

# International Conference on

## Viksit Bharat:

### Navigating the Path to Development Excellence

# ICVBNPDE-2024

Organized By:



## St. Mary's Centenary College of Management

Managed by Hyderabad Archdiocese Educational Society (HAES)

(Approved by AICTE and Affiliated to Osmania University)

P.R.No.9-1-257/1, St. Francis Street, Secunderabad-500025, Telangana, India.

**30th & 31st January, 2024**

In Association with



[www.conferenceworld.in](http://www.conferenceworld.in)



[www.iardo.com](http://www.iardo.com)

---

ISBN: 978-93-91535-59-9

**International Conference on**

**Viksit Bharat:**

**Navigating the Path to Development Excellence**

**ICVBNPDE-2024**

**Editors**

**Fr. Dr. P. Anthony Vinay**

**Dr. A J Praveen Kumar**

**Dr. S Preethi Priscilla**

---

***Publish By:***

***A.R. Research Publication***

## ***Preface***

Conference world and AR Research Publication is a fast-growing group of academicians in Engineering, Sciences, and Management. A R Research Publication is also known for its fast reply and zero-error work. The conference world has organized various conferences at renowned places namely Delhi University; New Delhi, Jawaharlal Nehru University; New Delhi, PHD Chamber of Commerce and industry New Delhi, YMCA New Delhi, India International Centre New Delhi, Sri Venknteswara College of Engineering and Technology, Andhra Pradesh, Vedant Engineering Kota and many more places across the country.

We are very pleased to introduce the proceedings of the International Conference on Viksit Bharat: Navigating the Path to Development Excellence were addressed by the papers presented at the conference. The level of Interest in the subject matter of the conference was maintained from previous events and over 19 suitable papers were submitted for presentation at the conference.

Papers were well represented at the conference to arouse a high level of international interest. The presented papers maintained the high promise suggested by the written abstracts and the program was chaired in a professional and efficient way by the session chairmen. The program was chaired professionally and efficiently by the session chairmen also highly gratifying, showing the high level of interest in the subject. This Proceeding provides a permanent record of what was presented. They indicate the state of development at the time of writing of all aspects of this important topic and will be invaluable to all authors in the field for that reason. Finally, it is appropriate that we record our thanks to our fellow members of the Technical Organizing Committee for encouraging participation from those areas. We are also indebted to those who served as chairmen, without their support, the conference could not have been the success that it was. We also acknowledge the authors themselves, without whose expert input there would have been no conference. Their efforts made a great contribution to its success.

## **About the Conference**

The "Vikasit Bharat: Navigating the Path to Development Excellence" conference is a premier event aimed at bringing together thought leaders, policymakers, industry experts, scholars, and stakeholders to engage in meaningful discussions on the trajectory of development in India. This conference serves as a platform to explore innovative strategies, share insights, and collaboratively chart a course toward development excellence.

## **About IARDO**

International Association of Research and Developed Organization (IARDO) is a leading organization in the field of academic research activities under the banner of India Educational Charitable Trust (Regd).

International Association of Research and Developed Organization (IARDO) is an apex body that promotes and encourages commendable achievements from all over the country. The organization under conference world regularly organizes national and International level conferences with the help of its members to promote socially responsible education practices and sustainable development in economic as well social front in India.

## **About the College**

St. Mary's Centenary College of Management Secunderabad, established in the year 2023 by the Hyderabad Archdiocese Educational Society, is a Co-education Catholic Christian Minority Institution. The college functions under the patronage of His Excellence Cardinal Poola Anthony, Metropolitan Archbishop of Hyderabad. The college is centrally located in Secunderabad, WiFi campus with state-of-the-art infrastructure.

The College strives to enrich and leverage interactions and associations through industry-academia partnerships, MOUs, Value added courses, collaborations with Govt and Non-Govt. organizations/institutions to evolve into a premier academic institution that fosters diversity, value-added education and research, leading to sustainable innovations and transforming learners into leaders by embracing an environment that allows them to benefit from the technology-enabled processes and systems.

