# PUBLICATION OF JOURNAL(S)





# THE EDITORIAL BOARD MANAGEMENT & COMMERCE SECTION

Prof. (Dr.) R. K. Mittal Professor, USMS, GGSIPU Prof. (Dr.) Sanjiv Mittal Professor, USMS, GGSIPU Prof. (Dr.) A K Saini Professor & Dean, USMC, GGSIPU Prof (Dr.) Madhu Vij Faculty of Management Studies Delhi University Prof. (Dr.) Ashish Chandra Professor, Department of Commerce Faculty of Commerce and Business Delhi School of Economics, DU Dr. Neerai Kaushik Associate Professor National Institute of Technology,

### IT SECTION

Prof. (Dr.) Naveen Rainal

Professor, USICT, G.G.S.I.P.U

Prof. (Dr.) Sunil Kumar Khatri
Director of Campus,
Amity University Tashkent,
Uzbekistan at Amity Education Group
Prof. (Dr.) Arpita Sharma
Professor, Department of Computer
Science Deen Dayal Upadhyaya College,
D.U
Prof. (Dr.) Sushila Madan
Professor, Lady Shri Ram College,
D.U
Prof. (Dr.) V K Panchal

Prof. (Dr.) V K Panchal Former Director, DRDO Lab Delhi Director, Shri Balwant Institute of Technology, Sonepat, Director-CIRG Labs

### MEDIA SECTION

Prof. (Dr.) K.G Suresh Vice Chancellor Makhanial University of Journalism & Communication Prof. (Dr.) Narendra Kaushik Dean, School of Mass Communication, JECRC University Mr. Pradip Bagchi Media Educator/Professional

Mr. Sushant Malhotra Radio Presenter, FM Rainbow All India Radio

Editorial Team
CHIEF PATRON
Dr. R. K. Tandon

Chairman, Trinity, Dwarka

Dr. Reema Tandon
Vice Chairperson, Trinity, Dwarka

EDITOR – IN- CHIEF Prof. (Dr.) Ashutosh Agarwal Director, Trinity, Dwarka

EDITOR
Prof. (Dr.) Mukta Sharma

ASSISTANT EDITOR(S)

HOD- CS & IT

Dr. Neha Arora

Associate Professor

Dr. Krishna Bati Singha
Associate Professor

TJMITM Publication Team

(publication@tips.edu.in)

## **CONTENTS**

Use of Blockchain in Crypto-Currency to secure cloud forensic trails Dr. Santosh Kumar Singh and Dr. Vikas Rao Vadi 1-8 Mathematical Modelling in Cyber Security and Cyber Defense 9-18 Ms. Aparna Chaturved Emergence of Big Data in Smart Cities: A Futuristic Approach 19-23 Ms. Ritika Kapoor and Dr. Mukta Sharma Mgnrega and Poverty Alleviation in Rural West Bengal 24-39 Ms. Ananya Mondal, Ms. Cherry Murarka and Ms. Garima Samraik Social Media- A Renewed Approach to Green Tourism by Millennials Mr. Asif Javed Crafting Luxury Experiences: Elevating Brand Value and Purchase Intentions
Through Commer Relationship Management 45-54 Mr. Rajashree Sutar The Evolution of Artificial Intelligence: A Comprehensive Analysis Mr. Siddharth Biswas, Mr. Shubham Jha and Ms. Deepika Kirti Lean Manufacturing; A Sustainable Manufacturing Technique to help Indian 61-66 Textile & Apparel Industry achieve Circular Economy and Aatmanirbharta Mr. B C Anant, Ms. Neha Arora, Dr. Md. Kalimuddin Ansari Broadcast Media Credibility in the Age of Fake News: A Study of National Hindi TV Mr. Nadim Akhter

A Study on Measuring Impact of Users Satisfaction on Us ERS Loyalty of India Post

Vol. 14, Issue 1, 2023

· Jerg

Ms. Pooja Barad and Dr. Kanchan Dutt

DIRECTOR

Trinity Institute of Professional Studies (Adj. Metro Piller No. 1160), Institutional Area Sector-9, Dwarka, New Delhi-110075