



M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

**(College affiliated to University of Madras & Re-Accredited at 'A++' Grade by NAAC)
Chennai – 600 034 , India.**



PROCEEDINGS OF THE INTERNATIONAL SUSTAINABLE COMMERCE SUMMIT

SPAR 2025

**SUSTAINABILITY, POLICY MAKING,
ACCOUNTABILITY & RESPONSIBILITY**

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MESSAGE FROM THE CHIEF EDITOR



Dr. ARCHNA PRASAD

PRINCIPAL

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

With the growing significance of responsible business practices and environmental well-being, the Department of Commerce of M.O.P. Vaishnav College for Women has fittingly organised the International Summit on Sustainable Commerce – SPAR 2025, that delves into the core themes of Sustainability, Policy Making, Accountability & Responsibility.

As an educator, I strongly believe that accountability and responsibility in our actions are the foundation of change. In an era where economic growth must align with social well-being, understanding the principles of sustainability is no longer optional — it is imperative. This International Summit will bring together engaging discussions, insightful ideas and strong recommendations to give us a deeper understanding of sustainable commerce.

I congratulate all the delegates of this summit whose papers have been selected to be published as part of the proceedings of the conference. The proceedings would serve as a guide for students, academicians, entrepreneurs and industry practitioners to integrate sustainability into business. The papers published in the proceedings present insightful discussions on eco-friendly business strategies, responsible supply chain management, and the role of technology in driving sustainable innovation. More importantly, it highlights the ethical responsibility of businesses to contribute positively to society while ensuring long-term profitability.

I commend the authors for turning their attention to this important subject and for contributing to this resource that aims to shape the thinking on sustainable business practices. I also congratulate the Department of Commerce for putting together SPAR 2025. I wish them all success in their endeavour to become catalysts for a greener and more sustainable world.

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A STUDY ON DIGITAL MARKETING AND IT'S IMPACTS

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ABSTRACT

The purpose of this review paper is to study the impact of digital marketing and how important it is for both consumers and marketers. This paper begins with an introduction of digital marketing and then it highlights the mediums of digital marketing, the difference between traditional and digital marketing, and the pros, cons, and importance of digital marketing in today's era. The world is shifting from analog to digital and marketing is no exception. As technology development is increasing, the use of digital marketing, social media marketing, search engine marketing is also increasing. Internet users are increasing rapidly and digital marketing has profited the most because it mainly depends on the internet. Consumer's buying behavior is changing and they are more inclined towards digital marketing rather than traditional marketing.

Keywords—*Digital Marketing, Internet, Online Advertising, Internet Marketing*

**A STUDY ON THE RELATIONSHIP BETWEEN FINANCIAL LITERACY AND INVESTMENT
PLANNING AMONG STUDENTS' COMMUNITY**

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ABSTRACT

With the growing importance of Financial Literacy and Investment Planning, especially for the younger generation, it is important for them to manage their finances. This study highlights the relationship between Financial Literacy and Investment Planning and the ways in which AI financial education impact the student's potential to identify their financial goals and evaluate risk tolerance. By correlating students who have

participated and not participated in financial educational programs, the research highlights the importance of financial literacy in improving financial decision-making and investment planning. The study provides suggestions for educational institutions to promote financial literacy and investment planning, also provides possibilities of enhancing the financial literacy through AI based application/programs.

Keywords: *Financial Literacy, Investment Planning, Risk Perception, AI*

**INFLUENCE OF CIRCULAR ECONOMY ON SUSTAINABLE CONSUMER BEHAVIOUR IN
FIREWORK PRODUCTS**

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ABSTRACT

The case study aims to investigate the existing circular economy practiced in fireworks industries and to promote sustainable consumer behaviour through economic incentives and collective identity influenced by circular economy. 11 fireworks industries were selected for the study from Sivakasi, Tamil Nadu. A self-rated questionnaire was developed and the observations were recorded. The findings of the study show the existing circular economy practices such as recycling raw materials (46%), usage of renewable energy (64%), proper waste disposal (91%) and involving in cleanup activities after fireworks display (91%) inside fireworks industry. Through the study, the possible ways influenced by circular economy are suggestions to encourage sustainable consumer behaviour. The study highlights the role of self-belief and social identities as a part of social and cultural aspects of celebrations and that they demand methods to enhance sustainable consumer behaviour through environmentally friendly products. This study aligns with the sustainable development goal number 12 that addresses “Responsible Consumption and Production”. The study is recommended for any funded projects to mitigate environmental degradation by encouraging sustainable consumer behaviour.

Key Words: *Circular Economy, Sustainable Consumer Behaviour, Self-Belief, Social Identity, Economic Incentives*

**A STUDY ON THE ROLE OF INFLUENCER MARKETING IN CONSUMER BEHAVIOR WITH
REFERENCE TO CHENNAI CITY**

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ABSTRACT

Social media's growth has altered how people buy and sell. Customers can share their experiences with businesses and products with their friends by leaving comments on social media sites like Facebook, Twitter, and YouTube. Because of this, businesses are increasingly required to provide pleasant customer experiences in order to reduce the amount of negative brand image, that may easily spread to other potential customers via social media platforms. Because traditional advertising no longer has the same effect on consumers, firms are turning to influencer marketing, a relatively new trend in advertising. Influencer marketing is a sort of marketing technique where a brand's goods or services are promoted by working with people who have a sizable social media following. The study has used a descriptive approach, with a sample size of 100 consumers from Chennai City. Statistical tools such as Chi square test, One way ANOVA analysis, Descriptive analysis. has been used. In conclusion, this research paper provides insights about the role and impact of Influencer marketing in Consumer Behavior and purchasing decision making process.

Keywords: *Influencer marketing, Consumer Behaviour, Social Media, Influencers, Decision making process.*

AN INTERVENTIONAL STUDY ON THE AWARENESS OF SUSTAINABLE PRODUCTS

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ABSTRACT

With the increasing stress on available resources, businesses have started to shift their focus towards sustainable alternatives. For this initiative to gain momentum, the consumers' awareness of such green options has to

become widely prevalent. A pre and post study in this regard helps in identifying the constructs of awareness that can bring about this transformation towards eco-friendly products, while substantiating the same with the help of a control and treatment group. Analog Advertisements, Environmental Concern, Social Media Campaigns and Brand Influence are the key constructs delved into in the present study.

