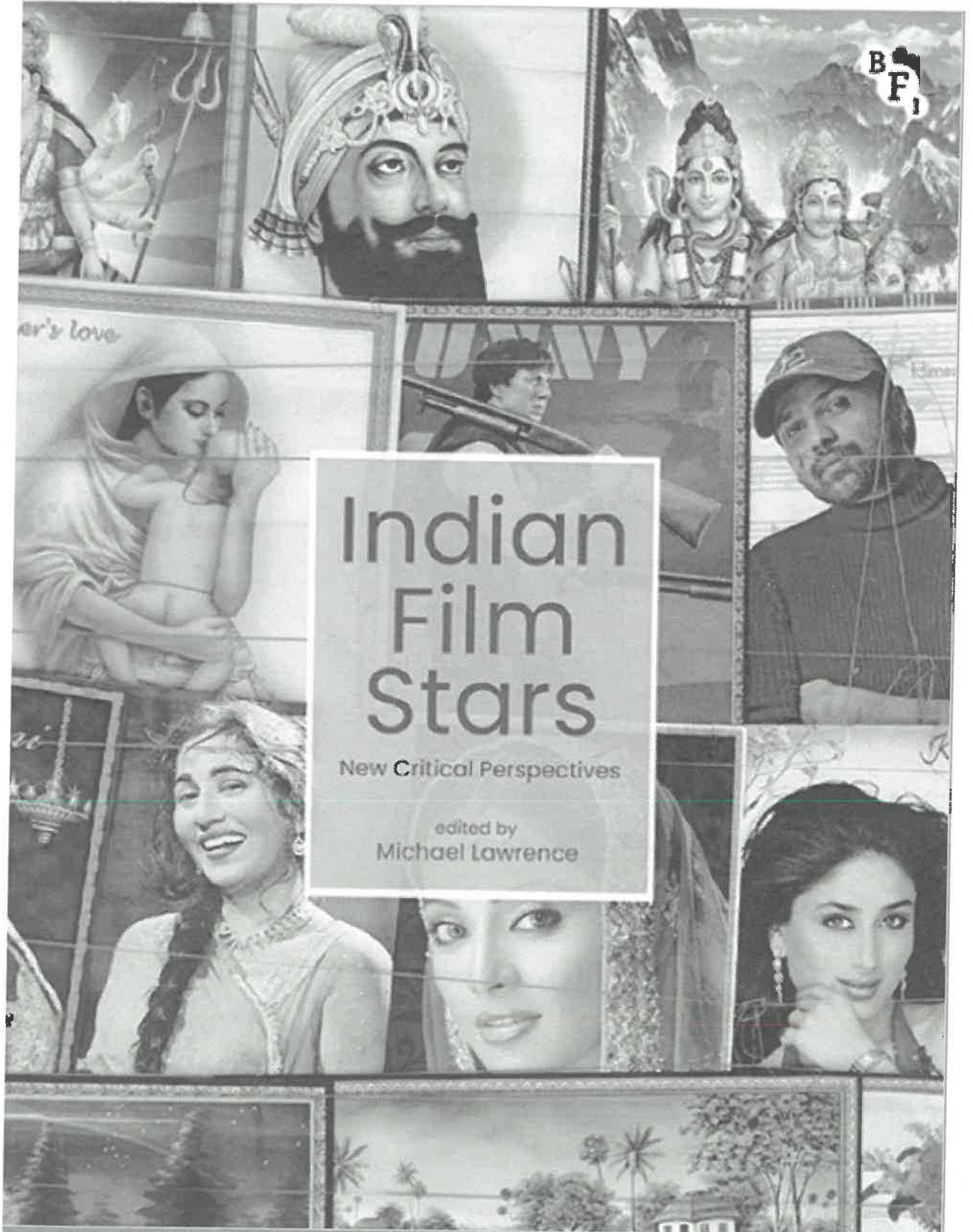




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New Critical Perspectives

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Traditional Knowledge Systems and Cultural Heritage



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Indigenous Knowledge Systems, Memory and Cultural Heritage

APOORVA IYENGAR

ABSTRACT

Cultural heritage, memory and indigenous knowledge systems are subsets of each other. There are various forms of memory through which cultural heritage is understood and acknowledged. By establishing two different spatial contexts, regional and urban, an analysis of threats that specifically surround indigenous knowledge systems emerging from the memories of specific landscapes and having specific sustainable approaches is achieved. Their integration into broader sustainable development strategies needs to be an active discussion in the present times. The larger concepts of memory in cultural heritage like spatial, transitory, object and personal memory, within regional and urban contexts, help arrive at more complex forms of understanding as to how these indigenous knowledge systems can be preserved.

INTRODUCTION

Memory acts as a binding factor of our past and present narratives, through which concrete sites and actions become our cultural heritage. Cultural heritage and memory share a common denominator in their attempt to represent our relationship with the past. Cultural heritage is sensed as tangible and intangible, with indigenous knowledge systems as a less conspicuous subset. The concepts of memory, cultural heritage and indigenous knowledge systems are wired together in a mesh, each

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Amrita Madan

Casting Wisdom: Traditionally Inspired Architectural Expressions by Women Architects from Across India

Authors Amrita Madan, Aruna Bhardwaj

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Traditional healing practices in India: Intangible knowledge and its resultant socio-cultural sustainability

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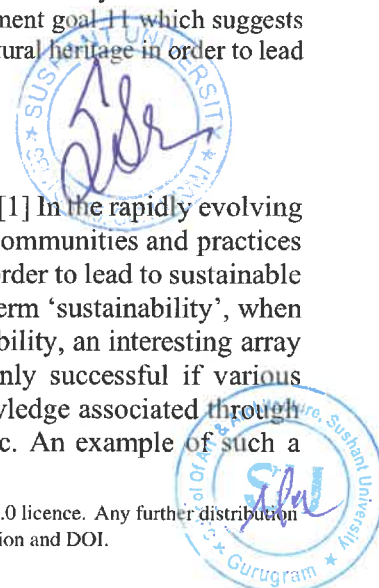
Abstract. There is an intimate relationship between our emotions and things around us. How and what we interpret from surroundings, formulates our experience of a spaces, which in turn governs the way we feel. Spatial setting has a deep impact on the practice and outcome of 'psychological and spiritual' healing. In India, there exist diverse traditional healing practices such as Ayurveda, Tibetan healing, Yunani, etc., which are the storehouses of intangible knowledge and ideas. The spaces of such practices appear to be unique and it seems that there are strong traditional ideas expressed through the physical construct of space. Such elaborate characteristics of the space enables the traditional systems to sustain in the rapidly urbanising society. The aim of this research is to explore the correlations between the spatial construct and fundamental ideas of healing as mentioned in the ancient texts of Ayurveda and Tibetan healing practice. Further, the research delves into understanding how such correlations result in socio-cultural sustainability of traditional systems. Tushita Meditation Centre at Dharamshala and I-AIM Healthcare Centre at Bengaluru are taken as primary building case studies. First-hand experience of the authors and observations with respect to the spatial construct are recorded. Further, the ancient texts of the traditional practices are studied to formulate the correlations with the ideas of healing as mentioned in the ancient texts of the respective practice. By doing such a study, we not only explore how the nature of the spaces is critical to the sustenance of the values embedded in the traditional system but also how it reflects on the overall continuity of the system. The outcome of the research is a set of correlations leading to sustainability of the traditional systems and hence, the importance of the UN Sustainable development goal 11 which suggests the strengthening of efforts to safeguard and protect natural and cultural heritage in order to lead to inclusive, sustainable and resilient cities.

1. Introduction

'Our rich and varied cultural heritage has profound power to build our nation.' [1] In the rapidly evolving world of technology and advancement, our local, indigenous and traditional communities and practices are the 'knowledge banks' of rich cultural values, which can be harnessed in order to lead to sustainable and inclusive development. Rather than a conventional understanding of the term 'sustainability', when one refers to the value infused traditional systems as 'blueprints' for sustainability, an interesting array of approaches and methodologies are revealed. Such methodologies are only successful if various stakeholders of the society contribute towards translating the intangible knowledge associated through relevant mediums such as art, literature, built environments, technology, etc. An example of such a



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translation is the 'Rice-fish co-culture', a farming technique for over 1,200 years in south China, which was designated a "globally-important agricultural heritage system," by the UN Food and Agriculture Organization. A mutually-beneficial relationship has been documented: fish reduce rice pests; rice moderates the fish's environment, reducing the need for pesticides by 68% and chemical fertilizer by 24% when compared with monocultures. [2] The findings suggest modern agricultural systems might be improved by exploiting other synergies between species. *What would such a synergistic transfer look like in architecture and the built environment?*

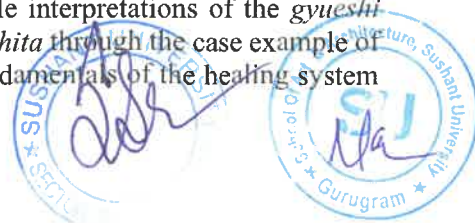
India is an epitome of 'diversity' as it houses endless varieties of cultural practices and systems. In the field of healthcare, barring the modern-day health care system, several time-honored healing practices such as Yunani, Tibetan healing, Ayurveda, etc. are also quite prevalent and are highly valued by the masses due to their inherent personalized outlook. Such practices are the storehouses of complex matrices of meanings, values, associations and related concepts. By all accounts, the nature and quality of spaces of such practices come across as attempts to go past conventional interpretations and gravitate towards being novel, eloquent and evocative. With personalised healing at the core, it implicates that such environments be elaborate, detailed and enhanced in order to mirror the fundamental ideas of the traditional healing practice in the construct of space. The aim of this research, thus, is to explore the nature, type and meaning of the alternations between the tangible and intangible aspects of space and the core concepts mentioned in the traditional healing practices. Further, it delves into understanding how this correlation leads to socio-cultural sustainability and continuity of the system. The objectives of the research are manifold as follows:

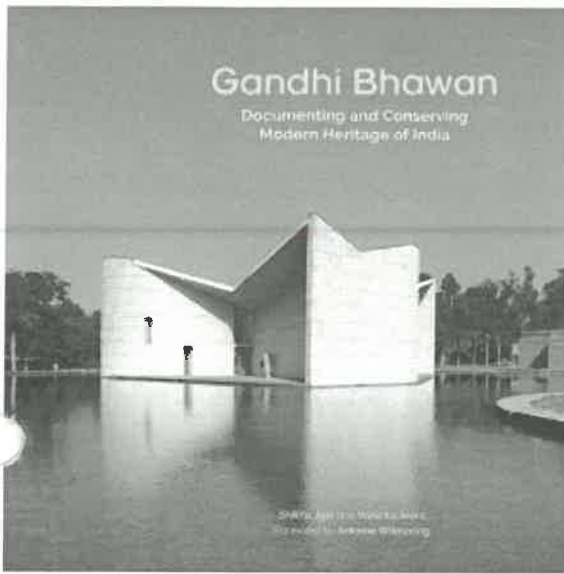
- To understand how traditional healing centres, establish their identity and distinguish themselves from conventional healthcare facilities, ensuring relevance and continuity,
- To examine the merit of symbolic representation in the making and narration of healing spaces,
- To explore the way in which the physicality of the space is a reflection of ideas of healing.
- To understand how the ideas of healing promote the formation of relationships between nature and built environment, ultimately leading to sustainability.

Tibetan healing practice and Ayurveda are the two major systems explored in this research. Within a combination of phenomenological and hermeneutical frameworks, supported by first-hand experiences of the healing spaces by the authors, this research takes its critical references from traditional texts of both practices. Tushita Meditation Centre (Tibetan Healing), Dharamshala and I AIM Healthcare Centre (Ayurveda) in Bengaluru are considered as primary building case studies, while *gyueshi* (Tibetan Healing) and *carak samhita* (Ayurveda) are the fundamental texts discussed. Combining experience with meaning, we trace the meanings and the significances of these texts that the buildings and their spatial constructs hold with respect to the practice. Tibetan healing's concept of 'hierarchical spaces', a spatial translation of the core idea of 'three principle energies' and the 'inside-outside spatial relationships' aligning with the concept of 'nature and therapeutic visual expressions' in the Ayurveda are some of the key highlights of the research.

This research gives us a critical window to extrapolate on the value of spaces of traditional healing practices, helping evolve attributes that can lead to socio-cultural sustainability. The United Nation's Sustainable Development Goal 11 (SDG11) stipulates that a more embedded incorporation of world heritage into sustainable practices has the potential of addressing developmental and environmental issues currently faced in the world. Consequently, we look at methods by which this overlap can be successfully achieved, establishing the criticality of exploring new forms of translation of the intangible values of the traditional practices. In the case of healing practices, such translations are understood as the 'evidences' that ensure sustainability and continuity of the traditional systems.

Though the paper looks at two particular case examples of traditional healing practices of India – the Ayurveda and Tibetan systems, it is in no way a comparison between the two. On the contrary, Section 2 focuses on Tibetan-Healing practices through the Tushita Meditation Centre in an attempt to generate a dialogue around the evident symbolic representations and intangible interpretations of the *gyueshi* within space. Section 3 addresses Ayurveda as placed in the *carak samhita* through the case example of I AIM Healthcare Centre, Bengaluru. Here, we try to correlate the fundamentals of the healing system





Gandhi Bhawan

Documenting and Conserving Modern Heritage of India

Shikha Dr. Jain
Vanicka Arora
Foreword by Antoine Wilmering

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Territory	USA & Canada
Size	9.04 in x 9.19 in
Pages	120 Pages
Price	\$29.50

- This volume brings together several images, maps and plans to present the conservation plan for Chandigarh
- Forms an invaluable resource for other similar structures of the Modern era

One of the most ambitious developmental schemes planned on India's independence was the city planning of Chandigarh – a symbolic gesture towards the country's future. Designed by Pierre Jeanneret in 1962 to evoke a lotus flower afloat in a pond, Gandhi Bhawan – dedicated to the work of Mahatma Gandhi – is a testament to the culmination of modernism as an aesthetic, historic and inter-cultural movement in India.

Situated within the Panjab University campus, Gandhi Bhawan was conceived by Jeanneret as a platform to present his principles of Indian modernism, its design influenced by Gandhian ideals and the pinwheel toys of local children. This volume, supported by a grant from the Getty Foundation's Keeping it Modern initiative, documents the thorough research and conservation planning effort for Gandhi Bhawan, including comprehensive testing of its innovative building materials. Its impact stretches beyond the university, as the conservation plan outlined here forms an invaluable resource for other buildings of the modern era.

With several images, maps and plans, this publication hopes to make accessible the work of many architects, engineers, conservators and scholars, ensuring the preservation of this architectural gem and the hopeful vision it embodies.

Published in association with Panjab University, Chandigarh.

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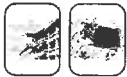
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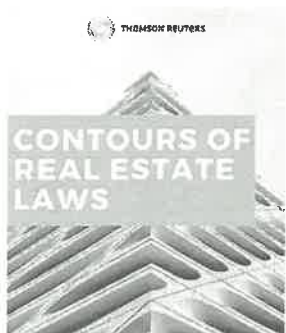
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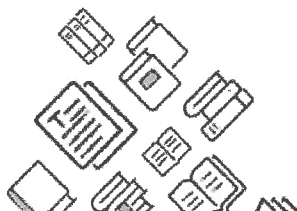
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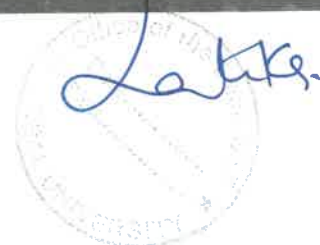
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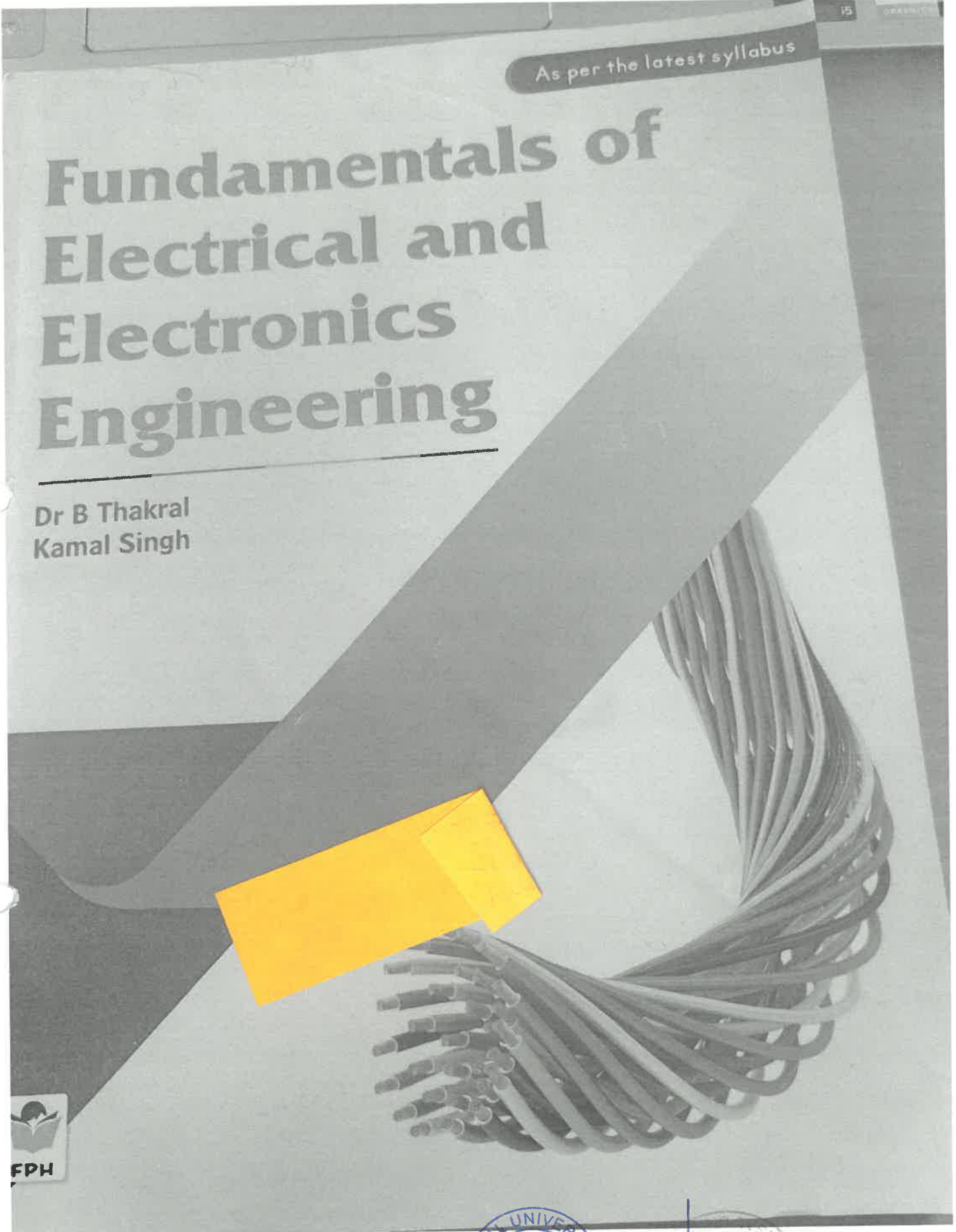


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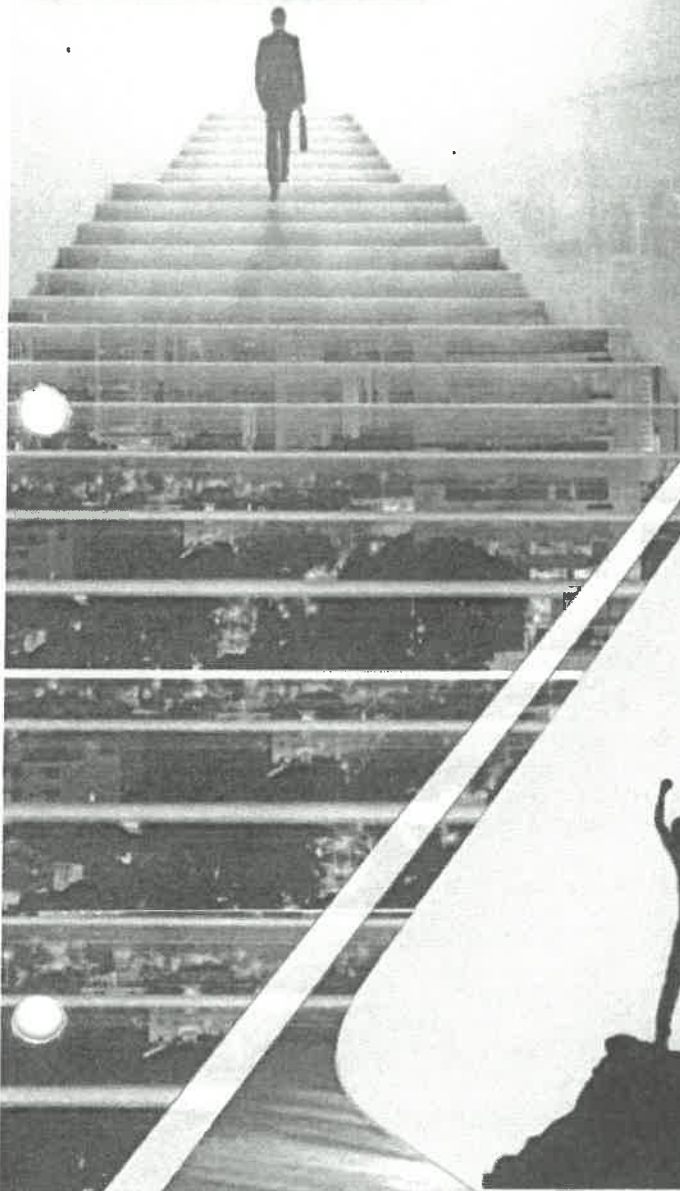
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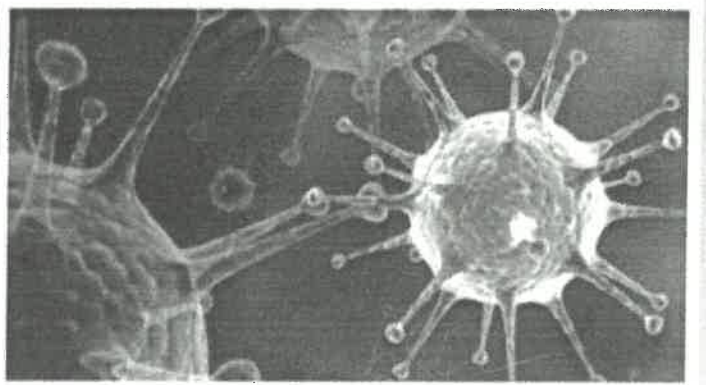
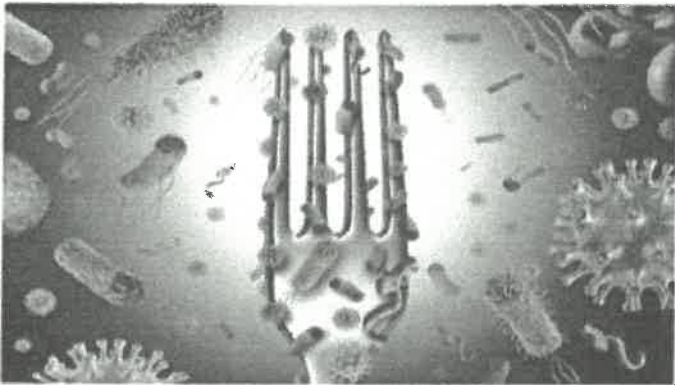
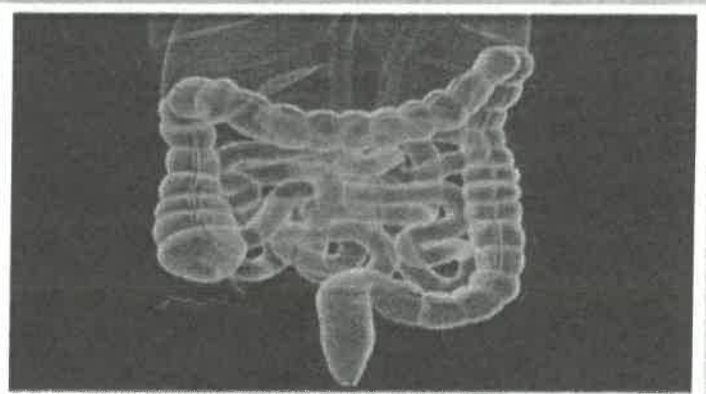
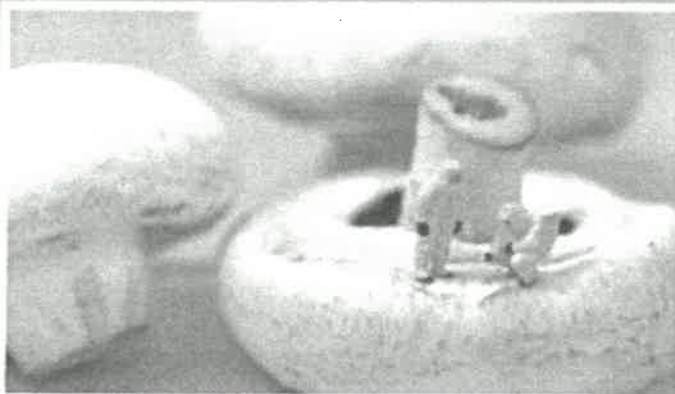
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FOODBORNE ILLNESS (FOOD RELATED DISEASES)

Saurabh Saraswat
Assistant Professor
Department of Pharmacy,
Sushant School of Health Sciences
and University, Gurugram



Sushant School Of Health Sciences
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AN EDUCATION

WAY TO SUCCESS VOL-2



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Message

I wholeheartedly congratulate the author for publishing the book entitled **“An Education: The Way To Success Vol. I”** The book is exhaustive in choosing the topics and content to empower the knowledge in a simplified yet effective and versatile way to impact the target audience. The in- depth coverage and practical application of the content in day to day life accounts for the uniqueness of the book.

I also congratulate all the team members for the successful completion of the book in a commendable way and applaud the editor for his best efforts.



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Message

It is a matter of immense pleasure knowing that E Book, titled **“An Education: The Way To Success Vol. I”** shall be available worldwide very soon. Having a glimpse on the contents of the book, is impressive, broadly applicable, brain sensitizing and having uniqueness. The subject material is versatile with reference to its applications among different disciplines and areas of sciences and applied fields. Emphasis is given on the knowledgeable contents with its applications to the society. Particularly topics on environmental sciences and related fields are brainstorming, regarding to make aware the society for protection, conservation and eco-friendly sustainable development.

I extend my heartily warm wishes to the editorial board and publishing group for fabulous and grand success.



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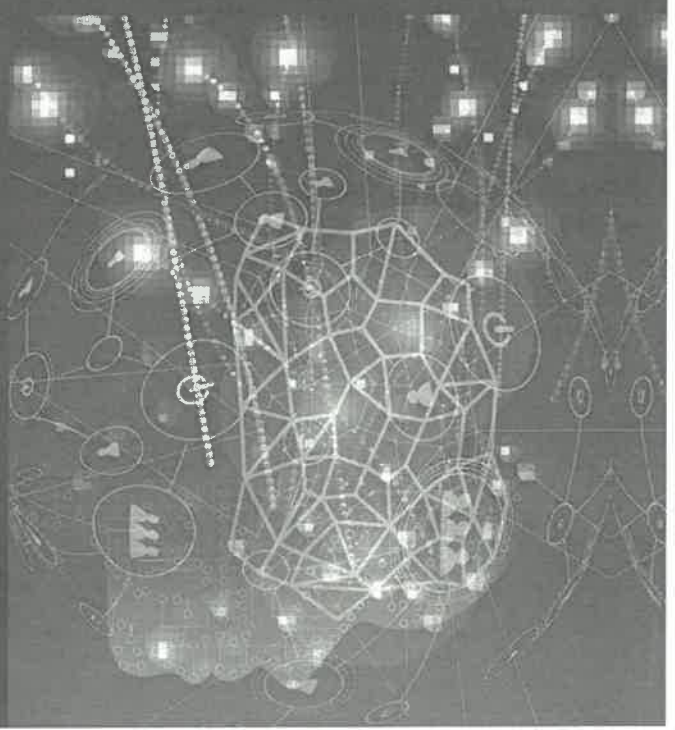
There has been a massive growth in the subject matter of intellectual property over the last few decades which has been a source of great debate. Some of these subjects are discussed on and off while a few, such as artificial intelligence, copyright in cartoons and book arts, intellectual property rights issues in yoga postures and standard essential patents, are still awaiting the attention of experts. Whatever be the case, most of these issues have caused a lot of chaos and confusion in the minds of those who are dealing with Intellectual Property Rights laws. *Intellectual Property Rights: Contemporary Developments* is an attempt to provide judges, lawyers, teachers, researchers, students and all those who are interested in IPR an insight into some of these issues.

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INTELLECTUAL
PROPERTY RIGHTS



Intellectual Property Rights Contemporary Developments

Editors
Prof. (Dr.) VK. Ahuja
Dr. Archana Vashishtha

Foreword by
Justice A.K. Sikri
Former Judge, Supreme Court of India

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COPYRIGHT INFRINGEMENT AND ACADEMIC INTEGRITY: REGULATING PLAGIARISM

KANU PRITYA¹

I. INTRODUCTION

Quality education is the backbone of every nation's prospective growth, development and progress. In order to maintain good quality, it is essential that the academic research is developed and maintained with ethics and dignity and is free from plagiarism. It has been a widely accepted fact that research must comprise the original work not in the sense that it should be a novel writing but with regard to creativity of the concept and its formation. This chapter discusses the problem of stolen words and concepts and the responsibility of the author to prevent such thefts. Although there are no statistics to show that instances of plagiarism are on the increase, it is clear that we are highly concerned about it and want to regulate this misconduct.

Article 27 of the Universal Declaration of Human Rights, 1948 states that "every-one has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits." It also confers individual rights in para 2 of the same article. Article 15(1)(b) of the International Covenant on Economic, Social and Cultural Rights (ICESCR), 1966 recognizes the 'right to enjoy the benefits of scientific progress and its applications' (REBSPA).

It is the responsibility of both, the writers as well as the readers to protect the rights of each other, right of the author for his original work and right of the reader to fair use thus, imposing limitations on the exercise of their rights. Copyright system has evolved out of fairness and welfare theory, the former is author-centric while the latter revolves around the society. The interests of both the authors as well as the society must be balanced to an extent that results in the continuing existence and promotion of research. In order to achieve this objective, duty is cast upon the State to regulate plagiarism to maintain ethical standards in academic and research activities. The key components and exceptions of plagiarism and copyright in research and the regulation of misconduct on the part of researchers is being dealt with in this chapter.

¹ Professor and Associate Dean, School of Law, Ansal University, Gurgaon.

II. LEGAL RESEARCH, WRITING, COPYRIGHT AND PLAGIARISM

The word research has originated from the French word *recherche* and is defined in Oxford Dictionary as "the systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions." In simple words, research means a systematized effort to gain knowledge. It is a detailed search to define and define the problems, formulating hypotheses, preparing the research design, collecting, analyzing and evaluating the data, carrying out deductions and arriving at the conclusions to test the hypothesis laid down.¹ The research findings are mainly published in the form of articles, writings, reports and dissertations. There can be general writing, business writing, personal writing and academic writing. Academic writing can further be classified as: (i) Research writing (assignment, research paper, project, dissertation, thesis etc.); (ii) book writing; text book, book chapter, reference book, case book etc.; (iii) essay writing; (iv) article/journal writing; (v) report/project writing; (vi) review writing including book and article reviews; review of literature/literature survey writing and synthesis paper writing. The distinguishing factors for academic writing are its purpose, objective, orientation, subject, object and content.

Legal research is the study of identifying and retrieving the information essential to arrive at logical legal decision making. The information so gathered helps in sorting complex issues, analyzing them to apply to define a set of circumstances that require complete answers. Lawyers are often approached to solve one's problems and give advice, and to do that accurately, they must understand the rules that may be applied to different situations that the clients will face. Clients may approach them after the occurrence of an event and ask to pursue a remedy for a bad outcome, or perhaps defend them against charges that they have acted wrongfully. They may be asked to help a client in starting a business or buying a piece of property. In these circumstances, they need to know the rights of their clients and responsibilities, as defined by legal rules. Consequently, being proficient in legal research is essential to comprehensive success in legal practice.² To understand the process of research, you must first understand how legal information is organized. Most of the authorities for research are available from a variety of sources available both offline and online. These resources may be published in print, electronically or in both formats. Many research services provide access to legal publications available on electronic databases that require subscription and there are many internet sources available to us free of cost. Of course, one can obtain legal

1. T. Padua and K.P.C. Rao, *Legal Research Methodology* (1st ed., Hyderabad: Asia Law House, 2011), 357.

2. *Basic Legal Research: Tools and Strategies*, Available at: [https://www.law.du.edu/ohlsaines/default.asp?documentId/Administrative/Administrative%20Students%20\(6th%20ed\)%20\(C\)S%20\(2013\)%20\(2013\)%20\(2013\).pdf](https://www.law.du.edu/ohlsaines/default.asp?documentId/Administrative/Administrative%20Students%20(6th%20ed)%20(C)S%20(2013)%20(2013)%20(2013).pdf) (last visited on 23 November 2019).



CONSTITUTIONALISM AND INDIAN ADMINISTRATIVE LAW



Edited by
Dr. Somnath Roy

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Susmita Dhar



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- Justice V.R Krishna Iyer²



The Indian judicial system is one of the hoariest legal systems in the world today. In the Indian perspective, the Constitution of India is the exclusive document for functioning machinery of the State. Indian Constitutional law is a written Constitution and is relevant in a different political, socio and economic conditions of Indian culture. In the Indian Legal System, Constitution of India governs the affairs of the State and its citizen whereby there are certain platform through which the State acts. Thus organs like Legislative, Executive and Judiciary particularly the Judiciary is playing an important role in interpreting and implementing the law. The frame work of the current legal system has been laid down by the Indian Constitution and the judicial system derives its powers from it. The right of an individual is being protected by the provisions of the Constitutional Law. The Constitution not only laid the framework of Indian judicial system, but also states about the powers, duties, procedures ,structure of the various branches of the government at the union and at the state levels.

This chapter reckons the determinations made by the Supreme Court of India and recommends a concourse diagram of how the existing Information and Communication Technology (ICT)³ can help Indian judiciary to progress as more technology driven

-
- 1 LL.B (Gold Medalist), LL.M (Gold Medalist), Ph.D. Assistant Professor of Law, Ansal University, Gurugram.
 - 2 available at <https://www.inspiringquotes.us/author/8012-v-r-krishna-iyer>
 - 3 Editorial “The Role of ICT in Judicial Reform- An Exploration” *The Centre for Internet & Society*,



SOL-10

Central Asia Today

Issues and Concerns

Edited by

Mahesh Ranjan Debata



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Determining American Interests in Central Asia



Anjali Sehrawat



Introduction

Central Asia has always been the center of great powers' interest because of its geographical location, leading to conflict potential. The region's importance to the world map has endured with the existence of the Silk Route, which is almost 2000 years old. Russian and British Empires played their 'Great Game', through the nineteenth century. In the 20th century during the Cold War the game was between US and the Soviet Russia. The region's importance was resuscitated after the disintegration of USSR in 1991 resulting in the liberation of five central states namely Kyrgyzstan, Uzbekistan, Tajikistan, Kazakhstan and Turkmenistan. This newly emerged region generally referred to as Central Asia Region (CAR) has become important to a huge quantity of energy resources, and US military presence in the region leading to another 'Great Game' between the competing international players.

The present geopolitical game in Central Asia is referred to as "Great Anti-terrorist Game." (Jaffry, 2016) is vastly differing from the previous geopolitical development of the region. In the current 'Anti-Terrorist

Game' along with Russia, the USA remained a dominant player because of its major military presence in the region until recently. After 9/11 incident, CAR gained huge importance, both for the USA and Russia, who are endowing them with political, economic and security concessions. The US intervention in Afghanistan and Iraq indicates of her future designs and interests in the region, and will have great implications for the regional countries and is likely to get sharp responses from them. Russia is also not willing to leave its strong foothold in the region and is cantankerous with US's presence in the region. Strategic location and influence of Central Asia on neighboring region, mainly on the Indian Sub-continent, has also made it the center of extra regional powers. (Jaffry, 2016) Due to their common borders and geographic closeness to Afghanistan, the Central Asian republics came out as the frontline in US war on terrorism and Islamic extremism. The US military action against the Taliban regime created a historical shift from the Cold War, the West against USSR, to the new global issue; the industrialized north against radical political Islam.

Central Asia located at the farthest from US has been of great interest for Washington and other major regional powers wanting to strengthen its ties with these energy rich, geographically important countries providing great opportunities. US interest in Central Asia can be summarized as a) Energy, b) Security and c) Democracy. (Rumer, 2016) But often do we hear now that American influence in Central Asia is waning due to review of strategy by the US government and the rise of other international powers. The focus of this paper is to analyze the US's rising or declining interest in this region in light of ongoing political and economic developments.

Energy Interests

The Central Asian states are rich in oil, gas, coal and uranium, but the exploitation of these resources is not

Central Asia

POST-COLD WAR
GEOPOLITICS AND GEOECONOMICS



Edited by
G.M. Shah



Central Asia

POST-COLD WAR GEOPOLITICS AND GEOECONOMICS

About the Book

This book is a repository of latest available data and information on various aspects of geopolitics and geoeconomics of Central Asia. The Central Asian region described as the 'Heartland' of Eurasian supercontinent by Halford John Mackinder in 1919, has witnessed a geopolitical competition for influence and control, known as the classical 'Great Game' between the Russian Empire and the British Empire in the 19th century. The geopolitical rivalry between United States and the former Soviet Union during most of the 20th century, especially in the 'Rimland' surrounding the 'Heartland' has been described as the 'Cold War' situation between the capitalist bloc and the communist bloc. The disintegration of former Soviet Union in 1991 has ended the 'Cold War' but has ushered an era of 'New Great Game' in the Central Asian region. However, the object of geopolitical rivalry among major world powers and regional powers is mainly the vast hydro-carbon resource potential of the Central Asian region. The book will be of great relevance to the post-graduate students, research scholars and academicians interested in International Studies in general and the Central Asian Studies in particular.

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About the Editor

Prof. G.M. Shah works at the Academy of International Studies, Jamia Millia Islamia, New Delhi. He is the Coordinator of UGC-Centre for Central Asian Studies. After graduation he pursued his Masters in Geography and Regional Development and M. Phil. & Ph.D. in Central Asian Studies from the University of Kashmir, Srinagar. He worked as a Lecture and a Reader (Central Asian Studies) at the Academy of Third World Studies, JMI from 1998 to 2008 and as Associate Professor (Central Asian Studies) at the Academy of International Studies, JMI from 2008 to 2012. Prof. Shah has authored three books and published more than 40 papers on Central Asia. He has also organized many national and international seminars and conferences on geopolitics, geoeconomics and regional cooperation and development in Central Asia.



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The Impact of New Great Game on Kyrgyzstan's Democratisation and Politics

Anjali Schrawat

REVIVAL OF TRADITIONAL GEO-POLITICS IN CENTRAL ASIA

Central Asia has always been the center of Great Powers' interest because of its geographical extent, strategic location, ethnic diversity and conflict potential for the same reason. Russian and British Empires played their 'Great Game', throughout the nineteenth century, where the Soviet Russia had the supremacy. The region's importance was resuscitated after the disintegration of USSR in 1991 resulting in the liberation of five central states namely Kyrgyzstan, Uzbekistan, Tajikistan, Kazakhstan and Turkmenistan because of its geo-strategic location and rich natural resources. The emergence of CARs and discovery of huge quantity of energy resources in the region has led to a new 'Great Game' between competing regional and extraregional players.

After 9/11 incident, CARs gained huge importance, both for the USA and Russia, who are endowing them with political, economic and security concessions. The US intervention in Afghanistan and Iraq indicates of her future designs and interests in the region, and will have great implications for the regional countries and is likely to get sharp responses from them. Russia is also not willing to leave its strong foothold in the region and is cantankerous with US's presence in the region. Strategic location and influence of Central Asia on neighboring region, mainly on the Indian Sub-continent, has made it the center of extra regional powers (Jaffry, 2016). Due to their common borders and geographic closeness to Afghanistan, the Central Asian republics came out as the frontline in US war on terrorism and Islamic extremism. During the military phase of US-led war against terrorism in Afghanistan, the Central Asian countries played a very active role. All except

IMPACT OF COVID-19

ON

Economy, Business, Education and Social Life



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16. "COVID-19 and My Concrete Cognizance"

Dr. Sulakshana

Assistant Professor of Law
Sushant University,
Gurugram, Haryana.

Abstract:

With so many fables going around about the Corona virus, it can be tough to know which information to trust. The COVID-19 pandemic has led to a histrionic loss of human life worldwide and presents an extraordinary challenge to public health, food systems and the world of work. The Coronavirus disease (COVID-19) has squeezed every fragment of life like commercial establishment, education, economy, religion, transport, tourism, employment, entertainment, food security, sports, and of course, human life etc. The outbreak is a major destabilizing threat to the entire world. This Research article delineate a pragmatic experience of a daughter who had witnessed her entire family members such as, her parents, only brother when suffered from COVID-19 how the social atmosphere changed instantaneously and so easily. As a social human being, the last ray of hope which is normally expected from the medical practitioners a minimum care and comfort that also, not received at that crucial moment of life and death. They also turned unsympathetic and acted like a butcher. The medical staffs who were supposed to provide all sorts of reprieves instead of that, they took her father, patient of COVID-19 as a burden on their shoulder and treated him like a guinea pig applying all sorts of steroids and high dosage medicines without even bothering his necessities and severe situation.

The role of a Doctor in all circumstances it is expected to be caring, compassionate and generous. But how a Doctor converts his responsibilities into a liability and simply accepted the entire case in a silly manner about that, it is mentioned by the author as her "Concrete Cognizance". The Doctors being a doctor, not even touched her father to check him meticulously. They were also not aware about the diurnal sufferings of him which we went through so critically because these Doctors are appointed in a Covid Multispeciality Hospital just to mark their presence in different shifts and to show they are "On duty". So, the loopholes and dark sides of maltreatment in COVID-19 cases which so long no one ventured to articulate or demonstrate the researcher tried her best to figure out the bitter truth of it.

Key-Words: Covid-19, Doctor, challenge, outbreak, maltreatment.

16.1 Introduction:

COVID-19 – the name is adequate enough to make people scared, much ferocious than a venomous snake or other wild animals. But this deadly virus someday will hit my family and will break the exquisitely adorned family tree I have never imagined not even in rarest of rare nightmare of mine.

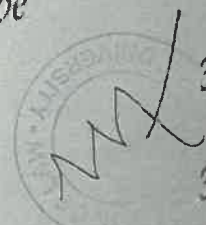
Women and Human Rights

A Global Perspective



Dr. Sushila Devi Chauhan

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Protection of Rights of Women Workers in The Era of Globalization


 Dr. Komal

Introduction

Stemming from the patriarchal social structure and division of labour, quoted studies and reports suggest that the labour market segmentation has flourished and continued the Wage and income inequalities across men and women despite pro-women welfare labour legislation in India. Women still face discrimination with respect to recruitment, hours of work, leave, health and safety primarily due to non-implementation of welfare legislation in its true spirit.

The unorganised / informal work sector is marked by the absence of almost all the labour rights, job insecurities and insecurity with meagre remunerations. Placed in such miserable position, women in unorganised are constantly

* Assistant Professor, School of Law, Ansal University, Gurugram



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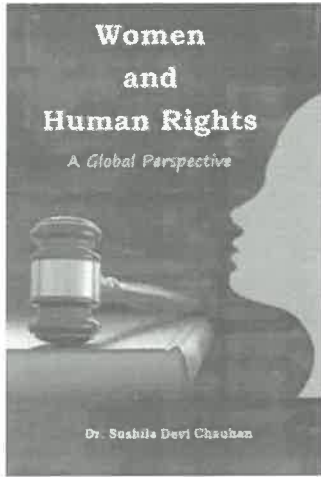
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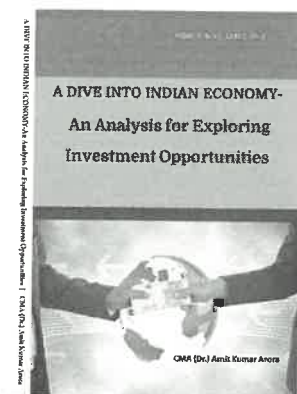


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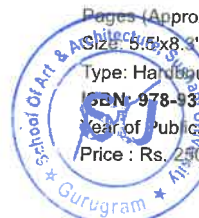
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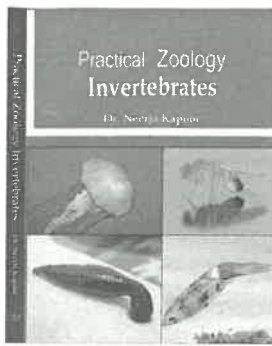
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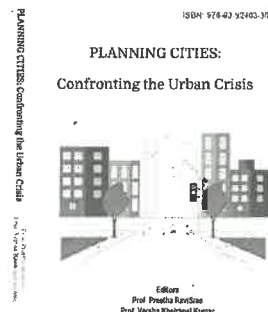
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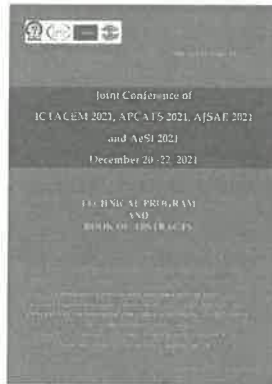




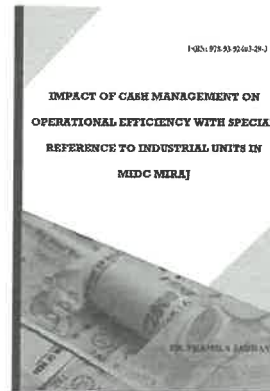
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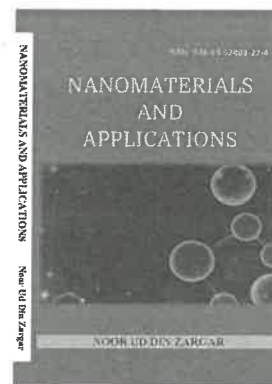
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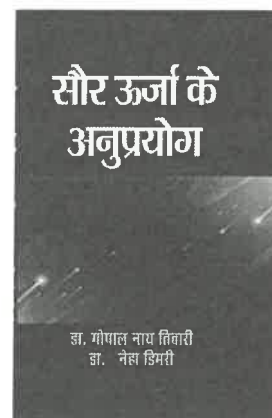
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Metal-Organic Framework-Based Nanomaterials for Energy Conversion and Storage

Micro and Nano Technologies

2022, Pages 535-562

Chapter 24 - Integrating MOFs into dye-sensitized solar cells

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Abstract

The metal-organic-frameworks (MOFs) have been investigated as potential material for various types of solar cells, including dye sensitized solar cells (DSSCs). The MOFs are excellent precursors for deriving metal oxides, carbides, sulfides and other composites. The MOFs have been implemented in DSSCs either as the working electrode, counter electrode, sensitizer or the electrolyte. The book chapter gives a brief overview of DSSCs and its working mechanism. It describes the synthesis process and properties of MOFs that make them a suitable choice for DSSCs. The latest development in this field will be presented with focus on the fundamentals of the technology, i.e., the optoelectronic properties of MOFs that are necessary to obtain high performance solar cells. The challenges highlighted in the end of the chapter provides a direction for carrying out future research in this field.



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Integrating MOFs into dye-sensitized solar cells

24

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1. Introduction

The global energy demand is expected to double by 2050 due to the rising population and economy. The energy landscape in future would be quite different from today with more focus on the renewable energy technologies. The pressure to transform the energy sector by responsibly addressing the climate change due to energy-related CO₂ emissions is immense. In this context, the sunlight is the most abundant energy source that can provide carbon-neutral electricity to fulfill the human needs. Most solar cells today are made from silicon, and have reached an efficiency of 21.2%–27.6% for different configurations [1]. Silicon-based photovoltaic (PV) represents the state-of-the-art devices for outdoor use, but it cannot be used with diffused light or for indoor applications. The high cost, rigidity, and fragility along with the thickness have led scientists to explore alternative materials for solar cell application.

The thin film solar cell technology based on copper indium gallium selenide, cadmium telluride (CdTe), dye-sensitized solar cells (DSSCs), organic and perovskite solar cells have emerged as promising replacement to Si-PV, albeit with lower efficiency. DSSCs are classified as third-generation thin film solar cell technology, and work in a manner similar to an electrochemical device. The highest certified efficiency of DSSCs is 13% based on the NREL Best Research-Cell Efficiency Chart, 2020. The motivation in DSSC research arises due to the several advantages that it offers. For example, DSSCs are easy to fabricate and are low-cost devices [2]. The materials used for the fabrication of DSSCs do not require very high purity, and the availability of a large combination of different components of a DSSC (i.e., the electrolyte, working, and counter electrodes) enables to manipulate the devices for enhanced performance of the solar cell [3–5].

The basic requirements of broad range absorption, fast charge transport, stability, and device sealing have pushed the researchers to develop materials that have narrow band gap, high conductivity, controllable structure, and appropriate energy levels for fast electrochemical activity. Although all the requirements cannot be fulfilled by single material, continuous efforts have been made to improve the material properties that can elevate the efficiencies of DSSCs to commercially attractive levels. Metal-organic frameworks (MOFs) have emerged as a unique class of functional materials that provide multitude advantages owing to their structures. Recently, MOFs have been integrated in DSSCs, which



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About the book

Description

Metal-Organic Framework-Based Nanomaterials for Energy Conversion and Storage addresses current challenges and covers design and fabrication approaches for nanomaterials based on metal organic frameworks for energy generation and storage technologies. The effect of synthetic diversity, functionalization, ways of improving conductivity and electronic transportation, tuning-in porosity to accommodate various types of electrolyte, and the criteria to achieve the

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FEEDBACK

Key Features

Describes major metal organic framework-based nanomaterials applications for fuel cell, battery, supercapacitor and photovoltaic applications
Provides information on the various nanomaterial types used for creating the most efficient energy conversion and storage systems
Assesses the major challenges of using nanotechnology to manufacture energy conversion and storage systems on an industrial scale

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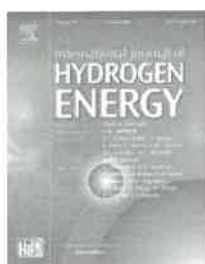
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Dr. Thakral is a seasoned professional with around 15.8 years of working experience with institutes of repute. She is currently serving Sushant University as Assistant Professor – SET (School of Engineering & Technology) and has been there with them for over 11.8 years. Earlier she has been associated with Dronacharya College – Gurgaon and JIET – Jind. Her expertise is in Neural Networks, IoT, Microprocessors, Analog Electronics, VHDL, & Digital Systems and communication Systems. She has always endeavored to introduce novel teaching ideas and methodologies so that learning becomes interesting for students and they understand their subjects comprehensively. Sushant University is at the forefront of nurturing talent with focus on emerging technologies. This focus translates into significant exposure for teachers and students alike. It has helped me grow as a teacher and as a good professional.

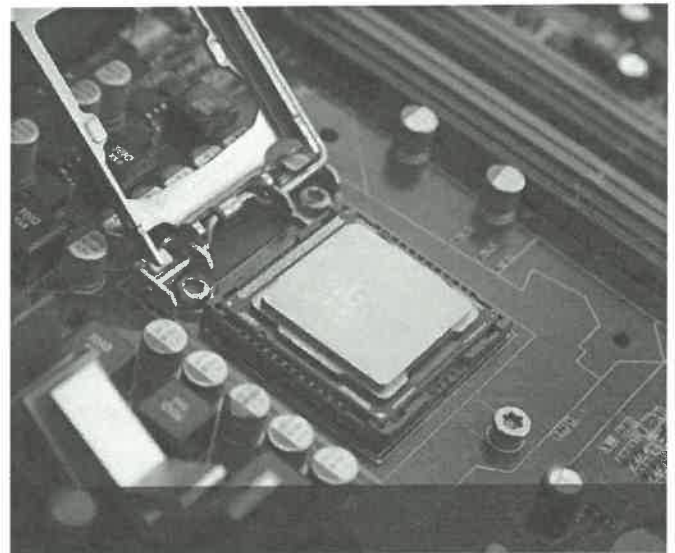


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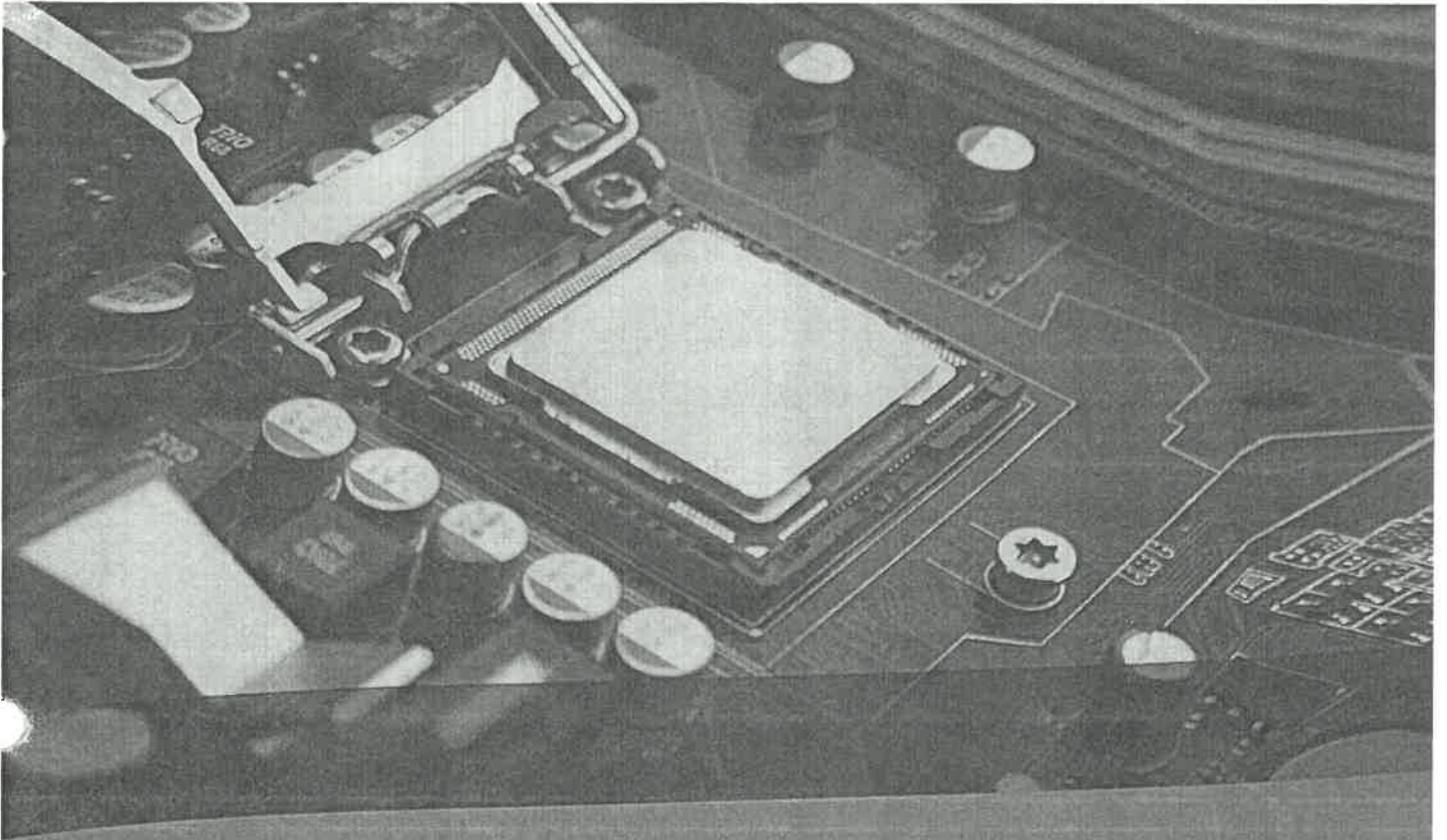
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Study on Cyber Crimes in Banking Sector During the Pandemic

-Mallika Gaur &Arti Vaish**

Abstract: This paper addresses the cyber security aspects in banking sector. The paper mainly emphasizes on the cyber crime cases that were registered during the pandemic in the banking sector. During the lockdown period, people have to adapt themselves in the era of cashless transactions, which leads to the increase in number of cyber crime cases during the pandemic. In this paper, we have analyzed through a survey on impact on banking industry due to cyber crime.

