



D. Y. PATIL INTERNATIONAL UNIVERSITY AKURDI PUNE



Green Horizons: Emerging Perspectives on Sustainable Business and Technological Transformation



Conference and
Publication Partner

Editors

Dr. Madhavi Deshpande
Dr. Priyanka Dhoot
Dr. Kranti Shingate
Dr. Pooja Dasgupta



**D. Y. Patil
International University,
Akurdi-Pune**

International Conference

on

Green Horizons: Redefining Business and
Sustainability Paradigms in the Technological Era

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About the Conference

The 21st century has been marked by rapid technological advancement that continues to transform economies, societies, and the environment. While innovation has enabled remarkable progress, it has also amplified challenges such as environmental degradation, social inequality, and ethical dilemmas in governance. As the global climate crisis deepens and sustainability becomes central to development discourse, stakeholders are increasingly expected to operate with accountability toward ecological and social systems. Various fields in the social sciences must address these challenges with an interdisciplinary approach.

This shifting landscape demands a fundamental rethinking of traditional business and social science paradigms—one that integrates green innovation, digital transformation, and inclusive growth. The convergence of these forces calls for a collaborative, interdisciplinary approaches to reshape how organizations and societies create value, serve communities, and contribute to a more sustainable and equitable future.

Objectives of the Conference

- To redefine business and social science frameworks by integrating sustainability, innovation, and social equity to address real-world challenges and enhance societal well-being.
- To foster global, cross-sector collaboration across various social science disciplines for sharing inclusive solutions, advancing the UN Sustainable Development Goals (SDGs), and creating positive social impact
- To facilitate interdisciplinary dialogue among academia, industry leaders, policymakers, and civil society to co-create solutions for a just and sustainable future.

About the Institution



About D Y Patil International University

D Y Patil International University (DYPIU) is a leading university where innovation, excellence, and holistic education shapes the leaders of tomorrow. Nestled in the vibrant city of Pune, India, DYPIU stands as a beacon of educational advancement, committed to fostering an environment where students thrive intellectually, socially, and professionally.

With a strong emphasis on academic rigor, research-driven learning, and global engagement, DYPIU offers a diverse range of programs spanning across disciplines, catering to the evolving needs of the 21st-century workforce in Engineering, Management, Design, Bio-Engineering, and Journalism.

DYPIU believes in nurturing not just competent professionals but well-rounded individuals equipped with critical thinking skills, creativity, and a sense of social responsibility. The faculty comprises of accomplished scholars, industry experts, and mentors dedicated to guiding students on their journey of discovery and personal growth.

Whether it's through state-of-the-art infrastructure, innovative pedagogical approaches or collaborations with leading international institutions, DYPIU is committed to provide an unparalleled educational experience that empowers students to excel in a rapidly changing world.

About the Partner



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Message from Vice Chancellor

On behalf of D. Y. Patil International University, Pune, I extend a warm welcome to all participants of the International Conference on “Green Horizons: Redefining Business & Sustainability Paradigms in the Technological Era.” It is encouraging to witness the convergence of scholars, researchers, industry leaders, and practitioners to deliberate on sustainability in the context of technological transformation.

In today’s dynamic global environment, it is imperative for organizations to align economic progress with environmental stewardship and social responsibility. The integration of sustainable practices with technological innovation is essential for building resilient and future-ready business ecosystems. This conference serves as a valuable platform for dialogue, knowledge exchange, and the exploration of responsible business models.

D. Y. Patil International University remains committed to advancing research, innovation, and knowledge dissemination that address global challenges. The establishment of the Centre for Climate Resilience, Water Innovation and Green Solutions reflects our focus on fostering interdisciplinary collaboration and driving sustainability initiatives. In alignment with the United Nations Sustainable Development Goals, the conference themes emphasize priorities such as circular economy, inclusive growth, technological innovation, and community resilience, reinforcing the role of academia in shaping a sustainable future.

The thematic tracks integrate green operations, finance, social responsibility, technological advancement, and sustainable communication practices, with skill development as a key focus. These initiatives strengthen academia-industry collaboration and build the capacity required to implement sustainable solutions.

I commend the organizing committee, keynote speakers, and participants for their valuable contributions. I am confident that the insights generated through this conference will lead to actionable outcomes and innovative approaches for sustainable and technologically empowered business ecosystems.

I convey my best wishes for the grand success of the conference and trust that the deliberations will contribute meaningfully towards building a more sustainable and responsible future.

Prof (Dr.) Manish Bhalla

Vice Chancellor

D. Y. Patil International University, Akurdi, Pune

Message from Organizing Chair

It is a pleasure and profound privilege to present the proceedings of the International Conference on “Green Horizons: Redefining Business & Sustainability Paradigms in the Technological Era (ICGH 2026)”. This conference developed a platform to bring together students, scholars, practitioners, policymakers, and industry leaders to engage in thoughtful conversation on one of the most pressing imperatives of our time—integrating sustainability with technological and business innovation.

In an era marked by rapid digital transformation, climate challenges, and evolving socio-economic realities, the need to rethink conventional paradigms has become critical. The contributions in this volume reflect a rich diversity of perspectives that explore sustainable business models, green innovation, ethical governance, and inclusive growth. The interdisciplinary nature of these papers underscores the importance of collaborative approaches in addressing complex global challenges.

As a Conference Organizing Chair, I extend my sincere appreciation to all authors for their insightful contributions, the reviewers for their rigorous evaluation, and the organizing committee for their dedicated efforts in making this conference a success. It is our hope that this compilation will not only advance academic discourse but also inspire actionable solutions for a more sustainable and equitable future.

Prof. Madhavi Deshpande
Conference Organizing Chair
Dean of faculty (Non-engineering)
Director, SCM, D. Y. Patil International University, Akurdi, Pune

About the Editors

Dr. Madhavi Deshpande

Dr. Madhavi Deshpande is a distinguished academician with over 30 years of experience in education and human resource management. Currently serving as Professor and Dean, Faculty of Non-Engineering at DY Patil International University (DYPIU), she has played a pivotal role in strengthening academic administration within the School of Commerce and Management. Her leadership has driven the introduction of innovative programs, including courses in data analytics and leadership development. Known for her commitment to academic excellence and holistic student growth, Dr. Madhavi is a highly respected mentor whose dedication and vision have significantly influenced both students and colleagues, shaping future leaders and scholars.



Dr. Priyanka Dhoot

Dr. Priyanka Dhoot is an Sr. Assistant Professor, D Y Patil International University, Pune, specializing in Finance, Investment Management, and FinTech. With over 12 years of academic experience, she brings strong expertise in teaching, research, and curriculum development. She holds a Ph.D. in Business Administration from Shivaji University, Kolhapur, along with an MBA and M.Phil in Financial Management. Dr. Priyanka has also completed a Post Graduate Certificate in FinTech from the National Stock Exchange (NSE) in collaboration with IMT Hyderabad. A dedicated researcher, she has published papers in ABDC and UGC-listed journals, authored two books, and holds two patents. She actively contributes to academic conferences and is committed to advancing knowledge in emerging financial domains. She believes “Dedication is the fuel that propels belief into action, transforming dreams into reality.”



Dr. Kranti Shingate

Dr. Kranti Shingate is an Associate Professor & Program Head, SoCM, D Y Patil International University, Pune, and an accomplished professional with 20-plus years of comprehensive experience in the Education and Entrepreneurship domains. Dr. Kranti graduated in Agriculture from MPKV Rahuri’s College of Agriculture, Pune, with a Master’s & Ph.D. from Savitribai Phule Pune University, Pune. Other qualifications of Dr. Kranti are e-MBA (IB & Marketing) and a PGDM (Rural Dev & Agribusiness Mgmt.). She is an IIBA-certified Business Analyst. She is a supervisor/ guide for PhD students. She has conducted training sessions for academicians & industry persons on copyright registration & Business Excellence, Innovation & Strategies.



About the Editors

Dr. Kranti has also received 9 copyright registrations for academic documents from the Government of India. She has received Verified International Academic Qualifications from World Education Services. Dr. Kranti has published 22 research papers, received the Best Oral Presentation award at the International Scientific Research Conference held on the 30th & 31st of March 2024 in Bangkok, Thailand (offline mode), as well as a Best Research Paper Award by the International Research Journal of Business and General Management (Impact Factor (JCC): 5.7985). She has also worked as an editor for a book entitled “Embracing Talent, Innovation and Disruptive Technologies”. Dr. Kranti is also involved in research & consultancy in Vertical farming.

Dr. Pooja Dasgupta

With more than a decade long journey in research and publication, Dr. Pooja Dasgupta, Asst. Professor (SoCM, DYPIU), is highly experienced in reviewing and editing academic manuscripts with a focus on clarity, coherence, and adherence to scholarly standards. Her commitment to enhancing the quality and readability of academic writing while preserving the originality and intent of authors’ work is reflected in her careful and thoughtful approach to academic editing.



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Preface

We are delighted to present the proceedings of the International Conference on “*Green Horizons: Redefining Business & Sustainability Paradigms in the Technological Era.*” This volume brings together a collection of scholarly contributions that explore the dynamic intersection of sustainability, business innovation, and emerging technologies. As organizations across the globe face increasing environmental, social, and economic challenges, the need to integrate sustainable practices with technological advancement has become more critical than ever.

The conference served as an important platform for academicians, researchers, industry professionals, policymakers, and students to come together and exchange ideas on contemporary issues shaping the future of sustainable business. It encouraged interdisciplinary dialogue and collaboration aimed at addressing global sustainability challenges while leveraging the potential of disruptive technologies.

The papers included in these proceedings reflect a wide spectrum of research themes, including sustainable development strategies, green entrepreneurship, circular economy practices, ESG integration, responsible innovation, and technology-driven solutions for environmental and social sustainability. The contributions also highlight the transformative role of digital technologies such as artificial intelligence, block chain, data analytics, and smart systems in enabling organizations to transition toward more sustainable and resilient business models.

Through keynote sessions, research presentations, and scholarly discussions, participants examined innovative approaches to sustainable supply chains, climate-responsive business practices, green finance, and the integration of sustainability into corporate governance and strategic decision-making. The insights presented in this volume offer valuable theoretical perspectives as well as practical implications for businesses, researchers, and policymakers seeking to create long-term value while addressing global sustainability imperatives.

We sincerely hope that this compilation of research will serve as a meaningful resource for scholars and practitioners alike, inspiring further inquiry, collaboration, and action toward building responsible, resilient, and sustainable business ecosystems in the technological era.

Editors

Dr. Madhavi Deshpande

Dr. Priyanka Dhoot

Dr. Kranti Shingate

Dr. Pooja Dasgupta

Acknowledgments

As we mark the successful completion of the International Conference on “*Green Horizons: Redefining Business & Sustainability Paradigms in the Technological Era*,” we would like to express our sincere gratitude to all those whose support, dedication, and collaborative efforts made this academic gathering a meaningful and successful event.

We extend our heartfelt thanks to our Honourable Chairman, *Hon. Sanjay Patil*, for his constant encouragement and visionary leadership that continues to inspire initiatives promoting sustainability and innovation in education and research. We are equally grateful to our Vice Chancellor, *Prof. Manish Bhalla*, whose guidance, support, and active involvement were instrumental in the successful organization of this conference.

We would also like to express our appreciation to our distinguished keynote speakers, invited experts, and session chairs who shared their valuable knowledge, insights, and perspectives on the evolving role of sustainability and technology in transforming business practices. Their contributions greatly enriched the intellectual discussions and provided valuable direction for future research.

We also acknowledge the seamless management and technical support provided by the *JPI team and our Conference Management System (CMS) partner*, whose dedication and tireless efforts ensured the smooth and successful execution of the conference.

Our sincere appreciation goes to all the authors, researchers, academicians, and students who presented their research papers and actively participated in the conference. Their scholarly contributions and thoughtful deliberations have significantly enhanced the quality of this conference and the proceedings compiled in this volume.

We also extend our gratitude to the organizing committee, faculty members, and the technical and administrative staff of *D Y Patil International University (DYPIU)* for their continuous support and cooperation in successfully conducting the conference.

Finally, we thank all participants and collaborators who contributed to making this conference a valuable platform for knowledge exchange and dialogue on sustainable and technology-driven business transformation.

Our sincere thanks to all.

Editors

Dr. Madhavi Deshpande

Dr. Priyanka Dhoot

Dr. Kranti Shingate

Dr. Pooja Dasgupta

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TRACK 1

Green Operations, Circular Economy, and Supply Chain Justice

A Synergistic Pathways for Sustainable Future: Integrating Circular Economy and Supply Chain Justice

Bitan Pratihar and Monal Dutta***

ABSTRACT

Integration of circular economy (CE) with supply chain justice (SCJ) drives towards a sustainable future by addressing resource efficiency. CE emphasizes on waste reduction through reuse and recycling of waste materials whereas, SCJ talks about distribution of equitable value among all supply chain stakeholders. Hence, in this study, how the integration of CE with SCJ helps to enhance resilience and transparency across various sectors have been analyzed. Therefore, by implementing this combined framework, aspect like responsible sourcing, sustainable production, and improved socio-economic conditions for communities can be practiced. Additionally, this combined approach also mitigates the environmental sustainability goals. On the other hand, the core principle of CE focuses on waste minimization which is intricately linked with supply chain justice as it poses some restrictions on dumping of waste materials in marginalized communities. Therefore, this synergic integration of CE and SCJ ensures long-term sustainability and ethical transformation in supply chain operations.

Keywords: Circular economy; Supply chain justice; Sustainability; Resource efficiency; Social equity.

**Assistant Professor, Department of Chemical Engineering, Haldia Institute of Technology, Haldia, West Bengal, India (E-mail: bitanpratihar@gmail.com)*

***Corresponding author, Assistant Professor, Department of Chemical Engineering, Haldia Institute of Technology, Haldia, West Bengal, India (E-mail: monaldutta1982@gmail.com)*

Strategic Positioning of Organic Food Producer Companies in the Green Economy: An Analytical Study using the BCG Matrix

Ajit Dalvi* and Kranti Shingate**

ABSTRACT

The push to a green economy has turned out to be an essential chain of actions towards the creation of sustainable types of development and the ecological balance of the developing world such as India. Based on that, the role of organic food producers is highly significant as it facilitates the creation of ecologically oriented ways of production (or farming), minimise their carbon footprint as a producer and encourage responsible buying behaviour among their customers. This paper is aimed at researching the strategic positioning of Organic Food Producer Companies in the Pune Region of India and how business/marketing strategies are in line with the principles put forward by the Green Economy. The paper also provides the recommendations to governments to do more to support organic agriculture by establishing better market connections, certification systems and other ways of helping farmers to overcome the challenge of producing organically.

Keywords: Green economy; Sustainable development; BCG matrix; Strategic positioning.

**Corresponding author; Assistant Professor, Department of Management, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: ajitdalvi.10@gmail.com)*

***Program Head & Associate Professor, School of Commerce & Management, D. Y. Patil International University, Pune, Maharashtra, India (E-mail: kranti.shingate@dypiu.ac.in)*

Consumer Willingness-to-Pay for Products with Explicit Circularity Financing Models

*Aastha Aggarwal**, *Harsh Gandhi*** and *Mohit Gupta****

ABSTRACT

The shift to a circular economy has seen companies implement explicit circularity financing schemes like product-as-a-service, leasing and buy-back-arrangements. Nevertheless, the issue of acceptance and valuation of these models by the consumers is under-researched. This paper compares consumer willingness-to-pay (WTP) of products sold in the context of the circular financing scheme with the standard models of ownership. The study expounds on surveys as a basis of discrete choice experiments, which investigate the impact of environmental concern, perceived economic benefits, trust of circular providers, as well as perceived product quality on WTP. The price premium related to the characteristics of circular financing attributed by consumers is quantified by econometric estimation. The research article relates to the literature of the circular economy and sustainable consumption because it offers empirical data on the demand-side valuation of circular business models.

Keywords: Willingness-to-pay; Product-as-a-service; Buy-back-arrangements.

**Corresponding author, Student, MBA, IILM University, Greater Noida, Uttar Pradesh, India
(E-mail: aasthaagg7@gmail.com)*

***Student, MBA, Rajiv Gandhi Institute of Petroleum Technology, Amethi, Uttar Pradesh, India
(E-mail: hgandhi148@gmail.com)*

****Student, MBA, IILM University, Greater Noida, Uttar Pradesh, India
(E-mail: mohitgupta6583@gmail.com)*

Behind-the-Scenes Marketing: Does Showing Product Return & Recycling Journeys Increase Brand Authenticity?

*Mohit Gupta**, *Aastha Aggarwal*** and *Devang Soni****

ABSTRACT

Behind-the-scenes marketing emphasises product return and recycling routes and shows consumers the transparency of their operations. The research question considered in the study is whether presenting such processes makes brand authenticity perception stronger and whether consumer trust is more robust. Brands can lessen mistrust by offering insight into their after-sales activities, which can be an indication of real sustainability. The given paper states that open-minded storytelling about reverse logistics and recycling efforts can have a favourable impact on brand ratings and responsible consumer behaviour, but it requires effectiveness in terms of clarity, consistency and incongruence. The research findings are relevant to the sustainability and branding studies, as they provide information about the role of behind-the-scenes disclosures in the perception of authenticity in modern marketing communication.

Keywords: Beyond-the-scenes marketing; Brand authenticity; Recycling journeys.

