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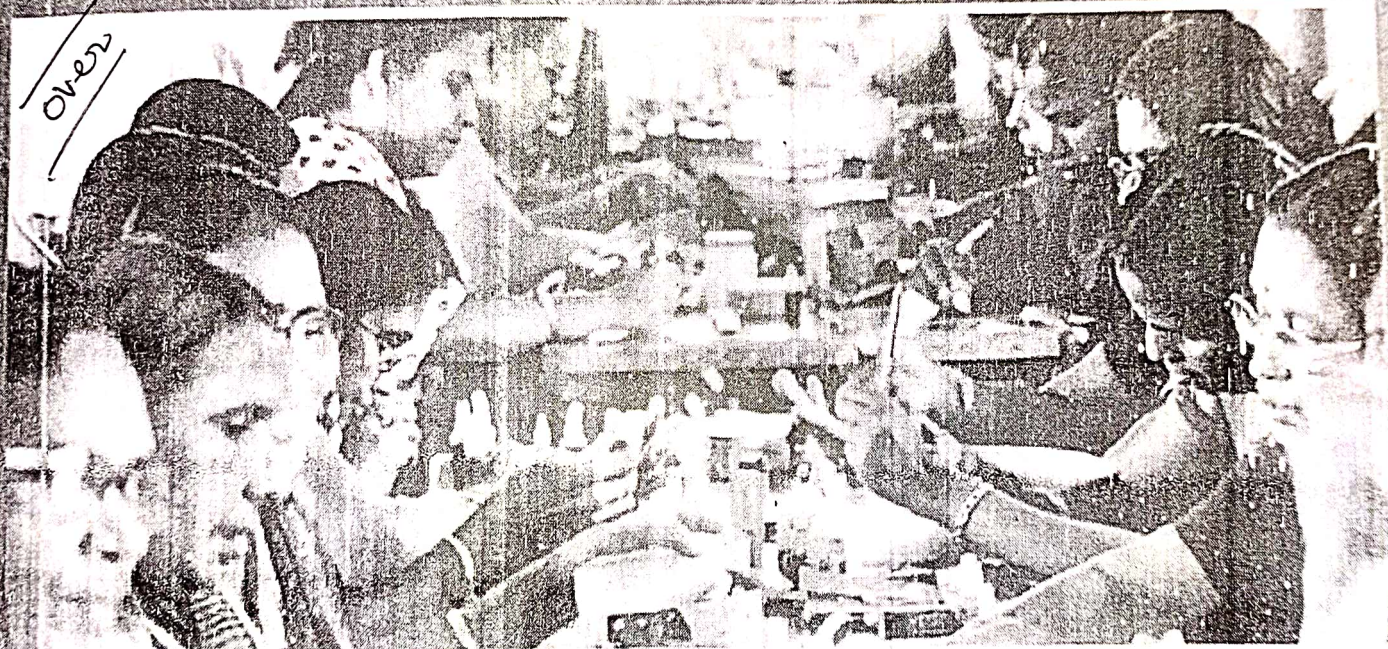


Books



Commerce

# **"Role of Women Self Help Groups on Poverty Alleviation and Empowerment of Women in the Globalised Era"**



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**Dr. RUKMANI MALLEPU**

# **"Role of Women Self Help Groups on Poverty Alleviation and Empowerment of Women in the Globalised Era"**

## **About the Editor**



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# Women Entrepreneur In India

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## INTRODUCTION

Women entrepreneurs may be defined as a "Woman or a group of women who initiate, organize and run a business enterprise". Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, a woman run a enterprise is defined as "an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women". Women entrepreneur constitute 10 % of the number of the number of entrepreneur in the country. They constitute 50% of the population of our country with a lower literacy rate than men. one way of achieving is by making women come out and become entrepreneurs. In the traditional society, they were confined to the four walls, playing household roles, but in the modern society, they are coming out to participate in all sorts of activities. Normally, women entrepreneurship is found in the extension of their kitchen activities, mainly in preparing commercially the 3P's namely, Pickles, Papads and Powder. Few of them venture into services industry relating to hospitality, catering, educational services, consultation or public relations, beauty clinics, etc. Women enter entrepreneurship due to economic factors which pushed them to be on their own and urge them to do something independently. Women prefer to work from their own work residence, difficulty in getting suitable jobs and desire for social recognition motivate them towards self-employment. We see a lot of women professionals in engineering, medicine, law etc. They are also setting up hospitals, training centers, etc

"An enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated by the enterprise to women."

- Government of India

"A woman entrepreneur can be defined as a confident, innovative and creative woman capable of achieving self economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life."

-Kamal Singh

## I. RATIONALE FOR DIVERSIFICATION

Women entrepreneur are risk bearers, organizers and innovators too. Indian women, who are regarded as better half of the society, are not equal partners in society. The low literacy rate (40%), low participation rate (10%) of women as compares to 60%, 52%, 18% respectively of their male counterparts prove their disadvantageous position in the society. The results of the survey conducted by IIT, Delhi are

Women own one-third of small business in USA and Canada and the number is likely 50% in the 21st century. Women account for 40% of the total work force in Asian countries. Women outnumber men by at least two lines in China. The percentage of women entrepreneurs has increased from 7.69% in 1992-93 to 10% in year 2000-01, but the number still is significantly low as compared to overall work participation rate i.e. 25.7%. The number of women in technical courses, professional courses and in engineering stream has shown a tremendous rise. Polytechnics and IITs have only 15% girls out of total enrolled students and very less join and set their own enterprises.

## II. REVIEW OF LITERATURE

Bowen & Hisrich, (1986), compared & evaluated various research studies done on entrepreneurship including women entrepreneurship. It summaries various studies in this way that female entrepreneurs are relatively well educated in general but perhaps not in management skills, high in internal locus of control, more masculine, or instrumental than other women in their values likely to have had entrepreneurial fathers, relatively likely to have frts born or only children, unlikely to start business in traditionally male dominated industries & experiencing a need of additional managerial training. Cohoon, Wadhwa & Mitchell, (2010), present a detailed exploration of men & women entrepreneur's motivations, background and experiences. The study is based on the data collected from successful women entrepreneurs. Out of them 59% had founded two or more companies. The challenges are more related with entrepreneurship rather than gender. However, the study concluded with the requirement of further investigation like why women are so much concerned about protecting intellectual capital than their counterpart. The motivational factors were desire for control & freedom to take their own decision as well as earning handsome amount of money. Self employed men and women differ little in education, experience and preparedness.



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## HUMAN RIGHTS: TRENDS, ISSUES & CHALLENGES IN THE PRESENT SCENARIO

**Human Rights For All**



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## GLOBALIZATION, HUMAN RIGHTS AND THE INDIAN STATE: A CONSIDERATION

Dr. T. Sasikanth Reddy

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### INTRODUCTION

Idea of human rights came in central debate since last two decades, but the concept of human rights is as old as human civilization. With very beginning of human society, the rights were reflected through the civilization. Individuals those who were citizen, can enjoy the rights and a very big number of human were denied from even basic rights, not only in ancient western civilization but in ancient eastern civilization also. After the two famous revolutions, American and French, it has accepted that the rights are for all humankind not only for a section of society. The notion that humans are rights bearers and being everyone is entitled for enjoy the rights has emerged. Now it has been accepted that human rights are essential for a good and qualitative human life. So, human rights are rights to which individuals are entitled by virtue of being human without any discrimination. Today the human rights discourse is a part of democratization. Any nation-state is how much democratic is basically measured by the state human rights enjoyed by the citizen of that particular nation-state. The process of globalization brought changes in societies in terms of thinking, working and attitude and affected to the old patterns of living. While globalization has enhanced the ability of civil society to function across borders and promote human rights, other actors have gained the power to violate human rights in unforeseen ways. Globalization, on one hand, has brought opportunity to enhance the human rights and on other hand posed serious challenges of grass violation of human rights. The full paper deals with this issue that to what extent globalization is an opportunity for extension of human rights and same time how much this process is affecting the human rights in world, in general, and in India particular.

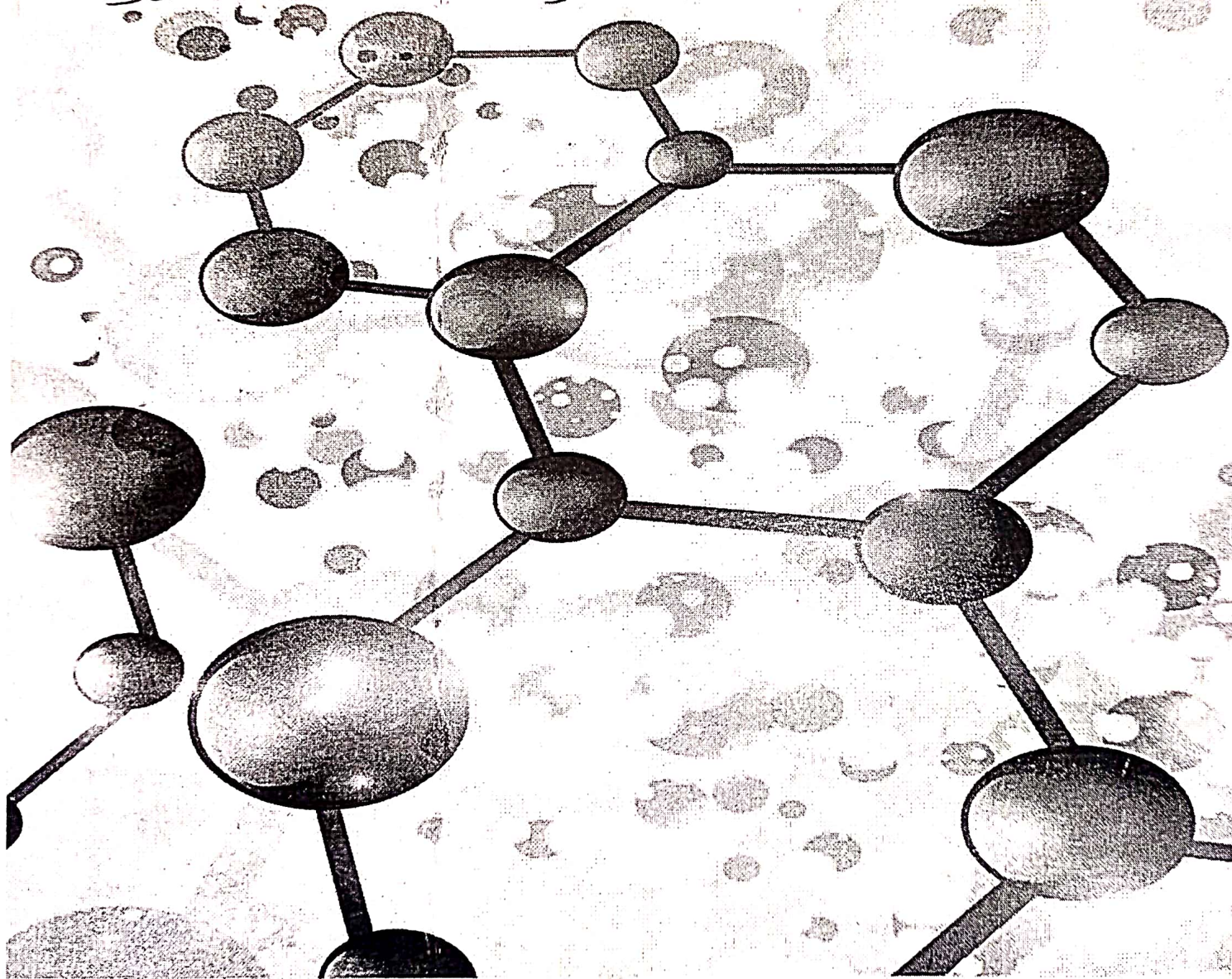
### DEFINING GLOBALIZATION

It is too tough task to give a definitive definition of globalization because post cold war scholars frequently used this term for denoting various processes but could not present its proper definition. Thus, globalization is a term in heavy current usage but one whose meaning remains obscure. I do not offer any simple definition here which can cover all aspects of this *Juggernaut*. But in general parlance the globalization process involves the establishment of economic, political, social, and technological links among countries. It is a process of nationalism to cosmopolitanism. Globalization is a process of interaction among the people, companies, and governments of different countries, a process driven by international trade and investment and aided by information technology. Globalization is not new but in recent years, it has become the subject of an impassioned debate between people for and against it. While proponents of globalization believe it is a powerful mechanism through which countries can increase economic development and prosperity for its citizens... (Dubey: 2012: 153-54). Globalization promotes mutual dependence between countries. Globalization involves the creation of linkages or interconnections between nations. It is usually understood as a process in which physical, political, economic, cultural barriers unravelling different regions of the world are reduced or removed, thereby stimulating exchanges of goods, services, money, and people. Removal of these barriers is called liberalization. Globalisation is often measured by the international flows of trade, finance, investment, and people. It is well known that reductions in the costs of transportation, communications, and technology, as well as market forces have accelerated the pace of globalisation and interdependence between economies and peoples. But this kind of reduction in the costs directly benefited to developed countries and made dependent to developing nations upon them. So, globalization is not global yet. Indeed, globalization is not the same as globalism, which points to aspirations for an end state of affairs wherein values are shared by or pertinent to all the world's five billion people, their environment, their roles as citizens, consumers or producers with an interest in collective action designed to solve common problems. Nor is it universalism – values which embrace all humanity, hypothetically or actually (Rsenau: 1996: 3-4).

● **Proceedings of National Seminar**  
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# **Modern Trends in Chemistry Research**

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Editor

**Dr. B. Ramachandra, Ph.D**

## Anticancer Activity of Metal Ion Complexes

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### Abstract

Metal complexes have gained favour as diagnostic tools and anticancer agents. Cancer is the second most frequent cause of death in the world. The discovery of antitumor activity of cisplatin began a search for other metal complexes with cytotoxic properties against cancer cells. Metal complexes play essential role in pharmaceutical industry. The metallo-elements present in trace quantities play vital roles at the molecular level in living system. The transition metal ions are responsible for proper functioning of different enzymes. Transition metals represent the D block element which includes groups 3-12 on the periodic table. Their d shells are in process of filling. The partially filled d orbital in transition metals impart interesting electronic properties that can act as suitable probes in the design of anticancer agents. This property of transition metals resulted in the foundation of coordination complexes. In 1960 the anti tumor activity of an inorganic complex cis-diammine-dichloroplatinum (II) (cisplatin) was discovered. Cisplatin has developed into one of the most frequently used and most effective drug for treatment of solid carcinomas. This review focuses on recent advances in development of platinum, gold and copper complexes as anticancer agents.

**Keywords:** Anticancer drugs, metal ion complex, transition metals, coordination complexes

### 1.0 Introduction

Cancer is one of the most widespread and feared diseases in the world today feared largely because it is known to be difficult to cure. The main reason for this difficulty is that cancer results from the uncontrolled multiplication of subtly modified normal human cells. One of the main methods of modern cancer treatment is drug therapy. The drugs used to combat cancer belong to one of two broad categories. The first is cytotoxic (cell killing) drugs and the second is cytostatic (cell stabilizing drugs). Both categories lead to a reduction in the size of the tumor because cancer cells have such a high mortality rate that simply preventing them from dividing will lead to a reduction in the population [1]. The global research efforts in this field are focused both on the development of new potent antineoplastic agents and on the discovery of novel biological targets. The platinum metal containing cisplatin is today among the most widely used cytotoxic drug for cancer treatment in the clinics. Medicinal applications of metals can be traced back almost 5000 years. Metal complexes play essential role in pharmaceutical industry. The metallo-elements present in trace quantities play vital roles at the molecular level in living system. The transition metal ions are responsible for proper functioning of different enzymes. The activity of biometals is attained through the formation of complexes with different bioligands and the mode of biological action for complexes depends upon the thermodynamic and kinetic properties. The lipophilicity of the drug is increased through the formation of chelates and drug action is significantly increased due to effective permeability of the drug into the site of action [2].

A characteristic of metal ions is that they easily lose electrons from the familiar elemental or metallic state to form positively charged ions which tend to be soluble in biological fluids. It is in this cationic form that metal plays their role in biology. Metals are

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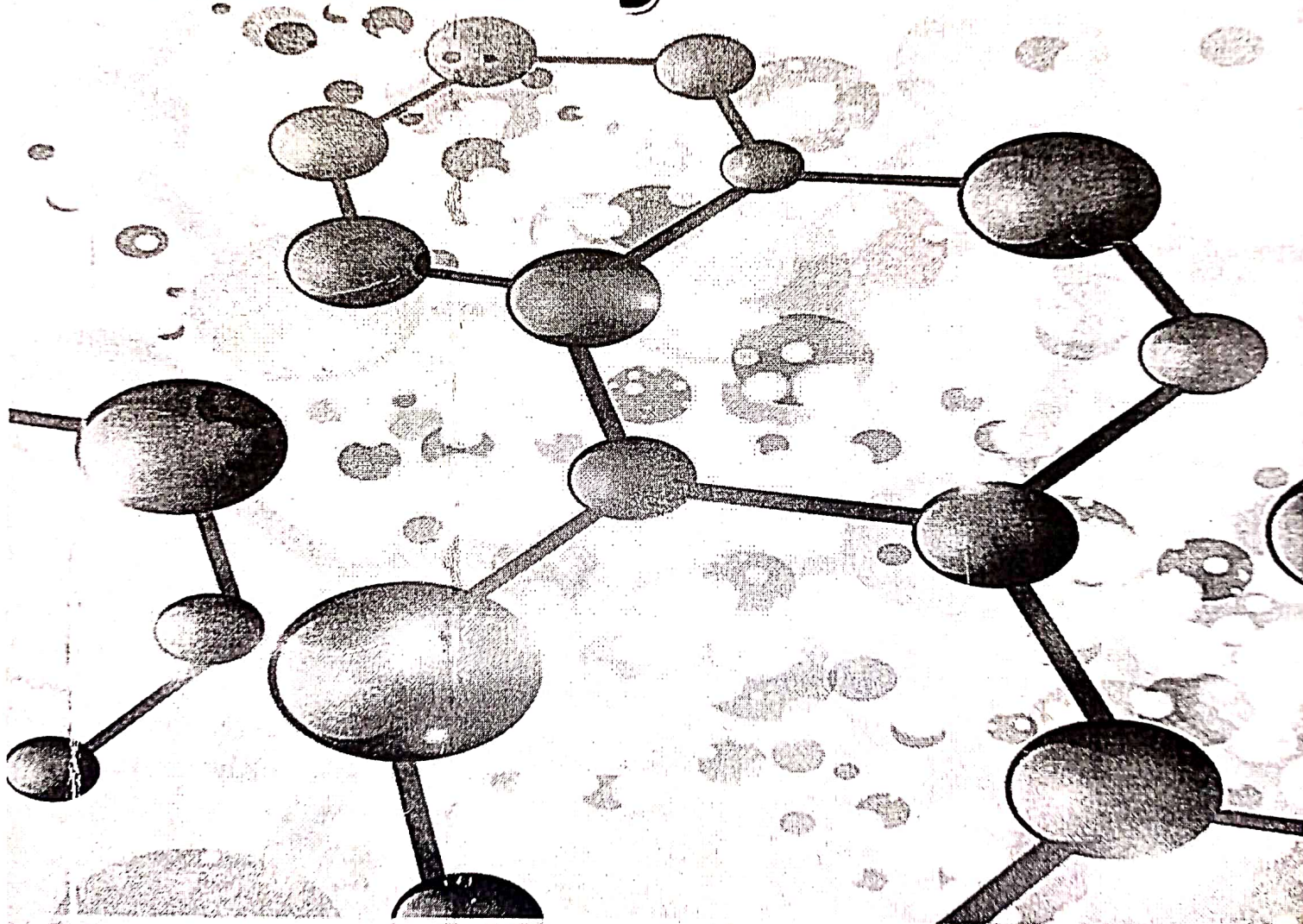
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Editor

**Dr. B. Ramachandra, Ph.D**

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## Ionic Liquids in Analytical Chemistry: A Review

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### Abstract

The role of ionic liquids (ILs) in analytical chemistry is increasing substantially every year and the studies on ILs are rapidly expanding areas of research in chemical analysis. Room-temperature ionic liquids are salts with a melting point close to or below room temperature. They form liquids composed in the majority of ions. RTIL are able to dissolve some apolar molecules as well as some very polar ones. This gives these materials the potential to behave very differently when they are used as solvents compared to conventional molecular liquids. The search for their application is growing in every area of analytical chemistry like solvent extraction, chromatography, mass spectrometry, other spectroscopy techniques and other analytical chemistry applications. In this review the roles of Ionic Liquids in chemical analysis are described.

