



RAJAGIRI VISWAJYOTHI
COLLEGE OF ARTS AND APPLIED SCIENCES
VENGOOR, PERUMBAVOOR KERALA- 683546

An ISO 9001 : 2015 Certified Institution

Affiliated to Mahatma Gandhi University, Kottayam | Approved by AICTE



CRITERION 3

RESEARCH, INNOVATIONS AND EXTENSION

3.3 Research Publications and Awards

2019-2024

Submitted to



3.3.2: Copy of the Cover page, content page and first page of the publication indicating ISBN number and year of publication for books/chapters

Copy of the Cover page, content page and first page of the publication indicating ISBN number and year of publication for books/chapters



RAJAGIRI

VISWAJYOTHI COLLEGE OF
ARTS & APPLIED SCIENCES

Affiliated to M.G. University, Kottayam

A CMI INSTITUTE

Vengoor P.O., Perumbavoor
Ernakulam. Pin. 683 546, Kerala
T +91 0484 2644 777
F +91 904 805 611 8
E office@rajagiriviswajyothi.org
rajagiriviswajyothi.org

DECLARATION OF THE PRINCIPAL

This is to certify that 16 chapters were published in edited books/ books edited and in national/international conference proceedings during the last five years (2019-2024) and the list is given below:



Principal

PRINCIPAL

Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546



RAJAGIRI

VISWAJYOTHI COLLEGE OF
ARTS & APPLIED SCIENCES

Affiliated to M.G. University, Kottayam

A CMI INSTITUTE

Vengoor P.O., Perumbavoor
Ernakulam. Pin. 683 546, Kerala
T +91 0484 2644 777
F +91 904 805 611 8
E office@rajagiriviswajyothi.org
rajagiriviswajyothi.org

Sl. No	Year	Name of the Author	Title of the Book/ Chapter
1	2023- 24	Tennyson Thomas	Recent Trends from Past Trends-III: Commerce, Management & Economics
2	2023- 24	Dhanya S	Ethics and Sustainable Development in Higher Education
3	2023- 24	Neenu Varghese	Ethics and Sustainable Development in Higher Education
4	2023- 24	Tennyson Thomas	Emerging Vistas in Language and Literature
5	2023- 24	Anju Antony	Emerging Trends in Humanities
6	2023- 24	Anju Antony	Recent Trends from Past Trends-III: Commerce, Management & Economics
7	2023- 24	Neha Agness Francis	The Cochin Carnival Unveiled
8	2023- 24	Sreekala M M	Recent Trends from Past Trends-III: Commerce, Management & Economics
9	2023- 24	Neenu Varghese	Recent Trends from Past Trends-II: Commerce, Management & Economics
10	2023-24	Binitha P S	Recent Trends from Past Trends-III: Commerce, Management & Economics
11	2023-24	Neenu Varghese	Recent Trends from Past Trends-III: Commerce, Management & Economics
12	2023-24	Tennyson Thomas	Sustainable Developments Through MSMEs: A Pathway to Self-Reliant India
13	2021-22	Dipin Sebastian	Make in India: Redefined in a Digital Era for Sustainable Development
14	2021-22	Dipin Sebastian	New Challenges and Innovation on Entrepreneurship in Present Era-2022
15	2020-21	Tennyson Thomas	Wrath of the Future
16	2019-20	Febi Abraham	Golden Letters with Love

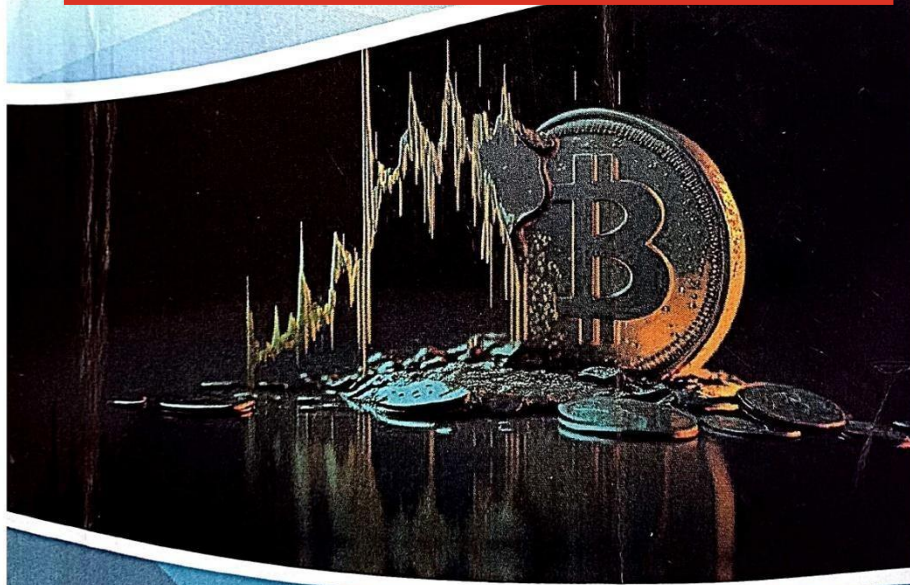


PRINCIPAL
Rajagiri Viswajyothi College of
Arts & Applied Sciences
Vengoor, Perumbavoor-683 546

NITVA
PUBLICATIONS

Recent Trends from Past Trends- III

Commerce, Management & Economics



Dr. Somasekharan T. M.
Mr. Kiran Ajeev

First Edition June 2023

All rights reserved

The characters and events portrayed in this book are fictitious. Any similarity to real persons, living or dead, is coincidental and not intended by the author.

No part of this book may be reproduced, or stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without express written permission of the publisher.

Copyright © Dr. Somasekharan T M, Kiran Ajeev

ISBN: 978-81-19147-85-4

Price: Rs. 950.00

Published & Printed by :
Nitya Publications, Bhopal,
Madhya Pradesh, India.
Web: www.nityapublications.com
Email: info@nityapublications.com

Content

1	A Conceptual Paradigm of Models of Consumer Behaviour. Prof. P.K. Agarwal	1 - 9
2	Employee Well-Being And Mental Health Support for Women in the it Industries of Kerala Ms. Rahanaz K N	10 - 18
3	A Study on Impact of GST: Awareness Of Stakeholders Dr. Somasekharan T M & Mr. Kiran Ajeev	19 -28
4	Quality of Work-Life Among Women Employees in it Sector Mr. K K Naveed	29 - 35
5	Fervent to Harvest the Demographic Dividend? The Antecedent is 'Exigency to Invest' Dr. Tessy Thomas, Ms. Jain James & Mr. Tennyson Thomas	36 - 45
6	A Review of Kerala Tourism in the Wake of Covid's Impact Mr. Shammas S	46 - 55
7	Supply Chain Management: An Overview Dr. Shibi B	54 - 61
8	Gig Economy: An Indian Context Mr. Sony Varghese	62 - 66
9	A Study on Students Perspective Towards E- Learning Dr. Aldrin Joseph & Ms. Dhanalakshmi Menon	67 - 73
10	Opportunities And Threats of Social Commerce in the New Era Ms. Anju Antony & Ms. Sreekala M.M	74 - 78
11	Digital Entrepreneurship: Impact and Attitude Among Youngsters With Special Reference to Ernakulam District. Dr. J Bamini, Ms. Padmaja T P & Ms. Priya Antony	79 - 84
12	Major Recent Trends in Recruitment and Selection in Indian Industries, With Special Reference to the Food Manufacturing Companies in Tamilnadu, Chennai District. Ms. Meena G & Dr. K Santhanalakshmi	85 - 95
13	A Study about Ayurvedic Tourism in Kerala Dr. Aldrin Joseph & Ms. Deepthi Lajju	96 - 102
14	A Study on the Role of Family Support Towards Women Entrepreneurs. Ms. Mary Celin	103 - 107
15	Green Marketing Initiatives in India: An Overview Ms. Rehana John & Ms. Emy Elsa Bonny	108 - 111
16	Perception of Farmers Towards Organic Farming Ms. Roopa V J	112 - 116
17	A Study on Consumer Perception Towards Electric Vehicles in Ernakulam District Ms. Anjana C A & Dr. Ebenezer Paul Rajan T. Y.	117 - 123
18	The Relationship Between Emotional Intelligence, Situational Leadership and High-Performance Leaders Ms. S. Suganya Bharathi & Ms. A. Celina	124 - 134
19	Impulse Buying Behaviour of Consumers in the Contemporary Market Ms. Anusree M & Dr. Veena M	135 - 139
20	Conceptual Methodological Framework: Employee Assistance Program on Employee Mental Well-Being Using Machine Learning Model. Mr. Sudarshan S & Dr. Priya Xavier	140 - 147

FERVENT TO HARVEST THE DEMOGRAPHIC DIVIDEND? THE ANTECEDENT IS 'EXIGENCY TO INVEST'

Dr. Tessy Thomas, Assistant Professor, Department of Commerce, Bharata Mata College, Thrikkakara, Cochin, Kerala.

Ms. Jain James, Assistant Professor, Mar Augusthinose College, Ramapuram, Kottayam, Kerala

Mr. Tennyson Thomas, Assistant Professor, Rajagiri Viswajyothi College of Arts and Applied Sciences, Vengoor, Perumbavoor, Ernakulam, Kerala.

Abstract

This paper makes an effort to comprehend the notion of the demographic dividend using a variety of theoretical and empirical sources. It highlights that India needs to set priorities for human resource and capital investment to reap the economic benefits of the demographic transition. A discussion based on a few relevant steps taken by the Government, including DAY-NRLM, eShram portal, National Career Service (NCS) and DDU-GKY is also used to evaluate India's policy concerning surrounding skill development and employment, thus intending to highlight the exigency to invest so as to harvest the potentiality of demographic dividend.

Key words: demographic dividend, DAY-NRLM, eShram portal, DDU-GKY, National Career Service (NCS)

Introduction

Throughout the past 100 years, there has been a notable increase in global population; as of January 2023, there were over 8 billion people on the planet. The Malthusian pessimistic prediction of human misery and mass mortality has not yet come true, despite the fact that the global population has grown at a rapid rate which is a level unsustainable over the long run. The saying "man is born with one mouth to feed and two hands to labour" could be read in conjunction with the recent rightful recognition of human capital as a productive element. Yet, the population age and quality are significant, making it a productive component of the economy. Such demographics, particularly the shifting age structure, have an impact on economic performance.

Demographic dividend is the catch-word for the optimistic economists of today. In its emergent course, a "baby boom" might occur early in a positive demographic shift, which would necessitate more resources and could delay economic progress. Yet, in the next phase, as children born during a boom period grow older and enter the workforce, the economy's productivity potential rises per person and a demographic dividend is created. The term "demographic dividend", coined by David Bloom (Bloom, 2003) refers to the occurrence of better economic growth as a result of changes in a nation's demographic profile. It is defined as the advantage brought about by an increase in the proportion of people who are working age (15-64) to people who are reliant on others or are not employed (aged under 15 and above 65). Due to the shifting age structure, this "window of opportunity" is only open for a short time as many dimensions improve. The evidence that economists have gathered from nations all around the world shows that the growth of the working-age population does not, however, guarantee faster economic development.



