



**Sri Guru Gobind Singh College of Commerce**  
University of Delhi, India

*and*



**Sydney Business School**  
University of Wollongong, Australia  
as knowledge partner

# *Conference Proceeding*

(Compilation of Abstracts)

**5<sup>th</sup> Biennial**   
**International Conference**

*on*

**Ensuring a Sustainable Future:  
Role of Entrepreneurship,  
Innovation in Management  
Practices, and Circular Economy**

*Publishing Partners*

**6<sup>th</sup> & 7<sup>th</sup> March, 2020**

**Sahibzada Ajit Singh Auditorium**

**palgrave  
macmillan**



## About the College

Sri Guru Gobind Singh College of Commerce, founded in 1984 as the second commerce college in the University of Delhi, India has emerged as a premier institute specializing in Commerce, Economics, Business Studies, and Computer Science. It has been accredited with an 'A' grade by National Assessment and Accreditation Council.

The College aspires to develop future leaders in business, government, and academia by offering excellence in education and imparting training. To achieve this pursuit, it organises Seminars, Conferences, Workshops, and Faculty Development Programmes which help in developing analytical rigour, quantitative techniques, and related communication skills. Further, in order to promote empirical research, it publishes an annual peer-reviewed research journal, 'Journal of Business Thought', indexed by J-Gate and i-Scholar.

To keep abreast of the recent developments, the College organises Biennial Conferences and Conventions. In recent past, a number of noted luminaries, economists, academicians, researchers, journalists, and political leaders have graced the occasion with their presence and shared their valuable insights. In February 2019, the College successfully organised its 4<sup>th</sup> Biennial Convention on "Transforming India's Business Landscape: Role of Disruptive Innovation and Entrepreneurship", in association with Department of Commerce, Delhi School of Economics, University of Delhi and PHD Chamber of Commerce and Industry as Knowledge Partner.

Buoyed by the success and enthusiastic response of the previous conferences and conventions, the College will be organizing its 4<sup>th</sup> International Conference in March, 2020 in association with Sydney Business School, University of Wollongong, Australia on the contemporary issue, **"Ensuring a Sustainable Future: Role of Entrepreneurship, Innovation in Management Practices, and Circular Economy"**.

## About Sydney Business School, University of Wollongong

Sydney Business School is the graduate school of the Faculty of Business at the University of Wollongong. This graduate school is ranked in the top 250 universities in the world and offers a range of postgraduate business programs designed to develop sustainable business expertise and build leadership capabilities. Sydney Business School, UOW's courses are informed by research, designed to achieve successful outcomes and recognised by industry.

The school boasts highly qualified academics who are passionate about sharing their knowledge and experiences with business, public sector and not for profit organisations. Our alumni have an enviable track record of securing excellent roles across the globe.

## About the Conference

The current developmental scenario envisages growth in a sustainable manner by transcending the principles of sustainability across different sectors. Innovation in entrepreneurship and management practices, leading towards the circular economy has come into currency among academia, industry, and policymakers with an over-arching objective of addressing environmental problems through trans-disciplinary research. Accordingly, there is a need to address the conceptual relationship among entrepreneurship, management, circular economy, and sustainability to understand the perceptions, opportunities, and challenges ahead.

Sustainability is defined as the balanced integration of economic performance, social inclusiveness, and environmental resilience, to the benefit of current and future generations. The concept of sustainable economic development has its own continuous evolution in terms of defining dimensions. There is a need to emphasise reorientation of extant growth strategies, entrepreneurial models, management perspectives, and policy measures. To ensure a sustainable future, reconciling economic growth, social development, and conservation of the natural environment, better understanding of the global perception of sustainable development is important.

Sustainable development is a multi-disciplinary process that encompasses all disciplines and topics such as science, innovation, technology, research and development, information technology and e-commerce, economic development, health, FDI and MNCs, international debt and aid, trade, politics, war, natural disasters, population growth, terrorism, and so on. Hence, sustainable development is not merely a concern of developing countries rather all countries, irrespective of their level of development, and current or past scientific and technological achievements. In 2015, world leaders agreed to the United Nations Sustainable Development Goals, 17 goals to be achieved by 2030. These goals range from good health and well-being, quality education, gender equality, decent work and economic growth, clean water, and sanitation. These goals are a catalyst for innovation and entrepreneurship across the planet, mobilising the ideas, and passion of young and old.

To bring about revolutionary changes, entrepreneurship needs to be boosted in a country like India making people (especially women) aware of sustainability issues at the nascent stage of their enterprises. New managerial capabilities, based on cooperation, knowledge sharing, innovation, business process reengineering, access to information through the web, and innovative communication technologies all need to be promoted to help prepare

management for “Enterprise 2.0” future as enterprise 2.0 structures produce, develop, and distribute goods & services using latest innovations and open source principles.

Green manufacturing research and applications aim at minimising environmental damage and energy waste besides guaranteeing the quality and function of products and improving the profit of manufacturing enterprises. The circular economy is an emerging dimension that has attracted increasing research interest in the present-day scenario. It refers to the regenerative system in which resource input and waste, emission, and energy leakage is minimised by slowing, closing and narrowing material, and energy loops that can be achieved through long-lasting design, maintenance, repair, reuse, remanufacturing, refurbishing, and recycling.

The International Conference on Ensuring a Sustainable Future: Role of Entrepreneurship, Innovation in Management Practices, and Circular Economy, 2020 is keen to explore the dimensions of entrepreneurship, management practices, and the circular economy to ensure a sustainable future through creating awareness of the environment and stewardship. It is visualised that realisation of stewardship roles will develop and strengthen the capacity of individuals, groups, communities, organisations, and countries to make judgements and choices in favor of sustainable development.

With the afore-mentioned conceptual understanding, the conference seeks to explore the following questions:

- What kind of business models, strategies, and innovations would aid in addressing sustainability issues around the world?
- What is the role of entrepreneurs in ensuring sustainable development?
- How do innovations and processes in IT, management, strategy, and policy help solving global change and sustainability issues?
- What is the scope of landscape and resource stewardship in enabling the circular economy?
- How can collaborative learning and action aid in realising the sustainable development paradigm?
- What are people’s perceptions of progress and challenges on the way to ensuring a sustainable future?



Sri Guru Gobind Singh College of Commerce  
University of Delhi, India



Sydney Business School  
University of Wollongong, Australia



5<sup>th</sup> Biennial International Conference

# Ensuring a Sustainable Future: Role of Entrepreneurship, Innovation in Management Practices, and Circular Economy

6<sup>th</sup> & 7<sup>th</sup> March, 2020

## Programme Schedule

Day 1 March 6<sup>th</sup> (Friday)

**Registration:** 8:45 am - 9:30 am

**Inaugural Session:** 9:30 am – 11:30 am

Auditorium

Shabad Recital & Lamp Lighting

Opening Remarks by **Dr. Kawal Gill**, Conference Convenor

Welcome Address by **Dr. Jatinder Bir Singh**, Principal, SGGSCC

Address by Chief Guest **Dr. Arvind Virmani**, Chairman, EGROW Foundation

Address by Guest of Honour **Ms. Bindu Dalmia**, Chairperson, National Committee on Financial Inclusion and Literacy, Niti Aayog

Address by Guest of Honour **Dr. D.K. Aggarwal**, President, PHDCCI

**Tea:** 11:30 am - 12:00 pm

**Plenary Session:** 12:00 pm – 12:45 pm

### Sustainable Future: Practitioners' Perspective

**Ms. Gayatri Raghwa**, Environment Education Consultant, UNEP

**Ms. Anubha Prasad**, National Coordinator, PAGE, UNEP

**Mr. Manoj Kumar Keshwar**, Entrepreneur and Motorcycle Explorer

**Technical Sessions:** 12:45 pm – 2:30 pm

Technical Session 1: **Circular Economy**

Auditorium

Chairs: **Prof. Shaleen Singhal**, Dean and HOD Department of Energy and Environment, TERI

**Dr. Shyamala Mani**, Professor, National Institute of Urban Affairs, Delhi



Technical Session 2: **Entrepreneurship** Amphitheatre

Chairs: **Dr. S.P. Sharma**, Chief Economist, PHD Chamber of Commerce & Industry  
**Dr. Niti Bhasin**, Associate Professor, Department of Commerce, DU

Technical Session 3: **Sustainable Development I** Conference Room

Chairs: **Dr. Kusum Lata**, Associate Professor, Indian Institute of Public Administration  
**Dr. Robin Singhal**, Assistant Professor, School of Liberal Studies, AUD

Technical Session 4: **Innovative Management Practices I** Seminar Room

Chairs: **Prof. Kavita Sharma**, Professor, Department of Commerce, DU  
**Dr. H. K. Dangi**, Associate Professor, Department of Commerce, DU

**Lunch:** 2:30 pm onwards

## Day 2 March 7<sup>th</sup> (Saturday)

**Tea:** 9:30 am - 10:00 am

**Technical Sessions:** 10:00 am - 12:00 pm

Technical Session 5: **Sustainable Development II** Conference Room

Chairs: **Prof. Amitabh Kundu**, Distinguished Fellow, RIS  
**Prof. K.V. Bhanumurthy**, Professor, School of Management & Entrepreneurship, DTU

Technical Session 6: **Innovative Management Practices II** Auditorium

Chairs: **Prof. N.K. Chadha**, Dean & Chairperson, Doctoral Programs, MRIIRS  
**Prof. Harsh V. Verma**, Professor, Faculty of Management Studies, DU

Technical Session 7: **Emerging Issues in Finance and Economics** Amphitheatre

Chairs: **Prof. B.L. Pandit**, Professor, Department of Economics, DSE, DU  
**Dr. Anjala Kalsie**, Assistant Professor, Faculty of Management Studies, DU

Technical Session 8: **Student Session I** Seminar Room

Chair: **Dr. Anjali Tandon**, Associate Professor, ISID

Technical Session 9: **Student Session II** PGDIM Room

Chair: **Dr. Anand Saxena**, Associate Professor, Deen Dayal Upadhyaya College, DU

**Tea:** 12:00 pm - 12:30 pm

**Valedictory Session:** 12:30 pm – 1:30 pm Auditorium

**Prof. R.K. Singh**, Head, Department of Commerce and Dean-Faculty of  
Commerce and Business, Delhi School of Economics, DU

**Lunch:** 1:30 pm onwards

## Sri Guru Gobind Singh College of Commerce

(University of Delhi)

Pitam Pura, Opposite TV Tower, Delhi-110034 INDIA

Ph: 011-27321109, 011-27321528 Fax: 011-27326710

Website: [www.sggsc.ac.in](http://www.sggsc.ac.in) Email: [sggsc@rediffmail.com](mailto:sggsc@rediffmail.com)

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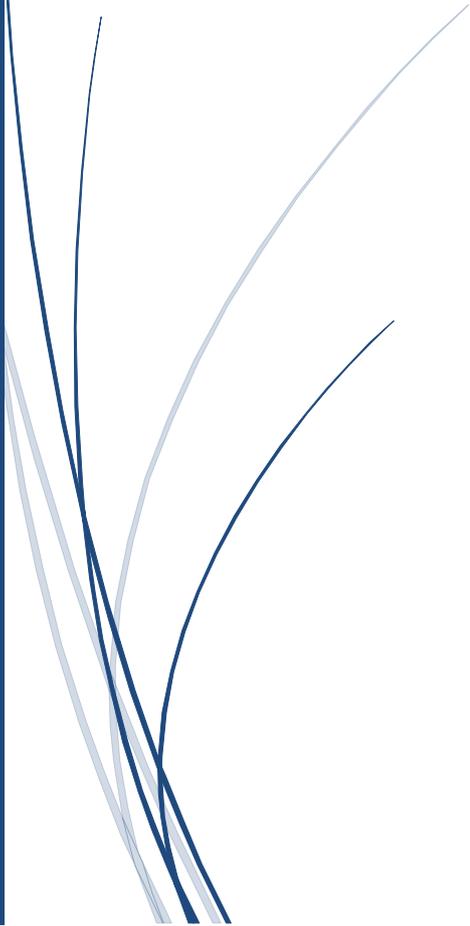
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# **ABSTRACTS**



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# **TECHNICAL SESSION1: CIRCULAR ECONOMY**

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## Analysis of Circular Economy Paradigm in India

*Shradha Varma<sup>1</sup> and Nupur Kataria<sup>2</sup>*

### **Abstract**

In simple words, Circular Economy is well conceptualized by the idea of eliminating any waste of resources and capacities. It ensures reducing the possibility of any kind of wastage in the process of growth and development of any economy. In Indian context, this kind of working of an economy was well received and even adapted to the best possible way. It is the best alternate to the Linear model and its ideology of “take-make-waste” and this paradigm shift is only possible through a major transition in our approach in almost all fields of the growth including production, consumption, utilization of resources and even enhancing individuals’ abilities.

Indian economy has always shown a positive accepting approach towards this new phenomenon. A multitude of circular activities is inherently practiced by Indian society, which generally takes place at far end of the value chain by the poorest sections of the society. But this part of the society takes up recycling or reusing activity as a “scarcity management approach” instead of accepting it as a core basis of economic construct. Nevertheless, the government of India has been promoting several ambitious projects aiming to achieve the objectives of a Circular management and the results of such programs have been showing up positive changes in the functioning of the economic and social mechanisms in the Indian scenario. This paper aims at highlighting such a transition in the approach and functioning on both fronts: government and citizens. The results of the paper have found the inherent potential benefit of enforcing new circular economy initiatives for India and the capacity of Indian society to present even higher magnitude of financial and social gains in this framework. Undoubtedly, this paradigm shift has the ability to out pass its own disadvantages if tailored in an effective and efficient way.

**Keywords:** Circular Economy, Reuse, Recycle, Wastage, Initiatives.

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<sup>1</sup> Assistant Professor, Department of Economics, Maitreyi College, University of Delhi

<sup>2</sup> Assistant Professor, Department of Economics, Maitreyi College, University of Delhi

## **Embedding the Circular Economy in Organizational and Management Theories and Practices**

*Anand Saxena<sup>1</sup>*

### **Abstract**

Organizational and management theories and practices (OMTPs) are ever evolving. This evolution occurs autonomously out of the reflective thinking of the management philosophers and practitioners. It occurs out of the iteration between organizational and management theory/ies (OMT) and practices (OMP). And it occurs with reference to the larger context of business environment e.g. social, ecological imperatives. Purpose of the paper is to reconstruct the OMTPs by embedding therein the imperatives of the circular economy. The author believes that embedding is necessary so that sporadic ideas transform into a discourse and individual experiments develop into a dynamic community of practice. The paper draws on the economic, social and ecological rationale of the circular economy and attempts to develop coherent theoretical and practice oriented frameworks. In doing so it delves deeper into modern and post-modern OMTs. It also delves into the metaphysics of select OMPs vis-à-vis circular economy. The paper finally develops micro, meso and macro models of embedding the circular economy in OMTPs. OMTs as presently incorporated in business and management curricula do not engage the learners into deep learning. Whether intentionally or not these theories promote the homo economicus concept of human and corporate persons. Regulatory frameworks emphasizing corporate social responsibility (CSR), triple and quadruple bottom line (TBL, QBL) reporting consider social and environmental concerns as exogenous overlays on the homo economicus construction of the firm. The paper challenges the status quo in business, economics and management theorization and education. It integrates alternative perspectives, paradigms and practices into an embedded framework.

**Keywords:** Circular economy; Organization Theory; Management Theory

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<sup>1</sup> Associate Professor in Commerce, Deen Dayal Upadhyaya College, University Of Delhi

## Is India Moving Towards Circularity: An Empirical Analysis of Energy Sector

*Dr. Kawal Gill<sup>1</sup>, Iti Verma<sup>2</sup>*

### **Abstract**

India is one of the world's fastest growing economy. Since 1991, the thrust of the New Economic Policy has been towards creating a more competitive environment in order to expand the economic wings of the country. India has felt the impact of globalization through its rapid economic growth, rise in average income, an expanding industrial and service- related production, rapid urbanization and a growing population. However, the price of its rapid development is characterized by an increasing gap in production and consumption curve of scarce natural resources and waste assimilation challenges which in turn has led to loss of biodiversity. The current scenario of Indian economy requires a circular economy which is restorative, zero-waste economic model in which resources are used to the highest utility. The goal of circular economy can be achieved through long-lasting design, maintenance, repair, reuse, remanufacturing, refurbishing, and recycling. The focus of this present study is to assess whether renewable energy production will help to restore the privilege of high economic growth and development in India. An attempt has been made in this paper to investigate the relationship between economic growth, energy, capital and employment. We employed the Vector Error Correction Model (VECM) for the annual data over a period of 1991-2018. Our key empirical findings indicate that renewable energy production have a positive and statistically significant impact on economic growth of India in the long run. The VECM found unidirectional causality exist between economic growth and renewable energy production. It is therefore recommended that the government, energy policymakers to focus more on the generation of circular energy by improving renewable energy infrastructure which offers an environmentally sustainable means of economic growth.