**Keywords:** Ionic Liquids, chemical analysis, solvent extraction, gas chromatography, MALDI.

### 1.0 Introduction

Since their initial discovery in 1914, ionic liquids (ILs) have been widely studied in a multiple of chemistry disciplines. Applications of ILs in analytical chemistry have enjoyed much success and contributed to the rapid evolution of this field. Ionic liquids (ILs) are liquids composed entirely of ions. For a salt to be classified as an IL, it must have a melting point of  $\leq 100^\circ\text{C}$ . Ionic liquids are termed room-temperature ionic liquids (RTILs) if they are composed of a salt that is liquid at room temperature. ILs almost always contain an organic ion as either the cation or the anion. Typical cations are based on the imidazolium, pyridinium, ammonium, or phosphonium group. Anions are more likely to be inorganic (such as halides,  $\text{BF}_4$ ,  $\text{PF}_6$ ) than are the cations, but organic anions are also common [examples include trifluoromethanesulfonate (triflate) and bis[(trifluoromethyl)sulfonyl]amide ( $\text{NTf}_2$ )]. The desired anions of a particular IL are often obtained through metathesis reactions. In most cases, ILs are comprised of an organic cation and an organic or inorganic anion. It has been estimated there can be up to  $10^{18}$  possible combinations of ILs, due to the ability to interchange their corresponding cationic/anionic moieties<sup>1</sup>.

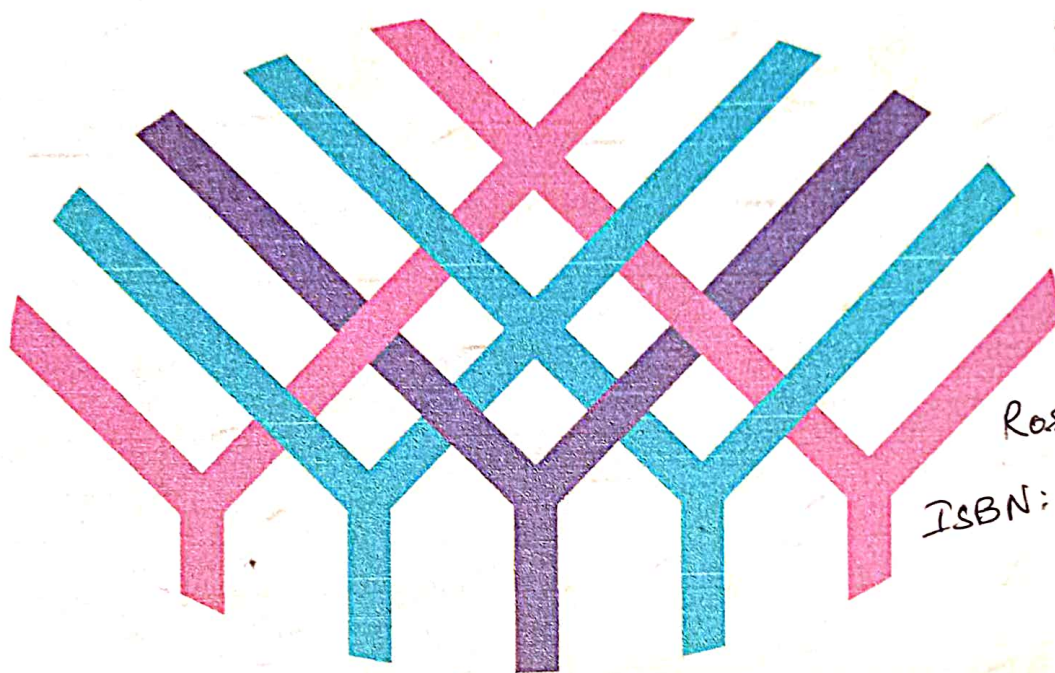
A number of ILs exhibit beneficial characteristics, such as high thermal stability, negligible vapor pressure, non-flammability, in addition to varying viscosities, conductivity, and miscibility in different solvents. This is due to the electrostatic interactions associated with the cation and anion moieties comprised within the ILs, as well as their ability to undergo unique intermolecular interactions with one another. These characteristics can also be finely tuned to meet specific requirements by imparting different functional groups and/or varying the combinations of cations and anions in the ILs<sup>2-4</sup>. This review aims to provide an update to novel applications of ILs in analytical chemistry like sample preparation and extraction, chromatography, capillary electrophoresis, mass spectrometry, and electrochemical sensing are discussed.

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# Human Rights Through the Ages - Challenges in the Present Scenario

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# **VIOLATION OF WOMEN HUMAN RIGHTS IN INDIA - TRAPPED IN LABYRINTH**

**Dr. T. Sasikanth Reddy**

Lecturer in English,  
S.C.N.R. Govt. Degree College, Proddatur.

Human rights are those minimum rights which are compulsorily obtainable by every individual as he/she is a member of human family. The constitution of India also guarantees the equality of rights of men and women. However, in the sphere of women's human rights in India, there exists a wide gulf between theory and practice. Indian society is a male dominated society where men are always assumed to be superior to society. The women in India very often have to face discrimination, injustice and dishonour. Though women in India have been given more rights as compared to men, even then the condition of women in India is miserable. The paper will throw light on the human rights of women in India and that how all the fundamental rights given to the women are being violated in India, by focussing on the various crimes done against them.

The constitution of India has granted equal rights to the men and women. According to article 14 – „The State shall not deny to any person equality before law or the equal protection of laws within the territory of India . And Article 15 states – „State shall not discriminate against any citizen on grounds only of religion, race, caste, sex, place of birth or any of them,. But today, it seems that there is a wide gulf between theory and practice. The women in India have always been considered subordinate to men. Though the articles

contained in the constitution mandates equality and non – discrimination on the grounds of sex, women is always discriminated and dishonoured in Indian society. Although various efforts have been taken to improve the status of women in India, the constitutional dream of gender equality is miles away from becoming a reality. Though, Human Rights are the minimum rights which are compulsorily obtainable by every individual as he/she is a member of human society. But it has been found that each and every right of the women is being violated in one or another way. The crimes against women in India are increasing at a very fast pace. The National Crime Records Bureau (NCRB) had predicted that growth rate of crime against women would be higher than the population growth by 2010, which was found to be true. The table below represents a list of top 5 most dangerous cities in India in terms of crimes against women.

Rank	Name of the City	% of crimes against Women in Indian Cities
1 <sup>st</sup>	Delhi	16
2 <sup>nd</sup>	Hyderabad	8.1
3 <sup>rd</sup>	Bangalore	6.5
4 <sup>th</sup>	Ahmedabad	6.4
5 <sup>th</sup>	Mumbai	5.8

Source: crimes in India – 2010, NCRB, Ministry of Home Affairs



# TEACHING ENGLISH

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PRACTICES

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## Teaching Poetry to UG Students – Learner-Centred Approach: A Practical Experience

T. Sasikanth Reddy

The paper firstly provides a brief outline of some of the key issues involved in poetry teaching and thereafter explains the characteristics of various approaches in the teaching of poetry and their implementation in undergraduate colleges. It furthermore also proceeds to explain the learner-centred approach involved in equipping teachers to implement this approach in their classes, examines the degree of success attained by such teachers in implementing this approach in the actual classroom situation and provides an overview of the students' feedback relating to the learner-centred approaches that characterised English methodology sessions.

Teaching literature is a way of making people better human beings and better citizens, and for achieving this broader aim, one must learn to read, enjoy and appreciate pieces of literature. To facilitate students in this, they are to be helped to develop certain competencies and skills. Poetry can be one of the most difficult types of literature to bring to life for learners in an undergraduate college. However, if the teacher presents the poem in a lively manner and uses learner-centered approach to unravel the meaning of the poem, he/she will instill in his/her learners not only an increased awareness and understanding of the range of English-speaking cultures across the globe, but will also enable him/her to

gain immense sensual, emotional and intellectual pleasure from the learning experience. The topics that poems address are in themselves interesting and important since they focus on a range of issues that affect society at large. As with the teaching of other types and levels of reading, the aims of teaching poetry should include learner interaction with the text, learner enjoyment and appreciation. Poetry teaching needs to encourage learners to consider, examine and analyse the ideas and themes presented in a poem and the style of language and devices used to convey the message for the purposes of critical commentary. If poetry lessons are to be meaningful it is thus imperative for learners to understand what the poet is saying and how he is saying it.

### Poetry Teaching

The success of poetry lessons is dependent on the teacher's level of creativity and enthusiasm allied to the teaching approaches that he/she implements to generate the learner's interest in poetry. Some of the challenges which arise when teaching poetry are that learners may either be unable to understand the language in which the poem is couched or may have difficulty in identifying with the subject matter of the poem. The teacher may furthermore also lack the skills of presenting interesting and successful poetry lessons or may be uncertain how to present poetry to his learners so that it can be enjoyed, understood and appreciated as an important component of literature teaching. In their teaching of poetry teachers need to realise that it is far more important for their learners to understand the overall meaning of the poem than to be able to only explain individual words and discrete references. However, essential vocabulary which is crucial to an understanding of the poem as a whole must be discussed. Explanations should be clear, lucid and easy to follow. Pedantry, long winding and confusing explanations will lead to boredom and may result in learners misunderstanding the crux of the poem. Teachers should aim to teach easier poems first and gradually increase the level of difficulty. In order to stimulate learners' interest in poetry and to assist them to identify with the subject matter, it is imperative that teachers select poems

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# Tourism Development in India: A Review

Dr. T. Sasikanth Reddy

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## Abstract

*The Indian Tourism Industry has flourished in the past few years, significantly contributing to the nation's Development, Gross Domestic Product, Foreign Exchange Earnings and Employment. India with her enriched beauty is unambiguously one of the most viable candidates for promoting tourism. Since the past few years, Government of India has undertaken various measures to promote tourism. Tourism is growth oriented industry with its impact on the employment and foreign exchange potential of the country. This paper analyses the changes in number of tourist arrivals from 1997 to 2012, increase in economic growth and the development of tourism. The number of tourist arrivals is directly proportional to the economic growth. India witnessed a grand total of 6.58 million Foreign Tourist Arrivals with annual growth rate of 4.3% in 2012. It is the second largest foreign exchange earner in India recording estimated earnings of 94487 Crore in 2011-2012. With world tourist arrivals expected to increase by 43 million every year on an average from 2010 to 2030. The domestic tourism is also a major factor which is contributing to the growth in tourism sector.*

*Keywords: Tourism, Tourism Development, Gross Domestic Product, Foreign Exchange E*

## Introduction

Tourism is travel for recreational, leisure or business purposes. The Word "Tourism" defines tourists as people who 'travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year. Among the various service industries, tourism in India is the largest and fastest growing in the country. It has a vast impact on creation of jobs and national economy that plays a major role in other aspects of the country's growth and development. It is widely accepted that tourism is among the world's fastest growing and largest earnings, Economic Growth and Tourist Growth. Many developing countries have seen tourism as the major source of foreign exchange earnings. According to the World Tourism Organization (UNWTO), tourism is 'number one in the international services trade', accounting for 40 per cent of global trade in services and 6 per cent of total world trade. The tourism industry directly provides approximately 3 per cent of global employment, or 192 million jobs - the equivalent to one in every twelve jobs in the formal sector. In developing countries like India tourism has become one of the major sectors of the economy, contributing to a large proportion of the National Income and generating huge employment opportunities. It has become the fastest growing service industry in the country

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## CLASH OF DIVERGENCES IN MAHESH DATTANI'S *BRAVELY FOUGHT THE QUEEN*

Dr. T. Sasikanth Reddy

A closer look at theatre in India from the time of the emergence of Sanskrit drama and its traditions, or the folk performance art still current in rural India is, however, beyond the span of this study. Our attempt will be to assess the place of modern Indian theatre that is predominantly urban, manifestly influenced by Western traditions even as it tries to find its own feet, still evolving and searching for a distinctive identity. This drama, nonetheless, is part of the larger 'Indian theatre', decidedly influenced by, and drawing inspiration from many of its traditional forms. To narrow down our focus further, we shall look at the place of English language drama in postcolonial India, a genre that unfortunately, (until recently) retains a somewhat mongrel nature, especially so when one juxtaposes it with the flourishing tribe of Indian novelists who write in English.

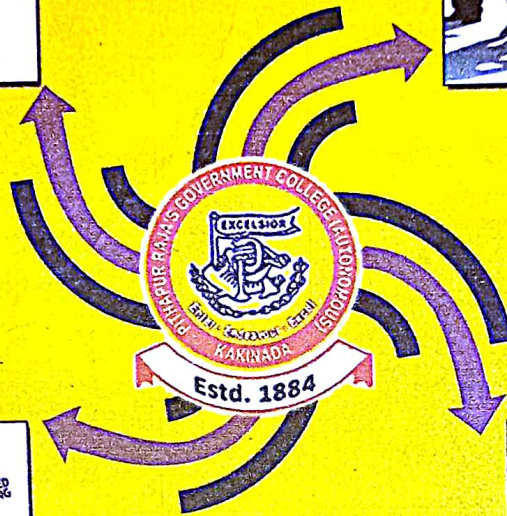
Modern theatre in India is not a rural phenomenon. It owes its origins to the growth of large urban settlements like Calcutta,

Madras, and Bombay beginning sometime in the eighteenth century, under the British, who had established secure centers of trade by the mid-nineteenth century. Around the same time, three major universities were founded in these three cities, and English education was firmly underway. An entire class of intelligentsia was thus initiated and exposed to Western literature and drama. By the last part of the nineteenth century, drama in Indian languages, but modeled on Western lines, began to be performed, particularly in Kolkata, catering to private audiences from the upper classes. A powerful political tool, theatre quickly began to make both overt and insidious attempts to subvert the existing oppressive political order. This drama also began to look inwards and often exposed the social injustices and corruption within the greater Indian society.

By the time India finally achieved independence; theatre was struggling to survive in the face of the tremendous popularity of cinema. Modern theatre in India has however, come a long way. Many forms of profit generating, commercially viable professional drama, a whole gamut of amateur theatre with varying degrees of commitment and competence, some experimental theatre of a very serious nature that makes radical departures from convention, and a host of dramatic activities that are seen in school and college campuses are some of the truly heterogeneous terrain of modern, urban theatre.

In a typically reactionary postcolonial situation, to write in English - the language of the colonial ruler - in newly independent India, came to be largely considered politically incorrect. While it still had its uses for the more run-of-the-mill administrative purposes, it was considered presumptuous for it to aspire to the territory of artistic or creative expression. However, it is one of India's recognized languages, invaluable as a link language between divergent linguistic groups, the communicative tool for people from different states. It is also the language of the upwardly mobile middle classes - or those who aspire to be part of the middle classes - with some amount of snob-value still remaining as the trace of its earlier status as the language of the masters. English is also the

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### Abstract

Indian retailing, though enjoys many unique features, is still done in a primitive way. Barring a few exceptions, Indian retailers, particularly FMCG retailers, are not in a position to implement world class practices of supply chain management. The concepts of Quick Response or Efficient Consumer Response are unheard of in Indian retailing. The two bases of modern retailing management, the Electronic Data Interface and a mutually respectable partnership among retailers and suppliers (the manufacturers) are missing to a great extent in Indian context. Also, Indian marketing channel members are performing some unnecessary tasks, which makes the channel structure heavy and inefficient. Though these inefficiencies are observed in all retailing irrespective of industry, the symptoms are more evident in Indian

FMCG retailing. Inefficiency in retailing leads to lower profitability of the retailers and lower

service outputs for the consumers. Ways and means to strengthen the position of the retailing industry, doing away with the causes for the inefficiencies, therefore, must be taken up in an urgent manner. Such measures may include establishment of retailers co-operatives, merger and buy-out, use of technology to the greatest possible extent, setting up of nonstore retailing centers and increase in franchisee network.

### INTRODUCTION:

Indian retailing industry is a big business by itself. Its total turnover was estimated to be Rs. 4,79,568 crore in 1996. It is expected to grow at a fast rate in the recent future due to recovery of the Indian economy. In the most conservative estimate, this turnover left the retailers with at least Rs. 47,956 crore (taking the average margin @ 10% of sales) as gross profit. Big in size and turnover, Indian retailing industry is characterised by certain attributes.

The network of retailers reaches every nook and corner of the country. So any product produced anywhere in the country can be easily accessed by the buyers from any location. Thus the spatial convenience of Indian retailers is very high. According to ORG-MARG2 the total number of all kinds of retail outlets in India was 51,30,000 during 1996-97. This means one retail outlet exists against an average of almost 140 persons.

Secondly, in India the retailing industry is an unorganised lot consisting of most of the cases, small entrepreneurs. And the virtual omnipresence of the Indian retailer can be attributed to these small entrepreneurs only.

The second attribute gives rise to the following characteristics -

# **The Influence of Literature in the Modern World**

## **Editors**

**Dr. K. R. Venkatesan**

**Dr. K. Naveen Kumar**

**Mr. J. Vijukumar**

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In the Indian context, where the novel and the drama, especially, have always invariably become poetics of protest, and have been instruments of change, bringing about sweeping transformations in the social set-up, striving to promote an egalitarian outlook, social harmony and good will in society. In the postmodern scenario, where reality has been constantly problematised and there are no absolutes, it has become all the more pertinent to analyse the role and influence of literature in the present day context. Literature is not only teaching and delighting the audience now but influences the reader for engaging them in liberation of society across the globe.

In this regard, I take great delight in congratulating the Department of English, Sri Sankara Arts and Science College, Kanchipuram, for organising a National Seminar that is very appropriate and relevant to the modern world scenario. The thrust areas of the Seminar – Postcolonial Studies, Green Studies, Subaltern literature, War literature, Social evils in literature, Marginality in Literature, Regional literature, to name a few, are noteworthy and deserve special mention, as they provide a profound and impactful understanding of the conflicts and contradictions that characterize the modern predicament.

I wish the organizers of the National Seminar a grand success.