**Corresponding author, Student, MBA, IILM University, Greater Noida, Uttar Pradesh, India
(E-mail: mohitgupta6553@gmail.com)*

***Student, MBA, IILM University, Greater Noida, Uttar Pradesh, India
(E-mail: aasthaagg7@gmail.com)*

****Student, MBA, IILM University, Greater Noida, Uttar Pradesh, India
(E-mail: sonidevang168@gmail.com)*

Consumer Perception towards Sustainable Marketing of Nike

*Vishwajeet Singh**

ABSTRACT

This research investigates how consumers perceive Nike's sustainable marketing efforts in the context of increasing environmental and social awareness. As sustainability has become an important factor in brand evaluation, companies are required to communicate their responsible practices effectively. The study examines consumer understanding of Nike's sustainability-oriented marketing, including environmentally responsible products, ethical production methods, and sustainability messaging. Data for the study is gathered through a structured survey to evaluate consumer awareness, brand perception, and purchase intention. The results indicate that Nike's sustainable marketing initiatives contribute positively to brand reputation and consumer trust. However, some respondents express concerns regarding the authenticity of sustainability claims. The study concludes that transparent and credible sustainable marketing practices are essential for strengthening consumer confidence and ensuring long-term brand loyalty.

Keywords: Consumer Perception; Sustainable Marketing; Nike; Brand Image; Green Marketing.

**Student, School of Commerce and Management, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305016@dypiu.ac.in)*

Sustainable Beauty Products under the NICA Framework: Exploring Green Horizons in the Indian Cosmetics Industry

*Rushali Raghatale**

ABSTRACT

Customers' increased knowledge is driving a significant, environmentally friendly transition in the beauty and personal care sector, and regulations continue to play a significant part in this. The beauty industry is increasingly referred to as the "Green Horizons" because to the use of eco-friendly products, cruelty-free testing, recyclable packaging, and ethical sourcing, among other sustainable practices. One method for evaluating beauty goods in a very systematic manner using key performance and responsibility criteria is the NICA framework. The goal of this study is to analyze sustainable beauty goods using the NICA approach, bearing in mind how green practices impact customer perception and industry expansion.

Keywords: Sustainability; Startup; Sustainable development.

**Student, MBA, D.Y. Patil College, Pune, Maharashtra, India
(E-mail: 20240305055@dypiu.ac.in)*

Sustainability Practices and their Impact on Brand Image: A Study of Zomato

*Ritesh Bhujbal**

ABSTRACT

Sustainability has emerged as a key strategic factor influencing brand perception in service-oriented digital platforms. In the online food delivery industry, companies are increasingly expected to adopt environmentally and socially responsible practices to strengthen their brand image. Zomato, a leading food-tech platform in India, has implemented various sustainability initiatives such as the promotion of eco-friendly packaging, reduction of carbon emissions in delivery operations, and welfare programs for delivery partners. This study examines the impact of Zomato's sustainability practices on its brand image from the consumer's perspective. A descriptive and analytical research design was adopted, with primary data collected through a structured questionnaire administered to Zomato users and secondary data sourced from company reports and existing literature. Statistical tools including percentage analysis, correlation, and regression were used for data analysis. The findings reveal a significant positive relationship between sustainability practices and brand image, indicating that sustainability-oriented strategies enhance consumer trust.

Keywords: Sustainability practices; Brand image; Zomato; Corporate sustainability; Consumer perception.

**Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India
(E-mail: 20240305043@dypiu.ac.in)*

Impact of Airline Check-in Operations and Passenger Awareness on Passenger Item Wastage: A Sustainability Study of IndiGo Airlines

*Shruthi Hinduja**

ABSTRACT

This study examines the impact of airline check-in operations and passenger awareness on passenger item wastage, with a sustainability focus on IndiGo Airlines. Passenger item wastage commonly occurs when prohibited or restricted items are discarded during check-in or security screening due to inadequate awareness or operational inefficiencies. The study aims to analyze how check-in procedures and passenger knowledge influence such wastage and to understand its relevance to sustainable airline operations. The primary objective is to assess the role of passenger awareness and airline communication in reducing unnecessary disposal of personal items. A mixed research methodology is adopted, incorporating passenger surveys, staff interactions, and observational analysis at airport check-in counters. Secondary data from aviation regulations and sustainability reports support the study. The research emphasizes the importance of efficient check-in operations and informed passengers in minimizing waste generation.

Keywords: Sustainability; Operations; Awareness.

**Student, Marketing, D.Y. Patil International University, Pune, Maharashtra, India
(E-mail: 20240305031@dypiu.ac.in)*

A Forensic Analysis of ITC and Impact Study of Technological Intervention through RFID, Fastag, E-way Bill Mechanism

Chesta Arora and Ashima Negi***

ABSTRACT

The effectiveness of value-added tax systems critically depends on the integrity of input tax credit (ITC) mechanisms. In India's Goods and Services Tax (GST) regime, persistent instances of fraudulent ITC claims—driven by fake invoicing, circular trading, non-existent movement of goods—have posed significant challenges to revenue protection, tax governance. In response, tax administration has deployed technology-enabled monitoring tools, including Radio Frequency Identification (RFID), FASTag-based vehicle tracking, E-Way Bill system, to strengthen verification, enforcement. This study undertakes forensic accounting-based examination of ITC claims to assess whether these technological interventions have materially improved compliance outcomes. Using secondary data drawn from GST disclosures, enforcement case records, official policy reports, the analysis applies transaction-level reconciliation, trend analysis, anomaly detection to evaluate the congruence between invoicing, E-Way Bill generation, physical movement of goods captured through RFID-enabled FASTag data. The results indicate convergence of digital invoicing, real-time logistics tracking has enhanced auditability, traceability within the GST framework.

Keywords: Input tax credit; Forensic accounting; GST; RFID; GSTR.

**Corresponding author, Student, Management, Vaish Girls College, Kurukshetra, Haryana, India (E-mail: negi1983@yahoo.co.in)*

***Assistant Professor, Department of Management, Guru Gobind Singh Indraprastha University, New Delhi, Delhi, India (E-mail: ashima.negi@yahoo.co.in)*

Policy Pathways for Circular Fashion: Lessons from Global Policy Frameworks with Relevance to Emerging Economies

Garima Singh*

ABSTRACT

The fashion and textile industry is one of the most resource-intensive sectors globally, contributing significantly to environmental degradation through linear production and consumption models. Transitioning to a circular economy (CE) offers opportunities to improve resource efficiency, reduce waste, and enhance sustainability. However, policy frameworks supporting circular fashion remain fragmented, especially in emerging economies with limited regulatory capacity. This paper reviews and synthesizes policy instruments and regulatory approaches used across global contexts to promote circularity in the fashion value chain. Drawing on peer-reviewed literature and regulatory analyses, it highlights mechanisms such as Extended Producer Responsibility (EPR), mandatory take-back schemes, eco-modulated fees, product traceability standards, and national textile strategies. These measures address key barriers including weak producer accountability, insufficient recycling infrastructure, and low demand for circular products. The review further assesses the relevance of these policy pathways for emerging economies, offering insights to support context-specific circular fashion transitions.

Keywords: Circular economy; Fashion policy; Extended producer responsibility; Sustainability; Emerging economies.

**Research Scholar, Department of Management, Om Sterling Global University, Hisar, Haryana, India (E-mail: garimapsingh22@gmail.com)*

The Hidden Environmental Cost of Biodegradable Plastics: An Indian Life Cycle Perspective

*Surabhi Sonam**

ABSTRACT

With a revenue of 168.9 million in 2024, the Indian biodegradable plastic market is expected to reach USD 625.1 million by 2033. These biodegradable plastics, although identified as ‘environmentally friendly’, have a longer degradation time under natural environments. The end of life of such biodegradable plastics in marine and soil sedimentation may lead to environmental toxicity and higher greenhouse gas (GHG) emissions. Upon entering into the marine ecosystem, these slow degrading biodegradable plastics pose a high risk to the marine ecosystem. In this article, using life cycle assessment methodology, we have studied the life cycle ecosystem impact of biodegradable plastics in Indian context and compared it with recyclable plastic. Here, we have performed the life cycle impact assessment using methods like ReCiPe 2016. Material dataflow has been considered from Ecoinvent database. This study emphasizes the significant impact of end-of-life management of biodegradable plastics in developing economies like India.

Keywords: Biodegradable plastic; Life cycle assessment; Environmental impact; SDG12; SDG13.

**Associate Professor, School of Biosciences and Bioengineering, D.Y. Patil International University, Akurdi, Maharashtra, India (E-mail: surabhi.sonam@dypiu.ac.in)*

Synthesis of Sugarcane Bagasse for Production of Kraft and Uncoated Paper: A Sustainable Alternative towards Circular Economy

Shubhika* and Jai Gopal Sharma**

ABSTRACT

The growing demand for paper and environmental issues associated with wood-based pulp, focuses on the need of sustainable alternatives. Sugarcane bagasse, an abundant agro-residue, present renewable resource that minimize deforestation, residue burning, and encourages circular bioeconomy practices. In this study, bagasse was employed for the production of kraft and uncoated paper through peroxide-reinforced alkaline pulping process. The kraft paper showed greater strength, with tensile index 15 Nm/g and burst index 1.65Pa-m²/g, and uncoated paper showed surface smoothness, grammage 54.1g/m² and thickness 0.0541mm, making it optimal for industrial packaging. FTIR analysis confirmed the presence of cellulose, hemicellulose, and lignin in bagasse fibres. The findings represents the potential of bagasse-based paper to meet the industry standards while decreasing the dependency on wood pulp. This approach contributes towards SDG 9, SDG 12 and SDG 13 by authorizing waste valorization, reducing carbon footprints and providing a scalable and sustainable route for industrial paper manufacturing.

Keywords: Sugarcane bagasse; Kraft paper; Uncoated paper; Paper industry.

*Corresponding author, Student, Biotechnology, Delhi Technological University, Delhi, Delhi, India (E-mail: shubhika_24ibt10@dtu.ac.in)

**Professor, Department of Biotechnology, Delhi Technological University, Delhi, Delhi, India (E-mail: sharmajaigopal@dce.ac.in)

TRACK 2

Green Economy, Inclusive Finance, and Sustainable Development

A Study of Sustainable Finance Adoption in Indian Banks

Sakshi Thakare* and Jayashree Vispute**

ABSTRACT

The present research explores the penetration of sustainable finance in Indian banks through the integration of ESG principles in lending, investment, and risk management. It outlines the degree of alignment of public and private sector banks with the RBI's guidelines and global expectations on sustainability. Influenced by regulatory demands, investor pressure, and reputational benefits, leading banks like SBI, HDFC Bank, and ICICI Bank have issued green bonds, sustainability-linked loans, and structured ESG disclosures. Smaller banks face challenges related to limited expertise on ESG issues, weak data systems, and concerns over profitability. It covers five sections: an introduction, literature review, case studies, analysis, and recommendations. It concludes that policy incentives, improved data infrastructure, capacity building, and partnerships with development institutions are vital to accelerating the adoption of sustainable finance across the Indian banking sector.

Keywords: Sustainable Finance; ESG Adoption; Indian Banking Sector; Green Lending; RBI Guidelines.

*Corresponding author, Student, Department of Management, Vishwakarma University, Pune, Maharashtra, India (E-mail: sakshithakare2811@gmail.com)

**Associate Professor, Department of Management, Vishwakarma University, Pune, Maharashtra, India (E-mail: jayashree.vispute@yupune.ac.in)

Green FinTech: A Digital Green Pathway for Driving Rural Industrial Resilience, Promote Sustainability and Reducing Socio-Economic Inequality

Kirti Mehta, Ram Mittal** and Divyanshu Choudhary****

ABSTRACT

As Fintech drives financial system transformations, enterprises are increasingly converging with ESG and SDG goals. Rural enterprise with lower ecological footprints and capacity to empower underprivileged communities, fit exquisitely in this shift. However, restricted access to finance and poor market integration is a major impediment they are facing. This paper is an endeavour to investigate the functioning of Green Fintech as a transformative mechanism to revive rural industries into a scalable and strong enterprise alongside fostering equitable income distribution and contributing to inclusive growth. It proposes a Green Fintech enabled structure incorporating alternative credit assessment, digital market access and sustainability linked incentives. Instead of relying on subsidies, the model positions policy as an empowering ecosystem that monetizes environmental performance and builds enterprise resilience. By integrating financial and market mechanisms with sustainability metrics, it offers insights for emerging economies seeking to align rural enterprise development with ESG goals and inequality reduction.

Keywords: Green FinTech; Rural enterprises; Sustainability; Inequality; Financial inclusion.

**Corresponding author; Associate Professor, School of Commerce and Management, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: kirti.mehta@dypiu.ac.in)*

***Student, CSE, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240802052@dypiu.ac.in)*

****Student, CSE, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240802088@dypiu.ac.in)*

Role of Microfinance in Promoting Financial Inclusion and Sustainability

*Shivansh Pandey**

ABSTRACT

Microfinance serves as an important agent for financial inclusion by filling the gap between formal banking systems and populations. By providing particular services—including microcredit, savings, and insurance—Microfinance Institutions (MFIs) empower low-income businesses, particularly those who somehow left out by banking chains, to build assets and partially absorb economic shocks. This paper examines the role of microfinance in fostering sustainability through two perspectives: the financial self-sufficiency of MFIs and their promising contribution towards the United Nations Sustainable Development Goals (SDGs). Beyond improving the living standards, modern microfinance increasingly integrates “green” initiatives, supporting chemical free organic agriculture and renewable energy. However, challenges such as over-indebtedness and high operating costs still exists. The findings suggest that leveraging digital technology and balancing social and commercial viability are essential for creating the long-term impact of microfinance on balanced global growth.

Keywords: Microfinancing institutions; Financial inclusion; Green initiatives.

**Master in Commerce, Commerce, University of Allahabad, Prayagraj, Uttar Pradesh, India
(E-mail: pandeyshivansh67@gmail.com)*

A Comparative Study of Inclusive Banking through Neobanks and Traditional Banks in India

Rutuja Chavan, Sanjana Koshti** and Priyanka Dhoot****

ABSTRACT

The study titled A Comparative Study of Inclusive Banking Through Neobanks and Traditional Banks in India examines how different banking models contributed to financial inclusion. The objectives are to analyze adoption behaviour and usage patterns of neobanks and traditional banks, to evaluate the influence of demographic factors on banking choice, and to compare effectiveness in terms of accessibility, convenience, cost, and trust. A descriptive and comparative research design was adopted. Primary data collected from individual banking customers in India through a structured questionnaire using convenience sampling, while secondary data is sourced from RBI reports, journals, and bank websites. The study concludes that adoption was influenced by usability and trust, demographic factors affected preferences, and both banking models displayed distinct strengths and limitations overall.

Keywords: Neobanks; Financial inclusion; Inclusive banking; Digital banking; Banking preferences.

**Corresponding author, Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305032@dypiu.ac.in)*

***Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305015@dypiu.ac.in)*

****Assistant Professor, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: priyanka.dhoot@dypiu.ac.in)*

Investor Behaviour toward Green Investments

Jatin Gadiya*, Dev Lalwani** and Priyanka Dhoot***

ABSTRACT

This study examines retail investor awareness and behavior toward green investments to identify adoption drivers and evaluate the impact of green labels. Adopting a descriptive and analytical design, the research utilizes primary data from 50 retail investors selected via convenience sampling, alongside secondary data. Statistical tools, including correlation and mean score analysis, assessed the relationship between behavioral factors—such as environmental concern and trust—and investment adoption. The findings indicated that while interest in green investments was rising, investor awareness remained moderate. Behavioral factors and credible green labelling significantly influenced investment decisions. The study concludes that improved transparency and awareness were essential to fostering long-term economic and environmental sustainability.

Keywords: Green investments; Retail investors; Behavioral finance; Green labelling; Sustainable investing.

**Corresponding author, Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: jatingadiya2@gmail.com)*

***Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: devlalwani26@gmail.com)*

****Assistant Professor, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: priyanka.dhoot@dypiu.ac.in)*

The Increasing Role of Digital Wallets in Promoting Sustainability

*Omkar Bhor**, *Anuradha Patil*** and *Vijay Gharwadhave****

ABSTRACT

Digital wallets are widely used today and are changing the way people make payments. This study examines the role of digital wallets in promoting sustainability. It aims to study the level of adoption and usage of digital wallets among consumers. It also analyzes consumer awareness and perception of sustainability initiatives taken by digital wallet providers. The study further assesses whether eco-friendly features and incentives influence consumer behavior towards sustainable consumption. The study is based on both primary and secondary data. Primary data was collected through a survey using a structured questionnaire. Secondary data was collected from research articles, websites, and reports. Digital wallets help reduce the use of paper, cash, and plastic cards, which supports environmental protection. These features encourage responsible spending and promote secure, convenient, and sustainable consumer choices.

Keywords: Digital wallets; Sustainability; Consumer behaviour; Eco-friendly practices.