Keywords: Cyber Security, Cyber Crime, Banking Industry

1. INTRODUCTION

Bank plays a vital role in the economic development of a country will it be people country or the big businesses, everyone

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Future Scope of E-Marketing

-*Shraey Nagpal *and Arti Vaish***

Abstract - The inspiration driving this applied paper is to discuss four guideline different instruments which are: compact displaying, E-mail publicizing, web publicizing and promoting through casual correspondence districts, which use to suitable e-advancing progression and understanding their particular effect on buyers' insight. This examination in like manner included the E-advancing, publicizing through web, convenient displaying, web advancing and occupation of casual associations and their portion in term of perceptual differentiations and features which are vital for them as shown by the scholarly works. The review of the assessment contains some piece of convenient publicizing, terms like adaption, occupation of trust, and customers' satisfaction. Furthermore, a couple of credits of displaying through E-mail like Permission

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Smart Home Automation System with Solar Power Interface and Security Protocols Using CISCO Packet Tracer version 7.3.1

*Satvik Sawhney**, *Yash Swaraj Singh***,
*Antim Dev Mishra **** & *Kanishk Tolani*

Abstract

The Smart Home Automation System is a wireless system that can be implemented in existing home environments, without any changes in the infrastructure. The Smart Home Automation System lets the user control and monitor any

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Banking System Using Blockchain Technology Integrated with IoT

*Rahul Parihar, Krishan Kumar,
Satvik Sawhney * Pulkit Badhwar*

Abstract

IoT (Internet of things) has network distribution at an enormous scale, which leads to security and privacy being a major challenge in these largely distributed networks. Blockchain based systems enable decentralized security and anonymity. However, Blockchain based systems have a high cost in terms of energy, delay, and processing overhead, which doesn't make them economically feasible. Our smart bank is

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Android App Based Image Geotagging to Prevent Wildlife and Forest Offences

-Rahul Raghav* & Sandeep Gulia**

Abstract

In this article, we develop an android application based geotagging framework to report wildlife and forest offences in the forests and remote areas. By using this application anyone can inform the animal crimes or sighting happening around them. This application utilizes Flutter framework and can geotag the click ed image using global positioning system (GPS) of the mobile phones. This is as simplified user friendly application that can be highly helpful in stopping or minimizing forest animal crimes.

Index Terms – Geotagging, Wildlife offence, GPS, Android

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Vedic Mathematics and Astronomy – An Overview

*Darshika Khandelwal¹, Paras Chaudhary²,
Sherry Verma³ & Dr. Manimala⁴*

Abstract

Mathematics has been an integral part of our lives, from time immemorial. Our country, especially, has contributed to a variety of discoveries – some of which are now portrayed as facts by modern day scientists. However, despite performing such notable inventions and discoveries, ancient Indian texts and philosophers are seldom appreciated for their work. This paper will be discussing the great inventions and discoveries made by the ancient Hindu scholars, and how they have mentioned these in the Vedas and Puranas. The paper is

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Detecting Fake News Statements Using Artificial Intelligence

-Gaurav Khatana & Arti Vaish*

Abstract

Now a days in the modern era mass media and social media are the main sources to get news, information and in that many news contradict with each other which often lead to the creation of fake news. Here we are trying to identify the fake news given by the public figures by using several algorithms checking the classification accuracy. The best achieved results are more than 70% in identifying the fake news by using algorithms like Logistic regression, Naive Bayes classifier, Deep neural networks, etc.

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A Study on Fighting Poverty in India

-Rahul Chaudhary and Arti Vaish***

Abstract

Human rights and Right to food are closely related as Right to food is one the basic right that every person or human should have. Right to food is also one of the rights which is recognized all over the world. The Right to food is kind of right which is given to all Human beings and it is certainly required by those individuals who suffer for the basic needs and amenities. In the world today over 30 percent of the global population suffer to fulfil their basic needs like food shelter and sufficient clothing. Those are the individual who fall below the line of poverty created by the one who are above it. The individual sometimes suffers for making single proper meals a day. This led to one of the biggest problems known to the world as in form of Hunger. Today many Government Fails to provide sufficient food to

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Novel Double I-shape Slotted Microstrip Antenna Coated with Silver Nanomaterial for Quad- band Wireless Applications

-Ambresh P Ambalgi¹, Arti Vaish & Sujata S K

Abstract

The study of patch antenna parameters with and without Nanomaterial coating having defected ground structure is carried out in this paper for improving the characteristics behaviour for the proposed antenna to be used in wireless applications. From the results it is clear that, the antenna named as novel double I Shape Microstrip Slotted Antenna-NDISMSADGS has attained maximum bandwidth of 61% and 32.10% bandwidth for Novel double I Shape Microstrip Slotted

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Water Level Indicator Using Moisture Sensor & Water Level Sensor on Cisco Packet Tracer 8.0

*-Rahul Parihar, Antim Dev Mishra,
Arnav Lahri & Pulkit Badhwar*

Abstract

The only known planet in the universe where existence is possible solely due to the presence of water and oxygen is Earth. Water is the most basic need for all living things on the planet. No one can survive even for a day without water. We all know

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Future Potential of Solar Energy: A Literature Review

-Vivek Sharma*, Namit Dang** & Amit Singh Tomar***

Abstract

Solar energy has come far away in terms of its development and usage in many parts of the world. With new technologies that are promising reduction in costs for solar energy, solar energy paves way for a new renewable future. It might be that solar energy becomes the most important source of electricity soon and beat fossil fuels. Moreover, use of solar energy will turn out to be more flexible and applicable everywhere as compared to just being produced using ground-mounted or rooftop panels. Many countries who are collectively responsible for 99.7% of global carbon dioxide emissions, according to world economic forum, are looking to switch to 80% renewable

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Residential Green Building

-Sarthak Tyagi*, Shahbaz Ali** & Neha Gupta***

Abstract

Sustainable design or building "green" is an opportunity not only to use our resources more efficiently while creating healthier commercial or industrial buildings, it also applies to residential construction and renovation. Residential inexperienced constructing practices consist of designing and building houses that use energy, water, and substances efficiently; have a discounted effect on their bodily surroundings; and sell healthful indoor surroundings for you, your family, or your customer. By the use of an incorporated layout approach, the entire residential constructing may be designed and operated as a system. In this project we will be drafting a residential green building, talking about the

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Classification and Recognition of Plants – A Literature Review

-Yashasvini, Neha Garg** & Dr. Alpana Jijja****

Abstract

Plants can be characterized and depicted by their regenerative framework and leaf morphology. Neural organizations, probabilistic neural organizations, convolutional neural organizations, k-closest neighbor and backing vector machines are the most generally utilized impartial organizations; in any case, a few examinations have utilized a mix of strategies to further develop precision. The consequences of past examinations have been equitably looked at as far as exactness, contingent upon the neural organization strategies

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Present Day Scenario of E-waste in India and Other Developing Countries

-Monika Khurana, Lalit Yadav** & Aman Kumar****

Abstract

Electronic waste or E-waste constitute of a variety of diverse electronic materials which are either damaged or discarded. The unregulated accumulation of e-waste leads to serious environmental and health hazards. Innovation in electronic appliances and technologies provides us more ease and comfort, but these innovations leads to higher production of E-waste. The outdated technologies and appliances are usually discarded. These consequences lead to alarming increase in E-waste. The problem of E-waste management is faced by both

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House of Technological Market

-Parth Varshney* & Arti Vaish**

Abstract

Bringing new technological exercises is one of the newly emerging marketing styles, world is evolving, and people are contributing their efforts to make this world full of gadgets. Tech marketing is a prime function for people who wants to stand out as special by providing additional experience of their product by using numerous technologies. Tech marketing talks about the specification and the key drop features of the existing or upcoming products, there designs, usability, quality with much better level of understanding. It is all new tradition of marketing which helps in analyzing and measuring the risk impact of data by interpreting it in shortest form of time.

Keywords – Technology, Artificial Intelligence, Gadgets, Augmented Reality, Virtual Reality, Digital Marketing.

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Future Scope of E-Marketing

-Shraey Nagpal *and Arti Vaish**

Abstract - The inspiration driving this applied paper is to discuss four guideline different instruments which are: compact displaying, E-mail publicizing, web publicizing and promoting through casual correspondence districts, which use to suitable e-advancing progression and understanding their particular effect on buyers' insight. This examination in like manner included the E-advancing, publicizing through web, convenient displaying, web advancing and occupation of casual associations and their portion in term of perceptual differentiations and features which are vital for them as shown by the scholarly works. The review of the assessment contains some piece of convenient publicizing, terms like adaption, occupation of trust, and customers' satisfaction. Furthermore, a couple of credits of displaying through E-mail like Permission

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Machine Learning and the Internet of Medical Things in Healthcare

2021, Pages 209-250

Chapter 10 - Parameterization techniques for automatic speech recognition system

Gaurav Aggarwal¹, Sarada Prasad Gochhayat², Latika Singh³

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Abstract

Speech development usually involves the ability to perceive the dialectal architecture of a language, which is responsible for the production of sound and finally utter the appropriate speech sentences for social communication. A deficit in any of these functions could lead to acoustic-prosodic impairments distinguished in many neurodevelopmental disabilities like intellectual disability. Therefore understanding of acoustic development can give significant insights into the cognitive development of individuals. In this direction, various research has been conducted which explores several acoustical parameters like pitch, formants, energy, voice onset time, and time-domain. Studies have shown that the features like pitch and formant frequencies decrease as the age progresses. The pitch of a male is less than a female. Until the age of 5 years, it is difficult to categorize the pitch of a male voice from a female voice. From previous studies, it can be observed that feature extraction and classification methods play vital roles in this research field. Therefore in this study, several feature extraction techniques, namely, Mel-frequency cepstral coefficients (MFCC), linear predictive coding (LPC), linear predictive cepstral coefficients (LPCC), weighted LPCC, power spectrum density, discrete cosine transform (DCT) and short time Fourier transform (STFT) are used to extract the speech features. For further study, the effect of parameter variations, namely downsampling, frame size, overlapping percentage, the order of linear predictive coding,

Comparisons of Speech Parameterisation Techniques for Classification of Intellectual Disability Using Machine Learning

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 <https://orcid.org/0000-0003-2261-1657>

Latika Singh, Ansal University, Gurgaon, India

ABSTRACT

Classification of intellectually disabled children through manual assessment of speech at an early age is inconsistent, subjective, time-consuming and prone to error. This study attempts to classify the children with intellectual disabilities using two speech feature extraction techniques: Linear Predictive Coding (LPC) based cepstral parameters, and Mel-frequency cepstral coefficients (MFCC). Four different classification models: k-nearest neighbour (k-NN), support vector machine (SVM), linear discriminant analysis (LDA) and radial basis function neural network (RBFNN) are employed for classification purposes. 48 speech samples of each group are taken for analysis, from subjects with a similar age and socio-economic background. The effect of the different frame length with the number of filterbanks in the MFCC and different frame length with the order in the LPC is also examined for better accuracy. The experimental outcomes show that the projected technique can be used to help speech pathologists in estimating intellectual disability at early ages.

KEYWORDS

Classification, Intellectual Disability (ID), Linear Predictive Coding, Mel-Frequency Cepstral Coefficients, Typically Developed (TD)

1. INTRODUCTION

In social communication, speech performs an important role to express feelings, emotions and thoughts. Communication impairments affect the process of initial cognitive development which continues to further stages. Neurodevelopment disorders, specifically, Intellectual Disability, Autism, Stuttering and Down Syndrome directly affect the speech and language development. Intellectually disabled children are highly prone to developing some speech, vocal or language disability, which has adverse effect on language development.

According to (World Health Organization, 1980), children with intellectual disability usually have impairments in language and speech which further classifies in use and comprehension of the language, deficits of the linguistic function, learning disabilities and impairments of communication. ID children also face difficulties in speech production, voice functions and speech content. The disorder

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Blockchain Based Energy Management System: A Proposed Model

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There is tremendous growth in the renewable energy generation due to international awareness and treaty compulsions like Paris Agreement, 2016 etc. for renewable and climate friendly energy generation and distribution. Present power distribution system is centralized in nature and do not have much scope for the distributed energy generation and distribution. Therefore, there is an urgent need to change the present centralized power distribution system with a new decentralized power distribution system integrating both traditional and sustainable energy sources in efficient energy management system. The devolved nature of the smart grids has demanded integration of novel technology like Blockchain to create a secure, immutable and trustless power distribution system for peer-to-peer energy transmission. This paper proposes a model for blockchain based energy management system which integrates all energy sources, identifies the stakeholders as per their roles, generates certificates /token, does energy transactions, and incentivize the use of sustainable or green energy.

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Public-Private Partnership in Road Development: An Indian Perspective

-Shalu Saini * & Dr. Jagat Naryan Giri**

Abstract

For Infrastructure development in growing countries like India, where financing has also been a major constraint on the path of infrastructural development, Public-Private partnership has emerged out as a great initiative to attract private financing for public projects. It is of paramount importance to encourage the private sector investment in road development to achieve the targeted economic growth. With the launch of the National highway development program in 1997, India embarked on the journey to develop a large road network with the adoption of the Public-Private model. The public-Private partnership Model in road development in India has considerably scaled

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Disruptive Visual Works and Cognitive Spheres: A Synthesized Learning Process

-Bhanu Arora^{#1}, Dr. Jagat Narayan Giri^{#2}

Abstract— This article discusses the relationships between Disruptive Visual Works and cognition. Organizations are bringing in new methods daily to amplify the learning and development process faster and effectively [1]. Disruptive Visual Works are being put in practice to make available visuals, created by individuals/group using analog/digital medium as a tactical response to the strategic direction of an organization [2]. These trends focus on synthesizing verbatim and literal top level management concepts and directions in cognitive spheres of individuals in the organization for overall efficiency and

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Impact of Demographic Variables On Job Stress Post Merger

¹Dr. Surabhi Goyal & ²Antima Gulia***

Abstract

Purpose-The aim of the study is to investigate and understand the relationship between the demographic variables and the job stress post-merger among the bank employees.

Methodology-Data was collected from 55 employees of the banking sector with the help of a questionnaire. The researcher also adopted convenience sampling. An independent t-test and analysis of variance were used to analyze the data.

Finding-Post data analysis revealed that there is no significant difference among the male and female employees and job stress level post-merger and there exists a significant difference between the age of the employees and their job stress level.

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A Study on Employees' Job Satisfaction in Parveen Industries Private Limited

-Dr Meenakshi Dhingra¹, Samridhi Gupta²
& Dr. Kanika Sachdeva³

Abstract

Job satisfaction is a very important aspect of the human resource. A satisfied workforce delivers more to the Company than a dissatisfied work force. There are indeed many factors that affect the job satisfaction level among the employees. The present study intends to study how the various factors affect the level of satisfaction among the employees and also try to find out what measures can be taken to attain the particular level of satisfaction amongst employees as per organization.

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A Study on the Role of Financial Inclusion in Achieving Sustainable Growth

-Ms. Charu Kapoor Sareen*

Abstract

Financial inclusion is the availability of financial services to all sections of society at affordable prices without any discrimination. Financial inclusion plays an important role in achieving sustainable growth objectives. Financial inclusion has been recognized as a key enabler for achieving sustainable development worldwide in United Nations Sustainable Development Goals (SDG) of 2030[1]. The choice of strategy for achieving financial inclusion depends on Government priorities, institutional capacity to implement reforms, the evolution of financial markets, payments infrastructure, the

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Hardships Faced by Employees During Merger and Acquisition

-Antima Gulia*

Abstract

This study has emphasized the importance of taking into consideration and deliberately addressing organizational cultural and human resource issues concurrently with people's issues. In the following paper, the author has attempted to throw some light on the issues arising in managing the merger and acquisition (M&A) by cumulating the six well-known theories for M&A, which are social identity theory, acculturation theory, role conflict theory, anxiety theory, job characteristics theory, and organizational justice theory. The above-mentioned theories are the basis for the literature for the merger and acquisitions that have taken place in the past. The theoretical framework chalked out in this particular study

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EMERGING DIMENSIONS of BUSINESS & MANAGEMENT

in the Present-Day Competitive Environment

SASMITA RANI SAMANTA

J.P. MAHAJAN

DIVYANSHU VERMA



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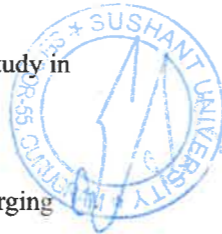
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EFFECTS OF NEURO LINGUISTIC PROGRAMMING ON ANXIETY: A REVIEW

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Abstract

Anxiety is an emotion where you feel helpless and you start to worry about things that you are not even clear of. You build a comprehensive feeling that something bad might happen anytime. Anxiety is something which differ from individual to individual and you feel really difficult to communicate it. It could also be said that anxiety is a very essential part of a human life but the level is to be determined and studied upon. Neuro Linguistic Programming is a communication approach which gives an individual positive views of anxiety and how a positive anxiety can help an individual achieve more in life and stay positive. Following paper uses a systematic literature review. The paper tries to study how NLP can help an individual understand what they are feeling and generate the behaviour accordingly, this study understands and indicates that NLP helps in reducing anxiety and changing how a person processes the way they think. NLP can help improve the skills, attitudes, knowledge and communication amongst an individual.

Keywords:- Neuro Linguistic Programming , NLP, Anxiety , Stress

Introduction

NLP (Neuro Linguistic Programming) can be described as the psychology of excellence (Bashir,2012) the processes of NLP can be applied to any model for excellence (Walter and Bayat , 2003). NLP (Neuro Linguistic Programming) can also be defined as old science and art of excellence (Maisenbacher, 2013). NLP (Neuro Linguistic Programming) originated in the middle of 1970s by Richard Bandler and John Grinder. Their book was initially aimed at investigating external and the internal behaviours that affected the therapist and which turned them a little more influential than the others (Ahmadian, 2018). NLP has four pillars like relationship, sensory discrimination, no what is in the mind of an individual and flexibility of individuals behaviour. (Turan, Kodaz and Turan, 2016).

Anxiety can be explained as an emotion or feeling of tension, growing of negative thoughts or behaviour. Some people try to avoid this situation by maintaining a good mental health. Anxiety can result in sweating, dizziness and fast heartbeats. (Dozois and Dobson, 2004) World Health Organization stated that depression and anxiety are mental disorders which seems to be rising at a very high speed (WHO, 2017) which is experienced by any individual regardless of the reason. Though anxiety is very important part of human survival but the level or the severity is quite a considerable point. Anxiety can be of issues which may seem very small for others but big for the particular individual (Videbeck, 2010).

Literature Review

NLP techniques can be used for teaching individuals for letting them know how to reach their goals by determining their thoughts language and the behaviour (Turan, Kodaz and Turan, 2016). It was defined as a new approach to individual development, communication and learning (Tosey and Mathison, 2010). A Meta model which basically emphasized on generalizations, deletions and distortions was developed to help the process of NLP (Beaver, 1989). It is said that all neurological system which affects the feeling of any individual is a reaction of planned behaviour and attitude of an individual (Kodaz and Turan, 2016). A group of techniques that informs an individual regarding how they think, how they communicate, and how they are able to influence the behaviour of an individual (Ilyas, 2017). NLP actually helps enhancing the decision-making abilities of an individual (Vaes, 2018). It's actually supported by a body which is going of substantiating literature work which is related to human performances (Blackerby, 2002).An individual must know of how to plan their actions and behaviour prior to performing them . (Petracovschi & Rogoveanu, 2015).





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POWER, WOMEN & ARCHITECTURE: A REVIEW OF SPATIAL CONSTRUCT

**Ar. Namita Singh*

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Abstract

The evolution of societies is influenced by multiple dimensions of the human values, beliefs, and norms. While dwellings may follow a character per say but they are more of a window into personal beliefs of Society, family and the homemaker. (Walker) These parameters in themselves evolve with time. Evolving itself and giving birth to new set of beliefs and norms. This is believed to be caused by the revolutionary actions of the rather insignificant to break the normativity. Art and Architecture to a greater extent plays a significant role as a tool. An artist provides canvas to ideas of revolution, change and teaches at the most elementary level. (Linda N. Groat, 2013) Women with elite social power have used it to make a difference and leave a mark for future generations to come. The endeavor in this study is to identify and understand the factors and dimensions influencing the architecture and the subsequent progression of the architecture. In this paper we tend to review sociocultural context, history of women in power, gender equality in professional places. In addition, an attempt would be made to the identification of the prejudices and stereotypes that influenced the architecture of the built environment. The evolutionary advancement of architecture is believed to be organic but at the most elementary level it is not really organic. Rather it is a doctored approach influenced by specific certain parameters and practices.

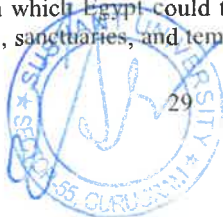
Introduction

Whenever there is a discussion about society, culture, geopolitics, gender, economy, they are discussed at Macro level. Our history and talks have been relatively limited to people with power till attention shifted to other topics like gender studies, cultural turn, social effects; as rightly mentioned “turn from macro histories to paying greater attention to smaller segments:

to the lives and, significantly, to the experiences of little people” (Linda N. Groat, 2013). This turn has moved attention to looking at changes that happen at root level. Scholars are now taking up areas to study contributions of women in history, to look at history from perspectives of women. What is the course of this change? Does change begin from common man or from the higher authorities’ people; the ones in power. Literature has highlighted the women space and her participation in ruling nations, involvement in nationalist movement being pushed into the domestic household space, and finally their resurgence as women have played an important role in every society. When we talk about women we relate them to nurture & care, and these traits of sharing and caring are extended to a society. A settlement may be said to rely on shoulders of man for security but for smooth running of everyday life it can be said it is taken care by a woman. Recent developments and awareness around gender equality have opened up various professions for women be it governance, science, academics or any other profession. (Y.Jayasudha, may 2019).

History of Women in Architecture

The history of women’s participation in architecture across the globe has been remarkably varied, and the nature of this participation has depended on time, place, and custom. In accordance with various patriarchal social systems across the globe, women generally were impeded from acting as architects until the late nineteenth century. (Walker). Women in elite social power have tried to utilize that to make space in society and leave a mark in their time and for times to come. Women in power used their resources and social stature to bring about revolution in economics, trade, education, art and strategizing. Decision making position may have been used as a tool to not only beautify but to also provide a better functionality to empire. Egyptian pharaoh Hatshepsut, made innovative use of architecture to legitimize and stabilize her reign. She undertook an ambitious program of economic expansion, finding new economies with which Egypt could trade. She also began a correspondingly monumental program of building including roadways, sanctuaries, and temples. Her most monumental project was her mortuary



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EMERGING TRENDS IN SCIENCE, ENGINEERING AND MANAGEMENT

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URBAN FORM AND CULTURAL CONTEXT: A PEDAGOGICAL TOOLKIT TO UNDERSTAND AND TEACH SYSTEMS

**Rahat Varma*

**Assistant Professor, School of Art and Architecture, Sushant University*

Abstract

This study looks at mapping the varied outputs that can be derived from the same set of instructions in a design problem where the constraints remain the same for all. The primary agenda is to create a methodology to teach value systems that can then aid in reading if the city's urban form and its cultural context as well. The site in concern is The National Handicrafts and Handlooms Museum, in New Delhi. Phase one of the study looks at recording the context and its built forms to understand the possibility of interventions that can be made. Phase two is the breakdown of case studies of similar programmed sites and identification of triggers and magnets that can drive such sites. The third and last phase of the study looks at showcasing five design iteration proposed by the candidates and an academic viewpoint of what worked and what did not. This paper attempts to decode the various methods to approach Cultural Contexts and details of possible Urban Form

Key Words: Architectural Studio, Urban Studies, Urban Form, Cultural Context, Stakeholder, Institutional Typology,

Introduction

The studio format aimed to take a holistic architectural approach to design institutional buildings. This approach has the diversity to be applied towards all processes that lead up to establishing form for the various typologies of the built. While the project site is picked out for the students, the programmatic requirements are not prescribed. The intent is to inculcate the students with the finer nuances of rigorous design ideation. This thinking should help the students further delve into the programmatic concepts and subsequently articulating the structural and material systems of the design project. The only running instruction that stands, is that the institute should have a small commercial function plug-in, so as to add vibrance and increase the foot-fall of the site users. The second layer to activating the site shall be finding ways to retain the visitors on site finding methods to keeping the public spaces activated through most times of the day. If designed right the objective is to enriched the existing city fabric of the location.

While the formal outcome of the various projects that the studio shall produce is to primarily address the site and environmental context. The informal yet possibly more important outcome of this design semester is to inculcate an **inquisitive approach to design**. Keeping the class engaged with the design problem while keeping them excited about the awe-inspiring possibilities of how buildings can be built.

Objectives

While the primary objective of this research was to help the candidates read culturally rich urban fabrics, the secondary purpose of the study was to understand the following aspects, '*Architectonics, The User Aspect and The Context*'.

Research Methodology

To map the various pedagogical approaches that are required to generate the design output, followed by viewing the selected works and analyse the project for what it excelled in and where the potential issues arouse.

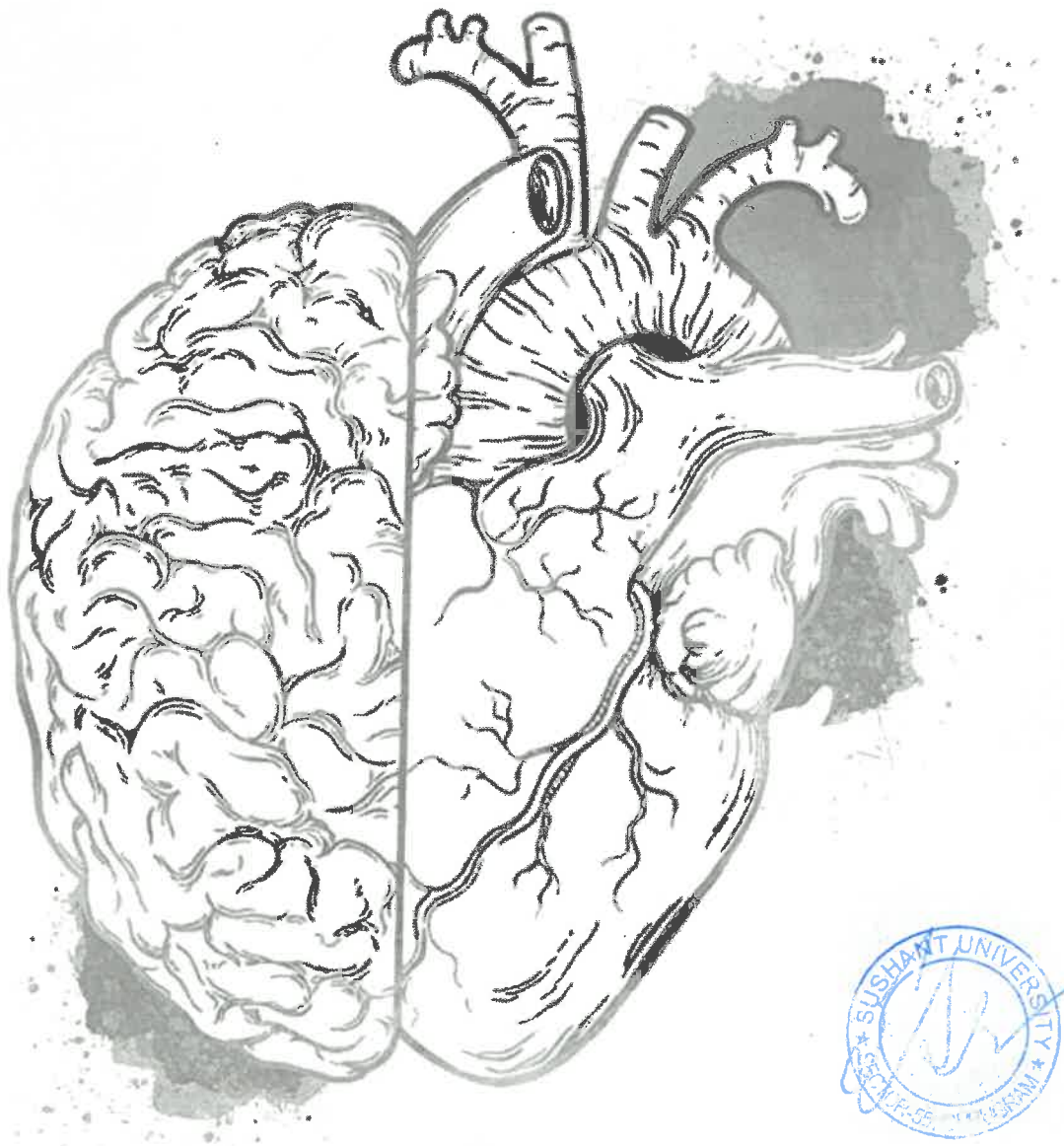
Each individual design of the candidate was required to push the boundaries, in terms of application of findings; be it from primary or secondary research. The studio teaching methodology gives a multitude of cues to the students on how to apply design thinking in terms of architecture to be buildable, basically to conceptualise develop and apply. The three major aspects that need to be inspected and thereafter be responded to are:

Questions that the studio looked to address





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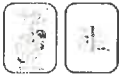
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EDITORS

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COVID-19: A CASE STUDY OF CRISIS COMMUNICATION OF FOUR WORLD LEADERS

Dr. Indu Prabha Pathak

Assistant Professor Sushant University
Gurgaon Haryana

Abstract

The paper aims to study the communication style of four world leaders amidst the crisis situation of Covid-19 pandemic. The paper delineates the theories of Arjen Boon, Hensler and Mayfield's leadership communication and proposes that some of the vital attributes of effective leadership communication are appropriate medium of communication, direction, creating a sense of purpose, clarity, truthfulness and empathy. This has been further argued by analysing the messages of four world leaders during corona crisis situation.

The analysis of speeches and communication reflects how effective leadership communication during testing times can bring a positive impact in the mindset and the lack of it results in chaos, confusion and marring the communication process.

Keywords: Leadership communication, crisis communication, mixed messages, truthful communication.

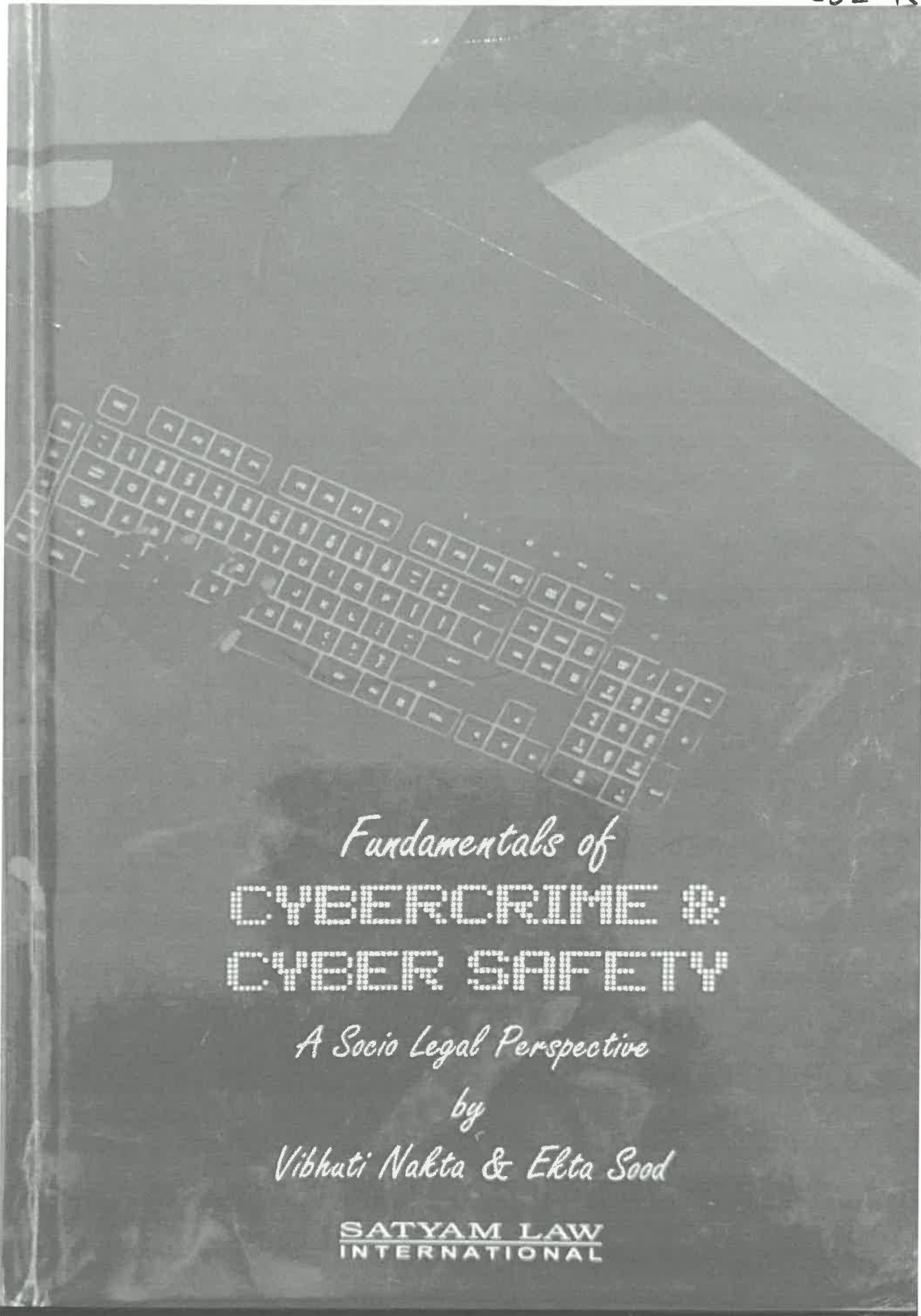
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Introduction

The most vital components of crisis communication Analysis of crisis communication of four world leaders Conclusion References

The novel Corona Virus, the global pandemic situation and the biggest threat for humankind triggered off some pertinent questions. The role of effective communication becomes even greater especially in times of great uncertainty, complicated challenges and no easy answers. In such vulnerable times the leader's communication, his words and actions have the potential to reduce the stress, anxiety, help people adjust with the manifold challenges and cope with the new normal. The clear and transparent communication equipped with empathy and truthfulness can bring hope and reassurance to people and ensure a better future.





Fundamentals of
**CYBERCRIME &
CYBER SAFETY**

A Socio Legal Perspective

by
Vibhati Nakta & Ekta Sood

**SATYAM LAW
INTERNATIONAL**



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Fundamentals of
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THE PRIME OBJECTIVE OF THE BOOK WAS TO CALL FOR PAPERS FROM VARIOUS AUTHORS AND INCLUDE THEIR IDEAS WHILE CONSOLIDATING THE SAME INTO A BOOK. APART FROM THIS, THE BOOK HAS BEEN EDITED KEEPING IN MIND VARIOUS SECTIONS OF READERS I.E. THE ONES WHO ARE NAIVE AND HAVE NO INFORMATION ON THE TOPIC AND THE ONES WHO ARE AWARE OF THE CYBERCRIME MENACE. THE BOOK OFFERS A WIDE ARRAY OF INFORMATION ON THE TOPIC OF CYBER CRIME AND CYBER SECURITY AND ALSO THROWS LIGHT SOCIAL AND LEGAL ASPECTS OF THE SAME. THE CHAPTERS NOT ONLY SPEAK OF THE PROBLEMS IN CYBER SPACE BUT ALSO GIVE SUGGESTION TO CURB THE MENACE OF CYBERCRIME.



MS. VIBHUTI NAKTA IS A LAW GRADUATE, CURRENTLY WORKING AT CHANDIGARH UNIVERSITY AS ASSISTANT PROFESSOR FROM PAST 4 YEARS. SHE COMPLETED BALLB (HONS.) FROM HIMACHAL PRADESH UNIVERSITY INSTITUTE OF LEGAL STUDIES AND WAS THE UNIVERSITY TOPPER. CURRENTLY SHE IS PURSUING PHD IN LABOUR LAWS FROM PANJAB UNIVERSITY, CHANDIGARH. SHE HAS PREVIOUSLY AUTHORED A BOOK ON "VIOLENCE AGAINST WOMEN" IN WHICH SHE VEHEMENTLY SPOKE ABOUT THE EXISTING SCENARIO OF WOMEN IN SOCIAL AND LEGAL ASPECT IN INDIA. THE IDEA FOR THE PRESENT BOOK CAME WHILE SHE DID A SHORT-TERM COURSE ON CYBERCRIME, CYBER SAFETY AND CYBER LAW CONDUCTED BY UGC - HUMAN RESOURCE DEVELOPMENT CENTRE, PANJAB UNIVERSITY. THEREAFTER, SHE HAS BEEN CONSTANTLY WORKING TOWARDS CYBER AWARENESS.



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Chapter 5

Cyber-Stalking: *A Web of Passion*

*Dr. Sulakshana*¹

Abstract

Stalking victimization has for a long time been unnoticed and underestimated, and it has been conventionally regarded as a rare and mostly 'celebrity-related' phenomenon. However, research shows that stalking is far more common, and its impact can be serious and far-reaching. This article reveals and discusses the consequences of cyber-stalking and its impact on victims. The study found that stalking victimization is life-changing and its psycho-social effects are complex, long-term, and often traumatic. The article concludes by considering the implications of these findings where the need is stressed to improve criminological understanding of stalking and its unseen psycho-social harms so that victims and their cases are properly dealt with by the criminal justice system and society.

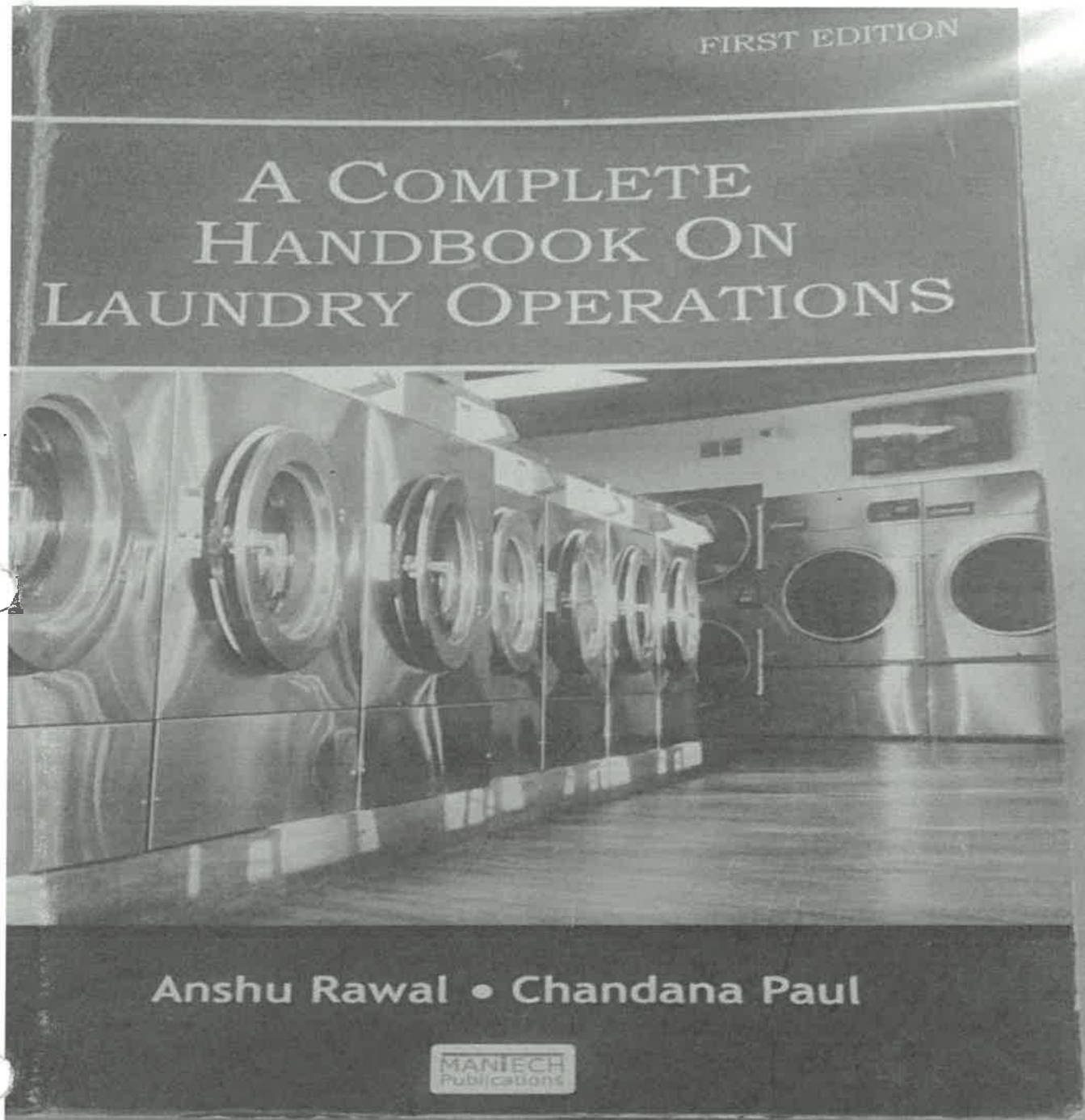
1. INTRODUCTION

It is a well-known phenomenon that Stalking happens in maximum cases among personages. But research² depicts that more than 75% victims are “ordinary” people. The fact that celebrities have been stalked and even killed by their Stalkers has helped to make the public aware of this scandalous crime. This consciousness among people has enabled enacting anti-stalking legislation even in a powerful country like the US as well. Our society has come to trust the entire size, technological supremacy, and sparkling fast speed of the Internet to seek out infinite pages of statistics, discover the mysterious, and communicate with effectively anyone, anywhere, and at any time across the sphere. Correspondingly, the internet has unlocked windows of hitherto unidentified criminal opportunities that not only contest, but also go beyond all physical precincts, limitations, and boundaries to identify, penalize, and reduce what seems to be an intensifying problem of global proportion. As such, the internet has factually become a productive breeding ground for an exclusively innovative and an exceptional category of criminal offender hereafter known as the cyber-stalker - an offender who uses the Internet as an apparatus or weapon of genera to prey upon, annoy, threaten, and engender immense terror and unease in its victims through refined stalking diplomacies.

1 Assistant Professor of Law, Ansal University, Gurugram.

2 Editorial, “Cyber-stalking”, *The Times of India*, Feb.2, 2020.





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A COMPLETE HANDBOOK ON LAUNDRY OPERATIONS

Anshu Rawal

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Editors

Dr. Pankaj Kumar Tyagi

Dr. Malini Singh

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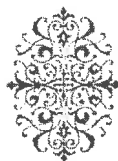
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CHAPTER FOUR

Technological Advancement and Adaptation - Revitalisation of Hotel Industry or Loosing of the Human Touch??

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Dr. Garima Parkash, Ms. Elizabeth Ngoruh, Dr. Saurav Chhabra

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Abstract

Though in the hospitality industry it is said that a machine can never replace a human being, it is, infact, technology that has been the real companion of this sector, has developed itself tremendously and has marched along with it, shoulder-to-shoulder in the thick and thin and in all situations. Due to this, the hospitality sector has been able to offer tremendous ease to its patrons, be it for making reservations, giving preferences of accommodation, making available special meals, settling bills, and giving out appreciations and feedback. Special software, programmes and even machines have been developed especially by the western countries which are moving towards replacing, to whatever extent, the human touch or the personal interventions, especially in larger hotels.



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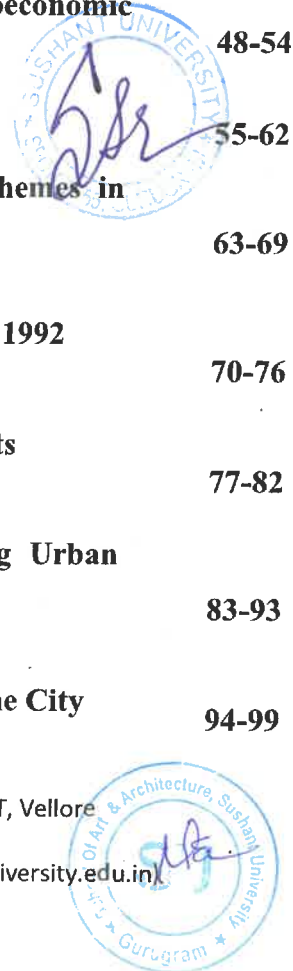


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NON PHYSICAL ENTITIES IN INDIAN SACRED LANDSCAPES: METAPHYSICAL PLANNING PRINCIPLES Case of Bhubaneswar, Puri and Mathura

Piyush Das¹, Dr T Brar²

Abstract:

Often one may identify that the natural systems of a place have triggered certain aspects of beliefs. Similarly, in some cases, an existing narrative of the belief system adapts to some part of the natural system. Time, perceived time and human creative genius have often identified, presented and represented these adaptation processes. These processes have made Indian sacred cultural landscapes be seen as complex recourses. The dynamics between the culture and nature have resulted in uncountable aspects of the tangible and intangible.

One such aspect that one may identify in many sacred landscapes is the perceived cosmic diagram of the regions. For example, Mathura is perceived as a lotus with thousand petals where the built and the natural places find their places in the narration. Similarly, Bhubaneswar / Ekamrakshetra is perceived as a region with one mango tree. Puri is described to be shaped like a conch shell.

The metaphysical planning principles behind these processes are worth documenting and correct interpretation as they often possess indigenous wisdom in managing the landscape. In Mainer's cases, one observes highly sophisticated delineation methods of the sacred regions, which blur the line between the existence and the non-existence, the physical and the metaphysical.

This paper intends to gather pieces of evidence to establish the role of natural and man modified natural resources in the perceived realm of the sacred cultural ecosystems. While identifying diverse cases, the paper will look at various primary textual references to establish the idea that the non-physical entities associated with the natural resources find their place and are seen as inseparable.

Key words: Sacred landscape, Metaphysical planning principles, Cultural ecology

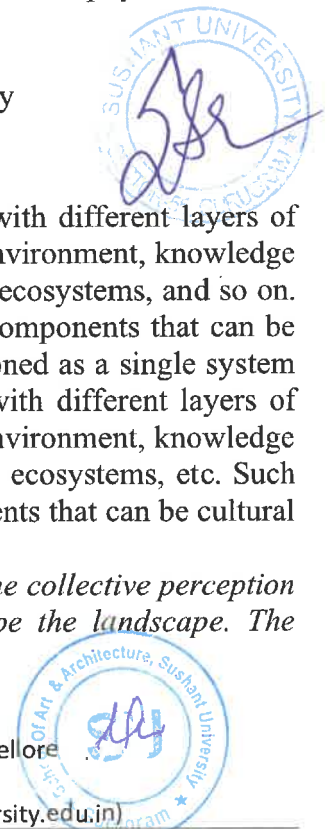
1. Introduction: Indian sacred landscapes

Sacred Indian cultural landscape sites are complex regions that have evolved with different layers of time, perceived time, history, memory, knowledge about the biotic and abiotic environment, knowledge retention and transfer techniques, beliefs, changing landscape, changing cultural ecosystems, and so on. Such complex cultural landscape sites contain various tangible and intangible components that can be cultural or natural. These resources are linked in multiple ways and have functioned as a single system of a single resource. Landscape sites are complex regions that have evolved with different layers of time, perceived time, history, memory, knowledge about the biotic and abiotic environment, knowledge retention and transfer techniques, beliefs, changing landscape, changing cultural ecosystems, etc. Such complex cultural landscape sites contain various tangible and intangible components that can be cultural or natural.

Professor Nalini Thakur explains Indian cultural landscapes as *"a repository of the collective perception of geography, where memory, information and imagination converge to shape the landscape. The*

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CHALLENGES TO SUSTAINABLE PLANNING PRACTICES IN INDIA

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Abstract:

Today, there is a major demand and supply gap in urban infrastructure and services due to rapid urbanization in India. This, in turn, is leading to urban sprawl. While on one hand, this is contributing to the economic growth and productivity of the country, on the other hand, it is also adversely affecting the environment. Therefore, there is a need to make a shift toward sustainable planning practices now, more than ever.

This research examines the concept of sustainable urban development and aims to identify the challenges to sustainable urban planning practices in India. It focuses majorly on the environmental and social aspects of sustainable urban development.

The following topics, which are highly relevant to the social and environmental aspects of sustainable urban development, have been covered in this research:

(1) Assessment of sustainability, (2) Transportation, (3) Mitigating greenhouse gases, (4) Development of urban vegetation, (5) Educational awareness, (6) Social participation, and (7) Urban land use. The methodology is based on the literature review, via a critical reading, of the available secondary data. This study analyses these topics to highlight the prevalent issues and challenges, in the field of urban planning, at the domestic level. The study concludes that the most prominent challenge to sustainable planning practices in India is its current transportation system. Addressing the issues related to transportation can propel sustainable urban development forward and also improve other problems related to it.

Keywords

Sustainable planning practices; Sustainable urban development; Environmental aspects; Social aspects

1. Introduction:

Sustainable Urban Planning is planning for urban areas, in such a way, to promote intergenerational equity while not putting any stress on the surroundings economically, environmentally as well as socially. As much as sustainable urban planning has emerged as an essential goal to cope with the pressures of urbanization, it still lacks a universal definition. There is a lot of ambiguity with regards to the criteria of sustainable development in India as well, which poses a major challenge in this subject. Sustainable urban development can only be achieved by undertaking sustainable urban planning practices.

The UNDP sustainable goal 11 “Sustainable Cities and Communities”ⁱ states that making cities sustainable means creating career and business opportunities, safe and affordable housing, and building resilient societies and economies. It involves investment in public transport, creating green public spaces, and improving urban planning and management in participatory and inclusive ways (UNDP, 2015).

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GATED COMMUNITIES: CAUSE OF SOCIAL SEGREGATION

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Abstract:

In the past few decades **Urban Development** has been at its peak in terms of constitution of infrastructure and establishing economies. This has led to creation of a divide between different social groups primarily based on where they reside in a larger urban scape. The pocket size of people dictates their capacity to expend and thus choose to own residences from a variety of options gave birth to **Gated Communities** and **Fortified Enclaves**. Fragmenting the city by segregating and transforming the quality of lives of people living inside and on the margin line of Urban Development.

A community provides a sense of belonging to individuals, who have similar ideologies or are from the same culture group. Urban Design plays an immensely important role in connecting and disconnecting individuals from one another using physical boundaries.

Fragmented cities have led us to the death of degree of openness and social interaction between the communities. The dominating well organised gated communities provide monitored spaces for live, work and leisure which creates a gap with the neighbouring unorganised settlements which lack such facilities, depending on the case in consideration. These neighbourhoods create an invisible shell which confines the inhabitants by instilling a sense of self sufficiency among them through the provision of various facilities.

In order to sustain the statement, the paper analyses the Neighbourhoods of Neeti Bagh and Malls along Nelson Mandela Marg in Vasant Kunj which are explicitly displaying **Social Segregation** in Delhi on various scales and functions with respect to their surroundings.

Key Words: *Urban Development, Gated Communities, Fortified Enclaves, Fragmented Cities*

1. Introduction

A Neighbourhood having access to their premises controlled by installing one or more gates is labelled as a Gated Community. These gates define a threshold denoting the extent of intrusion by people who do not belong to the community.

In other words, the gates are a denotation of the identity of people also referred to as social beings on either side of it, which stimulates their behaviour or use of space as well as broad social choices and decisions.

A sense of private-ness is further added among the residents, by walls or fences and controlled, well-defined entry gates that are intended to prevent penetration by non-residents of the community or the locality for that matter. The gated communities are turned inward representing the new alternative urban life surviving simultaneously with the existing urban realm.

This is seen in mult-storeyed high rise apartments as an example for residential spaces or tall booming business towers for commercial spaces.

Such denial of access to outside residents leads to the existence of segregation or separation with the surrounding communities.

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DEVELOP A PEDESTRIAN-ORIENTED GIS-BASED TOD FRAMEWORK TO ASSESS WALKABILITY CONDITIONS AROUND IDENTIFIED METRO STATIONS IN DELHI AND NOIDA

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Abstract:

The overarching aim of this research study is to have an integrated methodology using GIS-based spatial analyses and study identified TOD indicators to propose a pedestrian-oriented TOD index that can measure and evaluate the walkability of TOD areas. The objective of this study is to propose a framework to evaluate walkability conditions of TOD station areas using a walkability TOD index based on urban design and pedestrian-related infrastructure standards, transport characteristics, and urban planning criteria. Instead of only focusing on 3Ds: population density, land-use diversity, and building design as urban development characteristics, the study focuses on pedestrian movement influencing parameters to encourage pedestrian accessibility around transit nodes.