Yours faithfully

*S. Armstrong*

(S. Armstrong)

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Action vs. Inaction - Paulo Coelho's *The Alchemist: A Magical Fable about Following Your Dreams*

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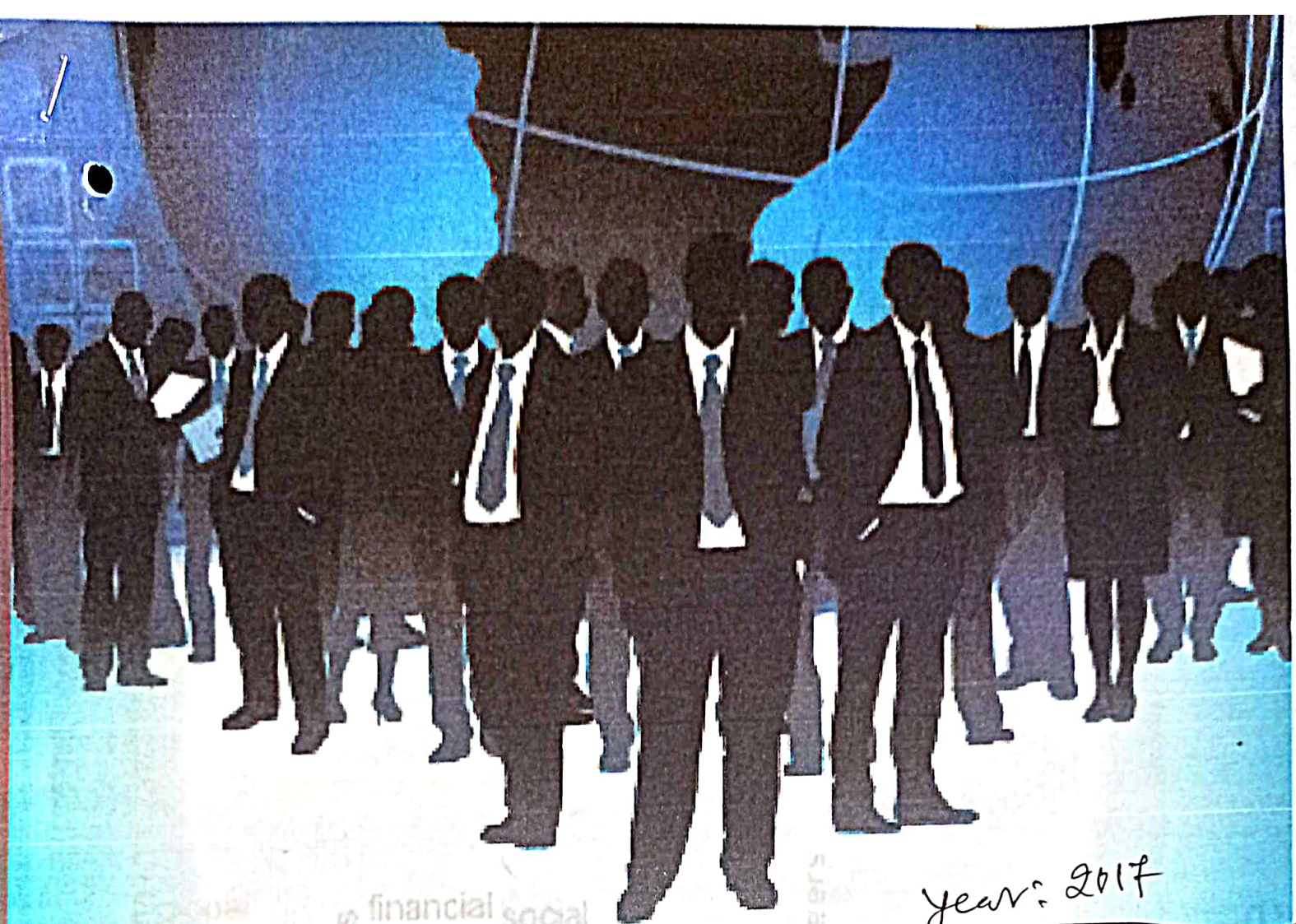
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*The Alchemist* (Portuguese: *O Alquimista*) is an allegorical novel by Paulo Coelho first published in 1988. It has been saluted as a modern classic. *The Alchemist* was originally written in Portuguese and has since been translated into 56 languages, winning the Guinness World Record for most translated book by a living author. It has sold more than 65 million copies in more than 150 countries, becoming one of the best-selling books in history. Masterfully woven by Brazilian novelist and lyricist Paulo Coelho, *The Alchemist* is described as 'a symbolic story that urges its readers to follow their dreams'; and this novel is, indeed, all about following one's dreams. *The Advertiser*, an Australian newspaper, published one of the first reviews of *The Alchemist* in 1993 saying "of books that I can recommend with the unshakable confidence of having read them and been entranced, impressed, entertained or moved, the universal gift is perhaps a limpid little fable called *The Alchemist*... In hauntingly spare prose, translated from the Brazilian original in Portuguese; it follows a young Andalusian shepherd into the desert on his quest for a dream and the fulfilment of his destiny." Since then, the novel has received nearly universal praise, making it to the top spot on best seller lists in 74 countries and winning prestigious awards in Germany and Italy. It has been called a 'charming story,' 'a brilliant, simple narrative,' and 'a wonderful tale, a metaphor of life,' from people in places as diverse as South Africa, Finland, and Turkey. It has been praised by public figures like Will Smith, Russell Crowe, Jorge Garcia Arash Hejazi the Iranian publisher of Paulo Coelho believes that *The Alchemist* is exceptional on several counts. He notes that the book has had a "longer than expected life-cycle... It was not supported by high marketing budgets in the first few years after its publication. It was not written in French or Spanish. It did not enjoy a film tie-in and was not recommended by positive reviews and the media, but it is still selling, only relying on the word of mouth as its main marketing tool."

Very interestingly the author has portrayed a truth that, 'the destination is in itself is not that big a contribution to one's life than the road and lessons to achieve that destination'. As when we strive towards our goal the learning we found and the lessons which are hidden in various folds for us are much important to our life, our personality. Those probably are very necessary to keep our head on our shoulder, even after we found our treasure. As someone puts it rightly, that 'achieving success is not as difficult as to retain it. And one can retain glory only with the original virtues earned in the voyage between'. For most people, the purpose of having dreams is for them to have something to look forward to beyond what is before them now. Oftentimes, dreams act as sustenance in lieu of the actual victuals; the centripetal forces, if you will, too many who are currently in despair. Without dreams, it is like you being a novice adventure-seeker bivouacked in the midst of a violent storm where you have neither the prop nor the inspiration to survive. *The Alchemist* is all about dreams and their literal and figurative interpretations.

The novel *The Alchemist* is based on Jorge Luis Borges *Tale of two Dreamers* which in turn based on a tale from the book of *One thousand and One Nights*. *The Alchemist* is one tool that would open our minds not to let forces to take over the course of life, it has opened our eyes that we only limit our self because we chose to and because we let it happen, we should be more versatile and open to new beginnings in life. The true treasure in our life is the experience we have encountered and the lessons that we learn. *The Alchemist* is subtitled 'A Fable About Following Your Dreams.' Fables are cautionary tales that have a point to make. The universal point this story makes is that everyone has a special destiny, and yet not everyone resolves to attain it because it takes hard work. Reaching one's destiny requires leaving behind familiar surroundings. It also demands persistence, the ability to change when appropriate and the willingness to respond to omens that point the way. Like the title character, most of the characters in this story are not given names. In a traditional fable, characters are often animals that represent a specific trait. The characters here are humans, but they are only identified by what they do or whom they represent.

The protagonist of a story is the main character who traditionally undergoes some sort of change. Santiago is the protagonist of this novel. It is his story and his maturing and learning about life that composes the plot. Through his trials and tests, we also learn about life. The antagonist



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# INNOVATIONS AND ENTREPRENEURSHIP

A Pathway for Sustainable Development of India

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#### **44. SPECIAL ECONOMIC ZONE: FACTS, ROLES, AND OPPORTUNITIES OF INVESTMENT- AN OUTLOOK**

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##### **INTRODUCTION**

SPECIAL Economic Zone (SEZ) was established in 1937 in New York, the United States of America (USA). The other name of SEZ is "Foreign Trade Zone" (FTZ). In 1942, the USA invested in establishing the SEZ in Puerto Rico, since then, other countries have also established SEZ but might be in a different name. Iceland and Taiwan established SEZ in 1960. India established SEZ namely "Export Processing Zone" in 1980. One of the most well known SEZ is Shenzhen Special Economic Zone which established in 1980. Until now, the Special Economic Zone has been located in more than 135 countries around the world. Especially in the USA, the pioneer of SEZ has 257 areas of FTZ and 545 areas of FTZ subzone. SEZ is defined as the area with a special privilege that is established specifically by any countries in order to attract the foreign business persons in investing in the country. The privilege might include a special investment policy or rule or regulation and special support in infrastructure e.g., a tax easing, a financial support, issuance of work permit for foreign workers. The businesses have been promoted under the SEZ, including industry, agriculture, commerce, tourism, services or any other operation supporting a Free Trade Area.

##### **TYPE OF SPECIAL ECONOMIC ZONE**

Generally, SEZ aims to enhance the prosperity of the country. There are several forms of SEZ depend on the establishing objectives, infrastructure of the country, country's politics, and geographical location. In the past, SEZ was mainly established and operated by the government, which mostly failed. Therefore, several countries changed its rules and regulations in allowing the private sectors to be able to invest and manage the SEZ. Today, 62% of the SEZ is operated the by private sectors. Some of it is the joint management between private sector and government.

**A. Free Trade Zone (FTZ):** FTZ or in other names such as Foreign Trade Zone, Commercial Free Zones, Free Trading & Warehousing SEZ, etc., is one of the most expansive type of SEZ. It is a tax-free area that provides essential facilities for trading, shipping, import, and export business. By operating in such area, rules and regulation on tariffs, labor, and environment might be exempted or reduced or less controlled.

**B. Export Processing Zone (EPZ):** EPZ or in the other names - Open Economic Zone or Economic Development Zone is similarly to FTZ in terms of the estate encompassment. However, the tax benefit and other regulations are different. Hybrid EPZs is established as a general trading area integrated with a special exporting zone. The physical facility or zone of those two might be entirely separated or might be fully integrated.

**C. Enterprise Zone:** Generally, Enterprise Zone or Manufacturing Zone or Hybrid EPZ is established by the government or local government in various communities. Establishment of this type of special economic zone intends to provide a better quality of life for people in the community and to enhance competitiveness of the community or even the country. A privilege for this type of SEZ is financial assistance for local development.

2017



# RECENT INNOVATIONS IN COMMERCE, MANAGEMENT, SKILL DEVELOPMENT & e-COMMERCE

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## INTRODUCTION

### Abstract

E-commerce as anything that involves an online transaction. E-commerce provides multiple benefits to the consumers in form of availability of goods at lower cost, wider choice and saves time. The general category of e-commerce can be broken down into two parts: E-merchandise: E-finance. E-commerce involves conducting business using modern communication instruments: telephone, fax, e-payment, money transfer systems, e-data interchange and the Internet. Online businesses like financial services, travel, entertainment, and groceries are all likely to grow. Forces influencing the distribution of global e-commerce and its forms include economic factors, political factors, cultural factors and supranational institutions. This paper explores various research studies carried out on E-commerce, examines different opportunities of e-commerce viz., E-business, E-learning, E-commerce education integration, E-insurance, E-commerce for the WTO and developing countries and future media of e-commerce. It raises key challenges that are being faced by consumers relating to e-commerce viz., Ethical issues, Perceptions of risk in e-service encounters, challenges for e-commerce education, It act 2000 and legal system. Finally many companies, organizations, and communities in India are beginning to take advantage of the potential of e-commerce; critical challenges remain to be overcome before e-commerce would become an asset for common people.

\*\*\*\*\*

E-commerce is anything that involves an online transaction. This can range from ordering online, through online delivery of paid content, to financial transactions such as movement of money between bank accounts. This paper has analyzed some of the challenges and opportunities of e-commerce. Elizabeth Goldsmith and others (2000) reported that the general category of e-commerce can be broken down into two parts:

1. **E-merchandise:** selling goods and services electronically and moving items through distribution channels, for example through Internet shopping for groceries, tickets, music, clothes, hardware, travel, books, flowers or gifts.
2. **E-finance:** banking, debit cards, smart cards, banking machines, telephone and Internet banking, insurance, financial services and mortgages online (Elizabeth Goldsmith and others, 2000).

The WTO has recognized that commercial transactions can be broken into 3 stages. 1. Advertising and searching stage, the ordering and payment stage, and the delivery stage. Electronic commerce comprises core business processes of buying and selling, goods, services information over the internet. Electronic commerce refers to wide range of online business activities for products and services. E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform and redress relationships for value creation between organizations and individuals.

**Is Reverse Osmosis Processed water safe for drinking?**

**Dr. P. Suresh<sup>1</sup>, J. Venkata Lakshmi<sup>1</sup>, S. Prakasha Rao<sup>1</sup>, Dr. A. Ramesh Babu<sup>2</sup> & B. Rajeswari<sup>3</sup>**

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**Abstract**

The availability of good quality water is an indispensable feature for preventing diseases and improving quality of life. Water makes up approximately 60 percent of the human body. Human blood is 93 percent water and muscles are about 75 percent water. Optimal water intake is an essential for human survival. Drinking water with minerals is essential to human health. Water purification is the process of removing undesirable chemicals, biological contaminants, suspended solids and gases from contaminated water. The Reverse Osmosis water purification method involves forcing water through a semi-permeable membrane, which filters out a selected number of water contaminants. In this process of removing the harmful chemicals from water, it also removes essential minerals. Demineralized drinking water has direct impact on human health like pregnancy disorders sudden death in infants, higher risk of fracture in children, certain neurodegenerative diseases, pre-term birth and low weight at birth and some types of cancer. International and national authorities responsible for drinking water quality should ensure that the guidelines also apply to certain commercial, home treatment devices and bottled waters.

**Key Words:** *Drinking water, Contaminants, Water purification, RO process, Demineralisation, human health, Remineralisation*

**Introduction**

Fresh unpolluted natural water is healthy, self cleansing and resistant to disease causing microbes. As water moves through earth, it gathers minerals and trace minerals. The natural water with its rich mineral content has a slightly alkaline pH. It supports the average pH 7.35 of human body fluids which is necessary for transporting oxygen, regulating metabolism, eliminating acidic waste, and preventing disease. Almost everything that man has done to water has destroyed or degraded it. We have contaminated nearly every natural water supply on earth with pollution, toxic waste and hundreds of thousands of chemicals. According to a 2007 World Health Organization (WHO) report, 1.1 billion people lack access to an improved drinking water supply, 88% of the 4 billion annual cases of diarrheal disease [1] are attributed to unsafe water and inadequate sanitation and hygiene, while 1.8 million people die from diarrheal diseases each year.

**Water purification Methods**

Water purification is the process of removing undesirable chemicals, biological contaminants, suspended solids and gases from contaminated water. The methods used include physical processes such as filtration, sedimentation, and distillation, biological processes such as slow sand filters or biologically active carbon, chemical processes like flocculation and chlorination and the use of electromagnetic radiation such as ultraviolet light.

**Tap water**

Water treatment plants use basic filtration and chlorine to remove microbes and contaminants from our polluted water. It kills most germs and bacteria, but it also destroys water's life giving properties. Chlorine has been associated with health problems, cancer, and arteriosclerosis.

Another problem is that tap water tends to have an erratic pH (as low as 5.5 or as high as 10) which disturbs the body's natural acid-alkaline balance of pH 7.35.

#### Filtered water

Many filters remove chlorine and heavy metals, but most still allow certain contaminants to pass through. Parasites like Cryptosporidium and Giardia are not killed by chlorine or UV light and can easily pass through carbon filters. Radioactive and volatile chemicals are also very hard to remove.

#### Distilled or Reverse Osmosis (RO) Water

The popularity of reverse osmosis water (RO water) has steadily grown since it was first introduced as a home water purification system in the 1970s. Since its development, this method has been used in a variety of applications, including in hospitals and the food and pharmaceutical industries [2]. The RO water purification method involves forcing water through a semi-permeable membrane, which filters out a selected number of water contaminants including all toxic chemicals like Arsenic, Mercury, Heavy metals, Nitrates, etc. which can cause great health damage. In this process of removing the poison chemicals from water, it also removes essential minerals.

#### Disadvantages of RO water

1. The water is demineralized.

Reverse Osmosis process do a better job in the removal of harmful substances from water than simple filters. But it also removes important mineral particles like sodium, calcium, magnesium, and iron that are necessary for health and longevity. Soft water, i.e. water low in calcium, may be associated with higher risk of fracture in children [3], certain neurodegenerative diseases [4], pre-term birth and low weight at birth [5] and some types of cancer [6]. In addition to an increased risk of sudden death [7-9], the intake of water low in magnesium seems to be associated with a higher risk of motor neuronal disease [10], pregnancy disorders [11], and some cancers [12]. Removing the naturally occurring minerals also leaves the water tasteless.

#### 2. The water is acidic

RO water makes the water acidic (often well below 7.0 pH) due to removal of minerals. Drinking acidic water will not help maintain a healthy pH balance in the blood, which should be slightly alkaline. Drinking acidic water will often cause a mineral imbalance in the body. In the natural health and medical communities, acidosis in the body is considered an underlying cause of most degenerative diseases.

#### Remedial Measures: Re-Mineralization of RO Water

RO processes remove most of the impurities up to 99.5% from the water. The purification process is indiscriminate, though it removes the good minerals along with the bad stuff. Re-mineralization of water is adding minerals back into the water which boosts the pH and brings it back to an alkaline state. Addition of a pinch of Celtic or Himalayan salt to water add about 80 different vital trace minerals to water. Himalayan salt contains about the same number of minerals as Celtic sea salt but they do taste a bit different. Mineral drops like Sea MD or tablets are also used to re-mineralize processed water which adds nearly 72 minerals to water.

#### Conclusion

Drinking water should contain minimum levels of certain essential minerals. Intake of water low in magnesium may be associated with a higher risk of motor neuronal disease, pregnancy disorders sudden death in infants. Drinking water with low calcium, is associated with a higher

risk of fracture in children, certain neurodegenerative diseases, pre-term birth and low weight at birth and some types of cancer. International and national authorities responsible for drinking water quality should consider guidelines for desalination water treatment, specifying the minimum content of the relevant elements such as calcium and magnesium and TDS to certain home treatment devices and bottled waters.

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## PHYTOEXTRACTION OF HEAVY METALS

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**ABSTRACT:** Heavy metals are among the most important sorts of contaminant in the environment. Several methods already used to clean up the environment from these kinds of heavy metal from contaminated soil-water are expensive, time consuming and environmentally destructive. Unlike organic compounds, metals cannot degrade, and therefore effective cleanup requires their immobilization to reduce or remove toxicity. In recent years, scientists and engineers have started to generate cost effective technologies that include use of microorganisms/biomass or live plants to clean polluted areas. Phytoextraction is an effective and affordable technological solution used to extract or remove inactive metals and metal pollutants from contaminated soil and water. This technology is environmental friendly and potentially cost effective. It is best applied at sites with shallow contamination of organic, nutrient or metal pollutants. This paper aims to compile some information about heavy metals of Aluminium(Al), silver(Ag), arsenic(As), Cadmium(Cd), Chromium(Cr), Manganese(Mn), Mercury(Hg), lead (Pb), Selenium(Se), and Zinc(Zn), sources, effects and their treatment. The technology involves efficient use of plants to remove, detoxify or immobilize environmental contaminants in a growth matrix (soil, water or sediments) through the natural, biological, chemical or physical activities or processes of the plants. Some recommended plants which are commonly used in phytoextraction and their capability to reduce the contaminant are also reported to provide a wide applicability of phytoextraction.

