



NAZARETH COLLEGE OF ARTS AND SCIENCE
(Affiliated to the University of Madras Re-accredited by NAAC with B Grade)
Institution Innovation Council
(An IQAC Initiative)

REPORT

The Institution's Innovation Council (IIC) of Nazareth College of Arts and Science on 08-01-2024, telecasted the live webcast of Tamil Nadu Global Investors' Meet (TNGIM) 2024, hosted on January 8th in Chennai.

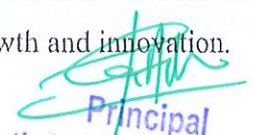
As the second-largest economy in India, Tamil Nadu's industrial prowess and business-friendly policies were showcased to industry leaders, corporates, innovators, and policymakers, highlighting the state's diverse investment opportunities.

On January 8th, 2024, the live telecast of TNGIM brought a unique educational dimension by reaching out to students across various colleges. The primary objective was to empower the younger generation with insights into the economic landscape, encouraging their active participation in the state's development. By exposing students to real-world business opportunities and strategies, the initiative aimed to foster a sense of economic awareness and entrepreneurship among the youth. Around 260 students and 15 staff from various departments attended.

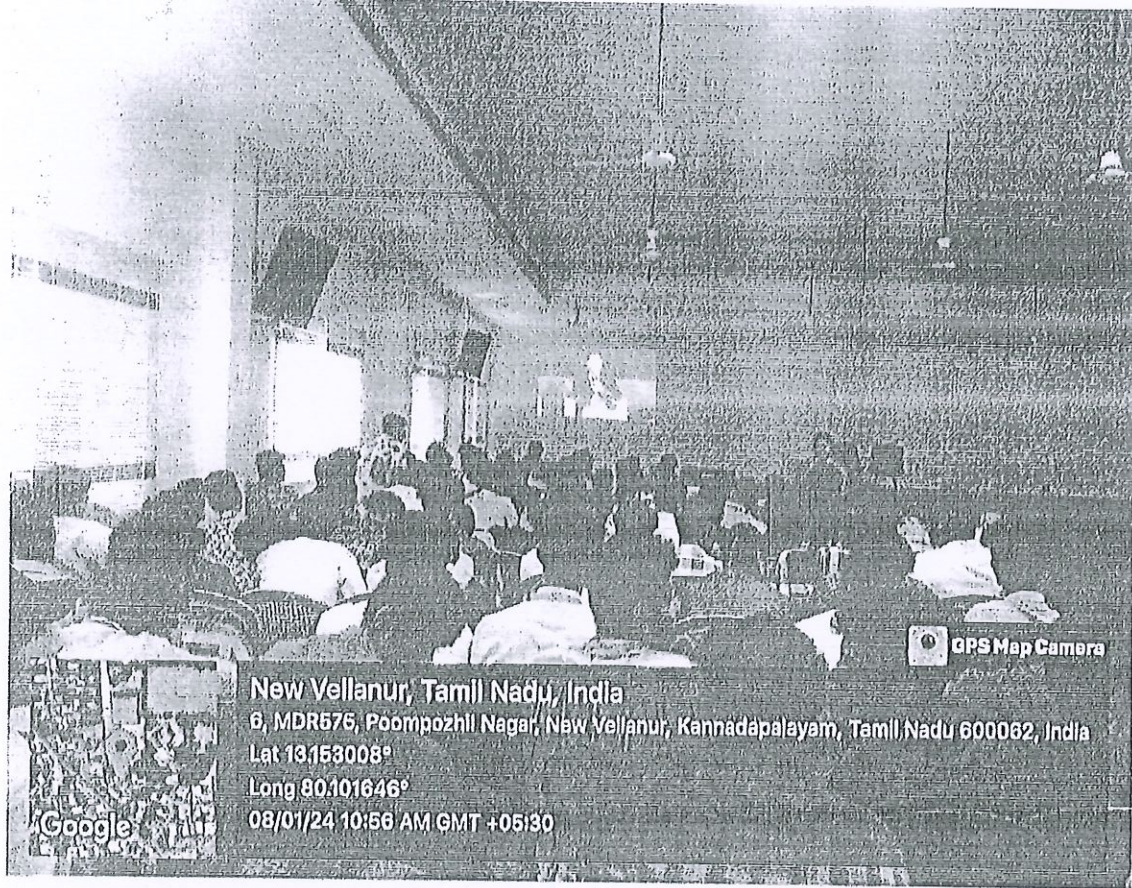
Objective and Outcome: It aimed to inspire students by providing a firsthand look at the state's vibrant economic ecosystem. Secondly, the initiative sought to educate students about potential career paths and entrepreneurial opportunities within Tamil Nadu. Lastly, by incorporating the live telecast into educational curricula, the government aimed to bridge the gap between academic learning and practical industry insights, preparing students for the challenges and opportunities in the ever-evolving business landscape.

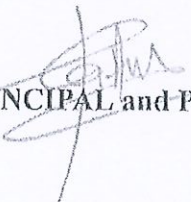
The outcome is anticipated to be a generation of students equipped with a deeper understanding of the economic dynamics in their home state. This forward-thinking approach not only enriches academic experiences but also cultivates a pool of skilled and motivated individuals who can actively contribute to Tamil Nadu's economic growth and innovation.

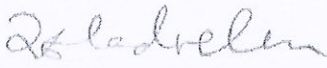



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Kovilpathagai Main Road, Kannadapalayam,
Vellanoor Post, Avadi, Chennai-600062.

The successful integration of students into the TNGIM 2024 telecast underscores the state's commitment to nurturing a well-informed and economically empowered younger generation.




PRINCIPAL and PRESIDENT


CO-ORDINATOR

Mr. U. VADIVELAN
Programme Officer, National Service Scheme
Nazareth College of Arts & Science
Kovilpathagai Main Road, Kannadapalayam, Avadi, Ch-62.




Principal
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STUDENT STUDY CELL

SEMINAR ON 'GLOBAL EXCELLENCE SCHOLARSHIP & STUDY ABROAD

Nazareth college of arts and science and Student Study Cell conducted a seminar, "GLOBAL EXCELLENCE SCHOLARSHIP & STUDY ABROAD" on 02nd February, 2024.