Key words: *Environmental Concern, Brand Influence, Intervention, Circular Economy*

GREEN INVESTMENT CANISTER REVIVING ECOLOGY

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ABSTRACT

A transition to clean energy is about making an investment in our future. - Gloria Reuben The green carpet is the greatest way to save the current greasing economy. Every nation is framing green vision as a strategy to cope with economic consequences. Green investment is a catalyst for ecological revival edging environmental degradation and climate change. This article explores the supporting role of green investment as a mode of securing sustainable environmental processes, a blueprint promoting biodiversity restoration, and the adoption to renewable energy for ecosystem rehabilitation. The study focuses on green investment venues offered by the company for igniting the ecology and standardizing the environment to a zero carbon zone. A sustainable future promises equilibrium of the economy to cope with climate changes, environmental protection, and inclusive growth. Green investment focuses on the development of renewable energy (RE) as a means of adopting energy-efficient technology. Green investment is a highest-yielding initiative that could be tapped. For the study primary data were collected from 100 respondents and the inference was coined using statistical tools. Secondary data were used to comprehend the relevance of green investment as a positive edge to reduce pollution and global warming.

Keywords: *Green investment, sustainability, investment pattern and ecology revival*

**LIGHTS AND SHADOWS OF TAMIL NADU'S ROADMAP TO RESIDENTIAL SOLAR POWER
REVOLUTION - A CASE STUDY APPROACH**

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ABSTRACT

Tamil Nadu has emerged as a significant player in India's solar energy sector, ranking fourth in total solar power production. Despite the state's commendable progress, several challenges persist in mainstreaming residential solar power, including policy inconsistencies, high initial costs, and low awareness among consumers. This study critically examines Tamil Nadu's roadmap to residential solar power adoption by analyzing current adoption rates, government policies, and comparative case studies from both Indian states and global solar leaders. Using a mixed-method approach, this research draws insights from government reports, academic studies, industry publications, and media sources to assess the impact of policies and incentives on solar adoption. Furthermore, this paper explores the effectiveness of existing schemes of central and state and highlights key obstacles to their widespread implementation. A comparative analysis of best practices from leading Indian states and global pioneers in solar energy is conducted to provide strategic recommendations for policy improvements. The findings aim to enhance Tamil Nadu's approach to solar energy adoption and offer policy solutions that can accelerate its transition towards a sustainable and solar-powered future.

Keywords: *Solar energy, Solar Adoption, Net feed in, Residential Solar Power, Solar Policies and subsidies, Sustainability, Renewable energy, Solar Powered future*

**A COMPREHENSIVE STUDY ON THE ROLE OF EQUITY LINKED SAVINGS SCHEME (ELSS)
FUNDS IN WEALTH CREATION – LONGITUDINAL ANALYSIS ON TAX SAVING INVESTMENT
IN INDIA**

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ABSTRACT

In growing scenario of Indian financial market and the gaining prominence of mutual funds as a capital allocation method, Equity Linked Saving Schemes (ELSS) mutual funds tend to be an essential key factor in fostering retail participation in the equity market. Considering their capacity to offer high return, these funds are comprehensively utilized by both new and seasonal investors to balance risk and reward. This research paper evaluates the performance using secondary data. The study analyzed 10 ELSS fund over 10-year period, concentrating on key metrics such as return, expense ratio, fund age and AUM and risk factors like alpha and beta. The analytical tools were used to measure the relationship among the variables.

The study highlights to the contribution of growing body of literature on mutual funds' performance aiding investors and policy makers in informed decision making.

Keywords: *ELSS fund, capital allocation, expense ratio, fund return and Asset Under Management (AUM).*

CONSUMER ATTITUDE TOWARDS NEUROMARKETING

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ABSTRACT

The emergence of Neuromarketing has been a game-changer in the field of Marketing. Reading consumer minds to understand their perception makes marketing strategy more effective. Neuromarketing uses various techniques to measure how the human brain reacts while purchasing a product. In this study, we analysed the consumer attitude towards neuromarketing. Used questionnaire method to collect data. Study revealed that consumers have positive attitude towards neuromarketing and are ready for neuromarketing research if marketers use the information in the right way.

Key words: *Neuromarketing, consumer attitude, purchase decision.*

BENEFITS OF WOMEN ENTREPRENEURS BY CENTRAL GOVERNMENT SCHEMES

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ABSTRACT

This paper examines the significant positive impact of central government schemes designed to support women entrepreneurs in India, highlighting how these initiatives provide crucial financial assistance, skill development opportunities, market access, and mentorship, thereby empowering women to establish and grow successful businesses, contributing to economic growth and social development while bridging the gender gap in entrepreneurship.

Keywords: *Women entrepreneurs, Financial Assistance, Mentorship*

**GLOBAL TRANSITION FROM FOSSIL FUELS: TRENDS, RESERVES, POLICIES,
CHALLENGES, AND NET-ZERO COMMITMENTS- AN DILIGENT STUDY**

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ABSTRACT

Fossil fuels—comprising coal, oil, and natural gas have long served as the backbone of global energy, fuelling industries, transportation, and power generation. Despite increasing investments in renewable energy, they still contribute approximately 77% of the world’s energy mix in 2024. While developed countries are advancing toward cleaner energy sources, emerging economies like China and India remain heavily dependent on coal to sustain energy security and economic growth. Meanwhile, the Middle East continues to rely on oil and gas exports, whereas Europe and North America are transitioning toward natural gas and expanding renewable energy adoption. Several factors contribute to the continued reliance on fossil fuels, including energy security concerns, high infrastructure costs, and geopolitical uncertainties. Government initiatives, such as carbon pricing, green hydrogen development, and widespread adoption of electric vehicles (EVs), play a crucial role in shaping the future energy landscape.

As the world pushes toward net-zero emissions by 2050, fossil fuel consumption is projected to decline significantly. However, achieving this transition necessitates a balanced approach that ensures economic stability, energy security, and sustainable development. Addressing the intricate interplay between economic, political, and technological factors is essential to facilitating a smooth energy shift. India's path to sustainable development is shaped by the challenge of balancing energy security, industrial expansion, and environmental commitments.

This paper provides insights of global fossil fuel consumption patterns, regional policies, economic implications, and major challenges in transitioning to sustainable alternatives.

Keywords: *Global Fossil Fuel Subsidy Reform (FFSR), Paris Agreement (PA), Net-Zero Emissions (NZE) Commitments, Renewable Energy Certificates (RECs), Carbon Capture & Storage (CCS), Global Fossil Fuel Subsidy Reform (FFSR) and International Renewable Energy Agency (IRENA) Initiatives.*

THE IMPACT OF GREEN INTELLECTUAL CAPITAL, ENVIRONMENTAL PERFORMANCE ON FINANCIAL PERFORMANCE WITH GREEN STRATEGY AS MODERATION WITH REFERENCE TO I.T COMPANIES IN INDIA.