**Keywords:** Renewable Energy, Economic growth, Circular economy, Vector error correction model, India.

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<sup>1</sup> Associate Professor, Department of Commerce, SGGSCC, University of Delhi

<sup>2</sup> Research Scholar, Department of Commerce, Delhi School Of Economics

## Conceptualization and Measurement of Air Pollution Index (API) in the South Asian Context

*Prof. K.V Bhanumurthy<sup>1</sup>, Sakshi Gambhir<sup>2</sup>*

### Abstract

Economic literature purports that economic growth and development adversely affect the environment. While there are many indicators of environmental degradation, the most relevant and prominent indicator is pollution. Amongst the various types of pollutions, air pollution is known to be the most potent. While there is a debate whether developed or developing countries are the major culprits in the case of air pollution, it would be of interest to examine patterns of air

pollution amongst developing countries. For this purpose, this study has chosen South Asia as a region consisting of Bangladesh, India, Nepal, Pakistan and Sri Lanka. The main research questions are:

- (i) What is the importance of air pollution in the context of sustainable economic development?
- (ii) What are the methodological issues in measurement of air pollution?
- (iii) Which approach is appropriate for construction of an Air Pollution Index (APIDX)?
- (iv) What are the implications of studying APIDX in the South Asian context?
- (v) Do intra-regional differences affect APIDX?
- (vi) do certain South Asian countries demonstrate stewardship in dealing with air pollution?

To carry out this analysis, we have used certain preliminary tools like graphical analysis, descriptive statistics and semi-log growth equations. The main contributions are the following,

- (i) critical evaluation of methodologies for formation of a composite environmental index,
- (ii) the use of principal component analysis in developing such an index, and
- (iii) the development of a comparative picture amongst South Asian countries to identify their stewardship role in sustainable economic development. The overall growth rate of the air pollution index in the whole of South Asia is 5 per cent. The overall analysis shows that India dominates in terms of air pollution patterns; however, a full blown analysis shows that there are differences amongst developing South Asian economies. Also, some of the trends do make a case for a possible stewardship role. India's relative position also proves that she being large is still proving 'leadership'; that she has been providing stewardship. The profile of other countries shows that they are struggling to contain pollution and that their APIDx is growing rapidly and they are approaching India.

**Keywords:** Sustainability, Stewardship, Air Pollution, Composite Index, South Asia

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<sup>1</sup> Professor, Delhi Technological University

<sup>2</sup> Ph. D Scholar, Department of Commerce, Delhi School of Economics, University of Delhi

## The Renewable Energy Revolution: A Comparative Study between China and India's Renewable Energy Sector and its Implications for India

*Dr. Musheer Ahmed<sup>1</sup>, Tauseef Irfan<sup>2</sup>, Razia Samoon<sup>3</sup>*

### **Abstract**

China has consistently been ranked among the world's fastest growing economies over the last 40 years, since major economic reforms and trade liberalization policies were first initiated in 1978-79. It is now the world's largest economy (on a purchasing power parity basis) and the second largest economy by nominal GDP. However, this growth has come at a substantial cost. There has been large scale environmental degradation as a result of the liberal use of fossil fuels and lax environmental regulations. It is now increasingly apparent that utilizing the potential of renewable energy is necessary to achieve a change in a country's energy consumption structure as well as achieve substantial economic growth which is sustainable in nature. This prompted the Chinese government to rethink its strategy of overdependence on fossil fuels and invest in the renewable energy sector. This paper introduces the present renewable energy structure in China, including solar power, hydropower, wind power, and other renewable sources. It discusses the Chinese Government's renewable energy policies, including the country's Renewable Portfolio Standard (RPS); a benchmark standard that will become effective in 2020 for 5 years. The paper also introduces the present state of the renewable energy sector in India and offers a comparative study between the two countries, with reference to the installed capacities of each source, fundamental requirements and past and future policies. It discusses the various issues and challenges facing the sector in India and how the country can benefit from China's experience over the years to gain energy security as well as protect its environment. As a part of the research methodology, extensive use of secondary data sources has been employed for the relevant calculations.

**Keywords:** Renewable Energy, Sustainable, RPS, China, India

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<sup>1</sup> Associate Professor, Department of Business Administration, Khawaja Moinuddin Chishti Urdu Arabi Farsi University, Lucknow

<sup>2</sup> Research Scholar, Khawaja Moinuddin Chishti Urdu, Arabi-Farsi University, Lucknow

<sup>3</sup> Assistant Professor, Department of Education, Amar Singh College, Srinagar

## **An Inquiry into the Relationship between Growth of Energy and Carbon (Co2) Emissions across the Globe**

*Puneet Kaur Dhingra<sup>1</sup>, Guneet Kaur Dhingra<sup>2</sup>*

### **Abstract**

This paper attempts to investigate the relationship of economic growth, population, energy demand and CO<sub>2</sub> emissions on a global level using time series data model estimated by means of multiple regression for the period 1990–2018. In the last thirty years consumption of energy has virtually doubled. In between 1990 to 2018 the Compound Annual Growth Rate (CAGR) of primary energy consumption increased at a rate of 1.86%. The rise in consumption is primarily attributable to the increase in population and economic development. The empirical evidence indicates a positive relationship between increase in population, rising GDP, growth of energy consumption and carbon emissions.

**Keywords:** Energy consumption, Co<sub>2</sub> emissions, Economic growth

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<sup>1</sup> .Assistant Professor Mata Sundri College For Women Delhi University and Research Scholar Indian Institute of Foreign Trade Ministry of Commerce

<sup>2</sup> Research Analyst level II HIS Markit Gurgaon, India and Research Scholar Indian Institute of Foreign Trade Ministry of Commerce Delhi

## **A Study of Social and Environmental Disclosure Practices and its Impact on Financial Performance of Selected Pharmaceutical Companies**

*Mayank Goel<sup>1</sup>, Prof. L.N. Koli<sup>2</sup>*

### **Abstract**

Industrialization and globalization have expanded business strategies around the globe with advancement in technology, business operations and processes. There is hype in economic activities and competition and as a result, the environment which is an integral constituent of human existence is largely affected. Corporate detailing is treated as one of the significant idea for smooth working just as maintainability of the association. Social and Environmental revealing has become a issue before each corporate, since partners are turning out to be increasingly more ecologically cognizant step by step. The Present study focuses on the environment disclosure practices followed by the selected pharmaceutical and to evaluate the financial performance of selected pharma companies. Sun pharma and Dr. Reddy laboratories was taken as sample 3 years performance is analyzed with help of ratio analysis and t-test.

**Keywords:** Environmental Disclosure, Financial performance, Pharmaceutical companies, ratio analysis

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<sup>1</sup> Research Scholar, Department of Accountancy & Law, Faculty of Commerce, Dayalbagh Educational Institute

<sup>2</sup> Department of Accountancy & Law, Faculty of Commerce, Dayalbagh Educational Institute

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# **TECHNICAL SESSION 2: ENTREPRENEURSHIP 1**

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## New Entrepreneurs' Dilemma: Selecting the Right Accelerator

*Peter McNamara<sup>1</sup>, Grace McCarthy<sup>2</sup>*

### **Abstract**

Entrepreneurs rarely succeed in isolation and in many instances seek the assistance and guidance of incubators, accelerators and co-working spaces. The goal of such supporting environments is to help individuals and groups develop their innovative ideas whilst gaining essential knowledge and skills through mentoring and coaching and, at the same time, attracting interest from investors and clients. The focus of this study will be on accelerators as one example of startup assistance organisations. A significant challenge, in part caused by relatively recent proliferation of startup assistance organisations, are the many choices that confront entrepreneurs in selecting accelerators which meet their immediate needs and are capable of providing meaningful and on-going assistance. This paper examines a range of critical success factors and considerations that entrepreneurs make in their quest to align their needs and aspirations with the offerings of suitable accelerators. The literature relating to challenges of entrepreneurial choice is examined and is balanced by an analysis of the current offerings of a diverse range of accelerators. Initial findings suggest that entrepreneurial choice of accelerators is complex and involves a range of factors including: the readiness of the entrepreneur to seek help; alignment of the entrepreneur's goals with the goals and culture of the accelerator; feedback from incumbents and track record as described in success stories. This study provides a foundation for further field studies in the critical area of entrepreneurial choice. As the utilization of accelerators, in the fast tracking of fledgling businesses towards successful and profitable enterprises, continues to grow, understanding the new entrepreneurs' dilemmas of choice will be even more critical in the future.

**Keywords:** Business Accelerator, Entrepreneurial Decision Making, Startup, Startup Assistance Organization

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<sup>1</sup> Sydney Business School – University of Wollongong

<sup>2</sup> Sydney Business School – University of Wollongong

## **Evolving Social Entrepreneurship: Impact of SHG Towards Sustainable Development**

*Dr. Laxmi Pandey<sup>1</sup>*

### **Abstract**

NITI Aayog (National Institution for Transforming India) – A think tank of Indian policy initiative has committed to eight strategic priority areas in India 2018-22 Draft aiming at achieving sustainable development and inclusive growth for New India by 2022, to mark the independence's Platinum jubilee, focusing on productive employment through skill development ,paving way for entrepreneurship. Bloomberg News investigation finds India a young nation, projecting it to be world's biggest labour force by 2027, with a billion people aged between 15-64 yrs. As per Census 2011, India has 333 million youth, which is expected to surpass 367 million in 2021 and 370 million by 2031. The youth needs to be directed towards skill enhancement harmonised with entrepreneurship to cover the 30% youth unemployment gap (aged 15-29 yrs) as per OECD Economic Survey India 2017. Social entrepreneurship, in contemporary times has become a catalyst, creating innovative, effective and sustainable solutions for socio-economic transformations towards skill development leading to livelihoods. National Bank for Agricultural and Rural Development (NABARD)'s Self help groups (SHGs) is one such initiative based on “one for all and all for one” model formally adopted in 1992, standing today at 10 million, supporting more than 120 million households with deposits of ₹230 billion and advances of ₹580 billion, building capacities providing credit for income generation activities through social entrepreneurship for sustainable development. This paper is an attempt to understand the impact of the SHGs in tapping the powerhouse of entrepreneurship and assessing their potential as social transformation agents for sustainable development via social enterprise in the state of Uttarakhand. The study uses primary data of 967 SHG members from six districts (Total 13) covering 46% of the state analysed through Factor analysis and Linear regression analysis.

**Keywords:** Social Entrepreneurship, Self Help Group (SHG), Linear Regression Analysis , Sustainable Development, Uttarakhand.

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<sup>1</sup> Assistant Professor, SGIT School of Management, GGSIP University, Ghaziabad

## Case Study Green Entrepreneurship in India: Issues and Challenges

*Dr. Musheer Ahmad<sup>1</sup>, Dr. Ram Singh<sup>2</sup>*

### **Abstract**

Green Entrepreneurship encompasses all of the activities addressing environmental social problem along with the realization of entrepreneur ideas having high risk and financial sustainability along with s overall positive effect on the natural environment (Allen 2008). The main objective of this research is to address the issues and challenges faced by Indian Entrepreneurs in implementing Green Entrepreneurship. Many of the studies have been conducted worldwide on the issues and challenges related to Green Entrepreneurship but hardly any of the study addresses the issues of Green entrepreneurship in Indian Context. The present study bridges this gap. The present case study tries to get an insight into the small business entrepreneurs about the incorporation of environmental practices in their business by interviewing prominent small scale business entrepreneurs. Finally, the case study is developed to highlight these issues and challenges in the implementation of Green Entrepreneurship in India.

**Keywords:** Green Entrepreneurship, Issues, Challenges, Case Study

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<sup>1</sup> Associate Professor Department of Business Administration Khwaja Moinuddin Chishti Urdu Arabi Farsi University Lucknow

<sup>2</sup> Assistant professor School of Management Babu Banarsi Das University, Lucknow

## **Role of Entrepreneurship in Ensuring a Sustainable Future Through Education**

*Dr. Neeta Bhatla<sup>1</sup>*

### **Abstract**

The entrepreneur is one who is not a business leader who with his creativity and competence is responsible in promoting the economic growth of the nation. Entrepreneurship is an important factor which affects the economic development of the country. The study is based on preparing the young entrepreneurs, developing creativity, and contributing them in the growth of the nation. In the study data is collected from secondary sources which include books, internet, journals and manuals. The growth of entrepreneurial education is catering the needs of present individuals and training the youngsters to suit the needs of the industry. The universities and colleges are also running various courses on entrepreneurship and various seminars, guest lectures, workshops are also conducted for it. The necessity of these various activities is not only catering the present demands but fostering towards entrepreneurial growth. Entrepreneurial education provides the individuals of today with the ability to recognize commercial opportunities, self esteem, knowledge and skills to act on them. It includes recognizing the need of present, commercialization of a concept, management of resources and preparing a business venture. Entrepreneurs or is also termed as an attempt towards self employment, will continue to become increasingly important element in the growth and development of the nation. For this it is also required to have infrastructure, an entrepreneurial mind set and also encouraging self employment. The purpose of this paper is firstly the identification of the needs of the present business environment. Secondly, designing the course structure suitable for students at the university or college level. Thirdly, preparing an atmosphere of innovation and creativity in the mindset of individuals. Fourthly, train them for the self employment opportunities.

**Keywords:** Entrepreneur, Innovation, Education, Self employment, Opportunities

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<sup>1</sup> Associate Professor, BBDNIIT (Affiliated to Dr APJAKTU), Lucknow

## Indian Railways to Promote Social Entrepreneurship as an Emerging Hub

*Ravindar Meena<sup>1</sup>, Dr. Sachin Gupta<sup>2</sup>*

### **Abstract**

Entrepreneurship is key for economic growth around the world. In many countries micro entrepreneurs generate 35 percent to 45 percent of the gross domestic products. Entrepreneurship also plays a big role in Indian Railways to overcome with the problem of getting trains running way out of their schedule. To numerous stories of concerned passengers, Indian Railways has been subject to many issues. Innovation too has gathered speed to bring about big change. In the way we travel like American Transport Tech Firm virgin hyperloop finding way into the Indian travel industry to the bullet train speeding up its fast entry into the India with the help of Japanese firms, Indian Railways which caters to billions of India is waking up to innovate. For encouraging the Micro and Small Enterprises the Indian Railways has taken a large step by preserving 358 plus items including cleaning apparatus, stationery and leather items exclusively for procurement from the MSE sector. The sector has been relieved from paying tender cost and intense money deposit for participating in the Railway Tender. Social Entrepreneurship can be seen in India by looking at various ways in which Indian Railway is innovating to make its service quicker and more comfortable for its passengers like Bad Toilets replaced with Bio Toilets, No more disturbance in tickets booking, companies on board providing service like free wi-fi, Mobile Apps like “confirmkt” confirms tickets (PNR Look Up Service founded in 2014), Lab to market innovations (to develop technologies and solution for the Railway Industry founded in 2016), improvement in the stories of weird food found on the train ( An App Menu on Rail has been recently launched where passengers can check the price of food items before placing an order ), Buy now and pay later etc. By enabling entrepreneurship in Indian Railways, we believe that it will be possible to create an efficiency in the scheduled time of train and improving basic facilities in trains. Railway’s passengers may soon be able to order food while travelling in the train. So, this paper will analyze all the facilities that make passengers journey comfortable with the help of attracting more entrepreneurs to invest or work with the Indian railways.

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<sup>1</sup> Research Scholar-Doctoral Studies ,Department of Business Administration, Mohanlal Sukhadia University, Udaipur, India

<sup>2</sup>Assistant Professor, Department of Business Administration ,Mohanlal Sukhadia University, Udaipur, India

## **Entrepreneurship Education Programs in Incubators and in Universities– An Initial Comparison in Australia**

*Professor Grace McCarthy<sup>1</sup>, Dr Peter McNamara<sup>2</sup>*

### **Abstract**

How do first-time entrepreneurs develop the skills they need to succeed? There is evidence that entrepreneurial skills can be taught (Johnson et al. 2015). As governments seek ways to enhance the success rates of new businesses, there has been a vast increase in the number of organizations designed to support entrepreneurs (Bruneel et al. 2012) and develop their competencies (Miles et al. 2017). Entrepreneurship education programs typically include short sessions on business topics such as identifying opportunities, marketing, finance and legal as well as the use of specific tools such as the business model canvas and/or the lean start-up canvas (Maritz 2017). Some have also argued for the development of personal characteristics such as resilience, risk tolerance and emotional intelligence (Torrance et al. 2013).

This paper compares the entrepreneurship education programs in incubators/accelerators with graduate entrepreneurship education programs in universities, noting where there are overlaps and gaps. The paper concludes by proposing content to fill the gap identified.

**Keywords:** incubator, accelerator, entrepreneurship education

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<sup>1</sup> Sydney Business School, University of Wollongong, Australia

<sup>2</sup> Sydney Business School, University of Wollongong, Australia

## Role of Entrepreneurship in Ensuring Sustainability

Taranjeet Singh<sup>1</sup>

### Abstract

The traditional neoclassical theory of economic growth that was first developed by Robert Solow in his 1956 paper was titled “A Contribution to the Theory of Economic Growth”. In this paper, Solow argued that economic growth is a function of two inputs- the levels of capital and labour in a given area. The true nature of these functions is determined by the technological possibilities available to the society in question. This suggests that some strategic and technological advancement can increase entrepreneurship, and that entrepreneurship is influenced by at least one of the traditional factors of economic growth. The certainty that entrepreneurship is influenced by some of the traditional factors of economic growth does not necessarily rule it out as a separate predictor of economic growth. The case of influence of entrepreneurship depends upon certain ecosystem and environmental factors.

The entrepreneurial ecosystem is an emerging but underdeveloped theoretical stream that needs to be better understood and restructured. The entrepreneurial ecosystem is a multi-level construct, comprised of several interacting sub-ecosystems that together form the favourable traits for the development of a healthy entrepreneurial environment. The explorative qualitative study uses a multi-level ecosystem analysis based on semi-structured interviews with main groups of actors in the entrepreneurial ecosystem. This enables the characterisation of three main ecosystems: the entrepreneurial ecosystem (macro level), the entrepreneurial support ecosystem (meso level), and the business incubator ecosystem (micro level). The results that would be discussed in the detail, in paper, highlight the importance of studying the interplay among sub-ecosystems as the key to better understand the entrepreneurial ecosystem's success.

