusive, and progress is measured by both human happiness and ecological balance. Drawing insights from Indian policy frameworks and global development experiences, the paper presents how tradition and modernity can work together to ensure resilient communities, responsible governance, and sustainable education. The findings suggest that India, with its rich spiritual heritage and scientific potential, can lead the world in shaping a more compassionate, balanced, and future-ready civilization by 2047.

Keywords: Vikasit Bharat 2047, Holistic Development, Science and Spirituality, Sustainable Growth, Cultural Vitality.

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Bridging Psychology and Education: The Role of School-Based Interventions in Promoting Youth Mental Health

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Abstract

Youth mental health is increasingly recognized as a critical area of concern, with rising cases of stress, anxiety, and depression among adolescents. Schools, being central to young people's development, provide a unique opportunity to integrate psychological support within educational settings. This paper conceptually explores the intersection of psychology and education in promoting youth mental health through school-based interventions. Drawing on theories from developmental psychology, resilience, and socio-emotional learning, the paper proposes a framework for preventive, supportive, and skill-building interventions within schools. The model emphasizes teacher training, peer mentoring, counselling, and mindfulness practices as integrative strategies that bridge psychology and education. It also considers community involvement and policy-level initiatives as enablers of effective implementation. This paper highlights the potential of school-based interventions to create resilient, emotionally balanced, and academically successful youth, while identifying challenges and future directions for research and practice.

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The Impact of Technology on Well-Being, the Economy, and the Environment

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Abstract

The 21st century has been defined by technological transformation, which has altered how people live, work, and interact with the environment and one another. This study summarizes multidisciplinary data on how technology affects the environment, the economy, and human well-being. Digital technologies in well-being bring hazards related to attention, mental health, privacy, and sedentary behavior, but they also make it possible for earlier diagnosis, customized therapies, and more access to education and social support. Despite polarizing labor demand, dislodging repetitive work, and expanding digital devices, technological advancements in automation, artificial intelligence (AI), and digital platforms boost productivity and open up new markets. Environmentally speaking, life-cycle burdens—particularly energy use, materials extraction, and e-waste—are increased by clean energy, precision agriculture, and monitoring systems.

The study makes the case that governance, design decisions, and supplementary investments in infrastructure, social protection, and skills dictate results rather than technology. Adopting "human-centered" digital health and education standards, integrating innovation incentives with labor market and competition laws, and using life-cycle, circular economy, and just-transition frameworks to direct the deployment of sustainable technology are some of the policy ideas.

Keywords: technology, well-being, mental health, productivity, automation, digital divide, environment, climate change, circular economy, policy.

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Environmental Education and Public Awareness through Media: A Pathway to Sustainable Futures

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Abstract

Environmental degradation, including climate change, pollution, deforestation, and biodiversity loss has emerged as one of the most pressing global challenges. In this context, environmental education (EE) and public awareness have become indispensable tools for promoting sustainable behavior and influencing policy. This paper investigates the crucial role of media in shaping environmental consciousness and driving public engagement. Through a multidisciplinary lens, it examines how various media platforms- print, radio, television, digital, and social media disseminate environmental information, construct public discourse, and foster collective action. Drawing on case studies from India and beyond, including initiatives like Swachh Bharat Abhiyan, Fridays for Future, and community radio campaigns, the paper illustrates how strategic communication can mobilize citizens and bring environmental issues to the forefront. It also explores how emerging technologies such as AI, virtual reality, and the metaverse are transforming environmental education into more immersive and participatory experiences. While media holds transformative potential, the paper also identifies key challenges, such as misinformation, media apathy, and limited rural outreach that hinder its effectiveness. The study concludes with actionable recommendations for strengthening the role of media in environmental education through localized content, policy support, and cross-sector collaboration, positioning media as a critical ally in the pursuit of global environmental sustainability.

Keywords: Environmental Education, Public Awareness, Mass Media, Climate Change, Sustainability, Media Campaigns.

समाज शास्त्र में सतत विकास में मनरेगा की ग्रामीण स्तर पर भूमिका का अध्ययन

मनोज कुमार शर्मा (शोधार्थी) डिपार्टमेंट ऑफ आर्ट मंगलायतन विश्वविद्यालय अलीगढ़ उ०प्र०
डा० योगेश कुमार (रिसर्च गाइड) डिपार्टमेंट ऑफ आर्ट मंगलायतन विश्वविद्यालय अलीगढ़ उ०प्र०

ABSTRACT

2005 में शुरू किया गया महात्मा गांधी राष्ट्रीय रोजगार गारन्टी ग्रामीण अधिनियम (मनरेगा) मुख्य रूप से ग्रामीण क्षेत्रों में गारन्टीकृत मजदूरी रोजगार के माध्यम से आजीविका सुरक्षा प्रदान करने के उद्देश्य से है। मनरेगा के द्वारा सतत विकास का उद्देश्य समाज की प्रगति व सुधार करना है। मनरेगा के द्वारा पर्यावरण का संरक्षण भी जरूरी है। मनरेगा सतत विकास की सामाजिक नीतियां, सामाजिक सुरक्षा, सामाजिक संरक्षण के माध्यम से स्थिरता और विकास के बीच संतुलन बनाने में मदद मिलती है। मनरेगा के द्वारा पर्यावरण आर्थिक सामाजिक व मानवीय विकास भी किया गया है सतत विकास है जो भविष्य की पीढ़ियों की अपनी जरूरतों का पूरा करने की क्षमता से समझौता किये बिना वर्तमान की जरूरतों को मनरेगा के द्वारा पूरा किया जा रहा है। समाज शास्त्र में सतत विकास का उपयोग आमतौर पर व्यवसायिक मूल्य को बढ़ावा व लाभप्रदता ग्रामीण स्तर पर मनरेगा के द्वारा किया जाता है हालांकि मनरेगा के द्वारा पर्यावरण, आर्थिक, सामाजिक व मानवीय स्थिरता के संरक्षण और जीवन की गुणवत्ता में सुधार किया जा रहा है मनरेगा के द्वारा सतत ग्रामीण विकास एक व्यापक दृष्टिकोण है जो ग्रामीण क्षेत्रों में आर्थिक विकास सामाजिक सामान्यता में मनरेगा की भूमिका होती है। मनरेगा के द्वारा ग्रामीण क्षेत्र में आर्थिक स्तर में विकास हुआ है और वहां रोजगार प्राप्त हुआ है जिससे लोगों की स्थिति में सुधार हुआ है। मनरेगा के द्वारा सामाजिक विकास में सामाजिक जीवन में सुधार हुआ मनरेगा के द्वारा शिक्षा का विकास सामाजिक सेवाएँ में अहम भूमिका हुई है। मनरेगा समाज को स्थिर रहने और अपनी पहचान बनाये रखने में मदद करता है जो विकास की प्रक्रिया की ओर अधिक प्रभावी चलाने के लिये आवश्यक है। मनरेगा सामाजिक सदभावना और विभिन्न समूहों के बीच सहमति को बढ़ावा देता है या एक ऐसे समाज के लिये कार्यक्रम और व्यवहारिक प्रथाएँ विकसित करना है इसके द्वारा सभी अधिकार व जिम्मेदारी को सुनिश्चित करना है। मनरेगा के द्वारा ग्रामीण स्तर पर सतत विकास में बदलाव आये और उनको निश्चित रोजगार व आम्नदानी प्रदान हुई।