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ABSTRACT

This study aims to determine the role of green strategy in moderating the effect of green intellectual capital and environmental performance on financial performance. This research uses I.T sector companies during the 2014-2024 period. Sampling method with purposive sampling. The results of this study indicate that green intellectual capital, environmental performance individually does not affect company performance. Likewise with the role of green strategy which is not able to strengthen the influence of green intellectual capital environmental performance does not affect company performance. However, the results of the tests carried out simultaneously showed that the results of green intellectual capital and environmental performance had an effect on company performance. There are implications in this research, namely for companies to be able to consider the environmental performance presented in sustainability reports, in order to be able to provide information not only on financial but also non-financial performance that encourages potential investors to invest in companies and for environmental sustainability.

Keywords: *GIC, Environmental Performance, financial performance, Green Strategy.*

**STUDY ON THE IMPACT OF CHATBOT SERVICE QUALITY ON CUSTOMER LOYALTY
IN E-RETAILING: THE MEDIATING ROLE OF CUSTOMER SATISFACTION AND TRUST**

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ABSTRACT

In the present days we see the increasing adoption of chatbots in every sector especially in e-commerce to ensure that companies are providing high service quality to the customers as that has become a significant factor in improving customer loyalty and to gain edge over competitors. To understand the same, this study is undertaken to analyze the impact of chatbot service quality on customer loyalty with a focus on the mediating effects of customer satisfaction and trust in e-retailing. A structured questionnaire was developed that measures the impact of four dimensions of chatbot service quality: Responsiveness, Reliability, Personalization, and Ease of Use on customer loyalty with satisfaction, and trust as mediators. Through convenience sampling data was collected from 120 respondents. Statistical tools such as Mean, regression analysis, correlation analysis, ANOVA, and mediation analysis were used after undertaking the reliability analysis for the questionnaire. The findings revealed a significant and a positive impact of the four dimensions of chatbot service quality on customer loyalty. In Addition, both customer satisfaction and trust were found to mediate this relationship significantly. This study emphasizes that enhancing chatbot service quality will improve satisfaction and build trust which in turn improves customer loyalty. These findings highlight the significance of continuous improvements in chatbot features to meet changing customer expectations.

Keywords: *Chatbot Service Quality, Customer Loyalty, Customer Satisfaction, Trust, E-Retailing*

**STUDENTS LOANS IN CHENNAI: EXPLORING CYBERSECURITY CHALLENGES IN THE
DIGITAL ERA**

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ABSTRACT

The digital transformations of financial systems have significantly improved the efficiency of student loan processes, such as application, disbursement and repayment tracking. However, this rapid digitalization has also led to emerging cybersecurity risks, including data breaches, phishing and identity theft. This research investigates the cybersecurity challenges associated with digital student loan platforms in Chennai, focusing on the risks to borrower data, regulatory gaps and the importance of user awareness. The study highlights concerns related to cybersecurity with 50 respondents expressing skepticism about security of their data. Additionally, there is a gap in user awareness of cybersecurity risks, indicating a need for more education on the matter. The research also explores the effectiveness of current regulatory frameworks in addressing these issues. A key finding of the study is the widespread support for collaboration between financial institutions and technology companies to improve cybersecurity. Based on these findings, the study recommends implementing stronger authentication measures, such as multi-factor authentication (MFA), enhancing cybersecurity education for users and revising legal frameworks to better emerging threats in digital banking.

This research underscores the necessity of robust cybersecurity measures to foster trust in digital financial systems and ensure access to educational loans. By enhancing collaboration, revising regulations and promoting greater awareness, stakeholders can contribute to a safer and more efficient digital lending ecosystem for students in Chennai.

Key words: *Data Breaches, Phishing Attacks, Identity Theft, AI and Machine Learning (ML), Financial Inclusion, Data Encryption, Tech-Financial Collaboration, Cybersecurity Skill Gap*

**A STUDY ON THE OPPORTUNITIES AND CHALLENGES FACED BY WOMEN
ENTREPRENEURS IN THE HOME FOOD BUSINESS**

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ABSTRACT

The home food business has emerged as a significant entrepreneurial avenue for women, allowing them to combine their culinary skills with financial independence. This study describes the opportunities and challenges faced by women entrepreneurs in this sector, highlighting the factors that contribute to their success and the barriers they encounter. The increasing demand for homemade, nutritious meals and the rise of digital platforms have created favorable conditions for women to establish and scale their food businesses. However, they continue to face hurdles such as limited access to capital, inadequate marketing skills, and societal expectations that demand a balance between household responsibilities and business management.

This research adopts an Exploratory approach, analyzing secondary data from existing literature, and credible online sources. The findings reveal that while women entrepreneurs benefit from low investment, community support, utilizing available resources, challenges such as financial constraints, lack of family support, and competition persist. The study underscores the need for better financial support, entrepreneurial training programs, and policy interventions to enhance women's participation in the home food business. By addressing these challenges, a more inclusive and empowering environment can be fostered for aspiring women entrepreneurs.

Key Words: *Women Entrepreneurs, Home Food Business, Opportunities, Challenges, Government initiatives*

**A STUDY ON BRAND LOYALTY IN VIVO MOBILES WITH SPECIAL REFERENCE IN
CHENGALPATTU DISTRICT**

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ABSTRACT

Brand Loyalty is a necessary thing in our daily life and very crucial to maintain it. This study examines the factors influencing brand loyalty among mobile phone users, exploring how elements like customer satisfaction, customer loyalty, customer loyalty Rewards and frequency patrons. Highlighting the brand loyalty in the highly dynamic mobile industry. The objective of this study was to determine the key elements and their contribution towards making brand loyalty.

Key words: *customer satisfaction, customer loyalty, customer loyalty Rewards, frequency patrons, mobile industry*

**EMPOWERING WOMEN IN INDIA: A PERSPECTIVE STUDY ON SUSTAINABLE CAREER
DEVELOPMENT**

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ABSTRACT

This study Empowering Women in India: A Perspective Study on Sustainable Career Development, will elucidate on women's lived experiences, challenges, and strategies for long-term professional progression in the face of societal expectations and systemic constraints. It will bring forth the chronic gender gaps in the workforce, such as low labour force participation, unequal wages, and workplace discrimination. The study looks at the critical role of education, progressive legislation, and inclusive organisational cultures in determining critical relevance to gender equity and empowerment of women into meaningful jobs. It further honours the amazing journeys of trailblazing female leaders and entrepreneurs who have bravely defied traditional standards, ushering in a transformative period of economic empowerment and societal change in India.