ETHICS AND SUSTAINABLE DEVELOPMENT IN HIGHER EDUCATION



Sanjayan T.S . Nuratleeva Nargiza . Dr. Kiran Bala Patel . Dr. Sybila Pius Fernandez

ISBN : 978-93-92313-45-5



Printed in India

ISBN: 978-93-92313-45-5

Ethics and Sustainable Development in Higher Education

Edition : 2023

Price ₹: 1000

Copy right Reserved by the Authors

Published by

Taran Publication, New Delhi

CONTENTS

1. **IMPACT OF DIGITALIZATION ON THE CUSTOMER SATISFACTION WITH RESPECT TO INDIAN RAILWAY** 11
 - ❖ *Dr.Ajitha .H*
 - ❖ *Ms. Akhila Lal*
2. **PROFESSIONAL ETHICS IN HIGHER EDUCATION** 19
 - ❖ *Ms.Aswathy Prathapan*
 - ❖ *Mr.Karun Raj*
3. **ETHICAL CHALLENGES IN DISTANCE AND ONLINE EDUCATION** 29
 - ❖ ~~*Ms.Neenu Vargheese*~~
 - ❖ *Ms.Dhanya.S*
4. **ETHICS IN RESEARCH** 38
 - ❖ *Ms.Angha Johnson*
 - ❖ *Ms.Anu Mathai*
5. **DIGITAL EDUCATION AND ETHICS** 46
 - ❖ *Ms.Jyothika S Nair*
 - ❖ *Ms.Anna Joy*
6. **ETHICAL ISSUES IN RESEARCH** 50
 - ❖ *Ms.Irfana Thasneem K.V*
 - ❖ *Ms.Jomol Joy*
7. **INSTILLING VALUES AND ETHICS THROUGH HIGHER EDUCATION** 56
 - ❖ *Ms.Ārisha Priya T.S*
8. **CODE OF PROFESSIONAL ETHICS FOR TEACHERS –A ENVIRONMENTAL STUDY** 62
 - ❖ *Ms.Manasa Sunny*

CHAPTER-3**Ethical Challenges in Distance and Online Education: A Review****Ms. NeenuVarghese****&****Ms. Dhanya S****Rajagiri Viswajyothi College of Arts and Applied Sciences, Vengoor****ABSTRACT**

Advancements in technology have thrown learning into a totally new arena and brought with it a new educational technique. Owing to the advancement of technological innovation students are able to acquire a degree without going to college or having face to face interaction with the faculty members through webinars, videoconferencing, live chat. The student bodies, as well as administrators are running to the chance of being able to expand their knowledge through the opportunities offered by distance learning. However, learning and teaching online creates ethical issues for both teachers and students. The major disadvantage is that the students cannot gain practical knowledge through online and distance education especially for the subjects like social work, physiotherapy and so on. The ethical issues would increase due to the proliferation of the internet in the near future.

Although distance and online learning have advantages this study focuses more on the challenges like equity and diversity, surveillance and consent, identity and confidentiality. Key ethical issues that affect the students and teachers are quality and integrity; academic honesty and gatekeeping; and privacy and surveillance. This study also recommends a code of ethics for the use of Digital Technologies which is strongly recommended by the ethical experts. As the education industry is growing the ethical concerns like plagiarism, licensing are big question marks. The present study also provides recommendations for improving the effectiveness of online education which will help administrators in resolving the ethical concerns.

Keyword: Plagiarism, code of ethics, ethical issues, technological innovation



ETHICS AND SUSTAINABLE DEVELOPMENT IN HIGHER EDUCATION



Sanjayan T.S . Muralieva Nargiza . Dr. Kiran Bala Patel . Dr. Sybila Pius Fernandez

ISBN : 978-93-92313-45-5



Printed in India

ISBN: 978-93-92313-45-5

Ethics and Sustainable Development in Higher Education

Edition : 2023

Price ₹: 1000

Copy right Reserved by the Authors

Published by

Taran Publication, New Delhi

CONTENTS

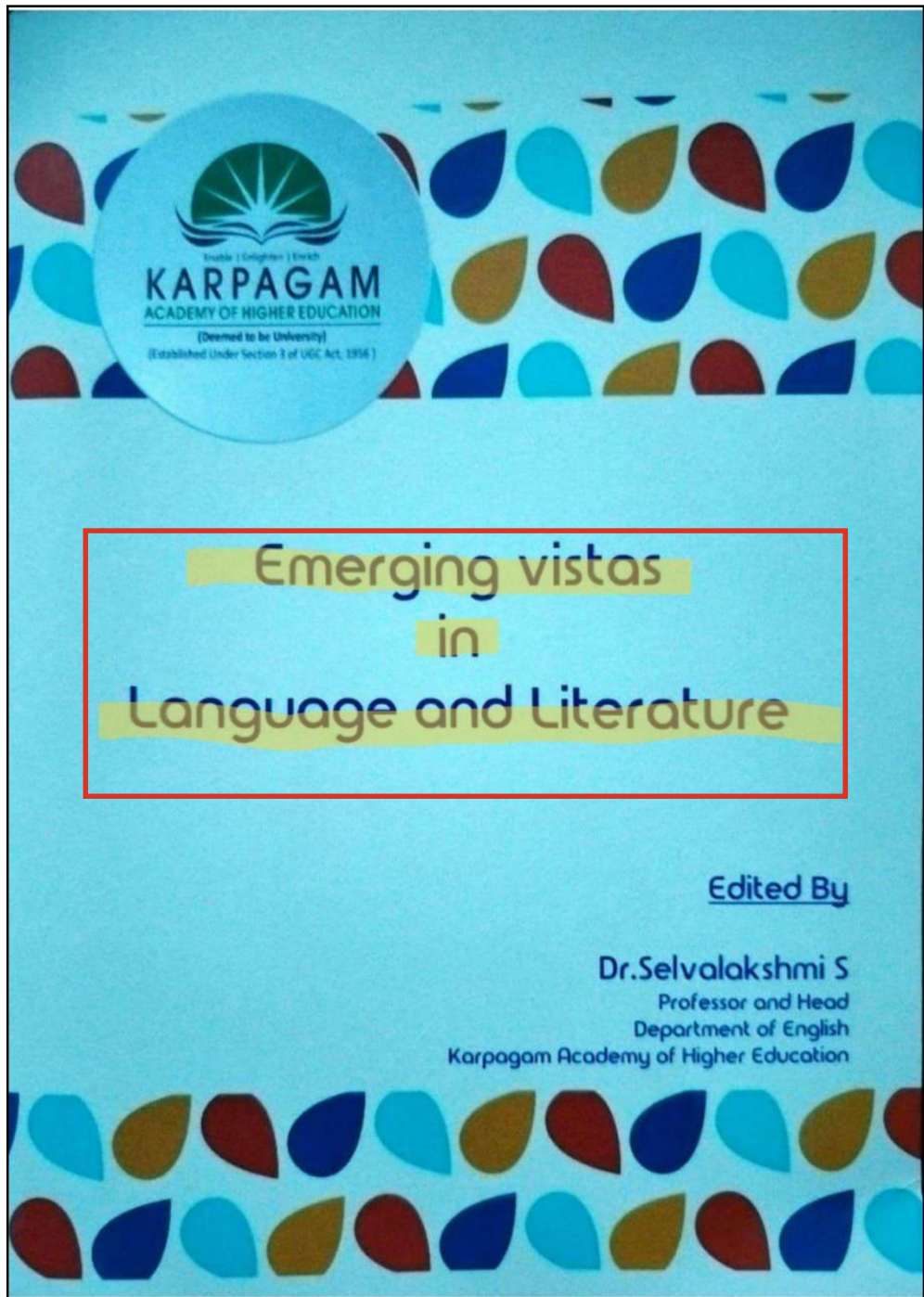
1.	IMPACT OF DIGITALIZATION ON THE CUSTOMER SATISFACTION WITH RESPECT TO INDIAN RAILWAY	11
	❖ <i>Dr.Ajitha .H</i> ❖ <i>Ms. Akhila Lal</i>	
2.	PROFESSIONAL ETHICS IN HIGHER EDUCATION	19
	❖ <i>Ms.Aswathy Prathapan</i> ❖ <i>Mr.Karun Raj</i>	
3.	ETHICAL CHALLENGES IN DISTANCE AND ONLINE EDUCATION	29
	❖ <i>Ms.Neenu Vargheese</i> ❖ <i>Ms.Dhanya.S</i>	
4.	ETHICS IN RESEARCH	38
	❖ <i>Ms.Angha Johnson</i> ❖ <i>Ms.Anu Mathai</i>	
5.	DIGITAL EDUCATION AND ETHICS	46
	❖ <i>Ms.Jyothika S Nair</i> ❖ <i>Ms.Anna Joy</i>	
6.	ETHICAL ISSUES IN RESEARCH	50
	❖ <i>Ms.Irfana Thasneem K.V</i> ❖ <i>Ms.Jomol Joy</i>	
7.	INSTILLING VALUES AND ETHICS THROUGH HIGHER EDUCATION	56
	❖ <i>Ms.Ārisha Priya T.S</i>	
8.	CODE OF PROFESSIONAL ETHICS FOR TEACHERS –A ENVIRONMENTAL STUDY	62
	❖ <i>Ms.Manasa Sunny</i>	

CHAPTER-3**Ethical Challenges in Distance and Online Education: A Review****Ms. Neenu Varghese****&****Ms. Dhanya S****Rajagiri Viswajyothi College of Arts and Applied Sciences, Vengoor****ABSTRACT**

Advancements in technology have thrown learning into a totally new arena and brought with it a new educational technique. Owing to the advancement of technological innovation students are able to acquire a degree without going to college or having face to face interaction with the faculty members through webinars, videoconferencing, live chat. The student bodies, as well as administrators are running to the chance of being able to expand their knowledge through the opportunities offered by distance learning. However, learning and teaching online creates ethical issues for both teachers and students. The major disadvantage is that the students cannot gain practical knowledge through online and distance education especially for the subjects like social work, physiotherapy and so on. The ethical issues would increase due to the proliferation of the internet in the near future.

Although distance and online learning have advantages this study focuses more on the challenges like equity and diversity, surveillance and consent, identity and confidentiality. Key ethical issues that affect the students and teachers are quality and integrity; academic honesty and gatekeeping; and privacy and surveillance. This study also recommends a code of ethics for the use of Digital Technologies which is strongly recommended by the ethical experts. As the education industry is growing the ethical concerns like plagiarism, licensing is a big question mark. The present study also provides recommendations for improving the effectiveness of online education which will help administrators in resolving the ethical concerns.