Keywords: *TOD index, Delhi, Noida, GIS, pedestrian walkability*

1. Introduction:

Transit aims to alter surrounding land-use patterns to reshape them into sustainable urban development patterns by disincentivizing private automobile use and focusing on public transit to increase transit ridership. However, many cities, especially in developing nations consider higher densities immediately surrounding transit corridors as the only vital land-use element to the uplift-built environment. Smooth accessibility based on walking and bicycling modes to the transit stations and supporting pedestrian infrastructure and amenities like benches, recreational parks, and landscaping also contribute immensely to the development of the built environment (Suzuki, et al., 2013). Designing transit systems in developing countries requires enhancing local access to the transit station and nearby places, especially for the pro-poor (Cervero, 2013). Further, it will strengthen non-motorized (NMT) and public transport, keep public transit fares reasonably priced and protect the walkability of pedestrians from motorized travel. A study done by Sharma et al. (2017) to assess different TOD project sites across the United States found that the walking quality and the length around the TOD station area scored the highest score to improve the quality of the built environment. Moreover, people are more fascinated with the transit system compared with the bust system. Although Transit-oriented development (TOD) is considered dominantly an urban design model encircling transit stations, however, an integrated evaluation methodology to bring public transportation facilities and pedestrian accessibility to match with the station area surrounding land-use mix and diversity is lacking (Vale, 2015; Vale, et al., 2018).

2. Background and purpose of the study :

TOD solutions are prominently gaining importance in many middle-income Asian countries like India to restrict urban sprawl into suburban and city adjacent regions (United Nations, 2019). It is predicted, that many developing Indian cities including Delhi and Mumbai will rely solely on Mass rapid transit system (MRTS) projects to cater to their continuously growing travel demand, boost economic growth

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IMPORTANCE OF LAND USE AND TRANSPORTATION INTEGRATION IN MODERN DAY CITY PLANNING

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Abstract:

The rapid growth and expansion of modern-day cities in developing world contributes to the significant outcome in changing socio-economic dimensions due to one of the predominant factors termed as urbanization. The process of urbanization had a great impact on the overall urban form/ structure of the cities and their counterparts since industrial revolution. The author in this research paper has considered the growing demands due to demographic shift/ migration in cities as the research base through which the overall study targeted to analyse the mobility patterns and transportation systems which proves to be one of the key sectors in establishing various urban forms, morphologies with arrangement of activities in different land uses. Therefore, it has been inferred that as cities expand, one of the most essential needs arise is the demand to travel or communicate to reach the desired destination from the areas of origin demanding good connectivity of public transportation systems within urban fabric. Today, the role of different stakeholders during the initial stages of the planning process is considered crucial to execute and implement any project. One such concept of "Land Use and Transport Integration" (LUTI) has been discussed further in the depth, as it has the potential to reverse the rising urban sprawl issue by focussing on efficient utilization of land, promoting dense, compact and mixed-use developments majorly around the transit corridors. Hence, a holistic approach for achieving sustainable and inclusive environment through various strategies to reveal the ideal public realm by bringing back the vibrancy into communities is the ultimate intent of this research.

Keywords: Urban; cities; land use; transport; integration

1. Introduction

The rapid growth and expansion of modern-day cities in developing world contributes to the significant outcome of changing socio-economic dimensions which is primarily observed due to one of the predominant factors termed as urbanization. The process of urbanization has a great impact on the overall urban form and structure of the cities and their counterparts. The key drivers of this complex process are mainly the demographic shift due to change in the needs and demands of people to experience the benefits of opportunities provided by urban cores along with other factors such as geographical, geoclimatic, physical factors of different regions or areas serving better quality of life to lead a sustainable living. A classic example throughout the history of urban and regional planning which has brought the emergence of larger cities (known as metropolitan cities or million plus cities in modern era) was the Industrial revolution of 19th century (Jaysawal & Saha, 2014). But these cities started to develop in the part most economically and advanced part of the world. Since, 1950s the total global population got more than tripled (from 2.5 billion to 7.95 billion) and urban population got doubled. The current urban population constitutes around 56% of the total population worldwide and is continuously expected to grow by 70% in 2050 as reported by United Nations and World Bank statistical information (UN, 2018).

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URBAN REVITALIZATION THROUGH IMPROVEMENT OF TOURISM IN CITY PLANNING

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Abstract:

Being one of the developmental activities, tourism helps to enhance the quality of life, preserve heritage and encourage the appreciation of Indian and Foreign visitors. It is an industry with great reliance on attraction and amenities, alongside dependence on the goodwill of the local communities. After the harsh times of COVID, when people resumed to travelling, the tourism sector presented a steady performance despite an economic slowdown in parts of the country. Urban planning shows a significant conjunction with tourism planning, especially for cities with heritage and cultural character. The approach to tourism planning should not only focus on the narrow precincts of physical and promotional planning but should also facilitate the expansion of tourism to a more balanced approach, recognizing the requirements and views of the tourists and developers. The paper will significantly discuss the positive and negative aspects of tourism development in cities and how a strategic planning approach is a determinant factor of development at an initial stage. Its merits have to be grasped and utilized with care so that the demerit are minimized. Tourism helps develop infrastructural amenities of the city, and helps revitalization of the character of the area through strategies at local level. The paper will consecutively discuss tourism planning in India, its steps and methodology and how much of it is applicable to old cities.

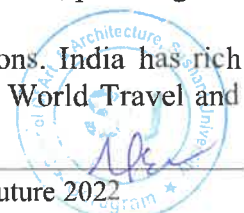
The heritage city of Gwalior holds the potential of emerging as a major tourist center due to its historical background and regional setting but many of the resources in and around Gwalior are still untapped and only 4% of the tourists are coming to Gwalior as compared to other cities of Madhya Pradesh. Infrastructure like accommodation facilities, accessibility routes and amenities is still inadequate and need to be looked upon. The paper will establish an objective of the importance of development of tourism infrastructural strategy plan which will impact communities related directly/indirectly to tourism.

Keywords: *tourism planning, infrastructure, culture, heritage, economy*

1. Introduction:

Tourism is a multifaceted leisure activity of the human beings. Person who travel one place to other place for the purpose of leisure, pleasure and business its call tourism. Tourism has become second largest industry in the world and changed present scenario as a fastest growing industry. Tourism is shortly related to economic growth. it not only directly contributes to the economy but has significant linkages with other sectors like social, cultural economic, transport and infrastructure aspects. It is a development activity to enhance the quality of life, preserve heritage and encourage the appreciation of India. It has become an important segment of Indian economy. It creates earning, employment opportunity and contributes sustainability to a foreign exchange. Much of tourism growth is due to higher disposable incomes, increased leisure time and falling costs of travel. But due to lack of infrastructure, planning and coordination the tourism industry has not grown much in India.

India name as one of the most famous destinations in the world Tourism destinations. India has rich Culture and Heritage. It's also famous for Geographical and cultural diversity. The World Travel and



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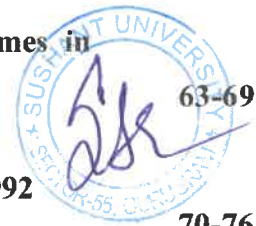


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GAPS IN EMERGING TECHNIQUES FOR VULNERABILITY ASSESSMENT OF URBAN FLOODING

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Abstract:

More than half of the world's population currently lives in cities, many of which are densely populated. Around the world, people are migrating from the rural to cities, resulting in enormous urbanization. In 2008, more than half of the world's population lived in cities for the first time in human history. However, this level of urbanization has not been attained in every corner of the world. The migration of half of Asia's population is projected. Half of Africa's population will live in cities by 2020, with the continent's urbanization trend set to peak in 2035. For Indian local administrations, rapid urbanization is a new phenomenon. As a result, they lack the vision, planning, and long-term management techniques that urban expansion necessitates. Their infrastructure is insufficient to handle the demands of fast expansion. As a result of rapid and uncontrolled expansion, many issues have arisen in metropolitan regions around the world. The majority of these issues, which are exacerbated by fast climate change, are becoming increasingly serious over time. The most important issue is flooding in cities. They are catastrophic natural catastrophes that strike many regions of the world on a yearly basis, claiming lives, wreaking havoc on economies, and putting human health in jeopardy. Flooding affects more than 40 million hectares of the whole 329-million-hectare geographical area. However, Uttar Pradesh, Bihar, Assam, West Bengal, Gujarat, Orissa, Andhra Pradesh, Madhya Pradesh, Maharashtra, Punjab, and Jammu & Kashmir, as well as some towns in India, are the most vulnerable.

Keywords: *Urbanization; Urban issues; Urban Floods; Water lodging*

1. Introduction:

People are migrating from the countryside to cities all over the world, resulting in massive urbanization. (Analysis of Urban Growth and Assessment of Impact, 2016). For the first time in human history, more than half of the world's population lived in cities in 2008. However, not every part of the globe has reached this level of urbanization. Half of Asia's population is expected to migrate. By 2020, half of Africa's population will be living in cities, while the continent's urbanization rate will likely peak in 2035 (United Nations). Cities' rapid urbanization is a new phenomenon for Indian local governments. As a result, they lack the vision, planning, and long-term management practices required for urban growth. Their infrastructure is insufficient to meet the challenges that come with rapid growth. Many challenges have arisen in metropolitan areas around the world as a result of rapid and uncontrolled development. Most of these problems, which are exacerbated by rapid climate change, are getting worse with time. (Analysis of Urban Growth and Assessment of Impact, 2016). The most serious problem is that of urban floods. They are major natural disasters that affect many parts of the world year after year, destroying lives, wreaking havoc on economies, and endangering human health. Floods harm roughly 82 percent of the world's population, affecting more than a third of the world's total area. (World Health

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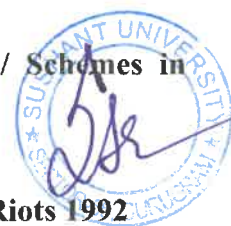


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CLIMATE RESPONSIVE DESIGN STRATEGIES

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Abstract:

This paper presents a literature review of the existing literature on climate-responsive architecture with the aim of conserving India's energy resources and aligning with the United Nations Sustainable Development Goals (SDG). This study explores the way in which thermal comfort and indoor environment can be improved in different climatic conditions. The study also aims to explore the way in which climate-responsive architecture contributes to SDGs.

In a 2018 UN report, thousands of scientists and government reviewers agreed that limiting global temperature rise to no more than 1.5°C would help us avoid the worst climate impacts and maintain a livable climate. Yet based on current national climate plans, global warming is projected to reach 2.7°C by the end of the century. India's climate commitment COP 26 states that India will increase its non-fossil capacity to 500 gigawatts by 2030. India will meet 50% of its energy needs from renewable sources. India will reduce at least one billion tonnes of total projected emissions between now and 2030. India will reduce the country's carbon intensity to less than 45%. India will achieve a net-zero emissions target by 2070.

Keywords: *Climate Responsive, Passive Cooling, Passive Strategies, SDG, Thermal comfort*

1. Introduction:

India has five different climate zones namely hot and dry, warm and humid, composite, temperate and cold (BEE Report, 2017).

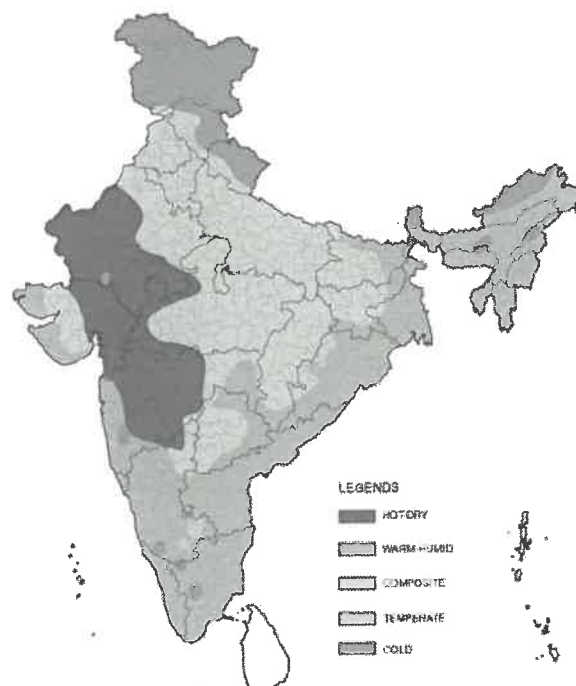


Figure 1 Climatic Zones in India (BEE Report, 2017)





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Kaapi to Cappuccino:

Discerning the evolution of coffee culture in Bengaluru

By Rahul Sharma, Bhoomika M V, Mauna Narayan, Prerana H



ABSTRACT

Coffee has been the heart and soul of residents of Bengaluru over a large period of time. Coffee being one of the most popular and loved beverage in the city, has been successful in finding a significant place in the city's culture. Bengaluru, with its strong cosmopolitan environment, has always been a favorable destination for the evolution of any new culture and coffee culture is no exception. Being the Silicon Valley of India, and accounting to 38% of India's total IT exports, [1](The Hindu business line, 2017) Bengaluru has always managed to attract young, ignited minds from across the country. This huge inflow of young population has helped the city in flourishing as the coffee capital [2] (Rajagopalan, 2017) of India. The ambience of cafes in the city has always been appealing to the people from all walks of life. This study attempts to draw a comprehension of the evolution of coffee culture in Bengaluru. In the following sections of this research paper, detailed descriptions of the emergence and evolution of coffee culture, recasting in café typologies and the influence of café typologies on various user groups will be analyzed. Also, the impact of architectural characteristics and the integration of the concept of cafes with other domains will be analyzed in detail.

Keywords: *Urban lifestyle, Coffee culture, Café culture, Café typology, Coffee*

Introduction

Bengaluru being the largest city in south India and also a city which has always welcomed new ideas, innovations and cultures with open heart and its cosmopolitan nature, has provided a strong foundation for the evolution of coffee culture in the city. Considered to be the gate way of South India, Bengaluru with its pleasant climate, has always provided a strong support for the evolution of many new ideas. Coffee being a foreign beverage in our country, has become an integral part of our daily lives. Our day will not have a smooth start without a cup of coffee and similarly, our minds will not be relieved without a cup of coffee after a stressful day. Going in this direction, the coffee shops which became an integral part of the western society in the mid-17th century, did not merely remain as coffee shops, but also became centers for political discussions, cultural exhibitions where people from all walks of life could meet and interact. This led to the evolution of coffee houses and coffee culture which paved way for integration of various other concepts and culture, as the society, people and their mindsets evolved. The role of coffee houses in the society has remained same throughout centuries. But, with changing times, as coffee shops evolved into cafes, they were very much successful in remaining popular among people of all kinds. This flexibility and ability of cafes to adopt and incorporate new ideas led to the formation and evolution of different café typologies such as book cafes, gaming cafes, pet cafes, coffee breweries, etc. In this research paper, we will make an attempt to classify, study and analyze the different types of cafes in Bengaluru city.

Aim

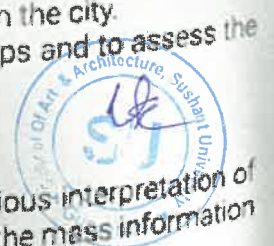
To classify and assess the fate of café typologies prevalent in Bengaluru.

Objectives

- To deduce the origin of coffee culture in Bengaluru.
- To examine the architectural characteristics of different typologies of cafes in the city.
- To investigate on the popularity of the typologies among different user groups and to assess the fate of various typology of cafes in the future of the urban context.

Scope

To formulate a chronological timeline of evolution of the coffee culture with various interpretation of the coffee houses among the city and to analyze the popularity of cafes based on the mass information tool and to conduct a feasibility analysis of existing cafes in the city for the future.



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Abstract



Usually, carbon emission during execution of construction activities and processes are not considered, such as the embodied energy (energy required in manufacture and transportation of building materials). Hence, this study focuses on conceptualizing carbon neutrality by comparative cost analysis of traditional construction material with upcoming green material in terms of their embodied energy. Here, the construction activity chosen to estimate the costs of the embodied energy is walling. Conventional burnt bricks walling systems are compared with Cellular Lightweight Concrete (CLC) walling in building projects. In addition to embodied energy value, the economical aspect of the two walling systems is also highlighted. To achieve this objective, literature pertaining to carbon emissions during construction activities is studied and advantages of using CLC as a construction material are discussed. For cost comparison of the two walling systems, data collection is done from an ongoing residential project being constructed with 1200 apartments. The results obtained reveal that energy consumption for construction activity i.e. walling with CLC as a building material reduces by almost 50% by obtaining cost savings on embodied energy required in material manufacturing and transportation thereby ensuring more sustainable construction.

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Study of Optical & Structural Properties of Graphene Oxide

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Abstract: Graphite is the most popular mineral for synthesis of different forms of graphene like graphene oxide. In present work the analysis of the optical and structural properties of samples of graphene oxide prepared by two different methods were made. The samples of graphene oxide (GO) were prepared by changing temperature, amount of component and precipitation time of sample. These samples were characterized by UV-Visible absorption and FTIR spectroscopy. The samples show different degrees of exfoliation and oxidations. Tauc's plots were used to measure optical band gap from UV-Visible data and it has been observed that the band gap varies with the stoichiometry of GO. The band gap of GO 1 & GO 2 samples were obtained as 3.39 and 3.04 respectively. FTIR data indicated the presence of various oxygen-



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Innovation In Digital Marketing Strategies For The Construction Industry

Sushobhan Dey

M. Tech., School of Engineering and Technology
Sushant University, Gurugram

Neha Gupta

Faculty, School of Engineering and Technology
Sushant University, Gurugram

Abstract: The construction industry in India has a GDP contribution of about 5% with an employment contribution of more than 2.5%. With such a huge growth and heavily invested business, the return on investment is quite low, the primary reason being the time taking process involved in construction beginning from land acquisition, planning, coordination, construction, approvals from authorities, and finally handover. With a minimum time frame of 2-3 years, the investment might not become fruitful until the sale is complete, for which developers and builders tend to offer lucrative deals. Henceforth, with the establishment of IT hubs in India, digital technology has attracted mass. Digital marketing

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Blockchain Monitoring & Management System

Surbhi Dewan

Research Scholar, Sushant University, Gurugram

Latika Singh & Neha Gupta

Faculty, School of Engineering and Technology

Sushant University, Gurugram

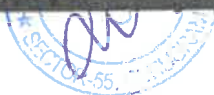
Abstract Blockchain technology depends upon a decentralized network, where the peers cooperate and develop trust in the system. The peers in the network are responsible for transaction validation and reaching an agreement for every broadcasted transaction for the successful completion of all transactions. Every committed transaction in the network cannot be reversed as the blockchain transactions are immutable in nature. However, if suppose half of the network is controlled by any kind of network attacks then it will be susceptible to data corruption, which is a key area to focus upon while developing blockchain-based applications as it would affect the adoption of blockchain technology in various domains. Therefore, monitoring and managing the nodes

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Green Synthesis Of Metal Nanoparticles From Different Plant Extracts

Sonam Baghel and Monika Khurana
Department of Applied Sciences
School of Engineering & Technology
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Abstract: The green synthesis of metal nanoparticles is a fascinating field in material science since it is less toxic, eco-friendly, biocompatible and it does not require the use of dangerous chemicals. Despite their low yield percentage, green produced metal nanoparticles are interesting prospects for future study fields such as biosensors, nanodrugs and bio-based nanoelectronics. Metal nanostructures exhibit unique features, have potentialities and extensive applications in various fields. Due to their unique properties, interest in the synthesis of metal nanoparticles is steadily increasing. In this review, the methodology to prepare nanoparticles from diverse plant extracts and its characterization techniques are discussed. Different herbal plants are listed which has been used for the synthesis of green metal nanoparticles along with their biological properties.



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E- NOSE using Artificial Neural Network system

*Bindu Thakral, Somya Tiwari, Vidushi Saini
School of Engineering and Technology
Sushant University, Gurugram*

Abstract: Neural networks have seen associate explosion of interest over the previous couple of years. the first charm of neural networks is their ability to emulate the brain's pattern-recognition skills. The sweeping success of neural networks is attributed to some key factors. The paper explicates the feature of neural network associated additionally enlightens however neural networks area unit being with success applied across an extra-ordinary vary of drawback domains, in areas as numerous as finance, medical, engineering, physics etc. Electronic nose[2,3] may be a new and promising technology that is chop-chop changing into a valuable tool for the organoleptic analysis of food parameters associated with style and smell and will replace human sensory panels in internal control



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Understanding the concepts of Probability and Statistics in Covid - 19 Outbreaks

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Darshika Khandelwal*

*School of Engineering and Technology
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Abstract: Everyone implements mathematics everywhere – irrespective of their age or profession. It can be as simple as paying the grocer and as tedious as deciding on whether or not a vaccine is successful in preventing citizens from the novel coronavirus. Mathematical tools such as probability and statistics prove to be a boon when diseases and their impact on the human body are needed to be analysed. This paper focuses on how these tools help analyse and draw conclusions on disease outbreaks, particularly Covid - 19. One can witness an in-depth analysis of the tools – their introduction, how they work and the subcategories of these tools that help in a thorough analysis of an epidemic. Through this paper, we shall be able to realise that the seemingly shallow concepts of Mathematics prove to be

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Design And Analysis of a Monolithic Dome Using Etabs

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Md. Shadab Alam

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Abstract: A dome is defined as a shell generated by the revolution of a regular curve about vertical axis. The type of dome is created by the alteration of the shape of these curves. A spherical dome is generated from the revolution of semi-circle segment whereas when a triangle is rotated about vertical axis, a conical dome is obtained. The project outlines the design and analysis of the monolithic dome having a substructure of a temple. They are subjected to uniform loading over the plates. In this study, by application of concentrated load over the nodal joint analysis and design of concrete dome structure will be done using ETABS. After assignment of loads axial forces, bending moment diagram, nodal joint loads are



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A New Dimension 3D Printer & Innovation Recycling water bottle plastic into 3D printable filament

Yash Vardhan Prasad & Tarun Gupta
4th year B.Tech(cse) Sushant University, Gurugram

Antim Dev Mishra
Asst. Professor, Sushant University, Gurugram

Abstract: During the 1960s and not until the mid-1980s when frontiersperson such as Charles Hull (originator of 3D- Systems) and Scott Crump (originator of Stratasys) designed a range of technologies now known as 3D printing. Their creation was based on additive techniques that constructed solid objects layer by layer. That developed to be known as Additive Manufacturing Technology. The contrast between conventional and Additive manufacturing is how the objects are manufactured. In the conventional the object is constructed by subtracting the material by the combination of cutting, milling, grinding, forging, welding or various machining process. During this, there occurs a



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Dr. ISHA SAINI
Dr. RICHA N. AGARWAL

Dr. Isha Saini | Dr. Richa N Agarwal



Richa

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Recent Developments in MOF-Polymer Composites

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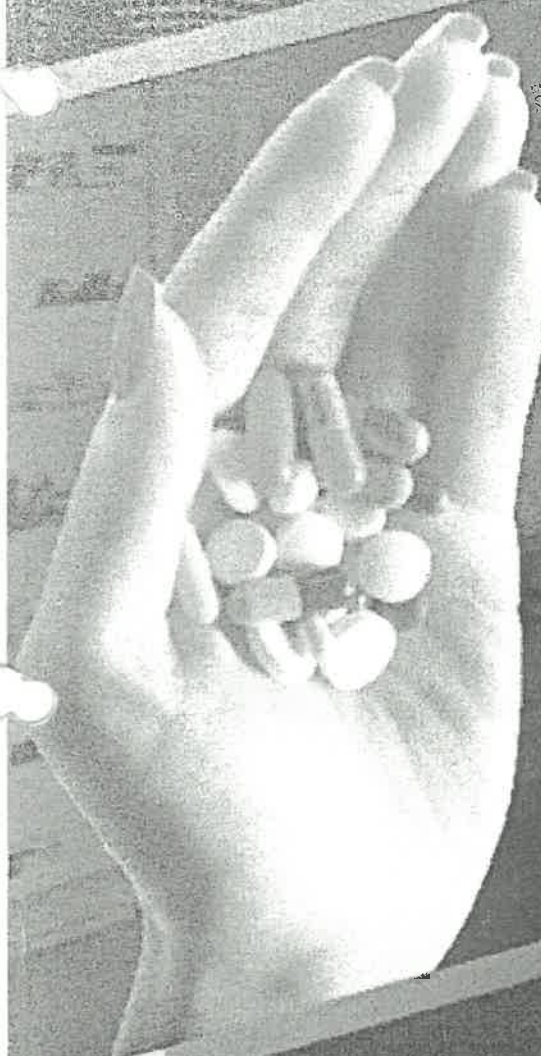
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Prospects of Behaviour and Alternative Medicines in Indian Context



Dr. Neharshi Srivastava
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Abstract

The COVID-19 pandemic is a serious health problem that has affected millions of people around the world. As the impact of the COVID-19 epidemic and related societal disruption continues to unfold, many people are dealing with changes in routines and feelings of uncertainty. As a result, there appears to be an increase in anxiety, despair, and stress symptoms. Given the well-established link between physical exercise and mental health—from preventing the onset of depression or anxious symptoms to lowering the prognosis of certain conditions, the paper propose that more emphasis be placed on physical activity as a *coping strategy* in health communications. As a result of the COVID-19 outbreak and lockdown, fear and panic have spread over the world. Children and adolescents have experienced both short-term and long-term psychosocial, physical and mental health consequences as a result of these phenomena. Many vulnerability factors, such as developmental age, educational position, pre-existing mental health conditions, being economically disadvantaged, or being isolated due to infection or fear of infection, determine the quality and severity of impact on children. This paper look at how people are dealing with increasing stress and mental health difficulties as a result of COVID-19, and finds a gap between thinking of physical activity as a way to improve social connection and stress management. Given the protective effect of physical activity in mental health, this paper deals with that health communication initiatives should focus on the mental health advantages of physical activity, especially in these uncertain times.

Keywords

COVID-19, Lockdown, Mental health, Coping Strategy and Health Communications.

Introduction

COVID-19 has had a profound impact on the lives of individuals all around the world, particularly children and adolescents. Isolation and social distance measures have been used extensively over the world to protect against COVID-19 infection. On these reasons, different governments have been implementing regional and national containment measures or lockdowns since January 2020. In this context, the closing of schools, educational institutes, and activity areas was one of the most important actions done during the lockdown. These inescapable situations which are out of the ordinary, causes stress, anxiety, and a sense of powerlessness



ABOUT AUTHORS




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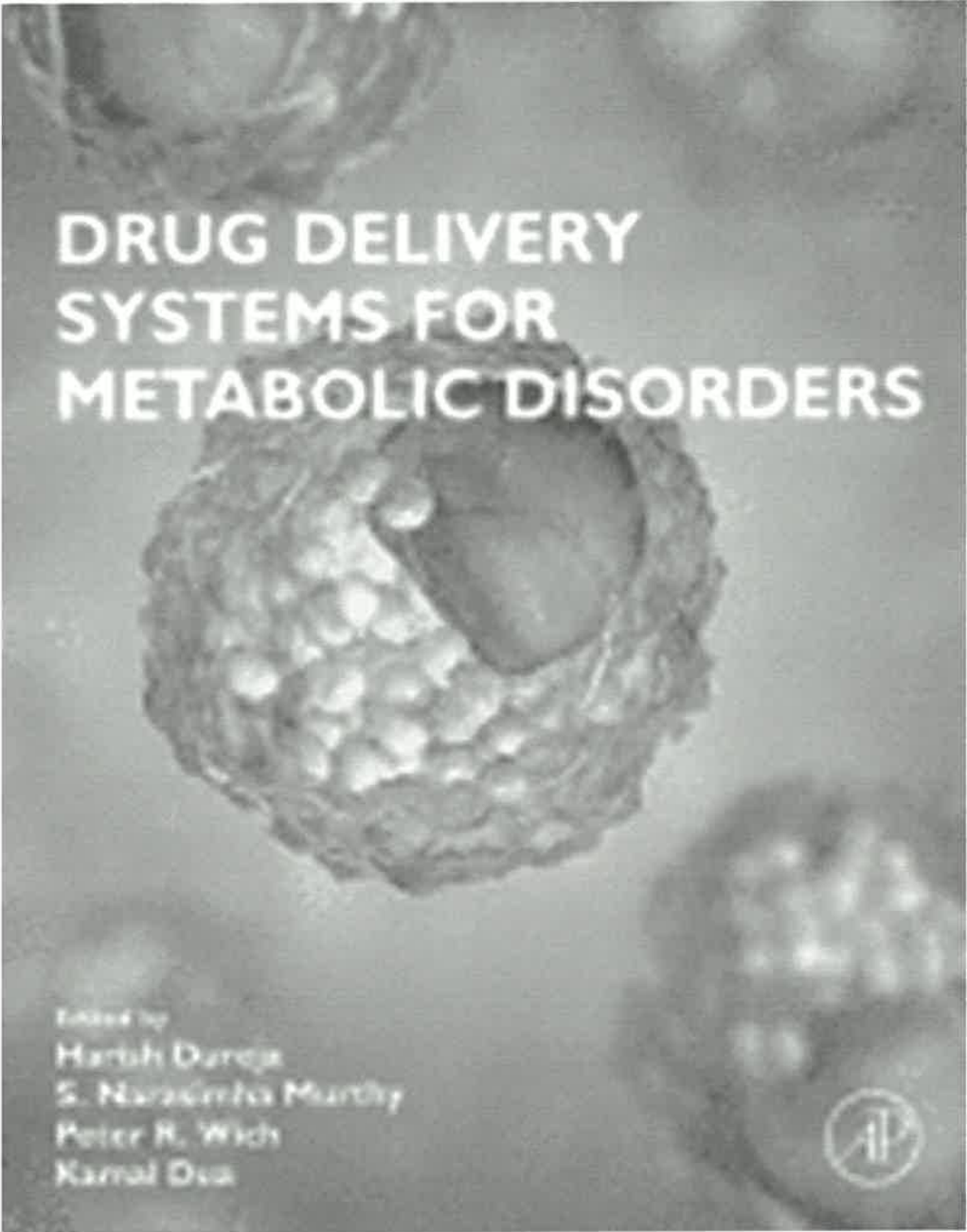


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Drug Delivery Systems for Metabolic Disorders

2022, Pages 425-432

Chapter 28 - Applications of phytopharmaceuticals in targeting metabolic disorders

Sushma Chaturvedi¹, Chhavi Singla², Vishal Vats³, Anju Dhiman³¹ Department of Pharmacology, SGT College of Pharmacy, Gurugram, Haryana, India² Department of Pharmacy, Sushant University erstwhile Ansal University, Gurugram, Haryana, India³ Department of Pharmaceutical Sciences, Maharshi Dayanand University, Rohtak, Haryana, India

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Abstract

The potential of phytopharmaceuticals for their medicinal value has always been exploited for the treatment or prevention of global health problems with rising prevalence. Numerous studies have related the risk of cardiovascular disease, type 2 diabetes mellitus, renal disease, and cognitive deficits with metabolic disorders. Research on phytopharmaceuticals suggests oxidative stress, Nrf2 pathways, epigenetic, and change in mRNA expression as the common pathophysiology of the above mentioned disorders. However, in this fast-paced world, there is a big challenge in the treatment of metabolic disorders due to high cost, insufficient accessibility, severe adverse effects of synthetic drugs, and lack of safety. Bioactive compounds found in foods can modulate metabolic processes; the risk factors associated with these pathologies and can be useful as alternative treatments for metabolic deregulation. Their regular intake in sufficient amounts also aids in the restoration of normal intestinal flora and their possibility as therapeutic and preventive agents against disorders associated with abnormal metabolic pathways and immune responses. This chapter focuses on the human health benefits of bioactive dietary components, with the aim of preventing the development or halting the progression of metabolic disorders.



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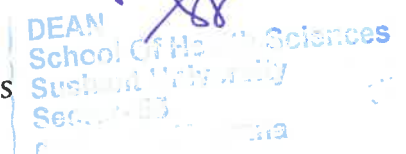
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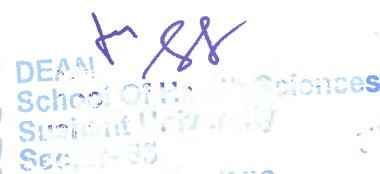
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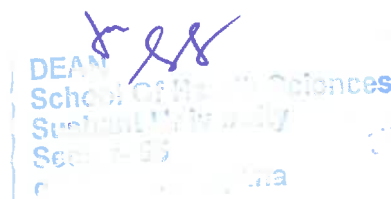
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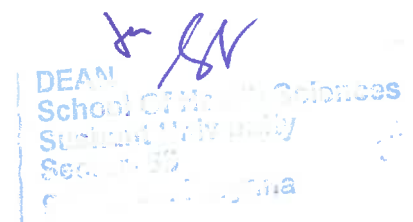
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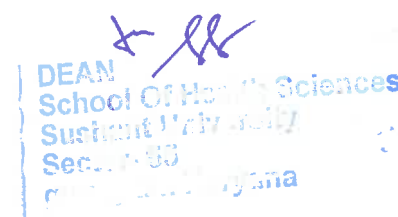
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Description

Drug Delivery Systems for Metabolic Disorders presents the most recent developments on the targeted delivery of drugs to deal with metabolic disorders in a safe, compliant and continuous way. The book covers recent developments in advanced drug delivery systems in various metabolic disorders, including disturbances in protein, lipid, carbohydrate and hormone metabolism and

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Key Features

- Offers comprehensive coverage of drug delivery to treat metabolic diseases
- Provides insights into how advanced drug delivery systems can be effectively used for the management of various types of metabolic disorders

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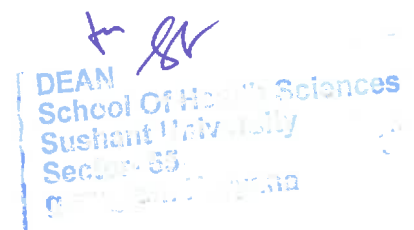
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Dr. Kumardatt A Ganjre

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IMPACT OF COVID -19 ON
ECONOMY AND COMMERCE

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Research Scholar Sushant University
Prof Kanika Sochdeva ,
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Pankaj Sharma ,
Sr Vice President and HR Head Anand Group



Abstract

COVID -19 pandemic has been an event which has impacted almost the entire world. There have been in the history of mankind many such instances of epidemics or communicable diseases that has impacted large number of population like Spanish flu, black death, Asian flu, influenza pandemic etc but most of them been restricted to one or two continents/ restricted regions. By far, in terms of global impact, COVID-19 has been the worst because it has affected everyone on earth. While availability of better medical facilities/ timely vaccines the spread has been controlled or may have not led to as many deaths as in earlier pandemics but the fear or danger of pandemic is far from over. This pandemic has not only impacted our lives socially but has far reaching impact on global economy and trade and commerce. This article will analyse factors, quantum of impact and some of the remedies and actions that has led to recovery of economy over last 18-24 months.

By far WHO since its founding in 1948, has only declared three pandemics – which means when a disease spread across more than two continents. COVID-19, which began in Dec 2019 in China spread across the globe thanks to global mobility and was declared a pandemic in March 2020. Due to globalization and interconnected economies through trade and complex supply chain networks spread across the globe, the impact has been very widespread and hence been detrimental to the global economy..

Keywords : COVID-19, Indian Economy, Pandemic, impact



SOB-19

ADVANCES IN SUSTAINABLE MANAGEMENT

Dr. Richa N. Agarwal
Dr. Isha Saini



ADVANCES IN SUSTAINABLE MANAGEMENT

Dr. RICHA N. AGARWAL
Dr. ISHA SAINI



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Financial Literacy, Retirement planning and well-being of Indian investors

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*Associate Professor, School of Business
Sushant University, Gurugram*

Meenakshi Dhingra

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Abstract

Financial literacy is of significant concern for economic health and its expansion can guide the way for economy to become more competitive and stable. Financial literacy can impact financial behaviour in retirement such as planning, saving and investing, and affect an individual's well-being as well. However, financial literacy has been demonstrated to be poor on a worldwide scale, indicating the necessity for financial



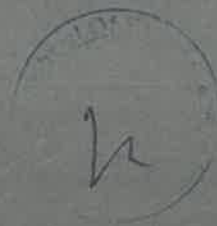
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A Study of Hybrid workplace & its impact on workplace happiness with reference to IT Companies in Delhi NCR

Bavleen Kaur

Research Scholar, Sushant University.

Richa N. Agarwal

Associate Professor, Sushant University.

Abstract

The Hybrid Workplace has grown its importance in every Sector during the time period of a pandemic. Covid-19 has brought many changes in the working norms of organizations. The entire world has never dreamed about work from the home strategy which was introduced during the time period of a pandemic. A Hybrid model mixes the work from-home & work from the office strategy. Employees have the ability to choose when they want to come to the office & when they want to work from home. Corporations are giving their best to provide an excellent working environment to their employees which revitalizes efficiency of employees, enhances the

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Transformational HR practices and Small Scale Business Management Practices

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Abstract:

India is poised to become \$5 trillion economy and the hotbed of SME and Unicorn in the world . Already India boasts of 100 unicorns and one of the highest numbers of SME in the world who will drive this agenda. India has also ranked higher in Ease of doing business. So overall the ecosystem for hyper growth is work in progress . However, in the new normal it is well established that the greatest asset for business is people. Organizations may have plant and machinery, ideas, finance, technology but human capital makes the difference. Whereas large



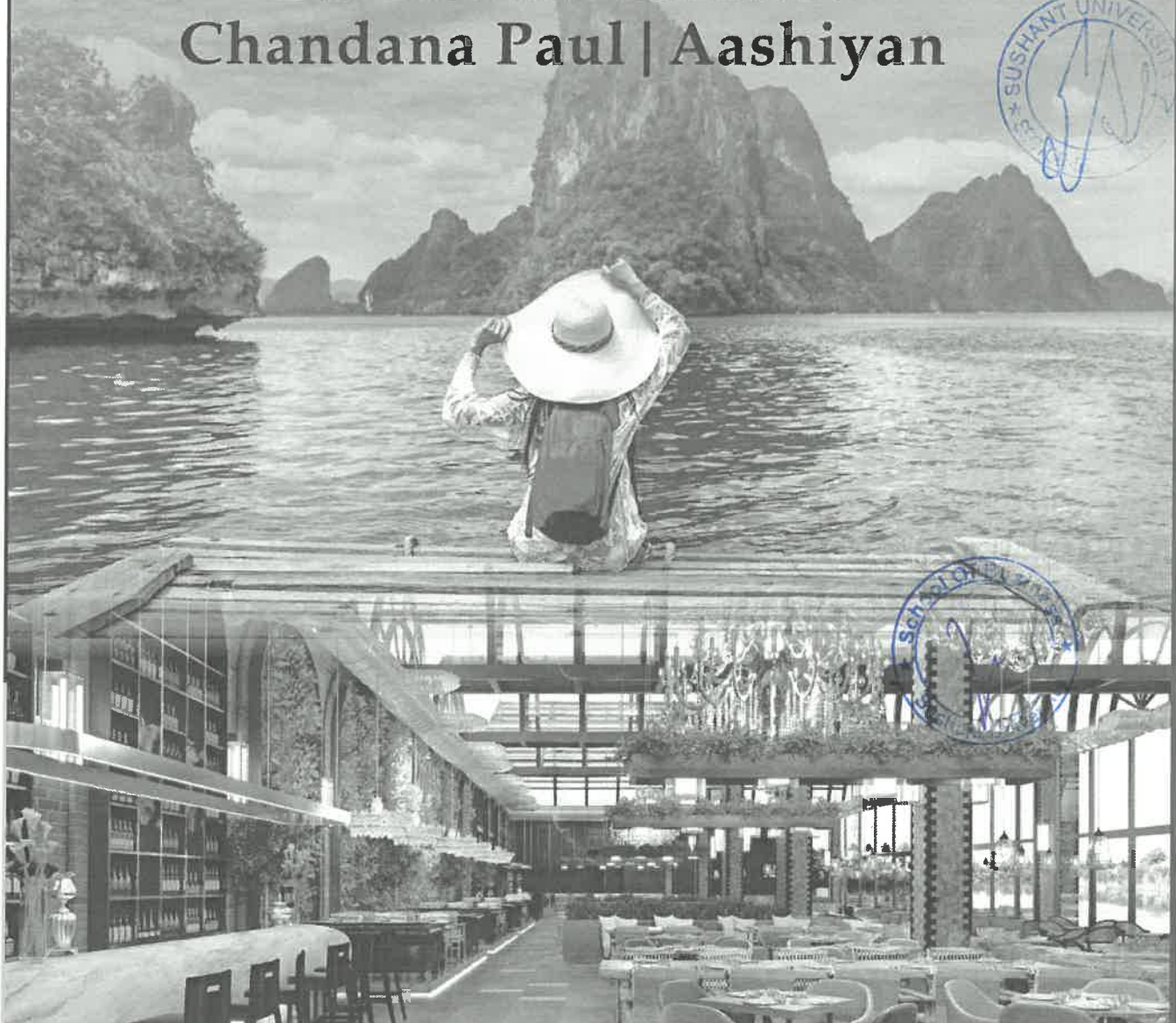
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RE- ENVISIONING Hospitality & Tourism Sector Challenges & Opportunities

Editors:

**Dr. Saurav Chhabra
Chandana Paul | Aashiyan**



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Latest Trends and Issues in Sustainable Tourism Development

9

Chakshu Mehta* & Dr. Naveen Nandal*

*Assistant Professor, Sushant University, Gurgaon, Haryana

Abstract

Every element of our life, including the way we consume, has been altered by social media. Businesses have been significantly affected by these changes, primarily because they have made it possible for new marketing techniques. All of them are clearly a part of tourism, which is among the most dynamic economic sectors in the world. Many aspects of tourism are significantly influenced by social media, particularly in information-seeking and decision-making patterns, tourism promotion, and emphasizing the best methods for interacting with customers. Social media has been one of the excellent strategies used to promote tourism products. This study summarizes our current understanding of social media use in the tourism industry and tries to support thorough research on the usage of social media by the tourism industry from all angles as part of customer, management and marketing strategies. Further the highlights latest trends in sustainable tourism development and various issues related to it.

Introduction

The business will experience great success if social media and tourism marketing are combined. The paper covers the latest trends of social media in sustainable tourism development including application challenges.

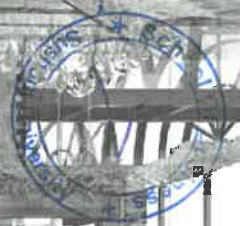
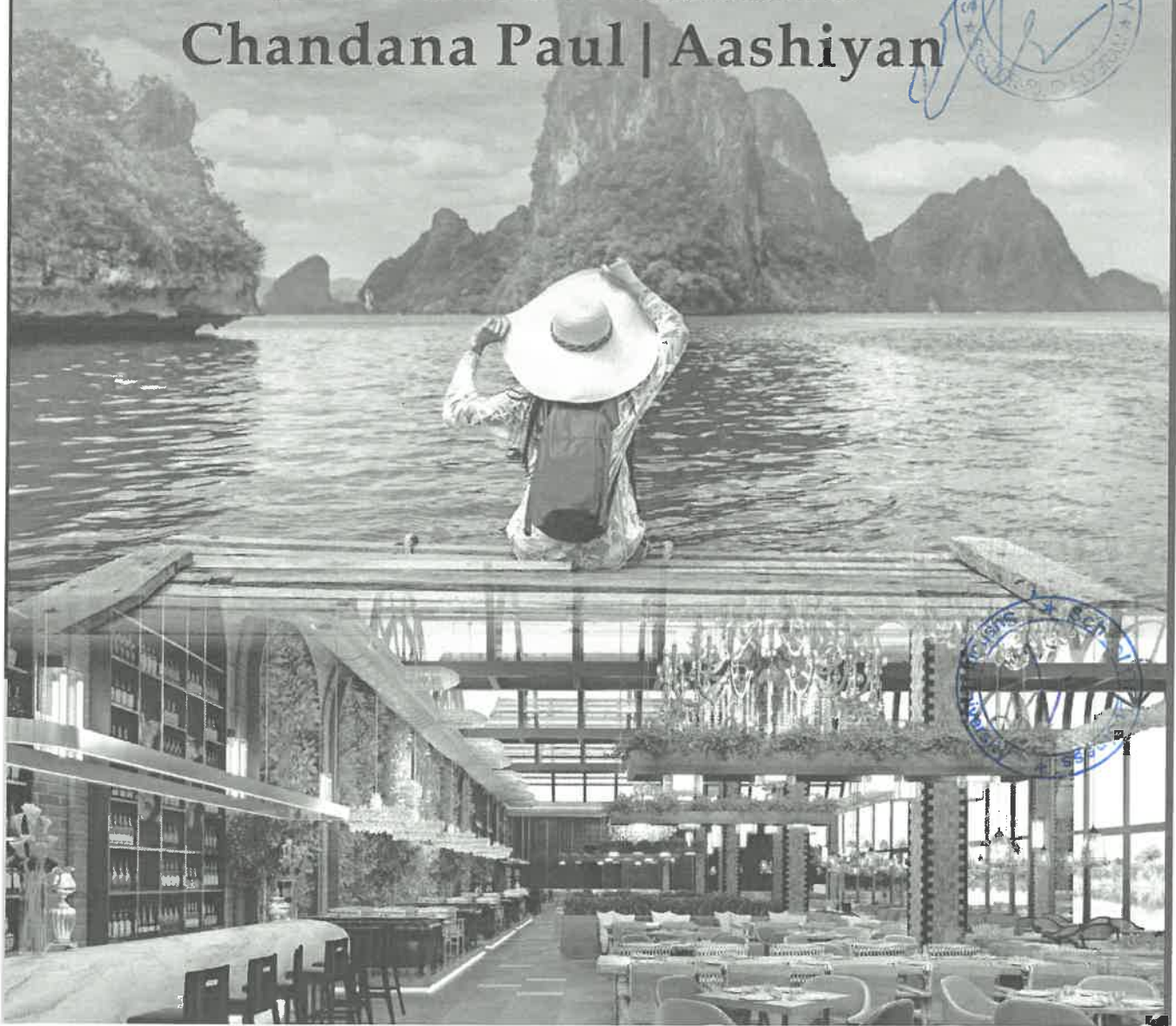
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RE- ENVISIONING Hospitality & Tourism Sector Challenges & Opportunities

Editors:

Dr. Saurav Chhabra
Chandana Paul | Aashiyan



Re-Envisioning Hospitality & Tourism Sector Challenges & Opportunities

Edited by

**Dr. Saurav Chhabra
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Sustainable HR Practices in Hospitality Sector in India

13

Aanchal Dangwal* & Dr. Pooja Nanda**

**Assistant Professor, School of Business, Sushant University, Haryana*

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Abstract

The COVID-19 outbreak presented unprecedented challenges before the Hospitality business. It raised serious questions on the survival of the sector. It disrupted the management of human capital within organizations and forced HR teams to think beyond conventional practices to address a host of emerging workforce related issues. This study analyses peer reviewed articles pertaining to impact of pandemic on Hospitality workforce in India & the practices adopted to deal with workforce issues. The study is beneficial to decision/policy makers and leaders to gain perspective on how to manage workforce effectively in times of crisis.

Introduction

The hospitality sector is a broad umbrella industry that includes a variety of commercial sectors, including: food and beverage; air and land travel; entertainment (such as cinema, theatre, and sports); tourism and medical tourism; and hotel industry.

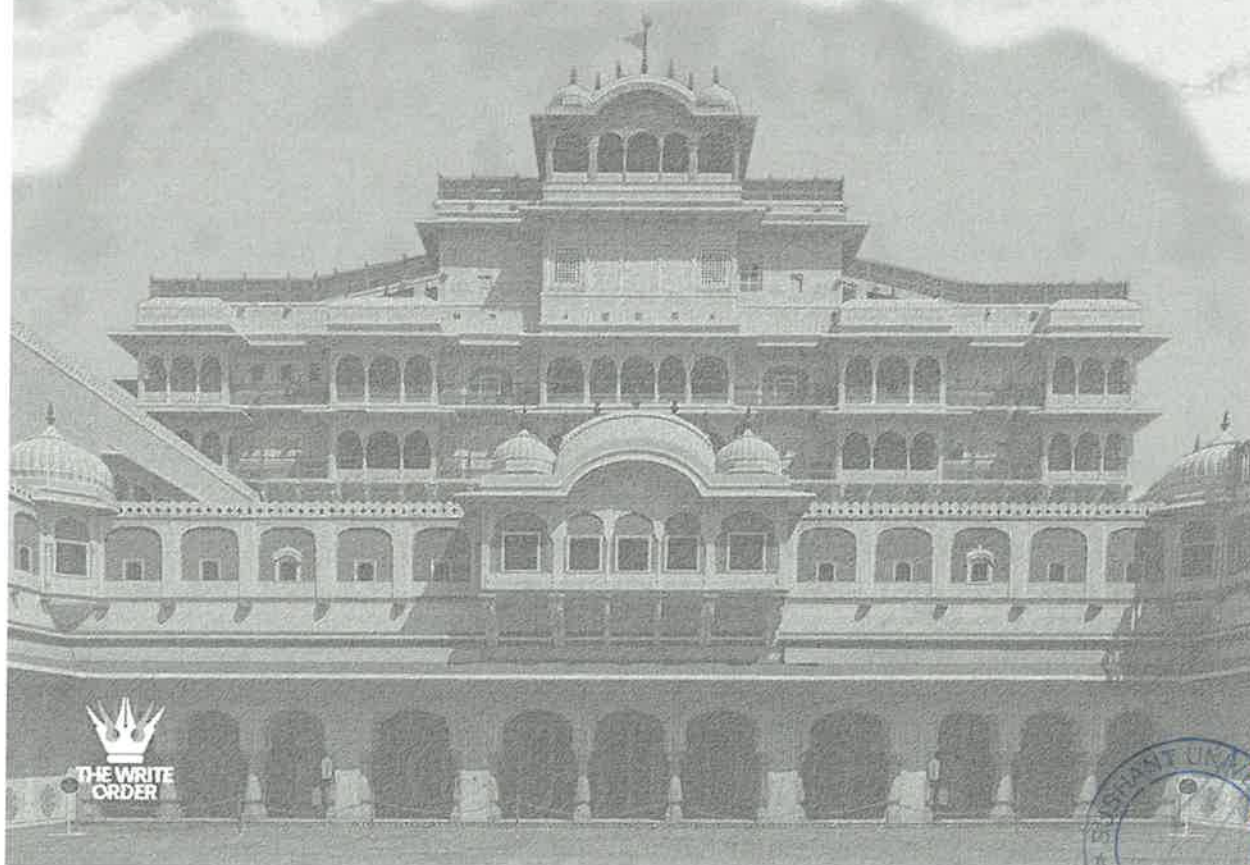
Due to the diversity of industries, it engages with the hospitality sector frequently ranks among the top revenue generators for nations. It typically focuses on the extra

SOD-2

HARMINDER SINGH

36 KARKHANA OF JAIPUR
AND ITS
INDIGENOUS CRAFTS

VOLUME 1



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After the Independence of India in 1949, Jaipur State merged with the Democratic Republic of India, which led to a change in the social system where the command of power was moved from monarchy to the hands of the electorate government and administration skills remained with bureaucracy. This shift in command of power resulted gradual decline of the 36 KARKHANAS of Jaipur state who were enjoying the patron by the imperial management before the Independence of India.



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SOL-7

**WHITE COLLAR CRIMES
IN INDIA –
A CONCORDANCE**

Edited by
Dr. SULA KSHANA BANERJEE MUKHERJEE



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About the Book

White Collar Crime is a significant issue for everyone; it is not a victimless crime. It has an intense impact on the victims directly, but for all consumers and taxpayers in the form of higher premiums, payments, fees, taxes, etc. The above stated facts this Book is composed as in the market very rare books are available about white collar crime at a glance. This book can successfully claim to be a detailed method and it has covered all facets of White Collar Crime in India. The book is written by erudite Professors. Dean of different streams to articulate the White Collar Crime in divergent professions. In today's era when White Collar Crime is a global phenomenon, this book can help the Researchers to extract information easily and to gain a comprehensive knowledge. Moreover, this book will be very helpful in both Text and Reference form and it is a reading among readers that "Make crime pay".

About the Editor

Dr. Sushant Mukherjee presently working as an Assistant Professor of Law, Sushant University (erstwhile Ansal University), Gurugram, Haryana. Although her academic career she is well known for her research and publications. She is a versatile genius and has proven her skills in various fields of academics. She started her legal career under the auspices of the late Justice K. M. Sen, a renowned Government Pleader in the District and Sessions Court, Burdwan (West Bengal) and also under the guidance of eminent criminal Advocate Mr. Golak Bihari Ghosh. She has been working as a Lecturer as she got selected in the panel. She has received a Gold Medal from K.R. Mangalam University Gurugram, Haryana. She has received a Gold Medal, Renupada Chowdhury Memorial Gold Medal, Gopa Adhikary Memorial Gold Medal and Saroj Ranjan Majumdar Prize for achieving 1st class 1st position in her B.A. LL.B. She has also achieved University of Burdwan Gold medal for securing 1st position in her LL.M. The then Hon'ble Ex-Governor of West Bengal Mr. Gopal Krishna Gandhi awarded her with gold medals. She has done her Ph.D under the valuable guidance of Prof. (Dr.) S. K. Chakrabarti, Director, GNLU. She has presented numerous papers in various national and international Conferences and Seminars. Also, she has published research papers, articles in journals and chapters in different books. One of her research paper was published in the journal of Indian Journal of Criminology and she has published a Book on "Criminology Penology and Victimology" with World Cat. Besides, she has Chaired and Co-Chaired in different International and National Seminars and Conferences with distinguished legal personalities. Under her supervision and guidance research papers in different Journals of repute. She has been working as a Mentor and also Supervisor for different Research Scholars of different States. She has received "Women Empowerment Award", 2019 from Delhi State Legal Services Authority in recognition of her contribution in the field of Law. For her commendable task in the field of Education, she has received Certificate of Recognition from the Ministry of Education, Government of India. In 2019 she has received Certificate of Recognition for Outstanding Performance in a Conference named "Protection of Child in Digital Age" held at New Delhi. Recently, she has received Young Leader "Best Woman Award" from the PNG Forum on 24th July, 2022.



