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The edited book is a collection of peer-reviewed scientific papers submitted by active researchers in 'International Conference on Business, Management, Social and Economical Advancements' - 2024. This book can be important to understand the various concepts of Business, Management, Social and Economical Advancement to the researchers and academia.

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International Conference on Business, Management, Social and Economical Advancements - 2024

International Conference on Business, Management, Social and Economical Advancements



Date: 30 - 31 August, 2024 Kerala, India

Conference Proceedings



Jointly organized by :

International Scientific Research Association ;
Management Institute, The Warsaw University of Life Sciences
(SGGW) Poland.;
Research Culture Society.

Edited by :

Prof. Dr hab. Joanna Paliszkievicz
Dr. Chirag M. Patel

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International Conference on Business, Management, Social and Economical Advancements

■ Prof. Dr hab. Joanna Paliszkiwicz, Dr. Chirag M. Patel

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About the organizing Institutions:

The Warsaw University of Life Sciences (Management Institute) Poland, is one of the largest and the most prestigious universities in Poland. It educates nearly 18,000 students in 38 study programs (including 8 taught in English) - from veterinary medicine and landscape architecture, through economics and computer science, to tourism and dietetics. It employs 1,200 academic teachers and offers a modern campus and excellent learning conditions. The campus is located in the southernmost district of Warsaw, Ursynów. The campus has a historical part, with an 18th-century palace and a new part where most of the faculty buildings and dormitories are situated. The Management Institute was established in 2019. The research developed in this Institute is related to management, trust, knowledge management and information technology.

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Objectives of the International Conference :

- Our main objective is to observe the current scenario towards the advancement of common citizen's life by improving the theory and practice of various disciplines of Business, Management and Economy.
- The aim of the conference is to provide an interaction stage for researchers, practitioners from academia and industries to deal with state-of-the-art advancement in their respective fields.



MESSAGE



Dear Ladies and Gentlemen,

Thank you for your attendance at International Conference on Business, Management, Social and Economical Advancements.

This year the Conference is organized by the Research Culture Society and the Management Institute from Warsaw University of Life Sciences in Poland.

The theme of the conference is very actual and worth discussing. It has a broad scope and great relevance in the context of the current scenario of the situation in the progressive economy. The Conference will shed light on the consequences of the Coronavirus and will point out the new challenges in the business environment.

I would like to take the opportunity to thank you all for contributing to this Conference.

I look forward to meaningful presentations, discussions, and collegial networking.

Prof. dr hab. Joanna Paliszkievicz

Director of Management Institute
Warsaw University of Life Sciences

Dr.C. M. Patel

Director, Research Culture Society.



Message

Dear Professional Colleagues.

I am happy that Management Institute, Warsaw University of Life Sciences, Poland in collaboration with 'Research Culture Society' (Government Registered Scientific Research organization, India) are organizing 'International Conference on Business, Management, Social and Economical Advancements' during 30 – 31 August, 2024.

The aim of the conference is to provide an interaction stage for researchers, practitioners from academia and industries to deal with state-of-the-art advancement in their respective fields. The main objective is to observe the current scenario towards the advancement of common citizen's life by improving the theory and practice of various disciplines of Business, Management and Economy.

I believe, this International Conference will help in redefining the strong connect between commerce, management and economics education and the holistic development of students in the academic institutions. An additional goal of this international conference is to combine interests and scientific research related to business-economics to interact with members within and outside their own disciplines and to bring people closer for the benefit of the scientific community worldwide.

My best wishes to the committee members, speakers and Participants of this scientific conference.

Dr.C. M. Patel

Director, Research Culture Society.

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Dr.C. M. Patel, Director, Research Culture Society (International Scientific Research Organization).

Advisory / Technical Member :

Dr.Yanina Lisun, Associate Professor, Head, Department of Journalism and Advertising, Kyiv National University of Trade and Economics, Ukraine.

Dr. Xihui Chen, Associate Professor of Accounting and Finance, Keele Business School, Keele University, Newcastle, United Kingdom (UK).

Keynote Speakers:

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Dr. Markus Launer, Professor, Business Administration and Service Management, Ostfalia Hochschule, Campus Suderburg & President, Independent Institute for non-profit Services, Germany.

Dr. Monika Roman, Institute of Economics and Finance, Warsaw University of Life Sciences. (SGGW), Warszawa, Poland.

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Conference Coordinators:

Dr. Anna Jasiulewicz, Assistant Professor, Management Institute at Warsaw University of Life Sciences (SGGW), Warszawa, Poland.

Dr. B Suresh Lal, Professor, Department of Economics, Kakatiya University, Warangal, Telangana State, India.

INDEX

PAPER ID	Table of Contents	Page No.
a)	About the organizing Institutions: Objectives of the International Conference :	5
b)	Message of Director, Management Institute, WULS, Poland	6
c)	Message of Director, Research Culture Society.	7
d)	Conference Committee	8
e)	Table of Contents	9-10
-	Paper Title & Author(s) Name	-
ICBMSEA001	Leadership: Amalgamation of theories of west and insights from Bhagwad Gita -- Dr. Seema Bhakuni	11
ICBMSEA002	Rural Tourism Business Management in and around Krishna Raja Sagar Backwaters: A Conceptual Study -- Dr. Chandrashekara B., Mr. Chandan V.	12
ICBMSEA003	Effectiveness of AI-Generated Influencers in Marketing Campaigns -- K Vinod Varma	13
ICBMSEA004	The Role of Value-Based Education in Enhancing Moral Development Among Students in Schools -- Vartika Saxena, Prof. Shalini Nigam, Prof. D.K.Banwe	14
ICBMSEA005	Investigating the Impact of Strategic Leadership and Innovative Culture on Organizational Performance of Higher Education Colleges of Meerut -- Dr. Vasudha Sharma	15
ICBMSEA006	Solidification FPOS through a business model of renewable and sustainable energy initiative for women empowerment -- Subhash Chand	16
ICBMSEA007	An Analyzing the impact of Electronic Human Resource Management (E-hrm) Systems on organizational performance: A study of the Information Technology Industry in Delhi/NCR -- Nidhi	17
ICBMSEA008	Issues and challenges in the GST regime – an exploratory case analysis -- Ramesh K.	18
ICBMSEA009	Evaluating Consumer Perception of E-Tourism Services in Gujarat: A Comprehensive Analysis -- Gaurav M Rajput, Yogesh K Desai	19
ICBMSEA010	Assessing Economic Resilience: Effects of Trade Disruptions on Qatar's Economic Stability -- Hayder Abdulrazaq Abdulkarem, Manoj Siwach	20
ICBMSEA011	Status of Organic Farming for Economic Development in Andhra Pradesh, India -- Dr. M. Swarna Pragathi	21
ICBMSEA012	Evolution of Indian Currency -- Ananya Priya	22
ICBMSEA013	The Impact of Institutional Social Media Engagement on Students' Intention to Choose Higher Education Institution: A Structural Equation Modeling Approach -- Latika Chahal	23