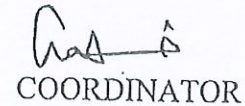
The session held in Seminar hall by 10.00am, with the prayer by Suji.M of II B Com D. Welcome speech was given by Nivetha.S of III B com B. Resource person was introduced by Harshini.B of III B Com A.

Nearly 60 Students and staff members actively participated in this Seminar.

The Resource person of this seminar was Ms. Kalpana, a Senior Academic Counsellor of **kanan.co international**. Her speech emphasized about the scholarship and the opportunities which are available for the students, who are interested to do their higher studies abroad. The session was very interactive among the speaker, students and staff members.

The session ended by 1.00 pm with the vote of thanks by Suji.M II B com D.


PRINCIPAL


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STUDENT STUDY CELL PROGRAM

ATTENDANCE SHEET

Date:02/02/2024

S.no	Department	Name of the student	signature of the student	
1	B.com	1. Greata Acshah	Greeta Achah	7402612652
		2.Sangeetha	Sangeetha	8072090729
		3.Sheela	Sheela	9342370635
		4.ShanmugaPriyan	SHANMUGA PRIYAN	9629261324
2	B.com Sh-II	1. Kamaleshwari	Kamaleshwari	9941961979
		2. Swetha	Swetha	8015706454
		3. Kowsalya	Kowsalya	9345936878
		4. shamkumar	Sham Kumar	9884427117
		5. Thangaraj	Thangaraj	9342983998
3	B.B.A	1.Rithika. J	Rithika J	6305201496
		2.Sathyasree S	Sathya Sree S	8248363877
		3.Jarikula Dilli Rani	Jarikula Dilli Rani	
		4.Kaviya S	Kaviya S	
4	B.C.A	1 Bharathi devi	Bharathi devi	
		2 Divya. M	M. Divya	9384685908
		3 C. Shalini	C. Shalini	9150865956
		4 Oswald prasanna	Oswald Prasanna	
5	B.sc (cs)	Keerthana K	Keerthana K	
		Nandhini V	Nandhini V	
		Jayasudha K	Jayasudha K	
		Kushpoo B	Kushpoo B	
6	B.sc Maths	1.Mohammed Sohail Shariff	Mohammed Sohail Shariff	
		2.Dharshana A	Dharshana A	
7	B.A English	1. Annie Angel R	Annie Angel R	9694607769
		2. Jercy Priya K	Jersey Priya K	9080858014
		3. Poornima M	Poornima M	6314332060
		4. Rajeswari T	Rajeswari T	9600120136
8	B.sc Visual communication	1 Dinesh	Dinesh	9150275127
		Selvakumar	Selvakumar	9361797082
9	B.S.W	1 Merlin. P	P. Merlin	
P.G				
10	M.com	1 Sarath	Sarath	9881355433
		2 Fidel Vaz	Fidel Vaz	6381388796
		3 Keerthika	Keerthika	9710158540
		4 Nivetha	Nivetha	7306444182
		1. Esther A	Esther A	



[Signature]
Principal
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Vellanoor Post, Avadi, Chennai-600062.

11	M.A English	2. Preetty A	Preetty A	900308
		3. Esther Hannah S	Esther Hannah S	9445824
		4. Mariyam S	Mariyam	994 0064
		1 Lokeshwari	Lokeshwari	822053
12	M.sc Computer science	2 Kani	Kani	7339652
		3 Ebenezer	Ebenezer	9629242
		1 Annammal.P	Annammal.P	7358918
13	M.S.W	2 Agnes Johanna. S	S. Agnes Johanna	9360729




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**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of IHD Initiative)



Seminar on Global excellence scholarship & Study abroad



Friday, 02nd Feb 2024
10.00 AM Onwards



Seminar hall

Resource Person

Ms. Kalpana

Senior Academic Counsellor
Kanan International Pvt Ltd



Kanan.co

UN SDG

Target 4.7.b



**ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND
PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL**

In the presence of

Mr. A.N. Henry Maris
Secretary & Chief Sustainability Officer
Nazareth College of Arts & Science,
Avadi, Chennai, India

Dr. E. Mary Angeline
Principal & Sustainable Educator
IIC President & Innovation Ambassador
Nazareth College of Arts & Science,
Avadi, Chennai, India

Ms. K. Alamelu
IIC Vice President & Dean of IQAC
Innovation Ambassador
Head Department of Mathematics
Nazareth College of Arts & Science
Avadi, Chennai, India

Ms P.M. Umadevi
Assistant professor
Department of Commerce
Nazareth College of Arts & Science
Avadi, Chennai, India



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Principal
Principal

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LOVE FEAST – A DELIGHTFUL FOOD FESTIVAL
December 21st, 2023

On December 21st, 2023, the PG Department of Computer Science at Nazareth Arts and Science College organized a delightful food festival, aptly named "Love Feast." This name encapsulates the essence of the festival, signifying that the food was prepared with abundant love and an array of flavors.

The festival commenced in the seminar hall at 01:00 p.m. with the felicitation of esteemed members of the institution. The event unfolded seamlessly according to our meticulous planning, resulting in a resounding success.

The menu was carefully curated and divided into various slots, with each item expertly prepared by the staff members of our institution. The food was presented with love and attention to detail, reminiscent of a restaurant-style arrangement. The festival provided an excellent platform for expressing love and care through the medium of food.

We were delighted to receive positive feedback from both the staff and heads of the institution, affirming the success of the event. The "Love Feast" food festival served as a memorable occasion for all involved, fostering a sense of camaraderie and appreciation within our community.