**Key Words:** Phytoextraction, immobilize, toxicity, Heavy Metals, contamination.

**INTRODUCTION:** Human evolution has led to immense scientific and technological progress. Global development, however, raises new challenges, especially in the field of environmental protection and conservation (Bennett et al., 2003). Nearly every government around the world advocates for an environment free from harmful contamination for their citizens. Ironically, it is the economic, agricultural and industrial developments that are often linked to polluting the environment. Since the beginning of the industrial revolution, soil pollution by toxic metals has accelerated dramatically. Man's exposure to heavy metals comes from industrial activities like mining, smelting, refining and manufacturing processes (Nriagu,1996). A number of chemicals, heavy metals and other industries in the coastal areas have resulted in significant discharge of industrial effluents into the coastal water bodies. These toxic substances are released into the environment and contribute to a variety of toxic effects on living organisms in food chain (Dembitsky, 2003) by bioaccumulation and bio-magnification (Manohar et al., 2006). Heavy metals, such as

due to oxidative stress caused by reactive oxygen species) and inhibit a number of cytoplasmic enzymes (Assche and Clijsters, 1990). In addition, it can cause indirect toxic effects by replacing essential nutrients at cation exchange sites in plants (Taiz and Zeiger, 2002). Baker (1981) proposed, however, that some plants have evolved to tolerate the presence of large amounts of metals in their environment by the following three ways:

1. Exclusion, whereby transport of metals is restricted and constant metal concentrations are maintained in the shoot over a wide range of soil levels.
2. Inclusion, whereby shoot metal concentrations reflect those in the soil solution in a linear relationship.
3. Bioaccumulation, whereby metals are accumulated in the roots and upper plant parts at both high and low soil concentrations.

### Phytoextraction

This technology involves the extraction of metals by plant roots and the translocation thereof to shoots. The roots and shoots are subsequently harvested to remove the contaminants from the soil. Salt et al. (1995a) reported that the costs involved in phytoextraction would be more than ten times less per hectare compared to conventional soil remediation techniques. Phytoextraction also has environmental benefits because it is considered a low impact technology. Furthermore, during the phytoextraction procedure, plants cover the soil and erosion and leaching will thus be reduced. With successive cropping and harvesting, the levels of contaminants in the soil can be reduced (Vandenhove et al., 2001).

Phytoextraction (or phytoaccumulation) uses plants or algae to remove contaminants from soils, sediments or water into harvestable plant biomass (organisms that take larger than normal amounts of contaminants from the soil are called hyperaccumulators). Phytoextraction has been growing rapidly in popularity worldwide for the last twenty years or so. In general, this process has been tried more often for extracting heavy metals than for organics. At the time of disposal, contaminants are typically concentrated in the much smaller volume of the plant matter than in the initially contaminated soil or sediment. Mining with plants, or phytomining is also being experimented with. The plants absorb contaminants through the root system and store them in the root biomass and/or transport them up into the stems and/or leaves. A living plant may continue to absorb contaminants until it is harvested. After harvest, a lower level of the contaminant will remain in the soil, so the growth/harvest cycle must usually be repeated through several crops to achieve a significant cleanup. After the process, the cleaned soil can support other vegetation.

### Advantages of Phytoextraction technology

- Aesthetically pleasing
- The effectiveness in contaminant reduction
- Low cost
- Applicable for wide range of contaminants
- Environmentally friendly method
- Less disruptive than current techniques

### Limitation of phytoextraction technology

- The amount of produced biomass
- The root depth
- Soil chemistry
- Level of contamination
- The age of plant
- The contaminant concentration
- The impacts of contaminated vegetation
- Climatic condition
- The time-consuming method

### PLANTS USED FOR PHYTOEXTRACTION OF SOME HEAVY METALS

Arsenic, using the sunflower ( *Helianthus annuus* ) Cadmium and zinc , using alpine pennycress ( *Thlaspi caerulescens* ). The plants used for Phytoextraction of some Heavy Metals are tabulated below.

S.No.	Contaminant	Accumulation rates (in mg/kg dry weight)	Binomial name of the plant	English name of the plant
1.	Al	1000	<i>Hordeum Vulgare</i>	Barley
2.	Al		<i>Solidago hispida</i>	Hairy
3.	Al	100	<i>Vicia faba</i>	Horse Bean
4.	Ag	10-1200	<i>Brassica Juncea</i>	Indian Mustard
5.	Ag		<i>Brassica napus</i>	Rapeseed plant
6.	As	1000	<i>Agrostis tenerrima</i> <i>Trin</i>	Colonial bentgrass
7.	As	27,000	<i>Pteris Vitata L.</i>	Ladder fern
8.	Cd	>100	<i>Crotalaria Juncea</i>	Sunn hemp
9.	Cd	1000	<i>Valisneria Spiralis</i>	Eel Grass
10.	Cr	1000	<i>Dicoma nicaifera</i>	
11.	Cr		<i>Hydrilla verticillata</i>	Hydrilla
12.	Mn	1000	<i>Macadamia neurophylla</i>	
13.	Mn		<i>Helianthus annuus</i>	Sun Flower

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14.	Hg	1000	<i>Pistia stratiotes</i>	Water Lettuce
15.	Pb		<i>Brassica Juncea</i>	Indian Mustard
16.	Pb		<i>Brassica napus</i>	Rapeseed plant
17.	Pb		<i>Triticum aestivum</i>	Common Wheat
18.	Se	0.12-20	<i>Amanita muscaria</i>	Fly Agaric
19.	Se		<i>Brassica napus</i>	Rapeseed plant
20.	Zn		<i>Helianthus annuus</i>	Sun Flower
21.	Zn		<i>Brassica Juncea</i>	Indian Mustard
22.	Zn		<i>Brassica napus</i>	Rapeseed plant
23.	Zn	1400	<i>Silene vulgaris</i>	Bladder Campion
24.	Zn	10,000	<i>Thlaspi caerulescens</i>	Alpine pennycress

## CONCLUSION

Heavy metals uptake, by plants using phytoextraction technology, seems to be a prosperous way to remediate heavy metals-contaminated environment. It has some advantages compared with other commonly used conventional technologies. Several factors must be considered in order to accomplish a high performance of remediation result. The most important factor is a suitable plant species which can be used to uptake the contaminant. Even the phytoextraction technique seems to be one of the best alternatives, it also has some limitations. Prolong research needs to be conducted to minimize this limitation in order to apply this technique effectively.

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## The role of chemist in sustenance of environment through modern technologies and atom economy

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### Abstract:

The surroundings of the living organism is known as environment. It includes air, water, land and other organisms whose definite composition and definite proportion is essential for the survival of any kind of organism. Development of Science and Technology improved the standards of human lives and it is responsible for the global health and wealth directly or indirectly. Almost all changes we see around are the chemical reactions. The role of chemistry in discovering new medicines, fertilizers and in the mining industry is very significant. In these circumstances, we cannot assume the life of human beings without chemistry. But at the same time, the negative side of the chemistry is the chemical wastage, the byproducts and the gases liberating in the different chemical reactions causing environmental pollution. Hence it is essential to minimize the pollutants and wastages in chemical industries and other chemistry related works for sustenance of the environment by adopting new techniques such as atom economy, micro analysis and keeping sinks and adsorbents for the pollutants. Besides this it is the sole responsibility of the chemist to invent the new techniques to minimize the adverse effects of chemistry while serving the society through it.

### Introduction

**Chemistry** is the science of matter and the changes it undergoes. **Chemistry** is more specialized, being concerned with the composition, behavior (or reaction), structure, and properties of matter, as well as the changes it undergoes during chemical reactions. Everything on this universe is chemistry. The air we breathe, the water we drink, the food we eat, the clothes we wear. The blood is full of chemicals, the gastric juice, which is essential for digestion is a chemical, the refrigerants, the cooking gas, the fuels everything is chemistry, what not? Chemistry has

significant achievement in understanding and solving many problems pertaining to not only human beings but all most all living organism. Pharmacy, Crop product, Plastic industry, text tile industry, Mining industry, Marine industry Paper industry, Jute industry and many other industries were established by the researches of a chemist. The world has been changed greatly by the Chemistry. It improved the standards of lives. It contributes much to the GDP of a nation. The development of a nation is evident of the development of Chemistry. As chemistry associated with many chemical reactions and changes, produces many other chemicals which may cause the disproportion of different components of the air, water and land. This is called pollution. The extracts of chemicals like DDT and CFCs are causing health problems. Thus Chemical developments bring new environmental problems like global warming, depletion of ozone layer, acid rains and harmful side effects. This is perhaps the adverse result of development of chemistry. Hence it is the responsibility of the chemists to maintain the sustenance of environment by adopting new methodologies and new techniques. In this regard, there are some achievements. Green synthesis and micro analysis are some of the alternatives to reduce the negative side of the chemistry.

### Green chemistry

Green chemistry is the design of chemical products and processes that reduce or eliminate the use and generation of hazardous substances. it has alternative names such as Eco-friendly Chemistry, Environmentally benign chemistry, Benign by design chemistry, Clean Chemistry.

#### Twelve Principles of Green Chemistry

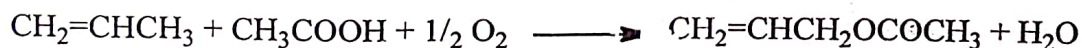
1. Prevention: It is better to prevent waste than to treat or clean up waste after it is formed.

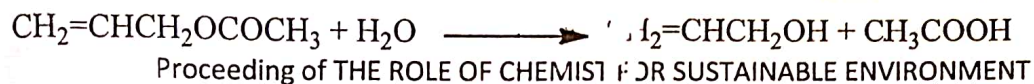
Ex: Production of allyl alcohol ( $\text{CH}_2=\text{CHCH}_2\text{OH}$ )

*Traditional route : Alkaline hydrolysis of allyl chloride, which generates hydrochloric acid as a by-product*



Greener route:





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2. Atom Economy: Synthetic methods should be designed to maximize the incorporation of all materials used in the process into the final product

3. Less Hazardous Chemical Syntheses : Wherever practicable, synthetic methodologies should be designed to use and generate substances that possess little or no toxicity to human health and the environment

Ex: Solvents are consumed in large quantities in many chemical syntheses as well as for cleaning and degreasing. Traditional solvents are often toxic or are chlorinated. Green solvents, on the other hand, are generally derived from renewable resources and biodegrade to innocuous, often naturally occurring products

4. Designing Safer Chemicals: Chemical products should be designed to preserve efficacy of function while reducing toxicity.

5. Safer Solvents and Auxiliaries: The use of auxiliary substances (e.g. solvents, separation agents, etc.) should be made unnecessary wherever possible and innocuous when used.

6. Design for Energy Efficiency: Energy requirements should be recognized for their environmental and economic impacts and should be minimized. Synthetic methods should be conducted at ambient temperature and pressure.

7. Use of Renewable Feed stocks: A raw material or feedstock should be renewable rather than depleting wherever technically and economically practicable

8. Reduce Derivatives: Unnecessary derivatization (blocking group, protection/deprotection, and temporary modification) should be avoided whenever possible.

9. Catalysis: Catalytic reagents (as selective as possible) are superior to stoichiometric reagents.

10. Design for Degradation: Chemical products should be designed so that at the end of their function they do not persist in the environment and break down into innocuous degradation products

11. Real-time Analysis for Pollution: Analytical methodologies need to be further developed to allow for real-time, in-process monitoring and control prior to the formation of hazardous substances.

12. Inherently Safer Chemistry for Accident Prevention: Substances and the form of a substance used in a chemical process should be chosen to minimize potential for chemical accidents, including releases, explosions, and fires.

### **Adoption of Synthetic techniques**

Novel or enhanced synthetic techniques can often provide improved environmental performance or enable better adherence to the principles of green chemistry.

#### **For example:**

Carbon dioxide as blowing agent:

Polystyrene foam is a common material used in packing and food transportation. Traditionally, CFC and other ozone-depleting chemicals were used in the production process of the foam sheets, presenting a serious environmental hazard. Flammable, explosive, and, in some cases toxic hydrocarbons have also been used as CFC replacements, but they present their own problems. Dow Chemical discovered that supercritical carbon dioxide works equally as well as a blowing agent, without the need for hazardous substances, allowing the polystyrene to be more easily recycled. The CO<sub>2</sub> used in the process is reused from other industries, so the net carbon released from the process is zero.

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# PROBLEMS & PROSPECTS OF GST



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One of the objectives of the college is to send out of its portals socially responsible, skilled and competent citizens with real human values and abilities. Since the inception, the institution has been giving top priority to social responsibility. As a part of that, community orientation was given importance. In 1970, the management conducted a National Seminar of global importance on "The Homeless Poor", which was a sensation as it was meant to create awareness among the disadvantaged sections their right to have their own homes.

Under the stewardship of the present Secretary, Sri Nannapaneni Sudhakar, the same trend is being continued. Depending on the need, the internal stakeholders come out in the form of processions/ seminars/ workshops etc to educate the needy and this seminar is one such attempt.

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## GST: CHALLENGES AND IMPACT

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### INTRODUCTION

Taxation plays a very important role in the economic development of country. With much awaited GST system and in-depth analysis, here we are with final GST bill passed by the parliament. Taxes are only means of financing the public goods because they cannot be properly priced in the market. Government is the only source of funding using the taxation methods. As taxes are the drivers of the economy, Tax regimes should be designed in such a manner that is does not become the source of distortion in the market or result in failure of market. Raising a sufficient amount of revenue is the main aim of tax law in an efficient, effective and equitable manner. Tax policies are important contributors to the economy in efficiency and equity. Good tax system should keep in view the issues of income distribution and also should focus on strategies to generate tax revenues to support government expenditures on public services and infrastructural development. GST stands for Goods and Service Tax. Domestic trade tax will be levied in the form of a value added tax on all goods and services in practice with some exemptions. VAT exempts all inputs including capital goods. Moreover it is general tax on domestic consumption. Basically there is need to change the taxation pattern, as double taxation system demotivates the consumer from consumption of products. It also impacts spending pattern of public. Development of economy depends on the purchasing power of the country. GST is convenient and economically efficient way of taxing the consumption. Basically there are very few exemptions because it has single rate and it becomes a proportional tax on consumption. One level of tax is efficient way of collection, because it either goes

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GRABS

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# **Mobile banking in rural India: A corridor to financial inclusion**

**Dr. Sasikanth Reddy. T**

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## **Introduction**

According to Tiwari and Buse (2007) mobile banking is also referred as m-banking, SMS banking and so on. Mobile banking is the term used for performing account transactions, balance checks, credit applications, payments and more through a mobile device like tablet computer like iPad or mobile phone. Mobile banking is a provision offered by financial and banking institutions that help users avail their services with the help of devices like mobile phones and other devices. The scope of offered services encompasses facilities to conduct stock and bank market transactions, to access customized information and administer the accounts. Mobile banking is performed through mobile internet or short message service (SMS). Mobile banking gives an opportunity for banks to retain their technology-savvy, existing customer base by offer-in innovative and value-added services to attract the potential customers. Mobile banking provides account information like alerts on accounts activity and access to loan and card statements, payments and transfers such as mobile recharging, international and domestic funds transfer and commercial payment processing, support services such as exchange of data messages, ATM location, cheque book requests and email, investments such as personalized alerts on security prices, portfolio management services and real time stock quotes and content services such as location based services and loyalty related services (Corporate Essvale (2011). Barnes (2012) asserts that mobile banking is a channel whereby the user, interacts with a bank through a mobile device like mobile phone or PDA. There are many different categories of financial transaction offered by mobile banking. For example, amount or money can be stored in a mobile phone or handset and then spend accordingly. It is also used to transmit and receive remittance, or to pay bills and make purchases (Sullivan, 2007). Mobile banking helps customers to access their bank accounts through mobile phone to conduct traditional and more advanced financial transactions (Kim et al, 2009).

## **Mobile banking emergence and present scenario in India**

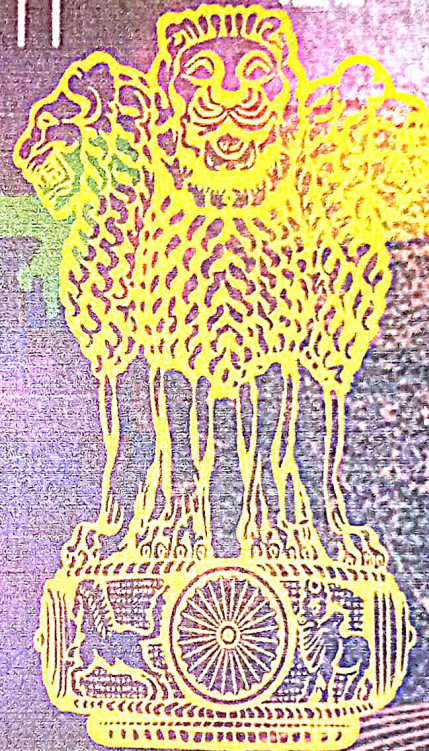
Siau et al (2001) point out that the telecommunication companies and financial institutions worldwide are facing a new loop on the information-telecommunication technology convergence spiral. Mobile banking has emerged as a new application of the next mobile commerce or electronic commerce. The adoption of mobile commerce strongly relies on the user infrastructure that is user-accessible mobile devices and on the mobile telecommunication networks. Lan et al (2000), Kiesnoki (2000) and Guardini et al (2000) refer that commerce applications encompassing mobile banking, can be implemented successfully with an integrated underlying infrastructure. Mobile banking enables the technologies fall into four categories that is embedded systems, network, databases and security.

Mobile banking is enjoying a tremendous growth in India. It has successfully crossed the stage of introduction. The ser-vice of mobile banking is being channeled from metropolitan cities to urban areas and then to the rural areas. The effectiveness and popularity of mobile banking mainly rely on the banking system in India and their connection with supporting and regulatory system. There are lots of supporting factors which support the mobile banking in India. First of all being so much beneficial, Indian banks are taking

# FINANCIAL INTEGRATION INDIAN SCENARIO

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सुखतम



मृत्युमेव जयते

## Integration

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## FDI IN INDIAN RETAIL SECTOR - A GLANCE

Dr. T. Sasikanth Reddy<sup>1</sup>

### ABSTRACT

India being a signatory to World Trade Organization's General Agreement on Trade-in Services, which includes wholesale and retailing services, had to open up the retail trade sector to foreign investment. There were initial reservations towards this issue arising from fear of job losses, procurement from international market, competition and loss of entrepreneurial opportunities to locals. However, the government in a series of moves opened up the retail sector slowly to Foreign Direct Investment (.FDI.). In 1997, FDI in cash and carry (wholesale) with 100% ownership was allowed under the government approval route. Subsequently it was brought under the automatic route in 2006. Then 51% investment in single brand retail was permitted in 2006.

