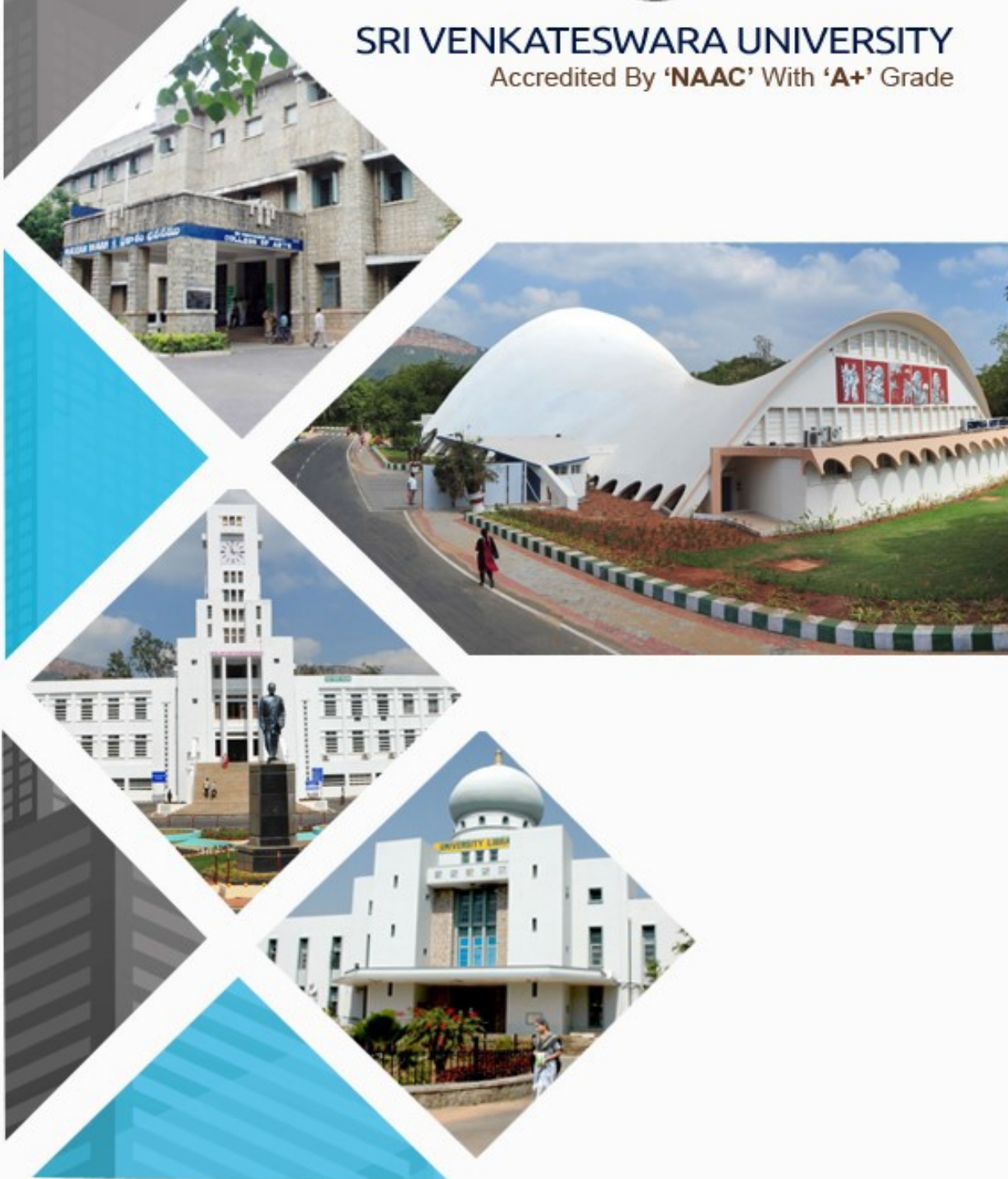




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3.4.6. Total number of Books and Chapters in edited Volumes/Books Published and Papers in National/ International conference proceedings year-wise during last Five years - 2018



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3.4.6 Number of books and/or chapters in edited volumes published per teacher during the last five years (15)

Year	2017	2018	2019	2020	2021
Number	119	81	151	93	190

Total 634


PRINCIPAL
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Prof. M. Srinivasulu Reddy
Director
NAAC Steering Committee
Sri Venkateswara University
Tirupati-517 502

3.4.6 Number of books and/or chapters in edited volumes published per teacher during the last five years (15)
3.4.6.1: Total Number of Books and Chapters in edited volumes/books published, and papers in National / International Conferences - proceedings year wise during the last five years

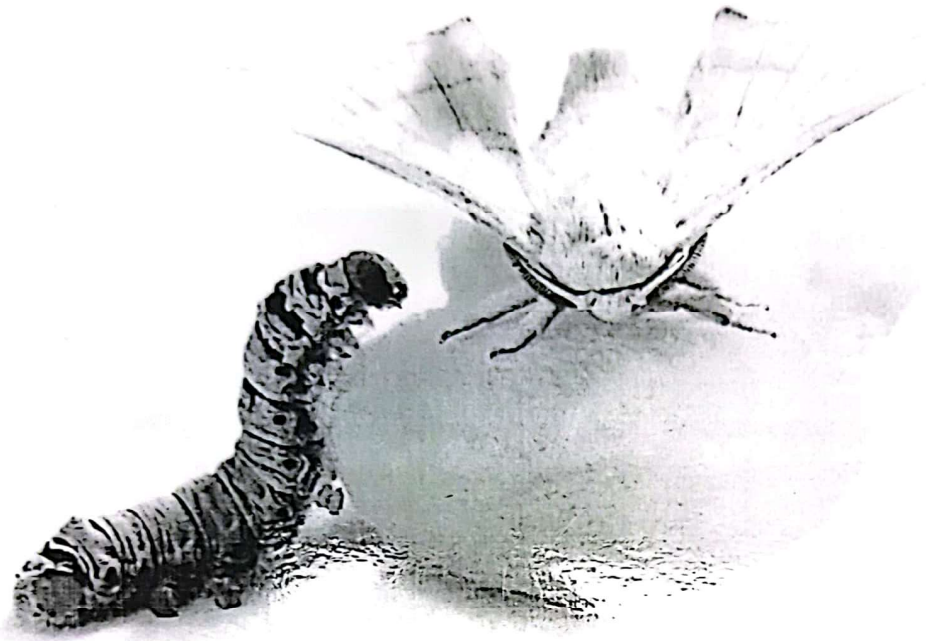
Sl. No.	Na me of the Teacher	Title of the Book/Chapters published	Title of the Paper	Title of the Proceedings of the Conference	Year of Publication	ISBN/ISSN Number of the Proceedings	Whether at the time of publication affiliating institutions was same (Yes/No)	Name of the Publisher	Click View
1	Dr. P. Naga Jyothi	Effect of Ultrasound on Protein Metabolism and Economic Parameters	Effect of Ultrasound on Protein Metabolism and Economic Parameters in the Silkworm	-	2018	ISBN 978-613-9-87581-8	Yes	Lap Lambert Academic Publishing, Beau Bassin 71504	View
2	Dr. B.V. Muralidhar	M.A Political Science (Previous) Paper - II	Political Science & Public Administration, Modern Political Theory/Analysis	-	2018	-	yes	Directorate of Distance Educaiton, SV University, Tirupati 517 502	View
3	Dr. S. Sreenadh	Engineering Mathematics for GATE	Editor	-	2018	-	YES	S CHAND	View
4	Dr.M.Prasantha Kumari	International Symposium on emerging trends in education and library and information science.	Documentation of cultural heritage in ancient and modern libraries in India	International Symposium on emerging trends in education and library	2018	ISBN: 9789551 443955	Yes	Library Network Eastern University , Sri lanka	View
5	Prof.R.K.Anuradha & K.Swarnalatha	Emerging Trends in Commerce, Business Management and I.T & Tourism	Role of Entrepreneurship in Women Empowerment: Support Systems and Evolving Scenario in India	-	Mar-18	978-9385142285	Yes	Vaagdevi publications	View
6	P. Neeraja and K. Anuradha	Learning disability – Problems Faced by Children and Strategies for Management	Editor	-	2018	978-93-5056-891-0	YES	Discovery Publishing House Pvt. Ltd., New Delhi	View
7	Dr. B. Sreenivasulu Naik	EDU WORLD	Concept of Man and Peace - A Philosophical Perceptve	-	2018	ISSN 2319.7129	Yes	APH Publishing Corporation – New Delhi	View
8	Dr. G. Jyothi Reddy	Higher Education Qulaity Assurance and Enhancement	Innovative Approaches of Modern Teaching	-	2018	ISBN: 978-81-936838-0-4	YES	Rishi Educational Society, Bangalore	View
9	Dr. Y. Sujatha & N. Chendrayudu	Dr. Mango Farming in Chittoor District A.P: A Geographical Perspective	-	-	2018	978-613-9-90881-3	Yes	LAP LAMBERT Academic Publishing	View
10	Prof. S.Kishore	Deltamethrin induced metabolic changes in freshwater fish C. carpio	-	-	2018	978-613-9-88157-4	Yes	LAP LAMBERT Academic Publishing, Beau Bassin 71504 , Mauritius	View
11	Prof. S.Kishore	Wintering ecology of wetland birds & habitat preferences of Pulicat, AP	-	-	2018	978-613-9-88135-2	Yes	LAP LAMBERT Academic Publishing, Beau Bassin 71504 , Mauritius	View
12	Prof. S.Kishore	Studies on trematodes of Visakhapatnam, Andhra Pradesh, India	-	-	2018	978-3-659-57429-0	Yes	LAP LAMBERT Academic Publishing, Beau Bassin 71504 , Mauritius	View
13	Prof. S.Kishore	Biochemical and pathological studies in sodium arsenate treated mice	-	-	2018	978-613-9-88515-2	Yes	LAP LAMBERT Academic Publishing, Beau Bassin 71504 , Mauritius	View

14	Dr.B.Veena kumari	Role of Academic Libraries for Quality in Research and Education	Marketing of Information Products and Services in Academic Libraries: An Overview	Role of Academic Libraries for Quality in Research and Education	2018	978-93-85100-98-7	Yes	Dot Graphics LiG B-26 F-7 Baghlingampalli Hyderabad	View
15	Dr.E.Sudhakar	Role of Academic Libraries for Quality in Research and Education	Digital information Literacy skills amoung faculty members of srivenkatesa Perumal College of Engineering puttur, Andhra Pradesh: A Study	Role of Academic Libraries for Quality in Research and Education	2018	978-93-85100-98-7	Yes	Dot Graphics LiG B-26 F-7 Baghlingampalli Hyderabad	View
16	Dr.A. J. Madhuri	International Seminar on KNOWLEDGE ORGANISATION IN ACADEMIC LIBRARIES (I-KOAL-2018)	USE OF SOCIAL MEDIA AMONG WOMEN RESEARCH SCHOLARS FOR ACADEMIC PUPOSE IN SRI VENKATESWARA UNIVERSITY AND SRI PADMAVATI MAHILA VISWAVIDYALAYAM, TIRUPATI: A STUDY	International Seminar on KNOWLEDGE ORGANISATION IN ACADEMIC LIBRARIES (I-KOAL-2018)	2018	979-83-9934-2148.	Yes	Manakin Press Pvt Ltd. New Delhi	View
17	K.Swarnalatha&Prof.R.K.Anuradha	“Impact of Information Communication Technologies on Teachers and students”	-	-	2018	3659795771, 9783659795770	Yes	Lambert Academic Publishing, Germany	View
18	M.Swarnalatha	Role of Academic Libraries for Quality in Research and Education	Impact of Web 2.0 in Academic Libraries with Special; Reference to Narayana Engineering College: A Study	-	2018	978-93-85100-98-7	Yes	Lambert Academic Publishing, Germany	View
19	G.Anand Amruth Raj & M.Rajendra Nath Babu	Teacher Education Quality Indicators	A Study of Attitude of B.Ed Students towards Micro Teaching with Methodology and Academic Achievement	-	2018	ISBN:978-93-87460	Yes	APH Publishing Corporation	View
20	Dr M.Mohan reddy & Dr M.Prahlada Reddy	Quality concerns in teacher education	A study on guidance needs of degree students		2018	ISBN 978-93-87460-33-1	YES	APH publishing corporation	View
21	Dr M. Raja Sekhar	Marketing of services (mofs) in india	Editor		2018	9783330348004		LAMBERT ACADEMIC PUBLISHING	View
22	Prof. P.Adinarayna Reddy	Skilling India Status,Contours &Strategies	Editor	-	2018	ISBN:978-93-5208-128-8	Yes	Sarup Book Publishers (P) Ltd., New Delhi-110002	View
23	Dr.M.Kumar Raju	Skilling India Status,Contours &Strategies	Education, Skills Development and Technology	-	2018	ISBN:978-93-5208-128-8	Yes	Sarup Book Publishers (P) Ltd., New Delhi-110002	View
24	Dr.b.Venkat Rao	Skilling India Status,Contours &Strategies	Skill Development Role of Govt.of India	-	2018	ISBN:978-93-5208-128-8	Yes	Sarup Book Publishers (P) Ltd., New Delhi-110002	View
25	Dr.Nagaraja	Skilling India Status,Contours &Strategies	Green Skills For Inclusive green Growth	-	2018	ISBN:978-93-5208-128-8	Yes	Sarup Book Publishers (P) Ltd., New Delhi-110002	View
26	Dr.G.Sandhya Rani	Skilling India Status,Contours &Strategies	Skill Development for Reducing Gender Inequality	-	2018	ISBN:978-93-5208-128-8	Yes	Sarup Book Publishers (P) Ltd., New Delhi-110002	View
27	Dr.G.Savaraiah	Skilling India Status,Contours &Strategies	Role of Government and Non Governmental Agencies for Promotion of Vocational skills	-	2018	ISBN:978-93-5208-128-8	Yes	Sarup Book Publishers (P) Ltd., New Delhi-110002	View
28	Dr.P.Padmanabhaiah	Skilling India Status,Contours &Strategies	Skill Development among Engineering Graduates	-	2018	ISBN:978-93-5208-128-8	Yes	Sarup Book Publishers (P) Ltd., New Delhi-110002	View
29	Dr V Reddappa Reddy	Skilling India Status,Contours &Strategies	Promoting Skills among High school Children	-	2018	ISBN:978-93-5208-128-8	Yes	Sarup Book Publishers (P) Ltd., New Delhi-110002	View

30	Dr K Anuradha	Skilling India Status,Contours &Strategies	Lifeskills Education for Enhancing Self Esteem in Adolescents	-	2018	ISBN:978-93-5208-128-8	Yes	Sarup Book Publishers (P) Ltd., New Delhi-110002	View
31	Prof. P.Adinarayna Reddy	Entrepreneurial Development	Editor	-	2018	ISBN:978-93-5208-124-0	Yes	Sarup Book Publishers (P) Ltd., New Delhi-110002	View
32	Dr.K.Ganesh Babu	Entrepreneurial Development	Entrepreneur Education for Development	-	2018	ISBN:978-93-5208-124-0	Yes	Sarup Book Publishers (P) Ltd., New Delhi-110002	View
33	Dr.L.K.Reddy	Entrepreneurial Development	Entrepreneurial Success: Role of Psychology	-	2018	ISBN:978-93-5208-124-0	Yes	Sarup Book Publishers (P) Ltd., New Delhi-110002	View
34	Dr.V.Jagadeeswari	Entrepreneurial Development	Entrepreneurial Skills for Self Help Groups	-	2018	ISBN:978-93-5208-124-0	Yes	Sarup Book Publishers (P) Ltd., New Delhi-110002	View
35	Dr.M.Subramanyam	Entrepreneurial Development	Vocational Education and Training A Strategy for Entrepreneurs	-	2018	ISBN:978-93-5208-124-0	Yes	Sarup Book Publishers (P) Ltd., New Delhi-110002	View
36	Dr.K.Kavitha	Entrepreneurial Development	Dimensions of Women Entrepreneurship	-	2018	ISBN:978-93-5208-124-0	Yes	Sarup Book Publishers (P) Ltd., New Delhi-110002	View
37	Dr.J.M.J Vinodini	Entrepreneurial Development	Measures for Women Entrepreneurship	-	2018	ISBN:978-93-5208-124-0	Yes	Sarup Book Publishers (P) Ltd., New Delhi-110002	View
38	Dr. R.K. Anuradha & K.Swarnalatha	Entrepreneurial Development	Women Entrepreneurship Contents & Prospects		2018	ISBN:978-93-5208-124-0	Yes	Sarup Book Publishers (P) Ltd., New Delhi-110002	View
39	Dr. J. Lakshamma	Entrepreneurial Development	Women Entrepreneurship & Economic development in India		2018	ISBN:978-93-5208-124-0	Yes	Sarup Book Publishers (P) Ltd., New Delhi-110002	View
40	Dr. K. Sudhakar Reddy	Entrepreneurial Development	Women Entrepreneurship in chittoor Dist.		2018	ISBN:978-93-5208-124-0	Yes	Sarup Book Publishers (P) Ltd., New Delhi-110002	View
41	Prof. P. Bhaskar Reddy & Dr. D Sunitha	South Indian History Congress	Pottery in Andhradesa from Prehistoric to Historic times : A Landscape Approach	South Indian History Congress	2018	ISSN 2229-3671	-	Sathiyam Printers	View
42	Dr. K. Syamalamma	History of the Agraharas in Andhra Desa (From the earliest to 1500 A.D)	Editor	-	2018	ISBN9789351711193	-	Research India Press – New Delhi	View
43	Dr. K VenkatesuNaik	A Cultural Study of the Vijayanagara Coins	Editor	-	2018	ISBN9788193523100	-	APH Publishing Corporation – New Delhi	View
44	Dr. K Venkatesu Naik	Ramakata - Jeevan, Sahitya Evam Kala	Hanuman and Srirama – Seta – Lakshmana motif depicted on Vijayanagara Coins ,	Proceedings of the National Seminar on Ramakata - Jeevan, Sahitya Evam Kala	2018	ISBN 9781984027818	-	Srivari Graphics	View
45	Dr. P Hema and Prof. D KirankranthChoudary	Ramatatwa Depicted in Literature Arts and Culture of Andhra Pradesh	Ramayana in Andhra Art	Proceedings of the National Seminar on Ramakata - Jeevan, Sahitya Evam Kala	2018	978 1984027818	-	Srivari Graphics	View
46	Dr. P Hema and Prof. D KirankranthChoudary	Andhra Pradesh History Congress	Free Standing Columns in the Vizayanagara Architecture	Proceedings on Andhra Pradesh History Congress	2018	ISSN 2320-057X		Srivari Graphics	View
47	Dr. T. Chandrasekarayya	Social Policy and Planning	Editor	-	2018	978-613-9-58573-1	-	Lap Lambert Academic Publishing	View
48	Dr.T.Surendra Reddy	Chirala Charitramu	Chirala Charitramu	Critical Edition	2018	--	Yes	SVUORI	View
49	Dr.P.C.Venkateswarlu	Krishnabyudhayamu	Krishnabyudhayamu	Critical Edition	2018	--	Yes	SVUORI	View
50	Dr.P.C.Venkateswarlu		Editor	Vangmaya Veeekshani	2018	--	Yes	SVUORI	View
51	Dr. V. Sowbhagya Rani	Pharmaceutical patents and Biotechnology: Legal implications	Editor	-	2018	978-81-935591-6-1	Yes	ISGR Kolkata	View

52	Prof.K.Thyagaraju	Contributions of Biomedical Sciences	Effect of cryopreservation on Rat epididymis	-	2018	978-981-15-9523-3	Yes	Springer publications	View
53	Prof.K.Thyagaraju	Encyclopedia of signaling molecules.	Glutathione S transferases as signaling molecules.	-	2018	978-1-4419-0461-4	Yes	Springer publications	View
54	Murthy, S.D.S.	Primary processes of photosynthesis under abiotic stress conditions.	Editor	-	2018	978-613-4-99948-9	Yes	Lambert Academic Publishers	View
55	Murthy, S. D. S.	UV-B radiation effect on primary process of photosynthesis in Spirulina.	Editor	-	2018	978-613-9-44999-6	Yes	Lambert Academic Publishers	View
56	Murthy, S.D.S. and Balaji, M.	Spectroscopic techniques for biologists.	Editor	-	2018	978-613-9-95127-7	Yes	Lambert Academic Publishers	View
57	Dr. Balaji Meriga.	Recent Developments in Applied Microbiology and Biochemistry Edition by B. Viswanath., Vol 1	Role of phytoconstituents and their mechanism in attenuation of radiation aspects	-	2018	978-012-8-16700-7	Yes	Academic Press of Elsevier	View
58	Dr. K. Manjula	Food Chemistry By Dr. T. Anand and Rakesh Kumar Sharma.	Lipids	-	2018	978-938-8-87914-9	Yes	Delhi publishers	View
59	Dr. K. Madhava Chetty	Flowering Plants of Chittoor District, Andhra Pradesh, India	--	--	2018	--	Yes	Students Offset Printers, Tirupati	View
60	T.Geetharathan	Isolation and amplification of β -Lactamase gene from S.Aureus	Isolation and amplification of β -Lactamase gene from S.Aureus	-	2018	978-3- 8484 -8078-4	Yes	Lambert Academic Publishing	View
61	Prof. C. Suresh Reddy	Electrochemical Behaviour and Analysis of Some Selected Drugs;	Editor	-	2018	978-613-8-08455-6	Yes	LAP LAMBERT Academic Publishing, Germany	View
62	Prof. C. Suresh Reddy	Electrochemical Reduction Behaviour and Analysis of Some Pesticides	Editor	-	2018	978-613-8-14573-8	Yes	LAP LAMBERT Academic Publishing, Germany	View
63	Prof. C. Suresh Reddy	Synthesis of Bio-Potent Organophosphonates and Indolyl Derivatives	Editor	-	2018	978-613-7-38363-6	Yes	Sarva Santhisudha LAP LAMBERT Academic Publishing, Germany	View
64	Prof. C. Suresh Reddy	Synthesis and Spectral Characterization of New Heterocyclic Compounds	Editor	-	2018	978-613-8-23606-1	Yes	Mekala Rajasekhar, LAP LAMBERT Academic Publishing, Germany	View
65	Prof. C. Suresh Reddy	An Approach for the Synthesis of Nitrogen Containing Organic Compounds	Editor	-	2018	978-613-8-26885-7	Yes	Bellam Mahesh LAP LAMBERT Academic Publishing, Germany	View
66	Prof. C. Suresh Reddy	Novel Synthesis of Oxygen heterocycles and Organophosphorous Compounds	Editor	-	2018	978-3-659-94962-3	Yes	Chereddy Syama Sundar LAP LAMBERT Academic Publishing, Germany	View
67	Prof. C. Suresh Reddy	New Methodologies for the Synthesis of Some Organic Compounds	Editor	-	2018	978-613-8-32024-1	Yes	Soora Harinath Jayaprakash, LAP LAMBERT Academic Publishing, Germany	View

68	Prof. C. Suresh Reddy	Synthetic studies on Some Novel Organophosphorous Compounds	Editor	-	2018	978-3-330-07975-5	Yes	Nemallapudi Bakthavatchala Reddy, LAP LAMBERT Academic Publishing, Germany	View
69	Prof.V.Venkata basava Rao & Dr. P.AkhilaSwathanthra	Electroplating Industrial Effluents Treatments using Low Cost Adsorbent	Editor	-	2018	978-3330026731	Yes	LAP LAMBERT ACADEMIC PUBLISHING	View
70	Dr C.P.S Madhuri	Group Kritis of Different Vaggeyakaras	Saptaratnakritis of Sri Oothukkadu Venkataakavi	UGC national Seminar	2018	978-81-931415-2-6	YES	Gugapathi Pathippagam	View
71	Dr. N.Amareswari	Mahila Pratisht Empowering Women and Women reservatuion bill	Empowering Women and Women Reservation Bill	International Multidisciplinary conference on Education for future issues and challenges	2018	978-1-926488-68-4	YES	Osmania Publishers	View
72	Dr K Peera	Effect of Bacopa monniera Plant Extract on Alzheimers Treatment	Editor	-	2018	978-613-9-57604-3	YES	Lap Lambert	View
73	Dr S Jyothi	Higher Education	Editor	-	2018	978-713-9-57544-9	YES	Rishi	View
74	Dr. B.Devaprasad Raju	Phosporous Synthesis and Applications	Editor	-	2018	978-981-4774-49-9	YES	Lambert	View
75	Dr. B.Devaprasad Raju	Optical Studies of Rare Earth Ions Doped Boret based TCZN Oxide Glass	Editor	-	2018	978-613-8-968054	YES	Lambert	View
76	Anitha Layam	Journal of Emerging Technologies and Innovative Research	Effect of Processing on Functional properties of selected millet flours	-	2018	ISSN 2349-5162	No	JETIR	View
77	Anitha Layam	Nutrition society of Malaysia	Self perception of body image among Saudi females at princess Nourah University, Riyadh, Kingdom of Saudi Arabia	-	2018	1394035X	No	Nutrition society of Malaysia	View
78	Dr. A. Kusuma	Educational Development and Social welfare	Principles of Social impact Assessment	-	2018	978-1-387-57887-0	Yes	Lulu Enterprises UK Ltd	View
79	Dr B.V. Muralidhar	Emperor International Journal of Finance and Management Research	Crowd and Queue Management in temples during Large scale Religious gatherings	-	2018	ISSN: 2395-5929	Yes	Mayas Publication	View
80	Prof. I. Chandraiah	International Journal of Library and Information studies	Utilization of ICT services by Research Scholars of Sri Venkateswara University Library: A Study	-	2018	ISSN: 2231-4911	Yes	-	View
81	Dr. N. Chendrayudu	Human Geography	Author to B.A. /B.Sc Second III SEM year Human Geography Text book	-	2018		Yes	Telugu Academy	View
82	Dr.Gali Radha Krishna	Nelluru Zilla Sahithi sarvasvam	Nelluru Zilla Mandalika Padaalu	-	2018	978-19875707748	Yes	Telugu Sahithi Peetam	View
83	Dr.Gali Radha Krishna	Dravida Bharathi	Telugulo Agamarupa Nirmanam	-	2018	ISSN: 2319-3905	Yes	Centre for Publications Dravidian University	View



Pemmineti Naga Jyothi

Effect of Ultrasound on Protein Metabolism and Economic Parameters

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Effect of Ultrasound on Protein Metabolism and Economic Parameters

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Effect of Ultrasound on Protein .
Metabolism and Economic Parameters
in the Silkworm

By

Dr. P. NAGA JYOTHI, M.Sc., Ph.D.

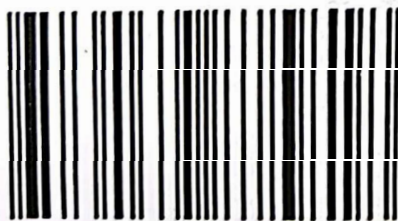
TABLE OF CONTENTS

S. No.	Title	Page No.
1	General Introduction	1-9
2	Material and General Methods	10-15
3	CHAPTER-1 Impact of Ultrasound on Economic Parameters	16-37
4	CHAPTER-2 Impact of Ultrasound On Blochemical Parameters	38-76
5	Summary and Conclusions	77-79
6	Bibllography	80-101

This book "Effect of Ultrasound on Protein Metabolism and Economic Parameters in the Silkworm" is the treasure of work done on Sericulture and biochemistry. This book contains four chapters related to silkworm physiology, biochemistry and biotechnology. Impact of Ultrasound on Biochemical Parameters and Impact of Ultrasound on Economic Parameters were examined in this study. This book has been well addressed for the benefit of young researchers working in the fields of Seribiotechnology.

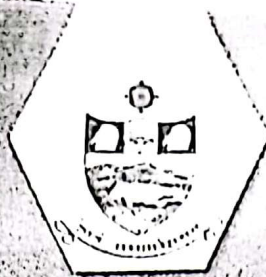


Dr. P. Naga Jyothi is working as Assistant Professor in the Department of Fishery Science and Aquaculture, College of Sciences, Sri Venkateswara University, Tirupati-517502, Andhra Pradesh, India. She published her research work in 32 reputed national and international journals. She presented her research work in 15 workshops/symposium/conferences.



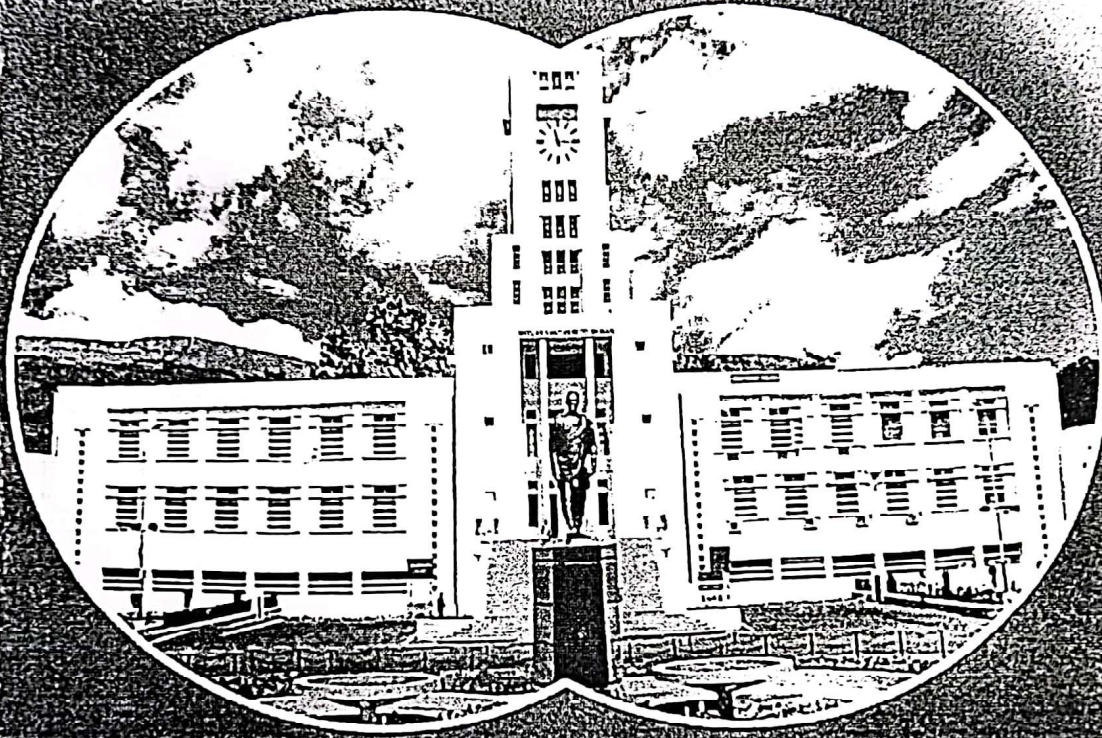
978-613-9-87581-8

② 2018



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M.A. Political Science (Previous) PAPER-II

POLITICAL SCIENCE & PUBLIC ADMINISTRATION,
MODERN POLITICAL THEORY / ANALYSIS

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June ' 2018

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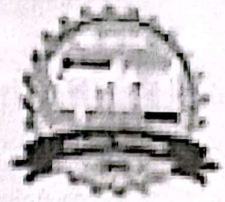


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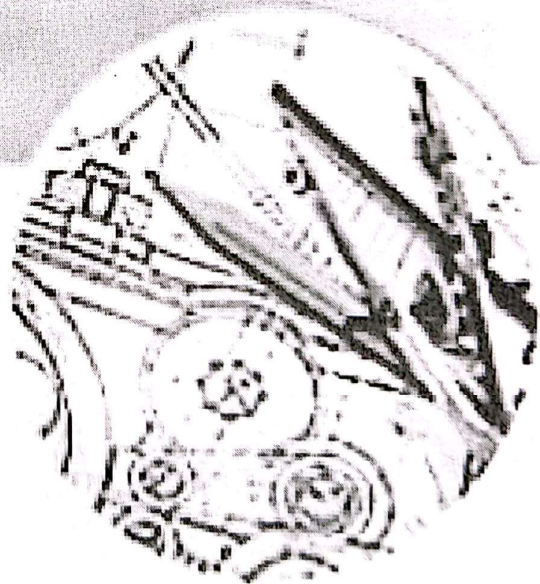
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International Symposium on Emerging Trends in Education and Library & Information Science

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**Re-Engineering Libraries to Align with Transitioning
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PROCEEDINGS



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Message from the Hon. Minister of Higher Education and Cultural Affairs



I consider it a privilege to convey my heartfelt wishes and I am elated to participate by sending a message to be published in your publication on the occasion of 'LibSym 2018', International symposium on Emerging Trends in Education and Library and Information Science.

The modern education system and information science provided through libraries cannot be separated as two unique entities, as education, is extracting information and its application to resolve social issues, thus it is timely that you have initiated an excellent enterprise that needs to be explored through education institutions and apply the so developed methodology across the country.

The role of a teacher has changed from imparting an instructional dossier of factual presentation to that of a facilitator and the role of a student has changed to a learner and an explorer instead of a collector and a memorizer.

The nurturing of this aspect is critical to transform an institutional based student to be learner and explorer in the global village of information.

I wish to convey my sincere personal wishes as well as of the government of Sri Lanka for the success of your endeavor.

