SDG 8

DECENT WORK AND ECONOMIC GROWTH

INTRODUCTION

Decent work is the foundation on which sustainable institutions, resilient economies and dignified lives are built.

SDG 8 calls on institutions everywhere to promote sustained, inclusive economic growth, full and productive employment, and decent work for all. For a university, this mandate extends well beyond the classroom: it is about the readiness of its graduates for meaningful careers, the entrepreneurial confidence it instils, the fairness and dignity of the working conditions it offers its own faculty and staff, and the role it plays in strengthening the wider economic ecosystem around it.

At SRM University–AP, this commitment is woven into everyday academic and administrative life — through curricula that build employable skills, structured industry exposure, mentorship from alumni and practitioners, platforms for innovation and entrepreneurship, and continuous professional development for employees. Career readiness is not treated as a placement-season activity alone; it is cultivated across the academic calendar through co-teaching with industry experts, hackathons and ideathons, business fests, skilling workshops and alumni-led career conversations.

This section presents SRM University–AP's contribution to SDG 8 during 2025–26 — spanning employability and entrepreneurship initiatives, community-facing livelihood outreach, a wide calendar of SDG 8–aligned events, and research output that advances scholarship on labour, enterprise and economic development.

DECENT WORK, EMPLOYABILITY & ENTREPRENEURSHIP

SRM University–AP approaches decent work and economic growth along two connected tracks: preparing students to enter the world of work with confidence and capability, and upholding fair, supportive working conditions for its own faculty and staff.

Employability & Career Development

Career readiness at SRM University–AP is built through sustained exposure rather than one-off sessions. Programmes such as Campus to Corporate and Career Road Map for Tech Students: From Classroom to Corporate help students translate academic learning into the technical and soft skills recruiters look for, while large-scale sessions like Beyond Your Preparations — Managing Stress during Placements and Career Transition, which drew over 1,600 students, show the University's attention to the wellbeing dimension of career transitions and not just its technical dimension. A steady stream of alumni-led talks — on placement processes at global firms, on generative AI and emerging technology careers, and on pathways into psychology, civil engineering, data careers and beyond — keeps students connected to real, lived career trajectories from within the SRM AP alumni network.

Industry Exposure & Academia–Industry Engagement

Co-teaching arrangements with industry professionals are a distinctive feature of the SRM AP model, bringing practitioners into courses on big data management, advanced database systems, VLSI design, applied cryptography and software engineering to complement classroom instruction with real-world practice. Departmental initiatives such as the Industry Expert Lecture Series for first-year computing courses and the Webinar on Industry 5.0: Connected Factories Powered by AI, Robotics & Digital Twins extend this exposure to emerging technology domains, while the 19th National Frontiers of Engineering Symposium, held in collaboration with the Indian National Academy of Engineering, positioned the University as a convening ground for national conversations on engineering, manufacturing and industry readiness.

Entrepreneurship, Innovation & Incubation

Entrepreneurship is nurtured through platforms that let students pitch, build and be evaluated by industry mentors. The Institution's Innovation Council (IIC) Regional Meet brought together innovators and start-ups shortlisted under the YUKTI Innovation Challenge and the AICTE Productization Fellowship, while the ECE Open House Day showcased over a hundred student projects, including faculty-led start-up initiatives, to industry evaluators. Ideation-first formats such as the ImmersiveX Ideathon and student-led hackathons like My1stHack cultivate a builder's mindset early, and the newly launched BUILD Club gives students a dedicated, mentor-supported track for start-up thinking. At the Paari School of Business, the annual AMEYA management fest — anchored by flagship formats such as the Campus Shark Tank and The Wealth Creator — gives future managers a competitive, real-world arena to test entrepreneurial and strategic thinking.

Skill Development & Professional Growth

SRM University–AP extends skilling beyond the student body to its own workforce. Office Xcelerate and Lab Xcelerate are targeted upskilling programmes for administrative and laboratory staff, covering digital productivity tools, AI-assisted workflows, professional communication and technical troubleshooting — practical investments in the productivity and career growth of non-teaching staff. Financial literacy sessions on practical wealth management, and hands-on vocational training such as the University Bakery workshop, further broaden the range of livelihood-relevant skills available on campus.

Supporting a Fair and Family-Friendly Workplace

As part of its institutional HR framework, SRM University–AP extends maternity and paternity leave benefits to its faculty and staff, reflecting the University's commitment to equitable, family-supportive and dignified working conditions for its workforce. This sits alongside its broader efforts on staff upskilling and professional development as part of a holistic approach to decent work for its own employees.

OUTREACH

Beyond the campus, SRM University–AP extends its SDG 8 commitment through the VAC 207/507 Samaj Seva value-added courses, in which Paari School of Business students undertake structured, credit-linked community engagement projects. These place students in direct, sustained contact with artisans, women's self-help groups, low-income households and rural youth — translating classroom learning in management, finance and digital skills into tangible livelihood and economic-empowerment outcomes for the community partners involved.