### INTRODUCTION:

Now FDI in Multi-Brand retailing is permitted in 2012. Prior to this move the Indian households have traditionally enjoyed the convenience of calling up the corner grocery 'kirana' store. Till 1980 the retail trade continued in the unorganized sector. Afterwards with the entry of big players like Reliance, Tata's, Bharati, Big Bazaar, organized retail sector came in to existence. And the competition started becoming intense. The permission of FDI will impact the structure of retail industry in India. Its implications will be on customers, small retailers, farmers and the general public. On this backdrop an attempt is made in this Paper to analyze the impact of FDI on various parties involved.

### OBJECTIVES

- To analyze the structure of retail industry in India.
- To assess the impact of FDI on various parties related to the retail sector
- To provide some suggestions to protect and promote the interest of small, unorganized retailers and farmers in the country.

### RESEARCH METHODOLOGY

The researchers have adopted analytical, descriptive and comparative methodology for this study. Reliance has been placed on secondary data sources such as books, journals, newspapers and online database. However, the interpretation of the data and suggestions made assume importance for the healthy growth if the retail sector in the country.

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# ROLE OF FINANCIAL SERVICES IN ECONOMIC DEVELOPMENT

*(Funded by Collector, Siddipet District)*

28/3/18  
✓ year: 2018



Editor  
**R. KARUNA**

Chief Editor  
**Dr. A. BALACHANDRAM**

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## **12. QUALITY OF WORK LIFE AND SOCIAL SECURITY IN NEW GENERATION COMMERCIAL BANKS- WITH SPECIAL REFERENCE TO SBI**

**Dr. T. SASIKANTH REDDY**

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### **INTRODUCTION**

State bank of India (SBI) as a public sector bank as well as a commercial bank occupies a very significant place in the financial system of our country. It is the largest govt. Controlled commercial bank. It has emerged as a pacesetter with world's largest branch network – with more than 18266 branch offices throughout India and staffed by nearly 222933 employees. Instead of serving as a mere repository of the community's saving and lending to credit-worthy parties, the SBI is catering to the needs of customers by banking responsibility. The bank is serving heterogeneous financial needs of the different sectors of our economy. Established as a national bank, it has become now an international bank by establishing its subsidiaries in the USA, Canada, Nepal, Bhutan, Nigeria, Mauritius and UK and by openings its more than 156 branch offices in 32 countries. The SBI is presently placed at the 29th rank in the global scenario and as the number one bank in India.

### **Objectives of the Study**

State Bank of India is developed bank and has been maintaining good organizational performance. Is SBI indeed good in quality of work life? The objectives are as:

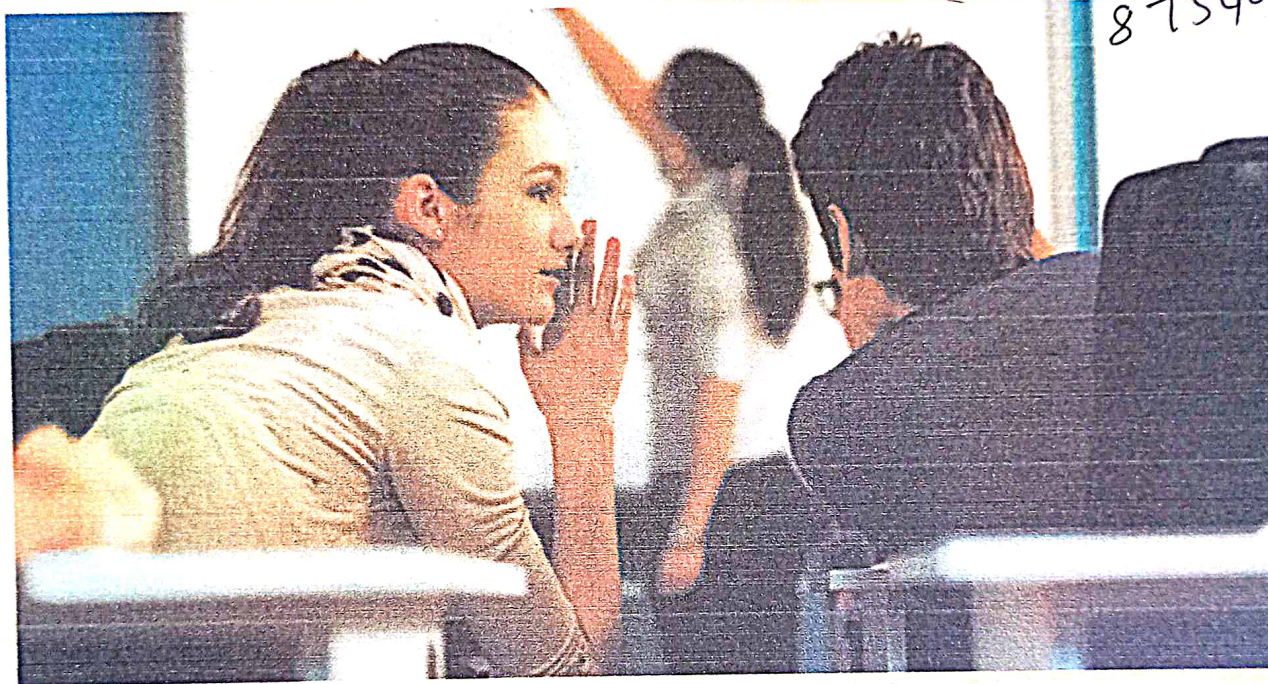
- To examine the quality of work life and employee' satisfaction at state bank of India.
- To analyse the profitability of the SBI.
- To assess the position, status and working norms of employees in the banking sector, especially in State Bank of India.

### **Objectives of State Bank of India**

As already discussed, the operational policies of the imperial bank of India were neither in the interest of Indians and nor infamous of the economic development of India.

# RECENT TRENDS IN STUDENTS ANTI SOCIAL BEHAVIOUR IMPLICATIONS FOR THE FUTURE OF EDUCATION

Year 2018  
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Dr. L .CYRIL ARUN KUMAR  
Dr. B. SUBBA RAO  
Smt. M. SRIVANI

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# CLASSROOM MANAGEMENT AND TRADITIONAL METHODS- A CONCEPTUAL APPROACH

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## ABSTRACT

*Classroom management is widely viewed by most educators, as the number one concern in schools. From 1967 through 1997 results of researches identified classroom management as the most important problem that teachers face. Some researchers ranked classroom management as the second greatest problem facing schools. Many teachers lack training in the use of effective classroom management strategies. Researchers found that classroom managerial problems can have a substantive impact on the effectiveness of teaching and quality of learning. While on overabundance of opinions on classroom management are available from which to choose, many teachers remain certain strategies as to what to do when faced with difficulties in classroom situations. Researchers have repeatedly found that new teachers indicate that effective classroom management and motivating students are among their greatest concerns. Control of student behavior by teachers tends to be regarded as the goal of classroom management/discipline. This emphasis on control is so pervasive that control by teachers is often seen by educators as more important than the learning that goes in the classroom. However, the focus on discipline often can reduce the teacher's ability to provide effective learning experience for students.*

*In this paper I made a division between the 'external factors' and 'internal factors' that affect class management, and class environment in general. Even though there are many factors that should be taken into consideration while we are engaged in the teaching process, it is classroom management and the role of the teacher that I'll be mainly dealing in this paper.*

## Introduction

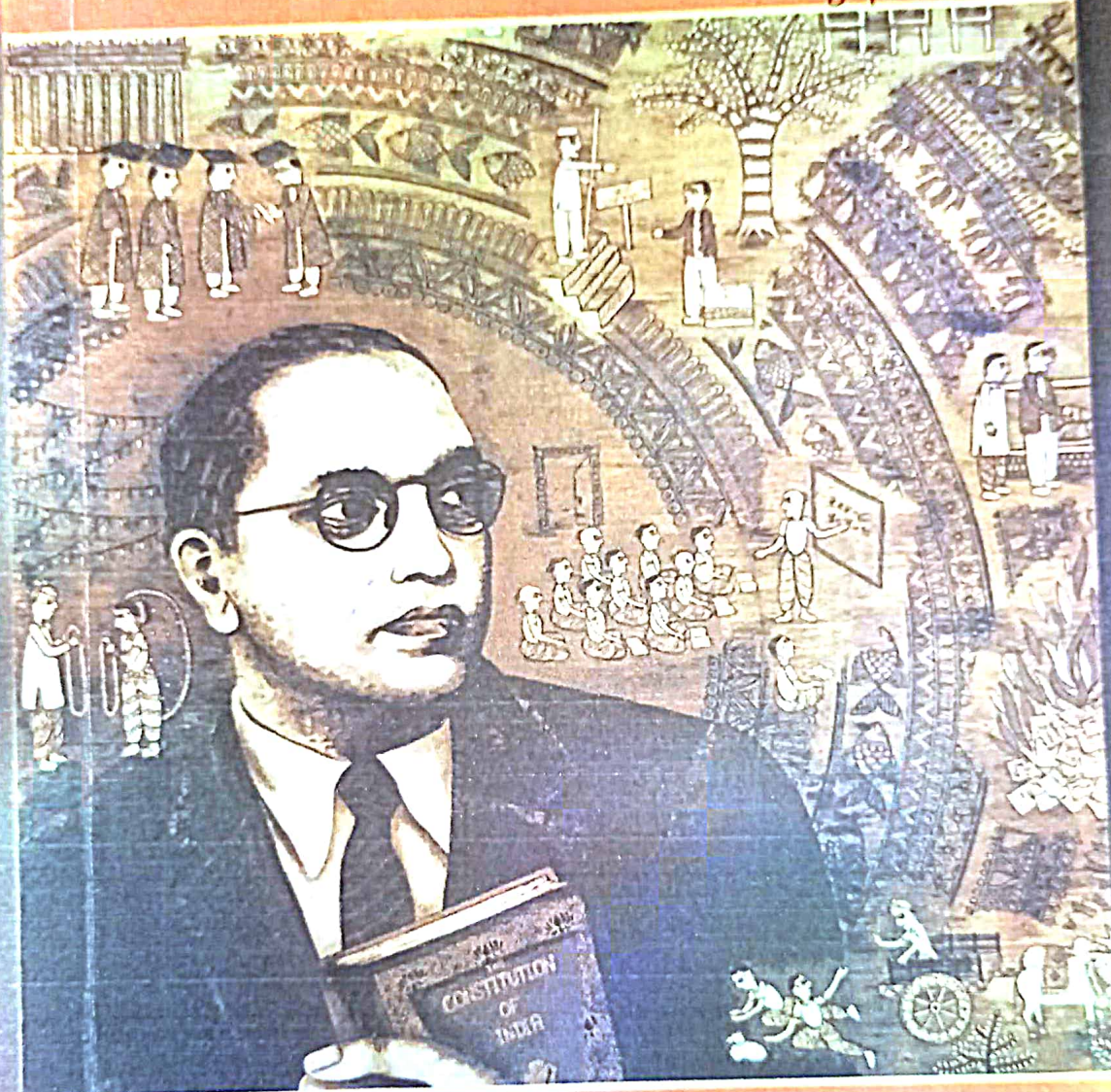
Classroom management is widely viewed by most educators, as the number one concern in schools. From 1967 through 1997 results of researches identified classroom management as the most important problem that teachers face. Some researchers ranked classroom management as the second greatest problem facing schools. Many teachers lack training in the use of effective classroom management strategies. Researchers (Hoy, 1990; Marzano, 2003; Schmidt, 1992) found that classroom managerial problems can have a substantive impact on the effectiveness of teaching and quality of learning. While on overabundance of opinions on classroom management are available from which to choose, many teachers remain certain strategies as to what to do when faced with difficulties in classroom situations. Researchers (Fuller & Brown, 1975; Veenam, 1994) have repeatedly found that new teachers indicate that effective classroom management

# IDEOLOGY AND PHILOSOPHY OF Dr. B.R. AMBEDKAR

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Edited by :

K.J.Wesley Sasikanth & Dr.TMJ Indra Mohan

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## Foreword

The great valiant march for a progressive India. Dr.B.R. Ambedkar visioned better than the rest of the freedo fighters of the century past. As one of the colossus of the Constitution champion, he strove to bring a solace for the need and the socially deprived within the Indian social agglomeration. The seeds of the well sown today grew well to trumpet the saviour's untiring services. His writings have universal message and appeal world over against the man made social dichotomy which continue to be relevant. In the fitness of things we dedicate ourselves to bring out a literary edifice to the social visionary mark the glorious leader and a tower to the Indian society.

Dr.TMJ Indra Moha

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## Ambedkar's views on Social Philosophy and Education

*Dr. T. Sasikanth Reddy\**

### Abstract

Dr. B.R. Ambedkar said that every education institute from primary school to University College should be an agency of change. Ambedkar strongly held that education should be a priority for the society and utilised the growth of individuals with character. This paper focuses on the philosophical thoughts of Ambedkar in context of education. Ambedkar wanted a type of education that not only inculcates awareness and fulfilment of human rights among citizen but also teaches human dignity and justice in India. According to him Education could open the eyes and encourage the oppressed ones to fight and remove injustice and exploitation they are suffering from ages. He recognized that, lack of education was the main cause for the backwardness of poor people. He preferred humanistic education which enables a man to rediscover himself and ensure freedom rather than being a student of the church school or the state. He put all his efforts to ensure the educational opportunities to all the citizens of independent India without any discrimination, for which he framed some rights in Indian Constitution.

**Key words :** *Dr. B.R. Ambedkar, Education and Social Justice*

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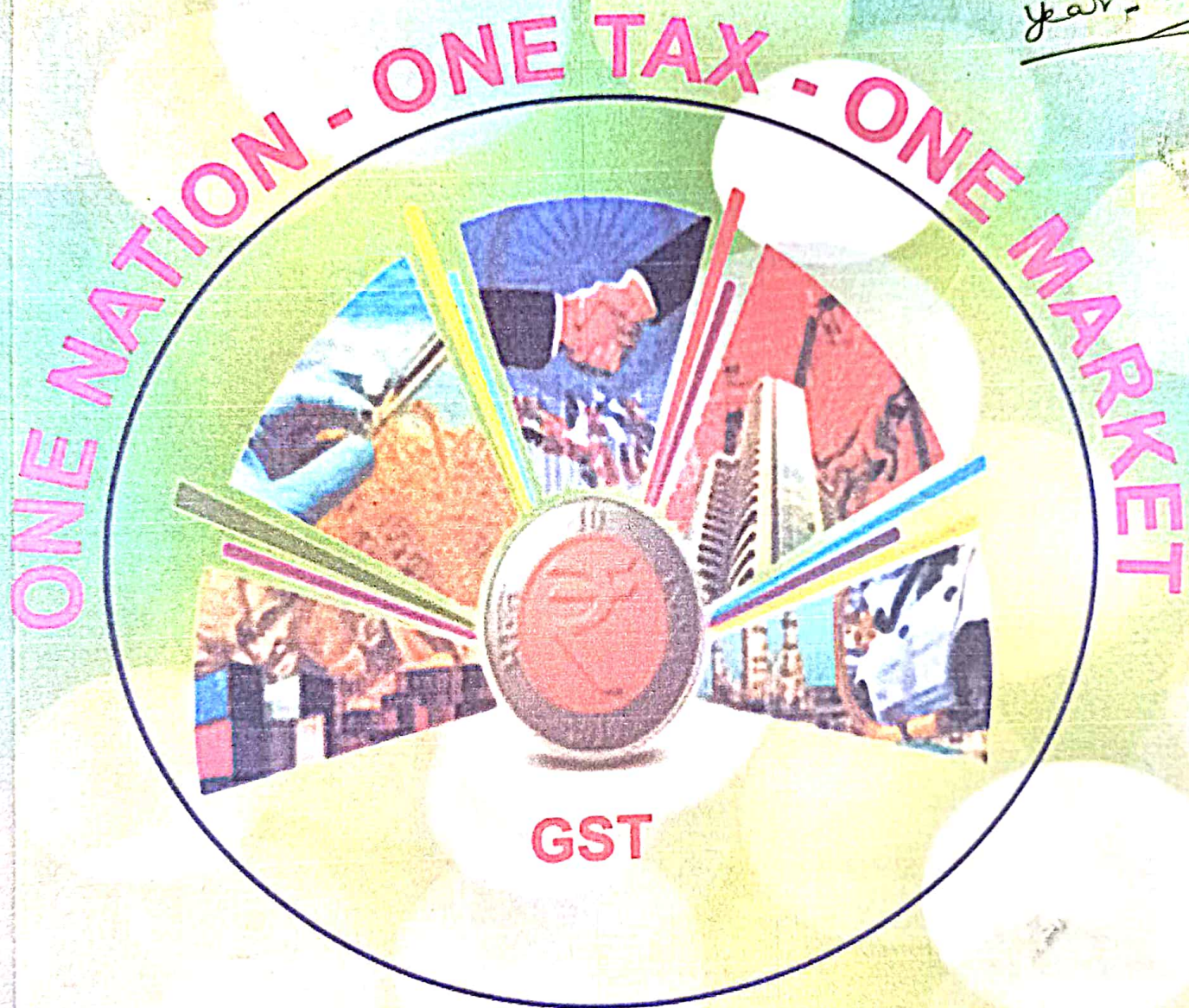
### Introduction

Dr. B.R Ambedkar was not only the father of Indian Constitution but was a great freedom fighter, political leader, philosopher, thinker, writer, economist, editor, and a revivalist of Buddhism in India. Dr. Ambedkar believed in peaceful means of social change. He supported to constitutional lines of the evolutionary process of social transformation. He thought the factors like law and order are indispensable for social progress. It also strives to sustain institutions that will make better 'social order'. He opposed to the violent methods in social change for it obstacles the tranquillity and creates chaos. And no faith in anarchy methods. A welfare state of all should be developed on the grounds of terror, force and violent methods. According to him violent methods to a peaceful society is not only improper but also unscientific and immoral. According to Dr. Ambedkar, social change and social justice are not only critical to the egalitarianism that any democracy must aspire it. As a social democrat Dr. Ambedkar stressed on a much broader notion of stable reconstruction of country with inclusive growth and cultural integration in the Nation without discrimination. As the major architect of the Indian Constitution, Dr. Ambedkar constructed the safeguards for establishing a more equitable society to millions of oppressed and depressed classes. In this process, Dr. Ambedkar emerges not only as a Valliant upholder of the Indian democratic, republic, but also captures the uniquely distinctive place in the Indian Pantheon as a rare intellectual mass leader who awakened the social conscience of Modern India. He was strongly believed that political institutions were responsible for reforming the existing social institutions by using legislative force to yield the results. Political institutions will survive only when they actively work for social reformation.

Ambedkar's Educational philosophy stresses on development of persons and their environment. Ambedkar

# GST IN INDIA: IMPLICATIONS

Year: 2018



Editor:  
**Dr. V.MASULAMANI**

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Dr. T. SASIKANTH REDDY

## GST - RECOMPENSES AND DETRIMENTS

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Goods and Services Tax (GST) is an indirect tax levied in India on the sale of goods and services. Goods and services are divided into five tax slabs for collection of tax - 0%, 5%, 12%, 18% and 28%. Petroleum products and alcoholic drinks are taxed separately by the individual state governments. There is a special rate of 0.25% on rough precious and semi-precious stones and 3% on gold. In addition a cess of 22% or other rates on top of 28% GST applies on few items like aerated drinks, luxury cars and tobacco products.