Keyword: Plagiarism, code of ethics, ethical issues, technological innovation



Emerging vistas
in
Language and Literature

Edited By

Dr.Selvalakshmi S
Professor and Head
Department of English
Karpagam Academy of Higher Education



Recent Trends in Language and Literature

- The focus of the book is to give an introduction about the contemporary authors in English Literature.
- The book serves as a supplement to know about the recent themes in literature
- The book also helps to know about the emerging ideas and vitas in literature.
- It will give the readers an overview about the recent development in the English Language Teaching.

Rs. 500.00



KARPAGAM
ACADEMY OF HIGHER EDUCATION
(Deemed to be University)
(Established Under Section 3 of UGC Act, 1956)



10. A Study on the Impact of Globalization in Aravind Adiga's *The White Tiger*

Ms Sabitha Kuriakose

Dr D. Lourdhu Mary

11. THE PROBLEMS OF ENGLISH LANGUAGE TEACHING IN CONTEMPORARY INDIA

M. Arshiya

12. The New Vistas of Future Life of Women in Kamala Markandaya's select novels- A study.

T. Ponni

DR. K. Girija Rajaram

13. Status and Pursuit of Modern English Language & Literature in Artificial Intelligence

Dr. Karthick.C

14. Study of inclination of Colonial Legacy, Captivity of Freedom in Ben Okri's short story collections *Stars of the New Curfew*.

Mr. Govindan R

Dr. Selvalakshmi S

15. Hope and Fear in a Dystopian World of Oppression: The Role of Faith in the Revolution of *The Hunger Games*

Tennyson Thomas

Dr.Selvalakshmi S

16. Exploring the Pedagogical Challenges and Constraints in Teaching English Literature for Arab Students

Dr. MEERA. K.S

17. Reconstructing an Aboriginal Identity Dismantled by the White Race- Analysis of Kim Scott's Novel "Benang"

Ms. Vinaya.G.Naik

Dr. D Ramsingh Prabhu

18. LITERATURE VS LIFE IN CONTEMPORARY WORLD

Ms. Vinodhini S

15. Hope and Fear in a Dystopian World of Oppression: The Role of Faith in the Revolution of *The Hunger Games*

Tennyson Thomas*

Dr. Selvalakshmi S**

Introduction

The Hunger Games is a dystopian novel written by Suzanne Collins, and is presented through the perspective of Katniss Everdeen who lives in North America in a distant future post an apocalypse. This study attempts to explore the elements of hope and fear within the narrative, as The Capitol, a highly advanced metropolis maintains its power over the rest of the nation with complete control. The tale has captivated readers and scholars alike with its vivid depiction of a society marked by the stark contrast with clear influences of Greek mythology and Roman gladiator games. Set in the oppressive society of Panem, the world of the novel is full of extreme inequality, oppression and brutality.

This academic analysis delves into the multifaceted manifestations of hope and fear within the novel, shedding light on their roles in shaping characters, plot dynamics, and the broader thematic framework. The novel also explores the concept of faith, and the study examines how the characters, their actions, and the overarching thematic framework of the story are influenced by their strong beliefs in changing the world for a better future, away from fear and oppression.

The Dystopian World of Fear

The Capitol maintains control over the 13 districts through a combination of political, economic and psychological means. This oppressive control of the Capitol is a central theme in the series, and the most efficient methods is the selection of tributes every year. One boy and one girl from each district would be chosen to participate in the Hunger Games, a televised battle in which only one winner survives. This brutal event serves as a form of entertainment for the Capitol citizens and a means of reminding the districts of the Capitol's undisputed power. The districts are forced to take a leap of faith here for the Capitol, with no opportunity to hold back. To prevent any uprisings against this and to maintain order according to the laws of the Capitol, there are peacekeepers, who are deployed in each district.

Using this brutal force, the Capitol controls the districts' resources, particularly the essential ones like food, coal, and medicine. The residents of the districts are forced to find or rather hunt or collect wild fruits from the woods beyond the fence for their food to save themselves from delving further into extreme hunger (Collins 5-7). This

*Assistant Professor, Dept of English, Rajagiri Viswajyothi College

**Professor, Dept of English, Karpagam Academy of Higher Education

EMERGING TRENDS IN HUMANITIES AND SOCIAL SCIENCES

Aby John



Title of the Book: Emerging Trends in Humanities and Social Sciences

Copyright 2023 © Authors and Editors

Editor

Prof. Aby John, Assistant Professor, Department of English, Kristu Jayanti College (Autonomous), Bangalore, India.

No part of this book may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopy, recording or any information storage and retrieval system, without permission in writing from the copyright owners.

Disclaimer

The authors and editors are equally responsible for the contents published in this book. The publisher don't take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

E-ISBN: 978-93-5747-251-7

MRP Rs. 250/-

Publisher, Printed at & Distribution by:

Selfypage Developers Pvt. Ltd.,
Paisley Circle, Novi, Michigan, USA.
&
Pushpagiri Complex,
Beside SBI Housing Board,
K.M. Road, Chikkamagaluru,
Karnataka, India.
Tel.: +91-8861518868
E-mail: info@iiponline.org

IMPRINT: I I P Iterative International Publishers

Contents

1. Examining the Digitalisation on Teachers' Learning in School-Level Practice	1
..... <i>Fatma Nur Barcin</i>	
2. "Taste is the most temperamental of our sense": An exploration of Samanth Subramanian's journeys and investigations	12
..... <i>Dr. Samjaila T H, Dr. Pauline V N</i>	
3. Embracing Interdisciplinary Frontiers: Emerging Trends in Humanities and Social Sciences Disciplines	21
..... <i>Aby John</i>	
4. Love, Lust and Frustration: An Analysis of Kamala Das' Poems	27
..... <i>Ms. Emil George</i>	
5. A Study on Transformative Green Marketing: Advantages and Challenges	38
..... <i>Ms. Anupama Sukumaran, Ms. Anju Antony</i>	
6. Globalization and Gender Identity: Working-Class Female Labor of the Sri Lankan Garment Industry	50
..... <i>Keerthana Krishnan</i>	
7. Role of Social Justice in Lives of Women in Kerala	61
..... <i>Lubinna Shahal</i>	
8. Innovative English Language Teaching and Learning Pedagogies for Learners of English as a Second Language at Higher Education Institutions	71
..... <i>Dr. N. Ravikumar, Dr. K.B. Sakithyan</i>	

CHAPTER V

A STUDY ON TRANSFORMATIVE GREEN MARKETING: ADVANTAGES AND CHALLENGES

Abstract

The 21st century is marked by both growth and the creation of environmental problems. Across the world, environmental challenges are now high. The role of green marketing in the industrialized as well as techno-scientific era is highly significant. Green marketing has opened a new way to promote business by allowing companies to invest funds effectively and benefit from increased customer loyalty and brand image while maintaining a sustainable environment. Nowadays the LOHAS market segment for green marketing maneuver is based on eco-friendly processes and products. They are supporters of environmental health and are more conscious about the environment and human health. Green marketing strategies have changed rapidly from typical to consumer-friendly marketing, which offers enormous opportunities to move toward the growth of businesses. The government of India and other organizations has taken numerous steps

Ms. Anupama Sukumaran

Assistant Professor

Department of Commerce

Mar Elias College Kottappady,
Kerala, India

anu.usdr93@gmail.com

Ms. Anju Antony

Assistant Professor

Department of Commerce

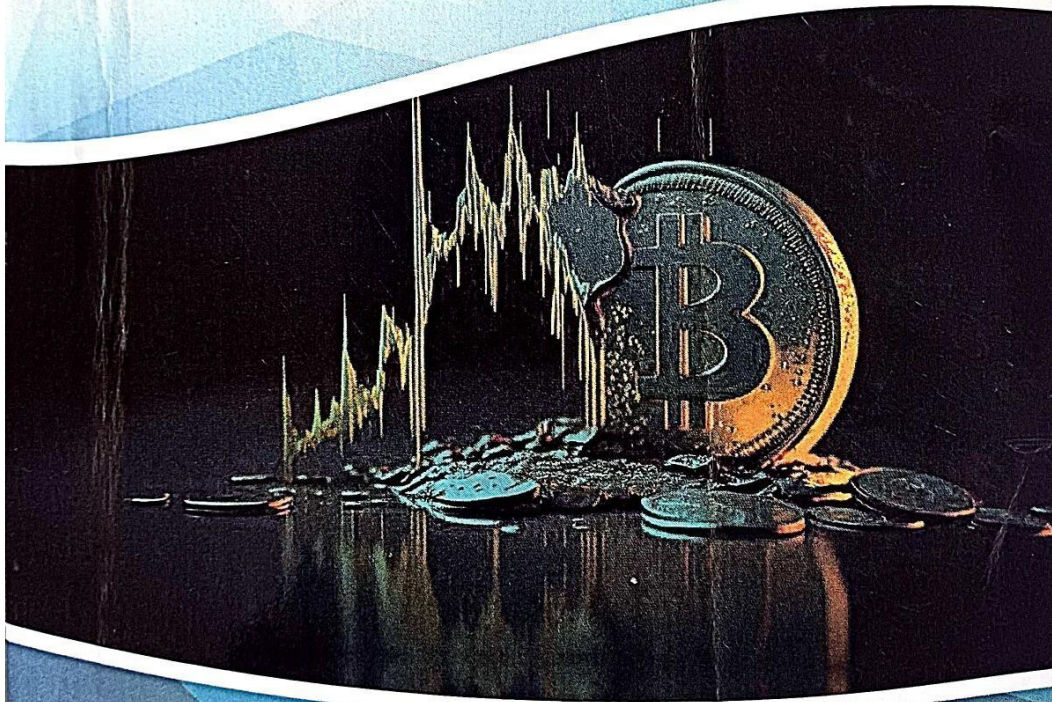
Rajagiri Viswajyothi College of
Arts and Applied Science's
Vengoor, Kerala, India

anjuantonypalathinkal@gmail.com

NITYA
PUBLICATIONS

Recent Trends from Past Trends- III

Commerce, Management & Economics



Dr. Somasekharan T. M.
Mr. Kiran Ajeev

First Edition June 2023

All rights reserved

The characters and events portrayed in this book are fictitious. Any similarity to real persons, living or dead, is coincidental and not intended by the author.

No part of this book may be reproduced, or stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without express written permission of the publisher.

Copyright © Dr. Somasekharan T M, Kiran Ajeev

ISBN: 978-81-19147-85-4

Price: Rs. 950.00

Published & Printed by :

Nitya Publications, Bhopal,

Madhya Pradesh, India.

