



St. Claret College

AUTONOMOUS | BENGALURU

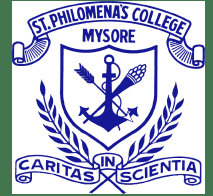
NAAC A+ Accredited | AICTE Approved | Affiliated to Bangalore University

NURTURING VALUES AND EXCELLENCE



INSTITUTION'S
INNOVATION
COUNCIL

(Ministry of Education Initiative)



ST. CLARET COLLEGE AUTONOMOUS, BENGALURU

IN ASSOCIATION WITH

ST. PHILOMENA'S COLLEGE (AUTONOMOUS), MYSORE

ORGANIZES



PRAAGYA 2026

A One Day National-Level Student Conference

on

PATHWAYS TO SUSTAINABILITY: INTEGRATING INNOVATION, ESG AND CIRCULAR ECONOMY



FRIDAY
MAY 8, 2026



(HYBRID MODE)



MOTHER TERESA
CONFERENCE HALL

ST. CLARET COLLEGE, AUTONOMOUS

St. Claret College, Autonomous (SCC) was established in 2005 by the International Missionary Congregation of Claretians who manage two universities and over 150 educational institutions in 70 countries around the world. St. Claret College is managed by the Claretian Society for Integral Human Development established with the aim of providing holistic and quality higher education. Apart from St. Claret College, the campus shelters three other educational institutions: St. Claret School, Anthony Claret (AC) School, St. Claret Pre-University College. Moved by the spiritual genius of St. Anthony Mary Claret, its patron, and supported by the robust Christian intellectual tradition, St. Claret College offers value-based education to transform students to be enlightened leaders and networkers who bring about a civilization of love and harmony. St. Claret College was granted autonomous status by the University Grants Commission (UGC) in April 2024, SCC is affiliated to Bangalore University and is NAAC accredited with A+ Grade.

DEPARTMENT OF COMMERCE

The **Department of Commerce** at St. Claret College Autonomous, established in 2005, has earned a strong reputation as a leading commerce institution in Bengaluru, attracting high-achieving students and producing several top rank holders at Bangalore University. With a vision to empower students as competent, socially responsible leaders, the department imparts strong theoretical and practical knowledge through innovative teaching methods that foster lifelong learning, creativity, critical thinking, and leadership, preparing students to contribute meaningfully to society.

The **Department of Tourism and Travel Management**, established in 2014, integrates commerce with specialized training in tourism, travel, hospitality, aviation, and cargo management through its industry-oriented B.Com programme. It emphasizes experiential learning through internships, industrial visits, study tours, workshops, and certification courses such as FOREX Management, Tour Costing, and Tour Guiding, while promoting leadership and creativity through activities like VOYAGE and PRAVAS.

The **PG Department of Commerce**, established in 2017, offers a Master of Commerce programme with a strong focus on teaching and research, aiming to develop competent academicians, researchers, administrators, and business professionals and also produced several top rank holders at Bangalore University. It includes advanced courses like Data Visualization and Financial Analytics using tools such as Python, SPSS, Jamovi, Orange, and Excel, and supports research through its dedicated Research Centre.

ST. PHILOMENA'S COLLEGE (AUTONOMOUS), MYSORE

St. Philomena's College (Autonomous), Mysore, founded on 9 October 1946 under the visionary leadership of Dr. Rene Feuga, the first Bishop of Mysuru, with the support of His Highness Sri Jayachamarajendra Wodeyar, stands as the first private first-grade degree college in the erstwhile Mysore region affiliated to the University of Mysore. Guided by the Papal motto "Caritas in Scientia," the institution has evolved into a vibrant centre of higher education, offering a wide range of undergraduate, postgraduate, MBA, MCA, and Ph.D. programmes across disciplines. With a strong commitment to inclusive, value-based education, the college fosters intellectual growth, character development, and responsible citizenship through modern infrastructure, ICT-enabled classrooms, a well-equipped library, and holistic learning facilities. The PG Department of Commerce, established in 2012, complements this vision by offering a dynamic M.Com programme that integrates academic rigor with practical skills through various courses. Emphasizing research and experiential learning through minor projects and conference participation, the department aims to develop analytically strong, ethically grounded, and industry-ready commerce professionals.

ABOUT PRAAGYA 2026

PRAAGYA 2026 – National-level Student Conference on Pathways to Sustainability: Integrating Innovation, ESG and Circular Economy is designed as a vibrant platform where students can come together to share ideas, present research, and explore solutions for a more sustainable future encouraging young minds to think critically. As the world moves toward more sustainable ways of living and doing business, concepts like ESG (Environmental, Social, and Governance) and the circular economy are becoming increasingly important. PRAAGYA 2026 provides students with an opportunity to understand these ideas, apply them in research, and discuss practical ways to create positive change in society, organizations, and communities.

