

International Conference on

# **'FROM LOCAL WISDOM TO GLOBAL FUTURES: INDIGENOUS KNOWLEDGE, SUSTAINABILITY, AND EMPOWERMENT'**

**7-9 JANUARY, 2026**

*Book of Abstracts*



Department of Applied Research  
School of Health Sciences and Rural Development  
The Gandhigram Rural Institute (DTBU)  
Gandhigram - 624 302  
Dindigul District, Tamil Nadu, India

**Title:** **From Local Wisdom to Global Futures: Indigenous Knowledge, Sustainability, and Empowerment**

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**S. Dinesh Kumar**

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**M. Gunasekaran**  
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## **THE GANDHIGRAM RURAL INSTITUTE (DEEMED TO BE UNIVERSITY)**



The Gandhigram Rural Institute (GRI) – Deemed to be university was established in 1956 as one among the 14 Rural Institutes started by the Government of India. The Institute was declared as Deemed to be university in August 1976 under Section 3 of the UGC Act 1956 in recognition of its exemplary services and contributions in Rural Higher Education. GRI was Accredited by the NAAC with “A++” Grade in the fourth cycle (2025) and fully funded by the Ministry of Human Resource Development through UGC, Government of India, Delhi.

## **DEPARTMENT OF APPLIED RESEARCH**



The Department of Applied Research, established in 1976 under the Faculty of Rural Development, plays a key role in enabling the Institute to achieve its overall objective of rural development by promoting interdisciplinary, problem-solving, and development research. The department offers B.A. (Hons) in Demography and Development Studies, PG Diploma in Applied Gerontology, and PhD programmes apart from teaching Research

Methods and Applied Statistics courses to UG, PG, and PhD programmes of the Institute. The thrust areas of academia are Interdisciplinary and Policy Research, Human Rights and Labour Research, Gender Issues and Emancipatory Research, Population and Reproductive Health, Ecological and Development Indicators, Rural and Tribal Health & Qualitative and Trans-disciplinary Research.

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**Dr. M. Gunasekaran**

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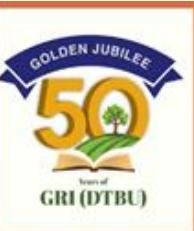
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Department of Applied Research, GRI-(DTBU)



**International Conference on  
"From Local Wisdom to Global Futures: Indigenous  
Knowledge, Sustainability, and Empowerment"**

**7-9 January, 2026**

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**organized by**  
**Department of Applied Research**  
**School of Health Sciences and Rural Development**  
**The Gandhigram Rural Institute (Deemed to be University)**  
**Gandhigram - 624 302, Dindigul District, Tamil Nadu**

RESOURCE PERSONS



**Dr. Monika Pfaller-Rott**  
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Eichstätt-Ingolstadt  
Germany



**Dr. Anita Gulczyńska**  
Department of Social Pedagogy and Resocialization  
Faculty of Educational Sciences  
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Professor and Chairperson  
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Jawaharlal Nehru University  
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**Mr. Oswald Quintal**  
Executive Director  
Kudumbam NGO  
Trichy



**Dr. Lovelina Little Flower**  
Professor and Head  
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### ORGANIZING COMMITTEE MEMBERS



**Dr. S. M. Karthik**

**Dr. M. Gunasekaran**

**Dr. S. Dinesh Kumar**

Guest Faculty

Guest Faculty

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# **PROGRAMME SCHEDULE**

**International Conference on**  
**“From Local Wisdom to Global Futures:**  
**Indigenous Knowledge, Sustainability, and Empowerment”**  
**DAY I - Schedule - 7<sup>th</sup> January 2026**

<b>TIME</b>	<b>PROGRAMME</b>
Prayer 10:00 am – 10:05 am	Mrs. Renganayaki Research Scholar, Department of Applied Research, GRI-DTBU
Welcome Address 10:05 am -10:15 am	Dr. A. Balakrishnan Senior Professor & Dean School of Health Sciences and Rural Development Department of Applied Research The Gandhigram Rural Institute – Deemed to be University
<b>Lighting the Lamp, Honoring the Guests and Abstract book release</b> 10:15 am- 10:20 am	
Presidential Address 10:20 am - 10:35 am	Dr. N. Panchanatham Vice-Chancellor The Gandhigram Rural Institute – Deemed to be University
Keynote Address 10:35 am - 10:50 am	Dr. M. Sundaramari Registrar-i/c The Gandhigram Rural Institute – Deemed to be University
Mechanics of the Conference 10:50 am - 11:00 am	Dr. M. Hilaria Soundari Professor & Head Department of Applied Research The Gandhigram Rural Institute – Deemed to be University
Vote of Thanks 11:00 am - 11:05 am	Dr. S. Dinesh Kumar Guest Teacher Department of Applied research The Gandhigram Rural Institute – Deemed to be University
<b>Tea Break</b> 11:05 - 11:20 am	
Invited Talk - II 12:10 pm to 12:50 pm	Indigenous knowledge and the ecological imperative – a guide to a sustainable future or a utopian ideal

	<p><b>Dr. Monika Pfaller-Rott</b>  <b>Faculty of Social Work</b>  <b>Katholische University</b>  <b>Eichstätt-Ingolstadt, Germany</b></p>
12:50 pm to 1:00 pm	<b>Q&amp;A Session</b>
	<p><b>Lunch Break</b>  1:00 pm to 2:00 pm</p>
Invited Talk - III 2:00 to 2:40 pm	<p><b>Building bridges: the power of intergenerational knowledge transfer</b>  <b>Dr Barbara Chinyani-Herring</b>  <b>Course Director &amp; Senior Lecturer</b>  <b>Health Studies Department</b>  <b>University of London, England</b></p>
2:40 pm to 2:50 pm	<b>Q&amp;A Session</b>
2:50 pm to 3:00 pm	<b>Tea Break</b>
Technical Session-I 3:00 pm to 4:30 pm Silver Jubilee Hall	<p><b>Paper Presentations</b>  <b>CHAIRPERSON: Dr. Doris Boehler</b></p>
Technical Session-II 3:00 pm to 4:30 pm Anthar Bharathi Hall	<p><b>Paper Presentations</b>  <b>CHAIRPERSON: Dr. Monika Pfaller-Rott</b></p>

**International Conference on**  
**“From Local Wisdom to Global Futures:**  
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**DAY II - Schedule - 8<sup>th</sup> January 2026**

<b>TIME</b>	<b>PROGRAMME</b>
Prayer 10:00 am – 10:05 am	<b>Gwanilye Jemu &amp; Grace</b> <b>Research Scholars</b> <b>Department of Applied Research, GRI-DTBU</b>
Invited Talk - IV 10:05 am to 10:45 am	<b>Sustainable Development Goals: Addressing Environmental Degradation and Community Engagement</b> <b>Mr. Oswald Quintal</b> <b>Executive Director, Kudumbam NGO, Trichy</b>
10:45 am to 11:00 am	<b>Tea Break</b>
Technical Session-III 11:00 am - 12: 15 pm Silver Jubilee Hall	<b>Paper Presentations</b> <b>Chairperson: Dr. Venkataravi</b> <b>Professor and Head</b> <b>Department of Lifelong learning and extension, GRI-DTBU</b>
Technical Session-IV 11:00 am - 12: 15 pm Anthar Bharathi Hall	<b>Paper Presentations</b> <b>Chairperson: Dr. M. Muthukumar</b> <b>Associate Professor &amp; Director in-charge</b> <b>Centre for Geoinformatics, GRI-DTBU</b>
Invited Talk - V 12:15 pm to 12:55 pm	<b>Social Innovations and Data Driven Governance for Global Futures</b> <b>Dr. Sigamani Panneer</b> <b>Professor &amp; Chairperson</b> <b>Centre for the Study of Law and Governance</b> <b>Jawaharlal Nehru University, New Delhi, India</b>
12:55 pm to 1:00 pm	<b>Q&amp;A Session</b>
<b>Lunch Break</b> 1:00 pm to 2:00 pm	

Invited Talk - VI 2:00 pm to 2:40 pm	<b>Digital Platforms for Documenting and Validating Indigenous Knowledge</b> <b>Dr. Rania Lampou</b> Multi-awarded STEM Instructor & Researcher Greek Ministry of Education, Religious Affairs and Sports Greek Astronomy & Space Society (Salamis & Pireus)
2:40 pm to 2:50 pm	<b>Q&amp;A Session</b>
Invited Talk - VII 2:50 pm - 3:30 pm	<b>Intergenerational knowledge transfer</b> <b>Dr. Asokan Vasudevan</b> Professor Department of Business and Communication INTI International University, Malaysia
3:30 pm to 3:40 pm	<b>Q&amp;A Session</b>
3:40 pm to 3:50 pm	<b>Tea Break</b>
Invited Talk - VIII 3:50 pm to 4:30 pm	<b>Urban Social Pedagogy: From Local Research to the Concept of Class-Sensitive City-Making</b> <b>Dr. Anita Gulczyńska</b> Department of Social Pedagogy and Resocialization Faculty of Educational Sciences University of Lodz, Poland
4:30 pm to 4:40 pm	<b>Q&amp;A Session</b>

