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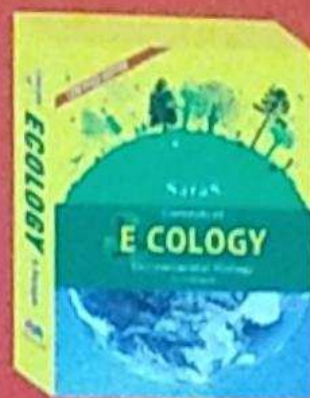
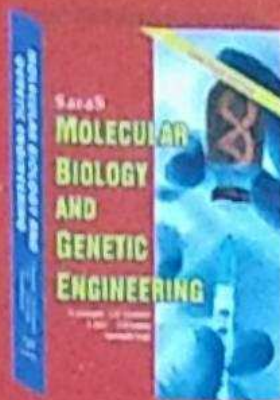
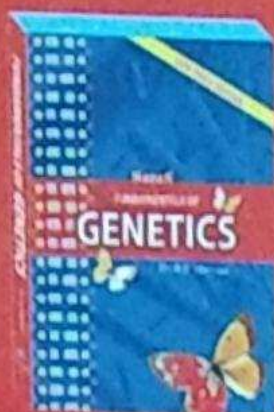
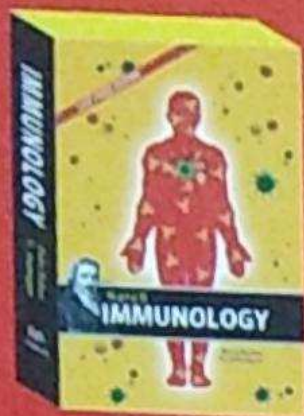
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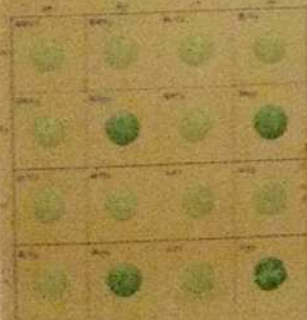
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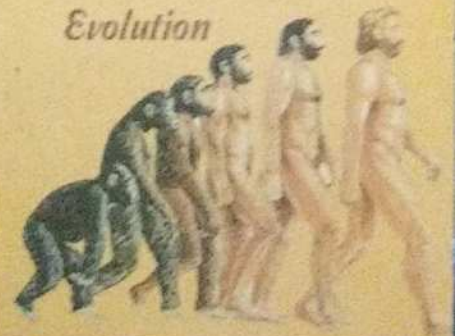
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ISBN : 978-93-86519-32-0

Pages: 360

Price : 190/-

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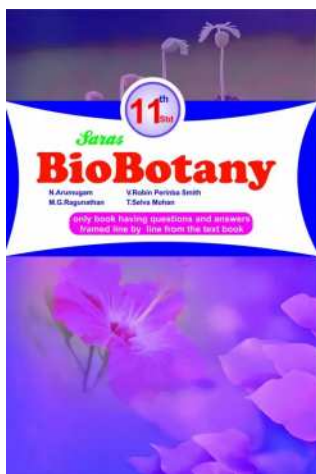