इस प्रकार समाज शास्त्र में सतत विकास में मनरेगा की ग्रामीण स्तर पर भूमिका का अध्ययन किया गया।

कीवर्ड मनरेगा, ग्रामीण पर्यावरण संरक्षण, सामाजिक आर्थिक संरक्षण, सतत विकास के मूल्य।

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Agripreneurship in the Age of AI in India: Assessing Business Viability and Adoption Barriers

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Abstract

India's agricultural sector is at a critical juncture. Home to over 120 million smallholder farmers, it faces persistent challenges of productivity stagnation, resource degradation, fragmented supply chains, and climate shocks. Artificial Intelligence (AI) applications in agriculture—ranging from precision farming and crop monitoring to price discovery and credit risk scoring—offer transformative possibilities. Agripreneurs in India are attempting to commercialize these innovations, yet business viability remains contested, and adoption by farmers is uneven. This paper investigates the prospects and constraints of AI-driven agripreneurship in India. We explore viable business models, revenue strategies, and enabling policies, while analyzing adoption barriers shaped by economic, technological, institutional, and socio-cultural factors. Case examples from Indian start-ups and cooperatives illustrate both opportunities and challenges. The paper concludes with strategic recommendations for entrepreneurs, investors, and policymakers to foster inclusive and sustainable agripreneurship in the AI era.

Keywords: Agripreneurship, Artificial Intelligence, Adoption Barriers, Digital Divide, Agri-Tech.

किशोरावस्था में माता-पिता के दबाव का किशोरों के कल्याण पर प्रभाव

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शोध सार

आज के प्रतिस्पर्धी दौर में माता-पिता बच्चों को केवल पढ़ाई में ही नहीं, बल्कि सही करियर चुनने, कौशल विकसित करने और टेक्नोलॉजी का उपयोग करने में भी मार्गदर्शन दे रहे हैं। लेकिन कई बार मार्गदर्शन और दबाव के बीच की रेखा धुंधली हो जाती है। सफलता को केवल अंको, उच्च पदों और करियर की ऊंचाइयों से नापे जाने माहौल में बच्चे अपने आप को कमतर महसूस करने लगते हैं। प्रस्तुत शोध का उद्देश्य किशोरावस्था में माता-पिता के दबाव का अध्ययन करना तथा किशोरों के कल्याण की गहरी समझ प्राप्त करना, माता-पिता के दबाव के कारण उत्पन्न किशोरों की भावनाओं और दृष्टिकोण को समझना तथा किशोरों के कल्याण के नए दृष्टिकोण को जानना है। किशोरों के कल्याण पर गहन जानकारी प्राप्त करने के लिए शोधार्थी द्वारा 10 प्रश्नों की स्वनिर्मित मुक्त प्रश्नावली व अवलोकन का प्रयोग किया गया है।

किशोरों पर माता-पिता के दबाव को ज्ञात करने के सम्बन्धी आंकड़ों के संग्रहण के लिए डॉ० रमा मैखुरी (2019) द्वारा निर्मित एवं मानकीकृति मापनी 'पेरेन्टल प्रेशर स्केल' का प्रयोग किया गया है।

प्रस्तुत शोध में मेरठ जिले के 20 माध्यमिक विद्यालयों में अध्ययनरत 600 विद्यार्थियों (300 छात्र व 300 छात्राओं) को न्यादर्श के रूप में चयनित किया गया। प्रदत्तों के विश्लेषण हेतु मध्यमान, मानक विचलन एवं टी-परीक्षण सांख्यिकीय विधियों का प्रयोग किया गया है। प्राप्त आंकड़ों द्वारा माता-पिता के व्यवहार से किशोरों द्वारा

महसूस किये जाने वाले दबाव को मापा गया है। निष्कर्षों में पाया गया कि बालक व बालिकाओं से भविष्य में अच्छे करियर के लिए शिक्षा में अच्छे प्रदर्शन की उच्च अपेक्षाएं रखी जाती हैं। माता-पिता के नियन्त्रण का दबाव बालकों की अपेक्षा बालिकाओं में अधिक पाया गया तथा माता-पिता के हावी व्यवहार का दबाव बालिकाओं की तुलना में बालकों पर अधिक पाया गया। सही-गलत समझाने के लिए बार-बार की गई रोक-टोक व बच्चों को बेहतर बनाने के लिए अपनी भावनाओं को उन पर थोपने से बच्चे विरोधी, क्रोधी व अक्रामक अवस्था में जल्दी आ जाते हैं। तथा उनका आत्मविश्वास भी क्षीण होने लगता है। निष्कर्ष में पाया गया कि किशोरों के शारीरिक कल्याण, भावनात्मक कल्याण, सामाजिक कल्याण, बौद्धिक व शैक्षिक कल्याण, आध्यात्मिक एवं नैतिक कल्याण पर माता-पिता के उच्च दबाव का नकारात्मक प्रभाव पड़ता है।

माता-पिता का सहयोग और मार्गदर्शन बच्चों के लिए वरदान है। लेकिन जब यह दबाव बन जाता है तो बच्चों के मानसिक, भावात्मक व सामाजिक अर्थात् समग्र कल्याण का नकारात्मक रूप से प्रभावित करता है।

कुजी शब्द— माता-पिता का दबाव एवं किशोरों का कल्याण

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Full Papers

“Financial Innovations for a Sustainable Economy”

Dr. Devesh Gupta

Associate Professor, Pt. DDUMC

Abstract

The urgent challenge of climate change and sustainable development requires significant transformation in financial markets. Financial innovations—ranging from new instruments like green bonds and social impact bonds to advanced fintech integration—are pivotal for mobilizing capital toward sustainable and inclusive economic growth. The interplay among innovative financial tools, intelligent risk management, and emerging digital technologies (such as AI and blockchain) is shaping the contemporary landscape of sustainable finance.