**Corresponding author, Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305008@dypiu.ac.in)*

***Assistant Professor, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: anuradha.patil@dypiu.ac.in)*

****Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305049@dypiu.ac.in)*

A Study on Awareness and Perception of Digital Lending Applications among Graduates

Vijay Gharwadhave*, Anuradha Patil** and Harshada Sonawane***

ABSTRACT

The rapid growth of digital lending applications has significantly transformed the financial services landscape, particularly among young and educated users. This study aims to examine the level of awareness and perception of digital lending applications among graduate students. The research focuses on understanding graduates' awareness of digital lending platforms, their perception regarding trust, security, and ease of use, and the challenges associated with using such applications. A primary research approach was adopted for the study, and data was collected from graduate students through a structured questionnaire. The study follows a descriptive research design and is based on quantitative data analysis. This research seeks to provide a better understanding of graduate students' views towards digital lending applications and emphasizes the importance of financial literacy, transparency, and regulatory awareness in promoting responsible usage of digital lending services.

Keywords: Digital lending applications; Awareness; Perception; Graduate students; FinTech.

*Corresponding author, Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305049@dypiu.ac.in)

**Assistant Professor, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: anuradha.patil@dypiu.ac.in)

***Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305006@dypiu.ac.in)

Ease or Expertise? A Study of Factors Influencing Investor Preference for DIY Investment Platforms

Roshani Aher and Anuradha Patil***

ABSTRACT

This study examines investor preference for Do-It-Yourself (DIY) investment platforms in comparison to traditional broker-based investment methods, with a specific focus on ease of use versus expertise. The research aims to assess the level of adoption and awareness of DIY investment platforms among individual investors and to identify the key challenges influencing their adoption. Primary data was collected through a structured questionnaire administered to retail investors, while secondary data was obtained from journals, reports, and prior studies. The findings indicate that factors such as ease of use, cost efficiency, technological convenience, and transparency play a significant role in influencing investor preference. However, concerns related to lack of expert guidance, risk perception, and market volatility continue to affect adoption decisions. The study highlights the growing relevance of DIY platforms in the evolving FinTech ecosystem.

Keywords: DIY investment platforms; Investor preference; Financial technology (FinTech); Retail investor behavior; Ease of use and expertise trade-off.

**Corresponding author; Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305033@dypiu.ac.in)*

***Assistant Professor; SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: anuradha.patil@dypiu.ac.in)*

Buy Now Pay Later (BNPL) Adoption among Millennials and Gen Z: A Case Study of LazyPay and Simpl

Harshada Sonawane*, Priyanka Dhoot** and Vijay Gharwadhave***

ABSTRACT

Buy Now Pay Later (BNPL) services have gained rapid popularity among Millennials and Generation Z due to the growth of digital payments and e-commerce platforms. Despite increasing adoption, limited empirical evidence exists on consumer awareness, adoption drivers, and post-usage behavior of BNPL services such as LazyPay and Simpl in the Indian context. This study addresses this gap by examining awareness levels, factors influencing adoption, and changes in spending and repayment behavior among young consumers. A quantitative research methodology was adopted using primary data collected through a structured questionnaire from Millennials and Gen Z respondents. Descriptive and analytical tools were used for data analysis. The findings indicate high awareness of BNPL services, with convenience, ease of approval, and app integration being major adoption drivers. The study also observes increased spending frequency and varying repayment discipline among users.

Keywords: Buy Now Pay Later (BNPL) ; Millennials; Generation Z; Digital payments; Consumer adoption.

*Corresponding author, Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305006@dypiu.ac.in)

**Assistant Professor, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: priyanka.dhoot@dypiu.ac.in)

***Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305049@dypiu.ac.in)

A Study of Investors Awareness and Adoption of Social Stock Exchange (SSE) in India

Om Raut, Anuradha Patil** and Vaishnavi Phadke****

ABSTRACT

Objectives: This study evaluates the Social Stock Exchange (SSE) in India by analyzing investor awareness, adoption drivers, and overall perception. It specifically examines how SEBI's framework for instruments like Zero Coupon Zero Principal (ZCZP) bonds aligns with investor interests in social welfare and impact investing. **Methods:** An empirical approach was utilized, gathering primary data from 50-60 active investors via a structured Likert-scale questionnaire. Purposive sampling ensured respondents were demat account holders. Data was analyzed using descriptive statistics and correlation analysis to link perception with adoption intent. **Results:** Findings indicate moderate awareness but high interest in SSE as a regulated philanthropic tool. Key drivers include tax benefits and social prestige, though concerns persist regarding the transparency of social audits and NPO credibility. **Conclusion:** The SSE is a transformative mechanism for funding India's social sector. Success depends on bridging the awareness gap and strengthening social audit standards to build long-term investor trust.

Keywords: Social Stock Exchange (SSE); Impact investing; Investor behavior; Sustainability; Zero Coupon Zero Principal (ZCZP).

**Corresponding author; Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305047@dypiu.ac.in)*

***Assistant Professor; SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: anuradha.patil@dypiu.ac.in)*

****Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305050@dypiu.ac.in)*

Role of Robo-Advisors in Promoting Sustainable (ESG) Investment Portfolios in India

Samruddhi Jadhav*, Tanish Zalke** and Anuradha Patil***

ABSTRACT

Sustainable investing based on Environmental, Social, and Governance (ESG) principles is gaining increasing importance as investors seek to align financial returns with ethical and sustainability goals. This study examines the role of Indian robo-advisory platforms in promoting sustainable investment portfolios and assesses whether these platforms merely provide ESG options or actively encourage investors through default recommendations, highlighted portfolios, and value-based investment themes. The research is based on a mixed-method approach, incorporating platform-based observations and a primary survey of retail investors using digital investment platforms. Descriptive statistical tools are used to evaluate investor awareness, platform visibility of ESG products, and the influence of robo-advisory recommendations on investment decisions. The study finds that while ESG investment products are available, active promotion remains limited, highlighting the need for greater integration of sustainability metrics and investor education to strengthen fintech-enabled sustainable finance in India.

Keywords: ESG investing; Robo-advisors; Sustainable finance; Green finance; FinTech in India.

*Corresponding author, Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: samrudhi07jadhav@gmail.com)

**Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: tanishzalke@gmail.com)

***Assistant Professor, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: anuradha.patil@dypiu.ac.in)

A Comparative Study of the Performance of the NIFTY100 ESG Index and the NIFTY100 Index in India

Tanish Zalke, Samrudhhi Jadhav** and Priyanka Dhoot****

ABSTRACT

This study examines the performance of the NIFTY100 ESG Index in comparison with the traditional NIFTY100 Index and explores investor awareness and perception of ESG and non-ESG investments in India. A mixed-method approach was adopted, combining descriptive analysis of index composition with quantitative evaluation of historical performance data and a primary survey of retail investors. Performance was measured using PE Ratio, standard deviation, Sharpe ratio, CAGR, etc. while descriptive statistics were applied to analyse investor responses. The findings indicate that both indices exhibit similar long-term performance trends. However, the NIFTY100 ESG Index demonstrates relatively better risk-adjusted returns and lower volatility, particularly during periods of market uncertainty. Survey results reveal moderate awareness of ESG investing and growing interest among retail investors, although traditional investments continue to dominate due to return-related concerns.

Keywords: NIFTY100 ESG index; ESG investing; Index performance analysis; Sustainable investing in India; Financial performance comparison.

**Corresponding author, Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: tanishzalke@gmail.com)*

***Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: samrudhi07jadhav@gmail.com)*

****Assistant Professor, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: priyanka.dhoot@dypiu.ac.in)*

Impact of Digital Microfinance on Sustainability with Respect to Women Entrepreneurship

Prerana Chavan*, Priyanka Dhoot** and Om Raut***

ABSTRACT

Digital microfinance has emerged as a key driver of financial inclusion and sustainable entrepreneurship, particularly for women-led microenterprises in India. This study examines the impact of digital microfinance on the sustainability of women entrepreneurship, focusing on economic stability, business continuity, and empowerment outcomes. The research analyzes selected women-focused and digital microfinance platforms such as Annapurna Finance, Rang De, Kinara Capital, Ujjivan Small Finance Bank, Mann Deshi Bank, and Jana Small Finance Bank. A descriptive research design is adopted using primary data collected through structured questionnaires and supported by secondary data from reports and literature. The findings highlight improved access to credit and income generation but also reveal challenges such as digital literacy gaps, repayment pressure, and access constraints. The study concludes that digital microfinance can significantly support sustainable women entrepreneurship when complemented by responsible lending and financial education.

Keywords: Digital microfinance; Women entrepreneurship; Financial inclusion; Sustainability; FinTech platforms.

*Corresponding author, Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305036@dypiu.ac.in)

**Assistant Professor, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: priyanka.dhoot@dypiu.ac.in)

***Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305047@dypiu.ac.in)

Green Bonds as a Tool for Financing Sustainable Development: Evidence from India

Riddhi Saraswat, Aastha Aggarwal** and Utsav Patel****

ABSTRACT

This paper examines the role of green bonds as an innovative financial instrument for financing sustainable development in India. It analyses the growth of the Indian green bond market and evaluates its contribution to funding renewable energy, clean infrastructure, and environmentally responsible projects. Using secondary data from regulatory reports, financial institutions, and sustainability frameworks, the study highlights trends, investment patterns, and policy support influencing green bond issuance. The findings suggest that green bonds enhance access to long-term capital, promote investor confidence, and align financial markets with sustainability goals. However, challenges such as limited awareness, regulatory gaps, and verification costs remain significant. The paper concludes by emphasizing policy strengthening and market transparency to expand green bond financing for India's sustainable development.

Keywords: Green bonds; Sustainable finance; Sustainable development; Renewable energy financing; Indian financial market.

**Corresponding author, Student, MBA, IILM University, Greater Noida, Uttar Pradesh, India
(E-mail: riddhisaraswat09@gmail.com)*

***Student, MBA, IILM University, Greater Noida, Uttar Pradesh, India
(E-mail: aasthaagg7@gmail.com)*

****Student, MBA, IILM University, Greater Noida, Uttar Pradesh, India
(E-mail: utsavpatel1826@gmail.com)*

ESG-Linked Retail Lending for Sustainable and Inclusive Credit Growth in Indian Banks

*Riddhi Saraswat**, *Aastha Aggarwal*** and *Aryan Sehgal****

ABSTRACT

The report targets an analysis of ESG-LINKED RETAIL LENDING in Indian banks to promote Sustainable and Inclusive Growth in credit expansion. The report demonstrates the impact of ESG factors on retail lending practices to ensure Sustainable lending practices and Resilient financial performance in Indian banks. The report is based on secondary data sourced from regulations, reports, and Sustainability reports in the Indian banking industry to investigate trends and strategies in adopting ESG-LINKED retail lending in banks. The results show that ESG-LINKED retail lending practices promote Financial inclusion, effective risk governance, and Sustainable operations in Indian banks despite Imperfections in common ESG metrics and data accessibility, and increased costs of adoption.

Keywords: Indian ESG-linked lending; Sustainable finance; Financial inclusion; Risk management.

**Corresponding author, Student, MBA, IILM University, Greater Noida, Uttar Pradesh, India
(E-mail: riddhisaraswat09@gmail.com)*

***Student, MBA, IILM University, Greater Noida, Uttar Pradesh, India
(E-mail: aasthaagg7@gmail.com)*

****Student, MBA, APJ School of Management, Dwarka, Delhi, India
(E-mail: ariyanshgal014@gmail.com)*

Role of Fintech platform in promoting Green Investments

Anuradha Patil and Priyanka Dhoot***

ABSTRACT

FinTech platforms have emerged as key enablers of green investment by leveraging digital technologies to transform investment access and behavior. This study examines the role of FinTech in promoting green investment through five dimensions: democratization of investment, enhanced accessibility and convenience, reduced transaction costs, improved transparency and impact measurement, and integration with digital wallets and embedded finance. Together, these factors lower traditional barriers and encourage broader participation of retail investors in sustainable finance. The study further explores the behavioral link between FinTech-enabled features and green investment behavior, highlighting the influence of digital nudges, real-time impact dashboards, and seamless integration with everyday financial applications on investor awareness, trust, and decision-making. By integrating structural and behavioral perspectives, the paper underscores FinTech's potential to expand green investment participation while fostering environmentally responsible investment habits aligned with long-term sustainability goals.

Keywords: FinTech platforms; Green investment; Environmental sustainability.

**Corresponding author, Assistant Professor, School of Commerce and Management, D.Y. Patil International University, Pune, Maharashtra, India
(E-mail: anuradha.patil@dypiu.ac.in)*

***Sr. Assistant Professor, School of Commerce and Management, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: priyanka.dhoot@dypiu.ac.in)*

Green Economy and Inclusive Finance: Pathways Toward Sustainable and Equitable Development

Harsh Gandhi*, Vedant Tiwari** and Aastha Aggarwal***

ABSTRACT

Moving towards a green economy has become a topical avenue of ensuring sustainable development and the inclusion of financial aspects of different socio-economic sectors. This paper examines the interconnections between the green economic activities and inclusive finance in dealing with environmental issues and disparities in the society. It highlight the opportunities to utilize the environmental friendly and socially inclusive projects in a sustainable manner through the use of financial instruments such as green bonds, microfinance, and impact investments. The paper also analyzes the policy frameworks and institutional mechanisms that can promote the inclusive access to green finance, especially in the developing economies. The study synthesizes the environmentally-sustainable approach to inclusive financial systems to highlight the comprehensive approach to development, which encourages economic and financial sustainability, fair growth, and sustainability.

Keywords: Green economy; Inclusive finance; Sustainable development; Green finance.

*Corresponding author, Student, Department of Management Studies, Rajiv Gandhi Institute of Petroleum Technology, Amethi, Uttar Pradesh, India (E-mail: hgandhi148@gmail.com)

**Student, Department of Management Studies, Rajiv Gandhi Institute of Petroleum Technology, Amethi, Uttar Pradesh, India (E-mail: vedant.tiwarit0@gmail.com)

***Student, Department of Management Studies, Institute of Integrated Learning in Management, Greater Noida, Uttar Pradesh, India (E-mail: astha.aggarwal.gnmba27@iilm.edu)

Climate-Responsive Financial Systems and Their Role in Sustainable Development

*Rashi Gulati**, *Palak Mangla*** and *Harsh Gandhi****

ABSTRACT

Financial systems that are sensitive to environmental risks and those that encourage inclusive economic development have been enhanced by climate change. The following paper explores the application of climate-responsive finance in promoting sustainable development by means of risk-responsive lending, climate insurance and sustainable investment practices. It reviews how financial institutions incorporate climate risk in the process of credit allocation to increase the resilience of potential vulnerable communities and small business. The paper also explains the relevance of regulation systems, disclosure standards, and government-business collaborations towards enhancing climate-sensitive financial systems. Following the realization of the alignment of financial decision-making to the climate goals, the paper highlights the possibility of inclusive and resilient financial systems in the long-term sustainable and equitable development.

Keywords: Climate finance; Sustainable development; Financial resilience; Inclusive growth.

**Corresponding author, Student, School of Liberal Arts, DIT University, Dehradun, Uttarakhand, India (E-mail: gulatirashi2001@gmail.com)*

***Student, Department of Management Studies, Graphic Era Deemed to be University, Dehradun, Uttarakhand, India (E-mail: palakmangla1712@gmail.com)*

****Student, Department of Management Studies, Rajiv Gandhi Institute of Petroleum Technology, Amethi, Uttar Pradesh, India (E-mail: hgandhi148@gmail.com)*

FinTech-Enabled Micro-Credit as a Tool for Enhancing Climate Resilience in Rural Communities

Rutuja Dabhade*

ABSTRACT

As climate change intensifies, rural communities in emerging economies face rising livelihood risks due to dependence on rain fed agriculture, exposure to climate shocks, and limited access to formal finance. FinTech enabled micro credit has emerged as a key instrument for enhancing financial inclusion and climate resilience. This study examines the role of digital financial technologies in expanding micro credit access, evaluates their impact on the adaptive capacity of rural communities, and identifies challenges in adopting FinTech based credit solutions. Using a mixed methods approach, the study combines survey data with qualitative interviews from selected rural regions. The findings show that FinTech enabled micro credit improves timely access to finance, supports climate adaptive investments, and reduces recovery time after climate-related disruptions. However, digital illiteracy, infrastructure gaps, affordability concerns, and perceived risks limit its effectiveness. The study emphasizes the need for inclusive, climate-smart digital lending solutions.

Keywords: FinTech; Climate resilience; Rural communities; Climate adaptation; Sustainable development.

**Student, School of Commerce and Management, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: rutujadabhade79@gmail.com)*

Role of Startups in Promoting Sustainability in India

*Shubham Ghare**

ABSTRACT

Startups play a significant role in promoting sustainability in India by introducing innovative, technology-driven, and scalable solutions to environmental and social challenges. With increasing concerns related to climate change, resource depletion, and social inequality, Indian startups are actively contributing to sustainable development across sectors such as renewable energy, waste management, agriculture, clean mobility, and water conservation. These enterprises leverage innovation, digital platforms, and impact-focused business models to reduce carbon footprints, improve resource efficiency, and promote inclusive growth. Government initiatives, policy support, and growing investor interest in Environmental, Social, and Governance (ESG) practices have further accelerated the growth of sustainable startups in India. This paper examines the role of startups in driving sustainability, highlights key areas of impact, and analyzes the challenges and opportunities faced by sustainable startups in the Indian ecosystem.

Keywords: Sustainability; Startups; Sustainable development; Innovation; Indian.