Dr. Wijeyadasa Rajapakse, P.C.
Minister of Higher Education & Cultural Affairs

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Proceedings of LibSym 2018

Table of Contents

Message from the Hon. Minister of Higher Education and Cultural Affairs	1
Message from the Chairman, SCOLIS	1
Message from the Vice Chancellor	1
Message from the Chief Guest	1
Message from the Symposium Chair	1
Table of Contents	1
Keynote speech	
Transforming the Roles of Libraries and Librarians in the Digital Learning Environment	1
<i>Prof. Dr. Chuthima Seetharamani</i>	
Invited speeches	
Uncertainty Encountered by the Humanities and Social Science Undergraduates in their Information Seeking Behaviour	1
<i>Dr. Pradeepa Wijetunge</i>	
Transforming Academic Librarians' Skills and Competencies to Facilitate Millennial Learners Effectively	1
<i>Dr. Madhumad Senarathne</i>	
Full papers	
Information Literacy Promotion for Undergraduate Students of Rajabhat Universities: Current Situations	2
<i>Prasanna Hanayake, Chuthima Seetharamani, Samprithan Chaturanginong</i>	
Information Literacy: A Smartcard for Lifelong Learning	2
<i>V. Seneviratne, E. William Dharma Raja</i>	
A Low-Cost Framework for the Digital Preservation of Indigenous Artwork and Languages: An Australian Case Study Review	3
<i>Simon, Sudharani Dissanayake, David M. Cook</i>	
Documentation of Cultural Heritage in Ancient and Modern Libraries in India	4
<i>M. Praveen Kumar</i>	
Library including Students with Dyslexia	5
<i>E. V. E. William Dharma Raja</i>	
Psychological Problems that Affect the Learning Activities of the Adolescent Students with Special Reference to Maternal South West Education Zone	6
<i>E. V. E. William Dharma Raja</i>	
Technological Innovation for students with Autism Spectrum Disorder	7
<i>E. V. E. William Dharma Raja, S. R. Sundaramalli</i>	
Analyzing the Satisfaction of Academic Library Services Using CRISP-DM Process	7
<i>E. V. E. William Dharma Raja, M. Kapila Thirunaga Kathirayalan</i>	
Self-efficacy theory and the reactions of sources of self-efficacy in four Humanities and Social Sciences in Sri Lanka	8
<i>E. V. E. William Dharma Raja, S. R. Sundaramalli</i>	
Design and development of E-Content for Distance Learning Students: A Special Reference to Sri Lanka Open University	9
<i>E. V. E. William Dharma Raja, S. R. Sundaramalli</i>	
Implementation of Institutional Repository using DSpace: A Case Study at University of Peradeniya	9
<i>E. V. E. William Dharma Raja, S. R. Sundaramalli</i>	

Impact of Emerging Trends and Technologies on Academic Librarianship	115
<i>P. Anuraudha</i>	
Public Libraries Today: A Case Study in Anuradhapura District Public Libraries in Sri Lanka	116
<i>W. M. P. K. T. Wanasinghe</i>	
The Study on Reading Habits of Senior Secondary Students	119
<i>S. Shanmugathasan, P. Kupeshan</i>	
Scientometric Profile of Crustaceans Diseases Research	125
<i>Ramasamy Kumarasani, Krishnan Vinitha, Kattari Kannan</i>	
Research Productivity of University of Moratuwa: A Study Based on Scopus Database	134
<i>Thushari M. Seneviratne, Subramanian Mayaneethakrishnan</i>	
Pattern of Author Productivity using Lotka's Law in National conference Proceedings	146
<i>M. Manthirumathi, Saravanakumar, M. Thamaraiselvi</i>	
Scientific Footprint of South Asian Fisheries and Aquaculture Research	154
<i>Tharindu Bandara, Lushani Nisansala Wijewardene</i>	
Impact of Flip Teaching on High School Students' Performance in Physics	160
<i>B. William Dharma Raja, B. Ligi</i>	
Strengthening School Libraries to Improve Quality of Education in the Northern Province of Sri Lanka	167
<i>Kalpana Chandrasekar, Kupeshan Rathchimakumar</i>	
Maneuver for Blissful Lexical Access while Learning English as a Second Language	178
<i>D. Chandra Prabha, B. William Dharma Raja</i>	
Awareness and Usage of Social Media Applications on Information Sources among Undergraduate Engineering Students in Tirunelveli District	184
<i>T. Raja</i>	
Challenges in Adapting Social Media to Market University Libraries in Sri Lanka	191
<i>Watthala Athukorala</i>	
Self Archiving Behaviour of University Academics: Is there any difference between Humanities and Engineering Scholars?	199
<i>Chamari Gunasekera</i>	
Impact of School's Environment on Promoting Reading Habits among School Students - A Study Based on Jaffna Educational Zone	210
<i>Sivamathy Thurumaran, A. Sathiaselvan</i>	
Extended Abstract	
Marketing First Impressions: Library Weeks of Welcome - 'WOW' correlations at Orientation of Wayamba University Libraries	211
<i>W. M. Thushakumari</i>	
School Library Automation in the Northern Province of Sri Lanka	22
<i>R. Kupeshan, V. Mythili</i>	
Reading Habits and Obstacles Faced by School Children in the Northern and Eastern Provinces of Sri Lanka	23
<i>W. Sunil, G. D. Amarasingh, A. K. Uththya Shyamal Gunasekera, Kamalasingani Subasinghe</i>	
Acceptance of Social Media as a Learning Resource in Higher Education	23
<i>B. M. M. C. B. Hingapola</i>	
Authors' Index	23

Documentation of Cultural Heritage in Ancient and Modern Libraries in India

M Prasanth Kumar¹

ABSTRACT

Documentation is a set of documents provided on paper, or online, or on digital or analog media, such as audio tape or CDs. Documentation is distributed via websites, software products, and other on-line applications. Cultural Heritage is an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values. Libraries are the cultural institutions of a country and have long been related with the physical aspects of their collections. The magnificent past of Indian culture lies in the ancient manuscripts and rare books in Ancient Indian libraries which were open to all irrespective of caste, creed or religion. Historically libraries were part of Indus-valley civilization. Those libraries are called as "Pustakalayas". According to the Archaeological research department, evidence of ancient Indian libraries are available from 2500-1500BC. Learning and teaching was traditional works done in India since ancient times. Ramayana and Mahabharata are the two great epics which prove that point. As rightly pointed out by Dr. Sarvepalli Radhakrishnan- "In the olden days teachers of India were themselves librarians and they were held in higher esteem". So, they are also known as "mobile libraries" and "memory libraries". There are many ancient libraries in India which tell how Indian's teaching and learning skills use to be there and how their knowledge was rooted into their minds. There exist three kinds of libraries in India, Takshila, Nalanda Kasi, etc. Universities and centers of learning, King's palaces and temples in India. The author is making an effort to refer to some of the renowned libraries in India which have manuscripts on different subjects and rare cultural books and how these were protecting and preserving the cultural heritage of India in electronic environment.

Keywords: Documentation, Cultural Heritage, India, Libraries, Manuscripts, Rare Books

INTRODUCTION

From the ancient period, India was given an opportunity to be a great seat for learning. There were three types of libraries in history according to the ancient period- libraries attached to a palace or court, to the centres of learning, and the centres of religion. In the writings of the famous Chinese travellers Fa-Hien, Hsuen-Tsang, and I-Tsing who visited India in 399 A.D., 699 A.D., and 672 AD one can find the accounts of these and many other libraries. The travellers used to live in Buddhist Monasteries and studied as well as copied manuscripts, have left useful descriptions of the history of the early Indian universities and their libraries. The accounts were first-hand evidences and were considered as valid and original of the regard. In the words of Hsuen-Tsang, "The libraries were richly furnished not only with orthodox literature but also with Vedic and other books".

¹Asst. Professor, Dept. of Library and Information Science, Sri Venkateswara University, Tirupati, Andhra Pradesh, India. Email: mprasanth@gmail.com

Buddhist works and with treasures on the Arts and Sciences taught in India at that time". The kings who were interested in learning and literature supported the libraries and built royal and court libraries. Buddhist viharas/monasteries and Hindu centres of learning had libraries attached to it which were found at Takshashila, Nalanda, Vikramshila, Mithila, Odantapuri, Sompura, Jagaddala, Vallabhi, Nagarjuna, and Jetavana. Good oriental collection in classic languages was in these seats of learning. Centres of each religion had different names and communities. These centres were being called as temples. Upasarya in the west and basti/basadi in the South were Jain temples / monasteries which also had good libraries and reading materials. The Vedic schools in post-Gupta period were Agrahara and Brahmapuri which also had a lot of Holy Scriptures collected, stored and preserved for the use of Sanskrit Scholars.

The historical centre of learning in north - western India (now situated about 50 km west of Rawalpindi in Pakistan) was Takshashila University (700 B.C. - 300 A.D.). The products of this university were Panini, Kautilya, Jivaka, Charaka, and Chandragupta Maurya. The main thing which made Takshashila's Library enriched was literature related to medicine and archery. According to Rahul Sankrityayana, Angiras set up a seminary with a Granthakuti (Library) attached to it at Takshashila.

During the reign of Gupta I (700 B.C. - 300 A.D.), Nalanda University was situated near Rajnaha in Bihar. This was specialised in Mahayana studies. Panini, Jivaka and Chanakya have studied there. Chinese, European and Indian archaeologists called it as the treasure-house of information. The library of this university was called Dharmaganja. There were three large library buildings called the Ratnasagara, the Ramadadhi, and the Ramaranjaka of which the Ratnasagara was a nine storeyed building which housed the collection of manuscripts on Philosophy, Religion, Grammar, Logic, Literature, Vedas, Vedanta, Samkhya Philosophy, Dharmasastras, Puranas, Science, Fine Arts, Astronomy, Astrology and Medicine.

In the modern Gujarat the University of Vallabhi was built by Maitraka Kings during the years 475-775 A.D. This university was mainly famous for Hinayana Studies. The library had a variety of Eastern Literature. This library is supported by a reference in a grant of Guhasena, dated 559 A.D., wherein a provision was made out of the royal grant for the purchase of books for this library. About 6 miles away from Nalanda there was university named Odantapuri situated in Magadha, Bihar. King Gopala found the university in 660-705 A.D. The library was wealthy for Brahmanical and Buddhist works.

DOCUMENTATION OF CULTURAL HERITAGE IN ANCIENT INDIAN LIBRARIES

The process of procuring, cataloguing, organising and storing documents on specific topics (hand or machine written, printed or drawn or marked, stored on tape or other electromagnetic storage media) as well as procedures for providing information from or on the prepared documents was understood as documentation.

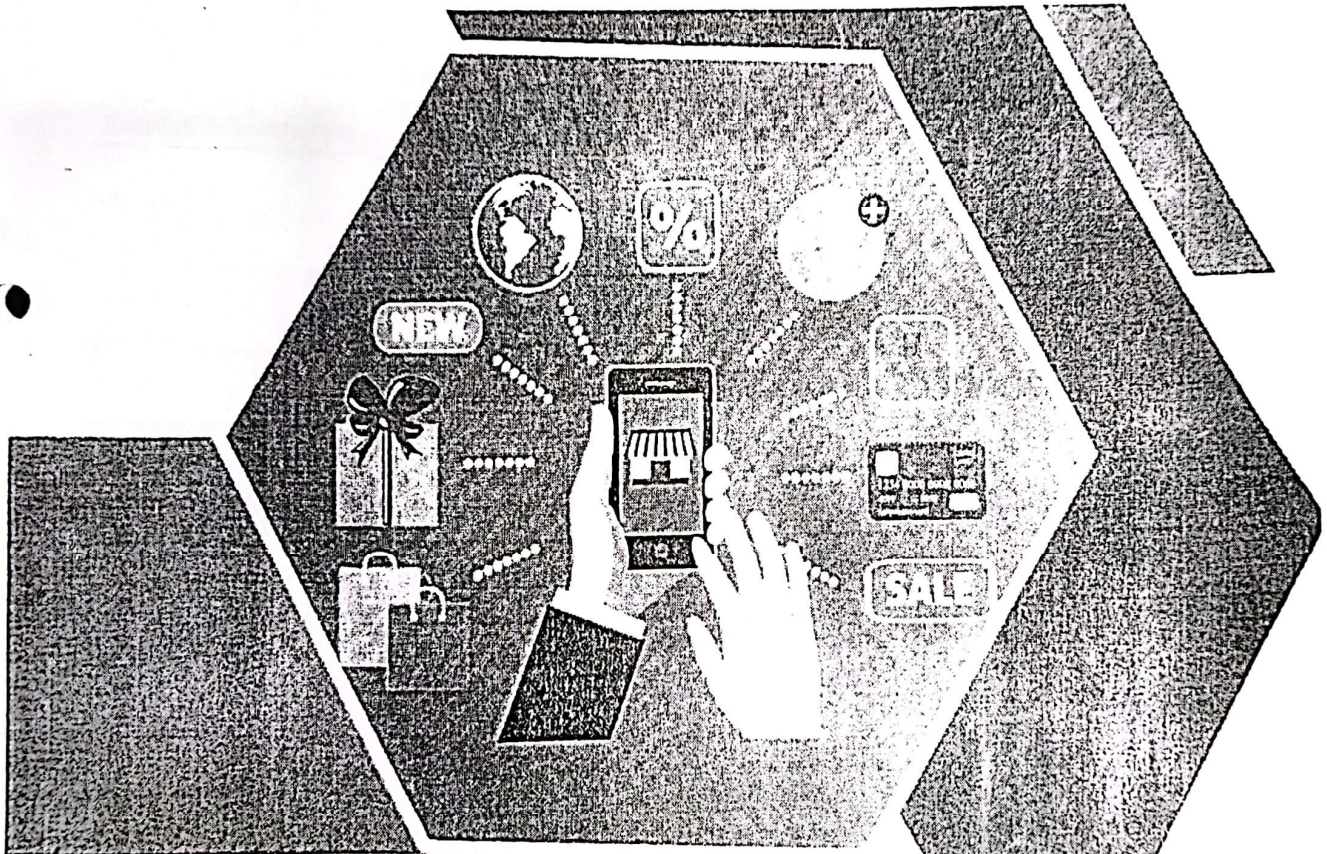
ORGANIZATION AND ADMINISTRATION OF LIBRARIES IN ANCIENT INDIA

The ancient Indian Libraries were established by the support extended by emperors, major capitalists, scholars, Indian emperors and Kings. The Indian Kings and emperors were interested in scholars and scholarships so they were supportive. Scholars were restricted on the admission

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EMERGING TRENDS IN COMMERCE, BUSINESS MANAGEMENT AND I.T.& TOURISM



Dr. SARDAR GUGLOTH
MBA, MHAM, M.COM, M.A.(It), M.Phil., Ph.D.

PROFESSOR
Department of Management Studies,
Sri Venkateswara University, Tirupati,
Andra Pradesh-517502

ROLE OF ENTREPRENEURSHIP IN WOMEN EMPOWERMENT-SUPPORT SYSTEMS AND EVOLVING SCENARIO IN INDIA

K.Swarnalatha, Research Scholar,
Department of Home Science,
S.V.University,Tirupati
Email:kswarnalatha@gmail.com

Dr. R. K. Anuradha, Professor,
Department of Home Science,
S.V.University,Tirupati
Email:dranuradhark@gmail.com

Abstract

Entrepreneurship plays an important role in the economic growth and development of nation. Women empowerment is well-known around the globe. Still gender inequalities and gender wise discrimination prevails in some parts of world as well in India. This situation hinders the economic growth and society's development. To pave the way of women empowerment, Govt. of India has introduced women-centric schemes and few reputed institutes provide training for entrepreneurship development programs to encourage women to become entrepreneur. These women-centric schemes and training programs act as support systems for women empowerment and entrepreneurship is effective tool for women empowerment. This paper presents brief view of women empowerment scenario in India & world and evolving scenario of different support systems including the role of entrepreneurship development programmes which helps women to be empowered.

Keywords : Women Empowerment, Entrepreneurship ,Gender inequality, Support systems, Schemes

INTRODUCTION

"An enlightened woman is a source of infinite energy" - Swami Vivekananda

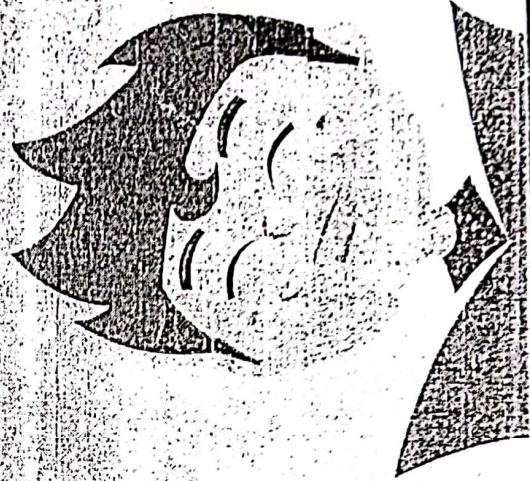
Twenty first century has observed so many changes in attitude, behavior and mindset of women. Women not only confined to four walls of house as compare to scenario in twentieth century. They are actively involved in business, politics, and social activities which have empowered them. Now in business their identity is as women entrepreneur. But still genderwise discrimination prevails in few areas of India especially in rural India. Torture on women, harassment on women in work place, not

LEARNING DISABILITY

Dr. P. Neeraja
Prof. Karnam Anuradha

LEARNING DISABILITY

Problems Faced by
Children and Strategies for Management



LEARNING DISABILITY

Problems Faced by Children and Strategies for Management

The present research explored the educational problems faced by children with learning disability in comparison with those children without learning disability. The scope of the study also includes the study of relationship among special education and learning problem and also coping up of problem by children with learning disability. Through survey that has been conducted on the subject, the research has been initiated in the correct manner. Amongst, has been made to study the parents' and teachers' perception towards children's adjustment and also coping up by children. The research will help teachers to understand better about learning disability problems faced by children parents and teachers' reactions to understanding the problems and the need of special education which will help children cope up with the problem related to.

THE AUTHORS



Dr. P. Neeraja born in Nellore district and completed primary and secondary education from same place. She has awarded with B.A. degree programme degree from D.K.W. College in Nellore District in 2006. Later she obtained her M.Sc. degree with specialization in Child Development in 2008 from Sri Venkateswara University Tirumala. She completed her Ph.D. in Disability Rehabilitation and Management from Oommena University in Hyderabad. She has working experience with a school with special needs as a Special educator from 2009-2011 at Bangalore. She has done her Ph.D. research on 'Adaptation of Public and Private Schools in Learning Disabilities - Impact of Special Education on Management of Problems' in the Department of Home Science from Sri Venkateswara University. She has received National Fellowship sponsored by DST New Delhi for her research on 'Disability Rehabilitation and Management' in the Department of Home Science from Sri Venkateswara University, Tirumala.



Prof. Karnam Anuradha has received her B.A. degree from Sri Venkateswara University, Tirumala. She has completed her M.A. and Ph.D. from the Department of Home Science and PG Diploma in Guidance and Counselling from the Department of Psychology, Sri Venkateswara University, Tirumala. She has been awarded with UGC Post Doctoral Fellowship for her research on 'Disability Rehabilitation and Management' in the Department of Home Science from Sri Venkateswara University, Tirumala. She has published two books on study of teaching process and management of learning disabilities. She has presented her research paper in National and International journals. She has participated in several national and international conferences in the field of disability and management. She is a member of several administrative bodies like the National Council of Educational Research and Training (NCERT) and the Indian Council of Social Science Research (ICSSR). She is also a member of the National Council of Educational Research and Training (NCERT) and the Indian Council of Social Science Research (ICSSR).

Dr. P. Neeraja
Prof. Karnam Anuradha



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Dr. P. Neeraja
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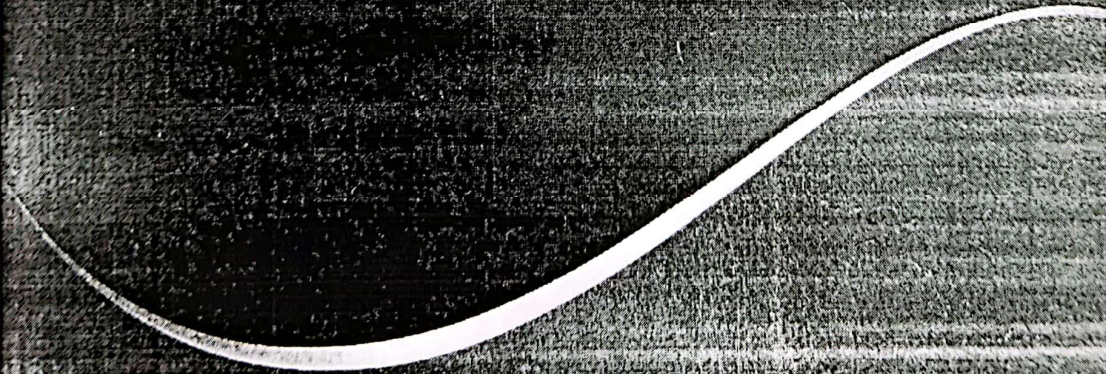
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CONTENTS

Attitude and Motivation in Relation to Academic Achievement
of the Students of UG in Science in Relation to Gender,
Locality, and Management

R. Bharath Kumar and Dr. G. Vemana Rayana Reddy

Concept Mapping in Education

Dr. Sushma Sharma

A Study of Mental Health of Higher Secondary School
Students of Ahmedabad City

Dr. Hareeshbhai Vadhel and Meenaben Chaudhari

Financial Literacy: A Review of Literature and Future Opportunities
Mr. Bikram Paul Singh Lehari

A Study of Students' Perceptions Towards Entrepreneurship
with Special Reference to Patiala City

Bikram Paul Singh Lehari

Comparative Study of Right to Services Act in India

Adv. Mrunmayi Kulkarni

Phule and Vemana their Contribution to the Society

Dr. S. Chinna Reddiah

Parenting Behavior of Adolescents Having Parents with
Schizophrenia

Dr. Faisal P. N.

A Study on the Performance of Saakshar Bharat Volunteers
in Relation to their Qualities

P. Sunil Kumar

Life Skills for Youth Development

P. Sunil Kumar

आशा में असाक्षर आशिकर भाषण के निष्कर्ष के आधार पर

प्रशिक्षण सक्षम बनाना

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आशा में असाक्षर आशिकर भाषण के निष्कर्ष के आधार पर

प्रशिक्षण सक्षम बनाना

Concept of Man and Peace - A Philosophical Perceptive

Dr. B. Sreenivasulu Naik*

The purpose of my paper is to examine the reference of Philosophy to the problems of the world and the possible contribution of the study of the Philosophy to human unity and world peace. The world is full of the forces of hate, control and revenge. Everywhere selfishness runs our society. Lies to the face and a stab in the back have become with every individual. All over the world, the economist's and scientists, in their extrovert consideration concluded that the humanity is improved when the world is improved. Today, all of us know how materialism is striving to improve the standards of the people. Though plenty of food, clothing, shelter and other comforts are giving man, he is unable to lead a peaceful life. Let me analyse the task of philosophy first. Philosophy is a light reflected upon with discipline its purpose is to achieve insight and understanding for the sake of greater freedom of consciousness. It is true that there is relation today between philosophical thought and the practical affairs of our lives. Philosophical reasoning should provide us with positive insights for the guidance of our lives. So long as man has an awaked mind whose energies and efforts do not exceed his biological pursuit, which by nature must seek the real behind the apparent and wait until man has attained to the highest truth and the destiny of his being.

At this stage, let me briefly analyse the nature of man and his social destiny. In the history of man thought and civilization, there are dual views about the nature of man described which go under two distinct heading, the secular and the spiritual views. The impenitent scientist looks upon man as a complicated machine. Some evolutionists, humanists and the secular minded thinkers have been trying to assert the unique nature of man. They affirm that man is essentially free and not completely determined; there are three qualities in man which stand out prominently. They are his capacity for knowledge, His sense of responsible freedom and, His aspiration for values.

Among the modern philosophies, it is only existentialism which has dared to accept the absurdity of existence and yet affirm a heroic responsibility for man the creation of his essence through the choice of values. Man is an integral whole as the carrier of values of complex dimensions. Man's self, his group structure constitute a single arch supporting the ascending, aspiring, activating spiritual spire of nobility, goodness justice and love that gently touches the sublime heights of infinite perfection. Man's ultimate progress rests on his faith in values, linked with knowledge and on the inter-penetration of values. Thus, philosophy always governs as it reflects on the meanings of moral concepts, attitudes and values. Values live in two realms in the work a day world of human activities and in plato's sphere of abstract form. Man in short, is the valuational symbolic rather than the rational animal. Knowledge is the prime source of values and values find their significance in their interrelation rather than in isolation.

Philosophical reflection should lead man to the awareness of his deepest valuational potentialities. These would then have to be canalised, harmonised, embodied, and given a realistic shape by the process of spiritual disciplines as understood in the Hindu texts. Hindu philosophy seeks to understand what man is what one can and ought to become in this world, how one can become it and what is the nature of the world in which one has one's being. These questions and answers.

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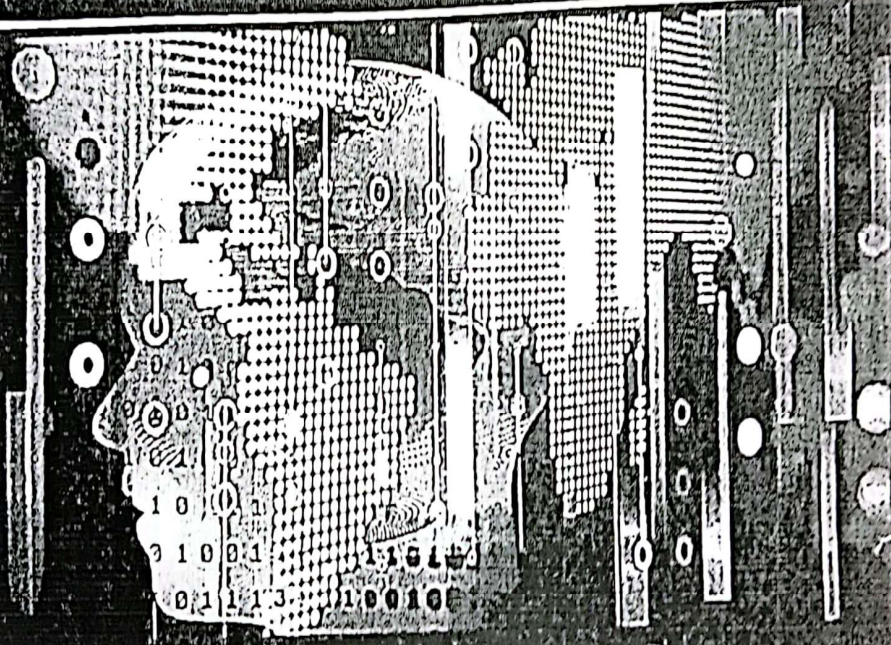
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Contents

Chapter. No	Title	Page. No
1	The impact of the virtual classes in higher Education S.VinilaKumari and P. Bhargavi	1-4
2	Innovative Approaches of Modern Teaching GangavaramJyothi Reddy, S. Nithya, and Sheik NaveenTaj	5-13
3	Security Issues In On Line Assessment through E-Learning T. Naga Lakshmi and M. Hanumanthappa	14-19
4	Impact of teaching methods on learningStyles of students K.R.Padma1 and V.Bindu	20-26
5	A Review on the application of plagiarismDetection system in quality assessment ofResearch G. Rajitha, S. Nithya, S. Naveen Taj and B. Swapna	27-34
6	Importance of value based higher Education in India-role of teachers K. Uma Rani	35-41
7	Innovative and interactive active learningMethods for quality learning: a case study V.Sucharita, P.Venkateswara Rao , and A.V.S Prasad	42-50
8	Benchmarks of pharmacy profession inIndia Adikay Sreedevi and Kaveripakam Sai Sruthi	51-57
9	An efficient deep learning method to Predict students performance Jabeen Sultana, M.Usha Rani, and M.A.H. Farquad	58-72
10	Quality enhancement in higher education Through information technology F. Amul Mary and S. Jyothi	73-81
11	Quality assessment methods in science Education D. Bharathi	82-92

CHAPTER-2

INNOVATIVE APPROACHES OF MODERN TEACHING

Gangavaram Jyothi Reddy¹, S. Nithya², and Sheik NaveenTaj³

¹Research Scholar, Dept. of Pharmacy, JNTUA, Ananthapuramu.

Mail ID: jyothi.reddy992@gmail.com

² Academic Consultant, Institute of Pharmaceutical Technology,
SPMVV- Tirupathi Mail ID: nithusomanjeri@gmail.com

³Academic Consultant, Institute of Pharmaceutical Technology,
SPMVV- Tirupathi Mail ID: naveentaj33@gmail.com

Abstract

Education is an incredible instrument for social change and transformation. Teaching is a highly complex task, multifaceted activity, unique in the classical conception. Majority of students in higher education all over the world are taught by means of lectures, laboratory demonstrations, seminars, through practical work, field trips, case studies and projects; they read books, articles and other printed materials, watch videos, slides etc, they utilize audio recordings and operate different equipments. The approaches opted and the quality of teaching differs from one course to another, from one institution to another and from one nation to another. It is necessary for the institutions to review their methods of teaching to relate systematically the objectives, teaching approaches and evaluation techniques of any course. It is argued that the concepts and methods of university teaching have not advanced in line with contemporary knowledge of human learning and behaviour. Therefore there is a need to opt for innovative approaches because the older methods are proving inadequate for the present trend education, hence new approaches/strategies of teaching to ensure effective learning should be available. Since, the quality of education is critical to the success of the nation, it is essential to analyse and implement innovative approaches of teaching to motivate and engender a spirit of learning, as every student is unique in his/her perception of learning. Innovative approach is a strategy that results in a



Y. Sujatha
N. Chendrarayudu

Mango Farming in Chittoor District A.P: A Geographical Perspective

Development of Mango Farming

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MANGO FARMING IN CHITTA ANDHRA PRADESH - A GEOGRAPHICAL STUDY

By

Dr. Y. SUJATHA, M.Sc (Geo.)
Assistant Professor

DEPARTMENT OF GEOGRAPHY, S.V.U
SRI VENKATESWARA UNIVERSITY
TIRUPATI - 517502 (A.P)

&

Dr. N. CHENDRAYUDU, M.Sc (Geo.)
Assistant Professor

DEPARTMENT OF GEOGRAPHY, S.V.U
SRI VENKATESWARA UNIVERSITY
TIRUPATI - 517502 (A.P)

To determine the LC50 of Deltamethrin during exposure of *Cyprinus carpio*. To assess the alterations in Carbohydrate metabolism during different concentration of Deltamethrin toxic condition in different organs of fish. To evaluate the alterations in Protein and Amino acid metabolism during Deltamethrin toxic state in fish. To determine the cholinergic metabolism during Deltamethrin toxic conditions of fish. To resolve the Antioxidants and detoxifying enzyme systems in Deltamethrin toxic setting of fish. To find out the Lipid profiles and Lipid peroxidation in Deltamethrin toxic conditions of fish. Though the present study is preliminary in its outlook, yet the attempts that are made in the present investigation will certainly pave the way for commendable research in this direction. The author remains pardonable for any errors which may have crept in due to oversight, and for any investigative lacunae which are due to limitations in facilities. The author welcomes constructive comments from the reviewers on this research work and suggestions for future studies.

Deltamethrin Toxicity on fish



Saikineedy Kishore
D. Adinarayana

Deltamethrin induced metabolic changes in fresh water fish *C. carpio*

Dr. S. Kishore working as Associate Professor in the Dept. of Zoology, S.V. University, Tirupati, India and has 25 years of research, extension and teaching experience. He published 45 research papers and attended 23 national and international seminars. Executive editor for Indian Journal of Comparative Animal Physiology.

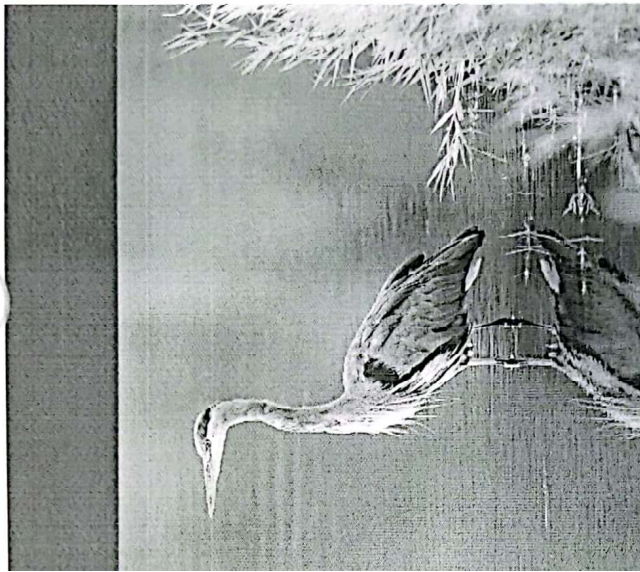


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Kishore, Adinarayana

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Pulicat & Nelapattu Bird Sanctuaries, AP

Detailed long-term study has been carried out to determine habitat preference of wintering birds of Pulicat in relation to environmental characters of associated habitat type; and to interpret the breeding species of Nelapattu bird sanctuaries; also major threats and how to mitigate the problems also given. And so as to suggest conservation measures for the well-being of wintering birds of Pulicat in near future

M.Bubesh Gupta
Kishore Salikineedy

Wintering Ecology of Wetland Birds & Habitat Preferences of Pulicat, AP

Dr. M. Bubesh Gupta, currently working as a Senior Wildlife Biologist in Universal Eco Foundation (UEF), Pondicherry, INDIA Dr. S. Kishore, currently working as a Associated Professor in Sri Venkateswara University, Tirupati, Andhra Pradesh, INDIA



978-613-9-88135-2

Guptha, Salikineedy



Six species of monogenea from and five species of fishes have been dealt with. Histology and histochemistry of monogenea Pmuitae (Chauhan, 1945), commonly encountered on scombroid fishes have been studied. Some aspects of Mehlis gland, ootype complexes have been studied. Adhesive and reproductive effort of some monogenea and digenea have been studied and compared. However there are several parameters to be considered, such as thickness of egg shell, viviparity or oviparity etc. The full significance of these remains to be explored.

Fish Trematodes of Visakhapatnam



Salikineedy Kishore

Studies on Trematodes of Visakhapatnam, Andhra Pradesh, India

Monogenetic and Digenetic Trematodes



Dr. Kishore Salikineedy working as Associate Professor in the Dept. of Zoology, S.V. University, Tirupati, A.P., India and he has 25 years of Research and teaching experience. Research Publications are more than 45, and he is part of 4 published books as a co-author. He conducted and participated National and International workshops and seminars.



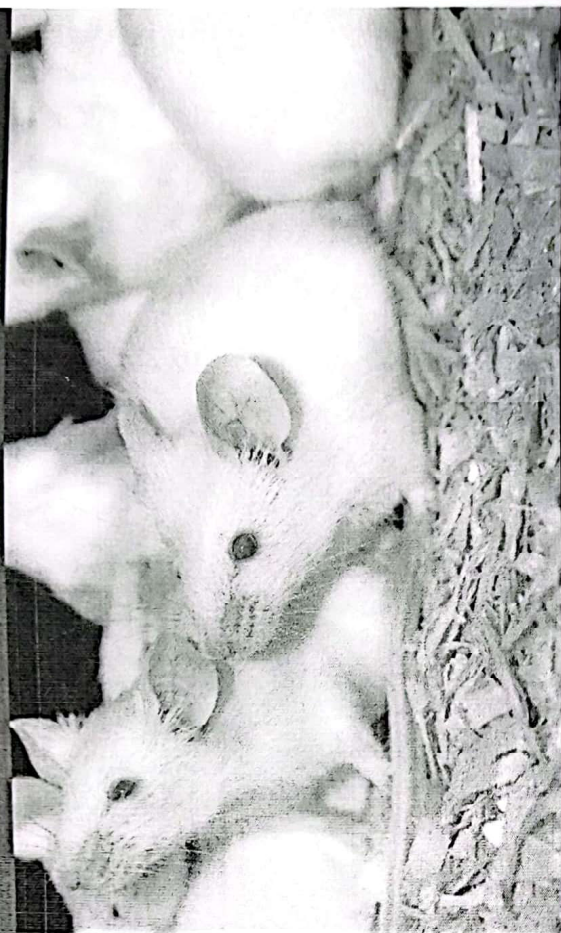
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Kishore

A detailed work made to find out the impact of sodium arsenate in the mammalian model albino mice. Hematological parameters like Red blood corpuscles (RBC), Hemoglobin (HB), Packed cell volume (PCV), count decreased and White blood corpuscles (WBC) increased. carbohydrate count reduced in experimental animals. SDH levels were decreased, histological studies proved that there is a architectural alterations in tissue of Liver, Kidney, and muscle.