● Digital Empowerment of Kondapalli Artisans

Group 5 – Brand Boosters, MBA (PSB) · Partner: Jahnvi Kondapalli Wooden Toys · Feb–Apr 2026

A five-phase project that took a family-run, multi-generational Kondapalli wooden-toy enterprise fully digital. Students surveyed the artisan community, set up Instagram and WhatsApp Business catalogues, delivered hands-on digital customer-handling training, and finally designed and launched a mobile-responsive e-commerce website (kondapallitoys1960.com) with an integrated Razorpay payment gateway. The handover session trained the artisans to independently manage products, orders and content, shifting the business from a middleman-dependent, local-market model to a direct-to-customer digital enterprise — a concrete contribution to artisan livelihoods and economic self-reliance.



● EmpowHER Finance – Women Empowerment through Financial Literacy & Savings Awareness

Group 10, MBA (PSB) · Partner: MAARPU Trust · 29 SHG leaders (SERP & MEPMA) · Mar 2026

A three-phase financial-literacy initiative with women's Self-Help Group (SHG) leaders across Vijayawada and Gollapudi, conducted in partnership with MAARPU Trust, an NGO focused on financial inclusion for marginalised communities. Following classroom preparation, students ran individual interviews with MEPMA SHG members and a field session with 27 SERP SHG leaders on budgeting, savings habits, banking access and government schemes. The project's own data showed a clear link between record-keeping discipline and awareness of government financial schemes, reinforcing the case for structured financial-literacy support among women entrepreneurs and SHG members.





● Impact Makers – Vocational Training for Women

MBA (PSB) · Partner: Inner Wheel Club, Guntur (Ms Garikipati Jayasree) · 20 women · Tuffan Nagar, Guntur · 30 March 2026

A hands-on vocational training programme for women from economically weaker sections, developed after a needs-assessment survey identified skill and employment gaps in the community. Twenty women were trained in preparing detergent powder, phenyl, soap oil and pain balm — low-cost, high-demand products — alongside sessions on pricing, marketing and customer handling to support small-scale, home-based self-employment. The activity directly targeted participants' financial independence and confidence to pursue income-generating work.



● Career Roadmap: Navigating Future Aspirations for Rural Youth

MBA (PSB) · Partner: ZPHS International School, Nidamarru · 83 students (Grades 9–10)

A bilingual (English–Telugu) career-guidance session designed to close the career-awareness gap faced by rural government-school students, who often have limited access to diverse professional role models. Using a specially designed bilingual questionnaire and an interactive presentation on career streams — from vocational training to civil services and emerging digital roles — the team helped over 83 students identify their areas of interest and the subjects required for their chosen paths, leaving behind a reusable career-counselling tool for the school.



● Enhancing Urban Poor through Financial Inclusion

Student research team (7–8 members) · 100 respondents, low-income urban neighbourhoods, Vijayawada & Amaravati

A primary-research study examining why low-income urban families, despite living near banks, continue to rely on cash and informal saving methods. Through surveys and one-on-one interviews with 100 respondents, the team found that 44% had no savings at all, only 49% held a bank account, and education level was strongly linked to financial activity. The study concluded that financial inclusion requires combining banking access with awareness, literacy and skill-building, and recommended coordinated action by government, NGOs and communities to build trust in formal saving schemes.



● Career Guidance Programme by the Directorate of CR&CS

For NCC Cadets · Directorate of Student Affairs · 11 February 2026 · 56 cadets

A dedicated career-guidance session for NCC cadets on higher education pathways, competitive examinations and employment prospects, designed to build clarity, confidence and goal-setting ability among a group of students who might otherwise have limited structured access to career counselling. The session strengthened participants' decision-making around further study and employment, extending the University's employability mandate to a wider, service-oriented student community.



EVENTS AND INITIATIVES

54

SDG 8–aligned events organised across SRM University–AP in 2025–26

During 2025–26, SRM University–AP organised 54 events mapped to SDG 8 across its schools, departments and directorates — spanning innovation and start-up platforms, career-readiness and placement-support sessions, industry–academia engagement, entrepreneurship fests, and professional skilling for staff. The strongest and most directly relevant of these are highlighted below.

Innovation, Start-ups & Ideation

● IIC Regional Meet

1,098 participants

A national platform hosted at SRM University–AP for innovators and start-ups shortlisted under the YUKTI Innovation Challenge (YIC) 2025 and the AICTE Productization Fellowship (APF) 2025, featuring technology showcases, start-up exhibitions and IIC poster presentations.





● ECE Open House Day 2.0 – 2026

149 participants

Showcased over 100 student projects, including faculty-led start-up initiatives, evaluated by industry experts — fostering industry–academia interaction and encouraging student innovation and entrepreneurship.