Introduction

Financial markets are uniquely positioned to address the sustainability transition. By financing clean energy, green infrastructure, and sustainable business practices, the sector directly supports the achievement of global objectives such as the United Nations Sustainable Development Goals (SDGs). Recent research spotlights key pathways by which financial innovation can facilitate this transition—especially in bridging funding gaps, creating new risk-sharing mechanisms, and leveraging digitalization for better decision-making.

Key Financial Innovations Advancing Sustainability

- **Green Bonds & Sustainability-linked Instruments:** These bonds fund projects with environmental benefits—renewable energy, energy efficiency, cleans transport, and more. Global cumulative issuance of green bonds has surpassed \$1 trillion, underlining their growing impact on capital markets.
- **ESG Integration & Impact Investing:** Environmental, Social, and Governance (ESG) criteria, along with impact measurement standards, help investors and corporations align strategies with long-term sustainability considerations.
- **Fintech, Artificial Intelligence & Block chain:** Technological advances facilitate enhanced credit risk modeling for green lending, transparent tracking of environmental outcomes, smart contracts to trigger payments based on sustainability milestones, and innovative crowd funding for green projects

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- **New Risk Management Tools:** Enhanced scenario analysis, climate risk stress testing, and insurance innovations support financial institutions in quantifying and managing climate-related risks.
- **Innovative Business Models:** Green fintech companies, social banks, and peer-to-peer sustainability investment platforms expand access to sustainable finance, especially in the Global South.

Case Studies and Conference-Relevant Themes

- **Emerging Markets:** In Nigeria and West Africa, digital financial innovations and sustainable banking partnerships have led to increased funding for productive purposes, positively influencing sustainable development.
- **Technological Transformation:** Conferences such as the Sustainable Financial Innovation Centre (SFIC) meetings and ICFIED emphasize the momentum around fintech, AI, and blockchain for sustainable finance, highlighting cross-sector collaborations and actionable insights for policymakers.
- **Barriers & Opportunities:** While innovation unlocks new financing potentials, barriers like high transaction costs, regulatory gaps, and insufficient institutional frameworks in developing economies must be addressed for wider impact.

Challenges and Future Directions

Significant challenges remain—green washing, inconsistent ESG data/reporting standards, and regulatory uncertainty. The next horizon for research and practice includes:

- Advancing global standards for measuring sustainability impacts,
- Mainstreaming green fintech beyond pilot phases,
- Developing inclusive models that reach underserved communities,
- Deepening cross-border and cross-sectoral partnerships for knowledge transfer and capital flows.

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Conclusion

Financial innovation is indispensable to achieving a sustainable economy. Through creative instruments, advanced technologies, and inclusive business models, the financial sector becomes an engine for climate action, inclusive growth, and long-term resilience. Continued research, dialogue, and experimentation—as facilitated by academic conferences—will help the sector refine tools and ensure financial markets serve as true partners in global sustainable development.

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Framework for Public Health Research and Addressing the Role of Law in Health Disparities

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Abstract

The Indian system of safeguarding an individual's health has a lengthy history. The commercialization of medications and the medical profession, along with the passage of time and advancements in science and technology, enhanced the duty of physicians and contributed to the daily rise in medical negligence lawsuits. The government has established a number of committees to examine public health-related issues, and these committees have produced a number of suggestions aimed at enhancing India's healthcare system. In India, the role that diverse organisations have played in promoting public participation in the participatory management of civil society in the health care system represents a paradigm shift. The world came to understand that one of every person's most basic necessities is their health. This suggested article makes the argument that laws can generally be used to address disparities in public health as well as the absence of appropriate legal guidelines for maintaining public health.

Introduction:

The longest Constitution in the world, the ultimate law of our nation, is found in India, the largest democracy in the world. Aside from that, the Parliament has passed a number of laws to enhance everyone's living circumstances in one way or another, safeguarding and controlling everyone's health in the process [1]. Globalisation is the era in which we live, and it has been ongoing since the 1990s. Trade, cooperation, and amicable ties have increased as a result of the development of international cooperation. During this time, there is a lot of information and communication sharing opening up new avenues for improving living conditions. Nonetheless, there are crises in India's health system. [2]. Primary health care clinics, government hospitals, and public health facilities are being neglected, and environmental contamination is getting worse. The average person's living and service situations are being negatively impacted by the rising rates of poverty and unemployment. The price of medications is rising daily. Drug marketing that isn't legal is the norm. Because of the States negligence, the underprivileged groups in society lack access to adequate, higher-quality healthcare services. The private hospitals that are thriving are out of reach for the large segment of the populace that is marginalised, and the government hospitals are being ignored. The esteemed medical field is becoming more commercialised, and doctors pay little attention to medical ethics, which are set forth by the Medical Council of India. In addition to being careless about the health of the great majority of the urban poor classes, doctors are keen to practise only in urban regions [3]. Examining the sorry state of affairs in the health sector today, it is simple to conclude that the States regulatory framework has failed, thereby compromising everyone's right to health [6]. The Indian Constitution and numerous other laws have worked hard to safeguard the public's health and, in doing so, to uphold their right to health [17]. However, sufficient progress could not be made in the health sector in view of lack of seriousness in implementing the provisions of law by the States in the post - independent era [4]. In this case, the introduction is examined in section 1 of the article while the pertinent literature is examined in section

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2. Section 3 explains the goal of the work, Section 4 shows the discussion of the work, and Section 5 concludes the project.

Role Of Law in Addressing Health Disparities:

Health development is not a piecemeal process; rather, it is an essential part of life, encompassing the general expansion and evolution of various socio-cultural, economic, educational, political, and environmental elements. India had no official health strategy until 1983. All fundamental rights, with the exception of health, are mentioned in the Indian National Congress 1931 resolution on fundamental rights. But the Sokhey Committee brought up the health issue for the first time, recommending a centralised authority to care for mothers and children, the necessity of the bare minimum of infrastructure, and the need to train paramedics and conventional nurses to provide natal, antenatal, and postnatal care. The goal of the Indian Constitution's adoption was to create a society in which every citizen would have unrestricted access to equality, justice, freedom, and dignity. The main goal is to promote public health, which can only be achieved by carefully planning and implementing the framework and policies under the guidance of professionals. Due to a multitude of flaws, the government's numerous initiatives and policies have failed to defend citizens rights to health.

