ATLAS innovation REVIEW

Volume 1
Issue 2
July–December 2025

ATLAS SkillTech University Publication

Website: https://atlasuniversity.edu.in/journal/ Email: research@atlasuniversity.edu.in

ATLAS Innovation Review

Volume 1, Issue 2, July–December 2025

ATLAS Innovation Review

Website: https://atlasuniversity.edu.in/journal/ Email: research@atlasuniversity.edu.in

Table of Contents

ATLAS Innovation Review

Website: https://atlasuniversity.edu.in/journal/ Email: research@atlasuniversity.edu.in

Industrial Development as Transformation Strategies and Sustainable Development– A Study at Mysore District

Dr. S P Sunitha

sunithapgmit@gmail.com

PG Department of Commerce, MIT First Grade College, Mysore.

Abstract

Industrialization and sustainability are two concepts that are often seen as conflicting, but they are also increasingly recognized as interconnected in contemporary discussions on economic development and environmental preservation to enhance the regional economy on a sustainable basis. However, sustainable industrial practices aim to minimize resource use through efficiency improvements, recycling, and the use of renewable resource. This study focused on Industrial Development as transformation strategies of small cities through SMEs aiming at Sustainable Development through KIADB at Kadakola Industrial area at Mysore city. A structured questionnaire administered to 108 localities to collect opinion on sustainable practices adopted by the MSMEs established in this region. The results of the study were affirmative, yet some glimpses of environmental degradation, cutting down of trees, soil erosion and some occupational diseases were often alarming. Economic polices like KIADB focus on sustainable practices by the MSMEs established in these industrial areas. The ripple effect of this strategies are highly positive with huge infrastructural facilities, transportation, job opportunities, increasing standard of living, innovation, technology, urbanisation and increased progress in the society. These industrial areas have supported auxiliary business and economic activity. There are additional job opportunities through supply chain management, hotel industries, hospitality, transportation, health centres, training institutions and other services contributing to the development of neighbouring society and nation at large.

Website: https://atlasuniversity.edu.in/journal/ Email: research@atlasuniversity.edu.in

Keywords: KIADB, Industrialisation, Transformation strategies, Sustainable development and SMEs.

Introduction

Industrialization as a transformation strategy involves deliberately shifting an economy from predominantly agrarian or traditional sectors toward a more industrialized and diversified economic base. This strategy aims to stimulate economic growth, enhance productivity, create employment opportunities, and foster technological advancements. Diversification of economic activities, development service sector, productivity enhancement, employment generation, urbanisation, rapid infrastructure development, technological development, export promotion, international business, income growth and increased standard of living are the some of the features these transformation strategies.

But at the same time, there are many devastating aspects that has led to deterioration of natural resources, environmental degradation and global warming. These are the major aspects discussed widely at global context, yet there are many micro challenges found at every step of growth and development of a nation contradicting the sustainability. Industrialization typically involves increased consumption of natural resources such as minerals, fossil fuels, and water. Unsustainable extraction and consumption of these resources can lead to environmental degradation, depletion of finite resources, and pollution. Few to mention:

Resource consumptions: Industrialization typically involves increased consumption of natural resources such as minerals, fossil fuels, and water. Unsustainable extraction and consumption of these resources can lead to environmental degradation, depletion of finite resources, and pollution. However, sustainable industrial practices aim to minimize resource use through efficiency improvements, recycling, and the use of renewable resources.

Pollution and environmental impact: Industrialization historically has been associated with pollution and environmental degradation, including air and water pollution, deforestation, and habitat destruction. Sustainable industrial practices prioritize minimizing environmental impact

through technologies such as pollution control devices, cleaner production processes, and waste reduction measures.

Energy use and climate change: Industrialization is a major driver of energy demand and greenhouse gas emissions, contributing to climate change. Sustainable industrialization involves transitioning to cleaner energy sources such as renewable energy (solar, wind, hydro, etc.), improving energy efficiency, and adopting low-carbon technologies to mitigate climate change impacts.

