

The current advances in the Scientific Research, Technology, Business Management, Economy and Social Sciences of Educational Development with the whole concept of these advancements is to process from the past, analyse the present and implement for the future.

Management of Business and Management of the Economy are two major pillars of world growth and wealth increase. Science, Engineering and Technology cross nearly every facet of modern life and, as problem solvers, engineers are perfectly capable of managing technical activities, mastering innovative ways of science and engineering field, when they spend time and efforts understanding and acting in the field. Social Sciences and Humanities fields are to understand the common citizens and researchers thoughts with implementations in their respective subject fields.

The edited book is a collection of peer-reviewed scientific abstracts and papers submitted by active researchers in the International Scientific Research Conference. This book can be helpful to understand the various concepts of research.

Rs.1000/- or \$ 40 USD



Research Culture Society
An International ISBN Books Publisher
www.researchculturesociety.org



International Scientific Research Conference

Date: 30 – 31 March, 2024
Bangkok, Thailand

Conference Proceedings



Edited by

Dr.Chirag M. Patel
Dr.(hc) Rania Lampou
Dr. M. Narayani
Prof. Dr. Markus A. Launer

Jointly organized by :

International Scientific Research Association
Chreso University (CU), Zambia
The Indian Institute of Management and Commerce(IIMC), Osmania University, India
Eurasian Institute of Science and Technology, EU.
Sponsored By: Research Culture Society
Supported By: Institut für gemeinnützige Dienstleistungen gGmbH, Germany.

Research Culture Society
www.researchculturesociety.org



International Scientific Research Conference - 2024

International Scientific Research Conference

Date: 6 – 7 January, 2024

Bangkok, Thailand

Conference Proceedings / Special Issue

ISBN: 978-81-969156-6-7

Edited by:

Dr. Chirag M. Patel

Dr.(hc) Rania Lampou

Dr. M. Narayani

Prof. Dr. Markus A. Launer



Organized by :

International Scientific Research Association

Chreso University (CU), Zambia

The Indian Institute of Management and Commerce(IIMC), Osmania University, India

Eurasian Institute of Science and Technology, EU.

Sponsored By: Research Culture Society

Supported By: Institut für gemeinnützige Dienstleistungen gGmbH, Germany.

Published by:



Research Culture Society
www.researchculturesociety.org

(Reg. International ISBN Books Publisher)

Email: RCSPBOOKS@gmail.com



International Scientific Research Organization

Organize Conference, Seminar, Symposium
in association / collaboration with
Research Culture Society

Support in Administration and ICT system
Free promotion on websites and social media
Certificates for publications
Special issue in ISSN Journals and Proceedings with ISBN Books
Concession in publication charge
Digital Object Identification

Conference Dignitaries Desk

www.researchculturesociety.org
Email: director@researchculturesociety.org



RESEARCH CULTURE SOCIETY
International Scientific Research Organization
(Reg. Asia - India, Canada, USA, Europe)

Join us - Invitation for Membership and MoU

Professional Membership:	Member of Organization
Honorary Membership :	Country Head, State Head, Chapter Head, Conference Manager, Conference Coordinator, International / National / State Coordinator, Country Ambassador and Promoter.
Memorandum of Understanding (MoU) / Collaboration (MoC) With official registered :	Institutions, Universities, Colleges, Schools, Industries, Companies and Firms. For Academic - Educational - Industrial Events, Exchange Programs, Knowledge Partner, Co-operation, Networking with Scholarly Academicians, Researchers, Scientists and Delegates. Academic weightage in Institutional Evaluation Grades. Benefit in Special Issues - Proceedings Publications with ISSN / ISBN.
Programs Appointment :	Expert Trainer, Resource Person, Keynote Speaker, Guest Speaker, Anchor person, Moderator, Committee Member, Sponsor, Co-Sponsor, Co-organizer.
Editorial Board Membership: (All Subject Fields)	Reviewer, Associate Editor, Special Issue Editor, Book Editor. Sciences, Healthcare Sciences, Engineering and Technology, Social Sciences, Agriculture, Commerce, Business, Management, Arts, Languages, Literature, Humanities, Education, Library Science, Designing, Tourism, Journalism, Environmental Technology, International Economy. Teaching and Research Exposure: Minimum 5 years with 15 Publications. Research Papers, Articles and Books Publication as per Publication House Norms.

Interested candidates can contact OR send inquiry at :

director@researchculturesociety.org
www.researchculturesociety.org

JOIN OUR TEAM

COLLABORATION

EXCHANGE, INSPIRATION, SUCCESS, ASSIST, TRUST, SUPPORT

International Scientific Research Conference

Edited by
Dr. Chirag M. Patel
Dr.(hc) Rania Lampou
Dr. M. Narayani
Prof. Dr. Markus A. Launer

Copyright: © The research work as a theory with other contents, images, tables, charts in full papers are subject to copyright taken by 'International Scientific Research Association'; Chreso University (CU), Zambia The Indian Institute of Management and Commerce(IIMC), Osmania University, India; Eurasian Institute of Science and Technology, EU.; Research Culture Society., The Managing Editor, Co-editors and Authors/Co-Authors of this Conference special issue. The author(s) / contributors has/ have transferred rights to 'Research Culture Society' to publish his/her/their research work/abstract/article/paper.

Imprint:

Any product name, brand name or other such mark name in this book are subjected to trademark or brand, or patent protection or registered trademark of their respective holder. The use of product name, brand name, trademark name, common name and product details and distractions etc., even without a particular marking in this work is no way to be constructed to mean that such names may be regarded as unrestricted in respect of trademark and brand protection legislation and could thus be used by anyone.

Disclaimer:

The author/authors/contributors are solely responsible for the content, images, theory, datasets of the papers/articles/abstracts compiled in this book. The opinions expressed in our published works are those of the author(s)/contributors and does not reflect of our publication house, publishers and editors, the publisher do not take responsibility for any copyright claim and/or damage of property and/or any third parties claim in any matter. The publication house and/or publisher is not responsible for any kind of typo-error, errors, omissions, or claims for damages, including exemplary damages, arising out of use, inability to use, or with regard to the accuracy or sufficiency of the information in the published work.

Published and Printed at : (First Edition – March, 2024)

Research Culture Society / Research Culture Society and Publication

(Reg. International ISBN Books and ISSN Journals Publisher)

India : C – 1, Radha Raman Soc, At & Po - Padra, Dis - Vadodara, Gujarat, India – 391440.

USA : Delrosa Avenue, Sanbernardino, CA 92410.

Canada : Loutit Road, Fort McMurray, Alberta, T9k0a2.

Greece : Mourkoussi Str, Zografou, Athens, 15773

Email: RCSPBOOKS@gmail.com / editor@ijrcs.org

www.researchculturesociety.org / www.ijrcs.org

MRP: Rs. 1000 /-

ISBN : 978-81-969156-6-7

(ISBN is verifiable at RRRNA Website)



Research Culture Society and Publication

(Reg. International ISBN Books and ISSN Journals Publisher)

Email: RCSPBOOKS@gmail.com / editor@ijrcs.org

WWW.RESEARCHCULTURESOCIETY.ORG / WWW.IJRCS.ORG

Conference, Seminar, Symposium organization in association/collaboration with different Institutions.

Conference, Seminar, Symposium Publication with ISSN Journals and ISBN Books (Print / Online).

CALL FOR PAPERS

International
ISSN Journals and
ISBN Books Publisher

Research Culture Society Journals
IJIRMF, IJRCS, JSHE, IJEDI, Shikshan Sanshodhan

Research Study Fields

Research Publication in all subjects / topics of the following study fields :
Science, Engineering, Healthcare Sciences,
Agriculture, Pharmacy, Medicine, Nursing
Commerce, Management, Social Sciences,
Law, Humanities, Education, Life Skills

Free e-Certificates
Digital Object Identification
Nominal Processing Fee

<http://jshe.researchculturesociety.org/>
<http://shikshansanshodhan.researchculturesociety.org/>
<http://ijedi.researchculturesociety.org/>

Submit papers to
editor@ijrcs.org
Or
editor@ijirmf.com

WWW.IJRCS.ORG
WWW.IJIRMF.COM

International
Peer-Reviewed
Refereed
Indexed
ISSN Approved
High Impact Factor
Journals with
Quality Publication

Google Scholar, INDEX COPERNICUS JOURNAL MASTER LIST, SCIENTIFIC WORLD INDEX, ADVANCED SCIENCES INDEX, Academic Resource Index ResearchBib, SCIENCE LIBRARY INDEX, IJRCS, JSHE, IJEDI, SHIKSHAN SANSODHAN, ROOTINDEXING, IJINDEX, ESJI

Conference Publications

International Journals and Books Publisher

Publish your Conference, Seminar, Congress, Symposium
with a trusted International Publisher

ISSN Journals

ISBN Books

SPECIAL ISSUE
PROCEEDINGS
ABSTRACT BOOK
DOIs - Indexing
Nominal Processing Charge

- ✓ Print and Online Publication in Multiple Languages
- ✓ Promotions
- ✓ Setup Service
- ✓ Standard Pattern
- ✓ Certificate
- ✓ Collaboration

Research Culture Society and Publication

www.ijrcs.org / editor@ijrcs.org
www.ijirmf.com / editor@ijirmf.com

Google Scholar, Scopus Database, Academic Resource Index, ScienceDJ, CONFERENCE INDEX, Conal, EventsGet

About the organizing Institutions:

International Scientific Research Association is a registered and an esteemed research association working on to provide scientific research services, educational studies and activities at international level, also coordinate with other research organizations for the educational research events. Scientific Research Association as honorary partner of the ‘Research Culture Society’ with MoU – collaboration.

Chreso University (CU), a faith based University founded by Dr. Helmut Reutter and Mrs. Esther Reutter, under the umbrella vision for Chreso Ministries, was officially established in the year 2010 under the Universities Act No. 26 of 1992. And in 2016, the University was duly registered with the Zambia Higher Education Authority under the Higher Education Act No. 4 of 2013. Chreso University operates three (03) University campuses namely: City campus (RC No. HEA 022); Makeni campus (RC No. HEA 084) and Ndola campus (RC No. 077) at Zambia, Southern Africa.

The Indian Institute of Management and Commerce(IIMC) established five decades ago(year 1973) has to its credit some outstanding achievements in the field of Commerce Education in general and Honours course in particular at the Degree level. The college was admitted into grant-in-aid in the year 1980 and it was admitted into Sec.2 (f), 12-B of University Grants Commission in the year 1994 and affiliated to Osmania University. The college was ranked by various magazines like The Week, Outlook, India Today, Education World, Digital Learning and it has established itself as a premier institution in field of commerce education in the country.

‘Research Culture Society’ (RCS) is a Government Registered International Scientific Research organization. Registered with several United or Government bodies. It is also an independent, professional, non-profit international level organization. RCS-ISRO shall also initiate and setting up new educational and research programs with other international organizations. Society has successfully organized 135+ conferences, seminars, symposiums and other educational programmes at national and international level in association with different educational institutions.