**Student, MBA, D.Y. Patil International University, Pune, Maharashtra, India
(E-mail: 20240305046@dypiu.ac.in)*

Impact of Green Marketing on Purchase Intention

*Swanand Chaudhari**

ABSTRACT

Green marketing has gained significant importance as businesses increasingly adopt sustainability-oriented practices to address environmental concerns and changing consumer expectations. This study examines the impact of green marketing on consumer purchase intention through a systematic review of existing literature. The research analyzes prior studies focusing on key green marketing dimensions such as green advertising, eco-friendly packaging, sustainability claims, and brand trust. Findings from the reviewed studies indicate that effective green marketing positively influences consumer attitudes and significantly enhances purchase intention. However, misleading sustainability claims and greenwashing practices negatively affect consumer trust and buying behavior. The study highlights the importance of transparent and authentic green marketing strategies for improving brand credibility and encouraging sustainable consumption. The paper contributes to sustainability marketing literature by offering valuable insights for marketers and policymakers aiming to promote environmentally responsible consumer behavior.

Keywords: Green marketing; Purchase intention; Sustainable branding; Consumer behavior; Brand trust.

**Student, MBA, D.Y. Patil International University, Pune, Maharashtra, India
(E-mail: 20240305040@dypiu.ac.in)*

Technological Uncertainties Impacting Green Investment in India: A Critical Study

Simran Raj and Amit Kumar Arora***

ABSTRACT

Green Investment has emerged as one of the most reliable way of investment to promote sustainability in the economy as whole. The shift from carbon-intensive sectors to clean energy and renewable resources has been increased in recent years. Government as well as financial institution has also taken initiatives to invest into the renewable and energy efficient technologies. However, there exists a roadblock towards this initiative i.e. Uncertain Technology. The rapid change and innovation in technology has lead to crumble the framework of the green project. Technology obsolescence, market acceptance, etc. are one of the examples which can alter the cost structure as well the viability of the project. This is why Researchers and Scholars should focus on how Technological upgradation can affect the green investment and it also affects the path to sustainable growth.

Keywords: Technology; Green investment; Renewable resource.

**Corresponding author, Student, MBA, CHRIST (Deemed to be University), Ghaziabad, Uttar Pradesh, India (E-mail: simran.raj@mba.christuniversity.in)*

***Professor, Department of MBA, CHRIST (Deemed to be University), Ghaziabad, Uttar Pradesh, India (E-mail: amit.arora@christuniversity.in)*

Voice-based Accessibility App to Assist Visually Impaired Users in Performing Online Payments

Sarika Jadhav*, Nidhi Sinha**, Ayush Gaykar*** and Niyati Poojary****

ABSTRACT

Digital payment systems such as UPI have become essential for everyday financial activities; however, visually impaired users continue to face barriers in performing online payments independently. Conventional screen readers provide limited assistance by reading interface elements without explaining actions or consequences, often resulting in confusion, errors, and reliance on others. This paper proposes a voice-based accessibility application that supports inclusive and secure digital payments through guided conversational interaction. Users can perform transactions using simple voice commands, while the system interprets intent, identifies critical information such as payee details and transaction amount, and provides step-by-step voice guidance with confirmation and optional haptic feedback. This integrates with existing payment platforms using standard intent-based mechanisms, compliance with current security and authorization practices. By enhancing usability and confidence, the proposed solution promotes inclusive finance, financial independence, and social sustainability, contributing to sustainable development through accessible and equitable digital financial services for visually impaired users.

Keywords: Inclusive finance; Voice-based interaction; Visually impaired users; Sustainable development; Digital accessibility.

**Corresponding author, Assistant Professor, School of Computer Science Engineering and Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: sarika.jadhav@dypiu.ac.in)*

***Student, School of Computer Science Engineering and Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802298@dypiu.ac.in)*

****Student, School of Computer Science Engineering and Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802255@dypiu.ac.in)*

*****Student, School of Computer Science Engineering and Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802266@dypiu.ac.in)*

Public Vs Private Sector Banks and Inclusive Finance: A Comparative Analysis

Kavita Bhosale and Avinash Ghadage***

ABSTRACT

Inclusive finance is a critical driver of equitable economic growth, aiming to ensure universal access to formal financial services. In the Indian context, public and private sector banks are the primary institutions responsible for implementing financial inclusion initiatives, yet their performance and strategies differ considerably. This study presents a comparative analysis of public and private sector banks to assess their role in promoting inclusive finance. The study examines key dimensions of inclusive finance, including access to banking services, usage of financial products, geographical outreach, and adoption of digital financial services. The findings reveal that public sector banks exhibit stronger penetration in rural and semi-urban regions, primarily due to policy mandates and extensive branch networks. Conversely, private sector banks demonstrate higher operational efficiency, greater use of digital platforms, and superior service innovation. The study provides policy-relevant insights for regulators and banking institutions.

Keywords: Inclusive finance; Financial inclusion; Public sector banks; Private sector banks; India.

**Corresponding author, Finance Officer, Finance, D.Y. Patil International University, PUNE, Maharashtra, India (E-mail: bhosalekavita1989@gmail.com)*

***Research Guide, Associate Professor, Global Business School and Research Centre, Dr. D.Y. Patil Vidyapeeth (Deemed to be University), Pune, Maharashtra, India (E-mail: avinash.ghadage@dpu.edu.in)*

Prioritizing Circular Economy Indicators for Food Waste Reduction using Gray Influence Analysis

*Abhishek Kumar Yadav**, *Vineet Tiwari***,
*Mohammad Alijah Hasan**** and *Tanishka Jaiswal*****

ABSTRACT

Food waste is a major sustainability issue in the Indian food industry where the lack of a clear mechanism of prioritizing Circular Economy (CE) initiatives constrained effective implementation. This paper constructs a systematic decision-making model that combines the Delphi method and the Gray Influence Analysis (GINA) to detect and rank the major CE indicators applicable to the Indian food processing industry. Industry and academic experts were consulted to provide their expert inputs to evaluate six finalized indicators by incorporating both direct and indirect causal relationships. The findings provide that Renewable Energy Consumption Percentage is the most effective indicator, and Hazardous Waste Management Compliance, Biodegradable and Compostable Packaging are the next indicators, emphasizing energy transition and regulatory discipline as the key facilitators of the circular transformation. This paper indicates the relevance of GINA to complex sustainability decisions and offers a realistic prioritization system to minimize food waste in India.

Keywords: Circular economy; Food waste reduction; Gray influence analysis; Indicator prioritization; Sustainability.

**Corresponding author, MBA Scholar (PG), Department of Management Studies, Indian Institute of Information Technology, Prayagraj, Uttar Pradesh, India
(E-mail: imb2024043@iiita.ac.in)*

***Professor, Department of Management Studies, Indian Institute of Information Technology, Prayagraj, Uttar Pradesh, India (E-mail: vineet.tiwari@iiita.ac.in)*

****Phd Scholar, Department of Management Studies, Indian Institute of Information Technology, Prayagraj, Uttar Pradesh, India (E-mail: rsm2020503@iiita.ac.in)*

*****Phd Scholar, Department of Management Studies, Indian Institute of Information Technology, Prayagraj, Uttar Pradesh, India (E-mail: rsm2021009@iiita.ac.in)*

TRACK 3
**Human Capital, Leadership, and
Social Responsibility in Sustainability**

Exploring Corporate Social Responsibility (CSR) Practices in India: A Study of Strategies, Government Role, and Impact on Multinational Corporations (MNCs)

*Aarchana Patil**, *Aarti Deshpande*** and *Harshada Raut****

ABSTRACT

Corporate Social Responsibility (CSR) is an important element of corporate governance, indicating companies' dedication to social, economic, and environmental sustainability. This research investigates CSR practices in India, concentrating on multinational corporations (MNCs). Its objectives are to: identify the CSR strategies utilized by MNCs, examine the government's role in promoting CSR, evaluate the effects of CSR on corporate reputation, and discover methods to improve employee awareness. The findings emphasize the interaction between business initiatives and regulations, the success of CSR programs, and their impact on brand image and employee involvement. The study offers insights and actionable recommendations for MNCs and policymakers.

Keywords: CSR strategies; Government role in CSR; Employee awareness; Corporate image; Sustainable business.

**Corresponding author, Assistant Professor, Department of Management, MES's IMCC, Pune, Maharashtra, India (E-mail: archanahdixitpatil@gmail.com)*

***Assistant Professor, Department of Management, MES's IMCC, Pune, Maharashtra, India (E-mail: asd.imccmba@mespune.in)*

****Assistant Professor, Department of Management, MES's IMCC, Pune, Maharashtra, India (E-mail: hjr.imcc@mespune.in)*

Managing thought and Emotional Intelligence for Organizational Sustainability

Mukesh Mihir and Bhawna Sharma Padroo***

ABSTRACT

In the current era of Artificial Intelligence (AI), human need to apply their Emotional Intelligence (EI) to perform better. Higher standards are set for the competence, where employees not only have to learn the use and usage of various AI tools, but also, they are supposed to work with diligence. They need to rewire their thoughts to improve their emotional intelligence. EI is a competence expected from the employees over and above their functional competencies. This is the area, where Human are always ahead of machine. AI cannot compete with Human Resources for their Thought and Emotional Management. Several studies have been done on application of EI for a better performance outcome. But the study of thought and emotional intelligence on performance of employees is yet to be explored. This paper encompasses the study on the impact of Thought Intelligence over Performance Management (PM) through EI to achieve Organizational Sustainability.

Keywords: Emotional intelligence; Artificial intelligence; Thought intelligence; Organizational sustainability.

**Corresponding author, Research Scholar, Management, Amity Business School, Mumbai, Maharashtra, India (E-mail: mukesh.mihir@s.amity.edu)*

***Professor and Head of Institute, Department of Management, Amity Business School, Mumbai, Maharashtra, India (E-mail: mukeshmihiriocl@gmail.com)*

Diversity, Equity, and Inclusion (DEI) in the Indian Service Economy : An Empirical Study of Inclusion Practices in the Indian Service Sector

Shruti Suryakar and Jayashree Vispute***

ABSTRACT

This research paper focuses on the topic of Diversity, Equity and Inclusion (DEI) in the Indian service sector by the analysis of the organizational practices in developing employees' feelings of inclusion. The data collected from 102 employees in different sectors such as IT/ITES, banking, education, healthcare, hospitality, etc., reveals very high level of DEI awareness - 77.4% - but there are huge gaps in implementation, according to which only 17.6% received regular DEI training and 51% supported the DEI efforts actively. This study emphasizes that strong organizational practices and visible leadership are more important than just symbolic commitments to DEI. To eliminate the disconnect between awareness and action, a DEI Implementation Framework is proposed.

Keywords: Diversity; Equity; Inclusion; Organizational practices; Indian service sector.

**Corresponding author; Student, Department of Commerce and Management, Vishwakarma University, Pune, Maharashtra, India (E-mail: suryakarshruti@gmail.com)*

***Associate Professor; Department of Commerce and Management, Vishwakarma University, Pune, Maharashtra, India (E-mail: jayashree.vispute@vupune.ac.in)*

Workforce Diversity, Beyond Just Jobs

*Diya Shah**

ABSTRACT

This study focuses on the importance of implementing Diversity, Equity and inclusion in a company's framework to promote a healthier ,efficient and more sustainable workforce. Sustainability is about more than just the environment, it is built on the strength of human capital ,social responsibility and leadership. Human Capital is the strength of a company, skilled and cognitively diverse employees are capable of coming up with more creative ideas. Embracing social responsibility including diversity in hiring and supporting local communities, businesses move away from traditional management and toward a culture of “out-of-the-box” creative thinking. The driving force of this shift is inclusive leadership , where managers give employees a voice rather than just a job. Leaders promote fairness through actions like blind recruitment and pay equity while actively seeking out difference in opinions to make sound decisions These values create a workplace that is capable of withstanding the ever changing market.

Keywords: Inclusive; Diversity; Equity.

**Student, B. Tech Bioengineering, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20250901026@dypiu.ac.in)*

The Role of Schools in Developing Moral Values of Senior Secondary Students

Fathima Naffla Jiffry*

ABSTRACT

Moral decline is increasingly evident among students; thus, the study aimed to investigate the role of schools in developing students' moral values. The focus laid on prevailing moral issues, underlying reasons for moral decline, teachers' strategies, and initiatives made by schools to promote moral values. The study used convergent parallel design. The sample constituted 48 teachers and 180 senior secondary level students that selected through stratified proportionate sampling technique. Interviews, questionnaire and observation were employed as data collection techniques. Thematic and descriptive analysis method used to analyze qualitative and quantitative data. The themes emerged for moral issues were lack of academic responsibility, lack of environmental hygiene, academic dishonesty, and disharmony. The reasons for such moral issues were residential area, family background, student-related factors and media. Further, the study concluded that teachers and schools make myriad efforts to develop students' moral values but they become ineffective due to external factors.

Keywords: Moral issues; Moral development; Role of school; Social modeling; Moral dilemma.

**Student, Department of Humanities education, University of Colombo, Colombo, Western province, Sri Lanka (E-mail: naflarazy90@gmail.com)*

Leveraging Technology for Sustainability: The Role of Green HRM in Redefining Business Paradigms

*Pooja Dasgupta**

ABSTRACT

In an era of rapid technological advancement and growing environmental concerns, organizations are increasingly required to embed sustainability into their strategic frameworks. This study examines how Green HRM leverages technology to predict organizational sustainability outcomes and redefine contemporary business paradigms. Survey data were collected from employees in technology-enabled organizations and analyzed using PLS-SEM. The model investigates the relationships between key Green HRM practices, green recruitment and selection, green training and development, green performance management, green rewards, and organizational sustainability. The findings indicate that Green HRM practices significantly predict organizational sustainability, explaining substantial proportion of variance (R^2). Technology-enabled HR systems strengthen the effectiveness of green HR practices by facilitating the integration of environmental objectives into HR processes and employee behaviors. This study contributes to Green HRM literature by adopting a prediction-oriented analytical approach and offers practical insights for organizations seeking to align HR strategies with sustainability goals in the technological era.

Keywords: Green HRM; PLS-SEM; Strategic frameworks.

**Assistant Professor, Department of Management, SCM, DYPIU, Pune, Maharashtra, India
(E-mail: pooja.dasgupta@dypiu.ac.in)*

TRACK 4
Economic, Social and Political
Dimensions of Sustainability

Beyond Addressing Climate Change Risks: Typologies of Nature and People Initiatives in Dar es Salaam's Urban Landscape

*Florence Muheirwe**, *Raido Mussa***, *Richard Mushi**** and *Wilbard Kombe*****

ABSTRACT

In the literature, nature-based solutions have predominantly been categorized by physical ecological attributes, with less attention paid to non-physical, integrated, and beneficial aspects. Such categorisation does not fully capture the plural and dynamic realities of Dar es Salaam. Through a rapid assessment, key informant interviews, and focus group discussions, we challenge the rigid categorisation of NbS. Typologies of NbS in Dar es Salaam city demonstrate the role of nature and community leadership in addressing climate change risks while also serving as solutions to meet local communities' social, ecological, and economic needs. For sustainability, it is important to understand NbS holistically across its economic, social, and political dimensions. Understanding and appreciating these typologies in their dimensions provides clarity for academic discourse, for stakeholders designing, assessing, and scaling nature-based solutions beyond ecological needs, and for policy development in contexts similar to Dar es Salaam city.

Keywords: Nature-based solutions; Typologies; Livelihoods; Sustainability; Tanzania.

**Corresponding author, Postdoc Researcher, Institute of Human Settlements studies, Ardhi University, Dar es Salaam, East Africa, Tanzania, United Republic of (E-mail: muheirwe@ardhi.ac.tz)*

***Researcher, Research Department, Centre for Community Initiatives, Dar es Salaam, East Africa, Tanzania, United Republic of (E-mail: mussaraido@ardhi.ac.tz)*

****Assistant Research Fellow, Institute of Human Settlements Studies, Ardhi University, Dar es Salaam, East Africa, Tanzania, United Republic of (E-mail: richprosper360@ardhi.ac.tz)*

*****Prof Emeritus, Institute of Human Settlements Studies, Ardhi University, Dar es Salaam, East Africa, Tanzania, United Republic of (E-mail: kombewilbard@ardhi.ac.tz)*

The ‘Triple Bottom Line’ Approach

*Dhruv Hegde**

ABSTRACT

As the global community faces unprecedented environmental challenges, the concept of sustainability has evolved beyond ecological preservation to encompass a complex interplay of systemic drivers. This paper examines the tripartite relationship between economic viability, social equity, and political governance. By analyzing current global frameworks, the study argues that economic growth cannot be sustained without social cohesion, nor can social goals be met without robust political institutionalization. The findings suggest that “siloed” approaches to policy often lead to trade-offs rather than synergies. The paper concludes by proposing an integrated model that prioritizes institutional transparency as the catalyst for balancing economic demands with social imperatives.

Keywords: Integrated governance; Tripartite sustainability; Socio-economic synergies.

