



Dr. Abdul Tayyab Khan currently working as an Associate Professor in the Department of Business Management at Integral Business School, Integral University, Lucknow. He is a passionate educator, researcher, and community builder who believes that learning extends far beyond the classroom. With over 20 years of combined experience in academia and industry, he brings a rare blend of strategic thinking, innovation, and human connection to everything he does. An alumnus of Integral University, Lucknow, Dr. Khan holds a Ph.D. in Behavioral Finance and an MBA in Management, along with a Bachelor's degree in Science from Lucknow University. His teaching philosophy is rooted in experiential learning, often using real-world case studies, gamification, and AI-driven tools to make management education engaging and impactful. Whether leading university outreach initiatives, mentoring youth for entrepreneurship, or embarking on cross-country road journeys, he strives to connect knowledge, experience, and empathy.



Dr. Orooj Siddiqui - Associate Professor, Department of Business Management, Integral Business School, Integral University, Lucknow. Dr. Orooj Siddiqui is an accomplished academician and researcher with over 19 years of experience in human resource management, research, and higher education. She holds a Ph.D. in Commerce and Business Management and has made significant contributions to the fields of organizational behavior, work-life balance, and employee satisfaction. She has published and presented numerous research papers in national and international journals and conferences, edited several academic volumes including "From Lockdown to Rebound" (2022) and "Shaping the Future – Islamic Financial Services in India" (2025), and holds multiple published patents in HR innovation and learning technologies. Dr. Siddiqui has also been a recipient of the Best Doctoral Thesis Award (2022) and Excellence in Teaching in Higher Education Award (2025). Her work bridges academia and industry through her leadership in seminars, panel discussions, and research-driven initiatives focused on human capital development and sustainable management education.



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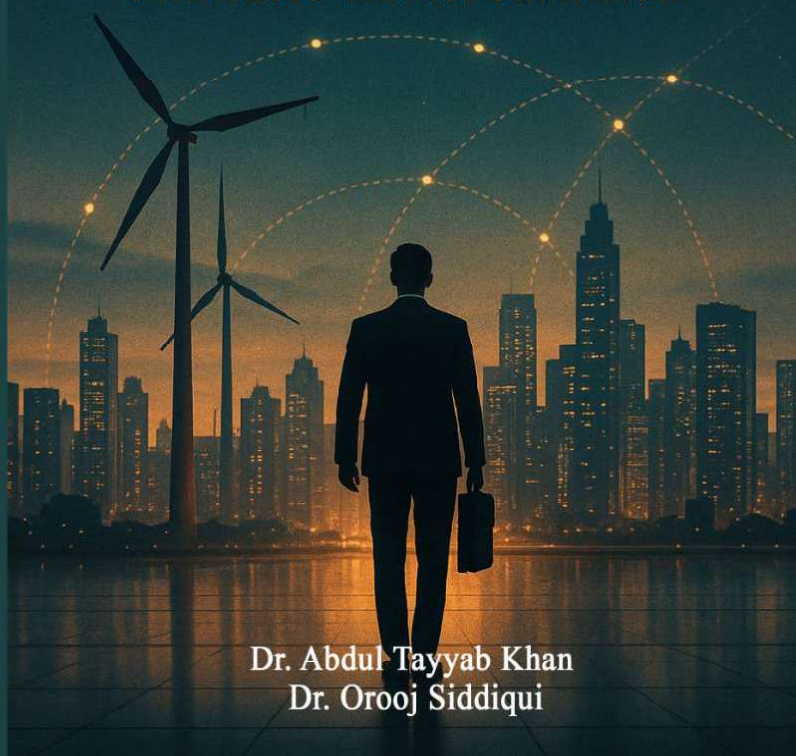


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SHAPING INDIA'S FUTURE: START-UPS, SUSTAINABILITY & STRATEGIC TRANSFORMATION

SHAPING INDIA'S FUTURE

START-UPS, SUSTAINABILITY & STRATEGIC TRANSFORMATION



Dr. Abdul Tayyab Khan
Dr. Orooj Siddiqui

Shaping India's Future: Start-ups, Sustainability & Strategic Transformation

Editors

Dr Abdul Tayyab Khan

Associate Professor

Department of Business Management-IBS-Integral University

Lucknow

atkhan@iul.ac.in

Dr Orooj Siddiqui

Associate Professor

Department of Business Management-IBS-Integral University

Lucknow

orooj@iul.ac.in



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PREFACE

India is witnessing a transformative phase marked by rapid growth in start-ups, technological innovation, digital governance, and a strong emphasis on sustainability. *Shaping India's Future: Start-ups, Sustainability & Strategic Transformation* brings together scholarly perspectives that explore how entrepreneurship, responsible business practices, and strategic thinking are collectively redefining India's development landscape.

The chapters in this volume examine critical themes such as artificial intelligence in governance, healthcare innovation, corporate social responsibility, influencer marketing, augmented reality, and sustainable enterprise models. Together, they reflect the dynamic interplay between technology, strategy, and social impact in contemporary India.

We sincerely thank all contributors for their valuable research and insights, and acknowledge the academic support of Integral University in fostering a culture of research and innovation. We hope this book serves as a meaningful resource for scholars, students, policymakers, and practitioners seeking to understand and shape India's evolving future.

Dr. Abdul Tayyab Khan

Dr. Orooj Siddiqui

2026

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Sustainable Entrepreneurship and SDGs: How Green Start Ups Contribute to SDG9 (Innovation, Industry, Infrastructure)

Daiyan Shaikh

Dr. HabibUddin

1.Introduction

Origin of Sustainable Development Goals (SDGs)

The concept of Sustainable Development Goals (SDGs) originated as a global initiative under the umbrella of the United Nations (UN). It traces back to the United Nations Conference on Sustainable Development (Rio+20) held in Rio de Janeiro, Brazil, in June 2012. During this conference, world leaders, policymakers, and civil society recognized the urgent need for an integrated framework that would balance economic growth, social inclusion, and environmental protection.

Building on the success and lessons of the Millennium Development Goals (MDGs) (2000-2015), the SDGs were formally proposed to address broader challenges such as climate change, sustainable industrialization, innovation, infrastructure development, poverty eradication, and responsible consumption.

The term "Sustainable Development Goals" was officially adopted in 2015 when 193 United Nations member states agreed upon 17 interconnected goals and 169 targets as part of the 2030 Agenda for Sustainable Development.

In recent years, the growing concern for environmental degradation, resource depletion, and climate change has prompted nations and