**International Conference on**  
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**DAY III - Schedule - 9<sup>th</sup> January 2026**

<b>TIME</b>	<b>PROGRAMME</b>
Prayer 10:00 am to 10:05 am	<b>Imnayangala Jamir</b> <b>NFST Fellow Research Scholar</b>
Invited Talk - IX 10:05 am to 10:45 pm	<b>Dr. Lovelina Little Flower</b> <b>Professor and Head</b> <b>Department of Social Work</b> <b>Bharathiar University, Coimbatore, India</b>
10:45 am to 10:55 am	<b>Q&amp;A Session</b>
10:55 am to 11:10 am	<b>Tea Break</b>
Invited Talk - X 11:10 am to 11:50 am	<b>Dr. P. Muthuraman</b> <b>Former Principal Scientist and Head</b> <b>Transfer of Technology and Training</b> <b>ICAR-Indian Institute of Rice Research,</b> <b>Hyderabad, India</b>
11:50 am to 12:00 noon	<b>Q&amp;A Session</b>
Technical Session - V 12:00 noon to 1:00 pm	<b>Paper Presentations</b> <b>CHAIRPERSON: Dr. Lovelina Little Flower</b>
Technical Session - VI 12:00 noon to 1:00 pm	<b>Paper Presentations</b> <b>CHAIRPERSON: Dr. P. Muthuraman</b>
<b>Lunch Break - 1:00 pm to 2:00 pm</b>	
Valedictory Session 2:00 pm to 2:50 pm	<b>Valedictory Address</b> <b>Dr. M.A. Sudhir</b> <b>Emeritus Professor</b> <b>Department of Applied Research, GRI-DTBU</b>
Vote of Thanks 2:50 pm to 3:00 pm	<b>Dr. S.M. Karthik</b> <b>Guest Teacher</b> <b>Department of Applied research</b> <b>The Gandhigram Rural Institute - Deemed to be</b> <b>University</b>



# **TECHNICAL SESSION SCHEDULE**

**DAY I - 7<sup>th</sup> January 2026**

**Technical Session - I - Presenters Name and Presentation Titles**

**Venue- Silver Jubilee Hall**

**Time- 3:00 pm to 4:30 pm**

**International Conference on**

**"From Local Wisdom to Global Futures:**

**Indigenous Knowledge, Sustainability, and Empowerment"**

S.No	<b>CHAIRPERSON: Dr. Doris Boehler</b>	<b>Moderator: Dr. M.Hilaria Soundari Coordination: Ms. Blessy</b>
	Presenter Name and Institution	Title
TS1	Larissa Nathalie Biehl Department of Social Work Catholic University of Eichstätt- Ingolstadt	Indigenous Knowledge and the Ecological Imperative - A Guide to a Sustainable Future or a Utopian Ideal?
TS2	Niranjan Muchem Department of Social Work Pondicherry University	Sustainable Agricultural Practices in Lamtaput Block, Koraput District: A Pathway Toward Improved Tribal Livelihoods
TS3	Peninnah Jeremiah Department of Co-operation Gandhigram Rural Institute - DTBU	Role of Indigenous Wisdom and Technologies in Sustainable Menstrual Hygiene Management in Rural Tamil Nadu
TS4	Deepadharshini K Department of English Dhanalakshmi Srinivasan University	Humour as a Counter-Narrative Strategy against Menstruation Restriction in Rural Women: A Case Study in Indian Web Series Ayali
TS5	J AMALA ANUCIYA Department of cooperation Gandhigram Rural Institute - DTBU	Digital Finance and Women Entrepreneurship in Trichy District: An Empirical Study

**DAY I - 7<sup>th</sup> January 2026**  
**Technical Session - II - Presenters Name and Presentation Titles**  
**Venue- Anthar Bharathi Hall**  
**Time- 3:00 pm to 4:30 pm**  
**International Conference on**  
**“From Local Wisdom to Global Futures:**  
**Indigenous Knowledge, Sustainability, and Empowerment”**

<b>S.No</b>	<b>CHAIRPERSON: Dr. Monika Pfaller-Rott</b>	<b>Moderator: Dr. S. Dinesh Kumar Coordination: Ms. Yuvasri</b>
	Presenter Name and Institution	Title
TS6	Y.Mary Stella Bai PhD Research Scholar Department of Social work DMI St. Eugene University, Zambia	Determinants of Women's Resilience in Type 2 Diabetes Management: Investigating the Influence of Healthcare Access, Psychological Well-being, and Community Support in Chipata, Eastern Province, Zambia
TS7	Satyavati Sunaina Department of Education Regional Institute of Education Bhubaneshwar	Integration of Indigenous Knowledge Systems in NEP 2020 (Jharkhand Tribes)
TS8	V. Sasikala Department of Education Regional Institute of Education NCERT	Back to Roots: Learning from Indigenous Practices of Jharkhand for Sustainable Living
TS9	E. Sofia Department of Business Management DMI St. Eugene University, Zambia	Perceived Benefits and Challenges of Mobile Banking Usage: Insights from Urban and Rural Communities
TS10	Nithyashree G.R Department of English Dhanalakshmi Srinivasan University	Gendered Cognition and Feminist Discourse in Indian Television Advertising: A Study of Hamam Soap and Clinic Plus

**DAY II - 8<sup>th</sup> January 2026**  
**Technical Session - III - Presenters Name and Presentation Titles**  
**Venue- Silver Jubilee Hall**  
**Time- 11:00 am to 12:15 pm**  
**International Conference on**  
**“From Local Wisdom to Global Futures:**  
**Indigenous Knowledge, Sustainability, and Empowerment”**

<b>S.No</b>	<b>CHAIRPERSON: Dr. Venkataravi</b>	<b>Moderator: Dr. M. Gunasekaran Coordination: Ms. Blessy</b>
	Presenter Name and Institution	Title
TS11	Sasikala. P Research Scholar The Gandhigram Rural Institute- DTBU	Exploring Time Poverty in Modern Education: Insights from Dindigul City, Tamil Nadu
TS12	Ganga. P. Sreenivasan Research Scholar Department of Applied Research Gandhigram Rural Institute-DTBU	From Local Wisdom to Sustainable Livelihoods: A Study on Geographical Indication and Screw Pine Crafts of Kerala
TS13	Lauren Jeshu F Research Scholar Department of Applied Research Gandhigram Rural Institute - DTBU	Environmental Challenges Faced by Rural Women Poultry Workers
TS14	S.Kaviya Department of Home science Gandhigram Rural Institute - DTBU	Integrating Indigenous Nutrition Practices for Sustainable Well-Being
TS15	Deepak Ram P Manager, Programs Srinivasan Services Trust (TVS)	Transforming Tribal Livelihoods through CSR-Led Dairy Value Chain Development: A Case Study from TVS Srinivasan Services Trust's Initiative in Pudurnadu, Tamil Nadu

**DAY II - 8<sup>th</sup> January 2026**  
**Technical Session - IV - Presenters Name and Presentation Titles**  
**Venue- Anthar Bharathi Hall**  
**Time- 11:00 am to 12:15 pm**  
**International Conference on**  
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S.No.	<b>CHAIRPERSON: Dr. Muthukumaran</b>	<b>Moderator: Dr. S.M. Karthik Coordination: Ms. Yuvasri</b>
	Presenter Name and Institution	Title
TS16	J. SAHAYA ROSELIN Research Scholar St. Joseph university	Psychological Stress-Psychoanalytic and Behavioural Studies of Surgical Patients
TS17	ANITHA AROCKIA SIRUMALAR J Research Scholar St. Joseph university	From Local Wisdom to Global Futures: Empowerment, rights and social transformation
TS18	Vincent Therasa.S Research Scholar St. Joseph university	Empowering Adolescent Girls: Building Safer and Stronger Futures through Knowledge and Skills Education in Tamil Nadu
TS19	B. BENJAMIN MOURIN SUBA Research Scholar St. Joseph university	Local Wisdom for a Clean Energy Future (Community-Based Clean Energy Education Model)
TS20	Priyakumaran Moorthy Assistant Professor VIT Bhopal University, Madhya Pradesh	Challenging Menstrual Taboos: A Conceptual Framework for Using Lived Experiences as Counter-Narratives
TS21	Soundarya.S Research Scholar Department of Business Administration Auxilium College, Vellore	Gender Representation in Car Advertising: Implications for Women's Empowerment and Consumer Behavior

**DAY III - 9<sup>th</sup> January 2026**  
**Technical Session - V - Presenters and Titles**  
**Venue- Silver Jubilee Hall**  
**Time- 12 noon to 1 pm**  
**International Conference on**  
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S.No	CHAIRPERSON: <b>Dr. Lovelina Little Flower</b>	Moderator: Dr. M. Gunasekaran Coordination: Ms. Blessy
	Presenter Name and Institution	Title
TS22	Khenishe K Sumi Research Scholar Department of Applied Research Gandhigram Rural Institute-DTBU	Roadmap of Green Social Work in synergising Indigenous Knowledge and Sustainable Development Goals
TS23	Amrutha KS Research Scholar Department of Applied Research Gandhigram Rural Institute-DTBU	Digital Finance and Women Entrepreneurship in Trichy District: An Empirical Study
TS24	K. Arniga Shree Department of Home science Gandhigram Rural Institute - DTBU	Bridging Tradition and Global Standards: Empowerment Rights in Gestational Diabetes Management
TS25	Dhanaraj G Research Scholar Department of Applied Research The Gandhigram Rural Institute- DTBU	Reframing Rurality: How Urban-Origin Entrepreneurs Drive Sustainable Development Through Ecosystemic Innovation
TS26	V. Manjula Research Scholar Gandhigram Rural Institute - DTBU	Traditional Aboriginal Knowledge of Indigenous Communities on Medicinal Herbs in The Nilgiri Biosphere