**Student, MBA DB, D.Y. Patil International University, Pune, Maharashtra, India
(E-mail: 20240305057@dypiu.ac.in)*

AI-Driven SSH Honeypot Threat Intelligence System

*Sarika Jadhav**, *Tausif Rizwi***, *Sarthak Mule**** and *Mohammad Ansari*****

ABSTRACT

Cyberattacks are becoming increasingly sophisticated, while traditional preventive security tools often fail to capture attacker behavior. This paper proposes an AI-driven SSH honeypot threat intelligence system that integrates cyber-deception, automated data ingestion, behavioral analytics, and ML-based analysis. A high-interaction Cowrie honeypot emulates a vulnerable Linux SSH service to safely capture attacker interactions, including credentials, commands, and session behavior. Honeypot logs are automatically ingested into a structured database and enriched with GeoIP and ASN information to support contextual analysis. Feature engineering transforms raw logs into meaningful indicators such as session duration, command diversity, and anomaly patterns. ML models classify attack sessions and generate explainable risk scores, supporting security decisions. A unified dashboard visualizes real-time attack trends, behavioral clusters, and model predictions. By enabling proactive threat intelligence, scalable monitoring, and explainable AI-driven security analytics, the proposed system contributes to sustainable digital infrastructures, institutional resilience, and long-term cybersecurity readiness in modern digital ecosystems.

Keywords: SSH honeypot; Threat intelligence; Cyber deception; Machine Learning; Cyber resilience.

**Corresponding author, Assistant Professor, School of Computer Science Engineering and Applications, D.Y. Patil International University, Pune, Maharashtra, India
(E-mail: sarika.jadhav@dypiu.ac.in)*

***Student, School of Computer Science Engineering and Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802122@dypiu.ac.in)*

****Student, School of Computer Science Engineering and Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802080@dypiu.ac.in)*

*****Student, School of Computer Science Engineering and Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802059@dypiu.ac.in)*

Balancing Profit and Purpose: ESG–Profitability Dynamics in Indian Service and Manufacturing Firms

*Amulya Sista**, *Beena Paul***, *Joyce Paul****, *Vibhushan Dasari*****,
*Tejaswini Pisal****** and *Chhabi Chavan******

ABSTRACT

The COVID-19 pandemic significantly disrupted global business operations, compelling firms to reassess the balance between profitability and sustainability. This study examines the relationship between environmental, social, and governance (ESG) performance and profitability of the top five service-based and top five manufacturing-based companies listed on the Bombay Stock Exchange (BSE) during the COVID period (2019–2021) and post-COVID period (2021–2024). Using secondary data from annual reports, sustainability disclosures, and ESG rating databases, a quantitative approach is adopted employing t-tests, correlation, regression, and ANOVA analysis through SPSS. The study aims to identify sectoral differences and assess whether strong ESG performance contributes to financial resilience and long-term value creation in corporate India.

Keywords: ESG; Sustainability; Profitability.

**Student, Commerce and Management, Vishwakarma University, Pune, Maharashtra, India (E-mail: callamulya@gmail.com)*

***Corresponding author, Student, Commerce and Management, Vishwakarma University, Pune, Maharashtra, India (E-mail: beena.paul25@vupune.ac.in)*

****Student, Commerce and Management, Vishwakarma University, Pune, Maharashtra, India (E-mail: joycepaul2762003@gmail.com)*

*****Student, Commerce and Management, Vishwakarma University, Pune, Maharashtra, India (E-mail: 31240843@vupune.ac.in)*

******Student, Commerce and Management, Vishwakarma University, Pune, Maharashtra, India (E-mail: tejaswini.pisal25@vupune.ac.in)*

******Professor, Department of Commerce and Management, Vishwakarma University, Pune, Maharashtra, India (E-mail: chhabi.chavan@vupune.ac.in)*

FinTech as a Catalyst for Sustainable Development: Mapping Digital Finance Innovations to the United Nations Sustainable Development Goals

*Anuradha Patil**, *Priyanka Dhoot*** and *Suresh Kadam****

ABSTRACT

FinTech has emerged as a powerful enabler of sustainable development by transforming financial access through digital innovation. This study investigates the impact of FinTech innovations on the achievement of the Sustainable Development Goals (SDGs). The impact is measured through the lens of Triple Bottom Line (TBL) theory that focuses on economic, environmental and social sustainability. The study adopts Delphi Method to develop a consensus amongst the panel of experts regarding the plausible linkages between Fintech and SDGs. The resulting framework identifies strategic role of various FinTech innovations such as digital payments, green financing platforms, crowdfunding systems, and embedded finance as drivers of inclusive growth, social empowerment, and environmental responsibility. This theory based and consensus backed study will lay a foundation for leveraging fintech innovations as a catalyst to achieving SDGs.

Keywords: Fintech innovations; SDGs; Inclusive finance.

**Corresponding author, Assistant Professor, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: anuradha.patil@dypiu.ac.in)*

***Sr. Assistant Professor, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: priyanka.dhoot@dypiu.ac.in)*

****Associate Professor, Department of Finance, PIBM, Pune, Maharashtra, India (E-mail: sureshkadam@gmail.com)*

TRACK 5

Technology, Innovation, and Digital Transformation for Sustainable Society

Artificial Intelligence for Autism Spectrum Disorder: A Comprehensive Review of Multimodal Detection, Explainable AI, and Clinical Translation

Vijaykumar Jangamashetti and Sharanabasava Inamadar***

ABSTRACT

Autism Spectrum Disorder(ASD) is complicated neurodevelopmental disorder that affects individual's social communication, cognitive abilities& behaviour. It requires identification at an early stage to-be able to provide suitable treatment. Over past few years, use of AI, especially ML& DeepLearning (DL), has revolution the way ASD is screened by providing means for scalable, automated,& objective diagnostic tools. The current article reviews thoroughly different advanced single-modal& multi-modal methods to detect ASD that include facial image analysis, neuroimaging-based convolutional neural networks (CNNs), eye-tracking systems, natural language processing of social media data, and federated learning techniques. We also cover the rising use of ExplainableAI (XAI) methods, such as Grad-CAM& SHAP, that help making more transparent& gaining clinician trust. Major aim is to help firstly the researchers& secondly the practitioners in the lab& real world respectively by showing the way to them the means how to create robust, interpretable, and clinically viable AI-driven systems for early ASD detection& intervention.

Keywords: Autism Spectrum Disorder (ASD); Deep Learning (DL); Machine Learning (ML); Multimodal diagnosis; Facial image analysis.

**Corresponding author, Research Scholar, Department of Computer Science Engineering, Ajeenkya D. Y. Patil University, Pune, Maharashtra, India
(E-mail: vijaykumar.jangamashetti@adypu.edu.in)*

***Associate Professor, Department of Computer Science Engineering, Ajeenkya D. Y. Patil University, Pune, Maharashtra, India (E-mail: sharan.inamadar@adypu.edu.in)*

SDG Performance and Forecast Dashboard

Parth Deshpande*, Pratap Patil** and Samarth Kulkarni***

ABSTRACT

Achieving the United Nations' 2030 Sustainable Development Goals (SDGs) calls for digital systems that support informed and forward-looking decision-making rather than simple progress reporting. Many existing SDG dashboards focus mainly on historical indicators and offer limited forecasting, regional detail, or tools to explore future policy outcomes, which reduces their practical value for planners. This project introduces an SDG Performance and Forecast Dashboard, a web-based decision-support platform that brings together data from multiple sources through automated ETL processes, standardized normalization, and composite scoring methods. The system uses time-series forecasting and machine learning techniques to estimate SDG progress up to 2030 and identify whether regions are on track or lagging. Interactive maps and a policy simulation module allow users to examine regional disparities and evaluate the potential impact of policy actions. Overall, the platform highlights how digital innovation can strengthen transparency, accountability, and evidence-based governance for sustainable development.

Keywords: Sustainable development goals; Decision support system; Predictive analysis; Digital governance.

*Student, Computer Science And Engineering, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: parth.md2004@gmail.com)

**Corresponding author; Student, Computer Science And Engineering, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: pratappatil8282@gmail.com)

***Student, Computer Science And Engineering, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: samarthk1732004@gmail.com)

Digital Training Ecosystems and Organisational Learning: A Knowledge Management Perspective in Manufacturing

K. T. Vijayan and Madhavi Deshpande***

ABSTRACT

This study explores how features of Knowledge Management Systems (KMS) influence training and organisational learning in South Asian manufacturing. Survey data from 271 employees across departments reveal that platform usability and interactive features significantly enhance learning outcomes, while management reinforcement notably improves team performance. Recognition systems emerged as key drivers of training motivation, whereas training alignment had limited effect on task application. Despite increased investment in digital training, empirical evidence in this regional context remains scarce. This research fills that gap by identifying the most impactful system attributes and support mechanisms. Theoretically, it contributes to knowledge management by highlighting the greater influence of technological design over support structures. Practically, it suggests that firms can improve learning performance by integrating interactive digital platforms with strong managerial support and recognition. The findings offer actionable insights for manufacturing leaders aiming to strengthen organisational learning and adapt effectively to the Industry 4.0 landscape.

Keywords: Knowledge management; Organisational learning; Manufacturing; Digital training; Employee motivation.

**Corresponding author, PhD Scholar, Management, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: vijayan.kt@dypiu.ac.in)*

***Professor, Dean – Academics & Director, Interdisciplinary Studies and Research, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: madhavi.deshpande@dypiu.ac.in)*

Studies on Development and Quality Evaluation of Peanut-based Vegan Cheese

Anjali Bhoite* and Bhakti Nair**

ABSTRACT

This study deals with Camembert-style vegan cheese using peanut milk fermented with *Lactobacillus acidophilus* and *Penicillium Candidum*. The formulation was optimized by conducting many preliminary trails. The fermentation process was conducted at 25°C. Ripening at 11–13°C for 14 days, further flavour maturation for 48h. Physicochemical analysis of the optimized sample, vitamin analysis, textural, colour, functional properties, microbiological and sensory assessment was performed by standard method. Obtained results revealed vitamin B12 and Vitamin E content 1.567 µg/100 g and 4.86 mg/100 g respectively. Titratable Acidity 9.1 ± 0.2%; Oil Absorption Capacity 138.00 ± 0.7 g/L; Water Absorption Capacity 112.66 ± 0.5 g/L; Water activity 0.86 ± 0.028; and antioxidant activity 50.6 ± 0.70%. The CIELAB color parameters (L = 89.42, a = 0.14, and b = 7.28) indicate the light and visually appealing characteristics. Microbiologically product is safe till 30 days of storage period and acceptable as per sensory studies.

Keywords: Peanut milk; Vegan cheese; Camembert-style; *Penicillium Candidum*; Plant-based dairy alternative.

*Corresponding author, Professor, -, School of Food Technology, Pune, Maharashtra, India
(E-mail: anjali.bhoite@mituniversity.edu.in)

**Student, Food Technology, School of Food Technology, Pune, Maharashtra, India
(E-mail: nairbhakti79@gmail.com)

AI-Driven Crop Yield & Climate Risk Prediction for Indian Districts

*Sarwajeet Singh**, *Suhani Nemade***,
*Vishwajeet Desai**** and *Gaurav Kumar Singh*****

ABSTRACT

India's agricultural productivity is highly sensitive to climate variability, making accurate district-level crop yield forecasting essential for effective planning and risk mitigation. This project proposes an AI-driven framework for predicting crop yields and assessing climate-related risks across Indian districts. The system integrates historical crop yield statistics, high-resolution climatic variables, and satellite-derived vegetation indices such as the Normalized Difference Vegetation Index (NDVI). Machine learning models including Random Forest and XGBoost, along with deep learning architectures such as Long Short-Term Memory and Temporal Convolutional Networks, are employed to capture complex nonlinear and temporal relationships. A composite climate-risk index supported by uncertainty quantification techniques is developed to identify drought and flood vulnerabilities. The complete pipeline is deployed on Amazon Web Services to enable scalable, reproducible, and near real-time predictions through APIs and interactive dashboards.

Keywords: Crop yield prediction; Climate risk assessment; Machine Learning; Deep Learning; Remote sensing.

**Corresponding author, Student, B.TECH CSE, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802013@dypiu.ac.in)*

***Student, B.TECH CSE, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802404@dypiu.ac.in)*

****Student, B.TECH CSE, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802301@dypiu.ac.in)*

*****Sr. Assistant Professor, School of Computer Science Engineering & Applications, D. Y. Patil International University (DYPIU), Pune, Maharashtra, India (E-mail: gaurav.singh@dypiu.ac.in)*

An AI-Driven Decision Support System for Agricultural Income Optimization using Predictive Analytics and Risk-Aware Optimization

Krushna Patare*, Sahil Mandawgade** and Shubh Tandon***

ABSTRACT

Agricultural income uncertainty caused by climate variability, market volatility, and resource constraints poses significant challenges for small and marginal farmers. This paper presents an AI-driven decision support system designed to optimize agricultural income through integrated predictive analytics and risk-aware optimization. The proposed system combines crop recommendation, yield prediction, price forecasting, and multi-factor risk assessment using machine learning, deep learning, and time-series models. Satellite imagery, weather data, soil parameters, and market price trends are fused to provide context-aware and explainable recommendations. A multi-objective optimization framework balances expected revenue, risk, sustainability, and resource constraints, enabling farmers to select optimal cropping and selling strategies based on their risk appetite. Experimental validation using real-world agricultural datasets demonstrates the system's potential to improve income stability and decision-making for smallholder farmers.

Keywords: Agricultural decision support system; Income optimization; Crop recommendation; Yield prediction; Price forecasting precision agriculture.

*Corresponding author, Student, B Tech CSE, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: krushna.patare@gmail.com)

**Student, B Tech CSE, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802265@dypiu.ac.in)

***Student, B Tech CSE, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802053@dypiu.ac.in)

Explainable Artificial Intelligence–Based Approaches for Early Detection and Diagnosis of Polycystic Ovary Syndrome: Challenges and Future Directions

Amol Kale and Sahebrao Shinde***

ABSTRACT

Polycystic ovarian syndrome (PCOS) is a prevalent endocrine disorder affecting women of reproductive age, with a reported global prevalence of 8–20%. Early and accurate diagnosis is critical to mitigate long-term complications, including metabolic dysfunction, cardiovascular disease, and infertility. However, the heterogeneous clinical presentation of PCOS poses significant challenges for timely detection. Recent advances in artificial intelligence (AI), particularly explainable artificial intelligence (XAI), have demonstrated strong potential in supporting early diagnosis by effectively analyzing high-dimensional clinical and biological data. In addition to predictive accuracy, XAI techniques provide interpretability and transparency, which are essential for clinical adoption. This review systematically examines existing AI- and XAI-based approaches for PCOS detection, including conventional machine learning, hybrid models, and commonly used evaluation metrics. Key challenges, limitations, and research gaps are discussed, with emphasis on model generalizability and explainability. Finally, future research directions are outlined, highlighting the importance of robust datasets, interdisciplinary collaboration, and ethical considerations.

Keywords: Polycystic ovary syndrome (PCOS); Explainable Artificial Intelligence (XAI); Machine Learning; Healthcare.

**Corresponding author, Research Scholar, Computer Science, Maratha Vidya Prasarak Samaj's Commerce, Management & Computer Science (C. M. C. S.) College, Nashik, Maharashtra, India (E-mail: kale.amol28@gmail.com)*

***Principal, Computer Science, Maratha Vidya Prasarak Samaj's Commerce, Management & Computer Science (C. M. C. S.) College, Nashik, Maharashtra, India (E-mail: sns110@gmail.com)*

Revolutionizing Academic Verification: Integrating Blockchain and IoT to Eliminate Credential Fraud in Modern Education Systems

*Shilpa Agarkar**, *Jayshri Patil*** and *Vidya Banait****

ABSTRACT

The increasing prevalence of fraudulent academic credentials presents critical challenge for educational institutions, employers, and regulatory bodies, particularly within digitally mediated education systems. Traditional credential verification practices, which are largely centralized and manual, face persistent limitations related to security, transparency and operational scalability. This study presents a systematic examining the application of Blockchain and Internet of Things technologies in academic credential verification. Blockchain supports decentralized, tamper-resistant management of academic records, while IoT enables real-time data capture and contextual validation of educational processes. The paper critically synthesizes existing architectures, identifies technological and institutional challenges; including scalability, interoperability, cost, and regulatory compliance and discusses emerging trends such as AI-assisted verification mechanisms. The integrated Blockchain–IoT frameworks offers more robust and reliable approach to digital credential verification than single-technology solutions. This review contributes to the understanding of how emerging information technologies can support secure, transparent and scalable credentialing practices in modern education systems

Keywords: Blockchain; Internet of Things; Academic credential verification; Education information systems; Digital credentialing.

**Corresponding author, Director Global Relations, Computer, Suryadatta Group of Institutes, Pune, Maharashtra, India (E-mail: shilpa.agarkar@gmail.com)*

***HOD, Department of MCA, Dr. D. Y. Patil, Center for Management & Research, Pune, Maharashtra, India (E-mail: pjayshri14@gmail.com)*

****Assistant Professor, Department of Science, Santaji Mahavidyalaya, Nagpur, Maharashtra, India (E-mail: agarkarneha@gmail.com)*

Developing an Ensemble-Based Model for Player Performance Classification in the Indian Super League

Sushma Jaiswal and Swapnil Kumar Sahu***

ABSTRACT

In order to ensure forecast accuracy and generalizability across a variety of player positions, this study creates a machine learning ensemble framework for assessing Indian Super League (ISL) 2023–24 player performance utilizing goals and assists as key criteria. To guarantee reliable input representation, the dataset underwent pre-processing using polynomial feature engineering, uniform scaling, and rare-class management. An ensemble integrates Random Forest meta-learner with Bagging, HistGradientBoosting, Gradient Naïve Bayes, and Decision Tree classifiers. The stacking ensemble provides better stability and interpretability across player categories while achieving competitive accuracy (91.11%), R^2 (0.9395), and RMSE (0.7888) as compared to individual models. Actionable insights for recruiting and scouting were made possible by the derivation of suitability categorization in relation to median contribution values. The results set the groundwork for future sports analytics research in developing football ecosystems by highlighting stacking ensembling as a possible methodological development for player appraisal in ISL.