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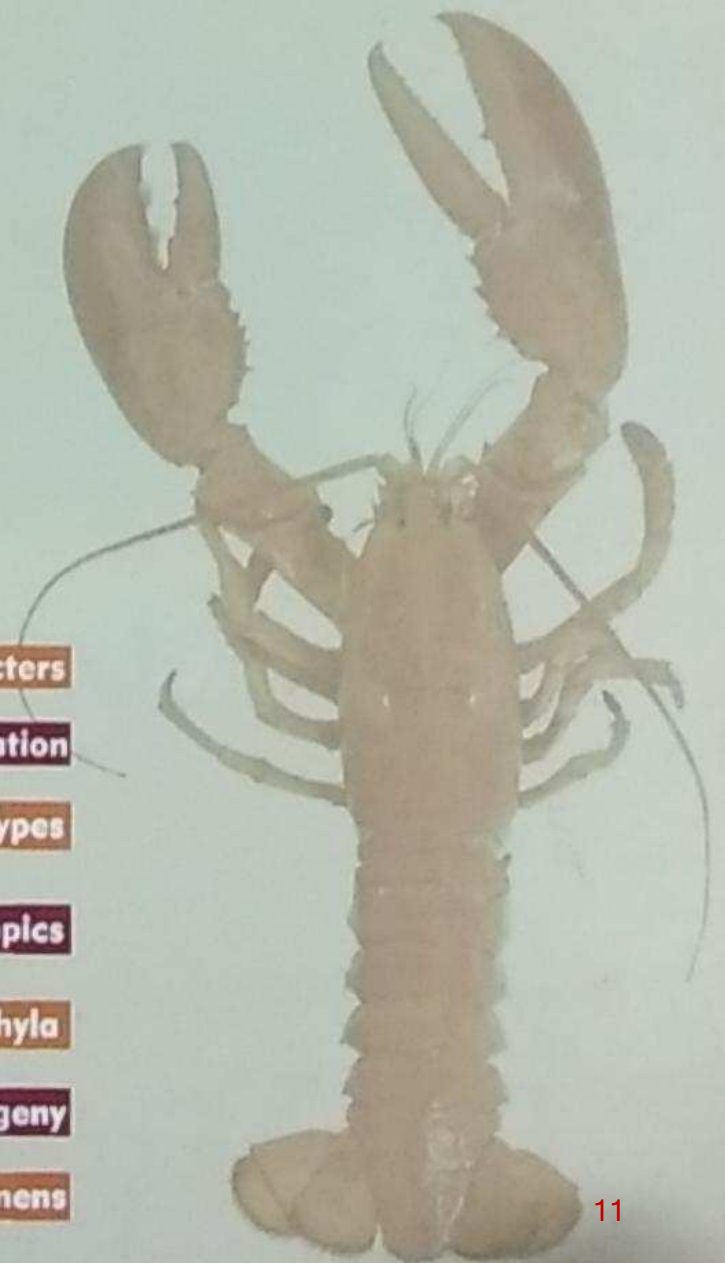
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First Edition : 1985, Reprint : 1990, Second Revised Edition : 1995, Reprint : 2000,
Reprint : 2005, Third Revised Edition : 2010, Fourth Edition : 2012; Reprint: 2015;
Fifth Revised Edition: 2019

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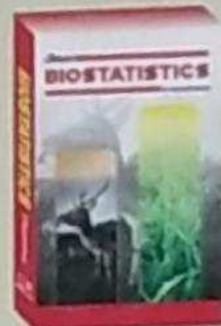
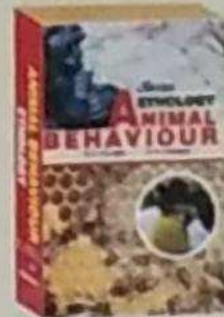
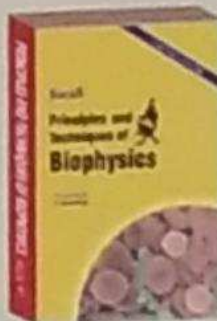
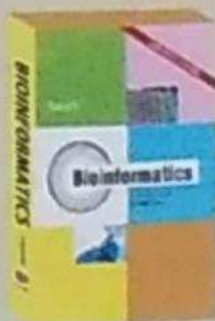
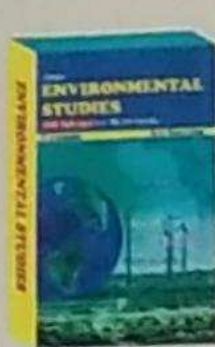
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Price : Rs. 95 /-