Keywords: *Women Empowerment, Sustainability, Gender Equity, Entrepreneurship, Leadership, Workforce, Inclusivity.*

**THE IMPACT OF DIGITAL STARTUPS ON SOCIAL SUSTAINABILITY AMONG YOUNG
ENTREPRENEURS IN EMERGING MARKETS**

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ABSTRACT

The emergence of digital startups has significantly transformed the entrepreneurial landscape, especially in emerging markets. This research explores the impact of digital startups on social sustainability, with a specific focus on young entrepreneurs in these regions. The study aims to evaluate the economic influence of digital startups on youth employment, assessing how these ventures create new job opportunities and contribute to economic growth. Furthermore, it examines the role of digital startups in fostering social inclusion by providing marginalized youth with access to resources, networks, and skills that enhance their social and economic participation. By understanding these dynamics, the research seeks to highlight the potential of digital startups as powerful agents of change, advancing both economic and social sustainability in emerging markets. Through this analysis, the study contributes to a deeper understanding of how young entrepreneurs can leverage digital innovation to drive both personal and community

Keywords: *Digital start-ups, Entrepreneurs, Sustainability, Social Sustainability, Economic Growth*

**A CRITICAL STUDY ON EXTINCTION OF SPARROWS AND ITS IMPACT ON
BIODIVERSITY WITH SPECIAL REFERENCE TO CHENNAI REGION**

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ABSTRACT

Sparrows are group of small passerine birds from the family Passeridae. It's scientific name passer domestics. It's sizes ranging from 4-8 inches in length, though 5-7 inches is the most common range. The Indian government has come out with a 10-year plan to protect birds and conserve their habitats. This plan provides steps to protect migratory birds, conserve wetlands and focus on birds in urban areas. The objectives of this research are to discuss the causes lead to extinction of sparrows and its impact in biodiversity and to investigate the steps be undertaken to protect sparrows from extinction. The research method used here is Empirical research as well as the researcher have collected samples through research questionnaire. Sampling method used is the convenient sampling. Total size of the sample is 202. Major findings from this research are that extinction of sparrows in the Chennai region is mainly due to habitat loss, pollution, radiation from mobile towers, and decreasing food sources. Urbanization has led to fewer nesting sites, and modern buildings lack crevices for them to live in. Decline of Sparrows disrupts the local ecosystem, as they play a role in controlling insect populations, eating microorganisms which causes disease and pollinating plants. Their absence may lead to huge imbalance, affecting other species and biodiversity. In this research, the researcher concluded that cell phone radiation and high levels of toxic wastes is the major cause for extinction of sparrows than others and usage of cell phone should be limited to prevent sparrows from extinction.

Keywords: *Sparrows, Extinction of sparrows, Cell phone tower radiation, reproductive capacity of birds, sparrow population.*

A STUDY ON MARINE POLLUTION THROUGH SHIPS IN INDIA

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ABSTRACT

Marine pollutants are a mixture of chemical compounds and trash, maximum of which comes from land sources and is washed or blown into the ocean. The main aim of the study is to find the major cause of marine pollution through ships. Disruption to the Cycle of Coral Reefs, Oil spill floats at the floor of the water and stops daylight from accomplishing marine vegetation and impacts the procedure of photosynthesis. Depletes Oxygen Content in Water, most of the particles withinside the ocean does now no longer decompose and stays withinside the ocean for years. Current popularity of marine pollutants is turning into a good sized risk for each marine ecosystem and humans. The researcher has followed an Empirical research method using a convenient. sampling method. The sample size is 200 where the frame of the sample is in and around Chennai, Tamil Nadu. The objective of the study is to find the causes of marine pollution. According to the findings of the research, Industrial waste is the main cause of marine pollution through mankind, and the public has said that the ministry of environment and forest government of India is partially effective for the control of water pollution through ships. Dry cleaning and industrial waste from ships is the major cause of marine pollution in India and it shows that the public is aware of the impact of marine pollution in India. Hence, Maximum efforts need to be positioned into waste discount and control to allow a secure and healthful work environment onboard in addition to retaining a pollutant's loose marine ecosystem.

Keywords: *Marine environmental, Ballast water, Chemical Emission, Oil spill, & Ecosystem.*

A STUDY ON LEVERAGING BLOCKCHAIN AS A CATALYST FOR SUSTAINABLE SUPPLY CHAINS AND INCLUSIVITY IN CLIMATE CHANGE SOLUTIONS.

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ABSTRACT

With the evolution of extensive technological development it is pivotal to leverage such advancements such as blockchain in the ambit of supply chains and climate change policies, the aim of this research paper is to identify the courses of actions that can be implemented in order to promote sustainability in the business environment, utilization of blockchain to get a upper hand and the adjective of the paper is to understand the role of blockchain to establish accountability and transparency in the economic practices which would result in amplification of the environment. Blockchain can act as a catalyst which can spur sustainable practices through smart contracts and tokens may enable carbon offsets where people and businesses offset their carbon emissions by investing in carbon credits that enable green projects to reduce greenhouse gas emissions. The methodology implied is a doctrinal study focusing on analyzing existing legal doctrines, statutes, regulations, and case law.

Keywords: *blockchain, supply chain management, climate change, circular economy.*

**IMPACT OF BRAND LOYALTY IN THE DIGITAL ERA: A CUSTOMER CENTRIC
PERSPECTIVE**

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ABSTRACT

Brand loyalty is essential for a brand's success and determines the positioning of a business in the industry. Despite the technological advancements which has made it easier for brands to analyse factors which are the driving forces for maintaining brand loyalty, the availability of a larger number of e-commerce platforms as well as a wide variety of options certainly has distressed the customer base. In this era of digital innovations, customers are presented with a number of options as each brand is struggling to maintain brand loyalty by bringing in a lot of market tactics as well as personalisation initiatives. This has certainly improved the quality of service and products presented to the customers yet it posts significant challenges in its own form. This study aims to explore the key challenges that customers face from their perspective while trying to maintain brand loyalty and the driving factors which makes them stay loyal. It also examines the impact of Nano influencers in directing customers' preferences. Customized questionnaire has been employed to assess specific data, and a varying level of responses have been obtained. The questionnaire consisted of questions ranging from the challenges customers encountered as well as the impact of personalisation, subscription economy and Omni channels in enhancing user experience. The quantitative survey collected 110 responses and the findings of the paper suggests that the above-mentioned factors are considered to be really important with regards to brand loyalty and it would be better if brands focus on these factors apart from the already existing tactics. A chi-square analysis has been utilised to establish the relationship between the time spent online and the primary mode of shopping, indicating the influence of online presence towards online shopping decisions. Ultimately the study provides various insights on the challenges faced by customers in the digital era and the various

suggestions to brands on where they should shift their focus with regards to maintaining brand loyalty.