Law of National Health Policy

The official National Health Policy was created in 1983. The government of India decided to formulate a formal National Health Policy in 1983, as a follow-up to its commitment made in the Alma Ata Declaration high-level conference, that "Health for all by year 2000" was to be achieved, and the recommendations of the joint panel report generated from the ICMR and ICSSR. It was believed that a comprehensive and integrated manner was required for future development of medical education and training, research and health services in order to better address the real needs of the larger population and the most vulnerable group by establishing an effective and efficient health care delivery system. The National Health Policy (NHP) was to provide the necessary framework to establish a strong and stable primary health care delivery infrastructure with the ultimate goal of achieving health for all by 2000. To further support the NHP, universal and comprehensive primary health care was to be provided, provided close linkage between health sector services and activities providing for nutrition, drinking water supply, sanitation, with active involvement, and participation of the voluntary organizations and the community, the provision of essential drugs and vaccines, qualitative improvements in health and family planning services, and medical research issues confronting people in daily life. The National Health Policy of 1983 reaffirmed the decision to provide health services at the door-step of people but failed to provide access to those services. The target of one primary health centre for every 30,000 population and one subcentre for every 5,000 populations in a plain and one primary health centre for every 20,000 population and one subcentre 3,000 populations in tribal and hilly area was to be achieved in Sixth and Seventh Five Year Plans, similarly the target for immunising every eligible as well as expecting woman and child was also set to be achieved by 1990. During the Seventh Plan period special programmes were also developed for safe motherhood, reproductive and child health and maternal and child survival. With regards to medical education, medical research, service delivery with special reference to Primary Health Centres the government has also achieved some success. During Eighth Year Plan the total number of Primary Health Centres increased from 20,719 to 21,854 and the number of Sub-Centres also increased from 1, 31,469 to 1, 33,730 [9].

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Importance of Rights to health

The realisation of the rights to food, housing, employment, education, equality, non-discrimination, and the prohibition on cruel treatment as well as the protection of human dignity is very much linked to the right to health. It is also related to, and intimately connected to, the rights and freedoms of association, assembly, and movement; the rights to private and family life; the right to access information; and to all three of these in very direct ways. The full and enjoyment of the right to health, as recognized in Article 12 of the International Covenant on Economic, Social and Cultural Rights, can be compromised by a range of both internal and external causes. Unhealthy living circumstances are both the cause and effect of poor health. The primary causes of poor health will include a contaminated and unhealthy environment, lack of access to clean drinking water, and lack of nutrition. Unsafe working conditions contribute to poor health as well. Certain segments of the population such as prisoners, members of ethnic minorities and indigenous people, the elderly and disabled, asylum seekers, refugees, and migrant laborers, are more vulnerable than other groups in the general population. For example: discrimination and gender inequality are major factors in explaining the common failure to provide women and girls equal access and appropriate health care.

Role of Right to Health Development

The links between health and human rights are increasingly recognised. Health projects, programs, policies, and practices are interlinked ↔ human rights. The protection of human rights is known to be fundamental for the protection of public health. The links are evident but both are new and powerful frameworks for identifying and improving human well-being. Human rights in thinking about health can serve useful purposes for those focused on health or ethics and human rights because it may allow a new way to think about important global health issues while also expand human rights theory and practice. The use of an array of services and environments that the State is duty-bound to ensure, as necessary for achieving and retaining good health should be seen as an element of the right to health. There is common agreement that good health is necessary to improve human conditions [11]. A healthy body and mind are not merely issues of personal responsibility, they are issues of community shared interest because a healthy population is a pre-requisite for sustained scientific, technical, and economic development.

3. Conclusion and future scope

History will show that science played a major role in the development of the medical system. As British authority over India began, so did public awareness of the right to health. In response to these worries, a public health system developed, initially mostly inside military cantonments but eventually spreading outside of them. However, logistical challenges, financial constraints, resistance from Indian elites and British humanitarians, and the militaries and some IMS officers' strong desire to sterilise the Indian populace all served to restrain this goal. Public health initiatives like smallpox vaccinations and death registrations, despite the mission's general failure, offered a way to know the population, although an imprecise one. Although the inadequacies of the vaccination establishment and ongoing scepticism of the measure ensured a constant stream of infection, particularly in rural areas, the expansion of smallpox vaccination in the late 19th and early 20th centuries was also starting to affect a reduction in mortality from the disease in some areas of India.

Two Days International Multidisciplinary Conference on "**Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility, and Sustainable Action**" on the occasion of Teachers' Day in India, **Sep 05-06, 2025** at Meerut, India jointly organized by
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Role of FinTech Applications in Enhancing Consumer Financial Discipline: Evidence from India

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Abstract

This paper examines how FinTech applications in India influence consumer financial discipline—defined as budgeting adherence, timely bill repayments, regulated spending, regular saving/investing, and debt management. Drawing on secondary sources—including Reserve Bank of India (RBI) directions, National Payments Corporation of India (NPCI) statistics, industry reports, and academic papers—we propose a conceptual framework linking app features (payments convenience, personal finance management tools, nudges, gamification, data-sharing via Account Aggregators) to behavioral outcomes. Findings indicate that India's rapid adoption of digital payments (especially UPI) has reduced frictions in transacting and enabled app-layer interventions (budgets, reminders, micro-savings, auto-pay) that correlate with markers of financial discipline. But uneven digital literacy, data-privacy issues, and the sustainability of zero-MDR economics will constrain longer-term impacts. Policy solutions involve harmonizing disclosures for behavioral nudges, increasing Account Aggregator (AA) coverage with consent guardrails, and promoting interoperable personal finance management (PFM) standards.

Keywords: FinTech, consumer behavior, financial discipline, UPI, Account Aggregator, PFM, India

Introduction

India's FinTech uptake has been fueled by smartphone penetration, Aadhaar-onboarding, UPI rails, and regulation that supports it. With UPI processing ~19.5 billion transactions in July 2025 alone (₹25.08 lakh crore), consumer usage of payment apps is now frequent and habitual—providing rich soil for behavioral instruments that encourage discipline (budgets, alerts, auto-payments, round-ups). This paper synthesizes recent Indian evidence to assess whether and how these app-layer features strengthen consumer financial discipline.

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Problem Statement

Even in the presence of widespread digital payments, Indian consumers are beset by impulse purchases, periodic saving, and credit-cycle distress. Can FinTech apps significantly enhance budgeting, on-time repayments, and consistent saving/investing habits through design, data, and approved analytics?

Scope

We focus on India's consumer-facing FinTech apps: UPI payment apps, neo-bank fronts of scheduled banks, and PFM/robo-advisory tools. We analyze secondary data (policy, industry statistics, and scholarly/industry research).

