



EMERGING PATHWAYS IN ENTREPRENEURSHIP: REDEFINING INNOVATION IN THE POST-ERA

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Abstract

The scenery of the entrepreneurial world has changed radically post-COVID-19 pandemic and amidst the manifesting digital, environmental, and social upheavals. The study examines the way innovation is being redesigned in the so-called Post Era-the time of tuning to changing market needs, global sensibility to sustainability, and the quickening development of digital technologies. The study provides important emerging pathways in the field of entrepreneurship, such as digital entrepreneurship, grass innovation, purpose-based business models, and hybrid working environments through a mixed-method approach based on case studies and statistical data. The article focuses on the emergence of more accommodative, ethical and sustainable types of entrepreneurs as opposed to the conventional, profit driven models of entrepreneurship. It is also examining the role of cross-sectoral partnership, technology adaptation, and community relations in the establishment of a novel era of entrepreneurship that is operating in the economic feasibility-social responsibility continuum. The results add to the general debate about sustainable innovation and form the practical guidance that policymakers, educators, and stakeholders of the entrepreneurial ecosystem can take.

Keywords: Entrepreneurship, Innovation, Post-COVID Era, Digital Transformation, Sustainable Business Models



1. INTRODUCTION

Entrepreneurship is a field that has significantly changed in the recent years influenced by the global changes, market needs changing and technological environment. The combination of crises the COVID-19 one being the most obvious, a high rate of digitization, and burning concerns about social and environmental responsibilities have resulted in a considerable shift in the entrepreneurial mindset and practice. The old paradigm that has favored the focus on profit maximization and the disruption of the market is being threatened by the new paradigm that has favored the focus on adaptability, sustainability, and inclusive growth.

This force of change led in turn to what scholars and business leaders are increasingly call the Post Era: a compound term describing the post-pandemic, post-globalization, and post-industrial transition that defines the contemporary global landscape. Entrepreneurs currently operate in the world where agility, resilience, and purpose-oriented innovation are as important as economic sustainability. Therefore, the routes of entrepreneurial careers are moving to be more varied, causing the emergence of new types of value creation, digital entrepreneurship, and socially responsible firms, which have not been at the center of the major discourse.

1.1 Background and Context

Economic growth, employment and technology advancements have been synonymous with entrepreneurship. Whether it is being a small local business or a high-growth startup, entrepreneurs are crucial in innovation and dealing with the market needs. Nevertheless, the environment where entrepreneurs deal with nowadays is nothing like it was in the past five years. The COVID-19 crisis has changed the world of supply chains, redefined consumer behaviour and revealed structural weakness in every industry. Simultaneously, the revolutionary innovations in the field, artificial intelligence, blockchain, and digital platforms, have increased the speed of innovation and reduced the entry threshold of new ventures.

Under this changing scenario, innovation is no longer regarded on the side of technological excellence or market competence. In its place, it is undergoing a redefinition to incorporate the aspects of social equity, environmental awareness, mental health and community strength. Business people have been asked to solve bigger social problems and be able to keep their



enterprises sustainable. With this redefinition, the entrepreneurial approaches, funding lines, capabilities, and performance measurement have to be examined differently.

1.2 Significance of the Study

The investigation of these new entrepreneurial directions is the key to the comprehension of how innovation may be used to create more resilient and equitable economic systems. The research study is important since the study seeks to reveal the way in which the Corporate Entrepreneurs are adapting the uncertainties as well as the requirements of the Post Era. The study of current trends, the effective experience of successful case studies, and paradigm shifts of innovation is used to explain the nature of entrepreneurship in a new light.

In addition, the conclusion of this research may include advice to the policymakers, educators, investors and startup incubators on how they can assist the future generation of entrepreneurs in the best way possible. It draws attention to the significance of developing inclusive, technology-enabled, and social responsive ecosystems. Finally, the paper has added its voice to the discourse that has been building up in the subject of the future of entrepreneurship by stating that there is need to redefine the understanding of innovation in a manner that resonates with global change.