CO-ORDINATOR

Webinar on Entrepreneurial Development PROGRAM REPORT

Date: January 30, 2024

Time: 2:00 pm to 3:00 pm

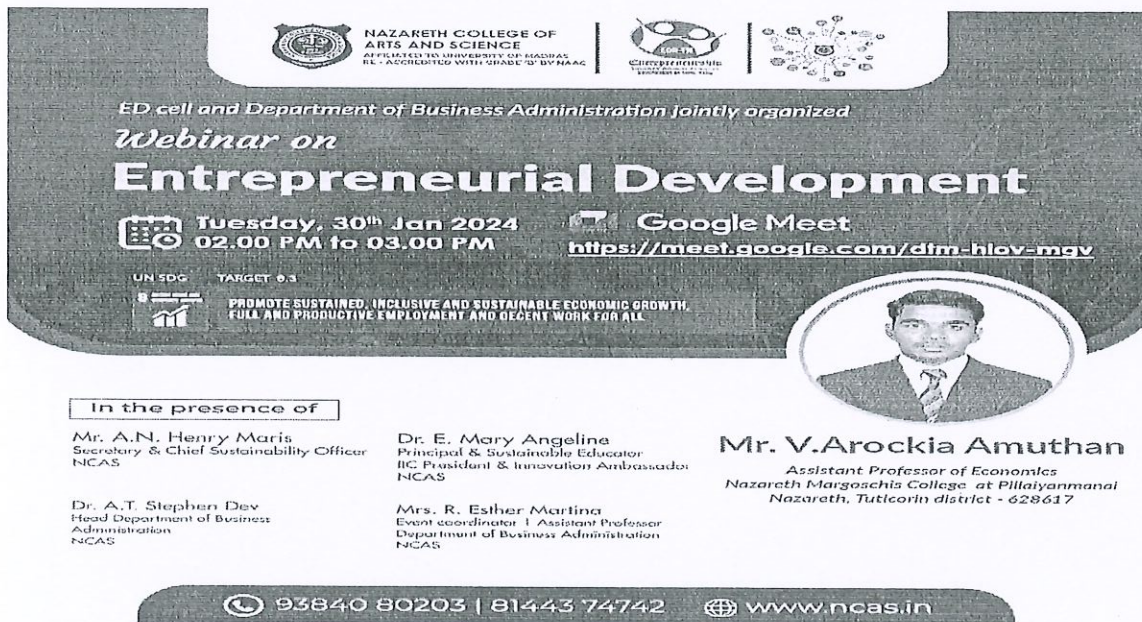
Venue: Online (Google Meet)

GMeet link: <https://meet.google.com/dtm-hiov-mgv>

Organizers: Ed Cell and the Department of Business Administration

Objective of the Program:

The webinar on entrepreneurial development was organized jointly by the Entrepreneurship Development Cell (Ed Cell) and the Department of Business Administration on January 30, 2024. The primary objective of the program was to impart knowledge and insights into entrepreneurial skills, strategies, and development opportunities to the participants.



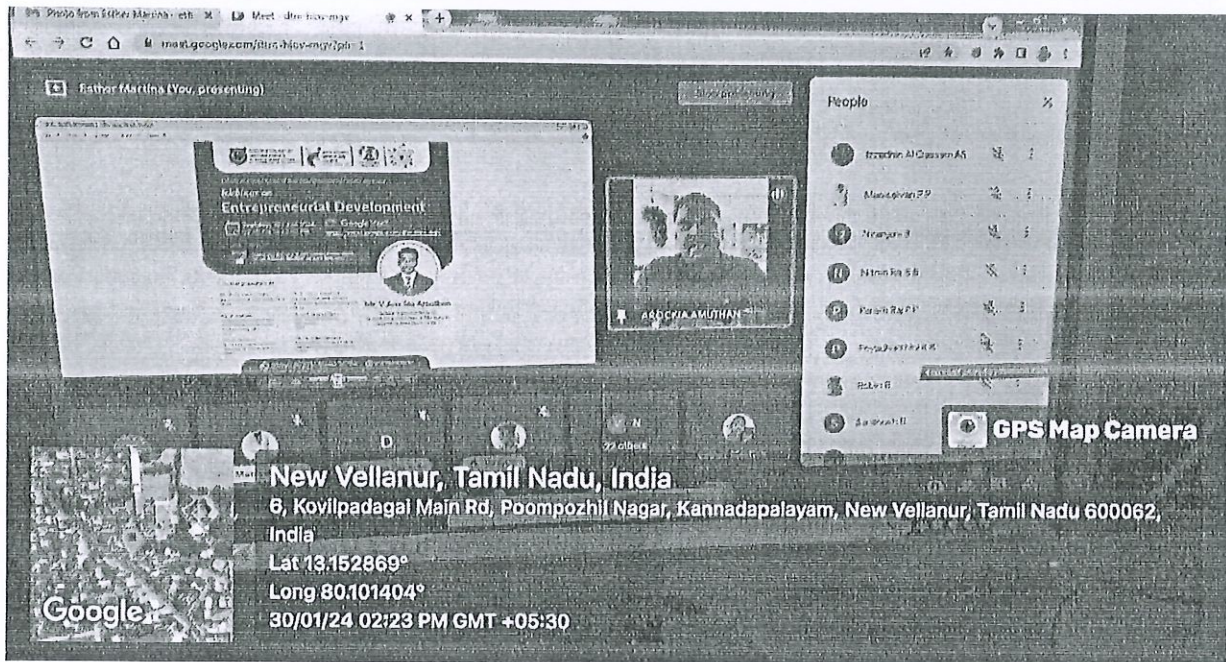
ED cell and Department of Business Administration jointly organized
Webinar on Entrepreneurial Development
Tuesday, 30th Jan 2024
02.00 PM to 03.00 PM
Google Meet
<https://meet.google.com/dtm-hiov-mgv>
UN SDG TARGET 8.3
PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH,
FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL
In the presence of
Mr. A.N. Henry Maris
Secretary & Chief Sustainability Officer
NCAS
Dr. A.T. Stephen Dev
Head Department of Business
Administration
NCAS
Dr. E. Mary Angelina
Principal & Sustainable Educator
IIC President & Innovation Ambassador
NCAS
Mrs. R. Esther Martina
Event coordinator | Assistant Professor
Department of Business Administration
NCAS
Mr. V.Arockia Amuthan
Assistant Professor of Economics
Nazareth Margoschis College at Pillaiyanmanai
Nazareth, Tuticorin district - 628617
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Resource Person:

The session was conducted by Mr. V. Arockia Amuthan, an esteemed faculty member from the Department of Economics at Nazareth Margoschis College, located in Pillaiyanmanai Nazareth, Tuticorin District, Tamil Nadu. Mr. Amuthan brought to the table a wealth of knowledge and experience in the field of economics and entrepreneurship, making him a highly valuable resource person for the webinar.