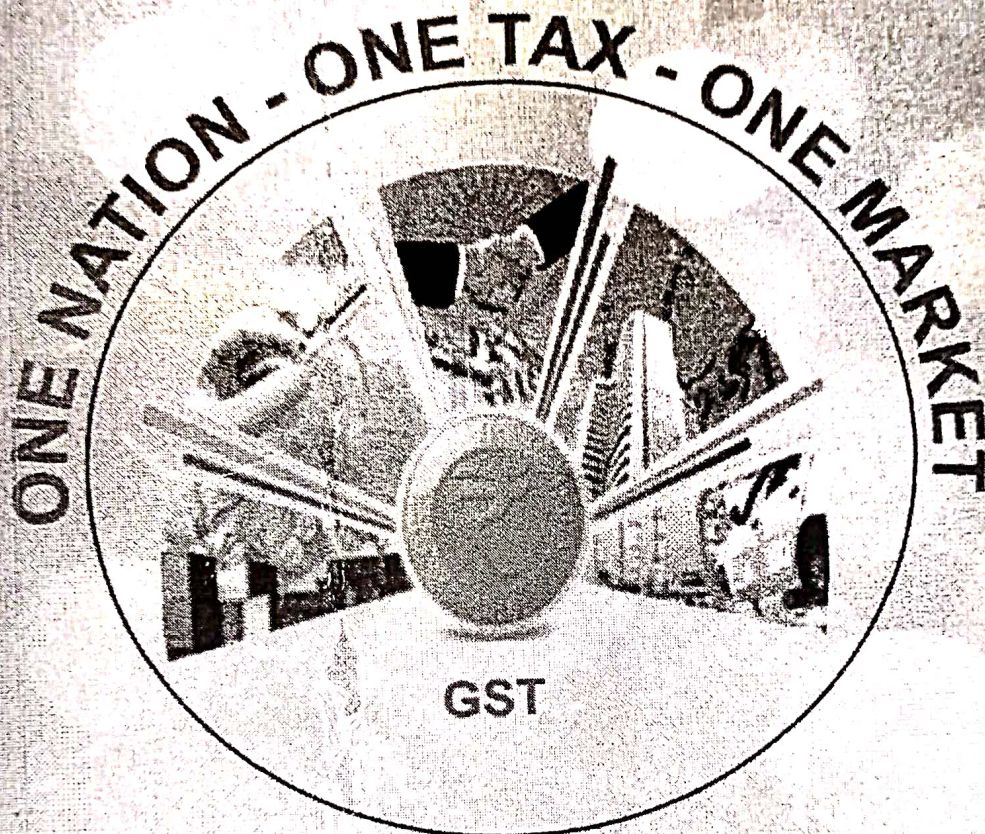
The tax came into effect from July 1, 2017 through the implementation of one hundred and first amendment by the Government of India. The tax replaced existing multiple cascading taxes levied by the central and state governments. The tax rates, rules and regulations are governed by the Goods and Services Tax Council which comprises finance ministers of centre and all the states. GST simplified a slew of indirect taxes with a unified tax and is therefore expected to dramatically reshape the country's 2 trillion dollar economy.

Hailed as one of the biggest tax reforms of the country, the Goods and Services Tax (GST) subsumes many indirect taxes which were imposed by Centre and State such as excise, VAT, and service tax. It is levied on both goods and services sold in the country. GST or Goods and Services Tax, is a tax which combines various indirect taxes being charged by Central and State governments, which resulted in multiple receipts/ payment/ compliance being needed for multi-state business.

Book  
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2018

# GST IN INDIA: IMPLICATIONS



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2018

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# GST: IMPACT AND CHALLENGES

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## Introduction

Taxation plays an very important in economic development of country. With much awaited GST system and in-depth analysis, here we are with final GST bill passed by the parliament. Because taxes are only means for financing the public goods because they cannot be properly priced in the market. And government is only the source of funding using the taxation methods. As taxes are the drivers of the economy. Tax regimes should be designed in such a manner that is does not become the source of distortion in the market or result in failure of market. Raising a sufficient amount of revenue is main aim of tax law in efficient, effective and equitable manner. Tax policies are important contributor to the economy in both the cases efficiency and equity. Good tax system should keep in view the issues of income distribution and also focused on strategies to generate tax revenues to support government expenditures on public services and infrastructural development. GST stands for Goods and Service Tax. Domestic trade tax will be levied in the form of a value added tax on all goods and services, in practice with some exemptions. VAT exempts all inputs including capital goods. Moreover it is general tax is on domestic consumption. Basically there is need to change the taxation pattern, as double taxation system demotivates the consumer from consumption of products. It also impacts spending pattern of public. Development of the economy depends on the purchasing power of the country. GST is convenient and economically efficient way of taxing the consumption. Basically there are very few exemptions because it has single rate and it becomes a proportional tax on consumption. One level of tax is efficient way of collection, because it either goes to the state or central level. Multiple level of tax is distortion in case of destination of tax collection. Tax should go to the state in which the concerned consumer lives. This will automatically take place if tax is levied at the central level or state is in unitary level with the one and only level of tax collection. If GST has to be implemented at central level i.e. in one level, it has to face many challenges at central level.



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Title of the book is "Synthesis and Spectral Characterization of Novel Organic Compounds of Pyrrole Derivatives, Schiff's Bases, Urea/Thiourea and Carbamate/Sulfonamides". This book is divided into six chapters, they are Chapter-1: General Introduction Chapter-2: Synthesis of Novel Carbamate, Sulfonamide Derivatives of (2-(1H-tetrazol-5-yl)-biphenyl-4-yl) methanamine and Their Antibacterial, Antifungal Activities. Chapter-3: Synthesis and Antimicrobial Activity of Novelurea/Thiourea Derivatives Chapter-4: Synthesis and Antimicrobial Activity of new Carbamate and Sulfonamide derivatives Chapter-5: A Facile, Catalyst-free Green Synthesis for Schiff's Bases in Aqueous Medium using Ultrasonic Irradiation Conditions and Their Antimicrobial Activity Chapter-6: Synthesis of New Sulfonamide Derivatives of Triptamine and Their Antimicrobial Activity and Summary

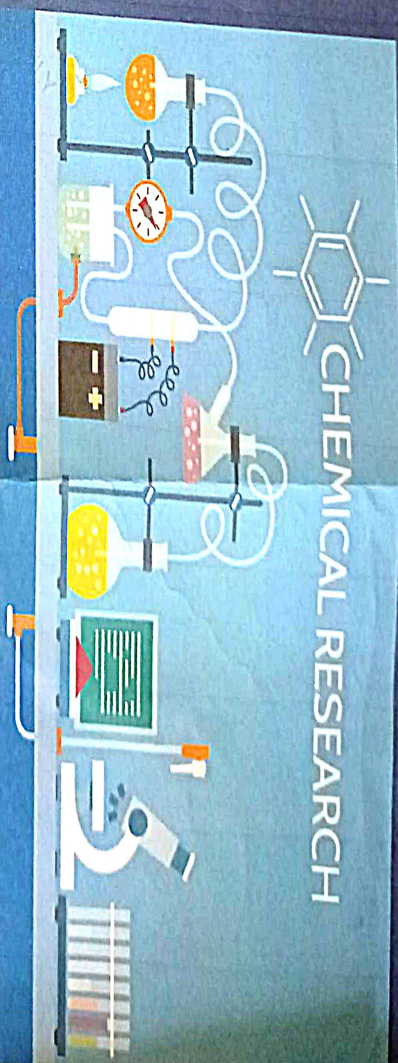


Dr. Gandhi Chandra Sekhar got doctoral degree from S.V. University, Tirupati, India, later he moved to Taiwan (NTUST) for postdoctoral research. The author has published nearly 30 research articles in international reputed journals. This book is useful to organic chemistry research scholars to pursue research in heterocyclic organic chemistry.



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Synthesis & Analysis of organic compounds



2018

Book 14

# Synthesis and Spectral Characterization of Novel Organic Compounds

Novel Organic Compounds of Pyrrole Derivatives, Schiff's Bases, Urea/Thiourea and Carbamate/Sulfonamides

Gandhi Chandra Sekhar

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**GREEN CORROSION INHIBITORS, PAST, PRESENT AND FUTURE**

**G.Chandra Sekhar\***, C. Nageswara Reddy, V. Prabhakar Rao A. Ramesh Babu &

Kaveti Sudheer

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**ABSTRACT**

Green corrosion inhibitors are of interest because there has been an increase in environmental awareness and a change in regulations that restrict regular corrosion inhibitors due to their toxicity. Natural products are a good source of green corrosion inhibitors, where most of their extracts containing the necessary elements such as O, C, N and S which are active in organic compounds, assist in adsorption of these compounds on metals or alloys to form a film that protects the surface and hinders corrosion. Numerous natural products and their application in different processes, especially in steel reinforcement embedded in concrete, are discussed. Development of green chemistry and green chemical technologies offers novel synthetic methods for ionic liquids, which are considered as new corrosion green inhibitors, and their mechanism of adsorption, how these green inhibitors act in different media, and their protective role for different metals and alloys are discussed. Finally, industrial applications of vapor-phase inhibitors and

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# CARBON NANOTUBES-BASED GAS SENSORS FOR

## ENVIRONMENTAL MONITORING- A REVIEW

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### ABSTRACT

Carbon nanotubes (CNTs) are tubes made of carbon with diameters typically measured in nanometers. They were discovered independently by Sumio Iijima, Ichihashi and Bethune et al. in 1991. CNTs can be classified as single walled carbon nanotubes (SWCNTs) and multi walled carbon nanotubes (MWCNTs). CNTs are

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Anti Diabetic

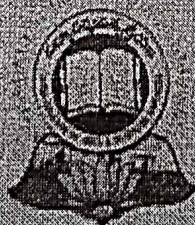


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## Anti-Diabetic Activity – Bio evaluation

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### ABSTRACT

Diabetes mellitus (DM), commonly referred to as diabetes, is a group of metabolic disorders in which there are high blood sugar levels over a prolonged period. The International Diabetes Federation (IDF) estimated that diabetes resulted in 4.9 million deaths worldwide. The fastest prevalence increase is expected to occur in Asia and Africa, where most people with diabetes will probably live in 2030. A set of four protein targets identified as key elements in diabetes: G protein-coupled receptor 40 (GPR40), aldose reductase (AKR1B1), peroxisome proliferator-activated receptor gamma (PPAR) and solute carrier family 2 (facilitated glucose transporter), member 4 (GLUT-4). In Vitro antidiabetic bioevaluation can be done by GPR40 Agonistic Activities Assay, Aldose Reductase (AKR1B1) Inhibition Assay, In Vitro PPAR and GLUT-4 Assay on 3T3-L1 fibroblasts, In Silico Docking Studies of PPAR, GPR40 and aldose reductase. In vitro studies include alpha Amylase inhibition assay, alpha glucosidase inhibition assay. In vivo studies on Allaxon induced or Streptozotocin induced albino wistar rats are mostly used for antidiabetic bioevaluation.

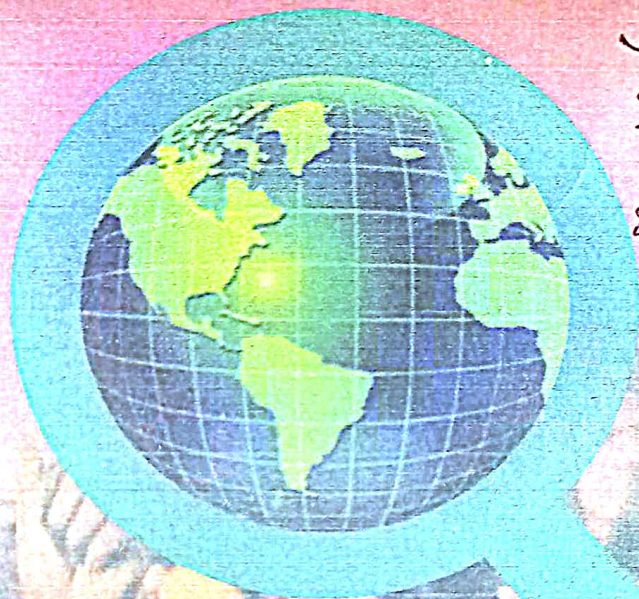
Key Words: GPR40, PPAR, Docking, Allaxon, Fibroblasts.

### INTRODUCTION

Diabetes mellitus is a chronic metabolic disease, occurs when the pancreas is not producing insulin or produced insulin cannot be used by the body, these may lead to raise blood glucose levels. Hyperglycemia for the long-term are associated with damage to the various organs and tissues. There are two types diabetes: type 1 diabetes mellitus and type 2 diabetes mellitus. Type 2 diabetes mellitus is a systemic multilayered chronic disease with worldwide impact, reaching epidemic proportions and projected to be the 7th leading cause of death by 2030 (WHO, 2013). Due to genetic susceptibility, children that have one or two diabetic parent

# EMPOWERING WOMEN

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- Maikudi, S.A. (2013): *Girl-Child Education in Northern Nigeria*. Zaria: Ahmadu Bello University Press. This was because on the eve of the British amalgamation, of 1914, there were over 1,900 Qur'anic schools with over 143,000 students in the Northern Region where both boys and girls were attending.
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# Augmentation of Women Entrepreneurship in Rural Areas through Education: A Glance

Sasikanth Reddy

*"For millenia women have dedicated themselves almost exclusively to the task of nurturing, protecting and caring for the young and the old, striving for the conditions of peace that favour life as a whole. To this can be added the fact that, to the best of my knowledge, no war has ever started by women. But it is women and children who have always suffered most in situations of conflict. Now that we are gaining control of the primary historical role imposed on us of sustaining life in the context of the home and family, it is time to apply in the arena of the world the wisdom and experience thus gained in activities of peace over so many thousands of years. The education and empowerment of women throughout the world cannot fail to result in a more caring, tolerant, just and peaceful life for all." - Aung San Suu Kyi*

Education has the power to change this; in fact, ensuring a girl's education is the fastest way to eliminate many of the other challenges we're facing in achieving the Millennium Development Goals. Girls who have received an education are more likely to get married later in life, and have

The book cover features a stylized illustration. The top half shows a bright, abstract scene with yellow and orange rays emanating from a central point, set against a dark background. The bottom half shows several hands raised in a gesture of protest or solidarity, rendered in shades of blue and purple. The title 'RIGHTS OF THE MARGINALISED' is printed in large, bold, black capital letters across the middle.

# RIGHTS OF THE MARGINALISED

A PERSPECTIVE

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**Dr. T. Sasikanth Reddy**

Many people know something about their rights. Generally they know they have the right to food and a safe place to stay. They know they have a right to be paid for the work they do. But there are many other rights. When human rights are not well known by people, abuses such as discrimination, intolerance, injustice, oppression and slavery can arise. It is a very basic fact as humans that all of us should know that human rights are inherent to all human beings. Regardless of the nationality, religion or any other disparities all of us are equally entitled to human rights without any discrimination.

Human rights are the foundation of justice and peace in the world. In the year 1948, the General Assembly of the United Nations adopted and proclaimed the Universal Declaration of Human Rights (UDHR). The UDHR, states this term signifies the right which belongs equally to every individual. It envisages that all human beings are born free, equal in dignity & rights and are entitled to enjoy all rights. The declaration also talks about various civil, political, economic, social and cultural rights. Civil and political rights, such as the right to life, equality before the law and freedom of expression; economic, social and cultural rights, such as the rights to work, social security and education, or collective rights, such as the rights to development and self-determination, are indivisible, interrelated and interdependent. The improvement of one right facilitates advancement of the others. Likewise, the deprivation of one right adversely affects the others. It forms the basis for a world built on freedom, justice and peace.

In India, National Human Rights Commission (NHRC) has been constituted under Human Right Act 1993. This has been the milestone of promotion and protection of human rights in Indian society. Therefore, rightly the motto of Commission is also "Sarve Bhavantu sukhinah": O Lord! Let all beings be happy and healthy.

• Youth makes up 28 per cent of the country's population and has a say in every major action.

- Youth is the fruitful future of the country and the emerging young leaders are also the property of Youth. Thus human rights are simply the voice of youth, strength of youth, and the dream of youth.
- The youth can preserve human rights for generations and implant the importance and value of human rights in people's hearts.
- Youth is the nexus between children and adults. The message of human rights will be conveyed to these two groups by the youth.

Human trafficking is the global illegal transportation of people across international borders for exploitation as laborers or in the sex trade. It is a crime against the person because of the violation of the victim's rights of movement through coercion and because of their commercial exploitation. It is estimated that there are 27 million people in the world today who are enslaved.

## 1. Trafficking of children.

1. Trafficking of children.
2. Sex trafficking.
3. Forced marriage.
4. Labor trafficking.

4. Labor Trafficking. Sex trafficking in women and children is one of the fastest growing areas of national and international criminal activity. It is a multi-billion dollar industry and has created complex criminal networks - at times, with the patronage of those in power. Lack of suitable implementation of laws and law enforcement machinery add to the problem. In 2008, the U.S. Department of State estimates that 2 million children are exploited by the global commercial sex trade. In the same year, a study classified 12.3 million individuals worldwide

# POSTMODERN PERSPECTIVES IN ENGLISH LANGUAGE AND LITERATURE



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Gita Mehta's *Raj* and  
*A River Sutra* – A Kaleidoscopic View

Dr. T. Sasikanth Reddy

Abstract

Gita Mehta has been acclaimed as an international cross-cultural critic. Her writing distinguishes itself by freshness as much as by a cosmopolitan outlook. Mehta is not wedded to any 'isms' and that set her apart even from the contemporary women writers of India. To encounter her writing is virtually to make a fresh discovery of India.

Gita Mehta's two novels *Raj* (1989) and *A River Sutra* (1993) cannot be immediately slotted within the diasporic discourse and yet they are diasporic in many ways. They are innovative in their approach to diaspora, in that instead of weaving the usual patterns of marginalization or the gendered nature of identity politics and ethnicity, they evolve different narrational strategies to convey the notion of 'otherness' through soft irony directed at the peculiarities of both the motherland and the adopted culture in some works, and in others, through the dialectic of self-appraisal. Her works struggle to re-discover the past but the re-visioning is not in the form of longing or in the shape of synthesis; it manifests in the effort to preserve the individual identity of home culture and to show the meaning of India.

In the novel *A River Sutra*, the focus is on India that was and that still is, within the contemporary India. In the novel *Raj*, the view is at the native princely India within the Imperial British India. The first mentioned novel looks at the homeland from a distance in

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**INTELLECTUAL PROPERTY RIGHTS: AN OUTLOOK****Dr. T. SASIKANTH REDDY****M.A., B.Ed., SET., Ph.D. (S.V.U.) PGCTE, PGDTE (EFLU)****Lecturer in English, S.C.N.R Govt. Degree College  
Proddatur Town, YSR Dist, A.P. India, 516360**

Property is very complex concept to understand. It can be divided into many ways: Movable-Immovable, Tangible-Non Tangible etc. The division of property as movable and immovable, if it is tangible, was known in Roman law and has been adopted by modern Civil Codes. However, "as a result of the industrial revolution and the rapid development made in the fields of science, technology and culture, new kinds of property came into existence". New rights and properties like patents, copyright and industrial designs, which came to be known as Intellectual Property Rights (IPRs) received attention due to their unique characteristics.

