NATIONAL MULTI DISCIPLINARY SEMINAR ON EMERGING TRENDS IN TECHNOLOGY AND SUSTAINABILITY PERSPECTIVES FROM BUSINESS,SCIENCES,SOCIAL SCIENCES & HUMANITIES

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DIGITAL ALTRUISM: HOW TECHNOLOGY IS REVOLUTIONIZING CORPORATE SOCIAL RESPONSIBILITY

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ABSTRACT : : Digital altruism refers to the use of technology to enhance Corporate Social Responsibility (CSR) efforts, revolutionizing how businesses engage with society and the environment. This paper presents a comprehensive analysis of digital altruism, focusing on its impact on CSR practices and the evolution of corporate sustainability. The introduction sets the stage by highlighting the increasing importance of CSR in today's business landscape, driven by growing societal and environmental concerns. It emphasizes the role of technology in transforming traditional CSR practices and enhancing corporate impact.

"A STUDY ON "IS SOCIAL COMMERCE A NEW GUIDE TO CUSTOMER REFERENCES"

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ABSTRACT : : Shopping has always been a social activity by its nature, the combination of engaged social media platforms and smartphone owning shoppers has streamlined and facilitated this process. Despite the fact that customers are more accustomed to purchasing through social

media platforms, they use Instagram, Facebook, Whats app,and Twitter to enjoy amazing pictures, catch up with friends, and see what's trending in the news.

THE INTERSECTION OF LINGUISTIC INTELLIGENCE AND MATHEMATICS EDUCATION: A THEORETICAL EXPLORATION WITHIN THE MULTIPLE INTELLIGENCES FRAMEWORK

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ABSTRACT : This paper navigates the intersection of Linguistic Intelligence and Mathematics Education, embarking on a transformative journey towards inclusivity and empowerment. The theoretical exploration unfolds the foundational principles of integrating Linguistic Intelligence, challenging traditional paradigms and recognizing diverse cognitive strengths. Practical implications illuminate responsive teaching strategies, growth mind-sets, and technology integration, demonstrating the dynamic nature of sustaining linguistic inclusivity. The holistic approach expands beyond classrooms, encompassing curricular integration, community engagement, and policy advocacy.

INVESTOR ATTITUDE AND BEHAVIORAL BIASES ON INVESTMENT DECISION-MAKING PROCESSES: AN IMPACT ANALYSIS

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ABSTRACT : This study delves into the intricate dynamics of investor behaviour, attitude, and behavioural biases and their collective impact on decision-making within the context of the equity market. Focused on discerning factors, the research identifies the substantial influence of aversion to high-risk investments and the noteworthy role of preferring low-risk options in shaping distinct investor behaviours. Moderate contributions from risk-taking after prior gain and reliance on past performance reveal nuanced influences.

HARMONIZING GROWTH: GREEN HUMAN RESOURCE MANAGEMENT STRATEGIES IN INDIAN CORPORATES

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ABSTRACT : With increasing global concerns regarding climate change and environmental sustainability, organizations in various sectors are integrating eco-friendly practices into their operations, including HRM. As global concerns regarding climate change and environmental degradation intensify, organizations across various sectors are compelled to integrate eco-friendly practices into their operations, including HRM. Through a comprehensive review of existing literature and empirical studies, this research highlights the emergence and evolution of Green HRM in the Indian corporate landscape.

A GLOBAL SOCIO-METRIC INVESTIGATION OF ENVIRONMENTAL, SOCIAL, AND GOVERNANCE FACTORS AFFECTING COMPANY INVESTMENT AND SUSTAINABILITY

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ABSTRACT : Organizations can improve their investment and sustainability by considering ecological, social, and governance (ESG) factors. This article analyzes the elements influencing business ESG policy decisions, including financial performance, environmental sustainability, trash, leftovers, CSR, gender, and power structure. In addition, we examine the effects of ESG revelation. According to research, ESG disclosures (ESGD) of ecological, financial, and social sustainability can improve occupational sustainability and growth.

SUSTAINABLE DESIGN AND DEVELOPMENT

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ABSTRACT : As there is an increasing pressure for achieving sustainability objectives, the concept of sustainable product design and development is gaining more attention in recent research.Sustainable Product Design and Development presents different ways and means by which a product can address all three pillars of sustainability— environmental conservation, social sustainability, and economic sustainability. Use non-toxic, sustainably produced, or recycled materials which have a lower environmental impact than traditional materials. Use manufacturing processes and produce products which are more energy efficient than traditional processes and end products.

AN ANALYSIS ON CORPORATE SOCIAL RESPONSIBILITY INITIATIVES TO IMPROVE FINANCIAL LITERACY AMONG WOMEN

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ABSTRACT : The aim of this study is to analyse the CSR initiatives undertaken by various organizations aimed at enhancing the financial literacy levels of women in India, anticipating a positive impact on the financial inclusion landscape of the nation. In advancing Indian society, corporate social responsibility (CSR) assumes a crucial role, with both the corporate and government sectors making substantial contributions towards fostering a more sustainable nation. Within the framework of CSR, there is a specific focus on women's empowerment, with the aim of supporting women in their pursuit of equality within both family and society. This support is extended through various means such as training, guidance, and financial assistance.

PLASTIC WASTE MANAGEMENT AND CIRCULAR ECONOMY: A SUSTAINABLE APPROACH

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ABSTRACT : Plastic has a prevailing and dominant impact in our modern lifestyle due to its versatility and convenience. Its utility extends from packaging, medical applications, electronics, construction to consumer goods. But there are concerns of the escalating issues due to littering of plastic wastes creating enormous polluting potential for the society at large. This global environmental challenge which poses a threat to the eco-system and human health can become a blessing in disguise if we can integrate the circular economy principles.

GREEN INSIGHTS: ASSESSING ENVIRONMENTAL AWARENESS ON CAMPUS

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ABSTRACT : This research delves into environmental awareness levels within a college campus, aiming to decipher influences on sustainability perceptions and behaviors. Employing a mixed-methods approach, the study utilizes quantitative surveys and qualitative analysis to capture insights. A tailored questionnaire was prepared to assess demographic data, environmental consciousness, participation in campus initiatives, and attitudes towards educational programs. Participants, including students, faculty, and staff of the college present a diverse representation of the campus community.

IOT ITS APPLICATIONS IN SMART URBAN

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ABSTRACT : The Internet of Things (IoT) refers to the network of physical devices embedded with sensors, software, and connectivity, enabling them to collect and exchange data over the internet. These devices communicate and interact with each other, creating a system that brings together the physical and digital worlds. There is no suspicion that IoT has added a new dimension to the living being by the link between smart objects. thus making the link among any media and anything at anyplace and anytime was appreciable.