Web: www.nityapublications.com

Email: info@nityapublications.com

Content

1	A Conceptual Paradigm of Models of Consumer Behaviour. Prof. P.K. Agarwal	1 - 9
2	Employee Well-Being And Mental Health Support for Women in the it Industries of Kerala Ms. Rahanaz K N	10 - 18
3	A Study on Impact of GST: Awareness Of Stakeholders Dr. Somasekharan T M & Mr. Kiran Ajeev	19 -28
4	Quality of Work-Life Among Women Employees in it Sector Mr. K K Naushad	29 - 35
5	Fervent to Harvest the Demographic Dividend? The Antecedent is 'Exigency to Invest' Dr.Tessy Thomas, Ms. Jain James & Mr. Tennyson Thomas	36 - 45
6	A Review of Kerala Tourism in the Wake of Covid's Impact Mr. Shamnas S	46 - 53
7	Supply Chain Management: An Overview Dr. Shibi B	54 - 61
8	Gig Economy: An Indian Context Mr. Sony Varghese	62 - 66
9	A Study on Students Perspective Towards E- Learning Dr. Aldrin Joseph & Ms. Dhanalakshmi Menon	67 - 73
10	Opportunities And Threats of Social Commerce in the New Era Ms. Anju Antony & Ms. Sreekala M.M	74 - 78
11	Digital Entrepreneurship: Impact and Attitude Among Youngsters With Special Reference to Ernakulam District. Dr. J Bamini, Ms. Padmaja T P & Ms. Priya Antony	79 - 84
12	Major Recent Trends in Recruitment and Selection in Indian Industries, With Special Reference to the Food Manufacturing Companies in Tamilnadu, Chennai District. Ms. Meena G & Dr. K Santhanalakshmi	85 - 95
13	A Study about Ayurvedic Tourism in Kerala Dr. Aldrin Joseph & Ms. Deepthi Laju	96 - 102
14	A Study on the Role of Family Support Towards Women Entrepreneurs. Ms. Mary Celin	103 - 107
15	Green Marketing Initiatives in India: An Overview Ms. Rehana John & Ms. Emy Elsa Bonny	108 - 111
16	Perception of Farmers Towards Organic Farming Ms. Roopa V J	112 - 116
17	A Study on Consumer Perception Towards Electric Vehicles in Ernakulam District Ms. Anjana C A & Dr. Ebenezer Paul Rajan T. Y.	117 - 123
18	The Relationship Between Emotional Intelligence, Situational Leadership and High-Performance Leaders Ms. S. Suganya Bharathi & Ms. A. Celina	124 - 134
19	Impulse Buying Behaviour of Consumers in the Contemporary Market Ms. Anusree M & Dr. Veena M	135 - 139
20	Conceptual Methodological Framework: Employee Assistance Program on Employee Mental Well-Being Using Machine Learning Model. Mr. Sudarshan S & Dr. Priya Xavier	140 - 147

OPPORTUNITIES AND THREATS OF SOCIAL COMMERCE THE NEW ERA

Ms. Anju Antony, Assistant Professor, Department of Commerce, Rajagiri
Viswajyothi College of Arts and Applied Sciences, Vengoor,
anjuantonypalathinkal@gmail.com

Ms. Sreekala M.M., Assistant Professor, Department of Commerce, Rajagiri
Viswajyothi College of Arts and Applied Sciences, Vengoor,
sreekalamm636@gmail.com

Abstract

Social media brings a new experience to their users by introducing social commerce as a new marketing tool in the business world. It is also referred to as s-commerce. Recently, social commerce has gained major attention from users. Social commerce started to sell products first through Facebook, but now it uses all other platforms like Instagram, YouTube, LinkedIn, etc. as a technique to promote and sell products and services to their target audience. Among all these applications, Instagram is the most commonly used platform by business concerns to reach out to customers. People's preference for e-commerce has increased tremendously over the last few decades in both industries and education sectors due to the advancement in technology that have made social media platforms more accessible and user-friendly. In developing countries like India, it gained rapid growth in a short period of time with the usage of the internet and smart phones.

The most attractive part offered by e-commerce to its customers is the convenience created through videos and visual images. The buying perspective of modern consumers has changed from typical to convenience shopping, which offers a wide variety of choices and offers. Social media users can also experience the pleasure of purchasing products from their favourite brands without leaving the social media platform they are using. It makes it easy for people to buy at the moment they are most interested in the product and services. Through this study, we are evaluating the emergence of social commerce and also reviewing the opportunities and threats of s-commerce.

Key words: s-commerce, social commerce, target audience, social media.

Introduction

Social commerce has opened a new way to another spectrum of e-commerce. It promotes the practise of selling products directly through social media platforms like Instagram, LinkedIn, Facebook, Pinterest, YouTube, etc. The increasing popularity of social networking sites has opened a wide variety of opportunities for new business organisations through electronic commerce. Nowadays, the importance of e-commerce in the digital economy has led to the emergence of social commerce (s-commerce) as a new variety of online shopping. In s-commerce, users can use their favourite social media applications to find, experience, and purchase products without buying them directly through the company's e-commerce websites. Brands can make their products easily available to customers by encouraging them to buy them by creating shoppable content on social media. In such cases, companies can advertise their products by creating targeted customer

Neha Agness Francis



The Cochin
CARNIVAL
UNVEILED

The World's First Book on Cochin Carnival



Copyright © Neha Agness Francis 2023
All Rights Reserved.

ISBN 979-8-89133-729-9

This book has been published with all efforts taken to make the material error-free after the consent of the author. However, the author and the publisher do not assume and hereby disclaim any liability to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident, or any other cause.

While every effort has been made to avoid any mistake or omission, this publication is being sold on the condition and understanding that neither the author nor the publishers or printers would be liable in any manner to any person by reason of any mistake or omission in this publication or for any action taken or omitted to be taken or advice rendered or accepted on the basis of this work. For any defect in printing or binding the publishers will be liable only to replace the defective copy by another copy of this work then available.

Chapter 1

Contents



Chapter 1: Introduction 5

Chapter 2: The Costumes 19

Chapter 3: The Carnavalesque Theory 30

Chapter 4: The Cultural Significance 39

Chapter 5: Conclusion 50

Works Cited 57

'Carnavalesque Rereading of the Cochin Carnival' makes an interesting write-up on Cochin Carnival which has served as the heart and soul of the culture of Cochin. The Cochin Carnival is held in Fort Kochi every year, which is marked by unforgettable and unlimited fun. The highlight of the carnival, the burning of papanji is a special tradition which made inroads to many other similar festivals all around Kerala.

Read more and understand how a small beach fest, which was started by a group of youngsters then, Fort Kochi served to be the beginning of the legacy which the Kochi citizens still continue to celebrate to the fullest every year. As you go through this book, you will learn more about the deep connection of this festival towards the culture and traditions of Kerala, especially Cochin which was ruled by different European powers in the past. You will know that Cochin has always accepted the best and rejected was inappropriate.



Neha Agtesa Francis has worked as Assistant Professor in Dept. of English at Rajagir Vidyajyothi College of Arts & Applied Sciences & KMEA Engineering College, as well as in Dept. of Psychology at St. Teresa's College. Along with serving in teaching & counselling, she has always been a continuous learner looking forward to improving herself. But her expertise in Cochin Carnival comes from her own life, as she was born & brought up only a few kilometres from the location of the carnival.

There was always a certain amount of curiosity for her in relation to the location & the event with which she grew up. She has also completed a project related to the same during her post-graduation. Being an expert in multiple fields, she could take a deep exploration of the festival beyond the common man's viewpoint.



NITYA
PUBLICATIONS

Recent Trends from Past Trends- III

Commerce, Management & Economics



Dr. Somasekharan T. M.
Mr. Kiran Ajeev

First Edition June 2023

All rights reserved

The characters and events portrayed in this book are fictitious. Any similarity to real persons, living or dead, is coincidental and not intended by the author.

No part of this book may be reproduced, or stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without express written permission of the publisher.

Copyright © Dr. Somasekharan T M, Kiran Ajeev

ISBN: 978-81-19147-85-4

Price: Rs. 950.00

Published & Printed by :

Nitya Publications, Bhopal,

Madhya Pradesh, India.

Web: www.nityapublications.com

Email: info@nityapublications.com

Content

1	A Conceptual Paradigm of Models of Consumer Behaviour. Prof. P.K. Agarwal	1 - 9
2	Employee Well-Being And Mental Health Support for Women in the it Industries of Kerala Ms. Rahanaz K N	10 - 18
3	A Study on Impact of GST: Awareness Of Stakeholders Dr. Somasekharan T M & Mr. Kiran Ajeev	19 -28
4	Quality of Work-Life Among Women Employees in it Sector Mr. K K Naushad	29 - 35
5	Fervent to Harvest the Demographic Dividend? The Antecedent is 'Exigency to Invest' Dr.Tessy Thomas, Ms. Jain James & Mr. Tennyson Thomas	36 - 45
6	A Review of Kerala Tourism in the Wake of Covid's Impact Mr. Shamnas S	46 - 53
7	Supply Chain Management: An Overview Dr. Shibi B	54 - 61
8	Gig Economy: An Indian Context Mr. Sony Varghese	62 - 66
9	A Study on Students Perspective Towards E- Learning Dr. Aldrin Joseph & Ms. Dhanalakshmi Menon	67 - 73
10	Opportunities And Threats of Social Commerce in the New Era Ms. Anju Antony & Ms. Sreekala M.M	74 - 78
11	Digital Entrepreneurship: Impact and Attitude Among Youngsters With Special Reference to Ernakulam District. Dr. J Bamini, Ms. Padmaja T P & Ms. Priya Antony	79 - 84
12	Major Recent Trends in Recruitment and Selection in Indian Industries, With Special Reference to the Food Manufacturing Companies in Tamilnadu, Chennai District. Ms. Meena G & Dr. K Santhanalakshmi	85 - 95
13	A Study about Ayurvedic Tourism in Kerala Dr. Aldrin Joseph & Ms. Deepthi Lajju	96 - 102
14	A Study on the Role of Family Support Towards Women Entrepreneurs. Ms. Mary Celin	103 - 107
15	Green Marketing Initiatives in India: An Overview Ms. Rehana John & Ms. Emy Elsa Bonny	108 - 111
16	Perception of Farmers Towards Organic Farming Ms. Roopa V J	112 - 116
17	A Study on Consumer Perception Towards Electric Vehicles in Ernakulam District Ms. Anjana C A & Dr. Ebenezer Paul Rajan T. Y.	117 - 123
18	The Relationship Between Emotional Intelligence, Situational Leadership and High-Performance Leaders Ms. S. Suganya Bharathi & Ms. A. Celina	124 - 134
19	Impulse Buying Behaviour of Consumers in the Contemporary Market Ms. Anusree M & Dr. Veena M	135 - 139
20	Conceptual Methodological Framework: Employee Assistance Program on Employee Mental Well-Being Using Machine Learning Model. Mr. Sudarshan S & Dr. Priya Xavier	140 - 147

OPPORTUNITIES AND THREATS OF SOCIAL COMMERCE IN THE NEW ERA

Ms. Anju Antony, Assistant Professor, Department of Commerce, Rajagiri Viswajyothi College of Arts and Applied Sciences, Vengoor, anjuantonypalattunkal@gmail.com

Ms. Sreekala M.M, Assistant Professor, Department of Commerce, Rajagiri Viswajyothi College of Arts and Applied Sciences, Vengoor, sreekalamm636@gmail.com

Abstract

Social media brings a new experience to their users by introducing social commerce as a new marketing tool in the business world. It is also referred to as s-commerce. Recently, social commerce has gained major attention from users. Social commerce started to sell products first through Facebook, but now it uses all other platforms like Instagram, YouTube, LinkedIn, etc. as a technique to promote and sell products and services to their target audience. Among all these applications, Instagram is the most commonly used platform by business concerns to reach out to customers. People's preference for e-commerce has increased tremendously over the last few decades in both industries and education sectors due to the advancement in technology that have made social media platforms more accessible and user-friendly. In developing countries like India, it gained rapid growth in a short period of time with the usage of the internet and smart phones.

