

# Editorial

---



It is my pleasure to introduce the September 2023 edition of Artha. Artha, as a peer-reviewed e-Journal, has attracted attention from academicians and practitioners, which is reflected in the increased number of subscriptions and articles submitted for publication. In the current issue, we are publishing four articles covering a variety of topics from Accounting, Finance, and Governance.

*In the first article, "Sustainable Banking for a Greener Future,"* the author discusses the origins and growth of Sustainable Banking. He differentiates sustainable banking from conventional banking by raising and addressing questions on many dimensions. Further, the operational side of sustainable banking with a detailed discussion on financial products and services addressing the Sustainable Development Goals (SDGs), has also been highlighted.

*In the second article, "Pathway to Revenue Protection,"* the author highlights the importance and ways of revenue protection. He talks about detecting the causes and issues of revenue losses as an early warning signal for an organization. Further, a detailed root-cause analysis of revenue leakage and corrective measures that may be taken to mitigate the risk that arises, have also been emphasized on by the author.

*The third article, "Gender Budgeting: Bridging the Gender Gulf and Espousing Inclusive Development,"* discusses the worldwide debate on the importance of gender budgeting. The author believes that a gender-based assessment of budgets encompassing the gender perspective, at all levels of the budgetary process will lead to gender parity, and therefore, it is essential for the governments to prepare gender responsive budgets that take into consideration the gender patterns in the society and allot funds accordingly.

*The fourth article, "Corporate Governance Challenges in Family-Owned Luxury Businesses: Balancing Tradition and Modernization,"* delves into the complexities faced by family-owned luxury businesses in establishing effective governance structures. It explores the significance of finding the right equilibrium between tradition and modernization to ensure sustainable growth, competitiveness, and continue success in an evolving luxury market.

I hope that you will enjoy reading all articles. I sincerely thank the authors who have contributed to this issue, and I expect that you will consider Artha for publishing your article. You may send your articles, and feedback to us @ [artha@iimcal.ac.in](mailto:artha@iimcal.ac.in).

**Vivek Rajvanshi**

Chief Editor