ICBMSEA014	Exploring the Extent of Teachers' Awareness Regarding Investment Options among Higher Education Teachers: A Study in National Capital Region -- Sujata.	24
ICBMSEA015	Socio-economic constraints and their impact on sustainable rural livelihoods -- Dr. Shayan Javeed	25
ICBMSEA016	Exploring Mental Health Stigma in the Workplace: Employee Perceptions in Gurgaon's IT Sector -- Harsimran Kaur	26
ICBMSEA017	Mental Health Challenges and Awareness in the Workplace: A Study of IT Professionals in Gurgaon -- Harsimran Kaur	27
ICBMSEA018	Loneliness in Indian Gen Z: Analysis of Area of Residence and Age Group -- Deepesh Kumar Behra	28
ICBMSEA019	Impact of In-service Teacher Trainings on English as Second Language Classroom Teaching -- Dr. Ghazala Nehal	29
ICBMSEA020	Empowering Paths: Policies of Coal India Limited and a Woman's Journey to Professionalism at Wani North Area (Western Coalfields Ltd. : A Case Study -- Dr. Neelam Narayan	30
ICBMSEA021	Report on Sustainable Shrimp Farm in Tien Giang Province: Economic Growth and Environmental Protection -- Hung P-N, Tuong L-Q	31
ICBMSEA022	Prevalence Of Compassion Fatigue And Compassion Satisfaction Among Medical Professionals -- Ms. Nidhi Thakur	32
ICBMSEA023	An Analysis of Hypothetical, Factual and Futuristic Prospects of Skill Development Conceptual Model -- Dr. Zeba	33
ICBMSEA024	Investigating The Role Of Management Information System (MIS) In School Administration: A Case Study Approach -- Mrs. Suchita Prasanna Gharat	34
ICBMSEA025	Evaluating the Impact of Pradhan Mantri Ujjwala Yojana on Energy Affordability among Below Poverty Line Families in District Pithoragarh, Uttarakhand -- Divya Oli	35
ICBMSEA026	Ancient and British Education System in India: A Comparative Study in Perspective of their Usefulness in Modern Education -- Arti Sharma	36
ICBMSEA027	Assessing Internet Access and Usage Pattern: A Survey of Undergraduate Students in Hailakandi District, Assam -- Dr. Shibojit Choudhary	37
ICBMSEA028	Exploring the Unmet Spiritual Needs of Indian Married Women: A Qualitative Investigation -- Jisna M.	38

Leadership: Amalgamation of theories of west and insights from Bhagwad Gita

Dr. Seema Bhakuni

Assistant professor of Management, Doon Institute of Management and Research, Rishikesh, India.

Email – seemagrawal1978@gmail.com.

Abstract: *The study throws insights into the theory of leadership. For that, secondary data is focused upon. Leadership can be defined as the ability of the management to make sound decisions and inspire others to perform well. There are various theories of leadership postulated by different thinkers which came up in different times. First is the Traditional Theory which is based on different traits of a human beings. Behavioral theory postulates that effective leadership is a learned behavior. Then comes the Contingency Theory which acts according to situation. The study gives insights on the importance of the ancient literature, the Bhagwad Gita which is not only a religious book but also gives certain fundamentals for leading a just life. It talks about various dictums as given in the religious text and correlates it with the various thoughts given by various thinkers which establishes that either we follow religion or experiment-based theories, both says the same things.*

Key Words: *Leadership, traditional, behavioural, contingency, Bhagwad Gita.*

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Rural Tourism Business Management in and around Krishna Raja Sagar Backwaters: A Conceptual Study

¹Dr. Chandrashekara B., ² Mr. Chandan V.

¹ Principal & Professor of Commerce, Government Ramnarayan Chellaram College of
Commerce and Management, Bengaluru, Karnataka – 560001
e-mail ID: drbcs2007@gmail.com

²Assistant Professor of Tourism Studies, Government Ramnarayan Chellaram College of
Commerce and Management, Bengaluru, Karnataka – 560001
e-mail ID: kalyug6@gmail.com

Abstract : *Rural Tourism is the next big thing in India and Karnataka with the tagline ‘One State Many Worlds’ provides tourists unlimited Rural Tourism experiences. Rural Tourism can be considered an approach towards sustainable development in rural areas. While on the one hand, it protects the local culture and tradition, on the other, it showcases the local lifestyle to the outside world and generates business opportunities along with employment for the local people. Krishna Raja Sagar Dam backwaters is one of the best locations in Karnataka that can be developed as a promising Rural Tourism destination. This place includes natural beauty, traditional agricultural practices, culture, food, folk dances, fairs, and festivals that can attract tourists from India and the world over for a pure, uninhibited and memorable local lifestyle experience. Krishna Raja Sagar Dam backwaters cover nearly 50 kms area around many villages that are located on the banks of River Cauvery and/or attached to the backwaters. What would seemingly set this dam apart from other dams is the exceptionally beautiful sites around it. The dam site is bestowed with colorful, stunning and even illuminated gardens, musical fountains and water bodies. The beauty of the site is so riveting that it is often used for shooting of movies. Developing a Rural Tourism Master Plan for this magnificent destination will boost tourist inflow and provide several opportunities for the local people to generate alternative income. This conceptual paper looks into the possible benefits of Rural Tourism Development in and around Krishna Raja Sagar Dam backwaters. Business opportunities like providing accommodation for tourists through Homestays, involving tourists in traditional agricultural practices through Agritourism, providing sustainable and well-managed infrastructure for adventure and water sport activities in and around the backwaters, camping sites, involving tourists in the preparation of local cuisines and promotion of arts and crafts through Community-based Tourism would be studied, analyzed and evaluated in this paper.*

Keywords: *Rural Tourism, Krishna Raja Sagar Dam Backwaters, Sustainable Tourism, Homestay, Agritourism, Community-based Tourism.*

Effectiveness of AI-Generated Influencers in Marketing Campaigns

K. Vinod Varma

Assistant Professor, Department of Management Studies, Godavari Global University, Rajahmundry, Andhra Pradesh, India.