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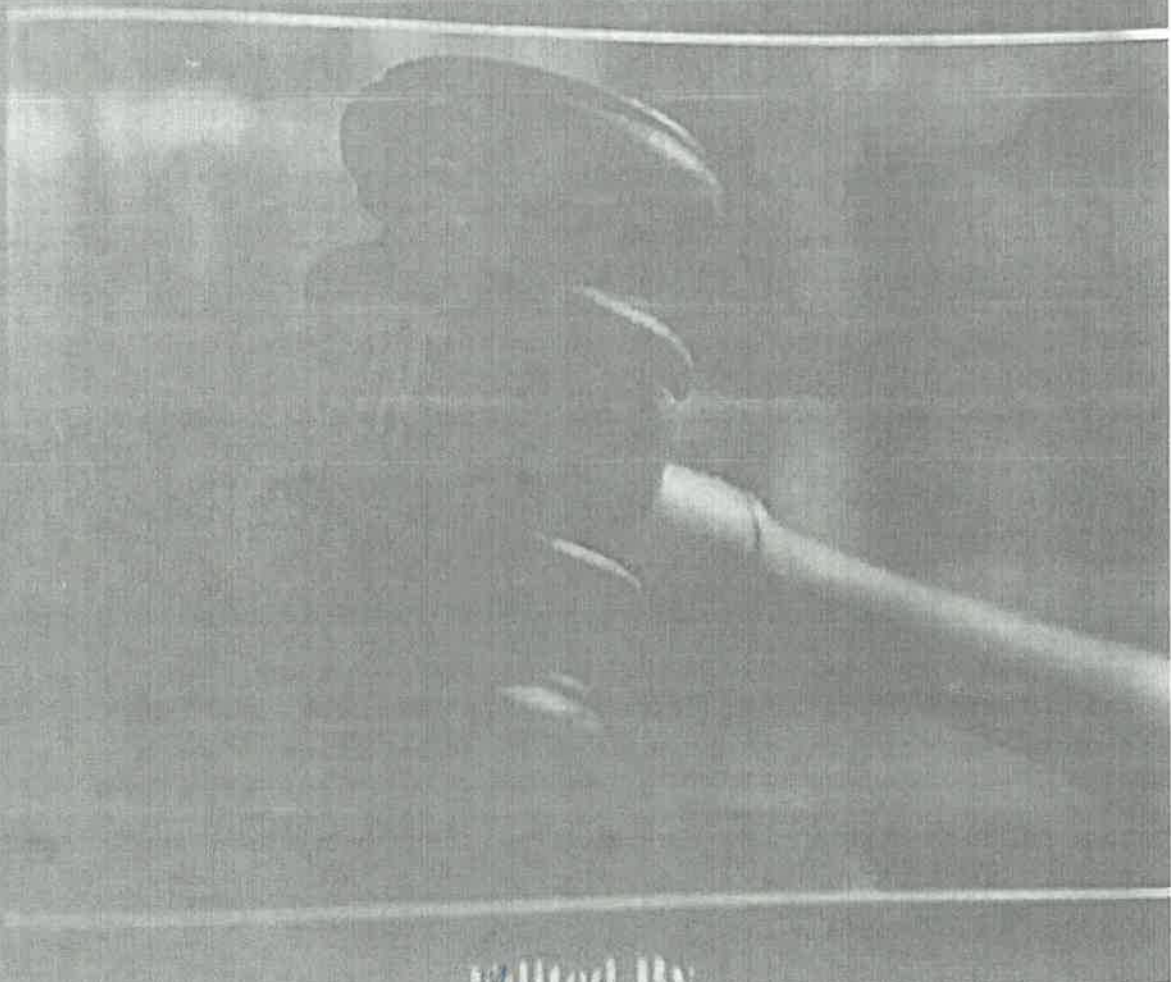
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CRIMINAL JUSTICE ADMINISTRATION IN INDIA *Issues and Perspectives*

Dr. Anand Prasad Ray



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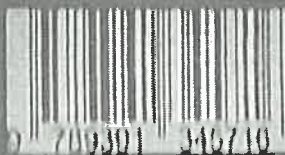
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REDUCING RECIDIVISM AND CONTRIBUTING TOWARDS PRISON REFORMS IN INDIA

Dr. Sulakshana Banerjee Mukherjee

There is a common proverb that there is nothing so painful and agonising than being punished and surviving in prison. The concept of "prison" implies confinement in four walls and to stay restrained as long as the punishment continues. Prisons are extraordinary places. It is a place where criminals are sent for punishment to make them realise that they have committed wrong and are harmful for the society. And when they are not meant to stay with civilized people rather they deserve to stay separated from normal and standard life. But unfortunately, while scrutinising the sides of Indian Judiciary it has been noticed that an innocent has also been and spent whole life in prison without any fault or involvement in crime. To make people aware nowadays, different web series and movies are also outlined to reveal the true facts to society of prison system in India. It has been observed from recent research that the condition of Prisons and the life of prisoners in India are going impaired day by day and it is one of the burning issue which needs immediate attention to impose the concept of "Reformation" in true sense.

Prisons in India are the foremost domains headed by the government of respective state under The Prisons Act, 1894.² Indian prisons depict the exact image of a cramped and disdained housing area where human beings are confined. As a consequence, their physical and physiological health are scalded. In India, the idea to reform prison surged because of the harshest situation faced by the prisoners during the time of detention. There is an instant need to modify the rules followed in jails to safeguard the correction and appropriate administration. The classification made

¹ LLB (Gold Medalist), LL.M (Gold Medalist), Ph.D. Assistant Professor, Sushant University, Gurugram

² The Prisons Act, 1894.



Fourth World Congress on Disaster Management



Volume III

Mumbai | India



Edited by
Dr S. Ananda Babu
President and Convener
DMICS-WCDM



This is the third in the series of three-volume compendium of 48 papers, presented at the Fourth World Congress on Disaster Management held in Mumbai in 2019. Authored by researchers, policy makers and practitioners, the papers cover a wide range of themes arranged around technology, infrastructure and resilience of urban systems.

Dr S. Ananda Babu is a PhD from Osmania University (OU), India. He is a societal awareness specialist and scholar, an author and editor of numerous books including *Disaster Risk Reduction, Community Resilience and Responses*. In addition, Dr S. Ananda Babu is the Founder President of the Disaster Management, Initiatives and Convergence Society (DMICS) and the Convener of the World Congress on Disaster Management (WCDM) established in 2005. In the aftermath of the Indian Ocean Tsunami, to enhance understanding and awareness among people about the risk of various types, dimensions of disasters and the measures to be taken for reducing the risks, for better preparedness, response and recovery, the DMICS and the WCDM takes on the task of creating awareness through multi-disciplinary research, publications and multi-stake holder's consultations.



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Technology, Infrastructure and Resilience of Urban Systems

Papers Presented at the Fourth World Congress on Disaster
Management, Mumbai, January 29–February 1, 2019

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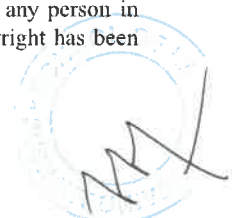
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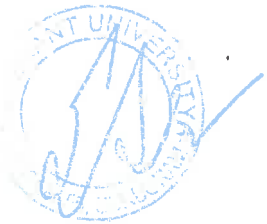
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An Analysis of Night Shelters (Rain Basera) in the Context of Sustainable Development Goal 13 (Target 13.1)

Priya Akash Sondhi^a, Akash Sondhi^b and Astha Mehta^c

ABSTRACT: The waxing and waning numbers of homeless show a considerable increase with a proportionate necessity for more night shelters. It necessitates design thinking of the issue to be able to approach it in a scientific manner so that the rights enshrined in the Indian Constitution for the homeless, monitored keenly by the Hon'ble Supreme Court, reach the grassroot level as envisaged by the portals of justice of our country. It requires design thinking and empirical study about general awareness and administration of night shelters to be able to achieve the Sustainable Development Goal 13 (Target 13.1) which emphasises on strengthening resilience and adaptive capacity to climate-related disasters. The night shelters or Rain Baseras need to be considered as an important aspect of this agenda. This paper is based on the formulative study of the topic wherein Convenience Non-Probability Sampling was done by the authors for design thinking.

KEYWORDS: night shelter, Rain Basera, design thinking, homeless, shelterless

Introduction

Climate change is today's reality. Shifting weather patterns and extreme weather events have become a common phenomenon. The rain patterns and cold wave patterns have been disturbed resulting into increased vulnerability for the economically marginalised sections of society. The homeless who already have unfavourable and higher rates of many adverse health conditions are exposed even more to these shifting and extreme patterns and take far longer time to regain their strength after every extreme weather event. Thus, the existing inequalities will further deepen due to climate change.

The impact of this uncertainty and disturbance in weather patterns is far higher in India due to the high population density, low resilience and adaptive capabilities of marginalised sections. This is further intensified due to low access to resources. It affects the

aged, sick, disabled, women and children depending upon the levels of vulnerability faced by them.

Night shelters or Rain Basera provide a pivotal dimension of resilience and adaptive capacity for the vulnerable sections of the society against cold wave and other vagaries of the weather. To make Rain Basera accessible, a mobile app has also been launched.

It is important to note that the international community has shared certain visions to address climate action under Sustainable Development Goal 13. These goals were set by the United Nations General Assembly in 2015 at the Paris Agreement; Indian Government has shown an earnest commitment to realise them.

In view of the above-mentioned propositions, the authors have done a study on the awareness, sufficiency and efficacy of the initiative, which is the call of the day. It brings out the challenges faced by actors

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SUSTAINABLE GASTRONOMY

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Prof. (Dr.) Vikas Singh

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Sushant University
Sector-55, Gurugram



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SUSTAINABLE GASTRONOMY

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Research Topic: Food Sustainability - Challenges and Solutions

Dr. Saurav Chhabra* & Yazuvendra Singh**

It is a proven fact that food preferences and choices are hard to change and food is not confined to basic purpose of a means to survive. It is more of a status and experience now. The definition of quality food is different across consumers and depends on aspects like income, knowledge and background.

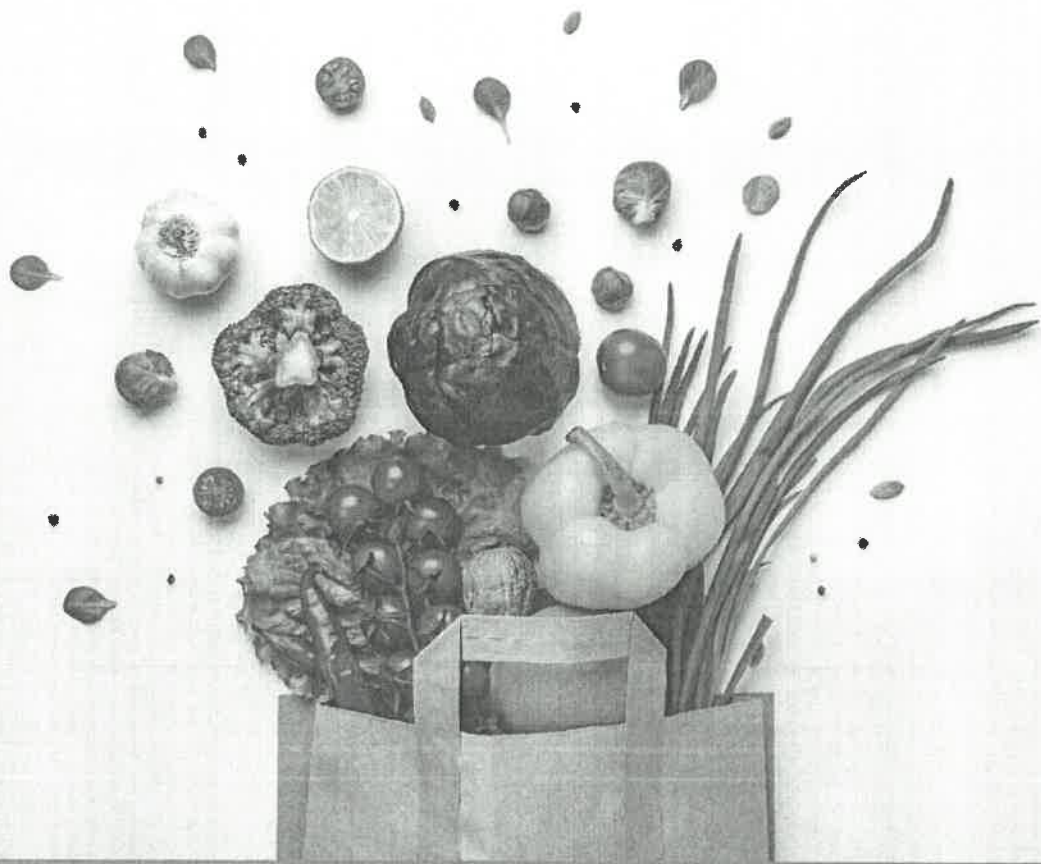
Market players in food and beverage industry has brought in a shift in the dietary norms however there are other contextual influences that play their role.

What is strange is that nearly 90 percent of the world population understand and express their concern towards ways to protect environment & resources, how to practice sustainability and many others but they do not hold themselves accountable to bring in a shift or a positive change.

The awareness about sustainable gastronomy is without a doubt there but the sales figures concerning to consumers buying sustainable products reflects that not even 10%. Of the population buys sustainable products.

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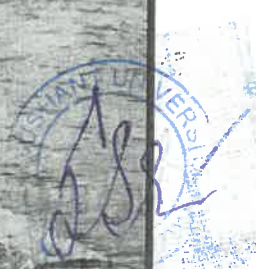
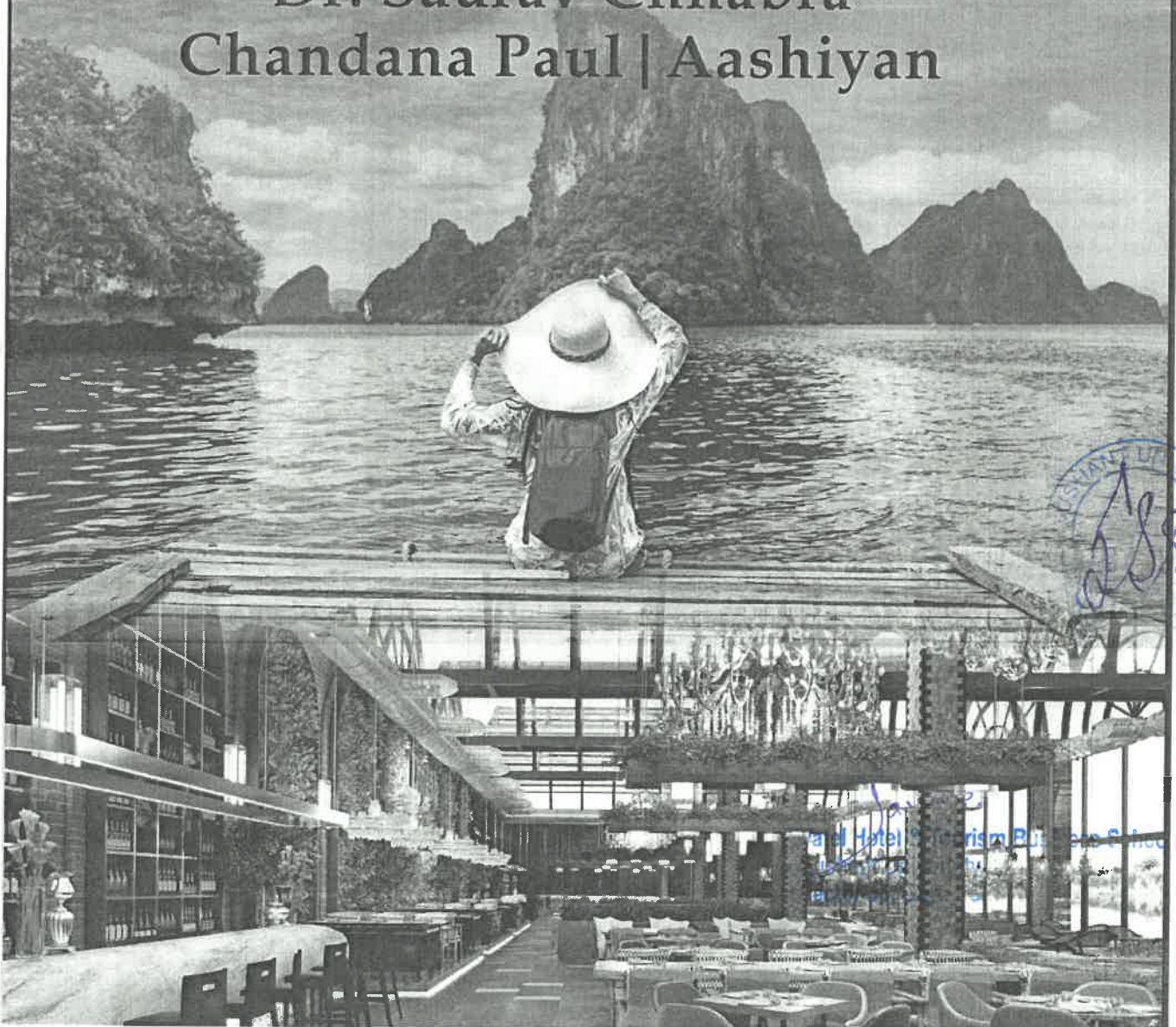
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RE- ENVISIONING Hospitality & Tourism Sector Challenges & Opportunities

Editors:

**Dr. Saurav Chhabra
Chandana Paul | Aashiyan**



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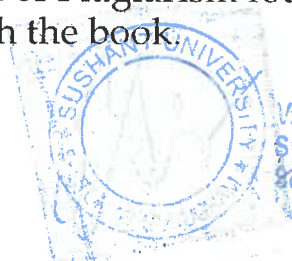
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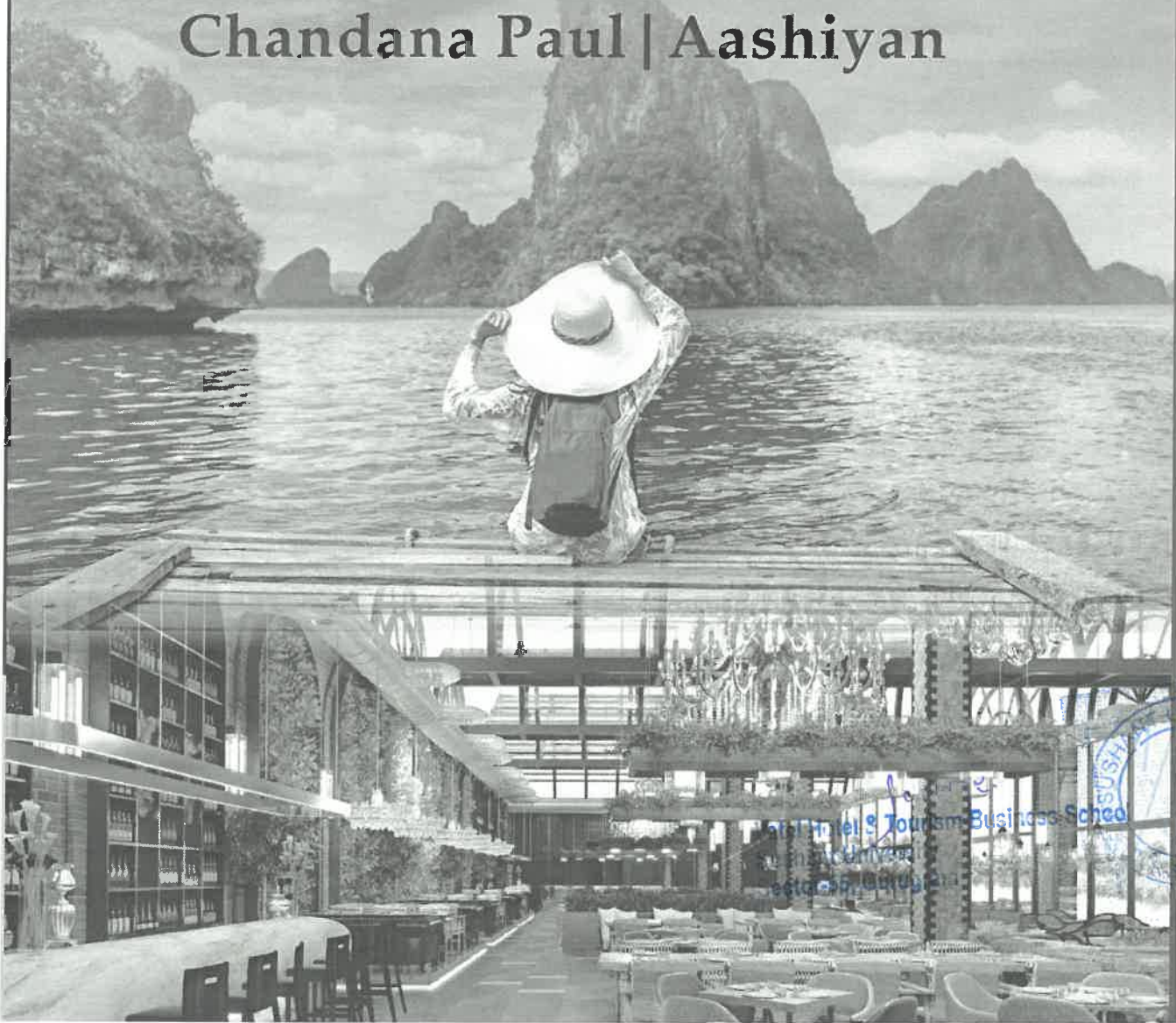
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Transformation of Odisha Tourism: Reality or Hyperbole

1

Anshu Rawal* & Chandana Paul**

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Abstract

Tourism is travel that is done for pleasure, work, or both. Tourists are persons who "travel to and remain in places outside their typical environment for a time not less than 24 hours and not more than one consecutive year for leisure, business, and other objectives," according to the World Tourism Organization. Infrastructure and services required by tourism are required. It combines a number of activities and has the ability to encourage the creation of jobs in industries like hotels, transportation, shopping, dining, entertainment, and guiding, among others. Through backward and forward linkages, the tourist and hospitality sector are what connects many other employment-generating sectors. The tourist industry has expanded and become more diverse over the past few decades, becoming one of the fastest expanding industries.

Currently, the business volume of tourism is on par with or even exceeds that of oil exports, food exports, and automobile exports. The amount of money the tourism industry brings in and how much it contributes to the livelihood and employment of local communities determines how much tourism contributes to economic prosperity.

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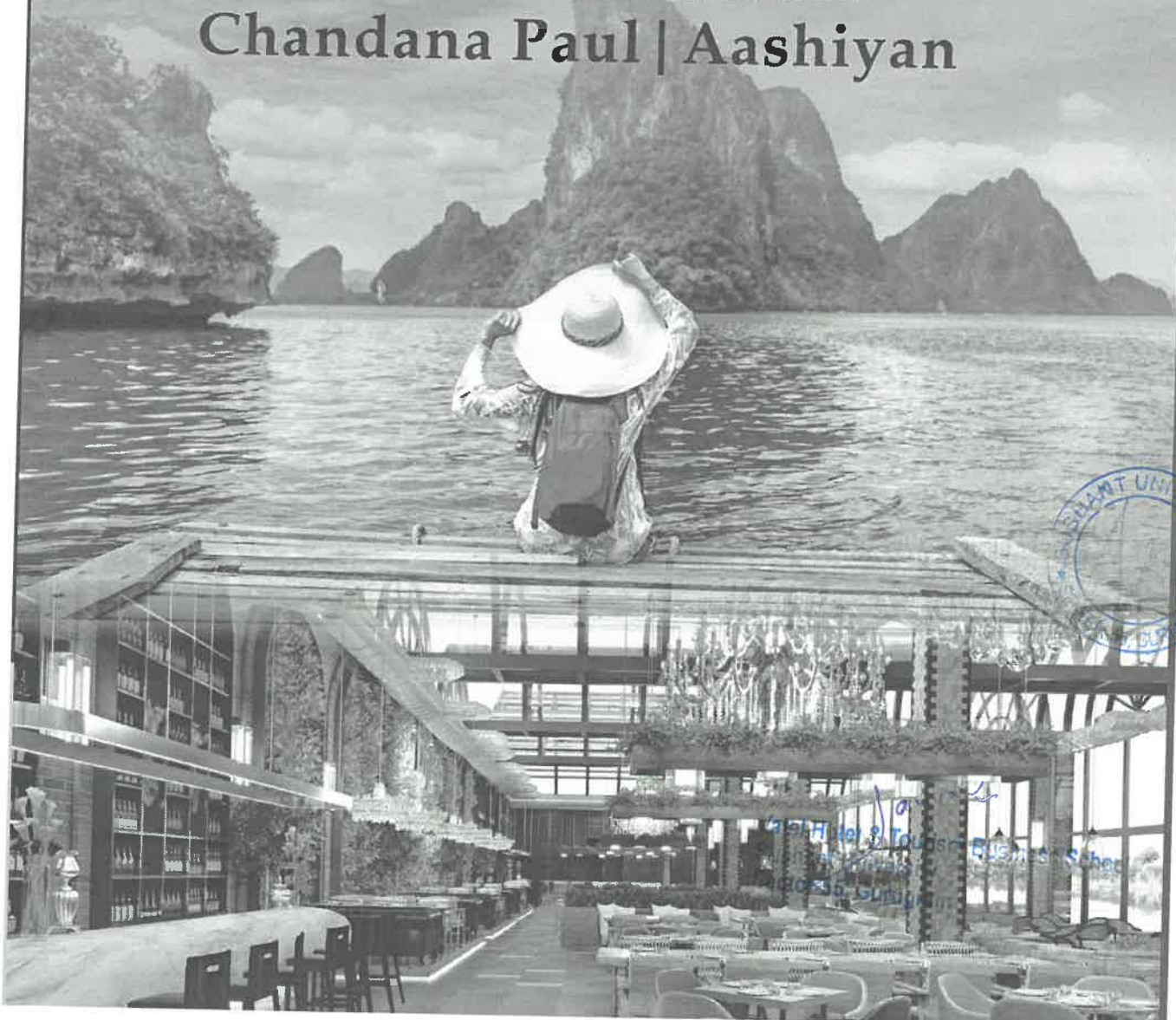


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BUSINESS SCHOOL

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Impact of Covid-19 in Transforming Catering Operations

7

Saif Anjum* & Aashiyan*

*Vatel Hotel & Tourism Business School,
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Abstract

The aim of the study pointed to get it how convictions and states of mind with respect to COVID-19 are related with self-perceived changes in consumption of food amid lockdown. The food and beverage businesses have been significantly influenced, from production, to modifications in consumers' choices and the chef's opinions on that working as an in the kitchen department within the food and beverage sector about what changes might have occurred in their occupation and food and beverage sector during the out brake. With the developing ubiquity of online food conveyance services, this investigates inspected indicators influencing customer purposeful to utilize online food service administrations in the midst of the Coronavirus infection (COVID-19) widespread as the hygiene and cleanliness of lodgings has ended up the central point within the recuperation plan amid COVID-19. This think about examines the impacts of past calamities on the global hospitality industry, and how the industry reacted to them. Since past pandemics and scourges recognized hygiene and cleanliness as a critical figure, after taking care of all necessary protocol and guidelines related to Covid-19 hospitality Industry is coming up with innovative business models to bridge the gap of past one and a half year.

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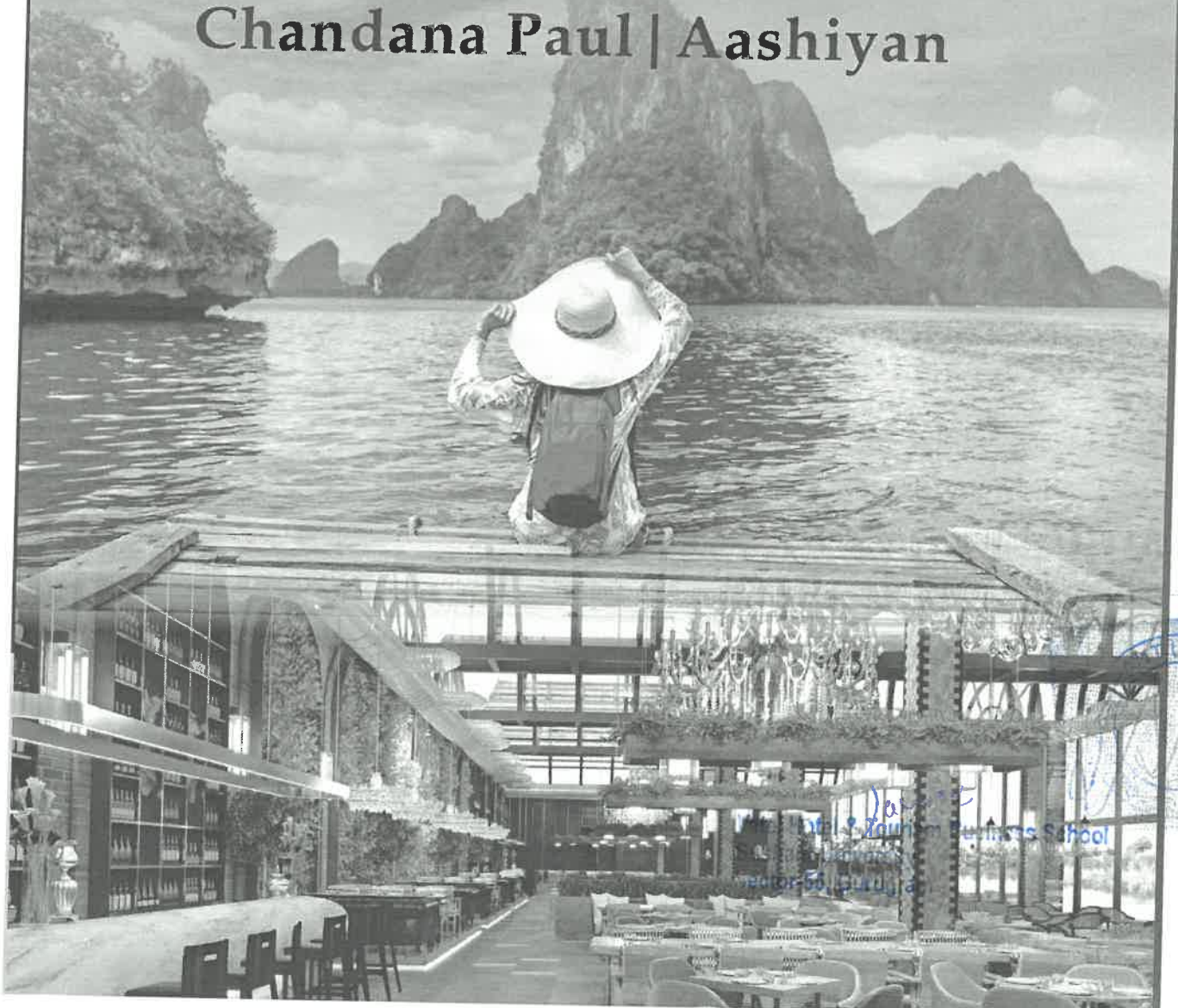


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A Study on Impact of Long Working Hours and Break Shifts on Emotional Wellbeing of Hotel Employees

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Management, Meerut, U.P.

Abstract

Depression, Anxiety, work related stress, fatigue, mental health and overall wellbeing, these terminologies or rather health concerns came into limelight during the COVID 19 era. The importance of Work life balance had been documented and much talked about by eminent researchers in the past. This paper is a meta-analysis and focusses on the impact of unusual shift hours (which is an ubiquitous phenomenon in many multinational companies) on the emotional status of the person and the aftereffects of the same. The research is an initiative to achieve work life balance through analyzing the current status and proposing solutions (in the form of recommendations) in order to attain a healthy and mindful life. This research is secondary in nature and analyses the researches that have been done on the past in the similar field and orient itself to the Hospitality Professionals. One of the clear symptoms which is an after effect of long working hours specially in the hospitality sector is lack of sleep, increased alcohol intake, increased energy drinks (which helps you to stay awake and energized for long hours), falling ill frequently and overall increased mortality rate and many other negative impacts on overall health status. The same can be manifested through acts and symptoms reflected in hospitality Personnel.

Keywords: Depression, Ubiquitous, Wellbeing, Mindful, Anxiety

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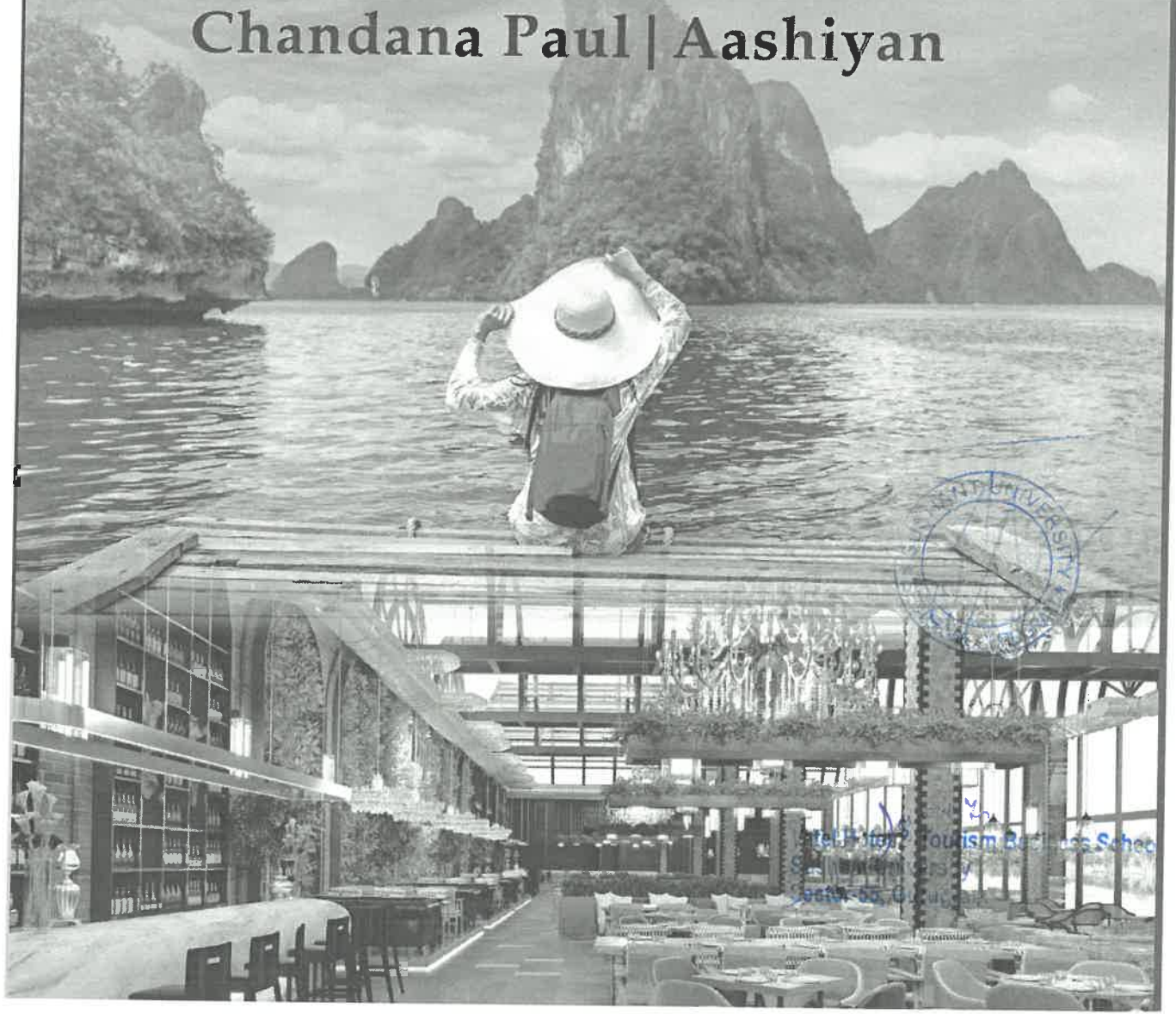


HOTEL & TOURISM
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RE- ENVISIONING Hospitality & Tourism Sector Challenges & Opportunities

Editors:

**Dr. Saurav Chhabra
Chandana Paul | Aashiyan**



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2024-25

Re-Envisioning Hospitality & Tourism Sector Challenges & Opportunities

Edited by

**Dr. Saurav Chhabra
Chandana Paul | Aashiyan**



Saurav
Vatel Hotel & Tourism Business School
Sushant University
Sector-55, Gurugram



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Talent Enhancement Techniques for Effective Education and Training of Hospitality and Tourism Professionals

10

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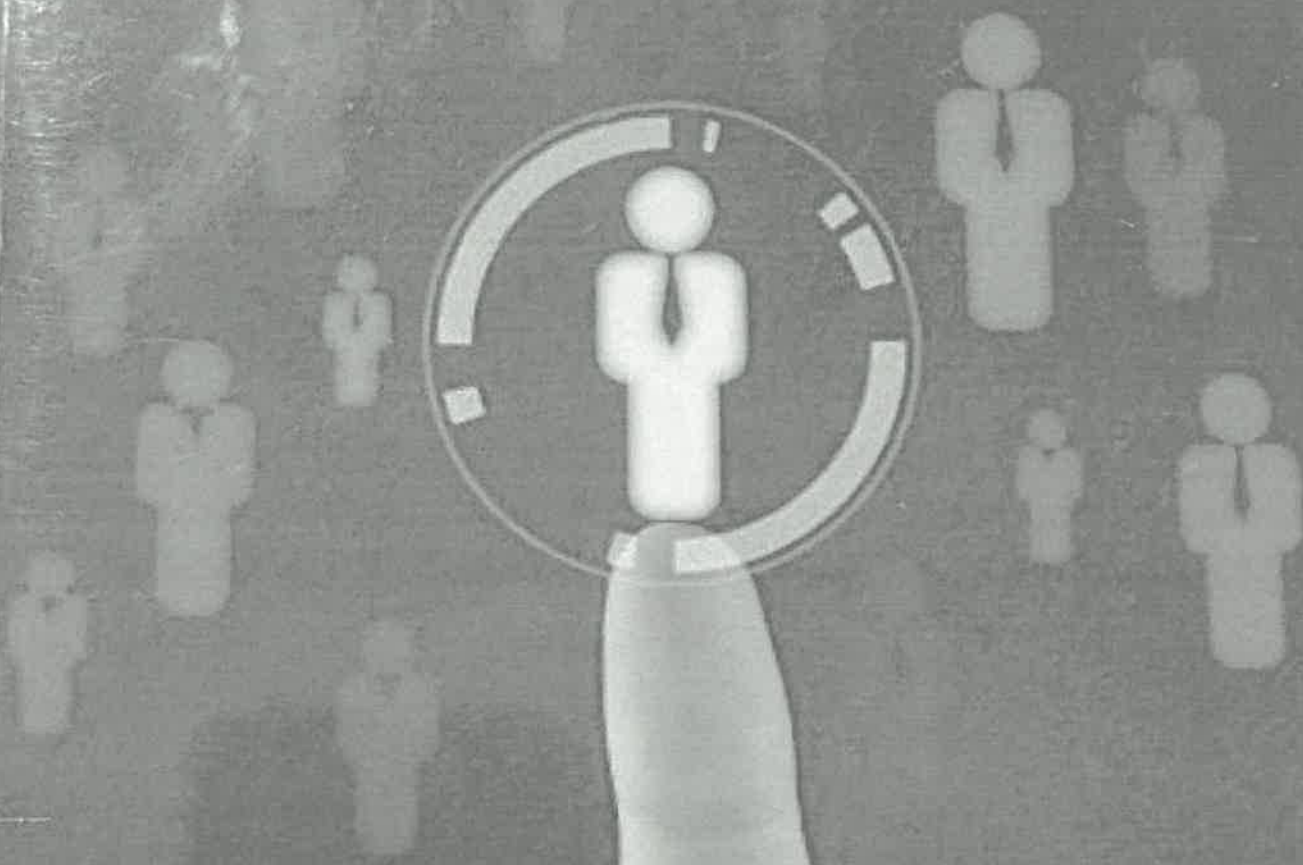
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Abstract

With the ever increasing growth rate of our country, the hospitality sector is also growing at a fast rate. This industry earlier used to depend on skilled manpower for its smooth operations but with increasing technological advancement in hospitality and tourism sector, there has been an immediate requirement of talented staff. This has given birth to the need for Talent Management Techniques which can ensure that the staff can perform with their best effort and in return the management will also invest their time and resources for the enhancement of their talent. This paper also discusses about how an individual can be selected among the pool of staff and his/her process through the talent funnel after which he can emerge as a better class of hospitality professional.

Keywords: Skilled manpower, Talent management techniques, Talent funnel, Hospitality professional

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Dr. Viveka Nand Sharma
Mr. Nirmal Vasanth
Dr. Saurav Chhabra



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This book would not have been possible without the help of several individuals who in one way or another contributed and extended their valuable assistance in its successful completion.

First and foremost, my utmost appreciation to my co-authors, Mr. Normal Vasanth, and Dr. Saurav Chhabra who vigorously contributed to this book with their professional guidance and support. I would like to express my special thanks to my dear wife, kids, and beloved parents who are always ready to support me. Last but not the least, the one above all of us, the omnipresent Almighty, for always answering my prayers and giving me strength and wisdom.

This book is dedicated to every teacher who loves to teach and wants the students to learn and grow with their teachings. To my wonderful readers, whom I hope will enjoy reading this book and using the book as much as I and co-authors enjoyed writing it.

Thanks again to all who helped me. *Mahadev Blesses us forever!*

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Dr. Saurav Chhabra



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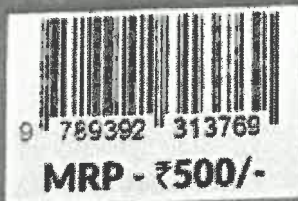
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A Complete Guide

CARPETS

Chandana Paul
Anshu Rawal
Saurav Chhabra



Vatel Hotel & Tourism Business School
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Chandana Paul, Anshu Rawal and Saurav Chhabra

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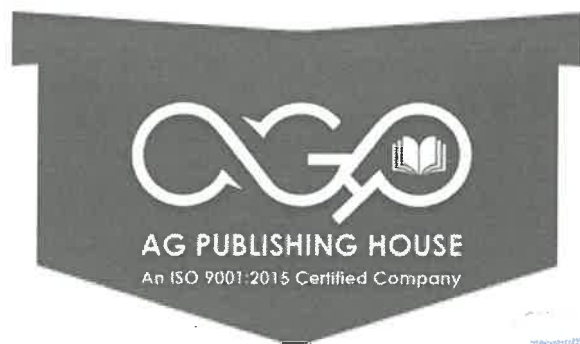
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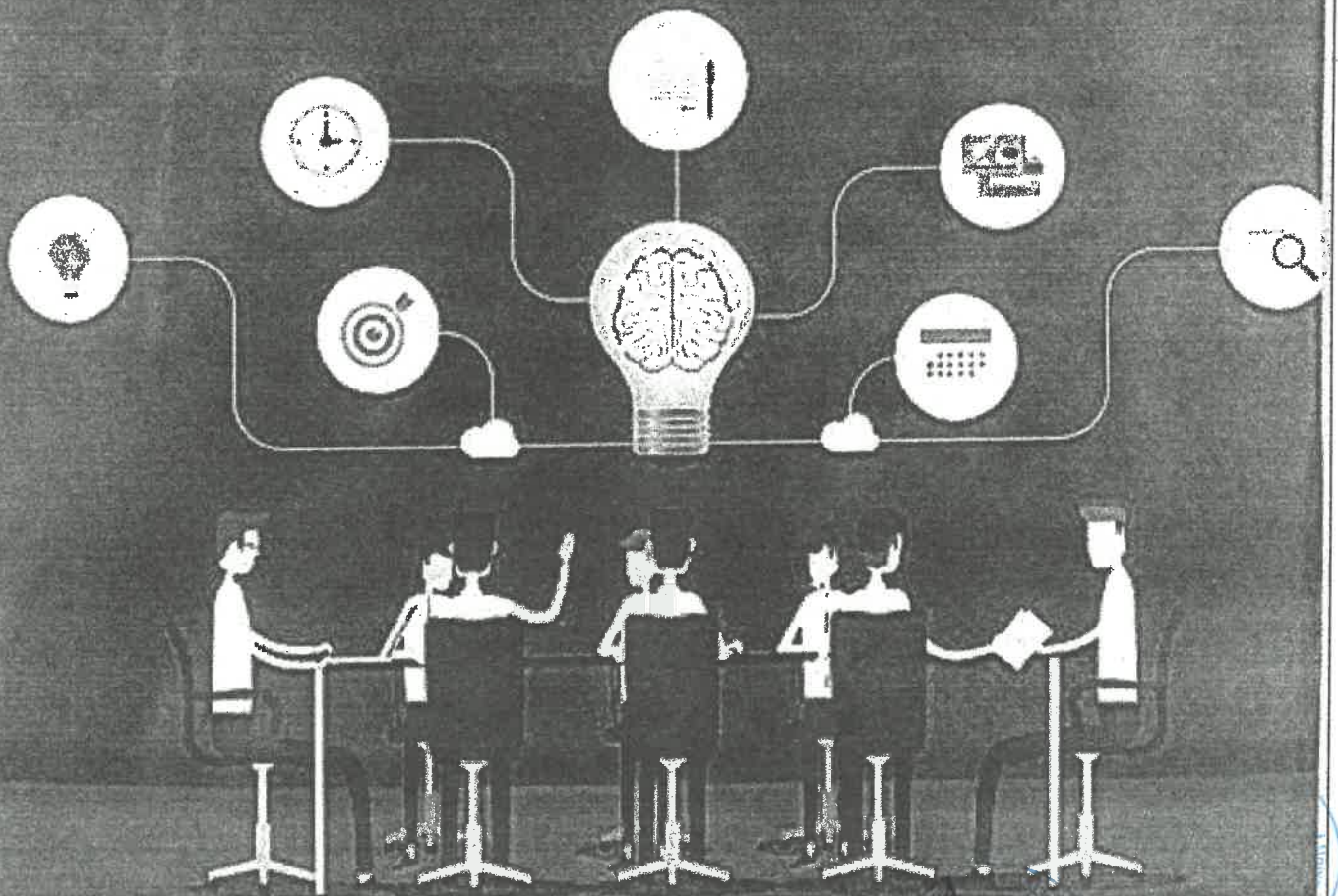
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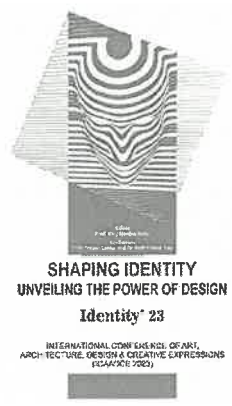
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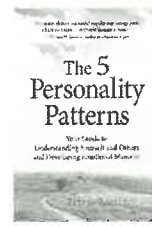
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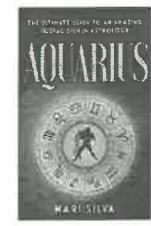
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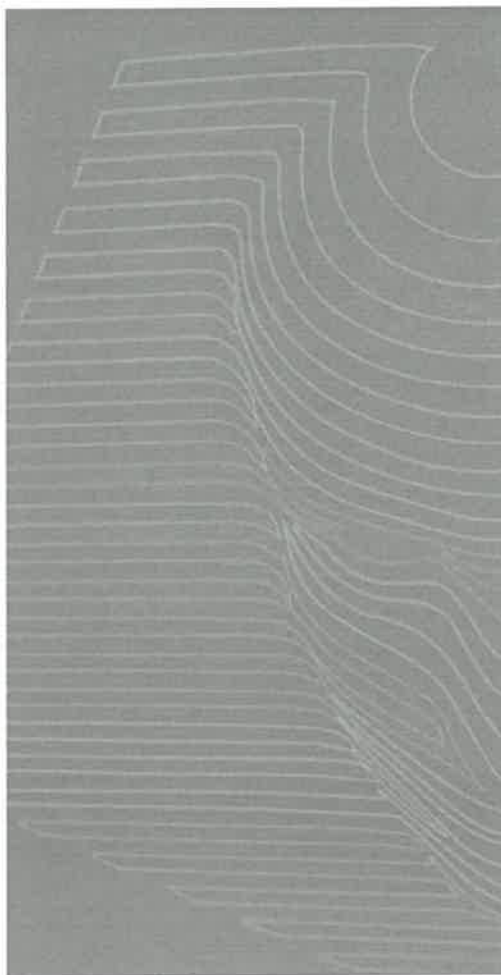


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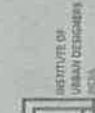
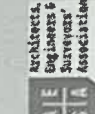
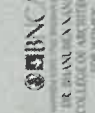
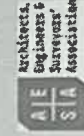
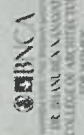
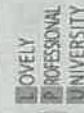
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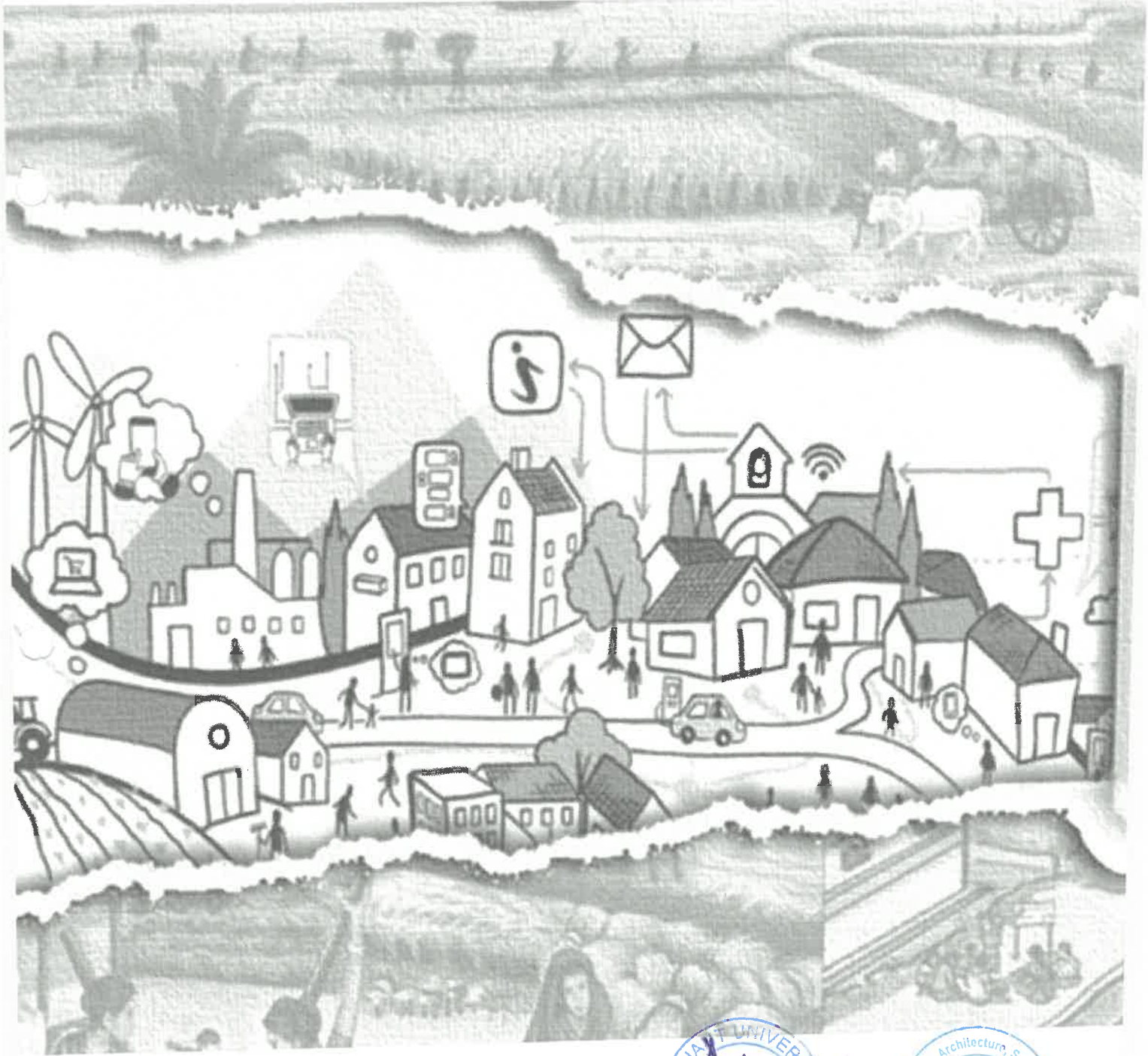
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AVITESH VAISHNAVI NAYAK



Villages are a habitat for a large part of our Indian population and without the development of villages, India can not be developed. For a long time, our Architecture fraternity, planners and policymakers have focused on urban locations. Now its high time that Indian villages are transformed and modernized as envisaged by our late president Abdul Kalam ji under PUDA. This book 'Adarsh Gram- Reimagining Rural India' is a very welcome and timely taken step by members of our Architecture community. The book is a meaningful effort by the author to comprehend the ideas, thoughts, and approaches for the holistic development of villages. I would like to congratulate Avitesh Vaishnavi Nayak for her contribution and her vision in this direction and especially her thought-provoking proposal for self-reliant villages in terms of energy through renewable sources and sustainable development measure. I wish her luck for the excellent effort of bringing out this book and all future endeavours for sustainable development of our Nation.

AR. VIJAY GARG,
Chairman SEAC Delhi, Former President COA, India

Many Indians make their homes in rural areas, so improving their living conditions is essential to the country's progress. Our architectural community has always prioritised metropolitan areas, but now is the time to focus on India's rural communities. Member of our Architecture community have made a great and necessary first step with the publication of 'Adarsh Gram: Reimagining Rural India. The book represents the author's earnest attempt to understand the concepts, theories, and methods for the comprehensive improvement of rural areas. Avitesh deserves praise for her work in this area, particularly her innovative plan to make rural communities energy independent through renewable means.

AR. SUDHIR B. PILLAI
Hon. Treasurer - National IIA Team, India

This book, ADARSH GRAM written and edited by Avitesh Vaishnavi Nayak will prove to be the Bible in so far as the redevelopment of village/rural areas is concerned. The book has covered every aspect of the redevelopment of our rural areas. The majority of our population is in the villages, and if we have to develop, as a nation, at a faster pace, then the inclusion of the majority is a must and towards this, the book will help. I hope that this book is included in the syllabi and subject guidelines of universities. I would like to commend Avitesh and her team of youthful professionals for their diligent work in compiling this book.