Eurasian Institute of Science and Technology (EU) : Institute of Science & Technology is a self financed college, sponsored has been started in the year 2013 with a noble aim of imparting technical education. The institution enables them to be placed as the best professionals in industries and make them enter into high level programs with competence and confidence. Institute trains specialists in Physical Science, Life Science and Computer Science. Eurasian University is an institution of the central region of EU, for qualified personnel training in science, engineering, technology, management, law, education and research specializations.

Objective of the International Conference is to bring together innovative academics, researchers and industrial experts in the field of Scientific, Multidisciplinary Innovation Studies in the Research field to a common platform. The main objective of the scientific conference is to exchange of ideas, discuss issues and views towards the advancement of theory and practices and to create space for presentation of current results of research and scientific work in the field of Sciences, Agriculture, Engineering and Technology, Business Management, Trade, Economy, Social Sciences, Literature, ELT and Education. Conferences such as this provide a valuable opportunity for researchers, academicians and students to share experiences.

About the Conference :

ISRC-2024 is a good platform to bring together accomplished academicians, scientists, researchers, scholars and students to exchange and share their knowledge, experiences and research results on the aspects of advancements in Science, Agriculture, Engineering, Technology, Business Management, Commerce, Social Sciences, Literature, ELT and Education. This forum can & will spell a scholarly platform to network and discuss the practical challenges encountered and the solutions adopted in their respective domains worldwide. The Conference main Aim is to provide an interaction stage for researchers, students and practitioners from academia and industries to deal with state-of-the-art advancement in their respective fields. The outcome based aim is an ambience that will be instrumental in taking our participants and delegates to the next level of their expertise in their profession. Participants also will visit the city and country as it is a famous tourist attraction.

Tracks:

- **Track 1 – General – Basic Sciences, Applied Science and Allied Science.**
- **Track 2 – Engineering and Technology.**
- **Track 3 – Business Management.**
- **Track 4 – Commerce / Trade – Economy.**
- **Track 5 – Social Sciences, Law, ELT and Literature.**
- **Track 6 – Education and Physical Education – Sports Science.**

About the Special Issue / Conference Book:

Science, Engineering and Technology cross nearly every facet of modern life and, as problem solvers, engineers are perfectly capable of managing technical activities, mastering innovative ways of science and engineering field, when they spend time and efforts understanding and acting in the field. Scientific and technological innovation, as strategic support to improve social productivity and overall national strength, must be placed at the center for development of any country.

The framework includes engineering and technology as they relate to applications of science. Engineering is used to mean engagement in a systematic design practice to achieve solutions to particular human problems. Technology is used to include all types of human-made systems and processes.

The special issue / conference proceedings / edited book is a collection of peer-reviewed scientific papers submitted by active researchers in the International Conference on Science, Engineering & Technological Innovation. This book can be helpful to understand the various concepts of Science and Technological Innovation to the researchers and academia.

Dr. Jessica C.

Founder President, International Scientific Research Association.

Email : scientificresearchassociation@gmail.com



Message

Dear Colleagues !

I am grateful to co-organizing institutions, all the speakers, committee members and presenters of 'International Scientific Research Conference' (ISRC-2024) The overwhelming response to the contributors were acknowledged in very positive manner and its shows that new age is very much eager to work with technical literature. The rising researcher and scholar from various institutions and in-house participants motivate us to improve ourselves.

We are currently in the era of science and engineering revolution, spearheaded by recent developments in engineering, technology and sciences, providing sustainable solutions to various issues.

Here I am delighted that the series of conference on contemporary issues in computer technology has successfully completed its three folds and entered into fourth one, it's all due to the valuable efforts of faculty members of computer science and engineering department.

I extend my best wishes for the editorial team of the special issue, at last I hope this technological literature interaction will be a source of inspiration to upcoming educationists, technocrats and stakeholders.

Jessica

ISRC - 2024 Conference Chair
Founder, International Scientific Research Association



Prof. Maria Eropenko
Dean, Eurasian Institute of Science and Technology
Eurasian University
Email : eist@eurasianuniversity.uk

MESSAGE

Dear Colleagues!!!

I am proud to be the part of Organizational Committee of “International Scientific Research Conference - 2024”, jointly organized by ‘Scientific Research Association’ and Eurasian Institute of Science and Technology, Eurasian University in collaboration with ‘Research Culture Society’ (30 – 31 March, 2024).

We have an exciting program at this conference that will allow participants to reflect upon and celebrate their accomplishments, renew friendships and extend networks, and jointly explore current and future research directions. I hope that all participants will have a productive and fun-filled time at this online conference.

I sincerely hope that this conference will deliberate and discuss all the different facets of this exciting topic and come up with recommendations that will lead to a better world.

I wish the conference great success.

A handwritten signature in black ink, appearing to read "Maria Eropenko".

Maria Eropenko
Dean, Eurasian Institute of Science and Technology,
Eurasian University

Dr.C. M. Patel

Director, RESEARCH CULTURE SOCIETY

Web: www.researchculturesociety.org

Email : director@researchculturesociety.org



Message

Dear Professional Colleagues,

It is gratifying to note that 'International Scientific Research Association'; Chreso University (CU), Zambia; The Indian Institute of Management and Commerce(IIMC), Osmania University, India; Eurasian Institute of Science and Technology (EU) in collaboration with 'Research Culture Society' (Government Registered Scientific Research organization) are organizing - 'International Scientific Research Conference' during 30 – 31 March, 2024.

The aim of the conference is to provide an interaction stage to researchers, practitioners from academia and industries. The main objective is to promote scientific and educational activities towards the advancement of common citizen's life by improving the theory and practice of various disciplines of science and engineering. Provide the delegates to share their new research ideas and the application experiences face to face.

I believe, this International Conference will help in redefining the strong connection between students and academicians from different institutions. An additional goal of this international conference is to combine interests and scientific research related to General Science, Physical Science, Applied Sciences, Engineering and Technology Development 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 ISRC-2024.

A handwritten signature in blue ink, appearing to read "Dr. Patel", is positioned above the printed name.

Dr.C. M. Patel

Director, Research Culture Society.



CHRESO UNIVERSITY

Registered with Higher Education Authority - HEA-0022

All correspondence should be addressed to the Vice Chancellor

GO Centre City Campus
17715 Nangwenya Road
P.O.Box 37178
Lusaka 10101 / Zambia

vicechancellor@chresouniversity.edu.zm
www.chresouniversity.edu.zm
Tel. +260 211 355 590

Dear Ladies and Gentlemen!

It gives me much desire to be part of this Organization Committee of two days Conference entitled, "International Scientific Research Conference" jointly organized by International Scientific Research Association, Chreso University (Zambia), Institut fur Dienstleistung (Germany). The Indian Institute of Management and Commerce, Osmania University (India), Research Culture Society, Eurasian Institute of Science and Technology and dated on 30th-31st March, 2024 in Bangkok, Thailand.

This international Conference forum will encourage participants and academicians to reveal their endeavors, extend professional networks and jointly ascertain the existing and upcoming research instructions/guidelines and innovations at international level. I highly commend that all the presentations in this research conference will be interesting topics with fruitful discussions. It is really helpful to all the researchers to showcase their research outputs and nurture in research and innovation through this platform.

This conference will consider and discuss all the facts, issues, challenges, advanced development and updation in the specified field including Science, Computer Science, Engineering & Technology, Business Management and Law globally and come up with solutions and recommendations that will contribute significantly to be a better world in research development.

My hearty wishes for the bounteous success of this conference.

Thank you!!!

Professor. Mony Narayani, (M.Sc., Ph.D.)

VICE CHANCELLOR



Principal's Message

Greetings from IIMC!!

Indian Institute of Management and Commerce is a renowned educational institution since 1973, started with B.Com. (Hons.) course at Under graduation level. Today we are offering B.Com(Comp.Applications), B.Com. (Business Analytics), B.Sc. (Data Science), B.B.A. and M.Com at Post graduation level.

Ours is a reputed college with A+Grade in NAAC and an ISO 9001:2015 Certified College.

It gives us an immense pleasure to collaborate with Research Culture Society (RCS) for conducting a Multidisciplinary International Conference at Bangkok on 30th & 31st March 2024.

15 faculty from our college got registered for the ensuing International Conference and are going to present research papers.

I wish our MoU with RCS will make us jointly organize and collaborate many events ahead.

I congratulate the Director and organizing committee members of RCS for this initiative and all the best for the event ahead.

With Regards
K.RAGHU VEER
PRINCIPAL

Conference Committee :

Organizers – Conference Chair Members :

Dr. C. M. Patel, Director – Research Culture Society, Program Head, Eurasian University(EU).

Rev. Dr. Helmut Reutter, Chancellor, Chreso University, Zambia.

Dr. Jessica C., Founder President, Scientific Research Association.

Dr. Maria Eropenko, Dean, Eurasian Institute of Science and Technology, Eurasian University(EU).

K. Raghuvir, Principal, Indian Institute of Management & Commerce (IIMC) Khairatabad, Hyderabad, Telangana, India

Keynote Speakers :

Prof. Dr. Markus A. Launer, Ostfalia Hochschule, Campus Suderburg, Germany & Independent Institute for non-profit Services, Germany.

Dr. (hc). Rania Lampou, STEM instructor and an ICT teacher trainer, at the Greek Ministry of Education, at the Directorate of Educational Technology and Innovation, Greece. & Head, STEM Department, Eurasian Institute of Educational Technology, E.U.

Rev. Dr. Helmut Reutter, Chancellor, Chreso University, Zambia.

Prof. Dr. M. Narayani, Vice Chancellor, Chreso University, Zambia, Africa.

Dr. Daria Suprun, Professor, Department of Social Work and Rehabilitation, National University of Life Science and Environmental Sciences of Ukraine, Kyiv, Ukraine.

Guest Speaker:

Dr. Sirikarn Thongmak, Graduate Studies Faculty of Humanities, Srinakharinwirot University, Bangkok, Thailand. & Member, International Languages Council.

Prof. Dr. Redzuan Sofian, President and CEO Trichester Consulting, Malaysia.

Prof. Jelena Bošković, Full Professor - Metropolitan University, Belgrade, Republic of Serbia. .

Sipnarong K., College of Politics and Government, Suan Sunandha Rajabhat University, Bangkok, Thailand.

Session Chairs :

Prof. Dr. Markus A. Launer, Ostfalia Hochschule, Campus Suderburg, Germany & Independent Institute for non-profit Services, Germany.

Prof. M. Narayani, Dean-Postgraduate Studies, Chreso University, Zambia

Dr. D. Thirumala Rao, Vice-Principal, Indian Institute of Management & Commerce (IIMC) Khairatabad, Hyderabad, Telangana, India

Dr. Jessica C., Founder President, International Scientific Research Association.

Dr. Pokkuluri Kiran Sree, Professor, CSE, Sri Vishnu Engineering College for Women, Andhra Pradesh, India

Dr. Paresh Shah, Principal and Professor, Rai University. Alumnus of Indian Institute of Management (IIM) Ahmedabad, India. International Awardee, Author of Oxford University Press.

Advisory Members :

Dr. Maria Eropenko, Dean, Eurasian Institute of Science and Technology, Eurasian University(EU).
Prof. Yanina Lisun, Associate Professor, State University Trade and Economics, Ukraine, Europe.
Dr. Paresh Shah, Principal and Professor, Rai University. Alumnus of Indian Institute of Management (IIM) Ahmedabad, India. International Awardee, Author of Oxford University Press.