Pages : 180

Published by

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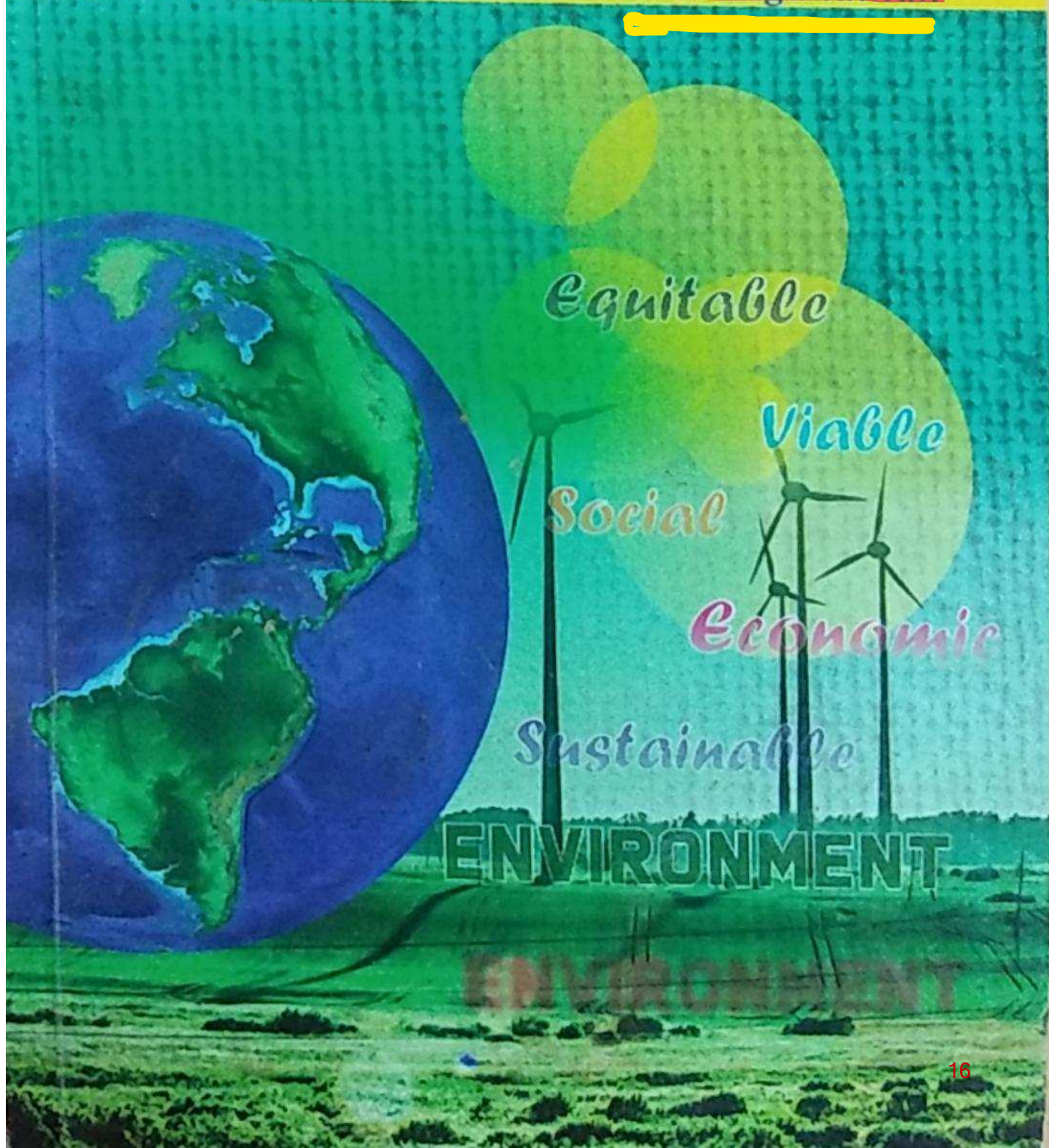
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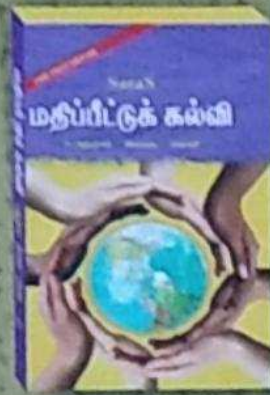
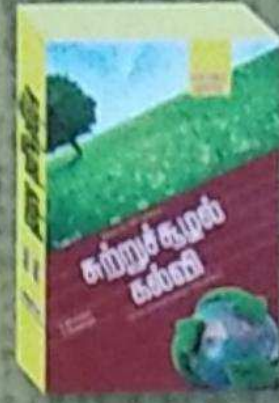