COL. K.S. KADIAN,
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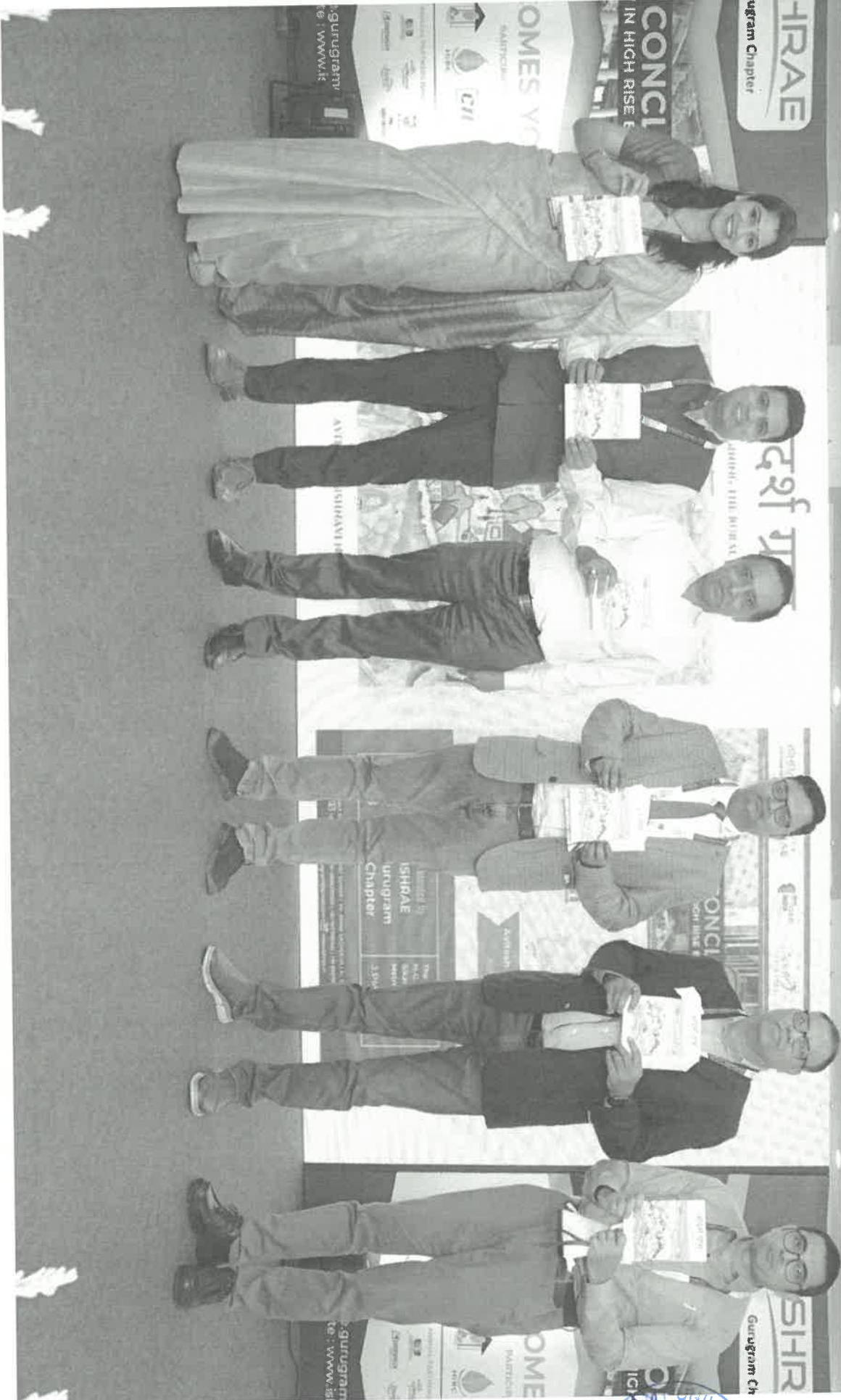
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Prediction of Heart Disease Using Various Data Analysis and Machine Learning Techniques

Anjali Singh, Deepanshi Vij, Alpana Jijja & Sherry Verma

Conference paper | First Online: 07 June 2023

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With the ever-evolving computing technologies, the machines are learning more and more from the data they work with. A wide range of machine algorithms and data analysis techniques are implemented in real-world applications, one of them being the medical industry. Heart attack has become a global public health concern, and it is the most vital reason for mortality in the world. To avoid further increase in the fatality rate owing to cardiac attacks, it is necessary to predict the attack at an earlier stage. So far, various different approaches and techniques for predicting heart stroke have been proposed. Despite this, millions of people still die every year around the world. The main aim of this research is to determine the best technique for predicting cardiac attacks with greater accuracy. To predict cardiac stroke with the highest accuracy, the proposed research paper has implemented both machine learning and a data analysis methodology. This study uses a variety of machine learning models, including the support vector machine (SVMs), decision tree algorithm (DT), K-nearest neighbour (KNN) method and logistic regression (LR). The proposed model has compared these algorithms on the basis of accuracy and determined the optimal model for predicting heart stroke with the highest accuracy and thus to visualize data on various parameters. The results show that SVM performs better with accuracy of 89.95%.

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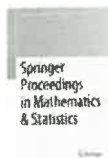
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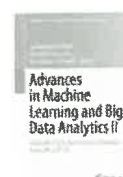
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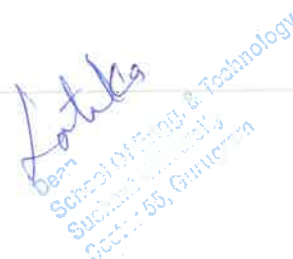
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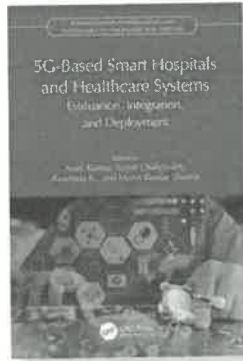


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Description

With the increase in the development of the advanced cellular communication system, it is assumed that several sectors, such as the health industry, education, transport industry, business model, and so on, will rapidly grow. However, the requirements of the above-mentioned sectors are different and difficult to fulfill. Hence, 5G will be integral to several networks and will also need a unique management system for its successful rollout around the globe.

5G-Based Smart Hospitals and Healthcare Systems: Evaluation, Integration, and Deployment provides an overview of the role of advanced technologies in transforming the healthcare industry. It emphasizes the technical requirements of smart hospitals and the technologies associated with them along with explaining how



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technologies such as IoT, machine learning, and AI can be integrated with smart hospitals and 5G networks. The book evaluates several concerns such as privacy of data, infrastructure costs, and regular upgradability of technologies. Since the storage of information is a major concern with the implantation of 5G-based hospitals, this book will specifically address those issues along with examining the potential pitfalls of 5G-based hospitals and the factors that cause their failures.

This book specifically targets professionals, academicians, engineers, researchers, management firms, technical institutes, R&D establishments, and individuals researching in the fields of 5G, healthcare, medical sensors, IoT, big data, and related fields. The main objectives of this book are to accumulate state-of-the-art IoT, 5G, AI, and machine learning-based approaches for resolving healthcare problems.

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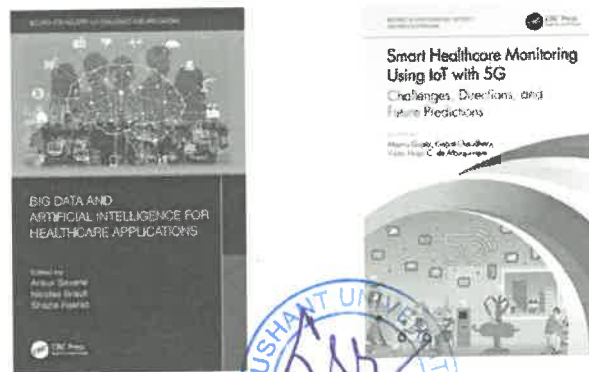
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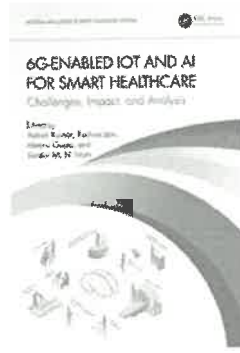
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Chapter

An Intelligent IoT-Based Smart Healthcare Monitoring System Using Machine Learning

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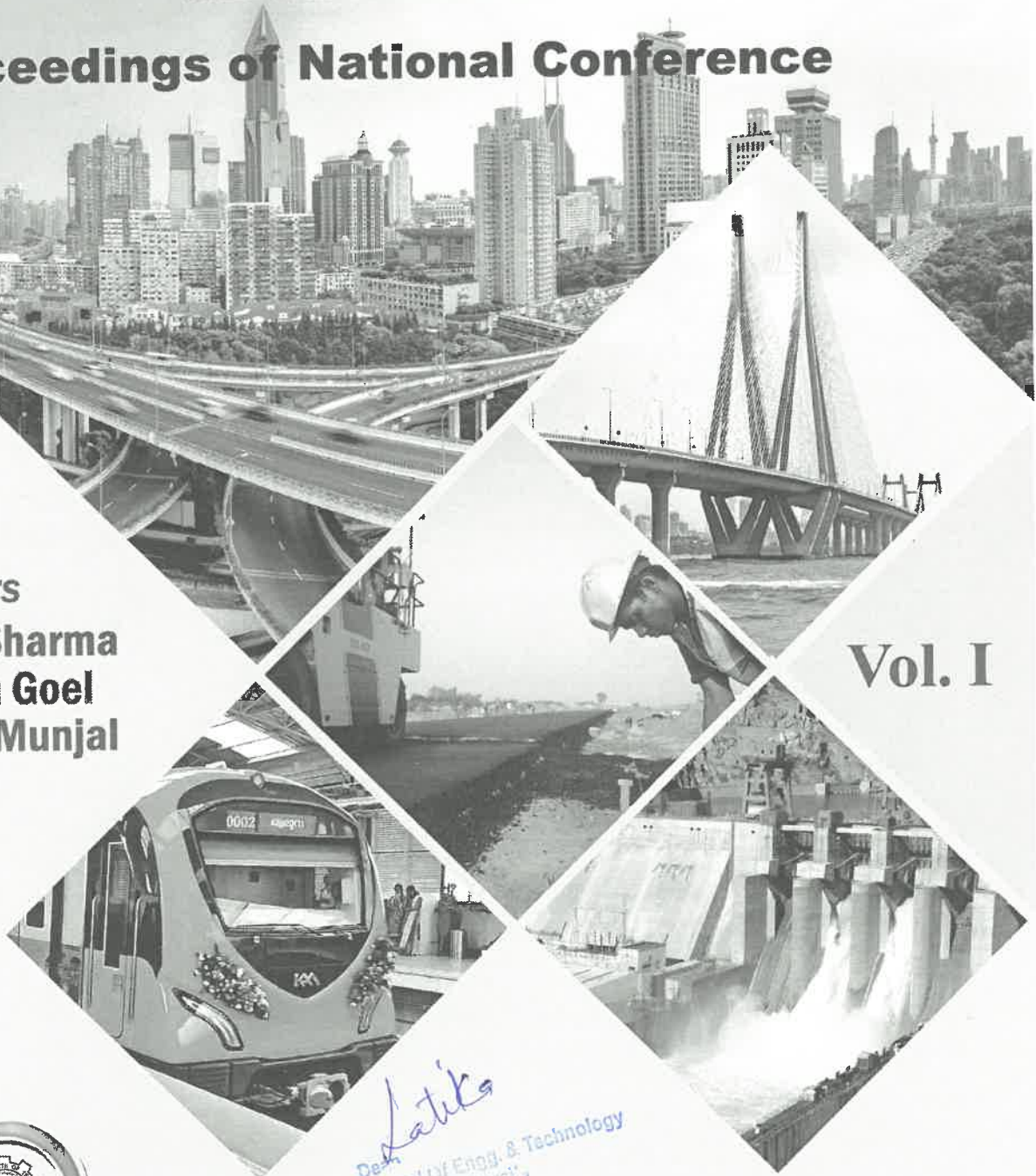
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Decoupling Economic Growth and Waste Generation— A Key to Sustainable Waste Management

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ABSTRACT: The exponential growth in population, urbanization, and socio-economic development, over the years has resulted in the huge spike of waste across cities of India. The cities have managed to grow economically albeit in a very unsustainable way, where this unmanaged waste has become a major cause of concern for both public health and the surrounding environment. This atrocious state of unmanaged waste is the major concern at present for sustainability. In this paper, an effort is being made to highlight the significance of decoupling economic growth with the waste generation as in absence of this, Indian cities may have a tough time in accommodating further urbanization. An effort therefore is being made to identify the gaps in present waste management, and to establish the correlation among percentage of waste generation, population growth and GDP growth of different states of India. The study finally concludes that to achieve the objective of the second phase of SBM-U, launched on 1st October 2021 for a period of 5 years, to achieve “Garbage Free” status for all cities by 2026, Circular Economy can help India to decouple its economic growth with the waste generation. As solid waste management is the entry point of sustainability; therefore, there is urgent need to stress upon Zero Waste through making waste as a resource by recycling, reducing, redesigning, and reworking upon it.

Keywords: Urbanization, Decoupling, Waste Management, Sustainability, SBM-U, Circular Economy.

1. INTRODUCTION

India is the seventh largest country by its geographical area and now the top most populous country with over 1.4 billion people amounting to 17.7% of total world’s population. India along with its growth in different economic sectors, has also witnessed the enormous upspring in population and urbanization. As per the 2018 reports of UN DESA: Urban & Rural Population, there is a growth of 2.3 percent each year in the urban population of India; and by 2031, two third of economic output is estimated to come out of cities. Looking at such expansion, cities need to prepare themselves for the upcoming challenges in terms of infrastructure, management of existing facilities and preparing for the future demands. (UN DESA, 2018)

Out of all the challenges, one of the biggest challenges currently is management of solid waste - primarily the municipal solid waste which has become the primary concern of waste managing authorities, once collected from the source. Municipal Solid waste (MSW) is the emerging challenge for the fast-developing countries like India and therefore its management in terms of collection, treatment and disposal is the massive challenge too. (Dutta & Jinsart, 2020) Various research studies have revealed that growing municipal solid waste and its poor management has multiple environmental and public health impacts in terms of greenhouse gas emission, leachate production, climate conditions and landfilling operations (Monni, 2006). Though there had been plenty of reviews done on the poor and unsustainable ways of management of waste,

still there is a need for continuous research and review on the current waste management scenario so as put forth the scenario from different perspectives.

The present study has been focused on the following:

1. Current status of Waste Management;
2. To identify and understand the gaps in waste management of Municipal Solid Waste (MSW) in achieving the objectives set up under Swachh Bharat Mission Phase-2 (SBM-2) for making all cities clean and garbage free, with 100% scientific processing of MSW; and
3. To highlight the importance of decoupling economic growth with the waste generation for the sustainability.

2. LITERATURE REVIEW

Extensive study of various research done in this direction speaks volume about the challenges and threats posed by the current practices of solid waste management, and the fact that the waste management is an entry point to sustainability cannot be ignored. More than half of 17 sustainable development goals of United Nations (United Nations, 2015) can be easily catered by the sound management of waste. (UNEP, 2015) The concept of investing in the right waste management practices can go a long way in sustaining the future growth. (Das *et al.*, 2019a)

The status of waste management presently around the globe looks very complex and challenging as the waste and resource data is unreliable and demands immediate attention. The improper waste management economic costs to society is



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In today's developing world, all devices are becoming smarter and communicate with other devices. Recent innovations in technology and increased use of IoT systems has led to increase in the Distributed Denial of Service (DDoS) attacks causing harm to information being processed. Considering IoT networks, the dynamics of intruder activity require even better IDS models that can detect multiple attacks with higher detection rates and lower computing resource requirements. Fake requests (chat-bots) occupy the systems under DDoS attacks and actual users are deprived of the system services. In this article, we discuss different categories of D-DoS attacks with their impact on IoT

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☰ Contents

I. Introduction

The advent of technology is leading to a faster and an "always-connected" model. This has made all devices communicate with each other and it is the new Internet of the future. This new concept of the Internet of the future is called the Internet of Things[1]. All gadgets ranging from cell phones, smart-cars, digital alarm clocks to coffee-machine connects to the Internet using the open standard IPv6, which allows them a unique address scheme [2]. By 2025, the number of devices is going to exceed 75 trillion[3].With IOT, physical systems can work in synchronization with data network. These physical systems after sensing their environment, compile and send the sensed data to a computer network for further processing. Those systems are present in all areas around us and collect data about our routine life. There must be systems and solutions to manage security aspects. The most frequent of these attacks are Denial of Service (DoS) and Distributed-Denial ofService (DDoS) which pose a great challenge for IOT related security mitigation. DoS work by exhausting the network by unscrupulous traffic [4]. DDoS on the other hand floods the host server with a large number of unsolicited traffic by various networked devices which are in the same geographical distribution [5]. Figure 1, shows how attacker can use various handler in DDOS of some high performing units. Then packets are flooded from these units to different agents to target host and exhaust its resources and network bandwidth. Fig.1

DDos attacker and target

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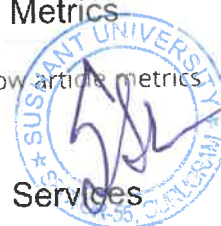
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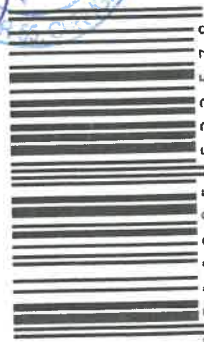
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Multimodal Biometric Identification System

Biometrics provides greater security and usability than conventional identification methods. In order to render an effective biometric system this book provides an improved multi-model biometric recognition based on iris and fingerprints. The work is established on three modules which are pre-processing module, feature extraction module and recognition module. At first, pre-processing is performed through histogram equalization on input image to enhance its quality. Then, the extraction of the feature set is performed which include modified Local Binary Pattern (MLBP), GLCM with orientation transformation, and DWT features. Consequently, the optimum function is found with the Rider Optimization Algorithm(ROA). Fusion of optimized fingerprint and iris features is carried out with the help of Fish Swarm optimization algorithm. Further, Improved Multi Kernel Support vector machine (IMKSVM) and Deep Neural Network (DNN) algorithms are used for authentication process. In IMKSVM, several kernels are integrated to give shape to a hybrid kernel. Alternatively, DNN is a multi-layered artificial neural network which finds the right mathematical transformation to turn input into output.

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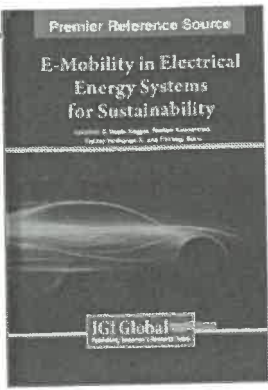


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Electrifying Transportation and Pioneering the Future of Sustainable Electricity Mobility

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Abstract

The journey of electric vehicles (EVs) involves myriad challenges and opportunities amid their widespread adoption. EVs, powered by rechargeable batteries and electric motors, are transforming the automotive industry, offering environmental benefits like zero tailpipe emissions, improved air quality, and reduced noise. With instant torque and acceleration, EVs provide a responsive driving experience. The realm of e-mobility holds a promising future with dynamic challenges, opportunities, and emerging trends. Challenges include establishing robust charging infrastructure, addressing range anxiety, ensuring ethical supply chains, and advancing battery technology. Integration with autonomous and connected technologies, supportive policies, and creating a more sustainable transportation landscape are also vital. This chapter explores technical obstacles and opportunities in the industry's pursuit of greater electrification of energy conversion systems in mobile platforms, often referred to as e-mobility.

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1. Introduction

With the increasing population, the demand for automobiles has been increasing exponentially which leads to increased carbon footprints and causes global warming. Globally it has been accepted that the biggest concern and issue of the new millennium is global warming. In order to handle both the problem and the goal of sustainable development, using renewable energy sources becomes the best alternative (Gupta & Khatri, 2017; Gupta et al., 2022; Gupta & Saini, 2019). Keeping this objective as the main goal the automotive landscape is undergoing a paradigm shift with the emergence of electric vehicles (EVs), which rely on electric motors and rechargeable batteries instead of traditional internal combustion engines. Key components, including the lithium-ion battery pack, electric motor, power electronics, and regenerative braking systems, define the engineering intricacies of EVs. The battery pack stores energy for propulsion, the motor converts electrical energy into motion, power electronics manage electricity flow, and regenerative braking enhances efficiency by recovering energy during deceleration. Engineers continuously optimize these components to enhance EV performance, range, charging infrastructure, and safety, while advancements in battery technology aim to reduce costs.. The integration of EVs into transportation networks is fuelled by concerns about carbon emissions and air pollution.

Pioneering research by Han, An, and Wang (2018) provides a comprehensive exploration of EV charging infrastructure and planning. The study offers invaluable insights into sustainable electric mobility, addressing the complexities of charging technologies, deployment strategies, and the pivotal role of supportive regulations. Collaborative efforts among governments, businesses, and communities are underscored as crucial for successful EV charging infrastructure planning.

Liu and Mi (2019) contribute significantly to understanding the integration of EVs into power networks. Their work explores challenges arising from a substantial number of EVs in established power grids, emphasizing grid stability. The authors propose innovative strategies for managing the impact of EVs on grid stability, making their book essential for policymakers and researchers navigating the evolving landscape of electric mobility. Sze and Xu (2020) focus on integrating EVs with power grids, shedding light on the critical facet of vehicle-to-grid (V2G) integration. The book addresses the complexities of this integration, highlighting the need for robust communication protocols and smart grid technologies. The potential benefits of utilizing EVs as energy storage devices for enhancing grid reliability are emphasized, making the publication invaluable for those navigating the dynamic intersection of EVs and power grids. The profound implications of these works contribute to shaping a greener, more accessible, and sustainable future for electric mobility.

Electric vehicles (EVs) are revolutionizing the automotive industry by utilizing electric motors powered by rechargeable batteries instead of internal combustion engines. The engineering aspects of EVs involve key components such as the battery pack, motor, power electronics, and regenerative braking systems. The battery pack, typically lithium-ion, provides the energy storage required for propulsion, while the motor converts electrical energy into mechanical motion. Power electronics control the flow of electricity between the battery and motor, ensuring efficient power delivery. Regenerative braking systems enable energy recovery during deceleration, enhancing overall efficiency (Hamada & Orhan, 2022). Engineers strive to optimize these components to enhance EV performance, range, charging infrastructure, and safety while advancing battery technology and reducing costs. The integration of EVs into transportation networks has been motivated by the alarming contribution of conventional vehicles to carbon emissions and air pollution. The groundbreaking advancements in battery technology and power electronic systems have further expanded the potential of EVs also led to their wide-scale adoption (Jang, 2018).

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2. Challenges To Electric Vehicles

The electric mobility faces several challenges that impact its widespread adoption:

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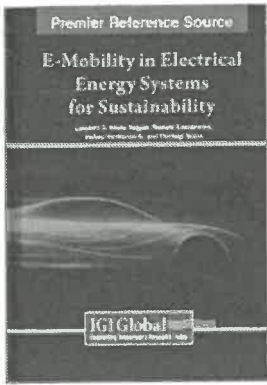
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An Overview of E-Mobility-Based Threats to the Power Grid: Introduction to Smart Grids and Mobility Ecosystem

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Abstract

The transportation industry is undergoing a rapid transition from fossil fuels to green energies. The emerging concept of mobility includes vehicles that not only provide environmentally friendly transportation, but also serve as storage for excess energy from renewable sources. The e-mobility infrastructure is becoming more complicated, which increases the danger of security threats. A valuable target for cyberattacks, the grid is one of the most significant vital infrastructures. Data exchange between EVs and smart grids is technically necessary. Smart grids must overcome these significant obstacles in order to guarantee security and privacy for eMobile charging. Blockchain when integrated with smart grid, as a possible solution, can solve these problems with its inherent trust building technology and makes it possible for the smart grid to manage demand response and engage in effective and reliable energy trading. The aim of this chapter is to describe the potential privacy risks of an ongoing connection between electric vehicles (EVs) and the smart grid.

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Ii. Ev Infrastructures And Concerns

As the ownership of electric vehicles grows, the prospect of large-scale EV charging presents significant challenges to power system planning, operation, and the electricity market. Even at relatively low levels of EV ownership, the uneven geographical distribution of EVs gives rise to issues within local power grids. The inherent, uncontrollable EV charging load leads to predicaments such as equipment overload, power loss, voltage fluctuations, decreased component lifespan, and compromised power supply reliability (Xiang Y et al., 2019).

The charging stations also do not flourish in abundance owing to the hardware expenditure, installation costs, uncertainties in utilization, lack of standards, etc. The operational costs such as maintenance purchase and local tariff also needs to be considered. There is concern of degradation of the batteries in case of fast charging. The temperature and state of the charge keeps varying rapidly in the battery due to the charging and discharging process and there exists a concern on lifetime and degradation of the batteries.

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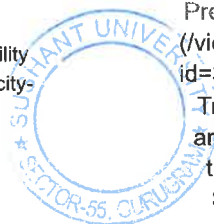
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A study on Blockchain Technology and its Applications

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I have received and reviewed the chapter you have submitted titled "A study on Blockchain Technology and its Applications". As one of the editors of the Book titled "Next Generation Computer Organization and Architectures for Distributed Computing", I feel elated to include your chapter as part of our book. Keep Contributing in the future too.

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Regards**Dr.N.Susila,****Professor and Head,****Dept of Information Technology,****Sri Krishna College of Engineering and Technology,****Kuniamuthur,****Coimbatore - 641008**

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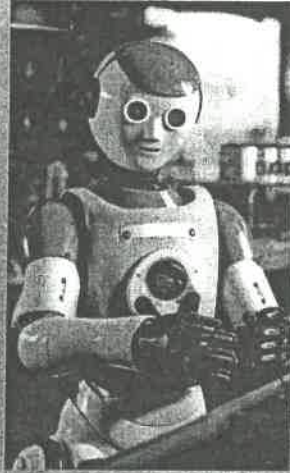
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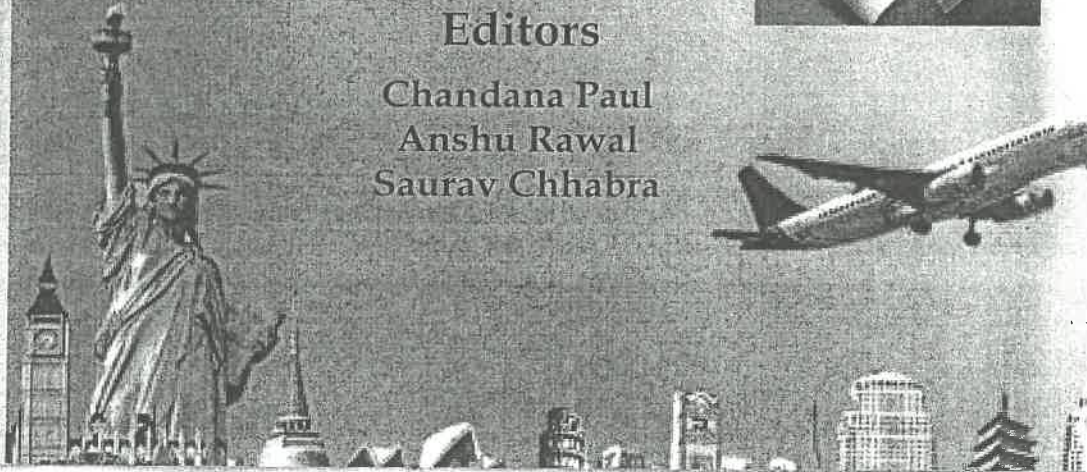
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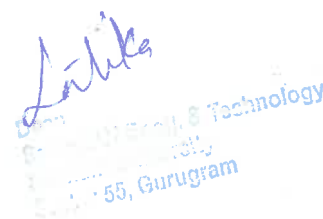


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Entrepreneurship in the Hospitality Industry

Suhail

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Dr. Somya Tiwari

SET, Sushant University, Gurugram

Abstract: In the dynamic landscape of the hospitality industry, entrepreneurship emerges as a transformative force, steering the sector toward innovation and sustainable growth. At its core, entrepreneurship in hospitality encapsulates the spirit of venturing into uncharted territories, redefining traditional paradigms, and capitalizing on emerging opportunities. This introductory exploration seeks to unravel the multifaceted realm where visionary individuals and innovative enterprises converge to shape the hospitality experience. Historically, the hospitality industry has witnessed a rich tapestry of entrepreneurial endeavors. From small, family run establishments to global hospitality conglomerates, entrepreneurs have played a pivotal role in defining the sector's evolution. This section delves into the historical roots, examining how pioneers in the field laid the foundation for a diverse and ever-expanding industry.

Keywords: Entrepreneurship, Hospitality, Customer , business model, franchise.

Introduction: The contemporary entrepreneurial landscape in hospitality is marked by a kaleidoscope of business models. Independently owned boutique hotels coexist with international franchises, each contributing to the industry's vibrant ecosystem. This section will scrutinize the diverse entrepreneurial archetypes present, illustrating how these varied approaches contribute to the sector's



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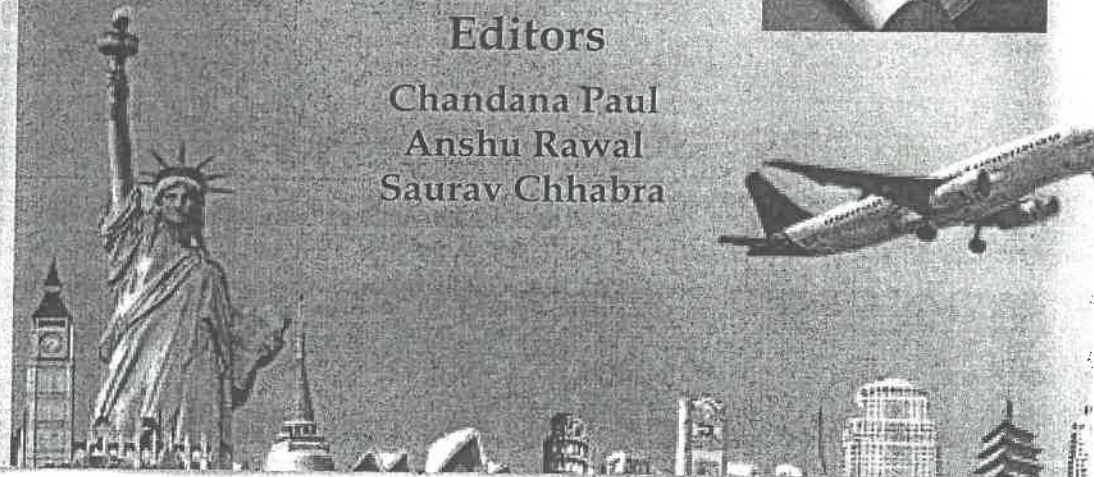
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Cybersecurity Challenges in the Digital Transformation of the Hospitality Sector

Navneet Kumar

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Dr. Somya Tiwari

Assistant professor, SET, Sushant University

Abstract: The hospitality sector is undergoing a rapid digital transformation, leveraging advanced technologies to enhance guest experiences, streamline operations, and improve overall efficiency. However, this evolution also introduces new and complex cybersecurity challenges that demand careful consideration. This research paper explores the cybersecurity challenges faced by the hospitality industry in the context of digital transformation, identifying potential threats and proposing strategies to mitigate risks. The paper emphasizes the importance of a robust cybersecurity framework to ensure the confidentiality, integrity, and availability of sensitive data in the hospitality sector.

Introduction

1.1 Background: The hospitality sector has embraced digital transformation to stay competitive and meet the evolving needs of modern consumers. From online reservations to smart room controls, the integration of technology has become integral to providing a seamless and personalized guest experience. However, this reliance on digital solutions exposes the industry to a range of cybersecurity threats that could compromise customer data, damage reputation, and disrupt operations.

Cybersecurity" refers to the practice of protecting computer

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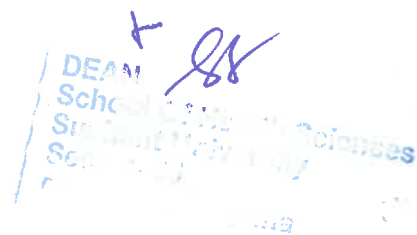
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Piezoelectric Ultrasound-Activated Nanomaterials: From Discovery To Future Therapeutical Adoption

Prof. (Dr.) Jyoti Sinha

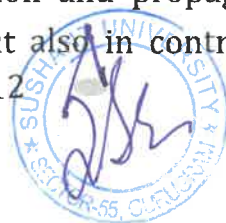
Associate Dean, School of Health Sciences

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Abstract: In several biological applications, such as regenerative medicine, neuromodulation, and cancer treatment, electric stimuli have shown great promise. Nevertheless, the need for connections and batteries when using electrical end effectors like electrodes severely restricts the use of electrical stimulation technologies in various contexts. Piezoelectric nanoparticles have the potential to go beyond the limitations of current electrical stimulation techniques since outside energy sources like ultrasound can wirelessly activate them. A unique paradigm enables the localized, cordless, and minimally invasive generation of electrical impulses within the body via piezoelectric nano architectures. In this investigation, we concentrate on the biological applications of acoustically mediated piezoelectric stimulation and its underlying mechanics. The use of this technology in clinical settings is still in its infancy. There are still many unresolved problems, including the measurement of piezoelectric properties, the control of the ultrasound dose delivered in vitro, the modeling and measurement of piezo effects, the understanding of the triggered bioeffects, the targeting of therapy, biocompatibility studies, and the control of the ultrasound dose delivered in vivo. This article looks at the current unsolved issues in piezoelectric stimulation. It offers suggestions on how to focus future research efforts on the therapeutic use of this technology.

Keywords: Cancer Treatment, Electric Stimuli, Mechanoelectrical Transduction, Neuromodulation, Nanomaterials, Piezoelectric, Ultrasound, Regenerative Medicine.

Introduction: Endogenous electric fields play a crucial role in cellular physiology, not only in the generation and propagation of the action potentials in nerves and muscles but also in controlling other cellular



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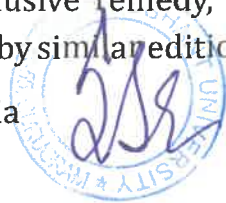
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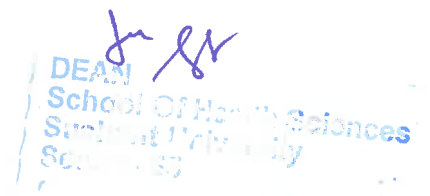
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The Human Genome And Recent Trends: A Brief Overview

Dr. Neelam Dhankhar

Professor, Department of Pharmacy

Abstract: The genomic trend was changed by the sequencing of the entire human genome. The complicated interactions between genes, environments, and lifestyles as well as the impact of non-coding genomic areas on human health are currently poorly understood. The genomic trend has a great future for diagnoses or disease prediction, disease prevention, and, targeted treatment. Due to so many applications of genomics, its role has increased all over the world. In this review article, I have reviewed the evolution of genomics, its limitations, and its scope, for current and future clinical application. And with this review, I have tried to give complete knowledge of Genomic's journey to the readers from the beginning to till date.

Keywords: Genomics, History, Human gene project, new trends

Introduction: The study of human genes and chromosomes is known as genomics. Thomas Roderick coined the term "genomics" in 1986. The fields of genomics have made great tread during the last 20 years. While the existence of hereditary diseases has been known for many years, the first gene mutations that cause disease were not discovered until the early 1980s. Numerous discoveries of disease-related mutations in additional genes have also been made, initially in uncommon single-gene illnesses but more recently also in widespread disorders including cancer and Alzheimer's disease. Applications of this recently discovered knowledge offer fresh chances for medical science advancement, including the development of genetic tests to identify or predict (subtypes of) diseases, the reclassification of diseases and the understanding of their pathogenesis based on the molecular mechanisms underlying them, and the choice of novel target molecules for drug discovery. In the last 20 years, there have been significant changes in our technical capacity for large-scale genetic



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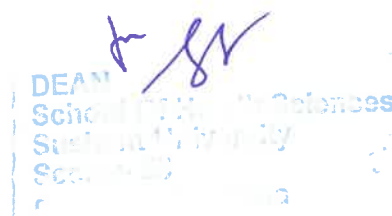
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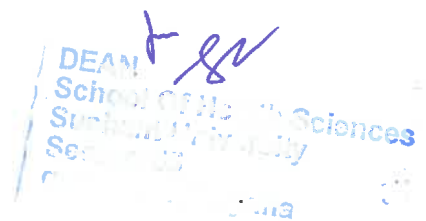
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Brain-Computer Interface (BCI): An Overview

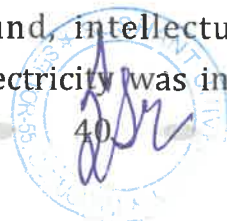
Dr. Vinod Kumar

Associate Professor, Department of Pharmacy

Abstract: Controlling things with the brain is no longer science fiction; recently, with the use of advanced technology, humans can change their environments using brain electric signals. This technology is known as brain-computer interface (BCI) technology, which enables both normal individuals and individuals unable to move or speak or severely injured or coma patients to operate and control external devices like a robotic arm or a cursor on a computer just by using their thoughts or brain signals. However, it does not use normal neuromuscular output pathways; it receives brain signals, analyses them with the help of software, and translates them into understandable or readable commands that control the output devices for desired actions. Daily news reports, scientific publications, and social media videos generate intense curiosity and interest in knowing more about BCI. Hopefully, in the near future, BCI might intensify the skills and performance of scientists, engineers, and clinicians to improve normal and disabled people's lives.

Keywords: Brain-computer interface (BCI), Disabled people, Electroencephalography, Utah array, Neuralink N-1, Synchron Neuro EP

Introduction: Communication is one of the most significant parts of expression and interaction, in ancient times, it was more complex with variation as it included cave paintings and pictograms, known as visual communication [1]. As time went on, the mode of communication changed, and in the 15th century, written communication came into the picture, followed by printing communication in the 17th century. A revolutionary change occurred in the 18th century, when the public postal system was introduced, but it had the major disadvantage that it took months to reach its destination, and even sometimes it did not reach its destination [2]. As the 19th century came around, intellectual minds improved the communication system, and electricity was incorporated into it. A new



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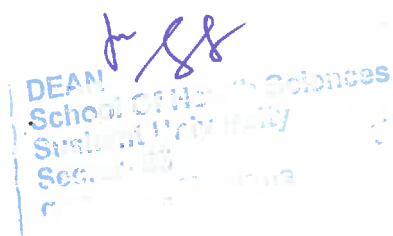
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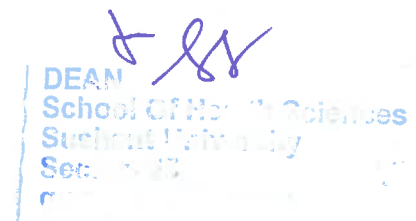
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Quantum Dots: Technological Progress And Pharmaceutical Potential

Mr. Saurabh Saraswat

Associate Professor, Department of Pharmacy

Abstract: In spite of the tremendous progress in the field of nanotechnological advancements in medicine and healthcare along with oriented research and development, the feasibility of quantum dots into clinically-sound products is still not up to the mark. The core challenges involve an eagle-eye scrutiny of the modern nanomedicines from a clinical perspective to pinpoint the lacunae that hinder their therapeutic promise. Quantum Dots are considered as artificial atoms composed of nanocrystalline semiconducting material with numerous biomedical applications such as drug delivery, real time imaging and diagnostics. Quantum dots are also utilized beyond healthcare eg. solar cells, photodetectors and display devices owing to their optical properties. However, the pharmaceutical and clinical potential of quantum dots is still underestimated. The state of market interest and significant clinical trials are focusing and discussing the challenges restricting the medical utility of quantum dots. In this chapter, we have a glance on the preparation, characterization and biomedical applications along with current trends and future scenario.

Keywords: Nanocrystals, nanovectors, fluorophores, in vivo imaging, cell sorting

Introduction: Since the late 1990s, there have been significant breakthroughs in and growing interest in nanomedicine. As of 2020, there will have been more than 32,000 papers concerning nanomedicines, according to a recent study[1]. The rate of confining nanomedicines from the lab to the clinic, however, is still under estimation. The development of COVID-19 vaccinations based on nanomedicines has revived faith in nanomedicines' efficacy as a preventative measure to save the globe from



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Futuristic Technologies
in
Healthcare



Futuristic Technologies in Healthcare

Prof. (Dr.) Jyoti Sinha
Manvi Aggarwal
Anjali Sudha



Prof. (Dr.) Jyoti Sinha
Manvi Aggarwal
Anjali Sudha



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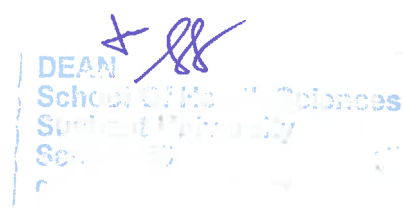
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Blockchain Technology In Pharmaceutical Industry

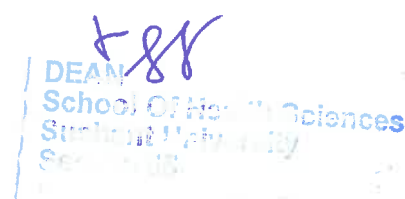
Ms. Apoorva Sharma

Assistant Professor, Department of Pharmacy

Abstract: The pharmaceutical business is one of many that is driving digital transformation with blockchain technology. Lack of transparency, difficulty tracking items, a lack of confidence, and the distribution of counterfeit medicines are all problems in the pharmaceutical industry. Several of these issues have been resolved using blockchain technology. In this article, all the major aspects of this novel technology has been covered and summarized to let budding researchers understand and adapt this technique. The blockchain application topics were divided into four parts: tracking and tracing, safety and security, and the prevention of counterfeit drugs. Preventing the sale of counterfeit drugs is the most popular category, which is consistent with the pharmaceutical industry's main goal. Data governance, data quality, pharmaceutical turnover, and prescription medication monitoring are the more recent subjects covered in this study. We explore the problems associated with each of these themes and research investigations, as well as their shortcomings and potential solutions. We also look at the difficulties and potential paths for future study in using blockchain technology in the pharmaceutical sector.

Keywords: Counterfeit drugs, transparency, tracking and tracing

Introduction: Researchers and practitioners alike have become interested in blockchain technology as a result of the recent profusion of research, projects, and conversations. Blockchain technology is a distributed ledger that makes it possible to record transactions in an effective, long-lasting, and verifiable manner . It can also be used as a decentralised database to control an expanding collection of records known as nodes. The fact that contracts and transactions entered into the ledger cannot be changed is one of the benefits of blockchain technology.



Editor's Bionote

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Dr. Jyoti Sinha is currently working as Associate Dean, School of Health Science and Principal, Department of Pharmacy, Shaant University, Gurugram. She is a competent academician and administrator with an experience of 27 years in India and Abroad in premier universities. She earned her Ph.D degree from the BITS, Pilani, India. She has published so many articles and patents in various reputed International and National Journals.



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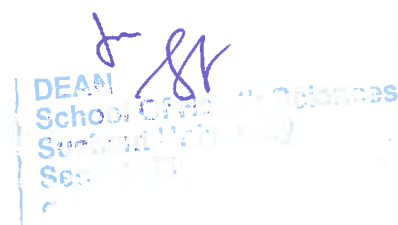
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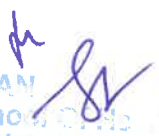
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Xenobots: The Living Robot

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Assistant Professor, Department of Pharmacy

Abstract: In the year 2020, a research team developed programmable organisms—living robots named xenobots—formed of biological cells that could collaborate to carry out basic tasks. The xenobots can self-replicate autonomously in a way that is entirely distinct from any other living thing. Their offspring are useful and have a similar capacity for self-replication. The first of its kind because it is composed entirely of frog skin and heart cells, which implies that it contains no synthetic ingredients at all but just living cells. The heart and skin cells will be organized in this sort of robot's programming and research using a silico system before being used in vivo. On the other hand, this robot has numerous drawbacks, just like everything in our world has benefits and drawbacks. To address these in this review, we will highlight the goals and future plans of this unusual robot.

Keywords: Evolutionary algorithm, ethical considerations, reconfigurable, Simulation

Introduction: The majority of technologies up until recently utilised steel, concrete, chemicals, and polymers, which degrade over time and have detrimental effects on health[1]. Including environmental issues like oil leakage and the prevalence of plastic trash in ocean waters, along with challenges associated with treating complex diseases like malignant tumors, tracking cancer cells, or the existence of plaques in the artery wall. Therefore, scientists and researchers have tried to concentrate on better ways to advance technology; using biocompatible materials and self-renewable, therefore reconfigurable organisms are the most suitable option for resolving these issues and substituting hazardous produced materials. However, a group of scientists conducted some hypothetical and laboratory research to address and find a way to overcome these issues, and this research resulted in the discovery of the first and most significant living robot, known as xenobots. Xenobots is a living robot, meaning that it was



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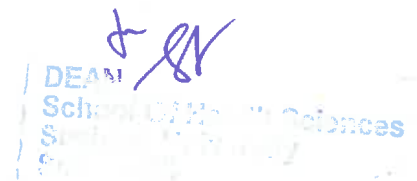
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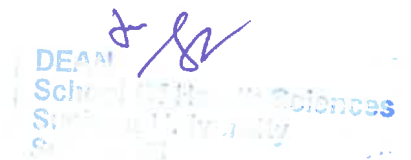
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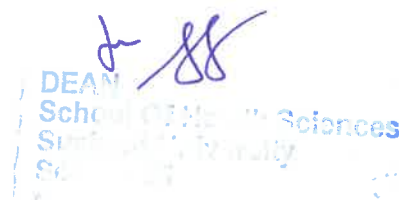
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Challenges and Applications of Crispr Technology

Ms. Ketki Sahore

Assistant Professor, Department of Pharmacy

Abstract: A powerful gene-editing tool called Clustered Regularly Interspaced Short Palindromic Repeats (CRISPR) was developed from the natural immune system of bacteria. CRISPR/Cas9 has been widely used to treat a variety of genetic and non-genetic disorders, including cancer, genetic hemolytic diseases, AIDS, cardiovascular diseases, ophthalmic diseases, and neurodegenerative diseases due to its increased specificity and efficiency. The widespread application of this technology has been made possible by the CRISPR/Cas9 system's quick progression from the creation of double-strand breaks to more sophisticated applications on gene regulation. The mechanism consists of an endonuclease called Cas that may cleave the DNA double strand at a particular place while being guided by an RNA sequence. The world now has the most potent and precise tool for targeted genome editing which revolutionized genetic engineering. Furthermore, we summarized the mechanism of the CRISPR/CAS9 system and current applications of this technique biomedical industry.

Keywords: CRISPR/Cas9, Clinical application, Immune therapy, Gene therapy, Off-targeting.

Introduction: CRISPR, or Clustered regularly interspaced short palindromic repeats, is a dynamic genome editing technique that is frequently used to create genetically modified creatures, research genetic illnesses, and study the functionality of genetic elements [1]. It has the potential of modifying genes to produce desirable traits and treat diseases (such as cancer and genetic defects) [2]. Two scientists, Emmanuelle Charpentier and Jennifer Doudna earned the 2020 Nobel Prize in Chemistry for the development of the Clustered regularly interspaced short palindromic repeats/CRISPR-associated nuclease9 (CRISPR/Cas9) gene



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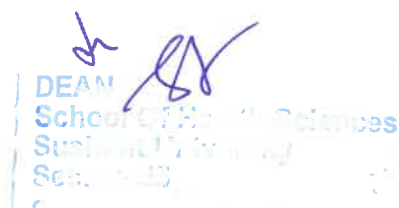
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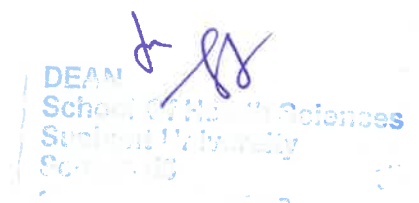
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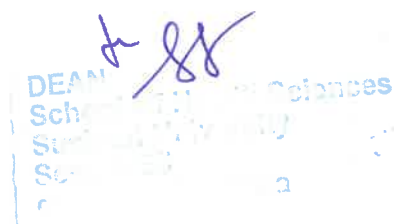


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Advancements In Microfluidic Chip Technology: Empowering Precision Analysis

Ms. Ashish Sharma

Assistant Professor, Department of Pharmacy

Abstract: Microfluidics and microfluidic chips have emerged as powerful tools in various fields, offering precise control over the manipulation and analysis of small volumes of fluids. Microfluidics involves the study and manipulation of fluids at the microliter or even nanoliter scale, allowing for the integration of complex fluidic functions onto a small chip. Microfluidic chips, also known as lab-on-a-chip devices, are miniaturized platforms that enable the execution of multiple laboratory processes, such as mixing, separation, and detection, within a single device. By leveraging the unique properties of microscale flows, such as laminar flow, high surface-to-volume ratio, and low reagent consumption, microfluidic chips offer advantages such as increased sensitivity, reduced sample and reagent requirements, faster analysis times, and improved portability. These devices have found applications in diverse fields including biotechnology, healthcare diagnostics, drug discovery, environmental monitoring, and chemical synthesis, revolutionizing the way experiments are conducted and opening up new possibilities for scientific research and technological advancements.

Keywords: Microfluidic chip, Lab on a chip, Point-of-care diagnostics, Organ on a chip, Disease modelling

Introduction: The early work in microfluidics during the 1990s paved the way for subsequent breakthroughs in the field. It established the fundamental principles, fabrication methods, and theoretical frameworks that form the basis of modern microfluidics. Since then, microfluidics has continued to evolve, with ongoing developments in materials, fabrication techniques, and integration with other technologies, enabling a wide range of applications in biomedicine, diagnostics, pharmaceuticals, and beyond.



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Futuristic Technologies in Healthcare



Futuristic Technologies in Healthcare

Prof. (Dr.) Jyoti Sinha
Manvi Aggarwal
Anjali Sudha



Prof. (Dr.) Jyoti Sinha
Manvi Aggarwal
Anjali Sudha

DEAN
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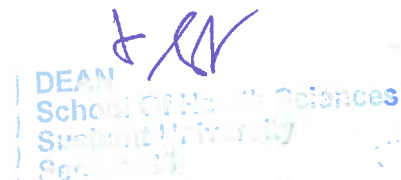
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Internet of Medical Things and Smart Healthcare System-A Review

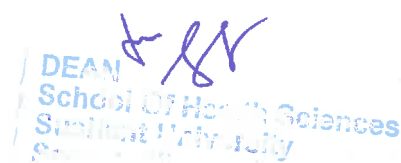
Ms. Anjali Sudha

Assistant Professor, Department of Pharmacy

Abstract: The Indian healthcare system is seen as being at a crossroads, with major gains in health indicators and significant flaws that must be addressed. The major goal is to provide low-cost, high-quality healthcare without sacrificing patient results. Even though IoT and CC integration are emerging platforms in contemporary medical applications, remote health monitoring demands major attention. Many remote vitals monitoring systems are available for us to enumerate them in any particular order or priority here. The IoMT system is based on a hub-and-spoke topology, with the spokes functioning as sensor nodes and the hub as a WiFi gateway. Urban communication technology infrastructure is significantly superior to rural equivalents in bandwidth, expense, and quality. Energy concerns in remote patient health monitoring have been investigated in a separate corpus of research. In a nutshell, it can be concluded that the Internet of Medical Things (IoMT) and Smart Healthcare Systems can be versatile solutions for the varied healthcare needs of the Indian populace in a more patient-centric environment with personalized medicine and a wholistic outlook to achieve


Keywords: IoMT, cloud computing, chronic disease, challenges, healthcare system

Introduction: Based on the current research environment, IoT applications in healthcare are particularly challenging to implement. The Internet of Medical Things (IoMT), according to Joyia et al. [2], is playing a key role in the healthcare industry in increasing the accuracy, consistency, and throughput of electronic equipment. Considering the pandemic, seeing the doctor for any little sickness is very dangerous. Consequently, we may easily use IoMT devices to monitor our daily health data, enabling us to take the essential initial steps




Editor's Bionote

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Precision Medicine: The New Era Of Medicine

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Assistant Professor, Department of Pharmacy

Abstract: In the fast-paced world of healthcare, precision medicine has emerged as a game-changer. This innovative approach aims to deliver personalized treatments based on an individual's genetic and molecular profile, lifestyle factors, and environmental influences. By tailoring medical interventions specifically for each patient, precision medicine holds the promise of improving health outcomes and reducing adverse effects. At its core, precision medicine is rooted in pharmacogenomics - the study of how genes affect a person's response to medications. By analyzing an individual's genetic makeup, healthcare providers can identify potential drug interactions or reactions that may occur, enabling them to prescribe medications with greater accuracy. This not only minimizes adverse effects but also ensures that patients receive the most effective treatment possible. But precision medicine goes beyond pharmacogenomics alone; it encompasses a broader approach to healthcare delivery. It considers various aspects such as an individual's medical history, family background, lifestyle choices, and even environmental factors that could influence their health status.


Keywords: Ecosystem, healthcare, pharmacogenomics, precision medicine, science

Introduction: Precision medicine is the future of medicine, where breakthroughs in science and technology are revolutionizing the way we approach healthcare. Precision Medicine is paving the way for a new era in medical treatment, tailored specifically to each individual's unique genetic makeup. Gone are the days of one-size-fits-all approaches; now, doctors have the power to customize treatments based on an individual's genetic profile [1]. By embracing precision medicine techniques into our healthcare system, we have the opportunity to shift from a reactive approach towards a proactive one




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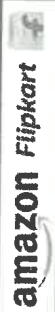
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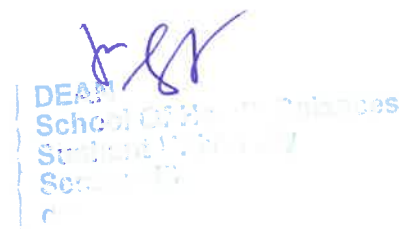
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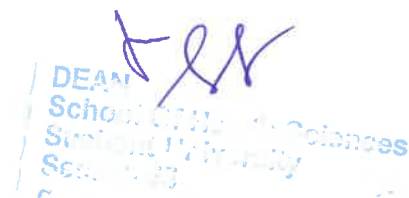
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Ingestible Sensors: Non-Invasive Diagnosis & Monitoring

Ms. Pooja Bidhlan

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Abstract: Medical telemetry states to the communication of physiological signals at a distance which can be achieved through wired or wireless resources, with the second method getting extra consideration currently. Ingestible sensors are dissolute evolving as an important technology that has the capability to influence nutrition, health and clinical regions. Ingestible electronic systems that are proficient of implanted detecting, particularly within the gastrointestinal tract and its accessory organs; that would-be used to screen various diseases that are hard if not impossible to notice at an early stage using other means. It is a device that assimilates a wireless sensor system into a non-invasive capsule that achieves numerous roles, such as determining body's core temperature, pH and pressure. With extensive access to smart phones linked to the internet, the data created by this technology can be freely seen and revised online and retrieved by both consumers and doctors. The results offer vital knowledge to disclose the condition of gut health and ailments as well as the effect of medical supplements, food and environmental variations on the GIT, also provide information of contents of each gut section with metabolites, electrolytes, hormones, enzymes and microbial populations.