Committee Members :

Prof. Dr. M. Narayani, Vice Chancellor, Chreso University, Zambia, Africa.
Prof. Yanina Lisun, Associate Professor, State University Trade and Economics, Ukraine, Europe.
Dr. Xihui Chen, Assistant Professor, Accounting and Finance Edinburgh Business School, Heriot-Watt University, Edinburgh, UK.
Dr. Yin Yin Soe, Associate Professor, Department of Electronic Engineering, Technological University (Thanlyin), Yangon, Myanmar.
Dr. Sudhakar Umale, Head and Associate Professor, Mechanical Engineering Department, Sardar Patel College of Engineering, Mumbai, India
Dr. Farah Hijazi, International Scientific Research Association, Chapter - Syria.
Dr. Foram Patel, Campus Coordinator, Sardar Patel Education Campus (SPEC), Gujarat, India.

TABLE OF CONTENTS

Sr.No	Contents	Page No.
1	About the organizing Institutions Objective of the International Conference	5
2	About the Conference & About the Special Issue / Book	6
3	Message from Founder President, International Scientific Research Association	7
4	Message from Head, Institute of Science and Technology, EU	8
5	Message from Director – RCS & Program Head - EU	9
6	Message from Principal - IIMC	10
7	Message from Vice Chancellor, Chreso University.	11
8	Conference Committee Members	12-13
9	Table of Contents	14-16
Ab.No.	Title and Author	-
1	Assessment of current practices and challenges in medical waste management: Perspectives from hospital administrators -- Mehedi Hasan, Jeba Faria Joty	17
2	New Beginning of World Drama Cycle with Diamond Age -- Dr.Monika Sharma (nee Saxena)	18
3	The pH-Dependent Conformational Changes of Sol g 2.1 Protein from Solenopsis geminata for Protein-Ligand Binding -- Siriporn Nonkhwao, Sakda Daduang	19
4	Weakened but Unwavering: The Effects of SEW “ Supportive Emotional Wellness” Intervention on Self-Esteem and Well-Being of College Students in Separated Families -- Nanette Loreno Espedido	20
5	Study of nectar and host plant diversity of butterfly of virobhachiwadi patas taluka Daund -- Dr Gantaloo Uma Sukaiya, Tattu Kiran Kishor	21
6	Innovative Developments in Nephropathy Leveraging Artificial Intelligence -- Aiysha Sameena V., Dr. Rajkumar Rajasekaran	22
7	Study the Qualitative and Quantitative Influence of Compact Spinning on Recycled Polyester -- Sathish kumar S., Dr. Tasnim N. Shaikh	23
8	Opportunities and challenges in tourism marketing industry in India -- Suchismita Ghoshal	24
9	Study of Digital Marketing in India - Opportunities and Challenges -- Dr. Kranti Vijay Shingate, Rupali Gupta	25
10	A Study on the Role of Startups in Economic Development of India -- K. Swapna	26
11	Indian Unicorns – A Roadmap to Revolution -- G. Santoshi	27
12	Brand Anthropomorphism - A New Way of Promotion -- Taranpreet Kaur	28
13	Goa's Culinary Tourism: Captivating Destination Experience -- Ishwari Kalangutkar, Manisha Manerikar, Samiksha Naik	29

14	The role of company secretary in Indian recent times: An analysis -- N. Jaswanth Rao	30
15	Customer Satisfaction analysis of Selected Public and Private Banks -- R. Raghavendra Rao	31
16	A Comprehensive Study Of Gastronomic Tourism And Its Impact On Economy -- V.Niharika, S.Anitha	32
17	Challenges in Teaching and Learning Generic Skills – Teacher and Student Perspectives -- R. Shital	33
18	A Study on Social Media Marketing with reference to Hyderabad -- Kristam Nagasireesha	34
19	A Study on the Impact of Fintech on Underbanked Community’ -- K Preeti Rani	35
20	A Conceptual Study on Entrepreneurial Behavioral Competencies -- Baddam Karthik	36
21	A Study on Green Finance and Sustainable Environment -- Garima Agrawal	37
22	A Study On Factors Influencing Employee Engagement and Motivation strategies. -- P. Gayathri	38
23	Cultural Representation of Lucid Dreaming: An Analysis of Haruki Murakami’s Sputnik Sweetheart -- Mannat Jagia	39
24	Influence of Begum Rokeya in Indian Education -- Upama Ghosh	40
25	Teaching Basic Language Skills through Literature -- Dr. Foram Patel	41
26	Approach and mind-set of ESL learners towards self-instructional materials -- Dr. Shivkumar D Singh , Hinabahen Ramanbhai Patel	42
27	Cross Cultural Communication in Context of Diverse Approaches and Perspectives -- Dr. Vandana Singh, Minati Chaklanavis	43
28	Evolution of Saiva Siddhanata in Dakshin Kosala -- Priya Sharma , Dr. Devendra Kumar Singh	44
29	Swami Vivekananda’s English poetry: A Cultural Journey -- Soumi Sen (Mitra)	45
30	21st century Philippines last Indigenous peoples’ cultural preservation and economic management: Revisiting survival skills -- Dr. Primo B. Aranas, Jr.	46
31	A critical study - the law commission and its legal reforms in India -- M. Thirupathi	47
32	Interactive English language learning activities at post-graduation level (commerce stream) to enhance reading and writing skills. -- . Ajit A. Marchant, Dr.Shivkumar D. Singh	48
33	Hygienic Linkage between Green Energy and Sustainable Development: A Case Study on Sundarban in India -- Dr. Joyprokash Mondal	49
34	Recurring Theme of Nature in Wordsworth's poetry -- M. Mamatha	50
35	Usage and Impact of E-Resources in Academic Libraries -- Gattagoni Rama Devi	51

36	Multimodal Learning Environment in ELT: Harnessing Gen Z's Affinity for Visual and Interactive Content -- C.Rajya Lakshmi Kalyani	52
37	Integrating Technology in Enhancing Listening Skills -- Palakurthy Nagalakshmi	53
38	The Language of Dress: Clothing and Appearance as Narrative Strategy in Margaret Oliphant's Phoebe, Junior -- Garima Nandal, Prof. Sujata Rana	54
39	Making it Real: Exploring the Affordances of Strategic Intervention Material in Teaching with Augmented Reality (SIMATAR) in Teaching Junior High School Science -- Dr. Venus Metilla Alboruto	55
40	Examination Management as a way of Achieving Quality Assurance in Higher Educational Institution -- Gulnasin, Dr. Reshma Khatun	56
41	A Theoretical Exposition on Pedagogical Alliance -- Dr. Rages John	57

Assessment of current practices and challenges in medical waste management: Perspectives from hospital administrators

¹Mehedi Hasan, ²Jeba Faria Joty

¹ Student of Environmental Science and Disaster Management, Bangabandhu Sheikh Mujibur Rahman Science and Technology University, Gopalganj-8100, Bangladesh

² Student of Humanities, Fazilatunnesa Govt. Mohila Degree College, Navaran, Sharsa-7432, Bangladesh

Email - ¹ mehedihasan16261@gmail.com, ² jebafariajoty@gmail.com

Abstract: *Medical waste management presents a significant challenge in Bangladesh, with implications for safe urban development and public health. Improper disposal of medical waste poses a substantial risk of spreading infectious diseases in the environment. This study aimed to assess medical waste management practices and the knowledge levels of hospital administrators regarding collection. Thirty-one healthcare institutions, including public hospitals, diagnostic centers, private hospitals, and clinics, were examined through empirical field observations and formal and informal interviews. The study revealed that the surveyed medical centers generated various types of waste, as reported by respondents. Waste treatment methods varied, with 39% of the 31 hospitals and clinics employing autoclaves, 15% utilizing hydroclaves, 9% resorting to burning, 16% dumping, 10% opting for land disposal, 6% using chemical treatment, and 5% relying on incineration. However, only 14.30% of respondents reported consistent use of personal protective equipment (PPE), while 67.30% used it occasionally, and 18.40% never used it. Overall, the findings underscored the lack of appropriate and systematic medical waste management across most healthcare facilities.*

Key Words: *Medical waste, Segregation, Disposal, Practices, Waste management.*

New Beginning of World Drama Cycle with Diamond Age

Dr. Monika Sharma (nee Saxena)

Former Assistant Professor of Applied Science, HMR, I.P. University, Delhi, India,

Email - monika1511saxena@gmail.com

Abstract: *When we see today's world, there is so much advancement in the name of Science and Technology; Digital world is all over around us whether it is Artificial Intelligence or Computerization all has touched the zenith but parallel there are children, men, women and animals, who are not being fed and clothed properly; sleepless nights of our children, especially stressful youths who are backbone of the society burdened with unemployment are also prevalent.*

Now question arises, whether this is the world we are looking to live in ?

Certainly not ! Then next question arises who is responsible for all this? Then answer comes- 'Human Being himself' as he has been forgotten to live by his inner world while coming in interaction with his outer world; a balanced life; hence it is need of the time to restart, begin fresh this World Drama Cycle and that starts in the age defined as Diamond Age which is confluence of Iron Age (Kalyug) and New Golden Age (Satyug).

Keywords: *New Age, Diamond Age, Balanced Life, World Drama Cycle.*

The pH-Dependent Conformational Changes of Sol g 2.1 Protein from *Solenopsis geminata* for Protein-Ligand Binding

¹Siriporn Nonkhawo, ²Sakda Daduang

¹ PhD Student, Department of Research and Development in Pharmaceuticals, Faculty of Pharmaceutical Sciences, Khon Kaen University, Thailand.

² Professor, Division of Pharmacognosy and Toxicology, Faculty of Pharmaceutical Sciences, Khon Kaen University, Thailand

¹ Email - siriphorn_nonkhaow@kkumail.com, ² Email - sakdad@kku.ac.th

Abstract: The habits of the fire ant (*Solenopsis geminata*) in both field and household environments are widespread throughout Thailand. The primary component in the crude venom of fire ants is the Sol g 2.1 protein, which possesses a tertiary structure forming a hydrophobic cavity. In this study, our primary focus was on identifying specific protein-ligand interactions involving Sol g 2.1 in the crude venom of *S. geminata* and determining the dissociation constant (K_d) of these specific ligands using a molecular docking approach. Initially, we identified specific ligands binding to Sol g 2.1 in the crude venom through gel filtration on a P2 gel column and analysis using GC/MS. The results revealed four major peaks in the chromatogram, identified by their mass spectra and comparison with standards such as decane, undecane, dodecane, and tridecane. Significantly, these compounds exhibit similarities to alkyl chains found in the potent compounds of *S. geminata* venom. Subsequently, we predicted the K_d values of these endogenous ligands. Our findings indicated that decane exhibited the highest affinity binding with Sol g 2.1 protein, followed by undecane, dodecane, and tridecane, correlating with their respective percentages in the *S. geminata* venom. Consequently, we propose that Sol g 2.1 protein likely plays crucial roles in binding and transporting certain ingredients of fire ant venom, contributing to the production of potentially bioactive chemicals within the venom.

Key Words: *Solenopsis geminata*, Protein-ligand binding, Dissociation constant (K_d), Molecular docking.

