



ISSN : 2231-167X (Print) || IMPACT FACTOR: (Cosmos 7.866 & I2OR 5.675)

## INSPIRA- JOURNAL OF MODERN MANAGEMENT & ENTREPRENEURSHIP

(A National Multidisciplinary bi-lingual Quarterly Double Blind Open Access Peer Reviewed Refereed Journal)

Volume 16

No. 03

July - September, 2026

### CONTENTS

|   |                                                                                                                                                                        |       |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| 1 | From Mobile Money to UPI: An Analytical Study of Digital Financial Inclusion in India through PMJDY and the Unified Payments Interface<br><b>Dr. Neha Sharma</b>       | 01-09 |
| 2 | Green but Invisible: Why Sustainable Menstrual Products Receive Limited Advertising<br><b>Yamini Shekhawat &amp; Dr. Princy Thomas</b>                                 | 10-16 |
| 3 | Impact of Social Media on Youth Fitness Culture in Urban India<br><b>Labhanshi Heju &amp; Dr. Vijay Francis Peter</b>                                                  | 17-21 |
| 4 | Exploring the Opportunities and Challenges of Women Entrepreneurs: Evidence from Irinjalakuda Municipality<br><b>Dr. Remya. S</b>                                      | 22-26 |
| 5 | E-Commerce Rural Market Penetration: A Diverse Consumer Base<br><b>Indravir Saran Das &amp; Dr. Mandakini Das</b>                                                      | 27-32 |
| 6 | “प्रकाश काव्य” का ऐतिहासिक एवं विश्लेषणात्मक अध्ययन<br><b>डॉ. ललित कुमार पंवार</b>                                                                                     | 33-37 |
| 7 | पंडित दीनदयाल उपाध्याय का राष्ट्रवादी चिन्तन<br><b>डॉ. वर्षा सागरकर एवं रेनु कुमारी</b>                                                                                | 38-42 |
| 8 | Impact of Quick Commerce on Traditional Retail in India: A Study of how 10-Minute Delivery Apps are Affecting Kirana Stores<br><b>Sagar Bidhuri &amp; Jahnvi Dosaj</b> | 43-51 |
| 9 | Impact of Select Macroeconomic Variables Price Behaviour on Nifty 50 Market Index Volatility<br><b>Dr. Venkateshagowda K.P</b>                                         | 52-57 |

|    |                                                                                                                                                                                              |         |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| 10 | A Study on Financial Planning and Budget Management in an IT Company<br><b>Jenifa Hernisha J &amp; Dr Anitha Kumari. D</b>                                                                   | 58-62   |
| 11 | Export Documentation Efficiency and Customer Satisfaction: A Perspective from Gurukrupa Export Private Limited<br><b>Mahasakthi A &amp; Dr. G.Amutha</b>                                     | 63-70   |
| 12 | Workplace Stress, Coping Strategies and Employee Satisfaction: A Study of Coal Mining Employees in Dhanbad<br><b>Manoj Kumar &amp; Prof. (Dr.) Sharad Prawal</b>                             | 71-78   |
| 13 | Work Commitment, Job Satisfaction and Employee Performance after COVID-19: A Comparative Study of Public and Private Sector Bank Employees in Patna<br><b>Triyambak &amp; Dr. Sunita Roy</b> | 79-85   |
| 14 | Digital Marketing Strategies for Business Growth of Plant Green Inertia at Chennai<br><b>Harish T &amp; Dr. G. Amutha</b>                                                                    | 86-92   |
| 15 | Workplace Satisfaction and Employee Performance in the Power Sector: A Study of NTPC Kahalgaon<br><b>Ayesha Fatma &amp; Dr. (Prof.) Sunita Roy</b>                                           | 93-100  |
| 16 | म.प्र. में अपराध रोकथाम में पुलिस के समक्ष चुनौतियाँ: एक अध्ययन<br><b>इंद्रलाल पटेल एवं डॉ. पुष्पेन्द्र सिंह</b>                                                                             | 101-105 |
| 17 | Economic Sustainability Models of Open Educational Resources (OER) in Developing Regions: A Literature Review<br><b>Manoj Tirkey</b>                                                         | 106-123 |

cont.....