Message Delivery:

The introduction of the resource person, Mr. V. Arockia Amuthan, was delivered by Ms. R. Esther Martina, the event coordinator, and Assistant Professor of Business Administration. Ms. Martina provided an insightful overview of Mr. Amuthan's credentials, highlighting his expertise and achievements in academia and entrepreneurial endeavors.



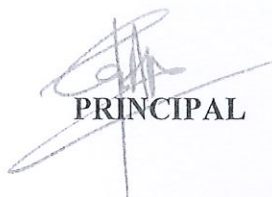
Outcome of the Program:

The webinar proved to be immensely beneficial for all the participants. Mr. Amuthan's comprehensive presentation covered various aspects of entrepreneurial development, including identifying opportunities, building business models, financial management, and overcoming challenges. Our college students had a great time in this Webinar. A total of 28 students and 4 staff participated and Participants gained valuable insights into the entrepreneurial ecosystem and were equipped with practical strategies to foster their entrepreneurial journey.

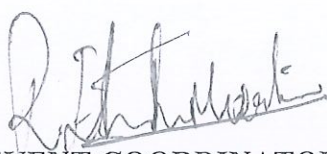
Vote of Thanks:

Dr. A. T. Stephen Dev, faculty member and coordinator of the Department of Business Administration, extended a heartfelt vote of thanks to Mr. V. Arockia Amuthan for his enlightening session. Dr. Dev expressed gratitude to all the participants for their active engagement and contributions, as well as to the organizers for their efforts in making the webinar a resounding success.

Overall, the webinar on entrepreneurial development served as a platform for knowledge exchange and empowerment, inspiring participants to explore and pursue entrepreneurial opportunities with confidence and determination.



PRINCIPAL



EVENT COORDINATOR

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Sustainable Sanitation- Connecting communities

24th March, 2023

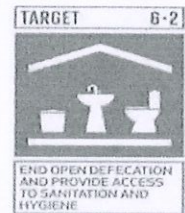
Department: Department of Social work

Venue: Meyyur Village

SDG: 6.2 – End open defecation and provide access to sanitation and hygiene

Objective: To construct and provide the facility of Bio Toilets in Meyyur village

The few households in the village population of Meyyur. Lack access to proper sanitation. People must often use open air, unhygienic shared toilets. Based on the survey and the need of the community the UBA team approached Habitat India for Bio Toilets for the community to solve open defecation. Education has been an essential part of the effort too. Bank of America constructed bio toilets to households in Meyyur village.



TOTAL BENEFICIARIES REACHED: Awareness provided to 950 STUDENTS on Clean water 85 households.

PROGRAM COORDINATOR

PRINCIPAL

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Potable Clean Water

26th September, 2023

Department: Department of Social work

Venue: Meyyur Village

SDG: 6.3 – improve water quality, waste water treatment and safe reuse

Objective: To promote the importance of drinking clean water and donate nonelectric water filters

Clean water is one of the few things in life that never fails to live up to expectations. Clean water changes almost everything. Having clean water and sanitation means being able to avoid exposure to countless diseases. Every year, millions of people die from diseases caused by inadequate water supply, sanitation, and hygiene. Based on the survey and the need of the community the UBA team approached World Vision India for water filters. World vision donated nonelectric water filters to the households in Meyyur village.



TOTAL BENEFICIARIES REACHED: Awareness provided to 950 STUDENTS on Clean water 85 households.

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COMMUNITY OUTREACH PROGRAMME - End Open Defecation

21st September, 2023

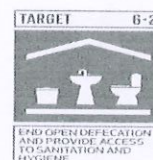
Department: Department of Social work

Venue: Meyyur Village

SDG: 6.2 – End open defecation and provide access to sanitation and hygiene

Objective: To raise awareness, educate and inspire change in the toilet practice of the village people

The Community Outreach Programme with the aim to end open defecation through a thought-provoking play emerged as a crucial endeavor in addressing a pressing sanitation issue. Open defecation is a significant public health concern, particularly in rural areas, where access to proper sanitation facilities is limited. The event served as a means to raise awareness, educate, and inspire change within the community. The need for this event was evident in the health and well-being of the villagers. Open defecation not only leads to contamination of water sources and the spread of diseases but also violates the dignity and privacy of individuals. By choosing this topic and employing a play as a medium, the event aimed to convey the importance of adopting proper sanitation practices and building toilets in a manner that resonated with the community. The student's involvement in the outreach program added a layer of youth-driven enthusiasm and dynamism to the initiative. Their presence not only symbolized the younger generations commitment to societal change but also fostered a sense of collective responsibility for community development.



TOTAL BENEFICIARIES REACHED: The full village with 1500 residents benefitted from this event.

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SLOGAN WRITING COMPETITION - Eradicate poverty in the society

18th September, 2023

Department: Department of Social work

Venue: Online mode

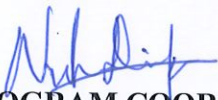
SDG: 1 – No poverty

Objective: To make the students understand about the pressing social issue poverty.

The online slogan writing on the topic of Eradicate poverty in the society served as a significant step towards addressing and understanding a pressing societal issue. Poverty is a global problem that affects millions of lives, and it is crucial to gauge public awareness and opinions on this matter. This event provided a platform for the public to voice their thoughts, contributing to the ongoing dialogue on this topic. The slogan writing was conducted through the official Instagram Page of the Nazareth arts college via a google form being posted in the page on the day of the event. It not only raised awareness but also engaged the public in a crucial dialogue about a topic that demands our collective attention and action.



TOTAL BENEFICIARIES REACHED: 20 students participated in the event.


PROGRAM COORDINATOR


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OBSERVATION VISIT

Exposure Visit to Village: Identify Real Life problems

Date and Time: 25-10-2023 / 10.30 a.m.

No. Of Staff and Student participants: 1 staff and 10 participants

Theme of the program is based on Innovation and Design Thinking

Objective of the program

- To learn about the real-life problems in the village community.
- To learn about the issues faced by the village community.
- To know about the livelihood condition of the Meyyur village.

Meyyur is a Village in Poondi Block in Thiruvallur District of Tamil Nadu State, India. It is located 13 KM towards North from District headquarters Tiruvallur. 7 KM from Poondi. 45 KM from State capital Chennai. Our arrival to Meyyur village occurred around 11:30 a.m., and the students were subsequently divided into two groups to explore the village.