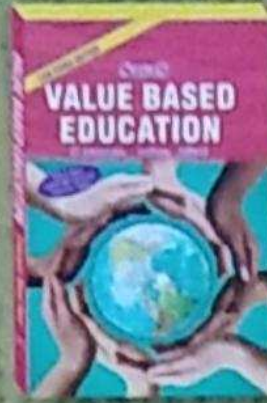
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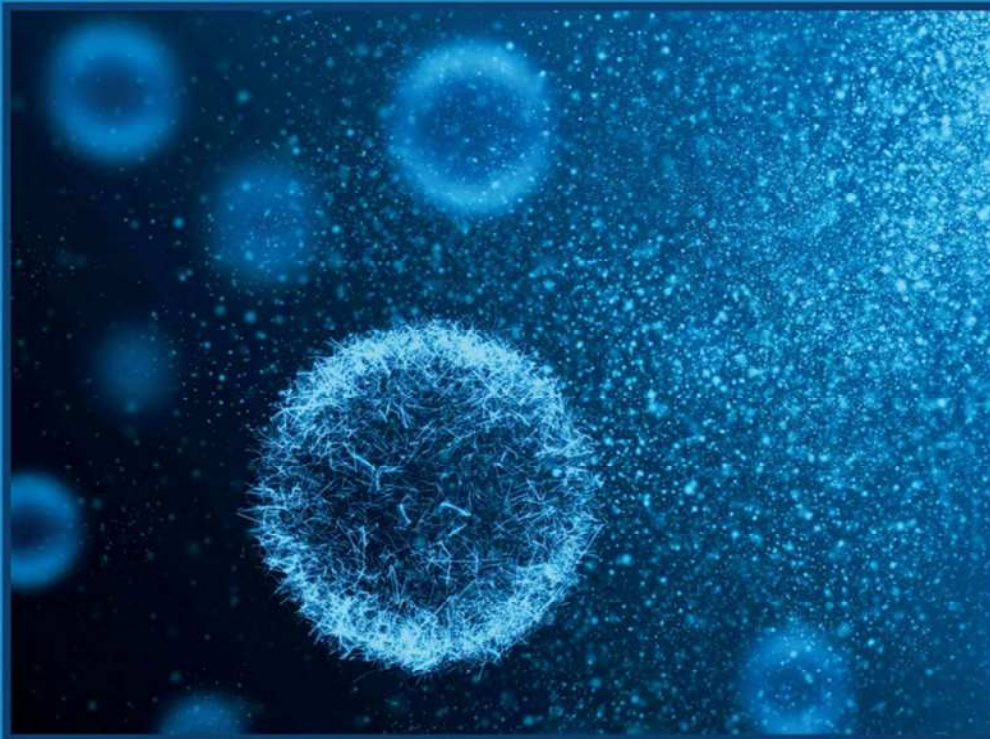
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British Library Cataloguing-in-Publication Data