## Message



Cardinal Poola Anthony  
Archbishop of Hyderabad

### **Dear Members of Community,**

I am delighted to address you as we embark on our journey towards Development Excellence through Viksit Bharat. In a world constantly evolving, where challenges and opportunities intersect, our commitment to navigating this path with precision and purpose is paramount.

Viksit Bharat stands as a testament to our collective dedication to fostering sustainable growth, innovation, and inclusivity. As directors, it is our responsibility to steer this ship with wisdom, foresight, and unwavering determination. Let us harness the power of collaboration, leveraging our diverse talents and perspectives to overcome obstacles and unlock new possibilities. Through strategic planning, diligent execution, and a relentless pursuit of excellence, we can navigate through any terrain and emerge triumphant. Together, let us inspire and empower every member of the Viksit Bharat community to contribute their best towards our shared vision. By fostering a culture of continuous learning, adaptability, and accountability, we will chart a course towards a brighter, more prosperous future for all.

As directors, I invite you to lead by example, to uphold the principles of integrity, transparency, and ethical leadership in all our endeavors. Let us be the guiding lights that illuminate the path to Development Excellence, inspiring others to follow in our footsteps. I am confident that with our collective efforts and unwavering dedication, Viksit Bharat will emerge as a beacon of hope and progress, setting new standards of excellence for generations to come.

Thank you for your commitment and dedication to this noble cause.

**Warm regards,**

**His Eminence Cardinal Poola Anthony  
Archbishop of Hyderabad**

## Message



### **Dear Esteemed Participants,**

It is my privilege to extend a warm welcome to each of you to the International Conference of Viksit Bharat: Navigating the Path to Development Excellence. As the Vice-Chairman of HAES of this esteemed conference, it is truly gratifying to witness the convergence of brilliant minds, innovative ideas, and shared aspirations for the advancement of our society. The theme of this conference resonates deeply with our mission to chart a course towards sustainable development, inclusivity, and progress.

Throughout the conference, you will have the opportunity to engage in thought-provoking discussions, exchange valuable insights, and forge meaningful collaborations with experts and peers from around the globe. Together, we will explore strategies, methodologies, and best practices aimed at overcoming the challenges and seizing the opportunities on our path to Development Excellence.

I encourage each of you to actively participate, contribute your expertise, and inspire one another towards creative solutions and impactful initiatives. By harnessing the collective wisdom and ingenuity present in this gathering, we can catalyze positive change and drive meaningful progress in our respective fields and beyond. As the Registrar, I am committed to ensuring a seamless and enriching experience for all participants. Should you require any assistance or support during the conference, please do not hesitate to reach out to me or any member of our dedicated team. Thank you for your invaluable contributions and unwavering dedication to the ideals of Viksit Bharat. Together, let us navigate this journey towards Development Excellence with purpose, passion, and perseverance.

Wishing you a stimulating and productive conference.

Warm regards,

**Msgr. Yeruva Bala Showry**

**Vice-Chairman of HAES**

## Message



As we gather for the International Conference of Viksit Bharat: Navigating the Path to Development Excellence, it is my distinct pleasure to extend a warm welcome to all participants, esteemed guests, and collaborators. This conference marks a significant milestone in our collective journey towards fostering sustainable development, innovation, and progress. It serves as a beacon of hope and inspiration, uniting us in our shared commitment to navigating the complexities of development with wisdom, compassion, and determination. The theme of this conference resonates deeply with the core values of Viksit Bharat – a commitment to excellence, inclusivity, and social responsibility. It underscores the importance of charting a course towards a future that is defined by equitable growth, environmental sustainability, and social justice.

Over the course of this conference, we will have the opportunity to engage in meaningful dialogue, exchange insights, and explore innovative solutions to the challenges facing our communities and societies. Through collaboration and collective action, we can harness the power of diversity and creativity to drive positive change and build a better world for future generations. I would like to express my sincere gratitude to the organizers, sponsors, speakers, and participants who have contributed their time, expertise, and resources to make this conference possible. Your dedication and commitment are truly commendable, and

May our discussions be fruitful, our connections enduring, and our collective efforts lead us towards a future of development excellence.

