



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.

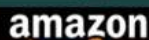


Dr. Orooj Siddiqui - Associate Professor, Department of Business Management, Integral Business School, Integral University, Lucknow. Dr. Orooj Siddiqui is an accomplished academician and researcher with over 19 years of experience in human resource management, research, and higher education. She holds 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.



BOOK RIVERS
WE CREATE READERS

BOOK AVAILABLE

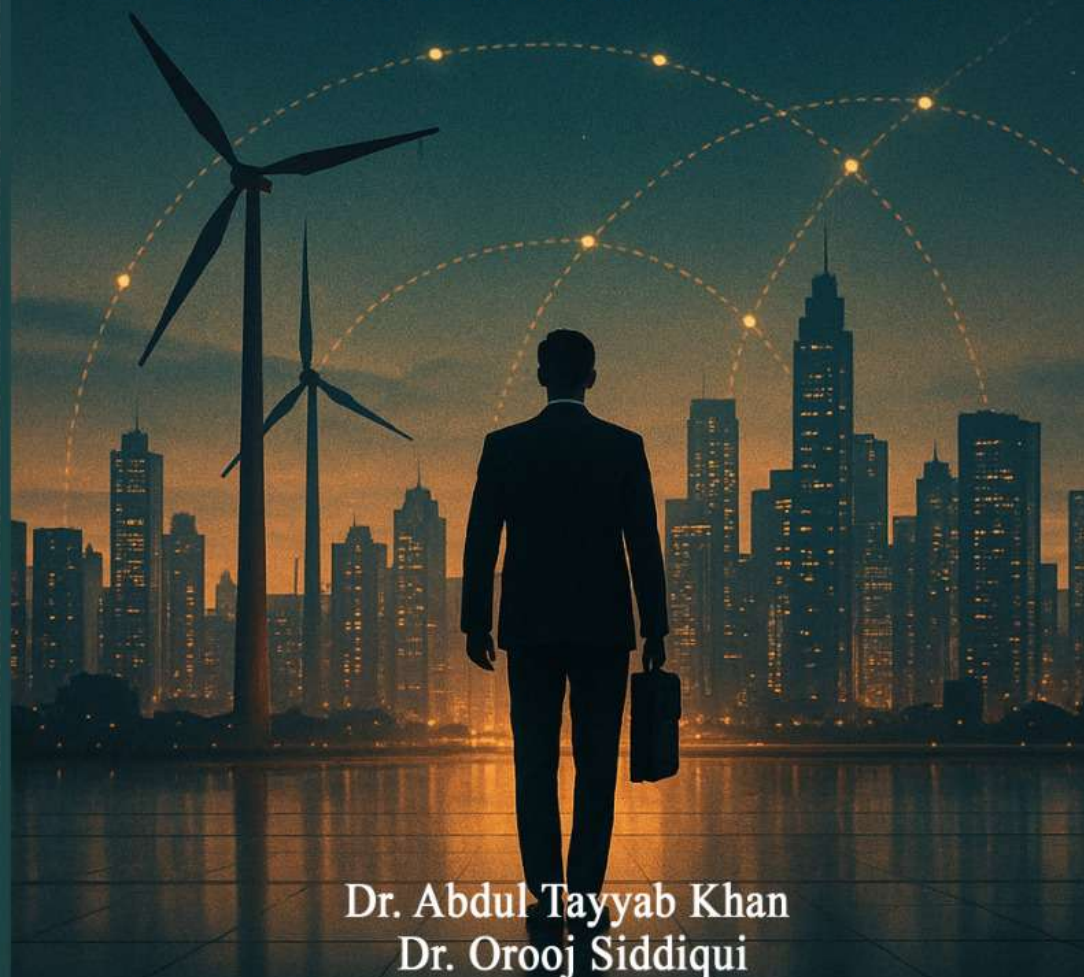


₹ 325/-

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



No part of this publication may be reproduced, transmitted or stored in a retrieval system, in any form or by any means, electronic, mechanical, photocopying recording or otherwise, without the prior permission of the author.

Published by: - Book Rivers

Website: - <https://www.bookrivers.com>

Email: publish@bookrivers.com

First Print Edition - 2026

Copyright©: Authors

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

Editors: Dr Abdul Tayyab Khan, Dr Orooj Siddiqui

All Rights Reserved

ISBN: 978-93-6884-069-5

MRP: 325 /-INR

(Printed in India)

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

Table of Contents

Chapters	Title	Page No.
	PART I: Technology, Innovation & Public Governance	1-22
Chapter 1	Artificial Intelligence in Public Governance in India <i>Ayman Abbas, Dr. Abdul Tayyab Khan</i>	2-12
Chapter 2	Start-ups Driving Health Infrastructure: A Study of Disruptive Innovation in Indian Healthcare <i>Danish Rashid, Dr. Orooj Siddiqui</i>	13-22
	PART II: Strategic Branding & Marketing in the Digital Era	23-72
Chapter 3	Role of CSR in Building & Maintaining Brand Reputation: A Case Study of Tata Group <i>Dilshad Ali, Dr. Rajiv Ranjan</i>	24-35
Chapter 4	The Role of Influencer Marketing in Brand Growth <i>Azka Fatima, Dr. Asma Farooque</i>	36-47
Chapter 5	A Theoretical Review of Brand Experience in Augmented Reality (AR) Marketing in India <i>Darain, Dr. Adeel Maqbool</i>	48-59
Chapter 6	Evaluating the Marketing Strategy of BYD Electric Vehicles in India <i>Ayush Maurya, Dr. Firoz Husain</i>	60-72

	PART III: Sustainability & Circular Economy	73-101
Chapter 7	Marketing for Circular Economy: A Framework for Sustainable Development <i>Chitransh Vaibhav, Dr. Shahab Uddin</i>	74-86
Chapter 8	Sustainability as the Brand Value: Conceptual Insights from the FMCG Sector <i>Belal Pathan, Dr. Shujauddin Khan</i>	87-101
	PART IV: Start-ups, SDGs & Social Impact	102-128
Chapter 9	Sustainable Entrepreneurship and SDGs: How Green Start-ups Contribute to SDG9 <i>Daiyan Shaikh, Dr. HabibUddin</i>	103-116
Chapter 10	Scaling Social Innovation in Emerging Economies: A Case Study Analysis of Strategies Used by Impact Entrepreneurs <i>Ayesha, Dr. Syed Afzal Ahmad</i>	117-128

Chapter – 8

Sustainability as the Brand Value Conceptual Insights from the FMCG Sector

BELAL PATHAN

DR. SHUJAUDDIN KHAN

1.Introduction

The Fast-Moving Consumer Goods (FMCG) sector is a cornerstone of the global economy, encompassing everyday products such as food, beverages, personal care items, and household goods. These products are characterized by high purchase frequency, low cost, and short shelf life, making the FMCG industry one of the most dynamic and competitive markets. However, the sector's scale and operational intensity have significant environmental and social consequences. From excessive packaging waste to carbon-intensive supply chains and labor concerns in sourcing raw materials, FMCG companies face growing scrutiny over their ecological and ethical footprints.

In recent years, sustainability has emerged as a critical factor in shaping consumer preferences and corporate strategies. With rising awareness of climate change, resource depletion, and social inequalities, consumers are increasingly demanding transparency, accountability, and environmentally responsible practices from brands. This shift has elevated sustainability from a niche concern to a core component of marketing and branding strategies in the FMCG sector. Companies are now tasked with aligning their brand values with sustainable practices to maintain consumer trust, enhance brand loyalty, and secure long-term profitability.