

# *Editorial*

Dear Readers

It gives me an immense pleasure to release the fourth issue of the PDUAMT Business Review-an International Peer-Reviewed Annual Journal of Pandit Deendayal Upadhyaya Adarsha Mahavidyalaya, Tulungia, Bongaigaon. The journal is the outcome of the pioneer of this budding rural higher education institution in it's five years journey. I am always beholden to the architect of the journal for structuring a strong pillar for the intellectual dialogue. This issue covers ten different research articles contributed by esteemed authors on the domains like FINTECH – digital disruption, using AI for facing challenges of sustainable environmental policy, green marketing practices, financial inclusion, information seeking behaviour of household investors, Lockdown impact on Sectoral Indices of Bombay Stock Exchange, Social Progress Through Pradhan Mantri AWAAS Yojana, Cognizance Level and Opinion of Retail Investors, Economic Impact of Pandemic Covid-19 on Migrant Labours and Women Entrepreneurship. We expect that the articles published in the journal will open up a new vista in the relevant field and will enrich the exiting literature.

Finally, I am thankful to all the authors for their valuable contributions. I am also grateful to authority concerned for assigning the difficult task of editor for the three years term.

Porag Pachoni  
Editor