Keywords: Ensemble learning; Player performance evaluation; Indian super league (ISL); Sports analytics.

**Corresponding author; Assistant Professor, Computational science and Information Technology, Guru Ghasidas Vishwavidyalaya, Bilaspur, Chhattisgarh, India (E-mail: jaiswalsush2@gmail.com)*

***Research Scholar, Computational science and Information Technology, Guru Ghasidas Vishwavidyalaya, Bilaspur, Chhattisgarh, India (E-mail: swapnilsahu747@gmail.com)*

Chronic Kidney Disease Diagnosis for Highly Imbalanced Dataset using Feature Selection Technique

Sushma Jaiswal* and Aditi Gopal**

ABSTRACT

Chronic Kidney Disease (CKD) causes a significant threat to human life. It is a worldwide affliction that affects persons globally. Therefore, prompt diagnosis and treatment should commence as soon as possible. The major aim of this paper is to present a machine learning framework for identifying CKD, utilizing a feature selection technique to enhance model interpretability and performance on a novel and underutilized dataset of 1,659 individuals with 53 features. To address class imbalance, we utilize SMOTE oversampling technique, thereby improving recognition of the minority class. Additionally, Recursive Feature Elimination and Grid Search Cross Validation hyperparameter tuning technique is used to improve the classifiers' performance and obtain optimal solutions with lesser number of features. After SMOTE and feature selection, Support Vector Machine outperformed all models with 98.88% accuracy at 35 features and Random Forest with 96.03% at 10 features identifying CKD more accurately with less features.

Keywords: Chronic Kidney disease; SMOTE; Recursive feature elimination; Classification; Machine Learning.

**Corresponding author, Assistant Professor, Department of Computer Science & Information Technology, Guru Ghasidas Vishwavidyalaya, Bilaspur, Chhattisgarh, India
(E-mail: jaiswalsush2@gmail.com)*

***Research Scholar, Department of Computer Science & Information Technology, Guru Ghasidas Vishwavidyalaya, Bilaspur, Chhattisgarh, India
(E-mail: gopaladiti0110@gmail.com)*

A Critical Study of Gamification Models for Enhancing Fintech Adoption among Management Students

*Sanjana Koshti**, *Rutuja Chavan*** and *Priyanka Dhoot****

ABSTRACT

With the rapid growth of digital technology, fintech applications such as GPay, Paytm and PhonePe had become an integral part of everyday financial activities. These applications were widely used for digital payments. This study aims to identify reward-based gamification features in fintech applications and analyze their role in motivating adoption while enhancing personal finance management and overall financial literacy among management students. The research adopted a descriptive and analytical research design to identify reward-based features and analyse their impact on fintech adoption, personal finance management and financial literacy. Primary data was collected from 80 undergraduate and postgraduate management students using a structured questionnaire, while secondary data was sourced from journals and academic literature. The findings indicated that gamification positively influenced fintech adoption and continued usage. Reward-based features enhanced engagement, while gamified elements promoted better saving, budgeting and responsible financial habits, contributing to long-term financial well-being and sustainability.

Keywords: Gamification; Financial literacy; Fintech adoption.

**Corresponding author, Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: sanjanakoshti@gmail.com)*

***Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305032@dypiu.ac.in)*

****Assistant Professor, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: priyanka.dhoot@dypiu.ac.in)*

Comparative Analysis on Adoption of UPI between Gen z and Millennials

*Dev Lalwani**, *Jatin Gadiya*** and *Anuradha Patil****

ABSTRACT

This research analyzes Unified Payments Interface (UPI) adoption patterns between Gen Z (18–26) and Millennials (27–42) in India. As UPI anchors the digital economy, this study examines how generational shifts influence financial behaviour, trust, and digital literacy. Using a quantitative survey of 100 respondents, it evaluates three dimensions: adoption drivers, perceived security risks, and post-adoption spending habits. Findings indicate that while Gen Z prioritizes transaction speed and social integration, Millennials emphasize security and banking reliability. Both cohorts report increased impulse spending—the “Invisible Money” effect—though Gen Z faces greater challenges in manual budgeting. By applying Likert scales and statistical analysis, the research provides insights for FinTech developers to bridge the “trust gap” and mitigate debt risks. Ultimately, the study highlights how the transition from “Digital Pioneers” to “Digital Natives” shapes India’s cashless future

Keywords: Unified Payments Interface (UPI); Gen Z; Millennials; Digital payment adoption.

**Corresponding author, Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: devlalwani26@gmail.com)*

***Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: jatingadiya2@gmail.com)*

****Assistant Professor, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: anuradha.patil@dypiu.ac.in)*

A Study on Why Users Split Their Spending between Google Pay and PhonePe

Vaishnavi Phadke, Anuradha Patil** and Prerana Chavan****

ABSTRACT

The rapid adoption of Unified Payments Interface (UPI) applications in India has transformed consumer payment behaviour, leading to increased use of multiple digital payment platforms by individual users. This study examines why users split their spending between Google Pay and PhonePe, focusing on functional, psychological, and platform-related factors. Using a descriptive research design, the study analyses user spending allocation, interface preferences, and merchant ecosystem influence on platform loyalty. Primary data collected through structured questionnaires is supported by secondary literature on digital payment behaviour. The findings indicate that users adopt a rational allocation strategy based on convenience, perceived reliability, rewards, and merchant acceptance rather than exclusive platform loyalty. The study highlights that multi-app usage is a deliberate and efficient consumer behaviour in India's evolving digital payment ecosystem.

Keywords: UPI multi-app usage; Digital payment behaviour; Platform loyalty.

**Corresponding author, Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305050@dypiu.ac.in)*

***Assistant Professor, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: anuradha.patil@dypiu.ac.in)*

****Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305036@dypiu.ac.in)*

The Cognitive Underwriting: Empirical Validation of an NLP-Enhanced Robotic Automation Framework in Insurance Risk Evaluation and Customer Service Delivery

Swapnali Mehetre*, Mulla Zameer Ahmed** and Chandrani Singh***

ABSTRACT

Insurance underwriting faces critical challenges balancing processing velocity with decision precision. This study introduces UTSEA, a proprietary cognitive automation architecture synthesizing linguistic analytics with robotic process orchestration for underwriting transformation. Through quasi-experimental methodology examining 50 cases across six-month pre-post intervals, we document substantial performance gains: operational expenditure declined 35% (p

Keywords: Robotic process automation; Natural language processing; Cognitive automation; Insurance underwriting; Decision-making.

*Corresponding author, Research Scholar, Computer Management, Sinhgad Institute of Management, Pune, Maharashtra, India (E-mail: swapnalimehetre@gmail.com)

**Senior Professor, MCA, Dr D.Y Patil School of MCA, pune, Maharashtra, India (E-mail: zsmulla63@gmail.com)

***Director, Department of Computer Management, Sinhgad Institute of Management, Pune, Maharashtra, India (E-mail: singh.chandrani@gmail.com)

Urban Green Horizons: Vertical Farming and the Future of Sustainable Cities (Empirical Study: India)

Kranti Shingate and Ajit Dalvi***

ABSTRACT

Rapid urbanisation, climate change, and food security challenges are reshaping the sustainability agenda of Indian cities. Vertical farming has emerged as a promising urban agri-technology that aligns with smart city initiatives, sustainability goals, and resilient food systems. This empirical study investigates how technological enablers and sustainable business models in vertical farming influence urban sustainability outcomes under the broader concept of Urban Green Horizons. Using a survey-based methodology and Structural Equation Modelling (SEM), data were collected from vertical farming entrepreneurs, agri-tech managers, urban planners, and sustainability professionals across major Indian cities. The findings reveal that technology adoption significantly enhances operational efficiency and sustainability-oriented business models, which in turn positively impact environmental, economic, and social sustainability outcomes. The study integrates India-focused policy context and case insights, offering actionable implications for policymakers and practitioners.

Keywords: Vertical farming; Urban sustainability; Smart cities; SEM.

**Corresponding author, Program Head & Associate Professor, School of Commerce & Management, D.Y. Patil International University, Pune, Maharashtra, India
(E-mail: kranti.shingate@dypiu.ac.in)*

***Sr. Assistant Professor, School of Commerce & Management, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: ajit.dalvi@dypiu.ac.in)*

AI-generated Sustainability Stories: Do Consumers Trust Machine-written ESG Narratives?

*Aastha Aggarwal**, *Harsh Gandhi*** and *Riddhi Saraswat****

ABSTRACT

The increasing use of artificial intelligence in marketing communication is altering the manner in which companies convey their undertakings on sustainability. Even though AI-generated Stories on the environment, social issues, and governance are becoming commonplace, it is still unclear whether consumers believe the stories or not. The studies examine how AI-generated Sustainability storytelling is effective in causing consumer trust and intention to pay. It will use a controlled experimental design, as the consumers will be assessed with the same products in the presence of an AI-generated sustainability narrative and a human-generated sustainability narrative. The results have shown that large differences between the perceived authenticity, trust, and price premiums of narrative sources exist. The response of consumers to the AI-based ESG communication is also mediated by the concept of sustainability awareness.

Keywords: Consumer trust; Artificial intelligence; Pricing.

**Corresponding author, Student, MBA, IILM University, Greater Noida, Uttar Pradesh, India
(E-mail: aasthaagg7@gmail.com)*

***Student, MBA, Rajiv Gandhi Institute of Petroleum Technology, Amethi, Uttar Pradesh, India
(E-mail: hgandhi148@gmail.com)*

****Student, MBA, IILM University, Greater Noida, Uttar Pradesh, India
(E-mail: riddhisaraswat09@gmail.com)*

Sustainability as a Brand Value: A Marketing Study of Apple

*Vishwajeet Singh**

ABSTRACT

Sustainability has become an important brand value in modern marketing. Many global companies are adopting eco-friendly practices to improve their brand image and customer trust. Apple Inc. has made sustainability a key part of its brand strategy through its Green Horizons vision, which focuses on carbon neutrality, renewable energy, recyclable products, and responsible supply chain management. This study aims to analyse how Apple's sustainability initiatives influence consumer perception and brand loyalty. The research uses a descriptive methodology based on primary data collected through a questionnaire and secondary data from company reports, websites, and journals. The study highlights how sustainability helps Apple strengthen its brand value and gain a competitive advantage in the technology market.

Keywords: Sustainability; Green marketing; Brand value; Apple.

**Student, MBA, D.Y. Patil International University, Pune, Maharashtra, India
(E-mail: 20240305016@dypiu.ac.in)*

Smart, Sustainable, and Green: The Digital Transformation of Green Marketing

*Darshan Wankhade**

ABSTRACT

In recent years, sustainability has become a major concern for businesses, consumers, and policymakers due to increasing environmental challenges and social responsibility expectations. Green marketing aims to promote products and services that are environmentally friendly, socially responsible, and economically sustainable. With rapid technological advancements, digital transformation has significantly reshaped green marketing practices. This research paper examines how smart digital technologies such as artificial intelligence, big data analytics, social media platforms, and blockchain are enhancing the effectiveness, transparency, and sustainability of green marketing strategies. The study highlights how these technologies enable better consumer engagement, reduce environmental impact, and improve trust through transparent communication. Additionally, the paper discusses the key benefits, challenges, and future opportunities associated with the adoption of digital technologies in promoting sustainable and green marketing practices.

Keywords: Green marketing; Digital transformation; Sustainability; Smart technology; Sustainable marketing.

**Student, Marketing, D.Y. Patil International University, Pune, Maharashtra, India
(E-mail: 20240305022@dypiu.ac.in)*

Sustainability: The Sustainable Paradox of Artificial Intelligence

*Priyanka Dhoot**, *Anuradha Patil*** and *Madhura Jagtap****

ABSTRACT

Artificial Intelligence (AI) is found to be a very effective and innovative tool that is accelerating efficiency and convenience. Simultaneously, however, it is observed that due to its rapid growth and improvement, it has triggered a paradox between technology, environmental and human sustainability. The paper is addressing a newly coined term called Sustainability and is focusing on its dual norms and characteristics as AI is associated with progress and sustains environmental and human challenges in the long run. Some interesting results have been observed considering correlation and regression that suggest users' rising knowledge is significantly associated with sustainability and responsible AI use intention. The findings underscore the importance of user-driven change in achieving a sustainable AI future and suggest that empowering end users through awareness and ethical engagement is essential to balancing innovation with intergenerational responsibility.

Keywords: Artificial Intelligence; Responsible AI; Sustainability.

**Corresponding author, Sr. Assistant Professor, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: priyanka.dhoot@dypiu.ac.in)*

***Assistant Professor, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: anuradha.patil@dypiu.ac.in)*

****Professor, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: madhura.jagtap@dypiu.ac.in)*

Secure AI-Based Mental Health Triage for Military and Defense Forces

Sarika Jadhav*, Abu Bakar** and Sidhant Barapatre***

ABSTRACT

This paper presents a privacy-preserving, chat-based AI system designed to assess and enhance mental strength among defense personnel, NDA candidates, armed forces members, terror-attack victims, clinical patients, and general users. Instead of relying on traditional questionnaires, the system analyzes natural chat responses to evaluate resilience, emotional regulation, cognitive stability, stress tolerance, and behavioral adaptability. A lightweight LLM routes user inputs into seven evidence-based intervention modules including CBT, DBT, Behavioral Activation, Motivational Interviewing, Positive Psychology, EMA, and Operant Conditioning to deliver quick, personalized micro-interventions that stabilize mood and strengthen coping skills. Built on a zero-knowledge architecture with strong cybersecurity, data minimization, differential privacy, and strict anonymity, the system ensures high confidentiality while providing real-time mental strength scoring and adaptive psychological support. The proposed AI system promotes social and human capital sustainability by enabling scalable, privacy-preserving mental health assessment and long-term psychological resilience through responsible digital innovation.

Keywords: Secure AI systems; Psychological resilience; Digital innovation for sustainability.

**Corresponding author, Assistant Professor, School of Computer Science Engineering and Applications, D.Y. Patil International University, Pune, Maharashtra, India
(E-mail: sarika.jadhav@dyiu.ac.in)*

***Student, School of Computer Science Engineering and Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802037@dyiu.ac.in)*

****Student, School of Computer Science Engineering and Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802007@dyiu.ac.in)*

Real-Time Deepfake Detection System using Multi-Modal Emotion Consistency Verification

*Sarika Jadhav**, *Yash Shinde***, *Bhuvanesh Deoraj**** and *Shashwat Raj*****

ABSTRACT

The rapid advancement of generative AI has led to highly realistic deepfake videos, posing serious threats to social trust, cybersecurity, and sustainable digital ecosystems. Traditional deepfake detection techniques relying on visual artifacts are ineffective against advanced synthetic media. This paper proposes a real-time deepfake detection system based on multi-modal emotion consistency verification to address these challenges. The approach analyzes emotional coherence across facial expressions, speech signals, and linguistic content, as authentic videos exhibit natural synchrony among visual, vocal, and semantic emotions. Facial emotions are extracted using CNN and transformer-based models, vocal emotions are analyzed through speech-emotion recognition, and semantic-emotions are interpreted using natural language processing techniques. A multi-modal fusion framework compares these emotional streams to identify inconsistencies. Verification includes lip-sync analysis, micro-expression tracking, and temporal emotion flow modeling. By strengthening trust in digital content, the system supports social sustainability, secure digital communication, and responsible AI deployment in modern, technology-driven societies.

Keywords: Deepfake detection; Multi-modal analysis; Emotion consistency verification; Sustainable digital ecosystems; Multimedia forensics.

**Corresponding author, Assistant Professor, School of Computer Science Engineering and Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: sarika.jadhav@dypiu.ac.in)*

***Student, School of Computer Science Engineering and Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802177@dypiu.ac.in)*

****Student, School of Computer Science Engineering and Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802095@dypiu.ac.in)*

*****Student, School of Computer Science Engineering and Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802098@dypiu.ac.in)*

A Blockchain-Based Certificate Fraud Detection and Verification System for Academic and Professional Credentials

*Sarika Jadhav**, *Sanika Kakde***, *Aryan Hingane**** and *Shivom Thorat*****

ABSTRACT

The rapid digitization of academic and professional credentials has increased the risk of certificate forgery and unauthorized modification, while traditional verification methods remain manual, centralized, and inefficient. This paper presents a blockchain-based certificate fraud detection and verification system for academic and professional credentials. Each issued certificate is registered on a blockchain using a cryptographic hash, ensuring immutability and tamper resistance. During verification, the submitted certificate is rehashed and compared with the blockchain record to confirm authenticity without reliance on the issuing authority. To enhance fraud detection, the system integrates intelligent metadata analysis that examines document attributes such as timestamps, fonts, layout structure, embedded images, digital signatures, and file composition to identify alterations. By combining decentralized ledger technology with automated analysis, the proposed solution enables secure, scalable, and transparent credential verification. The system reduces manual effort, prevents credential fraud, strengthens institutional trust, and supports sustainable governance in academic and professional ecosystems.