INFLUENCE OF ECO GREEN PRODUCTS ON THE PURCHASE BEHAVIOR OF CONSUMERS

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ABSTRACT : The increasing effect of human activities on the environment and its effect on the environment in the form of climate change and global warming has become a serious concern. Both consumers and businesses have a major hand in the deterioration of the environment .As a result of the social obligation businesses have now poured the market with eco green products and consumers are now raising demand for the same .These environmentally safe and sustainable products have changed the buying pattern and lookout of consumers with respect to traditional products.

DRIVING TOWARDS SUSTAINABILITY: GREEN TECH IN THE AUTOMOBILE INDUSTRY

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ABSTRACT : Edging towards an imminent climate crisis, with world temperatures rising three times faster since 1982, governments are acting fast. The past nine years record the highest temperatures since the start of modern recordkeeping in the 1880s. Green technology aims to tackle a prevalent environmental crisis caused by human intervention at the base level. The everyday use of private transportation in fast-paced urban cities has led to catastrophic CO_2 emissions. Green Tech introduces innovative implementation of renewable energy sources from manufacturing to the disposal process; thus, minimizing CO_2 and greenhouse gas emissions.

SUSTAINABLE GROWTH TOWARDS ACHIEVING CASHLESS ECOSYSTEM AND SURGE IN VOLUME OF DIGITAL PAYMENT USERS

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ABSTRACT : Though the computerisation began in 1980's, the effect of demonetisation in the year 2016 is an advent towards digital and cashless economy in India. This has been a revolutionary move in digital innovation and transformation. COVID-19 stimulated the necessity of a digital and cashless ecosystem. Traditional banks and digital enablers embraced digital technologies to keep up with the dynamism in the payment landscape. The Government of India envisioned a "faceless, paper less, cashless" economy through effective implementation of Digital India flagship programme.

ADVANCING MEDICAL CLAIM FRAUD DETECTION THROUGH HYBRID MACHINE LEARNING MODELS

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ABSTRACT : : Insurance fraud and its abuse have led to significant additional expenses incurred in the healthcare system. According to a study conducted in 2018, by leading consultancy firm EY on financial crime risks in the Indian insurance sector, it is mentioned that over 56 percent of life insurers surveyed witnessed a 30 percent rise in insurance frauds. A lot of research has gone into achieving effective fraud detection through sophisticated antifraud approaches incorporating various data mining and machine learning methods.

UNDERSTANDING EMPLOYEE WELL-BEING AND SUSTAINABILITY: A LITERATURE REVIEW ON QUALITY OF WORK LIFE IN I.T INDUSTRY K.Deekshitha

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ABSTRACT : This literature review aims to explore the multifaceted objectives associated with comprehending employee well-being and sustainability within the Information Technology (I.T.) industry. The study delves into the quality of work life (QWL) discourse, investigating its implications, challenges, and opportunities in enhancing employee welfare and organizational sustainability. Through a comprehensive analysis of existing literature, this review synthesizes key objectives, frameworks, and strategies relevant to promoting well-being and sustainability in the I.T. sector. By integrating diverse perspectives and scholarly insights, the review offers valuable insights for researchers, practitioners, and policymakers aiming to foster a conducive work environment and cultivate sustainable practices in the rapidly evolving landscape of I.T. enterprises.

THE POWER OF GREEN MARKETING STRATEGIES AND CONSUMER BEHAVIOR

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ABSTRACT : With the growing concern for environmental sustainability, consumers are increasingly seeking eco-friendly products, including Marketings. Green marketing practices have become prevalent among Marketing companies aiming to appeal to environmentally conscious consumers. This paper reviews existing literature on green marketing and consumer behaviour to analyze the key factors shaping consumer perceptions and purchasing decisions in the Marketing sector. By exploring consumer perceptions of green marketing initiatives such as eco-friendly packaging, natural ingredients, and cruelty-free practices, this study aims to elucidate the extent to which these strategies influence purchasing decisions.

ASSESSING DIGITAL TRANSACTION PERFORMANCE: A COMPARATIVE STUDY OF PUBLIC AND PRIVATE SECTOR BANKS ACROSS 3G AND 4G PHASES

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ABSTRACT : *The present study underscores the transformative impact of technological advancements on banking practices, emphasizing the crucial role of technology in expanding service offerings and enhancing operational efficiency. As banks increasingly leverage IT infrastructure to meet evolving customer expectations and streamline operations, the transition from traditional brick-and-mortar banking to digital platforms has accelerated, driven by the emergence of 3G and 4G technologies.*

EMPLOYEE PRODUCTIVITY AND ENGAGEMENT WITH IOT

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ABSTRACT : Organizations in order to manage the operations of business are becoming technology based. Technology impacts every aspect of life along with numerous means of gadgets which includes tablets, smart phones. The technology resolves the complex problems into simple resolutions. The role of HR is transformed with the integration of Internet of Things (IoT) in enterprises and the process of managing the enterprises. The Internet of Things (IoT) made enterprises capable of analyzing and connecting technologies and humans in a digital frame. The research paper explores how digital HRM can enhance the productivity of both HR specialists as well as the employees of the enterprises.

A Comprehensive Study on Internet of Things (IoT) applications
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ABSTRACT : The Internet of Things (IoT) is a unique and prominent technology of the recent era that is in full swing and will have a phenomenal role in the market. The Internet of Things (IoT) refers to a network of interconnected devices and objects that communicate and exchange data. These devices, equipped with sensors and software, are capable of collecting and sharing information over the internet. In recent years, the development of Internet of Things technology has been very rapid. However, with the explosive growth of IoT devices, the challenges facing the IoT environment are becoming more serious.

WOMEN AS ENVIRONMENTAL STEWARDS: A STUDY OF ECOFEMINIST PRACTICES.

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ABSTRACT : Ecofeminism delves into the interrelation between women and nature within cultural and economic contexts,simultaneously examining the parallels between the oppression of women and the exploitation of nature. Froman ecofeminist standpoint, this study explores the various roles and practices that women engage in when it comes to environmental stewardship. Moreover, the paper examines the historic and contemporary positions of women as environmental stewards in an effort to identify obstacles preventing women from taking on leadership and participation roles in environmental movements.

A DESCRIPTIVE STUDY ON "THE IMPACT OF DIGITAL STORYTELLING ON GLOBAL DEVELOPMENT"

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ABSTRACT : This Presentation will look at how digital stories, or engaging narratives discovered on the internet, have a huge impact on the development of our world. The primary objective is to investigate the profound effects that these online stories have on influencing people's minds, imparting useful lessons, and actively contributing to the ongoing process of making the world a better place for everyone. To obtain this understanding, a detailed evaluation of data from numerous research, narratives, and reports is conducted.