Email: vinodvarmak2@gmail.com

Abstract: *This research paper examines the effectiveness of AI-generated influencers in marketing campaigns, assessing their impact on engagement, brand reach, and conversion rates compared to traditional human influencers. The study explores the unique attributes of AI influencers, such as their ability to maintain consistent brand messaging, operate across multiple time zones without fatigue, and avoid human-related risks like scandals or inconsistencies. Through quantitative and qualitative analysis of various marketing campaigns across industries, the paper evaluates the strengths and limitations of AI-generated influencers. The findings indicate that while AI influencers can drive substantial engagement and offer cost-effective solutions, they often lack the authenticity and emotional resonance of human influencers, which can affect long-term brand loyalty. The paper concludes with recommendations for brands on effectively leveraging AI-generated influencers in their marketing strategies, highlighting the contexts in which they are most beneficial and the importance of balancing AI and human elements in influencer marketing.*

Keywords: *AI-generated influencers, Marketing campaigns, Brand Engagement, Conversion rates, Virtual influencers, Brand messaging, Digital marketing, Consumer behaviour, Marketing effectiveness, Brand loyalty*

The Role of Value-Based Education in Enhancing Moral Development Among Students in Schools

¹Vartika Saxena, ²Prof. Shalini Nigam, ³Prof. D.K.Banwet

¹Research Scholar, Department of Management, Dayalbagh Educational Institute, Agra, India

²Professor, Department of Management, Dayalbagh Educational Institute, Agra, India

³Professor Emeritus & Visiting Professor, Department of Management Studies, IIT Delhi

¹ Email – vartikasaxena95@gmail.com

Abstract: *This research investigates "The Role of Value-Based Education in Enhancing Moral Development Among Students in Schools," aiming to understand how integrating moral and ethical values into the educational process affects students' character formation and behaviour. Value-based education focuses on imparting core values such as honesty, respect, empathy, and social responsibility, which are essential for fostering ethical and moral growth in young learners.*

*Employing a **mixed-methods approach**, the study combines quantitative surveys and qualitative interviews to provide a nuanced perspective on the impact of value-based education. The research involves a thorough review of relevant literature, analysis of curriculum frameworks, and examination of case studies from diverse schools that have effectively implemented value-based education programs. Additionally, the study gathers insights from educators, students, and parents to evaluate the practical challenges and benefits associated with these educational practices.*

*Preliminary **results** indicate that schools with a strong emphasis on value-based education experience notable improvements in students' moral development, including enhanced ethical reasoning, improved interpersonal relationships, and greater social responsibility. Teachers report that integrating values into daily lessons helps create a positive school environment, reduces behavioural issues, and supports holistic student development. Furthermore, students demonstrate a higher level of empathy and integrity, both in and out of the classroom.*

*The research also **explores** the role of educators in delivering value-based education and the importance of aligning school policies with these educational goals. Findings suggest that ongoing professional development for teachers and active involvement of parents and the community are crucial for the successful implementation of value-based education.*

*This study **highlights** the significant role of value-based education in shaping students' moral character and provides actionable recommendations for educators, policymakers, and school administrators to enhance the effectiveness of such programs. By fostering a values-driven educational environment, schools can contribute significantly to the moral and ethical development of future generations.*

Key Words: *Value-Based Education, Moral Development, Ethical Reasoning, Character Education, School Curriculum, Educational Impact, Teacher Perspectives, Student Behaviour.*

Investigating the Impact of Strategic Leadership and Innovative Culture on Organizational Performance of Higher Education Colleges of Meerut

Dr. Vasudha Sharma

Professor of Management and Commerce, Vidya School of Business, Meerut (UP), India
Email – drsharma11280@gmail.com

Abstract: *This study explores the influence of strategic leadership and innovative culture on the organizational performance of higher education colleges in Meerut, U.P, India. Utilizing a sample of 407 employees from various colleges, data was collected through convenience sampling via an online Google Form between January and June 2024. The variables examined included strategic leadership and innovative culture as independent factors, with the organizational performance of these institutions serving as the dependent variable. Statistical analyses were conducted using SPSS software, revealing significant relationships between both strategic leadership and innovative culture and the organizational performance. These findings highlight the crucial roles that effective leadership and a culture fostering innovation play in enhancing the functioning and outcomes of higher education institutions in Meerut.*

Key Words: *Strategic Leadership; Innovative Culture; Organizational Performance; Higher Education; Meerut.*

Solidification FPOS through a business model of renewable and sustainable energy initiative for women empowerment

¹ Dr. MVK. Srinivasa Rao, ² Mr. Subhash Chand

¹ Incubator, Ministry of MSME, New Delhi & PhD Supervisor, SOMC, Sanskriti University, Mathura

² PhD Scholar, School, of Management and Commerce, Sanskriti University, Mathura
subhashchand401@gmail.com

Abstract: *The establishment and promotion of FPOs are useful to all states in India because of their agricultural dependence and backwardness. Renewable energy generation will be a great tool for women empowerment though their active participation in FPOs via, canalizing their active participation towards generation of renewable energy along with their regular agricultural activities. This paper examines the status of women empowerment through FPOs and how renewable energy generation strategy would be helpful to create more incomes. The data has been collected through interview schedules from 120 FPO members, identified by convenient random sampling technique and analyzed by using appropriate statistical tools and revealed that FPOs would help to provide income to the house wives, and recognition in the society by reducing the household vulnerability and to provide better women empowerment. Renewable energy generation is the best source to generate power and incomes, which could be taken as a strategy to develop women empowerment via, Renewable energy plants establishment in Indian villages with Govt. financial and technical support. This study has been conducted to understand the possibilities to create the above opportunities to women farmers and FPO members in Rural Bihar to improve women empowerment in this region. Based on the findings policy options are given.*

Key words: Renewable Energy, Sustainable energy, Small and marginal farmers (SMFs) , Women Empowerment, Farmer Producer Organization (FPO),

An Analyzing the impact of Electronic Human Resource Management (E-HRM) Systems on organizational performance: A study of the Information Technology Industry in Delhi/NCR