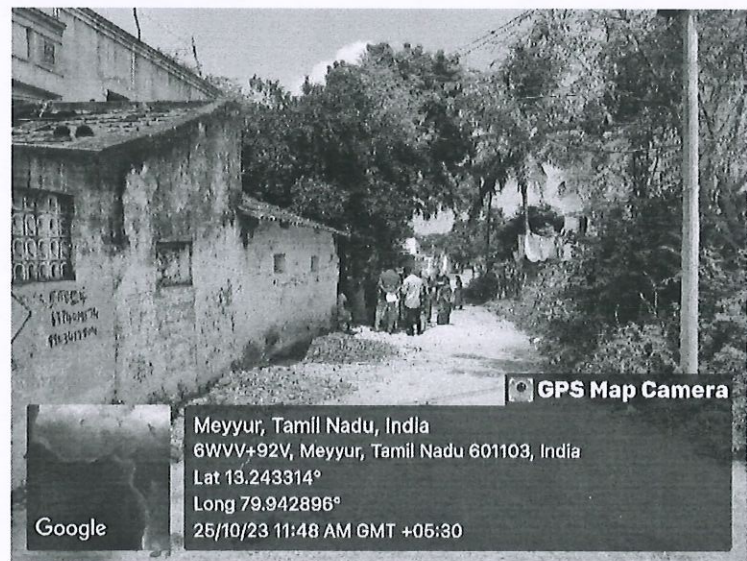
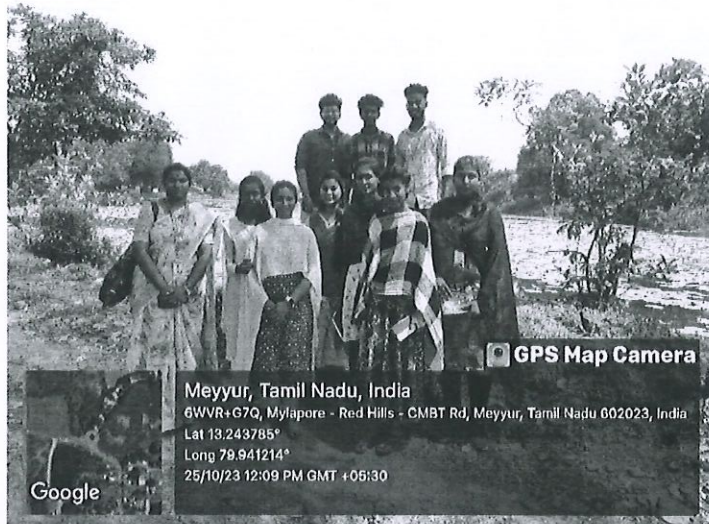
The village comprises approximately 647 households with a population ranging from 2300 to 2800 residents.

Learning outcome of the programs

Exposure to the village has given us a lot of insights about the village lifestyle and the problems faced by the village community.

- Participants gained a deeper understanding of rural life and the challenges faced by the village community in all aspects of life.
- Participants developed empathy and an appreciation for the cultural diversity and traditions of rural communities.
- Participants had the opportunity to engage in meaningful conversations with villagers, fostering communication and cross-cultural learning.
- Participants acquired knowledge about the socio-economic conditions in rural areas and the importance of community development.
- Participants were able to reflect on the impact of urbanization and globalization on rural communities.
- Participants developed a sense of responsibility towards rural development and social welfare.

These learning outcomes provided a well-rounded educational experience for participants in the Village visit, fostering personal growth, cultural sensitivity, and a sense of social responsibility.



Total Beneficiaries: Residents of about 2800 from the village of Meyyur.

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EXPOSURE AND FIELD VISIT FOR PROBLEM IDENTIFICATION

Date and Time: 25-10-2023 / 10.30 a.m.

No. Of Staff and Student participants: 1 staff and 10 participants

Theme of the program is based on Innovation and Design Thinking

Objective of the program

- To learn about the village perspective - Malandur village.
- To learn about the requirements and issues that the village community is facing.
- To know about the livelihood condition of the Malandur village.
- To identify the problems faced by people of Malandur village

Malandur, situated in the Ellapuram Block within Tiruvallur District of Tamil Nadu, India, is a village located 24 kilometers to the north of the district's headquarters, Tiruvallur. Our arrival in Malandur village occurred at 11:15 a.m., and the students were subsequently divided into two groups to explore the village.

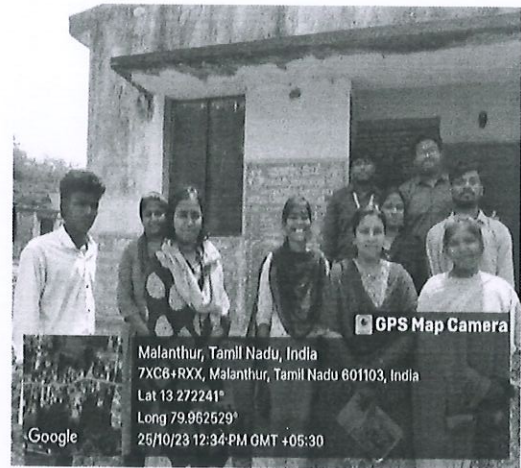
The village comprises approximately 550 households with a population ranging from 1800 to 2000 residents.

Learning outcome of the programs

Exposure to the village has given us a lot of insights about the village lifestyle and we also came to know about the needs and wants

- Participants gained a deeper understanding of rural life and its challenges.
- Participants developed empathy and an appreciation for the cultural diversity and traditions of rural communities.
- Participants had the opportunity to engage in meaningful conversations with villagers, fostering communication and cross-cultural learning.
- Participants acquired knowledge about the socio-economic conditions in rural areas and the importance of community development.
- Participants gained insights into the challenges and opportunities for education and healthcare in rural settings.
- Participants were able to reflect on the impact of urbanization and globalization on rural communities.
- Participants developed a sense of responsibility towards rural development and social welfare.

These learning outcomes provided a well-rounded educational experience for participants in the Village visit, fostering personal growth, cultural sensitivity, and a sense of social responsibility.



TOTAL NUMBER OF BENEFICIARIES: 2000 residents of Malandur village.