Keywords: Gastrointestinal monitoring, invasive diagnosis, swallowable, smart pills, wireless


Introduction: Developments in electronic components have made electronic devices progressively smarter, smaller and less power famished. Microprocessors have been compacted in size and are now extra effective and multi-functional. Additionally, major improvements in battery technologies have seen a extensive rise in energy and power density, causing decreased physical dimensions that can function for extended time. This extraordinary



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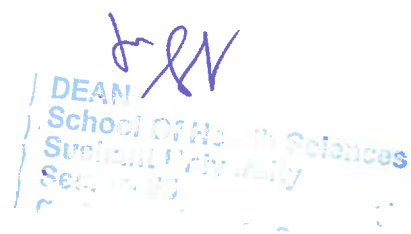
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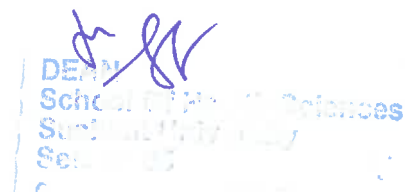
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Biotelemetry Unleashed: Empowering Patients Across Borders

Ms. Deepti Chauhan

Associate Professor, Department of Pharmacy

Abstract: A technology-driven method called biotelemetry, often known as remote patient monitoring, permits the collection and transmission of real-time physiological data from patients, wherever they may be. The idea of biotelemetry is examined in this article along with how it relates to contemporary medicine. In order to remotely monitor patients, biotelemetry uses wearable sensors, wireless connection methods, and data analysis software. Vital signs and other health parameters can be continuously monitored thanks to the wireless transmission of the collected data to medical professionals or monitoring facilities. Improved medical care, better results, economic effectiveness, and patient empowerment are all benefits of biotelemetry. Healthcare professionals are able to respond quickly, alter treatment plans, and avert complications by keeping an eye on patients outside of conventional clinical settings. This pro-active method of patient care results in better results and lower medical expenses. By integrating patients in their own treatment and empowering them to make educated decisions and enhance their own care, biotelemetry also empowers patients. It is necessary to handle issues like data security, interoperability, and powerful data analytics. However, with improvements in wearable sensor technology, artificial intelligence, and cloud computing, the future of biotelemetry looks optimistic. Its capabilities will be further enhanced by integration with telehealth services and electronic health records. Early disease identification, population health monitoring, and remote patient rehabilitation are all possible uses for biotelemetry. An increasingly linked and patient-centered healthcare system will be shaped by ongoing research & development initiatives.


Keywords: Biosensors, biotelemetry, interoperability, internet of medical



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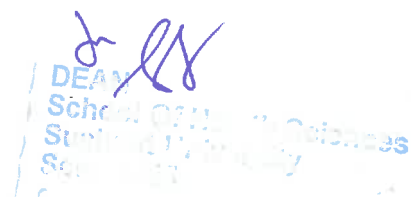
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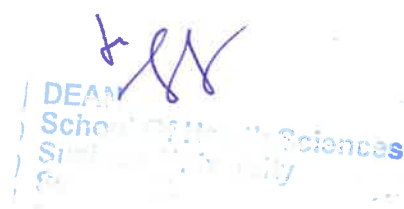
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3d Bioprinting: An Innovative Approach In Healthcare

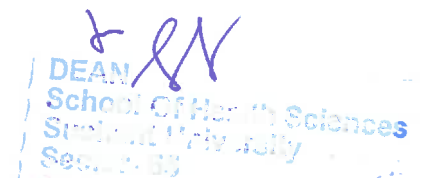
Ms. Pooja Mehra

Assistant Professor, Department of Pharmacy

Abstract: Automation and connection are the key factors advancing today's world in this new era of modernization. The transition from the silicon era to the carbon age has brought forth a number of ways to make our lives simpler by tailoring materials in accordance with demand and need. The 3D printing technology is one of those technologies. Similar to 3D printing, bioprinting is an additive manufacturing technology that prints objects layer by layer using a digital file as a blueprint. Contrary to 3D printing, however, bioprinters use cells and biomaterials to produce organ-like structures that enable living cells to grow and multiply. The field of medicine has benefited greatly from the rapid development of three-dimensional (3D) printing. One of the most significant developments that led to 3D bioprinting was the development biomaterials, cells, and supporting elements for the construction of functioning living tissues. This chapter provides a brief summary of several types of 3D bioprinting processes, techniques, and applications. Despite being a relatively new technology, bioprinting opens up unfathomable prospects for fields including drug research, cosmetics, and regenerative and personalized medicine.

Keywords: Bioinks, CAD, personalize medicine, regenerative medicine, tissue engineering

Introduction: To achieve effective and risk-free illness management, rational drug therapy demands individualized healthcare for each patient. It is firmly believed that the treatments that are being developed for each unique patient in order to deliver better patient care will be a major factor in the development of customized medicine in the future [1]. When a patient requires a donor and there aren't enough donors available, 3D bioprinting is a way to create patient-



Editor's Bionote

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Futuristic Technologies in Healthcare

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Manvi Aggarwal
Anjali Sudha



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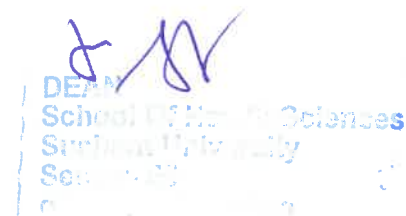
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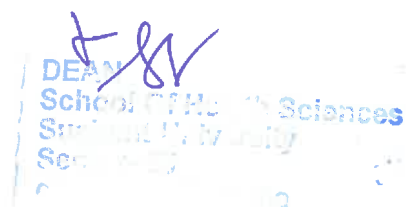
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Bionic Limb: A New Era of Innovation In Technology

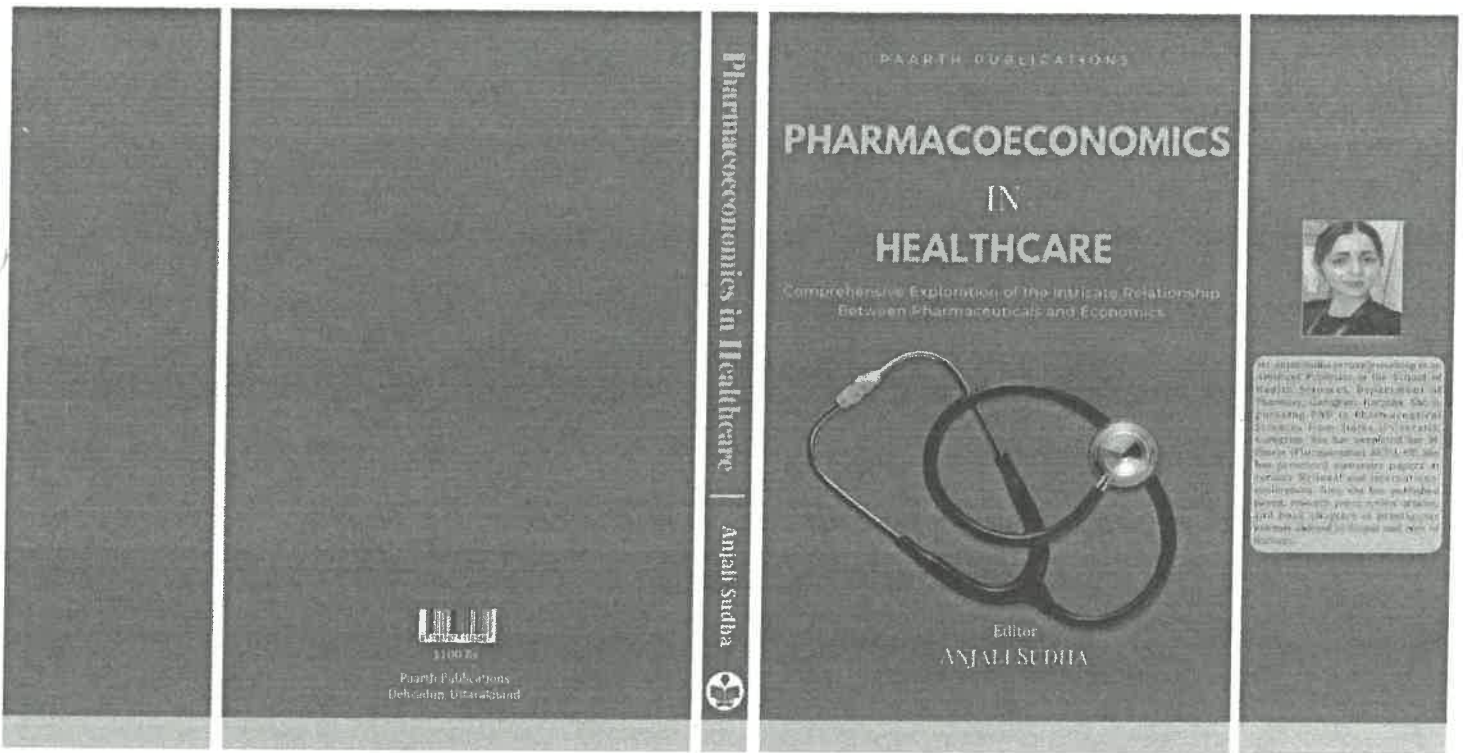
Ms. Nikita Savita

Assistant Professor, Department of Pharmacy

Abstract: Bionics is a relatively recent scientific area that integrates the expertise of biologists and technology. The notion of bionics originated in the United States, but has gained traction in Germany and Italy in particular. The goal is to simplify the transformation of nature given functional principles for usage within the technological field by arranging observations made in nature. The development of bionic prosthetic hands is accelerating. Only a tiny number of professionals working in highly specialised units are currently required to have in-depth knowledge of this branch of medicine. However, as technology advances, the demand for and application of bionic hands is anticipated to grow, necessitating a broader knowledge. We conduct a literature study and highlight the significant developments in medical, computer and engineering that have resulted in the development of currently accessible bionic hand prosthesis. The bionic limb of today has come a long way since hook prostheses were first presented decades ago. We describe how major functions of the human hand are artificially recreated in current prosthetic hands. This review will present the expanding field of bionics and the potential clinical needs that may be met by this research.

Keywords: - Amputation, artificial limbs, bionics, microstructures

Introduction: Limb loss is incapacitating and has serious psychological and functional effects on both the person and society. The human hand can perform a broad repertory of nuanced movements, allowing us to connect with our surroundings and communicate with one another. The opposable thumb, a rarity in nature, has helped us reach great levels of dexterity, allowing us to advance faster than other creatures. To accomplish complicated hand movements, we must synthesise a massive quantity of sensory information about our surroundings, such as fine touch, vibration, pain, temperature, and



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Pharmacoeconomics in Healthcare

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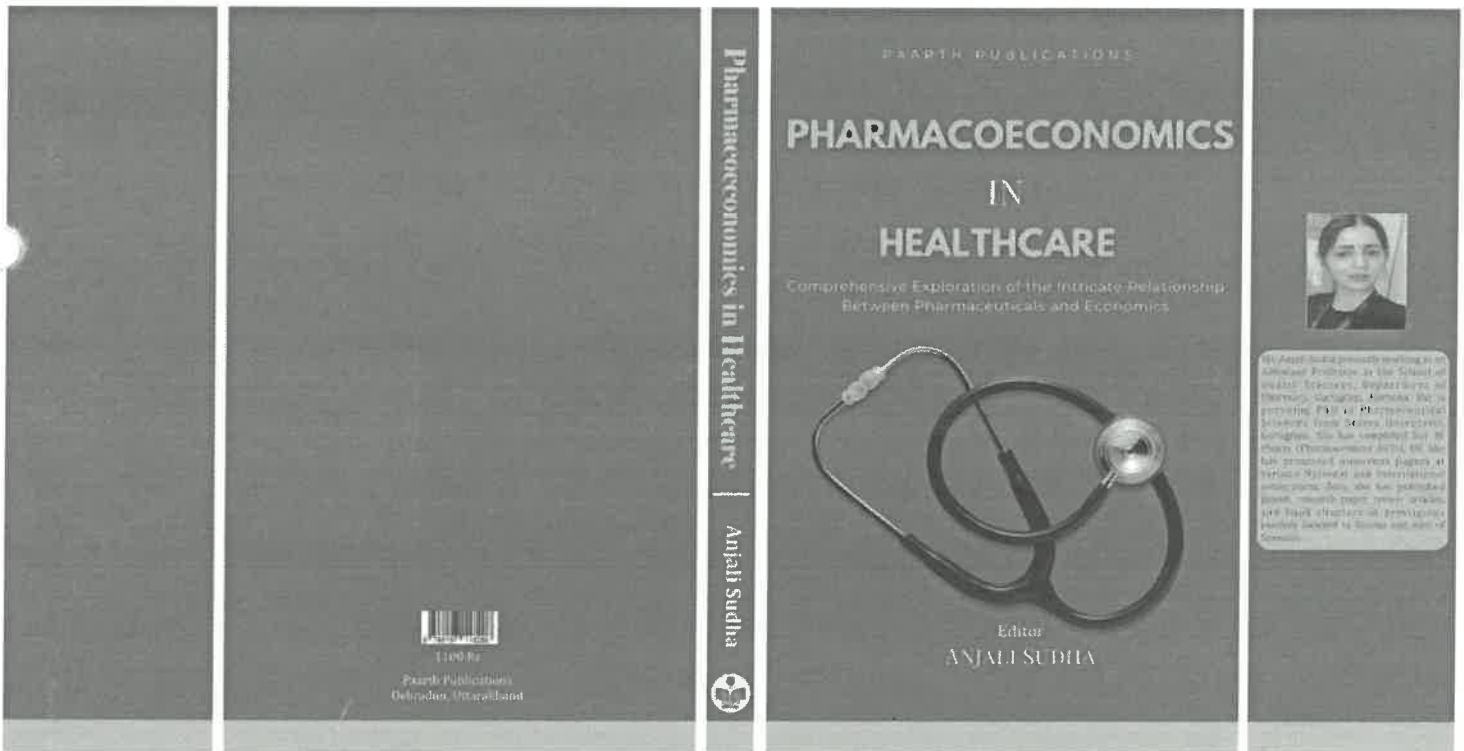
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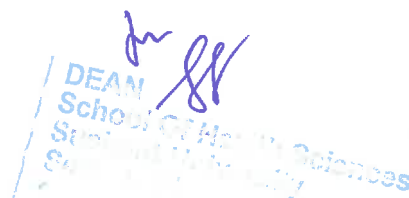


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Unraveling the Economic Interventions of Obesity in India: A Comprehensive Analysis

Anjali Sudha

Abstract

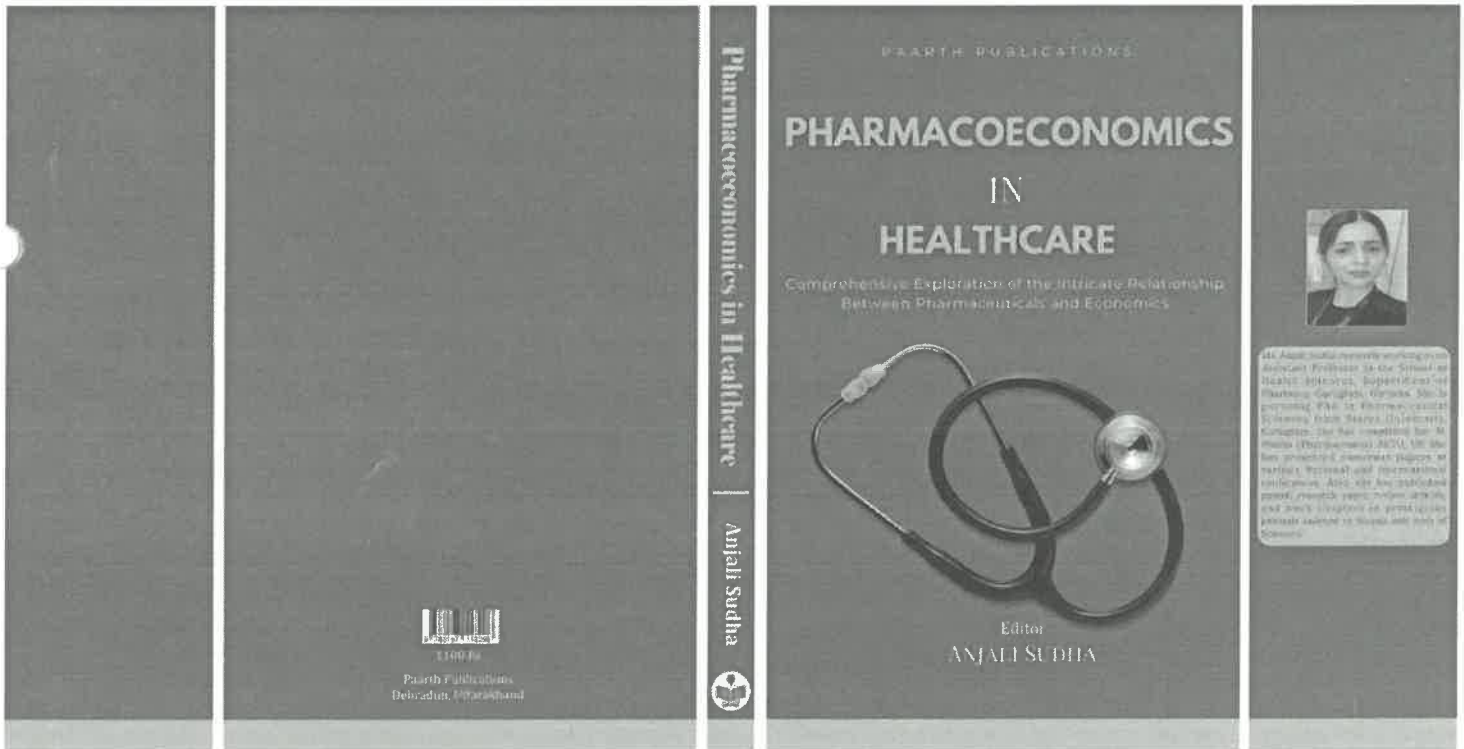
Background: The prevalence of weight issues and related chronic illnesses is rising in India, thus there may be a strong need to investigate the financial and fitness implications of weight issues as well as the effectiveness of pharmacological, medical, and experienced weight loss solutions. This chapter tested guides acquired from Medline among 2010 and 2020 (trendy articles=18) emphasizing pharmaco-economic findings approximately obese and weight problems in India. We calculated the prevalence and starting percent of people with greater weight the usage of information that represents the entire kingdom from the National Family Health Surveys three and four and the Study on global developing antique and grownup fitness, waves zero and 1. We placed 5 papers that check the financial outcomes of illnesses and 4 charge determinations that determine the cost-effectiveness of restoration approaches aimed withinside the path of weight reduction, which embody weight reduction surgical approaches and an all-encompassing intervention program. To conduct entire economic evaluations of the health and economic impact of weight issues in India, similarly to test the cost-effectiveness of interventions to reduce weight issues and its consequences, it's miles vital to conduct cohort studies and employ virtual health statistics or claims facts to achieve the desired epidemiologic parameters.

Introduction

Obesity is complex and multifaceted disease that elevates the chance of struggling morbidity and mortality [1]. The growing



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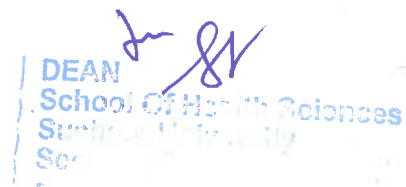


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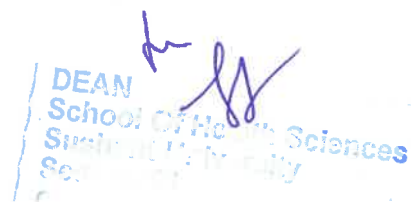
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Budget Impact Analysis: Unveiling the Economic Dynamics of Pharmaceuticals

Damini Yadav

Abstract

Budget Impact Analysis (BIA) is a critical tool in the evaluation of pharmaceutical interventions within the healthcare sector. This chapter delves into the multifaceted aspects of BIA, encompassing its definition, role, and methodology. Tracing its origins to the pioneering work of Trueman et al. in 2001, the chapter emphasizes the distinctive position of BIA between one-year accounting models & comprehensive societal economic evaluations. The steps involved in BIA, from detailing financial resources to anticipating fiscal sustainability, are outlined. Key components, such as perspective, population estimates, model structure, time horizon, treatment costs, and disease-related costs, are meticulously examined. The significance of addressing uncertainties and conducting sensitivity analyses is highlighted. The chapter draws attention to the unique characteristics of BIA in comparison to Cost-Effectiveness Analyses (CEAs), providing a comprehensive illustration of their differences. Practical applications of BIA across healthcare decision-making, policy development, pharmaceutical industry strategies, and public health programs are explored. The chapter serves as an indispensable guide for understanding and implementing BIA in the context of pharmaceutical evaluation.

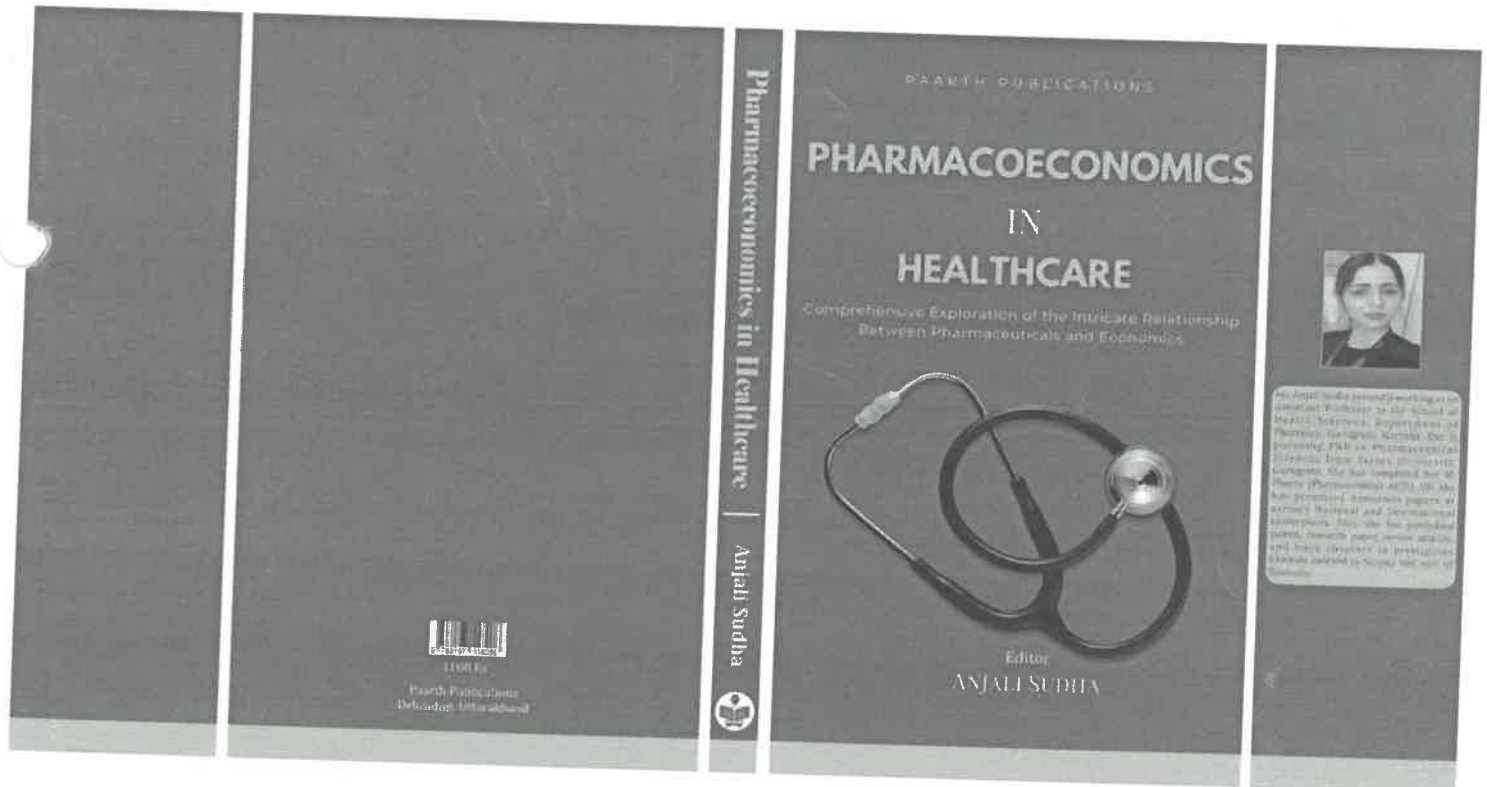
Defining BIA and its role in pharmaceutical evaluation

The significance of Budget Impact Analysis is pivotal in steering decision makers in the healthcare industry, as it offers a comprehensive



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The impact of Pharmacoeconomic on Pharmaceutical Research and Development

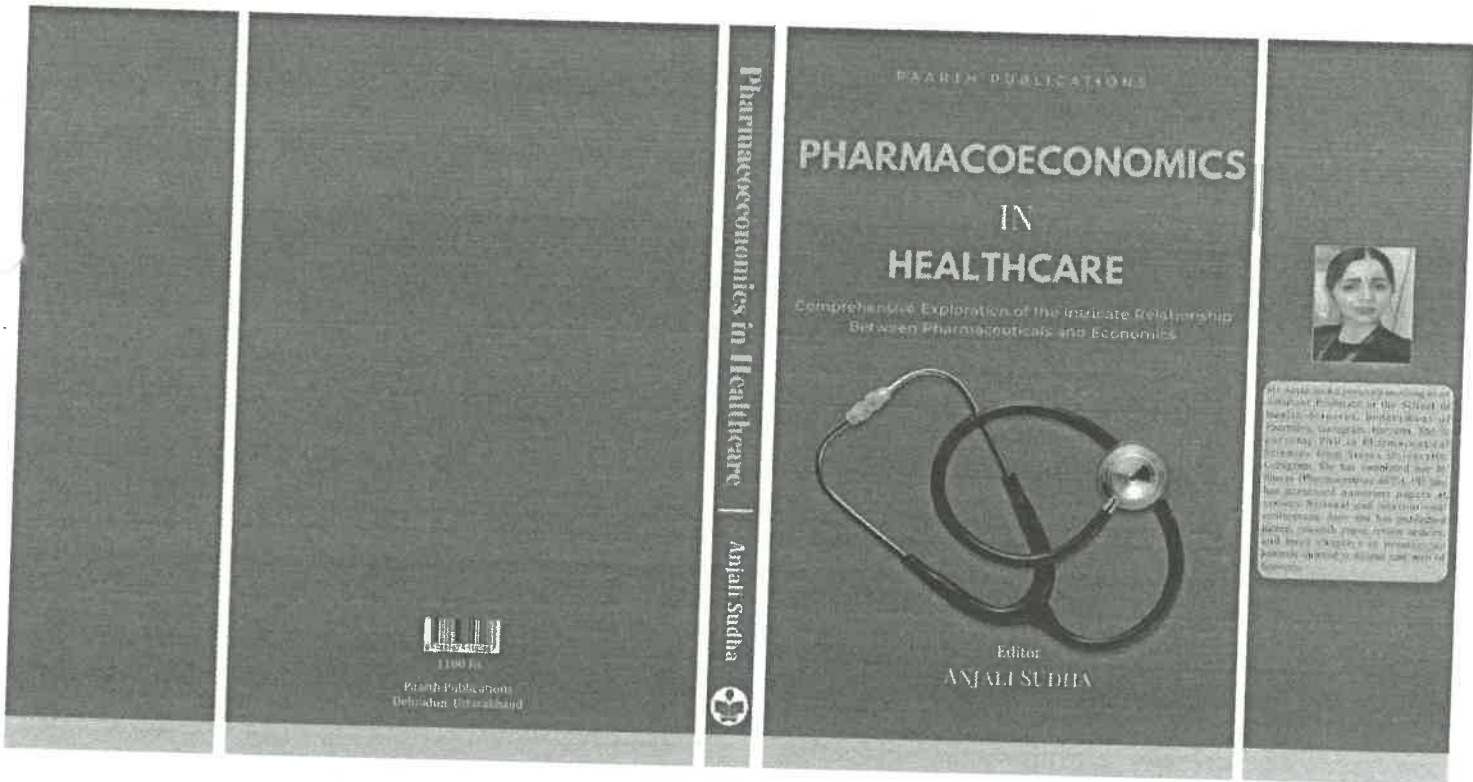
Anjali Sudha

Abstract

For pharmaceutical companies, pharmacoeconomic is essential to explaining the benefits of their medications to external decision-makers (payers, prescribers, and patients), getting regulatory and reimbursement clearance, and fostering business success. Within a firm, pharma coeconomic plays a crucial role in guiding internal decision-making during the lengthy, expensive, and dangerous process of developing new pharmaceuticals. Early application of pharmacoeconomic in the development process is expected to improve the efficiency of R&D resource utilization and lay the groundwork for effectively communicating the value of the product to external decision-makers later on, which will raise the chances of reimbursement approval from the regulatory body and commercial success. The number one constraint for observational naturalistic financial reviews is choice bias and the requirement for registration and investment previous to undertaking the study. Research and improvement (R&D) now has very extraordinary strategic imperatives because of the call for pharmacoeconomic proof. For this reason, specialists in pharmaceutical studies and improvement want to recognize the basics of pharmacoeconomic, which includes a way to select comparators which are pertinent to fitness policy, a way to behavior analyses, a way to compare fitness advantage the use of quality-adjusted lifestyles years, and a way to strategically fee drugs.

Introduction

“Although pharmacoeconomic encompasses more than simply the



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Challenges and Controversies in Pharmacoeconomics: Navigating the Complex Landscape

Dr. Jyoti Rai

Abstract

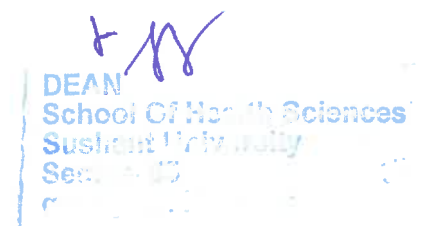
Pharmacoeconomics, the study of the economic aspects of pharmaceuticals and healthcare interventions, faces a myriad of challenges and controversies that complicate its role in guiding healthcare decision-making. This chapter provides a concise overview of the key issues in Pharmacoeconomics, emphasizing the complexities inherent in navigating this intricate terrain. Addressing these issues is essential to ensure that economic evaluations contribute meaningfully to the enhancement and sustainability of healthcare systems globally.

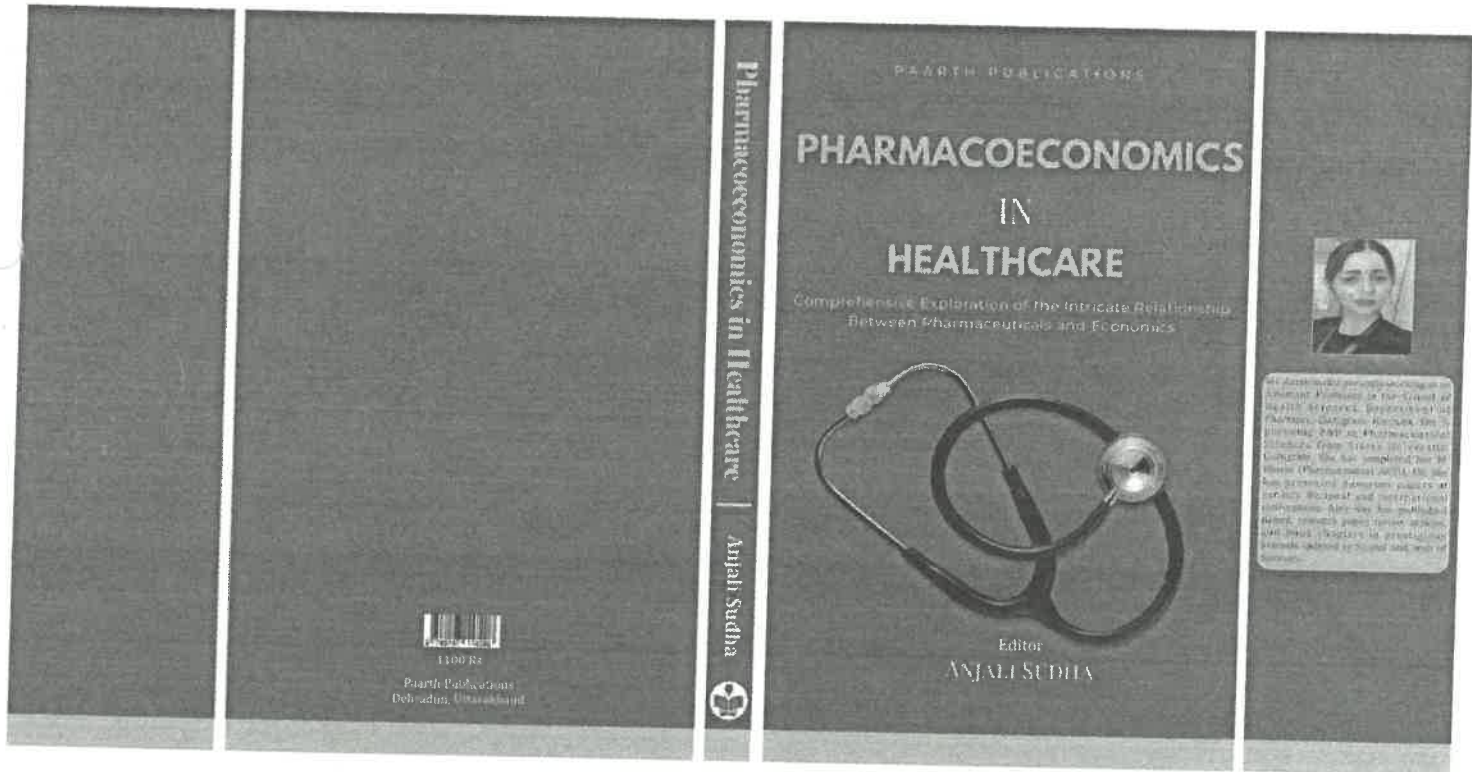
Introduction

Pharmacoeconomics, as a discipline, seeks to analyze the economic dimensions of healthcare interventions & pharmaceuticals. It involves assessing the value of these interventions by considering both costs and outcomes. However, navigating the complex landscape of Pharmacoeconomics is not without its challenges and controversies. This article delves into some of the key issues in this field, shedding light on the complexities that researchers, policymakers, and healthcare professional's encounter. [1-3]

Here are some salient features of several Pharmacoeconomics issues and disputes:

1. Cost-Effectiveness Analysis (CEA) vs. Budget Impact Analysis (BIA):





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Cost-Effectiveness and Clinical Considerations in a Pharmacoeconomic Analysis of Branded and Branded Generic Drugs

Anjali Sudha

Abstract

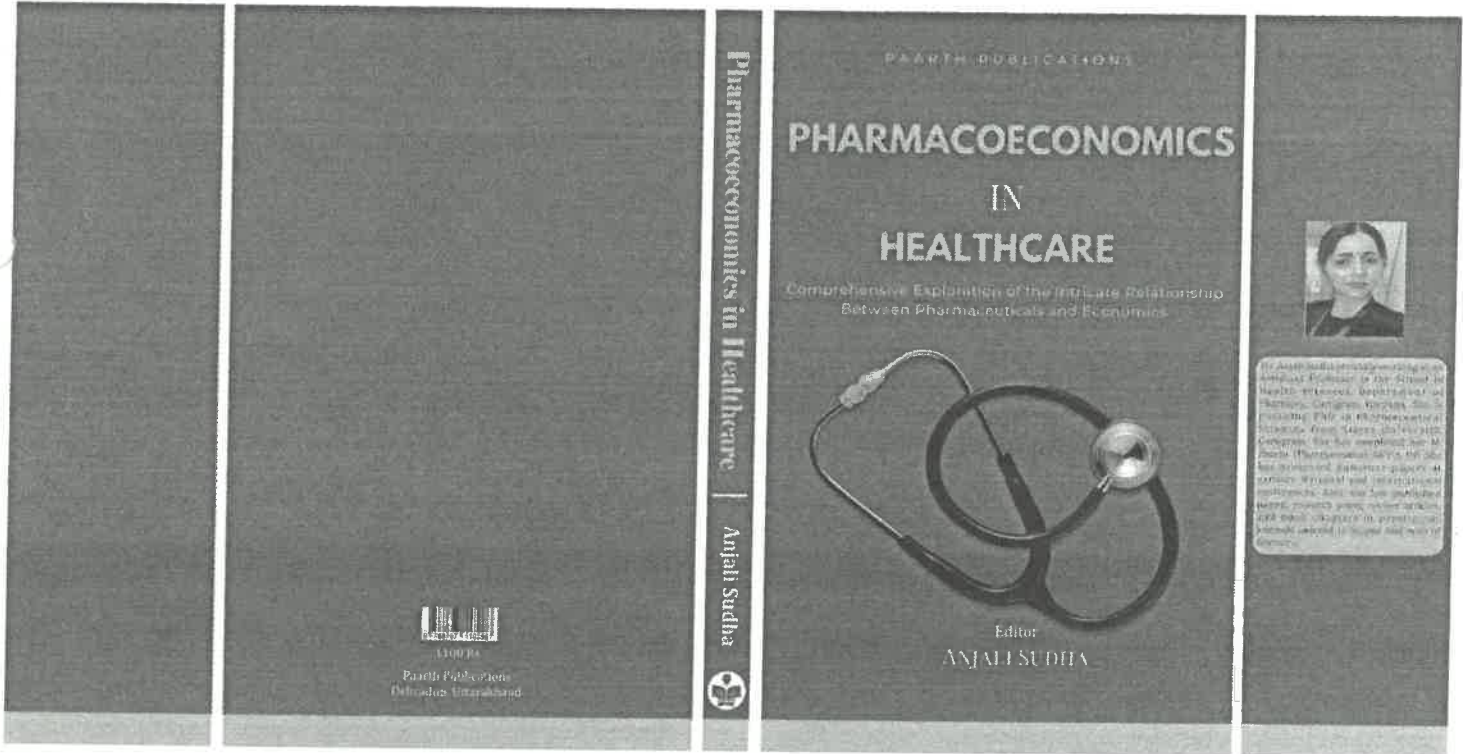
In pharmacoeconomic evaluation of branded and branded generic medications, cost effectiveness and clinical factors play crucial roles in determining the value and overall impact of these medications. In the context of branded and branded generic medications, cost-effectiveness analysis helps assess whether the additional cost of a branded medication is justified by its superior clinical outcomes compared to a cheaper branded generic alternative. The cost-effectiveness analysis typically involves comparing the incremental cost-effectiveness ratio (ICER) of the branded medication to that of the branded generic alternative. The ICER represents the additional cost required to achieve an additional unit of health outcome (e.g., quality-adjusted life-years gained or symptom improvement). If the ICER falls within an acceptable range, the branded medication may be considered cost-effective compared to the branded generic alternative. Ultimately, a comprehensive pharmacoeconomic evaluation of branded and branded generic medications requires a balanced assessment of both cost-effectiveness and clinical factors.

Introduction

The phrase was coined by Ray Townsend in 1986, and since then, studies on the topic have concentrated on calculating the costs associated with drug usage on both society and health. It examines the cost (resources used for drug research, development, production and marketing) related various benefits of the good or service. It involves



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Impact of Pharmacovigilance Study on Pharmacoeconomics

Manvi Aggarwal

Abstract

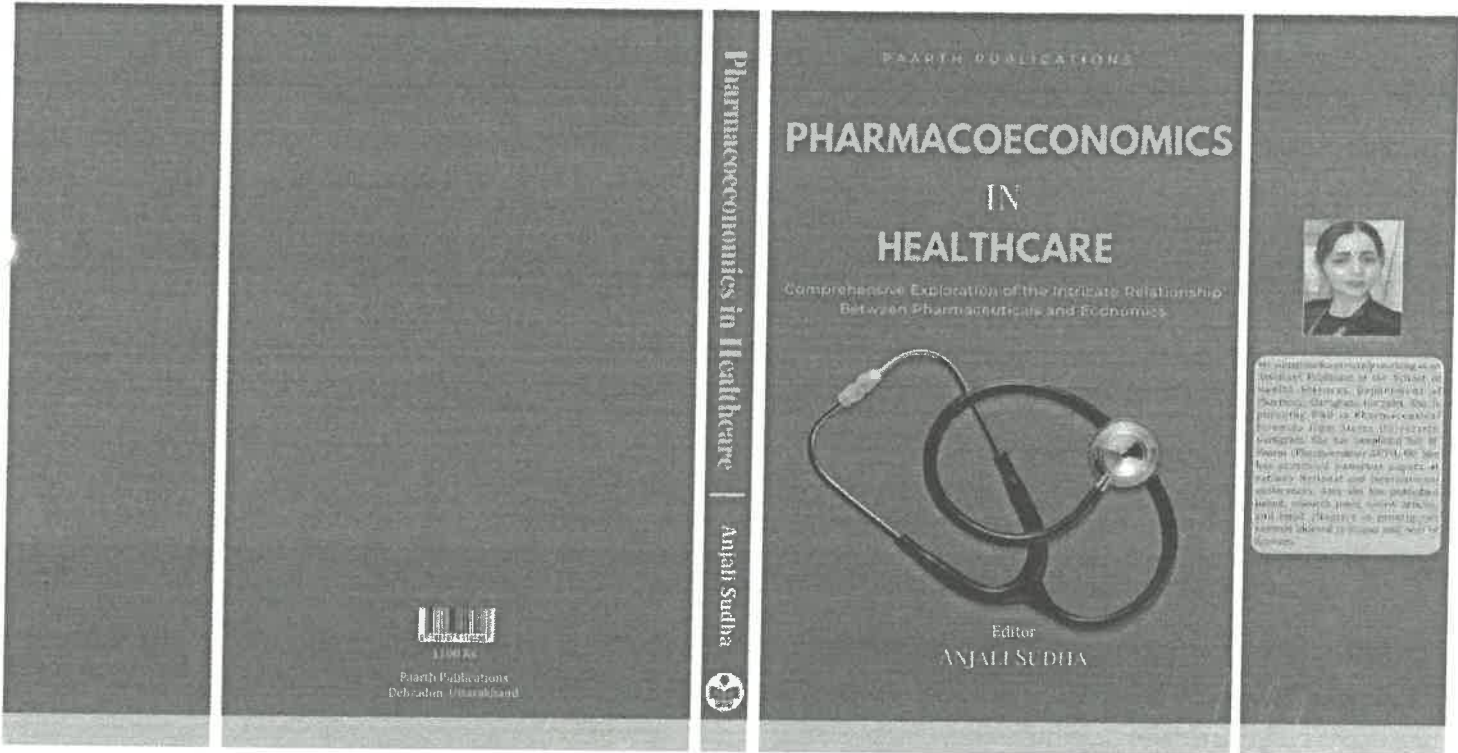
Adverse drug reactions (ADRs) are prevalent causes of hospitalization and incur significant expenses for society. However, the cost of hospitalization is only a portion of the total cost because the majority of adverse responses do not require clinical treatment. ADRs have two main costs: the cost of treating illnesses caused by them and the cost of preventing them. The goal of this review is to summarize information about the expense of treating drug-induced side effects as an added cost to pharmacological treatment. This study focused on the overall economic burden of drug-related morbidity, as well as an economic analysis of a single class of medications with varying safety profiles.

Introduction

Drugs have always been an important component of human existence and social organizations, and their role is "essential to prevent diseases, protect and preserve health"[1]. The importance of drug use in citizens' health necessitates that the benefits outweigh the problems that they may pose. Again, the benefit of medicine is expressed as the therapeutic impact demonstrated in clinical trials, the danger that it may pose, and its safety in terms of the occurrence of adverse events, among other health implications. Drug use has a variety of consequences on the patient, although not all of them are deemed bad reactions. It is also difficult to know if the symptoms are caused by the medicine itself, noncompliance with the drug, or other, nondrug-related circumstances [2]. As a result, the risk-benefit ratio expresses a judgment regarding the function of medicine in medical practice based



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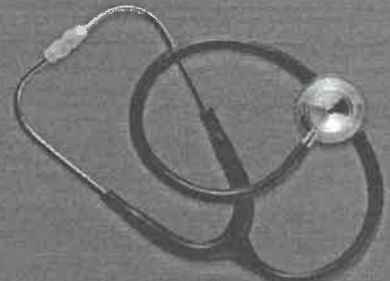


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PHARMACOECONOMICS IN HEALTHCARE

Comprehensive Exploration of the Intricate Relationship
Between Pharmaceuticals and Economics



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The Review of Pharmaceutical Economics: An Economic Perspective on Drug Assessment

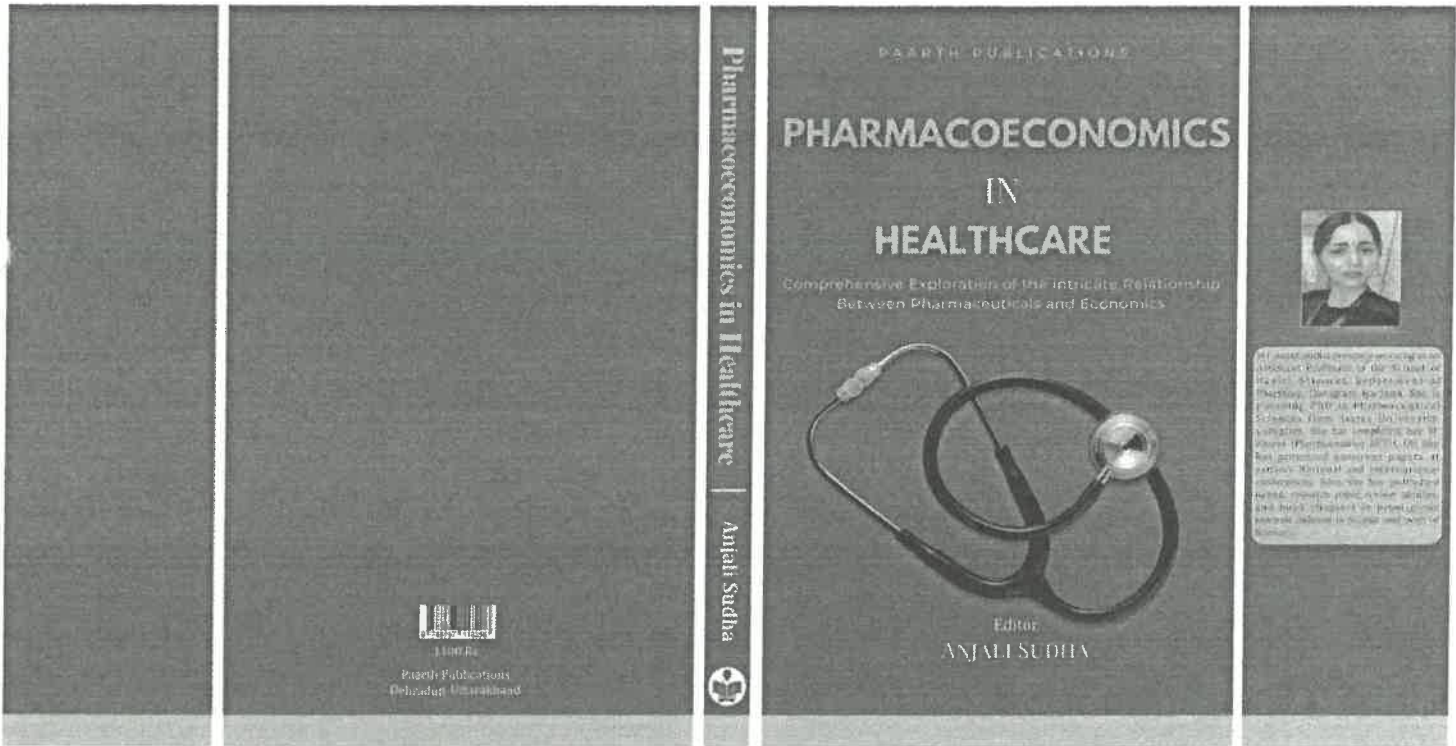
Nikita Savita

Abstract

The description and evaluation of drugs therapy's fees to healthcare structures and society is called Pharmacoeconomics. Pharmacoeconomic research assist decide which remedies have to be used generally and different selections and guidelines through evaluating the fees of numerous medicines and drug regimens to the consequences they produce. When evaluating unique fee results, pharmacoeconomic is vital withinside the authorities, personal sector, and pharmaceutical industry. Metrics of fees and results which can be integrated right into a quantitative degree or ratio are the 2 essential elements of pharmacoeconomic research. Cost-minimization evaluation (CMA), fee-effectiveness evaluation (CEA), fee-software evaluation (CUA), and fee-gain evaluation (CBA) are a number of the strategies that may be used. Cost consists of all the sources required to create and administer a sure remedy therapy. Positive or poor consequences are possible. The drug's effectiveness may be gauged through advantageous results, whilst aspect effects, remedy failure, and the emergence of drug resistance are examples of unfavorable results. The take a look at factor of view determines which fees to encompass withinside the measurements of fees and consequences in addition to how the ones results are assessed. Pharmaceutical take a look at results offer a quantitative metric (fee/final results achieved) that illustrates how great to divide up scarce sources among or greater rival opportunity remedies and services, or in which the best gain may be received for the least sum of money spent on




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The influence of Pharmacoeconomics on the medical field in India: Present advancements and futuristic views

Pankaj Malhotra

Abstract

Pharmacoeconomics plays a crucial role in shaping the healthcare system in India by providing valuable insights into the cost-effectiveness of different healthcare interventions and treatments. Present advancements in pharmacoeconomic have helped policymakers and healthcare providers make informed decisions about resource allocation, pricing strategies, and reimbursement policies.

It will also help to scientists to access the rational use of the new formulations. When making decisions about the accessibility and affordability of responsible drug use, pharmacoeconomic can support legislators and medical professionals. An overview of pharmacoeconomic, its applicability to the Indian pharmaceutical sector, and the country's growing insurance market are given in this brief essay. Pharmaceutical licensing, pricing, reimbursement, and formulary procedure maintenance decisions can all be supported by pharma coeconomic information. To provide insurance firms with better facilities at the lowest possible cost, India has to build a pharma coeconomic platform that includes a methodology for validation and suitable training.

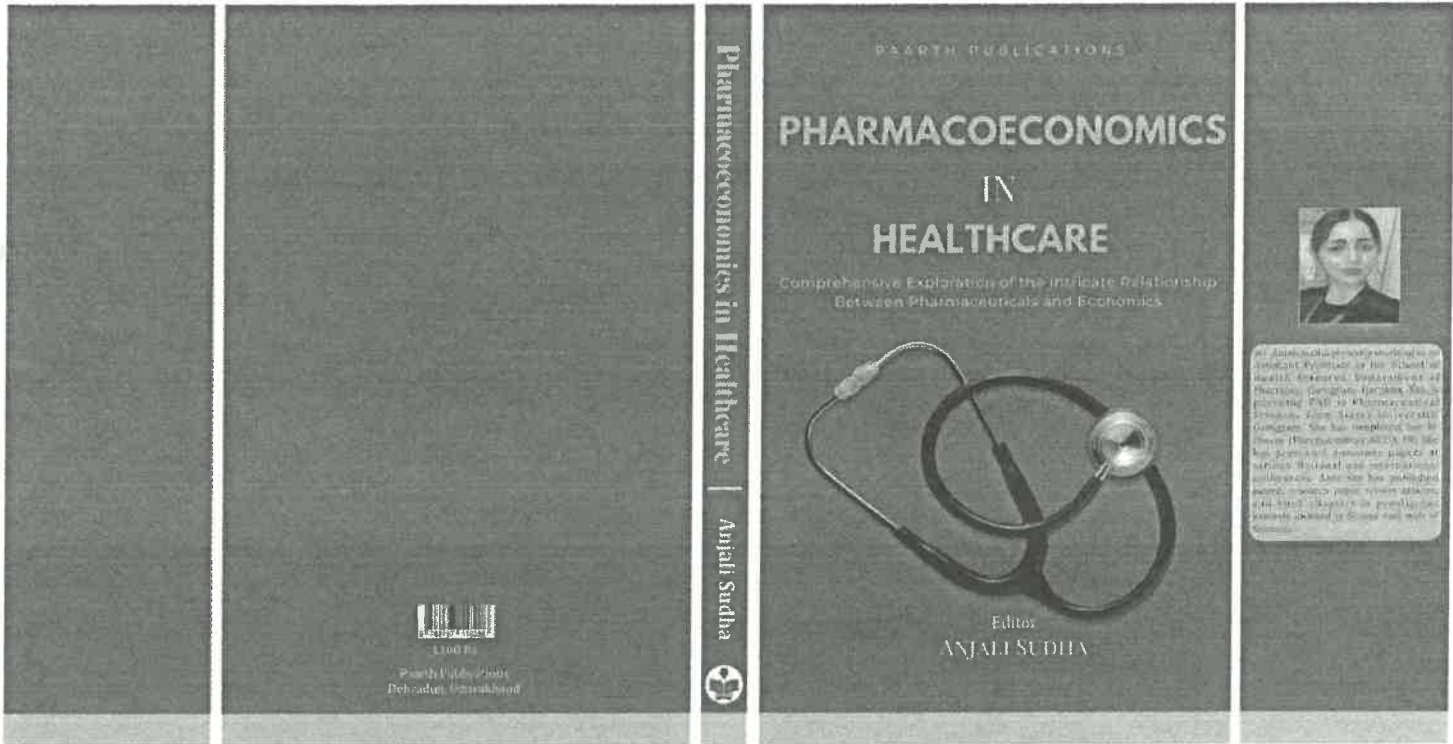
Introduction

The science that evaluates the relative merits of various



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Pharmacoeconomics in Healthcare

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Pharmacoeconomic Analysis of Therapeutic Interventions: Expanding from Theory to Practice

Shoaib Khan


Abstract

Pharmacoeconomics is the study of the costs and benefits of medicines, with a particular focus on the financial evaluation of drugs within the larger field of health economics. It involves analyzing the costs and outcomes of different drug treatments to determine which option provides the best value for money. However, there is often a gap between the theoretical concepts of pharmacoeconomic and their practical application. One way to bridge this gap is to ensure that pharmacoeconomic evaluations are conducted using robust methodologies and data sources. This includes using appropriate study designs, such as randomized controlled trials or observational studies, to generate reliable evidence on the costs and benefits of different drug treatments. The study of health economics provides vital insights on how to manage scarce healthcare resources and influence medical practices. With a focus on its variety of assessment techniques, including cost-minimization, cost-benefit, cost-utility, and cost-effectiveness analysis, this following piece seeks to offer an overview of pharmacoeconomic. Moreover, it explores the fundamental ideas behind the economical provision of high-quality healthcare.