**Keywords:** Entrepreneurship, Sustainable Development, Economic Growth, Ecosystems

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<sup>1</sup> B.Tech. Industrial and Production Engineering, GB Pant University of Agriculture and Technology, Pantnagar

## **Recruitment and Selection: A Panacea to Entrepreneurship Effectiveness in the Civil Service**

*Bashir Danlami Sarkindaji<sup>1</sup>*

### **Abstract**

To date, firms must embark in the recruitment and selection of suitable applicants, based purely on merit that best-fit with organizational values, philosophy, and goals in an effort to enhance entrepreneurship productivity. This study examines the effect of recruitment and selection practices as a panacea to entrepreneurship effectiveness in the civil service. From the review of existing literature and suggestions for future researches, a conceptual framework was developed and resource-based theory used to test the relationships amongst the variables. The study utilised survey design to collect data from a sample of 572 civil servants in Niger State via a simple random probability sampling. Data collected were analysed into descriptive and inferential statistics using Statistical Package for Social Science (SPSS) Software. The results revealed that recruitment and selection practices have significant relationship with organizational effectiveness. However, the findings revealed that organizational interview and procedure (OIP) has a significant positive influence on organizational effectiveness, while job analysis (JOA), scope and content of advertisement (SCA) and organizational selection and procedure (OSP) have no significant positive influence on productivity. The study further established that organizations whose recruitment/selection practices are very effective tend to have higher level of employee commitment and overall performance. Conclusively, results presentation and discussion, methodological, managerial and policy implications, limitations and future research direction were also highlighted in the study.

**Keywords:** Evaluation, productivity, civil service

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<sup>1</sup> PhD, Department of Business Administration, Ibrahim Badamasi Babangida University, Lapai-Niger State-Nigeria

## Female Entrepreneurship - Rise of the Female is Rise of the Nation

*Jyoti Verma<sup>1</sup>*

### **Abstract**

In Hindu scriptures, the woman is described as an avatar of “Shakti”. But in real life she is considered an “Abla”. In traditional Indian societies, they were confined to four walls. In modern society, they come out of the four walls to participate in various activities including entrepreneurship. Not to become housewives, but as jobbing entrepreneurs. The increasing presence of women in the business sector as entrepreneurs has changed the demographic characteristics of the country's business and economic development. Women-owned business enterprises are playing a more active role in the economy and society. Women of the 21<sup>st</sup> century are not limited traditional resources at home, but an educated, knowledgeable and innovative part of the total population that has the potential to transform economies into thriving enterprises. A strong independent woman is an intrinsic part of our society. But what motivates a woman to rise above social barriers and reach the top? Well, the answer is simple - it is their determination, hard work and the will to never break down and return. Everyone goes through ups and downs, but to get it to the top, to be the best at what you do, one needs to have a 'never back down' attitude. But we agree that it is not always easy to get up from the ashes and sometimes you feel like you are going down where you are. And just for those days, we draw you inspiration from some of India's most successful female entrepreneurs. India has a throng of successful business women entrepreneurs in both social and economic sectors. Government of India has also launched the National Skill Development Policy and National Skill Development Mission in 2009 to provide skills training, vocational education and entrepreneurship development. This paper focuses on the status of women entrepreneurs in India by giving some of the best examples, their problems, issues, challenges experienced by women entrepreneurs while pursuing their business, how to overcome them and analyze the Government of India's policies. Based on this analysis, some recommendations have been made to promote the female entrepreneurship and also to help female become a successful entrepreneur.

**Key Words:** Female Entrepreneurship, Gender GAP And Entrepreneurship, Economic Development, Problems And Challenges, Government Schemes

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<sup>1</sup> Research Scholar Department of Commerce, S.S.V. College, Hapur, CCS University, Meerut, (U.P. India)

## **Entrepreneurship Possibilities with Sustainable Practices and Indigenous Knowledge for Women**

*Ms. Minakshi Sehrawat<sup>1</sup>*

### **Abstract**

Growth and Development had been the buzzwords of recent decades. With the continuous rise of population, consumption vis-à-vis exploitation of natural resources, global warming, and thereby increasing the imbalance between man and biosphere, the concept of growth has come under question. Now, the larger question was- are we seriously developing? Or if we are, then are we developing at the cost of our future generations? These questions posed as a challenge before the idea of development. Now, after a series of conferences, talks, meetings and discussions amid the intellectuals from across the world, one thing came out that the world as a whole will not progress for long if it is not going to put some check and balances on their already opted model/approach for development. In the meanwhile, after the concluding of MDGs, UNDP has come out with SDGs- Sustainable Development Goals as the universal call to action, in the year 2016. The word ‘sustainability’ was deliberately inserted with the name, just to mark its growing need and importance in the current context. In tune with time the world has learned that though new models, advancing technologies, modern models of development have risen our living standard but also compelled to compromise on a certain front. For instance, let’s take the example of Pollution only, it has risen and made the clean and hygienic living a costly affair to many across the world. It has multiplied the health diseases, stress level and many other things at the same time. Then instead of opting only a forward-looking policy always why we can’t look backward? That means why we are not learning from our historical practices and methods that our ancestors had followed long back. The Indian subcontinent is a rich land known for co-existence of different geographical settings, terrains, cultures, weather, flora fauna etc. That’s why a traveler can absolutely notice the difference in food tastes, cultural practices, languages, the way of dwelling, social structures, rituals etc. after covering 250-300 miles in India. The reason is that the people of a particular geographical setting have developed some indigenous knowledge to adjust and cope with the changing weather, climate, rainfall and so on. For instance, let’s say ‘Clay Pot’ which one might see in the houses now a day but it was not uncommon in perhaps the times of your Grandma. The utensil made with China Clay was used to preserve food articles for long, especially the pickle. The ladies of the households used to make pickle by putting sufficient ingredients and store it inside the china clay pot. That method had remained the best way to preserve food without getting smelled or rotten for years before the advent of plastic in Indian homes.

Objectives of the study-

1. To understand the need and importance of indigenous knowledge in current climatic settings.

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<sup>1</sup> Assistant Professor, IILM CET, Greater Noida

2. To find the ways of entrepreneurship in indigenous ideas for women.

**Keywords:** Entrepreneurship, Indigenous Knowledge, Traditional Knowledge, Sustainability.

## **Role of Social Entrepreneurship in Empowerment of Women**

*Dr. Urvashi Sharma<sup>1</sup>, Ms. Anisha<sup>2</sup>, Ms. Chandni Jain<sup>3</sup>*

### **Abstract**

Social entrepreneurship has emerged as a relatively new topic attracting researchers' attention because of the social input and the boom of this kind of business. This interest can be attributed to social entrepreneurs' role in enhancing social wealth and addressing diverse social problems on a worldwide scale, often without regard for profits. The aim of this paper is to contribute to a better understanding of the role that social entrepreneurship plays in empowering women. One of the most vulnerable social groups is the women who are exposed to a high risk of poverty and social exclusion. At the same time, women have not been found to lag behind men with respect to generation of business ideas and exploitation of business opportunities. Although social entrepreneurship is a relatively new concept, it has shown its potential in addressing needs of marginalized social groups and therefore emerged as a model contributing to women's empowerment. In India, despite playing a key role in society, women's entrepreneurial ability has not been tapped properly due to the lower status of women. This paper aims to look at the status of women social entrepreneurs in India, with respect to the opportunities and challenges faced by them. The paper brings together the literature on social entrepreneurship and women empowerment, while drawing upon the gender literature. Secondary sources of data like internet, journals, research articles etc. have been reviewed. Lack of empirical justification is duly acknowledged as a limitation of the paper. Implications pertaining to this linkage shall be discussed at last. The ideas presented in this paper are likely to provide future researchers with the framework upon which further theoretical and empirical work can be built in order to better understand the role of social entrepreneurship in empowerment of women.

**Keywords:** Social Entrepreneurship, Women Empowerment, India

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<sup>1</sup> Department of Commerce, Delhi School of Economics, University of Delhi.

<sup>2</sup> Research Scholar at Delhi School of Economics (Department Of Commerce), University Of Delhi.

<sup>3</sup> Alumnus of Delhi School of Economics, University of Delhi

## **Microfinance to Promoting Women Entrepreneurship in India: Problems and Remedial Measures**

*Dr. Amit Agrawal<sup>1</sup>*

### **Abstract**

Microfinance cannot provide a definite answer to the challenges of poverty alleviation, but it can lead to financial inclusion by providing credit to the poor women as per their own needs. Microcredit, Self Help Group (SHG), livelihood services, income generating activities and marketing of products and services are crucial factors for chartering the course from the microfinance to livelihood promotion to thousands of women from marginalizes section of society. Women have held a very important social, political and economic role in India. Women entrepreneurs are constantly stirring up a positive revolution of sorts. Women entrepreneurs in India are being recognized and appreciated not just nationally but globally in the international sphere. There is also a wide gap between entrepreneurial activity between male and females in Indian context. Entrepreneurship is considered as one of the most important factors contributing to the development of society. India has been ranked among the worst performing countries in the area of women entrepreneurship in gender-focused global entrepreneurship survey. The primary objective of this study is to find out the status of women entrepreneurs in India. This paper focuses on the concept of woman entrepreneurship in India, the problems they are faced by set up and make some remedial measures for future prospects for development of woman entrepreneurs. The research was conducted at the PAHAL due to the oldest practioner of microfinance in Uttarakhand. The researcher use both primary data and secondary data to analyze the effect of microfinance. Data was derived from a questionnaire survey a sample 150 women clients of PAHAL. The Researcher has used SPSS 21 for analysis purpose.

**Keywords:** Entrepreneur, Income, PAHAL, Microfinance and Women.

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<sup>1</sup>Assistant Professor M.J.P. Rohilkhand University Bareilly U.P. (India)

## **A Study on the Similarities of Women Led Chikan Embroidery Enterprises and the Opportunities They Create for Economic Development**

*Saira Banoo Warsia<sup>1</sup>, Dr. Musheer Ahmed<sup>2</sup>*

### **Abstract**

With the recent increase in women led enterprises in India it becomes imperative to understand what these enterprises have in common. In the recent years it has also been realized that women entrepreneurs play a significant role in the growth of an economy. Not only do they create opportunities for themselves but also influence other women to enter businesses and therefore catalyzing their contribution to the economy. The employment opportunities offered by the crafts sector which is mostly the unorganized sector is considerably high in India and Lucknow known for its Chikan handicrafts has an impressive list of women led enterprises who have not only uplifted the status of artisans in the society but have also empowered several women working in them. The objective of this paper is to identify the commonalities between women-led enterprises and whether these businesses have the potential to scale higher. The study also aims to find out the critical factors that help in boosting women entrepreneurship in the current economic condition of the country so that a sustainable development can be established and lead to the growth of the economy. The study is approached qualitatively through in-depth interviews of successful women entrepreneurs involved in chikan handicraft enterprises and also of the artisans to understand the impact on them. Those involved in chikankari were at one point the most exploited artisans of the handicraft but the recent growth of the craft has led to an increase in the number of employment opportunities and at the same time has led to the creation of a support system for the artisans.

**Key Words:** Women Entrepreneurship, Economy, Sustainable development, Handicraft and Chikan embroidery

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<sup>1</sup> Research Scholar, Khwaja Moinuddin Chisti Urdu Arabi Farsi University, Lucknow

<sup>2</sup> Associate Professor, Department of Business Administration, Khwaja Moinuddin Chisti Urdu Arabi Farsi University, Lucknow

## **Factors influencing Entrepreneurial Motivation of Women Entrepreneurs: Improvement in Women Sustainability**

*Dr. Rajanikant Verma<sup>1</sup>, Dr. Shafaq Zareen<sup>2</sup>, Ms. Laxmi<sup>3</sup>*

### **Abstract**

Women have been a nation's precious human resource. They should be treated as catalysts for the growth and development of economy. With the emerging digitalization, increase in education, modernization and globalization, women are seeking gainful participation in various fields. There is a drastic change in the role of women from domestic household to financial independence. Women nowadays are taking up challenging roles in business and lend their contribution to the growth of the nation. Entrepreneurship is the state of mind which every woman has in her. Women have owned and operated businesses, but they were not recognized by the society. Often women entrepreneurs were "invisible" as they worked with their husbands. But a number of factors have combined in recent years to contribute to the visibility of women who started their own businesses. Women entrepreneurship is gaining importance and women are financially supported by the banks and given encouragement by their families. Government of India has launched National Skill Development Policy and National Skill Development Mission in 2009 to develop entrepreneurial skills in women through various schemes. Training programmes has gradually widened the horizon for economic empowerment of women. This will lead to improvement in women sustainability. In the current scenario this study will focus on examining the demographic profile of women entrepreneurs and tries to analyze the various motivational factors that encourage the women entrepreneurs to start up their own enterprise. This paper will also analyze the problems, issues, innovative solutions available to further motivate successful entrepreneurs, challenges and suggest ways to overcome them. Case Study approach has been used for which primary data has been collected by formal scheduled interviews of upcoming women entrepreneurs in different fields.

**Key Words:** Women Entrepreneurship, Influencing Factors, Motivation, National Skill Development Policy and Women Sustainability

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<sup>1</sup> Associate Professor, Commerce Department, Zakir Husain Delhi College (Evening), University of Delhi

<sup>2</sup> Assistant Professor, Commerce Department, Vivekananda College, University of Delhi

<sup>3</sup> Assistant Professor, Commerce Department, Vivekananda College, University of Delhi

## **Business Incubation: The Art of Nurturing Startups for Entrepreneurship Development**

*Mr. Shaik Salman Asharaf<sup>1</sup>, Dr. Sharmistha Bhattacharjee<sup>2</sup>*

### **Abstract**

Business incubation is a catalyst for the entrepreneurship development and it has a significant impact for nurturing the entrepreneurs. Over the period, many researchers, academicians and practitioners have produced the literature on definitions of business incubation. This paper collects the various definitions on business incubator and business incubation given by the authors in chronological order. This paper tries to describe the history of the world's first business incubator – Batavia Industrial Center and its significance in nurturing startups. In the ecosystem of business incubators, the incubation services to startups are playing crucial role for startup's growth and success. In connection to that the paper presented a various business incubation services which are essential for nurturing the startups. This paper also emphasizes the phases of business incubation by framing the business incubation process model. This paper further discusses about business incubators in different sectors in the context of Indian scenario. Finally, this paper portrayed the discussions on business incubation by means of integrating the concepts from literature.

**Keywords:** Business Incubation, Entrepreneurship Development, Startup

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<sup>1</sup> Research Scholar, Department of Social Engineering, Rajiv Gandhi National Institute of Youth Development, Sriperumbudur, Tamil Nadu – 602105

<sup>2</sup> Associate Professor, Department of Social Engineering, Rajiv Gandhi National Institute of Youth Development, Sriperumbudur, Tamil Nadu – 602105

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**TECHNICAL SESSION 3:  
SUSTAINABLE  
DEVELOPMENT 1**

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## Measuring Climate Change in India: A Retrospective on the Past Century

*Prof. K. V. Bhanumurthy<sup>1</sup>, Dr. Lalit Kumar<sup>2</sup>*

### **Abstract**

Climate is defined as “average weather”, in terms of variability of temperature and precipitation over a period of 30 years. The present study attempts to estimate climate change through the analysis of three climatic variables namely, annual mean minimum temperature, annual mean temperature and annual monsoon rainfall. The study has utilized the long-term trends in annual rainfall and temperature all over India during 1901-2012. The Auto Regressive Integrated Moving Average Analysis (ARIMA) which is an econometric tool to study behaviour a given phenomenon on the basis of an auto-regressive univariate model has been applied to a 112-year data set of the climatic variables is split into periods of 30 years or more. A dummy variable is used for the period before and after 1980 to test for the ‘break point’ in climate change. The result reveals that the year 1980 the break year when the climatic variables starting increasing at a rate faster than the previous period.

**Keywords:** Climate Change, Temperature, Monsoon Rainfall, Time Series, ARIMA, Forecasting

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<sup>1</sup> Professor, Delhi Technological University

<sup>2</sup> Associate Professor, Dr. Bhim Rao Ambedkar College, University of Delhi

## **A Survey Based Investigation to Assess the Awareness About Sustainable Consumption Behaviour in BoP Consumers of Delhi NCR**

*Dr. Anupama Vohra<sup>1</sup>, Ms. Prama Vishnoi<sup>2</sup>*

### **Abstract**

In spite of the economic and social progress relished by considerable proportion of the world, a large segment of humanity still continues to live in deprived conditions. This segment is often referred to as the “bottom/base of the pyramid” (BoP). With aggregate purchasing power in excess of US \$5 trillion, the potential in this segment is impressively high. Considering this, an important issue facing the businesses today is to find ways to meet the needs of BoP consumers and at the same time move them towards being sustainable marketplaces; characterized by both sustainable production and consumption. Consumption practices of emerging markets in the ways similar to those of consumers in developed markets might probably generate raw-material shortages and lead to environmental degradation in difficult-to-imagine magnitudes. Hence, businesses need to focus on providing value by developing solutions that enrich BoP consumers’ quality of life and their sustainable behaviours. Therefore, this study empirically assesses the awareness about sustainable consumption behaviour in BoP consumers. Data for carrying out the study is gathered from 206 BoP consumers in Delhi NCR. On the basis of the literature review, drive for environmental responsibility, environmental concern, spirituality, perceived marketplace influence and perceived consumer effectiveness are identified and studied as factors assessing the awareness about sustainable purchase behaviour in BoP consumers. Further, to collect the necessary information, a 7-point Likert scale is used to measure scale items. Results of the study provide valuable insights to businesses for designing relevant campaigns to encourage sustainable purchasing practices among BoP consumers. Promotion of sustainable consumption might help in reducing the detrimental effects of consumer purchase behaviour on environment and society.