Weakened but Unwavering: The Effects of SEW “Supportive Emotional Wellness” Intervention on Self-Esteem and Well-Being of College Students in Separated Families

Nanette Loreno Espedido

Masters of Arts in Psychology Major in Counseling Psychology
Graduate Psychology Department
Adventist University of the Philippines, Republic of the Philippines
Email - nanetteespedido79@gmail.com

Abstract: *The purpose of SEW Support Emotional Wellness on Self Esteem and Well-being are interventions designed to enhance positive skills to potentially mitigate the impact of parental separation, fortify emotional well-being, and bolster academic achievement. This paper investigates the self-esteem and well being of college students that belongs in separated families. To answer this questions I used survey questionnaires on Self-Esteem Test by Marilyn J. Sorensen, PhD Clinical Psychologist and Ryff’s Psychological Well-Being Scale by Psychologist Carol D. Ryff. The results demonstrates the effects of psychological interventions. Which generates insights that can be beneficial to diverse groups, including educational stake holders, mental health professionals, non-government organizations and government agencies that assists in the formulations of policies and programs geared toward fostering the comprehensive growth and empowerment of college students originating from separated families.*

Key Words: *Supportive Emotional Wellness, Interventions , Separated Families.*

Study of nectar and host plant diversity of butterfly of virobhachiwadi patas taluka Daund

¹Dr Gantaloo Uma Sukaiya, ²Tattu Kiran Kishor

¹Assistant professor in Department of Zoology, SPMM college, Baramati, Pune,
Maharashtra India

²Student of SPMM college, Baramati, Pune,
Maharashtra India

Email - usgantaloo@gmail.com

Abstract : Nectar is a sweet sugary content of carbohydrates produced by plants in gland called nectaries within the flower itself for attracting insects for pollination it is also an nutrient for insects by producing energy and also insects like honey bees prepare honey by collecting nectar and converting into sweet honey a which is nutritious and good source of energy food item for humans. Plants plays important role in growth and development of Butterfly. Nectar provides sugar and carbohydrate gives enough energy to move around and to mate and lay eggs, it also helps in growth and larvae pupa and adult butterfly will be attracted to nectar producing plants. Butterfly also helps in cross pollination of pollen grains benefit to plant. Nectar is also useful in Horticulure and agriculture as some insects ,Birds feed on nectar (wasps, Hummingbird) as primary source of food and hunt Agricultural insects for food beneficial as Bioinsecticide (Natural killer for insects) Butterfly belongs to phylum Lepidoptera bright winged Insects with sucking type of mouth parts study was carried out in virobhachiwadi from phaltan taluka of patas on nectar plants. Colour of flower Density by classifying them into weeds, shrubs, Bushes and trees and Diversity with seasonal variations and finding the density by quadrate method.

Key words: Diversity of nectar plants in weeds shrubs plant, climbers and trees, Density of nectar plants by quadrate method, Seasonal variations of flower and Color of flower.

Innovative Developments in Nephropathy Leveraging Artificial Intelligence

¹Aiysha Sameena V, ²Dr. Rajkumar Rajasekaran

¹ PhD Research Scholar, School of Computer science and Engineering, Vellore Institute of Technology, Vellore, Tamilnadu, India

² Professor, School of Computer science and Engineering, Vellore Institute of Technology, Vellore, Tamilnadu, India

¹ Email - aiyshasameena.v@vit.ac.in , ² Email - rrajkumar@vit.ac.in

Abstract: *Due to the development of processing power, improvements in methods and techniques, and the explosion of data, artificial intelligence (AI) has become widely used in practically every aspect of our daily lives. It is also a vital component of academic fields, and medicine is no exception. When making decisions about diagnosis, prognosis, and therapy, AI can supplement a clinician's intelligence. Globally, kidney illness is a major economic burden, with high rates of morbidity and mortality associated with both acute renal damage and chronic kidney disease. Artificial intelligence (AI) has the potential to analyze vast quantities of data and derive valuable insights for better kidney disease diagnosis, therapy, and prophylaxis. This is primarily because of the increasing diversity of medical records in electronic form, imaging data, and genomic data. By utilizing big data and AI, outstanding difficulties in nephrology may be resolved. We outlined developments in machine learning (ML), artificial neural networks (ANN), convolution neural networks (CNN), and deep learning (DL) in this review, with an emphasis on kidney transplantation, dialysis, acute kidney injury (AKI), chronic kidney disease (CKD), end-stage renal disease (ESRD), and nephropathology. For the duration of being, AI may not be slated to take the role of nephrologists in making therapeutic choices, instead being expected to assist them in giving patients the most precise healthcare conceivable.*

Key Words: *Artificial Intelligence, Nephrology, Machine Learning, Kidney disease.*

Study the Qualitative and Quantitative Influence of Compact Spinning on Recycled Polyester

¹Sathish kumar S., ²Dr. Tasnim N. Shaikh

¹ PhD Student, Department of Textile Engineering, Faculty of Technology & Engineering, The Maharaja Sayajirao University of Baroda. Gujarat. India.

² Guide, Department of Textile Engineering, Faculty of Technology & Engineering, The Maharaja Sayajirao University of Baroda, Gujarat, India.

¹ Email - kumarsathish75@yahoo.co.in, ² Email - t.n.shaikh-ted@msubaroda.ac.in

Abstract: *This study investigates the qualitative and quantitative influence of compact spinning on recycled polyester fibers. With a focus on sustainability and textile innovation, the research explores the impact of compact spinning technology on the properties and performance of recycled polyester yarns. Through comprehensive analysis and experimentation, the study aims to elucidate the effects of compact spinning parameters on yarn quality, including strength, evenness, and elongation, as well as its potential benefits for enhancing the sustainability profile of recycled polyester. By examining the synergy between compact spinning and recycled materials, this research contributes to advancing sustainable practices in textile manufacturing and provides valuable insights for industry stakeholders seeking to optimize processes and products in alignment with environmental objectives. Recycled polyester spun yarn finds applications across multiple sectors, including textiles, apparel, home furnishings, automotive, technical textiles, nonwoven products, packaging materials, outdoor gear, and industrial applications. Its versatility and performance characteristics make it suitable for a wide range of end-uses, from clothing and interior furnishings to industrial Applications etc.*

Key Words: *Yarn, Compact Spinning, Sustainability, Recycle Polyester, Apparel.*

Opportunities and challenges in tourism marketing industry in India

Suchismita Ghoshal

MBA (Specialised in Human Resources Management & Entrepreneurship), GD Goenka University;

Indira Gandhi National Open University (Pursuing Masters of Philosophy)

Email - universallysoundsuchi@gmail.com

Abstract : *The travel and tourism industry has appeared to be one of the largest and fastest growing industries for the global economy. India is popular for its enriched cultural heritage and diversity. With the changing passage of time and technological advancement, time and distance are not a big deal anymore. India, being a home of rich architectural and monumental heritage, increases attraction among millions of foreign tourists as well as serves a matter of bewilderment for its traditional values and hospitality. India's core value of 'Atithi Devo Bhava' not only promotes its ancient essence of cultural ethos but also is a marvellous strategy to foster the tourism industry. Tourism marketing defines the organised, combined efforts of the national tourist sectors or the businesses dealing in the tourism sector of an international or national area to strive for the growth in tourism by uplifting the satisfaction of tourists. This paper deals with the promotional and marketing policies taken for the enhancement for the performance growth in our Indian tourism industry. This paper also explores the idea of how the tourism sector has contributed its lion's share to the Indian economy.*

Keywords : *Tourism, Marketing, Social Media, India.*

Study of Digital Marketing in India - Opportunities and Challenges

Ms. Rupali Gupta

Ph.D. Scholar, Faculty of Management, Dr. DYPIU, Akurdi, Pune, India

Email - rupali.gupta@dypiu.ac.in

&

Dr. Kranti Vijay Shingate

Assistant Professor

Dr. DYPIU, Faculty of Management, Akurdi, Pune, Maharashtra, India

Email - krantishingate@gmail.com

Abstract : *This article mainly focuses on the influence and adoption of digital marketing in the present time. Today all Indian companies are practicing digital marketing for competitive edge and for branding their product. The research is based on current literature, reports, various new articles, conferences, seminars, various researches, business newspapers, business magazines, various existing websites and the information on internet data. Artificial Intelligence has been widely used and adopt for digital marketing practices for several companies. An AI enabled model have been describe here for new way of digital marketing with challenges faced by companies in remote areas where there is less technology development occurs. In this research, we acknowledged that businesses can really benefit from Digital Marketing such as search engine optimization (SEO), search engine marketing (SEM), Blogs, Personal mails, content marketing, Videos, influencer marketing, personal assistance, chatGPT, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and many more are becoming more and more common in practice. It has been witnessed since long when we all connected with whatsapp and facebook. This, increasing use of social media,*

is creating new opportunities for digital marketers to target the customers on digital platform. We are also covering the challenges faced by the companies in real time. Marketing through digital media is cost effective and high coverage. The study can further be extended to compare the traditional marketing techniques with new marketing trends with specific to various businesses and its advantages and disadvantages.

Keywords: *digital marketing, e-commerce marketing, campaign marketing, display advertising.*

A Study on the Role of Startups in Economic Development of India

K. Swapna

Faculty of Department of Business Administration,
Indian Institute of Management and Commerce, Hyderabad, Telangana State, India.
Email - kswapnamba@gmail.com

Abstract: *The economic development of the country truly depends on the people ability. Small companies play a vital role in creating employment, increasing GDP and in turn leads to the development of the country. The economic development of the country depends always on the number of companies established in it. Therefore, the government is initiating many schemes to encourage startups in the country. Prime Minister Narendra Modi launched the “Standup India” initiative in August 2015. Startups have become the key contributor for the development of the country. This study shows the relationship of the increase in the number of startups and the GDP of the country. It also discusses about the factors that influence startups like the change in technology, Gig Economy, growing economy, venture capitalists likewise. This study uses only secondary data. India is the 3rd largest startup ecosystem in the world now with 112 unicorns. Startups create solutions for the problems which customers are facing. There are so many barriers that hinder the emergence and sustainability of startups in the country. This study also focuses on the various government schemes which encourages startups in the country.*

Key Words: *Startups, Economic Development, GDP, Gig Economy, Ecosystem, Venture Capital, Government Schemes*

Indian Unicorns – A Roadmap to Revolution

G. Santoshi

Head, Department of Business Administration, Indian Institute of Management and
Commerce, Hyderabad, Telangana State, India.