1.3 Research Objectives

Against the background of the changing ecosystem of entrepreneurs due to post-pandemic realities, the digitalization of the business environment, the increasing relevance of sustainability and inclusivity, this work will be directed by the following objectives:

- To discuss the ways in which entrepreneurship is being redefined in the Post Era in terms of emerging forms of entrepreneurship that are described as digital ventures, sustainability-oriented enterprises and socially inclusive innovation.
- To examine how technological progress, socio-economic change and co-interdependent eco-systems influence new approaches to entrepreneurship after COVID-19.
- To determine how well purpose-led, grassroots, and hybrid work-based approaches to entrepreneurship work-based entrepreneurship perform through case studies and the latest trends in the startup ecosystem of countries around the world.



2.REVIEW OF LITREATURE

Apostolopoulou et al. (2022) considered the contribution of radical social innovations to the solution of systemic inequalities and the reinvention of communal spaces through grassroots activism. They focused on spatial and political aspects of social innovation and underlined how locally grounded, community-based initiatives can build alternative forms of governance and fundamental neoliberal paradigms. Through discussing various case studies, the authors showed that innovation was not held on technological level or market solutions but it was made at the level of collective social practices, which redefined what constituted as a good and what was accepted as social justice. Their work offered an analytical framework where innovation can be interpreted as a revolutionary and resistant process, most appropriate to analyze the phenomenon of innovation based on the post-era where there is incidence of greater inequality and exclusion than ever before.

Azorin and Fullan (2022) concentrated on establishment of intense types of communal cultures mainly in the field of education to generate sizable innovativeness. They stated that the innovation best arose not only in multifaceted and fast-changing systems, but also out of long-term collaboration, trust, and co-leadership among the different parties. The paper noted the way working cultures, when more cooperative, were more flexible and more incorporative of problems and problem-solving methods, particularly at the times when the whole system is disrupted. Even though they belonged to the sphere of education, their lessons could translate to the world of entrepreneurship ecosystems, where participatory leadership and collective intelligence were becoming more and more conceptualized as success factors of the post-pandemic innovation.

Calzada (2019) is a proper example of a local enterprise using a multi-stakeholder tourism living lab in the Basque Country, especially referring to the area of a post-violence and peripheral environment. He discovered that the entrepreneurial activities based on community-involved co-creation could re-energize undeveloped areas and bolster social-economic transformation. Participatory innovation prototype was the tourism living lab model, which focused on dialogue between the local governments, business, and citizens. His work pointed at the fact that locally, and inclusive entrepreneurial models were indeed important in post-conflict or other socio-politically adverse regions, and thus corresponded to the general tendency of place-based and socially engrained entrepreneurial orientations.



Eid (2019), the author explored the ability of museums as cultural-based economic establishments to embrace the models of social entrepreneurship in this era of a socio-economic situation that is not easy to handle. The research was put forward another model where the museums would turn into socially interested, community-centered buildings by imbuing entrepreneurial solutions like revenue diversification, work with stakeholders, and service delivery innovation. Eid emphasized that the innovation in this respect did not only refer to the usage of digital tools, but also institutional reinvention and social impact. This project reiterated the idea that business ventures could be entrepreneurial even in areas that were not directly commercial since cultural missions could be followed through sustainable and community-based business models.

Florek-Paszowska, Ujwary-Gil, and Godlewska-Dziobo (2021) examined the key success factors that determine the advancement of business innovation during the time of digital transformation and economic turbulence. In their study, they discovered that companies that had adopted the culture of digital dexterity, internal information-sharing, and foresight risk management were more able to innovate in testing times. They argued that businesses should have strategic and system perspective of innovation incorporating both upgrading technology and character of change in organizations. The research affirmed the fact that success in terms of innovation in the post age necessitated resilience, adaptive leadership as well as orientation towards the digital trends.