Nidhi

PhD Scholar, faculty of commerce and management, KR Mangalam University, Gurugram,
Haryana, India
Email - nidhisinghroha1508@gmail.com

***Abstract:** Electronic Human resource management having a new term for developing countries like India with the era of twenty first century where most of the work will automated, due to this production will increase and HRM become complex . In this paper we have to find that the impact of e -HRM in IT industry because earlier there have been many researches done on the usage, innovation, practices and implementations. E -HRM can be proceed in various sectors like hotels, banking and universities but in IT there is less possible outcomes as per their importance's. In this research my focal point to find out the potential of E-HRM and also find out the impact of E-HRM which can be affects in IT sector after the acceptance of that new technology. There is a need to study in IT firms that helps to increase the satisfaction level of employees. With the advancement of new technology, this paper can be introduced the new concept of E-HRM. To achieve the objective of the study HRM can be ethos are planning, staffing, training, controlling but E-HRM ethos are e-recruiting, e-learning, e- training, e- compensation and e- performance that can also discussed during our research.*

***Key words:** E-HRM, HRM, IT.*

Issues and challenges in the GST regime – an exploratory case analysis

Ramesh K.

Assistant Professor of Commerce, Govt. Arts and Science College Kozhijampara, Kerala,
India.

Email - rameshkochappan@gmail.com,

***Abstract:** Goods and Services Tax regime was introduced in India as a promising reform in the indirect taxation. Seven years of GST implementation has posed certain emerging issues and challenges in the new tax regime and the consequential difficulties to the taxpayers. The present study intends to explore major issues in the GST regime and identifies the consequential challenges faced by taxpayers. Besides, the study aims to suggest certain measures for the improvement in the GST regime of taxation. Review of existing literature and discussion with experts were used to collect data in this regard. Problems related to the Input Tax Credit seem to be the most important issue faced by the taxpayers and grabbing them to lot of litigation dilemmas. The undue delay in the conclusion of tax audit by the department and frequent amendments in the tax laws, including that of contradictory rulings given by the AARs creates another set of issues in the system. The study will through some light on the impending issues and challenges in the system and tries to suggest possible measures for improving it. This will enable the tax authorities, policy makers and taxpayers with some light on some of the grey areas in the GST. Also the outcome of the study can be used to prepare questionnaire or interview schedule for undertaking an empirical research on the topic in future.*

Key Words: GST, Problems in GST, Issues in GST, Challenges in GST.

Evaluating Consumer Perception of E-Tourism Services in Gujarat: A Comprehensive Analysis

¹Gaurav M Rajput, ²Yogesh K Desai

¹Ph.D Scholar, Commerce, Gujarat University, Ahmedabad, Gujarat, India.

²Professor of Statistics, P D Pandya Commerce College, Ahmedabad, Gujarat, India.

¹ Email - rajpootgaurav11@gmail.com

Abstract: *The integration of Information and Communication Technology (ICT) into tourism, known as e-tourism, has profoundly transformed the travel industry by enhancing accessibility, convenience, and efficiency. This study aims to evaluate consumer perceptions of e-tourism services in Gujarat, a state renowned for its rich cultural heritage and diverse attractions. Employing a mixed-method approach, primary data were collected through surveys of 126 respondents and in-depth interviews, while secondary data were sourced from recent literature and industry reports. The analysis reveals a high level of consumer satisfaction, significantly influenced by factors such as ease of use, reliability, personalization, and security. Quantitative results from chi-square tests confirm the substantial impact of these factors on consumer perceptions. Furthermore, e-tourism services were found to significantly affect travel behaviour and decision-making, with a notable positive impact reported by the majority of respondents. Recommendations based on consumer feedback were shown to markedly improve service quality, underscoring the importance of responsive and adaptive service strategies. The study highlights the critical role of continuous technological upgrades, enhanced security measures, and user-centric service designs in sustaining consumer satisfaction and promoting wider adoption of e-tourism. Future research should focus on addressing digital literacy gaps and infrastructure challenges to ensure inclusive growth. This comprehensive analysis provides valuable insights for stakeholders seeking to enhance e-tourism services in Gujarat, ultimately contributing to the state's tourism development and economic growth.*

Keywords: *E-Tourism, Consumer Perception, Travel Behaviour, Digital Transformation, and Tourism Services in Gujarat.*

Assessing Economic Resilience: Effects of Trade Disruptions on Qatar's Economic Stability

Hayder Abdulrazaq Abdulkarem,¹ Manoj Siwach,²

¹ Scholar of Economics, Chaudhary Devi Lal University, Sirsa, Haryana, India

² Professor of Economics, Chaudhary Devi Lal University, Sirsa, Haryana, India

¹Email - hayderphd236@cdlu.ac.in

²Email - manojsiwach70@gmail.com

Abstract: *The study investigates the level of resilience that Qatar experienced to withstand trade disruptions and its effects on economic stability. The analysis uses the dataset from 2007 to 2022 leveraging secondary data. It aims to explore how trade disruptions impact two important indicators of macroeconomic performance, i.e., the trade-to-GDP ratio and the debt-to-GDP ratio. The study uses regression analysis for a simple quantification to describe how these factors have been affecting Qatar's macroeconomic performance in general terms and specifically on economic openness and fiscal soundness. The results indicate that trade disruptions influenced the trade-to-GDP ratio for this very reason, which manifests the extreme reliance of Qatar on international markets. In addition, the Debt to GDP Ratio analysis also shows how trade disruptions can worsen fiscal vulnerabilities in times of acute economic uncertainty. The conclusion highlights the need for economic diversification and strong fiscal measures to make Qatar more resilient economically. As such, this study aims to offer insights into how small trade-oriented economies like Qatar can manage the negative disruptions on economic stability due to global trade.*

Key Words: *Global Trade, Qatar Economy, Trade Disruption, Trade to GDP Ratio, Debt to GDP, Economic Stability, International Markets.*

Status of Organic Farming for Economic Development in Andhra Pradesh, India

Dr.M.Swarna Pragathi

ICSSR-Post Doctoral Fellow, Department of Economics, Yogi Vemana University, Kadapa-
516005, Andhra Pradesh, India.

*Corresponding Author Email: pragathi0920@gmail.com.