THE ROLE OF SUSTAINABLE TECHNOLOGIES IN CORPORATE SOCIAL RESPONSIBILITY

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ABSTRACT : Corporate Social Responsibility (CSR) is a set of voluntary actions that a company can take to improve social, environmental, and ethical issues in its operations and the communities in which it operates. CSR is often based on the "triple bottom line" approach, which means that not only does a company's financial performance but also its social and environmental impacts are considered. This approach evaluates the success of a company by looking at its economic, social, and environmental contributions. The sustainable development goals (SDGs) offer corporate sectors opportunities for collective engagement in sustainable development. By aligning Corporate Social Responsibility (CSR) efforts with SDGs, companies can address multiple global challenges and enhance their reputation.

MYTH, SPIRITUALITY AND ENVIRONMENTAL SUSTAINABILITY.

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ABSTRACT : Adopting sustainable practises is essential for a more resilient and prosperous future in any economy. *Environmental Sustainability*, has been rightly recognised as a top priority under the G20

platform ,to ensure a better future for our planet and people across the planet. It is important because it protects our planet's natural resources, fights climate change, maintains biodiversity, lowers pollution, enhances social and economic well-being, and supports our moral obligation to care for it. Environmental issues transcend national boundaries, making international cooperation essential. The issue of climate change is posing an unprecedented challenge to the entire global community.

ROLE OF ETHICAL MARKETING PRACTICES IN BUILDING CONSUMER TRUST AND BRAND REPUTATION

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ABSTRACT : In today's dynamic business environment, the relationship between consumers and brands has evolved beyond mere transactions to a complex interplay of trust, values, and social responsibility. Ethical marketing practices have emerged as a pivotal factor influencing this relationship, shaping consumer perceptions and molding brand reputations. Ethical marketing practices, including transparency, honesty, fairness, and social responsibility, convey a message to consumers that goes beyond profit-driven motives. They resonate with socially conscious consumers, who actively seek brands that mirror their ethical beliefs.

INFLUENCE OF GENERATION Z IN THE GIG ECONOMY ON THE FUTURE OF WORK IN ORGANIZATIONS

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ABSTRACT : The instability triggered by the invasion of the gig economy in the service sector has piqued public attention. Established corporate structures and workforce management procedures have been called into question. Employee jobs are believed to be undergoing a transition, with contract jobs gradually supplementing or replacing traditional employment. According to recent surveys, millennials tend to work part-time rather than full-time. In the twenty-first century, a large workforce, especially generation Z, aiming to make a significant difference in the workplace and employee flexibility by recruiting autonomous and self-scheduling employees could be the best option.

ENVIRONMENTAL INVESTMENTS: UNVEILING INVESTOR AWARENESS IN GREEN BONDS MARKETS

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ABSTRACT : The growing emphasis on sustainable finance has propelled the rise of environmental investments, notably in the realm of green bonds. This study investigates the extent of investor awareness in green bonds markets, shedding light on the crucial intersection of environmental consciousness and financial strategies. With a focus on unveiling investor sentiments, the research employs a comprehensive survey to gauge awareness levels and preferences among diverse investor groups. The findings reveal a nuanced landscape, with a notable percentage of respondents expressing familiarity with green bonds.

INNOVATIVE PRACTICES IN GREEN ADVERTISING

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ABSTRACT : Green advertising is one of the key strategies that marketers use to position their products as green products in the minds of consumers (Eren-Erdogmus et al., 2016). Green advertising affects individual attitudes towards advertising and their intention to be friendly to the environment (Kim et al., 2019). Although scholars and marketers believe that green advertising is a key factor in the success of products and service markets, little attention has been paid to how it can affect consumer information processing and its effectiveness (Hartmann and Apaolaza-Ibáñez, 2012). This paper provides a comprehensive overview of the current status of research on green advertising.

A COMPARATIVE STUDY ON ECO-CINEMA BY RIC ROMAN WAUGH AND ECO-NOVEL BY KIM STANLEY ROBINSON

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ABSTRACT : The global community has witnessed a surge in environmental degradation, necessitating urgent action to mitigate its impacts. Amidst this urgency, eco-films have emerged as powerful tools for fostering environmental awareness and inspiring action. This paper explores the importance of eco-films in shaping public perceptions, fostering empathy towards nature, and catalyzing environmental activism. It examines the role of eco-films in influencing policy decisions, driving sustainable practices, and promoting conservation efforts. .In the realm of literature, eco-concern novels have emerged as poignant narratives that delve into the intricate relationship between humanity and the environment.

DIGITAL STORYTELLING ON SUSTAINABLE DEVELOPMENT
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ABSTRACT : This paper investigates the use of digital storytelling as a potent tool for advancing sustainable development goals (SDGs) in today's digital era. Recognizing the importance of narrative-driven content in raising awareness and fostering positive behavioral change, the study adopts a multidisciplinary approach, incorporating insights from communication studies, environmental science, and technology adoption literature. The research begins by scrutinizing the theoretical foundations of digital storytelling, emphasizing its ability to effectively communicate intricate sustainability issues engagingly.

SHINING A LIGHT: ANALYZING MEDIA PORTRAYAL OF ENVIRONMENTAL ISSUES
MEDIA COVERAGE ON ENVIRONMENTAL ISSUES
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ABSTRACT : *The only way forward, if we are going to improve the quality of the environment, is to get everybody involved. –* Richard Rogers. Environment, nature and mother Earth have always been a subject of discussion confined to the intellectual upper echelons of societies across the spectrum and the result has been nothing but consequent systematic degradation and deterioration. The answer to the question as to why even despite the concern, the rot was not stemmed, lies in the fact that, masses, who are the real

stakeholders and protectors of environment, never really bothered. The lackadaisical attitude of the general public is not because of their apathy towards environmental issues, but due to lack of awareness on the same.

ENVIRONMENTAL CONSCIOUSNESS IN POST-MODERN INDIAN POETRY: EXPLORING ANTHROPOCENTRISM USING JACINTA KERKETTA'S SELECTED WORKS THEME - HUMANITIES - ECOLOGICAL DISCOURSE: ANTHROPOCENTRISM AND ECOCENTRISM

- Anil Raj P S

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ABSTRACT : A Flood in Tears, Why is the Earth on Fire, and An Adivasi Village, written by Jacinta Kerketta, are works set around various aspects linked to issues of human-environment conflict. However, the poems' depiction of the relationship between humans and the environment is complex and relevant in the context of the fast-changing world of globalisation. This paper aims to analyse the four poems to examine the balance between ecology and anthropocentrism depicted in the four poems. It deploys the method of textual analysis, foregrounding the theory of deep ecology pioneered by Arne Naess to look into the issue. The study highlights issues regarding the social and cultural complexities in which they exist.