3. RESEARCH METHODOLOGY

The mixed-methods research design was used in this work in order to investigate the new ways of entrepreneurship evolution as well as the reinvention of innovation in the post. The idea of combined qualitative and quantitative methodology was to gain a balanced picture of modern trends in the entrepreneurship as proved by both by the experience and statistics.

3.1 Qualitative Analysis

The qualitative part entailed the comprehensive research of the case studies of the successful startups established after the year 2020. These are case studies in an assortment of high development and high effect industries such as healthtech, edtech, agritech and green technologies. Selection factors were determined by the result of innovation, scalable, and social or environmental



impact. The rationale behind the case study analysis was to discuss the ways how these startups changed to fit the post-pandemic realities, embraced new innovative business models and coped with the new consumer and society expectations. The case studies obtained the data using a mixture of secondary resources including published interviews, company reports, media articles and industry databases.

3.2 Quantitative Analysis

The quantitative element was dedicated to the analysis of macro-level statistics concerning the trends in the field of entrepreneurship, performance statistics of start-up ecosystems, and the pattern of investments in 2020-2024. Some of the main indicators that were analyzed were rates of startups formation, trends of investments in the sector, digital adoption rates and innovations index ranking. The following were data sources in this analysis:

REPORTS WORLD ECONOMIC FORUM

- Global Startup Ecosystem Index
- OECD and World Bank Entrepreneurship Datasets
- Academic journals that have been reviewed by peers and marketing research journals

General trends were pointed out with the help of descriptive statistics, and comparative analysis was applied to emphasize the geography, industry and the model of innovation differences.

3.3 Data Triangulation and Validity

To achieve reliability and validity the triangulation approach was applied as they have compared the findings of the case studies with the trends provided by the statistical data sets. This method allowed to cross-validate the results and add more credence to the research conclusions. In addition, fictional and tabloid sources have not been used, as it is the academic rigor and objectivity that had to be ensured.

4. KEY EMERGING PATHWAYS IN ENTREPRENEURSHIP

Entrepreneurship is undergoing a change that is not limited to the traditional business model in the dynamic post-era atmospheres. New pathways represent a transition to the digitalization, social



responsibility, inclusivity, and flexibility in the work ecosystems. This part summarizes the main trends of entrepreneurship that re-negotiate innovation during this age.

4.1 Digital Entrepreneurship and Remote Innovation

This has been a supportive atmosphere of the increased pace of digital infrastructure to facilitate the power of startups that are cloud-native, the platform of virtual services, and digitally-based business models. Artificial intelligence (AI), blockchain, and the Internet of Things (IoT) is one of the technologies that entrepreneurs are taking advantage of to innovate in product development, increase process efficiency, and customer experiences. The emergence of remote working and virtual collaboration technologies has only allowed further startups to operate on the lowest physical infrastructure bearing an expansive global reach. This path brings focus on agility, scalability, and data-driven decision.

4.2 Purpose-Driven and Sustainable Business Models

The rest of the world is shifting to a business based on sustainability where companies are making sure that their goal are also directed to a green and socially conscious environment. Companies that are green in their practices and are carbon-neutral and those that have adopted the concept of circular economy are becoming more visible among consumers and investors. Such models of business integrate sustainability into presentation with elements of sustainability within the business core, like ethical sourcing, eco-friendly design of the products, and reduction of waste. A strategic change in entrepreneurial values entails the place of profitability alongside long-term planetary and social well-being as the overriding priorities.

4.3 Inclusive and Grassroots Innovation

The most common scenes of entrepreneurial ecosystems are no longer limited to the urban technology capitals or the wealthy populations. Rather, the rising incorporation of the rural, indigenous, and marginalized communities is observed within the innovation sphere. Locally raised entrepreneurs are coming up with place-by-place solutions to community problems in agriculture, health, education and micro-finance. Such endeavors tend to use the low-cost, economical models of innovation, which is scalable and affordable. The government and other



non-profit organization are also offering an enabling role by inculcating entrepreneurship through training, finances and infrastructure in lowly areas of representation.