Intellectual property is so broad that it has many aspects. It stands for groupings of rights which individually constitute distinct rights. However, its conception differs from time and it is time. It is subject to various influences. The change in information technology, market reality (globalization) and generality have affected the contents of intellectual property. For instance, in olden days because of religion creation of life, say plants or animals were not protected. Thus defining IP is difficult as its conception changes. It is diverse, challenging and has application in our own day today life.

IP is a section of law which protects creations of the mind, and deals with intellectual creations. Is it a workable definition? It is also commonly said that one cannot patent or copyright ideas. Intellectual property, as a concept, "was originally designed to cover ownership of literary and artistic works, inventions (patents) and trademarks". What is protected in intellectual property is the form of the work, the invention, the relationship between a symbol and a business. However, the concept of intellectual property now covers patents, trademarks, literary and artistic works, designs and models, trade names, neighboring rights, plant production rights, topographies of semi conductor products, databases, when protected by a sui generis right, unfair competition, geographical indications, trade secrets, etc.

Those types of intellectual property have been characterized as "pieces of information which can be incorporated in tangible objects at the same time in an unlimited number of copies at different time and at different locations anywhere in the world". In other words, intellectual property rights are intangible in nature, different from the objects they are embodied in. The property right is not in those copies but in the information which creates in them.

In today's world, the international dimension of intellectual property is of ever increasing importance for three compelling reasons. First, the composition of world trade is changing. Currently, commerce in intellectual property has become an even greater component of trade between nations. The value of information products has been enhanced greatly by the new technologies of the semiconductor chip, computer software and biotechnology. Second, the world commerce has become even more interdependent, establishing a need for international cooperation. No longer can a single country impose its economic will on the rest of the world. Accordingly, countries have recognized this interdependence and have called for a broadening of international

# జానపద విజ్ఞానం - పరిరక్షణ

రెండు రోజుల జాతీయ నడస్సు ప్రత్యేక సంచిక



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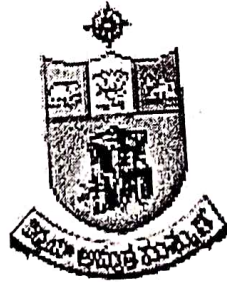
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- వంకం భాస్కర్

ఆంధ్రోపన్యాసకులు

ప్రభుత్వ డిగ్రీ కళాశాల, తాడిపత్రి

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మన ప్రాచీన సంస్కృతి సాంప్రదాయాల పరిణామ స్వరూపాన్ని తెలుసుకోవడానికి రెండు రకాలైన విజ్ఞానం మనకు కనిపిస్తోంది. అందులో ఒకటి తరతరాలుగా గ్రంథస్థం కాకుండా మౌఖిక సంప్రదాయంలో నిలిచిన విజ్ఞానమైన జానపద సాహిత్యంకాగా, రెండోది నాగరికతా ప్రవాహానికి లోనై గ్రంథస్థ రూపంలో లభిస్తున్న గ్రాంథిక విజ్ఞానం.

జానపద విజ్ఞానం సంస్కృతిలో భాగం. ప్రాచీన కాలం నుంచి నేటి వరకు, మన మానవ పరిణామ చరిత్రను జానపద విజ్ఞానంలో దర్శించవచ్చు. ఇది చాలా ప్రాచీన కాలానికి చెందిన సంప్రదాయక విజ్ఞానం. అయితే అది గతకాలానికి చెందిన ప్రతిబింబం మాత్రమే కాదు. వర్తమాన కాలానికి ప్రతిరూపం కూడా. గతంలో మౌఖికంగా ఉన్న జానపద విజ్ఞాన సాహిత్యమంతా క్రమక్రమంగా విశ్వవిద్యాలయ స్థాయిలో పీహెచ్డీ పరిశోధనల వరకు చేరింది.

నేడు మనం అత్యాధునిక వైద్య సదుపాయాలను అందుకుంటున్నాం. గుండెను తీసి, మరో గుండెను అమర్చుకోగలుగుతున్నాం. అలాంటి అత్యాధునిక కాలంలో కూడా ఇప్పటికీ వంటింటి పోపుడబ్బుల్లోని వస్తువులను మనం చిన్నచిన్న జబ్బులకు మందులుగా నినియోగిస్తున్నాం అని చెప్పడం వాటి ప్రాధాన్యాన్ని ఒకింత ఉత్సాహాన్ని కలిగిస్తుందని మాత్రం చెప్పగలను. అలాంటి అంశాలను ఇక్కడ ప్రస్తావించడం గర్వకారణంగా భావిస్తున్నాను.

### జానపదుల విజ్ఞాన నిధి- వంటిల్లు :

జానపదులయొక్క సహజ విజ్ఞాన నిధి పరంపరానుగతమైనది. శతాబ్దాల తరబడి వారసత్వముగా ఒకరినుండి మరియొకరికి సంక్రమిస్తూ ప్రవహిస్తున్న సజీవ స్రవంతి. ఇది వారి విద్య, వైద్యం, ఆహారం, విహారం, వ్యవహారం మొదలైన రంగాలలో విశేషంగా కనిపిస్తుంది.

### సాధారణ జబ్బులు - జానపదుల వైద్యం :

మామూలుగా నిత్యజీవితంలో మానవులు ఎదుర్కొనే జబ్బుల్లో జలుబు, తలనొప్పి సర్వ సాధారణం. మామూలుగా జలుబు చేస్తే మందులు వేసుకున్నా వారంరోజులు, వేసుకోకున్నా వారం రోజులు తిప్పలు తప్పవు అని అనుకుంటుంటాం. అయితే మాత్రలు వగైరా వేసుకుంటే కొద్దిసేపు విరామం వుంటుంది తప్ప వారం రోజుల వరకు జలుబు తగ్గదు. అయితే జానపదులు ఆహారంగా తీసుకొనే వంటింటి దినుసులనే ఈ సాధారణ జబ్బులకు విరుగుడుగా ఉపయోగిస్తారు. జలుబుచేస్తే ఉపశమనానికి నల్లజీలకర్రను గుడ్డలో కట్టి పీల్చుమంటారు. సలసలమరిగే నీటిలో పసుపువేసి, ఇటుకవేసి, ముఖానికి అవిరి పడతారు. ముక్కుదిబ్బుడేస్తే ముక్కుల్లో నువ్వులనూనెగాని, కొబ్బరినూనెగాని చుక్కలు వేస్తారు- సర్దుకుంటుంది. దగ్గు వస్తుంటే కరక్కాయ బుగ్గను పెట్టుకొని ఊట మ్రింగుమంటారు. కోరింతదగ్గుకు దానిమ్మకాయపెచ్చులు బాగా వేయించి ఆ చూర్ణం చిటికెడు తేనెలో కలిపి నాకిస్తారు. చంటిపిల్లలకు జలుబు చేస్తే తమలపాకు రసం రెండుచుక్కలు పాలలో పిండి పట్టిస్తారు. ఇక వీరిదృష్టిలో జ్వరంవస్తే లంఖనం పరమోషదం. జీలకర్ర, వామ్ము కషాయం పొంగబెట్టి తాగిస్తారు. నరాల బలహీనతకు మొలకొచ్చిన పెసలు గాని, శనగలుగాని తినమంటారు. శుక్ర నష్ట వ్యాధికి నేతితో చేసిన సున్నుండలు తినబెడతారు. నులిపురుగుకు (ఎమిబియాసిస్) అల్లోనేరేడుపండు మందు. చక్కెరవ్యాధికి (డయాబెటీస్) నేరేడుచెక్క కషాయం త్రాగమంటారు. అంతకుంటే సులువు ప్రొద్దుటే పరగడుపున వేప చిగుళ్ళుతినడం. దీనికి కాకరకాయ కూడా శ్రేష్టం. ఉబ్బనం ఉపశమనానికి వేడినీళ్లలో తేనెవేసి త్రాగిస్తారు.

రక్తపోటుకు కొంతమంది సర్పగంధి తత్సంబంధమైన వేళ్ళను ఔషధంగా ఇస్తారు. ఇవన్నీ ప్రతి పూజల్లోనూ ప్రతికారాణాకొట్టులోనూ దొరికేవే. గుండెనొప్పికి లేత కొబ్బరికాయ నీళ్లు నిత్యం త్రాగమంటారు. పక్షవాతానికి గ్లాసుడునీళ్లలో రెండుచెంచాల తేనె రోజూ 3, 4 సార్లు త్రాగిస్తారు. పావురం రక్తం పక్షవాతంవచ్చిన భాగంమీద మర్దనాచేస్తారు. మాంసాహారులైతే పావురం మాంసంకూడా తినమంటారు. లావు తగ్గడానికి ఉదయంలేవగానే పరగడుపున ఒక గ్లాసు గోరువెచ్చనినీటిలో సగం నిమ్మకాయరసం పిండి ఉప్పు, మిరియపుపొడి కలిపి తాగుతుంటే కొన్నాళ్ళకు తగ్గుతుంది. చెయ్యిగానీ, కాలుగానీ తెగితే వెంటనే గుంటకలగరాకు కట్టుకడతారు. మానిపోతుంది. కొండనాలుక పెరిగితే (దీప్త)

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(A Two - Day International Seminar Special Edition)



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- వంకం భాస్కర్

తెలుగు ఉపన్యాసకులు

ప్రభుత్వ డిగ్రీ కళాశాల

తాడిపత్రి.

ఉపోద్ఘాతం : 'చాతుర్వర్ణ్యం మయాసృష్టం గుణకర్మవిభాగః' అని భగవద్గీతలో శ్రీకృష్ణుడు రామ పరమాత్మస్థానంలో నిలబడి, 'నాలుగు వర్ణాలనే నేను సృష్టించినాను, ఆయా ప్రజల 'గుణ, కర్మ'లను ఆధారంగా చేసుకొని అని సృష్టంగా చెప్పలేము.

శ్లో॥ బ్రాహ్మణః క్షత్రియోవైశ్యః శూద్రో వర్ణా ద్విజాతీయః!

చతుర్థ ఏకజాతిస్తు, శూద్రో, నాస్తి తు పంచమః!

'పంచమ వర్ణమం' లేదని పలికిన మనువే తరువాత తీరికగా ఆలోచించి, సంకరవర్ణాలూ, వాటి శాఖలూ, తోకలూ విడదీసి అరవైకి పైగా అథమవర్ణాలను పేర్కొనడంలో ఆంతర్యం ఏమిటి? ఆ సంకరవర్ణాల్లో చందాలత్వమంటే ఏమిటి? త్రిశంకు (సత్యవ్రతుడు) చందాలుడు ఎలాగయ్యాడు? అనే విషయాలను కరణం బాలసుబ్రహ్మణ్యం రాసిన చందాలుడు (2007) నవలద్వారా పరామర్శిద్దాం.

**చందాలత్వం - నేపథ్యం :**

భారతదేశంలోని ప్రసిద్ధమైన 'సూర్యవంశము'లో జన్మించిన ఇక్ష్వాకురాజు సత్యవ్రతుడు. ఇతడు మహారాజు. తన కులగురువైన వశిష్టుడి శాపంచేత 'త్రిశంకుడు' అయ్యాడు. అంతగొప్ప చక్రవర్తికి 'చందాల'త్వాన్ని తన కులగురువైన 'వశిష్ట మహర్షి' ఎలా ఇవ్వగలిగాడు? ఒక ఋషిమాటను తు.చ తప్పకుండా ఆచరించి, ఆయన భార్యాబిడ్డలతో సహా ప్రజలందరూ ఆయన్ను వెలివేయడాన్ని రచయిత శ్రీ కరణం బాలసుబ్రహ్మణ్యం పిల్చే 'చందాలుడు' అనే నవల ద్వారా తెలియజేస్తున్నాడు. భారతదేశంలో ఆర్యానార్య భేదం ఆధారంగా 'అస్పృశ్యత' ఏర్పడలేదనీ, చారిత్రకంగా జరిగిన కొన్ని సంఘటనల ద్వారా ఏర్పడి ఉంటుందని, తన అభిప్రాయాలను ప్రతిపాదిస్తున్నాడు. ఆయన మాటల్లో -

1. స్థానిక ప్రజల ఆచారవ్యవహారాలకూ, ఆహార సంప్రదాయాలకూ, అలవాట్లకూ పూర్తిగా భిన్నమైన ఆచార వ్యవహారాలూ, ఆహార సంప్రదాయాలూ, అలవాట్లు కలవారూ, రూపమూ, రంగూ కూడా పూర్తిగా భిన్నంగా ఉన్నవారూ, సర్దుకుపోవడానికి ఏ విధంగానూ సాధ్యం కాని వారూ, మనస్సు అంగీకరింపని వారూ అయిన విజాతీయులు కాందిశీకులై వచ్చి పాదాక్రాంతులై ఆశ్రయం కోరినప్పుడు, వారిని బానిసులుగా నిర్ణయించి గ్రామాలకు దూరంగా ఉంచడం జరిగింది. వారికి కొన్ని ఆంక్షలను విధించడం జరిగింది. అలాంటి తెగలకు ఉదాహరణే ఈ నవలలోని 'కాళి' వంశంలోని జనం.

2. చాతుర్వర్ణ్య సమాజంలో రెండు వర్ణాల మధ్య అవాంఛనీయమైన వర్ణసంకరం జరిగినప్పుడు, తత్ఫలితంగా జన్మించిన సంతానాన్ని రెండు వర్ణాల వారూ నిరసించి, తిరస్కరించినపుడు, ఆ సంతానాన్ని బాహ్యులుగా పరిగణించడం జరిగింది. ఆధునిక పరిభాషల్లో చెప్పాలంటే చెత్తకుప్పలలో పారవేయబడిన అక్రమసంతానమన్నమాట. వర్ణసాంకర్య కారణంగా చందాలత్వాన్ని విధించిన వాడు మనువు. శూద్ర పురుషునికి బ్రాహ్మణస్త్రీ యందు జన్మించిన సంతానం చందాలుడు అన్నాడు మనువు. ఇందుకు ఉదాహరణంగా ఈ నవలలోని 'శబలుడు' పాత్ర.

3. కొందరిలో మానవలక్షణాలు తక్కువ పాళ్ళలోనూ, పశులక్షణాలు ఎక్కువ పాళ్ళలోనూ ఉంటాయి. వారిని సమాజపు కట్టుబాట్లు అర్థం కావు. అసాధారణ రీతిలో ప్రవర్తిస్తారు. సమాజానికి ఆందోళనను అసహ్యన్ని కలిగిస్తారు. వీరి బాధ్యతను, కన్నవారు కూడా తీసుకోకుండా వదిలివేసినప్పుడు వారిని సమాజం దూరంగా నెట్టివేస్తుంది. వీళ్ళు చందాలురతో కలిసిపోతారు. ఇది 'గుణకర్మవిభాగశః' అన్న దానిలో గుణానికి సంబంధించినది. అందుకు ఉదాహరణ ఈ నవలలోని 'గండడూ' వాని వంశస్థులూ.

4. ఇతర ప్రదేశాలనుండి చెఱపట్టి తెచ్చి దాస్యానికి నియమించుకొన్న స్త్రీని తాత్కాలిక శారీరక వాంఛలకు ఉపయోగించుకొన్నప్పుడు కలిగిన సంతానం అవాంఛిత సంతానం. ఆ సంతానాన్ని బయటకు నెట్టి వేస్తారు. వారూ చందాలురైపోతారు. వీరూ దాదాపు పైన చెప్పిన రెండవతెగ వంటివారే. అందుకు ఉదాహరణ ఈ నవలలోని 'కృష్ణుడు' వాని సంతానం.

5. వైదికధర్మాన్ని చాతుర్వర్ణ్య ధర్మాన్నీ అహంకారంతో ఎదిరించి మాట్లాడడమూ, ఆయా ధర్మాలకు వ్యతిరేకంగా అతిక్రమించిన

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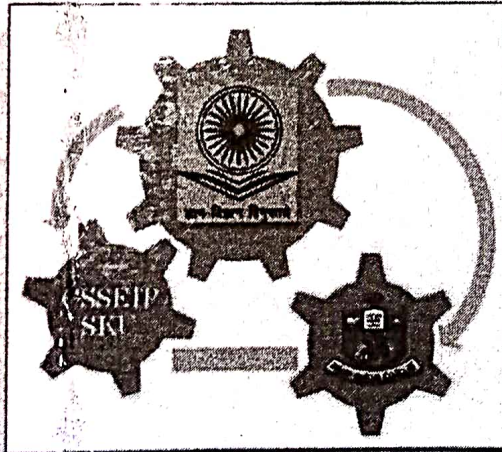
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(A Two-Day National Seminar Special Edition)

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Editor & Seminar Co-Ordinator

డా॥ బత్తల అశోక్ కుమార్

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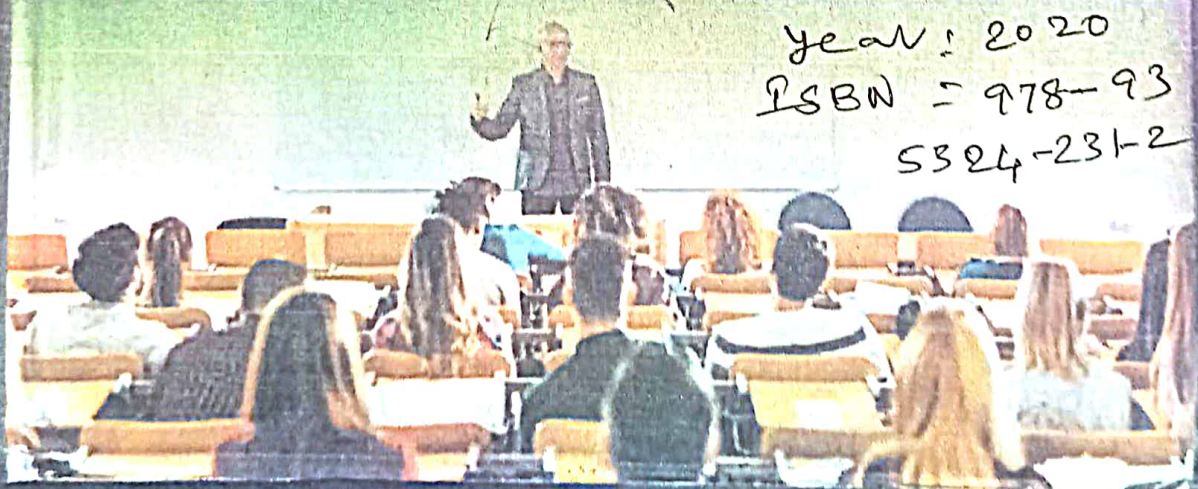
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## Chapter - 25

# Combating the Challenges: Education and Nation Building

Dr. T. Sasikanth Reddy

## Abstract

Education contributes significantly in the development of any nation. It makes the nation economically, culturally, socially and morally rich. To enable a child morally strong, education has its significant contribution. It is well known fact that a nation is a group of people who share history, tradition, culture, religion, and language. The subject of any nation generally has a common national identity. Thus, nation building is the building or development of that common identity. Nation building is a social process and it takes a long time. All these aspects will be possible only when the citizens of a nation are educated.