The most attractive part offered by e-commerce to its customers is the content created through videos and visual images. The buying perspective of modern consumers has changed from typical to convenience shopping, which offers a wide variety of choices and offers. Social media users can also experience the pleasure of purchasing products from their favourite brands without leaving the social media platform they are using. It makes it easy for people to buy at the moment they are most interested in the product and services. Through this study, we are evaluating the emergence of social commerce and also reviewing the opportunities and threats of s-commerce.

Key words: s-commerce, social commerce, target audience, social media.

Introduction

Social commerce has opened a new way to another spectrum of e-commerce. It promotes the practise of selling products directly through social media platforms like Instagram, LinkedIn, Facebook, Pinterest, YouTube, etc. The increasing popularity of social networking sites has opened a wide variety of opportunities for new business organisations through electronic commerce. Nowadays, the importance of e-commerce in the digital economy has led to the emergence of social commerce (s-commerce) as a new variety of online shopping. In s-commerce, users can use their favourite social media applications to find, experience, and purchase products without buying them directly through the company's e-commerce websites. Brands can make their products easily available to customers and encourage them to buy them by creating shoppable content on social media. In such cases, companies can advertise their products by creating targeted customer

RECENT TRENDS FROM PAST TRENDS - II

COMMERCE
MANAGEMENT
&
ECONOMICS



Dr. SOMASEKHARAN T M
Mr. KIRAN AJEEV

COPYRIGHT © DR. SOMASEKHARAN T M AND MR. KIRAN AJEEV

All Rights Reserved

No part of this book may be reproduced, stored in a retrieval system or transmitted in any form or any means, mechanical, electronic, photocopying, recording or otherwise without any prior written permission of the publisher and author.

FIRST EDITION, JULY 2022

DESIGN: TANIA KOLEY

ISBN: 978-93-94689-12-1

Publisher

KOLKATA PRESS BOOKS
CE-322, CHANDIBERIA, SHARODA POLLI,
KRISHNAPUR, KOLKATA-700102
PH: 9681708009 / 8777019179
<http://kolkatapressbooks.com/>
kolkatapressbooks@gmail.com

MRP: 650/-

23.	A study on customer perception towards digital banking in Ernakulum. Ms. Scenia Joseph, Ms. Athira Murali	147-153
24.	A study on effectiveness of green banking facilities and its impact on customer satisfaction. Dr. Somasekharan T M, Mr. Aravindh C R, Ms. Siona Manoj, Mr. Arjun Reghunath	154-159
25.	The great resignation drive: cause and consequences. Ms.Thushara Sojan	160-169
26.	A study on effectiveness of promotional measures on consumer electronic retail store with special reference to MYG. Ms. Raji Rappal	170-176
27.	Emergence of digital banking as an aftermath of pandemic. Ms. Neenu Varghese, Ms. Mary Thomas	177-182
28.	A study on online marketing with special reference to muntra Ms. Neethu S, Ms. Baby Reena	183-189
29.	A study on the effect of work environment on job satisfaction. Mr. K. K. Naushad	190-196

EMERGENCE OF DIGITAL BANKING AS AN AFTERMATH OF PANDEMIC

Ms. Neenu Varghese, Assistant Professor, Department of Commerce, Rajagiri Viswajyothi college of arts and applied sciences, Vengoor neenuvarghese25@gmail.com.

Ms. Mary Thomas, Assistant Professor, Department of Commerce, Bharata Mata College of Commerce and arts, choondy, Aluva maryanuthomas@gmail.com.

Abstract

Digital banking has opened a new way to another spectrum of banking by allowing the customers to conduct their day-to-day banking activities at their doors step. The Digital banking systems in developing countries like India are growing rapidly due to the development of internet and Smartphones. Banking transaction perspective has changed rapidly from typical to convenience banking, which offers enormous opportunity to move towards cashless and less cash society. The government of India has taken numerous steps to promote digital banking system with a view to promote 'Digital India'. In the last few decades, banking system has undergone some distinct phases of digital transformation owing to the outbreak of Pandemic This transformation was boosted by rising competition among public sector, private sector and foreign banks, client and also to access for all of the country's citizens. Through this study we are evaluating the impact of pandemic on digital banking and reviewing the digital banking trends on pandemic.

Key words: Digital India, Digital banking, Digital transformation

Introduction

Outbreak of coronavirus was a milestone in the banking era which aid the banking sector to switch from traditional form of banking system to the endless digital world(Perwej,2020).Even though Pandemic has catastrophic impact on the society, it has positively helped banks in reducing their backend works (Wewege et al., 2020).Digital payment technologies improves the ability to target cash assistance to households and other informal sectors ,Since the technologies could improve the speed of transfers, during the times of pandemic this was became a great blessing for all who are in urgent need of money. Covid 19 had set an impact on telecom and technology, digital media, fintech, banking and health care sectors(Perwej,2020).Digital payment was viewed as the most hygienic form of payment during the widespread of Coronavirus owing to the factor like social distancing. Although digital banking was considered as the best medium of convenience, it has become an inevitable one these days as majority of the people depend on digital wallets for persuing all activities and transformed India into an digitally empowered society (Najaf et al., 2021). In this study we are reviewing on the changes pandemic had made with digital banking as well as the effect of digital banking on the economy is evaluated through the study.

Objectives

1. To conduct a review on the changes made by pandemic on digital banking
2. To study on the impact of digital banking on the economy after pandemic.

NITYA
PUBLICATIONS

Recent Trends from Past Trends- III

Commerce, Management & Economics



Dr. Somasekharan T. M.
Mr. Kiran Ajeev

First Edition June 2023

All rights reserved

The characters and events portrayed in this book are fictitious. Any similarity to real persons, living or dead, is coincidental and not intended by the author.

No part of this book may be reproduced, or stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without express written permission of the publisher.

Copyright © Dr. Somasekharan T M, Kiran Ajeev

ISBN: 978-81-19147-85-4

Price: Rs. 950.00

Published & Printed by :

Nitya Publications, Bhopal,

Madhya Pradesh, India.

Web: www.nityapublications.com

Email: info@nityapublications.com

21	A Study on the Role of Technologies in Fashion Industry Ms. Asha John, Ms. Inez Theresa Alex & Ms. Anjali Santhosh	143 -152
22	Investment Pattern of Salaried Employees in Private Sector-A Study With Special Reference to Kanayannur Taluk, Ernakulam District Ms. Drishya S Raj & Dr. A. Dharmaraj	153 - 158
23	A Study on the Effectiveness of Internet Advertising on Consumer Buying Behaviour Ms. Raji Rapheal	159 - 162
24	A Study on Job Satisfaction Among Online Food Delivery Executives Ms. Arya Suresh	163 - 167
25	A Comparative Study of Online Education and Offline Education Among Students in Ernakulam. Ms. Asha John & Ms. Anna Minette Babu	168 - 173
26	Impact of Digital Payment Apps Among College Students in Ernakulam District Ms. Bindu Joseph & Dr. Ebenezer Paul Rajan T Y	174 -179
27	Awareness and Utilization of Commercial Bank Services by Women in Chempu Grama Panchayath Ms. Kavya Asok	180 -188
28	The Marketing Strategies used by Reliance Jio Mr. Aswanth B Shenai & Ms. Muthulakshmi R	189 - 192
29	Role of Green Accounting in Maintaining Environmental Sustainability Ms. Emy Elsa Bonny & Ms. Chaithra M	193 - 197
30	A Study on Consumer Behaviour Towards Online Shopping Mr. Sajin Paul	198 - 205
31	Workforce Development Initiatives and its Contributions to the Economic Development With Special Reference to Indian it Industry Ms. Manju Malathy	206 - 211
32	A Study on Employee Satisfaction and Quality of Work Life Special Reference to it Employees. Ms. Dhanya	212 - 218
33	Barriers to Unified Payments Interface With Significances to Aluva Municipality Ms. Aruna Devi P, Mr. Akshai Shaji & Mr. Sreeram Kumar	219 - 224
34	A Study on Effectiveness of Logistics Firms After in Integrating Technology Ms. Binitha P S, & Ms. Neenu Varghese	225 - 232
35	A Study on Prominence of Celebrity Brand Endorsement on the Purchase Decision of Consumers Ms. Chaithra M & Ms. Rehana John	233 - 243
36	Sentiment Analysis: Levels and Methodologies Ms. Seenia Joseph & Dr. S Hemalatha	244 - 250
37	A Study on Job Satisfaction and Work Life Balance of Employees Ms. Sherlina Cyril	251 - 255
38	A Study on Consumer Awareness Towards Organic Products in Kerala Dr. Ratheesh K. R, Ms. Malavika S, Mr. Athul Krishnan, Mr. Naveen Simon Xavier	256 - 262
39	A Study on Waste Management in Thrikkakara Municipality Dr. Ratheesh K.R, Mr. Akshai R .D, Ms. Anjana Santhosh & Mr. Ajas Ahammad V.H	263 - 269

A STUDY ON EFFECTIVENESS OF LOGISTICS FIRMS AFTER IN INTEGRATING TECHNOLOGY

Ms. Binitha P S, Hod, Department of Commerce, Rajagiri Viswajyothi, college of arts and applied sciences, Vengoor, binithaps@rajagiriviswajyothi.org.

Ms. Neenu Varghese, Assistant Professor, Department of Commerce, Rajagiri Viswajyothi college of arts and applied sciences, Vengoor, neenu@rajagiriviswajyothi.org.

Abstract

Integration of technology in logistics had made logistics firms more efficient through the proactive value-added services to the customers without which the success of firms is invariably low. The approach used in this study is qualitative approach. Technology integration resulted in efficient customer service, order processing, procurement, scheduling, distribution and cost reduction. Hence, the importance of various technologies like information, communication, Automatic identification is vital. Therefore, this paper reveals that there is effectiveness for logistics firms after the integration of technology.

Key words: Automatic identification, Technology, value added.

Introduction

Logistics is a system that is designed to add customer value and product value. The success of the value-adding process is based on the level of knowledge acquired by the customers. The major objective of logistics is to provide value-added services to the customer for which the role of Technology is vital. Information technology is the application of computers and telecommunication equipment for transmitting data from business to other enterprises. The major prerequisite of the successful implementation of logistics is to accrue intimate knowledge through the effective use of technology. Technology requires a well-defined continuous management system. The process of integrating technology into the logistic system is a complex task that requires a significant commitment from the people involved.