4.4 Hybrid Work Models and the Rise of Solopreneurs

The hybrid work models have increased and so have solopreneurs, or individual entrepreneurs working on their own, usually in the digital or gig economy. These micro-enterprises can operate very independently and with a small overhead provided through cloud computing, e-commerce platforms and global freelancing networks. Such flexibility in terms of hybrid and remote working has not only democratized the process of entrepreneurship engagement but also lowered barriers to entry of those who have had limited resources. This model is mostly common with creative industries, online education, consulting and digital marketing.

4.5 Social Innovation and Impact Entrepreneurship

Social innovation is an upcoming trend whereby entrepreneurs are trying to use business as a mechanism of solving social problems, health and environmental issues. Companies which are driven by impact have dual aims, to obtain financial returns, as well as creating a measurable social value. They are particularly visible in such spheres as public health, education, women empowerment, as well as water and sanitation. Most of these business enterprises embrace inclusive employment policies, use income to upgrade their societies, and embrace the works of the United Nations in Sustainable Development Goals (SDGs) in their business operations. This is the way due to the increased significance of ethical entrepreneurship in establishing just societies.

5. CASE STUDIES

As an example of practical implications of developing entrepreneurial pathways, three different case studies are presented in this section. Each of these examples is a singular response to the changes and threats of the post era one that expresses innovation in the domain of digital health, sustainability, and financial inclusion.



5.1 HealthifyMe (India)

Healthily is one of the foremost health tech Indian startups that demonstrated the strength of digital entrepreneurship and innovation in times of the COVID-19 pandemic. The inclusion of artificial intelligence (AI) in their platform allowed the company to provide users with their own personalized nutrition and fitness programs. The startup with the use of telehealth mechanism, mobile applications, and health monitoring in real time ensured engagement with the target audiences on a continuous basis, even with physical distancing measures. Ria chat bot in HealthifyMe emerged to be an invaluable support in providing personal dietary guidance, particularly during situations in which there were limited options to physical health experts. The case illuminates the significance of distance innovation and elastic digital framework in the health-oriented entrepreneur in the post-pandemic world.

5.2 Too Good To Go (Europe)

Too Good To Go is a European sustainable startup that successfully managed to put ideas of the circular economy into business operation. The company has created an app that links the consumers with restaurants, bakeries and grocery stores that has excess food which enables the user to make purchases at lower costs. The model has a spotless record of minimizing food waste and providing cost-efficient results to customers and holding small food companies. Having businesses in various countries, Too Good To Go has turned into one of the most notorious cases of purpose-led entrepreneurship, focusing not only on the environmental aspect but also, on the financial one. The success of the startup can be explained by the growing trend of a consumer demand of eco-friendly services and the incorporation of environmental objectives in the work of entrepreneurs.

5.3 Paystack (Nigeria)

Pay stack is a Nigerian-based fintech startup that has revolutionized the process of digital payments in small and medium-sized enterprises (SMEs) in Africa. Pay stack helped thousands of businesses to enter the digital economy by providing straightforward, safe and scalable payment processing tools via the internet. It enabled merchants to receive payments using credit cards, bank transfers and mobile money, with financial inclusion benefitting tremendously in regards to a region that is



not well serviced by the traditional banking systems. Another sign of the company is its acquisition in 2020 by Stripe, which further proves its effectiveness and growth potential. This case study illustrates how financial innovation by the application of technology can strengthen underserved markets and also lead to the growth of the regional economies due to entrepreneurship.

