

Sustainable Synergies



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About Malda College



Malda College: A Legacy of Excellence in Higher Education, established on 23rd July 1944, is a premier Government-sponsored, NAAC-accredited institution in West Bengal. Over its 81 years of academic journey, the College has emerged as one of the largest centres of higher education in North Bengal, serving the aspirations of students, particularly from rural backgrounds. To commemorate its Platinum Jubilee, a modern six-storeyed Science Building was inaugurated with the support of the North Bengal Development Department.

Spread over 52 acres of green campus, the College offers Undergraduate courses in Science, Arts, and Commerce across 18 departments, enrolling more than 6,000 students. Postgraduate programmes in History, English, and Bengali further strengthen its academic profile. The CBCS curriculum, 20 ICT-enabled classrooms, faculty websites, and a self-developed Learning Management System ensure innovative and student-friendly teaching-learning practices.

The Central Library, with nearly 50,000 books and access to e-resources through INFLIBNET, is among the best in the region. Well-equipped laboratories, a spacious playground, a modern gymnasium, gardens, orchards, and a large pond for pisciculture and rainwater harvesting enrich the campus environment.

Twin auditoria—Durga Kinkar Sadan (1050 seats) and Sanaullah Mancha (300 seats)—rank among the finest in North Bengal for cultural and academic activities. Supported by 120 faculty members and 69 staff, Malda College blends tradition with modernity, continuing its mission of providing holistic and inclusive education.

The Department of Commerce, established in 1963-64, is one of the most vibrant and sought-after departments of the College. With a team of committed and experienced faculty members, it offers rigorous academic training while maintaining a friendly and supportive teacher-student relationship. The department emphasizes not only classroom learning but also skill development, research orientation, and practical exposure, preparing students for diverse career opportunities. Over the decades, it has produced a wide network of illustrious alumni, spread across India and abroad, who have excelled in fields such as business, finance, academics, professional services, and government administration. This strong alumni base continues to inspire and guide current students, making the department a proud contributor to the College's legacy of excellence.

Preface

The 21st century has brought with it unprecedented opportunities as well as urgent challenges. Among these, the call for sustainability has emerged as one of the most pressing needs of our time. It is no longer enough to measure growth by financial performance alone; development must also account for its impact on people, communities, and the environment. It is in this spirit that Sustainable Synergies has been conceptualized—bringing together a wide array of scholarly contributions that explore how different sectors and disciplines can collectively shape a sustainable future.

The papers included in this volume reflect the diversity and richness of current research. They address themes such as sustainable finance in developing economies, the adoption of renewable energy, and the evolving role of MSMEs in inclusive development. They examine how digital transformation and artificial intelligence are reshaping accounting, reporting, and financial systems, while also highlighting risks such as greenwashing and weak regulatory frameworks. Equally important are the perspectives on gender-responsive financial management, fintech as a driver of rural empowerment, and the ethical dimensions of governance and leadership. Together, these contributions present a holistic view of how economic, technological, and human forces can be aligned to create a more resilient and equitable society.

What binds these diverse explorations is a shared conviction: sustainability cannot be pursued in isolation. It thrives in synergy—between profit and purpose, innovation and responsibility, growth and equity. The works presented here encourage us to think beyond narrow boundaries and to imagine new models where finance becomes a tool for inclusion, businesses operate with integrity, and technology supports both efficiency and ethics.

As editors, we are deeply grateful to all the contributors for their thoughtful research and insights. Each paper is not just an academic exercise but also a call to action, urging us to reflect on our role in shaping a better future. We also acknowledge the readers of this

volume—students, scholars, professionals, and policymakers—whose engagement will give these ideas life and direction.

We hope that Sustainable Synergies will serve as both an intellectual resource and a source of inspiration. May it encourage dialogue, spark innovation, and most importantly, nurture a collective commitment to building a world that is more just, inclusive, and sustainable.

Acknowledgement

The successful publication of this edited volume Sustainable Synergies has been possible due to the encouragement, support, and guidance of many esteemed individuals.

We express our deep sense of gratitude to all the faculties of Department of Commerce, University of Gour Banga, for their constant guidance and invaluable support throughout this endeavor.

We are sincerely thankful to Dr. Manas Kr. Baidya, Principal, Malda College, for his continuous encouragement and for providing the necessary academic environment for this initiative to take shape.