Review of Literature

1. Digital Rails and Usage Growth

India's UPI has become the dominant instrument for non-cash retail payments by volume. FY2024–25 saw ~185.8 billion UPI transactions; UPI's share of total non-cash retail payment volume reached ~83–84%, underscoring habitual usage that apps can leverage for behavioral interventions. Monthly volumes crossed 19 billion in July 2025.

2. App-Layer Features Relevant to Discipline

Industry handbooks and payments analyses highlight features linked to discipline: configurable budgets and category tracking (PFM), bill-pay reminders/auto-pay, micro-savings/round-ups, goal-based nudges, and gamified streaks/rewards. These are increasingly embedded atop real-time UPI payment histories.

3. Data Portability and Consent via Account Aggregator (AA)

The RBI's AA framework (Master Directions, updated through 2024) operationalizes consumer-consented sharing of financial data—enabling unified views across accounts while keeping AAs “data blind.” This portability is foundational for accurate PFM analytics, affordability assessments, and debt-management nudges.

4. Behavioral Outcomes and Constraints

Empirical and survey-based studies in India associate digital payments growth with convenience and spending traceability but flag disparities in digital literacy/infrastructure and evolving consumer-protection needs. These frictions shape whether app nudges reliably translate to disciplined outcomes (e.g., on-time bill pay, lower revolving credit, regular savings).

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5. Market Structure and Sustainability

The UPI market is concentrated among a few large apps, and policy discussion around MDR (merchant discount rate) shows tension between scale economics and ecosystem sustainability—relevant for continuity of consumer-facing discipline features that are often cross-subsidized.

Research Gap & Objectives

Gaps:

- (i) Limited India-specific causal studies isolating the effect of app features (PFM, nudges) on concrete discipline metrics;
- (ii) sparse evidence on AA-enabled PFM outcomes;
- (iii) under-examined heterogeneity across segments (rural/urban, gender, age, income).

Objectives:

1. Synthesize secondary evidence on how FinTech app features affect Indian consumers' financial discipline.
2. Introduce a testable conceptual framework with quantifiable results (timeliness of repayment, spending budgetary compliance, savings frequency)
3. Summarize policy and design suggestions for privacy-protecting, scalable interventions.

Conceptual Framework & Hypotheses

FinTech App Features → Behavioral Mechanisms → Financial Discipline Outcomes

- **Features:** frictionless UPI payments; spend categorization tracking; budgets & reminders; auto-pay & bill reminders; round-up/micro-savings; goal dashboards; streaks with gamification; AA-based combined views
- **Mechanisms:** salience, timely nudges, commitment devices, lowered cognitive load, feedback loops, and default effects
- **Outcomes:** fewer missed bills/late fees; steadier monthly savings; lower discretionary overshoot; improved debt-service ratios.

H1: Use of PFM features (budgets, category tracking) is associated with reduced monthly budget overrun.

H2: Activation of reminders/auto-pay is associated with higher on-time bill payment rates.

H3: Exposure to micro-savings and goal-based nudges is associated with higher savings regularity.

H4: AA-enabled consolidated data access strengthens the effect sizes in H1–H3 via better personalization.

Methodology

- **Design:** Narrative synthesis and triangulation of publicly available statistics (NPCI, RBI), policy documents (RBI AA Directions), and industry/academic reports (PwC, Worldline, BIS, journal articles).
- **Inclusion criteria:** India-focused or India-relevant sources from 2021–2025 for payments trends; earlier policy papers for AA conceptualization.
- **Measures of discipline (proxy indicators from literature/industry practice):** on-time bill-pay ratios, average monthly savings frequency/amount, budget variance, and delinquency/late-fee incidence—discussed conceptually due to the secondary nature of data.

Findings & Discussion

1 Habit Formation via High-Frequency UPI Use

UPI's mass adoption (≥ 16 –19B transactions monthly across 2024–2025) makes payments “always-on,” creating repeated touchpoints where apps can prompt users to categorize expenses, set budgets, or round up to savings—mechanisms known to reinforce discipline through salience and micro-commitments.

2 PFM and Nudges Improve Salience and Defaults

Industry syntheses document growing PFM penetration within payment apps and bank super-apps (budgets, spend analytics, bill reminders/auto-pay, goal trackers). These features reduce planning fallacy and forgetfulness, aligning with behavioral science evidence on timely prompts and default automation. The app stack thus converts passive payment trails into active financial planning aids.

3 AA-Enabled Personalization Is a Force Multiplier

The AA framework allows consent-based aggregation of financial data (e.g., deposits, loans, investments), enabling personalized affordability checks and targeted nudges (e.g., “reduce BNPL usage to meet EMI-to-income threshold”). As coverage of FIPs/FIUs expands, we expect improved accuracy of nudges and better outcomes on repayment timeliness and savings regularity.

4 Equity and Literacy Constraints

Recent studies highlight uneven digital literacy and infrastructure in parts of India, which may dampen the effectiveness of app-layer features if not accompanied by plain-language disclosures and vernacular UX. Without addressing these gaps, nudges may benefit digitally savvy users more than vulnerable households.

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5 Ecosystem Sustainability Matters

Debates around introducing MDR on UPI (and market concentration among a few large apps) bear on the financial viability of offering rich consumer features for free. Sustainable revenue models would help maintain and evolve discipline-enhancing tools rather than cutting them during cost pressures.

Implications

1. For Policymakers & Regulators

- **Make nudge transparency standard:** Mandate transparent, opt-in notices for behaviorally prompted actions; record user agreement for automated transactions (auto-pay, round-ups).
- **Broaden AA adoption:** Incentivize FIP/FIU participation and strengthen consent dashboards so users can easily pause/revoke data sharing
- **Measure outcomes:** Encourage reporting of anonymized, aggregate indicators (on-time bill-pay, savings regularity) to monitor ecosystem-level discipline gains.

2. For Fin Techs & Banks

- **Design for simplicity and vernacular UX** to address literacy gaps; pair nudges with just-in-time education.
- **Leverage AA data responsibly** for personalized budgets/alerts; align with RBI consent artifacts.
- **Experiment with default-based features** (auto-sweep to RD/FD, round-ups to liquid funds) and transparent "pause" controls.

3. For Consumers & Financial Educators

- Encourage **budgeting, reminders, auto-pay**, and **micro-savings** options as common sense measures to minimize missed bills and stabilize savings.

Limitations & Future Research

This secondary study cannot causally attribute outcomes to specific app features. Future India-specific research should (i) run randomized encouragement designs for enabling/disabling features (budgets, round-ups); (ii) use AA-based, consented panels to measure changes in delinquency and savings frequency; and (iii) test heterogeneity by literacy, income, and region.