MEDIA LITERACY FOR SUSTAINABILITY

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ABSTRACT : In a rapidly evolving digital landscape, where information is abundant and diverse, cultivating media literacy skills becomes crucial for individuals to navigate, comprehend and contribute to sustainability efforts. Media literacy for sustainability involves the ability to critically analyze and interpret media messages related to environmental, social and economic sustainability. It includes how the media shapes perceptions, influences behaviors and contributes to public discourse. On sustainability issues media literacy skills play a crucial role in sustainability of life by fostering informed and responsible engagement with information.

"EMPOWERING DIGITAL LITERACY: TACTICS FOR ENHANCING PARAGRAPH WRITING IN THE EVOLVING DIGITAL ERA"

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ABSTRACT : This research paper investigates the critical intersection of digital literacy and effective paragraph writing skills in the dynamic landscape of today's digital era. As communication increasingly shifts to online platforms, the ability to convey ideas clearly and coherently remains paramount. The study explores innovative strategies and interventions aimed at bolstering paragraph writing proficiency in the digital realm. Drawing on both theoretical frameworks and practical applications, this research seeks to provide valuable insights for educators, curriculum developers, and stakeholders involved in enhancing language proficiency in the context of evolving digital communication.

A STUDY ON RECEPTION OF POLITICAL MEMES

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ABSTRACT :
This research paper investigates the reception and influence of political memes among the youth demographic. Recognizing the role of political memes as a potent tool for political discourse in the digital age, this study aims to understand how these memes shape the political views and participation of young people. The research methodology includes quantitative and quantitative methods, such as surveys to gauge the extent of meme consumption and its correlation with political awareness .The study also addresses the potential for misinformation spread through political memes, emphasizing the need for digital literacy among young internet users.

EXPLORING THE IMPACT OF TRAVEL INFLUENCERS ON GENERATION Z

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ABSTRACT : Social media has noticeably influenced the tourism sector in the past few years. For instance, consumers use social media to research for trips, make travel related decisions and to share their travel experiences online. This research analyses the influence of social media travel influencers on the young generation, generation Z {people born between 1995 and 2010}. In today's era travel influencers have become influential figures moulding travel choices of social media users. The research is based on quantitative methodology in the form of an online survey which was conducted with the help of google forms.

TRANSFORMING EDUCATION: HOW AI IS REVOLUTIONIZING LEARNING EXPERIENCES

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ABSTRACT : Artificial Intelligence is playing a major role in every aspect of life and help us to tackle the hard challenges and education is not the exception. Artificial Intelligence is reshaping the way the students learn. The integration of Artificial Intelligence into education enhances the students' learning experiences. AI powered educational tools helps the students with their queries and provide them with the responses. In traditional method of teaching, teachers cannot focus on every student, but AI identified this challenge and providing suitable materials and customized lessons based on the student needs, strength and weakness. It helps the students in personalized learning.

AN EXAMINATION OF THE SUSTAINABLE EXPANSION OF MOBILE BANKING IN INDIA FOLLOWING THE COVID-19 PANDEMIC, WITH A FOCUS ON THE STATE BANK OF INDIA.

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ABSTRACT : The COVID-19 pandemic has affected every sector all over the world including the banking sector. People had to go through major lifestyle changes, the most prominent being shifting to a completely online mode while looking for cashless alternatives for their day-to-day needs, and mobile banking during

the pandemic has completely shifted the dynamic towards a cashless economy. This study examines the impact of the pandemic on mobile banking in India concerning SBI. SBI is the largest public sector bank in India providing various banking services including mobile banking services through their mobile banking app called YONO and YONO LITE and UPI app SBI BHIM Pay.

ARTIFICIAL INTELLIGENCE INFLUENCE ON BANKING PRACTICES IN HYDERABAD

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ABSTRACT : In the contemporary landscape of banking practices, the integration of artificial intelligence (AI) has emerged as a transformative force, reshaping operations and customer interactions. This study delves into the specific context of Hyderabad, examining the influence of AI technologies on banking practices within the region. Through a comprehensive analysis, this research elucidates the multifaceted impacts of AI adoption in banking institutions, shedding light on both the opportunities and challenges presented. Drawing upon empirical data and qualitative insights, the study explores the adoption levels of AI technologies across various banking functions, including customer service, risk management, fraud detection, and personalized banking experiences.

THE IMPACT OF FASHION BRAND SUSTAINABILITY ON CONSUMER PURCHASING DECISION

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ABSTRACT : This study investigates the nexus between consumer responsibility and eco-friendly fashion behaviour, delving into the influence of consumer awareness initiatives and the adoption of sustainable practices by fashion enterprises. This validation study examined consumer perceptions of fashion brands' sustainability and how such perceptions affect consumers' decisions to buy. The purpose of the study was to determine whether Hyderabad consumers exhibited the same degree of the attitude-buying behaviour gap as other studies.

A COMPARATIVE ASSESSMENT OF FINANCIAL PERFORMANCE ON THE BASIS OF SELECTED CAMELS RATIOS-A CASE STUDY OF PNB AND SBI

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ABSTRACT : Despite the growth and technological advancement in all the sectors in the world, banking sector is one where, the concerns are high all the time. This is due to failure on the part of banks sometimes to recover the loans and other losses. This has been noticed since 1980 in India. CAMELS has been proved as an efficient tool to keep a track on banks performance. It has also been a boon to evaluate the financial stability, safety and efficiency of the banks when it came to mitigating losses and bank failures. The project

aims to focus on the CAMELS model set-up and the role played by it in the supervision of banks in India, namely SBI and PNB. The project aims at identifying the merits and demerits of CAMELS system.

INNOVATIONS IN GREEN ADVERTISING

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ABSTRACT : Green advertising promotes environmentally friendly products and practices, emphasizing sustainability and eco- consciousness. It aims to raise awareness about environmentally responsible choices, encouraging consumers to make greener decisions. By highlighting a company's commitment to eco-friendly initiatives, green advertising seeks to influence consumer behavior positively, fostering a more sustainable and environmentally aware market. Innovations in green advertising reflect a dynamic shift towards sustainable and eco-friendly practices in the realm of marketing, Embracing environmental consciousness; brands are employing creative strategies to communicate their commitment to ecological responsibility.

A STUDY TO EVALUATE THE IMPACT OF E-LEARNING ON SUSTAINABLE DEVELOPMENT: AN ASSESSMENT IN EDUCATION SYSTEM

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ABSTRACT : E-learning has gained significant prominence due to the COVID-19 pandemic, and continues to serves as a powerful catalyst for sustainable development by bridging gaps in education access and fostering environmental stewardship. Through digital platforms, it enables inclusive learning opportunities for individuals worldwide, especially in remote areas, supporting Sustainable Development Goal 4. By reducing the requirement for physical resources and travel, e-learning minimizes carbon footprints, aligning with SDG 13 on Climate Action.

