



THE RURAL COLLEGE

KANAKAPURA, BENGALURU SOUTH
DISTRICT, KARNATAKA - 562 117



LC-DPSRE-2025

**TWO-DAY MULTI-DISCIPLINARY INTERNATIONAL
CONFERENCE**

ON

**“LAND TO CLOUD - DIGITAL PATHWAYS
FOR SUSTAINABLE RURAL
EMPOWERMENT”**

**Organized by
Internal Quality Assurance Cell (IQAC)
The Rural College, Kanakapura**

**Associate Partner
IFRRA-MGT KOLKATA, BANGALORE, INDIA**



International Foundation
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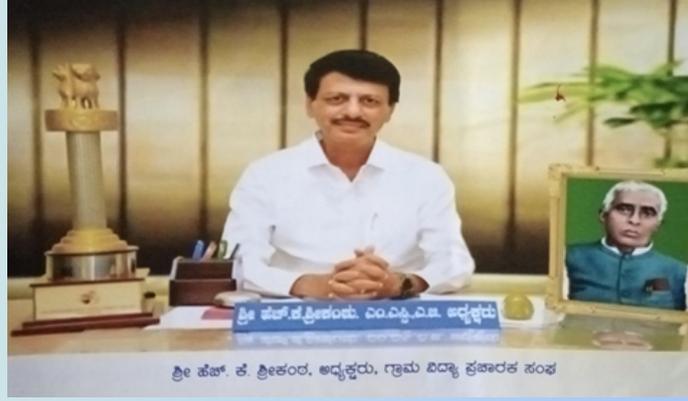


**DATE
16-17 MAY 2025**



**VENUE
The Rural College,
Kanakapura,
Karnataka, India.**





**Message from the President
Rural Education Society (R), Kanakapura**

It is a matter of great pride and satisfaction to note that the Internal Quality Assurance Cell (IQAC), The Rural College, Kanakapura, has successfully organized the first-ever Two-Day Multidisciplinary International Conference in the history of the institution, titled “Land to Cloud - Digital Pathways for Sustainable Rural Empowerment.” This landmark academic initiative marks a significant milestone in the institution’s journey toward global scholarly engagement.

Since its inception, the Rural Education Society has been firmly rooted in the belief that education is the most powerful instrument of social transformation. In an era defined by rapid digital advancement, the challenge of rural empowerment necessitates integrative, interdisciplinary approaches that harmonize traditional knowledge systems with modern digital technologies. The conference theme and deliberations aptly reflected this vision by fostering rigorous research grounded in local realities while engaging with global technological paradigms.

I am particularly pleased that selected peer-reviewed papers from this conference are published as a Special Issue in the month of February 2026 of the International Journal of Multidisciplinary Research & Reviews (ISSN: 2945-3135), a Peer-Reviewed, Referred, Open Access Journal. This special issue stands as a valuable scholarly contribution, facilitating the wider dissemination of original research and enabling meaningful dialogue among academicians, policymakers, practitioners, and researchers across the world.

I extend my sincere congratulations to the organizing committee, editorial board, reviewers, and contributing authors for their academic commitment and collaborative efforts. I am confident that this special issue will serve as a significant reference point for future research and policy discourse in the areas of digital transformation and sustainable rural empowerment.

Sri. H. K. Srikanta

M.Sc. (Agri)

President

Rural Education Society (R), Kanakapura,

Bengaluru South (Dist)

Karnataka - 562 117



Message from the Principal The Rural College, Kanakapura

It gives me great pleasure to present this Special Issue of the International Journal of Multidisciplinary Research & Reviews, which features selected peer-reviewed papers from the first-ever Two-Day Multidisciplinary International Conference organized by the Internal Quality Assurance Cell (IQAC), The Rural College, Kanakapura, on the theme “Land to Cloud - Digital Pathways for Sustainable Rural Empowerment.”