Two Days International Multidisciplinary Conference on "**Cultivating Holistic Flourishing: An Interdisciplinary Exploration of Community Well-being, Economic Vitality, Environmental Responsibility, and Sustainable Action**" on the occasion of Teachers' Day in India, **Sep 05-06, 2025** at Meerut, India jointly organized by

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Conclusion

India's FinTech apps—built on real-time UPI rails and augmented by PFM, nudges, and AA-enabled personalization—are well positioned to enhance consumer financial discipline. Evidence indicates that app-layer features reduce friction, increase salience, and support commitment devices for bills, savings, and spending control. Realizing inclusive impact will require sustainable business models, standardized nudge transparency, and broader AA adoption with robust consent management.

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Smart Algorithms, Smarter Shoppers: A Study of AI's Impact on Consumer Decision-Making

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Abstract

AI transforms the retail industry significantly, involving the changing behaviour of consumers regarding buying decisions. This paper assesses the influence of artificial intelligence-enhanced recommendation systems, personalized marketing, and predictive analytics on the processes that consumer undertakes in their decision making by analysing secondary data. Through academic publications and industry reports, it identifies that the aforementioned AI applications have a great improvement in shopping efficiency, satisfaction, and purchase intentions. However, the continuous issues surrounding data privacy and fairness in algorithms impeded consumer trust. Moreover, the analysis shows that AI technology does not just simplify the shopping process; it greatly maintains shaping together with decision confidence and repeated purchases. It, therefore, adds up the clearer understanding as to what actually would be the role of AI as a shopping assistant and decision gatekeeping agent within the modern retail environment.

Keywords: Artificial intelligence, consumer behaviour, decision-making, recommendation systems, personalized marketing, predictive analytics.

1. Introduction

Artificial intelligence (AI) has nowadays become an integral and indispensable tool in online commerce, changing how consumers treat their relationships with brands and decide on purchases. With various AI tools such as recommendation engines, virtual assistants, and dynamic pricing systems, it is no longer merely a backend technology; rather, it has now become an influencing factor in consumer behaviour. These systems guide potential buyers toward certain products while streamlining and personalizing the buying experience through vast amounts of consumer data.

Hence, this paper tries to examine in what ways AI-algorithms influence decision-making, pointing to both their positive aspects (personalization, usefulness, comfort) and negative aspects (data privacy risks, risk of autonomy, ethical dilemmas). This aspect-intersection of consumer AI technology and psychology not only comes to explain the nature of the changing shopping experience but also for

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businesses as an insight into steering a proper course aligning with changing consumers' expectations, while simultaneously retaining ethical responsibility.

2. Literature Review

The literature increasingly considers AI in its facets of consumer markets as an entity that can mine individual preferences to tailor shopping experiences, improve customer satisfaction, and increase purchase intent. According to Kaplan and Haenlein (2019), AI improves personalization by considering the unique needs of the consumer in product offerings. Huang and Rust (2021) also assert that consumers increase their purchase intent when recommendations fit their perceived preferences. Grewal et al. (2020) explain that the cognitive overload caused by AI is minimized as AI restricts choices, further catalyzing satisfaction.

Recommendation engines base their product suggestions on consumer browsing history, past purchases, and demographics (Jiang et al., 2021). However, while this cuts down on the effort required for decisions, it also limits consumer choice-and hence the ability to discover alternatives. The filter bubble represents an instance of how personalization inadvertently limits consumer autonomy.

Privacy and fairness are also critical concerns. Paschen et al. (2020) highlight consumer skepticism about how data is collected and used in these systems. Many shoppers remain wary of opaque algorithms and are reluctant to fully trust AI-driven platforms.

Earlier work by Joiner and Schmidt (1995) emphasized that consumer decisions are often shaped by external factors. In the digital age, AI serves as a powerful new external influence. While it can empower shoppers with efficiency and convenience, it can also restrict decision-making by filtering information and prioritizing certain outcomes. This dual role makes AI both a facilitator and a constraint in the consumer decision-making process.

3. Methodology

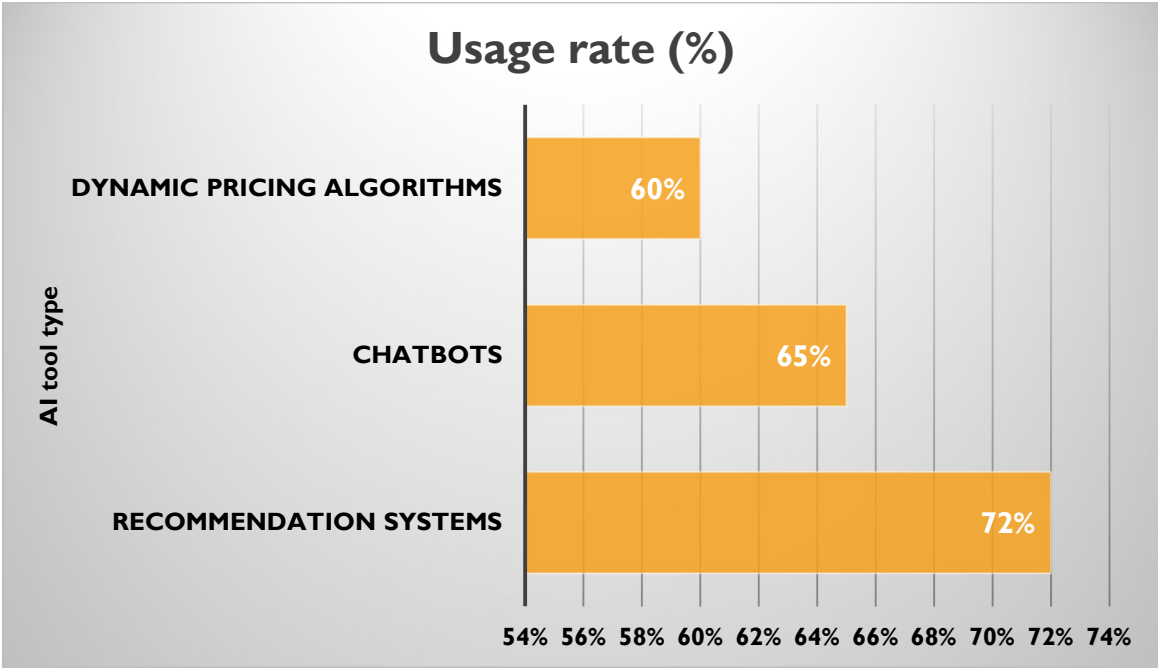
This research utilized a secondary data analysis approach to synthesize ideas found in peer-reviewed literature, market research, and industry publications on the influence of AI in consumer decision-making. This includes data from academic journals, papers presented at conferences, white papers, and publicly accessible market studies. By bringing together perspectives synthesized from these sources, this study maps trends and perceptions of consumers on the use of AI tools in retail situations.