A catalogue record for this book is available from the British Library

Library of Congress Cataloging-in-Publication Data

A catalog record for this book is available from the Library of Congress

ISBN: 978-0-12-817004-5 (print)

ISBN: 978-0-12-817005-2 (online)

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Publisher: Charlotte Cockle
Acquisition Editor: Nancy Maragioglio
Editorial Project Manager: Alexandra Romano
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Typeset by MPS Limited, Chennai, India



Applying nanotechnology to bacteria: an emerging technology for sustainable agriculture

8

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8.1 Introduction

The rapidly growing world population would cross about 9.6 billion by the year 2050 (as per UN report 2013), a 30% increase with respect to that in the 2010s. In this scenario, the increased demand for the high yield of crop production with lesser adverse effect on soil system is a big challenge for the modern agricultural system. The changing climate and overpopulation have led to the crisis of nutrient availability and food security for humans, especially in developing countries (Gouda et al., 2018; Prasad et al., 2017; Ram et al., 2014).

Soil is a robust living matrix and it is an important source of in agricultural practice and food security; it is also equally important for maintenance of all life processes (Dinesh et al., 2015; Reeves, 2017). Intensive farming practices that accomplish high yields need chemical fertilizers, mainly nitrogenous and phosphorus ones (Gupta and Dikshit, 2010; Rubin, van Groenigen, and Hungate, 2017), which are not only costly but also lead to soil, air, and water pollution. The intensive use of pesticides globally is about 2 million tons per year; out of which 45% Europe alone uses 45%, the United States consumes 25%, and 25% is used by the rest of the world (Pretty and Pervez Bharucha, 2015; Wani and Kothari, 2018). Indiscriminate use of these chemicals had led to pathogen and pest resistance, soil security and major disadvantage is the biomagnification of pesticides, pollinator decline and destroys natural habitat of farmer's field (Tilman et al., 2002). Disproportionate use of these chemicals has lethal effects on soil microorganisms, disturbs the fertility status of soil, and also pollutes the environment (Gupta et al., 2015; Ma et al., 2011; Tilman et al., 2002). The use of these fertilizers on a



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e-ISBN : 978-93-89640-07-6

Publisher : Vellore Institute of Technology, Vellore, TN



2nd International Conference on Nanoscience and Nanotechnology (ICNAN-2019)

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Graphene quantum dots (GQDs) and nickel oxide (NiO) nanoparticles (NPs) reinforced polyvinyl alcohol (PVA) nanocomposite films were prepared using solution casting technique. The physico-chemical characteristics of PVA/GQDs/NiO nanocomposite films were evaluated using Fourier transform infrared spectroscopy (FTIR), X-ray diffraction (XRD), thermogravimetric analysis (TGA), scanning electron microscopy (SEM) and atomic force microscopy (AFM). The synthesized PVA/GQDs/NiO nanocomposite films showed good mechanical flexibility, improved tensile strength and sensitivity towards various gas molecules. The impact of variable loadings of nanofillers on the overall sensing performance of PVA/GQDs/NiO nanocomposite film was investigated with respect to different gases at various concentrations and temperatures.

Keywords: GQDs, NiO, PVA, gas sensing, polymer composites.

ABICNAN2019100293

Synthetic Modification of Pamam Dendrimer to Enrich Branched Amine Group and Terminal Carboxyl Group for Environmental Remediations

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Dendrimer with amine group has several applications in the various fields such as dye degradation, heavy metal removal, sensors etc. Especially, dendrimers having enriched amino groups with accessible void makes significant impact in the above fields. Herein we report the microwave assisted synthesis of Poly(amidoamine) (PAMAM) G₃ dendrimer using magnetite silica nanosphere as core material. The resulting nanomaterial containing amide groups are subsequently reduced by using lithium aluminum hydride to yield magnetite silica cored poly (N- propyl ethane- 1,2- diamine) (PEDA) G₃ dendrimer nanoparticle with enhanced amine groups when compared with PAMAM G₃. Further, the terminal amine groups are grafted with succinic anhydride to have carboxylic acid periphery. The efficacy of carboxylate terminated amine dendrimer has been demonstrated for the removal of hardness as well as heavy metals from the ground water.

Keywords: magnetic core, PAMAM dendrimer, modified PAMAM, hardness removal, heavy metals.

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International Conference on Nanoscience and Nanotechnology (ICONN 2019), SRM IST, Chennai.

Morphological Evolution of ZnO from Nanoflower to Microrods by Hydrothermal Route: An Efficient NO₂ Gas Sensor

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ABSTRACT

In present study, we report transformation of flower like nanostructure of zinc oxide (ZnO) into bundles of microrods via hydrothermal route. The nanostructured ZnO thin films deposited on a glass substrates by varying precursor concentration. The effects of the cation concentration on the morphological evolution as well as on structural and optical properties of ZnO is studied. As synthesized ZnO thin films annealed at 450 °C are characterized with different characterization techniques such as XRD, PL, UV-Visible and SEM. The XRD patterns exhibit polycrystalline nature with hexagonal (wurtzite) crystal structure. The morphological evolution of ZnO from nanoflower to bundles of microrods are reveals from SEM micrograph. From SEM image is seen that the growth of ZnO nanoflower is composed of nanorods originating from the same core in symmetric fashion. With increase in concentration the nanorods converted into microrods. The gas sensing performance of ZnO thin films for nitrogen dioxide (NO₂) gas were investigated at optimized operating temperature.