6. DISCUSSION

The results of this research clearly indicate a paradigm shift in the understanding of innovation and conducting it in the Post Era. The concept of innovation no longer belongs to the realm of technological changes, or product innovations and is becoming more multidimensional, systemic, and comprehensive in its essence, inclusive in its techniques and adaptative to social and economic and environmental challenges. This development shows how there is a wider understanding that entrepreneurship should be more than just a money-making activity. Case studies and emerging pathways discussed in this study support the shift in the context of traditional models where the market is dominant to value-based entrepreneurship. As an example, the case of HealthifyMe and Pay stack shows that the combination of digital innovation with accessibility and people-centered design can address people urgent needs and allow businesses to flourish. On a similar note, such initiatives as Too Good To Go show how entrepreneurial projects can solve systemic issues such as food waste by approaching it through the lens of a sustainable, circular economy business model. One theme that comes out continually, throughout the analysis, is the growing importance of resilience and flexibility in the entrepreneurial strategy. The pandemic highlighted the vulnerability of the global order and in light of this, those companies that had managed to incorporate agility, virtual capacity, and digitization of their operations stood a better chance of resisting any interference with their functioning. Also, the emergence of solopreneurs and hybrid employment, as well as strategies points towards the democratization of entrepreneurship, which enables people with divergent social-economic backgrounds to become a part of the enterprise of innovation activities with no or few stable costs.

The second very important factor that comes out of the research is that of cross-sectoral collaboration. The nature of the issues that humanity currently faces, be it the climate crisis or the digital divide, requires the involvement of not only the public sector but also the commercial world of entrepreneurs, the university community, and non-government organizations to tackle. Such



partnerships will be vital in establishing ethical value chains, in the improvement of knowledge exchange and in the mobilization of resources resulting in scalable effects.

In addition, the issue of social innovation has been recognized as one of the valid and influential ways of entrepreneurship. Not only the recognition of opportunity is an even stronger motivator among entrepreneurs, but a sense of justice and willingness to solve social problems, ensure community robustness, and inclusive growth. This is in line with global tendencies like the UN Sustainable Development Goals (SDGs), which are currently playing an impact in investment choices and policies all over the world. In brief, Post Era is transforming the entrepreneurial environment and requires inclusive, ethical, contextual, and future-based innovation. Entrepreneurs are not only game-changers in the market but also shapers of society, and they will be able to drive change in any system in any field.

7. CONCLUSION

The Post Era entrepreneurship has drastically changed, whereby it is no longer a profit-making exercise but an initiative with purpose and human-driven. This transition is in line with wider trends throughout society as mobilized by the COVID-19 pandemic, digital disruption, climate urgency, and the growing pressure on equity and inclusion. Innovation has done away with technological progress; it is all about the way entrepreneurs are shaping the systems, interacting with the stakeholders, and also making a significant difference in society. The up-and-coming entrepreneurial channels recognized in this paper, that have reached from the digital innovation and sustainability to grass-roots as well as social entrepreneurship, present a new blueprint to entrepreneurial participation. Such models are more focused on flexibility, ethical accountability, inclusiveness, and resilience, necessitated in the ambiguous and fast-changing global environment. Entrepreneurship is becoming increasingly influential and integrated into the realm of public policy, education, technology, and social development; therefore, it will become central to economic developments and the community in the future. The results of this research find a place in an ever-increasing body of knowledge redefining the role of an entrepreneur not as a disrupter of the market, but as the generator of change and inclusive prosperity.



These days, based on the discussion of the emerging entrepreneurial trends during the Post Era, the following four strategic recommendation can be offered:

- **Policy Support:** Regulatory environment, tax credits, and simplified procedures to register a startup must be introduced to favor innovations by governments. This can promote entrepreneurship particularly in emerging and high impact areas.
- **Entrepreneurial Education and Mentorship:** Academic institutions and industrial sectors should do entrepreneurial education by incorporating them into the curriculum or by digital skill development by maintaining structured mentorship programs to bring future entrepreneurs more competent to meet the upcoming challenges.
- **Inclusive Infrastructure Developments:** It should invest in the maintenance of incubation facilities and co-working facilities in the underserved and rural areas. This will assist in democratising entrepreneurship as well as regional innovation.
- **Mental Health and Wellbeing Support:** Since entrepreneurship is deemed to be a psychologically-demanding endeavor, it is important that stakeholders implement means of support in terms of wellness programmes, mental health counselling, and founder support networks.

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