Thank you, and let us embark on this journey together with optimism, courage, and a shared commitment to creating a brighter tomorrow.

Warm regards,

**Prof. Pappula Laxminarayana, Registrar**

**Osmania University ,Hyderabad-500007, Telangana State, India.**

## Message



Esteemed Colleagues and Participants,

It is with great pleasure and honor that I address you today as a speaker at the International Conference of Viksit Bharat: Navigating the Path to Development Excellence. This conference serves as a pivotal platform where minds from diverse backgrounds converge to deliberate on pressing issues, share insights, and chart a course towards a more prosperous future.

The theme of this conference resonates deeply with me, as it encapsulates the essence of our collective aspirations – to navigate the complexities of our ever-changing world with precision, foresight, and a steadfast dedication to excellence. Indeed, the path to development is multifaceted and riddled with challenges, but it is also brimming with opportunities for innovation, collaboration, and growth. I encourage each of you to approach this conference with an open mind, a spirit of curiosity, and a willingness to learn from one another. Let us leverage the collective intelligence and diversity of thought present in this room to generate actionable solutions and strategies that can propel us closer towards our shared vision of Development Excellence. In the words of Helen Keller, "Alone we can do so little; together we can do so much." Let us harness the power of collaboration, unity, and collective action to navigate the path ahead with confidence and conviction. I look forward to our discussions, debates, and discoveries over the course of this conference. May our deliberations be fruitful, our connections enduring, and our contributions impactful.

Thank you for the privilege of addressing you today, and I wish you all a stimulating and rewarding conference experience.

Warm regards,

**Senior Prof. P. Venkataiah, Dean,**

**Department of Business Management- Osmania University -Hyderabad-  
500007, Telangana State, India**



## Message



Dear Esteemed Participants,

this prestigious conference, it is my utmost pleasure to extend a warm welcome to all of you to the International Conference of Viksit Bharat: Navigating the Path to Development Excellence.

This conference stands as a testament to our collective commitment to fostering innovation, collaboration, and sustainable development. It provides a unique platform for scholars, practitioners, policymakers, and thought leaders from around the world to come together, exchange ideas, and explore solutions to the most pressing challenges facing our society.

I am deeply inspired by the caliber of talent and expertise assembled here today. I have no doubt that the discussions and deliberations that unfold over the course of this conference will be both enlightening and impactful. Together, we have the opportunity to catalyze positive change, drive innovation, and shape the future of our society. I encourage each of you to actively engage in the sessions, share your insights and perspectives, and forge meaningful connections with your fellow participants. Let us leverage the collective wisdom and diversity of thought present in this forum to generate actionable solutions and strategies that can drive real-world impact. I would like to extend my sincere gratitude to all the participants, speakers, organizers, and sponsors who have contributed to making this conference a reality. Your dedication and commitment to the ideals of Viksit Bharat are truly commendable, and I am confident that together, we will make this conference a resounding success.

Thank you once again for your participation, and I wish you all a productive and enriching conference experience.

Warm regards,

**Senior Prof. D. Sreeramulu, Principal & Head,  
Department of Business Management, Osmania University,  
Hyderabad .**

## Editor Desk



Dear Esteemed Participants,

It is my honor and privilege to welcome you all to the International Conference of Viksit Bharat: Navigating the Path to Development Excellence.

As the convener of this significant gathering, I am deeply inspired by the enthusiasm and dedication displayed by each of you towards the pursuit of development excellence. This conference serves as a pivotal platform for us to come together, exchange ideas, and collaborate on innovative solutions to the complex challenges facing our societies.

The theme of this conference underscores the importance of charting a course towards sustainable development with precision and foresight. In today's rapidly changing world, it is imperative that we navigate the complexities of development with a steadfast commitment to excellence, innovation, and inclusivity.