Our heartfelt thanks are due to Prof. Souren Bandyopadhyay, President, Governing Body, Malda College, for his unwavering support and motivation.

We extend our gratitude to Dr. Gautam Ghosh, Associate Professor, Department of Commerce, Malda College, and Sri Goutam Kumar Kundu, Associate Professor, Department of Commerce, Malda College, for their valuable suggestions and encouragement in this academic venture.

We also acknowledge the contributions of our colleagues, Sri Sourav Roy, Faculty, Department of Commerce, Malda College, and Ms. Suvangi Bhansali, Faculty, Department of Commerce, Malda College, for their assistance and cooperation in bringing this work to fruition.

We would like to acknowledge the tireless efforts of all the paper reviewers, whose critical insights and valuable feedback greatly enhanced the quality of the submissions. Our sincere thanks also go to all the research scholars, academicians, and contributors who shared their knowledge, ideas, and experiences, thereby enriching the academic discourse of this volume. Their active participation and scholarly contributions have been instrumental in making this initiative a success.

Finally, we extend our thanks to all who, directly or indirectly, have supported us in making this publication a reality.

Dr. Himanshu Kushwaha
Ms. Maumita Kundu
Ms. Praveen Kaur

About the Book

Sustainable Synergies explores the intersection of finance, business, technology, and society in shaping a sustainable future. Bringing together diverse scholarly contributions, the book highlights themes such as sustainable finance, renewable energy, digital transformation, MSMEs, fintech for rural development, ethical governance, gender inclusion, and the challenges of greenwashing. It emphasizes that true sustainability can only be achieved when economic growth, environmental responsibility, and social well-being move forward together. Designed for students, researchers, policymakers, and professionals, this volume offers fresh insights and practical directions for creating a more inclusive, resilient, and balanced world.

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Praveen Kaur*

About the Editors



Dr. Himanshu Kushwaha is an Assistant Professor of Commerce at Malda College, Malda, West Bengal, affiliated with the University of Gour Banga. He earned his B.Com., M.Com., and Ph.D. in Commerce from the University of Allahabad. He also completed the Integrated Professional Competence Course (IPCC) from the Institute of Chartered Accountants of India and holds an MBA with specialization in HR & Marketing from Swami Vivekanand Subharti University.

A UGC-JRF awardee, Dr. Kushwaha specializes in Financial Management, Direct Tax, Cost Accounting, Management Accounting, and Human Resource Management. He has published extensively in international and CARE-listed journals and edited volumes. He has also presented papers in over fifteen national and international conferences, receiving recognition for Best Paper, and has attended numerous workshops, including ICSSR-sponsored programs.

He strongly believes in blending academic research with practical insights to inspire future generations. His work reflects a commitment to fostering sustainable and inclusive growth through commerce and management education.



Ms. Maumita Kundu has been engaged in academics since 2012, with teaching experience spanning across reputed institutions. She has served as a Lecturer in two colleges under the University of Calcutta, Kolkata, West Bengal and as an Assistant Professor at Brainware University, Kolkata, West Bengal. At present, she actively is associated with Malda College, Malda as an Assistant Professor in the Department of Commerce.

She specializes in Accounting, Finance and Management and holds a B.Com. and M.Com. from Calcutta University, along with an M.Phil. from Kalyani University, Kalyani, West Bengal. Ms. Kundu authored and co-authored several research papers published in esteemed international journals, CARE-listed and peer-reviewed journals, and book chapters in edited volumes. She also co-authored a book on Marketing Management. In addition Ms. Kundu remains committed to teaching, learning and inspiring learners towards academic enrichment.



Ms. Praveen Kaur is currently serving as an Assistant Professor in the Department of Commerce at Malda College, Malda. She holds a Master's degree and an M.Phil in Commerce from the University of Calcutta, Kolkata. Additionally, she has earned an MBA with a specialization in Financial Management from Indira Gandhi National Open University. With a robust academic background, she has been actively engaged in undergraduate teaching since 2016 across colleges affiliated with the University of Calcutta and Maulana Abul Kalam Azad University of Technology (MAKAUT).

Praveen Kaur has published numerous research papers and has presented her work at various national and international conferences. Her academic interests span across financial analysis, financial technology, and labour welfare studies. She remains committed to advancing knowledge in these areas through both teaching and research.

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