Email – narsin.san@gmail.com

Abstract: *Unicorns play a very significant role in the context of the economic development of any country. It contributes a lot and adds value to the growth of the nation. The first Unicorn of India is emerged during the modern millennium i.e. in the year 2011. A Unicorn is a privately owned Startup company which has a value of US \$ 1 billion. In the present research, growth of Indian Unicorns has been studied for a period of 10 years i.e. from 2014 to 2023 with respect to these parameters i.e. number of Unicorns, Unicorns with respect to industry wise, city wise, value of Unicorns etc. and in particular aggregate value of Unicorns to till 2023. For the present research, the data was collected from secondary sources which include articles and websites. From the study, it was found that there is a tremendous growth in number of unicorns from 2014 to 2023 and during COVID-19 i.e. in the year 2021 there are more number of Unicorns compared to other years which added value to the Indian Economy. Industry wise, E-Commerce sector is growing rapidly with a more number of Unicorns, Bangalore city fostered the growth with regard to more number of Unicorns and as on 2023 Flipkart has the greatest value of \$ 37.6 billion. The aggregate value of Unicorns in India stood at \$ 537.44 billion as on 2023.*

Key Words: *Unicorns, Growth, India, Economy.*

Brand Anthropomorphism - A New Way of Promotion

Taranpreet Kaur

Assistant Professor of Marketing Management, Maharaja Agarsen Institute Of Management Studies, GGSIPU, Delhi, India

Email - taranpreetkaurkhurana@gmail.com

Abstract: *In recent years, the Internet, evolving technologies, and social media have led to the evolution of dynamic and versatile consumer behavior. The changes in customer behavior driven by digital developments provide many opportunities and challenges that businesses also need to deal with online. The digital revolution has shaken marketing to its core with consumers being offered greater price transparency and often even the chance to dictate the price. The better companies know about their customers, the easier they can engage with them using strategies such as content marketing, User Experience (UX), influencers marketing, User-Generated Content (UGC), or Electronic Word of Mouth (eWOM). These strategies are essential to get more sales and develop businesses online, as such strategies increase user engagement and influence their behavior. Online platforms and social networks directly influence consumer-brand relationships. Brands, offering identity extensions and symbolic values to their customers and seeking visibility over social networks, try to create interaction and engagement with consumers via their online presence.*

Key Words: *- Influencers marketing, User-Generated Content (UGC), Electronic Word of Mouth (eWOM), and WOM (or word-of-mouse).*

Goa's Culinary Tourism: Captivating Destination Experience

¹Ishwari Kalangutkar, ²Manisha Manerikar ³Samiksha Naik

¹ Assistant Professor of Commerce, Government College of Arts, Science & Commerce
Khandola, Marcela, India.

² Assistant Professor of Commerce, Government College of Arts, Science & Commerce
Khandola, Marcela, India.

³ Assistant Professor of Commerce, Government College of Arts, Science & Commerce
Khandola, Marcela, India.

¹ Email - Ishwarikamat30@gmail.com , ² Email - manerikarm@gmail.com ³ Email - simnaik39@gmail.com

Abstract: Goa is very much known as a tourist paradise due to its natural landscape, clean beaches and cultural heritage. This small state is among the most popular travel destinations in India. Travelers have been drawn to the state since the 1970s because of its stunning beaches, laid-back atmosphere, and distinctive cuisine. This conceptual framework model of culinary tourism in Goa gives a structured framework to understand the culinary experiences of the tourist's visiting Goa and the relationship of factors influencing their behavior, satisfaction and destination loyalty. Key factors such as initiatives for culinary tourism, diversity in local culinary and destination image are identified to examine how these factors leads to shape tourist satisfaction and engagement and influence their behavior towards trying local foods and likelihood of recommending culinary tourism in Goa. Moreover, the model also focuses on the significance of destination loyalty highlighting the positive culinary experience contribute to their intent to revisit Goa, emotional connection with the destination and positive word of mouth promotion. The feedback loop variable emphasizes for the development of tourist culinary experience through continuous improvement leading to sustainable development. This research study is descriptive in nature in which a simple random sampling technique has been used where a sample size of 210 odd respondents have been collected from tourists who recently visited Goa using a structured questionnaire. The paper uses primary as well as secondary data and the findings are summarized through simple statistical tools & techniques. To conclude, the outcome of this conceptual model is envisaged as sustainable culinary tourism development identified by its positive impact on local economies, preservation of cultural culinary heritage, and enhanced destination competitiveness. This study provides valuable information to the stakeholders seeking to improve culinary tourism of Goa and ensure its long-term success and sustainability.

Key Words: Culinary, Destination, Goa, Tourism.

The role of company secretary in Indian recent times:

An analysis

N. Jaswanth Rao

Assistant professor in faculty of law Telangana tribal welfare residential Law College
for men Sangareddy

Email - jaswanthrao606@gmail.com

Abstract: *In recent times, the role of a Company Secretary in the Indian corporate sector has evolved very significantly. They are instrumental in ensuring compliance with dynamic regulatory changes, fostering good governance, and managing complex legal matters. Company Secretaries play a key role in risk management, stakeholder communication, and board effectiveness. With increased emphasis on transparency and ethical conduct, their responsibilities now encompass a broader spectrum, making them integral to the overall strategic and regulatory landscape of Indian companies. The role of a Company Secretary is multifaceted. They act as a compliance officer, ensuring adherence to statutory norms and corporate governance principles.*

Their responsibilities extend to facilitating board meetings, maintaining company records, and handling legal documentation. With a focus on transparency and ethical practices, a Company Secretary in India plays a pivotal role in upholding the integrity and regulatory compliance of the organization. Additionally, they oversee corporate governance practices, manage board meetings, and handle legal documentation.

Overall, their role is pivotal in maintaining legal and ethical standards within the company. This Article explores the position and difficulties of working corporate secretaries in India. The significance of structures of the company and the involvement of the secretary as a leading officer in the management of the company by semi-structured interviews with the different Company Secretaries is essential in order to determine the reasons and skills necessary for the development of positions. With respect to the same, the guidelines in this essay will provide a broad overview of how this should be achieved.

Keywords: *Company Secretary, Role, Appointment, Duties, Rights.*

Customer Satisfaction analysis of Selected Public and Private Banks

R. Raghavendra Rao

Assistant Professor, Department of Business Administration, Indian Institute of Management and Commerce, Hyderabad, Telangana State, India.

Abstract: *Customer is the person who is treated as King in the market. He is one of the most important factors for the profitability of the business. To serve customers, is the serving the business itself as they constitute the primary consideration of the organization. Thus, it is important to understand and satisfy the customers in our business so as to make multiple business developments and expansions through them. We all know that banking is one of the largest service sectors in the world. People have misconception that banks run for profit. But the point is that they have dual objectives. One for profit and another one for service motive. Without commerciality, no business would sustain in the society. At the same time, without customer satisfaction and service, no business would get profitability. Banking is that kind of sector which is having a dual aspect system in its operations. When the e-banking services were introduced in the banking, private banks were fairly giving clean, transparent and dynamic services to the customers 24X7. But the public sector banks, due to their negligence in operations, financial scams and frauds, lack of adoptability etc. did not perform well and also they did not reach the customers well. Over a period of years, these banks also understood the importance of customer service and satisfaction that will enhance the profitability of business. The banks are now coming with different products, services, technological facilities etc. to attract the customers and to increase the business. This research paper tries to analyse the responses of customer satisfaction on various service quality parameters of selected banks in public and private sectors. The findings of the research are presented at the end of the paper.*

Key Words: *Customer Satisfaction, Indian Banking Sector, Service quality, Profitability.*

A Comprehensive Study Of Gastronomic Tourism And Its Impact On Economy

¹. V.Niharika, ² S. Anitha

¹Faculty in Department of Commerce, Indian Institute of Management and Commerce, Telangana, India.

²Faculty in Department of Commerce, Indian Institute of Management and Commerce, Telangana, India.

Email - ¹vasaniharika98@gmail.com, ²anitha.sidveer@gmail.com

Abstract: *Gastronomic Tourism, a rapidly growing sector within the travel industry, plays a vital role in driving economic growth and fostering local development. This research project aims to search the multifaceted realm of gastronomic tourism, uncovering its significance, impact and potential for both tourists and destinations. This study seeks to provide insights into how gastronomic tourism contributes to cultural exchange, economic growth and sustainable development. Through a combination of Literature Review and Analysis, this research endeavours to crystalize light on the diverse facets of gastronomic tourism, offering valuable insights. This study elucidates the relationship between gastronomic tourism and economic prosperity. Overall this study provides valuable insights for stake holders to make use of the gastronomic tourism. By recognizing gastronomy as a driver of economic development, this research advocates for strategic investments and sustainable practice to maximise the socio – economic benefits of gastronomic tourism.*

Key Words: *Gastronomic Tourism, Economic Growth, Sustainable development, Cultural exchange, Socio economic benefits.*

Challenges in Teaching and Learning Generic Skills – Teacher and Student Perspectives

R. Shital

Research Scholar of Centre for Economic and Social Studies, Faculty of Indian Institute of Management and Commerce, India
Email: shital.nalla9@gmail.com

Abstract: *The Higher Education in India is on massification trajectory graduating lakhs of students each year and transiting them to the labour market. On the other end, with the advancement in the technology and globalisation, the nature of jobs and job roles is evolving continuously demanding new set of skills and competencies from the fresh graduates. And whether the graduates possess the skills that are in need by the labour market is still debatable. The set of skills, Generic Skills or Transferable Skills, are the skills that cut across horizontally and vertically through the job roles in the labour market. Keeping pace with the changing expectations of the job market and ensuring the graduates adopt to such changes can be a challenging task for the educators. The labour market expects these skills to be imparted in the students by the educational institutions which further burdens the responsibility of these institutions. At the same time, learning and adopting these skills by the students is equally challenging. This paper tries to focus on understanding these challenges from both the stakeholders i.e., teachers and students respectively. The study will administer a questionnaire for the same and do the necessary analysis which will enable the policy makers and academicians to bring out strategies and measures to overcome these challenges in the future. The study is confined to pursuing under graduates and faculty of under- graduation programme in Hyderabad.*

Keywords: *Higher education, Labour market, Generic Skills, Transferable Skills, and Challenges.*

A Study on Social Media Marketing with reference to Hyderabad

Kristam Nagasireesha

Assistant Professor, Department of Commerce, Indian Institute of Management and Commerce, Hyderabad, Telangana, India.

¹Email- knagassireesha@gmail.com

Abstract: *Social media marketing is the process of using social media platforms and technologies to communicate with current and potential customers as well as to promote a brand. Due to globalization, social media plays a vital role in marketing, now-a-days. The numbers of social media users are increasing every day and many organizations have engaged into social media marketing to enhance their branding and marketing to enhance their branding and marketing tactics. Social media marketing employs media and social networks like Facebook, twitter and instagram, to engage existing customers as well as new ones. The adoptability of social media is giving business growth to industry. Social media promoting will benefit and contribute to humanizing our brand, fostering loyalty, recognition, authority and trust. The aim of this research is to investigate the utilization of social media platforms and the rise in business sales using social media marketing in Hyderabad. Both primary and secondary data are used in this study. The primary data has taken from 100 respondents in Hyderabad through a standardized questionnaire. The secondary data was gathered from government, websites, news articles, periodicals and journals.*

Key Words: *Social media, Marketing, Business, Twitter and Facebook.*

A Study on the Impact of Fintech on Underbanked Community

K. Preeti Rani

Professor of Commerce Dept, Indian institute of Commerce and Management, Hyderabad,
Telangana, India.