Sodium arsenate toxicity on albino mice



Dr. S. Kishore is working as a Associate Professor, in the Dept. of Zoology, S.V. University, Tirupati, A.P, India. He has 25 years of research and teaching experience, he published 45 research papers. Dr. A. Vijaya Kumar, currently working as a Lecturer, he published national and international research papers in various journals.

Saikineedy Kishore
A Vijaya Kumar

Biochemical and pathological studies in sodium arsenate treated mice

Kishore, Vijaya Kumar



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34. Marketing of Information Products and Services in Academic Libraries: An Overview
G.Gopal, Dr. B. Veena Kumari and Prof. I. Chandraiah 330

Transformation towards Smart Libraries

35. Impact of Web 2.0 in Academic Libraries with special Reference to Narayana Engineering College :A Study
Dr.P.Suneetha and M. Swarna Latha 338
36. Library Automation – Why? and How?
Dr. R. Natarajan 345
37. Comparison of Selected Reference Management Software's: A view
N. Harilakshmi 351
38. RFID: A Modern Approach for Library Management
Dr. K.Lakshminarayana Reddy, P. 359
39. Use and Effectiveness of E-ShodhSindhu in Promotion of Higher Education among Post Graduate students of Sri Venkateswara University : A Study
Vijaya Mahesh Kumar and E. Kiran Kumar 366
40. Library & Information Services with Special Reference to E-Learning
Dr. Sadu Ranganadham and Dr. K. Surendra Babu 379
41. Challenges In Managing Modern Libraries
Dr. O. Sivasankar Prasad and Sandhya Salunia 391
42. Plagiarism Detection using iThenticate: An Experience of CSIR – NGRI Hyderabad ,India
P. Susheela 398

Marketing of Information Products and Services in Academic Libraries: An Overview

G. Gopal

Research Scholar,

Dept. of LIS

S.V.University, Tirupati-517502.

gujjulagopal@gmail.com

Dr. B. Veena Kumari

Academic Consultant

Dept. of LIS

S.V.University, Tirupati-517502.

ABSTRACT

This paper discusses the important variables involved in marketing the products and services of academic libraries. The importance of the quality of service and a focus on the customer is emphasised. Though inadequate funding may affect delivery of services, the academic librarian should be motivated by this challenge to plan and implement a marketing strategy to ensure heavy patronage. Heavy use determines the worth and survival of the library in the face of stiff competition from new and aggressive entrants into the information marketplace.

I. Introduction

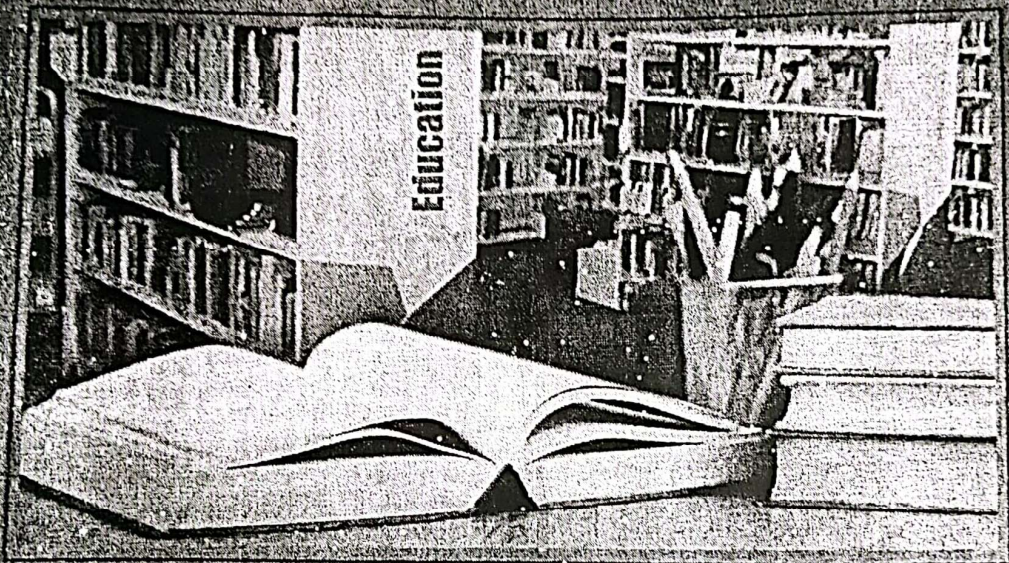
Marketing is an important functional area in business. Products and services that are not marketed effectively may not be heavily patronised. Revenue may be lost and the business will face problems of survival. There are very good reasons why marketing principles should be applied to the running of a service organisation like the library. In the first place, those who fund libraries want to know how well funds allocated to the library are being utilised to meet the information needs of its clientele. For continuing financial support, they must be informed. Information in annual reports such as statistics on how many books were added to stock and the number of appointments and resignations during the year may not make much of an impact on those who administer the funds for the management of the library.

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Role of Academic Libraries for Quality in Research and Education

(Festschrift in Honour of Prof. I Chandraiah)



Editors

Prof. M. Doraswamy

Dr. K. Surendra Babu

Dr. R. Sevukan



Department of Library & Information Science
Sri Venkateswara University, Tirupati

DIGITAL INFORMATION LITERACY SKILLS AMONG FACULTY MEMBERS OF SRI VENKATESA PERUMAL COLLEGE OF ENGINEERING PUTTUR, ANDHRA PRADESH : A STUDY

Dr.E. SUDHAKAR

Librarian

Sri Venkatesa Perumal College of Engineering
Puttur, Chittoor

Email: sudhakar.solmon@gmail.com

K. HARINATH REDDY

Library Assistant

Dravidian University

Kuppam

Email: harinathreddykonda@reddiffmail.com

ABSTRACT

The prime aim of this study is to assess Digital Information Literacy of the faculty members of the Sri Venkatesa Perumal College Of Engineering Puttur and to determine their strengths and weaknesses. The paper highlights the ways and means the faculty members search the information from different digital information sources. Further, the study finds the digital information resources used by the faculty members to get information relating to their own areas. The paper focuses on what are the resources used to get familiar with the subject(s). This study will definitely help to organize different information literacy programs in the college to promote and to develop the information literacy skills among faculty and to improve the teaching quality.

Keywords: Digital Literacy, Information Literacy, Information Skill, Faculty members.

1.Introduction:

Society has been transformed by the rapid development and diffusion of information and communication technology (ICT) into fields such as education, business, health, agriculture, and so on. Information users may be bewildered

**ROLE OF ACADEMIC LIBRARIES FOR QUALITY IN
RESEARCH AND EDUCATION**

(Festschrift in Honour of Prof. I Chandraiah)

Edited by Prof. M.Doraszwamy, Dr. R.Sevukan Dr. and K.Surendra Babu

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Dr. M Pranthakumari, Dept. of LIS, SV University, Tirupari

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Foreword

Sri Venkateswara University



Prof. A. DAMODARAM
VICE-CHANCELLOR

Tirupati - 517 302, Chittoor District
Andhra Pradesh, INDIA
e-mail: regd@svu.ac.in
website: www.svu.ac.in

NAAC 'A+' Grade

MESSAGE

I am immensely delighted to know that the Department of Library and Information Science, Sri Venkateswara University is organizing one day National Seminar on "Role of Academic Library in Quality Research and Education" on 29th June, 2018.

The topic of the seminar is very appropriate in the present day context. Academic Environment achieved more competencies through Information Technology Applications in the organization of curriculum development and product delivery. Librarians continuously acquiring skills to keep pace with technology based changes. Dealing with continuous innovation has become another challenge for librarians. Keeping communication among academics and learners by organizing information services and products through modern technology became a challenge to the library professionals.

Information Technology brought both advantages and disadvantages to the academic libraries. Innumerable problems like sinking financial resources, collection development, organization, automation, ICT Infrastructure, Physical facilities, dearth of skilled man power etc. The Library authorities need to work hard to improve the academic library services in e-environment after finding appropriate solutions to the problem face by them.

I understand the several Researchers, Academicians and Librarians from different parts of our Country are participating in this important event. I am sure that this Seminar will provide ample opportunities for the participants to exchange views and network with persons and institutions of similar academic and research interests.

On this occasion, I warmly congratulate Prof. I. Chandraiah, Head of the Department, Library and Information Sciences, Faculty Members, Research Scholars, students and participants and I wish the Seminar all success.


(AVULA DAMODARAM)

D. A. J. MADHURI
DLIS

International Conference on
**KNOWLEDGE ORGANISATION
IN ACADEMIC LIBRARIES
(I-KOAL-2018)**

Participation of Academic Libraries in Knowledge Economy



Editors
Sh. Salek Chand
Dr. RN Malviya
Sh. Anand A Jha

Knowledge Organisation in Academic Libraries
Sh. Salek Chand, Dr. RN Malviya, Sh. Anand A Jha

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25. IMPLICATION OF CLOUD COMPUTING IN HIGHER EDUCATION <i>Gana G. S.</i>	231
26. CHALLENGES FOR DIGITAL DATA PROTECTION IN THE IPR REGIME <i>Dr. V. K. Bharti, Sanjay Bharti, Meetali, Deepshikha</i>	236
27. STAFF DEVELOPMENT IN UNIVERSITY LIBRARIES: A CRUCIAL ELEMENT FOR THE SUCCESS OF CIS PROGRAMME <i>Dr. Shishir Mandalia, Ketan N. Joshi, Mrs. Amita B. Parmar</i>	245
28. A STUDY OF BARRIERS TO E-RESOURCES ACCESS IN LIBRARIES OF ACADEMIC COLLEGES AFFILIATED TO SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI <i>Kishorsingh R. Chungade</i>	251
29. USAGE OF SOCIAL MEDIA IN MEDICAL COLLEGE LIBRARIES IN TELANGANA <i>Dr. Ravi Kumar Chegoni, Mr. Kethavath Lakpathi</i>	259
30. USERS' OPINION ON SOCIAL NETWORKING IN LIBRARY SERVICES: EVIDENCE FROM FIELD SURVEY <i>Lakshmi Narayana, A, Venkateswarulu. Y.CH</i>	268
31. USE OF SOCIAL MEDIA AMONG WOMEN RESEARCH SCHOLARS FOR ACADEMIC PURPOSE IN SRI VENKATESWARA UNIVERSITY AND SRI PADMAVATHI MAHILA VISWAVIDYALAYAM, TIRUPATI: A STUDY <i>Dr. Madhuri, A. J., Dr. Ranganadham, S.</i>	275
32. DOCUMENT DELIVERY SERVICE: AN ONLINE SERVICE AT CENTRAL LIBRARY, IIT KHARAGPUR <i>M. Manivannan, B. Sutradhar</i>	285
33. USAGE OF SOCIAL NETWORKING TOOLS BY UG STUDENTS COLLEGE OF AGRICULTURE BHEEMARAYANAGUDI, UNIVERSITY OF AGRICULTURAL SCIENCES, RAICHUR (UASR) <i>Manjula Veeranna, Puttaraj, Rajkumar Veeranna, Basalingappa Hayalappa</i>	294
34. AWARENESS AND USAGE OF LIBRARY INFORMATION RESOURCES BY THE STUDENTS OF WOMEN'S ARTS AND SCIENCE COLLEGES IN TIRUNELVELI <i>M. Manthiramoorthi, Dr. R. R. Saravanakumar, Dr. A. Thirumagal</i>	302
35. ANALYSIS OF RESEARCH DATA REPOSITORIES IN INDIA <i>Manu TR, Viral Asjola, Madesh Gowda, Shashikumara AA, Panna Chaudhary, Prasanna Kumar Muduli</i>	312
36. EXPANDING THE LIBRARY REACH THROUGH SOCIAL NETWORKS <i>Dr. G Muralidhar, M.Venugopal Reddy</i>	323
37. LIBRARY CONSORTIUM: A STUDY <i>Mrs. Nirmala Chlgateri, Dr. Shekar H P</i>	328

USE OF SOCIAL MEDIA AMONG WOMEN RESEARCH SCHOLARS FOR ACADEMIC PURPOSE IN SRI VENKATESWARA UNIVERSITY AND SRI PADMAVATHI MAHILA VISWAVIDYALAYAM, TIRUPATI: A STUDY

Dr. Madhuri, A. J.

*Academic Consultant,
Dept of Library and Information Science,
S.V. University, Tirupati-517502.
Email: jaya.madhu27@gmail.com*

Dr. Ranganadham, S.

*Academic Consultant,
Dept of Library and Information Science,
S.V. University, Tirupati-517502.
Email: saduranganadhamph.d@gmail.com*

ABSTRACT

The present study examines the usage of social media network among women research scholars of Sri Venkateswara University and Sri Padamavathi Mahila Vidyalyayam. Data was collected from 160 women research scholars out of 175 using questionnaire tool. The questionnaires consist of information pertaining to the usage of social media networking, frequency and purpose of using, which type of social media networking they are using to get required information for their research and problems in getting information. This study that 100% of the Women research scholars of both the universities are using social media network to gather information for research activity and to prepare research papers for Seminars and conferences. 93.75% of the women research scholars of both the universities are using Google search engine to get information for their research. 59.37% of the women research scholars of both the universities are facing technical support problem while using social media network.

INTRODUCTION

The present busy society social media become one of the significant activities in day to day work. It is creating awareness for many social issues. Social media makes human interaction much more convenient and much faster than real life human interaction, it makes globalization a reality, It gives a chance for introverted people to express themselves, and it is also benefit develop international relationships whether it is business or social. Social media makes it easy for people to communicate and interact with each other anytime anywhere in the world. People can stay connect to their families and loved ones no matter how far they are from each other. Social



SALEK CHAND is working as Sr. Documentation Officer and Head, National Documentation Centre of National Institute of Health and Family Welfare, New Delhi. He also worked as Library & Information Officer and Head, Library & Resource Centre of the Election Commission of India, New Delhi on deputation. Prior to this, served as a Librarian in Ministry of Water Resources Delhi and as Documentation Officer in Central Road Research Institute, Delhi. He has 30 years' experience in various capacity. Mr. Salek Chand has contributed more than 36 papers and published at national and international level. He has a credit of publishing two book reviews, edited five books and

also serving as a reviewer of many Journals. During his academic carrier, he conducted various training courses, seminars and projects. He is the recipient of Best Coordinator Award from ACCMAN Instt. of Management, NOIDA; Best Conference Coordinator Award from Aggarwal College Ballabgarh, HARYANA, Best Librarian Award from IDLA & GACL, Indore, MP and Int'l Travel Award from Special Library Association (SLA), USA. He has visited abroad with different assignments in Philippines, Malaysia, Singapore, China, Australia, Greece, Thailand, Japan, South Korea, USA, UK, Germany, Italy and Switzerland. He is very actively associated with various professional bodies such as Indian Library Association; Medical Library Association of India; Ranganathan Research Circle, SALIS, LPA, SLP, CSSD, MANLIBNET, SLA Asian Chapter, etc. Also worked honorary as Director, Special Library Association (SLA), The Asian Chapter. Presently, he is working honorary as Secretary, Library Professional Association (LPA), New Delhi; President, Compact Society for Social Welfare (CSSW), Delhi and Treasurer, Science & Technology Division, SLA, USA.



Dr. Rama Nand Malviya is a Chief Librarian at Ansal University, Golf Course Road, Gurgaon, Haryana. He holds Ph. D. from Jiwaji University, Gwalior, Madhya Pradesh, M.A. in Economics, MBA- HRM and Master of Library and Information Science. He has more than 32 years of experience in field of Research, Library and Information Services. He has worked as Professor, Department Head and University Librarian at Swami Vivekanand Subharti University, Meerut, U.P., Worked as University Librarian and Coordinator of Lingaya's Journal of Professional Studies at Lingaya's University, Faridabad, Haryana, Worked as Librarian at Institute for Integrated Learning

Management Academy of Higher Learning (IILM-AHL) Greater Noida, Worked as Librarian at Indian Social Institute (ISI), New Delhi, Indian Institute of Public Administration (IIPA) New Delhi, National Council of Economic Research (NCAER) New Delhi, IPRA New Delhi. He published several research papers, book chapters and bibliographies. He has published 14 books and more than 50 research papers in refereed Journals. He is member of all major Indian Library Association, Library Professional Association and has been acted as Rapporteur General, Keynote speaker and Chairman of the session in various National and International Conference. He has organized various national and International Conferences. He also teaches BLIS and MLIS students in IGNOU Study Centre. He has guided a number of Students of M.L.I.Sc., PGDLAN and visiting professor Ph. D. Guide in various universities.



Anand A Jha, currently in position as the Senior Manager, CMS VATAVARAN, New Delhi and Co-coordinator of CMS ENVIS Resource Partner, a project of Ministry of Environment & Forest, Govt. of India. He is Post Graduate in Library & Information Science, with specialisation in Information Research. With a decade of experience in publishing newsletters, publications and journals for various organisations. With his passion and interest in developmental issues, he is also plays an important role in content generation and management of the extensive database in CMS-ENVIS Website. He is a regular contributor of articles in his professional field and areas of interest in Journals,

conference proceedings and publications. He is well known as a efficient organiser of seminars, conferences and workshops on professional skills development.

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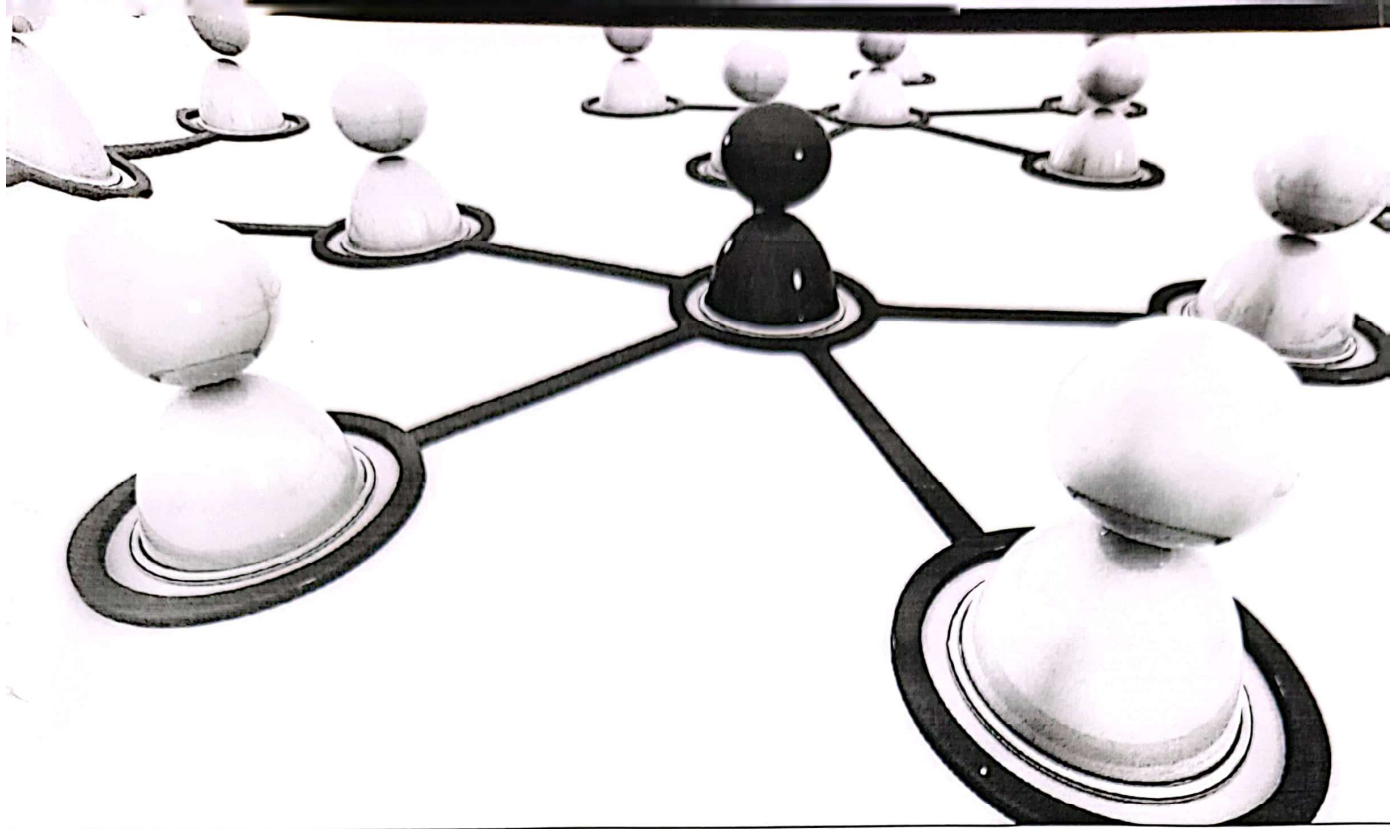
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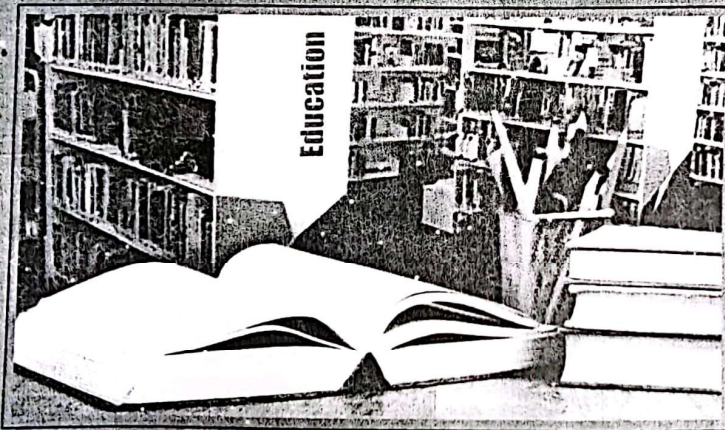
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Impact of Information Communication Technology on Teachers & Students

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Role of Academic Libraries for Quality in Research and Education

(Festschrift in Honour of Prof. I Chandraiah)



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Department of Library & Information Science
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P. Susheela 398
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Impact of Web 2.0 in Academic Libraries with special Reference to Narayana Engineering College :A Study

Dr. P. Sunitha

e-mail: Suneetha77@gmail.com

M. Swarnalatha

Research Scholar,

Dept., of Library & Information Science,

S.V. University, Tirupati

ABSTRACT

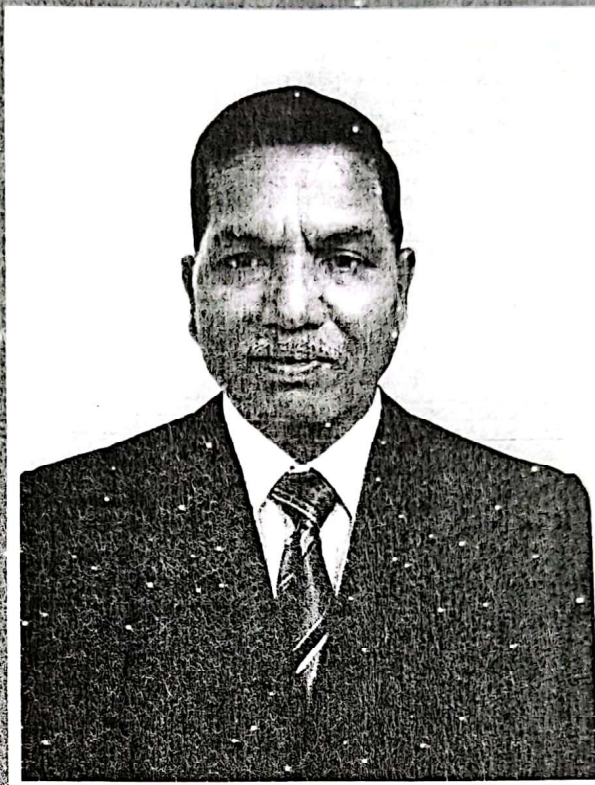
This paper contrast on the using web 2.0 tools such as Blogs, Wikis, Podcasts, Flickr, News gator, RSS feeds, Social networking, mashups etc. The aim of this paper is to explain how libraries are inevitable for diversified futuristic demands from users for the resources, to cope up with current and future trends, libraries must cultivate effectively and timeliness. Web applications are keenly facilitate to creation, storing, organizing, sharing and dissemination of knowledge/resources effectively in web environment.

Keywords: web 2.0, Blogs, Wikis, Instant messaging, Social Networking.

1. Introduction:

We are living in the information society. The father of librarianship, Ranganathan in his five laws states that "library is a growing organism". So the adaption of information technology has a great impact an libraries as well as an librarianship which could not avoid being affected by such a social change and has been adapted to library and information science Now in the 21st century with the emergence of ICT and web2.0 technologies libraries have a new, more dynamic role in knowledge society and as the individual is affected by ICT,(Bradley,2010).

The term "Web 2.0" was reportedly first conceptualized and made popular by Tim O'Reilly and Dale Dougherty of O'Reilly Media in 2004. The term is now interpreted, but Web 2.0 is essentially, not a web of textual publication, but a web of multi-sensory communications. While the conceptual tenets of library 2.0 might be dependable envisioning the technological specifics of the



Prof. I. Chandraiah

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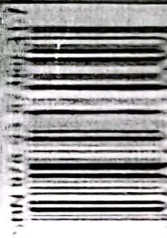
ABOUT THE EDITORS

Prof Lungsang Zeliang, is presently Professor and Head, Department of Education, Nagaland University. The author has 20 years of University Teaching and Research experience. She has done a number of Research Projects both local and internationally funded Projects. She was formerly Faculty in Charge of Saksham, SSR under Tata Institute of Social Sciences for HIV AIDS Counseling Training Project funded by the GFATM Round 7. She has published about 18 papers and presented 25 papers in seminars and attended numerous workshops. She has also contributed 5 book chapters and was also editorial member of Nagaland University research Journal and she has guided 18 MA, M.Ed and MAEDU (IGNOU) Dissertations. Four Ph.D Scholars have been already awarded under her guidance. Presently 8 Ph.D scholars are working under her guidance. She is also an academic counsellor for W.B.C.U. Regional office Kohima.

Dr. M. Rajendra Nath Babu, holds a post graduate degrees in Mathematics, Sociology, Psychology, English and M.Ed (University Ist), M.Phil and obtained Ph.D in Education from S.V. University. He got Junior Research Fellow (JRF) award in 2009 and Senior Research Fellow (UGC) award in 2012. Presently he is working as Assistant Professor in Department of Teacher Education, Nagaland University (A Central University). He has more 8 years research and teaching experience in High School (Govt.), B.Ed., M.Ed and Ph.D level. He guided 14 M.Ed dissertations. He attended more than 60 seminars and workshops and also organized National Seminar and Research Methodology Workshop for Ph.D Scholars funded by U.S.A. He published more than 25 articles in various national and international journals, 7 books, 14 book chapters and also Editorial member for various journals.

Narola Chuba, is working as Assistant Professor in Department of Education, Nagaland University (A Central University). She has attended a number of seminars and workshops and also organized National Seminars and Workshops funded by ICSSR and other funding agencies. She was formerly Faculty in Charge of Saksham, SSR under Tata Institute of Social Sciences for HIV AIDS Counseling Training Project funded by the GFATM Round 7. She has done number of projects and published many papers and presented numerous papers in the seminars. She has also been editorial member for several books. She has guided many M.A. (Education), M.Ed Dissertations.

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Prof. Lungsang Zeliang
Dr. M. Rajendra Nath Babu • Narola Chuba



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Prof. Lungsang Zeliang
Dr. M. Rajendra Nath Babu
Narola Chuba

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10	A Discourse on the Need to Embed Emotional Intelligence (EI) as an Essential Component in Teacher Education Programs <i>Rukula Kezo</i>	85	20	Analysis of Teacher Education Programme of Sidho Kanho Murmu University in the light of NCFTE-2009 <i>Sunil Kumar</i>	171
11	Issues and Challenges of Two Year B.Ed Programme in Nagaland <i>H.L. Gangte</i>	97	21	Quality and Measures for Improving Teacher Education <i>P. Santhya</i>	178
12	The Challenges of Teaching in Multilingual Classrooms <i>Toinail Sema</i>	112	22	Measures for Improving Quality of Teacher Education in Nagaland <i>Daili Kholia</i>	190
13	A Study of Emotional Intelligence in relation to Gender and Locality of B.Ed. Students <i>C. Latha</i>	123	23	Preparing Student-Teachers towards Planning for Constructivist Instruction: Quality Concerns <i>Bendangapangla & Narola Chuba</i>	199
14	Higher Education in India – Issues, Challenges and Suggestions <i>Kalpana</i>	127	UNIT-III	ICT IN TEACHER EDUCATION	207
15	Importance of Error Analysis in Second Language Learning and Teaching <i>Kethokhrinuo Belho</i>	133	24	Attitude of Student Teachers towards Information and Communication Technology (ICT) in Teacher Education <i>Narajinti Amareswaran</i>	209
16	Issues and Challenges of Two Years B.Ed Course <i>Niutoli L. Yephro</i>	139	UNIT-IV	OTHER RELATED AREAS	225
UNIT-II	ASSESSMENT AND EVALUATION OF TEACHER EDUCATION	143	25	A Study of Attitude of B.Ed. Students towards Micro Teaching With Methodology and Academic Achievement <i>G. Anand-Anuruth Raj & M.Rajendra Nath Babu</i>	227
17	Systematic Reforms at B.Ed. Level towards Quality Teacher Education <i>Vineeta Vinodiya</i>	145	26	A Study of Mathematics Achievement among Secondary School Students <i>S. Krishnamurthy & R. Yasoola</i>	234
18	Teaching Competency of Secondary School Teachers in Jointia Hills, Meghalaya <i>Riyameka Lupasum & Brinda B. Khurbharymbul</i>	153			
19	A Comparative Analysis of Teacher Training Curriculum to improve the Quality in Teacher Education in India <i>Rajendrakumar Gowriguri, Ravindranath B. A & G. Viswanathappa</i>	163			

A Study of Attitude of B.Ed. Students towards Micro Teaching With Methodology and Academic Achievement

G. Anand Anuruth Raj & M. Rajendra Nath Babu***

INTRODUCTION

Micro-teaching is a training technique aimed at simplifying the complexities of normal classroom teaching. It is described as a "scaled down teaching encounter in class size and class time". In micro-teaching, attention is focused on specific teaching skills, i.e., lecturing, questioning, explaining, demonstrating etc. which the student teacher practices for short periods (5-10 minutes) with a small group of pupils (usually 5-10). The practice session is recorded usually on video – tape and is then played back to the student teacher in order to obtain immediate feedback. The resulting feed back together with the supervisor's comments and observations made by the pupils helps the student teacher to analyses his performance and thus restructure the lesson in order to teach it to a different group of pupils. Again this is followed by immediate re-feed back, so that further analysis and evaluation can take place in order to identify any areas where further improvement could be made. By employing this 'plan-teach-feed back- re-plan – re-teach – re-feedback' cycle, "it is possible to give the student teacher the opportunity to put into immediate practice what he has learned from the video reply and from the peer group and other feedback on the previous attempt".

* Academic Consultant, Department of Education, Sri Venkateswara University, Tirupati.
 ** Assistant Professor, Department of Teacher Education, School of Humanities and Education, Nagaland University(Central), Kohima Campus, Meriema, Nagaland, India-797 004.

**QUALITY CONCERNS
IN
TEACHER EDUCATION**

**Narola Chuba
Prof. Lungsang Zeliang
Dr. M. Rajendra Nath Babu**

A Study on Guidance Needs of Degree Students

M. Mohan Reddy and M. Prahallada Reddy***

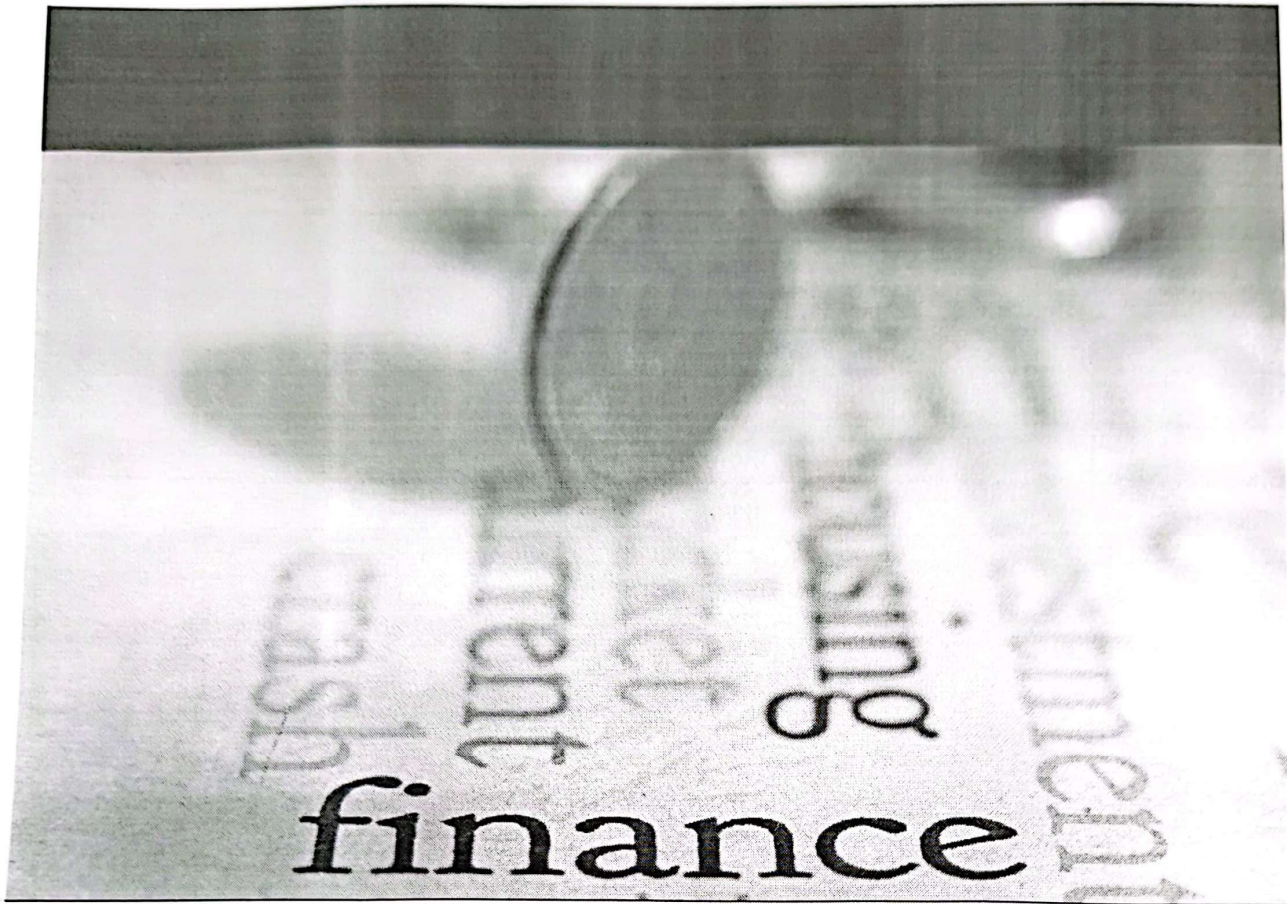
INTRODUCTION

Guidance is the process of helping a person with adjustments problem. Adjustment may be has described as a state of harmony between the needs objectives and resources of a person on the one hand and conditions in his environment on the other. Absence of harmony between the two creates a problem of adjustment. The harmony can be brought about in one of two ways. First by changing the conditions of the environments and secondly by modifying the state of the person. The first process has been described “auto plastic” that is changing “what is other “to the self” namely the environment. The second has been called “auto plastic” that is modifying the self or the person to suit the conditions of the environment.