Over the course of this conference, you will have the opportunity to engage in thought-provoking discussions, participate in insightful workshops, and network with experts and practitioners from diverse backgrounds. Together, we will explore strategies, best practices, and emerging trends that can drive positive change and propel us towards a more prosperous and equitable future.

I encourage each of you to actively contribute to the discussions, share your experiences and expertise, and forge new connections with your fellow participants. It is through collaboration and collective action that we can truly make a difference and address the pressing challenges of our time.

I would like to express my sincere gratitude to the organizing committee, sponsors, speakers, volunteers, and all those who have contributed to the success of this conference. Your dedication and hard work have been instrumental in bringing us together and creating this valuable opportunity for exchange and collaboration.

In closing, I wish you all a productive, engaging, and inspiring conference experience. May our deliberations lead to actionable insights and strategies that will guide us on the path to development excellence.

Thank you, and let us embark on this journey together with optimism, determination, and a shared commitment to building a better world.

Warm regards,

**Fr. Dr. P. Anthony Vinay**

**Conference Convener**

**(Director)- St Mary's Centenary College of Management**

### **Chief Patron**

**Cardinal Poola Anthony - Chairman of HAES**

Hyderabad Archdiocese Educational Society(HAES)

### **Patron**

**Msgr.Yeruva Balashowry - Vice-Chairman of HAES**

Hyderabad Archdiocese Educational Society(HAES)

**Fr. Dr. P. Anthony Vinay** (Director)

St Mary's Centenary College of Management

### **Chief Guest**

**Senior Prof. P. Venkataiah,**

Dean, Department of Business Management, OU

### **Guest of Honor**

**Senior Prof. D. Sree Ramulu,**

Principal & Head, Department of Business

### **Keynote Speaker**

**Senior Prof. P. Venkataiah,**

Dean, Department of Business Management, OU

**Senior Prof. D. Sree Ramulu,**

Principal & Head, Department of Business Management, OU

**Rev. Fr. Dr. P. Anthony Vinay**

**Dr. R. Sushama**

**Dr. Sandra kirthy**

**Ajit Kumar**

**Dr S Preethi Priscilla**

**Dr Allam Joseph Praveen Kumar**

### **Conference Convener**

**Fr. Dr. P. Anthony Vinay** (Director)

### **Co-Conveners**

**Dr. A J Praveen Kumar**

**Dr. S Preethi Priscilla**

### **Managing Board:**

**Hyderabad Archdiocese Educational Society (HAES)**

### **Organizing Committee**

**Mr. P. Anand Kumar**, (Assistant Professor)

**Ms. Valentina**, (Assistant Professor)

**Mr. Laxman**, (Assistant Professor)

**Ms. A. Akanksha**, (Assistant Professor)

**Mr. Lokesh Soni**

**Ms. Jyotsna U Chavan**

**Mr. B R Sanjay Singh**

**Ms. T. Nischala**

### **Session Chair**

**Dr. Sathish Manthana**, (Assistant Professor)

**Mr. P. Anand Kumar**, (Assistant Professor)

**Ms. Valentina**, (Assistant Professor)

**Mr. Laxman**, (Assistant Professor)

**Ms. A. Akanksha**, (Assistant Professor)

**Ms. Viraja**, (Assistant Professor)

## **Advisory Board**

**Senior Prof. P. Venkataiah,**

Dean, Department of Business Management, OU

**Senior Prof. D. Sree Ramulu,**

Principal & Head, Department of Business Management, OU

**Prof V. Sudha,**

Department of Business Management, OU

**Prof. Smitha Sambrani,**

Chairman Board of Studies, Department of Business Management, OU

**Prof. R. Sampath Kumar,**

Department of Business Management, OU

**Prof. Y. Jahangir,**

Department of Business Management, OU

**Dr. G. Vidya Sagar Rao,**

Department of Business Management, OU

**Dr. V. Samunnatha,**

Department of Business Management, OU

Proceeding of the conference has been published with **ISBN: 978-93-91535-59-9**. International Conference on Viksit Bharat: Navigating the Path to Development Excellence [ICVBNPDE-2024] organized at St Mary's Centenary College of Management St Francis Rd, Shivaji Nagar, Secunderabad, Telangana 500025. Total 35 papers were received for the conference and 19 papers were shortlisted by the committee.