Social impacts: Industrialization can have significant social impacts, including changes in employment patterns, urbanization, and public health issues. Sustainable industrial development seeks to address social concerns by promoting inclusive growth, creating decent jobs, ensuring worker safety, and investing in community development initiatives.

Regulatory frameworks and policy: Governments play a crucial role in shaping industrialization and sustainability outcomes through regulatory frameworks, policies, and incentives. Sustainable development goals, environmental regulations, and carbon pricing mechanisms are examples of policy tools aimed at promoting sustainable industrial practices.

Innovation and Technology: Innovation and technological advancements are key drivers of both industrialization and sustainability. Sustainable industrialization involves fostering innovation in cleaner technologies, eco-friendly materials, and circular economy practices to achieve resource efficiency and environmental stewardship.

Globalisation and supply chains: Industrialization is increasingly globalized, with complex supply chains spanning multiple countries and regions. Sustainable industrialization requires international cooperation and supply chain transparency to address environmental and social challenges across the global production network.

Community engagement and stakeholder collaboration: Sustainable industrialization involves engaging with local communities, indigenous peoples, and other stakeholders to ensure their participation in decision-making processes and to address their concerns regarding industrial development's impacts on their livelihoods, cultures, and environments.

Karnataka and Industrial Development

The typography of Karnataka is bordered by Goa to the northwest, Maharashtra to the north, Telangana to the northeast, Andhra Pradesh to the east, Tamil Nadu to the southeast, Kerala to the southwest, and the Arabian Sea and Laccadive Sea to the west. The state has an area of 191.976 square kilometers (74,122 sq mi), covering 5.83 percent of India's total geographical area. It is the seventh largest Indian state by area. Surrounded by fast developing states and Karnataka itself being a tourist place filled with flora and fauna, education centre, and having hub of industrial areas has attracted diversity of population and culture. All these have further contributed to development of service sectors like hospitality industries, education, culture & art, hospital, tourism, infrastructural services and IT as vital services that has enhanced the development to the state.

- Karnataka has always been at the forefront of industrial growth in India. With its inherent capabilities coupled with its enterprising citizens, Karnataka provides the ideal choice for
- Investment opportunities.
- Skilled technical personnel in the fields of management, engineering, and basic sciences.
- Excellent facilities for research and development from several state and central research institutes and laboratories.
- Favourable climate and habitat.
- Outstanding infrastructure facilities like transportation, communication, information and technology related support, banking and insurance, national high ways, sea port, connectivity with neighbouring states and others.

Karnataka Industrial Areas Development Ordinance (KIADB) as a Transformation strategy for progressive economy. The Karnataka Industrial Areas Development Ordinance (KIADB Ordinance) –dated 20th June 1966, is a statutory body constituted for the purpose of speedy and orderly establishment and development of industries in the industrial zones of the State of Karnataka and for providing basic industrial requirements and facilities. The KIADB functions as per the rules and regulations contained in the KIADB Act. Due to KIADB's vision and top-notch infrastructure facilities, investors from all over the world are interested to launch businesses in

Karnataka, especially in Mysore district. The areas of the industry focused are Defence, textile, IT, food, garments, pharmacy, Bio-technology, chemical, automobile, gems and jewelleries and other industries are focused.

Aims and Objectives:

1. Promotion of rapid and systematic industrial development in the state.
2. Cooperation in implementation of government schemes falling under the purview of KIADB Act.
3. To facilitate installation of infrastructure.
4. "No profit - no loss" approach.

The basic Industrial Statistics are:-

- Developed over 173 Industrial estates and 473 Single Unit Complexes.
- Promoted 3 SEZs.
- Industrial Parks-144
- Created over 1.5 million job opportunities.
- Maintains biggest land bank of 22,931-26 Acres.
- IT & Electronics Parks-8
- Implemented Business reforms action plans under Ease of Doing Business and other facilities.