The need of guidance in today’s schools and colleges has grown from a traditional life in educational opportunities for all. The drastic change in the modernized society will no doubt continue to make wide and unprecedented demands in the area of occupational educational community and family life. Mobility and specification are distinguishing characteristics of a constantly expanding population. The changes in these two characteristics comfort the individual with new developmental in the area of his intellectual social emotional moral; and physical development.

*Academic Consultant, Department of Education, S.V. University, Tirupati-517 502, A.P., India.

**Academic Coordinator, DDE, S. V. University, Tirupati.



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STATUS, CONTOURS & STRATEGIES

P. Adinarayana Reddy
D. Uma Devi



Skilling India

Status, Contours and Strategies

Editors

P. Adinarayana Reddy
D. Uma Devi



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SKILLING INDIA

Status, Contours and Strategies

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Contents

<i>Preface</i>	<i>ix</i>
<i>List of Contributors</i>	<i>xi</i>

Section I: Status of Skill Development

1, Promotion of Vocational Skills An Urgent Need of the Hour	3
— K.Srinivasulu Reddy & J. Ravi Sankar Reddy	
2. Education, Skills Development and Technology	8
— M. Kumar Raju	
3. Skill Development for Reducing Gender Inequality	26
— G. Sandhya Rani	
4. Vocationalisation of Education and Need of Skilled Trainers	40
— V. Mercy Jyothi & P. Renuka	
5. Green Skills for Inclusive Green Growth	57
— B. Nagaraja	
6. Skill Development Challenges and Recent Initiatives	71
— G. Vidya Sagar Redd and G. Vasudevaiah	

vi *Skilling India: Status, Contours and Strategies*

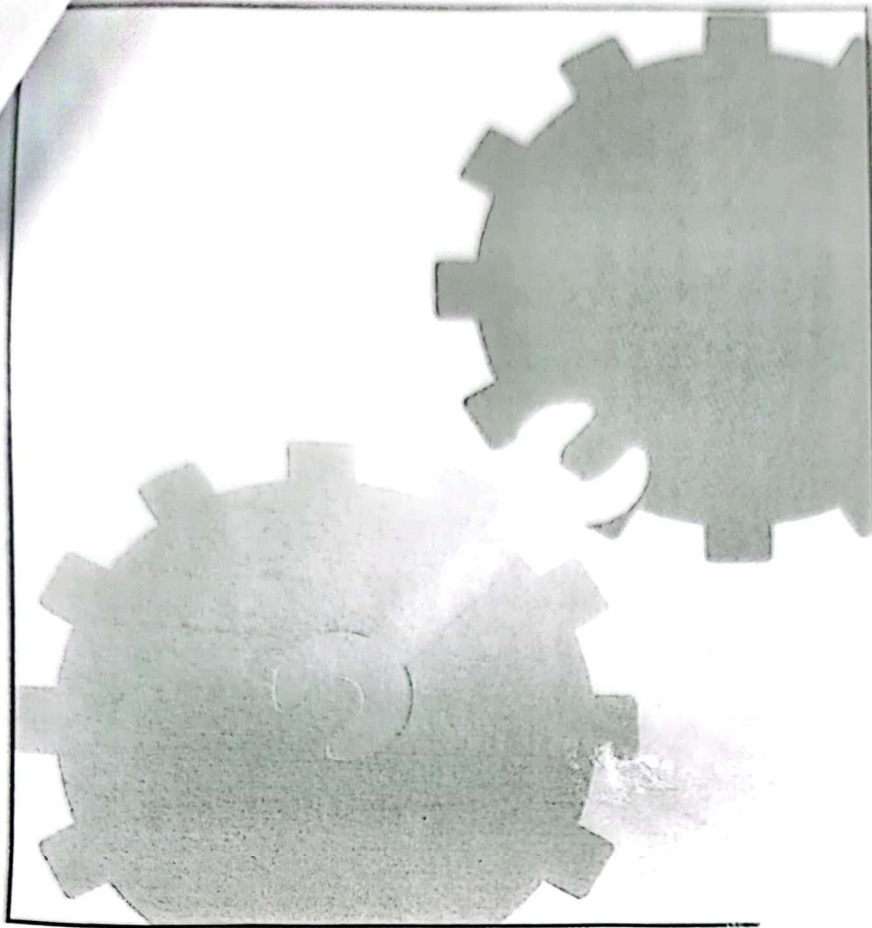
7. Skill Development Role of Govt. of India — B. Venkata Rao	83
8. Role of Government and Non-Governmental Agencies for Promotion of Vocational Skills — M. Nirmala Bai and G. Savaraiah	102
9. Inclusive Growth and Employment Situation — V. Govindu	114
10. Analysing Self-reliance of Individuals — Venkatesan.T and Sailaja. G.R.	130
 Section II: Skill Development for Different Clientele	
11. Status and Issues of Vocational Education in Nagaland — Lungsang Zeliang, Zavise and M. Rajendranath Babu	143
12. Skill Development among Engineering Graduates — K.C. Muthyalaiah Chetty and P. Padmanabhaiah	152
13. Introductory Course on Engineering: A Bridge for the Skill Gap between Academic and Socio-Cultural Events — G. V. Praveen	164
14. Skill Development for Women — P. Siva Rama Krishna and B. Prabhakara Rao	173
15. Skill Development Programs of Intellectually Impaired Individuals — D. Sriveni	182
16. Skill Development Programs for Disabled Youth — Narsimulu	194
17. Sources and Programmes for Promoting Skills among Disabled Adolescents — B. Hema Latha and T.G. Amuthavalli	206
18. Soft Skills Development of Secondary School Students — K. Udaya Kiran Rani and Dr. T. Swarupa Rani	219

20. Promoting Skills among High School Children	227
— V. Reddappa Reddy	
21. Skill Development in Secondary School Students	240
— MS. Asia and M. Sowjanya	
22. Mathematical Skills in Career Development of the Teacher Educators	253
— M. Rajendra Nath Babu	
23. Life skills Education for enhancing Self Esteem in Adolescents	265
— V. Lokeswari and K. Anuradha	
24. Education for Vocational Skill Development of Adolescents	278
— N. Anuradha	
25. Prominence of Skill Development of Youth in India	283
— N. Guravaiah and P.Siva Rama Krishna	
26. Skilling Elderly for Active Ageing	291
— Avinash Lakare	

Section III: Implementing Strategies of Skill Development

27. Transition of Tribal Youth through Technological Skill Advancement	309
— Sujit Kumar Paul and Kallol Das	
28. Skill Development Programs and Strategies	324
— A.V. Kiran Kumar	
29. Vocational Education and Training	336
— Dr. R.Rajan	
30. Strategies for Promotion of Life Skills Development	349
— P. Swathi and C. Raja Mouli	
31. Online Employability Skill Training to Professional Students	364
— Yogeswara Rao Modugumudi and K.V. Swamy	

32. Communication Skills for Students	375
— M. Gopala Krishna and B. Venkata Rao	
33. Skill Development-Challenges and Strategies	385
— Prabha S Guddadanveri	
34. Challenges of Skill Development	396
— B.B. Kalhapure	
35. National Skill Development Mission: A Study on Pradhan Mantri Kaushal Vikas Yojana	408
— A. Sudharsana Reddy, S. Siva Prasad and A. Padmavathi	
36. Skills Development for Employment	426
— K. Sudhakar Reddy	
37. Empowerment of Youth through Skill Development: A Case of Dharmavaram	441
— G. Vasudevaiah Dr B. Krishna Reddy	
38. Vocational Training and Employability: The Roles of Pratham, Tata and Bosch Companies	451
— Sunkesula Mahamad Ali and MTV Nagaraju	
39. Emotional Competency and Emotional Literacy in School Children	465
— K. Rama Sundari	
<i>Index</i>	479



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2

Education, Skills Development and Technology

M. Kumar Raju

Skills and knowledge are the driving forces of economic growth and social development for any country. For the economy to grow at 8% to 9%, it is required that the secondary and tertiary sectors grow at 10% to 11%, assuming agriculture grows at 4%. In such a scenario, it is obvious that a large portion of the workforce would migrate from the primary sector (agriculture) to the secondary and tertiary sectors. However, the skill sets that are required in the manufacturing and service sectors are quite different from those in the agriculture sector. This implies that there is/will be a large skill gap when such a migration occurs, as evidenced by a shrinking employment in the agriculture sector. This scenario necessitates skill development in the workforce.

I. Introduction

India is a nation rich in human capital, with a rapidly growing economy and over half the population under the

7

Skill Development Role of Govt. of India

B. Venkata Rao

Skill India seeks to give all Indians, the opportunity to aspire and achieve a better future for themselves and their families. A combination of demographic, economic and social factors makes skill development an urgent policy priority for India. The challenge is immense. 54% of India's population is below 25 years of age and over 62% of the population is the working-age group. Yet, only 4.69% of the Indian population has undergone formal skills training. By 2025, almost 1 in 5 of the world's working age population (18.3%) will be Indian. Recent skill gap reports suggest that over 109 million incremental human resources will be required in India alone, across 24 key sectors by the year 2022. 93% of India's workers work in the unorganized sector and acquire skills through informal channels and lack formal certification. How can India's skill training ecosystem be equipped to cope with these diverse challenges?

India's first Department of Skill Development and Entrepreneurship was established in July 2014 under the Ministry

5

Green Skills for Inclusive Green Growth

B. Nagaraja

There is a close correlation between sustainable development and the knowledge economy. Technical skills, knowledge, values and attitudes are the essential ingredients needed for workforce in a knowledge economy to develop and support sustainable social, economic and environmental outcomes in business, industry and the community are the required skills and for achieving inclusive green growth. In a green economy, skills for sustainability comprises the critical importance of education, training and skills development in creating an innovation culture and building capabilities to drive green growth, sustainable development and a just transition to a low carbon economy.

It is argued that future economic growth with decent work and rising living standards would critically rest on the ability of the present generation to manage and restore the natural assets on which all life and economic activities depend. This process of future economic growth characterised by rising performance of services in global trade inevitably exerts a heavy pressure on skill

3

Skill Development for Reducing Gender Inequality

G. Sandhya Rani

India is on the cusp of a demographic opportunity. It is today one of the youngest nations in the world with more than 62 percent of the population in the working age group (15 – 59 years) and than (54 percent of the total population below the age group of 25 years. In fact in the next 20 years the labour force in the industrialized world will decline by 4 percent while in India it will increase by 32 percent. This poses both a challenge and an opportunity to India. To reap this demographic dividend which is expected to last for next 25 years, India needs to equip its work force with employable skills and knowledge so that the youth can participate productively to make India a developed economy. The report published by IRIS knowledge Foundation in collaboration with UN – Habitat: state of the Urban Youth, India 2012: Employment, livelihoods and skills, reveals the findings. The unequal access to opportunity and the lack of emphasis on education remains a persistent problem. The report says that person in an urban area

8

Role of Government and Non-Governmental Agencies for Promotion of Vocational Skills

M. Nirmala Bai and G .Savaraiah

This topic purpose utilised for seminar. Vocational education is education within vocational schools that prepares people for a specific trade. It directly develops expertise in techniques related to technology, skill and scientific technique to span all aspects of the trade. Vocational education is classified as using procedural knowledge. Generally known as career and technical education (CTE) or technical and vocational education and training (TVET) it prepares people for specific trades, crafts and careers at various levels from a trade, a craft, technician, or a high professional practitioner position in careers such as engineering, accountancy, nursing, medicine, architecture, law etc. Craft vocations are usually based on manual or practical activities and are traditionally non-academic but related to a specific trade, occupation . It is sometimes referred to as technical education as the trainee directly develops expertise in a particular group of techniques. Vocational education can be at the secondary, post-secondary level, further

12

Skill Development among Engineering Graduates

K.C. Muthyalaiah Chetty and P. Padmanabhaiah

The increasing importance of technology in our modern economic system and the increased globalization of scientific and technological ideas, development, and production have focused national attention on the education of scientists and engineers. This comes at a time when research into thinking and learning has produced both dramatic new understandings and productive new technologies for building effective teaching and learning environments. The synergy of bringing together basic research on cognition with education research focused directly on the disciplines of science and engineering promises continued improvement of our instructional effectiveness in the near future. We focus on preparation of students for professional practice. Education research into learning at the tertiary level is becoming increasingly widespread. This is particularly the case in physics where research on physics teaching and learning has been a growing component of physics departments for nearly three decades. As of this writing, there are more than 35 physics departments that have research groups studying the teaching and learning of its discipline and

20

Promoting Skills among High School Children

V. Reddappa Reddy

Introduction

The importance of human skills in every achievement of the society remains undebatable, and the childhood is the best age to imbibe those skills among the people. However, in their mad competition to perform, the state, the schools, the teachers and the parents have been craving for high percentage of marks. As a result, the process of imbibing good reading skills, listening skills, subject skills, communication skills, competing skills, life skills, leadership skills, survival skills, etc remains a far cry. Memory based exam system too contributed for lack of most essential skills among the children. But it needs to be remembered that, seed must be sown for all these skills at the very early age that serve as a cushion for their future employability and

Life skills Education for enhancing Self Esteem in Adolescents

V. Lokeswari and K. Anuradha

Introduction

Adolescent girls and boys in India are a large invisible population and are trapped in a society with socio-cultural and religious practices and contrasting stages of development. According to the census 2001, there are 225 million (22 crore 50 lakh) adolescents in the country. Together they make one-fifth (i.e. 21.8%) of the total population of India. It is rightly predicted in the Human Resource report 2007 that the youth population - subsequent to the adolescent population - in India will progressively increase or remain dominant till 2035 keeping India the youngest country in demographic terms and challenges. Thus India is on the verge of being the youngest nation in world within the next 2 years, with every commodity,

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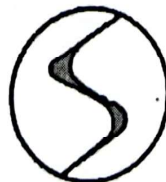
ENTREPRENEURIAL DEVELOPMENT

STATUS, CHALLENGES AND STRATEGIES

D. Uma Devi
P. Adinarayana Reddy✓

Entrepreneurial Development *Status, Challenges and Strategies*

D. Uma Devi
P. Adinarayana Reddy



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Preface

Entrepreneurship is the dynamic process of creating incremental wealth. This wealth is created by individuals who assume the major risks in terms of equity, time, and/or career commitment of providing value for some product or service. The product or service itself may or may not be new or unique but value must somehow be infused by the entrepreneur by securing and allocating the necessary skills and resources. The entrepreneurs serve as agents of change; provide creative, innovative ideas for business enterprises; and help businesses grow and become profitable. Whatever the specific activity they engage in, entrepreneurs in the twenty-first century are considered the heroes of free enterprise. Many of them have used innovation and creativity to build multimillion-dollar enterprises from fledgling

businesses-some in less than a decade.

Entrepreneurship has gained greater significance at global level under changing economic scenario. Global economy in general and Indian economy in particular is poised for accelerated growth driven by entrepreneurship. Amidst environment of the Super-Mall culture we find plenty of scope for entrepreneurship in trading and manufacturing. In the face of globalization and liberalization in the twenty first century, only those companies that learn to innovate and adopt new technology thrive in the competitive world. Innovation is a practical way to ensure the long term health of organization. The innovation process has three major components the first stage is getting ideas, the second stage is turning ideas to reality and the third stage is getting the product to the market and making a huge success which includes activities like distribution, pricing, marketing and public relation etc. Further, Entrepreneurship has offered the opportunity to many of the world's poor to earn a sustainable livelihood. It represents a sizeable engine of decent employment generation and can provide an important contribution to sustainable development by creating jobs and driving economic growth and innovation, fostering local economic development, improving social conditions and contributing to addressing environmental challenges. (OECD Report, 2014).

In the light of the above, a national seminar was organized in collaboration with the **S.V. University, Tirupati** by the Institute for Development Research and Alternatives, Tirupati. The present volume is an outcome of the seminar proceedings. The Editors are not responsible for the views expressed in the paper presenters. The Editors express their deep sense of thanks to the ICSSR for funding the seminar and authorities of the S.V. University for facilitating smooth organization of the conference in their premises. The Editors

also express their heartfelt thanks to all the participants and paper presenters without whose cooperation, the seminar would not have become succeeded and the present volume could not see light.

**D. Uma Devi
P. Adinarayana Reddy**

4

Entrepreneurship Education for Employment

K. Ganesh Babu

The word 'entrepreneur' has derived from the French verb 'entreprendre'. It means, "To undertake". Around 1700 A.D., the term used for architects and contractor of public works. In many countries, the term entrepreneur is often associated with a person who starts his own new business. Business encompasses manufacturing, transport, trade and all other self-employed vocation in the service sector. Entrepreneurship has considered as the propensity of mind to take calculated risk with confidence to achieve predetermined business objectives. Today, an entrepreneur is an innovator or developer who recognizes and seizes opportunities; converts those opportunities into workable/marketable ideas; adds value through time, effort, money, or skills;

5

Entrepreneurial Success Role of Psychology

S.Haseena & .L.K.Reddy

The study of entrepreneurship is a multidimensional process that requires in depth analyses. Research on the topic is inherently complex and multidisciplinary, and is exceedingly difficult to do well. The purpose of this paper is to focus on some of the psychological characteristics of the entrepreneurs, which are deemed to be critically important to the process of a successful entrepreneurship. Entrepreneurs have an important role in supporting economic growth and social progress through the creation of new jobs and proliferation of new skills. Entrepreneurs are an increasingly essential contributor to global economic growth and social progress. Through the creation of new

6

Entrepreneurial Skills for Self Help Groups

V. Jagadeeswari

The practice of thrift among the people was as old as banking system. The habit of thrift encourages the individual to work for his family as well as to share his thoughts with others which promotes group activities in the society. The government with NGOs participation promoted several thrift programmes first in rural areas and later extended to urban areas. The definition of SHG as approved by National Bank For Agriculture and Rural Development [NABARD] the apex banking body in India, is "An SHG is a small, economically homogeneous and affinity group of rural poor voluntarily formed to save and mutually agree to contribute common fund to be lent to its members as per group decision for their socio-economic development". As the name indicates, self-

7

Vocational Education and Training A Strategy for Entrepreneurship

M. Subramanyam

Entrepreneurship is the dynamic process of creating incremental wealth. The wealth is created by individuals who assume the major risks in terms of equity, time and/or career commitment or provide value for some product or service. The product or service may or may not be new or unique, but value must somehow be infused by the entrepreneur by receiving and locating the necessary skills and resources efficiently and effectively. Entrepreneurship is thus considered as the process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, psychic, and social risks, and receiving the resulting rewards of monetary and personal satisfaction and independence that comes with it.

11

Dimensions of
Women Entrepreneurship

K. Kavitha

In India, women entrepreneurship is a recent topic which started only after the 1970s with the introduction of the Women's Decade (1975 to 1985) and which mostly picked up in the late 70s. This phenomenon was particularly visible only in the metropolitan and state capitals in India. It took a much longer time to percolate to the other cities and municipalities. Hence researches and publications in India in this new area are limited. The little that is available is the pioneering work done by certain organizations and institutions engaged in the promotion of entrepreneurship in the form of occasional studies leading to publication of an article now and then. Surti and Sarupriya investigated 40 women entrepreneurs with minimum two years experience.

13

Measures for Women Entrepreneurship

Dr. J.M.J. Vinodini* & Dr. C. Leelavathi**

INTRODUCTION

Women's empowerment and the movement toward gender equality is a modern phenomenon that continues to develop around the world. After World War II, international treaties put great focus on human rights; however, as time progressed, it became clear that special attention must be given to women's rights. Therefore, beginning in the 1970s, advocates lobbied for women's rights at greater lengths. Issues such as feminization of extreme poverty and disparities in politics, education, and wealth served as the justification for explicit support and recognition of women's empowerment. The Beijing Declaration and Platform for

16

Women Entrepreneurship Contours and Prospects

K. Swarnalatha & Dr. R.K. Anuradha

Entrepreneurship is the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or organize a profit oriented business unit for the production or distribution of economic goods and services. In India gender discrimination is high. Owing to various socio-cultural reasons women are prohibited to enter into the entrepreneurial world. Entrepreneurship is one such a field where women's participation is very low, although there is lot of improvements in women literacy rate. In 1971, the women constituted only 2% of total entrepreneurs. Now it has increased nearly 10% in the present modern world. Women entrepreneurs are recognized as powerful instruments for the economic development of any nation as

21

Women Entrepreneurship and Economic Development in India

J. Lakshamma

Women Entrepreneurs may be define as the women or a group of women who commence and operate a business venture. Women are generally perceived as home makers with little to do with economy or commerce. But this picture is changing. In Modern India, more and more women are taking up entrepreneurial activity especially in medium and small scale enterprises. Women entrepreneurs make significant contributions to economic growth and to poverty reduction. While the number of women operating their own business is increasing globally, female owned businesses are characterized by low capital requirements, low barriers to entry, low income and largely concentrated in the service sector. Female entrepreneurs are more likely to operate in

22

Women Entrepreneurs A Study in Chiitoor District

Dr. K. Sudhakar Reddy

Women entrepreneur in India have to cope with various socio-economic problem. Society attitude and supports are major determents of women entrepreneurial success. The social and cultural role played by women may place additional burden on them. The role of women worldwide is undergoing a dramatic change. Women owned businesses are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Women entrepreneurs have been proliferating in all segments of the economy in Canada, Great Britain, Germany Australia and U.S. Women constitute almost half of the total population of

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POTTERY IN ANDHRADESA FROM PRE-HISTORIC TO HISTORIC TIMES : A LANDSCAPE APPROACH

535

Prof. P Bhaskar Reddy & Dr. D Sunitha, Dept. of AIHC& Archaeology, Sri Venkateswara University, Tirupati.

KURAMPAS IN DHARMAPURI DISTRICT

540

Prof. C. Chandrasekar, Asst. Prof. of History, Govt. Arts College Dharmapuri
Dr. R. Muthukumaran, Dean and Head Dept. of History, NGM College, Pollachi.

THE RELEVANCE OF VED'ADHIKARANIRUPANA OF CHATTAMPISWAMIKA IN THE MODERN SCENARIO

543

Prof. B.Chandrika, Dean, Professor & HOD, Pondicherry University

THE ROLE AND STATUS OF WOMEN IN THE SAIVA TEMPLES IN MADURAI: A HISTORICAL PERSPECTIVE

547

C. Deepa, Research Scholar, School of Historical Studies, MKUniversity, Madurai

WOMEN RIGHTS IN ISLAM WITH REFERENCE TO QU'RAN

551

KM. Faseela, Dept. of History, Farook College, Calicut, Kerala

RAJENDRA CHOLA I'S INSCRIPTIONS IN POLUR TALUK- A VIEW

559

M. Gandhi, Curator (Retd), Dept. of Museums, Vellore, Tamil Nadu

"BRAHMANICAL TEMPLE EVOLUTION IN EARLY HISTORICAL ANDHRA PRADESH" - A STUDY

561

Dr. Govindu Surendra, Asst. Prof. of History, VR. College, Nellore, (A.P).

Dr. N. Venkata Subba Reddy, Asst. Prof. of History, Govt. Jr. College, Deebaguntla, Kumool Dist (A.P).

SEPULCHRAL MONUMENTS OF KOTTAGUDI RIVER VALLEY

565

P. Jothiswaran, Research Scholar, Dept. of Ancient History and Archaeology, University of Madras, Chepauk, Chennai.

DEVELOPMENT OF JAINA LITERATURE IN CHOLA PERIOD - A HISTORICAL VIEW

568

N. Kaviezhil, Asst. Prof. of History, Govt. Arts College for Women, Salem.

FOOD AND FOODWAYS IN TRANSITION: A STUDY ON COLONIAL MALABAR

571

KK Khamarunnisa, M.Phil Scholar, Dept. of History, University of Calicut.

"CHOLA TEMPLES OF TALAKAD, A HISTORICAL AND ARCHITECTURAL STUDY"

577

V. Manikanta, Research Scholar, Dept. of History, Bangalore University

POTTERY IN ANDHRADESA FROM PRE-HISTORIC TO HISTORIC TIMES : A LANDSCAPE APPROACH

Bhaskar Reddy. P & Sunitha. D

Pottery provides a rich data for understanding the past cultures. It helps one to understand the ancient societies, in building up the sequence of culture and reconstruct the material culture of the ancient people. To a great extent, the post-Mesolithic studies depend on pottery. This is because pottery is usually the most abundant material made by the ancient communities and is available in plenty in all the habitational sites. Moreover pottery once made to the finish, may get broken, but the various components of it remain forever in the nature. Because of this fact the habitational sites contain large amount of pots and potsherds. Further pottery is made using clay, which is an abundantly available material in the nature.

Because of this, large amount of pottery, in various shapes, sizes, and varieties are produced by various communities since ancient period. Different varieties of pottery are specific to some periods and communities and thus, pottery helps us understand and to identify the cultures or civilizations, in as much as it an essential element of characterization. Due to the above reasons, pottery plays a very significant role in the archaeological investigations. When archaeological explorations or excavations are conducted care is taken to collect good number of samples of pottery, for they reveal lot of information about various aspects of the life of the people of that region in the past.

2018
(190)

HISTORY OF THE AGRAHARAS IN ANDHRA DESA

(From the earliest to 1500 A.D.)

Dr. K. SYAMALAMMA



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Dr. K. Syamamma, born in 1963, Nellaballi, near Nayudupet, Nellore district. She got her Post Graduate Degree in 1986, M.Phil. in 1988, PhD. in 1995, from Sri Venkateswara University, Tirupati, she also did her P.G. Diploma in Epigraphy. She obtained Junior research fellowship after qualifying NET examination conducted in 1988. For Mphil she secured Fellowship from Archaeological Survey of India. She published two monographs and research papers on different aspects of Indian culture and Southeast Asian ancient, medieval and modern History in different national, international journals and commemorative and felicitation volumes.

Presently she is working as a academic consultant in the Dept of Ancient History, Culture and Archaeology, Sri Venkateswara University, Tirupati, Andhra Pradesh.

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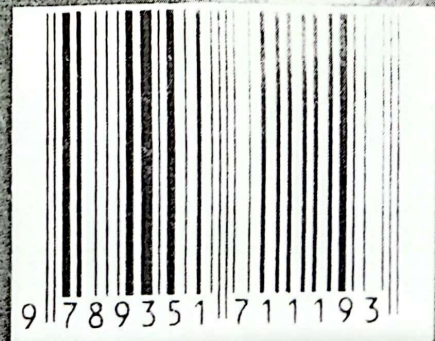
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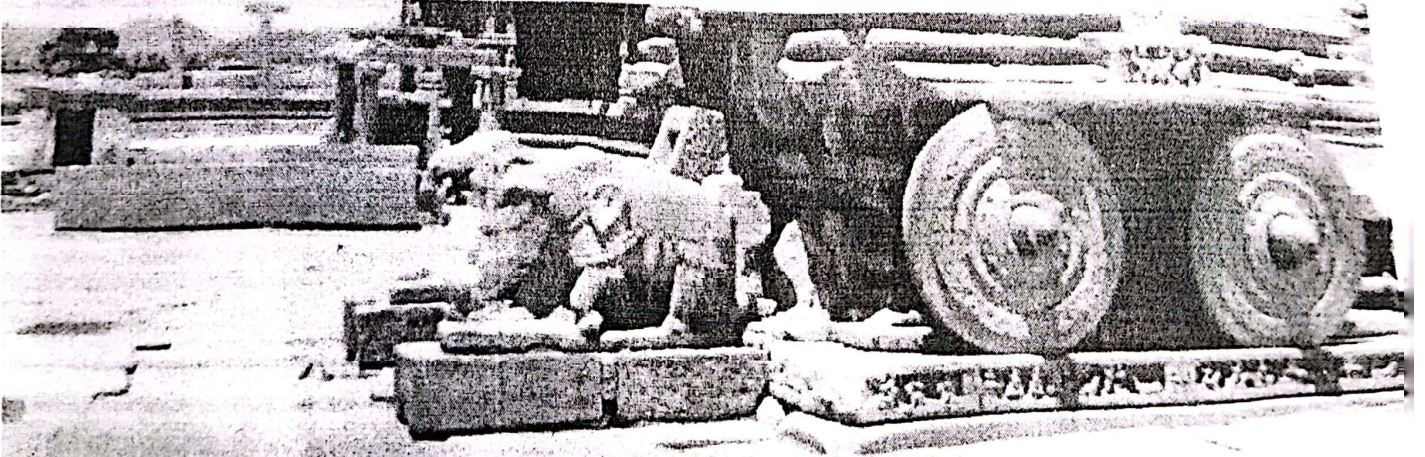
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A CULTURAL STUDY OF THE VIJAYANAGARA COINS



Dr. Karamthur Venkatesu Naik

A Cultural Study of the Vijayanagara Coins

Dr. Karamthur Venkatesu Naik

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A CULTURAL STUDY OF THE VIJAYANAGARA COINS

Dr. Karamthur Venkatesu Naik

About the book

In this book an attempt has been made to study the various aspects of the Vijayanagara coins.

The book has been divided into Five Chapters. The First chapter is in the form of Introduction. It deals with a brief history of Vijayanagara Empire, brief introduction to coinage in Indian context, coinage of Vijayanagara rulers. The Second chapter entitled 'Religion reflected on Vijayanagara coins', is divided into two sections. The first section deals with the Saivism. The second section deals with the Vaishnavism which includes gods and goddesses and animal motifs. The Third chapter is entitled Study of Legends. It deals with Script and Language which includes Kannada, Nagari and Telugu Scripts. The Fourth chapter deals with the Epigraphic data and Foreign Travellers data on Vijayanagara coins. The Fifth chapter presents a Conclusion.

About the Author



Karamthur Venkatesu Naik, born on 01st June 1986 at Suddakuntapalli Thanda Village, Ramagiri Mandal, Ananthapur District, Andhra Pradesh. He took his M.A. Degree in Ancient Indian History Culture and Archaeology from Sri Venkateswara University, Tirupati. He received Ph.D Degree in 2015, from Sri Venkateswara University, Tirupati, for his thesis entitled "A Cultural Study of the Vijayanagara Coins". He was awarded UGC-NET (Archaeology) and AP-SET (History & Archaeology). He was also awarded P.G. Diploma in Epigraphy and P.G. Diploma in Tourism and Travel Management from Sri Venkateswara University, Tirupati. He has Published 19 research articles in International and National Seminars / Conferences / Journals. He has Presented 22 research articles in International and National Seminars / Conferences. He attended 38 International and National Seminars/Conferences/Workshops. At present he is working as Academic Consultant in the Department of Ancient Indian History Culture and Archaeology, Sri Venkateswara University, Tirupati, Andhra Pradesh.

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Karamthur Venkatesu Naik, born on 10.05.1958 at Suddakuntapalli Thanda Village, Ramachandrapuram, Ananthapur District, Andhra Pradesh. He took B.A. in Ancient Indian History Culture and Archaeology from Sri Venkateswara University, Tirupati. He received Ph.D. in 2015, from Sri Venkateswara University, Tirupati. His thesis entitled "A Cultural Study of the Vijayanagara Coins". He is awarded UGC-NET (Archaeology) and AP-SET (History & Archaeology). He was also awarded P.G. Diploma in Epigraphy and Archaeology in Tourism and Travel Management from Sri Venkateswara University, Tirupati. He has Published 19 research articles in International and National Seminars/Conferences/Journals. He has Presented 22 research articles in International and National Seminars / Conferences. He attended 38 International and National Seminars/Conferences/Workshops. At present he is working as Academic Consultant in the Department of Ancient Indian History Culture and Archaeology, Sri Venkateswara University, Tirupati, Andhra Pradesh.