This paper first attempts to give an overview on education, briefly depicts primary, secondary and higher education. Then the paper highlights the contribution of education in nation building, aims at the present challenges in women's education, disabled students' education and SC/ST students' education and throws light on the equal opportunity of education to all.

**Key Words:** nation building, modernization, globalization, women education, disabled students' education, SC/ST students' education

## Objectives of the Paper

1. Globalization and nation building.
2. Contribution of education in nation building.
3. Women's education and nation building.
4. Education of disabled students and nation building.
5. SC/ST students' education and nation building.

But before analyzing the proposed issues, it would be apt to discuss briefly the concept and forms of education.

# దాక్షిణాత్య సాహిత్యం - సామాజిక స్పృహ

Dakshinathya Saahithyam - Saamajika Spruha

మూడు రోజుల అంతర్జాల అంతర్జాతీయ సదస్సు

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- వంకం భాస్కర్

అధ్యాపకులు & ప్రభుత్వ డిగ్రీ కళాశాల, తాడిపత్రి  
పరిశోధక విద్యార్థి, తెలుగు & తులనాత్మక సాహిత్యశాఖ  
శ్రీకృష్ణదేవరాయ విశ్వవిద్యాలయం, అనంతపురము - 515 003

సెల్ : 70130 61523, ఈ మెయిల్ : జిటిఇటిటి9@rediffmail.com

శ్లో॥ కావ్యం యశస్వీభక్త్యతే వ్యవహానవిదే శివేతరక్షతయే

సద్యః పరనిర్భుత యే కాంతా సమ్మిత తయోప దేశయుజే॥ (మమ్మటుడు)

కావ్యంవల్ల యశస్సు లభిస్తుంది. ధనం లభిస్తుంది. లోకవ్యవహార జ్ఞానం కలుగుతుంది. అమంగళాలు తొలగిపోతాయి. చదువుతున్నప్పుడే పరమానందం కలుగుతుంది. ప్రియురాలు మనస్సు నొప్పించకుండా హితబోధ చేసి సన్మార్గంలో ప్రవర్తింపజేసినట్లు కావ్యం కూడా మంచి ఉపదేశం ఇస్తుంది. అని మమ్మటూచార్యులు చెప్పినట్లు కావ్యముకున్న ఇన్ని రకాల ప్రయోజనాల వలన మనిషిని మనీషిగా, సహృదయునిగా, సామాజిక స్పృహ కలిగిన వ్యక్తిగా తీర్చిదిద్దుతుంది సాహిత్యం. మరి గొప్ప కవిత్వం ఏది అని మనం ఆలోచిస్తే దానికి మన పండితులు చెప్పినట్లు సార్వజనీనత్వం, సార్వకాలికత్వం వంటి లక్షణాలు కనిపిస్తాయి. మరి దాన్ని నిర్ణయించేది ఎట్లా? కాల ప్రవాహానికి ఎదురొడ్డి ప్రజల హృదయాలలో చోటు సాధించి, అనేక శతాబ్దాలుగా నిలదొక్కుకున్నవాటిని మనం గొప్ప కవిత్వాలు కావని అనగలమా?

నన్నయ నుండి నేటి ఆధునిక కవుల వరకు గల ఈ కాలంలో వచ్చిన కవిత్వాలను పరిశీలించినట్లయితే ఈ వెయ్యి సంవత్సరాల సుదీర్ఘ కాలగమనానికి ఎదురొడ్డి నిలబడినది మహాభారతము. అలాగే తరువాత వచ్చిన రామాయణం (తెలుగు భాషలో). ఇది గొప్ప విషయము కాదనగలమా? ఈ రెండు ఇతిహాసాలు మన జాతికి జీవనాడులు. ఈ ఇతిహాసాలే లేకపోతే ‘భారతీయత’ అనేది ఎప్పుడో అంతరించి పోయి వుండేది చెప్పవచ్చు. ఇంత ఆధునిక కాలంలో కూడా వీటి పట్ల మన ప్రజలకున్న ఆదరణ కొలవలేనిది. మరి ఇందులోని రకరకాల అభిప్రాయాలను పక్కన పెడితే సమాజ మనుగడకు కావలసినంత చైతన్యాన్ని, వ్యక్తిగత, సామాజిక విలువలను, బాధ్యతలను ఇలా ఎన్నో అంశాలను ఈ ఇతిహాసాలు బోధిస్తున్నాయి. కాబట్టే మనం ఇన్నివేల సంవత్సరాలైనా వీటిని మరచిపోలేకున్నాము. ఆనాటి సమాజంలో ఉన్న లోపాలను కవిత్రయ కవులు తమ రచనల్లో ఎత్తి చూపారు. నేటికీ కూడా అలాంటి రుగ్మతలే మనకు కనిపిస్తాయి. స్త్రీలను వంచించే ఎందరో ప్రబుద్ధులు మనకు నిత్యం తారసపడుతూనే ఉన్నారు. మహాభారతంలోని దుష్కర్మతోపాఖ్యానంలో ఇందుకు రుజువులు కనిపిస్తున్నాయి.

“అంతా కవులము గామా

యంతింతో పద్మియముల నల్లగ లేమా?

దంతివినీతో సమమా?

కాంతా సుమబాణ సూరకవి నెఱజానా!”

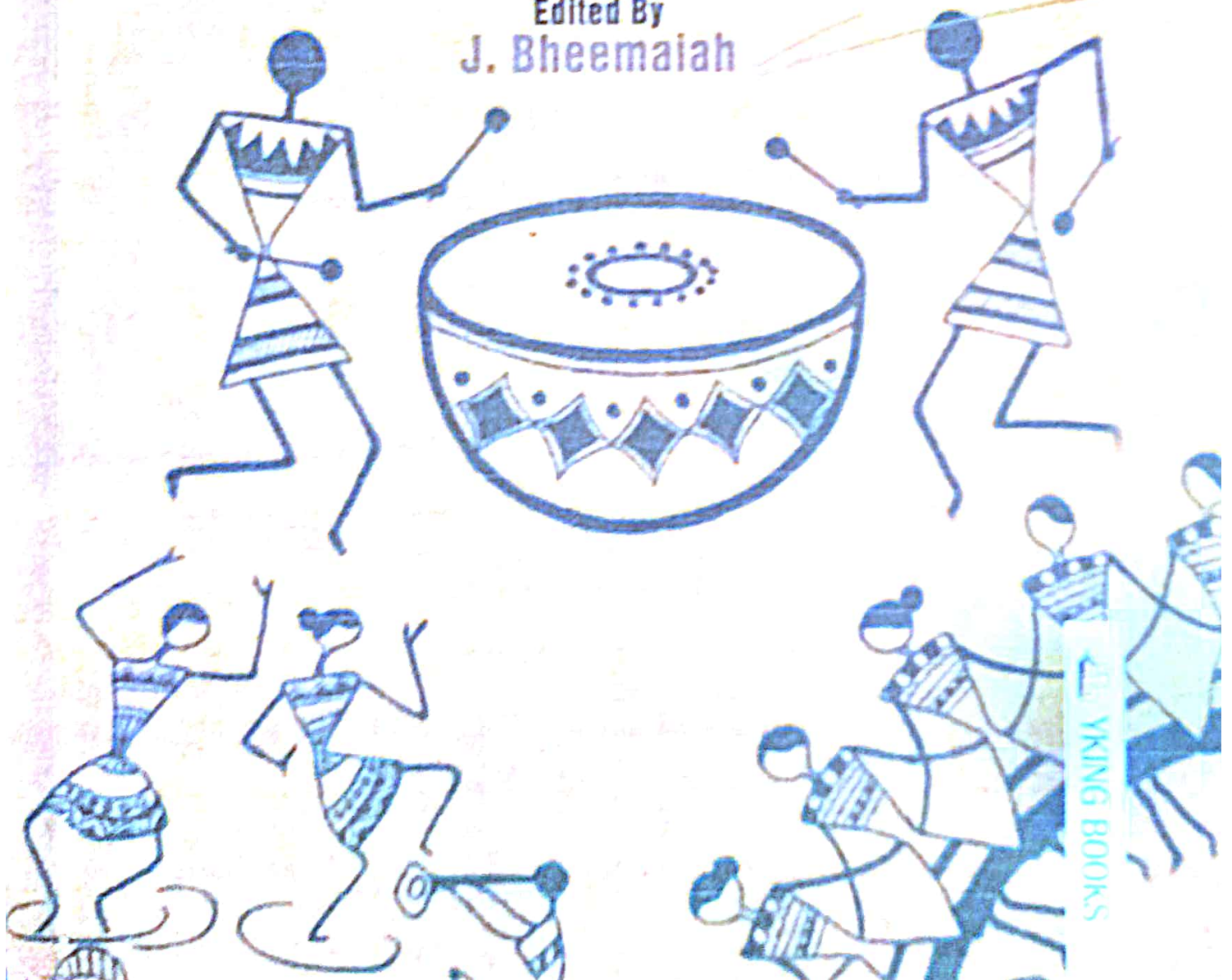
అని ఆడిదము సూరకవిని గురించి ఎవరో చాటువుగా చెప్పినట్లు కవుల గొప్పతనము వారి కవిత్వాలు ఎంత కాలము వరకు లోకములో నిలబడిగలిగినవో దానినిబట్టి నిర్ణయించాలిగాని, నేడు రాసిన తన కవితను, మరుసటి రోజుకు తానే గుర్తుపెట్టుకోలేనటువంటి వారిని కూడా కవులనీ, వారి రచనలను కవిత్వాలనీ అనుకుంటే ఎలా ఉంటుందో ఊహించుకోవచ్చు.

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# Tribal Development, Culture, Fiction

English

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## Part I Tribes, Culture, Development

## A Study of Marginal Self in Laxman Mane's *Upara*

T. Sasikanth Reddy &  
C. Rama Mohan Reddy

Autobiography has acquired special urgency in the wake of postcolonial assertion on self-presentation. The claims of history to objective, grand and universal truths have been questioned and contested through the strategic deployment of intensely intimate personal and private counter-truths articulated and expressed through autobiographies or autobiographical narratives. Remarkably enough, in the last twenty years or so, autobiography is no more the sole preserve of 'national' or 'spiritual' heroes. In other words, autobiographies no longer represent or articulate the overarching national aspirations; rather they offer us the uneasy counter-hegemonic subalternist perspectives, subverting the grand narratives of nationality and spirituality without any aesthetic camouflage. Consequently, there is an unprecedented rush of autobiographies written from the margins.

*Upara* describes the rift between upper caste and lower caste nomadic tribes. Its author Mane, a son of very poor parents, belonging to low caste, who used to travel from one to another for labor and beg for food, went on to

claim the Sahitya Akademi award for this very book at the age of 31. At one point of time he, like other Dalit writers ate out of people's leftovers or at times went without food for days. Mane describes how they searched for food: "Goddess bestows on us, we have to accept. What else can we do to fill our bellies? God make us travel from place to place in search of food. Give your blessings! ... being a low caste in the village, always tortured by rich and high-class people .... They were always the first suspect of any theft or crime that occurred in village, even if they were not involved. They used to be picked up by police for no reason and were subjected to jail for days" (31). First published in 1984 in Marathi, *Upara* gives a detailed account of the writer's struggle in life within the repressive framework of Hindu caste society. It vividly portrays the process of subjugation of the *kaikadis* a nomadic group, by the upper caste communities. Because of the nomadic character of the community the *kaikadis* are always looked down upon by the upper castes. For this reason Mane calls them *Upara* or the outsider to bring in contrast with the settled upper caste communities who are definitely privileged as compared to *kaikadis*. The entire life narrative gains a representative quality and imparts the true feeling of the sting he has suffered.

The protagonist of the autobiography is, of course, the writer himself, but his personal experiences, instead of being mystically unique and individualistic, encompass the general condition of the whole Dalit community. He is called by the caste name *kaikadi* and in essence the name stands for his state of untouchability. In colloquial terms, the world turns into an insult. Since the *kaikadis* were considered to be a polluted group, the upper castes sought their help to complete all menial works such as cleaning the ground inside and around the wedding pandals. In return for their work, the *kaikadis* got cooked food after waiting for many hours and also listening to many abuses: "I'll get your mothers screwed!" But when the man went away, Mane writes, "we

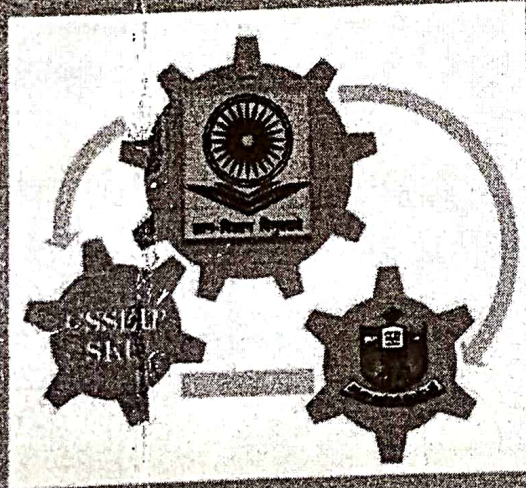
**THE ROLE OF  
WRITERS, ARTISTS, JOURNALISTS  
AND SOCIAL ACTIVISTS IN INCLUSIVE SOCIETY  
(WITH SPECIAL REFERENCE TO RAYALASEEMA REGION)**

సమసమాజ స్థాపనలో కవులు, కళాకారులు, పాత్రికేయులు మరియు

సామాజికవేత్తల సమ్మిళిత పాత్ర

(రాయలసీమ ప్రాంత ప్రత్యేక అధ్యయనం)

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**డా॥ బత్తల అశోక్ కుమార్**

2021

**THE ROLE OF WRITERS, ARTISTS, JOURNALISTS AND  
SOCIAL ACTIVISTS IN INCLUSIVE SOCIETY**  
(WITH SPECIAL REFERENCE TO RAYALASEEMA REGION)  
**A Two - Day National Webinar Special Edition**

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- వంకం భాస్కర్,  
తెలుగు  
అధ్యాపకుడు  
ప్రభుత్వ డిగ్రీ కళాశాల,  
తాడిపత్రి

'సాహిత్యం' అనగా 'హితేన సహితం సాహిత్యం'. హితముతో కూడుకున్నది అని అర్థం. ఒక కథనుగాని, కావ్యాన్నిగాని, నవలనుగాని, కవితనుగాని ఏదైనా సరే మనం చదివినప్పుడు అది మన అంతరంగంలో నిద్రాణమై ఉన్న భావావేశాలను మేల్కొల్పి మనలను మనం సంస్కరించుకొనేలాగా చేసి, తద్వారా సమాజానికి హితము చేసేలాగా మనల్ని సంసిద్ధం చేస్తుంది. ఈ విధంగా వైయక్తికంగా, సమిష్టిగా అందరికీ హితమును చేకూర్చుతుంది కాబట్టే దీన్ని "సాహిత్యం" అంటున్నాము.

వేదాల తర్వాత 'రామాయణ, మహాభారతాలనే పేరుతో వెలసిన రెండు ఇతిహాసాలు మన భారతదేశ ధార్మిక సందేశాన్ని చాటుతున్నాయి. దాదాపు లక్ష శ్లోకాలతో ఉత్పన్నమైన 'మహాభారత' ఇతిహాసాన్ని వేదవ్యాస మహర్షి రచించాడు.

సీ॥ ధర్మతత్త్వజ్ఞులు ధర్మశాస్త్రంబని  
యధ్యాత్మవిదులు వేదాంతమనియు  
నీతి విచక్షణుల్ నీతిశాస్త్రంబని  
కవి వృషభులు మహాకావ్యమనియు  
లాక్షణికులు సర్వలక్ష్య సంగ్రహని  
యైతిహాసికులితిహాసమనియు  
బరమ పౌరాణికులు బహుపురాణ సముచ్చ  
యంబని మహిగొని యాడు చుండ

ఆ॥ వివిధ వేదతత్త్వవేది వేదవ్యాసు  
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విష్ణు సన్నిభుండు విశ్వజనీనమై  
పరగుచుండ జేసె భారతంబు

(శ్రీమదాంధ్ర మహాభారతం- ఆదిపర్వం-1-52)

అని ఆంధ్రుల ఆదికవియైన నన్నయభట్టు మహాభారత విశిష్టతను పేర్కొన్నాడు. మహాభారతాన్ని ఎవరెవరు ఏయే దృష్టితో చదువుతారో వారికి ఆ విధంగా కనబడుతుంది. వారికి కావలసిన సమాధానం దొరుకుతుంది. అందువల్లనే వేదవ్యాసమహర్షి మహాభారత రచన ప్రారంభిస్తూ...

శ్లో॥ ధర్మేచ్ఛార్దేచ కామేచ మోక్షేచ భరతర్షభ!  
యదిహస్తే తదన్యత్ర, యన్నేహస్తి నతత్త్వచిత్!

మానవుడు తన జీవితంలో సాధించవలసిన పురుషార్థాలైన ధర్మ, అర్థ, కామ, మోక్షములకు



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# CUSTOMER PERCEPTION TOWARDS DIGITAL E-PAYMENT SYSTEM

**B. OBULA SUBBA REDDY**

Lecturer in Commerce, SCNR GD, Proddatur, YSR Kadapa

## INTRODUCTION

The study on consumer perception towards e-payment system- suggests that security, trust, benefits, self-efficacy and ease of use is a factor influencing consumers perception on e-payments. It has a significant and perception impact on adoption of digital payments. The study is about understanding consumers perception with respect to online and digital payments and safety of these transactions in all cash payments. It is a bank-led-model which allows online interoperable financial payments. The consumers perception towards e-payments scours a rather encouraging overall mean. Consistently, the majority of Researcher limitations perception during the online purchase's procedures. Online and mobile banking, mobile walleyes, POS Systems as well as various models in e-payments.

## E-PAYMENT SYSTEM IN INDIA

The e-payments system in India programmer with its objectives of transforming the INDIA into a digitally empowered Society and knowledge society and knowledge economy led to the emergence and growth of various modes to e-payments like banking cards, unstructured supplementary Service, Aadhaar Enabled Payments System, unifies payments Interface, Wallets, Banks Prepaid Cards, Point of Sale, internet Banking Mobile Banking, and Micro ATMS.

## REVIEW OF LITERATURE

The consumer perception of digital payments modes and found that consumer perception of digital payments has a significant and positive impact on the adoption of digital payments. The study made use of ANOVA and frequency analysis and concluding that the various demographic factors such as gender, age, profession and annual income of the respondents.

## STATEMENT OF PROBLEMS

In India more transactions are made with cash and very less transactions are made with e payments. It is with illiterate people are not using the digital transactions. Finally, literacy and make awareness of using the e-payments instead of cash payments. Bank and financial Institutions are discounts on discounts on purchase with credit and debit cards and online wallet offering attractive deals for payments have made Indians comfortable with payments of e-payments.

These are very easy to use in all payments and there is no problems in taking any were in all purchases. No problems in e-payments.

## OBJECTIVES: -

1. TO find out the constraints that would affect the use age of E-Payments.
2. E-Payment's application among difference respondents.
3. It is more important to improve the awareness of use the e-payments in all payments.
4. The motive of e-payments towards people.

## ANNUAL INCOME PAYMENTS:

Income is a factor which determines the level of usage of electronic payments such as electronic fund transfer, household payments, e-commerce, net banking, mobile recharge, online