Keywords: *brand loyalty, subscription, Omni channel, Nano influencers, customer experience, services, digital era*

**A STUDY ON PUBLIC OPINION ABOUT THE IMPACT OF DRUG AND ALCOHOL AMONG
TEENAGERS IN CHENNAI**

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ABSTRACT

Teenage drug and alcohol abuse is a growing public health concern in Chennai, with significant social, psychological, and economic consequences. This study aims to explore public opinion on the impact of substance abuse among teenagers, focusing on its causes, effects, and potential solutions. Additionally, despite existing laws and government initiatives such as the Narcotic Drugs and Psychotropic Substances (NDPS) Act and awareness programs, enforcement gaps and lack of rehabilitation resources hinder their effectiveness. The study highlights the urgent need for a multi-faceted approach, including preventive education, community awareness, stricter law enforcement, and enhanced support systems for at-risk youth. Public perception indicates that fostering a supportive and informed society, alongside targeted interventions, can help mitigate the rising trend of substance abuse among teenagers. The research concludes that a collaborative effort involving families, educators, policymakers, and healthcare professionals is essential to curb this issue and ensure a safer, healthier future for the youth of Chennai. The present study tries to find out the extent of drug and alcohol abuse and its repercussions among the youth of Chennai. A survey on contributory factors of substance abuse, its consequences, and the effectiveness of prevention and intervention strategies was conducted among 211 individuals. It has been revealed in some cases that counseling and therapy do work wonders for rehabilitation, though these preventive programs are yet to be developed. It thus forces the conclusion that comprehensive intervention schemes based on age, with individual and social factors addressed, are a requirement.

Keywords: *Drug abuse, alcohol abuse, Chennai, youth, prevention, intervention, mental health.*

**POLICY FRAMEWORKS AND IMPLEMENTATION CHALLENGES IN CIRCULAR
ECONOMY-BASED WASTE MANAGEMENT**

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ABSTRACT

This research looks into the role of principles of circular economy in waste management, especially through policy frameworks, implementation challenges, and strategies to overcome those challenges. Circular economy focuses on reducing waste, increasing efficiency in the use of resources, and recycling through a system of closed loops, as opposed to a traditional linear model of make-use-dispose. The study analyses international and national frameworks such as the Basel Convention, the EU Circular Economy Action Plans, and the Solid Waste Management Rules (2016) in India, to assess their effectiveness to encourage sustainable methods of waste handling. Notable challenges include regulatory incoherence, a lack of finance and technology, delayed enforcement, and corporate and consumer resistance. The suggestions include better enforcement of policies, offering financial incentives, supporting technological developments, and broader engagement with the informal waste sector. The ultimate goal of achieving a sustainable, circular waste management system screams for a multi-stakeholder approach involving government, the industry, and the populace to enable the shift from conventional practices to more sustainable, resource-efficient alternatives.

Keywords: *Circular Economy, Waste-Management, Extended Producer Responsibility (EPR), Regulatory Frameworks, Sustainability, Policy Implementation, Recycling, Environmental Conservation*

**THE FINTECH PARADOX IN DIGITAL PAYMENTS: STRIKING A BALANCE BETWEEN
INNOVATION, SECURITY, AND FINANCIAL INCLUSION**

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ABSTRACT

Digital payment is a bridge to cashless future and a broad phrase to encompass the wide array of electronic transactions that replace the need for physical cash or cheques. These solutions have emerged by explosive growth in mobile technology, internet penetration and financial technologies (FinTech), transforming traditional banking methods. This study analyses how digital payments change banking operations and banking shifts to electronic methods of payment. The analysis shows digital payment methods offer better performance through effective operations and lower costs yet meets consumer needs rarely despite threats to security and computer accessibility. This research uses existing digital banking data to investigate user reaction and behaviour patterns. This research reveals that digital payments benefit users by speeding operations while lowering costs and provides a better service. At the same time, it covers security risks, user trust issues, and digital access barriers. Digital payments bring both development chances and inclusivity benefits but businesses must protect against security problems to build a reliable digital finance platform. Our study brings new ideas about digital transformation's role in transforming banking services while showing possible next steps for financial technology research and industry practical approach.

Keywords: *Digital Payments, Traditional Banking, Transaction methods, Financial Technology*

**A STUDY ON THE ROLE OF DIGITAL TECHNOLOGY IN DISASTER MANAGEMENT IN
CHENNAI**

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ABSTRACT

The most vulnerable people in Chennai, especially those in low-income regions, have been disproportionately affected by the city's recurrent natural catastrophes, such as heatwaves, cyclones, and floods. Critical resources like proper infrastructure and early disaster alerts are frequently unavailable to these areas. Digital tools for disaster management have been adopted by the government, but their application is still uneven, especially when it comes to reaching underserved populations. Investigating how digital technology could enhance disaster management for Chennai's most susceptible neighborhoods is the aim of this study. It looks at how well government programs perform, assesses international best practices, and discusses the laws governing disaster response and preparation. The study also looks into how content creation contributes to the spread of knowledge about disasters. The study uses an empirical technique and a sample size of 200 people, gathered from the general public in and around Chennai utilizing online structured questionnaires. To learn more about respondents' opinions and experiences with disaster management systems, convenient sampling was employed. According to the findings, although some digital tools have been deployed, such as mobile applications and early warning systems, their efficacy is hampered by gaps in public knowledge, accessibility, and government agency collaboration. The report emphasizes how disadvantaged groups must be given priority in a more inclusive and all-encompassing approach to digital catastrophe management.

Keywords: Natural disasters, Technologies, Effective, vulnerable communities, content creation.