Mysore District:

Mysore, officially known as Mysuru, is a historic city located in the southern state of Karnataka, India. It is an age old city renowned for its rich cultural heritage, majestic palaces, vibrant festivals, picturesque surroundings, and as Yoga Capital. It has attracted huge industrialisation in the last three decades owing to its specialities. KIADB has supported in establishment of many industries through industrial sheds and estates in and around Mysore city. There are 8 Industrial area across Mysore district and they are Belagola, Nanjangud, Thandya, Koorgaly, Kadakola, Hebbal, Hootagali, and Belavadi Industrialisation has bestowed with all kinds of socio-economic benefits to the habitant of Mysore. Such as job opportunities, better life styles, increased standard of living,

innovation, development, infrastructural facilities, and increased services, huge choices, mass production, quality products, reasonable pricing and many more. Concomitantly it is slowly devastating the flora and fauna that ornamented the Mysore district. Presently this place has accommodated more than 1000s of MSMEs and MNCs. It includes both service and manufacturing industries. Availability of better Infrastructural facilities has increased the demand for industrialisation at Mysore district. Major production & exporting items includes pharmaceuticals, textiles, software development and food products. But at the same time, the disadvantages of industrialisation is also seen at a slow pace in the last few years. The major effects of industrialisation experienced are and high extent of deforestation, conversion of agricultural land into residential or industrial areas, exploitation of natural resources, disappearing of flora and fauna, environmental degradation affecting the livestock, contamination of water bodies, air, water, soil and noise pollution are common phenomenon. Further it has caused various health issues related to respiratory problems, skin sensitivity, effects on sense organs and many more. Most of the non-fertile, non-cultivated and agricultural lands are being utilised for industrialisation purpose mainly posing to sustainability issues. This study focused on the sustainable practices adopted by the SMEs established in the Kadakola region of Industrial area and their impact on the neighbouring localities.

Review of Literature

Companies following Environmental, Social and Governance (ESG) principles are on the blue charts and highly opted for investment and employment. Further these companies are accountable and transparent towards their business activities. ESG principles applied by the SMEs seek to ensure responsible stewardship towards the environment, as good corporate citizens, and accountability.

Introduction of industrial policies assured economic development with constructive impacts. Currently there is a paradigm shift from manufacturing sector to service sectors and IT revolution has rebuilt and redefined the complete economic environment(Felipe et al., 2013). Industrialisation fetches greatest competitive advantage to a nation, concomitantly contributes structural issues and

administrative bureaucracy. This inturn leads to corruption, fraudulent practices and other administrative crimes(Rodrik, n.d.). Industrial polices have failed mainly due to poor implementation, administrative loop holes, improper management of schemes and political instability(Ahluwalia, 1986). Further sustainable goals were included through industrial development and industrial policies for export promotion, make in India and made in India initiatives. Industrialization has drastically shifted from manufacturing sector to service and IT sectors in India. Thus it led to mushroom growth of IT Hubs, IT parks, Industrial estates/areas/hubs and Special economic zones and export promotion zones etc.

Sustainable development is a concept that conflicts the industrial growth and nation's progress and it varies, though, with regards to what needs to be created, what needs to be sustained, how to connect development and environment, and how long these connections should last(Parris & Kates, 2003). Few researchers included some vital values or indicators for sustainable development. They are attitudes towards sustainable practices, behaviour of HR, technology, innovations, freedom, economic system of the nation, international trade and business(Leiserowitz et al., 2006). There is no particular definition for sustainability and extent of sustainability required. There are different concepts, ideologies and modes of implementation of sustainability(Jabareen, 2008).

Thus industrial policies and sustainability are two sides of a coin, which needs to be maintained a well-structured manner so that nations progresses with sustenance.

Research Gap

Industrialisation and its pros and cons are always experienced majorly b the living community in the industrial areas. This study stands unique as it is conducted to understand the sustainable practices adopted by SMEs operating in the Kadakola region and their impact on the neighbouring communities. This study is from the perception of the localities livng in the surrounding areas of Kadakola industrial area for more than two decades in order to understand the drastically changes that have occurred in the region. It incudes, economic, social and environmental impacts affecting the neighbouring community of the Kadakola Industrial area.