As an institution committed to inclusive and quality higher education, The Rural College has consistently sought to align academic engagement with societal needs. The conference and the resulting scholarly contributions reflect this commitment by bringing together multidisciplinary perspectives on digital transformation, sustainability, governance, finance, health, technology, and rural development. The research presented demonstrates how locally grounded studies can generate globally relevant insights.

The publication of these selected papers as a Special Issue in the month of February 2026 of a Peer-Reviewed, Refereed, Open Access International Journal significantly enhances their academic reach and impact. It also reinforces the importance of rigorous research, ethical scholarship, and interdisciplinary collaboration in addressing complex developmental challenges.

I commend the organizing committee, editorial board, reviewers, and contributing authors for their scholarly dedication and collective effort. I am confident that this Special Issue will serve as a valuable academic resource and inspire further research and innovation toward sustainable and digitally empowered rural societies.

Sri. M. T. Balakrishna

Principal

The Rural College, Kanakapura

Bengaluru South (Dist)

Karnataka - 562 117

Editorial



The Special Issue - February 2026 of the International Journal of Multidisciplinary Research & Reviews brings together selected peer-reviewed papers presented at the first-ever Multidisciplinary International Conference organized by the Internal Quality Assurance Cell (IQAC), The Rural College, Kanakapura, on the theme “Land to Cloud - Digital Pathways for Sustainable Rural Empowerment.” This Special Issue represents a significant academic milestone, both for the institution and for the broader discourse on inclusive and sustainable development.

The concept of “Land to Cloud” symbolically captures the evolving trajectory of rural societies—from land-based livelihoods and traditional knowledge systems to digitally mediated economies, governance structures, and social institutions. The papers included in this issue explore this transition through diverse disciplinary lenses, encompassing commerce and management, finance and banking, rural development, women empowerment, health insurance, digital governance, logistics and supply chain management, environmental sustainability, artificial intelligence, social responsibility, and emerging technologies.

A defining strength of this Special Issue lies in its multidisciplinary orientation. The contributions move beyond siloed approaches and highlight how digital technologies, when embedded within social, economic, and institutional frameworks, can act as enablers of rural transformation. Empirical studies, conceptual analyses, and policy-oriented discussions collectively offer insights into the opportunities, challenges, and ethical considerations associated with digital inclusion and sustainable development.

We believe that this Special Issue will serve as a valuable resource for academicians, researchers, policymakers, practitioners, and students interested in understanding the complex intersections between digital pathways and rural empowerment. It is our hope that the ideas presented here will stimulate further research, informed policy dialogue, and innovative practices aimed at building resilient and inclusive rural societies.

We express our sincere appreciation to the authors for their scholarly contributions, the reviewers for their critical evaluations, and the organizing committee for their support in realizing this academic endeavour.

EDITORS

Dr. Thammannagowda.
Prof. A. P. Prakash.
Dr. Nagabhushana S



EDITORIAL BOARD



Dr. Thammannagowda is a distinguished academician serving as Head of the Department of Commerce and Management at The Rural College, Kanakapura. With over three decades of teaching and research experience, he has made significant contributions to higher education through academic leadership, research, and institutional service.

He holds a Bachelor of Commerce (B.Com) and Master of Commerce (M.Com) from the University of Mysore and earned his M.Phil. and Ph.D. in Marketing Management from Bharathiar University, Coimbatore. His areas of specialization include Marketing Management, Consumer Behaviour, and Business Strategy.

Dr. Thammannagowda has actively participated in numerous international, national, and state-level seminars and conferences. He has presented several research papers and has chaired multiple technical sessions at academic forums. His research contributions have been published in reputed national and international journals.

He has held key academic responsibilities, including serving as Chief Examiner and Member of the Board of Examiners at Bangalore University and Bangalore City University. He has also guided several postgraduate and undergraduate students in commerce and management research projects.

In addition to his teaching and research responsibilities, he has contributed significantly to institutional development and academic administration. His sustained engagement in academic and scholarly activities reflects his commitment to advancing knowledge and fostering quality education.