**EXAMINING THE ENVIRONMENTAL IMPACT OF PHARMACEUTICAL WASTE AND
EXPLORING SUSTAINABLE DISPOSAL PRACTICES**

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ABSTRACT

In conclusion, the management and disposal of pharmaceutical waste are critical issues for both environmental sustainability and public health. Improper disposal of pharmaceutical waste, such as through inadequate disposal methods or household practices, leads to significant environmental risks, including water and soil contamination, ecosystem disruption, and the exacerbation of public health challenges like antimicrobial resistance. The contamination of water bodies with pharmaceuticals poses severe ecological threats, disrupting aquatic life and contributing to the rise of resistant bacterial strains. Likewise, terrestrial wildlife suffers from exposure to toxic chemicals, further highlighting the need for more stringent disposal practices.

International conventions, such as the Basel, Rotterdam, Aarhus, and Stockholm conventions, alongside national frameworks in countries like the UK and the USA, have established a solid regulatory foundation for the safe handling and disposal of pharmaceutical waste. However, challenges persist, particularly in developing countries with limited infrastructure and awareness. These regulations provide vital guidance on waste segregation, treatment, and disposal to minimize harmful environmental and health impacts.

Sustainable pharmaceutical waste disposal methods, such as source reduction, proper segregation, bioremediation, advanced oxidation processes, and recycling, offer more environmentally friendly alternatives to traditional methods like incineration and landfilling, which come with their own environmental and economic concerns. Effective waste management strategies, including optimizing inventory management, improving prescribing practices, and encouraging pharmaceutical take-back programs, can significantly reduce pharmaceutical waste generation and its associated risks.

A multi-stakeholder approach, involving policymakers, healthcare professionals, pharmaceutical manufacturers, and the general public, is essential to ensuring that waste management practices are robust,

sustainable, and compliant with environmental regulations. Strengthening public awareness and improving waste management infrastructure are critical steps in mitigating the long-term environmental and health hazards posed by pharmaceutical waste.

By adopting sustainable disposal practices and reinforcing regulatory compliance, we can minimize the ecological impact of pharmaceutical waste and promote a healthier future for both the environment and society. Continued research, innovation, and education will be key in advancing sustainable solutions and ensuring that pharmaceutical waste is managed in a manner that safeguards the planet and public health for generations to come.

Keywords: *Pharmaceutical waste, Sources, Healthcare facilities, Households, Pharmacies, Expired medications, Contaminated materials, Environmental impact*

**UNDERSTANDING PUBLIC PERCEPTION OF GREEN INFRASTRUCTURE AND
TECHNOLOGY ACCELERATING TOWARDS URBAN GROWTH**

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ABSTRACT

India's ever-growing size of population makes it clear that urbanization must be carefully planned in order to meet people's increasing requirements. The only way to create smart cities and communities of the future is to continuously enhance the infrastructure. With growing emphasis on global warming and a greener future, India today is accelerating towards a greener and net-zero future. Green technology has emerged as the new trend that is transforming the infrastructure industry by significantly increasing the optimum utilisation of resources. It has helped many nations achieve the ideology of smart and sustainable cities in the fast-paced world. A greener environment ultimately leads to a safe and better lifestyle for living beings. Thus, this paper aims to ascertain how the general public views and understands green technology in infrastructure and how eco-friendly technology can aid in the development of India's infrastructure. The study uses correlation analysis to show how factors such as public awareness of green technology, consistent development of government policies,

willingness to pay, necessity and support, and socio-environmental concerns have an impact on the development and support of smart cities and green infrastructure. In the process of progressing towards a Viksit Bharat by 2047, India must comprehend the public sentiments and incorporate changes for the betterment of its infrastructure to meet the Sustainable Development Goals (SDGs) set forth by the United Nations

Keywords: *Infrastructure, Sustainability, Green Technology, Smart Cities*

A STUDY ON HEALTH COURTESY BASED ON SUSTAINABLE DEVELOPMENT

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ABSTRACT

As healthcare systems evolve to meet the growing challenges of modern medicine, issues such as obesity, diabetes, senior care, alcohol abuse, smoking, and ethical concerns in healthcare demand urgent attention. This document explores these critical topics, emphasizing their public health implications, economic burdens, and potential solutions.

Obesity is a rising global health crisis linked to heart disease, diabetes, and various cancers. With obesity rates soaring, healthcare costs are escalating, making prevention strategies—such as lifestyle modifications and public health interventions—essential. Similarly, diabetes mellitus, a chronic metabolic disorder, is becoming more prevalent, particularly in India, where medical expenses, lack of insurance coverage, and high treatment costs create financial strain for patients.

Senior care also presents significant challenges, including limited pension support, expensive medical treatments, and inadequate healthcare facilities. The financial burden of elderly care is compounded by rising inflation and the increasing demand for specialized healthcare services. Meanwhile, alcohol abuse remains a major obstacle to achieving Sustainable Development Goals (SDGs), contributing to economic losses, increased

healthcare costs, and social instability. The harmful effects of alcohol on health, productivity, and gender equality underscore the need for stricter policies and awareness programs.

Smoking and alcohol abuse exacerbate financial hardships, particularly among lower-income populations. Despite high taxation on these products, addiction forces individuals to continue spending, further straining household finances. Legal repercussions, such as fines for drunk driving and domestic violence cases linked to substance abuse, add to the societal costs.

Telemedicine, though a promising advancement in digital healthcare, faces barriers related to technology access, payment complexities, and ethical concerns regarding data privacy and misdiagnosis risks. The financial strain of chronic disease management, over-prescription of medications, and unclear health insurance policies further complicate equitable healthcare access.

Addressing these issues requires a multi-faceted approach, including public health campaigns, improved healthcare policies, affordable insurance coverage, and technological innovations. A sustainable, patient-centered healthcare model is crucial for tackling these pressing challenges and ensuring better health outcomes for all.

BUILDING A LIFE BELOW WATER: TACKLING AND PROVIDING SOLUTIONS TO BETTER EMPLOY SDG 14

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ABSTRACT

Oceans covering nearly 3/4 of the planet's surface contain 97% of the planet's water and account for 99% of living space by surface area (Kufeoglu, 2022). Ocean support the planet to combat the major climatic changes in the biosphere. They play a major role in balancing the heat by absorption and redistributing it across the globe and the absorption of the excess carbon-di-oxide produced in the land after the industrial revolution Sustainable Development Goal 14 (SDG14), Life Below Water, aims to conserve marine ecosystems by establishing regulations for removing pollutants from the sea, decreasing sea acidification and regulating the fishing sector to ensure sustainable fishing. As a result, the major incentive for this goal is to protect and utilise marine ecosystem services sustainably (Kufeoglu, 2022). The goal has 10 defined targets to achieve. 14.1 to 14.7, 14.A, 14.B, 14.C of these 14.2, 14.4, 14.5, 14.6 were to be achieved by 2020 and 14.1 is to be achieved by 2025. This

paper highlights the need to prioritize SDG 14 which focuses on marine health. Reflect and analyse what has been achieved. Inspect the challenges faced by the countries, and present probable solutions to motivate countries towards achieving SDG 14.