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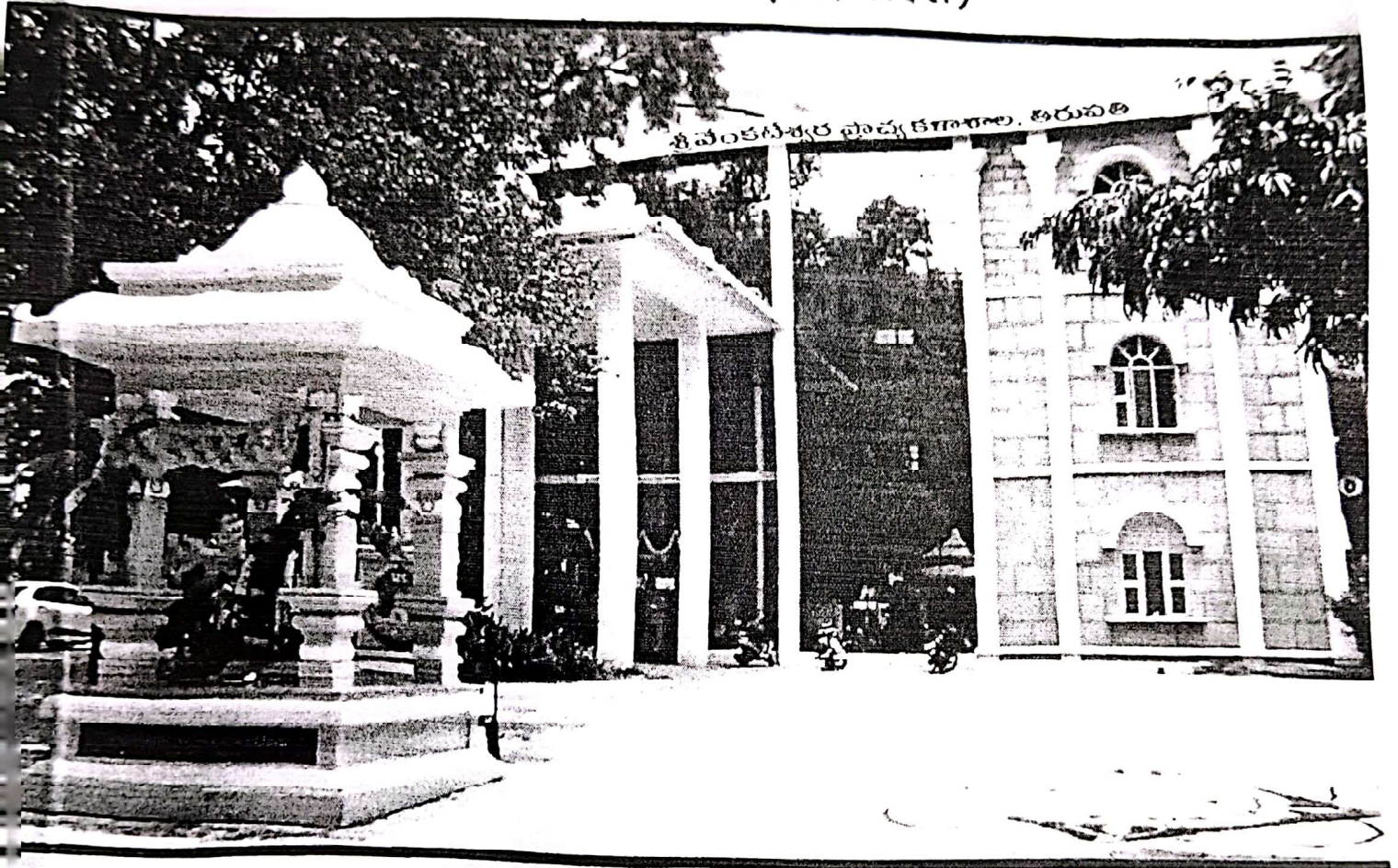
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35. आंध्र संस्कृति में भद्राचल रामायण : एक अनुशीलन 239-242
डॉ. हरिराम प्रसाद पसुपुलेटि
36. रामचरित मानस में चित्रित जीवन मूल्य 243-247
डॉ. सय्यद आरिफुल्ला
37. लोकनायक तुलसीदास के काव्य में भक्ति की वैशिष्ट्यता 248-257
डॉ. पठान रहीम खान
38. वर्तमान समय में राम की प्रासंगिकता 258-260
मुल्ला आदम अली
39. श्री राम के परम भक्त त्यागराज की कृतियों में राम कथा 261-267
डॉ. बी. के. माधवी
40. बंजारा लोक साहित्य में राम 268-276
डॉ. नारायण
41. Ramayana in Andhra Art 277-284
Prof. D. Kiran Kranth Choudary, Dr. P. Hema,
42. Ramayana panels depicted in Kodandarama temple at Penukonda 285-291
Dr Batluri Usha Rani
43. Women In Ramayana 292-299
C. Bharati
44. Ramayana : An Emitome to Human Beinngs With Values 300-304
N. Sivaparvathi
45. Hanuman and Sri Rama-Sitha-Lakshmana Motifs Depicted on Vijayanagara Coins 305-310
Dr. Karamthur Venkatesu Naik
46. Learning Soft Skill from the Ramayana 311-315
Prof. M M Sastry

लोक कलात्मकता और लोक रामायण

प्रो.आई.एन.चंद्रशेखर रेड्डी

भारत बहु कर्तृत्व लोक साहित्य का मुख्य वैशिष्ट्य है। भारतीय शैलीय अद्भुत सृजन लोक साहित्य है। लेखकीय अज्ञान होते मात्र से किसी भी रूप में कलात्मकता के संदर्भ में लोक साहित्य को कम नहीं आंका जा सकता है। बल्कि कई संदर्भों में साहित्य के अन्य रूपों से लोक साहित्य उच्च व श्रेष्ठ ठहरता है। लोक साहित्य को बहु कर्तृत्व अत्यधिक सटीक बनाता है। कला के संबंध में भी यही बात कही जा सकती है। बहु कर्तृत्व से लोक साहित्य निष्पन्न है। बार बार परिवर्तन से संवर्धन में लोक साहित्य नित्य नया बन जाता है। सौंदर्य शास्त्र के मूल सूत्रों के अनुसार नित्य बदलनेवाला साहित्य अन्य रूपों से अत्यधिक सुंदर बनने की पूरी संभावना होती है। इस दृष्टि से भी लोक साहित्य की कलात्मकता उच्च स्तर पर ही होने की पूरी संभावना होती है।

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लोक साहित्य की कलात्मकता के संदर्भ में दो बातों पर विचार करने की आवश्यकता होती है। लोक संप्रेषण और लोक प्रहण भी लोक साहित्य की कलात्मकता को प्रभावित करते हैं। लोक संप्रेषण का मतलब लोक साहित्य की संप्रेषणीयता है। लोक साहित्य का पाठकों तक पहुंचाने की कला है। लोक साहित्य के पाठक एक नहीं बल्कि सभी हैं। पंडित-पामर, शिक्षित-अशिक्षित, बड़े-बूढ़े, स्त्री-पुरुष सभी से लोक साहित्य संबंध जोड़ता है। सभी तक वह

HANUMAN AND SRI RAMA-SITHA-LAKSHMANA MOTIFS DEPICTED ON VIJAYANAGARA COINS

Dr. Karamthur Venkatesu Naik

One of contributions of the Vijayanagara Empire was the remarkable improvement in the currency system in South India. The Vijayanagara kings who belonged to Sangama, Tuluva and Aravidu dynasties issued a large number of coins in Gold, Silver and Copper. However the silver currency is rare. The Vijayanagara monarchs had the separate department in-charge of minting of coins. The main mint was located in Hampi while smaller mints were established at Penugonda, Barakuru, Mangaluru, Tirupati, Gutti, Adoni, Nellore, Tadapatri and Madhurai. The present paper is deals with the Hanuman and Sri Rama-Sitha-Lakshmana Motifs Depicted on Vijayanagara coins.

HANUMAN TYPE OF COINS

Hanuman is a Hindu deity, who was an ardent devotee of Lord Sri Rama. He is a central character in the Indian epic *Ramayana*. He also finds mentioned in several other texts, including *Mahabharata*, the various *Puranas* and Jain texts. Hanuman participated in the fought between Sri Rama and the demon king Ravanaasura. The symbol of Hanuman was found on the Vijayanagara coins. Hanuman type of coins were issued by Harihara I, Bukkaraya I, Harihara II, Devaraya I, Sri Rangaraya I, Venkatapathiraya I, Venkatapathiraya II, and Venkatapathiraya III. These coins were minted in gold, silver and copper metals.

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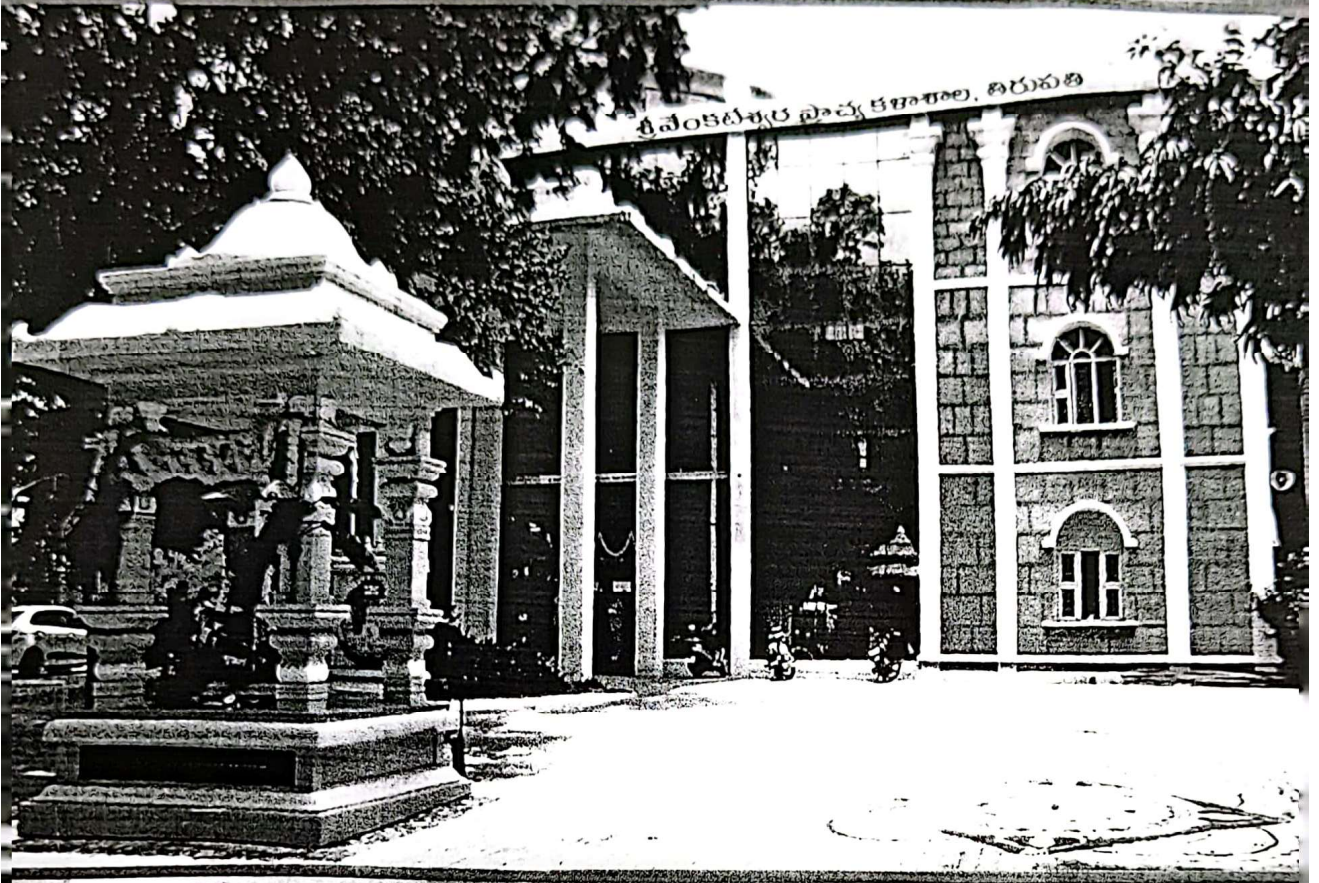


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करउ प्रनाम जोरी जुग पानी’

पिछले कुछ वर्षों से कर्मठ डॉ. रामनाथम के सुप्रयत्नों से श्री वेकटेश्वर स्नातक एवं स्नातकोत्तर प्राच्य महाविद्यालय, तिरुपति में श्री राम और वैष्णव संप्रदाय के विविध आयामों पर लगातार राष्ट्रीय संगोष्ठियाँ आयोजित हो रही हैं। महाविद्यालय के विद्यार्थियों को इससे काफी लाभ पहुँच रहा है। संगोष्ठियों के दौरान वक्ता और श्रोताओं के अतिरिक्त जो संगोष्ठियों में भाग नहीं ले सके, उन के लिए उन सारे व्याख्यानो एवं संगोष्ठियों में प्रस्तुत किए गए विविध विद्वत्तापूर्ण लेखों को पुस्तकाकार में प्रकाशित करने का भगीरथी प्रयत्न भी डॉ. रामनाथम ने आरंभ किया। उसी के परिणाम स्वरूप ‘अयोध्या शोध संस्थान’ अयोध्या के सहयोग से पिछले वर्ष राष्ट्रीय संगोष्ठी के दौरान उन की योजना ‘भारतीय भाषाओं में राम कथा’ के अंतर्गत “तेलुगु भाषा में राम कथा” विषयक पुस्तक तेलुगु में तथा उस का हिंदी अनुवाद हिंदी में भव्य ढंग से प्रकाशित करके लोकार्पण किया गया है। प्रस्तुत वर्ष 2015 में “राम कथा : जीवन, साहित्य और कला” विषय पर संपन्न राष्ट्रीय संगोष्ठी के आलेखों को प्रकाशित करने का भार उठाया गया है। यद्यपि इन लेखों में अधिकांश तेलुगु प्रदेश में प्रचलित राम कथा को प्राथमिकता दी गयी है। उस के अतिरिक्त विविध भारतीय भाषाओं में प्रचलित राम कथा पर चालीस से अधिक विविध लेखों का समाहार करने का संकल्प है।

राम कथा भारतीयों के रोम रोम में प्रसारित उन का आत्मादर्श है। भारतीय जीवन का प्रामाणिक आदर्श दस्तावेज है।

35. आंध्र संस्कृति में भद्राचल रामायण : एक अनुशीलन 239-242
डॉ. हरिराम प्रसाद पसुपुलेटि
36. रामचरित मानस में चित्रित जीवन मूल्य 243-247
डॉ. सय्यद आरिफुल्ला
37. लोकनायक तुलसीदास के काव्य में भक्ति की वैशिष्ट्यता 248-257
डॉ. पठान रहीम खान
38. वर्तमान समय में राम की प्रासंगिकता 258-260
मुहम्मद आदम अली
39. श्री राम के परम भक्त त्यागराज की कृतियों में राम कथा 261-267
डॉ. बी. के. माधवी
40. बंजारा लोक साहित्य में राम 268-276
डॉ. नारायण
41. Ramayana in Andhra Art 277-284
Prof. D. Kiran Kranth Choudary, Dr. P. Hema,
42. Ramayana panels depicted in Kodandarama temple at Penukonda 285-291
Dr. Batluri Usha Rani
43. Women In Ramayana 292-299
C. Bharati
44. Ramayana : An Emitome to Human Beings With Values 300-304
N. Sivaparthi
45. Hanuman and Sri Rama-Sitha-Lakshmana Motifs Depicted on Vijayanagara Coins 305-310
Dr. Karamthur Venkatesu Naik
46. Learning Soft Skill from the Ramayana 311-315
Prof. M M Sastry

लोक कलात्मकता और लोक रामायण

प्रो. आर्द. एन. चंद्रशेखर रेड्डी

भारत बहु कर्तृत्व लोक साहित्य का मुख्य वैशिष्ट्य है। भारतीय लेखकीय अद्भुत सृजन लोक साहित्य है। लेखकीय अज्ञात होने मात्र से किसी भी रूप में कलात्मकता के संदर्भ में लोक साहित्य को कम नहीं आंका जा सकता है। बल्कि कई संदर्भों में साहित्य के अन्य रूपों से लोक साहित्य उच्च व श्रेष्ठ ठहरता है। लोक साहित्य को बहु कर्तृत्व अत्यधिक सटीक बनाता है। कला के संबंध में भी यही बात कही जा सकती है। बहु कर्तृत्व में लोक साहित्य निष्पराता है। बार बार परिवर्तन से संवर्धन से लोक साहित्य नित्य नया बन जाता है। सौंदर्य शास्त्र के मूल सूत्रों के अनुसार नित्य चलनेवाला साहित्य अन्य रूपों से अत्यधिक सुंदर बनने की पूरी संभावना होती है। इस दृष्टि से भी लोक साहित्य की कलात्मकता उच्च स्तर पर ही होने की पूरी संभावना होती है।

1. लोक साहित्य की कलात्मकता :-

लोक साहित्य की कलात्मकता के संदर्भ में दो बातों पर विचार करने की आवश्यकता होती है। लोक संप्रेषण और लोक ग्रहण भी लोक साहित्य की कलात्मकता को प्रभावित करते हैं। लोक संप्रेषण का मतलब लोक साहित्य की संप्रेषणीयता है। लोक साहित्य का पाठकों तक पहुंचाने की कला है। लोक साहित्य के पाठक एक नहीं बल्कि सभी हैं। पंडित-पामर, शिक्षित-अशिक्षित, बच्चे-बूढ़े, स्त्री-पुरुष सभी से लोक साहित्य संबंध जोड़ता है। सभी तक वह

अतुलनीय स्थान रखती है। भारतीय बंजारा अपने गीतों द्वारा राम का नमन करते हुए यही आकांक्षा रखते हैं कि जब भी किसी व्यक्ति समाज या राष्ट्र के समक्ष कर्तव्य-अकर्तव्य का झंझ उठे, तब वे राम के चरित्र के आदर्श को समक्ष रखकर समुचित निर्णय लेते हैं, क्योंकि - कल्याणकारी दिशा में उनके प्रकाशमय यात्रा चलती रहे। लेकिन अलिखित इतिहास होने के कारण इनकी पहचान लुप्त होते जा रही है। भारतीय बंजारों की संस्कृति में निहित राम काथा को प्रकाश में लाने की आवश्यकता है।

संदर्भ-सूची

1. गोर बंजारों का गैरवाचित इतिहास एवं गुलामी की समीक्षा - प्राचार्य गुरुसिंह राठौड़
2. निजाम पालनलों लंबडालु - भंग्या भुक्क्या
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तिरुपति-517502, आन्ध्र प्रदेश।

Mobile: 9441674830

e-mail: narayanasvu@gmail.com

RAMAYANA IN ANDHRA ART

Prof. D. Kiran Kranth Choudary, Ph D., D Litt.

Dr. P. Hema,

The story of *Ramayana* has profound influence on the poets, dramatists and also on Indian art and thought. The scenes illustrating the *Ramayana* story in sculpture or in painting are found all over the country. For the first time the *Ramayana* scenes are found carved on the *stupa* railing at Bharhut in the form of *Dasaratha Jataka*. The same story is also found at Nagarjunakonda. The *Sarna Jataka*, found at Sanchi, depicts the story of the hermit boy who was inadvertently shot by the king. This theme is obviously an adaptation of the incident of the curse suffered by Dasaratha which is narrated in the *Ramayana* of Valmiki. The narrative representation of the *Ramayana* scenes seems to have its beginning during the Gupta period. From the 10th century C.E. onwards, by which time the cult worship of Rama developed well, the themes of the *Ramayana* attracted the artists. While illustrating the sacred themes which are elaborately narrated in the texts how they were portrayed and how some episodes were depicted in the art is focused and discussed in the following pages. The procedure to utilize the text of the *Ramayanas* in the Dravidian languages which has many variations while studying the sculpted episodes or entire story of the epic during the Vijayanagara period is also discussed.

It may be noted that the artists followed two methods of narration to illustrate the sacred themes. One was the isolating method of narration and the other the continuous narration. In the first method, the story is illustrated by portraying single scenes from the story without establishing any connection between them. The

44

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FREE-STANDING COLUMNS IN THE VIJAYANAGARA ARCHITECTURE

Dr. D. Kiran Kranth Choudary

(Retd.), Sri Venkateswara University, Tirupati

Dr. P. Hema

Academic Consultant, Dept. of Ancient Indian History Culture and Archaeology, S.V. University, Tirupati

The tradition of erecting free-standing columns near the religious edifices was common to all Buddhist, Jain and Hindu styles of architecture. The Buddhists used them to bear inscriptions on their shafts, with emblems or animals on their capitals. The best examples of this type are the Asokan pillars. The Jains erected the *dipa-stambhas* or lamp bearing pillars. The Vaishnavites raised *Gaurda-stambhas* or pillars bearing the images of a Garuda, the vehicle of Vishnu. The Saivites built *dhruja-stambhas* and *nandi-stambhas*. The other types of pillars are *mana-stambha*, *rana-stambha*, *kirti-stambha* or pillars surmounted by a *kalasa*, *linga*, *yupa*, etc.¹

Free-standing pillars are also found in some of the Vijayanagara temples. These pillars may be divided into two types. In the first type the pillars are provided with bases. They are found at Sompalem, Tadipatri, Rayachoti, Srikalahasti. Prabhugiri patnam, Penukonda, Venkatagiri, Mogili Venkatagiri, etc. The most imposing and highly interesting base is noticed under a free-standing pillar located in front of the Chennakesava temple at Sompalem, Srikalahasti. It has both *upapitha* and *adhishtana*. The *upapitha* has *upana*, *gala*, and *alingana-pattika* featured with *kudus*. The *adhishtana* is adorned with *upana*, *tripatta*, *padma-pattika* and *alingana-pattika*. These mouldings are intervened by deep recesses. They are decorated with floral designs, *kudus*, semi-circular projections, etc. In certain cases at four corners of the *gala* section is a pair of elephants sculpted in frontal attitude to indicate as they are bearing the weight on their backs. In between the *gala* compartments *Dikpalas* are featured in respective directions². The free-standing pillar found in front of the eastern *gopura-dvara* of the Venkataramana temple at Tadipatri also has an *adhishtana* of 4.5' high. These pillars have square and monolithic shafts. These shafts are either plain

or decorated with prominent meandering floral creepers. In some cases, after the rectangular section of the pillar the remaining portion up to the circular projecting neck has a tapering polygonal shaft. In some cases the lower section of the shaft has figure sculptures like *Dakshinamurti*, Vishnu, Brahma, *Umamahesvaramurti* on Nandi, Durga, female figures etc. The shaft of the free-standing pillar found in front of the Chennakesava temple at Sompalem is considered to be the lengthiest monolithic shaft in the entire range of the free-standing columns of the Vijayanagara period. The shaft of these pillars is surmounted by a circular or octagonal projecting member which in its turn succeeded by a broad platform which serves the purpose of a base to the miniature pavilion placed on the top of the column. It is constructed with brick and lime and has the shape of a miniature temple. In some cases it looks like a miniature *mandapa* standing on four pillars. It is likely that these pavilions or shrines serve as receptacles for lamps. These pillars come under the category of *dipa-stambhas*. A simple *dipastamba* type is also found at Nandalur of the Chola period.

The second type of free-standing pillars are shown emerging from the earth without any bases. These types of free columns are found mostly in front of the temple at Hampi. They are of medium size in height. The lower portion of shaft, up to four feet, is square in shape. The remaining section up to the circular projecting neck has ornamental square blocks beveled on the four edges of the shaft. The circular neck of the shaft is surmounted by an abacus having a lotus-like section below and a square *phalaka* above. On the top of this type of pillar, an ornamental iron lamp post, having five projecting arms connected to central rod, is noticed.

The Vijayanagara architects also showed considerable interest in erecting free-standing *torana*:

The book contains Social Policy and planning for development. It provides approaches like Area Development Approach, Unified, Integrated, and Sectoral Approach etc. The book gives clarity of concepts and theoretical knowledge on Social Policy and Planning. It will be useful for students with the curriculum of social sciences especially economics, social work and rural development etc. In this book an attempt has been made to simplify the concepts and theoretical aspects while applying approaches for social planning. To inculcate each micro aspect of the Social Policy and Planning, it is not possible to cumulate in a single book. Therefore, few of the important aspects of Social Policy and Planning have been included in the book. Wherever, necessary, some important concepts as well as aspects have been elaborated in detail. This can be one of the important books in the field of social policy and planning, which intend to serve as a textbook for graduate and post-graduate students of many social science disciplines of various colleges / universities. An attempt has been made to justify the requirement of the students, researchers, policy makers, planners, N.G.Os, and academicians.

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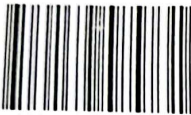


Thenepalle T. Chandra Sekharayya

Social Policy and Planning



Dr. T. Chandra Sekharayya has completed PG in Population Studies from S.V. University Tirupati, Andhra Pradesh and Master of Social Work (M.S.W.) from Annamalai University, Chidambaram, Tamil Nadu. He has been working as an Assistant Professor since in S.V. University in Dept of Population Studies since 2017. He published 60 articles and author one book.



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Unit-I

Social Policy : Definition, Objectives, Social policies and social development, Social policy in relation to Indian Constitution, Fundamental rights, Directive principles of state policy.

Introduction

Social policy relates to guidelines for the changing maintenance or creation of living conditions that are conducive to human welfare. Thus social policy is a part of public policy that has to do with social issues. Social policy aims to improve human welfare and to meet human needs such as education, health, housing and social security. In an academic environment, social policy refers to the study of the welfare state and the range of response to social needs. The domain of social policies includes all policies designed to govern intra-societal relationship and the quality of life or level of well-being in a society. The name social policy is used to apply in three senses:

- 1) To the policies which governments use for welfare and social protection.
- 2) To the ways in which welfare is developed in a society, and
- 3) To the academic study of the subject.

In the first sense, social policy is particularly concerned with social services and the welfare state. In the second, broader sense, it stands for a range of issues extending beyond the actions of government—the means, by which welfare is promoted, and the socio as well as economic conditions which shape the development of welfare. While in third sense the academic study of the subject. Social policy is a part of planning process and social administration. In developing countries, in view of the problem of back wardens, social policy should be given an important position vis-à-vis economic policy. There is interrelationship of economic growth with social policy and social development. Hence, the policy makers must be sensitive to people's expectations from the development plans.

The principal areas relate to social policy and administrations are:

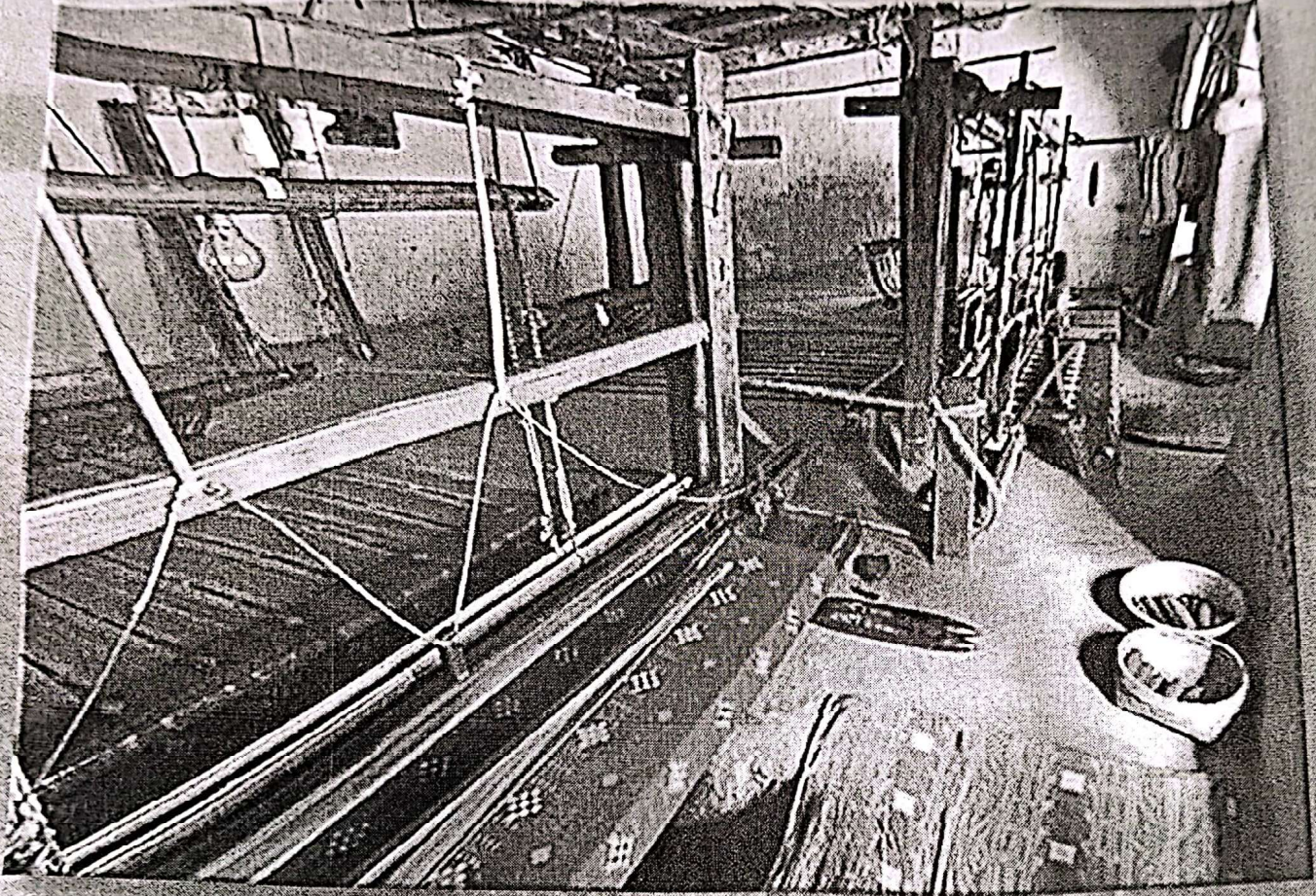
- Policy and administrative practice in social services, including health administration, social security, education, employment services, community care and housing management;
- Social problems, including crime, disability, unemployment, mental health, learning disability, and old age;

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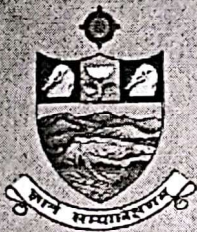
కృష్ణాభ్యుదయము



సంపాదకుడు - పరిషత్తు - పరికారచన

డా॥ పి. సి. వెంకటేశ్వర్లు

సహాయాచార్యులు & సహాయ సంపాదకులు



ప్రాచ్య పరిశోధన సంస్థ

శ్రీవేంకటేశ్వర విశ్వవిద్యాలయం, తిరుపతి.

మార్చి, 2018

కృషాభ్యుదయము

కవి : ముప్పిరాల సుబ్బరాయకవి

సాధారణ సంపాదకులు : ఆచార్య కె. దామోదరనాయుడు
సంచాలకులు (i/c), ఓ.ఆర్.ఐ.

సంపాదకుడు - పరిష్కర్త

పీఠికారచన : డా॥ పి.సి. వెంకటేశ్వర్లు
సహాయచార్యులు & సహాయ సంచాలకులు

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ఆచార్య నాగోలు కృష్ణారెడ్డి

శ్రీవేంకటేశ్వర విశ్వవిద్యాలయం

తిరుపతి.

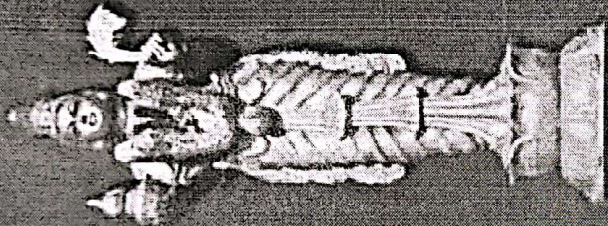
1. 'చరిత్ర అధ్యయనం, పరిశోధన, బోధనారంగాల్లో కొన్ని దశాబ్దాలుగా కృషి చేస్తూ అనేక గ్రంథాలను అనేకానేక పరిశోధన వ్యాసాలను, పరిశోధక విద్యార్థులకు పరిశోధనా పనించడం, చరిత్ర నవ్యంకు చేయూత, సహకారం యివ్వడం, జాతి పోరాట విమర్శలు కాపు, వీటిని తనలో యిమర్శుకొని మనయంతో ప్రభావం, పదప్రభుల పాతులాడుకుంటూ, వివిధ అధ్యాపకుడిగా పుంటూ పప్పున్న ఆచార్య నాగోలు కృష్ణారెడ్డికి పదవీ విరమణ పంపిణీగా శుభాకాంక్షలతో పాటు, తన అధ్యయన వ్యాసంగాన్ని కొనసాగించాలని కోరుకుంటున్నాను'.

- వక్రశాభరణం రామకృష్ణ

2. 'మిత్రులు కృష్ణారెడ్డి దారా వింక్షణమైన యాసతో మాట్లాడేవారు. తెలుగు పరిశోధన మొదలు నుండి గాక, వివిధ సంగతి మొదటికి అప్పజెప్పేవారు. ఆ విధానం మాకెంతో సహజమైంది. అది మేము ఎం.ఎ. తెలుగు చదివే రోజులు. అది మాకు కాలక్షేపంగా ఉండేది. దాంతో పాటు కథలు రాసే వారిని గురించి, కవిత్వం రాసేవారిని గురించి విశ్లేషణాత్మకంగా మాట్లాడేవాడు. కానీ రచనల్ని ప్రత్యేకంగా వదలిపోయాలని చెప్పేవాడు. కారణం వాళ్ళకు బోధనా అనుభవం విద్య వల్ల వచ్చి ఉంటుందని. వాళ్ళ రచనలు చదివేవాళ్ళు జాగ్రత్తగా ఉండాలని, వాళ్ళకు అంక్షలు విధించాలని చెప్పి పట్టించేవాడు. దారా కలిసిగా ఉండేవారు'.