COMPARATIVE ANALYSIS OF CONSUMER PREFERENCE BETWEEN MAJOR AND SMALL START-UP GROCERY DELIVERY APPS IN HYDERABAD

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ABSTRACT : Consumer preference represents an individual's subjective choices and inclinations towards certain products or services, which is a crucial aspect in determining the success of businesses. This study conducts a comparative analysis of consumer preference between major and small start-up grocery delivery apps in Hyderabad, India, which aims to explore strategies that can enhance sales and sustainability for small start-ups in the competitive market. This data was collected through a structured questionnaire administered to 60 respondents and analysed using Microsoft Excel.

"HEALING IN THE DIGITAL AGE: DECODING THE IMPACT AND POTENTIAL OF INNOVATIVE HEALTH TECHNOLOGIES"

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ABSTRACT : In this era of rapid technology advancement, healthcare is on a transformative journey highlighted by the incorporation of digital initiatives. This study focuses on the profound changes brought about by digital health technologies, namely their impact on patient care, diagnostics, and overall healthcare efficiency. Digital health initiatives represent the integration of technology into healthcare to enhance efficiency, accessibility, and overall patient outcomes.

IMPACT OF CHAT GPT ON HIGHER EDUCATION

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ABSTRACT : On November 30th 2022 the AI based chatbot called Chat GPT was launched as a prototype by open AI and rapidly gathered media attention for its comprehensive and articulate responses to questions spanning many domains of technical and professional knowledge. Chat GPT is a conversational AI chatbot engineered by open AI, a collective of researchers and technologies focused on constructing AI securely and responsibly. Since its launch in 2022 AI chat bots like Chat GPT have sparked concerns in education. Chat GPT or chat-based language models, have the potential to revolutionize higher education.

A SURVEY ON AWARENESS AND ACCEPTANCE OF CRYPTOCURRENCY – UNVEILING THE TRENDS AND INSIGHTS

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ABSTRACT : The emergence of cryptocurrencies has generated a great deal of attention and discussion in the world of finance. In order to shed light on new trends and insights, the purpose of this poll is to ascertain the degree of awareness and acceptance of cryptocurrencies among different demographic groups. This study investigates the factors impacting people's understanding of cryptocurrencies, their opinions about their security and validity, and their desire to use them for transactions and investments among students and employees. It does this by using a thorough questionnaire that is sent to a varied sample population.

AN OVERVIEW ON BIG DATA ANALYTICS IN CLOUD COMPUTING

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ABSTRACT : Big data analytics in cloud computing, the data is gathered from different sources, such as smart devices, websites, social media, etc. After gathering the data, the next process is storing and cleaning this data. Then the companies use cloud tools by big data cloud providers to process this data for analysis. Big Data is a concept that deals with storing, processing and analyzing large amounts of data. Cloud

computing offers the infrastructure to enable such processes in a cost-effective and efficient manner. Many sectors, including among others businesses, healthcare, education, etc. are trying to leverage the power of Big Data.

BLOCKCHAIN, BITCOIN, CRYPTOCURRENCY TECHNOLOGY

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ABSTRACT : Block chain is a technology used as a digital data record system connected through cryptography. Cryptocurrency is a digital asset that is understood as a digital currency mainly based on block chain technology. This research aims to understand how blockchain works inside cryptocurrency by conducting a systematic literature review (SLR). In future, it may the cryptocurrency will replace paper currency into digital currency. Blockchain serves to be a security system to prevent loss or duplication of data. It can be concluded that blockchain is the right technology for cryptocurrency in commercial transactions because it allows cryptocurrency to work without a central authority.

INVESTIGATING THE INTERPLAY AMONG SUSTAINABILITY, COMMUNICATION QUALITY, AND ACHIEVEMENT RATE: A CASE STUDY OF DELOITTE

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ABSTRACT : This research paper, titled "Investigating the Interplay Among Sustainability, Communication Quality, and Achievement Rate: A Case Study of Deloitte," delves into the relationship between communication quality and achievement rates within Deloitte, a multinational professional services network. The term 'Quality of communication' pertains to the effective and efficient conveyance of information within the company, ensuring that communication serves its intended purpose, yields desired outcomes, and fosters mutual understanding among stakeholders. 'Achievement rate' denotes the company's ability to meet performance goals. Utilizing primary data obtained through an online questionnaire, this study gathered responses from employees across various departments and branches of Deloitte.

IN SITU AND EX SITU BIOREMEDIATION: HARNESSING NATURE'S CLEANUP FOR ENVIRONMENTAL RESTORATION

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ABSTRACT : Microorganisms are a key component of a creative and promising technology that helps break down and remove environmental pollutants. One of the many important techniques for reducing pollution and creating a zero-waste environment is bioremediation. This review is a compilation of numerous global research initiatives that, by showcasing the potential of microorganisms, provide a significant understanding of microbial processes and technology. There are two types of bioremediation technologies: *in-situ* and *ex-situ*. *Ex-situ* bioremediation is removing the contaminated material that has been treated somewhere other than the local site, and *in-situ* bioremediation involves treating the contaminated material that is located at the local site.

BIOREMEDIATION: A STUDY AND PERCEPTION TOWARDS CLEAN ENVIRONMENT AND OPPORTUNITY

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ABSTRACT : Using natural biological processes, bioremediation is a cutting-edge, environmentally friendly method of getting rid of harmful toxins. Bioremediation is a workable, efficient, and long-lasting alternative for treating oily sludge and HC-contaminated environments. Oily sludge is the term for the leftover residue from the petroleum industry that consists mostly of metals, water, sand, and hydrocarbons (HCs). For its in-situ or ex-situ bioprocesses, bioremediation treatments can be applied to a variety of matrices, including soil, water, waste, sludge, and sediments. To get rid of pollutants, these therapies make use of biological organisms like bacteria, plants, algae, or enzymes. Biostimulation and bioaugmentation, which have both been applied in field and lab settings, are the two most widely utilized bioremediation methods for oily sludge.

IMPLEMENTATION OF PRODUCTION LINKED INCENTIVES: EXAMINING THE EFFECT OF SELECT MANUFACTURING SECTOR INDICATORS ON GROSS DOMESTIC PRODUCT

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ABSTRACT : Since liberalisation, the contribution of manufacturing to India's GDP is around 14% to 18% while it is double, approximately 30% to China's economy. National Manufacturing Policy, 2011 and 'Make in India', 2014 were introduced to address this issue. But manufacturing sector didn't see any significant growth after introduction of these policies. The dearth of indigenous manufacturing and low value addition prompted government to introduce Production Linked Incentive (PLI) Schemes with incentives based on production, employment created and output under "Aatmanirbhar Bharat" program.