Abstract: *According to the most recent data on Organic farming accessible worldwide, 2021 was again another successful year for the industry. The data from 191 nations (as of the end of 2021) indicate that organic agricultural land and organic retail sales continued to rise and hit another all-time high, and at least 3.7 million farmers oversee more than 76 million hectares of agricultural land in a manner that is organic, according to the most recent FIBL (2023) survey on organic agriculture globally. India's diverse agro-climatic conditions offer ample opportunity for the production of organic products in all varieties. An added benefit in a few regions of the nation is the long-standing practice of natural farming. As of March 31, 2023, 10.17 million hectares (2022–2023) of land were registered under the National Programme for Organic Production (NPOP) and according to the organic certification process. This comprises a cultivable area of 5391792.97 ha and a wild harvest gathering area of 4780130.56 ha. In 2022–2023, India produced over 2.9 million metric tonnes (MT) of certified organic products. These included all types of food products, such as cotton, pulses, sugar cane, oil seeds, fiber, cereals & millets, tea, coffee, dry fruits, vegetables, tea, coffee, tea, coffee, and aromatic and medicinal plants. Not only does the production encompass the edible sector, but it also yields functional food products and organic cotton fiber. 312800.51 MT was exported in total in 2022–2023. The realized value of organic food exports was around INR 5525.18 crore, or 708.33 million USD. The USA, EU, Canada, Great Britain, Switzerland, Turkey, Australia, Ecuador, Republic of Korea, Vietnam, Japan, and so on are among the countries that import organic products.*

Keywords: *Organic Farming, Cultivable area, Organic food products, Exports.*

Evolution of Indian Currency

Ananya Priya

Research Scholar, University Department of Commerce and Business Management,
Ranchi University, Ranchi
Email-ananyapriya.dspmu@gmail.com

Abstract: *India is an extremely diverse country, a wide range of age groups, castes, communities, and faiths are residing here. Studying Indian civilization and, more significantly, the past inspires us to come up with precise and grounded concepts. This historical cycle of evolution can also be used to illustrate how power was centrally and decentrally distributed in India. This article enlightens the diverse rulers that governed different parts of India, their ideologies, and how those influences affected the development of currency. This will then serve as a guide for future generations as they develop novel concepts and unique yet intriguing systems. The study aids researchers in comprehending the cultural aspects of Islam, Hinduism, Buddhism, and Christianity in India as well as how these aspects affect the designs of currency. Utilizing coins and banknotes demonstrates how the human mind interacts with materials, concepts, and finished goods. Studying the past is now necessary in order to generate new formulations due to the emergence of new technologies such as digital communications, virtual reality, and the proliferation of internet-based systems. The design of Indian currency changed constantly as dynasties presented policies relevant to the era they ruled. This allows us to see how shifting political circumstances and altering imperial policies can bring new ideas to life. Since India aspires to become a global economic powerhouse, its currency must be competitive enough to withstand all strict requirements. The results of this study give the researchers a lot of options for adding effective features to future banknotes while taking the manufacturers' budgets into consideration.*

Keywords: *Currency, Coins, Banknotes, Technologies, Policies.*

The Impact of Institutional Social Media Engagement on Students' Intention to Choose Higher Education Institution: A Structural Equation Modeling Approach

Latika Chahal,

Research Scholar, Commerce, Lovely Professional University, Phagwara, Punjab, India.

Email - Latikachahal@gmail.com,

Abstract: *The intensifying competition among higher education institutions, coupled with Generation Z's reliance on social media for information gathering, has prompted proactive engagement strategies by these institutions across various social media platforms. This study delves into the influence of institutional social media engagement on students' university selection decisions utilizing data from 544 students within the Indian higher education setting. Specifically, it empirically investigated the determinants of behavioural intention—attitude (ATT), subjective norms (SN), and perceived behavioural control (PBC)—and confirms their impact on students' intention to enrol in a university. The results of the structural equation modeling (SEM) revealed that higher education institutions' social media engagement influences students' intention to choose a particular university with a fully mediating role of ATT, SN, and PBC. This study contributes to advancing the theory of planned behaviour (TPB) by highlighting the impact of social media engagement on the determinants guiding the intention to enrol in a university.*

Regarding research implications, the findings underscore the strategic importance of leveraging social media engagement as a robust tool for brand promotion and student recruitment for higher education institutions. Recognizing the distinctive preferences and information-seeking behaviour of digital natives, institutions should tailor their social media campaigns to align with this demographic. Additionally, the observed outcomes emphasize institutions' need to invest in these digital footprints to sustain competitiveness and relevance within the contemporary higher education landscape.

Key Words: *Higher Education, Social Media Engagement, Theory of Planned Behaviour, Attitude, Subjective Norms, Perceived Behavioural Control, Structural Equation Modeling.*

Exploring the Extent of Teachers' Awareness Regarding Investment Options among Higher Education Teachers: A Study in National Capital Region

Sujata

Research Scholar, Faculty of Management & Commerce, Swami Vivekanand Subharti
University, Meerut

Email - Sujataphdscholar.subharti@gmail.com,

Abstract: *This study explores the extent of awareness regarding various investment options among higher education teachers in the National Capital Region. It examines demographic factors such as age, gender, educational qualifications, teaching experience, type of institution, and income level to determine their impact on investment awareness. A structured questionnaire was administered to assess awareness levels of various investment options, including fixed deposits, mutual funds, stocks, bonds, real estate, and cryptocurrency. The survey, conducted online using Google Forms, collected responses from a sample of 412 participants between March 2024 and June 2024. Data were analyzed using SPSS software, applying descriptive statistics and inferential analysis to identify significant differences in awareness levels across demographic groups. The results of the study specify significant disparities in awareness levels based on these demographic factors.*

Key Words: *Investment Awareness; Higher Education Teachers; Demographic Factors; Statistical Analysis; National Capital Region.*

Socio-economic constraints and their impact on sustainable rural livelihoods

Dr. Shayan Javeed

Assistant Professor of Economics, Institute of Mountain Environment, Bhaderwah Campus,
University of Jammu
Email: shayankichloo@gmail.com

Abstract: *The concept of sustainable livelihood came as early as in 1991 by Chambers and Conway. A livelihood is considered sustainable when it is able to recover from various shocks and stresses and still able to maintain or enhance its capabilities as well as assets, both in present and future without decreasing the natural resource base. Agriculture has always been the main livelihood option for the rural households. But in recent times rural households have been able to diversify their livelihood options and focus has been to increase livelihood option in non-farm sectors. The extents to which the livelihoods can be diversified are often dependent of factors which are either internal or external. The continuous change in socio-economic, political, cultural and climatic setup has led to the worsening of living condition especially to the households who are living in rural areas. Since the diversification is going on, the focus should be to achieve the goal of sustainable livelihood.*