Key words: Zinc oxide; Nanorods; Micro-structure.

Immobilization of Pt nanoparticles on polymer coated amine functionalized iron oxide nanoparticle for the reduction of Nitrocompound

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Abstract

Metal nanoparticles immobilized on solid supports like polymer, silica, magnet has been the recent trend among the researchers in the field of catalysis [1]. Since the magnetic nanoparticle earns more advantageous via enhancing the loading capacity, recyclability and reusability of the catalysts, we intended to focus the synthesis of polymer coated iron oxide nanoparticle as support for the immobilization of metal nanoparticles. The typical synthesis involves 1,4-diaminobutane (DAB) functionalized superparamagnetic iron oxide nanoparticle [2] followed by polymerization with epichlorohydrin to form an epoxy polymer coating through one pot method. Platinum nanoparticles are immobilized on polymer coated amine functionalized iron oxide nanoparticle, that serves as an effective catalyst for aqueous phase reduction of nitro compound. The catalyst was reused up to 5 cycles without loss of activity. The amine functionalized iron oxide nanoparticles, polymer grafted iron oxide nanoparticles, Pt nanoparticles immobilized iron oxide nanoparticles were characterized using FT-IR, UV-Vis spectroscopy, X-Ray diffraction method, VSM, EDS, SEM and HRTEM etc.

INTERNATIONAL JOURNAL OF BUSINESS INTELLIGENCE & INNOVATIONS

**Quarterly Issue
Volume - II**

**February 2019
ISSN 2348 4705**



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21. An Empirical Study on The Impact of Social Media on School and College Students With Reference to Chennai City

Dr. R. Tamilselvi, Assistant Professor, PG & Research Department of Commerce,
GuruNanak College, Chennai- 60042

Abstract:

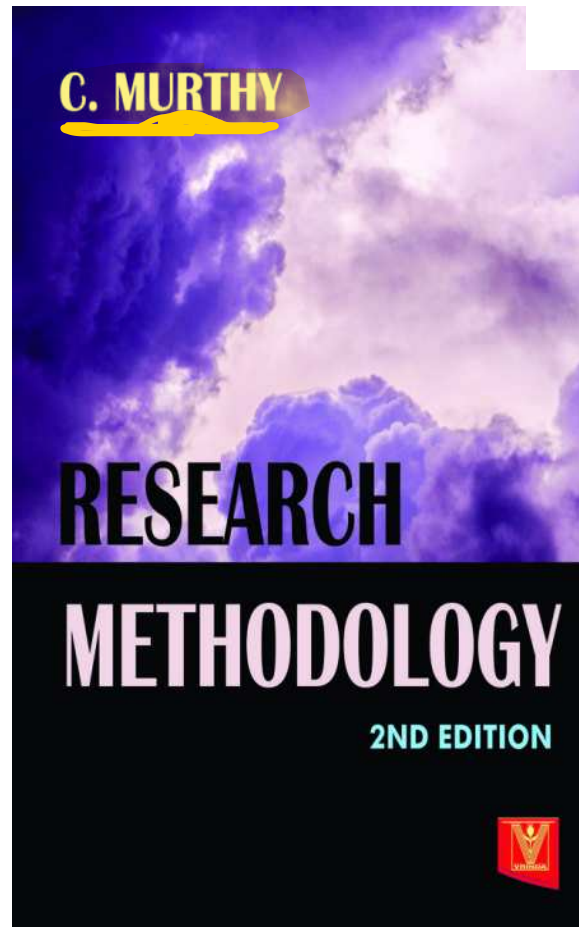
Social media is popular form of media and having many features. It have many facilities on same channels like as communicating, texting, images sharing, audio and video sharing, fast publishing, linking with all over the world. Majority of youth is shifting speedily from electronic media like as television viewers and radio listeners to the social media among all age of group. Students' rate is very much shifting into social media so its influences as much on school and college students. This craze of social media has led to a host of question regarding its impact on society, while it is agreed that the social media affects people's living styles and it is an ongoing process to identify the nature of these influences in every society and country especially on school and college students.