**Keywords:** Bottom of the Pyramid (BoP), Base of the Pyramid, Consumer Behaviour, Sustainable Consumption, Sustainable Marketing

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<sup>1</sup>Associate Professor, Faculty of Management Studies, University of Delhi

<sup>2</sup>Research Scholar, Faculty of Management Studies, University of Delhi

## **Tourism and Sustainability in India: An Exploratory Research on Sustainability of Delhi Tourism**

*Dr. Venugopalan T<sup>1</sup>*

### **Abstract**

This research paper explores the economic, environmental and socio-cultural sustainability of Delhi tourism from the perspective of tourists. A primary research was conducted among tourists based on a structured questionnaire at various tourist places across Delhi. This research paper used exploratory factor analysis (EFA), confirmatory factor analysis (CFA) and structural equation modelling (SEM) for examining and analysing the sustainability of tourism. The research findings on environmental pressure (EP) validate that tourism has been exerting huge pressure on environment. The environment management (EM) system adopted by the tourism industry has failed in mitigating the adverse impacts of tourism and achieving environmental sustainability. The findings about economic empowerment (EP) prove that tourism has failed to achieve economic sustainability by empowering local community. The destination governance mechanisms are directly contributing to the sustainability of tourist places. However, the findings on socio-cultural pressure (SP) fails to substantiate the argument that tourism is putting huge pressure on socio-cultural sustainability. Thus, tourism development in Delhi is not conducive for achieving environmental, economic and social sustainability. Hence, the government should adopt proactive measures to mitigate the adverse impacts of tourism on environment and economy integrating local communities while formulating and implementing tourism plans and programmes.

**Key Words:** Development, Growth. Natural Resources, Renewable and non-renewable Energy, Environmental Impact, Noise Pollution, Sustainability

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<sup>1</sup>Assistant Professor, Commerce Department, SGTB Khalsa College, University of Delhi

## **Application of Electro Kinetic Technique to Remediate Fly Ash for its Sustainable Use**

*Shristi Choudhary<sup>1</sup>, N Srinivas<sup>2</sup>*

### **Abstract**

Fly ash is an air borne material which can be transported to a radius of 10 to 20 kms and is considered to be harmful. The size of fly ash varies from hundred Nano meters to few microns and thus it possess a great threat to human health as it becomes one the main source of PM 2.5 in summers specially. Currently fly ash released from the thermal power plants is being used in various cement and brick making industries but still a large amount of fly ash is released into the environment. The Electro Kinetic Remediation (EKR) technique is an efficient remedy to remove heavy metals by converting them to available form from fly ash. In this study EKR has been applied to fly ash generated from thermal power plant. The physical and chemical characteristics of the collected fly ash have been studied using standard methods. The experiment was carried out using electro kinetic cell and experiment was run for 11 days for 6 hrs every day. The selected variables were used to characterize the chemical parameters like pH, total dissolved solids, concentration of anion and cations values of initial and treated fly ash. The study has been conducted to determine the potential and effect of electro kinetic technique on fly ash as a low cost treatment for enhancing the use of fly ash in a more sustainable manner. The alterations in the pH and ionic species concentration have been supported by total dissolved solids indicating the increase in availability of ions and metal species for further treatment

**Keywords:** Fly Ash, Electro Kinetics, TDS, Anode, Cathode, Voltage

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<sup>1</sup> Department of Environmental Studies, Institute of Science, GITAM (Deemed to be) University, Visakhapatnam, Andhra Pradesh

<sup>2</sup> Department of Environmental Studies, Institute of Science, GITAM (Deemed to be) University, Visakhapatnam, Andhra Pradesh

## Is Infrastructure the ‘Missing Block’ in Much Debated Gender Puzzle? A Prescriptive Approach for Measuring Sustainable Development in India

Simrit Kaur<sup>1</sup>, Vaibhav Puri<sup>2</sup>, Sanchita Joshi<sup>3</sup>

### Abstract

The rising international divergence and growing economic inequality has amplified the debate of gender inequality in recent years. What further brings it to forefront, is the sketchy advocacy of promoting sustainable and inclusive development, without considering the role played by women as contributors and rightful recipients. Endeavours to address the complex yet multidimensional issue of gender would turn tangential if role of infrastructure and its forbearance in promoting equality is ignored. Global reports by multilateral institutions like ‘Engendering Development’ (2001) and ‘Gender Equality and Development’ (2012) by World Bank and ‘Sectoral Perspectives on Gender and Social Inclusion’ (2011) by Asian Development Bank point towards strong linkages between gender equality and resilient infrastructure enshrined within the broad aim of achieving sustainable development. In this regard, objective of the present study is to explore the dimensions stemming from the debate highlighted above for benchmarking and measuring Sustainable Development Goals (SDGs). As a theoretical construct, this descriptive paper evaluates the linkages between gender and infrastructure in Indian context using correlation analysis. State-level performances, stratified in four levels, are gauged using the baseline report published by NITI Aayog for the year 2018. Our preliminary findings from the report reveal the abysmal performance of Indian economy on Innovation and Infrastructure (Goal 9), Sustainable Cities and Communities (Goal 11) and Gender Equality (Goal 5) with scores of 44, 39 and 36 respectively. Yet, states like Kerala, Sikkim and Chhattisgarh as ‘performers’ on gender parameter, bring distinction between *expenditure-oriented* versus *outcome-driven* governance initiatives. Also, the gender-infrastructure linkage within SDGs appears weak and insignificant, furthering the pertinent questions, of how representative and comparable are the definitions of gender and infrastructure relative to UN’s convention. Subsequent section of this study investigates similar discrepancies within South Asia by sourcing data from a common platform developed by the United Nation Development Programme for the year 2018. Sub-indicators designed to capture the gender inequality and infrastructure attributes, varying across nations, offer elementary cues for India to reorient its approach to inclusive and sustainable development. Credible data for measuring sub- indicators like ‘sexual autonomy’, ‘time spent on unpaid work’ and ‘female genital mutation’ is missing for India. Proffering a future roadmap for policymakers to enable gender inclusive development and making governance more outcome driven, is eventually the aim of this study.

**Keywords:** Gender, Infrastructure, Sustainable Development, Linkages

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<sup>1</sup> Professor, Public Policy and Economics, Shri Ram College of Commerce, University of Delhi

<sup>2</sup> Research Scholar, Faculty of Management Studies and Assistant Professor, Dept. of Economics, SGGSCC, University of Delhi

<sup>3</sup> Research Scholar, Faculty of Management Studies, University of Delhi

## **Implication of Article 370 and 35A Revocation on the Sustainability of Tourism Industry in Union Territory of Ladakh**

*Sheetal Kapoor<sup>1</sup>, Jigmet Wangdus<sup>2</sup>*

### **Abstract**

A lot has been said how Articles 370, 35A killed the economy of Jammu and Kashmir by providing special status to the citizens, which acted as a hindrance in the development of the entire state. The revocation of both the Articles may act as a hindrance for a short period but on the other side would ensure the regulation of industries, like tourism. Majority of people in Ladakh have limited means of livelihood, poor connectivity, harsh climatic conditions, undeveloped markets for their produce and low employment opportunities. Tourism over the period had become one of the main sources of livelihood. After declaration of Ladakh as a union territory many corporates have shown interest in investing in the region. The government of Maharashtra is planning to construct a luxury resort in Ladakh which was earlier not possible because of article 370 & 35A. The biggest question is how much is too much? The purpose of this study is to investigate how the laws and policies ensure the sustainable development. How to deal with the problem of mass tourism especially in places like Ladakh which have limited resource and its ecology is extremely fragile and subjected to any catastrophe due to global warming. The paper presents a conceptual link among economic, social, and environmental aspect of development and the policies of government.

**Keywords:** Sustainable Development, Sustainable Policies, Global Warming, Mass Tourism, Environmental Aspect.

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<sup>1</sup> Associate Professor, Kamala Nehru College, University of Delhi

<sup>2</sup> Research scholar, Department of Commerce, University of Delhi

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**TECHNICAL SESSION 4:  
INNOVATIVE MANAGEMENT  
PRACTICES 1**

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## **Impact of Supervisor, Co-Worker, External Social Support and Social Network on Employee Retention Perspectives in Information Technology Organizations**

*Indranil Mutsuddi<sup>1</sup>, Dr. Chandranshu Sinha<sup>2</sup>*

### **Abstract**

Information Technology (IT) firms across the Globe had been experiencing challenges in their operations and business models due to the turbulence in the Global business environment. In this context retention of key employees had become more challenging for most IT organizations. As the existing management literature on employee retention perspectives had focused only upon organizational, psychological and contextual issues, an attempt was made to explore the opinion of employees working in selected IT firms in and around the NCR of Delhi whether social factors like supervisor, co-worker, external social support and social networks were important considerations for influencing their intention to stay. The study came out with an empirical model depicting that social network mediated the relationship of coworker and supervisor support on employee intention to stay. Supervisor support was found to have significant influence on employee intention to stay, apart from influencing social network and coworker support. External support did not have significant implications on employee intention to stay.

**Keywords:** Employee Intention to Stay, Supervisor Support, Co-worker Support, External Social Support, Social Network, Employee Retention, Information Technology (IT) Organizations

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<sup>1</sup> Research Scholar, Amity Business School, Amity University Uttar Pradesh, Noida

<sup>2</sup> Professor, Amity Business School, Amity University Uttar Pradesh, Noida

## **Role of Knowledge Management for Innovative and Learning Practices in Indian Organization**

*Sirtaj kaur<sup>1</sup>*

### **Abstract**

Today, the world has been experiencing vital changes. The key to alter is awareness, sharing idea and innovation ways for the competition. There is an effective want nowadays to accumulate, utilize and share knowledge. In the business environment, many organizations are focusing on creating, trading and evaluating knowledge. Knowledge is not what we faced but what to produce in practice. Knowledge Management (KM) is new concept and most powerful. It considered most important asset of an organization. Knowledge Management is a systematic process for generating, obtaining, producing, learning, allocating and using knowledge for understanding to achieve organizational goals. Knowledge Management sets tools for improving the organization's knowledge and infrastructure, aimed at getting the right knowledge to right people in the right form at right time. Knowledge Management has the depth and frameworks to provide the organizational culture, behaviour and work processes that made integral part of users of information, will make the building, use, adaption of KM systems more efficient and effective. KM is increasingly important discipline that promotes the discovery, capture, sharing and application of the firm's knowledge. With the advent of the knowledge age, highly skills knowledge-based workers know how to manage the valuable resources effectively. We can use techniques and methods that were developed as part of Knowledge Technology to analyse the knowledge sources in an organization to serve customers well the companies must reduce their cycle times, improve customer service, empower employees, innovate and deliver high quality products, enhance flexibility and adaption, create knowledge, share and learn. Today society has enshrined knowledge through strategic training and leadership in organization, which enables the employees to achieve their mission. The level of interest in the Knowledge Management has grown rapidly during the recent years as organization recognizes that they operate in a knowledgeable economy where knowledge is the most valuable asset.

**Keywords:** Knowledge Management, KM innovation, Organizational Learning, Decision-making, Organizational Behavior, Sustainable Competitive Advantage

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<sup>1</sup> Research scholar, Jayoti Vidyapeeth Women's University, Jaipur

## **An Empirical Analysis of Web-based Retailing: A Demographic Perspective**

*Sonia Bhatt<sup>1</sup>*

### **Abstract**

Consumers are turning towards online shopping which in turn create an opportunity for the retailers. Small retailers can sell their products online for fulfilling the increased demand of the products in online markets. Purpose: The purpose of this paper is to examine the association of demographic variables of the retailers with the attitude of retailers towards web-based retailing. Methodology: Survey method is used for collecting the data. The data is collected from 103 small retailers of the New Delhi. A Fisher exact test has been applied by utilizing the S.P.S.S software for checking the significant association of the demographic variables of the retailers and the attitude of retailers towards the web-based retailing. Findings: Out of five variables, only two variables have significant association with the attitude of retailers for E-retailing. Age and Level of education have a positive significant association with the attitude of retailers towards E-retailing. If level of education and age of the retailers are higher than the retailers are more inclined towards E-retailing and reverse is also true. Income, gender and marital status are not playing significant role in influencing the attitude of retailers. This study found a significant positive association between online shopping and online selling of the products by the retailers.

**Keywords:** Online Selling, E-Retailing, Electronic Retailing, Retailers, Portals, S.P.S.S

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<sup>1</sup> Guest Faculty Madan Mohan Malaviya University of Technology

## **Linkage Between Green HRD Practices and Work Life of Employees: A Study of Haryana Power Sector**

*Arju<sup>1</sup>, Dr. Kamlesh Rani<sup>2</sup>*

### **Abstract**

**Purpose** –Green HRM is the use of HRM policies for the sustainable use of resources in the organization. The purpose of the paper is to study the relationship between green HRD practices, i.e. training & development, organizational culture & development and work life of employees in the Power Sector of Haryana state.

**Design/methodology/approach**–For the present study the data from the primary sources is collected through a well-structured questionnaire using Random Sampling Technique. To study the linkage between Green HRD practices and work life of employee's correlation technique was used.

**Findings** – There was an insignificant relationship between the green HRD practices, i.e. training & development and organizational culture & development practices on the work life of employees in the Power sector of Haryana state. Only the practice of using both sides of the paper while writing, printing or photocopying has a significant but negative correlation with green values socialization.

**Practical implications** –To achieve the economic progress and growth, power sector plays an important role. For the developing country like India, rising population presents a need to expand new energy infrastructure facilities for the power organizations.

**Originality/value**-This study will elicit the relationship between green HRD practices, i.e. training & development, organizational culture & development and work life of employees in the Power sector of Haryana state.

**Keywords:** Green HRD, Green HRM, Haryana, Worklife, Power Sector

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<sup>1</sup> Research Scholar, Department of Commerce, CDLU Sirsa

<sup>2</sup> Assistant Professor, Department of Commerce, CDLU Sirsa

## Study of Quality Management & Innovation at IKEA in Context of India

*Suhani Jain<sup>1</sup>, Mansi Narang<sup>2</sup>*

### Abstract

Companies invest a lot of resources to meet customer's value and demand but due to lack of effective strategy deployment, supply chain and process management; they face challenges on various levels. IKEA-the Swedish furniture-manufacturing company is an excellent example of product innovation, global supply chain management and integration, adaptability etc. IKEA is fast expanding and increasing its sales globally. It is diving deeper into emerging markets like India. IKEA has very deliberately chosen strategies to make customers spend more time in its stores and it spends a lot of money, time and resources to understand exactly what their customers need. IKEA aims to maximize 'value addition' for its customers and not profits. IKEA shows modularization, standardization, cross-docking etc. in its processes. Through this study, we seek to note the interesting ways IKEA has adapted to the needs and expectations of the Indian customers and tamed the bullwhip effect. The study also uses quality management tools like pareto charts to identify the vital issues and Ishikawa diagram, 5-WHY analysis etc. to gain an understanding of the root causes of performance variability and inefficiencies in this process of adaptation to the foreign markets. Through this study, we aim to dig deeper and understand the 'IKEA effect and experience' as perceived by the customers. The study also seeks to understand the supply chain and quality management models of IKEA in detail and propose relevant suggestions and recommendations to improve the same. Through our research, we found that IKEA faces a few critical issues like delay in deliveries, poor communication with customers and problems related to refunds and damaged items upon delivery. However, with the use of tools like augmented reality, customer satisfaction index, strong feedback channels and quality assurance testing, IKEA can successfully combat these challenges. Thus, this study would be an insightful addition to the existing body of literature and research on IKEA and would add unique perspectives on IKEA's international business management and continuous quality improvement.

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<sup>1</sup> BMS, Shiv Nadar University

<sup>2</sup> BMS, Shiv Nadar University

## **Sustainable Consumption in Transport: A Study on Factors Influencing Electric Vehicle Purchase Intention**

*Saurabh Kumar<sup>1</sup>, Syeedun Nisa<sup>2</sup>*

### **Abstract**

Being a 3rd biggest emitter of CO<sub>2</sub> (6.24% in 2015-16, 2274 MT approx.) in the world and gradually deteriorating environmental conditions of the cities have put India on the red alert. According to a WHO report (May 2018) among 15 of the world's most polluted cities, 14 are in India and Kanpur is on 1st ranking and the Capital is on 2nd. Road transportation especially, automobiles are the largest source of CO<sub>2</sub> emission in India with overall 2.25 crores cars registration (community.data.gov.in) and 14.78% growth rate p/a. (SIAM, 2018). GOI has taken a revolutionary step and launched "National Electric Mobility Mission Plan" (NEMMP) that enforced Indian automobile manufacturer to consistently replace conventional cars (CVs) with electric cars (EVs) in upcoming years. The aims of this research are to identify the impact of the influencing factors on consumer purchase intention towards EVs, identify the awareness level of Indian car consumer towards EVs and determines whether important issue like environmental concerns have any influential effects on consumer intention to purchase an EV. This research will be of descriptive and exploratory nature and the information will be gathered from both primary and secondary sources. The outcomes of this research will be beneficial for Indian potential car consumer, policymakers and automakers.

