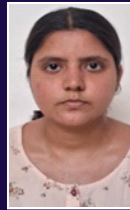


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Ms. Sarita Yadav is currently serving as a Assistant Professor at the University School of Management and Entrepreneurship (USME), Delhi Technological University (DTU). She holds a master's in economics from the Delhi School of Economics; a B.A. (Hons.) in Economics from Kamala Nehru College; and a B.Com. (Hons.) from the School of Open Learning, all affiliated with the University of Delhi. Her research interests span labor economics, urban development, and finance. She has published widely in UGC CARE-listed and peer-reviewed journals, contributed multiple chapters to edited volumes, and presented research papers at numerous national and international conference. Ms. Yadav has also served as a guest faculty at various colleges under the University of Delhi and actively participates in Faculty Development Programs and workshops on data analysis, bibliometrics, and AI applications. A four-time UGC-NET qualifier and the recipient of several academic awards and scholarships, Ms. Sarita's interdisciplinary expertise and dedication to socially relevant research continue to shape her contributions to contemporary debates in economics and policy studies.



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Dr. Rakesh Kumar Gupta is an Assistant Professor at the School of Management, Dr. B. R. Ambedkar University, Delhi, and incharge of the Atal Incubation Centre - Ambedkar University Delhi Foundation. He also coordinates the BBA program. With over 20 years of academic experience, including teaching at the University of Delhi's PGDAV College and visiting faculty roles at reputed institutions, Dr. Gupta specializes in entrepreneurship education. He played a key role at SCERT Delhi in developing the Entrepreneurship Mindset Curriculum (EMC) and initiatives like Business Blasters. Dr. Gupta holds multiple postgraduate degrees, a Ph.D. in Supply Chain Management, a Law degree from Delhi University, and is UGC NET-qualified in Commerce, Management, and Education. He has authored several books, published 15+ research papers, and trained educators in entrepreneurship-focused methods. His expertise covers entrepreneurship, innovation, supply chain management, law, and financial management. Dr. Gupta has also completed faculty development programs at IIM Ahmedabad, IIT Mandi, and EDII Ahmedabad, strengthening his interdisciplinary academic foundation.



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