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The SDG Book Project- VOLUME 1

The SDG Book Project by Nazareth appears to be an initiative aimed at promoting awareness, education, and actionable steps toward achieving the United Nations Sustainable Development Goals (SDGs). Through the Nazareth SDG Transformation Centre, the SDG Book Project which has 26 studies serves as a tool to:

- Build leadership capacity among students and faculty on sustainability topics.
- Disseminate practical knowledge about SDG-aligned programs such as organic farming, waste management, and disaster preparedness.

SDG Book project is a collective research project based on local issues and directed towards the 17 Sustainable Goals of United Nations. The Second-year students of all the 9 departments were divided into 26 projects coordinated by 26 faculties and students.

SDG GOAL	TARGET	TOPIC OF THE RESEARCH PROJECT
6	6.3	A study on wastage of Water in gated communities in Avadi
16	16.1	A study on how youth adopt kindness in their life in Avadi
2	2.2	A study on everyday health choices of food that affect their health in Avadi
2	2.3.2	Challenges of Jasmine farming at Arikambattu Village
7	7.3.1	A study on the main consumers of energy on School Campus in Avadi
3	3.4.4.	A study on students awareness on organic foods in Vadi
5	5.4 ✓	A study on spending behaviour among women in Avadi
12	12.5.1	A study on the type of the waste produced by educational institutions in Avadi

12	12.5.1	A study on waste disposal system adopted by health care settings in Avadi
12	12.3	A study on vegetable & fruit waste disposal adopted by the street vendors in Avadi
11	11.2.1	A study on the student's preference to use public transport to commute to college in Avadi
3	3.4	A study on fitness routine followed by students in higher educational institutions in Avadi
12	12.4.1	A study on use of single use cups among customers in road side shops
12	12.3.1	A study on practices of using own bags to shop to reduce plastic bags
12	12.3.1	A study on supermarkets that use plastic free bags in Avadi corporation
12	12.8.1	A study on organic food consumption among families in Avadi
4	4.1.1	A study on maths readiness among children in high schools in Kannadapalayam
6	6.1.1	A study on daily water usage among public in Avadi
8	8.5.1 ✓	A study on the challenges of women vendors in Avadi Municipal Corporation
9	9.1.1 & 9.1.2	Impact of bad roads on the commuters in Avadi
11	11.5.1	A study on disaster preparedness among government schools in Avadi
6	6.1	A study on the lakes and its biodiversity in Avadi
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SDG BOOK PROJECT REPORT

A Study on challenges of Women Auto Rickshaw Drivers in Chennai

Introduction

This study explores the socio-economic conditions, occupational challenges, and financial sustainability of auto rickshaw drivers, with a particular focus on women in the profession. The research aims to assess factors such as income sufficiency, job security, financial management, safety concerns, and gender-based challenges faced by these drivers. Through a structured survey of 24 respondents, key insights into their livelihoods, financial stability, work challenges, and societal perceptions have been documented.

Objectives of the Study

1. To analyze the demographic profile of auto rickshaw drivers, including age, gender, education, and marital status.
2. To examine the economic status, sources of income, and financial challenges, including daily wages, auto rental, and loan dependence.
3. To understand occupational issues such as gender discrimination, harassment, and police interactions.
4. To assess road safety measures, traffic violations, and accident trends among auto drivers.
5. To evaluate drivers' perceptions of career sustainability, flexibility, and work-life balance.

Findings

1. Demographics and Employment

- The majority of drivers belong to the 26-35 age group (45.8%), with 100% of respondents identifying as female.
- 95.8% of drivers are married, and 79.2% belong to nuclear families.
- 87.5% of drivers are self-employed, while 100% earn through daily wages, reflecting financial instability.

2. Financial Aspects and Ownership

- 66.7% purchased their auto-rickshaws through loans, with a preference for private financing and bank loans.

- 62.5% of respondents have no structured savings, with only a few investing in LIC policies or personal savings.
- 62.5% earn below ₹1,000 per day, and 50% find their income insufficient to meet family needs.

3. Occupational Challenges

- 54.2% face career challenges, including gender discrimination (33.3%), lack of support from society (8.3%), and low societal acceptance.
- 20.8% of female drivers report occupational issues, mainly due to bias in hiring, customer behavior, and societal stigma.
- 41.7% admit to violating traffic rules, while 95.8% report experiencing road accidents, mostly minor.

4. Safety, Security, and Working Conditions

- 16.7% of drivers have dealt with drunken passengers, posing safety concerns.
- 33.3% report experiencing gender discrimination, while 12.5% report issues with police interactions.
- 100% reported not facing molestation threats, but 16.7% feel embarrassed while working due to social stigma.
- 58.3% have never taken a vacation, indicating work pressure and financial constraints.

5. Perceptions and Social Encouragement

- 87.5% of respondents encourage women to take up auto-rickshaw driving as a profession.
- 70.8% use their rickshaws for personal purposes, showcasing its importance as a livelihood and personal asset.

Recommendations

1. Financial Assistance & Savings Initiatives:

Implement loan subsidies and structured savings programs to help drivers manage expenses and financial security.

2. Workplace Safety & Legal Protections:

Strengthen anti-harassment laws, gender sensitization programs, and safety regulations for female auto drivers.

3. Infrastructure & Road Safety Measures:

Promote driver training, enforce traffic regulations, and provide accident insurance coverage.

4. Community Awareness & Gender Inclusion:

Conduct awareness campaigns to reduce gender discrimination, increase public acceptance of women drivers, and ensure societal support.

5. Flexible Work Policies & Work-Life Balance:

Advocate for structured work hours, paid leave policies, and alternative income support for struggling drivers.

Conclusion

This study highlights the economic struggles, career challenges, and safety concerns of auto-rickshaw drivers, especially women navigating a male-dominated profession. While self-employment provides autonomy, financial instability, safety threats, and social biases hinder long-term sustainability. Addressing these issues through financial inclusion, policy intervention, and gender-supportive initiatives can significantly improve the well-being of auto-rickshaw drivers and encourage more women to enter the profession.


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SDG BOOK PROJECT REPORT

A Study on Choice of Transportation Among Adolescents in Metropolitan Cities

Introduction

This study examines transportation preferences among adolescents in metropolitan cities, focusing on factors influencing their choices, barriers to alternative transport, and awareness of sustainable commuting. The survey aimed to assess affordability, reliability, safety, and environmental impact in urban transportation.