EDITORIAL BOARD



Mr. Prakasha A.P. is an accomplished academician serving as Assistant Professor and Head of the Department of Geography at The Rural Degree College, Kanakapura. With over 28 years of teaching experience since 1992, he has made sustained contributions to higher education through teaching, research, and institutional service.

He holds an M.A. and M.Phil. in Geography from Bangalore University, both secured with First Class. His areas of specialization include Population Geography, Urban Geography, and Environmental Geography. His M.Phil. research examined “Sugar Industry in Karnataka State – A Geographical Analysis.” He has submitted his Ph.D. thesis and is awaiting the award of the degree; his doctoral research, titled “Geospatial Analysis of Environmental and Socio-economic Implications of Urban Sprawl in Mysuru, India,” reflects a strong focus on urban and environmental dynamics using geospatial techniques.

Mr. Prakasha A.P. has actively participated in numerous national and international seminars, conferences, workshops, and faculty development programmes. He has presented several research papers and published eight articles in reputed journals. His research contributions span diverse areas, including G20 relevance in geography, pedagogy in geography education, areca nut cultivation, urban geography, land use and land cover analysis, and the impact of urban expansion on vegetation dynamics in Mysuru.

In addition to teaching undergraduate Geography students, he has contributed significantly to co-curricular and institutional development. He has served as NSS Programme Officer, Convenor of the Gandhi Study Centre, and Co-coordinator of the IQAC. He has also been a member of the Board of Examiners and Board of Studies for UG Geography at Bangalore University.

He is a life member of several professional and social organizations, reflecting his continued engagement with academic, social, and community development initiatives.

EDITORIAL BOARD



Dr. S. Nagabhushana is an accomplished academician and industry-experienced professional currently serving as Assistant Professor and Research Guide in the Department of Post Graduate Studies in Commerce and Research Centre for Commerce at Government Ramnarayan Chellaram College of Commerce and Management, Bengaluru, affiliated with Dr. Manmohan Singh Bengaluru City University. With over two decades of combined experience across academia and industry, he brings a strong integration of academic rigor and industry-oriented expertise in commerce and management.

His areas of specialization include International Business, Financial Management, and Marketing Management, with a focused research interest in Social Entrepreneurship and Sustainable Economic Development. He holds a Ph.D. in Commerce from Sri Krishnadevaraya University, with research on the World Trade Organization. In addition, he possesses an MBA and multiple postgraduate diplomas in management and finance, and has qualified UGC-NET and APSET. He is also a recipient of the Post-Doctoral Fellowship awarded by the University Grants Commission (UGC), New Delhi.

Dr. Nagabhushana has an extensive and impactful research and publication record, having authored and co-authored over 52 books and published 37 research papers in high-impact international journals, including 11 UGC-CARE listed journals. His research contributions span diverse domains such as digital transformation in education, financial inclusion, human resource practices, corporate social responsibility, banking, and sustainable development.

He has actively contributed to academic capacity building and knowledge dissemination, having delivered over 67 invited lectures on various commerce and management topics, chaired technical sessions at national and international conferences, and presented research papers at numerous academic forums. He has also mentored more than 20 higher education institutions in the NAAC assessment and accreditation process, demonstrating his expertise in quality assurance and institutional development.

Dr. Nagabhushana has held several key academic and administrative roles, including Member of the Board of Studies (BoS), Bangalore University; Chairman of the Board of Examiners (BoE) for Undergraduate Programmes, Bangalore University; and Digital Evaluation Custodian, Bangalore University. He has also served as a Member of the Board of Studies in Commerce for Postgraduate Programmes at Bengaluru North University. These roles reflect his significant contribution to academic governance, curriculum design, and examination reforms.

In addition, he serves on editorial and advisory boards of reputed academic journals and has contributed extensively to curriculum development, mentoring, and academic administration. His career reflects a strong commitment to scholarly excellence, research innovation, and the advancement of quality and inclusive higher education.