**Keywords:** Electric Vehicles, National Electric Mobility Mission Plan, Purchase Intention, Influencing Factors.

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<sup>1</sup> Department of Management, School of Management & Business Studies, Jamia Hamdard

<sup>2</sup> Department of Management, School of Management & Business Studies, Jamia Hamdard

## **A Systematic Approach of Mahindra and Mahindra for Sustainability Developments**

*Dr. Anjali Bennet Nee Anjali Agrawal<sup>1</sup>*

### **Abstract**

This paper intensifies its study in the concerns and end results of the green approaches brought about by Mahindra and Mahindra. Mahindra & Mahindra stepped out in 1945 and now operates as giant company for our nation. It is an indigenous Indian company that has taken an optima level of approaches to acquire the adaptable conditions for making the environment of the country more conducive to allow a growth along with terminal developments. M & M aims on positively brings down the adverse effects of developments on the surroundings. Its best approach has now been to promote and find alternatives energy sources as it would lead to energy conservation which is time bound need of a globally starved world. Also Mahindra & Mahindra has spread its wings in sectors likewise: Aerospace, Aftermarket, Agri-industry, Automotive, Boats, Clean Energy, Construction Equipment, consulting, Defence, Farm Equipment, Hospitality, Information Technology, Insurance Broking, Logistics, Power Backup, Real Estate and Infrastructure, Retail, Rural Housing Finance, Steel, Truck and Buses, Two- Wheelers and Vehicle and Equipment Finances. The impact of doing business and understanding the surrounding is well grounded in the principles of the company and the core team looks forward for its effective implementation and supervenes to achieve the targets of sustainable developments, the arena of implacable prospects is not easy though still the work in hand goes with vision driven progressive applicability. In the long run of sustainable development if companies regularize and follow a pattern they will surely take receipt of the long term goals for saving the environment for reparatory measures.

**Keywords:** Habitat, Augmentation, Verdancy, Green, Carbon-Rating

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<sup>1</sup> Assistant Professor (PWD-VH) , Faculty of Commerce, Ramjas College , Delhi

## **An Index for Measuring Customer-Based Retailer Brand Equity of Supermarket and Hypermarket Chains Rashmi**

*Dr. Rashmi<sup>1</sup>*

### **Abstract**

**Purpose:** This research attempts to develop an index to measure customer-based retailer brand equity of supermarket and hypermarket chains in India.

**Design/methodology/approach:** This study uses Partial Least Squares technique for obtaining a formative Retailer Brand Equity Index for hypermarket and supermarket chains selling general merchandize. Data was collected from a convenience sample of 705 shoppers.

**Findings:** A retailer brand equity index indicated by 15 observable variables spanning the four dimensions of brand equity was obtained.

**Research limitations:** The equity index developed in the present study is validated for hypermarket and supermarket stores. Future studies can expand or modify the index to adapt it to other types of retailers and retail formats.

**Practical implications:** Retailers and researchers will find it useful to have a handy measure for retailer brand equity.

**Originality/value:** Retailer brand equity studies conducted in India are scarce. Most studies have validated measures and models in developed Western markets.

**Keywords:** Index; Retailer awareness; Retailer associations; Retailer perceived quality; Retailer loyalty; Retailer brand equity; Retail Chain; Hypermarket; Supermarket; India

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<sup>1</sup> Assistant Professor, Narsee Monji Institute of Management Studies (NMIMS) University

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**TECHNICAL SESSION 5:  
SUSTAINABLE  
DEVELOPMENT 2**

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## Education for Sustainable Development: Key to a Better World

*Dr. Mona Malhotra<sup>1</sup>*

### **Abstract**

“Education is a human right with immense power to transform. On its foundation rest the cornerstones of freedom, democracy and sustainable human development.” Kofi Annan Education for sustainable development includes key sustainable development issues into teaching and learning; for example, climate change, disaster risk reduction, biodiversity, poverty reduction, and sustainable consumption. Education for Sustainable Development (ESD) aims at providing every human being with the opportunity to acquire the knowledge, skills, attitudes and values necessary to shape a sustainable future. According to Colin Power, (2015), “An empowering education is one that builds the human resources we need to be productive, to continue to learn, to solve problems, to be creative, and to live together and with nature in peace and harmony. When nations ensure that such an education is accessible to all throughout their lives, a quiet revolution is set in motion: education becomes the engine of sustainable development and the key to a better world.” UNESCO aims to improve access to quality education on sustainable development at all levels and in all social contexts, to transform society by reorienting education and help people develop knowledge, skills, values and behaviours needed for sustainable development. Education for Sustainable Development (ESD) is creating such culture of education which provides a new direction in teaching and learning of content and methods. This ESD based teaching and learning will transform education system by addressing climate change, by building green societies and by restoring the quality of the environment and human sustainable lifestyles. The present paper attempts to define the role of education in sustainable development. The paper further attempts to explore transformational sustainable education by participatory teaching and learning methods that motivate learners to implement sustainable behavioural changes.

**Keywords:** ESD, Environment, Sustainable Future.

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<sup>1</sup> Assistant Professor, Gaur Brahma College of Education, Rohtak

## Education for Sustainable Future

Gajendra Kumar Yadav<sup>1</sup>, Priya Yadav<sup>2</sup>

### Abstract

Education and the future are inseparably intertwined. It is impossible to think about educational matters without making references to the future. Our understanding of future determines, what knowledge and which skills are considered to be important for the next generation. Regarding sustainability issues, it makes a difference whether sustainability is thought as a concrete aim which can be reached through technical innovation and efficiency, or whether it is more a normative direction which needs to be determined democratically. Education focuses more on the theoretical abstraction of knowledge. Education beyond 8th grade is not applicable and useful to the real lives of vast majority of people. Sustainability is a lens through which increasing numbers of individuals, colleges and universities as well as national organisation are collectively examining and acting upon our shared world system. There is a need of education which can contribute to a sustainable future. Sustainable future can be achieved if people are properly educated. Education for sustainable future presupposes a necessary understanding of a future that can be formed. Education for future that can be education for sustainable development needs to take into account the current educational system and today's society with their non-sustainable future-building practices otherwise education for sustainable future would not make any difference to the educational and societal status quo. The main objective of this paper is to discuss the question "How can we close the knowledge–action gap? And what is the contribution of education in terms of sustainability? This paper will discuss the potential of the understanding for education with a view to sustainability and the aim of this paper is to raise awareness that education is more than training.

**Keyword:** Environmental Sustainability Education, Education For Sustainable Development · Educational Theory, Future Education, Future Perceptions.

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<sup>1</sup> Research Scholar at Mahatma Gandhi Kashi Vidyapith, Varanasi

<sup>2</sup> Research Scholar at Mahatma Gandhi Kashi Vidyapith, Varanasi

## **Guru Granth Sahib and Corporate Responsibility: Ensuring a Sustainable Future**

*Gurvinder Kaur<sup>1</sup>, Bhawna Malik<sup>2</sup>*

### **Abstract**

Humanity witnesses a paradox today, with the Indian Corporate world opening up vistas of opportunities and sharing platforms with the top ten richest men on the Forbes list, having a separate department of Corporate Social Responsibility (CSR) looking after their social responses and sharing, yet a large chunk remains deprived. Sustainable future is a farfetched dream given such a present. Such a scenario calls for research in the area of spirit of Corporate responsibility. This paper contributes to the niche by enquiring into the soul of CSR. The paper aims: first, to explore various academic dimensions of umbrella term CSR, which has been used interchangeably with corporate responsibility, given by scholars across generations; and second, to find out, if „how all seems perfect from the outer wall“, actually embraces the inner spirit of social responsibility envisaged by Guru Granth Sahib. To these ends; the extensive literature on conceptual development of CSR and select corporate cases have been studied; and the philosophy of Sri Guru Granth Sahib has been delved into and its social principles analysed. The paper presents the philosophy along with the academic contributions of scholars and the corporate world. Also, this paper presents how Guru Granth Sahib can guide the CSR to its logical conclusion. CSR contribution by the law seems a sharing that comes out of compulsion if not fear; but Guru Nanak, the founder of Sikhism said - “Ghaal khaaye kichh hathon de, Nanak raah pachhane sey” (One who does honest labour and shares from that, only that person understands the path to self-realization.) “Char kunt dah dis bhrame thakk aae prabh ki saam.” In the given context, it seems that, solution to sustainable future lies not in making CSR spending mandatory but in applying the spirituo–social philosophy of Sri Guru Granth Sahib to CSR, as it stands firmly on the strong foundation of humanism that is guided by ethics, spiritual equality, and oneness and sharing.

**Keywords :** CSR, Guru Granth Sahib

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<sup>1</sup> Assistant Professor, Mata Sundri College for Women

<sup>2</sup> Student Counsellor, Mata Sundri College for Women

## **Balancing the Pillars of Sustainable Development: Need of a Holistic Approach**

*Dr. Mahasheva<sup>1</sup>*

### **Abstract**

**“Sustainable development is the pathway to the future we want for all. It offers a framework to generate economic growth, achieve social justice, exercise environmental stewardship and strengthen governance.”**

- Ban Ki-moon

"Sustainability" is the latest buzzword among business, education, government, and non-government organizations and is an issue of global concern. The famous Brundtland Report „Our Common Future“ (Brundtland, 1987) considered sustainable development as that development which meets the needs of the present without compromising the ability of future generations to meet their own needs. The main emphasis of Brundtland Report was to promote economic growth without damaging the environment. By and large ,environmental issue was the key focal point of Brundtland Report. Now, the main question is that, can sustainable development be achieved by merely addressing the environmental issue only? The answer demands a global understanding of three-pillar holistic approach of sustainable development based environmental, social and economic pillars. The main objective of a sustainable holistic approach is to imply responsible and proactive decision-making and maintaining balance between ecological resilience, economic prosperity, political justice and cultural vibrancy across its three pillars. The Sustainable Development Goals (SDGs) adopted in 2015, by the United Nations stress that humans can develop sustainably only when the inseparable interconnections among the 17 SDGs are well understood. Some goals may be weighted more heavily than others, but either way, the goals are seen as inseparable from each other. As a result, there is an increasing realization of the need for a holistic approach which can combat the emergence of future environmental, social, and economic crises. So, the present paper highlights the consideration of social equity, economic viability and environmental protection in a balanced way to achieve holistic sustainability.

**Keywords:** Pillars, Holistic Approach, Sustainable Development

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<sup>1</sup> Assistant professor- III Gaur Brahman College of Education, Rohtak

## **A Study of Educational Status of Indian Woman with Special Reference to Rajasthan (A Case of Jaipur District)**

*Dr. Anjali Seth<sup>1</sup>, Shiksha Kumari<sup>2</sup>*

### **Abstract**

Education plays a necessary role in the development of women as well as nation. It is a fundamental right for every citizen of India. Education of women is most suitable tool to transform the status of women in the society. Women education is crucial because it is the foundation stone for empowering the women. It is also helpful in reducing the inequalities as well as function of means of improving their status within the family and in nation context; this develops the concept of women empowerment by means of educating the women. This paper helps in knowing the present status of education in reference to women as well a development in standard of living. Jaipur which is one of the district of Rajasthan was taken as sample for the study. Presentation tools like graph, bar diagram and other were used. Data are taken from annual publication report of state government, census and etc. We can see that women is empowered to some extent economically, socially, nutritionally as well as technology.

**Keywords:** Education, Women empowerment, district of Rajasthan, gender inequality, women participation

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<sup>1</sup> Assistant Professor, Department of Sociology and Political Science, Faculty of Social Science, Dayalbagh Educational Institute

<sup>2</sup> Research Scholar, Department of Sociology and Political Science, Faculty of Social Science, Dayalbagh Educational Institute

## Diversity in India: Challenge for a National Sustainability Strategy

*Dr. Taruna Malhotra<sup>1</sup>*

### Abstract

**“Much of India’s development agenda is mirrored in the Sustainable Development Goals. Our national plans are ambitious and purposeful; Sustainable development of one-sixth of humanity will be of great consequence to the world and our beautiful planet.”**

- Sh. Narendra Modi (2015)

India is a country full of diversity and resources as well. Despite being the third largest economy in the world, India also has the largest number of people living below the international poverty line. strong Sustainability strategy can only help to achieve SDGs in India. Problems of sustainable development are rooted in issues of resource use and their pattern of distribution and ownership also. Thus, a policy towards sustainable development cannot be framed in isolation to politics and state regulations in India. End Poverty, No Hunger, Gender Equality, Climate Change & Resource Mobilization are the real challenges because of entrenched value system in India. India has to provide houses to millions, ensure food & nutritional security, and make health services accessible & affordable. For the sustainable inclusive growth, jobs have to be created. In order to tackle its developmental challenges, and to push the economic growth further, India, apart from conventional development programs, plans to set up smart cities, construction of roads, railways, and other large infrastructure projects. India requires effective sustainable Strategies to pursue the implementation of the SDG agenda through close collaboration between the national and sub-national governments as well as active participation of all other relevant stakeholders. Therefore, sustainable Strategies need to be ambitious, action-oriented and collaborative, inclusive and should take special care of the needs of the poorest and most vulnerable section of society. The present paper focuses on adopting a strong national sustainable strategy to provide livelihoods and employment to its population besides creating sustainable economic opportunities.

**Keywords:** Economic Growth, Diversity, Resources, Sustainable strategy

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<sup>1</sup> Assistant Professor-III, Vaish College of Education, Rohtak.

## **Corporate Social Responsibility and Sustainable Development Goals in India.**

*Sadaf Khalid<sup>1</sup>, Uzma Saleem Malik<sup>2</sup>*

### **Abstract**

The paradigm shift in the core objectives of the contemporary business world has been from the profit making strategy to the environmental, ethical, public governance, and social development. With the passage of the Companies Act 2013, the mandate for corporate social responsibility (CSR) been formally introduced to the Boards of Indian companies. CSR in India has traditionally been seen as a philanthropic activity. The multinational's CSR approach is integrated and coherent with the core business strategy for addressing initiatives towards a sustainable future. It has been argued that contemporary CSR practices hardly ever address system-wide sustainability challenges. This study aims to propose that the SDGs, as a global agenda, may serve as a basic framework for businesses to stay committed to create a life of equal dignity and opportunity for all. Pieces of evidence reveal that some of the multinationals and public and private sectors operating in India, their CSR initiatives have leveraged to address challenges of ecosystem degradation, poverty, economic inequality, and social injustice in India. The study further demonstrates linking alternative SDGs like ending poverty, equal distribution of wealth and sustainable use of lands, etc. calls for „global collaboration“ or „global sustainable intentions“ and action-oriented programs from citing case studies of the corporations, government within a social system. One initial drawback of globalization has been the disagreement between various global economies. How alignment of sustainable development goals with the national priority, together can enhance and promote social efficiency. It appeals involvement of Ecopreneurs, setting a „green“ leadership tone leading to an emerging global trend called- Corporate Sustainability. The innovative changes in strategizing CSR and foresight of an impact created are key founding blocks that a company can hunch upon while working towards SDGs.

**Keywords:** Sustainable Development Goals, Corporate Social Responsibility, Individual Social Responsibility, Etc.

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<sup>1</sup> Research Scholar, Public Administration, Department of Political Science, Aligarh Muslim University.

<sup>2</sup> Research Scholar, Public Administration, Department of Political Science, Aligarh Muslim University

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**TECHNICAL SESSION 6:  
INNOVATIVE MANAGEMENT  
PRACTICES 2**

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## Social Media and Social Change: An Exploratory Study

*Dr. H.K. Dangi<sup>1</sup>, Ms. Ashmeet Kaur<sup>2</sup>,*

### **Abstract**

This paper is an attempt to understand the implications of social media on the society. It explores the various ways in which the user-generated content and participatory nature of social media enable it to become a change agent in the society. The research objective is to examine whether social media could pave paths for incorporating social change for a better society. The various ways of incorporating the use of social media for a positive social change in terms of propagating democratic views, social movements and addressing social causes such as education and poverty are elaborated. Social media and social networking sites can play an important role in fostering a positive social change by challenging prevalent norms and codes of conduct, and influencing human behavior. They can positively influence the society by empowering citizens and promoting social welfare, however they can be used for political oppression. An attempt is made to explore whether online social activism and social awareness are translating into real social change. This study discusses how social media platforms replace effective real-world activism with ineffective online slacktivism. It also sheds light on the challenges faced during the course of implementing a social change. Quantitative Data Analysis (QDA) software NVivo 12 Plus has been used for preliminary literature analysis. This study concludes with recommendations and directions for future research.

**Keywords:** Social Media, Change, Participatory, Activism

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<sup>1</sup> Associate Professor, Department of Commerce, Delhi School of Economics, University of Delhi

<sup>2</sup> M.Phil Research Scholar, Department of Commerce, Delhi School of, Economics, University of Delhi

## **Social Networking Sites (SNS): A Need of Hour for Business Organizations**

*Dr. Lekh Raj<sup>1</sup>, Mr.Sushil Chauhan<sup>2</sup>*

### **Abstract**

At present, the Social Networking Sites (SNS) are one of the main channels of communication and most frequently used medium to share and receive information globally. The concept of Social Networking Sites like Facebook, Twitter, Instagram, LinkedIn, Whatsapp, WeChat, Tumblr, etc. is the fastest growing online domain, which is connecting millions of users worldwide. This high growth rate of SNS users has attracted the attention of management people, and they have started to apply their marketing and promotional strategies and tactics on these sites. The utilization of Social Networking Sites has helped in targeting the right customer at the right time and right place effectively without any tough hustle. So the management of these sites effectively is a crucial aspect for every business organization. Thus, the main purpose of this research is to study the role of social networking sites in the growth of a business. How important is to manage social networking sites for business purposes? The study will also throw light on impacts of social networking sites on business performance and growth.