Email - preethirajjaiswal@gmail.com,

Abstract: *Fintech, or financial technology, has become a disruptive force in the financial services sector by providing creative solutions that may be able to solve the persistent problem of financial exclusion. Communities that lack access to standard banking services, known as underbanked communities, comprise a sizeable portion of the populace that has traditionally received inadequate treatment from mainstream financial institutions. Investigating how fintech affects underbanked populations and how it might advance financial inclusion is the goal of this study. This study investigates how underbanked individuals and households use fintech services like digital payments, peer-to-peer lending, and mobile banking. It examines how fintech is affecting society and the economy, particularly how credit availability, financial literacy, and general financial well-being have changed. In addition, the study evaluates the efficacy of fintech solutions aimed at underbanked people in maintaining fair practices and consumer protection by examining the regulatory and policy frameworks around them. Furthermore, the study highlights the obstacles and hazards linked to the implementation of fintech in underbanked areas, including worries about cybersecurity, protection of personal data, and the digital gap. It assesses the scalability and sustainability of fintech solutions in supporting these communities and looks into possible long-term success tactics. In order to better serve the needs of underbanked communities and promote an inclusive financial ecosystem, this study intends to educate fintech companies, governments, and other stakeholders by offering insights into the transformative potential of fintech in promoting financial inclusion.*

Key Words: *fintech, underbanked communities, financial inclusion, mobile banking, peer-to-peer lending, digital payments, financial literacy, consumer protection, digital divide.*

A Conceptual Study on Entrepreneurial Behavioral Competencies.

Baddam Karthik

Assistant Professor, Department of Commerce, Indian Institute of Management and Commerce,
Hyderabad, Telangana State, India.
Email - karthikreddybaddam930@gmail.com

Abstract: *Globalization is considered to be the key driver of business expansion. Small, Medium and Large scale firms are given an opportunity to pool up the resources and enhance their business scope all over the world. Technology, diversified customer needs, large production volumes, leveraging resources in different markets are some of the contributors for entrepreneurship in the present scenario.*

Today's entrepreneur is both an owner and the decision maker of his business, which represents the principal force behind initiation, development, maintenance and success of the business. An entrepreneur's human capital is a vital element which plays a crucial role in doing his business.

Behavioral aspects affect the decisions, business, internal and external relations in the business. To address this phenomenon, this study focuses on the behavioral competencies of entrepreneurs, which lead them to sustain and succeed in the business.

Keywords: *Entrepreneur, Business, Firm, Decision and Behavior.*

A study on green finance and sustainable environment

Mrs. Garima Agrawal

Lecturer, Department of Commerce

Indian Institute of Management and Commerce,
Khairatabad, Hyderabad – 500004, Telangana, India.

Email – ethernet429@gmail.com

Abstract: *Green finance is a new financial pattern to integrate environmental protection with economic profits, emphasizing “green” and “finance”, two of which are controversial issues. Green finance is a phenomenon that combines the world of finance and business with environmentally friendly behavior. Green finance is any structured financial activity that has been created to ensure a better environmental outcome. It centres around environmentally friendly investments and practices, has emerged as a pivotal instrument in achieving carbon neutrality and greening sustainable economic growth. The advancement of green finance is indispensable in attaining sustainable development goals and addressing pressing environmental challenges. Contrary to the traditional financial activities, green finance emphasizes more on the ecological environment benefit and pays more attention to environmental protection industry. Green finance plays a crucial role in promoting sustainable development by mobilizing financial resources toward environmentally sustainable projects. It enables the transition to a low-carbon and climate-resilient economy, which is essential for achieving global climate goals. This paper aims to comprehensively review the intricate relationship between green finance and sustainable development. It critically examines the existing literature on the nexus between green finance and sustainable development, particularly emphasizing the prospective implications for the finance industry. It highlights the development of green finance, and raises problems and contradictions existing in the application of green finance. It also explores and reveals how green finance helps us to achieve environmental stability. By revealing the internal contradictions between green finance and environmental protection, the study proposes solutions intrinsically for better achievement of ecological balance.*

Key Words: *Green Finance, Environmental Protection, Sustainability, Global Climate, Ecological Balance.*

A Study On “Factors Influencing Employee Engagement and Motivation strategies”

P. Gayathri

Professor of Commerce, Indian Institute of Management and Commerce, Hyderabad,
Telangana, India.

Email - patnamgayathri9@gmail.com

Abstract: *Motivation and employee engagement have a direct influence on output, retention, and general performance, making them important organizational success factors. For many businesses, developing motivation and engagement techniques that work is still a major challenge. The purpose of this study is to look into the main variables that affect employee motivation and engagement in a variety of organizational settings and industries. The research investigates the effects of leadership styles, organizational culture, job design, employee demographics, and extrinsic and intrinsic motivators on engagement and motivation using a mixed- methods approach that combines quantitative surveys and qualitative interviews. The effectiveness of various work-life balance and motivation programs, performance management systems, training and development opportunities, and recognition programs is also examined in this study. The results advance a thorough comprehension of the multifaceted nature of employee.*

Key Words: *Employee engagement Motivation Organizational success Productivity Retention Motivation strategies Intrinsic motivators.*

Cultural Representation of Lucid Dreaming: An Analysis of Haruki Murakami's *Sputnik Sweetheart*

Ms. Mannat Jagia

Research Scholar, Department of English, CHM College
Ulhasnagar, Thane (dist), Maharashtra, India
Email: mannattjagia@gmail.com

Abstract : *Lucid dreaming figures significantly in the domain of Dream Studies and it opens for interdisciplinary engagement. It is also a mode of wakeful dreaming and it is further identified as a method of improving certain aspects of individual performance such as goal setting and positive thinking. Lucid dreams are studied within the disciplines such as Psychology and Oneirology and lucid dreams are considered to be trainable with the dreaming subject utilizing it for certain positive outcomes. It also has implications in cognitive science, treatment of fears, in cultivating creativity and in developing an access to the unconscious mind. Lucid dreams have caught the imagination of literary and cultural luminaries with characters in movies and novels rendered as experiencing and cultivating lucid dreaming techniques.*

This paper is an attempt to explore the link between neuro-psychological aspects of lucid dreaming and the cultural expression of this experience. To illustrate this point of connection, the paper scrutinizes Haruki Murakami's novel, Sputnik Sweetheart to explore the ways in which Sumire, the female protagonist experiences lucid dreams and straddles reality and imagination in her attempt to gain control over her surroundings and situation. The impact of lucid dreaming in self-transformation as depicted in this novel is also explained in this paper.

Key words: *Lucid dreaming, cultural expression, oneirology, neuro-science.*

Influence of Begum Rokeya in Indian Education

Upama Ghosh

Assistant Professor, Dinabandhu Andrews Institute of Technology and Management,
Kolkata, West Bengal, India

Email - upamaghosh2020@gmail.com

Abstract : *This research paper, thoroughly emphasizes women's educational attainment, its standpoint, extent, as well as progression in the imperial Bengal. Beneath the British regime, the nineteenth century had been an era of Enlightenment in the united Bengal. Renaissance principles influenced not merely the Hindu-Bengali community, yet also the Muslim-Bengali community. The thirst to evolve amongst the Muslim society began during the latter part of the nineteenth century and persisted into the beginning of the twentieth century. Rokeya Begum, became the primordial figure of the Bengal Muslim Revival. She affiliated to an ethnic community of women, often referred as the Bengal's 'Bhadra-mahila', a phrase comparable to the novel women. She dedicated her entire existence to the liberation of Muslim- community females, who were compelled to adhere to the strict Islamic traditions such as burka and much more. She worked for the female literacy, privileges, autonomy, and progression of all women, primarily, the females of the Muslim-society in Bengal. Her ambition for the advancement of the community and the nation as a whole remained the motivating factor, behind every single initiative of hers. She discovered that Women's Muslim society, ought to be granted a chance to empower themselves. Throughout the bygone times of women's literacy in India, she had been an iconic individual, who remained tenacious enough to bypass the harsh critiques of the Maulabi's (Muslim community's religious leaders). Therefore, it's vital to examine the Begum's accomplishments solely, as she emerged as a feminist amid an era of men dominance. The purpose of this study is to thoroughly investigate Begum Rokeya's proposals for learning and her activism for the advancement of women's learning in unified Bengal amid the dominance of the British authorities.*

Keywords: *Women Education, Education, Rokeya or Begum Rokeya, Muslim Community, Purdah, Bhadra-mahila.*

Teaching Basic Language Skills through Literature

Dr. Foram A. Patel

Campus Coordinator, Sardar Patel Education Campus (SPEC) Bakrol,

Anand – 388 315, Gujarat (Bharat)

Email: foram.digitalaura@gmail.com

Abstract: *This paper aims to highlight the widespread use of literature as a teaching tool for vocabulary, grammar, and pronunciation as well as the fundamental language skills of reading, writing, listening, and speaking in today's world. Purposes behind involving artistic texts in unknown dialect homeroom and fundamental models for choosing appropriate abstract texts in unknown dialect classes are focused on to make the reader acquainted with the hidden reasons and standards for language educators' utilizing and choosing scholarly texts. In addition, literature and the teaching of language skills are taken into consideration, as are the advantages of various genres of literature (such as poetry, short fiction, drama, and novels) to language instruction and some challenges that language teachers face when teaching English through literature (such as a lack of preparation in the area of literature teaching in TESL / TEFL programs, a lack of clear-cut objectives defining the role of literature in ESL / EFL, a lack of background and training in literature, and are considered for coming to a discussion, research and observation.*

Key Words: *Literary Competence, Teaching Literature, Teaching of Language Skills, Foreign Language Teaching.*

Approach and mind-set of ESL learners towards self-instructional materials

¹Dr. Shivkumar D Singh , ²Hinabahen Ramanbhai Patel

¹Assistant Professor of English, AD Patel Institute of Technology, CVM University, Vallabh Vidyanagar, Anand, Gujarat, India, Asia.

²Research Scholar (PhD) – English, CVM University, Vallabh Vidyanagar, Anand, Gujarat, India, Asia.

Email - ash.shivkumar@adit.ac.in

Abstract: *The most significant impact on a person's learning is their approach and mind-set for both students and teachers. Approach and mind-set can profoundly affect the quality of their learning, skill development, relationships, achievement and success in their educational journey. This research paper can be helpful to all the academicians who will be preparing and using the self-instructional material. This paper covers concept and literature review of self-instructional materials. This paper presents analysis of ESL learners' mind-set and approach towards Self-instructional material.*

Key Words: *Approach, Mind-set, Self-instructional material, ESL learners.*

Cross Cultural Communication in Context of Diverse Approaches and Perspectives

¹ Dr. Vandana Singh, ² Minati Chaklanavis

¹Assistant Professor (English), P.G Dept. of English, Maharaja College, Ara, Bihar.