Methodology

A structured questionnaire was distributed to 68 respondents, including students, professionals, and self-employed individuals. The study collected data on age, gender, education, marital status, family size, and economic status to analyze transportation habits and preferences.

Findings

Preferred Transportation: Public transport (48.53%) was the most used mode, followed by private vehicles (33.82%). Walking and cycling remained unpopular (7.35% and 5.88% respectively).

Influencing Factors: Time efficiency (54.41%) was the primary factor, followed by cost (22.06%) and convenience (19.12%).

Safety Concerns: 52.94% felt unsafe using public transport, citing overcrowding and security issues.

Awareness & Infrastructure Needs: 67.6% were unaware of government initiatives for sustainable transport. Respondents supported pedestrian paths (38.2%) and self-driving options (26.5%) as viable solutions.

Congestion & Affordability: 72.1% faced congestion issues, leading to longer commutes, stress, and reluctance to use public transport. While 67.6% found public transport affordable, 32.4% considered it expensive.

Weather-Based Preferences: During bad weather, 29.4% used public transport, while others opted for private vehicles (26.5%) and taxis (25%).

Role of Institutions: 89.7% supported stricter transportation rules in educational institutions, advocating awareness programs for bike safety (25%), public transport (36.8%), and eco-friendly choices (13.2%).

Recommendations

1. Infrastructure Development: Build dedicated pedestrian paths and cycling lanes to promote alternative transportation.
2. Public Transport Improvements: Enhance safety, punctuality, and real-time travel updates to encourage more users.
3. Sustainability Awareness: Conduct campaigns on sustainable commuting, government initiatives, and eco-friendly practices.
4. Traffic Management: Implement better scheduling, congestion control, and incentives for using public transport.
5. Flexible Weather Solutions: Improve ride-sharing services and emergency transport options during extreme weather conditions.

Conclusion

The study highlights the need for safer, more reliable, and sustainable transportation options. While public transport is widely used, safety concerns, congestion, and lack of infrastructure deter wider adoption. By addressing these barriers through policy changes, infrastructure improvements, and awareness initiatives, cities can promote sustainable and efficient transportation for adolescents.


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SDG BOOK PROJECT REPORT

A Study on the Challenges of Women Vendors in Avadi Municipal Corporation

Introduction

Women vendors play a crucial role in the informal economy, providing essential goods and services while facing numerous challenges. This study examines the social, economic, and occupational difficulties faced by women vendors in Avadi Municipality. The research highlights their income patterns, working conditions, financial struggles, and lack of government support, aiming to provide insights into how their livelihoods can be improved.

Objectives of the Study

1. To analyze the demographic profile of women vendors, including age, education, and marital status.
2. To examine income levels, daily wages, and investment patterns.
3. To assess challenges related to government support, work conditions, and financial security.
4. To understand the impact of COVID-19 on their business and financial stability.
5. To suggest possible solutions for improving their livelihoods.

Methodology

This study is based on primary data collected from 31 women vendors through a structured questionnaire. The findings reflect their socio-economic conditions, struggles, and aspirations.

Findings

1. Demographics and Family Background

Age Distribution: The majority (54.8%) are aged between 46-55 years, suggesting that most vendors are older, which may impact their ability to adapt to modern business methods.

Gender: Nearly 96.8% of the respondents are women, highlighting that women dominate the vending sector in Avadi Municipality.

Education: 58.1% have no formal education, limiting their ability to access loans, adopt technology, or expand their business.

Marital Status: 90.3% are married, indicating financial responsibilities beyond work, as they manage both household and business duties.

Family Size: 51.6% have families with more than 4 members, increasing financial pressure to sustain their households.

2. Work and Income Stability

Occupation: 87.1% are self-employed, meaning they rely on daily earnings and lack social security benefits.

Economic Status: 93.5% earn daily wages, making them vulnerable to income instability.

Experience: 48.4% have been in this job for over 10 years, suggesting that vending is their only source of livelihood with limited alternative job opportunities.

Daily Investment: 67.7% invest less than ₹5000 per day, which restricts their ability to expand their business.

Daily Profit: 54.8% earn below ₹5000 per day, reflecting low profit margins and financial struggles.

3. Business Operations and Challenges

Fixed Business Locations: 58.1% have a permanent shop, providing stability, while others face constant relocation issues.

Lack of Government Support: 96.8% receive no help from the government, showing the lack of welfare programs for women vendors.

Work Timings: 51.6% work morning to evening, leading to long hours and work-life imbalance.

Basic Amenities: 51.6% lack access to drinking water, food, and washrooms, affecting their health and productivity.

Banking and Digital Payments:

- 83.9% have a bank account, but 61.3% do not accept UPI payments, indicating low digital adoption.
- 61.3% are denied bank loans, restricting their ability to grow their business.

4. Social and Gender-Based Issues

Ill-treatment by Customers: 90.3% reported no issues, but 9.7% faced mistreatment.

Gender-Based Exploitation: 100% confirmed they have not been taken advantage of due to gender, indicating a safe business environment.

Harassment by Government Officials: 48.4% faced trouble from authorities, suggesting challenges in obtaining licenses and operating freely.

Approval for Business: 61.3% operate without formal approval, leaving them vulnerable to evictions and legal challenges.

Comfort with Male Traders: 80.6% are comfortable trading with male merchants, while 19.4% face discomfort, indicating gender-based barriers in business interactions.

5. Post-COVID Business Growth

- 54.8% reported "average" growth, while 35.5% faced losses.
- The pandemic had a mixed impact, with some vendors recovering and others struggling to regain stability.

Challenges Identified

1. Financial Instability:

- Dependence on daily wages with no fixed income.
- Limited savings and lack of access to bank loans.

2. Lack of Government Support:

- No welfare associations to protect their rights.
- No financial assistance from the government, making business expansion difficult.

3. Poor Working Conditions:

- Lack of basic facilities like drinking water, washrooms, and food.
- Long working hours affecting personal well-being.

4. Limited Business Growth Opportunities:

- Low investment capital and restricted access to bank loans.
- Slow adoption of digital payments and modern business techniques.