In order to enhance the core- competitiveness of enterprise management information system is essential because the socialized logistics system relies more on technology. Hence, For Investing and constructing logistics distribution infrastructure, the importance of rebuilding the serviceability is essential. Modern logistics has broken the traditional logistics form of truck receiving, loading and payment directly, which has been transformed into integrated modern logistics management scale. Indeed, modern logistics management industry had resulted in increasing the popularity of modern logistics. An integrated transshipment process is the core work flow of modern logistics information management construction. It involves a series of procedures. Such as acceptance, placing position based on way bill number and direct delivery. National economic development and standard of living of the people can be enhanced through integrating modern logistics technology through which the logistics service providers can serve their ultimate purpose of delivering the goods to designated areas or locations.

Work efficiency can be improved by integration of logistics data platforms. The commonly used Information technology includes Enterprise Resource Planning,

NITYA
PUBLICATIONS

Recent Trends from Past Trends- III

Commerce, Management & Economics



Dr. Somasekharan T. M.
Mr. Kiran Ajeev

First Edition June 2023

All rights reserved

The characters and events portrayed in this book are fictitious. Any similarity to real persons, living or dead, is coincidental and not intended by the author.

No part of this book may be reproduced, or stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without express written permission of the publisher.

Copyright © Dr. Somasekharan T M, Kiran Ajeev

ISBN: 978-81-19147-85-4

Price: Rs. 950.00

Published & Printed by :

Nitya Publications, Bhopal,

Madhya Pradesh, India.

Web: www.nityapublications.com

Email: info@nityapublications.com

21	A Study on the Role of Technologies in Fashion Industry Ms. Asha John, Ms. Inez Theresa Alex & Ms. Anjali Santhosh	143 -152
22	Investment Pattern of Salaried Employees in Private Sector-A Study With Special Reference to Kanayannur Taluk, Ernakulam District Ms. Drishya S Raj & Dr. A. Dharmaraj	153 - 158
23	A Study on the Effectiveness of Internet Advertising on Consumer Buying Behaviour Ms. Raji Rapheal	159 - 162
24	A Study on Job Satisfaction Among Online Food Delivery Executives Ms. Arya Suresh	163 - 167
25	A Comparative Study of Online Education and Offline Education Among Students in Ernakulam. Ms. Asha John & Ms. Anna Minette Babu	168 - 173
26	Impact of Digital Payment Apps Among College Students in Ernakulam District Ms. Bindu Joseph & Dr. Ebenezer Paul Rajan T Y	174 -179
27	Awareness and Utilization of Commercial Bank Services by Women in Chempu Grama Panchayath Ms. Kavya Asok	180 -188
28	The Marketing Strategies used by Reliance Jio Mr. Aswanth B Shenai & Ms. Muthulakshmi R	189 - 192
29	Role of Green Accounting in Maintaining Environmental Sustainability Ms. Emy Elsa Bonny & Ms. Chaithra M	193 - 197
30	A Study on Consumer Behaviour Towards Online Shopping Mr. Sajin Paul	198 - 205
31	Workforce Development Initiatives and its Contributions to the Economic Development With Special Reference to Indian IT Industry Ms. Manju Malathy	206 - 211
32	A Study on Employee Satisfaction and Quality of Work Life Special Reference to IT Employees. Ms. Dhanya	212 - 218
33	Barriers to Unified Payments Interface With Significances to Aluva Municipality Ms. Aruna Devi P, Mr. Akshai Shaji & Mr. Sreeram Kumar	219 - 224
34	A Study on Effectiveness of Logistics Firms After Integrating Technology Ms. Binitha P S, & Ms. Neenu Varghese	225 - 232
35	A Study on Prominence of Celebrity Brand Endorsement on the Purchase Decision of Consumers Ms. Chaithra M & Ms. Rehana John	233 - 243
36	Sentiment Analysis: Levels and Methodologies Ms. Seenia Joseph & Dr. S Hemalatha	244 - 250
37	A Study on Job Satisfaction and Work Life Balance of Employees Ms. Sherlina Cyril	251 - 255
38	A Study on Consumer Awareness Towards Organic Products in Kerala Dr. Ratheesh K. R, Ms. Malavika S, Mr. Athul Krishnan, Mr. Naveen Simon Xavier	256 - 262
39	A Study on Waste Management in Thrikkakara Municipality Dr. Ratheesh K.R, Mr. Akshai R .D, Ms. Anjana Santhosh & Mr. Ajas Ahammad V.H	263 - 269

A STUDY ON EFFECTIVENESS OF LOGISTICS FIRMS AFTER IN INTEGRATING TECHNOLOGY

Ms. Binitha P S, Hod, Department of Commerce, Rajagiri Viswajyothi, college of arts and applied sciences, Vengoor, binithaps@rajagiriviswajyothi.org.

Ms. Neenu Varghese, Assistant Professor, Department of Commerce, Rajagiri Viswajyothi college of arts and applied sciences, Vengoor, neenu@rajagiriviswajyothi.org.

Abstract

Integration of technology in logistics had made logistics firms more efficient through the proactive value-added services to the customers without which the success of firms is invariably low. The approach used in this study is qualitative approach. Technology integration resulted in efficient customer service, order processing, procurement, scheduling, distribution and cost reduction. Hence, the importance of various technologies like information, communication, Automatic identification is vital. Therefore, this paper reveals that there is effectiveness for logistics firms after the integration of technology.

Key words: Automatic identification, Technology, value added.

Introduction

Logistics is a system that is designed to add customer value and product value. The success of the value-adding process is based on the level of knowledge acquired by the customers. The major objective of logistics is to provide value-added services to the customer for which the role of Technology is vital. Information technology is the application of computers and telecommunication equipment for transmitting data from business to other enterprises. The major prerequisite of the successful implementation of logistics is to accrue intimate knowledge through the effective use of technology. Technology requires a well-defined continuous management system. The process of integrating technology into the logistic system is a complex task that requires a significant commitment from the people involved.

In order to enhance the core- competitiveness of enterprise management information system is essential because the socialized logistics system relies more on technology. Hence, For Investing and constructing logistics distribution infrastructure, the importance of rebuilding the serviceability is essential. Modern logistics has broken the traditional logistics form of truck receiving, loading and payment directly, which has been transformed into integrated modern logistics management scale. Indeed, modern logistics management industry had resulted in increasing the popularity of modern logistics. An integrated transshipment process is the core work flow of modern logistics information management construction. It involves a series of procedures. Such as acceptance, placing position based on way bill number and direct delivery. National economic development and standard of living of the people can be enhanced through integrating modern logistics technology through which the logistics service providers can serve their ultimate purpose of delivering the goods to designated areas or locations.

Work efficiency can be improved by integration of logistics data platforms. The commonly used Information technology includes Enterprise Resource Planning,

SUSTAINABLE DEVELOPMENTS THROUGH MSMEs: A PATHWAY TO SELF-RELIANT INDIA

VOLUME - 2

Editor in Chief

Dr.T.S.Kavitha

*Seminar Director/Convener and Associate Professor, Department of Commerce
Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu.*

Dr.N.Bagyalakshmi

*Associate Professor & Head, Department of Commerce
Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu.*

Editorial Board Members

Ms.G.Nithya

*Assistant Professor, Department of Commerce
Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu.*

Dr.S.Kaleeswari

*Assistant Professor, Department of Commerce
Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu.*

Dr.N.Giri

*Assistant Professor, Department of Commerce
Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu.*

Dr.Ahila.D

*Assistant Professor, Department of Commerce
Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu.*

Ms.V.Ruba

*Assistant Professor, Department of Commerce
Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu.*

Dr.V.Meera

*Associate Professor, Department of Commerce
Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu.*

**SUSTAINABLE DEVELOPMENTS THROUGH MSMEs: A PATHWAY TO
SELF-RELIANT INDIA**

© Editor in Chief : Dr.T.S.Kavitha
Dr.N.Bagyalakshmi

Editorial BoardMembers : Ms.G.Nithya
Dr.S.Kaleeswari
Dr.N.Giri
Dr.Ahila.D
Ms.V.Ruba
Dr.V.Meera

First Edition: 2023

ISBN: 978-93-94004-58-0

Price: ₹ 1,200/-

Copyright

All rights reserved. No part of this book may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, mechanical, photocopying, recording or otherwise, without prior written permission of the author.

Printed at

SHANLAXPUBLICATIONS
61, 66 T.P.K. Main Road
Vasantha Nagar
Madurai - 625003
Tamil Nadu, India

*Ph: 0452-4208765,
Mobile: 7639303383
email:publisher@shanlaxpublications.com
web: www.shanlaxpublications.com*

16	ROLE OF MSME SECTOR IN INDIAN ECONOMY Dr. S. Nambi Devi & A.Jeyan Abhisheik	95
17	GREEN MANUFACTURING AND FINANCING FOR SUSTAINABLE MSMES Dr. P.V. Nandhini & Dr. G. Gnana Selvi	99
18	INDUSTRY 4.0 IN INDIA: EMBRACING THE DIGITAL REVOLUTION IN MANUFACTURING Mrs. B. Priya	108
19	ROLE OF MSME'S IN ECONOMIC SELF RELIANCE Dr. M. Jeeva & Dr. D. Rajasekar	113
20	FINANCIAL INCLUSION AND PERFORMANCE OF MSMES Mrs. K.M. Saranya	119
21	DIGITAL REVOLUTION: MSMES EMBRACING M-COMMERCE AND MOBILE APPS Dr. M. Selvarani & Ms. S. Poornimadevi	122
22	A STUDY ON MOBILE COMMERCE IN INDIA Sethuraj N & Riswanth R	131
23	A STUDY ON MOBILE COMMERCE IN INDIA Ms. M. Shanmugapriya	138
24	FACTORS AFFECTING THE GROWTH AND PERFORMANCE OF MSMES IN INDIA Mr. T. Sivagnana Selvakumar & Dr. R. Balaji Vignesh	145
25	DIGITAL INDIA AND INDUSTRY 4.0 Dr. R. Somasundaram	156
26	ROLE OF MSME SECTOR IN INDIA ECONOMY Ms. P. Sudha & Ms. S. Pratheepa	160
27	FINANCIAL INCLUSION OF MSMES AND ITS IMPACT ON SOCIETY Dr. N. Sumathi & Ms. J. Madhubala	165
28	CORPORATE SOCIAL RESPONSIBILITY IN MICRO SMALL AND MEDIUM INDUSTRIES Logesh Pandi. M & Dr. R. Sundareswaran	169
29	LIFE CYCLE ASSESSMENT OF MSMES IN INDIA: A SUSTAINABILITY PERSPECTIVE Dr. J. Suresh Kumar & Mrs. D. Shobana	174
30	A STUDY ON DIGITAL MARKETING STRATEGY Dr. R. Seeni Syed Ibrahim & M. Suruthi Meena	186
31	EMPOWERING THE FUTURE: THE TRANSFORMATIVE ROLE OF MSMES IN SUSTAINABLE SELF-RELIANCE Dr. Tessy Thomas & Tennyson Thomas	191

EMPOWERING THE FUTURE: THE TRANSFORMATIVE ROLE OF MSMEs IN SUSTAINABLE SELF-RELIANCE

Dr. Tessa Thomas

Assistant Professor, Bharata Mata College, Thrikkakara, Kochi, Kerala

Tennyson Thomas

Assistant Professor, Rajagiri Viswajyothi College of Arts and Applied Sciences, Perumbavoor, Kerala

Abstract:

This paper examines the multifaceted significance of Micro, Small, and Medium Enterprises (MSMEs) in the context of sustainable development and self-reliance in India. MSMEs are recognized as vital drivers of economic growth and development, often referred to as the backbone of the economy. They play a pivotal role in job creation, income generation, poverty alleviation, and fostering entrepreneurship and innovation. Furthermore, MSMEs contribute to regional development and inclusive growth by decentralizing economic activities, supporting local supply chains, enhancing income distribution, and promoting resilience in the face of crises. They also reduce import dependency, enhance self-reliance, and champion social and environmental sustainability. This paper, through a comprehensive review of literature and government reports, underscores the crucial role of MSMEs in India's economic landscape and calls for supportive policies and initiatives to harness their full potential for a more inclusive and self-reliant future.