Email - singh.vandna2009@gmail.com

²Professional Communication Trainer, Patna-800003, Bihar, India

Email - minati.25@gmail.com

Abstract : *The interchange of meaning and information is the essence of communication. Interpersonal communication, intercultural communication, mass communication, and communication with diverse cultural groups or subgroups are only a few of the many scenarios in which we are continuously interacting. But in order to comprehend communication, we must comprehend its cultural context. The term "culture" is frequently used to refer to many ideas and understandings in both academic and everyday speech and discourse. Although the word's original roots are in the Greek and Roman civilizations (Latin: cultura), it currently has a variety of meanings that are derived from the unique requirements and applications of each discipline, whether it be communication studies, anthropology, or sociology. Cultures are dynamic, ever-evolving systems that adapt to external factors like the shifting experiences of their constituents and their interactions with other cultures. To its members, however, the artifacts and even the presence of cultural practices and schemas can appear imperceptible or unimportant.*

The psychological field's Cross-Cultural Perspective focuses on the ways that culture affects psychological functions. For instance, how can the attitudes, perceptions, behaviors, and development of someone reared in Rwanda and Russia differ? What similarities exist between these two people as well? For instance, the majority of individuals, particularly in the US, don't hesitate to use the English language when communicating. Considering that many Americans speak many languages and belong to diverse cultural groups where English is not the primary medium of communication, this is somewhat offensive. Furthermore, the majority of English speakers use their own nonspeaking codes without considering how cultural differences in nonverbal communication vary. For instance, meeting someone's gaze directly during a conversation is accepted as the standard in the United States but is usually seen as impolite or aggressive in other cultures.

Keywords: *Cultural Diversity, Identity, Communication Barrier, Multicultural Context, Ethnic groups, Cultural Barrier, Inter cultural communication*

Evolution of Saiva Siddhanata in Dakshin Kosala

¹Priya Sharma , ²Dr. Devendra Kumar Singh

¹Research scholar, Dept. of History, IGNTU, Amarkantak, Madhya Pradesh, India

²Assistant Professor, Dept. of History, IGNTU, Amarkantak, Madhya Pradesh, India

Email - Priya.sharmadc@gmail.com Devendra.singh@igntu.ac.in

Abstract : Throughout history, human cultures have struggled with nature's mysterious elements, alternating between terror and veneration for erratic phenomena. The rise of polytheistic belief systems, which attribute supernatural characteristics to some species and divinity to others, frequently reflects this ambiguity. The relationship between acceptance of these complex representations of the natural world and a diversified intellectual landscape is best illustrated by the society of ancient India.



Fig.1 Map of Chhattisgarh, India.
Source: www.wikimedia.com

Philosophy and religion frequently converge across cultural boundaries to produce mystical customs that speak to the universal human condition. The connection between them is best shown by the Shaiva Siddhanta school within the Shaiva philosophy. Shiva is worshipped as the omniscient king who rules over creation, preservation, and destruction. Its primary teachings, contained in the Saiva Agamas, are said to have been passed down by the Guru Parampara, an uninterrupted line of accomplished masters.

The art of the Dakshina Kosala region, which includes portions of present-day Madhya Pradesh and Chhattisgarh, is a reflection of the pervasiveness of Shaivism, an Indian religious group devoted to Lord Shiva. Shaiva Siddhanta has not become as well-known as other Shaivite traditions, but historical records show that it was practised in this area and was quite important. Shaivism was historically supported by the ruling families of Dakshina Kosala, and depictions in art from the late historic period (8th /9th C.E.) to the early medieval period (12th/13th C.E.) offer important insights into the rituals and beliefs of Shaiva Siddhanta adherents.

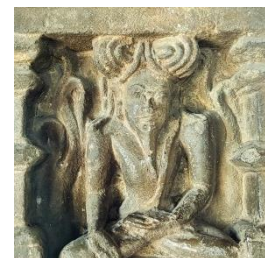


Fig. 2 Saiva saint, Pali, Chhattisgarh

This study explores Shaiva Siddhanta in early Dakshina Kosala through historical evidence, focusing on its societal impact and artistic countenance. It analyzes artworks from temples and ruling families' patronage, shedding light on religious and cultural dynamics in ancient India.

Keywords: Historical - archaeology, Late historic, Early medieval, Dakshina Kosala, Shaiva -Siddhanta, Art-Architecture.

Swami Vivekananda's English poetry: A Cultural Journey

Soumi Sen (Mitra)

Associate Professor, Department of English, Mahadevananda Mahavidyalaya, Barrackpore,
India

Email – mitrasoumi07@gmail.com

Abstract : *'Awake, arise and dream no more'.* The dichotomy in this line quoted from Swami Vivekananda's poem, "To the Awakened India", lies in the inherent message to society that is to dream 'truer dreams' which are 'Eternal love and service free'. Bordering on this concept my paper would be analyzing how Swami Vivekananda, the greatest spiritual leader of India has used his poetry to give a glimpse of the rich, cultural heritage of India and the process of attainment of Vedantic spiritualism of Advaitists while carrying on the humbler duties of life. Swami Vivekananda has written twenty-three English poems. Freedom, an essential element of Romanticism is present in Swamiji's English poetry in different areas of life. His Chicago lecture which emphasized religious tolerance and the universality of all religions did not forget to revive Hinduism that would pave the way for a renaissance of Indian culture and spirituality. My paper would be taking into consideration his emphasis on education for cultural and spiritual upliftment, regeneration of India and attainment of world peace, the realization of the Advaita goal for spiritual freedom and upliftment of the standard of living of masses through community development programmes.

Key Words: *Freedom, Spirituality, Advaita Vedantism, Indian Renaissance, Education, Upliftment*

21st century Philippines last Indigenous peoples' cultural preservation and economic management: Revisiting survival skills

Primo B. Aranas, JR.

Instructor and Lecturer

Silliman University, Dumaguete City, Philippines

Email - primobaranas@su.edu.ph

Abstract: *In the World Bank Report 2023, it was stipulated that indigenous people are culturally distinct societies and communities that make up approximately 6% of the global population and accounted for 19% of the extreme poor. Of the estimated 476 million Indigenous Peoples worldwide, they spoke 4,000 of the world's 7,000 languages and often lack formal recognition over their lands, territories and natural resources. Moreover, it was reported that the land and natural resources on which they depend are inextricably linked to their identities, cultures, livelihoods, as well as their physical and spiritual well-being from which they have been displaced (World Bank, 2023).*

Keywords: *Indigenous, ancestral domains, Municipality of Mabinay.*

A critical study - the law commission and its legal reforms in India

M. Thirupathi

B.A, LL.B 4th Year , Telangana Tribal Welfare Residential Law College for Men
Sangareddy, India

Email - thirupathimittakadupala@gmail.com

Abstract : *The Law Commission of India, established in 1955, serves as a crucial institution in shaping legal reforms in the country. Its primary function is to examine and review existing laws, recommend reforms, and propose new legislations to address contemporary legal challenges. The Law Commission operates as an advisory body to the government, composed of legal experts and scholars. Its mandate involves studying various statutes, identifying areas requiring reform, and making recommendations for legal amendments. The Commission acts as a bridge between the judiciary, legislature, and executive, facilitating a comprehensive and systematic approach to legal enhancement. One of the key roles of the Law Commission is to ensure that laws remain relevant and aligned with societal needs. It conducts in-depth research, engages with stakeholders, and examines judicial decisions to identify gaps or ambiguities in existing laws. By doing so, it contributes to the evolution of a robust legal framework that adapts to the changing dynamics of society.*

Legal reforms proposed by the Law Commission often address complex issues such as criminal justice reforms, administrative law, family law, and environmental regulations. These recommendations aim to enhance efficiency, reduce litigation, and promote justice. Moreover, the Commission plays a pivotal role in harmonizing conflicting laws, streamlining legal processes, and promoting uniformity in legal principles across the nation.

Over the years, the Law Commission has been instrumental in suggesting landmark changes in various legal domains. For instance, its recommendations have led to amendments in criminal laws, procedural codes, and family laws, reflecting a commitment to social justice and fairness. The Law Commission of India serves as a cornerstone in the legal system, playing a pivotal role in suggesting reforms that align with the evolving needs of society. Its recommendations contribute to the continuous development of a just, efficient, and equitable legal framework in India. As the legal landscape continues to evolve, the Law Commission remains a dynamic force, actively shaping the future of law and justice in the nation.

Keywords: Law commission, Amendments, Judiciary, Legal Framework.

Interactive English language learning activities at post-graduation level (commerce stream) to enhance reading and writing skills.

¹ **Ajit A. Marchant,** ² **Dr.Shivkumar D. Singh**

¹ Research Scholar, C.V.M. University,, Vallabh Vidyanagar-388120, Gujarat, India.

Email - ajitwell2005@gmail.com

² Guide, Assistant Professor, A.D.Patel Institute of Technology,

New Vallabh Vidyanagar-388121, Gujarat, India.

Email - shivkumaradit@gmail.com.

Abstract: *The research paper will help the researcher to find out areas for the implementation at post-graduation to develop communicative competence. The Ideology of language learners is to enhance their ability to flourish academically and professionally. Appropriate selection of trustworthy and effective materials is significantly impactful than textbooks and grammar rules. Individuals are associated to English language learning and teaching have been facing certain challenges and also undergone a transformation beyond traditional classroom approaches by dealing with technology. The research paper explains the concept of Interactive Classroom Sessions, Use of Technology in the classroom at post-graduate level, interaction with proficient users, individual practices and Reading habits, Authentic Material, methods to develop reading and writing skills, The discussion is about learning methods and classroom practices integrating technology for classroom purposes and it logical linking. This complex method allows learners to effectively acquire competence by creating a link between modern classroom learning methods with technology. The core purpose is to develop competence to face the challenges of real-world interactions. Learning in the classroom vs Language beyond educational settings.*

Keywords: *English language learning, interaction, language acquisition, communicative competence, Technology authentic material.*

Hygienic Linkage between Green Energy and Sustainable Development: A Case Study on Sundarban in India

Dr. Joyprokash Mondal

Assistant Professor, Department of Political Science
Bangabasi Evening College, Affiliated with University of Calcutta
Kolkata, West Bengal, India
Email: joyprokashmondal483@gmail.com

Abstract : *The concept of green energy has come to the forefront as a strategic sustainable energy configuration method for the whole world. It refers to hygienic sources of energy that generate minor environmental impact concerning conventional energy technology. It reduces negative ecological force, and highlights the positive effect of climate, numerous sustainable development issues. My focus area is the rest 40% of Sundarban beyond Bangladesh in South Asia, which is the crucial periphery of two districts in the West Bengal province of India. There are 54 islands and has strong ethnic feelings about 5 million forest inhabitants.*

Purpose - *Now the major objectives of the paper are: i) to analyze the present status of green energy in Sundarban, and ii) to examine the attitude of local stakeholders toward green energy-friendly sustainable management.*

Hypothesis- *This paper deals with two hypotheses: i) Green energy is the driver of economic growth and plays a positive essential role in sustainable development for the long run, and ii) It is an emerging concept with sustainable development in favour of Sundarban.*

Method - *The study focuses the constructivist approach. For this purpose, the present study has been based on the qual-quant method.*

Research Question- *The study conducts two pertinent questions: i) which are the threats on surviving of sustainable development in Sundarban? ii) How can green energy link with the Sundarban region?*

Contribution- *The paper contributes to look for solutions and preservation of natural sources of Mangrove forests, biosphere, human environment (Socio-ecological), and inhabitants. This study may suggest further policies to reduce the lack of practical policy regimes, difficulties of weak infrastructure, etc.*

Keywords: *Sundarban, Green Energy, Sustainable Development, Natural Sources, Constructivist Approach.*

Recurring Theme of Nature in Wordsworth's poetry

M. Mamatha

Lecturer in English, Indian Institute of Management and Commerce, Telangana, India.