ANDROID MALWARE DETECTION
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ABSTRACT : It is crucial to protect user devices from security dangers in the ever-changing world of Android apps. Given the dynamic nature of these threats, it is imperative to have a thorough understanding of the features, behaviour, and permissions of apps. Given this, the main goal of this research is to create a strong model that can effectively identify Android applications by using attributes like permissions, API calls, and network behaviour. Through establishing a connection between the growing complexity of malware and the requirement for a sophisticated detection model, this study seeks to improve Android devices' overall security posture. The dataset under consideration comprises 4,465 instances and 241 attributes, with the target attribute categorizing applications as either malware or goodware. The variables encompass permission-based features (1-214) and API-based features (215-241).

REVOLUTIONIZING GROUNDWATER QUALITY PREDICTION IN TELANGANA: A DEEP LEARNING APPROACH FOR DUAL-DISTRICT ANALYSIS

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ABSTRACT : Water is a vital resource crucial for agriculture, livestock, and human consumption. The quality of groundwater plays a pivotal role in determining crop health and livestock well-being, directly impacting communities. This study focuses on the districts of Janagaon and Bhupalapally in Telangana, employing a geographic information system to categorize groundwater quality over a five-year period from 2018 to 2022. The dataset includes essential parameters such as groundwater level (gwl), electric conductivity (EC), total hardness (TH), sodium absorption ratio (SAR), and excess bicarbonate levels (RSC meq/l). Additionally, chemical parameters like pH, TDS, Ca^{2+}, Mg^{2+}, Na^+, K^+, HCO_3^-, Cl^-, SO_4^{2-}, NO_3^-, and F^- were assessed, adhering to drinking water quality standards. The target variables, Classification is classified into nine categories (C1S1, C2S1, C3S1, C3S2, C3S3, C4S1, C4S2, C4S3, C4S4) and Classification.

SUSTAINABLE CAMPUS: ASSESSING ENERGY MANAGEMENT STRATEGIES IN HIGHER EDUCATION INSTITUTIONS

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ABSTRACT : Energy audits play a pivotal role in enhancing energy efficiency and sustainability across various sectors, including commercial, industrial, and institutional settings. By meticulously examining energy consumption patterns and identifying inefficiencies, audits serve as the cornerstone for implementing targeted measures to reduce energy waste and operational costs. Keeping this in view the current project focuses on performing an energy audit in college campus aiming to optimize energy consumption and enhance efficiency. the project employs data collection and statistical analysis.

THE IMPACT OF TECHNOLOGY IN CSR FOR SUSTAINABLE BUSINESS.

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ABSTRACT : This study investigated the role of technologies in promoting corporate social responsibility (CSR) in modern organizations. Based on environmental protection and technological theories, it analyzes the transition from traditional technological development to the development of sustainable technologies to promote the sustainable development of organizations. Technology has had a defining impact on human development, but its research has traditionally sidelined issues of sustainability. More recent technological visions have addressed the incorporation of technologies into all industries more holistically to address social issues related to environmental protection and sustainable economic development.

WEAPON DETECTION USING ARTIFICIAL INTELLIGENCE AND DEEP LEARNING FOR SECURITY APPLICATIONS

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ABSTRACT : Security is often a main concern in each domain,thanks to an increase in rate during a crowded event or suspicious lonely areas. Abnormal detection and watching have major applications of pc vision to tackle numerous issues, thanks to growing demand within the protection of safety,security and private properties, desires and readying of video police investigation systems will acknowledge and interpret the scene and anomaly events play an important role in intelligence watching. This paper presents a comprehensive study on the development and implementation of a weapon detection system for security applications using Artificial Intelligence (AI) and Deep Learning techniques.

A CASE STUDY ON NUMBER OF INDIAN STUDIES IN USA
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ABSTRACT : The U.S. remains a top choice for Indian students seeking higher education abroad. As the educational landscape continues to evolve, fostering strong ties between the two nations remains crucial for academic exchange, innovation, and global collaboration. The enrollment of international students in American universities has been a subject of immense interest and scrutiny. Indian students predominantly opt for graduate programs, especially in fields such as science, technology, and business. Their pursuit of advanced degrees contributes significantly to the academic landscape in the U.S. and fosters cross-cultural exchange Among these global scholars, Indian nationals constitute a significant demographic. This case study delves into the trends, factors, and implications surrounding the presence of Indian students in U.S. higher education institutions.

PREDICTIVE APPROACH TO HEART ATTACK RISK ASSESSMENT

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ABSTRACT : Among all the Cardio Vascular Diseases (CVD), Heart attack is the major health issue. It has been a crucial factor in the increase in mortality rate. It's recorded that out of 100 percent, 27% of the deaths are caused due to heart attacks. A heart attack, also known as a myocardial infarction, is an acute and sudden event that occurs when blood flow to a part of the heart muscle is blocked, usually by a blood clot. If the effect of heart attack is not predicted at an earlier stage, the consequences will be vulnerable and it results in becoming chronic day by day. Different factors might help us in predicting heart attacks. Since the generated data from the human body is continuous and huge in amount, we use various statistical techniques to classify the obtained health data. Moreover, the classification of health data is the most critical process as it needs an accurate execution with the early detection of heart disease.

A STUDY ON CONTEMPORARY INDIAN YOUTH'S PERCEPTION OF ENTREPRENEURSHIP WITH EMPHASIS ON SUSTAINABILITY

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ABSTRACT : Entrepreneurship is a dynamic and multifaceted concept that lies at the heart of innovation, economic growth, and societal development. It is the symbol of business strength and growth as it contributes to the growth of the economy and plays a vital role in the development process. It creates jobs which consequently generate more opportunities. It embodies the spirit of individuals who possess a vision, resilience, and a penchant for taking calculated risks to create and manage businesses.

INFLUENCE OF SOCIAL MEDIA MARKETING TOWARDS CREATION OF BRAND AWARENESS- A CASE STUDY OF CDRS

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ABSTRACT : *The study of social media marketing and the unique dynamics of the CDR industry, uncovers insights that can inform strategic brand-building efforts. Through the analysis of real-world case studies and data-driven research methodologies, this study aims to elucidate how social media campaigns influence consumer behavior, shape brand perceptions, and ultimately contribute to the creation of brand awareness for CDRs.*

AI-BASED PRODUCT RECOMMENDER SYSTEM FOR APPLE IPHONES

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ABSTRACT : The AI-based product recommender system for Apple iPhones leverages machine learning techniques to provide personalized recommendations to users. By analyzing user preferences, historical interactions, and relevant attributes of iPhones, the system suggests models that align with individual needs. Key components include content-based filtering, collaborative filtering, hybrid approaches, and deep learning models. The system enhances user satisfaction, drives sales, and adapts to changing preferences. Its implementation can significantly improve the personalized shopping experience for iPhone enthusiasts.