Need for the study

The study tries to evaluate the transformation strategies of KIADB with an aim of industrialisation and sustainable development of the neighbouring society as well. It includes inconvenience caused MSMEs in the industrial area like pollution (Noise, water and air), soil erosion, urbanisation, environmental degradation, cutting down of the trees, unorganised development, creation of slums, administrative illegal practices, poor practices of wastage dissemination and so forth. The practices used by MSMEs and their effects on the surrounding community would be examined in the study. Thus there is a great need to act and control the ill effects of industrialisation and save the district with its embedded flora and fauna. A sufficient government initiatives and efficient policies is utmost need of the hour. The study collected the perceptions of the local community at large on the sustainable practices adopted by the SMEs functioning in this region.

Statement of the problem

Mysore once known as pensioner's paradise is moving with the rapid pace of industrialisation and urbanisation. Though there are many socio-economic benefits, yet there are many ill-effects posing treat to sustainability. Unorganised development of cities, slum areas, civil disturbances, crimes, pollution, bureaucratic flaws and misuse of administrative laws. Further it increases financial differences between the rich and poor, unscrupulous trade practices and exploitation of resources without sustainable development.

The other major effects of this economic activities are various diseases and disorders. Mainly respiratory disorders, intestinal ailments, damages of sense organs, constant increase in occupational hazards and indirectly increase in stress. Water prone diseases and sound pollution are contaminating the peaceful habitation of the people at Mysore district. The basic pollutants of the industries are greenhouse gases, solid wastes (rags, rubber, Ceram, leather, wooden materials, plastics, metal & glass).

Thus the role of KIADB is vital as it strategize an organised growth of industries through a systematic planning of all amenities and aims at and sustainable development of the district. This study would explain the sustainable practices adopted by the MSMEs and their sustainable practices with harming the environment and society.

Research Questions

1. Does transformation strategies of KIADB towards industrialisation leads to sustainable development?

2. Does Mysore district experience sustainable development due to industrialisation?

Research Objectives of the study

To understand the transformation strategies of KIADB towards industrialisation in the Mysore district and to evaluate the effects of industrialisation and sustainable development in the neighbouring community of Kadakola industrial areas at Mysore city.

Hypothesis

H0: There is no significant relationship between industrialisation and sustainable development.

H1: There is significant relationship between industrialisation and sustainable development.

H0: Sustainable practices are not adopted by the MSMEs in the industrial areas. H2: Sustainable practices are adopted by the MSMEs in the industrial areas.

H0: KIADB doesn't significantly aims at sustainable development of the economy. H3: KIADB significantly aims at sustainable development of the economy.

Research Methodology

The research design adopted for the study is descriptive (to understand the existing scenario of the industrial hubs and its impact) and exploratory research design (to explore the opinion on the sustainable practices espoused by the SMEs of the KAdakola industrial area.

Primary Data: Primary data is collected by administering structured questionnaire to selected respondents who are residents of the industrial area for more than two decades. The respondents are selected on the basis of convenient sampling and the sample size is 108. There were two sections in the questionnaire, the first on demographic profile and the second on perceptions on sustainable practices embraced by the SMEs in kadakola industrial area of Mysore district. Five point Likert scale is used to measure all the statements Secondary Data: Secondary data is collected

from published and unpublished sources. Further, websites are also depended upon for few secondary data.

- **Contact instrument:** Close-ended questionnaire is used and the types of questionnaire is based on 5 point Likert scale (1 = strongly disagree to 5 = strongly agree).
- **Contact method:** It was conducted by using contact instruments like questionnaire, interview and observation.
- Data is subjected to analysis using ratios, percentage, average and simple frequency and descriptive statistics by applying SPSS 20.0. Interpretations are made under inductive principles.

Scope of the Study

The study is undertaken in the Kadakola Industrial area and the respondents of the study are the localities residing in the industrial area region.