Email – mudigandurmamatha@gmail.com.

Abstract: *Wordsworth is considered to be one of England's greatest poets, and his works have had a significant impact on the genre. By examining inspiration sources and expressive goals, this article explains William Wordsworth's frequent subject matter in poetry and reveals his close relationship to the natural world. Wordsworth's poetry is characterized by a great love of nature and a penchant for a more autonomous style over complex vocabulary. His paintings offer solace amid chaos and emphasize the profound impact that nature has on human in addition to showcasing the beauty of the natural world. Inspired by his views of people like Erasmus Darwin, Wordsworth had a keen interest in the interaction between humans and nature, which further influenced his timeless poetry. Through an examination of several poems that demonstrate Wordsworth's evolving passion for nature, this article aims to sort through the thematic complexities of his poetic work and highlight the enduring importance of his portrayal of the natural world in romantic literature. By examining Wordsworth's intimate relationship with the natural world, this study demonstrates the poetry's enduring significance within the romantic movement and its applicability to contemporary readers.*

Key Words: *Nature, Human Relationship, Optimistic, Intimacy, Poetry, Romanticism, Theme.*

Usage and Impact of E-Resources in Academic Libraries

Gattagoni Rama Devi

Research Scholar in Parul University, Faculty of Library & Information Science,
Indian Institute of Management and Commerce, Khairtabad, Hyderabad - 500004

Email - rdgattagoni@gmail.com

Abstract: *The term "e-resources" refers to electronic resources, also sometimes called electronic information resources. An electronic resource is any information source that may be accessed electronically through the library. In order to give you free access to a variety of electronic information resources, the library has either paid for subscriptions or provided open source collections of these resources. The Libraries are adding more and more electronic resources to their collection in order to satisfy the needs of its users. It includes electronic books, journals, periodicals, newspapers, reference sources, e-theses and dissertations (ETD). All of these resources are stored electronically on computers in what are called online databases. These electronic materials are easily accessible through libraries, and designed to support several users simultaneously. The greatest uses of these online databases are those that promote the excellence of their user community and academic achievement. The usage of e-resources in academic libraries was investigated in this review of the literature on the subject. It emphasizes their significance in giving academicians and researchers quick access to a wide range of materials as well as their influence on the academic community through changes to services and collections. This study also highlights the benefits of accessing electronic resources, the challenges users face when utilizing them, and the perspectives of academic library users about the impact of e-resources.*

Keywords: *Electronic Resources, E- Books, E- Journals, Online databases, Digital Library, Academic Libraries.*

Multimodal Learning Environment in ELT: Harnessing Gen Z's Affinity for Visual and Interactive Content

C. Rajya Lakshmi Kalyani

Head, Dept. of English

Indian Institute of Management and Commerce Degree & PG College

Khairatabad, Hyderabad.500004

E mail : rajkal2468@gmail.com

Abstract: *This paper investigates the integration of multimodal learning environments in English Language Teaching (ELT) to cater the learning preferences of Generation Z students, who exhibit a distinct affinity for visual and interactive content. With the proliferation of digital technologies and the rise of Gen Z as the primary demographic in educational settings, there is a growing need to explore innovative pedagogical approaches that leverage multimodal resources to enhance language learning experiences.*

Generation Z learners, born into a digital era characterized by ubiquitous access to multimedia resources, demonstrate a strong preference for visual and interactive content. By harnessing this affinity, educators can create multimodal learning environments that engage and motivate learners through a combination of text, images, videos, audio, and interactive activities. These multimodal resources provide multiple points of access to content, catering to diverse learning styles and preferences, fostering deeper comprehension and retention of English language concepts.

However, the integration of multimodal learning environments in ELT presents both opportunities and challenges. While multimodal resources offer dynamic and immersive learning experiences, their effective integration requires careful consideration of pedagogical principles, instructional design strategies and technological infrastructure. Moreover, ensuring equitable access to multimodal resources and addressing digital literacy gaps among learners are essential for promoting inclusivity and accessibility in English language education.

Key words: *Multimodal, Gen Z, Digital technologies, immersive learning, Pedagogical principles, Instructional design.*

Integrating Technology in Enhancing Listening Skills

Palakurthy Nagalakshmi

Lecturer in English, Indian Institute of Management and Commerce, Hyderabad, India.

Email - sreeskanda99@gmail.com

Abstract: *In recent years, there has been a significant rise in the use of Artificial Intelligence (AI) in language learning. With its ability to analyse data, adapt to individual learning styles, and provide personalized feedback, AI is revolutionizing the way people learn languages, including English. As English serves as a global language, the need for language proficiency highlights the importance of developing strong communication skills in our interconnected world. Artificial Intelligence (AI) has emerged as a viable aid in the field of education, including language acquisition, as technology advances. Just as the rise of online education revolutionized the language learning process, developments in AI technology promise a new turning point. Studying a language with AI is becoming increasingly common, as AI enables various useful features in apps and programs.*

The various methods in which AI helps English language learners strengthen their communication skills, including LSRW in the classroom situation. AI-powered language studying combined with the use of neural network capabilities is resulting in a new era of education for students and teachers alike. This study examines how AI contributes to the advancement of communication skills, with a focus on enhancing listening skills in English language learners.

The aim of this research is to know the uses of technology based mobile applications in order to improve their English listening skills. The main purpose is to know exactly the impact and benefits of the applications. Despite its advantages, mobile apps in language learning also have some concerns.

The paper presents key findings, demonstrating the effectiveness of this approach in various contexts and how technological advancements can bridge the gaps in language education.

Key Words: *Artificial Intelligence, language proficiency, Mobile Applications, Listening Skills, Impact, Opportunities and Challenges, bridging gaps, etc.*

The Language of Dress: Clothing and Appearance as Narrative Strategy in Margaret Oliphant's *Phoebe, Junior*

¹ Garima Nandal, ² Prof. Sujata Rana

¹Research Scholar - English, Department of Humanities, Deenbandhu Chhotu Ram University of Science and Technology, Murthal, Haryana, India

²Professor of English, Department of Humanities, Deenbandhu Chhotu Ram University of Science and Technology, Murthal, Haryana, India

Email - garimanandal1812@gmail.com,

***Abstract :** Clothing and dress not only have a distinctively exclusive role in bridging between the natural and the cultural, biological shape and social appearance but also are unanimously seen as extension of the corporeal. Margaret Oliphant in her times succeeded in designing an assortment of sartorial representations that put an emphasis on tailoring trends and popular styles to fit each person's unique identity. This individualist view of change, in her opinion, is a modern understanding of clothing and appearance, favoring fashion adaptability above the replication of societal, conventional, and artistic form. This paper demonstrates as to how Margaret Oliphant reworked and modernized the domestic novel's narrative structures in her 1876 book *Phoebe, Junior* by including portrayal of dress and clothing, influencing feminine appearance and identity, as prominent narrative strategy.*

Making it Real: Exploring the Affordances of Strategic Intervention Material in Teaching with Augmented Reality (SIMATAR) in Teaching Junior High School Science

Dr, Venus M. Alboruto, (Ph.D)

Schools Division Office of Surigao City, Philippines

Email: valboruto@gmail.com

Abstract: *This mixed quasi-experimental and descriptive survey research aimed to investigate the affordances (capabilities and limitations) of using DOST-SEI Strategic Intervention Materials in Teaching with Augmented Reality (SIMATAR) on students' learning experiences and outcomes. It specifically sought to find out the effectiveness of using DOST-SEI SIMATAR in improving grade 7 and 8 students' performance in terms of improving students' mastery science concepts and delved on the perceptions of the student participants on the effectiveness of this mobile app in terms of its usability, visual appeal, accuracy and up-to-datedness of information, and educational value.*

Participants coming from four homogeneous sections were determined using purposive sampling technique. They were grouped by four and each group was provided with tablet where the SIMATAR mobile apps were installed, and each participant was provided with SIMATAR booklets and worksheets. Data were analyzed using mean and standard deviation, t-test for independent sample, and simple frequency count and percentage distribution.

The findings revealed that there is a significant difference in the test performance of the students before and after the conduct of this study based on the registered p-values of 1.67E-10 and 1.74E- 28 for grades 7 and 8 respectively. Students' perceptions on the effectiveness of this teaching tool registered an average of 3.36 (S.D. 0.66), which is interpreted as very effective.

Therefore, DOST-SEI SIMATAR is an effective tool in helping students gain authentic learning of science and technology concepts. Hence, it is recommended that these SIMATARS be used in classes to improve students' learning and performance in science specifically on topics cell, typhoon, earthquake, matter, and near-earth objects.

Keywords: *innovation; augmented reality; technology-integration.*

Examination Management as a way of Achieving Quality Assurance in Higher Educational Institution

¹Gulnasin, ²Dr. Reshma Khatun

¹Ph.D. Research Scholar, Department of Education, Aliah University, India

²Assistant Professor, Department of Education Aliah University, India

¹Email : gulnasin@gmail.com

²Email : dr.reshmakhatun@aliah.ac.in

Abstract: *An examination is an important quality criterion of any educational institution. It is an evaluation method that helps to evaluate the existing knowledge of students. Examinations serve as vital components within educational institutions, serving the purpose of assessing students' comprehension of the concepts and principles they have been taught. They provide a means to evaluate the depth of understanding attained by students throughout their learning journey. The aim of this research was to bring forward on how examination plays a vital role in achieving quality assurance in an educational institution. A survey was conducted in a higher educational institution of Kolkata where 100 samples were taken to rate their satisfaction on the prevailing examination system in their institution. A satisfaction scale was developed with 10 items, the rating scale was based on 5 point Likert scale, the sampling technique used for the study was Purposive random sampling techniques and the methodology used was Qualitative Research methodology. The data was analysed using graphical representation. The finding of the study laid emphasis on how role of stakeholders impacts the examinations system and the overall Quality Development in the institution. Certain recommendation has also been suggested for further enhancement such as regular workshops for faculty members to enhance their skills in examination management, integrating Information and Communication Technology (ICT), computer-operated devices in examination halls can aid in identifying candidates engaged in malpractices that may go unnoticed during supervision. Thus the paper highlights upon the key role played for the quality development of higher educational institution and further measures to enhance the system of Evaluation.*

Key Words: *Examination Management, Higher Educational Institution, Quality Assurance, ICT, Supervision, Invigilation.*

A Theoretical Exposition on Pedagogical Alliance

Dr. Rages John

Associate professor, Government College of Teacher Education, Kozhikode, Kerala, India

Email: ragesjohn@gmail.com

Abstract: *The concept of alliance has been empirically confirmed to be useful in therapeutic, academic and research programmes. Alliance is a product of collaborative and purposive work, and which in turn enhances the qualitative of the same. In the context of education, pedagogical interaction between teacher student involves some type of emotional bond in the process; and also, teacher and student have a shared understanding of the goal and the task involved. Such a functional alliance has high potential for academic excellence on the platform of collaborative experiential learning. Growth is a natural offshoot of the pedagogical coalition in which the teacher and the student reciprocally inform and instigate, dynamically move from question to answer and from answer to question. The teacher and student form a pedagogical team in the transcendental flow of learning*

Key Words: *Collaboration, Experiential, Psychotherapy, Goal, Bond, Task, Mutuality.*