**DAY III - 9<sup>th</sup> January 2026**  
**Technical Session - VI - Presenters and Titles**  
**Venue- Silver Jubilee Hall**  
**Time- 12 noon to 1 pm**  
**International Conference on**  
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S.No	CHAIRPERSON: <b>Dr. Muthuraman</b>	Moderator: Dr. S. M. Karthik Coordination: Ms. Yuvasri
	Presenter Name and Institution	Title
TS27	Gracy Research Scholar Department of Applied Research Gandhigram Rural Institute-DTBU	Mental Health Challenges Faced by the Tribal Youth in Nagaland: An Empowerment Perspective
TS28	Gwanyile Jemu Research Scholar Department of Applied Research Gandhigram Rural Institute-DTBU	SHGs led Post Harvest Interventions: Sustainable Processing and Value Addition under NSRLM
TS29	Subhra Ghosh Research Scholar Department of Applied Research Gandhigram Rural Institute-DTBU	Relation of Indigenous knowledge System and Ethno Culture in Conservation of Biodiversity: A Study on Traditional Ecological Knowledge (TEK) among the Tribes of Nilgiri Regions, Tamil Nadu
TS30	K. Kalaimathi Research Scholar School of Arts Sciences, Humanities and Education, SASTRA Deemed to be University, Thanjavur	Exploring the Sickness Narrative: A Critical Analysis of Illness Representation in Contemporary Literature
TS31	A.Viyakula Mary Research Scholar Department of Applied Research Gandhigram Rural Institute-DTBU	Gender Equity Among Tribal Women Workers in Tiruppur Garment Industry: An Empirical Study
TS32	Joseph Otieno Onyango Research Scholar Gandhigram Rural Institute-DTBU	Effect of Fisheries Women Cooperatives on Women Empowerment: A Micro-Level Study in Homa Bay County, Kenya

## **THEME OF THE CONFERENCE**

*"From Local Wisdom to Global Futures: Indigenous Knowledge, Sustainability, and Empowerment"* attempts to provide a vibrant platform for dialogue, knowledge sharing and collaboration among academicians, research scholars, practitioners, policymakers, and community leaders from across the world. Indigenous knowledge holds eternal key for modern challenges and this conference attempts to uphold the importance of it and emphasize the intersection of sustainable development, community empowerment and inclusive growth. It aims to explore the significance of local wisdom and how it can contribute to addressing the pressing global issues such as inequality, climate change, environment degradation and sustainable development goals. The conference will highlight innovative ways to integrate traditional knowledge with contemporary science and technology, while promoting inclusive growth and social justice. Special attention will be given to women empowerment of women, youth, marginalized and elderly who will play pivotal roles in sustaining cultural heritage and be the driving force of transformative change. Ultimate aim of the conference is not just mere survival of the indigenous knowledge but also prospers in shaping sustainable, equitable, and robust global futures.

### **Subthemes**

- Indigenous knowledge & cultural heritage
- Environment and sustainability
- Empowerment, rights and social transformation
- Intergenerational knowledge transfer
- Innovation, technology and global futures
- Local models to successful global applications



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2	Back to the Roots: Learning from Indigenous Knowledge for Sustainable Living <b>Satyavati Sunain</b>	
3	Indigenous Knowledge and the Ecological Imperative – A Guide to a Sustainable Future or a Utopian Ideal? <b>Monika Pfaller-Rott &amp; Larissa Nathalie Biehl</b>	
4	From Local Wisdom to Sustainable Livelihoods: A Study on Geographical Indication and Screw Pine Craft of Kerrela <b>Ganga P. Sreenivasan &amp; Hilaria. M. Soundari</b>	
5	Back to Roots: Learning from Indigenous Practices of Jharkhand for Sustainable Living <b>V. Sasikala</b>	
6	Roadmap of Green Social Work in synergising Indigenous Knowledge and Sustainable Development Goals <b>Khenishe K Sumi &amp; M. Hilaria Soundari</b>	
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## THEME I:

# INDIGENOUS KNOWLEDGE & CULTURAL HERITAGE

# I. TRADITIONAL ABORIGINAL KNOWLEDGE OF INDIGENOUS COMMUNITIES ON MEDICINAL HERBS IN THE NILGIRI BIOSPHERE

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## Abstract

**T**raditional Aboriginal Knowledge (TAK) refers to the knowledge of the indigenous, local tribal communities who are endemic to a particular area, throughout the world.

This indigenous Knowledge is the collective wisdom and practices of ancestors governed by the particular communities' rules and regulations, which is exposed in the practices of tribal communities. These include their language, teachings, ceremonies, entertainments, governance, agricultural practices, health care and sacred places. It is passed on to the generations orally. Their practices and innovations which they gained and developed over centuries are from their own experiences. This is the essence of their identity and collective heritage with patrimony. This is dynamic, priceless, invaluable and cannot be estimated or measured. Since they live in harmony with their surroundings and environment, they have their own rules and regulations to protect it. It is governed by strong spiritual faith and beliefs. They believe in medicinal plants in maintaining their physique as they treat the plants as images of God. These potential plants are found in remote forests and sylvan areas where human invasion and intervention are minimum. The special Traditional Aboriginal Knowledge regarding the location, usage and benefits of these plants kept alive for traditions are present with the members of tribal communities inhabiting in certain geographical locations. The effective management of their environment is by strict social laws which govern them socially and spiritually with a set of empirical observations of their local environment. They have their own system of classification of their ecosystem as well as plants. The depth of the knowledge varies among them depending on the intellectual capability, social status, profession, age and gender. Their awareness about the environment resulted in the maintenance of sacred sites and sacred groves which have become the present day Holy Religious places which act as shelter for medicinal plants.

The study area is the foot hills of Velliangiri Hills which forms the eastern part of Western Ghats in the Tamil Nadu State. The area forms a part of The Nilgiri Biosphere. The area is rich in flora and has diverse biomes in different elevations with fair knowledge of tribal people about medicinal plants.

**Keywords:** aboriginal, traditional, tribal, indigenous, knowledge



## 2. BACK TO THE ROOTS: LEARNING FROM INDIGENOUS KNOWLEDGE FOR SUSTAINABLE LIVING

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### Abstract

The national education policy (NEP) 2020 places strong emphasis on integration of indigenous knowledge system within mainstream for increasing environmental awareness and promote sustainable practices among learners. In line with this, the present exploratory research investigates to identify the traditional sustainable agricultural practices, traditional medicinal practices, preservation of plant materials and rituals and traditions embedded within the tribal communities of Jharkhand. Self-developed semi-structured interview schedule was developed by the researcher. Data were collected through focus group discussions with RIE Bhubaneswar NCERT Jharkhand quota community members as well as online and face to face interview consisting 30 community members of Jharkhand belonging to Santhal, Munda and Oraon tribes. Collected data were analysed using thematic analysis in which themes were developed according to the objectives. The findings bring to light a range of indigenous practices that are highly sustainable and these practices not only promote ecological balance but also reflect a deep-rooted harmony with nature. Traditional medicines for 16 diseases have been identified which are prepared from local resources. Along with this, dried grains that are preserved for future use have also been identified. Traditional approaches to farming reveal not only an emphasis on natural means of protecting crops but also innovative ways of ensuring seed preservation across generations. The study underscores that these traditional practices among Jharkhand's tribal communities can contribute significantly to achieving the Sustainable Development Goals (SDGs) highlighted by NEP 2020 and UNESCO. It emphasizes the relevance of Indigenous Knowledge in contemporary sustainability discourses and the urgent need to preserve and integrate these traditions to protect the cultural heritage of Jharkhand's tribal communities.

**Keywords:** Indigenous Knowledge, Sustainable Practices, Tribal Communities, Traditional Agriculture, Medicinal Practices, Sustainable Development Goals

### 3. INDIGENOUS KNOWLEDGE AND THE ECOLOGICAL IMPERATIVE – A GUIDE TO A SUSTAINABLE FUTURE OR A UTOPIAN IDEAL?

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#### Abstract

**I**t resembles a state of overload to which Gaia, already in decline, is consciously exposed in multiple dimensions. At the same time, she is being robbed of her material and spiritual existence through the compulsive operation of existing systems, created by inhuman, unreflective humanity. Indigenous knowledge, as a seemingly understood archaic remnant, offers a living, future-oriented form of knowledge in the context of an urgently needed transformation of social work practice, which understands humans not as isolated individuals, but as valuable parts of a relational whole. Subjectivity as radiant in harmony with spiritual and natural dimensions, self-determined and conveyed through oral traditions across generations. Social work finds itself in a field of intense tension, desperately attempting to alleviate social pain with the knowledge that crises of a systemic nature can no longer be stabilised without conscious reflection. In his work 'The Imperative of Responsibility', Hans Jonas developed an innovative variant of ethical ideology that aligns with the indigenous cosmovision and calls on humanity to choose its actions in such a way that possible consequences do not jeopardise the continued existence of an authentic, dignified human life on Earth. Indigenous philosophies reflect this responsibility as a lived reality. The lecture advocates a paradigmatic renewal of the discipline. It is not a matter of merely 'integrating' indigenous approaches into Western logic, but of a fundamental change of perspective. The question is therefore no longer whether, but when we will find the courage to live indigenous ethics and the principle of responsibility as a guiding idea for social transformation.