4. Results

4.1 AI Tools Influence

Findings in secondary data sources from Jiang et al. (2021) and Huang and Rust (2021) suggest that recommendation systems and chatbots are widely accepted and used, with more than 70% of online shoppers said to have interacted with them. Grewal et al. (2020) also stressed that AI helps to enhance shopping convenience and time reduction for the decision-making process in a big way.

Figure 1: AI Tool Usage Among Consumers (Data Adapted from Jiang et al., 2021)



4.2 Decision Confidence and Purchase Intention

All secondary sources assert that AI tool usage correlates positively with consumer decision confidence. Huang and Rust (2021) at test that AI-directed product recommendations encourage purchase intentions while cementing trust and satisfaction levels into the shopping journey.

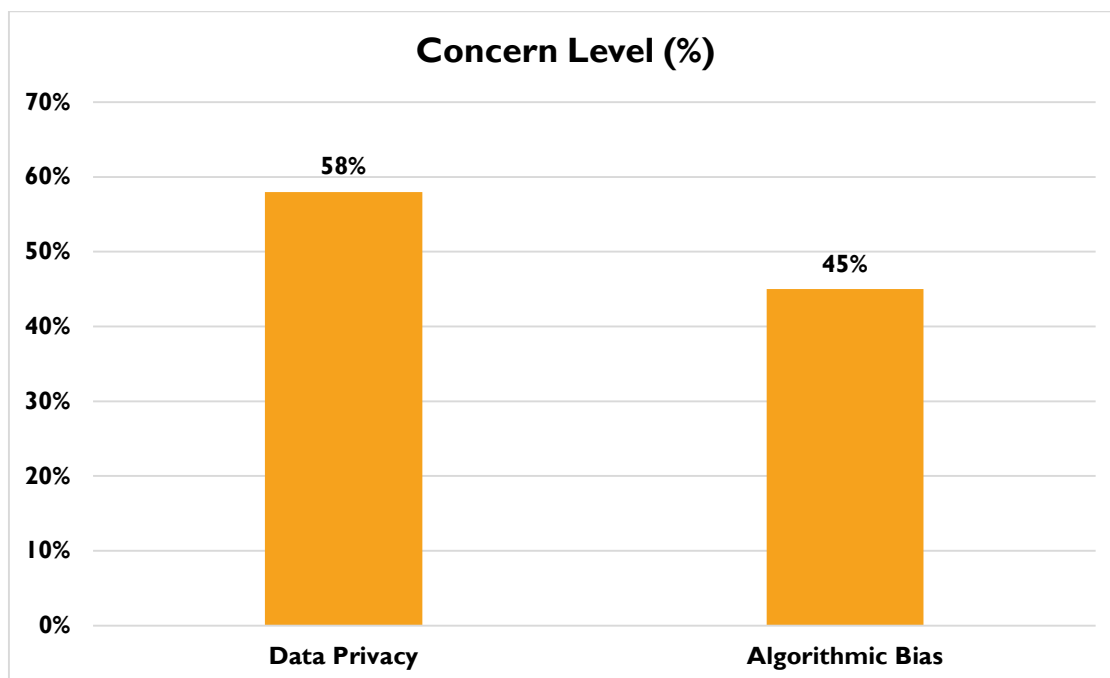
Table 1: Decision Confidence and Purchase Intention Linked to AI Tool Usage (Based on Secondary Data)

AI Feature	Effect on Decision Confidence	Effect on Purchase Intention
Personalized Recommendations	Strong positive impact	Strong positive impact
AI-Powered Chatbots	Moderate positive impact	Moderate positive impact
Dynamic Pricing Algorithms	Limited positive impact	Limited positive impact

4.3 Privacy and Bias Concerns

Paschen et al. (2020) and Kaplan and Haenlein (2019) report that between 55%-60% of consumers express concern regarding data security; around 45% are wary of algorithmic bias. Pertinently, these concerns determine the willingness of consumers to trust AI systems fully.

Figure 2: Consumer Worries About AI



5. Discussion

Literature findings suggest two key forms of consumer experience enhancement through AI. The first is the efficiency it brings in searching and product suggestions: consumers esteem speed and convenience and favour filtering out irrelevant choices so as to be left with more relevant choices only. Second, AI works on consumer psychological comforts by reducing their uncertainty. Therefore, when certain recommendations are on par with the criteria of an individual, the consumers trust their decisions more, thereby increasing their level of satisfaction and purchase intentions (Huang & Rust, 2021).

Along with these benefits, consumers face their fair share of challenges. Privacy of data is the foremost concern as consumers have never been explicitly informed of its usage. Lack of transparency in data collection engenders mistrust on the consumers' side and hinders their use of AI-based platforms. Algorithmic bias remains a big issue on the front of fairness since, in an unintentional manner, systems tend to discriminate against some brands, some demographics, or some products, lessening the freedom of choice of consumers.

These dynamics echo the ideas of Joiner and Schmidt (1995), who noted that external influences play a strong role in decision-making. In the case of AI, algorithms act as both enablers and gatekeepers—

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making decisions easier but also steering consumers in predetermined directions. This tension forces consumers to balance the convenience of AI with the need to protect their autonomy and privacy.

For businesses, this presents both opportunities and risks. While AI can drive sales, improve loyalty, and personalize engagement, overreliance on non-transparent or manipulative systems may damage consumer trust. To succeed in the long run, firms must adopt consumer-centric AI strategies that emphasize ethical responsibility and transparent data practices.

6. Conclusion

Artificial intelligence is no longer just working behind the scenes in retail—it has become a visible part of how people shop and decide what to buy. From helping consumers discover products to guiding their final choices, AI now shapes the entire shopping journey. The benefits are clear: it makes shopping faster, more convenient, and more personal. But these advantages only matter if consumers can also feel secure about how their data is used and confident that the technology is being applied fairly.

This study shows that while AI can make decision-making easier, it also raises important questions about privacy, fairness, and trust. Businesses that use AI responsibly—by being transparent, protecting data, and respecting consumer rights—are more likely to earn long-term loyalty.

Looking ahead, it is important to understand how relying on algorithms may affect consumer independence over time. Research should also explore how smaller businesses can compete in an AI-driven marketplace where big players dominate visibility.