**Published by**

**AR Research Publication,**

3/186 Santpura Govindpuri Modinagar- 201201. Dist: Ghaziabad International Conference on Recent Advancement In Engineering, Management & Technology [ICRAEMT-2024] (Vol-01) Copyright © 2023, by AR Research Publication (India) No part of this publication may be reproduced or distributed in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise or stored in a database or retrieval system without the prior written permission of the publishers. The program listing (if any) may be entered, stored and executed in a computer system, but they may not be reproduced for publication.

This edition can be exported from India only by the publishers, AR Research Publication (India) ISBN: **978-93-91535-59-9**

Managing Director: Gauri Sharma

Senior Researcher—Product Development: Ms. Pratima Singh

Head—Production (Higher Education and Professional): Satinder Kulkarni

Information contained in this work has been obtained by AR Research Publication (India), from sources believed to be reliable. However, neither AR Research Publication (India) nor its authors guarantee the accuracy or completeness of any information published herein, and neither AR Research Publication (India) nor its authors shall be responsible for any errors, omissions, or damages arising out of use of this information. This work is published with the understanding that AR Research Publication (India) and its authors are supplying information but are not attempting to render engineering or other professional services. If such services are required, the assistance of an appropriate professional should be sought.

Cover Design: Deepak Kumar

## Viksit Bharat; Navigating the Path to Development Excellence

**Day & Date: Tuesday and Wednesday, January 30-31, 2024**

**Venue: -Seminar Hall**

**Google Meet joining call link:**

**<https://forms.gle/bTfid8x46HimqeNm7>**

**I-Day & Date: Tuesday January 30, 2024**

**Venue: -Seminar Hall**

<b>Time</b>	<b>Activity</b>	<b>Dice In -Charge</b>
9:40 AM - 9:55 AM	Reported in Auditorium	
10:00 AM- 10:15AM	Welcome of Dignitaries About the Conference	Anchors 1
10:15 AM- 10:25AM	Lamp Lightening & Tulsi Sampling	Anchors 1
10:25AM- 10:26AM	Introduction of Director Sir	Anchors 1
10:26AM- 10:36AM	Director Sir	Director Sir
10:36AM- 10:37 AM	<b>Chief Guest</b> Introduction	Anchors 1
10:37AM- 11:07 AM	<b>Chief Guest</b> <b>Senior Prof. P. Venkataiah</b> , Dean, Department of Business Management, OU	<b>Chief Guest</b>
11:07AM- 11:37 AM	<b>Tea Break</b>	
11:37AM- 11:38 AM	<b>Guest of Honor</b> <b>Senior Prof. D. Sree Ramulu</b> , Principal & Head, Department of Business Management, OU	Anchors 1
11:38 AM- 12:08 PM	<b>Guest of Honor</b> <b>Senior Prof. D. Sree Ramulu</b> , Principal & Head, Department of Business Management, OU	<b>Guest of Honor</b>

12:08 PM- 12:09 PM	<b>Keynote Speaker-1</b> Introduction	Anchors 1
12:09 PM- 12:39 PM	<b>Keynote Speaker-1</b> <b>Prof V. Sudha</b> , Department of Business Management, OU	<b>Keynote Speaker-1</b>
12:39 PM- 12:40 PM	<b>Keynote Speaker-2</b> Introduction	Anchors 1
12:40 PM- 1:10 PM	<b>Keynote Speaker-2</b> <b>Prof. Smitha Sambrani</b> , Chairman Board of Studies, Department of Business Management, OU	<b>Keynote Speaker-2</b>
1:10 PM- 2:10 PM	<b>Lunch Break</b>	
2:10 PM- 2:12 PM	<b>Online Keynote Speaker-3</b> Introduction	Anchors 2
2:12 PM- 2:42 PM	<b>Online Keynote Speaker-3</b> <b>Prof. R. Sampath Kumar</b> , Department of Business Management, OU	<b>Online Keynote Speaker-3</b>
2:42 PM- 2:44 PM	<b>Online Keynote Speaker-4</b> Introduction	Anchors 2
2:44 PM- 3:14 PM	<b>Online Keynote Speaker-4</b> <b>Prof. Y. Jahangir</b> , Department of Business Management, OU	<b>Online Keynote Speaker-4</b>
3:14 PM- 3:21 PM	<b>Memento Distribution</b>	Anchors 2
3:21 PM- 4:30 PM	<b>Online Presentation Tracks</b>	
3:21 PM- 4:30 PM	<b>Parallel Offline Presentation Tracks-1</b>	<b>Place:</b> Auditorium  <b>Faculty In- Charge:</b> Anchors 2 + Dr.Sathish Manthana, Associate Professor