In modern era, with changing climate it is not possible to carry on with simple livelihood strategies but what is requires are sustainable livelihood practices so as to mitigate to climate change vulnerability. Sustainable livelihood helps in mitigating the severe effects of changing climate. However, it is not easy to attain sustainable livelihood as there are various factors affecting it resulting in loss of livelihood. Overall, six major constraints were categorized which are hampering the achievement of sustainable livelihood. The paper will focus on discussing these six factors affecting the sustainable livelihood practices thereby causing a severe threat to the achievement of sustainable livelihood in the study area

Keywords: *Sustainable Livelihood, Agriculture, Constraints and mitigation.*

Exploring Mental Health Stigma in the Workplace: Employee Perceptions in Gurgaon's IT Sector

Harsimran Kaur

Student, Department of Psychology, Mata Sundri College for Women, University of Delhi,
India.

Email - harsimrankaur31032002@gamil.com,

Abstract: *The current research aims to evaluate how mental health stigma is perceived, the factors that shape this perception, and its effects on the well-being and productivity of employees in IT firms. A purposive sampling technique was utilized to enlist 100 participants, evenly distributed by gender (50 males and 50 females), all aged 25 and above, and currently working in IT companies based in Gurgaon. Data collection was carried out using a detailed survey questionnaire devised by the researcher to tackle the objectives. Descriptive statistical methods, particularly percentages, were applied for analysis to offer a comprehensive insight into the results. The study revealed pervasive mental health stigma among employees in Gurgaon-based IT companies, impacting morale, productivity, and well-being.*

Key Words: *Mental health stigma, perception, well-being, productivity, IT firms, Gurgaon, employees, survey, purposive sampling, gender distribution, descriptive statistics.*

Mental Health Challenges and Awareness in the Workplace: A Study of IT Professionals in Gurgaon

Harsimran Kaur

Student, Department of Psychology, Mata Sundri College for Women, University of Delhi, India.

Email - harsimrankaur31032002@gamil.com,

Abstract: *This initial investigation explores the extent of mental health awareness among employees regarding mental health issues in their workplace. The study employed a researcher-constructed survey to gauge mental health awareness using a sample of 100 employees aged 25 and above from various departments selected through purposive sampling. The collected data underwent analysis using descriptive statistics, primarily focusing on percentages. The findings reveal notable deficiencies, including limited training in recognizing signs, insufficient stress management strategies, and challenges integrating self-care into daily routines. While employees demonstrate a moderate level of awareness, confidence levels vary across different aspects of mental health understanding.*

Despite recognizing mental health's equivalence with physical health and actively seeking information, gaps persist in identifying signs in others and implementing self-care practices. Nevertheless, there is clear support for trauma-informed policies in workplaces, suggesting a collective commitment to fostering supportive environments for mental health. Overall, the survey highlights advancements and areas requiring improvement in cultivating an empathetic and supportive workplace atmosphere. This study underscores the importance of targeted interventions and training programs to enhance mental health literacy and create a more inclusive and understanding workplace culture, ultimately contributing to better employee well-being and productivity.

Key Words: *Mental Health Awareness, Workplace Mental Health, IT Professionals, Stress Management, Descriptive Statistics, Purposive Sampling.*

Loneliness in Indian Gen Z: Analysis of Area of Residence and Age Group

Deepesh Kumar Behra

Research Scholar, Department of Humanities and Social Sciences
Visvesvaraya National Institute of Technology, Nagpur, Maharashtra- 440010, India
Email: deepeshbehra@gmail.com

Abstract: *This study investigates the prevalence of loneliness among Generation Z (Gen Z) in India, with a particular focus on the impact of family residence area and age group. This research, surveyed 121 participants aged 16-25 years using the UCLA Loneliness Scale to measure subjective feelings of loneliness. The findings reveal significant variations in loneliness levels based on the area of family residence of participants. Participants from urban areas reported higher levels of loneliness compared to those from rural and suburban areas. Specifically, 41% of urban residents experienced moderately high to high levels of loneliness, whereas only 32% of participants whose family residence area is rural, had similar experience. Age group analysis indicates that loneliness is a pervasive issue across different age segments within Gen Z. However, the study notes a slight increase in loneliness among older Gen Z individuals (20-25 years), specifically in the age group 20-21 and 24-25 with higher levels of loneliness. The research underscores the importance of considering both geographical and demographic factors when addressing loneliness among young adults. The findings suggest that targeted interventions should be tailored to the specific needs of different residential areas and age groups to effectively mitigate loneliness. This study contributes to the understanding of loneliness among Gen Z and highlights the need for community-based support systems to foster social connections and emotional well-being.*

Keywords: Loneliness, Gen Z, Age, Family Residence Area.

Impact of In-service Teacher Trainings on English as Second Language Classroom Teaching

Dr. Ghazala Nehal

Assistant Professor, B.Ed Dept., Uluberia College,
University of Calcutta, West Bengal, India
Email: khwaish13@gmail.com

Abstract: *The paper qualitatively content analyses the impact of Bengali Medium teachers' in-service training experiences on their English as Second Language (ESL) classroom teachings. Recorded-interview data was coded to find out in-service training objectives as well as the constraints, preventing new pedagogical skill transfer. Content analysis showed training contents are not tailored as per grassroot level requirements of ESL pedagogy. Problem areas go unaddressed further due to non-collaboration, teacher's unaccountability and absence of follow-up sessions. Thus, though on personal levels, in-service trainings are able to alter teachers' 'belief system', on professional levels, it has minimum impact on class teachings.*

Keywords: *In-service Teacher Training, English as Second Language, Pedagogical skills, Qualitative Content Analysis.*

Empowering Paths: Policies of Coal India Limited and a Woman's Journey to Professionalism at Wani North Area (Western Coalfields Ltd. : A Case Study

Dr. Neelam Narayan

Research Scholar, Department of Sociology
Rashtrasant Tukadoji Maharaj Nagpur University (RTMNU), Maharashtra, India
Email.id: dr.neelamnarayan999@gmail.com

***Abstract:** Coal India Limited (CIL) is a central public sector enterprise owned by the Government of India's Ministry of Coal. With its headquarters in Kolkata, it stands as the world's second-largest government-owned coal producer. As of 2022, CIL is also the ninth-largest employer in India, employing approximately 272,000 individuals. Human Resource Development emphasis in Coal India has been set up to deal with the development of existing Human Resources as well as looking ahead with clear perspective with reference to technological advances and growth of manpower to fulfil demand of production vis-à-vis technology.*

Bright and talented students and professionals are hired through nation-wide competitive examinations and also through campus recruitments in order to fill various vacancies arising in the company. The employment policies of Coal India limited are commonly through advertisements for Recruitment of Management Trainees through Computer Based Test (CBT).