Recommendations

1. Financial Support and Inclusion:

- Provide microfinance loans at low interest rates to support business expansion.
- Encourage government grants and subsidies for women entrepreneurs.

2. Government Intervention and Welfare Programs:

- Introduce formal vending licenses and structured welfare schemes.
- Set up women vendor associations to protect their rights and provide assistance.

3. Improving Working Conditions:

- Establish designated vending zones with water, sanitation, and seating facilities.
- Implement fixed work hours to reduce health risks.

4. Business Development and Digital Awareness:

- Conduct financial literacy and digital payment workshops to promote online transactions.
- Provide training in modern marketing techniques and business management.

5. Post-COVID Recovery Measures:

- Offer subsidies and tax benefits to vendors struggling after the pandemic.

- Organize business networking events to connect vendors with larger markets.

Conclusion

This study highlights the economic struggles, lack of government support, and poor working conditions faced by women vendors in Avadi Municipality. Despite their resilience and self-employment efforts, they continue to face financial instability, gender-based challenges, and limited business growth opportunities.

To improve their livelihoods, financial assistance, structured government policies, better working environments, and digital transformation initiatives are needed. Providing legal recognition, financial security, and access to social benefits will help empower women vendors, allowing them to achieve economic independence and contribute to sustainable urban growth.

By addressing these challenges and implementing strategic policies, the quality of life and economic stability of women vendors in Avadi can be significantly improved.

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SDG BOOK PROJECT REPORT

A Study on Spending Behavior Among Women in Avadi

Introduction

Women's spending behavior has become an important topic of study due to their increasing role in the economy. With more financial independence and changing societal roles, women make significant financial decisions that influence the market. This study aims to understand the factors that shape women's spending habits, including income, education, cultural background, and financial independence.

By analyzing women's shopping preferences, savings patterns, and financial decision-making, this research provides insights into how they allocate resources for essentials, luxury goods, and investments. The study also examines how age, family influence, and digital platforms impact their spending behavior. Understanding these factors will help businesses, policymakers, and financial institutions develop better strategies to cater to women consumers.

Objectives

This study focuses on:

1. Understanding how income levels impact spending priorities.
2. Analyzing how age and education influence financial decisions.
3. Exploring how cultural background shapes consumption patterns.
4. Examining women's attitudes towards savings, investments, and financial independence.
5. Investigating the role of digital payments and social media in shaping spending habits.

Methodology

This study is based on data collected from 75 respondents through surveys. The questionnaire covered topics such as monthly expenses, savings, financial goals, shopping habits, and the influence of social and digital factors on spending decisions. The responses were analysed to identify common patterns and key challenges women face in managing their finances.

Findings

1. Demographics and Financial Background

Age: The majority (68%) of respondents were young women aged 15-25 years, followed by 26-35 (13.3%) and 36-45 (14.7%).

Education: Most respondents had undergraduate degrees (62.7%), while only 8% had postgraduate degrees.

Marital Status: 68% were single, and 30.7% were married, indicating financial independence for many respondents.

Family Size: 54.7% lived in smaller families (below 4 members), while 45.3% belonged to larger families.

Employment: 58.7% were not working, while 41.3% were employed.

Economic Status: 56% were students, with no regular income, while 38.7% earned monthly wages.

2. Financial Independence and Spending Power

Right to Spend: 82.7% had control over their spending, while 17.3% did not.

Monthly Budget for Shopping: 54.7% found it sufficient, while 45.3% struggled to manage within their budget.

Savings: 90.7% had a savings account, and 64% saved money regularly.

Spending Priorities: 65.3% prioritized essential purchases, while 34.7% spent on non-essentials.

Family Support: 65.3% were encouraged by their family to spend on themselves, while 34.7% were not.

3. Shopping Preferences and Payment Modes

Mode of Payment: 69.3% preferred cash, while 30.7% used digital payments (UPI, cards, etc.).

Shopping Frequency: 52% visited stores often, while 54.7% frequently shopped online.

Online Food Orders: 46.7% never ordered food online, while 36% ordered occasionally.

Shopping as Therapy: 70.7% felt better after shopping, while 29.3% did not.

Self-Dependence Through Shopping: 50.7% used shopping as a form of independence, while 49.3% did not.

4. Consumer Behavior and Social Influences

Clothing & Beauty Products:

- 61.3% regularly spent on clothing, while 42.7% never bought beauty products.

Social Media Influence:

- 38.7% were influenced by social media in purchasing decisions, while 45.3% were not affected.

Prioritizing Essentials Over Luxury:

- 36% did not prioritize essentials over luxury, while 64% often or very often did.

Spending Behavior Over Time:

- 56% changed their spending habits with age, while 44% maintained the same behavior.

Challenges Identified

1. Limited Financial Independence:

While many women manage their spending, 17.3% still do not have financial control.

2. Budget Constraints:

45.3% struggled with their monthly budget, limiting their ability to shop freely.

3. Cash Dependency:

69.3% preferred cash over digital payments, suggesting slow adoption of online transactions.

4. Limited Investment in Beauty & Self-Care:

42.7% never spent on beauty products, indicating prioritization of essential goods over personal care.

5. Mixed Social Media Influence:

While 38.7% were influenced by online trends, 45.3% were not affected by social media marketing.

Recommendations

1. Encouraging Financial Independence:

- Women should be provided with financial education programs to improve budgeting and saving habits.
- More women should be encouraged to open savings accounts and invest in financial planning tools.

2. Promoting Digital Payments:

- More awareness campaigns should be introduced to help women understand and use UPI, online banking, and cashless transactions.

3. Budget-Friendly Shopping Plans:

- Financial advisors and businesses can help women manage their budgets better with discounts, savings plans, and cashback offers.

4. Retail & Marketing Strategies:

- Businesses should target young women (15-25 years) with student-friendly pricing and loyalty rewards.
- Social media marketing should be leveraged for the 38.7% of women who rely on online recommendations.

5. Encouraging Investment & Smart Spending:

Women should be encouraged to balance essential purchases with savings for future investments.

Conclusion

This study highlights how women's spending behavior is influenced by income, education, family influence, and digital trends. While most women have financial independence, budget constraints, limited digital adoption, and prioritization of essentials over luxury goods remain common trends.

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