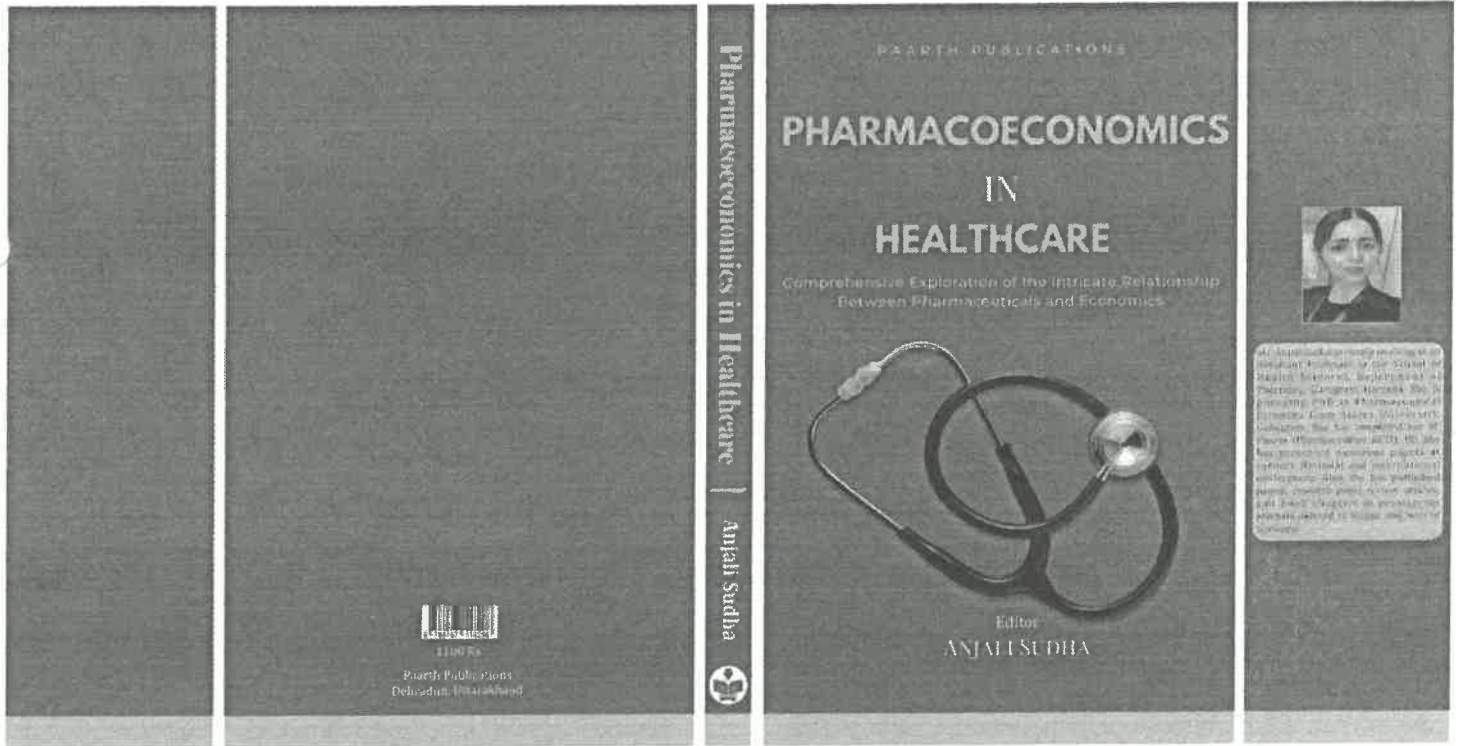



Introduction

Pharmacoeconomics encompasses the economic analysis of pharmaceutical goods and therapeutic strategies, utilizing various methodologies such as cost-benefit, cost-effectiveness, cost


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Indian pharmaceutical business- Dynamics of mergers and acquisitions

Pooja Bidhlan

Abstract

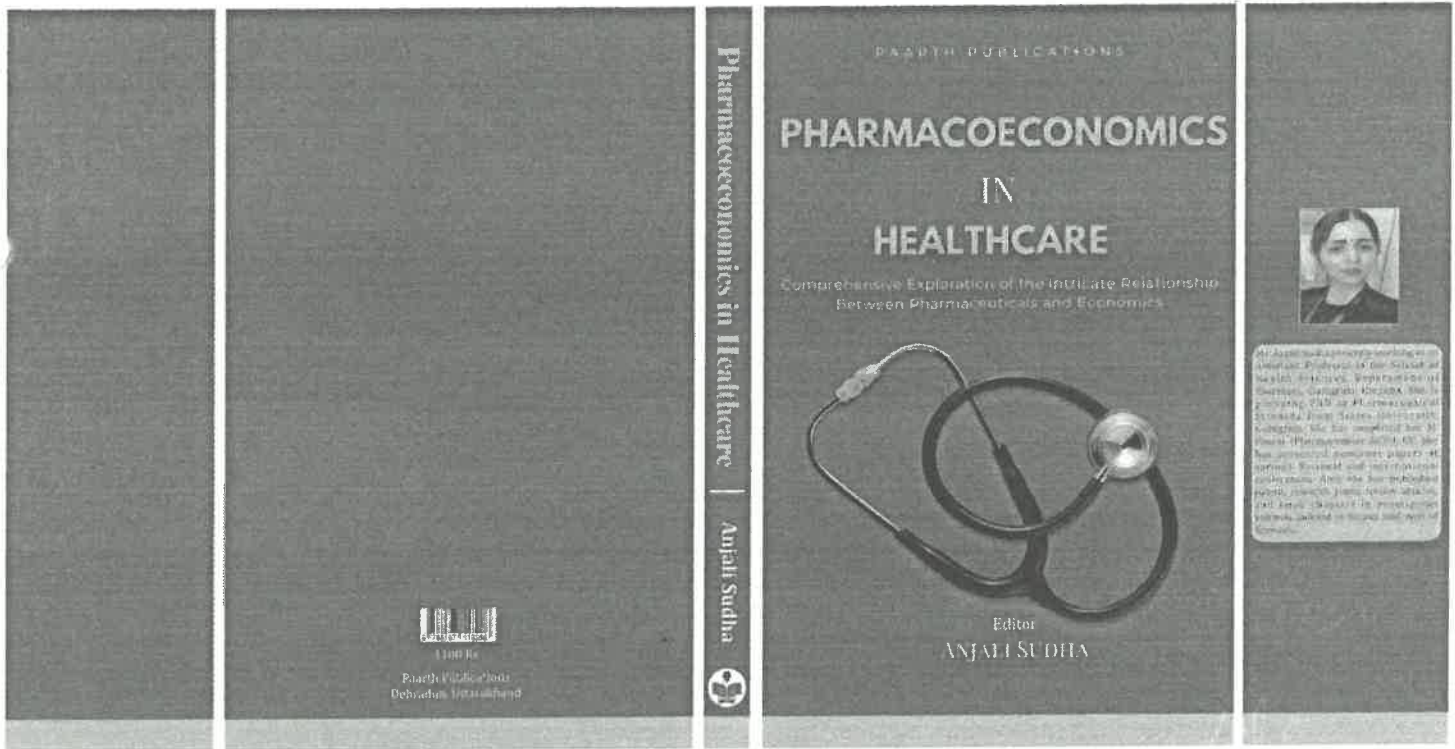
This chapter examines and analyzes the trends and motorists of combinations and accessions (M&A) in the Indian medicinal assiduity, and assesses the effect of M&A on the performance and invention of the enterprise which has witnessed a swell of cross-border deals in the recent decades. The chapter reviews the prose on the motives and issues of M&A in the pharmaceutical sector, and identifies the crucial factors that impact the decision and performance of Indian enterprises engaging in M&A. The composition uses a panel data approach, and employs colorful econometric ways, similar as difference in differences, propensity score matching, and necessary variables, to evaluate the unproductive goods of M&A on the profitability, growth and invention affair of the enterprises. The composition also examines the goods of M&A for different types, modes, and timings of the deals. The composition finds that M&A has positive goods on the profitability, growth, and invention affair of the enterprises, but negative goods on the shareholders' return and the R&D investment of the enterprises and also identifies the factors that impact the decision and outgrowth of M&A in the assiduity, and highlights the challenges and openings faced by Indian pharmaceutical enterprises in the global request.



Introduction

The Indian medicinal assiduity is one of the major and fastest growing sectors in the nation, contributing to about 3.5 of the overall pharmaceutical requests by value and 10 by volume¹. The assiduity is

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Pharmaco-Economics Revealed: Handling the Healthcare Industry's Value, Cost, and Access Dynamics

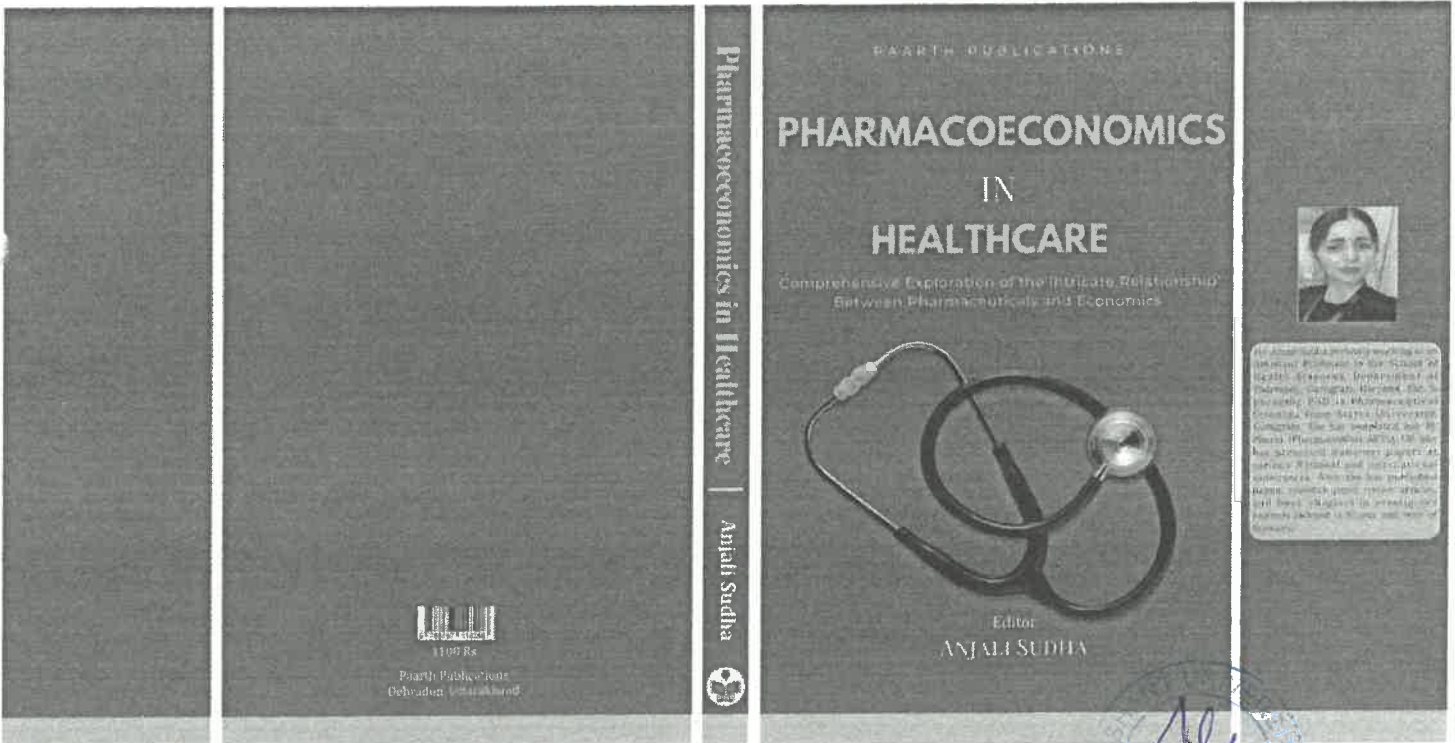
Ashok Jingla

Abstract

A crucial factor in determining the effectiveness of healthcare is the complex relationship between value, affordability, and accessibility, which is changing rapidly. This abstract explores the complex field of Pharmaco-Economics and offers a thorough summary of how it will influence healthcare decision-making in the future. The introduction emphasizes how healthcare is changing and how important it is to have a sophisticated grasp of its financial aspects. The three pillars of Pharmaco-Economics- cost-effectiveness, cost-utility, and cost-benefit analyses are as follows. The evaluation of value in healthcare becomes central, delving into the complex interplay between financial concerns and patient results. The assessment of the actual value of medical interventions is mostly based on patient-reported outcomes and quality-adjusted life years (QALYs). The discourse delves into the several elements that contribute to the mounting financial strain as we navigate the terrain of healthcare expenditures. To reduce these expenses without sacrificing the pharmaceutical innovation, Pharmaco-Economics appears as a useful instrument. An investigation of how Pharmaco-Economics affects healthcare policies is warranted as the availability of important medications becomes a global concern. The real-world effects of Pharmacoeconomic assessments on treatment protocols and access programs are demonstrated by case studies, especially in environments with limited resources.




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Pharmacoeconomic Modelling: Tools for Informed Decision- Making

Asha Raghav

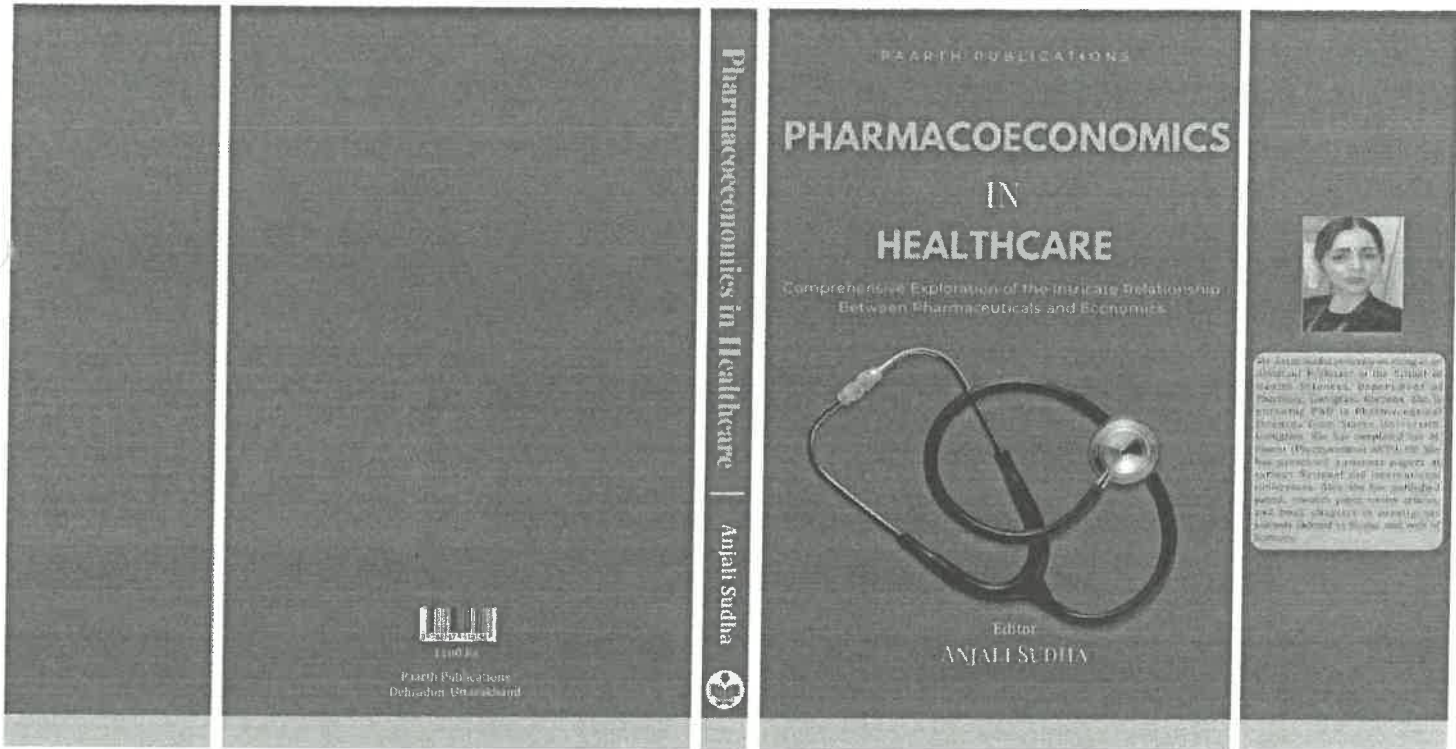
Abstract

This abstract provides a more extensive description of the content and focus of a paper on pharmacoeconomic modelling as a tool for making informed healthcare decisions. Pharmacoeconomic modelling is a crucial tool in healthcare economics, allowing for full assessments of the economic impact and value of pharmaceutical interventions. This study searches into the diverse landscape of pharmacoeconomic modelling, focusing on two key tools: budget impact analysis and cost-effectiveness analysis (CEA). The study highlights the use of real-world data, patient preferences, and scenario assessments in these models, resulting in a more realistic portrayal of the economic implications of various healthcare interventions. The flexibility of pharmacoeconomic models to different healthcare contexts is underlined, emphasizing their worldwide importance. This study examines these tools in depth to highlight their importance in influencing healthcare stakeholder's evidence-based decision-making. Pharmacoeconomic modelling improves healthcare systems efficiency and efficacy by offering insights into optimal resource allocation, making it an essential component of educated decision-making in the dynamic landscape of healthcare economics.

Introduction

Pharmacoeconomics, as defined by the International Society for Pharmacoeconomics and Outcomes Research (ISPOR), encompasses the study of how individuals, companies, and markets behave concerning the use of pharmaceutical products, services, and





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Reviewing the pharmacoeconomic impact of inclusive medications in India in detail

Anjali Sudha

Abstract

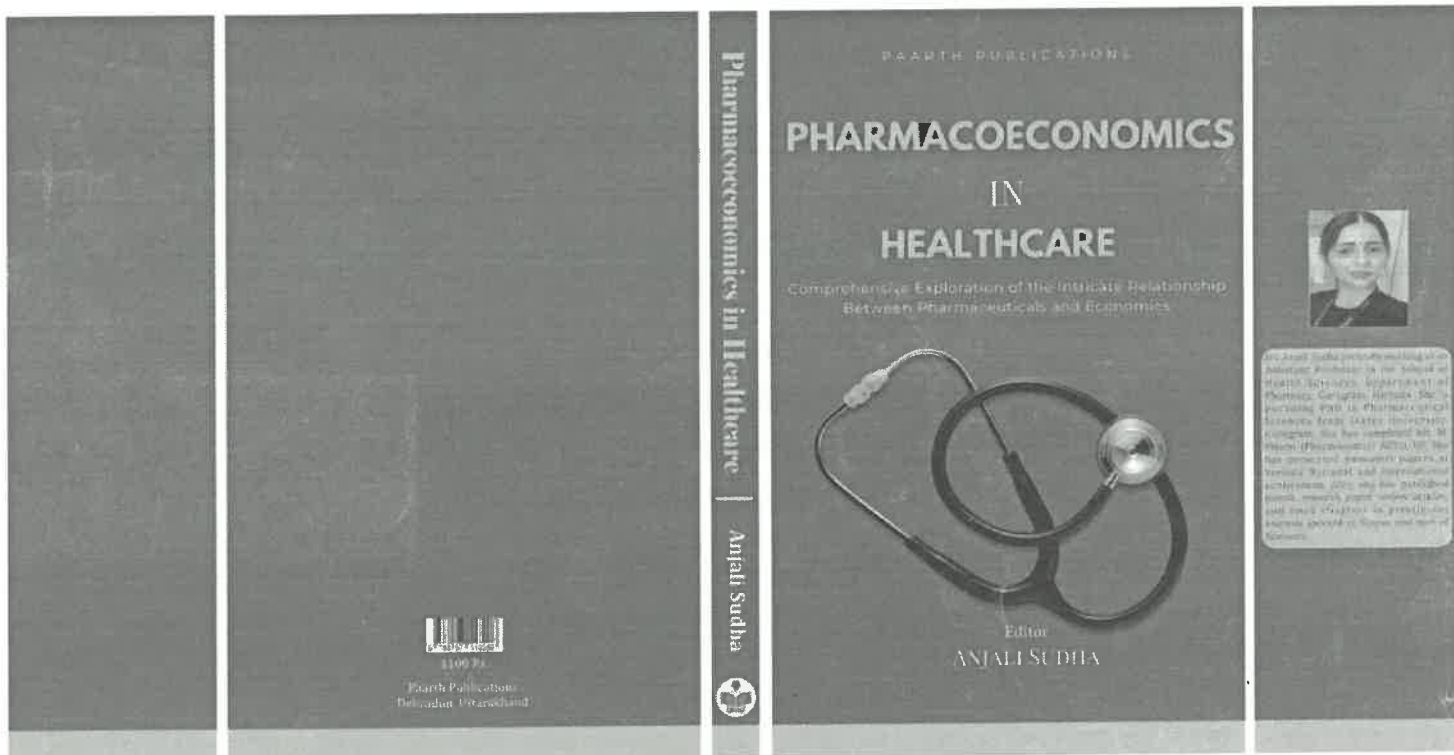
The emerging discipline of pharmacoeconomic offers several advantages to economy of India, which include reduced healthcare expenses the population and decreased of therapeutically equivalent drugs. Generics, also known as cheaper alternatives to branded drugs, become available on the market after the expiration of the manufacturer's patent. These medications possess the same potency, calibre, and efficacy as their brand name counterparts and function in the same manner. Generic drugs can be purchased under specific brand names or ointments, but their prescription and usage mandate approval from the Food and Drug Administration (FDA). Product lines that include brand-name generics are called "therapeutic molecules," and creative businesses are in charge of producing and distributing them. Brand-name generics can also refer to products sold under non-molecular names.

Introduction

The maximum normally applied shape of assessment in pharmacoeconomic is financial assessment, which employs 4 methods. This technique is extensively utilized in industrialized nations to decide suitable remedy alternatives primarily based totally at the affected person and economic situation. Implementation of those techniques in India pursuits to enhance medicine adherence and enhance affected person outcomes, specifically amongst middle-elegance those who cannot manage to pay for important medications. The World Health Organization (WHO) estimates that over 30% of the worldwide



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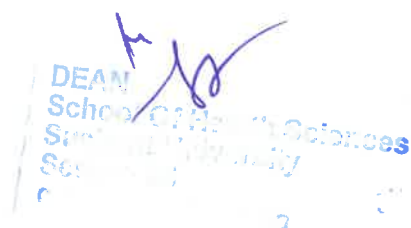


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Pharmacoeconomics's importance in Indian medical sector

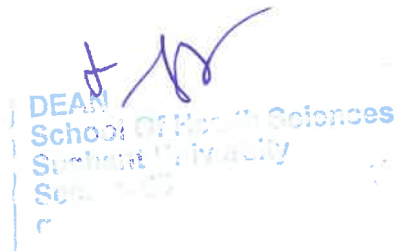
Anjali Sudha

Abstract

Policymakers and fitness care experts can use pharma coeconomic to assist make selections approximately the powerful use, availability, and affordability of drugs. Pharmacoeconomics emphasizes performance and indicates extraordinary methods to attain most enjoy the use of resources. Although the strategies for assessing the fee of results and fitness advantages are extraordinary, the financial assessment tactics that guide the identity and quantification of medicinal products (e.g., low-fee analysis, fee-effectiveness analysis, gain analysis, fee-gain analysis) are similar. This quick article offers an outline of the pharmaceutical enterprise and its courting with the Indian pharmaceutical enterprise and its financial boom withinside the country. Decisions concerning drug approval, pricing, reimbursement, and remedy applications may be supported via way of means of medical doctor records. To offer coverage agencies with the satisfactory deal at the bottom fee, India wishes to generate pharmacy enterprise via realistic techniques and right training. Clinical pharmacists, mainly PharmD graduates, are predicted on the way to follow their enterprise fashions to the daily operations of network and sanatorium pharmacies and offer extra useful position for pharmacists.

Introduction

The clinical network is turning into an increasing number of frugal because of the general boom in clinical costs. As a result, whilst comparing clinical merchandise and services, now no longer simplest protection and effectiveness are considered, however additionally the



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First Edition

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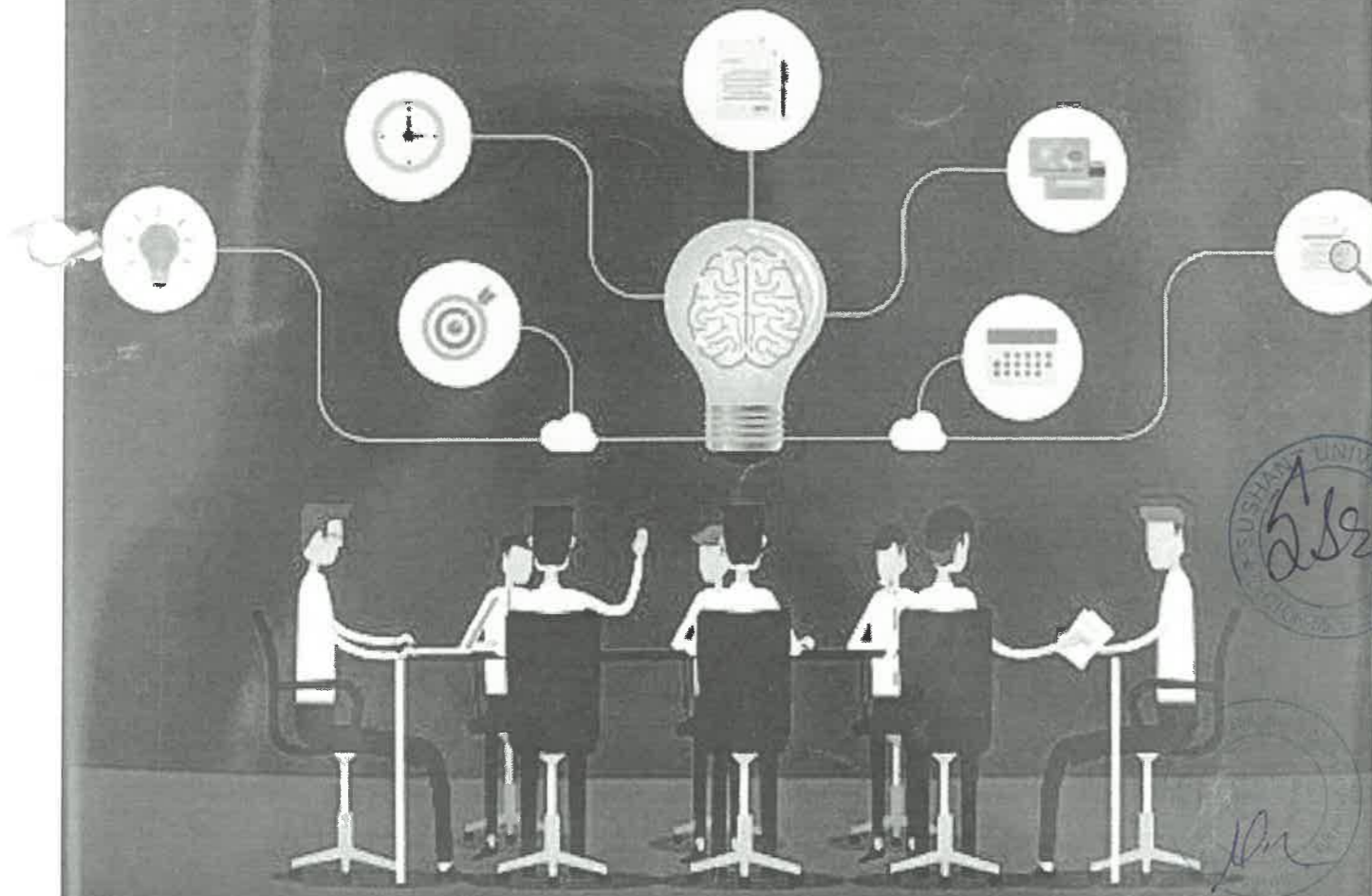
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*(Author: Ar. Prerana Hazarika, Ar. Tanya
Agarwal)*



Chapter-13

Effective communication in remote work environment – Lessons learnt and the way forward in the education sector

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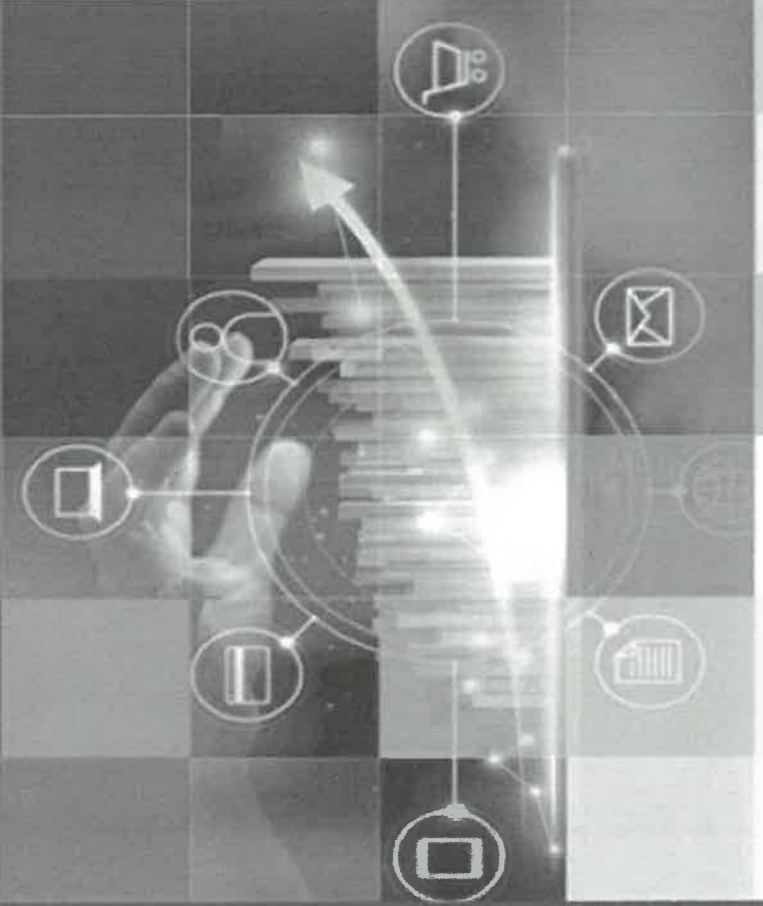
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**A Text Book of
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**Dr. Suman Dahiya | Ms. Apoorva Sao
Dr. Yoganand Selvaraj | Dr. Habeeb Syed**





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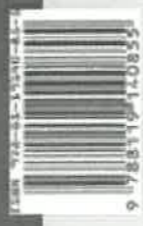
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Chapter 12

Barriers and Potential of Blockchain Technology in FinTech

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ABSTRACT

This chapter explores the barriers and potential of blockchain technology in the FinTech sector. It begins by highlighting the fundamental characteristics of blockchains, emphasizing their ability to securely store and transfer data without the involvement of intermediaries. The transparency provided by blockchain's transaction visibility is contrasted with traditional banking systems. The decentralized nature of blockchain is discussed, along with its applicability in various industries such as cryptocurrencies, financial services, risk management, IoT, and public and social services. The chapter acknowledges the extensive research conducted to analyze blockchain technology and its applications, leading to a need for a comprehensive examination. It addresses blockchain taxonomy, consensus techniques, applications, technological challenges, and recent developments, offering insights into the future possibilities of this technology. By identifying both the barriers and potential, this chapter aims to contribute to the understanding of blockchain technology's role in the FinTech industry.



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Barriers and Potential of Blockchain Technology in FinTech

Bhanu Arora, Jagat Narayan Giri, Kanika Sachdeva

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nd potential of blockchain technology in the FinTech sector. It begins by highlighting the chains, emphasizing their ability to securely store and transfer data without the involvement of providers by blockchain's transaction visibility is contrasted with traditional banking systems. The s discussed, along with its applicability in various industries such as cryptocurrencies, financial 1 public and social services. The chapter acknowledges the extensive research conducted to its applications, leading to a need for a comprehensive examination. It addresses blockchain applications, technological challenges, and recent developments, offering insights into the future identifying both the barriers and potential, this chapter aims to contribute to the understanding of FinTech industry.

Chapter Preview

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ks include all transaction records (Chuen, 2015). Figure 1 depicts a blockchain system. In most der to guarantee that each block precisely copies its parent block. The hashes of uncle blocks, ng of the blocks that are ancestors of the current block, would likewise be preserved on the). Genesis blocks have no parents.

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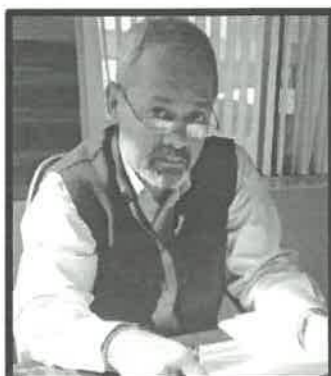
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NATIONAL EDUCATION POLICY (NEP) 2020: OPPORTUNITIES AND CHALLENGES



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❖ ABSTRACT:

NEP 2020 in India stands as a visionary blueprint, promising to reshape the country's educational landscape. Embracing a holistic approach, it presents a myriad of opportunities. One such opportunity lies in its emphasis on holistic education, aiming to nurture well-rounded individuals

by integrating extracurricular activities and value education. The policy's flexibility and multidisciplinary learning approach empower students, enabling them to pursue their passions and explore diverse fields. Furthermore, NEP 2020 places a significant emphasis on skill development and teacher training, aligning education with the demands of the 21st-century workforce. However, amid these opportunities, challenges loom large. Implementation hurdles, equitable resource allocation, societal resistance to change, the need for comprehensive assessment methods, and ensuring inclusivity across diverse socio-economic backgrounds pose substantial challenges. Addressing these challenges is paramount to realizing the NEP's transformative vision and ensuring a brighter future for India's education system.

Keywords: NEP, Quality Education, Higher Education, Transformation

❖ INTRODUCTION:

The National Education Policy (NEP) 2020 in India marked a significant milestone in the country's education system. This policy, announced by the Government of India, aimed to transform the existing education framework to meet the demands of the 21st century.

The National Education Policy (NEP) 2020 in India stands as a watershed moment in the nation's educational history. Envisioned as a comprehensive framework to overhaul the existing system, NEP 2020 is not merely a policy but a profound vision that seeks to revolutionize the way education is perceived and imparted in the country.

This ambitious policy, after a gap of 34 years, reflects the evolving socio-economic and technological landscape of India. It embodies the collective wisdom of educationists, policymakers, and experts who recognize the critical role of education in shaping a vibrant, innovative, and knowledgeable society.

NEP 2020 is characterized by its forward-looking approach, emphasizing inclusivity, flexibility, and a holistic understanding of education. It addresses not only the immediate needs of skill development and employability but also the broader goals of fostering creativity, critical thinking, and a sense of social responsibility among learners. By promoting interdisciplinary studies, encouraging experiential learning, and integrating technology, NEP 2020 aims to prepare students for a rapidly changing global landscape. This policy, while presenting an array of opportunities, also poses significant challenges in terms of implementation, resource allocation, and societal mindset. The

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ed linkages between microfinancing, financial inclusion, and women empowerment in India. It ough which improved access to microfinancing and other financial services fosters women's owerment. The current study helps the financial regulators, government, and the banking al inclusion and to analyse the impact and effectiveness of the initiatives and measures taken men in India. It is also providing in-depth knowledge to policy makers to review the existing 1 through microfinancing so as to have a substantial impact on women empowerment.

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gest and fastest growing economy in the world. It is expected that between 2012 and 2014 est in the world by overtaking economy of Japan. The tremendous growth has coincided with ntrepreneurs have registered noticeable global presence not only in IT or ITES and knowledge lass manufacturing capabilities. Main drivers of Indian economic growth are domestic ch capital intensive industry, human capital, natural resources and so on.

ent, the financial system plays a role of intermediation in the mobilization and allocation of e economy. While crossing of Indian GDP to over a trillion dollar mark was an important ealth of Indian financial institutions during the global recession of 2008 was noteworthy when

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Chapter 5

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ABSTRACT

This chapter explores the multifaceted linkages between microfinancing, financial inclusion, and women empowerment in India. It delves into the key mechanisms through which improved access to microfinancing and other financial services fosters women's economic, social, and political empowerment. The current study helps the financial regulators, government, and the banking industry to know the state of financial inclusion and to analyse the impact and effectiveness of the initiatives and measures taken by them on the empowerment of women in India. It is also providing in-depth knowledge to policy makers to review the existing policies regarding financial inclusion through microfinancing so as to have a substantial impact on women empowerment.

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Impact of Attitude on Job Performance of Teachers in South Asian Higher Educational Institutions

Ashok Asthana (affiliate/ashok-asthana/463465), Anand Prasad Sinha (affiliate/anand-prasad-sinha/463466), Swati Srivastava (affiliate/swati-srivastava/463467)

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largely depends on the quality of education provided as education is a powerful tool having technological development to a society. To strengthen the educational system of a g standards, and supporting infrastructure should be prompt. The main objective of this study is on to find out the inter relationship between attitude and job. The outcome of the chapter act of attitude on respective performance (job performance) of teachers. Also the demographic xperience impact the job performance in positive directions. The inputs from the chapter will ns to frame strategies and policies to strengthen, develop, and innovate the higher educational

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it, and market attractiveness, South Asia ranks among the most appealing regions. It makes up and accounts for 11% of all territory in Asia. It has the highest concentration of Muslims, Sikhs, he world. The region's production quality is uncertain, even with its affluent demographics in the jstries (Bisen & Kudnar, 2013). Although the region's social and economic development has ndividuals, the number of educated young without jobs has surged in the area, and their skill . (Jain, 2014). The disparity in the distribution of quality higher education is more pronounced in ated to counterparts such as China and South Korea. Consequently, this has widened the social inent and triggered disparities among nations in the region (Susanty & Miradipta, 2013).



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Description:

In the rapidly evolving landscapes of higher education, where the acquisition of knowledge is a lifelong pursuit, educators and institutions are redefining the paradigms of learning through innovative approaches. **Global Perspectives on Micro-Learning and Micro-Credentials in Higher Education** delves into the intricate tapestry of contemporary education, where the convergence of advanced pedagogies and cutting-edge technologies is reshaping traditional boundaries.

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Leveraging Technology-Based Innovation for Business Model Innovation

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ical progress, this research delves into the pivotal role of technology-based innovation in
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landscape, the ability to stay competitive is not just a choice; it's an imperative for
 digitalization, data analytics, artificial intelligence, and connectivity is profoundly reshaping
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 ctively but also proactively leverage technology-based innovation to foster growth and maintain

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ABSTRACT

In an era marked by swift technological progress, this research delves into the pivotal role of technology-based innovation in propelling business model transformation. As businesses grapple with the need to stay competitive, traditional models are being reevaluated. Through an exhaustive exploration of case studies, theoretical frameworks, and industry trends, this chapter unravels how technology acts as a potent catalyst for reshaping business models. It dissects strategies and approaches embraced by organizations to seamlessly embed technology-driven innovations into their operational frameworks. The study rigorously assesses the potential advantages and hurdles linked with this integration and offers invaluable insights into the impending terrain of business model innovation within the digital sphere. By critically analyzing these elements, the study contributes to a heightened comprehension of how technology dynamically influences business models, charting a path for future progress, adaptability, and success in a rapidly evolving technological landscape.



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1. INTRODUCTION

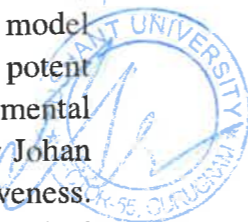
In today's rapidly evolving business landscape, the ability to stay competitive is not just a choice; it's an imperative for organizations. The convergence of digitalization, data analytics, artificial intelligence, and connectivity is profoundly reshaping industries and fundamentally altering the way companies operate (Bresciani, 2021; Chin, 2022). In response to this transformation, businesses must not only adapt reactively but also proactively leverage technology-based innovation to foster growth and maintain competitiveness.

Our research is driven by the critical need to highlight the multifaceted role of technology-based innovation in driving product, process, and business model innovation (Bresciani, 2021). It catalyzes reimagining traditional models and exploring new avenues for value creation and delivery. Elia (2022) underscores how technology, when coupled with knowledge management systems, empowers startups to construct innovative business models. In the fiercely competitive technology startup ecosystem, this synergy becomes a vital component, enabling these startups to disrupt industries.

Moreover, our research underlines that technology-based innovation isn't confined to the inception phase; it plays a pivotal role in ensuring long-term sustainability and competitiveness, as demonstrated by Guo (2022). Sustainable business model innovation, driven by technology and dynamic capabilities, emerges as a potent strategy for businesses to remain relevant while addressing societal and environmental challenges. The financial aspect isn't overlooked either, as emphasized by Johan (2021). Leveraging technology and innovation enhances financial competitiveness. In today's digital-first world, organizations that effectively harness technological advancements gain a competitive edge by creating efficiencies and expanding their market reach.

Particularly in the context of startups, technology takes on a stabilizing role, helping them navigate and prosper amid market uncertainties (Khuan, 2023). Startups often operate in turbulent environments, and technology provides them with the agility to adapt and innovate in response to changing market dynamics.

Mancuso (2023) highlights the transformative impact of digital technologies on agri-food business models post-Covid-19. The pandemic accelerated the adoption of technology, illustrating its role in value creation and capture mechanisms. Businesses in the agri-food sector have had to rapidly adopt technology to optimize processes, reduce waste, and meet changing consumer demands. In the context of Industry 4.0, as highlighted by Pietrewicz (2019), the synergy between technology and business models is unmistakable. In a landscape characterized by advanced automation and data exchange, technology not only improves operations but also becomes a source



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Advancements in Business for Integrating Diversity, and Sustainability: How to Create a More Equitable and Resilient Business World in the Developing World



Edited by

Dimitrios A. Karras

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Low-cost Technology Diffusion: How WhatsApp is used by Small Retailers

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Abstract: The increase in internet penetration and the Digital India campaign movement initiated by the government of India. With more internet penetration and change in customer preference, Smartphone users are no longer unfamiliar with the word WhatsApp. It is now a crucial tool that enables small firms to react immediately to opportunities. The study focuses on how small retailers are using WhatsApp as part of their business marketing strategy in these circumstances. Even though WhatsApp is one of the most widely used messaging apps on smartphones, little research has been done on how it is used by small retailers as a marketing tool to reach out to a wide range of customers. This study aims to investigate the social media marketing tactics used by small retailers through WhatsApp. This paper has used the wheel in retailing theory that discusses that, Prior to now, location and space are essential components of retailer strategy and how due to the advent of technology stores, space and places have become less dominating.

Keywords: Retailing, Small retailers, WhatsApp

1. Literature Review

About WhatsApp

Social networking tools up to the early 1900s were telephones and radios. According to the study, the online revolution would connect

gadgets like TVs, cell phones, cars, and even microwaves, all of which could be managed by a single person over the internet. The market's dynamic and international pressures have been addressed by retailers. Changing lifestyles of customers, changing marketing activities and a globalized way to do business

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Advancements in Business for Integrating Diversity, and Sustainability: How to Create a More Equitable and Resilient Business World in the Developing World



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30

Customer Perceived Value of Luxury Brands with a Perspective of Price Sensitivity and Aesthetics

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Abstract: Purpose - The study has been conducted for the purpose of reviewing the customer perceived value of luxury brands from the year 2017 from the perspective of Price Sensitivity and Aesthetics as main variables. Various articles from top journals published including from ABDC, Web of Science and Scopus were reviewed from 2017 via google scholar and other online modes with a focus on two constructs - Symbolic value to customers and Exclusivity of the brand. The two unidimensional constructs - Price sensitivity and Aesthetics of the brand have been studied to understand the Customer Perceived Value for luxury brands.

Keywords: Customer Perceived Value, Customer Value, Luxury, Luxury brands, Marketing

1. Introduction

Luxury goods have been labeled as goods only for the wealthy. These goods are not required for a simple living but do work as status symbols that show the wealth of the owner. In Economics, luxury goods have been understood as goods for which the demand

grows according to the growth in the incomes of potential buyers i.e., for which the growth in demand is directly proportional to the growth in incomes. China serves as a great example in this regard. Chinese middle class has grown rapidly with the double digit domestic growth numbers in the past few years' pre-pandemic. The middle class incomes were

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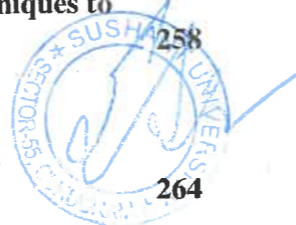
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Factors Influencing Investor's Wealth Management Behaviour in Delhi NCR

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Abstract: Market performance and fluctuations bring a lot of uncertainties in the behaviour of investors and in that situation financial institutions play a dominant role in the wealth management of investors. The purpose of this study is to explore the factors that influence an investor's behavior towards wealth management services in India. Factors investigated in the current study are Attitude, Risk Appetite, subjective norms, beliefs, investment behavior and financial literacy of investors. The study was conducted on investors living in Delhi/NCR. The respondents consist of a mix of both males and females falling in the age group of 21 and above. The study covers financial institutions and banks that provide wealth management services. The analysis was conducted by applying Bartlett's Test of Sphericity and Kaiser-Meyer-Olkin Measurement is used to know Sampling Adequacy. After the data was checked with help of Bartlett's Test of Exploratory Factor Analysis (EFA) was conducted. Exploratory Factor Analysis (EFA) is normally conducted to examine the association between the observed and latent variables which is unknown or uncertain. The article provides novel insight into the role of various factors that influence wealth management behavior. Further, it enhances the body of knowledge in understanding wealth management in investment decisions of investors in an emerging market. The survey includes banks and financial firms that offer wealth management services.

Keywords: Investor, Wealth management, Behavior

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Advancements in Business for Integrating Diversity, and Sustainability: How to Create a More Equitable and Resilient Business World in the Developing World

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The Growth of Cryptocurrency across the Globe: Its Challenges and Potential Impacts on Legislation

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Abstract: Many tasks in our everyday lives are now completed electronically as a result of the information and communications technology's rapid technical growth, making them more flexible and efficient. The number of online users has been expanding quickly, and fostered the creation of the "Virtual World", which in turn has helped create a brand-new phenomenon in business called "cryptocurrency," which makes it easier to conduct financial transactions including buying, selling, and trading. Cryptocurrency in the context of electronic business is a Virtual world, social networks, online social games, peer-to-peer networks, and other applications and networks handle valuable and immaterial items electronically. Virtual currencies have been employed extensively in numerous systems in recent years. This research seeks to investigate consumer expectations for the development of cryptocurrencies. The essay also looks at customers' trust in using cryptocurrencies at a time when such virtual currency is not fully regulated and supervised.

Keywords: Cryptocurrency, Virtual world, Legislation, Network, Social networking

1. Introduction

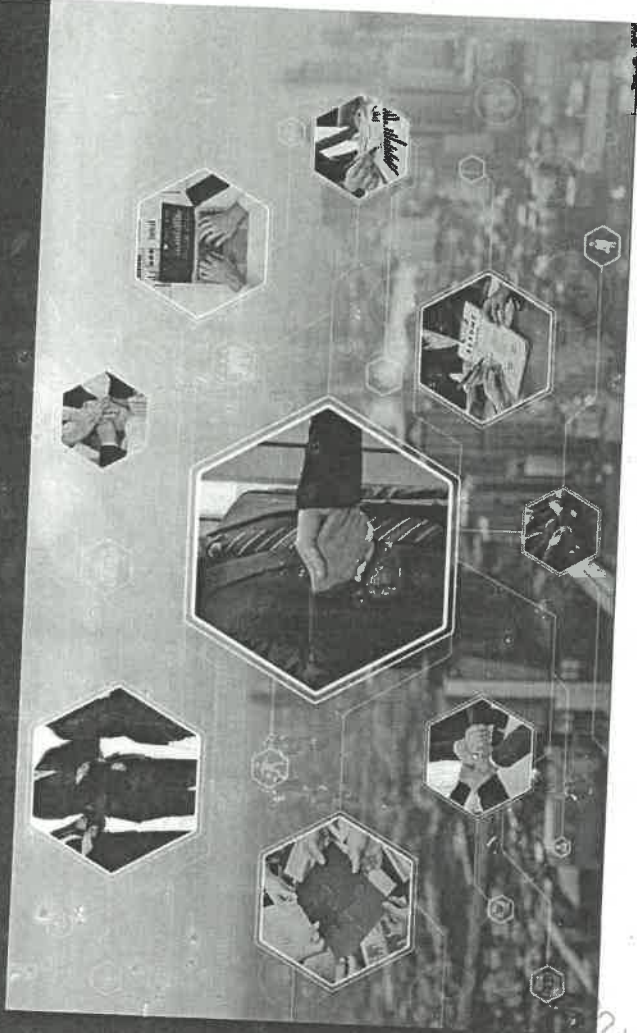
The general population has recently been talking about cryptocurrency. With the development of technology, cryptocurrencies are becoming more at ease for investors who value their privacy and the ability to create wealth. As more people express interest in

purchasing cryptocurrencies, cryptocurrencies like Bitcoin, Ethereum, Ripple, Litecoin, and others are currently surging in the financial market. However, a larger portion of the populace is perplexed about the overall performance of cryptocurrencies. The first decentralized cryptocurrency, Bitcoin, was launched in 2009.

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The book dives into HR Analytics, blending data science with HR processes for strategic decision-making. It emphasizes the timeliness of analytics adoption and the pivotal role it plays in organizational transformation. With frameworks like LAMP and HCM 21, it showcases how HR metrics align with business outcomes. Workforce planning, talent development, and organizational culture fit are explored, highlighting the importance of data-driven insights in shaping HR practices. Ultimately, it equips HR professionals with the tools to navigate complexities, drive performance, and foster a culture of innovation.



Dr. Richa Nangia, an accomplished academician with a Ph.D. in Management, is an Associate Professor at Sushant University, Gurugram. With 14+ years of experience, she has supervised 12 doctoral students, published in prestigious journals, authored a book, and presented at renowned conferences. Specializing in OB, T&D, Ethics etc.

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Recent Trends in Management: Navigating the Modern Landscape" serves as a valuable resource and catalyst for dialogue among managers, scholars, and students alike. As the business landscape continues to evolve, may this book empower you to embrace change, seize opportunities, and chart a course towards sustainable success in the dynamic world of management. The chapters within this volume cover a diverse array of topics, ranging from digital transformation and agile management to inclusive leadership and strategic foresight. By examining these trends through multiple lenses and perspectives, we aim to provide readers with a holistic understanding of the contemporary management landscape. Moreover, this book seeks to foster critical thinking and dialogue, encouraging readers to question assumptions, challenge conventional wisdom, and explore innovative approaches to management and leadership.



Dr. Richa Arora is an accomplished academican with a Ph.D. in Management. She is an Associate Professor at New Delhi Institute of Management, Delhi with 9 years of teaching experience and 5 years of research experience. She has more than a dozen research articles in National and International Journals of repute to her credit.



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Recent Trends in Management: Navigating the Modern Landscape

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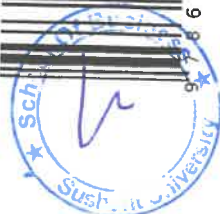
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Rashmi Singel
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Vijay Anand Dubey

Sustainable Futures: Navigating ESG Principles for Business Excellence



**Rashmi Singel
Mina Kumari
Vijay Anand Dubey**

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Sustainable Futures: Navigating ESG Principles for Business Excellence

Authors:

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Influence of Behavioral Biases on Investor Decision-Making in Delhi-NCR

Pooja Gahlot, Kanika Sachdeva, Shikha Agnihotri, Jagat Narayan Giri

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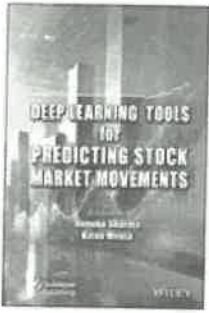
Summary

The traditional view in finance is that investments must be made using rational processes. Before making decisions, investors evaluate both risks and returns to maximize their long-term profits. Behavioral finance presents a challenge to traditional finance because it introduces psychological factors that impact their choices. The fluctuations in the price of securities are caused by irrational activity on the part of investors and abnormalities in the market. As a direct result, analyses have been done to investigate the influence of various biases and factors on traders' decisions. The primary objective of this paper research is to study and analyze the consequences of three biases in IT, banking sectors, and academic industry. There are three cognitive biases: overconfidence, optimism, and the illusion of control. A total of 362 people filled out the structured questionnaire, which was utilized to gather data. Data analysis involved using SmartPLS software to apply the PLS algorithm and bootstrapping technique in partial least squares structural equation modeling. The research showed that there is a meaningful connection between having an excessive amount of confidence and making financial decisions. At the same time, optimism and the illusion of control did not significantly affect their decisions. Although this study provides valuable insights into investor biases in Delhi-NCR, it is essential to acknowledge its limited scope. Investors may benefit from this study by understanding the factors that influence the market through this research. It will ultimately lead to more rational investment decisions and increase market productivity.

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DEEP LEARNING TOOLS for PREDICTING STOCK MARKET MOVEMENTS

The book provides a comprehensive overview of current research and developments in the field of deep learning models for stock market forecasting in the developed and developing worlds.