SUB-THEMES

1. Accounting and Finance

- ESG and Corporate Sustainability Reporting
- Sustainable Finance and ESG Investing
- Sustainable Business Models and Green Finance
- Carbon Accounting and Transparency
- Impact of Taxation on Savings and Investment
- Financial Inclusion and Economic Growth
- FinTech Innovations and Financial Inclusion

2. Management and Sustainability

- Waste Reduction Strategies in Business Operations
- Managerial role in promoting Environmental Sustainability
- Sustainable Development and ESG Practices
- Carbon Footprint Reduction Strategies
- Climate Risk and Corporate Responsibility
- Regional Development and Sustainability
- Livelihood Resilience and Inclusive Growth
- Resource Efficiency and Sustainable Consumption

3. Marketing

- Ethical Advertising, Digital Eco-Marketing and Green Marketing
- Consumer Awareness and Adoption of Eco-Friendly Products
- Sustainable Consumer Behaviour
- Role of Innovation in Influencing Consumer Buying Behaviour
- Psychology of Sustainable Behaviour
- Greenwashing vs Greenhushing

4. Information Technology and Digital Business

- Generative AI in Education and Business
- Cyber Security Risk Management and Governance
- Digital Transformation in Sustainable Business
- Role of Technology in ESG and Sustainable Business Models
- Innovation and Technology in Sustainable Commerce
- Digital Transformation and Sustainability
- Generative AI in Education and Business
- Cyber Security Risk Management and Governance
- Role of Technology in ESG and Sustainability

5. Economics and Public Policy

- Financial Inclusion and Inclusive Growth
- Sustainable Finance and Economic Development
- Regional Development and Economic Sustainability
- Role of Policy in Promoting ESG and Sustainability
- Circular Economy and Waste Management

6. Tourism and Development Studies

- Sustainable Tourism and Heritage Management
- Tourism and Regional Economic Development
- Sustainable Livelihood and Community Development
- Eco-Tourism and Environmental Conservation
- Responsible Tourism and Ethical Travel Practices
- Role of Tourism in Promoting Local Economies
- Community-Based Tourism and Rural Development
- Cultural Tourism and Preservation of Indigenous Heritage
- Tourism and Circular Economy Practices
- Green Hospitality Management and Sustainable

*** Not restricted to the above themes, other papers are also welcome**

Guidelines for Paper Presentation:

- The paper must be the original work of the author(s) and must not have been previously published or submitted elsewhere.
- Authors must submit an abstract of 200–300 words clearly stating the objective, methodology, and key findings of the study with four to five key words.
- The full paper should not exceed 3000 words (or 7 to 8 pages), including references, tables and figures.
- Authors are expected to cite all references in APA style 7th edition referencing style.
- The maximum number of authors for the paper is two and individually should register for the conference.
- The paper should include: Title, Abstract, Keywords, Introduction, Literature Review, Objectives, Methodology, Analysis, Findings, Conclusion, and References.
- The manuscript must be typed in Times New Roman, font size 12, with 1.5 line spacing and justified alignment.
- The title should be in bold (14 pt) and headings in bold (12 pt).
- The paper must be free from plagiarism. Similarity index should be below 10%, and proper references must be provided.
- The submission must include the author's name, course, year of study, institution name, email ID, and contact number.

- Participants from Bengaluru must present their paper offline at the Conference venue. Participants from outside Bengaluru may present virtually if required.
- Authors must submit a soft copy of the abstract and full paper, along with a Power Point Presentation (maximum 10 slides), and bring a hard copy of the full paper on the day of the Conference.
- Submission of manuscripts to pgcommerce@claretcollege.edu.in

Best Paper Award

One Best Paper Award with a cash prize will be presented for each track

Important Dates:

Abstract Submission: April 20, 2026.

Full paper submission: April 30, 2026 (Only timely submissions will be considered for publication).

PPT Submission: May 6, 2026.

Mode of Conference: Hybrid (Offline and Online).

Certificates: Provided to all paper presenters and participants.

Fee for Participation and Presentation

Category	Fee
UG and PG Students (Participation Only)	Rs. 200
UG and PG Students (Participation with Paper Presentation)	Rs. 300

Publication: Selected papers will be compiled and published as a book with an ISBN with an additional cost.

Registration Link: <https://forms.gle/qWf947Hj2kmCkJee8>



SCAN TO PAY

Account Details:

Principal, St. Claret College
0127053000022302
SIBL0000127
Yeshwanthpur, Bengaluru - 22



SCAN TO REGISTER

Patrons:

Rev. Dr. Thomas V. Thennadiyil, Principal, SCC

Rev. Fr. Joseph S., Vice Principal, SCC

Rev. Dr. Lourdu Prasad Joseph, Rector, SPC

Dr. Ravi J. D. Saldanha, Principal, SPC

Convenors:

Dr. Safeer Pasha M., HOD, PG Department of Commerce, SCC

Prof. Vasu V., HOD, Department of Commerce, SCC

Dr. Prashanth P., HOD, Department of Commerce, TTM, SCC

Dr. Viveka Marie G., HOD - PG Commerce, SPC

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Dr. Radha T. - 6361348568

Dr. Siddalingappa M. P. - 9008595111

Ms. Amrin Taj - 97401 74526

Conference Core Committee:

Mr. Manjunatha G.

Mr. Chethan S.

Mr. Samuel

Student Coordinators:

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