Keywords: Blockchain; Certificate verification; Credential fraud; Digital credentials; Institutional trust.

**Corresponding author, Assistant Professor, School of Computer Science Engineering and Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: sarika.jadhav@dypiu.ac.in)*

***Student, School of Computer Science Engineering and Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802136@dypiu.ac.in)*

****Student, School of Computer Science Engineering and Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802286@dypiu.ac.in)*

*****Student, School of Computer Science Engineering and Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802175@dypiu.ac.in)*

Sustainable Biomass Derived Nano-Sponge Electrodes for Ultra-Fast Charging Supercapacitors

*Shailesh Ghodke**, *Sangeeta Benni***, *Pratik Kumar Garad****,
*Nirbhay Kore*****, *Akash Phalke****** and *Mayuri Raut******

ABSTRACT

Biomass-based carbons are emerging as sustainable and high-performance materials for the future supercapacitor electrodes. In this study, nano-sponge-structured activated carbon was produced using a combined biomass blend of *Moringa oleifera* seed husk and coconut biochar as eco-friendly low-cost precursors. Controlled carbonization with following chemical activation of the mixed biomass developed a classified 3D porous network with interconnected micro-mesoporous channels for fast ion diffusion, giving rise to improved charge storage capability. The interaction between hybrid precursors improved pore formation and structural strength while increasing the overall carbon yield. Their integration with conductive carbon nanostructures further enhanced electron mobility, yielding uniform electrodes that exhibited excellent stability and fast electrochemical responses. Electrochemical testing exhibited good low internal resistance, capacitive behavior and reliable cycling performance in aqueous electrolytes. This amalgam nano-sponge carbon illustrates the potential of dual-source biomass materials for scalable ultra-fast charging supercapacitors toward environmentally sustainable energy storage technologies.

Keywords: *Moringa oleifera* seed husk; Coconut biochar; Nano-sponge electrodes; Ultra-fast charging supercapacitors; Sustainable energy storage.

**Corresponding author, Associate Professor, Chemical Department, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: shailesh.ghodke@dypiu.ac.in)*

***Assistant Professor, Chemical Engineering, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: sangita.benni@dypiu.ac.in)*

****Student, Chemical Engineering, Dr D Y Patil Institute of Engineering Management and Research, Pune, Maharashtra, India (E-mail: pratikgarad24@gmail.com)*

*****Student, Chemical, Dr D Y Patil Institute of Engineering Management and Research, Pune, Maharashtra, India (E-mail: korenirbhay27@gmail.com)*

******Student, Chemical, Dr D Y Patil Institute of Engineering Management and Research, Pune, Maharashtra, India (E-mail: akashphalke2k21@gmail.com)*

******Student, Chemical, Dr D Y Patil Institute of Engineering Management and Research, Pune, Maharashtra, India (E-mail: rautmayuri2004@gmail.com)*

ThriftEx: An Agentic AI Framework for Sustainable Cloud Financial Operations and Green Computing

Adnan Patel*, Nikhil Nagpure**,
Chandrabhushan Lilhare*** and Somya Dubey****

ABSTRACT

The rapid expansion of cloud computing has transformed organizational operations but has also intensified challenges related to cost inefficiencies, resource wastage, and environmental sustainability. A significant portion of global cloud expenditure is lost due to idle resources, over-provisioning, and inefficient architectures, contributing to increased energy consumption and carbon emissions. This study proposes ThriftEx, an autonomous Agentic AI-driven framework that enhances traditional Cloud Financial Operations (FinOps) by enabling continuous, intelligent cost optimization aligned with green computing principles. Unlike conventional monitoring tools, ThriftEx functions as a goal-oriented autonomous agent capable of analyzing cloud usage patterns, identifying optimization opportunities, and executing corrective actions with built-in safety controls. By integrating FinOps best practices with sustainable computing, the framework demonstrates the potential to reduce cloud costs and infrastructure carbon footprint simultaneously. The proposed approach highlights how agentic AI can support sustainable digital transformation while maintaining financial and operational efficiency.

Keywords: Cloud FinOps; Agentic AI; Sustainable computing; Green IT; Digital transformation.

*Corresponding author, Student, School of Computer Science Engineering & Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802439@dypiu.ac.in)

**Student, School of Computer Science Engineering & Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802441@dypiu.ac.in)

***Student, School of Computer Science Engineering & Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802020@dypiu.ac.in)

****Assistant Professor, School of Computer Science Engineering & Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: somya.dubey@dypiu.ac.in)

Hardware Under Fire: Analysis of Side-Channel and Rowhammer Attacks with Defense Strategies

*Dhruva Yandrapu**, *Tarangana Gokhare***,
*Tapan Kumar Ambastha**** and *Somya Dubey*****

ABSTRACT

Rowhammer assaults exploit electric interference consequences in contemporary DRAM to set off memory faults, undermining device isolation and protection. To mitigate such attacks, cutting-edge memory controllers employ mechanisms such as Target Row Refresh (TRR) and adaptive refresh policies. Even as these defenses lessen the incidence of bit-flips, their secondary security implications remain insufficiently studied. This paper offers an empirical evaluation displaying that Rowhammer mitigation mechanisms can introduce observable timing variations in the behavior of accessing the memory. By producing managed Rowhammer-like memory access patterns and appearing high-resolution timing measurements, we reveal the existence of a timing-based aspect channel that enables covert conversation between co-resident approaches. We quantify the possible channel bandwidth and mistake rates under sensible operating conditions. Moreover, we evaluate light-weight mitigation strategies based on timing randomization that reduce information leakage whilst preserving the effectiveness of Rowhammer defenses.

Keywords: Side channel attacks; Target Row Refresh (TRR); Timing side channels; Memory protection mechanism; Covert channels.

**Corresponding author, Student, Computer Science, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: yandrapu.dhruva@gmail.com)*

***Student, Computer Science, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: gokharetarangana@gmail.com)*

****Student, Computer Science, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802057@dypiu.ac.in)*

*****Assistant Professor, Department of Computer Science, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: somya.dubey@dypiu.ac.in)*

Leveraging Technology and Innovation for Sustainable Development

Harsh Siddharth Brahmecha*, Neeraj Chormale**,
Kiran Biradar*** and Somya Dubey****

ABSTRACT

Digital transformation has become a key driver in addressing sustainability challenges faced by modern societies. This paper examines the role of technology and innovation, with a particular focus on artificial intelligence (AI), in enabling sustainable societal development. AI-driven systems, along with digital platforms and data analytics, are increasingly applied in areas such as smart governance, sustainable resource management, healthcare, and urban development. Using a conceptual and literature-based approach, this study analyzes how AI can enhance efficiency, support data-driven decision-making, and promote inclusive growth. The paper also discusses critical challenges including ethical concerns, data privacy, algorithmic bias, and the digital divide, which may hinder sustainable outcomes if left unaddressed. The study concludes by highlighting the need for responsible AI adoption and supportive policy frameworks to ensure that digital innovation contributes effectively to long-term societal sustainability.

Keywords: Digital transformation; Sustainable society; Emerging technologies; Technological innovation; Smart systems.

*Corresponding author, Student, School of Computer Science Engineering & Applications, D.Y. Patil International University, Pune, Maharashtra, India
(E-mail: 20220802003@dypiu.ac.in)

**Student, School of Computer Science Engineering & Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802071@dypiu.ac.in)

***Student, School of Computer Science Engineering & Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20220802048@dypiu.ac.in)

****Assistant Professor, School of Computer Science Engineering & Applications, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: somya.dubey@dypiu.ac.in)

Role of Artificial Intelligence in Art & Design

Rahul Weldode and Shyam Pagare***

ABSTRACT

Heritage of Mohenjo-Daro & Caves of Ajanta, Ellora represents our rich culture. Centuries ago, Artist used to contribute their art work manually, as evolution took place from tools to machinery efforts became easy. Technology arrived with computer age since decades, till artificial intelligence Apps working like artist with the command of prompt. Despite Artist, Art lovers too are seen busy in putting their thoughts into visuals by using apps such as ChatGPT, Gemini & etc. Thus, the hypothesis on current scenario is, 'AI will stand as a supportive tool in Designing rather than getting substitute to Artist.' The objectives of this research are to study the evolution in Art & Design profession, same way finding an Importance of AI in Art Education. Authors desires to put milestone for students & professionals for synergizing with technological development for remaining updated in the field to survive with artistic values successfully.

Keywords: Artificial Intelligence; UNESCO -United Nations Educational Scientific and Cultural Organisation.

**Corresponding author, Assistant Professor, School of Applied Arts & crafts, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: rahul.weldode@dypiu.ac.in)*

***Assistant Professor, School of Applied Arts & crafts, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: shyam.pagare@dypiu.ac.in)*

Responsible Use of Generative AI for a Sustainable Digital Society

Rahul Ramesh Somwanshi* and Dipti Vashisth Sharma**

ABSTRACT

The rapid expansion of consumer-facing generative artificial intelligence applications, including image generation for entertainment and social media content creation, is placing growing pressure on digital ecosystems. Although individual uses may appear environmentally negligible, large-scale public adoption results in cumulative impacts such as increased energy demand, higher carbon emissions, rising water consumption for data center cooling, and continued expansion of computational infrastructure. High-frequency, entertainment-oriented applications further intensify these impacts, raising questions about the balance between resource consumption and societal value. Beyond operational energy use, generative AI also contributes to environmental strain through water-intensive cooling systems and material demands associated with hardware manufacturing. This paper provides an evidence-based overview of these concerns and highlights the importance of user awareness in supporting more sustainable use of consumer-facing AI applications.

Keywords: Generative Artificial Intelligence; Responsible AI use; Environmental impact of AI; Consumer-facing AI applications; Digital sustainability.

*Corresponding author, Ph.D. Scholar, Management, Pimpri Chinchwad University, Pune, Maharashtra, India (E-mail: rahul.somwanshi23@pcu.edu.in)

**Assistant Professor, Department of Management, Pimpri Chinchwad University, Pune, Maharashtra, India (E-mail: dipti.sharma@pcu.edu.in)

TRACK 6

Indigenous Knowledge Systems, Grassroots Innovation, and Community Resilience

Role of Community Seed Banks in Enhancing Food Security and Agricultural Sustainability

Premla Mishra* and Sarang Singh**

ABSTRACT

“If agriculture goes wrong, nothing else will have a chance to go right,” observed M. S. Swaminathan, highlighting food security as the foundation of national stability and sustainable development. In India, agriculture contributes nearly 18% to GDP and supports 42–50% of the workforce, while ensuring food availability for a growing population and sustaining major global exports. Yet climate change, biodiversity loss, and increasing soil degradation and water scarcity pose serious challenges to long-term agricultural sustainability. This paper examines community seed banks as a grassroots policy-relevant response to these risks. Over the past three decades, community-led seed conservation initiatives have played a critical role in preserving indigenous crop varieties, strengthening farmer autonomy over seed resources, and promoting collaborative management of agricultural biodiversity. The study argues that integrating community seed banks into formal agricultural and climate-adaptation policies can enhance food security, reinforce seed sovereignty, and support resilient and sustainable farming systems.

Keywords: Community seed banks; Food security; Agricultural sustainability; Indigenous knowledge systems; Climate resilience.

*Corresponding author, Student, BTECH CSE, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: premlamishra@gmail.com)

**Student, BTECH CSE, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: sarang.nsingh@gmail.com)

Indian Knowledge System and Sustainable Development Goals

Manik Rajopadhye and Vidhya Hittalmani***

ABSTRACT

India is rich in ancient knowledge and traditions. Contributions of several intellects and great personalities has enriched the Indian knowledge base offering holistic approaches in developing frameworks that offer inclusive and culturally grounded solutions for sustainable development. This paper examines Indian Knowledge Systems (IKS) in the context of SDG 1 (No Poverty), SDG 3 (Good Health and Well-Being), SDG 4 (Quality Education), and SDG 6 (Clean Water and Sanitation). It explores how ancient Indian practices are relevant to Sustainable Development Goals (SDGs). Data for the study is collected through secondary sources such as various websites, journals and books. The study finds that over the period of years the progress of India is dependent on that ancient knowledge which has made possible to reach the aspiring goal of sustainable development.

Keywords: Indian knowledge system & sustainable development goals; No poverty; Good health & wellbeing; Quality education; Clean water & sanitation.

**Corresponding author, Librarian, Department of Library, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: manik.rajopadhye@dypiu.ac.in)*

***Assistant Professor, Department of Management, Shri. M. H. Kadakia Institute of Management and Computer Studies, Ankleshwar, Gujarat, India (E-mail: vidhya.hittalmani@gmail.com)*

TRACK 7

Communication, Media, and Marketing for Sustainable Lifestyles and Social Change

**Greenwashing and Genuine Sustainability in FMCG:
A Comparative Study of Sustainability Communication on
Social Media in India (2020–2025)**

*Akash Dubey**

ABSTRACT

This study will explore how three popular Indian FMCG brands, ‘Hindustan Unilever’, ‘Patanjali’ and ‘Mamaearth’, communicate environmental claims on social media from 2020 to 2025. It will use secondary data from Instagram campaigns and company sustainability reports to compare messages that reflect genuine sustainability with those that show greenwashing. The research will apply a simple content analysis approach to identify common claim types, visuals and use of certifications or evidence. The paper will also consider how far these messages follow the ASCI (2024) and CCPA (2024) guidelines. The study aims to understand how brand communication can influence consumer trust and promote sustainable lifestyles in India, and to suggest ways for companies and policy makers to make sustainability communication more transparent and responsible.

Keywords: Greenwashing; Sustainability communication; FMCG brands; Social media.

**Student, School of Media and Journalism, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20230501029@dypiu.ac.in)*

Cultural Adaptation of Sustainability Campaigns: Localizing Green Messaging for Diverse Indian Regions (Rural vs. Urban) and Testing Resonance Across Languages

*Prerna Bhati**

ABSTRACT

In India's heterogeneous sociocultural landscape, generic sustainability messages often fail to resonate across rural and urban populations, especially when delivered in a single language. This study examines how culturally adapted, language-specific green messaging influences awareness, attitude, and self-reported pro-environmental behavior in Hindi-speaking urban, Tamil-speaking rural, and English-medium metropolitan contexts. Using a mixed-methods approach (cross-sectional survey, focus groups, and message testing), we hypothesize that alignment of cultural values (collectivism, local environmental relevance) and language choice will significantly improve message recall, credibility, and willingness to act. Findings aim to provide actionable guidelines for marketers and policymakers to design region-specific sustainability communication that bridges the rural-urban divide.

Keywords: Cultural adaptation; Sustainability messaging; Green messaging; Cultural values (collectivism); Credibility; Pro-environmental behavior; Mixed-methods research; India.

**Assistant Professor; Department of Management, Janardan Rai Nagar Rajasthan Vidhyapeeth (deemed-to-be) University, Udaipur, Rajasthan, India
(E-mail: prernabhati2014@gmail.com)*

Conscious Living: A Holistic Approach to Sustainable Lifestyles and Social Change

*Ritu Thakkar**

ABSTRACT

In an era of environmental and social disruption, sustainable transformation demands a shift not only in behaviour but in consciousness. This study explores “Conscious Living” as a holistic framework integrating mindfulness, ethical awareness, and spiritual well-being to promote sustainable lifestyles and collective social change. Empirical insights are drawn from primary data collected through a semi-structured questionnaire administered by the author. The paper adopts a mixed-method research approach combining quantitative analysis with qualitative insights drawn from responses by 75 respondents. Quantitative analysis is done using statistical analysis. Qualitative analysis is done using thematic analysis. The paper proposes a consciousness-based model emphasizing inner transformation as the foundation for personal well-being, social transformation, and sustainable living. By bridging spirituality, communication, and sustainability, this research highlights the power of conscious awareness as a catalyst for individual and societal renewal in the technological era.

Keywords: Conscious living; Sustainable lifestyle; Social change.

**Author & Researcher, Navi Mumbai, Maharashtra, India (E-mail: thakkar.ritu@gmail.com)*

Greenwashing Fatigue: When Sustainability Communication Reduces Willingness-to Pay and Brand Trust

*Aastha Aggarwal**, *Devang Soni*** and *Riddhi Saraswat****

ABSTRACT

Greenwashing fatigue is associated with increased consumer cynicism with sustainability communications that seem to be overstated or false. With brands sending more messages about sustainability, the fact that they cannot be verified reduces brand trust and willingness to pay price premiums for sustainable products. This paper discusses how the overload and inconsistency of sustainability stories lead to fatigue, which in turn leads to disengagement rather than a positive response to the brand. The paper highlights that credibility requires authenticity, transparency and evidence-based communication. The research provides insights to the firms that want to create sustainability communication and gain consumer trust by clarifying the conditions and reasons when green claims prove to be backfiring.

Keywords: Greenwashing exhaustion; Brand trust; Willingness to pay.