**Keywords:** Social Networking Sites (SNS), Facebook, Marketing and BusinessEtc.

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<sup>1</sup> Assistant Professor, Management Career Point University, Hamirpur

<sup>2</sup> Research Scholar, Management Career Point University, Hamirpur

## **Implementation of a Successful “Switch to Energy Efficient Lighting and Home Appliances” Campaign in Delhi: A Social Marketing Strategy**

*Dr.Soma Sengupta<sup>1</sup>*

### **Abstract**

Energy conservation practices lead to energy reduction which in turn improves environmental quality; and results in higher savings for the households. One of the ways of improving energy efficiency is by using energy efficient lighting and home appliances. The use of LED (Light Emitting Diode) bulbs and star rated home appliances though claim to substantially reduce the electricity bills, yet the high initial cost of such products act as a deterrent. The purpose of the study was to explore how social marketing approach can be used to introduce a behavioural and attitudinal change among people in Delhi, so that they shift to energy efficient lighting and home appliances. Secondary data was collected from Bureau of Energy Efficiency (BEE) directives, newspapers, magazines, and relevant websites. Primary data included qualitative data collected through in-depth interviews of stakeholders; and structured interview of households at Vishakhapatnam (Andhra Pradesh) which claims to have hundred CFL/LED lighting. Quantitative data was collected with the help of questionnaire from 250 households in Delhi (NCR). BEE has initiated measures like, Domestic Efficient Lighting Programme (DELP) and #iledtheway campaign to promote and distribute LEDs; and has issued ‘Star Rating’ labels for 21 products. On the other hand, companies like Philips, envisages energy efficiency and reduction in price of LEDs through continuous technological development. In-depth study of Vishakhapatnam indicated a high level of awareness and acceptability of LED and energy efficient home appliances due to better promotion and distribution strategy. An analysis of data collected Delhi (NCR) revealed that the high price and psychological fears associated with such products prevent people to switch to them. A campaign was designed using a social marketing approach by blending the eight Ps together – product, price, promotion, place, public, policy, partnership, and purse string, to bring social acceptance of energy efficient lighting and home appliances.

**Keywords:** Energy Efficient Lighting and Home Appliances, Social Marketing, Psychological Cost or Fear, Marketing Mix, Attitudinal and Behavioural Change.

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<sup>1</sup> Department of Commerce, Kamala Nehru College (University of Delhi), New Delhi (India).

## **Business Ethics and Sustainable Quality Generation in Enterprises: Proposing the “BESQ” Scale**

*Dr. Partha Naskar<sup>1</sup>, Dr. Manodip Ray Chaudhuri<sup>2</sup>*

### **Abstract**

**Background:** Business ethics is the doorbell in management literature and for business houses today. The essence of human values is quite pertinent for long term sustenance of organizations. Understanding business ethics and its relevance in recent times is the most calling global challenge across organizations.

**Objectives:** The objective of the study is to explore and investigate the prominent domains and items that may be considered on the relevance, applicability and rationale of business ethics viz. Domain A : Employee Goals for Business Ethics, Domain B: Diversity Management, Domain C: Entity Value on Decision making, Domain D: Legal Perspectives of Business, E: Diversified Ethics with Gender Differentiation. The paper ultimately aims towards developing a scale for finding conclusive remarks in certain identifiable areas within the field of Business Ethics.

**Method:** The main source of conceptualizing the domains is formulated with related literature and the Experts opinion comprising both academicians and practicing managers in the industry in Kolkata as well as across the country through primary and secondary collection methods. A Scale would be created involving essential considerations of the paper with the identifiable Domains. These would be considered as independent variables and the notion of Business Ethics and Sustainable Management practices as dependent variables. The creation of the scale, in this paper would involve identification of the items within the scale using literature review as essential basis.

**Results:** The paper upholds an attempt to create the “Business Ethics for Sustainable Quality”- “BESQ” Scale with its domains and items within with a focus on business ethics as a gateway to global sustainable organizational development. The implication of the study is that it throws considerable light on the impact of business ethics as quite relevant for continual progression for present day organizations. The drafted scale may be referred in similar studies in future in primary research work in this area.

**Keywords:** Ethics, Business, Sustainable, Quality, Scale

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<sup>1</sup>Additional Pay & Accounts Officer, Kolkata Pay & Accounts Office II, Finance Department, Government of West Bengal

<sup>2</sup>Associate Professor, Xavier Business School, St. Xavier’s University, Kolkata

## What Makes You Innovative

*J. Reeves Wesley<sup>1</sup>, Aditya Garg<sup>2</sup>, Kenson Wesley<sup>3</sup>*

### **Abstract**

Review of extant literature suggested that studies on innovative behavior were rampant. However, researchers from each discipline had viewed innovative behavior from their own perspective and hence, generalizable results were not available. Further, frameworks consisting of dimensions from the three domains of a person's life were not developed and tested. In this study, a framework consisting of the three important factors each capturing the significant domains: the person, family and the organization were identified and regressed with innovative behavior. Regression results showed that innovative behavior was predicted by quality of family life and leadership qualities. The results of this study are discussed.

**Keywords:** Quality of Family Life, Leadership Qualities, Personality Dimensions and Innovative Behavior

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<sup>1</sup> Professor, VIT Business School

<sup>2</sup> B.Tech in Civil Engineering

<sup>3</sup> B. Tech in Electronics and Communication Engineering

## **Increasing Job Stress with Declining Job Satisfaction in Banking Employees: A Consequence of Work-Family Conflict**

*Priyanka<sup>1</sup>, Surabhi Singhal<sup>2</sup>, CMA Sunita Swami<sup>3</sup>*

### **Abstract**

**Purpose** Most research has been done on the work-family conflict (WFC) in the various sectors except in the banking sector in India which have direct and indirect effects on job-related factors and family. Hence, this research was designed to identify WFC factors related to job stress and job satisfaction among public sector bank employees in Delhi NCR, India.

**Methodology/approach** The author devises two hypotheses describing the effect of work-life conflict on job stress and satisfaction and verifies them using ordinary regression scale based on Data of 110 bank employees, were collected from a sample employing convenience sampling technique.

**Findings** The results of multiple regression analysis show that time based, strain based and behavior based work on conflict; all three out of four indexes of WFC had significant associations with job stress among the employees. It also indicated the significant predictors of job satisfaction were education, work experience and behavior based work on conflict.

**Practical implications** The study experiences WFC measures in Indian banking industry relies on responses of banking employees. Our findings suggest that Organizational change and redesigning jobs can reduce the work-family conflict, stress, dissatisfaction, absenteeism and enhance the productivity and motivation among employees.

**Originality/value of the chapter** The study extends to the limited literature by investigating work-family conflict and job stress, job satisfaction, to examine the effects of work-family conflict on job stress and workforce job satisfaction among employees of an Indian the banking industry.

**Keywords:** Work-Family Conflict, Job Stress, Job Satisfaction, Banking Employees

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<sup>1</sup> Assistant Professor Ramjas College Delhi, University Delhi

<sup>2</sup> Assistant Professor Ramjas College Delhi, University Delhi

<sup>3</sup> Assistant Professor Bharti College Delhi, University Delhi

## **An Investigation on the Need to Provide Environmental Facilities to Informal Settlement in Shagari Low-Cost Katsina State for Sustainable Built Environment**

*Abdullahi Mannir Rawayau*

### **Abstract**

This paper identifies the problems that have aided the decay to inadequate infrastructural amenities sub-standard housing, over-crowding, poor ventilation in homes and work places, sanitation and non-compliance with building bye-laws and regulations. The paper also asserts the efficient disposed of solid and liquid waste is one of the challenges in the informal areas due to threats on environments and public health. Sanitation services in the informal settlements have been found to be much lower compared to the average for urban area. Bearing in mind factors which prevent sustainable sanitations in informal areas which include low incomes, insecure tenure, low education levels, difficulty to topography and transitory populations, and this study aim to identify effective strategies for achieving sustainable sanitation with specific reference to the informal settlement. Using the Shagari Low-Cost as a case study, the primary data collection was through observation and interview methods similarly the secondary data used for the study was collected through literature reviews from extent studies with specific reference the informal settlement. A number of strategies towards achieving sustainable sanitation in the study were identified here in classified into three (3): - Advocacy and capacity building, infrastructural provision and institutionalization of system and processes. The paper concludes with the premise on the need to build alliances between the government and stakeholders concerned with sanitation provision through the creation of sanitation and employ adaptable technology, provision of sanitation facilities in public areas and to establish a statutory body for timely response to sanitation waste management in Katsina. It is imperative to check and prevent further decay for harmonies living and sustainable development.

**Keywords:** Advocacy, Built Environment, Facilities, Infrastructure, Sanitation, Settlements

## To Explore and Sense Make the Interplay of the Institutional Properties and Technology with Reference to IT Industry in India

*Neetu Bali<sup>1</sup>, Dr Chandranshu Sinha<sup>2</sup>*

### **Abstract**

The study explores to understand the interplay of Institutional properties (organizational) and technology in organizations. The paper tries to comprehend the role of Institutional Properties in the interplay of relationships between an organization's technology and aspects of its internal structure which includes the Organizational Processes Systems and Structures . The organizations taken into consideration are from IT industry. The sample collected from 100 employees holding executive to middle managerial positions in the organizations. The Cronbach's alpha of the questionnaire was found to be 0.70. The factor analysis of the Constructs of Institutional Properties led to the extraction of 3 factors namely 'Structure of Dominance', "Structure of Significance", "Structure of Legitimizing". The framework is adopted from the Giddens Theory of Structuration (1982). The results indicate that the Institutional Properties in an organization act as reflectors to the application of technology implementations in organizations. The study thus focuses attention on recognizing that information technology is itself the product of human action and institutional properties.

**Keywords:** Institutional properties , Technology , Inter-play, Dominance, Legitimizing, Significance, Affordances, Sociomateriality, Enterprise Resource Planning

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<sup>1</sup> Research Scholar , Amity University , Sector 125, Noida, (Uttar Pradesh), INDIA

<sup>2</sup> Associate Professor, Amity University , Sector 125, Noida, (Uttar Pradesh), INDIA

## Measuring Competition in Indian Banking Industry via Bodenhorn Measure of Rivalry

*Dr. Renu Gupta<sup>1</sup>, Prof K. V. Bhanu Murthy<sup>2</sup>*

### Abstract

An attempt has been made in this paper to understand the trend of competition for public sector banks, private banks and entire banking industry as a whole in terms of both profitability and liquidity represented by net profits and ratio of liquid assets to total assets respectively using Bodenhorn's measure of rivalry for the period ranging between 1996 to 2010. This study is different from all other previous studies about banking. While all other studies based on frontier functions or DEA all of them only assume performance in the sense of profitability. They ignore the aspects of stability and also of instability caused due to rivalry which is being measured through very powerful measure called Bodenhorn's measure of competition that is based on the concept of mobility and turnover. In this Paper, measure of mobility and turnover over the periods 1996 to 2010 are calculated and the degree of competition has been measured and compared between public sector banks and private sector banks along with banking industry as a whole including both public sector banks and private sector banks with the help of graphical representation, descriptive statistics, trend analysis and correlation. Results as per Bodenhorn's measure of rivalry depict that in case of PSBs as regards to net profits, there is a very mild but declining trend. In terms of liquidity, competition is increasing in PSBs whereas in private banks in terms of both profitability and liquidity, the trend is downward or declining. On the other hand, for entire Indian banking industry, in case of net profits; there is virtually no trend but the sign is negative although it is not statistically significant. In terms of liquidity, competition is increasing. This means that in terms of profitability, competition and rivalry is going down although the competition and rivalry is increasing in terms of liquidity indicating crunch of liquidity. Thus, the trend of competition in PSBs dominates the trend of competition in entire banking industry as against private banks where competition as regards to both profitability and liquidity is declining because of rising monopoly. Although, correlation as a measure of Trade-off is not reliable. The correlation is extremely low tending to be 'zero' which does not point out towards the trade-off between profitability and liquidity. It is not possible for any bank or banking segment to maximize both. So, it can be stated that there is trade-off between profitability and liquidity. It also provides the weak evidence of anticipated income theory. Therefore, there are mixed results in terms of the impact of policy and the measures of competition and the implications for performance. Since, performance alone cannot be taken as

<sup>1</sup> Professor, Commerce Department, SGGSCC, University of Delhi

<sup>2</sup> Professor, Delhi Technological University, & Former Dean, Faculty of Commerce and Business University of Delhi

an indicator of competition. To get a complete picture of competition, it is important to have some view which encompasses structure, conduct as well as performance.

**Key Words:** Bodenhorn's Measure of Rivalry, Mobility, Turnover, Profitability, Stability, Liquidity, Indian Banking Industry and Competition

## **Managing Complex and Dynamic Job Demands Through Regulatory Focused Job Crafting: Role of Big-Five Personality Traits**

*Sanjeet Kumar Sameer<sup>1</sup>, Prof. Pushpendra Priyadarshi<sup>2</sup>*

### **Abstract**

Intrapreneurship, a term synonymous with entrepreneurship within an organization, may be highly relevant for the growth of modern businesses, particularly during volatile, uncertain, complex and ambiguous operating environment. Because intrapreneurs use multiple innovative ways for efficiently managing increasingly complex job demands, it becomes very important to understand the underlying characteristics of these behaviours in greater detail. One of such innovative and self-initiated behaviours is known as regulatory focused job crafting, consisting of two forms - promotion and prevention focused job crafting. It is a recently developed construct. This paper aims to examine the role of big-five personality traits namely openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism in promotion and prevention focused job crafting using a cross-sectional study on 507 executives working in public sector energy companies of India. Data analysis was done using structural equation modelling. The study found significant positive relationship of conscientiousness with promotion focused job crafting. There was a non-significant relationship of openness to experience and agreeableness with both forms of job crafting. However, a positive relationship was observed between extraversion and job crafting forms. The relationship of neuroticism with prevention focused job crafting was positive and significant, while negative in case of promotion focused job crafting. Theoretical and practical implications have been discussed.

**Key words:** Innovation, Proactivity, Job Crafting, Public Sector, Intrapreneurship

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<sup>1</sup> Research Scholar, Indian Institute of Management, Lucknow

<sup>2</sup> Associate Professor, Indian Institute of Management, Lucknow

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**TECHNICAL SESSION 7:  
EMERGING ISSUES IN  
FINANCE AND ECONOMICS**

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## **Bilateral Investment Treaties and FDI Flows in BRICS: Examining the Role of Development of Source Countries**

*Dr. Niti Bhasin<sup>1</sup>, Surbhi Gupta<sup>2</sup>*

### **Abstract**

Developing and emerging economies, over the last two decades have been attracting voluminous amount of foreign investments particularly the five major emerging market economies i.e. Brazil, Russian Federation, India, China and South Africa (BRICS). Increasing FDI inflows into BRICS economies has been supplemented by the increasing number of BITs signed and enforced by these economies both with developed and developing countries. However, whether BITs are major contributors towards increasing FDI in the developing and emerging countries is still debatable keeping in mind the diverse results reported by different studies. In the light of above arguments, this study attempts to find out the determinants of bilateral FDI inflows into BRICS economies with the primary focus on the role of BITs. Using panel data regression on an extended gravity-knowledge capital model over a period of 12 years from 2001 to 2012 on a sample size of FDI inflows from 60 source countries (comprising of 31 developed and 29 developing and emerging countries) into BRICS economies we find that, contrary to our expectations, BRICS economies experience a fall in their FDI inflows from the countries with which they have BITs in force. When we segregate the results by source/ investing country, the coefficient is significant and negative for developed countries as source countries but insignificant for developing countries as source countries indicating that BITs enforced by BRICS countries with developing countries have no significant impact on FDI in BRICS. BITs have failed to fulfil their desired role in attracting more FDI inflows. BRICS nations should review their BIT programme and include high protection provisions rather than weaker standards to create a less risky investment environment for foreign investors.

**Keywords:** Bilateral Investment Treaties (Bits), Foreign Direct Investment (FDI) Inflows, BRICS Economies, Panel Data Regression.

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<sup>1</sup> Associate Professor, Department of Commerce, Delhi School of Economics, Delhi University, New Delhi, India

<sup>2</sup> Ph.D Scholar, Department of Commerce, Delhi School of Economics, Delhi University, New Delhi, India

## **Impact of Monetary Policy on Profitability and Liquidity Performance with Reference to Foreign Banks in India**

*Shobhit Sagar*<sup>1</sup>

### **Abstract**

Monetary policy concerned with changes in the supply of money. India's monetary policy is about financing of economic growth. Monetary policy is formulated by the central bank (RBI) to facilitate economic growth and to control the supply of money. Every year Reserve Bank of India changes the cash reserve ratio (CRR), statutory liquidity ratio (SLR), repo rate, reverse repo rate to control the money supply of the country. The Research paper investigates how Monetary Policies, macroeconomic variables affects bank's Profitability and Liquidity. Profitability and liquidity are two important aspect for sound performance of banks, these indicators from the perspective of shareholders and depositors are very useful shareholders are interested in the profitability level, while depositors concerned with liquidity which determines the withdrawal period by banks. At the time of financial crises, it is believed that integration of economies should be needed for sound financial system. No doubt banking sector in India have undeniable potential, which act as opportunity for foreign banks. The present study analyzes to establish relation between profitability and liquidity of foreign banks with monetary policies, which examine the Impact of macroeconomic variables on selected foreign banks in India. The study used Descriptive statistics and Regression analysis for evaluate the selected variables. The study is based on the secondary data which has been collected from annual Reports and RBI statistical Reports.