## 4. FROM LOCAL WISDOM TO SUSTAINABLE LIVELIHOODS: A STUDY ON GEOGRAPHICAL INDICATION AND SCREW PINE CRAFTS OF KERALA

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### **Abstract**

**I**n a thriving economy, the active participation of women is essential for sustainable growth. Yet, despite the growing global recognition of women's entrepreneurial potential, India remains behind in creating an inclusive ecosystem that supports female entrepreneurship and employment. This study explores the potential of Geographical Indication (GI) tagging as a tool for enhancing women's entrepreneurship, particularly in rural India. GI, which signifies the unique cultural and geographical origin of products, offers economic, social and environmental benefits, providing a platform for rural women to access premium markets, improve incomes, and enhance social inclusion. In Kerala, the GI-tagged screw pine crafts, primarily produced by rural women, serve as a case study, demonstrating both the potential and challenges of GI in empowering women and building sustainable livelihoods.

A descriptive study was conducted to find out the effectiveness of GI among rural women workers in screw pine crafts of Kerala; to identify the challenges and to suggest recommendations for better utilizations for the benefits of GI. The research identified key challenges faced by rural women, including lack of awareness, inadequate training, weak market linkages, and gendered constraints in the supply chain. Measures to overcome these barriers were also suggested such as targeted information dissemination through awareness campaigns, digital literacy programs, strengthening market linkages, and promoting women's leadership. The findings emphasize that while GI can be a powerful tool for economic development, its full potential can only be realized by addressing systemic gaps and adopting a bottom-up approach towards inclusive development.

**Keywords:** *Rural Women Workers, Screw Pine Crafts, Geographical Indication*

## 5. BACK TO THE ROOTS: LEARNING FROM INDIGENOUS PRACTICES OF JHARKHAND FOR SUSTAINABLE LIVING

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### Abstract

The National Education Policy (NEP) 2020 places strong emphasis on integration of indigenous knowledge within mainstream for increasing environmental awareness and promote sustainable practices among learners. In line with this, the present exploratory research investigates to identify the traditional sustainable agricultural practices, traditional medicinal practices, preservation of plant materials and rituals and traditions embedded within the tribal communities of Jharkhand. Self-developed semi-structured interview schedule was developed by the researcher. Data were collected through focus group discussions with one of the colleges of Bhubaneswar consisting 30 student teachers of Jharkhand belonging to Santhal, Munda and Oraon tribes. Collected data were analysed using thematic analysis in which themes were developed according to the objectives. The findings bring to light a range of indigenous practices that are highly sustainable and these practices not only promote ecological balance but also reflect a deep-rooted harmony with nature. Traditional medicines for various diseases have been identified which are prepared from local resources. Along with this, dried grains that are preserved for future use have also been identified. Traditional approaches to farming reveal not only an emphasis on natural means of protecting crops but also innovative ways of ensuring seed preservation across generations. The study underscores that these traditional practices among Jharkhand's tribal communities can contribute significantly to achieving the Sustainable Development Goals (SDGs) highlighted by NEP 2020 and UNESCO. It emphasizes the relevance of Indigenous Knowledge in contemporary sustainability discourses and the urgent need to preserve and integrate these traditions to protect the cultural heritage of Jharkhand's tribal communities.

**Keywords:** Indigenous Knowledge, Sustainable Practices, Tribal Communities, Traditional Agriculture, Medicinal Practices, Sustainable Development Goals.



## 6. ROADMAP OF GREEN SOCIAL WORK IN SYNERGIZING INDIGENOUS KNOWLEDGE AND SUSTAINABLE DEVELOPMENT GOALS

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### **Abstract**

**I**n an era marked by climate uncertainty and socio-environmental inequities, Green Social Work (GSW) emerges as a transformative bridge between traditional wisdom and global sustainability imperatives. This paper presents a comprehensive roadmap for synergizing Indigenous Knowledge Systems (IKS) and the Sustainable Development Goals (SDGs) to advance eco-social transformation. The roadmap conceptualizes GSW as a mediating force that aligns local ecological wisdom with global development priorities such as SDG 5 (Gender Equality), SDG 6 (Clean Water and Sanitation), SDG 13 (Climate Action), SDG 15 (Life on Land), and SDG 17 (Partnerships for the Goals). It aims to conceptualize a structured framework for integrating Indigenous Knowledge Systems with the SDGs through the lens of Green Social Work, to identify the eco-social dimensions where GSW can effectively mediate between traditional ecological wisdom and contemporary sustainability agendas, and to propose strategies that empower communities and social work practitioners to promote culturally grounded, environmentally responsible, and policy-oriented actions. Through thematic analysis, the study reveals that harmonizing IKS and SDG principles fosters sustainable livelihoods, cultural preservation, and environmental stewardship. Social workers are positioned as key facilitators of this synergy, promoting eco-justice, participatory governance, and resilience. The proposed roadmap thus demonstrates GSW's potential to operationalize sustainable development through culturally grounded, community-driven, and environmentally responsible action charting a strategic pathway toward inclusive and equitable transformation.

**Keywords:** *Green Social Work; Indigenous Knowledge; Sustainable Development Goals (SDGs); Community empowerment; Sustainability roadmap*

## **7. RELATION OF INDIGENOUS KNOWLEDGE SYSTEM AND ETHNO-CULTURE IN CONSERVATION OF BIODIVERSITY: A STUDY ON TRADITIONAL ECOLOGICAL KNOWLEDGE (TEK) AMONG THE TRIBES OF *NILGIRI* REGIONS, TAMIL NADU**

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### **Abstract**

Indigenous Knowledge and Ethno Culture are deeply interrelated systems of a social community's history, beliefs and practices, and it passed down through the generations to generation and basically linked to their original land. Indigenous knowledge includes a deep understanding of local ecosystems and sustainable practices while Ethno Culture encompasses everything from ancestral wisdom to physical artefact, language to spiritual rituals, and cuisines to costumes. This indigenous knowledge has been giving support to their Agro-Ecological and Socio-Economical development through the sustainable way over the decades. This paper will analyse the relation between indigenous knowledge system and Ethno Culture with the special references through the traditional ecological knowledge of tribal communities of the region of *Nilgiri* hills in Tamil Nadu. With this the paper will discuss about the importance of indigenous knowledge for sustainable development in the culture of rural society and how to preserve it for conserving the biodiversity and apply for developing the society in all the way through our next generation.

**Keywords:** Indigenous knowledge System, Ethno Culture, Tribes of *Nilgiri* (Blue Mountain) regions, Rural Ecology, Sustainable practice and development, Preservation of Biodiversity



## THEME II: ENVIRONMENT AND SUSTAINABILITY



## **8. SUSTAINABLE AGRICULTURAL PRACTICES IN LAMTAPUT BLOCK, KORAPUT DISTRICT: A PATHWAY TOWARD IMPROVED TRIBAL LIVELIHOODS**

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### **Abstract**

**A**griculture is the primary source of livelihood for tribal communities in Lamtaput Block of Koraput district, Odisha. Even though the region is rich in natural resources, they suffer from low agriculture productivity due to rain fed and largely primitive farming techniques such as shifting cultivation (Podu chaso - In odia) and extensive soil erosion on sloping lands. Most of the tribal of that region had no awareness on farming, even though farming is their primary work they were only focusing on mono-cropping which is only seasonally only during the monsoon season which was affecting their livelihood. So over past years the Non- Governmental Organisation, Government Department and development organisation of that region has introduced sustainable agriculture practices such as Sloping Agricultural Land technology (SALT) and a model Farm called Adarsha Bagicha to enhance soil conservation, water conservation, Organic Farming, agroforestry, biodiversity, increase the household income and enhance livelihood security.

This Paper present an analysis on how the farmer are facing challenges for their livelihood due to the old and traditional farming practices and what are the gaps in their farming so that they can get better household income. The study explores the modern sustainable methods of farming which can improve the livelihood for the community and protect the environment. The findings show that using SALT (Sloping Agricultural Land Technology), along with community-based afforestation and the Adarsha Bagicha plantation model, helps in many ways. These methods reduce soil erosion, increase soil moisture, improve crop productivity, and support long-term restoration of the natural ecosystem. Together, these sustainable practices offer a strong pathway for improving both agriculture and the overall well-being of tribal farmers in Lamtaput.