3:21 PM – 4:30 PM	<b>Parallel Offline Presentation Tracks-2</b>	<b>Place:</b> Room no. 001	<b>Faculty In-Charge:</b> Anchors 2 + Mr. P. Anand Kumar, Assistant Professor
4:31 PM – 4:45 PM	Prize Distribution (Best Poster Award)		Anchors 2
4:46 PM – 4:56 PM	Vote of Thanks (Director/HoD Sir)		Director/HoD Sir
4:56 PM – 5:00 PM	National Anthem		Anchors 2

**Day & Date: Wednesday January 31, 2024**  
**Venue: -Seminar Hall**

<b>Time</b>	<b>Activity</b>	<b>Dice In -Charge</b>
11:37 AM- 11:38 AM	<b>Guest of Honor</b> Introduction	Anchors 1
11:38 AM- 12:08 PM	<b>Guest of Honor</b> Ajit Kumar	<b>Guest of Honor</b>
12:08 PM- 12:09 PM	<b>Keynote Speaker-1</b> Introduction	Anchors 1
12:09 PM- 12:39 PM	<b>Keynote Speaker-1</b> <b>Prof V. Sudha,</b> Department of Business Management, OU	<b>Keynote Speaker-1</b>
12:39 PM- 12:40 PM	<b>Keynote Speaker-2</b> Introduction	Anchors 1
12:40 PM- 1:10 PM	<b>Keynote Speaker-2</b> <b>Dr. V. Samunnatha,</b> Department of Business Management, OU	<b>Keynote Speaker-2</b>
1:10 PM – 2:10 PM	<b>Lunch Break</b>	
2:10 PM – 2:12 PM	<b>Online Keynote Speaker-3</b> Introduction	Anchors 2

2:12 PM – 2:42 PM	<b>Online Keynote Speaker-3</b> Dr. R. Sushama	<b>Online Keynote Speaker-3</b>	
2:42 PM – 2:44 PM	<b>Online Keynote Speaker-4</b> Introduction	Anchors 2	
2:44 PM – 3:14 PM	<b>Online Keynote Speaker-4</b> Dr. Sandra kirthy	<b>Online Keynote Speaker-4</b>	
3:14 PM – 3:21 PM	<b>Memento Distribution</b>	Anchors 2	
3:21 PM – 4:30 PM	<b>Online Presentation Tracks</b>		
3:21 PM – 4:30 PM	<b>Parallel Offline Presentation Tracks-1</b>	<b>Place:</b> Auditorium	<b>Faculty In-Charge:</b> Anchors 2 + Dr.Sathish Manthana, Associate Professor
3:21 PM – 4:30 PM	<b>Parallel Offline Presentation Tracks-2</b>	<b>Place:</b> Room no. 001	<b>Faculty In-Charge:</b> Anchors 2 + Mr. P. Anand Kumar, Assistant Professor
4:31 PM – 4:45 PM	Prize Distribution (Best Poster Award)		Anchors 2
4:46 PM – 4:56 PM	Vote of Thanks (Director/HoD Sir)		Director/HoD Sir
4:56 PM – 5:00 PM	National Anthem		Anchors 2