- రుక్మల రామకృష్ణ

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వాఙ్మయ విక్షణి
(తెలుగు భాష, సంస్కృతి, సాహిత్య విమర్శ వ్యాసాలు)

ఆచార్య నాగోలు కృష్ణారెడ్డి
పద్మవిభూషణ ప్రత్యేక సంచిక

సంపాదకులు
డా॥ ఎల్.వి.కె., డా॥ పి.సి. వెంకటేశ్వర్లు

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విలేజ్ కన్-1

(ప్రాచీన సాహిత్య విమర్శ)

విలోకనం-2

(అధునిక సాహిత్య విమర్శ)

డా॥ పి.సి. వెంకటేశ్వర్లు

ప్రాచ్య మనోరమ సంస్థ

శ్రీ వేంకటేశ్వర విశ్వవిద్యాలయం, ఏలూరు



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PHARMACEUTICAL PATENTS and BIOTECHNOLOGY LEGAL IMPLICATIONS

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2018

Chapter 10

Effect of Cryopreservation on Rat Epididymis - A Histological Analysis

Thyagaraju Kedam*, Kamala Katepogu and Eswari Beeram

Department of Biochemistry, Sri Venkateswara University, India

*Corresponding Author: Thyagaraju Kedam, Department of Biochemistry, Sri Venkateswara University, Tirupati 517502 AP, India, Tel: 9849063289; Email: tkedam@gmail.com

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Glutathione-S-Transferases: As Signaling Molecules

Thyaga Raju Kedam, Pallavi Chittoor and Divya Kurumala

Department of Biochemistry, Sri Venkateswara University College of Sciences, Tirupati, AP, India

Synonyms

GST; Gsto 1

Historical Background

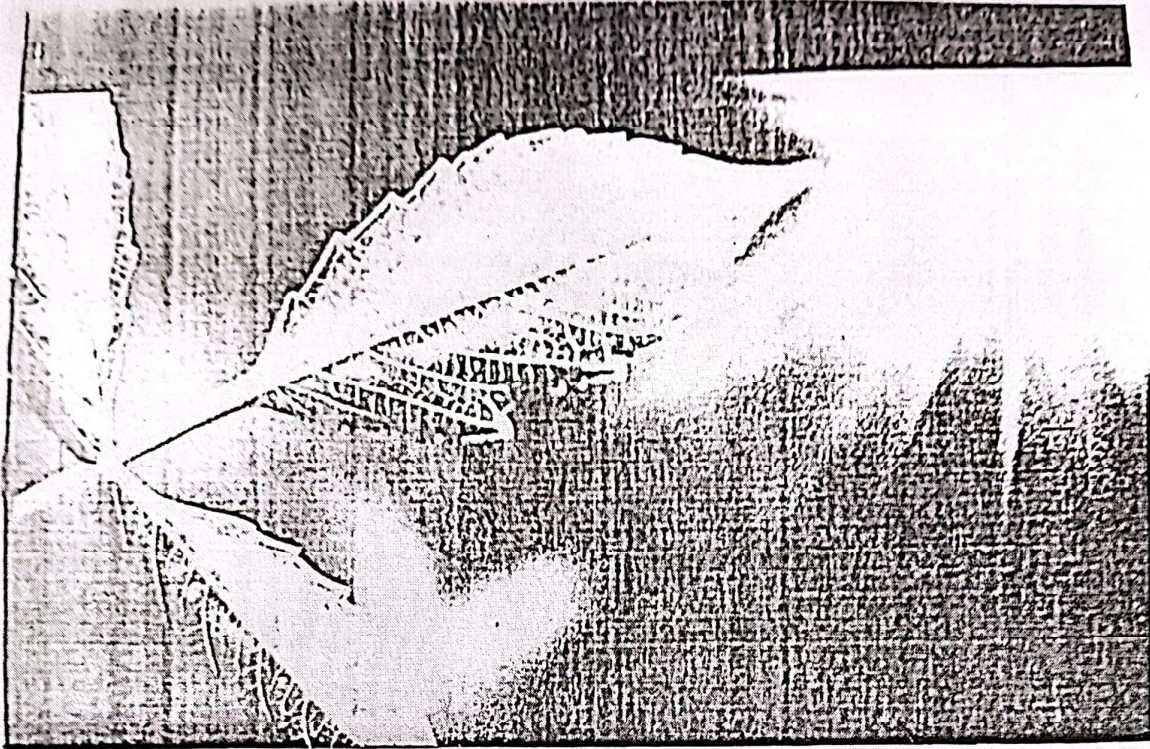
The Glutathione-s-transferases exist as cytosolic, mitochondrial, and microsomal can participate in signal transduction by not phosphorylating any factor that is directly involved in cell growth and death. This signal transduction is considered to be a new way of implication in cell metabolic pathways due to the influence of external, such as xenobiotics and UV radiation, and internal, such as oxidative stress, free radicals, etc., agents. The GST binding assay studies revealed that they participate in the inhibition of various proteins, for example, phosphoproteins, AP-1, JNK, etc., in the systems to regulate cell mechanisms during cell synthesis.

Biomembranes and Signal Transduction

A biomembrane is an enclosing or separating membrane that acts as a selective barrier, within or around a cell. It consists of a lipid bilayer with embedded proteins that may constitute close to 50% of membrane content (Mark Lutash 2007). It has

a selective permeable structure, which is essential for effective separation of a cell or organelle from its surroundings. Biomembrane has certain mechanical or elastic properties. These membranes contain receptors on their surface and receive signals from various influences. During this process an extracellular signaling molecule activates a membrane receptor that in turn alters intracellular molecules creating a response (Silverthorn 2006) called signal trasduction. In signal transduction, the chemical signal binds to the outer portion of the transmembrane receptor, changing its shape and conveying another signal inside the cell. Some chemical messengers, like testosterone, can pass through the cell membrane, and bind directly to receptors in the cytoplasm or nucleus. Sometimes these chemicals can have cascade of amplified signals, so a small signal can result in a large response (Reece and Campbell 2002). Eventually, the signal creates a change in the cell, either in the expression of the DNA in the nucleus or in the activity of enzymes in the cytoplasm. These processes can take milliseconds (for ion flux), minutes (for protein and lipid mediated kinase cascades), hours, or days (for gene expression). In 1980, Martin Rodbell examined the effects of glucagon on a rat's hepatocyte membrane receptor and noted that guanosine triphosphate disassociated glucagon from this receptor, and stimulated the G-protein, which heavily influenced the cell's metabolism. Thus, he deduced that the G-protein was a transducer to accept glucagon molecules and affect the cell (Rodbell 1980). For this, he shared the 1994 Nobel Prize in Physiology/Medicine with Alfred G. Gilman. The current understanding of signal transduction processes reflects contributions made by Rodbell and many other research groups throughout the years.

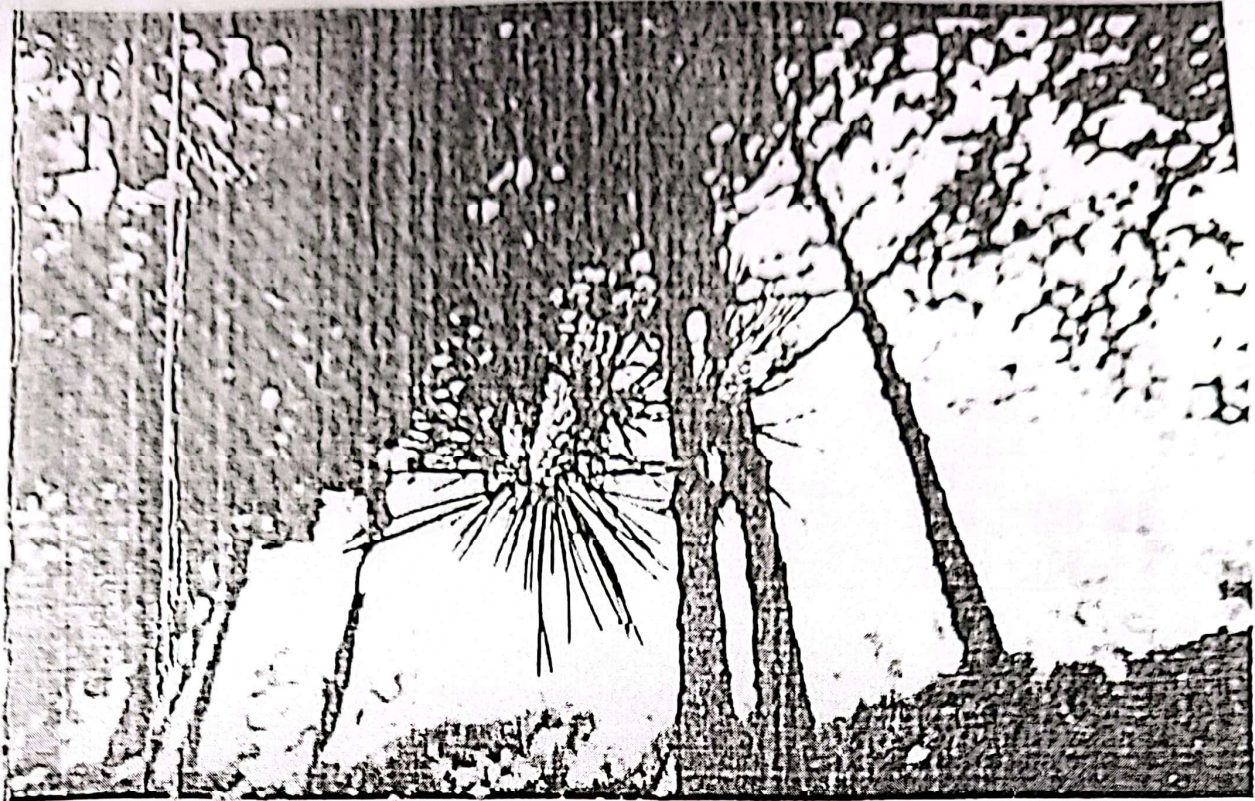
Signal transduction involves the binding of extracellular signaling molecules, and intracellular signaling cascades can be started through cell-substratum interactions (Beato et al. 1996). Most of the chemicals have receptors within the cytoplasm and act by stimulating the binding of their receptors to the promoter region of their responsive genes (Hammes 2003). Examples of signaling molecules include the hormone melatonin (Sugden et al. 2004), the neurotransmitter acetylcholine (Kistler et al. 1982), the cytokine interferon γ (Schroder et al. 2004), environmental stimuli, and certain microbial molecules. All of these may be independent of signal transduction stimulation by other molecules, as is the case for th



Sistla Durga Srinivasa murthy

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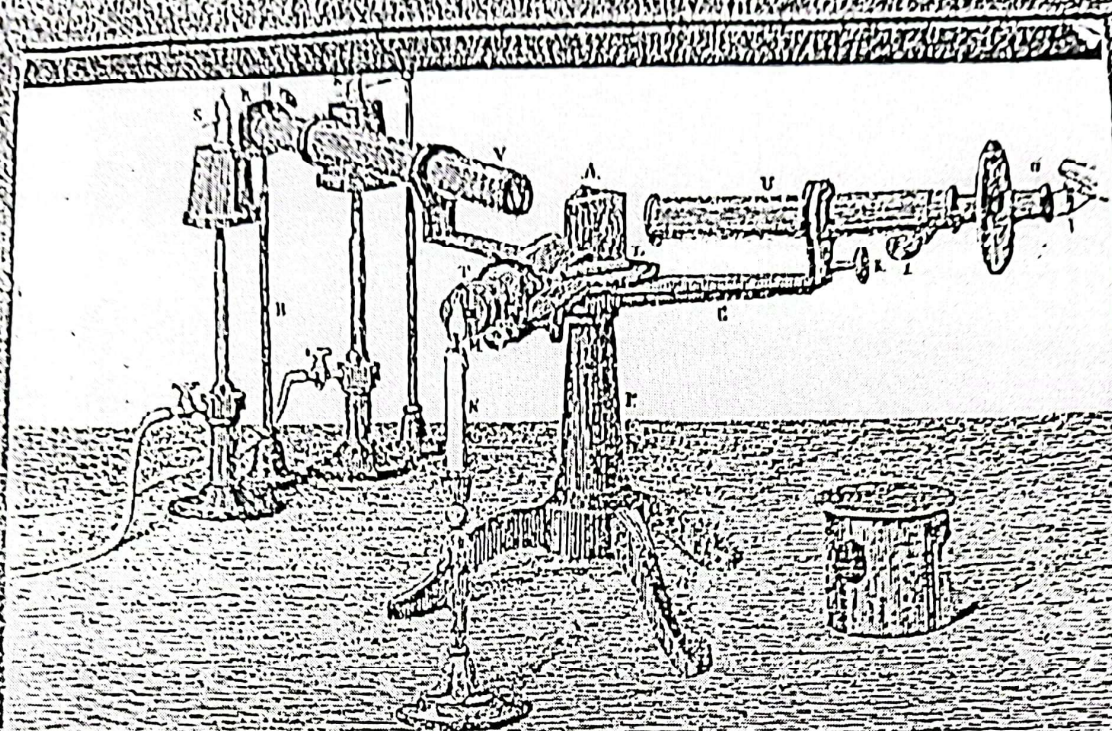
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UVB radiation effect on primary process of photosynthesis in Spirulina



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VOLUME 2



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Role of phytoconstituents and their mechanism in attenuation of radiation effects: An update

A. Hanuma Kumar^a, Dharmendra K. Maurya^b, Buddolla Viswanath^c, and Meriga Balaji^a

^aDepartment of Chemistry, Sri Venkateswara University, Tirupati, India, ^bRadiation Biology & Health Sciences Division, Bhabha Atomic Research Centre, Mumbai, India, ^cDr. Buddolla's Institute of Life Sciences, Dr. Buddolla's Educational Society, Tirupati, Andhra Pradesh, India

Introduction

One of the facts about ionizing radiation (IR) is its presence in different domains like agriculture, food preservation, industry, nuclear power generation, bomb construction, aviation, space, telecommunications, and warfare research (Ghali et al., 2015). The global burden of different cancers has been increasing day-by-day, and radiotherapy (RT) is one of the available options in their treatments (Ferland et al., 2018). RT became a common modality in radiobiology of x-rays, computed tomography (CT), and magnetic resonance imaging (MRI) (Ozkan et al., 2007). IR has potential applications in guidance, and RT dosimetry along with biological imaging (Susannah et al., 2018). To understand the pros and cons of IR, we first have to know its sources, units, and health effects of IR.

IR is emitted by atoms that travel in the form of electromagnetic waves like gamma or x-rays, or particles such as neutrons is known as IR (Mohammad et al., 2015). IR is defined as the energy released in excess due to the disintegration of atoms. Existence of IR in the environment is because of naturally occurring radioactive elements and cosmic radiation liberated from outer space (Ghali et al., 2015). Radionuclides are the unstable elements that emit IR and can be identified by their half-life, energy, and emitted radiation.

Ionizing radiation is radiation in the part of the electromagnetic spectrum with a certain frequency that has discontinuity in its path and is forced to modify its longitudinal propagation in an open environment. Lasers, light bulbs, and UV lamps; mechanical waves like infrasound and ultrasound; microwaves; radio waves; ultraviolet, visible, electric, and magnetic fields are some of the types of non-ionizing radiation (Ghali et al., 2019).

Neutrinos and antineutrinos are the other forms of electromagnetic radiations produced by ultra-high energy particle accelerators and various types of radioactive decays that can travel at the speed of light with zero charge and no mass.

2 Sources of radiation

All living individuals are constantly exposed to a small amount of IR naturally, as well as through some medical treatments and the activities involving radioactive material.

2.1 Natural sources

Natural sources of IR are typically low in levels, which means that our body will absorb a smaller dose of natural IR. Dose-rate varies with altitude, location, and type of the building materials used during construction. Some of the natural sources identified are:

- Solar and cosmic radiation (radiation from space)
- Terrestrial radiation (radiation from Earth)
- Radon (radiation from building materials)

2.2 Manmade or artificial sources

Artificial or manmade sources such as byproducts of nuclear power generation, radiation from smoke detectors, disinfectants used for medical instruments and blood etc., are the usual sources of IR employed on a daily basis. One of the main uses of the phenomenon of IR is diagnostic medical examinations such as:

- X-rays
- Computed tomography (CT) scans
- Positron emission tomography (PET) scans
- Fluoroscopy

FLOWERING PLANTS OF CHITTOOR DISTRICT ANDHRA PRADESH, INDIA



DR. K. MADHAVA CHETTY
K. SIVAJI
K. TULASI RAO

2016



Clinical isolate of *S.aureus* showing resistance to ampicillin was chosen in the present study for isolation and amplification of β -lactamase gene was successfully amplified from chromosomal DNA using the primers constructed from class (A) β -lactamase gene of *M.tuberculosis* H37Rv. PCR product was cloned into the *Sma*I site of M13 mp18 vector and positive clone was selected using 100 μ g/ml ampicillin and further, the DNA from the clone was isolated and checked for the insert using the same primers. PCR product (0.7Kb) indicated that the cloning was successful which also confirmed that β -lactamase that confers resistance to ampicillin and to other β -lactam antibiotics was present on the chromosomal DNA of *S.aureus*.



Geetharathan Thayyuru



Dr. T. Geetharathan, Teaching Assistant, Department Of Biotechnology, Sri Venkateswara University, Tirupati, A.P, India. I participated twentyfive national and international seminars and conferences, presented ten papers in various conferences and seminars. I published ten international papers. I got best paper award in national seminar.

Isolation And Amplification Of β -Lactamase Gene From *S.Aureus*

Gene And *Staphylococcus Aureus*

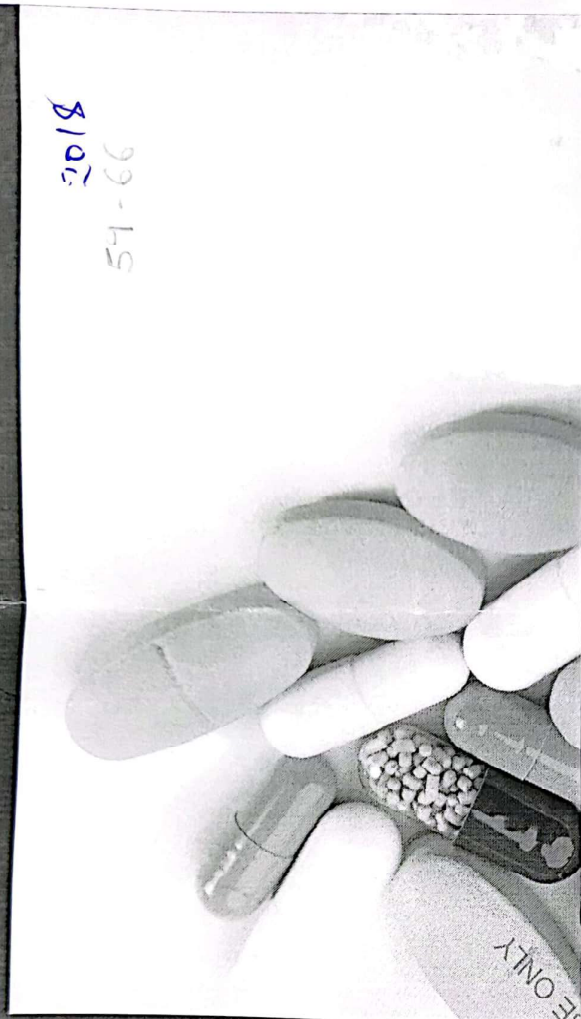


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Pharmacology is a science which concerns with the study of the effects of biologically active substances on the animal system. It deals with the understanding of the preparation of various drugs and their application in diagnosis, prevention and mainly in the treatment and cure of diseases. The increase in the use of antibiotics in human and animal medicine has attracted much attention in recent years; to the interaction of such compounds with biomaterials as complexation reactions occurring *in vivo* are of obvious pharmaceutical importance. It is therefore necessary to develop sensitive trace analytical methods for the analysis of drugs as the research in this field is yet meager. Therefore this book helps in understanding the mechanistic aspects of some drugs in different supporting electrolytes.

Electrochemical analysis of some Drugs



54-66
2018



Prof. C. Suresh Reddy, Department of Chemistry, S.V. University, Tirupati is a Fellow, A.P. Akademi of Sciences and a recipient of Prof. Lallan Singh Award for Best PG Chemistry Teacher. His research interest is electrochemical analysis of Drugs and Pesticides. He has 32 years of research experience, published 1 patent and about 265 research papers.

Cirandur Suresh Reddy

Electrochemical Behaviour and Analysis of Some Selected Drugs

Suresh Reddy



978-613-8-08455-6

Pesticides are one of the potent tools in the current agricultural production. It is a term used in a broad sense for chemicals, synthetic or natural, that are used for the control of insects, fungi, bacteria, weeds, nematodes, rodents and other pests. They protect food crops and livestock, control household pests, promote agricultural productivity and protect public health. The widespread use of pesticides has also caused significant environmental pollution problems. Because of the widespread use and disposal of pesticides by farmers, institutions and the general public, the sources of pesticide contamination in the environment has multiplied manifold. It is, therefore, necessary to develop rapid and sensitive analytical methods for the analysis of pesticides. This prompted to take up research in the analysis of pesticides. This book reports the electrochemical reduction behavior and analysis of some selected pesticides by using advanced electrochemical techniques.



Prof. C. Suresh Reddy, Department of Chemistry, S.V. University, Tirupati is a Fellow, A.P. Akademi of Sciences and a recipient of Prof. Lallan Singh Award for Best PG Chemistry Teacher. His research interest is electrochemical analysis of Drugs and Pesticides. He has 32 years of research experience, published 1 patent and about 265 research papers

Cirandur Suresh Reddy

2018

Electrochemical Reduction Behaviour and Analysis of Some Pesticides

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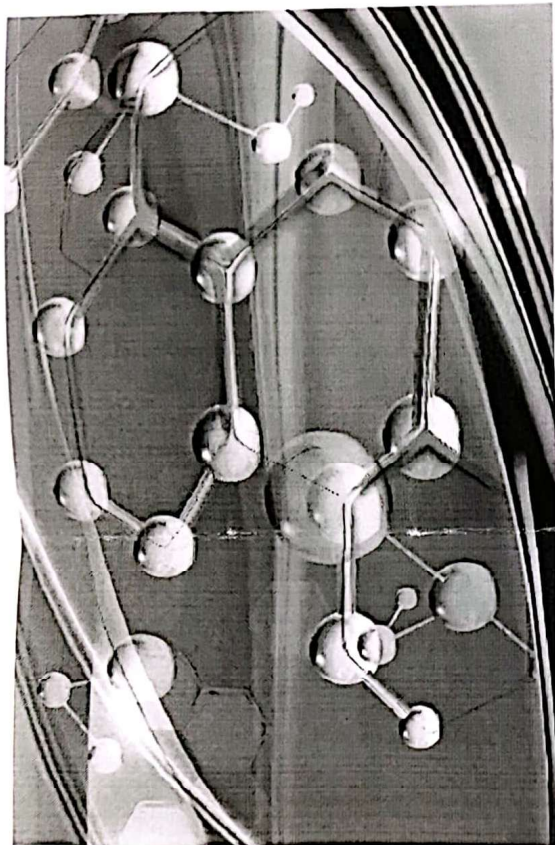


978-613-8-14573-8



Organophosphorus chemistry is the corresponding science exploring the properties and reactivity of organophosphorus compounds. They find important application in agriculture, organic synthesis and in medicine as drugs. The use of Organophosphorus compounds as achiral or chiral ligands for transition metal catalyzed transformations is also rapidly growing in both laboratory synthesis and industrial production. In addition to the above field, Indole is an aromatic nitrogen heterocyclic organic compound with a bicyclic structure, consisting of fused benzene and pyrrole rings. They represent a very important class of molecules that play a major role in cell biology and are potential naturally occurring products. There has been an increasing interest in the use of indole derivatives as bioactive molecules against microbes, cancer cells, and various kinds of disorder in the human body. In spite of various applications only few literature data has been present in these fields. Hence with this insight, this book represents the inestimable information on the synthesis and biological importance of organophosphonates and indolyl derivatives.

OPCs and Indolyl Derivatives



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Prof. C.Suresh Reddy, Department of Chemistry, S.V. University Tirupati is a Fellow, A.P. Akademi of Sciences and a recipient of Prof. Lallan Singh Award for Best PG Chemistry Teacher. His research interest is synthesis of bioactive organophosphorus molecules. He has 32 years of research experience, published 1 patent and about 265 research papers.



978-613-7-38363-6

Cirandur Suresh Reddy
Sarva Santhisudha

Synthesis of Bio-Potent Organophosphonates and Indolyl Derivatives

Suresh Reddy, Santhisudha

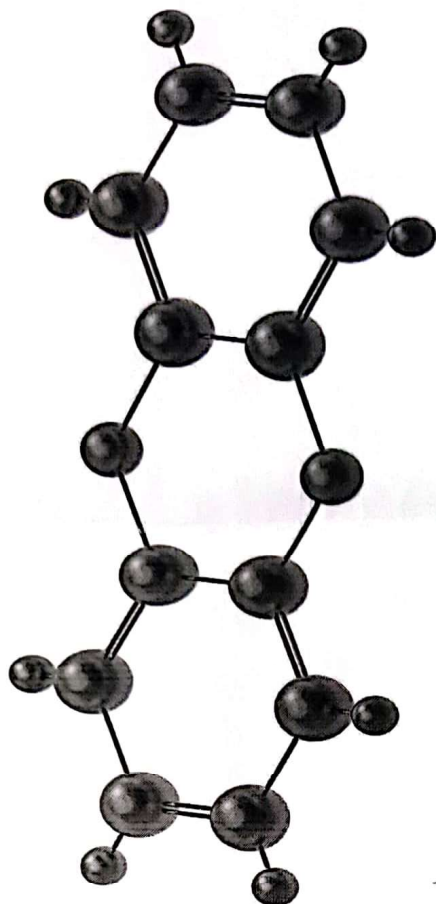
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Heterocyclic compounds have been disseminated in nature and their chemistry is one of the most interesting branches of organic chemistry with significant practical and theoretical importance. They are pervasive in many areas of life sciences and technology. As a result, a great deal of research carried out in chemistry is confined to heterocyclic chemistry. It is vast and expanding area of chemistry because of obvious application of compounds derived from heterocyclic rings in pharmacy, medicine, agriculture, plastic, polymer and other fields. Many heterocyclic compounds synthesized in laboratories have been successfully used as clinical agents. But more literature data is required in this field retrospecting its importance. Therefore, this background has motivated us to conduct research on nitrogen containing heterocyclic compounds and we have studied the synthetic strategies of the nitrogen containing heterocyclic compounds. This book provides valuable information on the synthesis of some new nitrogen heterocycles carrying interesting moieties like benzimidazoles, quinazolines, selenazoles, pyridines and indoles.

Synthesis of Heterocyclic compounds



Prof. C.Suresh Reddy, Department of Chemistry, S.V. University Tirupati is a Fellow, A.P. Akademi of Sciences and a recipient of Prof. Lallan Singh Award for Best PG Chemistry Teacher. His research interest is synthesis of bioactive organophosphorus molecules. He has 32 years of research experience, published 1 patent and about 265 research papers.



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Cirandur Suresh Reddy
Mekala Rajasekhar

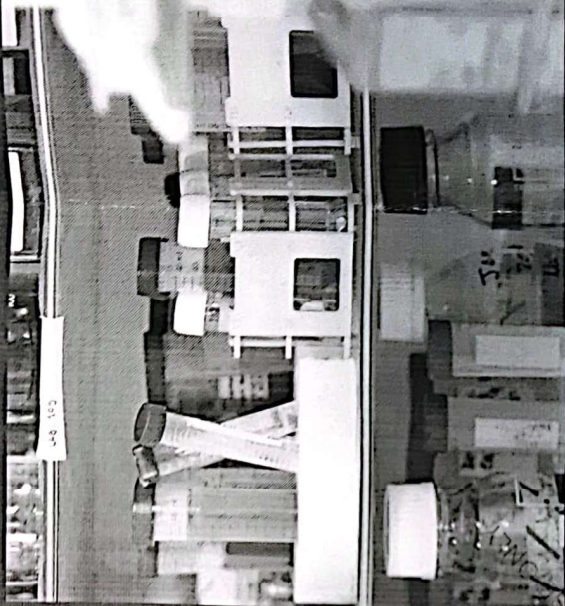
Synthesis and Spectral Characterization of New Heterocyclic Compounds



Suresh Reddy, Rajasekhar

Organonitrogen compounds have wide applications in our daily life. They form part dyes, drugs, fertilizers, alkaloids, proteins etc. Nitrogen containing heterocycles occur in a diverse natural products and drugs and are of great importance in a wide variety of applications. Aromatic nitrogen heterocycles such as pyrrole, pyridine, pyrazole, imidazole, quinolines, and isoquinolines etc are found as important core structure in variety of drugs. In view of the general observation, the biological activities are invariably associated with a large variety of nitrogen heterocyclic systems such as benzimidazole, chromenepyrindines, pyridine, and 2-pyrrolidine moieties. In spite of its importance, we lack the literature data in this field. Therefore, this book represents the synthesis of large number of their new derivatives and various pharmacological properties are extensively studied.

Nitrogen containing Organic Compounds



Cirandur Suresh Reddy
Bellam Mahesh

2018

An Approach for the Synthesis of Nitrogen Containing Organic Compounds

Suresh Reddy, Mahesh



978-613-8-26885-7



A unique position is occupied by the Heterocyclic chemistry of compounds containing nitrogen, oxygen, sulfur and phosphorus. Compounds with heterocyclic structural unit are associated with a variety of drugs, vitamins, agrochemicals, natural products and biomolecules. Due to the enormous applications of heterocyclic compounds, their number has been increasing rapidly. Efforts to develop simple and efficient synthetic strategies for them are on the ever increasing trend but yet found to be deficit. It becomes obvious now, how important the heterocyclic chemistry and oxygen heterocycles have become in serving the needs of chemical industry and humanity. This back ground of heterocyclic chemistry prompted us to take up a detailed and systematic study on the synthesis of some bioactive oxygen containing heterocyclic compounds. This book fulfills the above needs in the field of heterocyclic and organophosphorus chemistry.

Oxygen Heterocycles & OPCS



Cirandur Suresh Reddy
Chereddy Syama Sundar

2018

Novel Synthesis of Oxygen Heterocycles and Organophosphorus Compounds

Suresh Reddy, Syama Sundar

Prof. C. Suresh Reddy, Department of Chemistry, S.V. University Tirupati is a Fellow, A.P. Akademi of Sciences and a recipient of Prof. Lallan Singh Award for Best PG Chemistry Teacher. His research interest is synthesis of bioactive organophosphorus molecules. He has 32 years of research experience, published 1 patent and about 265 research papers.



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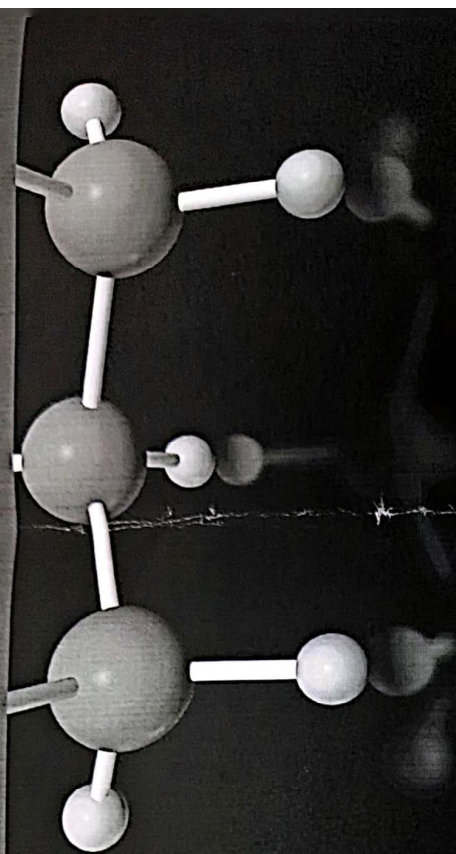
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Phosphorus by virtue of its unique nature, peculiar electronic configuration and orbital energies reacts with both electropositive and electronegative elements forming strong bonds. This led to the existence of a wide range of organophosphorus compounds containing several functional groups. The first organophosphorus chemistry had its beginning in the second half of the 19th century. Some early syntheses were performed by P. E. Thenard and A. W. von Hofmann, but it was the pioneering work in the laboratory of Karl Arnold August Michaelis at the University of Rostock, Germany, from 1874 to 1916, that led to the discovery and characterization of some of the major functional groups and these methods are still in use today. But the research in this field is found yet meager. This wide interesting background of organophosphorus compounds motivated us to carry out our research on α - and β -functionalized organophosphorus compounds. This book provides valuable information on the new methodologies for the synthesis of some organic compounds particularly α - and β -functionalized organophosphorus compounds.

Synthesis of some Organic Compounds



Cirandur Suresh Reddy
Soora Harinath Jayaprakash

New Methodologies for the synthesis of some Organic Compounds

Suresh Reddy, Jayaprakash

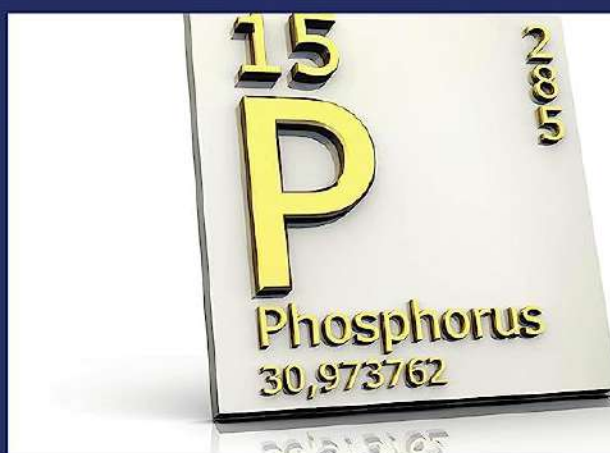


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The field of Organophosphorus Chemistry and ubiquitous applications of OPC's has grown so much in the recent years. It becomes obvious now, that phosphorus chemistry and organophosphorus compounds have sufficient diagnostics and prognostic values. Thus, there is an unmet medical need to synthesize novel assemblies of organophosphorus compounds for use in diverse pharmacological applications. Organophosphorus compounds found use as plasticizers, extraction agents, oxidation inhibitors in lubricants, flotation and complexing agents for transition metals, fertilizers, pesticides in agriculture and as drugs for viral and bacterial infections. Yet they lag behind in the research field. Great efforts have been made to synthesize organophosphorus compounds that have successful applications in various fields and that ensured a limitless scope for this area of chemistry. This book represents the synthetic studies on some novel Organophosphorus Compounds to a great deal.

Synthesis of OPCs



Girandur Suresh Reddy
Nemalapudi Bakthavatchala Reddy

Synthetic Studies on Some Novel Organophosphorus Compounds

Prof. C. Suresh Reddy, Department of Chemistry, S.V. University Tirupati is a Fellow, A.P. Akademi of Sciences and a recipient of Prof. Lallan Singh Award for Best PG Chemistry Teacher. His research interest is synthesis of bioactive organophosphorus molecules. He has 32 years of research experience, published 1 patent and about 265 research papers.