## 9. ENVIRONMENTAL CHALLENGES FACED BY RURAL WOMEN POULTRY WORKERS

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### Abstract

Rural women working in poultry units play an essential role in supporting family income and strengthening local food production. Their work environment exposes them to several ecological and occupational concerns that are often not recognized. This study examines the environmental challenges experienced by rural women poultry workers and assesses how these conditions affect their health, workload and day-to-day activities. The objectives are to identify major environmental stress factors, understand their impact on workers and document the coping methods used in resource-limited settings. A mixed-method design adopted. Survey schedules were used to gather information on ventilation, waste handling, dust levels, temperature changes and hygiene practices. In-depth interviews captured personal experiences and practical constraints, while field observations provided a clearer view of the working atmosphere. Findings indicate that women frequently encounter strong odour, dust, waste accumulation and heat fluctuations, along with minimal access to protective materials. Inadequate waste management and crowded sheds add to the environmental burden. Women manage these conditions through routine adjustments and informal knowledge, though these strategies provide only partial relief. The study concludes that improvements in infrastructure, training and environmental monitoring are essential for safer working conditions. Gender-sensitive policies, better ventilation systems and support services can enhance the wellbeing of women poultry workers and strengthen sustainable rural livelihoods.

**Keywords:** *Rural women, Poultry work, environmental challenges, sustainable livelihoods, occupational health.*

## 10. ROLE OF INDIGENOUS WISDOM AND TECHNOLOGIES IN SUSTAINABLE MENSTRUAL HYGIENE MANAGEMENT IN RURAL TAMIL NADU

Peninnah Jeremiah

### Abstract

The awareness programs initiated by the Tamil Nadu government and the Academic Institutions have advanced sound menstrual hygiene management in Tamil Nadu. MHM is a multi- access critical interface of sociocultural, gender equity, environmental sustainability and public health. Traditional knowledge and practices of the indigenous women in Tamil Nadu, India, have influenced the menstrual practices related to product choice, reuse, and disposal. On the other hands, as disposable menstrual products and centralized waste management have been increasing, questions to affordability, environmental sustainability and women's informed choice have arisen. This study looks at the ways to combine indigenous knowledge with inclusive sustainable technologies for the achievement of women's empowerment and sustainable menstrual hygiene management. The study is based on primary data that was gathered in Tamil Nadu using a mixed qualitative methodology that included focus group discussions (8 FGDs), in- depth interviews ( $n = 36$ ), and a structured survey ( $n = 320$ ) conducted in rural, semi-urban, and urban settings. Women prefer comfortable hygiene products, easy disposal ways, and fascinating awareness of programmes from educational institutions, and healthcare systems on MHM. The outcomes of the study reveal that especially in locations where the accessibility and affordability are limited, the menstrual decisions are still impacted by indigenous practices and regionally established information. The reusable pads and biodegradable items are backed by cooperative-led programs and institutional awareness campaigns and are examples of inclusive technologies that are more generally embraced. The study makes the point that policy frameworks that integrate inclusive technology into institutional and cooperative structures and value indigenous knowledge as a valuable resource are important for sustainable MHM. The paper illustrates the policy frameworks that Integrate inclusive technologies into institutional and cooperative structures and acknowledge indigenous understanding as a valuable resource which is mandatory for sustainable MHM. It is in line with the SDGS 3,5,12 and 13.

**Keywords:** Menstrual Hygiene Management; Indigenous Knowledge; Inclusive Technologies; Sustainability; Women's Empowerment; Tamil Nadu



## 11. EXPLORING TIME POVERTY IN MODERN EDUCATION: INSIGHTS FROM DINDIGUL CITY, TAMIL NADU

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### **Abstract**

In the modern educational system, in which academic expectations are continue to rise over, time poverty has become an increasingly serious issue for students. Student's mental, physical health and social well-being might be affected by inadequate free time for play, entertainment, relaxation and personal activities. This study examines the degree of time poverty among Dindigul City school students and identifies what factors influencing it. The study utilizing an equal mix from three type of school - State Government, Aided and Private School. A total of 72 students from Classes 9 to 12 were selected using equal representation. The Time Poverty Gap (TPG) was calculated by measuring the shortfall of free time. The statistical significance between school type and TPG was determined by the t-test.

The findings revealed that time poverty differs significantly across the type of Schools. Due to heavy homework, extended school working hours, increasing coaching demands, private school students experienced high Time Poverty. In contrast, students from State Government and Aided schools reported relatively lower time poverty. A strong negative correlation was observed between free time and TPG which means time poverty increase as a result of minimised the available free time and vice versa. The result highlights the need for educational policies that supports higher priority to balanced schedules, student well-being, adequate leisure and healthy development.

**Keyword:** Time poverty, (TPG) Time Poverty Gap, Social wellbeing

## **12. LOCAL WISDOM FOR A CLEAN ENERGY FUTURE (COMMUNITY-BASED CLEAN ENERGY EDUCATION MODEL)**

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**G. Sam Sangeeth**

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### **Abstract**

The transition toward clean and renewable energy requires not only technological advancement but also community participation grounded in cultural identity and education. This research explores the integration of indigenous ecological wisdom with modern sustainability education through a community-based model involving teachers, students, and local stakeholders. Using a mixed-methods approach incorporating focus group discussions, participatory rural appraisal methods, student feedback, observation, and event documentation, the study examines the impact of the World Record Clean Energy Awareness Programme held on 12 November 2025 at St. Joseph's School, Attankari, Manavalakurichi, Kanyakumari District. A total of 1,606 participants engaged in activities that merged traditional ecological practices with contemporary clean-energy awareness strategies. The findings highlight that when teachers are empowered and students are positioned as environmental ambassadors, sustainability transitions become socially meaningful and culturally rooted. The proposed Community-Based Clean Energy Education (CBCE) Model demonstrates a replicable framework that strengthens teacher capability, enhances student leadership, and deepens community participation. The study concludes that integrating indigenous knowledge with digital pedagogy and community engagement offers a transformative pathway for environmental education and contributes meaningfully to India's clean-energy goals and Sustainable Development agenda.

**Keywords:** Indigenous knowledge, clean-energy education, teacher empowerment, community-based learning, sustainability, student leadership, renewable energy awareness.



## 13. DIGITAL FINANCE AND WOMEN ENTREPRENEURSHIP IN TRICHY DISTRICT: AN EMPIRICAL STUDY

KS. Amrutha

### Abstract

The impact of digital financial services on women's entrepreneurship in Tamil Nadu's Tiruchirappalli district is investigated experimentally in this study. The study assesses how access to and use of digital finance impacts business success, income stability, and decision-making autonomy using primary data gathered from 120 female entrepreneurs in urban and semi-rural regions. To examine the associations between important variables, descriptive statistics, multiple regression analysis, ANOVA, and correlation are used. The results show that the use of digital finance has a statistically significant effect on women's empowerment and entrepreneurial performance in the Trichy district. The study adds district-level data to the expanding body of research on inclusive local development and digital finance.

**Keywords:** Digital finance, women entrepreneurship, primary data, Trichy district, MSMEs

## 14. SHGs LED POST HARVEST INTERVENTIONS: SUSTAINABLE PROCESSING AND VALUE ADDITION UNDER NSRLM

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**Dr. M. Hilaria Soundari**

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### Abstract

Rural livelihoods in Nagaland, particularly among tribal communities, face challenges such as limited income opportunities, post-harvest losses, and inadequate value addition mechanisms. Despite the abundance of agricultural and allied products, the lack of organized post-harvest processing and market access constraints income generation and sustainable development. Therefore, the Nagaland State Rural Livelihood Mission (NSRLM) has promoted Self-Help Groups (SHGs) as community-based institutions to address these gaps by supporting post-harvest processing and value addition activities. The objectives of this study are: (i) to examine the range of post-harvest processing and value addition practices implemented by SHGs under NSRLM; (ii) to assess the sustainability aspects and livelihood outcomes of these initiatives; and (iii) to identify challenges and opportunities for enhancing the effectiveness of SHG-led post-harvest interventions. This paper adopts a thematic review methodology, synthesizing secondary data from government reports, NSRLM policy documents, case studies, and published literature. Evidence was analyzed and organized under key themes: types of post-harvest processing practices, sustainability and resource use, capacity building of SHGs, and implementation challenges. Key findings indicate that SHGs have successfully facilitated post-harvest processing of agricultural and allied products, including grading, packaging, storage, and small-scale enterprise development. These initiatives have reduced post-harvest losses, improved market access, and contributed to more sustainable livelihoods. At the same time, constraints such as limited infrastructure, insufficient skill development, and weak market linkages hinder the scalability and impact of these practices. Thus, this study demonstrates that SHG-led post-harvest processing under NSRLM serves as a viable pathway for sustainable rural development, providing lessons for enhancing livelihood security, resource efficiency, and community-based value addition in tribal contexts.

**Keywords:** Post-Harvest Processing, Value Addition, Self-Help Groups, Sustainable Livelihoods, NSRLM



## THEME III: EMPOWERMENT, RIGHTS, AND SOCIAL TRANSFORMATION



## 15. FROM LOCAL WISDOM TO GLOBAL FUTURES: EMPOWERMENT, RIGHTS AND SOCIAL TRANSFORMATION

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**Dr. D. Sarulatha**

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### **Abstract**

**T**his research paper explores how local knowledge systems and cultural wisdom play a transformative role in shaping global conversations on empowerment, human rights, and social justice. It argues that traditional communities through their spiritual, ethical, and communal practices refined over generations preserve core values of equity, dignity, and collective well-being. These values remain crucial for navigating the challenges of contemporary society and offer meaningful alternatives to development approaches dominated by individualism and market logic.