ISOLATION AND CHARACTERIZATION OF PROBIOTIC BACTERIA FROM PALM WINE AGAINST CHOLESTEROL LOWERING ACTIVITY

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ABSTRACT : Elevated blood cholesterol levels increase the risk of cardiovascular disease (CVD), which is a major cause of death. In this research work, we aim in isolating and characterizing the probitic bacteria from palm wine to study the cholesterol lowering activity. Lactic acid bacteria (LAB) with probiotic and cholesterol-lowering activities were identified and characterized from traditional palm wine in this study. LAB has been isolated from palm wine on MRS agar using a pour-plate approach and various colonies are detected on MRS agar plate. Fourteen colonies were isolated from palm wine and confirmed to be Gram's positive. For each of the 14 colonies, the catalase test produced a negative result.

NAVIGATING THE IMPACT OF AI INTEGRATION ON TEACHER-STUDENT DYNAMICS: TRENDS AND INSIGHTS EXPLORING A CRUCIAL INTERSECTION BETWEEN TECHNOLOGICAL ADVANCEMENT AND EDUCATIONAL DYNAMICS

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ABSTRACT : This study presents findings from a survey exploring a crucial intersection between technological advancement and educational dynamics. By focusing on the evolving relationship between teachers and students in the context of AI integration. Using a qualitative research design, the study employed semi-structured ways to collect data from 30 students and 10 teachers from different streams. The data will be analysed using machine learning algorithms to extract patterns, unveiling valuable trends and insights. Through our survey methodology, we aim to capture the multifaceted perspectives of both teachers and students regarding AI's influence on their interactions.

BEYOND LANDFILLS: A SPECTRUM OF SUSTAINABLE WASTE MANAGEMENT TECHNIQUES FOR A CIRCULAR ECONOMY

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ABSTRACT : Every day, a significant quantity of waste is produced worldwide. There are numerous sources of this waste, including factory emissions, leftover agricultural residue, and domestic garbage. If appropriate mechanisms aren't put in place to handle and treat this waste, it will eventually build up and cause a host of negative effects. Methods including open dumping, incinerating garbage, and landfilling can have a significant effect on nearby populations as well as a wide range of other regions. The various unsustainable and hazardous waste management strategies that are employed globally are covered in this essay, along with their detrimental impacts on the community's environment and local population.

CREDIT CARD FRAUD DETECTION USING MACHINE LEARNING MODEL

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ABSTRACT : Credit card fraud is a term used for fraud committed using a payment card like debit or credit card. Credit card fraud occurs when unauthorized users successfully gain access to an individual's credit card information and uses the information to make purchases and transactions. According to a 2023 report about 47% of all Europeans have experienced a fraudulent charge on their credit or debit cards and more than one in three credit or debit card holders have experienced fraud multiple times. Our objective is to develop a machine learning model that can predict a fraud transaction and can alert before damage is done

A STUDY ON MICROBIAL BIOPROCESSES

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ABSTRACT : Understanding the growth characteristics of microorganisms is an essential step in bioprocessing, not only because product formation may be growth associated but also because they might influence cell physiology and thereby product quality. The specific growth rate, a key variable of many bioprocesses, cannot be measured directly and relies on the estimation through other measurable variables such as biomass, substrate. product concentrations. The advantages and limitations of different modes and various monitoring techniques are discussed, highlighting the importance of the specific growth rate in the development of fast, reliable, and robust processes for the production of high-value products such as recombinant proteins

PERSONALISED MEDICINE: A POSITIVE APPROACH WHICH TAKES TIME TO NORMALISE

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ABSTRACT : Personalised medicine is concept of treating a patient with right drug or treatment that is specially aimed for that specific patient. The main goal follows the quote "the right key fits the right lock to open". Even though the name personalised medicine is new for the present scenario, it's not an entirely new method or invention which was already been and being practiced by traditional ayurvedic and Chinese medicine which were only for specific patients according to their physical condition. In this topic, the doctor needs to study and understand the patient entirely and design a treatment method which can help with the recovery only to a particular person.

AN ANONYMIZED DATASET ANALYSIS USING EMPIRICAL METHODS

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ABSTRACT : In the competitive landscape of the telecom sector, understanding and mitigating customer churn is paramount for sustained business success. This research paper presents an empirical exploration of customer churn dynamics in the telecom industry. Employing empirical methods, we investigate the relationships between various customer attributes and churn behavior. Additionally, the study integrates predictive modeling techniques to forecast customer churn. We uncover important factors influencing churn, ranging from demographic characteristics to usage patterns.

CYBER SECURITY

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ABSTRACT : Cybersecurity encompasses a broad range of practices, tools and concepts related closely to those of information and operational technology (OT) security. Cybersecurity is distinctive in its inclusion of the offensive use of information technology to attack adversaries. Use of the term "cybersecurity" as a key challenge and a synonym for information security or IT security confuses customers and security practitioners, and obscures critical differences between these disciplines. Recommendation for security leaders is that they should use the term "cybersecurity" to designate only security practices related to the defensive actions involving or relying upon information technology and/or OT environments and systems.

BIOREMEDIATION

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ABSTRACT : Bioremediation is a way to clean up pollution by using living things like bacteria and fungi. This presentation talks about different ways to do bioremediation, what tiny living things are used, and how they work to clean the environment. We look at the good points, like being cheap and good for nature, and the not-so-good points, like taking a long time and sometimes not cleaning everything up. We share stories of how bioremediation has been used to clean places, what problems were faced, and how people solved them. Looking forward, we talk about new ideas to make bioremediation better, like using science to change the tiny living things so they can clean better. In the end, we say that bioremediation is important for keeping our environment clean and needs more support and study.

INFORMATION GOVERNANCE IN THE AGE OF ARTIFICIAL INTELLIGENCE - A FOCUS ON INDIA'S POLICY RESPONSES

Dr Ramesh Kumar[1]

ABSTRACT : Over the past seven decades, the theoretical and technological foundations of Artificial intelligence (AI) have been laid by pioneers in computer science like Alan Turing, Marvin Minsky, and John McCarthy. Slowly and quietly, AI has already made inroads in various industries and government sectors. However, with the advent of abundant computing power and reduced data storage costs, we are entering an exponential age of AI, where organizations are poised to leverage vast amounts of data for unlocking value. The world is witnessing a rapid adoption of artificial intelligence across diverse domains, including healthcare, finance, education, and governance.

A CONTENT ANALYSIS OF CRIME REPORTING IN MAJOR ENGLISH NEWSPAPER DAILIES OF HYDERABAD

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ABSTRACT : India's vastness and diversity contribute to varied crime rates contingent on geographical, demographic, and temporal factors. The content analysis of crime reporting in major English newspaper dailies of Hyderabad suggests that both The Indian Express and Deccan Chronicle have their areas of strengths and weaknesses in terms of crime reporting. The study indicates that newspapers have covered various crimes with varying degrees of emphasis, reflecting their editorial priorities and audiences' interests. The study primarily aims at analyzing the themes of Crime News Reporting of Major Newspaper dailies and also examine the content of Crime News Stories of Major Newspaper dailies using the agenda setting theory.