Survey Findings & Discussion

Demographic Profile of the Study

Section I:

Sl No.	**Variable**	**Frequency Distribution**				**Total**
01	**Gender**	**Male**	**Female**	**Others**	**-**	
	Frequencies	76	32	-	-	**108**
	%	70.4%	29.6%	-	-	**100**
02	**Age**	**Less than 25 Years**	**26- 40 Years**	**41-55 Years**	**55 Years & above**	
	Frequencies	17	49	32	10	**108**
	%	15.7%	45.6%	30%	9.26%	**100**
03	**Qualification**	**Less Than Degree**	**Degree & Diploma**	**PG & Professional**	**Other Courses**	

	Frequencies	10	35	35	28	**108**
	%	9.26%	32.4	32.4	26%	100
04	**Other Occupation**	**Private**	**Government**	**Business & Others**	**None**	
	Frequencies	47	12	30	19	**108**
	%	44%	11.11%	28%	17.6%	100
05	**Income**	**< Rs. 2,00,000**	**> Rs. 2,00,001 to 5,00,000**	**> Rs. 5,00,001 to 10,00,000**	**Above Rs.10, 00,000**	
	Frequencies	16	36	35	21	**108**
	%	15%	33.33%	32.4%	19.4%	**100**
06	**Marital status**	**Married**	**Unmarried**	**Others**	**-**	
	Frequencies	60	41	7	-	108
	%	55.55%	38%	6.5%	-	100
07	**Location**	**Urban**	**Rural**	**Semi-urban**		
	Frequencies	26	47	35	-	108
	%	24	44	32	-	100

Table 1. Demographic Profile

Source: Primary Data- Survey

The researcher carried out the survey by administering structured questionnaire comprising of 18 assertive statements for which responses were elicited and recorded in five point scale. The statements included in the questionnaire were

List of Statements	
1	Industrial estates/areas helps in economic development of the nation.
2	Industry estates/areas provides job opportunities in the localities

3	Industry hubs bring about a change in life style of the neighbourhood community.
4	Industry hubs benefits infrastructure development in the neighbourhood community.
5	Conversion of non-agricultural lands are high due to industrial estates.
6	Unsustainable practices related to waste fills are often seen by MSMEs.
7	Improper waste management practices have increased contamination in the neighbourhood communities.
8	Excess noise from industries are increasing experienced by the residents of industrial area.
9	MSMEs are responsible towards environmental protection.
10	CSR of the corporates assure sustainable development of the society.
11	Adopting sustainable practices is a costly affair for the MSMEs.
12	MSMEs are accountable towards social and environmental impacts.
13	Considering renewable energy for low minimising negative impacts on the environment is vital.
14	Industries adopt corporate social responsibility practices ethically.
15	Internal factors of MSMEs are responsible towards sustainable practices.
16	Stringent regulatory framework would contribute to sustainable development in industrial areas.
17	Sustainable practices includes growth and development of the neighbouring societies.
18.	Go green concept should be implemented by the SMEs.