The study demonstrates that when indigenous worldviews intersect with modern frameworks of rights and empowerment, they spark pathways toward sustainable social change. Rooting transformation in local action not only strengthens community agency but also enriches global discourse with diverse moral and ecological perspectives. The discussion underscores how grassroots initiatives particularly those championed by women, indigenous groups, and other marginalized voices redefine narratives of justice, participation, and inclusive citizenship on a global scale.

Drawing from sociology, feminist theory, cultural studies, and development studies, this research contends that lasting transformation emerges when ancestral knowledge systems are placed in dialogue with universal human-rights principles. By weaving together traditional wisdom and contemporary governance ideals, the paper imagines a future in which cultural diversity, ethical stewardship, and shared responsibility anchor a more equitable and sustainable world.

**Keywords:** Empowerment, Human Rights, Social Transformation, Local Wisdom, Global Justice.



## 16. EMPOWERING ADOLESCENT GIRLS: BUILDING SAFER AND STRONGER FUTURES THROUGH KNOWLEDGE AND SKILLS EDUCATION IN TAMIL NADU

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### Abstract

### Introduction/Background

**A**dolescent girls in Tamil Nadu continue to face limited access to life skills education, restricted vocational opportunities, and reduced decision-making power. These challenges affect their emotional well-being, confidence, and ability to make informed choices. To address these gaps, an integrated programme combining life skills, extracurricular activities, technical training, and adolescent girls' support groups was introduced to strengthen their confidence, knowledge, and overall agency.

### Purpose/Problem

The initiative aimed to enhance self-confidence, self-esteem, and emotional well-being among adolescent girls who often struggle to express emotions, cope with failure, and manage stress. Limited exposure to life skills and vocational opportunities heightens vulnerabilities such as early pregnancies, risky behaviours, and, in severe cases, suicidal tendencies. To further strengthen emotional safety and resilience, the programme also formed adolescent girls' support groups, providing a safe space for peer bonding, emotional expression, shared learning, and mutual encouragement. These groups were designed to reduce isolation, promote social connectedness, and foster collective empowerment.

### Methods

The programme delivered structured life skills education, extracurricular activities, and technical training in areas including computer basics, tailoring, and handicrafts. It also incorporated SRHR awareness sessions and established adolescent girls' support groups to promote peer learning, leadership development, and emotional support.

### Results

The intervention led to clear improvements in communication, emotional regulation, decision-making, and self-confidence. Girls actively participated in extracurricular activities, gained new vocational skills, and showed increased motivation to continue education and explore income-generating opportunities. The peer support groups further strengthened teamwork, leadership abilities, and mutual support among participants.

## Conclusion/Implications

Integrating life skills education, SRHR awareness, technical training, and peer-support groups significantly enhances the empowerment of adolescent girls. This holistic approach strengthens confidence, emotional well-being, and vocational readiness, preparing girls for healthier, safer, and more fulfilling futures. The model shows strong potential for community-level scaling and serves as an effective pathway for promoting gender equity and advancing adolescent development across Tamil Nadu.



## 17. CHALLENGING MENSTRUAL TABOOS: A CONCEPTUAL FRAMEWORK FOR USING LIVED EXPERIENCES AS COUNTER-NARRATIVES

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### Abstract

Menstruation taboos are a global issue in women's lives, which is highly complex to understand and a pervasive challenge in their lives. This stigma is surrounded by myths and stories, and nearly 36 practices are identified. This study aims to propose a counter-narrative as a significant strategy for countering the centuries-old narratives that undermine women's lives. However, we have intervention programs, cultural sensitivity training, formal education, grassroots initiatives, and global policy; these culturally embedded taboos remain deeply rooted in social and religious beliefs. It creates substantial obstacles in their lives, such as menstrual hygiene management for school-going girls and working women. This conceptual research study proposes using phenomenological experience as counter-narratives and literature to implement grassroots change according to the region and religion. A subject that has long been taboo in public conversation, the study also promotes a counternarrative to illustrate the victim's victory and the resilience of people who overcome this stigma. For instance, *counter-narrative* is a mitigating strategy in literature that thoughtfully encompasses the local knowledge systems and their underlying power structures. This strategy is attentive to analyzing local, regional, and religious beliefs, preserving them in literature for future generations as part of creating stigma-free societies. The proposed conceptual framework seeks to empower women by dismantling menstruation-related taboos and stigma.

**Keywords:** Menstruation, Taboos, Counter-narrative, Literature, and Global policies

## 18. HUMOUR AS A COUNTER-NARRATIVE STRATEGY AGAINST MENSTRUATION RESTRICTION IN RURAL WOMEN: A CASE STUDY IN INDIAN WEB SERIES *AYALI*

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### Abstract

**M**enstrual blood significantly impacts all aspects of women's lives due to its impurity, as reflected in *Ayali*'s need to rewrite as a counter-narration, which is the aim of this study. Tamil Selvi's counter-narrative in *Ayali* (2023) portrays her as a schoolgirl in a rural village, where her menarche marks the onset of her immediate marriage and stops her education. So, this research promotes injustice related to menstruation practices that need to be removed. This study employed qualitative thematic analysis to decode the scripts of the web series *Ayali*. Moreover, according to the theoretical framework for interpretation, Gramsci's concept of cultural hegemony and Foucault's analysis of power dynamics and discipline have been examined. The findings suggest that cultural interpretation of menstrual blood operates as a hegemonic mechanism that controls women. Moreover, humor serves as a counterattacking weapon for rural women against the established norm, as identified in this study. For instance, Tamil Selvi's suppression reframed as menstrual blood is just ink, questioning control is a direct attack to undermine the power. So, *Ayali* is evidence of a counterword for cultural hegemony in menstruation practice, which unveils the hidden meaning of impurity in the commoner's language. Moreover, this study used media genre as a counter-discourse against hegemonic practices to highlight the voices of marginalized women. This study positions menstruation as a central theme of cultural and political contestation for gender justice.

**Keywords:** Menstruation restriction, Gender norms, Cultural hegemony, Discipline, Counter-narration



## 19. DETERMINANTS OF WOMEN'S RESILIENCE IN TYPE 2 DIABETES MANAGEMENT: INVESTIGATING THE INFLUENCE OF HEALTHCARE ACCESS, PSYCHOLOGICAL WELL-BEING, AND COMMUNITY SUPPORT IN CHIPATA, EASTERN PROVINCE, ZAMBIA

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### Abstract

Women living with Type 2 Diabetes Mellitus (T2DM) in sub-Saharan Africa face multiple challenges that distract disease management and complete quality of life. This study discovers the causes of resilience among women with T2DM in Chipata, Eastern Province, Zambia, with a concentration on healthcare contact, psychological well-being, and community support. A mixed-methods style was in employment, relating quantitative surveys with qualitative interviews to capture both measurable outcomes and lived experiences. Findings reveal that suitable healthcare access, affordability of treatment, and continuity of clinical care knowingly strengthen flexibility. Psychological well-being, mainly positive coping mechanisms and reduced depressive signs, emerged as critical in sustaining treatment adherence. Moreover, social networks, family encouragement, and community-based support systems enhanced women's ability to manage diabetes successfully. The study highlights the need for cohesive involvements addressing clinical care, mental health, and social support to improve resilience and long-term diabetes outcomes among women.

**Keywords:** *Resilience, Type 2 Diabetes Mellitus, Women's Health, Psychological Well-being, Community Support*

## **20. TRANSFORMING TRIBAL LIVELIHOODS THROUGH CSR-LED DAIRY VALUE CHAIN DEVELOPMENT: A CASE STUDY FROM TVS SRINIVASAN SERVICES TRUST'S INITIATIVE IN PUDURNADU, TAMIL NADU**

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**A. Balasubramanian**  
*Manager, Learning and Development*

### **Abstract**

Corporate Social Responsibility (CSR) initiatives in India increasingly emphasize sustainable livelihood interventions, particularly in rural and tribal settings. This study evaluates the Dairy Value Chain Project of TVS Srinivasan Services Trust (TVS SST) in Pudurnadu, a remote tribal region of Tamil Nadu, implemented in partnership with Hatsun Agro Product Ltd. The program established milk collection centers with bulk chilling facilities, provided farmer training, and conducted veterinary health camps to enhance productivity. Using a mixed-method approach—quantitative surveys of 50 farmers and qualitative interviews—the study assessed changes in livestock ownership, milk yield, and household income. Results indicate a significant rise in average cattle per farmer (from 1.1 to 4.1), daily milk yield (from 1.7 to 4.2 litres), and monthly income (from ₹2700/- to ₹7875/-). Beyond economic gains, the intervention fostered women's participation and integrated tribal farmers into the formal dairy economy. The findings highlight CSR's transformative potential in strengthening sustainable livelihoods, promoting socio-economic inclusion, and building resilience among marginalized tribal communities.