In the end, AI should not just make shopping “smarter”; it should also make it fairer and more trustworthy. Companies that strike this balance will be better positioned to thrive in the future retail landscape.

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The Role of AI in Quick Commerce (Blinkit, Swiggy, Amazon) and Its Impact on Teenagers' Instant Gratification Shopping Behaviour

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Abstract

These e-commerce platforms have greatly influenced the consumer experience by implementing ultra-fast delivery. Meaning, when consumers order from these platforms, their items, in most cases, arrive within minutes. What makes these systems successful? The quick answer is artificial intelligence.

In effect, these AI innovations have a deeper effect on teenage buying behavior. Personalized product suggestions, instant delivery, and a frictionless UI all encourage a culture of instant gratification. Low friction in decision-making, near-instant feedback loops, and instant gratification are incentives to impacts propelling impulse buying, especially within a Gen-Z cohort of digitally native consumers accustomed to swift and curated shopping scenarios.

Keywords: Artificial intelligence in e-Commerce, AI in Quick Commerce, Blinkit AI technology, Swiggy AI logistics, Amazon AI recommendations, Q-Commerce platform, instant delivery AI, AI-driven shopping.

Introduction

What was formerly the axis of procurement-labour via the traditional view-camentorium contrapted into quick commerce with the new service offering. Blinkit and Swiggy Instamart-goes provide groceries and other household items in 10-20 minutes, while Amazon has same-day delivery for some stock, and two-hour options as well. Behind these services lies AI, the chief force behind almost any sunrise service industry." Teens, of course, are indeed early adopters of all new digital trends, and so this has become an endless treadmill of daily interaction with AI. These interactions on the other hand are increasingly being measured and scrutinized for just how much and their triggers can be manipulated so as to get us to behave in the desired way.

OBJECTIVES

1. To understand how AI makes shopping different for teenagers and why this matters.

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2. To figure out what neuroscience has to say about the effects that AI is having on teenagers' brains when they shop.
3. To find out if the changes in teenagers' shopping behavior also may signal a shift in the kinds of authority that adults have over teenagers' lives.
4. To explore the implications that all of this has for responsibility, ethics, and policy.

LITERATURE REVIEW

3.1 AI in Quick Commerce

AI allows for predictive analysis in demand forecasting, intelligent product recommendations, and dynamic pricing. Blinkit, for example, employs AI at the neighborhood level to forecast the future demand of its various products. Swiggy Instamart uses demand forecasting and inventory optimization algorithms to manage stock across its dark stores. Browsing and purchase histories inform Amazon's recommendation engine, which learns in real time and serves up relevant suggestions to its users.

3.2 Teenagers as Digital Consumers

Young people demonstrate an elevated need for mobile devices, a heightened level of social media engagement, and an insatiable craving for new experiences. Research (Verplanken & Herabadi, 2001) demonstrates that the young are particularly prone to spending money on impulse buys, in part because their brains are still busy wiring up the self-regulation skills that most adults possess.

3.3 Instant Gratification in Consumer Behaviour

Instant gratification (Loewenstein, 1996) is about wanting what we want when we want it, and preferably right now. Quick commerce shortens the "desire-to-fulfilment" gap even further, encouraging not just a fast but an also AI-enabled speedy and urgent intake of digital shopping.

3.4 Theoretical Foundation

Dual Process Theory (Kahneman, 2011): Fast, intuitive decision-making occurs when an AI is used, while analytical reasoning takes place when we use a computer. • Cue-Reactiveness Model: The brain is trained to react. Notifications and scarcity prompt a reaction. Prompting a reaction is what marketing or any other type of 'attention-getting' initiative is all about.

CONCEPTUAL FRAMEWORK

Independent Variables:

- AI Personalization (AIP)
- AI Notifications (AIN)

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- AI Promotions & Dynamic Pricing (AIPP)
- Delivery Time Promise (DTP)

Mediators:

- Perceived Convenience (PCON)
- Arousal/Excitement (AROUS)
- Perceived Control (PCONTR)

Dependent Variable:

- Instant Gratification Shopping Behaviour (IGSB)

Moderators:

- Parental Monitoring (PMON)
- Peer Influence (PEER)

METHODOLOGY

5.1 Research Design

We will use a mixed-method approach:

- Qualitative Phase: Discussions in focus groups with young adults (13-19 years) in the NCR of Delhi and interviews with parental units to understand the inculcated notions and predominant ideas associated with AI in speedy delivery services.
- Quantitative Phase: Data collection through the medium of surveys. We aim to achieve a number (n) of at least 500 using a variety of structured forms.

5.2 Sampling

Teenagers who have made at least one purchase on Blinkit, Swiggy Instamart, or Amazon quick delivery in the past 3 months were purposively sampled.

5.3 Measurement

Tools Items on a Likert scale will assess perception of AI features and the factors that mediate between AI feature perception and the instant gratification behavior of the customer. The kind of data collected will be behavioral (frequency of orders, average checkout time).

5.4 Data Analysis

For construct validity, we use Confirmatory Factor Analysis (CFA). • To test hypothesized relationships, we use Structural Equation Modeling (SEM). • For checking moderation effects, we perform multi-group analysis.

EXPECTED FINDINGS

- Notifications and promotions from artificial intelligence will strongly influence those already prone to impulse purchases by making them even more excited.
- Promises regarding delivery times will reduce not-very-persistent hesitations and speed up the moment of truth known as checkout.
- A weaker but watchful set of parental figures plus a stronger role for peers in influencing personal decisions, plus a more permissible presence on the part of AIs in our lives, will together give us a society in which the AI-influenced purchase moment is one of almost instant gratification

IMPLICATIONS

For Businesses:

- Design age-referenced AI algorithms to avoid over-impulsive purchases by teenagers.
- Provide "cool-off" options or spending limits on under-18 accounts.

For Parents & Educators:

- Ambush digital literacy on AI-facilitated persuasion strategies.
- Foster deliberative shopping behavior among teenagers.

For Policymakers:

- Make AI recommendation transparency obligatory for children.
- Enforce limits on notifications for under-18 individuals.

LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

- 1 Causality can be established only with longitudinal designs.
- 2 Dependent on self-reports for actual behavior could lead to biases.
- 3 Future studies can make use of longitudinal tracking and experimental manipulations of AI features.

CONCLUSION

The Digital Age and its AI have accelerated the pace and ease with which commerce is transacted, thus altering the shopping habits of teenagers. Though an increase in efficiency is brought about by these innovations, an equal increase in the possibility for impulsive, gratification-seeking purchases is seen.

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It is, therefore, important to study the behavioral impact of AI so as to promulgate ethical and socially balanced digital marketplaces.

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