Apart from regular recruitment, there is a Life Cover Scheme, in the Social Security Scheme. It says, "In addition to the compensation payable under the Workmen's Compensation Act, an ex-gratia amount of Rs 45,000/- in case of death or permanent total disablement resulting on account of accident arising out of and in course of employment will be paid". This policy has been thoroughly examined through a detailed case study of Shubhangi Pawar.

Keywords: Coal India Limited, Social Security Scheme, An employment scheme, Case Study.

Report on Sustainable Shrimp Farm in Tien Giang Province: Economic Growth and Environmental Protection

¹Hung P-N, ¹Tuong L-Q*

¹Lecturer, Institute of Applied Technology and Sustainable Development, Nguyen Tat Thanh University, 298-300A, Nguyen Tat Thanh Street, Ward 13, District 4, Ho Chi Minh City 700000, Vietnam

¹ Email - lqtuong@ntt.edu.vn

Abstract: *Developing an artificial shrimp farm in Tien Giang Province represents a strategic initiative to enhance local aquaculture and boost economic growth. This study aims to report the challenges of traditional shrimp farming to an artificial shrimp farm. We reported a shrimp pond in Binh Tan commune, Go Cong Tay district, Tien Giang Province. They provide water management, control of environmental impacts, and yield consistency. By adopting advanced technologies and sustainable practices, the farm is expected to improve shrimp production efficiency and quality. The artificial shrimp farm will utilize recirculating aquaculture systems (RAS) to create a controlled environment that optimizes shrimp health and growth. RAS technology enables the recycling of water within the system, reducing the need for frequent water exchanges and minimizing environmental pollution. This approach not only conserves water but also allows for better disease control. During the experiment, we record water quality parameters such as Temperature; pH; EC ($\mu\text{s}/\text{cm}$); TDS (mg/l); DO (mg/l); NH_4^+-N (mg/l); NO_3^--N (mg/l); $\text{PO}_4^{3--}\text{P}$ (mg/l); Fe (mg/l); Zn (mg/l); and Cu (mg/l). The study emphasizes the use of high-quality, eco-friendly feed strategies to further enhance shrimp health and minimize the use of chemicals. By implementing these practices, the farm aims to produce high-value shrimp that meet international quality standards while preserving local ecosystems. There are many examples of shrimp ponds and the development of this farm was expected to provide several economic benefits to Tien Giang Province. It will create job opportunities in the aquaculture sector, support local people, and contribute to the region's economic diversification. In conclusion, the artificial shrimp farm in Tien Giang Province represents a forward-thinking approach to aquaculture, combining technological advancements with sustainable practices to achieve both economic and environmental goals.*

Key Words: *Sustainable Aquaculture, Artificial Shrimp Farming, Environmental Management.*

Prevalence Of Compassion Fatigue And Compassion Satisfaction Among Medical Professionals

Ms. Nidhi Thakur

Research Scholar, Dept. of Humanities and Social Sciences, VNIT, Nagpur

Email- nidhithakur103@gmail.com

Abstract: *Background: Medical professionals are the backbone of the healthcare system. They are responsible for providing both medical and emotional help to their patients which can make a difference on their health outcomes. This can make medical professionals feel extreme satisfaction with their profession but it can also leave them vulnerable to the negative effects of helping in the form of compassion fatigue.*

Objective: This cross-sectional study aimed to determine the proportion of compassion satisfaction and compassion fatigue among medical professionals.

Methods: A sample of 150 medical professionals working in different hospitals was enlisted using convenience sampling. The sample consisted of 106 nurses and 44 doctors working in various departments. The data was collected using a demographic questionnaire and the Professional Quality of Life Scale to measure compassion satisfaction and compassion fatigue.

Results: The findings showed medium levels of burnout and secondary traumatic stress and high levels of compassion satisfaction. No significant relationship was found between age and compassion fatigue.

Conclusion: The high prevalence rates suggest attention to be given to the mental health of medical professionals and the implementation of programs that help reduce compassion fatigue.

Keywords: *secondary trauma, burnout, healthcare professionals, prevalence.*

An Analysis of Hypothetical, Factual and Futuristic Prospects of Skill Development Conceptual Model

Dr. Zeba

Assistant Professor, Department of Home Science, Faculty of Agricultural Sciences,
AMU Aligarh - 202002, India.
Email - zebabilal@gmail.com

Abstract: *The present paper outlines the status of skill development programs post the framing of National Policy for Skill Development and Entrepreneurship in 2015. SDPs are the initiatives by the government under the flagship of Ministry of Skill Development and Entrepreneurship guaranteeing the skills to the youth which will enable them improve their Quality of Life. The skills frequently talked about as a part of SDPs are basically employment and entrepreneurship skills; the end result of which is expected to be technical expertise in areas of market demand leading to long-term financial support. Data from 60 female beneficiaries selected on the basis of prevalence of women in SDP enrolled in seven different courses across three skill development schemes UPSDM, PMKVY and DDUGKY for three consecutive years was analysed. From a hypothetical conceptual model it was reflected that along with employment and entrepreneurship skills a new skill set emerged termed human or behavior or soft skills; being traditional yet sustainable.*

Keywords: *Skill development, skill development programs, women.*

Investigating the Role of Management Information System (MIS) In School Administration: A Case Study Approach

Mrs. Suchita Prasanna Gharat

PhD Scholar, St. Xavier's Institute of Education, Mumbai, India.