● ImmersiveX Ideathon

358 participants

A one-day ideathon introducing AR/VR technologies, giving students a platform to pitch immersive-technology solutions to real-world problems.

● My1stHack 2025

309 participants

SRM AP's first hackathon exclusively for freshers, organised by the GeeksforGeeks Campus Body, drawing 250+ registrations and recognised by University leadership as a landmark student-led innovation initiative.

● BUILD Club Kick-Start Workshop

109 participants

Launched a new student entrepreneurship track under the Dean–Research office, equipping early-stage student founders with foundational start-up skills.

● QC² – Quantum Computing Conclave 2026

340 participants

Built awareness of quantum computing and its emerging industry applications among students and faculty, pointing to future-ready career and research pathways.

Employability, Career Readiness & Placements

● Beyond Your Preparations: Managing Stress during Placements and Career Transition

1,602 participants

A large-scale workshop by University counsellors supporting students' psychological readiness for the placement process and career transitions, alongside technical preparation.

● Campus to Corporate

217 participants

Organised by the Coding Club to close the gap between student skillsets and recruiter expectations in AI and backend development, sharpening interview readiness and professional-profile building.



● Your Guide to Acing the PayPal Placement Process

280 participants

An alumna-led session (Class of 2025) offering first-hand guidance on cracking a competitive corporate placement process.





● Career Road Map for Tech Students: From Classroom to Corporate

40 participants

Guided students on the transition from academic learning to industry expectations, covering career planning and essential professional skills.



● Becoming Industry Ready 101

64 participants

An alumni-led session unpacking the practical skills and preparation that translate academic learning into industry readiness.





● Skills That Got Me Into the Tech Industry

68 participants

A further alumni interaction sharing the practical skills and preparation behind a successful entry into the technology industry.





● Career Pathways for Civil Engineering Graduates

30 participants

An alumni interaction session helping civil engineering students evaluate higher-study and employment pathways, along with the project-management tools the industry expects.





● From Student to Professional: Exploring Education and Career Prospects in the UK

43 participants

An alumnus-led session on higher education, international career prospects and job-search strategies in the United Kingdom.





Industry–Academia Engagement

● Industry Expert Lecture Series (CSE 101 / FIC 104)

2,000 participants

Brought industry practitioners, including a data engineer from Tata Consultancy Services, into a foundational computing course to connect classroom concepts with real-world software practice.

● Webinar on Industry 5.0: Connected Factories Powered by AI, Robotics & Digital Twins

56 participants

Introduced students, researchers and faculty to human-centric, AI-and-robotics-driven manufacturing and the future workforce skills it demands.

● Global Opportunities for Young Engineers: Learn, Work and Grow Abroad

58 participants

An alumnus-led talk giving engineering students a real-world perspective on international career pathways, professional mobility and global workplace standards.





● 19th National Frontiers of Engineering Symposium (NatFoE-25) & Engineer's Day Celebrations

Held with the Indian National Academy of Engineering

A national platform for engineers, researchers and industry professionals to exchange ideas on semiconductors, quantum technologies and sustainable manufacturing, strengthening academia–industry collaboration and student mentorship.







● Co-teaching Series

Big Data Management (313), ADBMS (182), Advanced Digital VLSI Design (37), Applied Cryptography (36)

A sustained departmental practice of embedding industry experts directly into technical coursework, giving students continuous exposure to current tools and practices alongside academic instruction.

Entrepreneurship & Business Engagement

● AMEYA 2026

422 participants, 400+ registrations

Paari School of Business's flagship management fest, featuring competitive formats such as the Campus Shark Tank, The Wealth Creator and Marketing Maestro — testing students' entrepreneurial thinking, financial acumen and strategic decision-making.







● Trending Issues in HR

150 participants

A guest talk exploring contemporary human-resource practice, connecting management students to evolving workplace and employment trends.

● Cinevie 3.0

1,400+ attendees

A national-level short film and documentary competition organised end-to-end by the Cinemates Club, involving students in sponsorship acquisition, budgeting and revenue management — practical experience in event entrepreneurship and financial accountability.





Professional & Skill Development

● Office Xcelerate: Digital Productivity and AI Skills for Modern Office Executives

18 participants

Upskilled administrative staff in Excel, Word, PowerPoint, professional email communication and AI-assisted workflows.





● Lab Xcelerate: Enhancing Technical and Operational Skills for Laboratories

51 participants

Built laboratory staff's capabilities in communication, Python programming, network troubleshooting and AI tools, strengthening operational efficiency.







● Wealth Management (Practical Approach)

33 and 29 participants across two sessions

Practical financial-literacy sessions equipping students with real-world money-management skills.

