

About the Editor



Dr. Cheta Pinak Desai is an accomplished academican, researcher, and institutional leader in the field of Commerce and Management. With over two decades of experience in higher education, she has made significant contributions to teaching, research, curriculum design, and academic leadership. Currently serving as a Principal, Dr. Desai has been actively involved in aligning academic practices with contemporary frameworks such as the National Assessment and Accreditation Council and the National Education Policy 2020, with a strong focus on outcome-based education, skill development, and industry integration. Her areas of specialization include Behavioral Finance, Social Media Influence, and Education Policy. As a dedicated research guide, she has successfully mentored research scholars at postgraduate and doctoral levels, fostering a culture of critical inquiry and applied research. Dr. Desai has also played a key role in developing and upgrading curricula across diverse programs such as B.Com, BBA, M.Com, and professional management courses, ensuring their relevance to evolving industry requirements. With a vision to bridge the gap between academia and industry, she actively promotes initiatives that enhance employability, innovation, and experiential learning among students. Her leadership extends to organizing academic events, industry interactions, and collaborative platforms that contribute to holistic institutional development. As an editor, Dr. Desai brings a multidisciplinary perspective and a commitment to academic excellence, aiming to create a meaningful body of knowledge that is relevant, practical, and future-oriented.

MGM PUBLISHING HOUSE

Reg. No. - SCA/2023/14/134811

₹ 1275/-



Published by:
MGM Publishing House
Durgapura, Jaipur - 302015 (Raj.)
Mobile No.: 9828571010
Email: publicationmgm@gmail.com

Copyright: Publisher

Website: www.mgmpublications.com



**Building a Future-Ready India:
Innovation, Skills, Sustainability and Human Values**

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ISBN : 978-93-49468-84-9



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