Email - suchi.gharat@gmail.com,

Abstract: *Information has become an important resource in every aspect of our lives. MIS is an indispensable tool in Business Organizations in dealing with the large amount of data and the demands of information. MIS stands for Management Information System. It collects information from various employees, analyzes it, and provides it in the form of reports and graphs. Few universities are using MIS successfully. But MIS has not yet been completely introduced in schools. The administration of a school is more challenging than it appears, and there MIS comes into the picture.*

The selected school for this paper uses MIS as being a part of a big educational campus. St. John International School (SJIS), Palghar is a private CBSE school that offers primary, secondary, and higher secondary education from Grades I to XII. The author gathered information about the MIS from the MIS user manual, a brief interview with the Assistant System Analyst and the principal, and a questionnaire. The paper includes (I) the profile and organizational structure of the school, (II) the IT infrastructure and Management Information System (MIS) of the school, and (III) the Utility, Ease, and effectiveness of MIS in the school administration.

The objective of this study is to determine the utility, ease and effectiveness of MIS in school administration.

Key Words: *Technology in education, MIS, EMIS, School administration, Education etc.*

Evaluating the Impact of Pradhan Mantri Ujjwala Yojana on Energy Affordability among Below Poverty Line Families in District Pithoragarh, Uttarakhand

Divya Oli

Ph. D. Scholar, Department of Economics, Kumaun University, Nainital, Uttarakhand, India

Email – olidivya2931@gmail.com,

Abstract: *This study quantitatively assesses how the Pradhan Mantri Ujjwala Yojana (PMUY) has influenced energy affordability for Below Poverty Line families in Pithoragarh, Uttarakhand. Employing a stratified random sampling method, the research collected data from 409 households to investigate changes in monthly energy expenses and the frequency of LPG refills since the introduction of PMUY. The analysis suggests that PMUY has significantly enhanced energy affordability, primarily by reducing monthly expenditures on cooking fuel. Notably, households that switched to LPG under PMUY reported lower energy costs and perceived LPG as a more economical alternative compared to traditional fuels. However, the frequency of LPG refills also emerged as a critical factor affecting sustained affordability. These findings highlight the potential of PMUY in enhancing energy security but also underscore the need for ongoing support and infrastructure improvements to maintain these gains among the most vulnerable populations.*

Key Words: *Pradhan Mantri Ujjwala Yojana (PMUY); Energy Affordability; Below Poverty Line (BPL); LPG Adoption; Rural Energy Policy.*

Ancient and British Education System in India: A Comparative Study in Perspective of Their Usefulness in Modern Education

Dr. Arti Sharma

Assistant Professor, Manipal University Jaipur, Jaipur, Rajasthan

Email: arti.9sharma@gmail.com

***Abstract:** Education is an essential element in the life of an individual. It plays a great role in the growth and development of a person. An educated youth contributes towards economic growth and works as a responsible citizen. In India, education during the Vedic period was based on teachings based on practical training. A student was taught different subjects and developed real-life survival skills. Teacher and pupil held a great bond and interactive learning, group learning, and activities were encouraged. India witnessed a drastic transformation in this system due to several foreign invasions and the rule of foreign governments. The introduction of Western culture and education influenced the Indigenous system of education. The impact was long-term resulting in the decline of the ancient system. This paper presents a comparative study of the ancient and British education system. It also studies the best practices of these systems. Group tasks, the structure of gurukuls and their teachings, and the teacher-student relationship of the ancient system may be incorporated into the modern education system. Thoughts and ideas of freedom, liberty, equality, and nationalism were popular during the British Raj. In contemporary pedagogy, these elements may be integrated to enhance the structure and provide students with a holistic and interdisciplinary learning experience. The methodology used is doctrinal and secondary sources are used.*

***Keywords:** education, Indigenous system, British Raj, holistic, interdisciplinary, real-life skills.*

Assessing Internet Access and Usage Pattern: A Survey of Undergraduate Students in Hailakandi District, Assam

Dr. Shibojit Choudhary

Librarian, S. S. College, Hailakandi - 788151, Assam

E-mail: shibojit.lis@gmail.com

Abstract: *This study was conducted to assess the ICT proficiency and internet access among undergraduate students in degree colleges of Hailakandi district, Assam. An online questionnaire was designed and shared with undergraduate students from selected colleges through email and instant messaging applications. The study aimed to understand the internet usage patterns and browsing behaviours of college students in the era of social networking and artificial intelligence. The results showed the positive impact of the ongoing digital revolution and the widespread availability of affordable mobile technology. Most respondents reported having access to the internet and were proficient in using electronic devices, primarily smartphones. The findings revealed that while students were aware of various online tools and technologies, they lacked the knowledge to utilize them for academic purposes. The study suggested that the respective educational institutes should conduct comprehensive digital skill development and training programs to raise awareness among students about the availability of electronic information resources and online tools that can be leveraged for academic and research-related activities.*

Keywords: *ICT, Internet, Use Pattern, Online Searching, Browsing, UG Students.*

Exploring the Unmet Spiritual Needs of Indian Married Women: A Qualitative Investigation

Jisna M.

Research Scholar, Chinmaya Vishwa Vidyapeeth, Ernakulam, Kerala

Email - jisna.cvv230237@cvv.ac.in

Abstract: *Purpose: The study recognizes that while spiritual practices are often linked to overall well-being, the concept of unmet spiritual needs is far more intricate, reflecting the varied interpretations and personal significance spirituality holds for each individual. The research aims to explore these nuances, particularly among married women, to better understand how unmet spiritual needs manifest in their lives.*

Methods: Utilizing thematic analysis, the study analyzed in-depth interviews with 30 women from different backgrounds. This qualitative approach allowed for the identification of key themes that resonate across their experiences. The inductive coding process ensured that these themes were grounded in the women's narratives, highlighting the commonalities and differences in their spiritual journeys.

Results: The findings reveal that unmet spiritual needs are closely tied to individual experiences and reflect broader themes such as the search for meaning, the role of community, the struggle to reconcile spiritual practices with the demands of modern life, and the quest for a personal spiritual identity. These themes underscore the gap many women feel between their spiritual aspirations and the resources or practices available to them.

Conclusion: The study concludes that unmet spiritual needs are not monolithic but instead vary widely among women. Some seek fulfillment through traditional practices, while others gravitate toward more personalized or alternative spiritual experiences. Recognizing and addressing these diverse needs is crucial for developing inclusive and supportive spiritual resources that cater to the unique paths of women on their spiritual journeys.

Key Words: *Spiritual Needs, Married Women, Spiritual Well-Being, Women Needs.*