**Corresponding author, Student, MBA, IILM University, Greater Noida, Uttar Pradesh, India
(E-mail: aasthaagg7@gmail.com)*

***Student, MBA, IILM University, Greater Noida, Uttar Pradesh, India
(E-mail: sonidevang168@gmail.com)*

****Student, MBA, IILM University, Greater Noida, Uttar Pradesh, India
(E-mail: riddhisaraswat09@gmail.com)*

Charging India's Green Future: Communication, Media, and Marketing Strategies for EV Infrastructure Adoption

*Kesari Nandan V.**

ABSTRACT

In India's accelerating EV revolution—with over 27,000 charging stations installed in 2025 under FAME-II and PM E-DRIVE—strategic communication, media, and marketing for EV chargers are vital for sustainable lifestyles and urban mobility shifts. This paper examines digital tactics like Google Ads targeting “EV charging near me,” Instagram reels with influencers, loyalty apps, and franchise promotions by Tata Power EZ Charge and Charge Zone, alongside government schemes like EV Mitra for subsidies and rapid deployment. Case studies from Delhi (3,800 stations) and Maharashtra highlight how SEO, social proof, and co-branding with oil majors overcome range anxiety, boosting utilization and social acceptance of green transport. Findings underscore multi-channel authenticity to drive charger revenue, EV sales, and nationwide behavioral change toward net-zero goals by 2030.

Keywords: EV; Sustainability; Green.

**Student, Management studies, Rajiv Gandhi Institute of Petroleum Technology, Jais, Uttar Pradesh, India (E-mail: kesarinv.17mba24@rgipt.ac.in)*

Digital Storytelling as a Marketing Communication Tool for Promoting Sustainable Lifestyles and Social Change: A Conceptual Study in the Indian Context

Palak Mangla*, Rashi Gulati** and Harsh Gandhi***

ABSTRACT

The need to combat environmental degradation and social problems, especially in emerging economies such as India, has led to the adoption of sustainable lifestyles. Communication, media, and marketing are relevant in creating awareness among people and promoting behavioural change toward sustainability. In the digital age, storytelling has become an investigated marketing communication instrument that conveys sustainability messages in an entertaining and familiar way. In this theoretical paper, the authors examine how digital stories can be used to advance sustainable living and social change. The study is based on literature related to sustainable marketing, digital media communication, and behavioural change theories, enabling the development of a conceptual framework linking key attributes of digital storytelling, including authenticity, emotional engagement, and message transparency, with consumer awareness, attitude formation, and sustainable behavioural intentions. The paper also discusses managerial and policy implications of using digital communication to promote sustainability-oriented consumer behaviour.

Keywords: Digital stories; Sustainable lifestyles; Marketing communication; Social change; Sustainability marketing.

*Corresponding author, Student, Department of Management Studies, Graphic Era Deemed to be University, Dehradun, Uttarakhand, India (E-mail: palakmangla1712@gmail.com)

**Student, School of Liberal Arts, DIT University, Dehradun, Uttarakhand, India (E-mail: gulatirashi2001@gmail.com)

***Student, Department of Management Studies, Rajiv Gandhi Institute of Petroleum Technology, Amethi, Uttar Pradesh, India (E-mail: hgandhi148@gmail.com)

Sustainability Marketing and Rural Empowerment: A Study of Amul's Cooperative Model

Rushikesh Buchkul and Om Kate***

ABSTRACT

This study explores the role of sustainability marketing in fostering rural empowerment through the cooperative business model of Amul. It examines how Amul aligns its marketing strategies with sustainable practices to support the economic and social development of rural communities. The cooperative model emphasizes fair procurement prices, farmer participation, and transparent marketing communication, which together enhance trust among stakeholders. Using secondary data from annual reports, policy documents, and published studies, the research analyzes Amul's sustainability-driven marketing initiatives and their contribution to inclusive growth. The findings indicate that Amul's approach not only strengthens its brand positioning but also creates long-term value for dairy farmers by improving income stability and market access. The study highlights the importance of integrating sustainability into marketing strategies to achieve both business growth and social impact. This research offers useful insights for cooperative and agribusiness organizations seeking sustainable and inclusive marketing models.

Keywords: Sustainability marketing; Rural empowerment; Cooperative model.

**Corresponding author, Student, MBA, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305038@dypiu.ac.in)*

***Student, MBA DB, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305021@dypiu.ac.in)*

Sustainability Marketing and Electric Vehicle Adoption: A Study of Tata Motors

Om Kate and Rushikesh Buchkul***

ABSTRACT

This research paper aims to examine the influence of sustainability marketing practices on the adoption of electric vehicles, with specific reference to Tata Motors. The study explores how green branding, eco-friendly advertising, and corporate sustainability initiatives shape consumer perception and purchasing behaviour. Secondary data used is been sourced from company reports, industry publications, government policy documents, and academic journals. The collected data has been analysed using percentage analysis and graphical tools to derive meaningful insights. The findings of the study indicate that sustainability marketing plays a crucial role in improving consumer awareness, building brand trust. The study concludes that while Tata Motors' sustainability marketing efforts have positively impacted consumer perception, there is still a need for continuous awareness campaigns and infrastructural support to accelerate EV adoption. The research offers practical recommendations for strengthening green marketing strategies and contributing towards a cleaner and more sustainable transportation ecosystem in India.

Keywords: Sustainability marketing; Electric Vehicles (EVs); Environmental awareness; EV adoption.

**Corresponding author, Student, MBA-Marketing Analytics, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305021@dypiu.ac.in)*

***Student, MBA-Marketing Analytics, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305038@dypiu.ac.in)*

Green Marketing and Digital Communication Strategies of Lenskart for Promoting Sustainable Lifestyles

*Shruti Ghumbre**

ABSTRACT

In recent years, sustainability has become an important part of business and consumer decision-making. Companies are now expected to provide quality products while operating in an environmentally and socially responsible manner. Lenskart, one of India's leading eyewear brands, has adopted green marketing practices and uses digital communication platforms to promote sustainable and responsible lifestyles among consumers. This study aims to understand how Lenskart communicates its sustainability initiatives through digital media such as social networking sites, online campaigns, and its digital platforms. It also examines how green marketing messages influence consumer awareness, trust, and buying behavior. By analyzing Lenskart's marketing approach, the study highlights the role of effective digital communication in supporting sustainability goals while strengthening brand image and business performance. The study concludes that green marketing, when supported by clear and transparent digital communication, contributes to sustainable lifestyles and long-term business growth.

Keywords: Digital communication; Consumer awareness; Sustainable lifestyles; Lenskart.

**Student, MBA, D.Y. Patil International University, Pune, Maharashtra, India
(E-mail: 20240305001@dypiu.ac.in)*

Sustainable beauty and green horizons :Analyzing NICA-based Practices in the Beauty Products Industry

*Shruti Sapkal**

ABSTRACT

The global beauty industry is undergoing a significant transformation driven by rising environmental concerns, ethical consumption, and sustainability-oriented innovation. This study explores sustainable beauty products through the lens of the NICA framework—Nature, Industry, and Consumer Alignment—highlighting the concept of Green Horizons in the beauty sector. The research aims to examine how beauty brands integrate environmentally responsible practices, such as eco-friendly ingredients, sustainable packaging, and ethical production, while aligning industrial objectives with evolving consumer preferences. A conceptual and descriptive research methodology is adopted, based on an extensive review of secondary data including academic journals, industry reports, sustainability disclosures, and credible online sources. The study seeks to identify key sustainability initiatives within NICA-based beauty products and evaluate their impact on consumer perception and environmental responsibility. The findings are expected to provide insights into how sustainable strategies can support long-term growth while fostering a greener and more responsible beauty industry

Keywords: Sustainable beauty products; NICA framework; Green horizons; Eco-friendly cosmetics; Consumer sustainability awareness.

**Student, MBA, D.Y. Patil International University, Khandala, Maharashtra, India
(E-mail: shrutisapkal56@gmail.com)*

Impact of Gamification on Sustainability Awareness and Green Consumer Engagement

*Dipika Raikwar**

ABSTRACT

Sustainability has become a critical concern for businesses and consumers; however, encouraging awareness and active participation in sustainable practices remains challenging. Gamification, which involves the use of game design elements in non-game contexts, has emerged as an effective engagement tool in digital marketing platforms. This study examines the impact of gamification on sustainability awareness and green consumer engagement in the digital era. Adopting a conceptual approach, the paper reviews existing literature on gamification, sustainable marketing, and consumer behavior. It explores how elements such as points, badges, rewards, and interactive challenges influence environmentally responsible behavior. The study concludes that gamification can enhance engagement, strengthen connections with green brands, and promote sustainable consumption.

Keywords: Gamification; Sustainability awareness; Green consumer engagement; Sustainable marketing; Digital business.

**Student, School of Commerce & Management, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: dipikaraykwar2003@gmail.com)*

Balancing Speed and Sustainability in Quick Commerce: Blinkit's Marketing Strategies

*Aryan Gaikwad**

ABSTRACT

The rapid growth of quick commerce has transformed urban retail by promising ultra-fast deliveries and high convenience to consumers. Blinkit, a leading quick commerce platform in India, operates on a 10-minute delivery model that strongly emphasizes speed as its core value proposition. However, this focus on speed raises important concerns related to environmental sustainability, such as increased carbon emissions, packaging waste, and pressure on delivery logistics. This study aims to examine how Blinkit attempts to balance speed with sustainability through its marketing strategies, using secondary data sources such as company reports, websites, industry studies, and published articles. The paper analyses Blinkit's sustainability-related communication, green logistics initiatives, and branding efforts to understand how environmental responsibility is integrated into its marketing approach. The study highlights the challenges and opportunities faced by quick commerce platforms in aligning rapid delivery promises with sustainable marketing practices and suggests directions for more growth in the sector.

Keywords: Quick commerce; Blinkit; Green logistics; Speed vs Sustainability; Fast delivery models.

**Student, MBA, D.Y. Patil International University, Pune, Maharashtra, India
(E-mail: 20240305060@dypiu.ac.in)*

Sustainable Marketing Initiatives of Nestlé India

*Om Salunkhe**

ABSTRACT

This study examines the sustainable marketing initiatives of Nestlé India using secondary data sources. The research focuses on how sustainability practices are integrated into the company's marketing strategies to build brand image, consumer trust, and long-term value. Data for the study is collected from Nestlé India's sustainability and annual reports, official website content, published articles, and existing research studies. The analysis highlights key initiatives related to responsible sourcing, eco-friendly packaging, nutrition communication, and social responsibility campaigns. The study aims to understand the role of sustainability in strengthening Nestlé India's marketing approach and its contribution to competitive advantage. The findings provide insights into how sustainable marketing supports brand positioning in the Indian FMCG market.

Keywords: Sustainable marketing; Nestlé India; Sustainability initiatives; Brand image; Secondary data.

**Student, MBA, D.Y. Patil International University, Pune, Maharashtra, India
(E-mail: omsalunkhe1234@gmail.com)*

Role of Sustainability in Flipkart's Marketing Strategy

Gauri Dhomne*

ABSTRACT

Sustainability has become an important strategic focus for organizations operating in highly competitive markets. In the e-commerce sector, companies are increasingly integrating sustainable practices into their marketing strategies to build a responsible brand image and gain long-term competitive advantage. This study examines the role of sustainability in Flipkart's marketing strategy in the Indian e-commerce market. The research focuses on understanding how Flipkart incorporates sustainability initiatives such as eco-friendly packaging, responsible supply chain practices, energy-efficient logistics, and sustainability-focused brand communication into its marketing efforts. The study also analyzes how these practices contribute to brand positioning, customer trust, and overall market performance. Based on an analytical review of company initiatives, industry reports, and published sources, the study highlights the strategic importance of sustainability-driven marketing in enhancing brand value and supporting sustainable business growth.

Keywords: Sustainability; Sustainable marketing; Flipkart.

**Student, MBA-Marketing Analytics, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: 20240305027@dypiu.ac.in)*

YouTube as a Tool for Sharing Heritage Tourism and Sustainable Stories from Coastal Maharashtra

*Pallavi Jha**, *Sandeep Dongare***, *Amit Kumar Om**** and *Smruti Shelke*****

ABSTRACT

This article looks at how social media platform creators, particularly in the ‘Konkan region’ are showing their local culture, environment, and tourism. They highlight issues like plastic waste, beach erosion, and climate change. Their content reaches a wider audience, including tourists, researchers, and people from the diaspora. The study uses qualitative methods. It includes watching and analyzing content from selected YouTube channels that focus on culture and environment in the Konkan region. It also includes interviews with creators to understand their motivations, challenges, and connection to the region. The study looks at audience comments, likes, views, and shares to see how people are engaging with the content. Some of the channels that may be included are “Kokani Raanmanus”, “Malvani Roots”, and “Konkan Culture Vlogs” etc. This article highlights how tourism, heritage, and sustainability are not just top-down policies, but are also shaped by everyday voices, visuals, and experiences shared online.

Keywords: Social media; Sustainability; Communication.

**Corresponding author, Sr. Assistant Professor, School of Media and Journalism, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: pallavi.jha@dypiu.ac.in)*

***Assistant Professor, School of Media and Journalism, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: sandeep.dongare@dypiu.ac.in)*

****Assistant Professor, School of Media and Journalism, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: amit.om@dypiu.ac.in)*

*****Associate Director, Department of Branding and Marketing, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: smruti.shelke@dypiu.ac.in)*

Role of Social Media Marketing in Promoting Sustainable Practices among University Students

Smruti Shelke* and Dipti Vashisth**

ABSTRACT

Social media marketing has come to be a major communication platform for shaping sustainability awareness and practices among university students. This research investigates the application of social media marketing strategies in promoting sustainable practices among higher education institutions. Using a quantitative survey-based research approach, this research investigates the impact of content interactivity, visuality, engagement, and credibility on students' sustainability awareness and practices. The results show that prolonged engagement with sustainability-focused content on platforms such as Instagram and YouTube has a positive impact on students' intentions to practice eco-friendly behaviors. This research is relevant to the United Nations Sustainable Development Goals, specifically SDG 4 (Quality Education), SDG 12 (Responsible Consumption and Production), and SDG 13 (Climate Action), emphasizing the application of digital communication in promoting sustainable behaviours among university students and supporting sustainability initiatives in higher education institutions.

Keywords: Social media marketing; Sustainable practices; University students; Sustainable development goals; Sustainability communication.

**Corresponding author, Research Scholar, School of Management, Pimpri Chinchwad University, Pune, Maharashtra, India (E-mail: smruti.shelke23@pcu.edu.in)*

***Assistant Professor, School of Management, Pimpri Chinchwad University, Pune, Maharashtra, India (E-mail: dipti.sharma@pcu.edu.in)*

About the Editors



Dr. Madhavi Deshpande is a distinguished academician with over 30 years of experience in education and human resource management. Currently serving as Professor and Dean, Faculty of Non-Engineering at DY Patil International University (DYPIU), she has played a pivotal role in strengthening academic administration within the School of Commerce and Management. Her leadership has driven the introduction of innovative programs, including courses in data analytics and leadership development. Known for her commitment to academic excellence and holistic student growth, Dr. Madhavi is a highly respected mentor whose dedication and vision have significantly influenced both students and colleagues, shaping future leaders & scholars.



Dr. Priyanka Dhoot is an Sr. Assistant Professor at D Y Patil International University, Pune, specializing in Finance, Investment Management, and FinTech. With over 12 years of academic experience, she brings strong expertise in teaching, research, and curriculum development. She holds a Ph.D. in Business Administration from Shivaji University, Kolhapur, along with an MBA and M.Phil in Financial Management. Dr. Priyanka has also completed a Post Graduate Certificate in FinTech from the National Stock Exchange (NSE) in collaboration with IMT Hyderabad. A dedicated researcher, she has published papers in ABDC and UGC-listed journals, authored two books, and holds two patents. She actively contributes to academic conferences and is committed to advancing knowledge in emerging financial domains. She believes “Dedication is the fuel that propels belief into action, transforming dreams into reality.”



Dr. Kranti Shingate is an Associate Professor & Program Head, SoCM, D Y Patil International University, Pune, and an accomplished professional with 20-plus years of comprehensive experience in the Education and Entrepreneurship domains. Dr. Kranti graduated in Agriculture from MPKV Rahuri's College of Agriculture, Pune, with a Master's & Ph.D. from Savitribai Phule Pune University, Pune. Other qualifications of Dr. Kranti are e-MBA (IB & Marketing) and a PGDM (Rural Dev & Agribusiness Mgmt.). She is an IIBA-certified Business Analyst. She is a supervisor/ guide for PhD students. She has conducted training sessions for academicians & industry persons on copyright registration & Business Excellence, Innovation & Strategies. Dr. Kranti has also received 9 copyright registrations for academic documents from the Government of India. She has received Verified International Academic Qualifications from World Education Services. Dr. Kranti has published 22 research papers, received the Best Oral Presentation award at the International Scientific Research Conference held on the 30th & 31st of March 2024 in Bangkok, Thailand (offline mode), as well as a Best Research Paper Award by the International Research Journal of Business and General Management (Impact Factor (JCC): 5.7985). She has also worked as an editor for a book entitled “Embracing Talent, Innovation and Disruptive Technologies”. She is also involved in research & consultancy in Vertical farming.



Dr. Pooja Dasgupta with more than a decade long journey in research and publication, Dr. Pooja Dasgupta, Asst. Professor (SoCM, DYPIU), is highly experienced in reviewing and editing academic manuscripts with a focus on clarity, coherence, and adherence to scholarly standards. Her commitment to enhancing the quality and readability of academic writing while preserving the originality and intent of authors' work is reflected in her careful and thoughtful approach to academic editing.



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Block A, Pocket 4, No. 17, 1st Floor,
Sector-15, Rohini, Delhi - 110085, INDIA
Mobile: +91 9873434091, Tel.: +91-11-42631517
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Website: www.journalpressindia.com



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