Keywords: *Sustainable Development goal 14, Illegal, Unreported, Unregulated (IUU), Agenda 2030, Marine Protected Areas.*

DISCOUNTS AS DOUBLE-EDGED SWORD: IMPACT ON CONSUMPTION PATTERN

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ABSTRACT

The aim of the paper is to analyze the relationship between Discounts and Consumer Expenditure Pattern. To analyze whether discounts increase or decrease the expenditure of the Consumers. To make consumers aware about the impact of discounts on their consumption behavior. Primary data was mainly used along with Secondary data for analyzing the trend pattern. Questionnaire was prepared using Google Forms and circulated to people in and around Chennai.

The collected data was statistically analyzed using SPSS Software. The study revealed that the consumption patterns of the consumers are influenced by discounts as they act as a psychological factor that pushes the consumer to buy the product even though they aren't in need of that product. The Paper provides suggestions for Future Scope of Research in this field.

Keywords: *Discounts, Consumer Expenditure, Consumption Pattern, Spending Mindset*

NAVIGATING SUSTAINABILITY: CHALLENGES AND INNOVATIONS IN PHARMA PACKAGING

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The pharmaceutical industry is currently facing a critical balancing act of providing effective packaging that ensures not only the safety of the product but also meeting all the regulatory requirements that are set by the Food and Drug Administration (FDA) and the Bureau of Indian Standards (BIS), all the while responding to the pressing demand for sustainability. The traditional types of packaging are primarily non-biodegradable single-use plastic, which massively pollutes the environment. This paper discusses the critical issues surrounding conventional pharmaceutical packaging limitations to the material used and the available recycling options, integration cost, and regulatory constraints. Besides, it also considers alternatives for sustainable packaging without compromising the integrity of the product. The pressure for pharmaceutical companies to go green is increasing, driven by the consumers' demand for eco-friendly solutions and many people willing to pay or fork out a price for such a privilege. Initiatives such as the Circulatory in Primary Pharmaceutical Packaging Accelerator (CIPPPA) aim to reduce waste and increase the uptake of recycling. This paper will discuss the recent trends in the area and present case studies highlighting opportunities and obstacles in advancing toward sustainable pharmaceutical packaging, keeping a sustainable position with respect to the environment, as well as safety and efficacy.

Keywords: *Pharmaceutical packaging, sustainability, eco-friendly materials, regulatory compliance, environmental impact, product integrity.*

**INDIA’S SPORTING RENAISSANCE: THE DIGITAL BOOM, EMERGING SPORTS LEAGUES
AND IPL’S SUSTAINABILITY INITIATIVES WITH A CASE STUDY ON TATA’S GREEN
LEADERSHIP**

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ABSTRACT

The Indian sporting renaissance is undergoing a dynamic transformation, that is being driven by the rise of various professional leagues, digital media integration, athlete branding, sponsorships, sports entertainment and sustainable initiatives. The Indian Premier League (IPL) has played a significant role in revolutionizing the way sports are marketed, and the way fans are engaged, setting benchmarks for other upcoming regional leagues such as the Pro Kabaddi League (PKL) and Indian Super League (ISL). With the upsurge in usage of digital platforms, Over-The-Top (OTT) services and social media, there has been a rise in sports consumption that has brought the sport and the athletes closer to the fans. The paper also analyses the growth of sports sponsorships in India and the effect of athlete branding and advertising on leagues and the purchase patterns of consumers. Emerging trends in the field of data analytics, esports and fantasy sports have enhanced fan engagement. The use of data analytics in game and player strategies, has resulted in a shift in the way fans relate to the sport. The paper also explores the intersection of sports and sustainability with a special emphasis on IPL’s green initiatives and Tata’s contributions in promoting sustainable mobility and renewable energy. It also shows how Tata integrates sustainability with live matches, amplifying its message and driving positive change. The findings of this study aim to explain the future of sports marketing, regional leagues, role of technology in fan interaction and the impact of sustainable initiatives in the business of sports.

Keywords: *sports marketing, sporting leagues, digital media, fan engagement, sustainability.*

TURNING THE TIDE ON DRY AND WET WASTE MANAGEMENT IN INDIA

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ABSTRACT

With rapid urbanization, economic growth and changing lifestyles waste generation has peaked in recent years. Massive waste generation is inevitable and thus poses a great challenge to the world in effective disposal of such wastes. A crucial aspect of waste management is the segregation of waste into wet and dry categories. This study examines the role of household and community behavior, government policies, municipal waste collection systems, financial constraints, and the informal sector in India's waste management landscape.

A study conducted among 175 individuals emphasize on inadequacy of infrastructure facilities, and financial constraints as the causes for poor waste management in India. Although people are aware of importance of waste segregation, they often face challenges due to inconvenience and infrastructure gaps. The incineration and landfilling methodology in the Singapore's waste management model underscores on the scope for energy recovery from waste. Public-Private Partnership (PPP) models play a vital role in enhancing India's waste management system.

The research findings indicate the need for investments and technological advancements in waste segregation system. Setting up of community composting centers, waste-tracking apps, incentivizing upcycling startups, imposing fines and penalties, integrating informal waste pickers and manufacturer's Take-Back Scrap policy are suggested as remedial initiatives to address India's waste crises.

Keywords: *Dry and Wet Waste, Waste management, Sustainability, Circular Economy, Waste Segregation*

**SUSTAINABLE SOLUTIONS BY 2030: COMPARATIVE STUDY ON PERCEPTIONS TOWARDS
SUSTAINABLE FASHION OF DESIGNERS AND CONSUMERS IN THE GARMENT SECTOR FOR
PROVIDING WORKABLE SOLUTIONS BY 2030**

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ABSTRACT

As the world approaches 2030, the fashion industry stands at a pivotal crossroad, challenged by environmental, social and ethical issues. This abstract outlines the transformative vision for sustainable fashion, emphasizing innovative practices, circular economic models, and inclusivity as fundamental pillars for the sector's evolution. By 2030, it is anticipated that a significant shift towards transparency in supply chains, where brands embrace ethical sourcing and fair labour practices, empowering communities and fostering a sense of responsibility will be achieved. Sustainable fashion is the production and distribution of clothing and accessories that are environmentally conscious and socially acceptable. Circular Fashion is a model wherein the goal is to keep in use for as long as possible. This study draws samples from both designers responsible for creation of both sustainable and non-sustainable garments and from end product consumers. The study uses random sampling and provides innovative ideas to improve sustainability. A circular fashion research design model has been constructed to enable industry of the holistic approach towards a sustainable model.