The book delves into the realm of deep learning and embraces the challenges, ... Show all ▾

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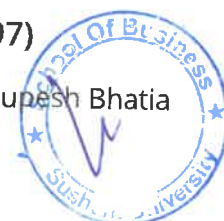
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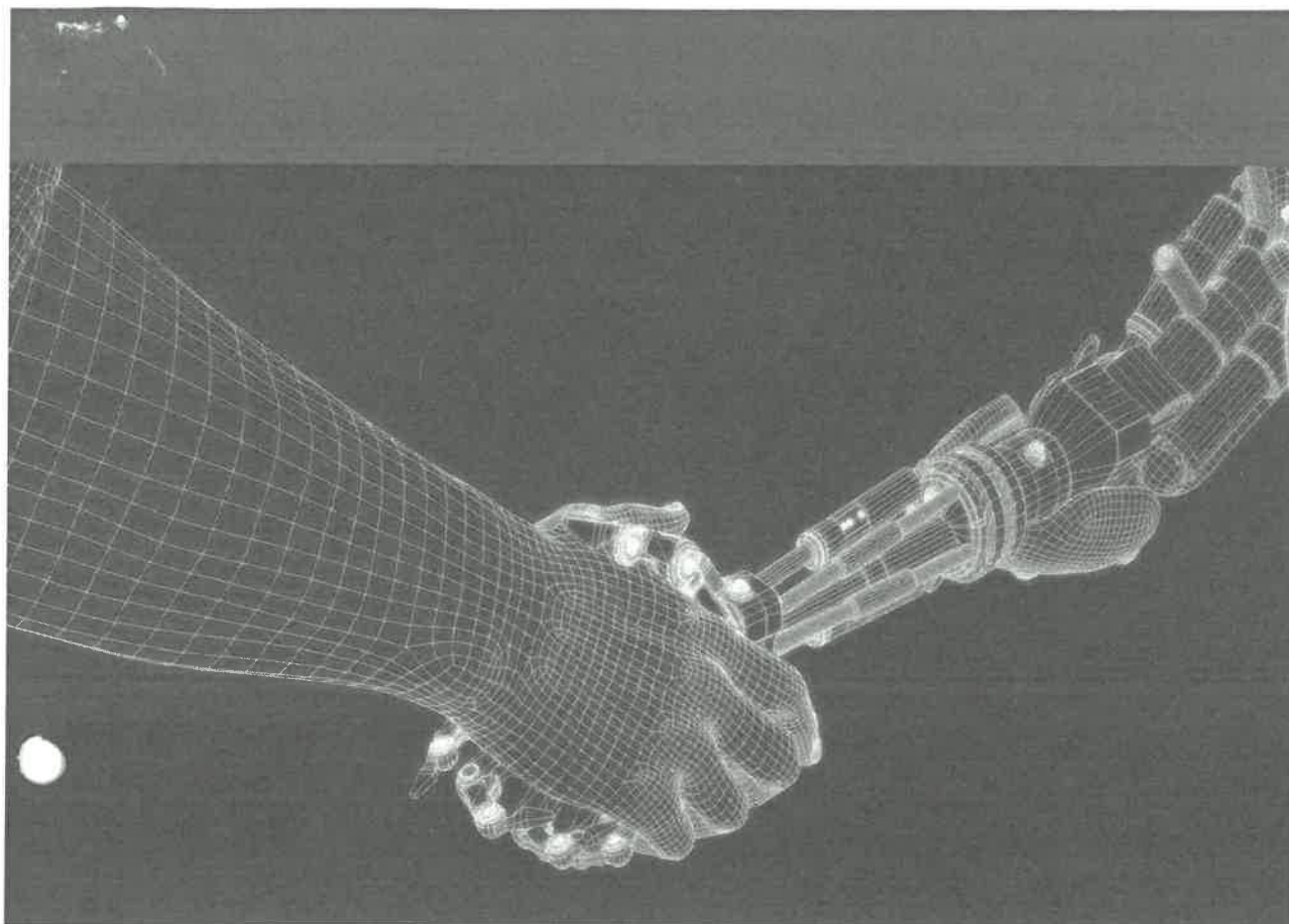
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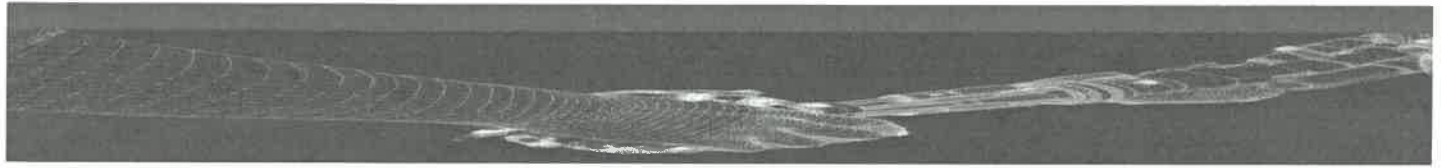
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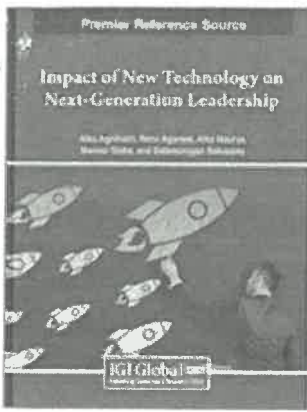
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A Bibliographic Study on Challenges and Management Issues in Leadership and Technology Integration ⊗

Nitish Kumar Minz (/affiliate/nitish-kumar-minz/455829/), Richa Nangia (/affiliate/richa-nangia/473058/), Alka Agnihotri

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Abstract

This comprehensive bibliometric research delves into global interdisciplinary studies, exploring leadership, technology integration, finance, and sustainability. Investigating diverse topics, including total quality management challenges in Malaysian SMEs, geopolitical influences on eService adoption, and leadership dynamics in culturally diverse tech projects, the narrative extends to broader domains such as financial literacy, UK construction post COVID-19, and sustainable practices in contaminated campus areas. The review evaluates senior IT leadership's impact, virtual clinic lessons post COVID-19, global business knowledge management challenges, and safety data ecosystems using analytics, synthesizing insights from 54 papers. Concluding with a bibliometric analysis, the research provides a panoramic view of evolving research trends from 1989 to 2023, enhancing understanding across disciplines.

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1. Introduction

1.1 Background and Rationale

In the contemporary landscape where technology is inseparable from our daily lives, this bibliographic study aims to deepen our comprehension of the intricate relationship between leadership and technology integration (Bennett & Mayouf, 2021). As technology becomes intertwined with various facets of our existence, its assimilation into leadership practices and organizational frameworks introduces a distinctive set of challenges (Barker, 2021). By meticulously examining key research papers and scholarly works, this study strives to identify recurring challenges encountered by leaders navigating the integration of technology (Zhao & Liu, 2018). Moreover, it endeavors to unravel the managerial strategies employed to effectively address these challenges (Scribante, Pretorius, & Benade, 2017).

Aligned with the objectives of the bibliographic study, our research seeks to contribute to this discourse by synthesizing insights from a diverse array of sources (Bueno, Günther, & Philippi, 2017). By exploring themes such as leadership in the digital age, technology adoption, change management, and the influence of technology on leadership styles and organizational culture, our study aligns with the comprehensive overview provided by the bibliographic analysis (Mohannak & Matthews, 2015). Through this intellectual exploration, we aspire to offer valuable insights that can empower leaders, managers, and researchers in optimizing technology within organizational contexts (Tester, Nicewicz, & Oswalt, 2021). This research endeavors to extend the foundation laid by the bibliographic study, propelling future research endeavors aimed at refining and enhancing leadership practices in our dynamic technological landscape (Yasmeen et al., 2020).

1.2 Research Question

Is there a substantial corpus of academic literature exploring the challenges and management issues in the intersection of leadership and technology integration, and what insights can be gleaned from a bibliometric analysis of this literature to uncover prevalent themes, document trends, collaborative networks, geographic distribution, and emerging directions in research?

1.3 Advancing the Knowledge Frontier

As technology continues to evolve, its integration with leadership practices propels organizations into uncharted territories (Tester et al., 2021). This research endeavors to advance the knowledge frontier by systematically reviewing and synthesizing the existing literature, offering a comprehensive understanding of the intricate dynamics at the confluence of leadership and technology integration.

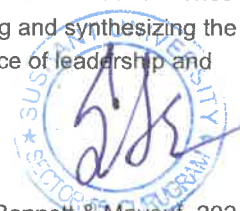
1.4 Pioneering Fresh Perspectives and Insights

By employing bibliometric analysis, this research seeks to pioneer fresh perspectives and insights (Bennett & Mayouf, 2021), contributing to the existing body of knowledge. The synthesis of scholarly contributions will not only inform current understanding but also provide a foundation for future research endeavors in this critical area.

2. Research Methodology

The research methodology involved a comprehensive search on Scopus using a systematic approach to assess literature on leadership, technology integration, and management challenges. The initial search, "leadership AND technology AND integration AND management," yielded 686 documents. Further refinement with a focus on challenges resulted in 162 documents. A stringent search within specific subject areas and language constraints narrowed it down to 54 documents in Business, Sociology, and Arts. Inclusion criteria ensured the selection of English publications, aligning with the research objectives, while ethical considerations were paramount throughout the process. Employing Biblioshiny and VOS-viewer for data analysis added a quantitative dimension, facilitating insights into collaborative networks, geographic distribution, and emerging trends. This methodology provides a robust foundation for analyzing challenges and management issues at the intersection of leadership and technology integration.

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A Bibliographic Study on Challenges and Management Issues in Leadership and Technology Integration

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ABSTRACT

This comprehensive bibliometric research delves into global interdisciplinary studies, exploring leadership, technology integration, finance, and sustainability. Investigating diverse topics, including total quality management challenges in Malaysian SMEs, geopolitical influences on eService adoption, and leadership dynamics in culturally diverse tech projects, the narrative extends to broader domains such as financial literacy, UK construction post COVID-19, and sustainable practices in contaminated campus areas. The review evaluates senior IT leadership's impact, virtual clinic lessons post-COVID-19, global business knowledge management challenges, and safety data ecosystems using analytics, synthesizing insights from 54 papers. Concluding with a bibliometric analysis, the research provides a panoramic view of evolving research trends from 1989 to 2023, enhancing understanding across disciplines.

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Life Cycle Analysis of Energy Storage Technologies: A Comparative Study

Darya Viktorovna Nemova^{1,2,*}, Davu Srinivasa Rao³, Vijay Anand Dubey⁴, Rajendra Prasad⁵, Amit Kumar⁶, Danish Kundra⁷, Rizwan Khan⁸

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Abstract. This study offers a thorough comparative analysis of the life cycle assessment of three significant energy storage technologies—Lithium-Ion Batteries, Flow Batteries, and Pumped Hydro—evaluating their environmental, economic, and social aspects in a complete manner. When considering the environmental effect, it is evident that Lithium-Ion Batteries surpass Flow Batteries and Pumped Hydro in terms of carbon footprint, water use, and land utilization. Flow Batteries and Pumped Hydro exhibit significant decreases, ranging from 40% to 60%, showcasing their potential as ecologically sound alternatives with heightened sustainability advantages. From an economic standpoint, it can be confidently said that Flow Batteries and Pumped Hydro surpass Lithium-Ion Batteries in terms of both capital and operational expenses, resulting in a decreased Levelized Cost of Storage (LCOS). The examination of percentage change showcases significant decreases, ranging from 20% to 50%, underscoring the economic competitiveness of Flow Batteries and Pumped Hydro. Regarding societal consequences, Flow Batteries and Pumped Hydro exhibit a propensity for heightened job production, augmented community acceptability, and enhanced health and safety records in contrast to Lithium-Ion Batteries. The assessments of percentage change further



underscore the societal benefits of Flow Batteries and Pumped Hydro, demonstrating a substantial increase of 40% to 100% in job creation, a notable rise of 6.25% to 12.5% in community acceptability, and a significant decrease of 50% to 75% in health and safety problems. These results jointly emphasize the comprehensive benefits of Flow Batteries and Pumped Hydro, indicating their potential as sustainable, cost-effective, and socially responsible energy storage options. Given the ongoing evolution of the energy landscape, the findings obtained from this research greatly enhance the ability of stakeholders and policymakers to make well-informed decisions in their efforts to design a more environmentally friendly and robust energy future. The study emphasizes the significance of taking into account not only the technological efficacy, but also the wider environmental, economic, and social circumstances when implementing energy storage technology.

Keywords: Energy storage technologies, Life cycle analysis, Environmental impact, Economic viability, Social implications

1 Introduction

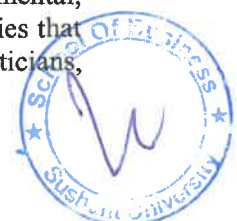
The surging need for sustainable energy solutions has prompted a heightened investigation into energy storage technologies, essential elements for the incorporation of renewable energy sources into the power system. As the globe grapples with the requirement to cut greenhouse gas emissions and move towards a low-carbon energy future, the life cycle analysis of energy storage technologies emerges as a critical topic of inquiry. This paper endeavors to provide a thorough and meticulous comparative analysis, exploring the subtle environmental, economic, and social aspects of significant energy storage technologies.[1-5]

Background and Justification

To effectively address climate change and promote energy sustainability, it is important to possess a comprehensive comprehension of the comprehensive ramifications linked to energy storage technologies. This research aims to tackle this necessity by doing a meticulous life cycle analysis, evaluating the whole range of environmental impact, economic feasibility, and social ramifications of each technology. Appreciating the wide array of energy storage choices at our disposal, this comprehensive analysis focuses on Lithium-Ion Batteries, Flow Batteries, and Pumped Hydro, providing a meticulous assessment of their individual life cycle characteristics.[6-10]

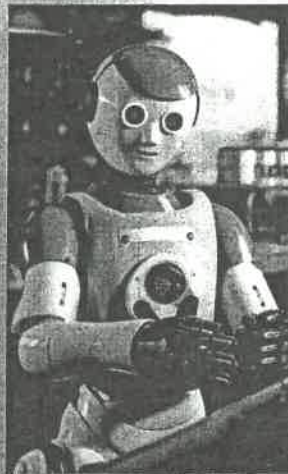
Extent of the Comparative Analysis

The extent of this study is defined by a comprehensive investigation that encompasses several facets of energy storage technology. The study encompasses the whole of the life cycle stages, from the initial extraction of raw materials to the final disposal, taking into account production, use, and end-of-life factors. Through a meticulous analysis of crucial performance metrics including environmental, economic, and social aspects, this study endeavors to uncover the complexities that set each technology apart, offering invaluable insights for stakeholders, politicians, and academics engaged in creating the next energy paradigm.[11-16]



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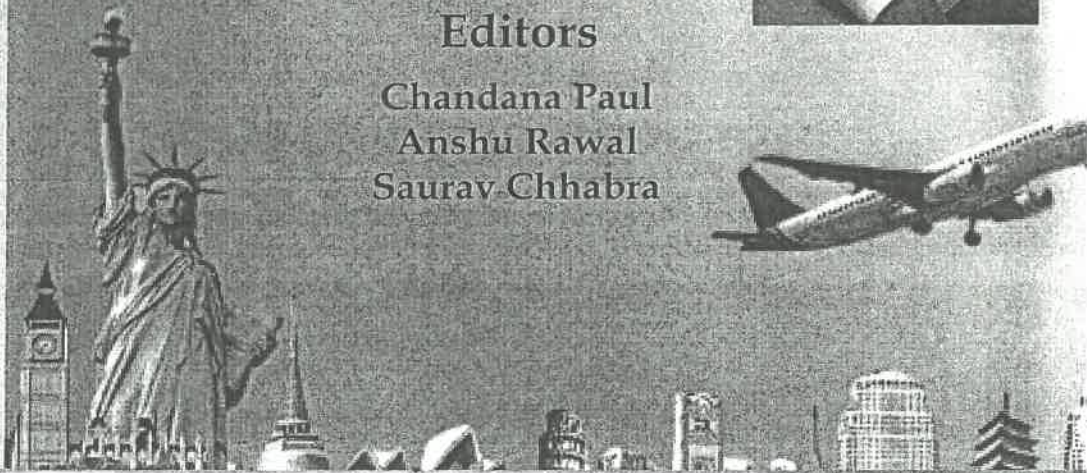
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Chandana Paul

Editors

Chandana Paul
Anshu Rawal
Saurav Chhabra



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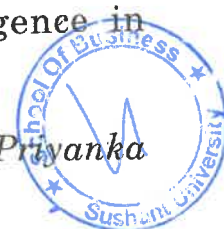
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Impact of Social Media Influencer marketing on travellers' purchase intention

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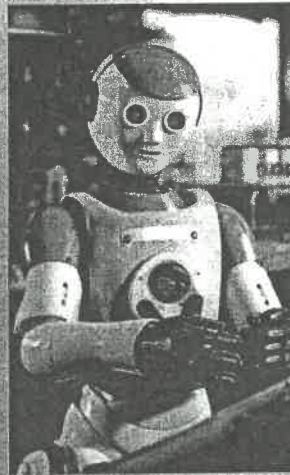
Abstract: Social media influencer marketing is one of the marketing strategies used on social media platforms like Facebook, Instagram, YouTube, and Twitter. Influencer marketing originated in the fashion sector and has now expanded to a variety of other industries, including travel and tourism (V. Sesar, 2021). The paper's objective is to ascertain if customer purchase intention is impacted by travel influencers while selecting a travelling destination. The study also focuses on the Parasocial relationship characteristics of an influencer that impact the purchase intention of travellers. For this literature review was done. The database of 28 papers was extracted. The keywords used for research were social media marketing, social media influencers marketing, tourism, and travel and purchase intention. The result indicates that there is a growing need for influencer marketing. The characteristics of influencers both celebrity and non - celebrity type include trustworthiness, credibility, attitude homophily, physical attractiveness and social attractiveness influence parasocial relationships and impact the purchase intention of travelers. The study suggests that these characteristics of influencers must be considered in promoting travel destinations on social media platforms.

Keywords: Social media Influencers, Social media influencer marketing, Parasocial relationship and Purchase intention

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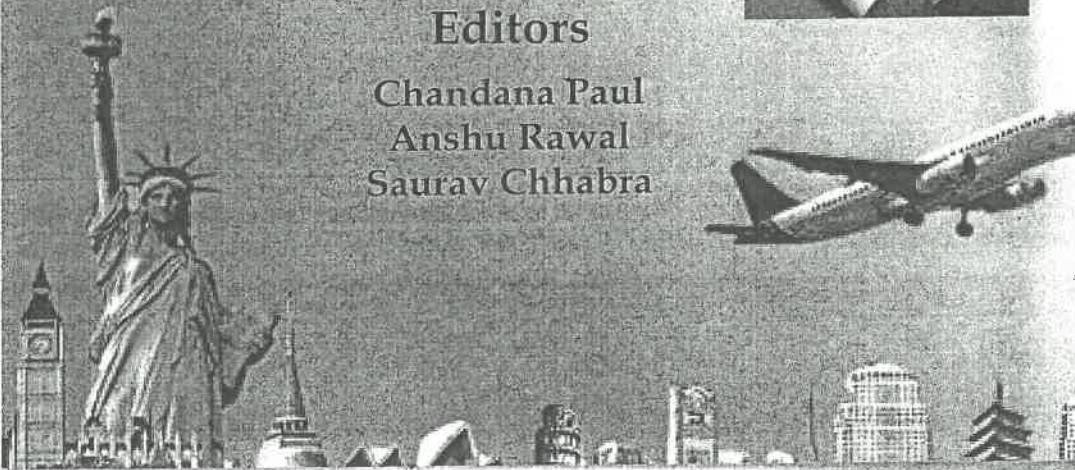
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The Rise of Artificial Intelligence in hospitality and tourism: A critical insight

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Assistant Professor, School of Business, Sushant University

Abstract: The advancement of technology has led to the implementation of cutting-edge systems like artificial intelligence (AI) and robots in the hospitality and tourism industry for various applications and services. This paper explores the role, application and examples of AI in reshaping the future of hospitality, tourism and leisure. The evolution of AI in high-contact services and the steps for the successful integration of AI and robotics in restaurant operations is also discussed. The paper also lists down the challenges in AI adoption and explores the future of AI in hospitality and tourism.

Keywords: AI, Chatbots, Digital Transformation , crisis technology , service robots

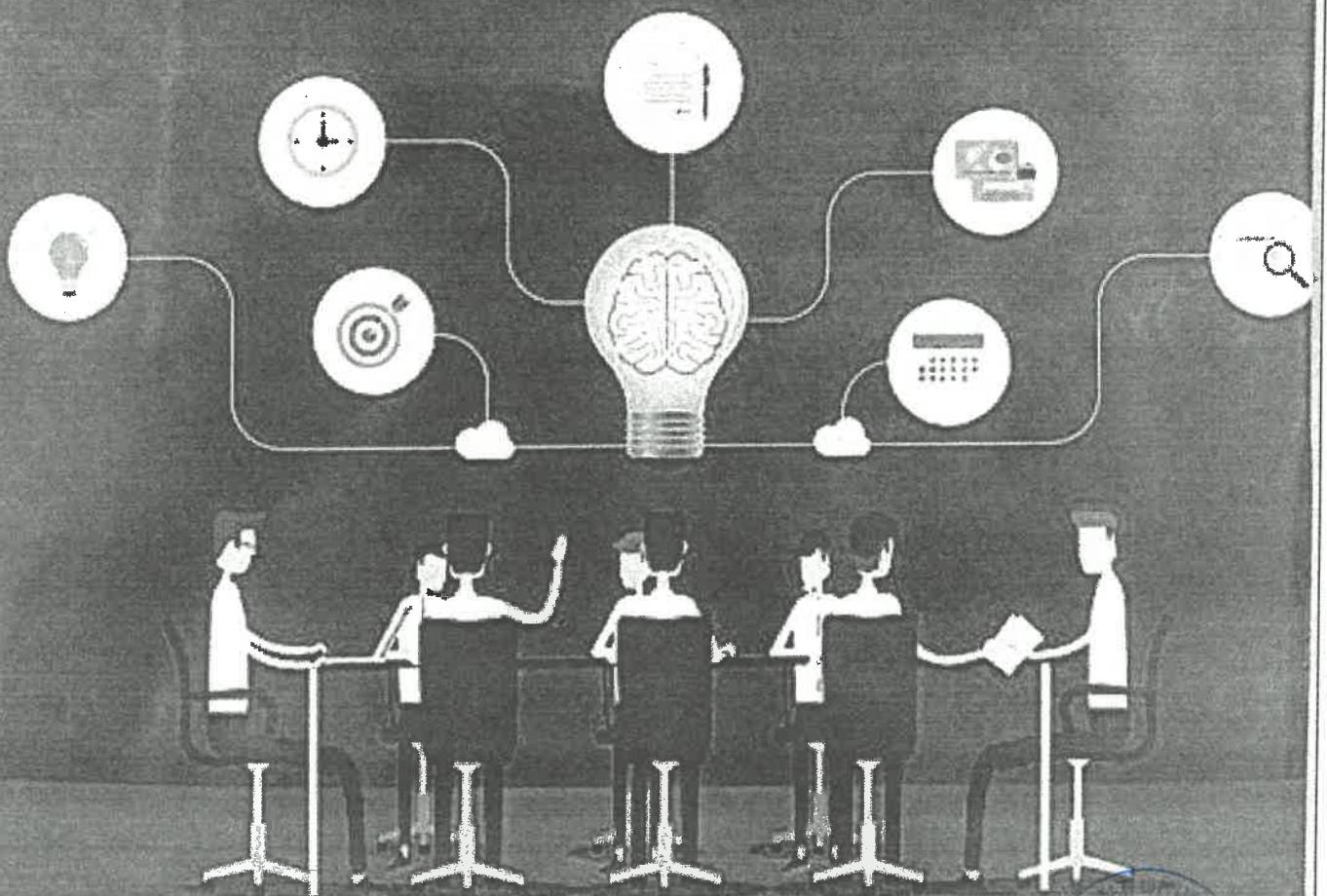
Introduction: The COVID-19 pandemic has highlighted the significant dependence of the tourism industry on technology. During this long-lasting crisis, organizations managed to handle challenges by thinking creatively. They developed strong, adaptable, and flexible strategies and operations through innovative approaches within institutions (Gretzel, 2021). Smart technologies like artificial intelligence (AI) and robotics play a crucial role in shaping the future of travel, hospitality, and leisure by introducing fresh business approaches, novel ways to connect with customers, and opportunities for creating new value. These technologies contribute to enhancing human experiences, streamlining vital business processes, and

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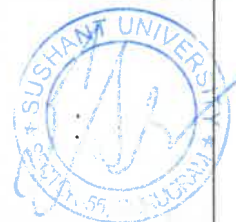


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CHAPTER 64 : INDIAN LGBTQ PROGRESS-OVERVIEW AND ANALYSIS

Simrat and Dr. Sulakshana Banerjee Mukherjee¹³²⁰

1. INTRODUCTION

Individuals around the planet face violence and inequality—and sometimes pain, even execution—because of what they adore, how they appear, or who they are. Sexual alignment and gender identification are integral elements of ourselves and really should never cause discrimination or even abuse. Human rights agencies, NGOs, and judiciary work along with lesbian, gay, bisexual, and transgender individuals' rights, with active supporters and workers representing a multiplicity of identities and issues. Today Numerous scenarios in Indian document and uncover abuses based on sexual orientation and gender identities, such as torture, honor killings and executions, detentions under unjust laws and regulations, unequal treatment, suppression, medical abuses, splendor in health and jobs and casing, domestic violence, violations against children, and denial of loved one's rights and reputation. LGBTQ folks have to have a socio-legal framework that will advocate for laws, regulations, and policies that will protect everyone's respect and dignity.¹³²¹

LGBTQ rights in our country have been growing at a fast pace in recent years. However, these gender minority people nevertheless face social and legal challenges not faced by non-LGBTQ people. The nation has amended the colonial-era laws that directly discriminate against homosexual and transgender identities as well as explicitly construed Article 15 associated with the Constitution of India to prohibit discrimination

¹³²⁰ Assisstant Professor, Sushant University, Gurugram Assistant Professor Of Law, Sushant University, Gurugram

¹³²¹ Team, C. (2023) *Administrative organization during British rule*, ClearIAS. Available at: <https://>



THE CRIME OF HONOUR KILLING

*A Critical Analysis of
The Law in India*

Dr. Sulakshana Banerjee Mukherjee



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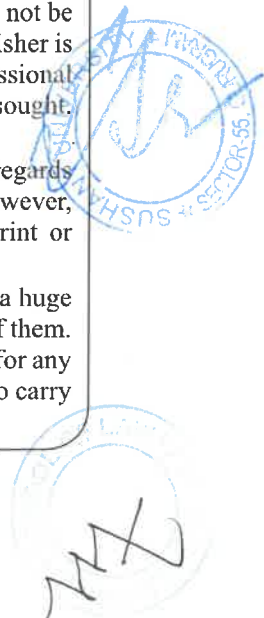
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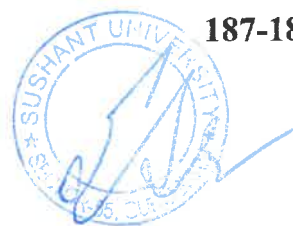


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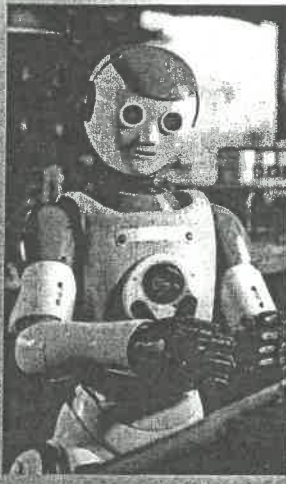
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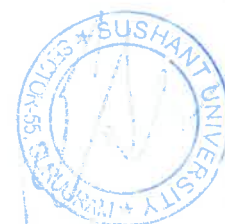
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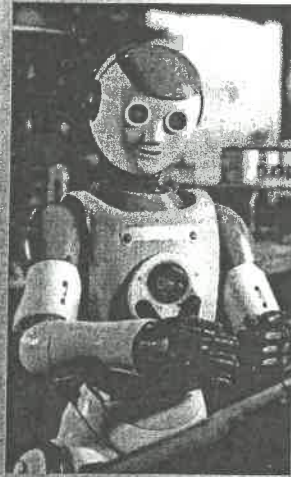
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A Review on Sustainability Initiatives by major native 5-Star hotel chains in India

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Assistant Professor , Central University of Haryana

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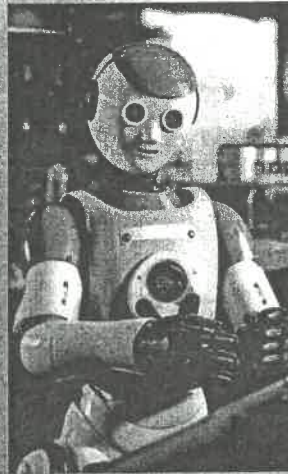
Assistant Professor , MDU University, Rohtak, Haryana

Abstract: Green tourism, which is becoming increasingly popular among tourists, investors, and other stakeholders in both developing and developed countries, provides sustainable, environmentally friendly, and socially responsible tourism services. This study is to explore the current scenario of green tourism investment and to explain significant driving forces for the sustainable development of the tourism sector in the context of developing nation concepts such as Bangladesh. It also discusses green marketing, promotional mix, green tourism investment strategy, and sustainable tourism development (STD) in Bangladesh. The findings of the chapter's systematic literature review are likely to motivate new investors, tourist agencies, financial institutions, and governments to increase investments in green tourism with the goal of providing tailored green tourism services. Green tourism promotes economic growth while also conserving the environment and culture of tourist destinations. Finally, in the final section, the practical significance and recommendations are presented.

Key Words: Green Investment, Green Initiatives, Green Practices, Green Destinations.

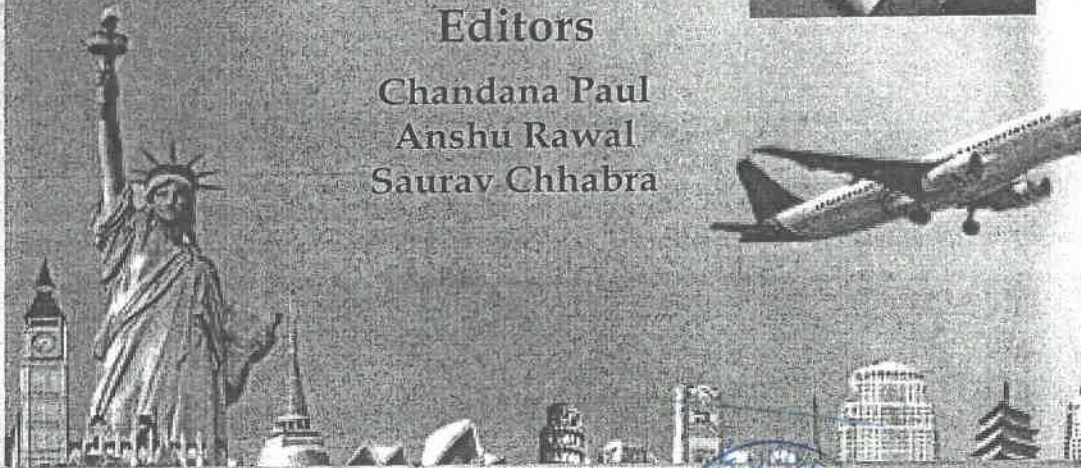
Introduction: The hospitality industry is witnessing a

Multidisciplinary Perspectives in Hospitality & Tourism Sector Research, Innovations & Technology



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Chandana Paul
Anshu Rawal
Saurav Chhabra



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AI in Indian Tourism Industry: A Review

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Seema Jaipuria

Research Scholar, Amity University, Jaipur

Abstract: Artificial intelligence is increasingly being adopted in the Indian hotel industry to enhance guest experiences, streamline operations, and improve efficiency. AI is used for personalized guest recommendations, chatbots for customer service, predictive analytics for demand forecasting, and even in smart room controls. This technology not only helps in providing a more tailored and efficient service but also contributes to cost savings and operational optimization within the industry.

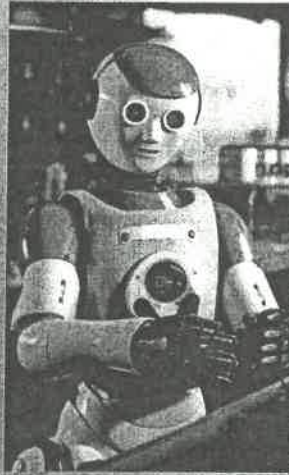
Key Words: Artificial Intelligence, Hotel Industry, Indian Hotels, Chatbots, Google Maps

- 1. Introduction:** Introduction to Artificial Intelligence (AI) in the Hotel Industry in India: The hotel industry in India is experiencing a transformative wave driven by technological advancements, and one of the key innovations at the forefront is Artificial Intelligence (AI). AI is revolutionizing various facets of the hotel sector, offering unparalleled opportunities for operational efficiency, enhanced guest experiences, and strategic decision-making. As India embraces the digital age, hotels are increasingly integrating AI technologies to stay competitive and provide a seamless blend of traditional hospitality with cutting-edge services.

2. Technological Advancements in Tourism Sector:

- 2.1 Guest Services and Personalization: AI-powered chatbots**

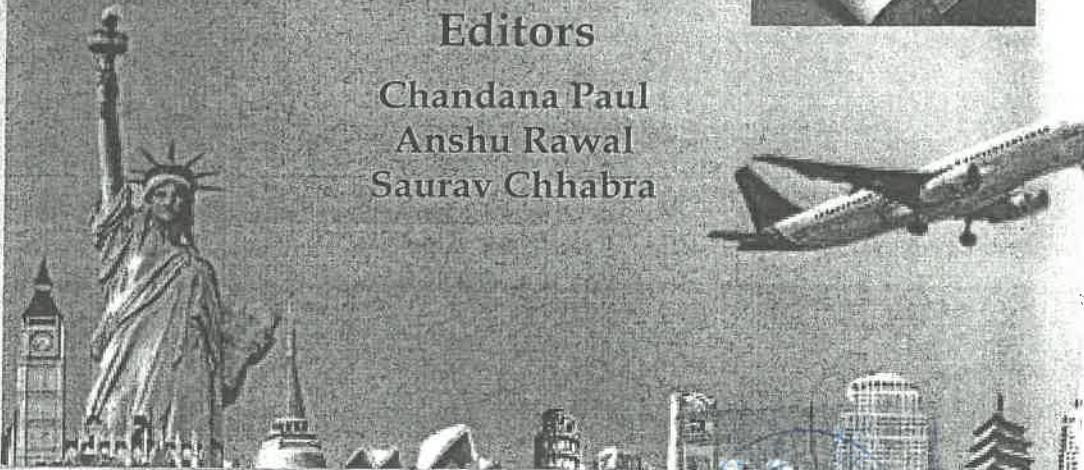
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Ms Apoorva Kaushik

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Abstract: The process of consuming (what, where, with whom and how often), obtaining (from where, how, how often) and preparing food (what, how) constitutes the framework of food related behaviour. These behaviours are majorly influenced by personal food systems i.e. food related strategies which are also influenced by resources in the form of availability and ideals. There is a study involving a framework which infers that the food consumption behaviours during the pandemic is influenced majorly by the social media wherein food that heals or builds immunity is the food everyone should eat. The framework further recognizes that changes in food consumption patterns are affected by a complex system of multilevel factors including household levels and other micro and macro contexts. The past 2 years have been testing times for every individual and the aftermath of COVID 19 shows even more challenging days to come. Food and its importance, has gained its importance in the past few years. There has been a shift in the food consumption pattern (Scarmozzino & Visioli, 2020, Nuijten, 2021, Glabska, 2020, Scacchi et al, 2021). There have been studies indicating consumer's shift to more sustainable behaviour which reduces the carbon footprint and works towards achieving sustainable development. Very few studies are available which closely studied how COVID 19 has impacted consumer's purchasing pattern and consumption behaviour. More so these studies



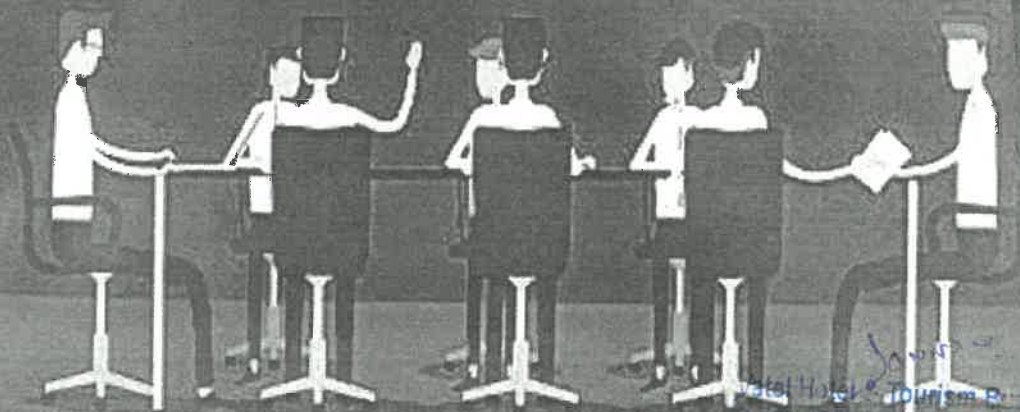
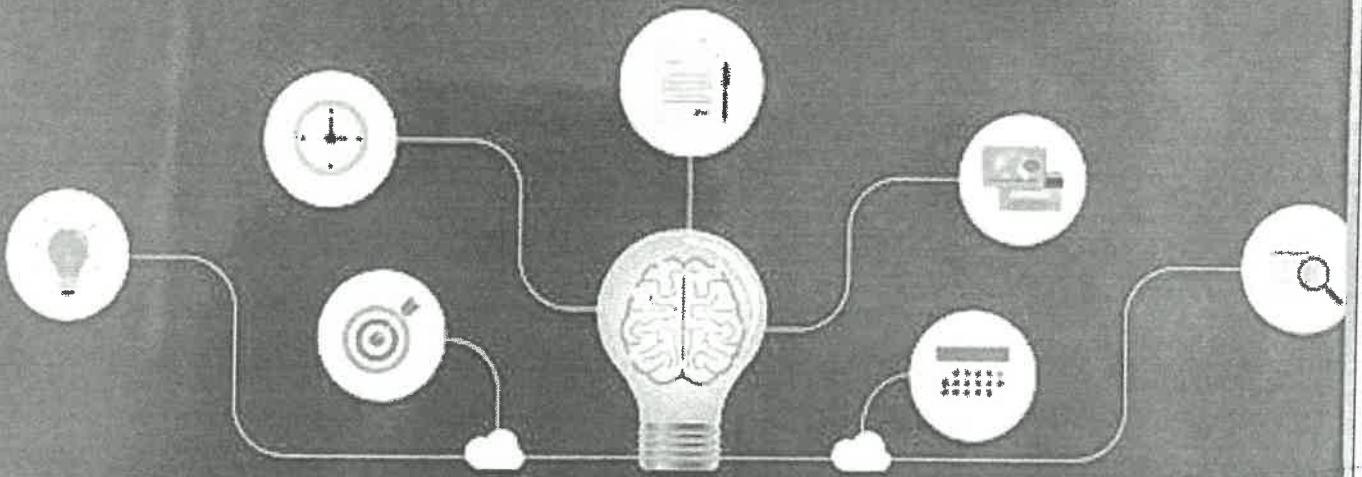
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The Power of Convincing

Kulmohan Singh

Director HR, IHE, Greater Noida

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Author's Bio: Vipul Gaur is an enthusiastic faculty, who is motivating students for their career and University life. He is an LLM in Business Laws from the prestigious National Law School of India University, Bangalore and has completed his BA.LLB. from University Institute of Law and Management, Maharshi Dayanand University Rohtak. He has been at the editorial assistance of a book on cyber forensics. He has authored various articles in Journals, books and online portals. He has an academic experience of about two years. He has also given a lecture on "Understanding Criminology and Modern-Day crime" at Dhaka International University, Bangladesh.

Abstract: The power of convincing is directly proportional to how powerful and commanding the content of the communication is and the way in which it is conveyed. This exercise requires an ideal choice of words and expressions arranged meticulously in a sentence so as to create the intended impact and the outcome. There are times when people at large, despite having a lot of material to express, fail to convey it efficiently, thereby losing both the tenacity and the projected purpose, compared to the others, who, even while talking about a simple fact or an anecdote, convey the same in such an interesting manner that it leaves a deep-rooted and a lasting impression on the listener. What is the way in which one can gain the ease of communication and the facility of expression, which for some people, is the usual way of life and



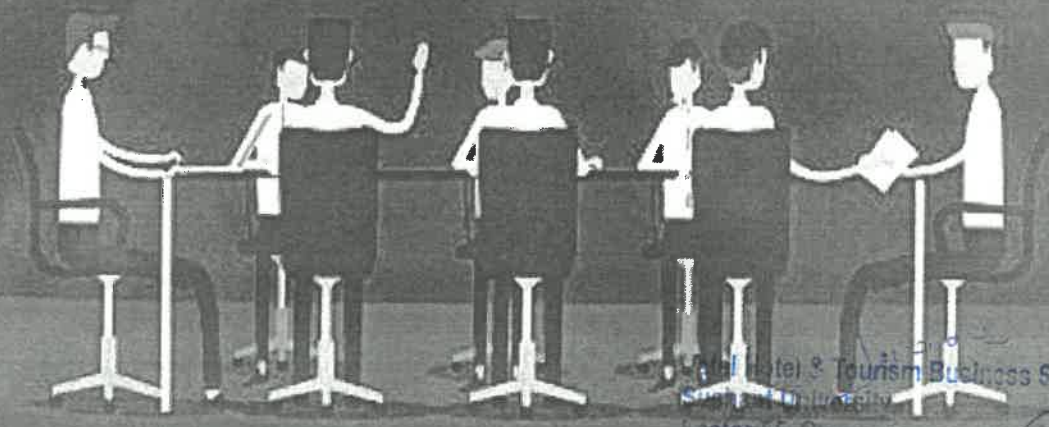
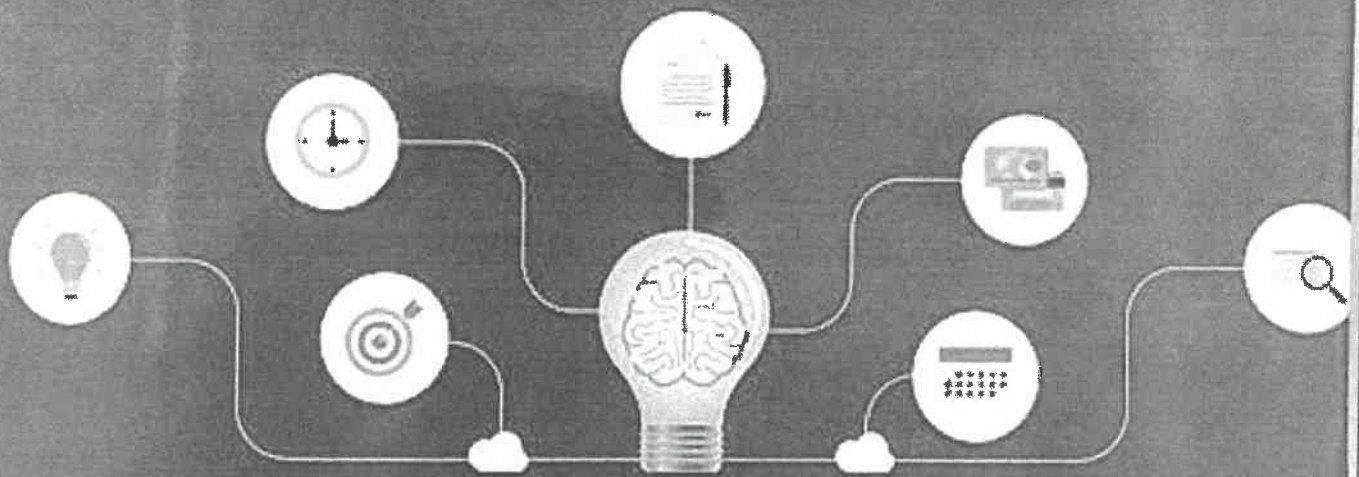
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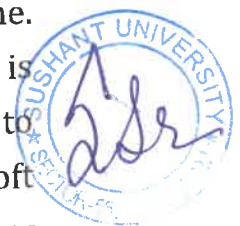
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Abstract: "Lead from the back and let others believe they are in front"

The above quote by Nelson Mandela precisely captures the idea as to how power can be skilfully reined in by influence! Power arises from the acquisition of knowledge, technical or non-technical, and the procedures that must be adopted for the application of the same. French philosopher Michael Foucault has famously put 'knowledge is power' (Foucault 9-16). However, influence is mostly created thanks to the not so quantifiable set of skills, collectively called 'soft skills'. Soft skills has always been an integral part of hospitality thanks to its very nature of being one of the most intimate kinds of industry, often called 'people's business', where the reality of employers as well as that of



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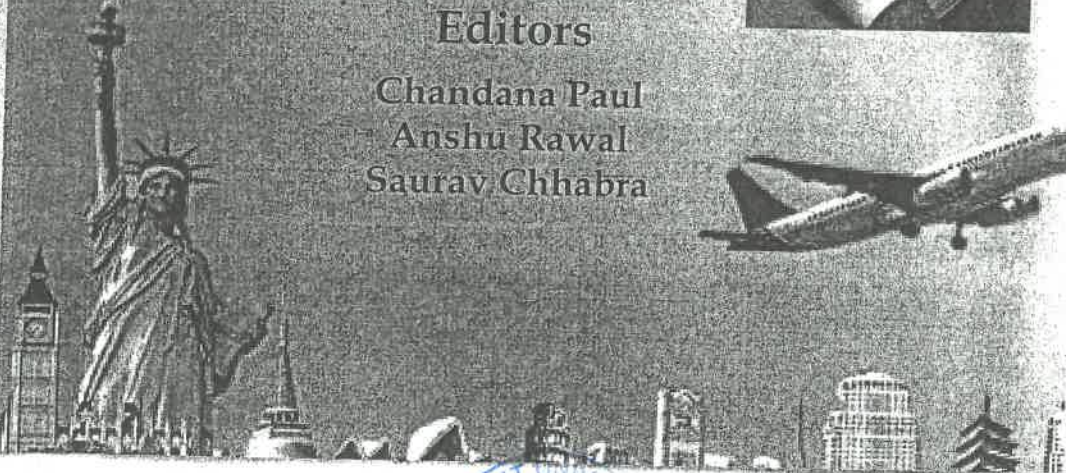
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Jayendra Singh
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Wine making practices in India –An art of making with & style of making wine with technology.

Saif Anjum

*Assistant Professor, Vatel Hotel & Tourism Business School,
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Gagan deep Singh

*Assistant Professor and HOD, Chandigarh college of hotel management
and catering technology, Landran, Mohali*

Abstract: Wine making in India has a rich and diverse history, with evidence suggesting that grape cultivation and wine production date back thousands of years. The country's unique geography and climate have created favorable conditions for grape cultivation, contributing to the growth of the wine industry. In recent decades, India has emerged as a notable player in the global wine market, producing a range of wines that reflect the diversity of its terroir and grape varieties.

keywords: wine terroir , Wineries , GIS , GPS , Winery Management , Barrel Alternatives.

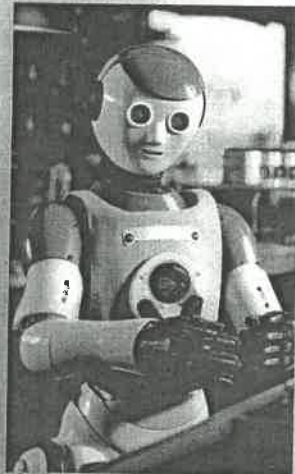
Introduction: *Historical Context:* India has a long history of grape cultivation and wine making, with references to wine production found in ancient texts such as the Arthashastra, an ancient Indian treatise on statecraft. The Persian traveler Al-Masudi also mentioned the existence of wine in the Indian subcontinent during the 10th century. However, it was during the British colonial period that systematic efforts were made to cultivate European grape varieties for wine production.

Geography and Climate: India's diverse geography and climate contribute to a range of terroirs suitable for grape cultivation. Regions such as Nashik in Maharashtra, Karnataka, and the high-altitude vineyards of Himachal Pradesh have gained prominence for their wine



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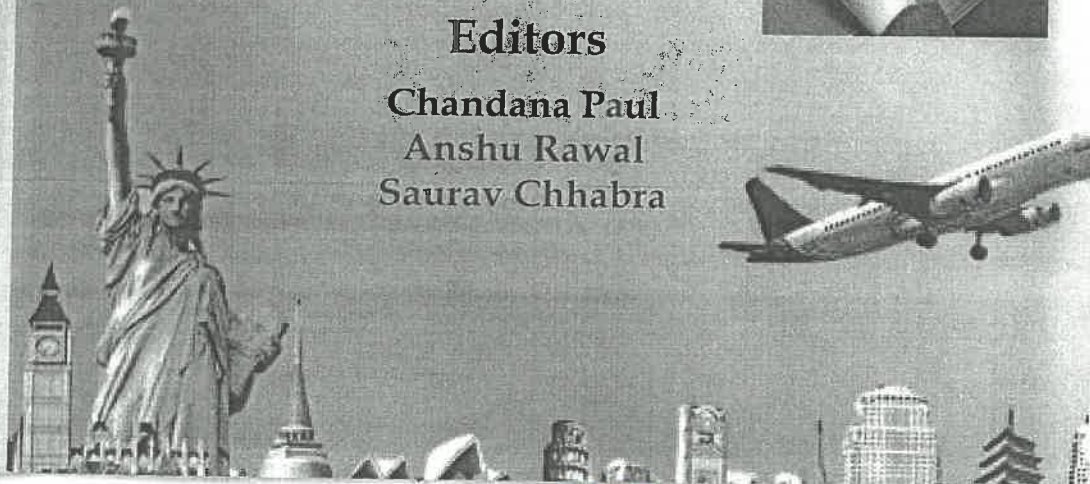
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Chandana Paul

Editors

Chandana Paul
Anshu Rawal
Saurav Chhabra



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Customer participation and Consumer trends in the hospitality industry

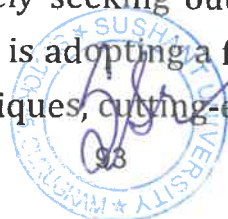
Deepak Thakur

Assistant Professor at Sushant University, Gurugram

Abstract: This comprehensive review delves into the prevailing consumer trends and the active engagement of customers within the dynamic landscape of the hospitality industry, spanning a considerable duration of several years. The primary focus revolves around the evolving needs of an aging population in the realm of hospitality services, shedding light on their distinct requirements. Furthermore, it explores the diverse spectrum of consumers hailing from various demographics, emphasizing the multifaceted nature of customer preferences.

Against the backdrop of the unprecedented global impact inflicted by the Covid-19 pandemic on the world economy, particularly the hospitality sector, there is a discernible acknowledgment within the industry of the necessity to implement substantial changes in the day-to-day operations. This response is geared towards effectively addressing the initial repercussions of the crisis while also strategically navigating through a dynamic business and legal landscape that is in a state of flux. The discourse extends beyond the immediate challenges faced by the hospitality industry, encompassing not only the Indian scenario but also providing insightful comparisons with the experiences in Canada and Finland.

In the midst of the ongoing crisis, the hospitality sector finds itself at a pivotal juncture, actively seeking out and capitalizing on novel opportunities. The industry is adopting a forward-thinking approach, employing innovative techniques, cutting-edge technology, and digital

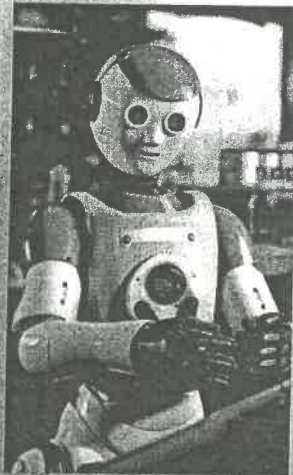


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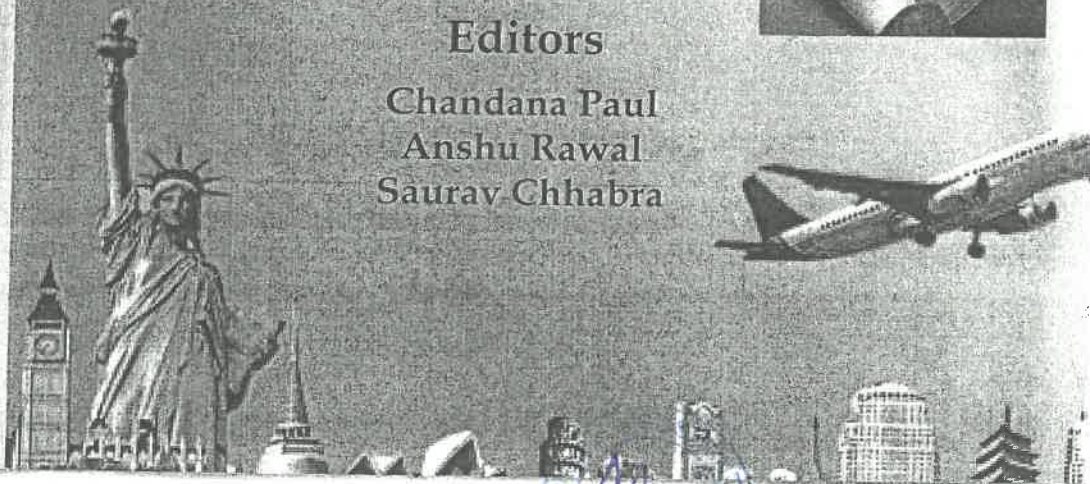
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Sustainable Tourism Practices in Odisha: A Comprehensive Analysis of Government Initiatives

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Assistant Professor, Delhi Technical campus, Greater Noida

Abstract: Odisha, nestled in the eastern coast of India, boasts a rich tapestry of ancient temples, pristine beaches, and verdant wildlife sanctuaries. As tourism gains momentum in the state, the Orissa government faces a crucial challenge: balancing economic growth with environmental and cultural preservation. This paper delves into the sustainable practices the government has implemented to promote responsible tourism while safeguarding the state's natural and cultural heritage.

Keywords: Sustainability, Heritage, odisha, challenges, economic growth

Introduction: Tourism holds immense potential for economic development, generating revenue and creating jobs. However, uncontrolled tourism can lead to environmental degradation, cultural homogenization, and exploitation of local communities. Odisha, known for its historical sites, pristine beaches, and vibrant cultural heritage, has witnessed a significant surge in tourism over the years. The escalating tourist footfall necessitates a sustainable approach to ensure that the industry's growth does not compromise the state's ecological and cultural integrity. Recognizing this, the Orissa government has adopted a proactive approach towards sustainable tourism development. These are as follow:

Policy Framework:



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