**Keywords:** - Monetary policies, Macroeconomic Variables, RBI, CRR, Foreign Banks

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<sup>1</sup> Research Scholar, Department of Accountancy & Law, Faculty of Commerce, Dayalbagh Educational Institute (Deemed University) Dayalbagh

## **Impact of Pre and Post Performance of Merger and Acquisition on Operational Efficiency and Liquidity: A Study on Selected Chemical Based Companies**

*Suruchi Satsangi*<sup>1</sup>

### **Abstract**

Mergers and acquisitions decisions are critical to the success of companies and their managers. Many companies find that the greatest way to get ahead is to increase ownership borders through mergers and acquisitions. For others, separating the public ownership of a subsidiary or commercial segment offers more benefits. At least in theory, M&A create synergies, gain economies of scale, expand operations and cut costs. The term Mergers and Acquisitions are normally interchangeably used even though together they include more than one form of deal of acquiring ownership in other companies. The Mergers means when one company joint with the other company and unites its identity to form a new company by transferring their business and undertaking including all other assets and liabilities to a new company. The Acquisition means the buying of substantial part of the assets or the securities by one company to another company and it may be friendly or unfriendly acquisition. The aim of the study is to analyze the pre and post-performance of M&A and its impact on operational efficiency and liquidity performance of selected companies. The data is collected from the secondary sources such as various websites, research paper, newspaper etc. The duration of study is considered four financial year for pre and four financial year from Mergers and Acquisitions. The base year when mergers and Acquisitions was held is considered as zero. The appropriate tools like Mean, t-Test etc. will be used to finding the results of this study.

**Keywords:** Mergers and Acquisitions, Operational Efficiency, Liquidity Performance, Chemical Based Company

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<sup>1</sup> Research Scholar, Department of Accountancy & Law, Faculty of Commerce, Dayalbagh Educational Institute (Deemed University) Dayalbagh

## Monetary Policy Transmission in Financial markets - The Case of India

*Suvojit Lahiri Chakravarty*<sup>1</sup>

### **Abstract**

The paper looks into the monetary policy transmission across different segments of the financial market in India from May 2011 to March 2018. It studies the effect of two instruments ie, policy rate and a composite index ( score) comprising of quantity instruments and policy rates on the money market, govt. securities market, foreign exchange market and the stock market using VAR analysis. The results show that monetary transmission is fairly quick in the money market and other interest rates of short maturity compared to interest rates of longer maturities.

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<sup>1</sup> Associate Professor, Aryabhatta College, University of Delhi

## **Sustainable Finance in Emerging Markets: Rational for Indian Stock Market and Decision Making for Sustainable Future**

*Neha Arora Chawla<sup>1</sup>, Dr.Pooja Chaturvedi Sharma<sup>2</sup>*

### **Abstract**

This study is committed to address the global issue of sustainability by bringing in the discussion on sustainability of earnings as a new measure of earnings. The given research work attempts to analyse the deviations in the normal profit margin by examining core and non-core components of earnings. Further, the core and non-core components of earnings have been analysed to check whether core components of earnings are superior to non-core components of earnings or not. The sustainability of earnings are also estimated on the basis of Firm-Specific Approach (Time series) and Industry-Based Approach (Cross-sectional) which is called as Intensity of Core Earnings (ICE). The data is analysed through Advanced Dynamic Panel Data Techniques. Our findings show that the Core Components of earnings are significantly higher than the non-core components of earnings. Also, ICE measures are positively related to the sustainability of earnings. Therefore, this study provides substantial evidence on the sustainability of earnings in Indian stock market with respect to financial sector which can be of immense use to Assets Management Companies, Security Analysts, Firms and Investors.

**Keywords:** Sustainability, Intensity of Core-Earnings, Transitory Earnings, Dynamic Panel, Cross-Sectional.

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<sup>1</sup> Assistant Professor, Management Department, Gitarattan International Business School, Affiliated to GGSIP University, Delhi; Research Scholar, BVIMR, Delhi.

<sup>2</sup> Assistant Professor, Management Department, Gitarattan International Business School, Affiliated to GGSIP University, Delhi

## **A Study of Pre-Merger and Post-Merger Financial Analysis: A Merger Case of Infosys & Panaya Ltd.**

*Abhay Kant*<sup>1</sup>

### **Abstracts**

In the present rapid changing monetary and economic situations, the business needs to go over with various prospect and difficulties, to deal with these business organisation accept numerous approaches mergers and acquisitions is additionally one of them. Mergers and acquisitions gives several preferences to the business concerned like mechanical, money related, aggressiveness, tax break and numerous different advantages. Information technology and Information technology enabled services sector (IT & ITeS sector) is very dynamic in nature. India has become the digital capabilities hub of the world with around 75 per cent of global digital talent present in the country. Indian IT & ITeS companies have set up over 1,000 global delivery centres in about 80 countries across the world. This paper helps in examine the financial performance as well as impact of Infosys and panaya Ltd merger and is taken as sample and 4 years pre & post-merger data were analyzed by ratio analysis and t-test in this study.

**Keywords:** Information Technology, Enabled Services, Restructuring, Financial Performance and Infosys & Panaya Ltd.

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<sup>1</sup> Research Scholar, Department of Accountancy & Law, Faculty of Commerce, Dayalbagh, Educational Institute (Deemed to be University), Dayalbagh,

## **Socially Responsible Investing - Performance Evaluation of BRICS Nations**

*Prof. Vanita Tripathi<sup>1</sup>, Amanpreet Kaur<sup>2</sup>*

### **Abstract**

Socially Responsible Investing is a catalyst towards a sustainable development. With more and more investors and the CSR policies of countries with development potential influencing corporate to align their business models with environmental, social, governance and ethical values, socially responsible Investing has been growing at a faster pace in emerging economies. In the paper we examine the performance of socially responsible indices of BRICS nations vis-a-vis respective conventional market indices using various risk adjusted measures and conditional volatility measures. We further segregate the 12 year study period to crisis and non-crisis period particular to respective country, as well as a common global financial crisis period to analyze the impact of market conditions in BRICS nations and observe the performance using dummy regression analysis. Conditional volatility of the stochastic index series is measured graphically and using ARCH-GARCH analysis. Fama Decomposition Model helps us observe that while Brazil secures a position in top rankers consistently, it is India that ranks top during crisis period. With evidence of outperformance in terms of risk return by SRI indices of BRICS countries through the overall period as well as through different market conditions, our study contributes to the positive literature on socially responsible investing. The study contributes to the conference theme of sustainable future by testing sustainable alternatives to financial decision making and redirection of resources to such efforts.

**Keywords** : Socially Responsible, Investing, Performance Evaluation, Conditional Volatility, Indices, Fama Decomposition, BRICS Crisis

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<sup>1</sup> Professor of Finance, Department of Commerce, University of Delhi

<sup>2</sup> Research Scholar, Department of Commerce, University of Delh

## **Comparative Socio Economic Analysis of India vis-a-vis BRICS as well as Selected South ASIAN Nations**

*Dr. D. D. Chaturvedi<sup>1</sup>, Saumya Chaturvedi<sup>2</sup>*

### **Abstract**

This paper aims to draw comparisons of socio-economic indicators of India with other developing as well as emerging BRICS and South Asian nations. The main springs of development in these countries are widely different even though their trajectories of growth are converging. The research made use of secondary data obtained from World Bank Database, Human Development Report and Economics Surveys. It was found that the rate at which the the BRICS nations have been narrowing down with the developed world has been breathtaking constituting 25% of the world's GDP, nearly 50% of the global population and around 20% of the global merchandise trade. India, accounting for 80 percent of GDP and population of South Asia, is growing rapidly since pro-liberalisation policies were adopted in 1991. India has a long way to go as it is still in the medium human development category with countries like China, Egypt, Indonesia and South Africa, having better overall HDI within the same category. The results of the comparative study indicate that governments are required to intervene through improved policy implementation to ensure that all citizens have the opportunity to participate and benefit from economic and social aspects.

**Keywords:** BRICS, GDP, HDI, South Asian Countries, Socio-Economic Indicators

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<sup>1</sup> Associate Professor, Sri Guru Gobind Singh College of Commerce, University of Delhi, India

<sup>2</sup> Assistant Professor, SGND Khalsa College, University of Delhi, India

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**STUDENT SESSION 1:  
CIRCULAR ECONOMY  
AND SUSTAINABLE  
DEVELOPMENT**

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## Change in the Indian Economy After Adopting Circular Economy

Divyansh Chawla<sup>1</sup>, Pragun Handa<sup>2</sup>

### Abstract

A circular economy is an economic system aimed at eliminating waste and the continual use of resources. Circular systems employ reuse, sharing, repair, refurbishment, remanufacturing and recycling to create a closed system, minimizing the use of resource input and the creation of waste, pollution and emissions. Moving towards a more circular economy could deliver benefits such as reducing pressure on the environment, improving the security of the supply of raw materials, increasing competitiveness, stimulating innovation, boosting economic growth, creating jobs.

In this Paper, we would focus on India and its steps towards adoption of a circular economy and also the importance of Waste Management. As an ever-growing population, India plays a major role in making a global impact on the environment. We are always striving for novel ways to squeeze the extended value out of forsaken objects, revamping our old T- shirts into dusters, washcloths, and mops, disposing of them only when they are too tattered to be used. As a matter of fact, the collection and recovery rate for a slew of scrap materials as also the re-use rate of goods is relatively higher than most developed countries. This puts India on the forefront to move towards a circular economy. Also we would be focusing on the industries which can adapt to the circular economy model. Like, Disposable industry, Electronics industry which is being one of the fastest growing industry of India. There is huge scope for electronic devices like smartphones, microwaves etc. which have reusable parts and high contents of recyclable metals. These devices can be designed in a way which allows them to be easily recycled and refurbished for use to lessen the burden on the mines for metals and petrochemical plants for plastics. Through this paper, we aim to achieve an answer to the very question it sets, “Change in the Indian economy by adoption of Circular Economy.” We hope to understand the potential of the Indian economy to adopt various methods of circular economy, to understand the sectors which can help India to impact and adopt a greener healthier economy which help changing the world over.

**Keywords:** Waste Management, Greener Nation, Electronic & Disposable Sector, Employment Generation

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<sup>1</sup> Sri Guru Gobind Singh College of commerce, University of Delhi

<sup>2</sup> Sri Guru Gobind Singh College of commerce, University of Delhi

## Circular Economy in the Indian Context

*Mehak sehra<sup>1</sup>*

### **Abstract**

"Everything is an input to everything else."

India is passing by a period of severe natural resource depletion. Our current linear socio-economic system of “take-make-dispose” is one of the major reasons. Eco-Industrial initiatives, which turn the waste at one point in a value chain into inputs at another point, are attracting huge interests in sustainability of industrial systems. Circular Economy is conceptualized as a solution to series of challenges such as waste generation, resource scarcity, and sustainable economic growth. The main objectives of this work are to provide a comprehensive review of research efforts encompassing three sectors in India - Electronics and High-Tech sector and Agriculture, Food and Beverages sector, to explore the models of circular economy in these sectors, their applications, and the arising opportunities in context of these three aspects. Also, embracing the life-cycle thinking approach in order to understand the social value of a product. The study further talks about the success factors for adoption of circular economy in India.

**Keywords** - Sustainable Economic Growth, Resource Scarcity, Waste Generation, Eco Industrial Initiatives.

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<sup>1</sup>University of Delhi

## **Analyzing the Favourable Conditions and Factors Responsible for the Spread of Fall Armyworm (FAW) and Quantifying the Collected Data to Predict and Prevent its Future Attack**

*Raghav Punj<sup>1</sup>, Gorisha Puri<sup>2</sup>*

### **Abstract**

In India, agriculture is the backbone for the Indian Economy as the commitment of agribusiness in the national income in India is the maximum. The Fall Armyworm (FAW), or *Spodoptera frugiperda*, an insect that is native to tropical and subtropical regions of the America. It primarily affects maize, but rice, sorghum, cotton, and some vegetables are also affected by it. If left unchecked or unmanaged, FAW could threaten food security, causing significant economic loss. In this paper, addressing the current challenges, we propose to do calculation and comprehensive analysis of the data collected on the conditions that accelerated the spread of fall armyworm (FAW) Attack. We will be studying and analyzing factors like crop selection, topography, appetite, host plants, environmental conditions and common climatic conditions. We will also look into factors like food and seed trades between the neighboring regions, and other possible factors, between India and other recent outbursts of the pest that attracted the invasive species from its origin. To further review the similarities or contrasts and develop the pattern followed by its spread. The analyzed data will be used to predict its pre-scripted route, its future target, which is not only crops but also regions and a shred of conclusive evidence on the dubious fact that has not been proven yet. The research aims at a predictive analysis of the problem that encompass data mining, predictive modelling and some machine learning techniques of the historic and current data. The study will acknowledge the current measures taken and will suggest the improvements required to eradicate this swiftly multiplying pest.

**Keywords:** *Spodoptera Frugiperda*, Invasive Species, Predictive Analysis, Data Mining, Predictive Modelling

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<sup>1</sup> Sri Guru Gobind Singh College of Commerce, University of Delhi

<sup>2</sup> Sri Guru Gobind Singh College of Commerce, University of Delhi

## National Sustainable Issues

Mandeep kaur<sup>1</sup>

### Abstract

#### Background:-

Sustainable Development is a multidimensional concept which includes, “ development should meet the needs of the present without compromising the ability of future generations to meet their own needs.” To implement this concept globally as well as to resolve the challenges in adopting this practice the Sustainable Development Goals were adopted by all United Nation members in 2015. There are 17 Sustainable development goals also known as “Global Goals” designed to *leave no one behind* by eradicating poverty and inequality, good health and well being ( material, social or psychological ) , gender equality , access to quality education , clean drinking water , sanitation with decent growth. Today under Agenda 2030 we try to achieve these goals universally.

#### Purpose:-

This paper highlights the current position of India on this glorious path of sustainable development and its policies to achieve these goals. Although India is a developing country growing at the annual growth rate of 7.7% and stands at 3<sup>rd</sup> position in terms of GDP calculated on PPP basis but it holds 112 position in sustainable development index 2018. The pioneer institute of India, NITI AAYOG, has framed policies to implement SDGs in different states of India, measure their performance as well as guide them regarding how to improve. The Ministry of Statistics and Program Implementation has set certain qualitative parameters for SDGs and ranked the states accordingly. Kerala , Tamil Nadu and Maharashtra hold the top position whereas Bihar and Uttar Pradesh are considered to be the least performers. The government of India is committed to achieving SDGs and gave a slogan “sab ka saath, sab ka vikas.”This study intends to examine the current progress of India with respect to the first SDGs.

#### Design and Method:-

This is a qualitative and conceptual paper where we try to explain how some states are showing remarkable progress in terms of SDGs while why some states are lacking. The study uses statistical data and graphics. Comparisons with other countries will also be undertaken to understand the reasons behind their success. This paper will attempt to see what policies are being implemented by the government to make India walk on the path of more prosperity and sustainable growth for future generations. In conclusion, the critical role of progressive institutions in achieving sustainable development world-wide will be examined.

**Keywords:** Agenda 2030, Sdgs, Progressive Institutions

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<sup>1</sup> Sri Guru Gobind Singh college of commerce, University of Delhi

## Ensuring a Sustainable Future: Sustainable Energy Technology

*Abhyuday Singhal<sup>1</sup>*

### **Abstract**

In order to keep the planet in a form and manner that is not only conducive to us but also to future generations, the question of sustainability has taken center stage. To break the shackles of Industrial Revolution, we now need a blend of technology and innovation aimed at meeting the everyday needs of the common home owner. To ensure the same, we need to quickly leverage inventions (and innovations in) of devices which can harness the power of renewable resources and aim to reduce our dependence on fossil fuels as far as possible. Although we are witnessing a growing trend of consumption of renewable energies, however, oil, coal and natural gas still make up for more than 80 percent of the energy, outstripping the efforts made towards the advancement of cleaner energy.<sup>1</sup> Widespread adoption of clean, easy to use and ecofriendly technologies will bring along economies of scale and reduced cost. This would be of critical importance for not only promotion of research and production but also adoption of these technologies by the masses. Hence, in this research paper, I will lay emphasis on the merits of sustainable technologies in the housing sector and try to answer the following questions – How can we adopt certain materials and technologies to store solar energy to meet lighting requirements at night? What is the viability of using run-off water to make the walls cooler in summers and installing electric window planes for adjusting the amount of sunlight reflected according to the seasons? What would be the economic implications of the above?

**Keywords:** Fossil Fuels, Renewable Energy, Sustainable Technologies, Housing Sector, Economic Viability

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<sup>1</sup>Hindu college, University of Delhi

## Is There Any Need to Pamper Nature? A Way of Creating New Lives and Generating Green Spaces in Environment...

Manav Bhalla<sup>1</sup>, Mandeep Kaur<sup>2</sup>

### Abstract

The use of technology along with the study of ecology enables us to monitor the impact of ecological imbalance in the environment. In order to combat this imbalance, we have come with an android application which will educate masses and encourage an individual to take a step towards environment. The main objective of this android application is to plant trees and contribute our time and assets to grow the oxygen levels in the air and expand the other environmental resources. The application deems with an interface which will motivate the user to gift a tree to the circle of people and plant a tree with a tag mark of their own name. Internet of Things technology along with the tools of data science, machine learning and cloud computing the entire database of number of trees planted would be tracked and managed. Through this application an effective step of afforestation will be achieved and the environmental imbalance would be curbing to a great extent. The successful implementation of this application would improve the quality of air and combat various environment imbalance.

