

## **Contents**

<b>Factors impacting students' entrepreneurial intention and career choice .....</b>	<b>05 - 09</b>
<i>T Kamaladevi and R Vijayalakshmi</i>	
<b>Development and analysis of starch based edible films for extending the post harvest shelf life of Strawberry .....</b>	<b>10 - 28</b>
<i>Ramya K, M Manasi, S Madhumitha and Subhalakshmi Rajesh Kannan</i>	
<b>A study of awareness, use and perception of Augmented Reality in advertisements .....</b>	<b>29 - 38</b>
<i>Asha Lydia A</i>	
<b>Role of technology and innovation in improving agricultural productivity and reducing migration .....</b>	<b>39 - 51</b>
<i>Sivakumar R D</i>	
<b>A Review on nutritional and therapeutic properties of Rice varieties .....</b>	<b>52 - 59</b>
<i>Balambigai N</i>	