Suresh Reddy, Bakthavatchala Reddy

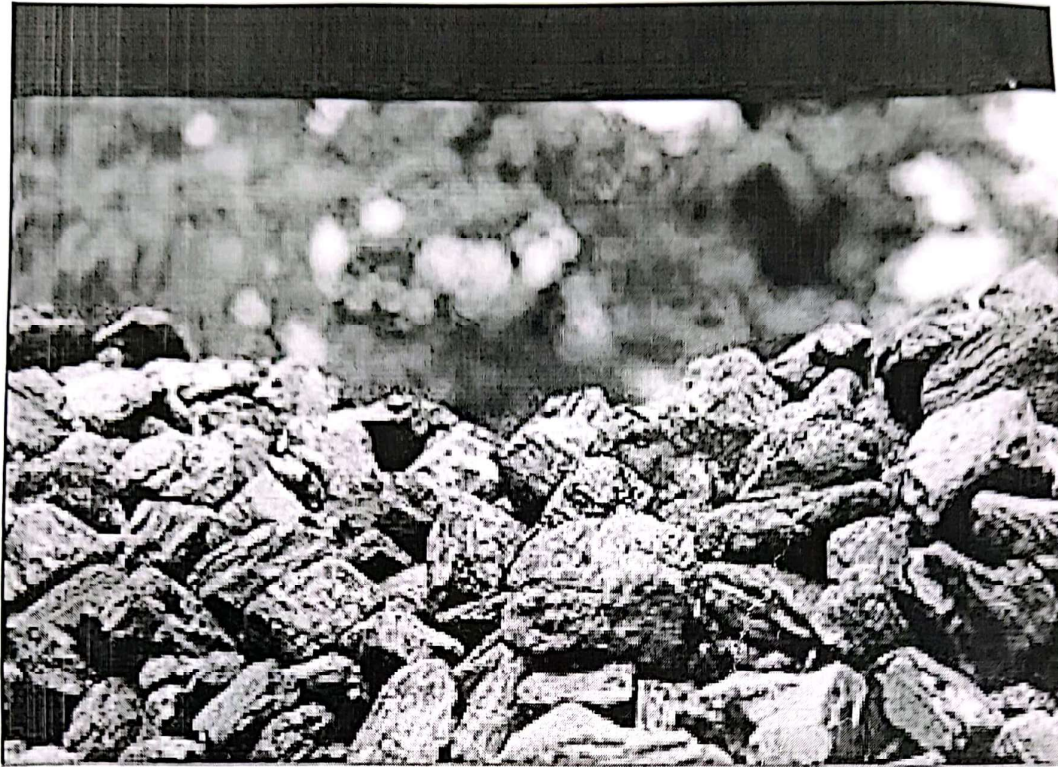


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10/16



Vudala Venkata Basava Rao

Electroplating Industrial Effluents Treatment using Low Cost Adsorbent

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ELECTROPLATING INDUSTRIAL EFFLUENTS TREATMENT BY USING LOW COST ADSORBENTS

V. Venkata Basava Rao
and
P. AKHILA SWATHANTHRA



University College of Technology
Osmania University, Hyderabad-500007
Andhra Pradesh-INDIA

2011

DEPARTMENT OF TECHNOLOGY
UNIVERSITY COLLEGE OF TECHNOLOGY
OSMANIA UNIVERSITY, HYDERABAD



Prof. V. Venkata Basava Rao

Dr. V. Venkata Basava Rao obtained M.Tech and Ph D in Chemical Engineering from IIT-Kharagpur & B.Tech in Chemical Engineering from Andhra University, Visakhapatnam. He worked in M/S. Bharat Dynamics Limited, Bhanur for 4 years and joined JNTU College of Engineering, Anantapur as Assistant Professor. After working Two and half years in JNTU, he moved to University College of Technology, Osmania University as Associate Professor and subsequently he got promoted as Professor in 2005. Till then he has been serving in teaching and in various capacities like Dean, Faculty of Technology, OU, Vice Principal, UCT, OU, Chairman, BOS Technology, Officer incharge of Examinations etc. He is also Coordinator, TEQIP and Principal Investigator for CoE under TEQIP.

He has published 21 national and 38 international technical papers and attended more than 30 seminars and 08 international conferences to present his papers. To his contributions he has been honoured as Young Scientist by Andhra Pradesh Council for Science and Technology (APCOST) during 1999. He has been awarded 5th position out the TEN as "The Best Professors" by student community in the Survey conducted by M/s. 24/7 Customer in Education for the year 2008. In CHEMCON 2009, he has been awarded "The Hindustan Lever's The Outstanding Chemical Engineer of the Year 2009 (under 45 years)" Biennial Award.

In Indian Institute of Chemical Engineers (IChE), he has been elected three terms as council member and extended his services as Hon. Controller of the Examinations for the year 2008-09, Registrar for the year 2012-13 and Hon. Joint Secretary for the year 2013-14. For the year 2014-15 he has been elected as Vice President, IChE. He has actively participated in many numbers of CHEMCONs as resource person. In CHEMCON-2002, he is Joint Organizing Secretary and worked his level best to make the CHEMCON very memorable one. In HRC, he has been serving for the last eleven years at various capacities like Hon. Treasurer, Hon Secretary, Editor and Student Chapter coordinator.

He has visited America, Canada, Germany and Singapore for collaborative research work. Circulating Fluidized Bed Technology, Reactive Separations and Waste Water Treatment are

his interesting areas. He is principal investigator for two AICTE projects at present. He is supervised 11 Ph Ds and supervising 7 research scholars and he has guided 56 M.Tech theses.



P. Akila Swanthanthra

Dr. Akila Swanthanthra obtained Ph D in Chemical Engineering from Osmania University, Hyderabad in 2012, M.Tech in Chemical Engineering from JNTUA, Ananthapuram in 2005 & B.Tech in Chemical Engineering from SRTIST, Nalgonda (affiliated to JNTUH, Hyderabad) in 2002. She is working in Sri Venkateshwara University, Tirupathi since 2007 as Assistant Professor. She served as Additional chief controller of examinations from 13.10.2008 to 21.7.2009 and 9.2.2011 to still continue, as a BOS internal member from 19.12.2013.

She has published 5 national and 8 international technical papers and attended more than 12 seminars and 2 international conferences to present her papers. She is Life Member in IChE, IE(I), IAENG and ASCI. She has supervised more than 20 M.Tech Dissertation works.



Electroplating Industrial Effluents Treatment using Low Cost Adsorbent

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Electroplating industrial effluents are highly toxic as they contaminating the existing water resources by discharging waste water containing organics, color and heavy metals. In general, heavy metals are not biodegradable and tend to accumulate in living organisms, causing various diseases and disorders. Safe and effective disposal of waste water containing heavy metals is always a challenging task for industrialists and environmentalists due to the fact that the cost effective treatment alternatives are not available. Therefore the treatment of these industrial wastewaters is important. On the other hand, fly ash is major pollutant generated in coal based thermal power plants. In India, 70-80 million tones of fly ash is expected generated by turn of the century and its disposal is a serious problem. The fly ash has been found potentially useful as an adsorbent for the heavy metal ions removal. Also, saw dust and bagasse are naturally occurring polymeric materials with adsorption affinity of heavy metals. In the present work, batch and column adsorption studies were made in treating metal solutions containing Chromium, Cadmium, Zinc, Copper and Nickel by using fly ash.

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Dr. R.N.S. Saileswari and
Dr. U. Himabindu

GROUP KRITIS OF DIFFERENT VAGGEYAKARAS

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INDEX

PAPER No.	NAME OF THE PAPER	AUTHOR	PAGE No.
1.	An Analysis of Swarajaratnatrayam of Sri Syamasastri	Prof. Dwaram Lakshmi	1
2.	Comparative and Analytical Study of the Oothukaduvenkataavi 'Navavaras' with Syamasastri 'Swarajatis'	Prof. K.Saraswati Vasudev	8
3.	Sri Venugopala Ashtottara Sata Keertanaa Ratnavali krutulu of Tiruvottiyur Tyagayyar	Prof. A. Anuradha	13
4.	Utsavaprabandha of Maharaja Swathithirunal (1813-1846)	Prof. Mini Nirmala	16
5.	Group Kriti-s in Saranga Raga of Muthuswami Dikshitar	Dr.N. Padma	20
6.	Tyagaraja's Kovuri Pancharatna Kritis-Analysis	Dr. R.N.S. Saileswari	24
7.	A Study of the Kālahastīśa Pancaratnam of Vīṇa Kuppayya	Dr. Rajshri Sripathy	29
8.	Sankarabharanam Figuring in Venkatesa Pancharatnam of Veenakuppayar	J.Sankar Ganesh	33
9.	An Analysis of Sri Mutthuswamy Deekshitar's Navagrahakritis	Dr. Challa Prabhavathy	37
10.	Ghanarāga pañcaratna kṛti-s of Tyāgarāja	Dr. R. Hemalatha	40
11.	Swathithirunal and His Famous Navaratri Kruthis	Dr.B.E.Kamala Kumar	43
12.	Tala Kirtana-s of Muttutandayar	Dr.M.Subhasree	48
13.	A Critical Analysis of Sri Muttuswami Dikshitar in His Compositions with Reference to "Nature"	Dr.UdayKiran, Dr. S.C. Sharma	52
14.	A Brief Comparative Study of Krithis in "Kamakshi Navavaras & Kamalamba Navavaras" of Sri Oottukkadu Venkata Subbayar and Sri Mutthuswami Deekshitar	Dr. D. Suguna	55
15.	Group Compositions of Selected Vaggeyakaras of Trinity, Pre and Post Trinity Period - A Data study	Dr.V.Satyavathi	61
16.	Pancha Bhuta Lingastala Keertanas of Muttuswami Dikshitar	Dr.R.Ramani	65
✓17.	Saptaratnakritis of Sri Oothukkadu Venkataavi	Dr. C.P.S.Madhuri	67 ✓
18.	The Navagraha Krutis of Muttuswami Deekshitar	Dr.DPSS. Rajeswari	73

SAPTARATNA KRITIS OF SRI OOTHUKKADU VENKATA KAVI

Dr.C.P.S. MADHURI

Oothukkadu Venkata Subba Iyer, popularly known as Oothukkadu Venkata Kavi (OVK), is believed to have lived during the pre - Trinity period (1700 - 1765). Venkata kavi was a great personality, an innovator who contributed a lot to Carnatic music. He was born in Mannargudi but lived most of his life in Oothukkadu composing innumerable songs praising Sri Kalinga Narthana Perumal, the presiding deity at Oothukkadu.

According to legends, Sri Oothukkadu Venkata Kavi had the fortune of having the Lord Sri Kalinga Narthana Krishna Himself as his Guru, and this is evident from the scholarly treatment of his kritis, of which 14 kritis refer to the Lord Krishna as his Guru.

Venkata Kavi was an *uttama vaggeyakara* and a musical visionary with consummate command over melody, rhythm, raga vision, inventiveness in melodic form and structure, languages (Tamil, Sanskrit and Marathi), *swarakshara*, *raga-mudra*, *madhyamakala*, *gati* *bhedams*, *jatis* and a host of other aspects. His compositions are a blend of a high degree of scholarship on a variety of subjects and inspired expression.

Venkata Kavi composed on all forms of God, such as Siva, Devi etc. besides having composed kritis on Lord Krishna. He handled hundreds of ragas, many of them for the first time in music, composed in well known as well as rare Talas. He made complex *eduppus* (starting or landing points of various sections of a composition) he used them naturally, without ever affecting the flow of the music or the lyrics. He was proficient in a variety of musical forms such as *kriti*, *javali*, *tillana* and the folk form *chindu*. He also composed *Slokas* and poems that followed conventional meters as well as free-form verses. And some pieces with unconventional meters similar to Arunagirinathar's *Tiruppugazh* have also been found.

The compositions of Oothukkadu Venkata Kavi have been the outpourings of his divine spiritual experiences with Lord Krishna. Many of his compositions glitter with lyrical feat and musical feast replete with *raga- bhava-rasa-anubhava*..

Venkata Kavi has also composed several group kritis like *Kamakshi Navavarānams*, *Saptaratna Kritis*, *Anjaneya Pancharatnas*.

Group Kritis or *samudaya kritis* form a separate branch by themselves. They are a set of compositions composed on a particular theme. The number of compositions which constitute a group varies from 5, 7, 8, 9, 13, 16. Many of the Kritis included in this group shine as individual compositions also and has obtained a prominent place in music concerts. They stand along from other pieces on account of the literary, musical and technical excellences.

For eg : - the famous Ghana raga pancharatna kritis of Tyagaraja contains 5 individual pieces and hence the name "Pancharatna". So also the Navagraha kritis of Muthuswamy Dikshitar comprising of 9 pieces. The Shodasa Ganapati kritis of Dikshitar contain 16 musical pieces composed in praise of Lord Ganāpathy.

Karnatic music has been enriched with large number of Group Kritis.

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Name and Designation: — *N. Amareswari, Research Scholar*

Postal Address and Pin Code: — *H.No. G-1-87 B.
Varadaraja Nagar Tirupathi
Chittoor Dist.*

Phone and Email: — *8985664741
7093846019*

N. Amareswari

Signature of the Author

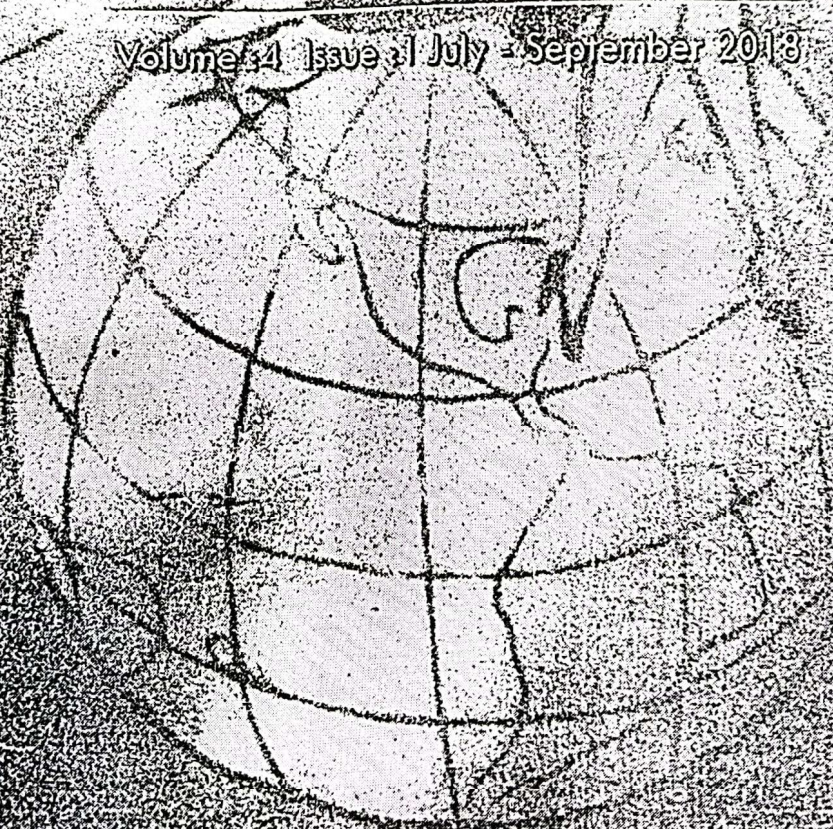
Amareswari01@gmail.com.

Signature of Co-Author

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Empowering Women & Women Reservation Bill

N. Amareswari

Research Scholar, Sri Padmavati Mahila Visvavidyalayam, Tirupathi, Andhra Pradesh, India. Email: amareswari01@gmail.com.

ABSTRACT

Women's empowerment is essential to expand economic growth and promote social development. Without giving priority to the Creator of entire human beings, Restorer of Peace and Progress in the Society, No Nation can be considered as Civilized or Progressed Nation. When half of the Population is neglected and subjected to different forms of violence's and different stages of victimizations in every walk of life from womb to tomb. Then the Progress and sustainable development might be replaced with degradation and destruction. Discrimination against women, denying or limiting as it does their equality of rights with men is fundamentally unjust and constitutes an offence against human dignity. SD-4

We have sufficient Supreme and Subordinate laws and Procedural laws and also plenty of Special Enactments for Protection of women, but Failure of the society, the police, of all organs of the government including judiciary (either by way of delayed justice or expensive justice) and infact all those who have had anything to do with the protection of women have miserably failed in proper implementation of these laws, so under these circumstances, the plight of the women can be saved only by Passing of Long Pending Women Reservation Bill at the Sovereign Political Authority to ensure Complete Empowerment in different dimensions and by providing stringent safety measures to women especially in its implementation.

Key words: women rights, dignity, empowerment

Empowering Women & Women Reservation Bill

Empowerment is a process and not an event. Empowerment of women covers aspects such as women's role in the family, society, control over the resources etc. Traditionally women in India were suppressed, but now the time has changed, they were proving their capabilities in all walks of life. They are working and proving themselves equal in par with men. In the present world empowering women socially, politically economically has become the need of

Arunavalli
Dr. Y. ARUNAVALLI,
M.A., LL.M., Ph.D.,
Prof of Law
University

This book deals with the effect of methanol extract of *Bacopa monniera* on Alzheimer's Disease Induced Mice Model. *Bacopa monniera* methanol extract has been used to assess its neuroprotective activity on some selected physiological and biochemical parameters in different brain regions of mice. All the experiments were carried out in normal and various categories of experimental mice as described in detail in materials and method section. The entire research has been represented in four chapters preceded by introduction, materials and methods, and succeeded by summary and conclusion followed by bibliography. The first chapter deals with the morphometric and behavioural changes; second and third chapter presents the alterations in the Cholinergic system & Aminoergic system respectively, final fourth chapter examines the changes in the enzymes connected with energy metabolism viz. ATPases system. The results of various parameters revealed, that the methanol extract of *Bacopa monniera* has suppressed all the AD effects induced by D-Galactose and NaN_2O_2 thus restored the normal functions of the brain and *Bacopa monniera* extract may be used as a potent medication for Alzheimer's disease.

Bacopa Monniera as Anti-Alzheimer's Drug



Kuna Yellamma (Ed.)

Kunte Kalyani Bai

Kudgolla Peera

70 2013

Effect of Bacopa Monniera Plant extract for Alzheimer's Treatment

Yellamma (Ed.), Kalyani Bai, Peera

Prof. K. Yellamma, received Ph.D. from S.V. University, Tirupati and specialized in Zoology, Neurobiology, Ethno-Pharmacology, Drug discovery. She has 34 years of Teaching and 38 years of research experience and served as Principal, Professor, Reader, and Asst. Professor in SV University, Guided 16 Ph.D.s, 09 M.Phils. Published 106 research papers.



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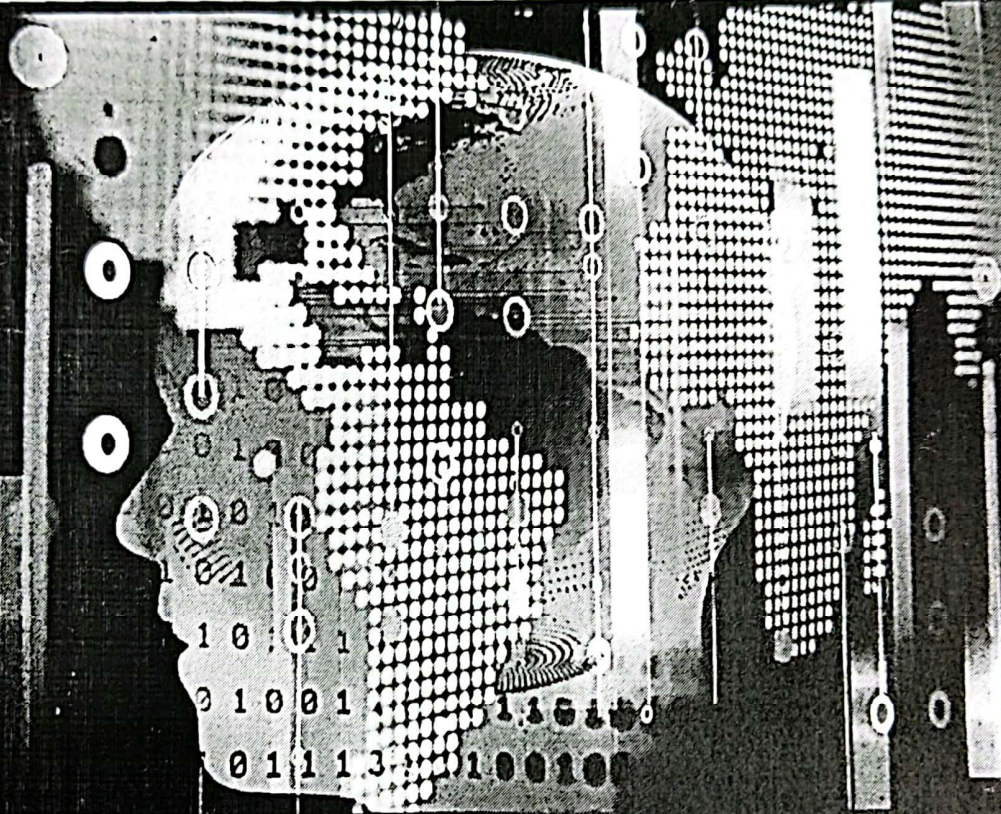
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June 2018



S. Jyothi
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Contents

Chapter No.	Title	Page No.
1	The Impact of the virtual classes in higher Education S.VinilaKumari and P. Bhargavi	1-4
2	Innovative Approaches of Modern Teaching GangavaramJyothi Reddy, S. Nithya, and Sheikh NaveenTaj	5-13
3	Security Issues In On Line Assessment through E-Learning T. Naga Lakshmi and M. Hanumanthappa	14-19
4	Impact of teaching methods on learningStyles of students K.R.Padma1 and V.Bindu	20-26
5	A Review on the application of plagiarismDetection system in quality assessment ofResearch G. Rajitha, S. Nithya, S. Naveen Taj and B. Swapna	27-34
6	Importance of value based higher Education in India-role of teachers K. Uma Rani	35-41
7	Innovative and interactive active learningMethods for quality learning: a case study V.Sucharita, P.Venkateswara Rao , and A.V.S Prasad	42-50
8	Benchmarks of pharmacy profession inIndia Adikay Sreedevi and Kaveripakam Sai Sruthi	51-57
9	An efficient deep learning method to Predict students performance Jabeen Sultana, M.Usha Rani, and M.A.H. Farquad	58-72
10	Quality enhancement in higher education Through information technology F. Amul Mary and S. Jyothi	73-81
11	Quality assessment methods in science Education D. Bharathi	82-92

CHAPTER-2

INNOVATIVE APPROACHES OF MODERN TEACHING

Gangavaram Jyothi Reddy¹, S. Nithya², and Sheik NaveenTaj³

¹Research Scholar, Dept. of Pharmacy, JNTUA, Ananthapuramu.

Mail ID: jyothi.reddy992@gmail.com

² Academic Consultant, Institute of Pharmaceutical Technology,
SPMVV- Tirupathi Mail ID: nithusomanjeri@gmail.com

³Academic Consultant, Institute of Pharmaceutical Technology,
SPMVV- Tirupathi Mail ID: naveentaj33@gmail.com

Abstract

Education is an incredible instrument for social change and transformation. Teaching is a highly complex task, multifaceted activity, unique in the classical conception. Majority of students in higher education all over the world are taught by means of lectures, laboratory demonstrations, seminars, through practical work, field trips, case studies and projects; they read books, articles and other printed materials, watch videos, slides etc, they utilize audio recordings and operate different equipments. The approaches opted and the quality of teaching differs from one course to another, from one institution to another and from one nation to another. It is necessary for the institutions to review their methods of teaching to relate systematically the objectives, teaching approaches and evaluation techniques of any course. It is argued that the concepts and methods of university teaching have not advanced in line with contemporary knowledge of human learning and behaviour. Therefore there is a need to opt for innovative approaches because the older methods are proving inadequate for the present trend education, hence new approaches/strategies of teaching to ensure effective learning should be available. Since, the quality of education is critical to the success of the nation, it is essential to analyse and implement innovative approaches of teaching to motivate and engender a spirit of learning, as every student is unique in his/her perception of learning. Innovative approach is a strategy that results in a

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Vijay Singh

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Phosphors

Synthesis and Applications



Rare earth-doped luminescent materials play an integral role in modern life because of their tremendous applications ranging from scintillators, color displays, fluorescent lamps, and intensifying screens to dosimetry of ionizing radiations. Written and edited by prominent luminescence researchers, this book details cutting-edge research on luminescence materials and is illustrated throughout with excellent figures and references. It will appeal to anyone involved in luminescence research and its applications, especially advanced undergraduate-, graduate-, and postgraduate-level students of spectroscopy, solid state physics, luminescence, material synthesis, and optical properties and researchers working on the synthesis of optical materials, the characterization of luminescence materials, solid state lighting, radiation dosimetry luminescence, and phosphor applications.



Sanjay J. Dhoble is professor in the Department of Physics, R.T.M. Nagpur University, Nagpur, India. He obtained his MSc in physics from Rani Durgavati University, Jabalpur, India, in 1988 and his PhD in solid state physics from Nagpur University in 1992. He received the Fellow of Luminescence Society of India award in 2017 and is a lifetime member of numerous scientific organizations, such as the Luminescence Society of India, the Society for Materials Chemistry, the International Association of Advanced Materials (IAAM), the Nuclear Track Society of India, and the Indian Science Congress Association. He has published 613 papers in reputed journals and has received best research paper awards for 39 papers. Prof. Dhoble has a teaching experience of 26 years and has served as principal of a college for five years. His research interests include the synthesis and characterization of solid state lighting materials, electron vibrational interaction (EVI) parameters, and the development of radiation dosimetry phosphors using thermoluminescence techniques.



B. Deva Prasad Raju is professor of physics and head of the department, University Science Instrumentation Centre (USIC), Sri Venkateswara University, Tirupati, India, and joint director of the Directorate of Admissions, Sri Venkateswara University. He obtained his BSc in mathematics, physics, and chemistry from Sri Krishnadevaraya University, Anantapur, India, in 1993 and his MSc in physics, MTech in energy management, and PhD in physics from Sri Venkateswara University in 1995, 1998, and 2005, respectively. From 1998 to 2007, he taught physics to undergraduate students in various government degree colleges, and since 2007, he is teaching physics and instrumentation to postgraduate students at Sri Venkateswara University. Prof. Raju has coauthored around 70 papers in reputed journals and 3 book chapters. In 2012, he received the Young Scientist award from the Department of Science and Technology, Government of India. He is associate editor and reviewer of numerous journals and a lifetime member of the Indian Science Congress Association and the Asia-Pacific Chemical, Biological & Environmental Engineering Society.



Vijay Singh received his PhD in 2004. As a postdoctoral fellow, he worked in China, France, and Germany. Since 2013, Prof. Singh has been associate professor at Konkuk University, Seoul, Korea. His research interests include alternative synthesis routes for known compounds and the synthesis of novel inorganic compounds. His key research interests are closely connected with the synthesis and applications of inorganic luminescent materials.



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Scholars'
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Dr. O. Ravi

Prof. B. DEVA PRASAD RAJU

2018

OPTICAL STUDIES OF RARE EARTH IONS DOPED BORATE BASED TCZN OXIDE GLASS

**SPECTROSCOPIC PROPERTIES OF Nd^{3+} ,
 Sm^{3+} , Dy^{3+} AND Er^{3+} IONS DOPED BORATE
BASED TELLURIUM CALCIUM ZINC NIOBIUM
OXIDE GLASS**

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OPTICAL STUDIES OF RARE EARTH IONS DOPED BORATE BASED TCZN OXIDE GLASS

This book deals, the rare earth ions (RE^{3+}) are used to probe the local structural variations in the host glass matrices, because of their unique spectroscopic properties resulting from the $4f-4f$ intra-configurational radiative transitions. Glasses containing rare earths as luminescent centers are of great interest due to their unique optical, electrical and magnetic properties. In the development of RE^{3+} ions doped optical devices, the host glass plays a very important role. Photoluminescence properties of RE^{3+} ions change drastically from host to host as well as by the variation of their concentration in the host. This behavior of the RE^{3+} ions has made the researchers to search for novel materials with different compositions to investigate and reveal their behavior in optical devices and to propose possible excitation schemes. Active research has to be carried out for the search of new hosts doped with RE^{3+} ions. In view of this, it is proposed to investigate certain RE^{3+} ions namely Nd^{3+} , Sm^{3+} , Dy^{3+} and Er^{3+} ions doped borate based tellurium calcium zinc niobium oxide (TCZNB) glasses.



Dr. O. Ravi completed Ph.D. degree at the department of Instrumentation, Sri Venkateswara University, Tirupati. He has published 8 research articles in reputed national/international journals. His current research interest is spectroscopic properties of rare earth ions doped borate based TCZN oxide glasses.



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EFFECT OF PROCESSING ON FUNCTIONAL PROPERTIES OF SELECTED MILLET FLOURS

¹Mandlik P., ²Jayam A., ³Komarraju A., ⁴Yadav K.

Research Scholar ²Associate Professor, Dept. of Health Sciences (Clinical Nutrition), College of Health and Rehabilitation Sciences, Princess Nora Bint AbdulRahman University, Riyadh, Kingdom of Saudi Arabia

¹Department of Microbiology and Food Science and Technology, GITAM Institute of Science, GITAM University, Visakhapatnam, Andhra Pradesh, India

Abstract : Millets are abundantly cultivated in various underdeveloped countries and are a staple crop which used to feed huge sections of population. Millets are gaining importance because of their nutritional composition over other cereals and increasing utilization in many processed foods. Utilization of these millets in many food products need to be explored because of their behavior under different processing methods. The effect of traditional processing methods such as germination, roasting and milling on functional properties of four millets flours and one composite flour were investigated. Sorghum (*Sorghum bicolor*), Foxtail millet (*Setaria italica*), Pearl millet (*Pennisetum glaucum*), and Finger millet (*Eleusine coracana*) were soaked and germinated for 24 hour. Thereafter, roasted and milled to fine flour and also used for formulation of composite flour and stored for further analysis. The Oil Absorption Capacity (OAC), Water absorption Capacity (WAC), Least Gelation Concentration (LGC) and Bulk Density (BD) of the raw and processed millet flours were analysed using standard techniques. The results for the raw and processed millets were then compared for their functional properties. WAC for processed millets showed significant difference when compared to raw millet flours in all millets except pearl millet, whereas OAC was significantly increased for all processed flours including composite flour. WAC was highest for processed sorghum ($335.00 \pm 2.9 \text{ ml/100g}$) whereas OAC was highest for processed pearl millet ($308.33 \pm 4.4 \text{ ml/100g}$). When raw and processed values were compared for BD, except for pearl millet, other millets showed significant differences at ($p < 0.05$). For LGC, there was no significant difference in processed and raw flour values. This concludes that, traditional processing methods affected the functional properties of the four millet flours and composite flour.

Key words - finger millet, sorghum, pearl millet, foxtail millet, processing of millets, functional properties.

1. INTRODUCTION

Millets is a generic term referring to a number of small-seeded annual grasses Paniceae and Chlorideae of the family Poaceae (true grass) [Zhang *et al.*, 2009]. Millets are grown primarily on marginal lands in dry zones of mild, subtropical and tropical regions under agrarian conditions, in which major cereals fail to give substantial yield [Adekunle, 2012]. Millets are food grains locally restricted to smaller regions or individual countries [FAO-1996]. Millets are unique among the cereals due to their richness in micronutrients. Finger millet, also known as Ragi, is of great importance, as it is considered as 'staple food' in some parts of India and Africa. It is a good source of micronutrients; calcium, magnesium, iron, phosphorus and B vitamins [Devi *et al.*, 2014, Saleh *et al.*, 2013]. It is also used in many processed food products such as weaning foods, bakery and beverages [Verma and Patel, 2013; Gull and Prasad, 2015]. In Africa, production of pearl millet is high as compared to others. As a steam cooked product, pearl millet forms a major component of meals. Chikwendu *et al.*, 2014 stated that, compared to other millets, pearl millets has better nutritive value in terms of iron, zinc, lipids and high quality proteins. Sorghum, because of its adaption to extreme weather conditions is termed as a 'resistant crop'. Being a good source of protein, vitamins, minerals and carbohydrate, it is widely cultivated all over the world as food and feed. As one of the oldest cultivated crop, foxtail millet is important in many regions. It is also called as 'Italian Millet'. It is widely produced in northern China, where it originated as well, and is used for different traditional preparations for pregnant woman [Pawar and Machewad, 2006].

Traditional processing has been applied to millets for the preparation of food and to improve sensory, nutritional and edible properties [Saleh *et al.*, 2013]. Germination is widely used as a traditional processing method which modifies different components and grain structure of the millet by enhancing enzyme activity [Traoré *et al.*, 2004]. Physicochemical and functional properties can get affected by these processing methods. Significance of studying functional properties of grains can be re-iterated by evaluation of possible changes occurring in behavior of nutrients, molecular structure and physicochemical properties of millets [Mattil, 1971; Kinsella and Melachouris, 1976]. There is an increased utilization of millets in different processed, value added foods due to their nutritive and therapeutic qualities and contribution towards meeting objective of sustainable diet, food security and eradication of hunger [FAO, 2017]. Also, there is very less information available on functional properties of processed millets and their composite flours. Hence, the present study was undertaken with an objective of studying the effect of processing of millets on their functional properties namely, Water Absorption Capacity (WAC), Oil Absorption Capacity (OAC), Least Gelation Concentration (LGC) and Bulk Density (BD). Presently, a hype is being observed in processed millet based bake

Self-perception of body image among Saudi females at Princess Nourah University, Riyadh, Kingdom of Saudi Arabia

Asma Abdulaziz Alhussaini, Hessah Ibrahim Alsuwedan, Hessa Faleh Alnefaie, Rehab Abdullallah Almubrek, Shima Abdulaziz Aldaweesh, Layam Anitha* & Hind Qassem

Department of Health Sciences, College of Health and Rehabilitation Sciences, Princess Nourah University, Riyadh, KSA

ABSTRACT

Background: Women are influenced by many socio-cultural factors on how they perceive their body image. **Methodology:** This cross-sectional study assessed self-perception of body image, body mass index (BMI), and compared the agreement between actual and perceived BMI among Saudi female adults at Princess Nourah University (PNU) in Riyadh. A total of 336 participants aged 18-50 years were recruited, by randomly selecting one of the three colleges in PNU and from among the workers in the selected college. A structured self-administered questionnaire was used to obtain socio-demographic information, weight perceptions, body satisfaction and media influence on body image. Participants had to "give best description of your perceived weight and height". **Results:** Majority of the participants were aged 18-29 years and unmarried. Mean BMI was $26.1 \pm 9.41 \text{ kg/m}^2$, and more than half of the participants (55.7%) belonging to 55-80 kg weight range were overweight. Their mean BMI by actual measurement was $24.2 \pm 8.26 \text{ kg/m}^2$ while their self-estimated BMI also fell in the normal BMI category. Cohen's Kappa K value of 0.635 indicated a good agreement between the actual and perceived BMI categories. Positive body image perception was given by 68.6% of the participants; 83.9% felt appearance was very important in the context of body image perception; 47.1% agreed that changing their abdominal part was what they wanted to change most, while 52.8% opted to lose weight in improving their appearance. **Conclusion:** Overall, an underestimation of body weight in terms of BMI was found among the participants. Such misconceptions should be addressed in view of the high obesity prevalence in Saudi Arabia.