## 21. DIGITAL FINANCE AND WOMEN ENTREPRENEURSHIP IN TRICHY DISTRICT: AN EMPIRICAL STUDY

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### Abstract

The impact of digital financial services on women's entrepreneurship in Tamil Nadu's Tiruchirappalli district is investigated experimentally in this study. The study assesses how access to and use of digital finance impacts business success, income stability, and decision-making autonomy using primary data gathered from 120 female entrepreneurs in urban and semi-rural regions. To examine the associations between important variables, descriptive statistics, multiple regression analysis, ANOVA, and correlation are used. The results show that the use of digital finance has a statistically significant effect on women's empowerment and entrepreneurial performance in the Trichy district. The study adds district-level data to the expanding body of research on inclusive local development and digital finance.

**Keywords:** Digital finance, women entrepreneurship, primary data, Trichy district, MSMEs

## 22. MENTAL HEALTH CHALLENGES FACED BY TRIBAL YOUTH IN NAGALAND: AN EMPOWERMENT AND SOCIAL TRANSFORMATION PERSPECTIVE

Gracy

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### Abstract

Tribal youth in Nagaland are increasingly encountering mental health challenges in the context of rapid social, educational, and economic transitions. Despite the presence of strong community bonds and collective cultural values, many young people experience psychological distress that remains insufficiently addressed due to stigma, limited awareness, and gaps in culturally responsive mental health approaches. This study aims to examine the mental health challenges faced by tribal youth in Nagaland through an empowerment perspective, with particular attention to how community and indigenous support systems can enhance youth well-being. The study adopts a qualitative research design based entirely on secondary sources, including academic literature, government reports, policy documents, and publications by non-governmental organizations related to tribal youth and mental health. The collected data were analyzed using thematic content analysis. The findings indicate that tribal youth commonly face stress, anxiety, depression, and emotional distress linked to academic pressure, unemployment, socio-economic uncertainty, and identity-related concerns. The study highlights the need for empowerment-oriented strategies that promote youth participation, strengthen community engagement, reduce stigma, and integrate indigenous values of collective responsibility and mutual support into mental health initiatives. It concludes that addressing mental health challenges among tribal youth in Nagaland requires empowerment based, culturally grounded approaches that recognize and build upon existing community strengths to foster sustainable mental well-being.

**Keywords:** Tribal youth, mental health, empowerment, community support



## 23. BRIDGING TRADITION AND GLOBAL STANDARDS: EMPOWERMENT RIGHTS IN GESTATIONAL DIABETES MANAGEMENT

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### **Abstract**

Gestational Diabetes Mellitus (GDM) is a prevalent metabolic disorder during pregnancy, affecting maternal and neonatal outcomes and increasing the long-term risk of type 2 diabetes. Effective management of GDM requires not only medical interventions but also the empowerment of women through social, educational, and rights-based support. This study explores how empowerment rights can drive social transformation in GDM prevention and management by integrating local wisdom with global health strategies. Culturally rooted practices, such as traditional dietary habits, family support systems, and community health behaviour's, significantly influence maternal health outcomes. When complemented with empowerment rights including access to quality antenatal care, nutrition education, informed decision-making, and equitable healthcare policies these practices enable women to actively manage their health, adhere to medical recommendations, engage in physical activity, and monitor blood glucose effectively. Women's empowerment in GDM not only improves individual health outcomes but also promotes family and community well-being. The study further highlights the importance of policy frameworks, community-based interventions, and institutional support in translating empowerment rights into actionable strategies. Rights-based approaches ensure that empowerment addresses social inequalities, promotes gender equity, and fosters participatory decision-making in maternal health. The findings suggest that bridging local wisdom with global maternal health standards facilitates culturally sensitive, sustainable, and equitable healthcare. Empowerment rights act as a critical link between traditional practices and modern health strategies, contributing to improved maternal outcomes, enhanced health literacy, and broader social transformation. Prioritizing women's rights and valuing indigenous knowledge are essential for achieving inclusive and sustainable maternal healthcare in the context of GDM.

**Keywords:** Empowerment rights; Social transformation; Maternal health; Local wisdom

## 24. GENDER REPRESENTATION IN CAR ADVERTISING: IMPLICATIONS FOR WOMEN'S EMPOWERMENT AND CONSUMER BEHAVIOR

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**Ms. S. Beulah Suresh**

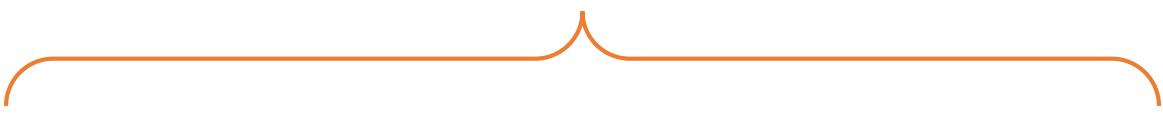
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### **Abstract**

**G**ender representation in advertising significantly influences societal norms, consumer perceptions, and decision-making processes. This study examines gender portrayal in car advertising with a particular focus on the underrepresentation of women and its implications for women's empowerment and consumer behavior. Situated within the broader discourse on social transformation and inclusive development, the research highlights how advertising narratives can either reinforce or challenge prevailing gender stereotypes. The study is based on primary data collected through a structured questionnaire administered to consumers. Descriptive and inferential statistical techniques, including percentage analysis, chi-square tests, and regression analysis, were employed to examine the relationship between gender portrayal in advertising and purchasing decisions. The findings indicate a predominant male-centric representation in car advertisements, which significantly influences brand perception, trust, and purchase intention, especially among women consumers. The results underscore the need for more equitable and empowering gender representations in automobile advertising. Promoting inclusive portrayals not only enhances women's visibility and agency but also contributes to sustainable and socially responsible marketing practices. The study offers empirical insights that support the integration of gender-sensitive communication strategies as a pathway toward empowerment and long-term social change, aligning local consumer experiences with broader global futures.

**Keywords:** *Gender Representation, Car Advertising, Women's Empowerment, Consumer Behaviour, Statistical Analysis*



## THEME V: INNOVATION, TECHNOLOGY, AND GLOBAL FUTURES



## 25. PSYCHOLOGICAL STRESS: PSYCHOANALYTIC AND BEHAVIORAL STUDIES OF SURGICAL PATIENTS

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### Abstract

Psychological stress is a significant aspect of the surgical experience, influencing emotional functioning, physiological responses, and postoperative outcomes. Many patients enter surgery burdened by fear, uncertainty, and a perceived loss of control. This study examines psychological stress through psychoanalytic and behavioural frameworks to understand how intrapsychic dynamics and observable behavioural reactions shape patient experiences. Employing a mixed-methods approach, the research combined quantitative assessments of anxiety and behavioural stress responses with qualitative interviews exploring unconscious fears, symbolic meanings, and defence mechanisms. Findings revealed that psychological stress manifests in multiple layers: conscious anxiety, conditioned fear based on prior experiences, and deeper unconscious conflicts related to bodily harm, dependency, loss, and mortality. Common defence mechanisms included denial, regression, projection, and displacement, while behavioural indicators encompassed avoidance, heightened physiological arousal, and fear conditioning. These psychological processes showed a clear relationship with recovery time, pain perception, and emotional well-being after surgery. The study supports the integration of psychoanalytically informed emotional support with behavioural interventions such as exposure-based counselling and relaxation training. The results underscore the need for psychologically informed surgical care protocols that treat patients not merely as biological subjects but as whole persons whose emotional lives meaningfully influence recovery.

**Keywords:** *Psychological stress, surgical patients, psychoanalytic theory, behavioural approach, anxiety, defence mechanisms, conditioning, coping patterns, patient recovery, clinical intervention.*



## 26. PERCEIVED BENEFITS AND CHALLENGES OF MOBILE BANKING USAGE: INSIGHTS FROM URBAN AND RURAL COMMUNITIES

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### Abstract

Mobile banking has significantly reshaped access to financial services, especially in regions with limited traditional banking infrastructure. This study explores users' perceptions of the benefits and challenges associated with mobile banking and identifies factors that influence both adoption and sustained use. A mixed-methods design was employed, integrating data from a structured survey of 300 mobile banking users and semi-structured interviews with 15 participants. Quantitative findings were generated through descriptive and inferential statistical analyses, while qualitative data were examined using thematic analysis to deepen insights into user experiences.

The results indicate that mobile banking offers substantial advantages, including convenience, improved accessibility, cost efficiency, and strengthened financial inclusion. Participants valued the ability to conduct transactions anytime and anywhere, reduce travel expenses, and access digital transaction records that support transparency and personal financial management. Notably, rural and low-income users reported relying on mobile banking as their primary means of engaging with financial services, underscoring its role in advancing financial inclusion.

However, several challenges persist. Security concerns—such as fraud, identity theft, and unauthorized access—emerged as the most significant barriers. Users also identified network instability, limited digital literacy, and low trust in service providers as key constraints. Statistical analysis revealed that demographic characteristics, including age, education, and income, significantly shape users' perceptions and adoption patterns, with younger and more educated individuals demonstrating higher usage and confidence levels.