● Bakery Workshop

26 participants

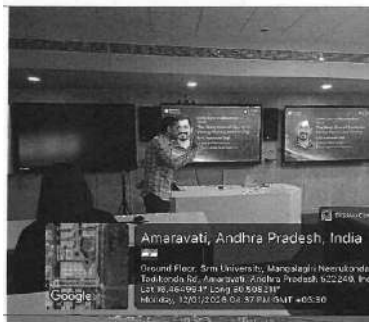
Hands-on culinary and vocational skill-building at the University Bakery — a tangible, livelihood-oriented skill outside the standard curriculum.

Leadership & Personal Development

● National Youth Day

36 participants

An expert talk — "The Many Lives of Swadeshi: History, Memory, and Meaning" — held to mark National Youth Day, encouraging discipline, leadership and self-confidence among students as part of their broader readiness for the workforce.



RESEARCH & PUBLICATIONS

SRM University–AP's research footprint on SDG 8 themes — spanning labour markets, entrepreneurship, financial inclusion, corporate governance and industrial innovation — has grown substantially, as captured in the University's SciVal-tracked activity for 2025–2026.

90 *Scholarly outputs mapped to SDG 8 (2025–26)*	**1.35** *Field-Weighted Citation Impact*	**413** *Citations received*
3,342 *Views count*	**31** *International collaborations*	**34.4%** *Publications with international co-authorship*

Source: SciVal, SRM University–AP SDG 8 activity report, 2025–2026 (data as of 6 September 2026).

Publications

The Role of Government Financial Assistance in Enhancing the Performance and Financial Sustainability of SMEs in Ghana: Implications for Economic Development — this widely cited study (Field-Weighted Citation Impact of 15.19) examines how government-backed financial assistance strengthens the performance and financial sustainability of small and medium enterprises, directly informing SME-led economic development policy.

Balancing Growth and Green Goals: Financial Access, Entrepreneurship, and Sustainable Development in the BRICS Economies links financial access and entrepreneurial activity to sustainable growth outcomes across major emerging economies.

Governance, Entrepreneurship, and the Path to Sustainable Development in BRICS Economies examines how governance quality shapes entrepreneurial ecosystems and development outcomes in BRICS nations.

Linkages between Financial Development and the Growth Dynamics of the Manufacturing Industry: Empirical Evidence from India traces how financial-sector development supports manufacturing-sector growth, with direct relevance to industrial job creation in India.

Examining the Nexus between Diverse Forms of Capital and Labour Force Employment in Driving Economic Growth: Evidence from India studies how different forms of capital combine to drive labour-force employment and national economic growth.

Financial Inclusion Access and Female Labour Participation in Sub-Saharan Africa: The Moderating Role of Institutional Quality investigates how institutional quality shapes women's access to labour markets through financial inclusion.

Unpacking New Forms of Labour Market Segmentation: Gender and Informality in Urban India analyses gender and informality as structuring forces in urban labour markets — core decent-work concerns.

The Illusion of Inclusion: Employment-linked Incentive and the Politics of Job Creation critically examines employment-linked government incentive schemes and the politics behind formal job creation.

The Impact of Women on Corporate Boards on Intellectual Capital Efficiency and Business Performance in Sub-Saharan Africa links boardroom gender diversity to intellectual capital efficiency and firm performance.

Corporate Social Responsibility (CSR) and Corporate Financial Performance (CFP): A Panel Data Analysis of BSE 500 Companies in India and The Impact of Corporate Governance on the Contribution of Listed Firms to Sustainable Development Goals (SDGs) Disclosures in Ghana together connect responsible governance practice to sustained financial and disclosure performance across listed firms.

Optimizing Digital Workflow Design and Implementation with Recommender Systems for Personalized Efficiency applies digital tools and recommender systems to improve workplace productivity and process efficiency.

A Prescriptive Route Optimization Model for Industrial Firms Advancing Twin Transition proposes route-optimisation strategies to help manufacturing firms navigate the digital-green "twin transition," with direct implications for industrial productivity.

CONCLUSION

Taken together, SRM University–AP's SDG 8 contribution forms a connected pathway: skill-building in classrooms and workshops feeds into stronger employability; employability, paired with entrepreneurship platforms such as AMEYA, the BUILD Club and the IIC ecosystem, produces confident innovators; and industry-academia engagement converts that innovation into real economic opportunity — for students entering the workforce, for staff growing within it, and for the community partners the University works alongside.

With 54 SDG 8–aligned events, a growing and internationally engaged research base on labour, enterprise and governance, and institutional practices that support decent working conditions for its own employees, SRM University–AP continues to build an ecosystem where economic growth and human dignity in work reinforce one another. Going forward, deepening structured entrepreneurship support, expanding industry co-teaching, and strengthening the evidence base linking these initiatives to placement and start-up outcomes will further sharpen the University's contribution to SDG 8.