**Keywords:** Ecological Imbalance, Scikit-Learn, Numpy, Pandas, Tensorflow, Keras, Sustainable, Internet of Things (Iot), Artificial Intelligence (AI)

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<sup>1</sup> Lovely professional University

<sup>2</sup> Sri Guru Gobind Singh college of commerce, University of Delhi

## **Circular Economy Business Models and Sustainability- An Exploratory Study**

Svetlana Sehgal<sup>1</sup>

### **Abstract**

“You know what the issue is with this world? Everyone wants a magical solution to their problem, and everyone refuses to believe in magic.” (*Alice in Wonderland*)

Industrial production, business and entrepreneurship have been for long, the centre stage for world growth, that is purely economic. The ideas of sustainability, conscious recycling and social entrepreneurship are extensively talked about but rarely acted upon, especially by major economic agents of the world.

More than 137.7 million tonnes of Municipal Solid Waste is landfilled in the United States every year. Are such figures attributable to the lack of initiative by most players of the world economy and a common perception, that the resources aren't going to end, just yet?

This paper attempts to build upon the foundational theories of environmental stewardship and a feeling of conscience that all business models in the 21<sup>st</sup> Century must carry. It seeks to delve into the idea of circular economy business models, their presence in India and abroad and identifies them as a key feature of modernised economies that are environmentally relevant and responsible. The paper recognizes the importance of entrepreneurial ecosystems and social entrepreneurship in conducting effective business in today's era and getting a step closer to the achievement of the Sustainable Development Goals (SDGs) of the United Nations'. It also tries to explore the scope of industries, especially in India, where circular economy, reuse practices and waste management could be most effectively used. The paper, by way of this, also celebrates certain management practices and new age entrepreneurial ideas that could be a part of mainstream business and economics to ensure sustainability in the longer run.

**Keywords:** Circular Economy; Sustainability; Environmental Stewardship; Social Entrepreneurship, ESG Investing

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<sup>1</sup>Sri Ram College of Commerce

## **A Study on Socio Economic Effect of Scrapping Article 370 in Jammu and Kashmir**

*Nikunj Gupta<sup>1</sup>, Dr. Arpita Baijal<sup>2</sup>*

### **Abstract**

Jammu and Kashmir with its diversified and varied geographical, agro-climate and topographic features constitute unique and queer problems of development. The revocation of Article 370 was done on August 5, 2019 as old arrangements in Jammu and Kashmir encouraged corruption, nepotism but there was injustice when it came to rights of women, children, dalits and tribal communities. Scrapping of Article 370 is a generation's memorable event and it is going to be one of the political events of our time. Its impact will be felt by every citizen of Jammu and Kashmir. Scrapping of Article 370 effects J&K socially as well as economically. This study is done with the motive to analyze that scrapping of Article 370 can lead to a sustainable development and moreover what are the people's perception to this on the way of sustainable development and the challenges that were faced earlier in the sustainability and if these challenges still exist or are reduced with the scrapping of Article 370 to ensure a sustainable future. According to the survey that is conducted by the researcher, it is analyzed that public has a positive view regarding scrapping of Article 370 and this will lead a sustainable future.

**Keywords :** Economy, Modi Government, Government of India, Social, Article 370, Sustainable Development.

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<sup>1</sup> Student, ASMSOC, NMIMS, Mumbai

<sup>2</sup> Assistant Professor, ASMSOC, NMIMS, Mumbai

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**STUDENT SESSION 2 :**  
**INNOVATION**  
**MANAGEMENT PRACTICES**  
**AND ENTREPRENEURSHIP**

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## **Green Entrepreneurship: An Emerging Trend Towards Sustainable Growth**

*Chesta Jindal<sup>1</sup>, Gourav Aggarwal<sup>2</sup>*

### **Abstract**

Green entrepreneurship is a recent concept that focuses on solving environmental problems through the use of entrepreneurial ideas or finding innovative ways to bring existing solutions to market through green products, green processes or green business ideas. In the wake of increasing interest in the development of the „green“ economy, green entrepreneurship has become a dynamic field of research in the last few decades. Green entrepreneurship is often used interchangeably with social entrepreneurship and sustainable entrepreneurship. Across the world, entrepreneurs are investing loads of cash, talent and technology in starting green businesses. It can be described as a common point of two different types of entrepreneurship – Social & Sustainable Entrepreneurship. To address green entrepreneurs another term has been coined called Ecopreneurs i.e. Entrepreneurs engaged in business activities that solve environmental problems or operate sustainably. Due to the limited availability of natural resources and their over-exploitation, a concern has been raised towards ensuring sustainable growth for long term and Ecopreneurs (Green entrepreneurs) have been seen as a viable solution towards awakening of responsibility towards environmental protection.

**Key Words:** Green Entrepreneurship, Sustainable Development, Green Innovations, Ecopreneurs, Green Economy, Social Entrepreneurship

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<sup>1</sup> University of Delhi

<sup>2</sup> University of Delhi

## Scope of Entrepreneurship in Ensuring a Sustainable Future

*Harneet Singh<sup>1</sup>, Simran Kaur<sup>2</sup>*

### **Abstract**

With the ever-flourishing economies and insatiable greed of mankind, there is a vital need to draw a line between consumer demand and the world needs. The doctrine of sustainable development provides an intergenerational solution to facilitate our progress today without sabotaging the opportunities of tomorrow. We begin by expressing the invaluable asset of entrepreneurship and their role in attaining the sustainable development paradigm by focusing on the disparities of economic growth, and harmonize social, economic, human and environment welfare across the globe. An analysis of a holistic approach necessary to instil the desideratum of addressing the sustainability issues in the minds of budding innovators and leaders in multifarious sectors of the economy, constitutes a major part of this research. Other aspects of the study focus upon the multidisciplinary facets of sustainable development as per the UN Sustainable Development Goals, including Green Entrepreneurship which creates a social conscience amongst the various stakeholders in the economy and the scope of female entrepreneurship is analysed in overcoming the disparities in the business sector by empowering women. The urgency is highlighted for the entrepreneurs to take charge and assume the stewardship function of business, in alliance with government authorities, both local and foreign, and create a thriving entrepreneurial ecosystem where emerging businesses can collaborate with established companies to benefit from each other's resources and engage in sustainable procedures. The all-encompassing nature of Sustainable Development and the firm resolution it demands, inter alia, the challenges faced on the way to realize a buoyant future. The conflated global issues of food crisis, lack of financial resources, government conflicts, hostility and discord among nations and other obstacles have been explored in detail in this study. Discovering and examining pertinent solutions along with opportunities to achieve the mission of personal and global prosperity concludes our study.

**Keywords:** Stewardship Function, Holistic Approach, Social Conscience, Stakeholders, Global Crisis, Entrepreneurship

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<sup>1</sup> Sri Guru Gobind Singh College of Commerce, University of Delhi

<sup>2</sup> Sri Guru Gobind Singh College of Commerce, University of Delhi

## Green Entrepreneurship Inclination Among Generation Z

*Jasneet Kaur Anand<sup>1</sup>*

### **Abstract**

Entrepreneurship has become a common buzzword. Green Entrepreneurship reflects one of the major drivers for the green economy. This paper states that due to the sustainable development issue, the concept of green entrepreneurship is gaining significant momentum. This study investigates the inclination towards green entrepreneurship among business students who represent the Generation Z cohort. Specifically, it aims to examine the effects of sustainable orientation, sustainable education, and general self-efficacy on green entrepreneurship inclination. The study constructs a learning process of entrepreneurship, which should not only confine just to the classroom discussions, but the interaction with today's dynamic business environment is vital because of „critical entrepreneurial skills can only be developed and refined if they are being practiced.“ The primary emphasis of the study is on the incidence of green ideas among the university students of Gen Z with a sustainable approach and to what extent does inclination is marked in Gen Z entrepreneurship. The study also aims at how strategies may be applied to counter the effects of dynamic business with a sustainable approach. This study revealed the most popular themes in entrepreneurship, which revolve around micro-level factors, including opportunity recognition, motivation, financing, and performance. To identify the highlights, the emphasis is on the importance of entrepreneurship to country, society as well as individual development and to examine the effects of sustainability orientation, sustainability education, and self-efficacy on green entrepreneurship inclination among Gen Z. The study aims to the primary strategies for educators and policymakers in formulating curriculum and policies that are aligned with the go-green avowal.

**Keywords** :-Green Entrepreneurship, Generation Z, Green Economy, Entrepreneurial Inclination, Sustainable Development.

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<sup>1</sup> Department Of Commerce, Mata Sundri College For Women, Delhi University

## **Reviewing the Role of Entrepreneurship in Currently Emerging Start-ups in Indian Context: Case of Organic Farming and Health Sector**

*Nupur Goel<sup>1</sup>, Vidhu Bansal<sup>2</sup>*

### **Abstract**

Year 2014 marked the beginning of the revolutionary movement „Make in India“. It has projected India on the trajectory of growth with the main protagonists as the indigenous start-ups. The past five years has been a great boom in the start-up market in almost every field like agriculture, organic food, fashion, electronics, etc. These business type mostly employ online platform for sales activity and have attractive marketing strategies. Among all the business types, Organic Farming and Health start-ups are majorly unaddressed. Taking the case of organic farming, then it can be said that a display of great entrepreneurial strategy, innovation factor, and risk-taking ability had helped in overcoming initial difficulties. Though they have used the concept of „Digital Agriculture“ but due to following three reasons proper functioning is often hindered. Firstly, a multipronged approach encompassing documentation and policy procedure making it a strenuous task for illiterate farmers. Secondly, it is incomprehensible for both organic farmers and consumers, when it comes to understanding the nitty-gritty of technological processes. Thirdly, there is lack of coordination between the mentors and producers in „Krishi Vigyan Kendras“ (the major agriculture extension network in India which has strengthened its „Knowledge Network“ using „digital-agriculture“). On the other hand in health start-up sector, using of technology based sources such as (DocsApp, mfine) are proving to be beneficial -for both consumers and producers. Here, the issue is „lack of personal consultation“ and „improper management techniques“ which has proved to be a major set-back factor in the market. Hence, the present paper would focus on investigating these two categories of emerging start-ups in India with respect to aforementioned issues, probe the challenges experienced by both producers and consumers in this market, and try to give the solutions to streamline this process.

**Keywords:** Indigenous Start-Ups, Start-Ups In India, Digitalagriculture, Organic Farming, Health Start-Up

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<sup>1</sup> Sri Guru Gobind Singh College of Commerce, University of Delhi

<sup>2</sup> Assistant Professor (Central University of Rajasthan), Doctoral Candidate (IIT Kharagpur), MURP (IIT Roorkee), B.Arch. (AMU)

## **An Investigative Analysis of Sustainable Green Supply Chain Management Practices in Manufacturing Organization**

*Apurva Diwan<sup>1</sup>, Ikshek Misri<sup>2</sup>*

### **Abstract**

Sustainability is a global goal which focuses on different areas:-Protection of Environment, changes in climate, social inequality, human rights, and poverty. Most of the industries are knowing all the level of environmental, social, and economic impact and viability of the vendors and customers which is becoming increasingly common as all industries move towards a more sustainable future Government pressures are unlikely to be the driver of this change, but you're already seeing corporate pressures on suppliers and vendors. Supply Chain And Operations Management is the challenging field which faces new challenges in day to day life. Some implementations have also performed at an organizational level as well as in the global level of a particular company. Here we are trying to know that unique challenges which were happened earlier and trying to know that how they overcome with that challenges whether in organizational level as well as in global level. Supply Chain and Operations Management (SCOM) plays a vitalrole in the organizations. Supply chain and operation management is an exciting and dynamic field in any of the organization. It is with full of challenges and gaining new experiences. There are full of scope to improve in the field of Supply Chain Management. The organization exists inthe competitive world. depends on the Supply Chain and Operations Management of an organization. The purpose is that every year or time to time there are the changes in practices of Sustainable activities trends. To have an investigation in the field how much efficient the industries have become and to know further future trends in sustainable practices. In this research paper, it is been described the Green supply chain management practices are performed in different manufacturing organizations and to know the changes in the practices of Supply Chain management of last few years performance changes.

**Keywords:** Investigation, Sustainability, Supply Chain and Operations Management(SCOM), Trends, Organization.

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<sup>1</sup> Post graduate scholar, Christ University

<sup>2</sup> Post graduate scholar, Christ University

## **Jio – A Gameplan That Changed the Face of Indian Telecom**

*Harsifat Kaur<sup>1</sup>, Harsifat Kaur Arneja<sup>2</sup>, Gunika Bhardwaj<sup>3</sup>*

### **Abstract**

Innovation in management practices is aimed to create, recognize, enhance and contrive new constructive ideas that discourse perceived threats and exploit imminent opportunities of the future. A management innovation can be defined as a repudiation from traditional or customary organizational principles, procedures and forms and adopting unconventional practices that significantly alters the way the work of management is performed. There subsists credence to the claim that innovation in management practices can create a potent and long lasting advantage and produce a dramatic shift in the competitive position.

The present paper provides a broad and multifaceted review of the different types of innovative management practices that are predominant in companies engaged in the Indian Telecommunication sector. Taking the case of Reliance Jio, an industry that managed to completely subvert its competitors and acquire a majority share in the market for themselves in just a matter of 2-3 years. They understood the market better than the competitors and established a pertinent game plan, because of which they also managed to acquire more than 50 million subscribers in just 82 days.

With the help of data, analysis will be done to show how the reign of Vodafone, Idea and Airtel terminated and how Reliance Jio superseded them. The findings exhibit that they targeted the unmarked market segment to capture a substantial market share which gave them a remarkable edge and an enormous clientele. They brought innovation in their practices and managed to not only enter a completely saturated market of telecom sector in India but also dislodge the competition to a point where they are finding it hard to even sustain.

**Keywords:** Innovation, Strategy, Telecom, Jio,

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<sup>1</sup> Sri Guru Gobind Singh College of Commerce, University of Delhi

<sup>2</sup> Sri Guru Gobind Singh College of Commerce, University of Delhi

<sup>3</sup> Sri Guru Gobind Singh College of Commerce, University of Delhi

## **Managing Collaborative Organizational Approaches in Knowledge Economy**

*Aarohi Kaur Nayyar<sup>1</sup>*

### **Abstract**

This paper puts forth the role of managing collaborative organizations in knowledge economy. A knowledge economy is defined as products and services based on knowledge intensive activities that contribute to an accelerated pace of technical and scientific advances. In a collaborative setup employees are interconnected and interdependent on one another and decision making power is decentralized to stakeholders. The central theme of paper is how innovation in various management practices can help in sustainable knowledge economy. The research paper is based on a real case study of Ireland- how it adopted knowledge economy practices which lead to transformation into collaborative organizations. On similar lines, the practices can also be incorporated in Indian management ecosystem. To conclude, nations must invest in their knowledge economy through innovations in management practices which will be a key driver for efficient and optimum utilization of resources.

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<sup>1</sup> University of Delhi

## Leadership Through our Ancestors- A Student's Perspective

Harshit Munjal<sup>1</sup>, Shubham Jha<sup>2</sup>

### Abstract

Leadership is not a position or a title, It is an action and an example. Is it just a coincidence that the contemporary innovative leaderships styles and techniques which we know of today are just a reflection of the teachings of our gods and gurus or is it more than just a mere coincidence ? How can Peter Drucker's definition of an effective leader coincide with Chanakya's definition of an "Amatya" with such perfection ? In this paper we try to understand how the present day leadership is not only a reflection of the teaching of lord Krishna or guru Chanakya but we also spill some light on how these ancient teachings have evolved over the period of time and have taken the shape of present leadership theories. The paper analyzes and compares the contemporary leadership situations and solutions and compares them to the teachings of lord Krishna which allowed the Pandavas to win the battle of Kurukshetra and emerge as great leaders. Leadership as an aspect of Management is said to be an art which has evolved for thousands of years, let's together study the unparalleled leadership of lord Krishna and the journey that follows.

**Keywords:** Management, Teachings, Contemporary, Ancient

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<sup>1</sup> Sri Guru Gobind Singh College of Commerce, University of Delhi

<sup>2</sup> Sri Guru Gobind Singh College of Commerce, University of Delhi

## **A Conceptual Study of Human Resource Development & HR Practices: Means to accomplish Sustainable HRM Goals**

*Vibhanshu<sup>1</sup>*

### **Abstract**

**“To win the marketplace, you must first win the workplace”**

- Doug Conant”

The ever changing business environment has led to the new challenges to modern business world in order to operate in the dynamic business environment. To cope up with these challenges, corporates are required to call for sustainability. Obviously, sustainability ensures minimum wastage of every resources and reduction in cost of production and as a result of which a specific company enjoys competitive advantage over another one. In the present scenario of challenging and competitive business world, the relevant area where sustainability requires is „Human Resource Management“. Various strategies and plans need to be implemented in order to achieve the target of “sustainable HRM” and the strategy implementation cannot be done by physical resources such as technology, machines & materials. It is the people who can craft strategies and execute the effectively. Therefore the optimum utilisation and development of human resources is necessary to achieve sustainable goals. The objective of this research paper is to frame the suitable HR practices and stimulate the HR professionals to adopt these practices in order to achieve the sustainable HRM goals. Effort has been made to clearly depict the superiority of HRD over HRM to ensure corporate Sustainability.

**Keywords:** Sustainable HRM, Human Resource Development, HR Practices

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<sup>1</sup> Masters in Commerce, Department of Commerce, University of Delhi

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