The study highlights the need for enhanced security protocols, expanded digital literacy initiatives, improved telecommunications infrastructure, and more responsive customer support systems. Strengthening policy frameworks and adopting user-centered platform designs can bolster trust and optimize the socioeconomic benefits of mobile banking. Future research should examine longitudinal usage trends, sociocultural influences, and gender specific experiences to support the development of inclusive digital finance strategies.



## THEME VI: LOCAL MODELS TO SUCCESSFUL GLOBAL APPLICATIONS





## 27. REFRAMING RURALITY: HOW URBAN-ORIGIN ENTREPRENEURS DRIVE SUSTAINABLE DEVELOPMENT THROUGH ECOSYSTEMIC INNOVATION

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### **Abstract**

Counter-urbanization is increasing worldwide, significantly driven by individuals seeking peace and meaning beyond financially saturated and hustling urban environments. Entrepreneurial activity by returnee migrants in rural settings is growing globally, with the explicit policy support from some governments, such as China. Although India lacks a high-level national policy for this trend, intentional urban-to-rural migration for entrepreneurship is occurring in Tamil Nadu. This study examines this emerging phenomenon in Tamil Nadu, viewing migration as a systems intervention that could reinvent traditional rural development models. An analysis of publicly available digital narratives of urban-origin entrepreneurs was conducted to explore this phenomenon. Case studies were synthesized using the integrated frameworks of the Theory of Planned Behaviour (TPB), Ecosystem Theory, and Nexus Thinking in relation to the Sustainable Development Goals (SDGs). The research constructs a conceptual framework relevant to policy that looks beyond basic, survival-oriented rural enterprise. The findings reveal various purposeful paths, ranging from corporate decentralization to local community rebuilding. These paths illustrate how personal goals, structural conditions, and sustainability needs come together. The study asserts that this intentional transition needs to be corroborated with further studies to facilitate an innovative, flexible, and SDG-aligned ecosystem as a strategic mechanism for inclusive regional revitalization.

**Keywords:** Counter-urbanization; Rural Entrepreneurship; Urban-to-Rural migration; Tamil Nadu

## 28. GENDERED COGNITION AND FEMINIST DISCOURSE IN INDIAN TELEVISION ADVERTISING: A STUDY OF HAMAM SOAP AND CLINIC PLUS

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### Abstract

This research seeks to examine the emergence of the female identity in Indian television ads from the perspective of a fusion of feminist and cognitive theoretical approaches, in particular in the context of advertisements for Hamam Soap and Clinic Plus. Television ads are highly symbolic sources in society, and they do not only aim to promote commodities but are actually carriers of symbolic representations of societal gender constructs and discourses. The advertisements for the product Hamam Soap very often portray women as the ethical agents for the well-being of the family, whereas the advertisements for the product Clinic Plus emphasize the attributes of resilience and the strength of commitment and sacrifice as the very essences of the identity of women. Through the application of cognitive theory, the research paper analyses the influence of narrative patterns, emotional cues, repetition, and visual symbols in the construction of audience reception and the maintenance of gender schemas. Cognitive processes like emotional priming, schema activation, and association and conditioning are incorporated to interpret the audience's internalization of female ideals portrayed in advertising narrative patterns of desirable female representations. The analysis of the research paper suggests that both brands are depicting pro-feminist ideals of female empowerment and strength in their imaging of women's power and agency, they also reinforce patriarchal ideologies that define women's empowerment and virtue in terms of caregiving and emotional support.

**Keywords:** Feminist Theory /Cognitive Theory/ Gender Representation/ Indian Television Advertisements/ Femininity/ Emotional Labour/ Gender / Stereotypes



## 29. INTEGRATING INDIGENOUS NUTRITION PRACTICES FOR SUSTAINABLE WELL-BEING

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### Abstract

Indigenous food systems and local dietary practices are not only integral to cultural heritage but also offer sustainable solutions for promoting health and well-being. Traditional diets, emphasizing seasonal, minimally processed, and diverse foods, naturally support nutritional adequacy, metabolic balance, and overall physical health. These practices also foster environmental sustainability by encouraging the use of locally available resources and reducing dependence on processed and non-local foods. Despite their proven benefits, modernization, urbanization, and globalization have led to a gradual erosion of these local food practices, contributing to a rise in nutrition-related health challenges across populations. The present study explores how indigenous dietary wisdom can be integrated into contemporary health frameworks to promote sustainable and inclusive health outcomes. By combining community-based nutrition practices, mindful food choices, and culturally relevant dietary patterns, individuals can achieve healthier lifestyles while preserving traditional knowledge. Furthermore, the application of these local models to wider contexts demonstrates their potential in shaping global health strategies that are both culturally sensitive and environmentally sustainable. Emphasizing nutrition education, behaviour change, and community engagement, this approach highlights the transformative role of local food knowledge in improving individual and population health. Ultimately, the integration of indigenous nutrition practices into modern health interventions offers a pathway for achieving long-term well-being, fostering cultural preservation, and supporting sustainable living on a global scale.

**Keywords:** Indigenous diets; Local food practices; Sustainable nutrition; Cultural knowledge

## 30. EXPLORING THE SICKNESS NARRATIVE: A CRITICAL ANALYSIS OF ILLNESS REPRESENTATION IN CONTEMPORARY LITERATURE

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Dr. Praveena .T

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### Abstract

This Research aims to investigate the representation of illness and sickness in contemporary literature, examining how narrative strategies shape our understanding of disease, identity, and the human experience. Sickness narratives have become increasingly prominent in contemporary literature, reflecting societal concerns about health, wellness, and the human condition. This research seeks to contribute to the growing field of health humanities, exploring the intersections between literature, medicine, and culture.

This study will employ a critical discourse analysis approach, combining literary theory, cultural studies, and narrative medicine. The research will focus on a selection of contemporary novels, memoirs, and essays that engage with sickness narratives.

This research will contribute to a deeper understanding of the cultural significance of sickness narratives, informing literary and cultural studies, as well as health humanities. The findings will also have implications for narrative medicine, patient-centered care, and health communication.



## 31. GENDER EQUITY AMONG TRIBAL WOMEN WORKERS IN TIRUPPUR GARMENT INDUSTRY: AN EMPIRICAL STUDY

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### Abstract

The Tiruppur garment industry and its supply chain are providing enormous employment opportunities to help overcome poverty in the rural tribal belts of Bihar, Chhattisgarh, Jharkhand, Odisha, and West Bengal. Though the employment in garment factories offers economic opportunities, tribal women workers continue to face systemic gender inequities, including unequal wages, limited job mobility, verbal abuse, workplace harassment, excessive work pressure, and restricted access to grievance redressal mechanisms.

The existing labour laws, social compliance mechanisms and corporate social responsibility frameworks claim to promote gender equity and worker welfare. These frameworks often fail to capture the lived experiences of tribal women, whose marginalisation is shaped by the intersection of gender, tribal identity, migration status, language barriers, and power hierarchies within factories. Gender discrimination and harassment are frequently normalised, underreported, and inadequately addressed, resulting in psychological stress, fear, and reduced agency among workers.

Despite the growing discourse on sustainability and ethical production, there is a lack of empirical, worker-centred research focusing specifically on gender equity among tribal women in Tiruppur's garment industry. This gap is addressed by empirically examining the experiences, perceptions, and challenges of tribal women workers, with a focus on workplace equity, safety, and dignity. This study examines the extent and forms of gender inequity faced by tribal women in Tiruppur garment factories, analyses the experiences of tribal women workers regarding discrimination and harassment related to wages, workload, and supervision and assesses workers' awareness of gender rights, workplace protections, and grievance redressal mechanisms.

**Keywords:** *Tribal Women Workers, Gender Inequity, Migrant Labour, Garment Industry, Workplace Harassment*

## **32. EFFECT OF FISHERIES WOMEN COOPERATIVES ON WOMEN EMPOWERMENT: A MICRO-LEVEL STUDY IN HOMA BAY COUNTY, KENYA**

**Joseph Otieno Onyango, Dr. R. Venkataravi & Dr. S. Ramesh**

In the contemporary business environment, Woman is a pre-cursor for the grassroots development. However, in general, they are under-recognized and ignored particularly in the fisheries sector, especially in post-harvest activities such as processing, trading, and marketing in fishing regions like Homa Bay County, Kenya. The women face persistent challenges such as limited access to resources, low incomes, restricted decision-making power and minimal representation in leadership structures. In this backdrop, Fisheries Women Cooperatives have emerged as a development tool for enabling the women to have empowerment on socio-economic aspect. The current micro-level study examines the effect of Fisheries Women Cooperatives on women empowerment. The study adopts case study method to understand the changes in economic status, decision-making power, leadership participation, skill development and social recognition of the deprived women.

The study findings reveal that women participating in Fisheries Cooperatives are significantly improved the income stability, access to credit and livelihood diversification through value addition and collective marketing. In addition to that, the Cooperative membership, which enhanced women decision-making roles within household, increased participation in community institutions and fostered leadership capabilities. The Capacity-building programmes have contributed to learn the know-how of technical, financial and entrepreneurial skills, while collective action strengthened women bargaining power and social status.

The study findings underscore that Fisheries Women Cooperatives serve as effective pavement in enabling women empowerment by integrating economic, social and institutional interventions at the grassroots level.