Keywords: MSME, Self-reliance, Make in India

Introduction

Micro, Small, and Medium Enterprises (MSMEs) are recognized worldwide as significant drivers of economic growth and development. They play a pivotal role in the economic development and self-reliance of India (Chaturvedi et al., 2015). These businesses, often referred to as the backbone of the economy, contribute significantly to job creation, income generation, and poverty alleviation. Their labor-intensive operations, inclusivity in hiring, and adaptability during challenging times make them indispensable for fostering economic growth and social development (Manohar & Reddy, 2018). Policymakers, therefore, must recognize the significance of MSMEs in job creation and implement supportive policies that enable these enterprises to flourish, ultimately leading to more inclusive and sustainable economic development. In this article, we will delve into the multifaceted significance of MSMEs in the context of sustainable development and how they contribute to making India self-reliant.

The former MSMED Act, 2006 classification criteria for MSMEs were based on investments in plant, machinery, and equipment. For manufacturing and service units, it was different. Financially speaking, it was also quite limited. The economy has changed

ISBN : 978-93-91286-12-5

Wednesday, 27th October 2021
**VIRTUAL INTERNATIONAL
CONFERENCE 2021**

on

**Make In India : Redefined In A Digital
Era for Sustainable Development**



Organised by the



G R DAMODARAN ACADEMY OF MANAGEMENT

(Approved by the All India Council for Technical Education
affiliated to the Bharathiar University and recognized by the UGC)

An ISO 9001: 2015 Certified Institution

Avinashi Road □ Neelambur □ Coimbatore – 641 062 □ Tamilnadu □ India.

Phones : 0422 - 2626206 □ 2626207 Mobiles : 98422 21409 □ 98422 21142

Fax : 0422 - 2625188 □ E-mail : grdam@grd.edu.in

Website : <http://www.grd/org.grdam//>

CONTENTS

Sl. No.	TITLE	Page No.
1	Green HRM- A Recapitulation - Mrs. Ann V	1
2	AI Based Farmers Hub Management System - Dr. K.C. Arunadevi & Mr.B. Jayakumar	4
3	Opportunities & Challenges of Toy Manufacturing Sector in India - Dr. J. Thiagarajan And Mr.S. Balakrishnan	14
4	Make In India & Its Impact on Medical Device Industry - Ms. Jaspreet Kaur	20
5	Growth of Digital Platforms & Its Impact on Green Business Implications - Dr. T. Vijaya Chithra & Ms. M. Gayathri	24
6	Pros & Cons of Digital India in the Context of Make in India - A Study - Mr. C. P. Gopi & Dr. R. Ramachandran	26
7	Prediction of Customer Preference Marketing Strategy in E-Marketing Using Data Analytics Method - Ms. S. Dhivya & Dr. T. A. Sangeetha	41
8	E-Tailing in India - A Meta Analysis - Ms. Akhila P A, Ms. Merin Elizabeth Harry & Ms. Nima Dominic	50
9	Rehabilitation of Small Scale Industries through Skill India - Dr. P. Archanaa & Ms. N. Vijayalakshmi	54
10	SHG & Empowerment Issues in Odisha - A Case Study of Women Federation 'APARAJITA' - Mr. Rasmiraj Palo.	57
11	A Study on Consumer Attitude towards Online Shopping - Dr. G. Indrani & Ms. M. Preethi	65
12	A Study on Effective Promotional Strategies adopted by Various Jewellery Stores in Chennai City - Dr. D. Charumathi & Ms. Rumana Parveen. A	70
13	Make in India - AI & Automation - Ms. Neha Jaiswal.	78
14	Make in India: Opportunities & Challenges - Ms. Rajwinder Kaur	84
15	Make in India - Challenges & Opportunities - Ms. P. Saranya Boopathi, Dr.G.Yoganandan, Dr. László Vértesy & Mr. G. Senthilkumar	92
16	The Challenges for the Development of Digital Platforms in Rural India during the Pandemic - A Study - Mr. Dipin Sebastian & Dr. V. Ramadevi	91

THE CHALLENGES FOR THE DEVELOPMENT OF DIGITAL PLATFORMS IN RURAL INDIA DURING THE PANDEMIC – A STUDY

Mr. Dipin Sebastian,

Research Scholar, Department of Management, Karpagam Academy of Higher Education,
Coimbatore, Tamilnadu, India

Dr. V. Ramadevi,

Assistant Professor, Department of Management, Karpagam Academy of Higher Education,
Coimbatore, Tamilnadu, India

ABSTRACT

India has emerged as one of the fastest digital adopters among various developing countries. Digital India Program in 2015 triggered many improvements for the digitalization of the rural area of India. Creation of digital infrastructure in the rural area is one of the three visions of the program. Though India has achieved significant development in virtual platforms there are notable factors that affect the growth of the digital infrastructure particularly in rural India. The covid-19 pandemic brought forth the urgent need for the growth of digital platforms in rural India because the goods and services are transported mainly through digital platforms during the pandemic. This paper explores the existing issues for the growth of the digital platforms in rural India and identifies the key factors for improving the digital empowerment in rural India. In the present study, the primary data is collected through the interview method from the selected participants and secondary data is taken from various published journals, news papers and government websites. The study is based on the nine pillars of the Digital India Program.

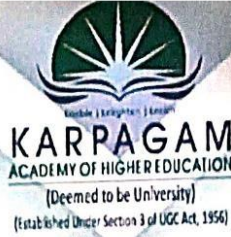
Key words: digital literacy, digital India, rural digitalisation, digital platforms, pillars of digital India

INTRODUCTION

India has very successful story in digital revolution compared to many other countries. India holds remarkable achievement in improving digital platforms. Digitalization enabled the country to tackle the various issues of the covid-19 pandemic situation. Prime Minister Narendra Modi began the Digital India campaign on July 1, 2015, with the goal of transforming India into an informed economy and digitally empowered society, as well as good governance for citizens, with the goal of offering participatory, transparent, and responsive government. It's a flagship project of government of India that would facilitate government services to all citizens electronically by reducing costs and paperwork (Chakraborty, 2020). It is a promising program which designed to transform the country into a knowledge-based economy that is digitally empowered. The program binds a huge number of concepts and thoughts into a single, comprehensive vision, allowing each to be seen as a component of a greater purpose.

DIGITAL INDIA PROGRAM

Digital India envisions universal digital literacy and access to all digital resources for citizens by providing a digital scaffold for participatory governance that ensures convenience, such as making all government certificates and documents available on the Cloud with portability (Kedar, 2015). By focusing on digital literacy, digital resources, and collaborative digital platforms, the Digital India program pledges to convert India into a digitally empowered society. This program also aims at providing digital services in the local languages of the people in India (Anooja 2015). The pandemic has literally helped the Digital India program to penetrate into the life of ordinary people.



KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed to be University)

(Established Under Section 3 of UGC Act, 1956)

Accredited with A+ grade by NAAC in Second Cycle

Pollachi Main Road, Eachanari Post, Coimbatore, Tamil Nadu – 641 021

**International Conference on
NEW CHALLENGES AND INNOVATION ON
ENTREPRENEURSHIP IN PRESENT ERA - 2022**
APRIL, 11 2022



EDITORS

Dr.S.VENKATACHALAM
Dr.PADMAAVATHY PA
Dr.R.RAMKI

Organized by
Department of Commerce CA & IAF
Karpagam Academy of Higher Education
(Deemed to be University)
Accredited by NAAC A+ Grade in the Second Cycle
(Established Under Section 3 of UGC Act, 1956)
Coimbatore

Pubilshed by
Karpagam Publications
A Unit of Karpagam Academy of Higher Education
(Deemed to be University)
Accredited by NAAC A+ Grade in the Second Cycle
(Established Under Section 3 of UGC Act, 1956)
Coimbatore

CONTENTS

S.No.	Title	PageNo.
1.	ETHIOPIAN RURAL WOMEN ENTREPRENEURS: CHALLENGES, AMBITIONS AND OPPORTUNITIES Dr.A.Rajesh & Dr.S.Amuthan	12
2.	KUDUMBASHREE: A RAY OF HOPE FOR WOMEN ENTREPRENEURSHIP Dr. Haris.M &Mr. A K Shanawas & Dr.S.Venkatachalam	22
3.	A COMPARATIVE STUDY ON EFFECT OF PRE AND POST COVID-19 PANDEMIC ON THE ATTITUDE OF OUNGSTERS TOWARDS ENTREPRENEURSHIP AND JOB IN KERALA. Dr. S. Venkatachalam &Mr. Abin Jose	34
4.	AN OVERVIEW ON ENTREPRENEURSIHP Dr.S.Venkatachalam & Ms.Anila Varghese	41
5.	A STUDY ON OPPORTUNITY IN ONLINE BUSINESS INTEGRATED WITH TRATIONAL BUSINESS Dr. S. Venkatachalam &M.Siva kumar	45
6.	A STUDY ON IMPACT OF ADVANCED TECHNOLOGY IN ENTERPRENEURSHIP Dr. Padmaavathy PA &Ms.Tintu Mary Pushkeria	52
7.	EMERGING TRENDS OF WOMEN ENTREPRENEURSHIP IN INDIAN CONTEXT Dr. Padmaavathy PA &Ms.Chinthu Jose	60
8.	EMERGING TRENDS AND INNOVATIONS OF ENTREPRENEURSHIP IN INDIA Dr.Padmaavathy.PA & Ms Asha Elizabeth Kurian	68
9.	CHALLENGES FACED BY WOMEN ENTREPRENEURS IN KERALA Dr. Padmaavathy PA& Ms. Vidya Rajendran S	74
11	IMPLEMENTATION OF THE TRIPLE HELIX METHOD IN	81