Keywords: *Fashion, Sustainability, Circular Fashion.*

SUSTAINABLE TOURISM PRACTICES

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ABSTRACT

Sustainable tourism is a way of traveling that minimizes negative impacts on the environment, culture, and economy of a destination while maximizing benefits for local communities. It is becoming increasingly important as the global travel industry grows, contributing nearly 10% of the world's GDP and supporting millions of jobs. However, tourism also accounts for approximately 8% of global carbon emissions, with rising concerns about waste generation, over-tourism, and environmental degradation. As destinations struggle to balance economic benefits with sustainability, it is crucial to explore responsible tourism practices that ensure long-term viability. This research paper focuses on four key objectives: assessing the financial feasibility of sustainable tourism, examining the environmental impact with a focus on waste management and transportation, analyzing traveler perceptions toward eco-friendly tourism, and evaluating current sustainability measures adopted by governments and businesses. The study also explores specialized segments, including eco-adventure tourism, which emphasizes nature-based activities while minimizing environmental harm; sports tourism, which presents unique challenges in managing large crowds while preserving local ecosystems; cruise tourism, known for its high carbon footprint, necessitating innovations in fuel and waste management; and business and medical tourism, where sustainability practices can enhance service delivery without compromising quality or accessibility. By addressing these areas, this study aims to provide actionable recommendations for fostering a more responsible tourism industry. To achieve a broader understanding of the topic, this research incorporates both primary and secondary research methods. Primary research, conducted through consumer surveys, offers insights into traveler awareness, preferences, and attitudes toward sustainable tourism. Secondary research further supports this by analyzing existing literature, policies, and industry best practices. The findings emphasize the need for collaborative efforts among policymakers, businesses, and travelers to develop and

implement sustainable strategies. By integrating economic, environmental, and social factors, this study contributes to a more resilient and responsible tourism industry for the future.

Keywords: *Sustainable tourism, environment, traveler perception, waste management and transportation.*

PARTNERSHIPS FOR PROGRESS: ACHIEVING SUSTAINABLE DEVELOPMENT MILESTONES THROUGH GLOBAL COLLABORATIONS

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ABSTRACT

Developed nations assisting the developing countries has been a recurring pattern in the books of history. This paper aims to establish a clear link between cross border guidance and partnership collaborations with an increase in sustainable development. By analyzing a number of cases across different spheres of sustainability, the research seeks to provide a comprehensive understanding of how these relationships strengthen the success rate of each initiative.

For instance, technology adoption has enabled a lot of countries to reduce carbon footprints through renewable energy solutions. Policy framework has introduced long-term economic sustainability through regulations aligning with global standards to emerging economies. Guidance in medical security, disease prevention and resilient strategy through vaccines and equipment has facilitated advancement in good health and well-being. Infrastructural support has granted better access to resources via funding. These initiatives are held against the Sustainable Development Goals declared by the UN for comparison. The emergence of new initiatives and programmes have contributed towards the adoption of innovative techniques and strategies in a guided approach. The collaborative contributions have taken shape either through monetary terms or through sharing of knowledge, advancing sustainable development and growth. This paper focuses on evaluating the people, planet, prosperity and peace through partnership as mentioned in the 2030 agenda for sustainable development.

Keywords: *Collaborations, Technology adoption, Policy framework, Medical security and Infrastructural support.*

FRUGAL FUTURES: A STUDY OF YOUTH PERCEPTION AND ADOPTION OF RESOURCE-EFFICIENT INNOVATIONS

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ABSTRACT

Frugal innovation uses economical and resource-efficient solutions to address affordability, accessibility, and sustainability. Environmental concerns and resource shortages prompt the adoption of affordable technology alternatives, but young consumers face barriers in information, social, and financial aspects. Young consumers are increasingly adopting cost-effective innovations due to affordability, durability, quality, and long-term benefits, but concerns about reliability, social perception, competition, and lack of awareness hinder their adoption. This aspect of cultural relevance plays a major role in adoption as consumers tend to adopt innovations that resonate within their worldview and daily practices. AI-driven personalization and user-centric designs can increase engagement, but over-complexity will keep potential adopters at a distance, requiring the right balance of innovation and simplicity to achieve widespread acceptance.

The recommendations from this research will be targeting specific solutions. First, for the businesses to successfully brand and communicate the relationship of affordability-quality. Educations will have a curriculum which could develop among them about sustainability. Policymakers can offer pro-environment regulations, financial and fiscal incentives and infrastructural investment.

In addition to encouraging consumers to be more resource-efficient and environmentally conscious, these strategies aid in closing the information gap. These tactics can be used by companies and legislators to promote sustainable practices and the long-term uptake of frugal innovations. This study shows that significant change is achievable in the areas of technology, society, and the economy.

Keywords: *Frugal Innovation, Perception Among Youths, Sustainable Consumption, Resource-Efficient Consciousness, Adoption Barrier, Cultural Relevance, AI Personalization, Consumer Behaviour, and Circular Economy.*

THE GREEN HYDROGEN INITIATIVE: A POLICY MOVE FORWARD FOR INDIA

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ABSTRACT

Hydrogen's potential as a clean energy solution is vast in India. But, the existing Green hydrogen production from coal necessitates a sustainable alternative. Green hydrogen, produced from renewables, offers a zero-emission solution to India's goal of achieving net-zero emissions by 2070. The paper explores the possibilities and scope of green hydrogen initiatives for a country like India in its policy framework. The research implied a secondary study using content analysis from various sources published by the government and other researchers on green hydrogen alternatives. The Hydrogen policy of India has been analyzed from the lens of Transition Management Theory focusing on how infrastructure and storage would act as key in the green hydrogen market. The paper explored alternative methods of production, including acidogenic fermentation, dark hydrogen production, and sector coupling, to reduce green hydrogen production costs and enhance sustainability. India being a natural home to large amounts of renewable energy sources, setting up of sustainable plants for its production is feasible. However, bringing in investments for smoother transition will be the key for the Indian economy.

Keywords: *Green Hydrogen, Renewable Energy.*