THE INTERSECTION OF LINGUISTIC INTELLIGENCE AND MATHEMATICS EDUCATION: A THEORETICAL EXPLORATION WITHIN THE MULTIPLE INTELLIGENCES FRAMEWORK

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ABSTRACT : This paper navigates the intersection of Linguistic Intelligence and Mathematics Education, embarking on a transformative journey towards inclusivity and empowerment. The theoretical exploration unfolds the foundational principles of integrating Linguistic Intelligence, challenging traditional paradigms and recognizing diverse cognitive strengths. Practical implications illuminate responsive teaching strategies, growth mind-sets, and technology integration, demonstrating the dynamic nature of sustaining linguistic inclusivity. The holistic approach expands beyond classrooms, encompassing curricular integration, community engagement, and policy advocacy.

ENGLISH LANGUAGE PROFICIENCY AS A TOOL TO FOSTER SUSTAINABLE DEVELOPMENT

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ABSTRACT : It is essential to be proficient in English Language to meet the challenges of the global village that we live in. As the title indicates, the author of this paper is emphasising the role of English language proficiency in promoting sustainable development (development that meets the needs of the present without compromising the ability of future generations to meet their own needs). It becomes easy to engage in global conversations and contribute towards sustainability when someone is proficient in the language. Though there are other languages used for communication within nations and in clusters across continents, it is English which is the lingua franca of the world today.

INTERGENERATIONAL CONFLICT OVER ECOLOGICAL PERSPECTIVES

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ABSTRACT : This paper delves into the evolving human perspectives and values across generations, with a particular focus on attitudes toward nature within a familial context. It explores the contrasting viewpoints presented in Dilip Chitre's poem, "The Felling of the Banyan Tree," where a generational divide in opinion is evident, and Ramanujan's "Ecology,"which presents a difference of outlooks between the poet and his mother. These poems depict the shifting ecological consciousness, highlighting the stark contrast between the current generation's utilitarian view of nature, influenced by modernization, and the more traditional, reverential attitude of older generations as marginalized voices presenting a counternarrative.

BEYOND BORDERS: EXPLORING THE MULTIPLICITY OF VOICES IN SELECT ESSAYS OF ARUNDHATI ROY

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ABSTRACT : Arundhati Roy is a writer-activist and feminist who is known for her criticism of religious nationalism, state repression, neocolonialism, capitalism, and corruption. Her essays critique the current social, economic, and political conditions. Post-independence, colonialism in India has resorted to deception under the name of progress and development, tricking developing nations with a Western model of development that perpetuates the imperial legacy.

LOOKING AT RAMANUJAN'S SELECT POEMS THROUGH THE LENS OF ECOCRITICISM

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ABSTRACT : The intersection of literature and ecological criticism is an area trending nowadays and I would like to explore the select poems of Ramanujan. The paper would focus on the intricate connections between nature, culture and the human experience. The poems serve as a canvas to depict the delicate balance and intricate dynamics within ecosystems, emphasizing the symbiotic relationship between Nature and its human beings. By scrutinizing Ramanujan's poetic language, metaphors, and imagery, this paper aims to uncover the environmental consciousness embedded in his work.

THE SHADES OF NATURE

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ABSTRACT : Eco-criticism is a recent literary theory which seeks to define the relationship between Nature and human beings. Using the precepts of this theory, I would like to explore the meaning and nuances of a few poems of different poets and interpret the sensibility that they exhibit in their poems towards the environment. Since times immemorial, human beings have looked at Nature surrounding them with awe and have searched out meanings and explanations to understand their environment. The poems of Wordsworth, Keats and Shelley as also some poems of Indian poets depict the close relationship between humans and their environment and establish the fact that the place or the ecology of the place is also an influence in human lives. This paper hopes to contribute to the literary interpretation of select poems in the light of ecocriticism.

EXPLORING GOVERNANCE STRUCTURES AND ECOLOGICAL SUSTAINABILITY NARRATIVES IN GEORGE ORWELL'S ANIMAL FARM: LESSONS FOR CONTEMPORARY ENVIRONMENTAL GOVERNANCE

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ABSTRACT : George Orwell's novel Animal Farm used an allegorical story of farm animals revolting against their human owner to deliver incisive political satire. This article performs an ecocritical examination of how the book portrays changing governance systems and sustainability themes. It shows how language and discussions about sustainability may be controlled to benefit elite human-centered goals instead of true ecological balance and fairness. Foucault's perspectives on power, knowledge, and language are utilized as the theoretical framework.

READING INDIGENOUS CULTURAL EXPERIENCE AS MAGIC REALISM: HERMENEUTICAL INJUSTICE?

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ABSTRACT : When the American author Diana Gabaldon published her novel, Outlander (1991), initially set during the period of World War II, where the main character Claire Beauchamp travels in time to 18th century Scotland, her work is labelled as an oeuvre of historical fantasy fiction. However, when Maryse Condé, a writer of Guadalupian origin, published her widely acclaimed novel titled Moi, Tituba Noire de Salem translated to the English as I, Tituba the Black Witch of Salem, based on the historically well-known enslaved Black woman, Tituba, her fiction acquires the label magical realist fiction.

NATURE AND THE FEMININE IN WESTERN AND INDIGENOUS POETICS: IMPLICATIONS FOR SUSTAINABILITY

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ABSTRACT : This paper explores the distinct attitudes and differences of perspective towards nature and the feminine in two poems: "The Solitary Reaper" by William Wordsworth and "Flower Boat " by Sunkara Ramesh, a contemporary Telangana poet. Using the frameworks of ecofeminism and ecocriticism, the paper examines how the poems reflect the cultural and perspectival contexts of the poets and their respective differing worldviews. The paper argues that Wordsworth's poem represents the Western understanding of nature as a passive and mysterious object of fascination and curiosity, and the reaper as a solitary and fetishized figure whose song is distant and barely perceptible to the male speaker.

ANALYSIS OF CENSORSHIP THROUGH THE YEARS

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ABSTRACT : In its Constitution, India affirms to preserve and maintain its democratic values. But that appears to be true only on paper especially when we closely look at the censorship laws. India is a democracy with a constitution that guarantees some fundamental rights, including the right to freedom of speech and expression. However, this seems conditional. Censorship is the suppression or prohibition of words, images, or ideas viewed as offensive for the common good. India has many laws and regulations that govern censorship, including the Press and Registration of Books Act, the Cinematography Act, and the Information Technology Act.