Keywords: Self-perception, body image, misperception, BMI, Saudi female

INTRODUCTION

Body image is defined "as a person's mental representation of his/her own body, encompassing perceptual, affective, cognitive, and behavioural body aspects" (Lee, 2013). The perception of individuals of their own weight status

and body image often incorporates visualisation of their own body formed in their mind. It is also a multidimensional concept incorporating sociocultural, neurological and psychological elements (Shagar *et al.*, 2014). Preference for a particular body weight and attitude

*Corresponding author: Dr Layam Anitha

Department of Health Sciences (Clinical Nutrition), College of Health and Rehabilitation Sciences, Princess Nourah University, Riyadh, KSA

E-mail: layamanitha@gmail.com

Volume - XI

EDUCATIONAL DEVELOPMENT AND SOCIAL WELFARE

Editors

MANOHARA BABU .D.N
GOVINDARAJU .N



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11

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CONTENTS

Ch. Nos.	Title of the Papers	Authors Name	Page Nos.
1	Dealing with the new dimensions of Digital Risks: A Review	Nirmala C. & Dr.Glridhar K.V.	1
2	Tribal Development in Karnataka – Overview	Dr. Reshma	5
3	English as the Official Language in the Global Context	S.Lingegowda	12
4	Information Seeking Behaviour of Legislative Members	G.C.Eregowda	16
5	General Overview of Gender Equality Progress In Indonesia, Thailand, and Philippines	Dinda Lisna Amilia	19*
6	Commercial Banks Role on Financial Inclusion and Empowerment of Rural Women in India	Manoj S & Dr.M Prabhu	24
7	Educational Development and Social Welfare	Vanitha.K.	31
8	Make in India and its Impact on Textile Industry in Kamataka- with Special Reference to Mysore District	Seyed Hossein Mirhashemi & Dr. M. Suresha	34
9	Urban Transport and Automobile Air Pollution in Mysuru, India	Azls Kemal Fauzie, G.V. Venkataramana & Naveen S	39
10	Education and Economic Growth: A Study in Karnataka	Dr. Avinash.T	46
11	Principles of Social Impact Assessment	Dr.A.Kusuma	51
12	Role of Tribal Community in Environment Conservation: With Special Reference to Kodagu District in Karnataka	Shrinidhi V S & Dr. Thimmaiah T.D	55
13	Urban Planning and Sustainable Development	Dr.S K Bhuvanendra	63
14	An Economic Analysis of Micro Finance and Poverty Alleviation in India	Dr.Neelakanta N.T, Sanjeevamurthy .H & Shivappa	66
15	Domains regarding the empowerment of women through SHGs in Urban Slums of Mysore	Dr. Noor Mubasheer C.A	73
16	Education of Women during Mughal Period	Dr. N.C. Sujatha	75
17	Women Empowerment : Some Issues and Concerns	Sharadhamma .D	77
18	Educational Development of Muslims and welfare initiatives	Sabira Firdous	79
19	A Study on Malnutrition in Women	Dr. J. L. Banashankari	84
20	Educational development in relation to various social backgrounds - an explorative study	NirmalaKumari & Dr. Palanethra L.	87
21	Rural Health Issues: Optimum Village, Healthy Village	Dr. K.S. Veerendrakumara	91
22	Importance of Literature, Media on Education	Anuradha H R	94
23	Role of Higher Education in Promoting Inclusive Education	Dr.Janaki .M	98
24	Education and Women Empowerment	Dr. Kanakappa Pujar	101
5	Development – Social, Cultural, Economic and Political Dimensions	Dr. Suvarna V. D, Victoria Roche & Mahendra A. C	104
	Women Empowerment: Some Issues and Concerns	Priya N. Shenoy	110

PRINCIPLES OF SOCIAL IMPACT ASSESSMENT

Dr.A.KUSUMA

Member, Executive Council of VSU and Assistant Professor of Social Work, Vikrama Simhapuri University,
Kakutur, Nellore-524 320

Abstract

Economic development projects brought innumerable benefits but also had unintended detrimental effects on people and natural resources. Human activities have resulted in the disruption of social and communal harmony, the loss of human livelihood and life, the introduction of new diseases, and the destruction of renewable resources. Social impacts are the impacts of developmental interventions on human environment. The impacts of development interventions take different forms. While significant benefits flow in from different development actions, there is also a need to identify and evaluate the negative externalities associated with them. Such impacts not only need to be identified and measured but also need to be managed in such a way that the positive externalities are maximized and the negative externalities are minimized. In view of this, the present paper focuses on the principles of Social Impact Assessment in detail.

Key words: Economic development, Social Impact, Social and Communal harmony, etc.

INTRODUCTION

A balanced development planning takes into account the environmental, social and biodiversity impacts of economic development. Environmental Impact Assessment (EIA), Social Impact Assessment (SIA) and biodiversity impact assessments are some of the methods that aid in planning and decision making process. These impact assessments help in identifying the likely positive and negative impacts of proposed policy actions, likely trade-offs and synergies, and thus facilitate informed decision-making. Moreover, the need for impact assessment stems from the fact that:

- > Impact assessments enhance positive and sustainable outcomes associated with project implementation.
- > They support the integration of social and environmental aspects associated with the numerous subprojects into the decision making process.
- > They enhance positive social and environmental outcomes;
- > They minimize social and environmental impacts as a result of either individual subprojects or their cumulative effects;
- > They protect human health and minimize impacts on cultural property.

WHAT IS SOCIAL IMPACT ASSESSMENT?

Social Impact Assessment (SIA) can be defined in terms of efforts to assess or estimate, in advance, the social consequences that are likely to follow specific policy actions (including programs/ projects and the adoption of new policies), and specific government actions. It is a process that provides a framework for prioritizing, gathering, analyzing, and incorporating social information and participation into the design and delivery of developmental interventions. The SIA ensures that the development interventions:

- > are informed and take into account the key relevant social issues; and
- > incorporate a participation strategy for involving a wide range of stakeholders. Social Assessment (SA), on the other hand, is a process that provides framework for prioritizing, gathering, analyzing and incorporating social information and participation into the design and delivery of development operations (Rietbergen- McCracken and Narayan 1998).

POSE OF THE STUDY

The purpose of the study is to provide clear and comprehensive knowledge about the principles of Social Impact Assessment in detail.

PRINCIPLES OF SOCIAL IMPACT ASSESSMENT

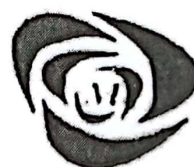
It gives an overview of the principles that guide the concepts, the process, and the method of conducting social impact assessment. These principles are based on the expert judgment of varied professionals like sociologists, anthropologists, social psychologists, geographers, urban planners, economists, natural resource social scientists and landscape architects. These principles are meant to ensure sound scientific inquiry and are based on the best practices followed in the field over the last three decades. This section draws heavily from the guidelines

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Sl.NO	NAME OF THE PAPER	PAGE NO
18.	Dimension of Tribal Development Learning Process at Grass Root Level G. P. Perumal, Dr. P. Chennakrishnan	137-141
19.	Productivity Efficiency of RRBs in Southern India: A Comparative Study of Pre and Post Amalgamation Shashikant D.H., Dr. Sujatha Susanna Kumari D	142-170
20.	A Study on Quality of Work Life and Social Security in New Generation Commercial Banks Dr. S. Ananda Natarajan, N. Vincellin	171-175
21.	A Study on Financial Analysis of Automobile Industries (A Comparative Study of Mahindra and Mahindra with Tata Motors) Dr. G. Sakthivel, K. Sangeetha	176-181
22.	Isolated and Combined effects of Yogic Practices and Aerobic Exercise on Passing among College Women Basketball Players Dr. S. Ezhilarasi	182-186
23.	Higher Educational Vision of the Muslim Female Students in Kerala: Problems and Concerns Ramla. K	187-194
24.	A Study on Employees' Perception and Satisfaction towards ABT Maruti, Coimbatore Dr. R. Gokila	195-205
25.	A Study on Employees Perceived Level of Organizational Climate of Cement Companies in Ariyalur District Dr. G. Susila	206-213
26.	An Exploratory study of FDI in Indian Retail Sector Babita	214-222
27.	A Relationship between E-HRM Practices and Organisation Effectiveness Priya. A, Dr. G. Ravi	223-229
28.	A Study on Factors influence of Internet Banking Services among Rural Customers (with special reference to Salem District) Dr. K. Prabhakar Rajkumar, M. Ganesan	230-240
29.	India's New Education Policy and Economic Growth P. Gokula Krishnan, Dr. N. Savitha	241-248
30.	Role of Kudumbashree Mission in solving problems among the Tribal Neighborhood Group (NHGs) Members Antony J Kuttancherry, Dr. P Arunachalam	249-255
31.	Environmental Refugees: A Human Dimension of Development and Environmental Degradation Dr. Mothi George	256-260
32.	A Study on Employee's awareness of E-Banking Services with special reference to selected Commercial Banks in Vilupuram District M. Kannaghi	261-264
33.	Prospects of Silk Industry in India-An analysis Dr. K. Thiripurasundari, P. Ramalakshmi	265-269
34.	Effective customer satisfaction provided by Karur Vysya Bank Dr. R. Leelavathi	270-275
35.	A review of the Indian Tourism industry Pallavi Rallan, Dr. Neela Nair	276-285
36.	Conceptual overview of various elements of Promotion Mix Dr. P. Raghunadha Reddy, K. Dasthagiri Basha	286-294
37.	Crowd and Queue Management in temples during Large Scale Religious Gatherings P. G. Prasunamba, Dr. B. V. Muralidhar	295-299
38.	Emerging Markets and Marketing Strategies – is gender based Marketing a Myth? M. A. Raja Sekhar, Dr. P. Raghunadha Reddy	300-308
	Management competency development in students through handwriting analysis & Graph therapy V. S. V. Prasad, Dr. P. Raghunadha Reddy	309-316

Utilization of ICT Services by Research Scholars of Sri Venkateswara University Library: A Study

Dr. B.Veena Kumari

Academic Consultant
Dept. of Library and Information Science
S.V.University
Tirupati
veenakb12@yahoo.com

M.Swarnalatha

Research Scholar
Dept. of Library and Information Science
S.V.University
Tirupati
mswarnal3@gmail.com

Prof.I.Chandraiah

Dept. of Library and Information Science
S.V.University
Tirupati
chandraisvu@gmail.com

***Abstract** - The present study examines the ICT facilities and services used by research scholars of S.V.University Library, Tirupati and the accessibility and Problems of internet services, Levels of user satisfaction, Purpose of utilization, Productivity and Performance.*

Key words: Information and Communication Technology, Internet, Facilities, digital resources.

Introduction

Information and Communication Technology (ICT) facilities and services play a very important role in library services. ICT has given new formats of recording and presenting information and new tools and techniques of handling information.

“The changing scenario in the field of Library and Information Science demands education, training and exposure befitting the national and global market. The impact of the computers are felt greater in the field of library and information services than others, Rapid growth in latest technologies have changed the way of functioning of the libraries. Computer technology holds the promise of increased productivity; however this promise is not realised due to the limited abilities of those who make use of computers. Libraries build capacity and provide support and training for effective use of digital and other information resources”.¹

Definition

“Information and Communication Technology defined as a “diverse set of technological tools and resources used communicate and create disseminate, store and manage information”.²

Literature on ICT is blooming in all aspects of ICT as in line.

Kumar, Sampath B.T and Biradar, B.S (2010) observed that the use of ICTs in 31 college libraries in Karnataka, India by analyzing the ICT infrastructure, status of library automation, barriers to implementation of library automation and librarians' attitudes towards the use of ICT. The survey carried out using questionnaire, observation and informal interview with selected college librarians show that lack of budget, lack of manpower, lack of skilled staff and lack of training are the some constraints and preventing automating library activities. Even though library have shown a positive attitude towards the use of ICT applications and library automation, a majority expressed the need for appropriate training to make use of ICT tools.³

Naved, Ahmad and Nishat, Fatima (2009) carried out a study of the social sciences researchers' use of ICTs in the Aligarh Muslim University (AMU). A well structured questionnaire was used to collect the relevant data. The study shows that researchers use a variety of ICT products and services for their research work as these products prove very helpful in finding needed information quickly and easily and also help the researchers to access, manage, integrate, evaluate, create, and communicate information more easily. The study also identifies lack of training and technical knowledge to use ICTs as the major hindrances faced by the researchers in AMU. The paper recommends proper training and guidance for use of ICT-based technologies for the optimum utilisation of these services by the researchers.⁴

Objectives

- To know about the ICT facilities and services in S.V.University Library.
- To identify the types of ICT resources used by research scholars
- To know the purpose and frequency of use of ICT facilities
- To understand the level of satisfaction of users.
- To assess their reading patterns both print and electronic based materials.
- To identify the problems in using of ICT facilities.

Methodology

Questionnaire method has been adopted for collection of data from the research scholars by Sri Venkateswara University Library, Tirupati. 200 questionnaires were distributed randomly to select research scholars out of 127 responded positively. The data collected from the questionnaire formed the bases for the present study.

Analysis of data

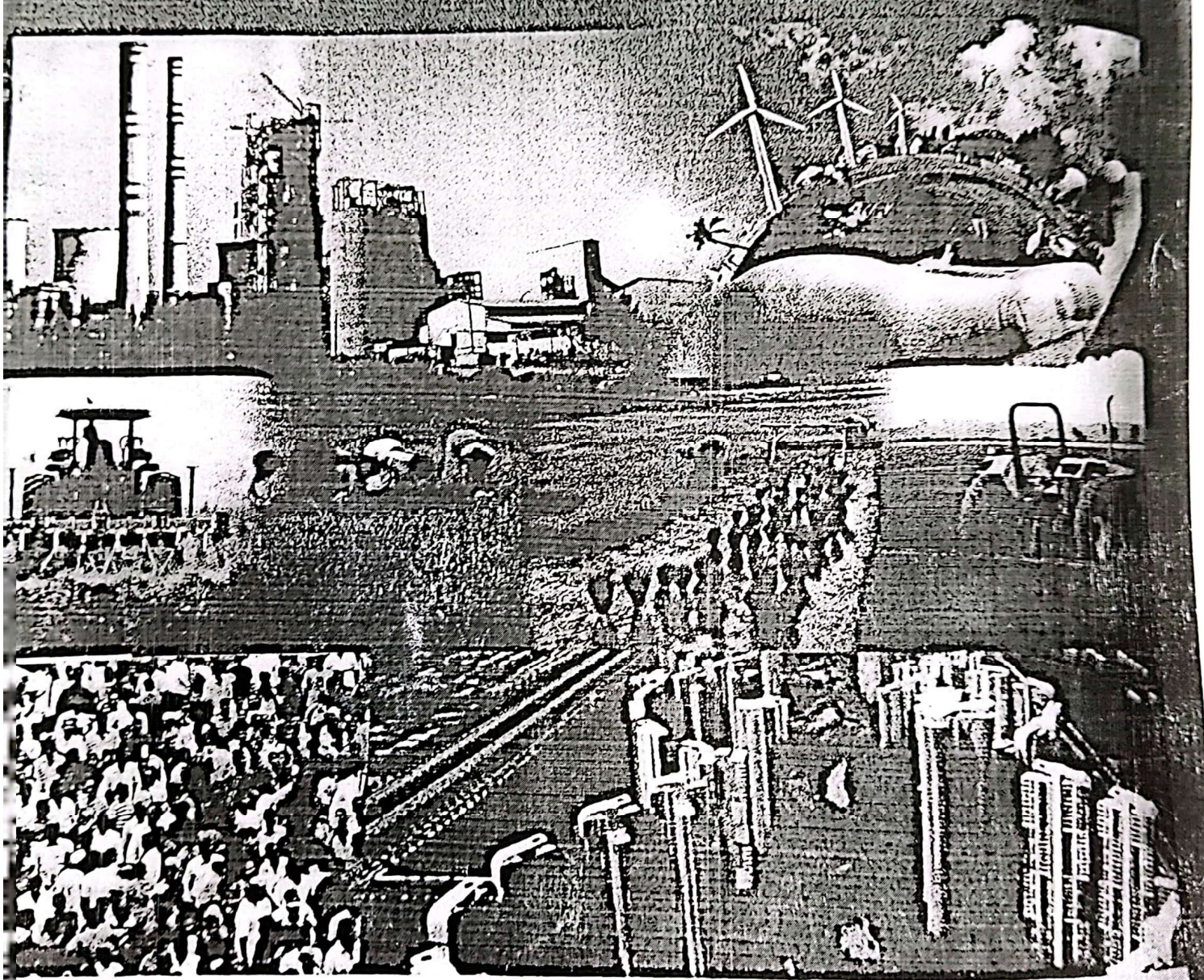
After collecting the data from the research scholars, the data was analyzed accordingly to the objectives stated. The data was analyzed manually and necessary calculations were done with the help of using calculator for statistical aspects.

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III

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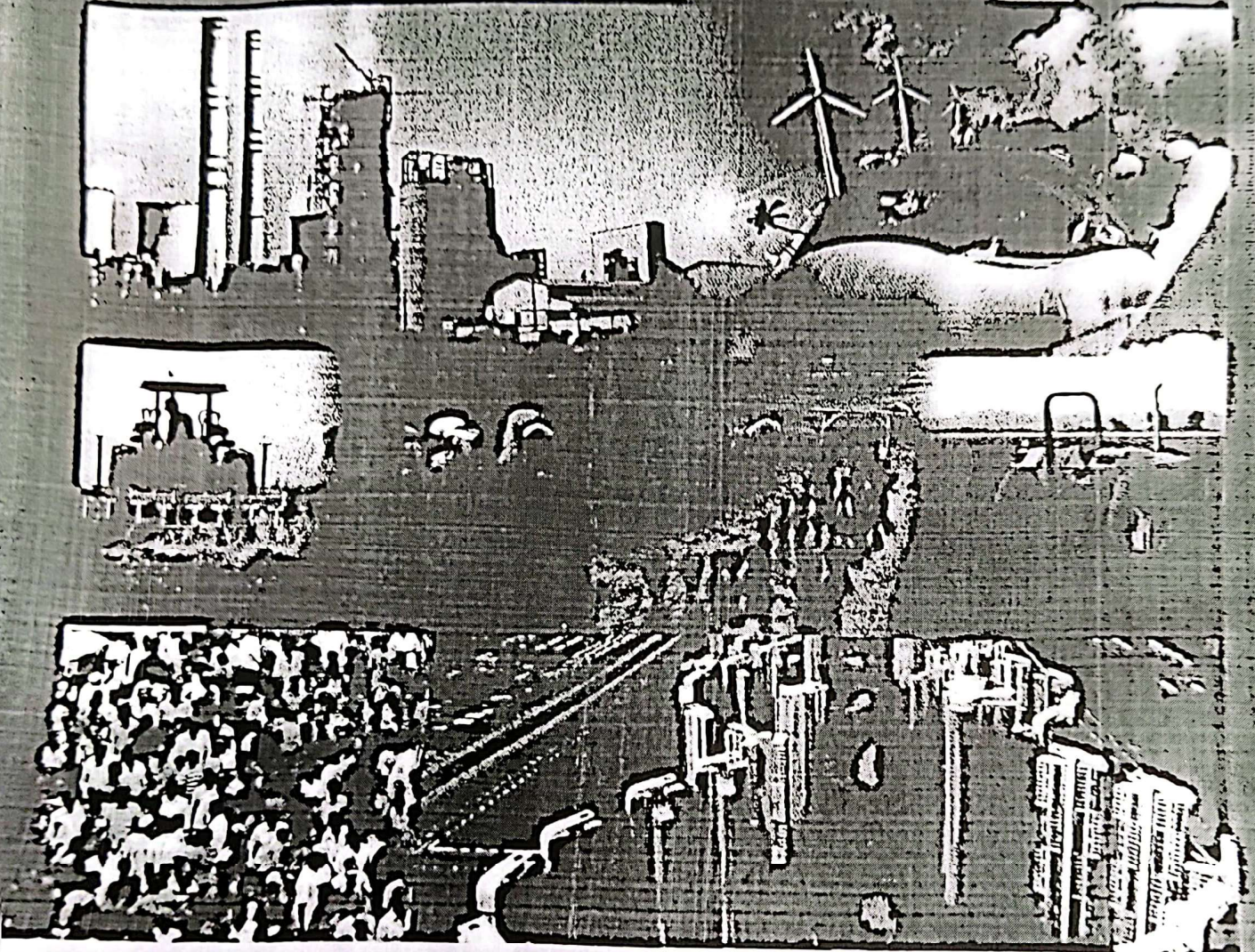
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III

మానవ భూగోళ-శాస్త్రం



తెలుగు అకాడమి
హైదరాబాద్

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మీనావ భూగోళ శాస్త్రం

రచయితలు

ఆచార్య ఎ. కృష్ణకుమారి
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డా॥ ఎన్. చంద్రాయుడు

అసిస్టెంట్ ప్రొఫెసర్, భూగోళశాస్త్ర విభాగాధిపతి
శ్రీ వెంకటేశ్వర విశ్వవిద్యాలయం, తిరుపతి

డా॥ కె. నీరజ

పూర్వ అధ్యాపకురాలు
గాయత్రి డిగ్రీ కాలేజి
వరంగల్

సంపాదకులు

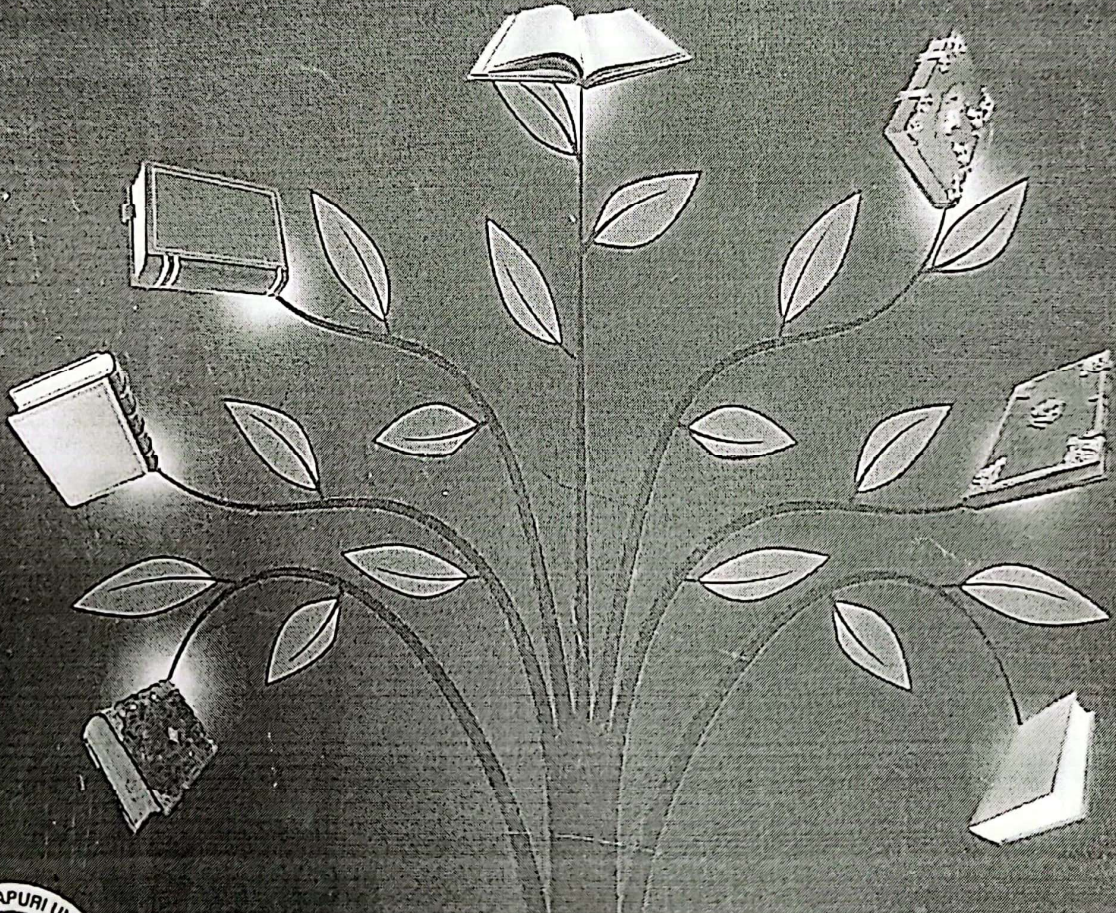
ఆచార్య కె. రవీంద్ర రెడ్డి
ప్రొఫెసర్ (రిటైర్డ్), భూగోళశాస్త్ర విభాగం
శ్రీ కృష్ణదేవరాయ విశ్వవిద్యాలయం
అనంతపురం

ఆచార్య ఎ. కృష్ణకుమారి
భూగోళశాస్త్ర విభాగాధిపతి
శ్రీ కృష్ణదేవరాయ విశ్వవిద్యాలయం
అనంతపురం



తెలుగు అకాడమి
హైదరాబాదు

నెల్లూరు జిల్లా సాహితీ సర్వస్వం



తిక్కన సాహితీ పీఠం
తెలుగుశాఖ
విక్రమ సింహపురి విశ్వవిద్యాలయం, నెల్లూరు
2018

Nellore Zilla Sahiti Sarvasvam -
Nellore District Literary History

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ప్రతులకు తెలుగు శాఖ,
విక్రమ సింహపురి విశ్వవిద్యాలయం,
నెల్లూరు.

కవర్ డిజైను శ్రీ రవిబాబు

డి.టి.పి. కూర్పులు కిడాంబి ప్రత్యూష, పొదిలి శివ

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నెల్లూరు. 0861-2312345

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గమనిక: ఈ గ్రంథంలో ప్రచురించిన వ్యాసాలలోని విషయాలకు
వివరాలకు ఆయా రచయితలదే బాధ్యత.

పదబంధాలను, అందులోని పదాల అమరికను బట్టి 12 రకాలుగా వర్గీకరించవచ్చు.

1. దేశ్యం + దేశ్యం : అంటుదడి, కోడిజుట్టాకు, బాడబాక్కుల మాటలు.
2. దేశ్యం + తద్భవం : దేబిమొహం, ఒప్పనాసిది.
3. దేశ్యం + తత్సమం : ఆటవిడుపు, కలనాయి, వేదాంతం.
4. దేశ్యం + ఇంగ్లీషు : కుక్క సబ్బు, అటుకుల చైను.
5. దేశ్యం + హిందూస్థానీ : అడ్డ సవాళ్ళు.
6. దేశ్యం + తమిళం : నగిరి కడ్డాయం.
7. తద్భవం + దేశ్యం : కత్తిరోడు, సంద కవలం.
8. తద్భవం + తత్సమం : కత్తిరి జాతకోడు, అత్తా పాతకం.
9. తత్సమం + దేశ్యం : పుణ్య పుత్రురాలు.
10. హిందూస్థానీ + దేశ్యం : బలాద్రపు పని, పోరంబోకువాడు.
11. ఇంగ్లీషు : దేశ్యం : కంతిరోడు, పొక్కిరిమెంటువాళ్ళు.
12. ఇంగ్లీషు + ఇంగ్లీషు : టైరు చైను.

ఈవిధంగా నెల్లూరు జిల్లా భాష ఎంతో వైవిధ్యంతో ఉంది. ఈ ప్రాంతం త్వరితగతిన అభివృద్ధి చెందడం వలన ఎన్నో మాండలిక పదాలు అంతరించి పోతున్నాయి. వాటిని సేకరించి, ముద్రించుకోవడం ద్వారా నెల్లూరు జిల్లా తన ప్రత్యేకతను నిలుపుకోగలదు.

-డా॥ ఎస్. రాజేశ్వరి

నెల్లూరు జిల్లా మాండలిక పదాలు :

1.0. నెల్లూరు జిల్లా చరిత్ర ఆంధ్ర శాతవాహనుల కాలం నుండి మొదలైనట్లు ఆధారాలున్నాయి. నెల్లూరు జిల్లాను 13వ శతాబ్ది వరకు విక్రమ సింహపురమని పిలిచేవారు. ఆ తర్వాత నెల్లూరు, అనే వ్యవహారం ఏర్పడింది. 'నెల్' అంటే తమిళంలో 'వరి' అని అర్థం. వరి ఎక్కువగా పండించే ప్రాంతం కాబట్టి 'నెల్లూరు' అనే పేరాచ్చిందని కొందరి అభిప్రాయం.

నెల్లూరు జిల్లా సాహితీ సర్వస్వం

కన్పిస్తున్నాయని చెప్పవచ్చు. భాషా శాస్త్రవేత్తలు భద్రరాజు కృష్ణమూర్తి, చేకూరి రామారావు వంటి ప్రముఖులు ఈ జిల్లాను దక్షిణ మండలం అంటే రాయలసీమ ప్రాంతంలో ఒకటిగా చూపించారు. అయినప్పటికీ ఈ జిల్లా మాండలిక వ్యవహారం మీద కోస్తా వ్యవహార ప్రభావం కూడా ఉండడం చూడవచ్చు. తమిళనాడు రాష్ట్రం ఒకవైపు సరిహద్దు ఉన్నా ఆ ప్రభావం ఈ జిల్లా మీద లేక పోవడం (అక్కడి వ్యవహారంలో తెలుగు ఎక్కువ శాతం ఉండడం) మనం చూడవచ్చు. నెల్లూరు జిల్లా వ్యవహారంలోని మాండలిక లక్షణాలు, వారి సంస్కృతిగా భావించవలసి ఉంటుంది. భాషా ప్రామాణిక లక్షణాల్ని సంతరించుకొంటూ నెల్లూరు మాండలిక పదాలు తెలుగు ఒక ప్రామాణిక భాష ఏర్పడే దిశగా తోడ్పడటం, ఆ దిశంగా పయనిస్తోందని చెప్పటంలో ఎలాంటి సందేహం లేదని చెప్పవచ్చు.

ఉపయుక్త రచనలు:

1. కృష్ణమూర్తి, భద్రరాజు - 'తెలుగు మాండలికాలు: ప్రమాణభాష; తెలుగుభాషా చరిత్ర' లోని వ్యాసం.
2. జయప్రకాష్, ఎస్. - 'తెలుగు వారి మాండలికాలు' (ఆముద్రిత వ్యాసం)
3. భూపాల్రెడ్డి ఎస్. - 'తెలుగు మాండలికాలు - నెల్లూరు జిల్లా'
4. మైథిలి బి. - 'నెల్లూరు మాండలిక పదాలు - ఒక పరిశీలన' (ఎం.ఫిల్ పరిశోధక వ్యాసం, ఆముద్రితం)
5. రాధాకృష్ణ గాలి - 'మాండలికాలు: ప్రమాణభాష; తెలుగు భాషా వికాసం' లోని ఇరవయ్యోభాగం.

- ఆచార్య గాలి రాధాకృష్ణ

ISSN: 2319 - 3905

ద్రావిడ భారతి

అర్ధవార్షిక తెలుగు పరిశోధన పత్రిక

సంపుటి - 1

మే 2018

సంచిక-1



ద్రావిడ విశ్వవిద్యాలయం

విషయ సూచిక

సందేశం	iii
సంపాదకీయం	v
1. తెలుగులో కృత్తద్ధిత ప్రక్రియ	1
- ప్రాచార్య శలాక రఘునాథ శర్మ	
2. తెలుగులో రచన చేసిన తొలి పాశ్చాత్యుడు - రాబర్ట్ డి నోబిల్	14
- డా. పి.ఎన్. గోపాలకృష్ణ	
3. కాళ్ళకూరివారి సంస్కరణోద్యమ నాటకాలు	17
- ఆచార్య బూదాటి వేంకటేశ్వర్లు	
4. లిఖిత-మౌఖిక జాంబ పురాణాలు	29
- ఎ.కె. ప్రభాకర్	
5. సి.పి.బ్రౌన్ ప్రజాస్వామిక భాషా దృక్పథం	41
- వి. చెంచయ్య	
6. తెలుగులో ఆగమరూప నిర్మాణం	49
- ఆచార్య గాలి రాధాకృష్ణ	
7. విశ్వనాథ సీసనిర్మాణ పద్ధతులు - ఒక దృష్టి	58
- డా. పి.ఆర్. హరినాథ్	
8. తమిళ భాషా ప్రాచీనత	68
- కీ.శే. డా. చిలుకూరి నారాయణరావు	

తెలుగులో ఆగమరూప నిర్మాణం

- ఆధార్య గారి రాశాక్షేప

1.0. భాషా నిర్మాణంలో వివిధ రకాల పరివర్తన ప్రక్రియలు పాల్గొంటాయి. తెలుగులో ఆదేశాత్మకం (Replative), అగమాత్మకం (Additive), మాపలోపం (Deletion) మొదలైన ప్రక్రియలు కనిపిస్తున్నాయి. అగమాత్మక ప్రక్రియ వల్ల వ్యంజనరూపం అదేవంగా చేరుతుంది. అంటే రెండు (పూర్వరూప అంత్వ, పరరూప అధ్య) స్వరూపాల నడుమ వ్యంజనరూపం చేరుతుంది. ఈ వ్యంజన రూపాన్ని ఆగమరూపం అని వ్యవహరిస్తారు. ఇక్కడ పూర్వరూప అంత్వ స్వరానికి పరరూప ఆధ్యస్వరం పరమైనపుడు స్వరాదేశ ప్రక్రియ (పూర్వ రూప అంత్వ స్వరానికి పరరూప ఆధ్యస్వరం ఆదేశం చెందడం) గాని, పూర్వరూప అంత్వ స్వరూపానికి పరరూప ఆధ్యస్వరం చేరినపుడు స్వరలోప ప్రక్రియ (పూర్వరూప అంత్వ స్వరలోపం) గాని జరగవలసి ఉంది. కాని పూర్వరూపం అంత్వ, పరరూప ఆధ్య స్వరాలు రెండూ వ్యవహార ఉచ్చారణలోగాని, రాశిలోగాని అలాగే ఉంటూ వాటి నడుమ వ్యంజనరూపం చేరడం చూడవచ్చు. ఈ వ్యంజనరూపం ఆగమంగా రావడం వల్ల పూర్వరూప అంత్వ, పరరూప ఆధ్యస్వరాల్లో ఎలాంటి మార్పు లేకుండా అలాగే నిలిచి ఉంటాయి.

తెలుగులో కేవల వ్యంజనరూపాలు (క్, గ్, బ్, డ్, త్, వ్, జ్, ఘ్, య్, ర్, వ్, స్, హ్), సంయుక్త వ్యంజనరూపం (ట్టే) అగమాత్మక ప్రక్రియలో పాల్గొంటున్నాయి.

1.1. కేవల వ్యంజనాగమం: పూర్వ రూప అంత్వస్వరం, పరరూప ఆధ్యస్వరం నడుమ కేవల వ్యంజనరూపం ఆగమంగా రావడం.

ఎ) కకారాగమం: కకారం అ-ఓ స్వరాల నడుమ ఆగమం వస్తుంది.

1) స్వరపరివర్తన ప్రక్రియ (పూర్వరూప అంత్వస్వరం కకారం ఆకారంగా పరివర్తన చెందడం)తో పాటు కకారాగమం.

పది + ఒండు = పదకొండు

బి) గకారాగమం: గకారం అ-ఇ స్వరాలనడుమ ఆగమం వస్తుంది.

1) కేవల గకారాగమం: పూర్వరూప అంత్వ, పరరూప ఆధ్య స్వరాల నడుమ వ్యంజనరూపం

'గ్' ఆగమంగా రావడం

తెలుగు రూపం + తెలుగు రూపం:

పెల్ల = ఇంచు = పెల్లగించు