Table 2. Perception Statements

Sl .no	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Mean	Standard Deviation	Chi-Square
	f	%	f	%	f	%	F	%	f	%			
S1	5	6.5	15	13.9	16	14.8	32	29.6	38	35.2	3.7315	1.25755	0.000
S2	12	11.1	9	8.3	10	9.3	32	29.6	45	41.7	3.8241	1.35225	0.000
S3	7	6.5	8	7.4	7	6.5	46	42.6	40	37	3.9630	1.15140	0.000
S4	7	6.5	7	6.5	13	12	36	33.3	45	41.7	3.9722	1.17972	0.000
S5	8	7.4	12	11.1	10	9.3	39	36.1	39	36.1	3.8241	1.24427	0.000
S6	8	7.4	9	8.3	11	10.2	44	40.7	36	33.3	3.8426	1.19314	0.003
S7	6	5.6	5	4.6	11	10.2	43	39.8	43	39.8	4.0370	1.09310	0.000
S8	6	5.6	6	5.6	16	14.8	43	39.8	37	34.3	3.9167	1.10331	0.000
S9	8	7.4	8	7.4	14	13	38	35.2	40	37	3.8704	1.20817	0.000
S10	7	6.5	8	7.4	11	10.2	38	35.2	44	40.7	3.8241	1.24427	0.000
S11	5	4.6	2	1.9	19	17.6	49	45.4	33	30.6	3.9537	.98952	0.001
S12	6	5.6	6	5.6	12	11.1	37	34.3	47	43.5	4.0463	1.13058	0.000
S13	6	5.6	12	11.1	8	7.4	28	25.9	54	50	4.0370	1.23747	0.000
S14	9	8.3	18	16.7	21	19.4	30	27.8	30	27.8	3.5000	1.28616	0.000
S15	2	1.9	5	4.6	19	17.6	49	45.4	33	30.6	3.9537	.98952	0.000
S16	5	4.6	7	6.5	13	12	36	33.3	47	43.5	4.0463	1.11392	0.003
S17	7	6.5	8	7.4	11	10.2	38	35.2	44	40.7	3.9630	1.18342	0.000

S18	13	12	5	4.6	7	6.5	47	43.5	36	33.3	4.0463	1.11392	0.000

Table 3. Perception Analysis

Source: Primary Data- Survey

Discussion

The mean average of all the perception statements are more than 3 points. It means that, the localities affirm the sustainable practices adopted by MSMEs in the kadakola region of Mysore city.

Conclusion

In summary, while industrialization poses significant challenges to sustainability, it also presents opportunities for implementing innovative solutions and adopting sustainable practices that balance economic development with environmental protection and social equity. Achieving sustainable industrialization requires a concerted effort from governments, businesses, civil society, and individuals to promote responsible production and consumption patterns that meet present needs without compromising the ability of future generations to meet their own needs.

India's economy has grown rapidly due to the implementation of new economic policies and the advancement of information and technology. Though the country has gained a lot. There are also drawbacks, such as the over utilisation of natural resources, deforestation, rapid urbanization, loss of culture and tradition, inhumanity, improper use of flora and fauna, and sharp rise in pollution. Health problems, shortened life spans, epidemics, low resistance, lower quality food replacements, and poor nutrition have all been directly and indirectly caused by these negative impacts, which affect not just people but all living things. Extermination or eradication of species of plants, birds, animals, and races is a phenomenon that is frequently discussed. The primary source of all these negative consequences is pollution brought on by fast industrialization.

Intervention of New economic policy and development of information and technology has paved way to rapid industrialisation and economic growth in India. Though the country has gained a lot but it has come across equivalent shortcomings in terms of exploitation of natural resources, deforestation, rapid urbanisation, eradication of culture & tradition, inhumanness, ill use of flora

& fauna and steep increase in pollution. Directly and indirectly this ill effects have led to health issues, lower life span, epidemics, poor resistance, reduced quality dietary substitutes & nutrition not only in humans, rather in all living beings. Often heard phenomenon is extinguish or eradication of species of herbs, birds, animals and races. The major cause behind all these ill-effects is pollution that arise due to rapid industrialisation.

References

Alliance, C. (2015). *Sustainable development goals and Habitat III: Opportunities for a successful New Urban Agenda*. Cities Alliance Discussion Paper, 3.

Ahluwalia, I. J. (1986). Industrial growth in India: Performance and prospects. *Journal of Development Economics, 23*(1), 1–18. https://doi.org/10.1016/0304-3878(86)90076-3

Agarwal, A. (2002). Water pollution problems posed by small industries: A case study of India and China. *Water Science and Technology, 45*(8), 47–52.

Bhatnagar, A., Nanda, T. P., Singh, S., Upadhyay, K., Sawhney, A., & Swamy, D. R. R. (2018). Analysing the role of India's smart cities mission in achieving Sustainable Development Goal 11 and the New Urban Agenda. In *Sustainable development research in the Asia-Pacific region: Education, cities, infrastructure and buildings* (pp. 275–292).