	INDIA'S HIGHER EDUCATION FOR IMPROVING ENTREPRENEURSHIP Mr.Dipin Sebastian & Dr. V. Ramadevi	
12	WOMEN ENTREPRENEURS ON MAKING A CHANGE FROM EMPLOYMENT IN INDIA Dr. R. SarojaDevi & Dr.M.Arulkumar	88
13	HIGHER EDUCATION INSTITUTION'S ENTREPRENEURSHIP EDUCATION:- A GENERAL STUDY Ms. FASINA M	99
14	THE IMPACT OF WOMEN ENTREPRENEURS DURING COVID 19. Mrs.S.MAHALAKSHMI	107
15	KERALA STARTUP ECOSYSTEM: OPPORTUNITIES AND GROWTH DRIVERS Mrs. K.C.Nimy	112
16	A STUDY OF WOMEN ENTREPRENEURSHIP THEIR CHALLENGES AND EMPOWERMENT IN PRESENT ERA Dr. M.P.Prathiba, Ms. Smruthymol J	117
17	INDIAN WOMEN ENTREPRENEURSHIP IN TOURISM INDUSTRY Dr.R.Ramki and Mr. Anandhan A P	125
18	SOCIAL ENTREPRENEURSHIP AND TOURISM IN INDIA Mr.S.Siva kumar and Dr.M.Kalaiyarasu	128
19	ENTREPRENEURSHIP CHALLENGES IN IMPACT OF GST ON SMEs Mr.Marimuthusamy and Dr. S.Srilangameenakshi	133
20	TECHNOLOGY ENTERPRENEURSHIP Ms. Amirtha , and Ms Ishwarya	138
21	WOMEN ENTREPRENEUR IN INDIA Ms. J.Nithya and Ms. Dhanya	143
22	WOMEN ENTERPRENEUR IN INDIA-OVERVIEW Dr.R.Ramki and . Mr. Shaji A V	149

IMPLEMENTATION OF THE TRIPLE HELIX METHOD IN INDIA'S HIGHER EDUCATION FOR IMPROVING ENTREPRENEURSHIP

*Dipin Sebastian & ** Dr. V. Ramadevi

ABSTRACT

Higher education's relevance and long-term viability are widely debated in this age of globalisation and technology. In today's world, university-level education incorporates innovative methods and approaches for developing entrepreneurial skills all over the world. However, Indian higher education system is lagging behind in creating an entrepreneurial mindset. It is high time for India's higher education institutions to move beyond the traditional classroom teaching model in order to become more competent and sustainable in the face of entrepreneurship. This paper tries to find out the feasibility of the implementation of Triple Helix method in the higher education level in India to enhance innovation and entrepreneurship. Triple helix model, proposed by Henry Etzkowitz and Loet Leidesdorff, is a constant interaction between academia, industry and government. The present study reviews the effect of implementing this method in universities in different parts of the world. The obstacles of implementing the Triple Helix strategy in universities and other professional institutions in India are also discussed in this study. The study emphasizes the critical necessity to transform traditional teaching methods into more effective and innovative ones in order to prepare students for careers as entrepreneurs.

Key words: Triple Helix Method, Entrepreneurship, Education, Traditional teaching methods.

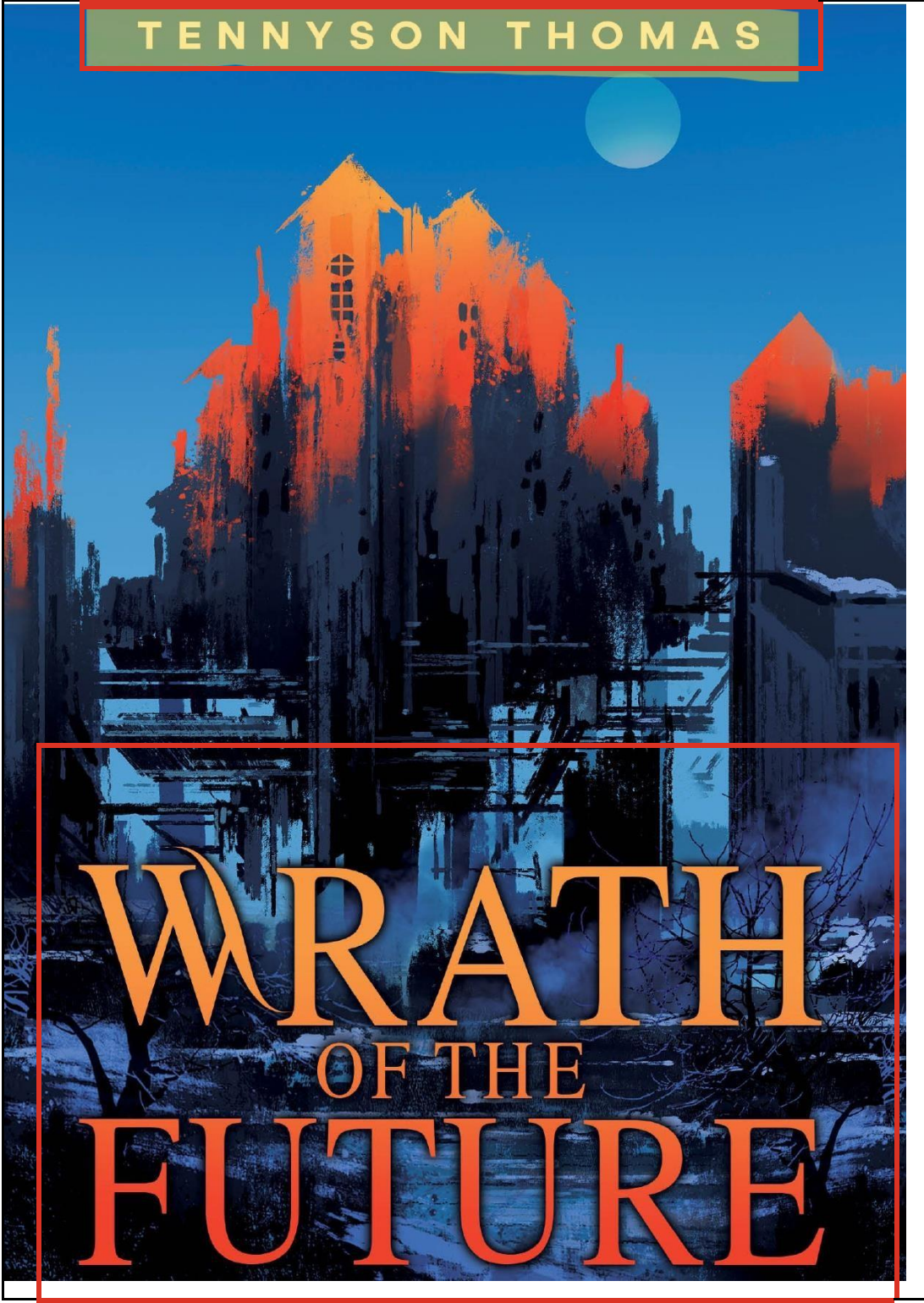
INTRODUCTION

In the modern world, adaptation and innovation create new opportunities as well as challenges in all sectors. Given that higher education is the salient driver of the development of the nation, adaptation and transformation is the paramount significance in the education sector particularly in higher education. Producing the employable output and inculcating the spirit of entrepreneurship are the global priority in the higher education.

For the previous seven decades after independence, India's higher education system has been rapidly expanding. With a rapid increase in the number of higher education institutions, India has the world's third-largest education system. Universities, colleges, and other institutions make up India's

International Conference on New Challenges and Innovation on Entrepreneurship in Present Era
ISBN 978-81-909609-0-8

TENNYSON THOMAS



WRATH
OF THE
FUTURE

Copyrights © 2020 Tennyson Thomas

All rights reserved. No part of this book may be reproduced, stored, or transmitted by any means-whether auditory, graphical, mechanical, or electronic-without written permission of the author. Any unauthorized reproduction of any part of this book is illegal and is punishable by law.

To the maximum extent permitted by law, the author and publisher disclaim all responsibility and liability to any person, arising directly or indirectly from any person taking or not taking action based on the information available in this publication.


ISBN 13: 978-93-90507-09-2
ISBN 10: 93-90507-09-X

Printed in India and published by BUUKS.

TABLE OF CONTENTS

Preface	ix
Prologue	xi
Chapter 1 The Beginning	1
Chapter 2 The Lock-down	6
Chapter 3 The Realization	12
Chapter 4 The Execution	17
Chapter 5 The Infernal	23
Chapter 6 The Opening	29
Chapter 7 The Reflection	35
Chapter 8 The Redemption	41
Chapter 9 The Haunting	47
Chapter 10 The Happening	53
Chapter 11 The Escalation	59
Chapter 12 The Luxury	64
Chapter 13 The Revelation	69

FEBI ABRAHAM

**GOLDEN
WORDS**
*with
love* 

LETTERS TO A
HOSTELER DAUGHTER



YRARELL OVR
COP. NO. _____
ACC. NO. _____

Copyrights © 2019 Febi Abraham

All rights reserved. No part of this book may be reproduced, stored, or transmitted by any means-whether auditory, graphical, mechanical, or electronic-without written permission of the author. Any unauthorized reproduction of any part of this book is illegal and is punishable by law.

To the maximum extent permitted by law, the author and publisher disclaim all responsibility and liability to any person, arising directly or indirectly from any person taking or not taking action based on the information available in this publication.

ISBN-13: 9789389113662
ISBN-10: 9389113660

Printed in India and published by BUUKS.



Febi Abraham is an Assistant Professor in the Department of English at Rajagiri Viswajyothi College, Vengoor, Kerala. She did her graduation, B.A English Literature (Honours) at Don Bosco College, Maram, Manipur securing First Rank in Manipur University in 2011. She did her post-graduation, M.A English Language and Literature at St.Thomas College, Palai, Kerala and cleared UGC NET during the second year of post-graduation. She has 4 years of working experience which includes Guest Lectureship in CUSAT and also as a Skill Development Executive in the project ASAP by the Government of Kerala. She has 6 International publications and one National publication.

Golden Words with Love is an epistolary memoir which consists of the letters sent by the mother and maternal grandfather of the author, which inspired her to get First rank in Manipur University during her graduation. Being away from home for the first time, and with the hardships she had to go through, while living in a tribal village of North-east, where water was scarce, it is these letters that gave her the will power, to struggle and survive, as phone calls were possible only once in a week. These letters contain a mother's heartfelt feelings, her guilt for not being able to prepare her daughter for such a tough venture, immense love, dreams and wishes of a grandfather and motherly advice that can be applicable to any hosteler daughter, which makes the book universal.

GOLDEN WORDS *with* Love



Biography & Autobiography MRP: 170 IN

ISBN 97893891 13662 90000 >

9 789389 113662