Crals, E., & Vereeck, L. (2004). Sustainable entrepreneurship in SMEs: Theory and practice. In *Proceedings of the 3rd Global Conference in Environmental Justice and Global Citizenship*, Copenhagen, Denmark.

Felipe, J., Kumar, U., & Abdon, A. (2013). Exports, capabilities, and industrial policy in India. *Journal of Comparative Economics, 41*(3), 939–956. https://doi.org/10.1016/j.jce.2013.01.001

Harish, M. (2012). Air pollution by automobiles: Existing situation in Mysore city. *International Journal of Advances in Pharmacy, Biology and Chemistry, 1*(2), 227–232.

Kathuria, V., & Haripriya, G. S. (2000). Industrial pollution control: Choosing the right option. *Economic and Political Weekly, 35*(43/44), 3870–3878.

Klewitz, J., & Hansen, E. G. (2014). Sustainability-oriented innovation of SMEs: A systematic review. *Journal of Cleaner Production, 65*, 57–75.

Jabareen, Y. (2008). A new conceptual framework for sustainable development. *Environment, Development and Sustainability, 10*(2), 179–192. https://doi.org/10.1007/s10668-006-9058-z

Lawrence, S. R., et al. (2006). Sustainability practices of SMEs: The case of NZ. *Business Strategy and the Environment, 15*(4), 242–257.

Leiserowitz, A. A., Kates, R. W., & Parris, T. M. (2006). Sustainability values, attitudes, and behaviors: A review of multinational and global trends. *Annual Review of Environment and Resources, 31*(1), 413–444. https://doi.org/10.1146/annurev.energy.31.102505.133552

Onu, P., & Mbohwa, C. (2019). Sustainable production: New thinking for SMEs. In *Journal of Physics: Conference Series* (Vol. 1378, No. 2). IOP Publishing.

Parris, T. M., & Kates, R. W. (2003). Characterizing and measuring sustainable development. *Annual Review of Environment and Resources, 28*(1), 559–586. https://doi.org/10.1146/annurev.energy.28.050302.105551

Randhawa, A., & Kumar, A. (2017). Exploring sustainability of smart development initiatives in India. *International Journal of Sustainable Built Environment, 6*(2), 701–710. https://doi.org/10.1016/j.ijsbe.2017.08.002

Rodrik, D. (n.d.). *Industrial development: Stylized facts and policies*.

Seidel, R., Shahbazpour, M., & Seidel, M. C. (2007). Establishing sustainable manufacturing practices in SMEs. In *Proceedings of the 2nd International Conference on Sustainability Engineering and Science*.

Sreenivasa, & Venkataramana, G. V. (2016). Suspended particulate matter status of urban areas in Mysore. *Asian Journal of Environmental Science, 11*(1), 124–128.

Tsvetkova, D., Bengtsson, E., & Durst, S. (2020). Maintaining sustainable practices in SMEs: Insights from Sweden. *Sustainability, 12*(24), 10242.

ATLAS innovation REVIEW

ATLAS SKILLTECH UNIVERSITY
ISDI ISME uGDX LAW

About ATLAS SkillTech University:
ATLAS SkillTech University, located in the heart of Mumbai's business district, is India's first urban, multidisciplinary university and the youngest to receive a NAAC A grade. Built on an innovation-first model, ATLAS integrates global collaborations and strong industry partnerships to shape future-ready leaders. Aligned with the National Education Policy 2020, ATLAS offers cutting-edge programmes across Design & Innovation, Management & Entrepreneurship, Digital Technology, and Law—bringing together design, technology, strategy, and leadership in one future-focused ecosystem.

About ATLAS Innovation Review:
The ATLAS Innovation Review is the University's flagship publication, bringing together visionary thinking from academia, industry, and emerging disciplines. Each edition is built around a distinct theme and authored by an expert editor who offers deep, relevant, and future-focused insights. Thought-provoking, rigorous, and accessible, it embodies ATLAS's mission to spark conversations that influence tomorrow.

https://atlasuniversity.edu.in/journal