Keywords: Video sharing, Communicating, Society, Electronic media, linking

Introduction:

Technology began to change very rapidly in the 20th century. After the first super computers were created in the 1940s, scientists and engineers began to develop ways to create networks between those computers, and this would later lead to the birth of internet. In the 1960s, the earliest form of the Internet, such as CompuServe, were developed. Primitive forms of email were also developed during that time. By the 70s, networking technology had improved, and UseNet allowed users to communicate through a virtual newsletter in 1979s. By the 1980s, home computers were becoming more common and social media was becoming more sophisticated. Internet relay chats, or IRCs, were first used in 1988 and continued to be popular well into the 1990's. In 1997 the first recognizable social media site, Six degrees, was created. It enabled users to upload a profile and make friends with other users. The first blogging sites became popular, creating a social media sensation that's still popular today in 1999. Today's education also has been developed with the help of social media. It facilitates the students to expand their knowledge.

Today, there is tremendous variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach maximum number of people without sacrificing the familiarity of person-to-person communication. People can only conjecture about what the future of social networking may look in the next



Quick Overview

This book covers the syllabi of BBA, M.A., M.Com., M.Sc., M.B.A., M.Phil., Ph.D. Examinations and other courses of Indian Universities.

2nd Edition 2019

ISBN : 978-81-8281-593-3

Price: RS. 350.00

Pages: 372



(images/gallery1/RESEARCH METHODOLOGY -With CD.pdf)



(images/gallery1/researchmethodology.zip)

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- Objectives of Research
- Motivation in Research
- Qualities of a Good Research Worker
- Criteria of Good Research
- Problems Encountered by Researcher in India
- Functions of Social Research
- Limitations of Research
- Questions

Chapter 2. RESEARCH IN BRANCHES OF SOCIAL SCIENCES

- Marketing Research
- Operations Research
- Research in Management
- Research in Economics

UNDERGRADUATE COURSE
B.A. ECONOMICS

FIRST YEAR
SECOND SEMESTER

CORE PAPER - III
INDIAN ECONOMY - II



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CORE PAPER – 111

INDIAN ECONOMY – 11

SYLLABUS

Objective

This core paper of Indian Economy equips the students with thorough knowledge about the present economic situation of India in the areas of Industries, foreign trade, financial reforms, financial institutions, Budget, finance commission and federal finance. The recent trends in all these concepts of Indian economy will help them to understand and analyse in a proper way and provide some effective measures to improve the growth rate of Indian economy.

UNIT-1:

The role of Industrialisation – review of industrial growth under planning – small scale industries: role, problems and policy perspective to help small scale industries. Industrial policies: 1956, 1977, 1991.

UNIT-11:

Features of Industrial labour – causes for industrial disputes – social security measures – un-organised sector and India's informal economy – agricultural workers in India.

UNIT-111:

Importance of foreign trade for a developing economy – composition and direction of India's foreign trade – role of FDI – BOP crisis – India's trade policy.

UNIT-IV:

Financial sector reforms: Organisation of India's money market – changing roles of RBI – development of financial institutions – Indian capital market and SEBI.

UNIT-V:

Trends in revenue and expenditure of central and state governments – deficit finance in India – current year budget of government of India – finance commission – federal finance in India.

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**POSTGRADUATE COURSE
M.A. ECONOMICS**

**SECOND YEAR
FOURTH SEMESTER**

CORE PAPER - XIV

PUBLIC FINANCE - II



**INSTITUTE OF DISTANCE EDUCATION
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WELCOME

Warm Greetings.

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With best wishes from mind and heart,

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M.A. ECONOMICS
SECOND YEAR - FOURTH SEMESTER
CORE PAPER - XIV
PUBLIC FINANCE - II
SYLLABUS

1. This core paper of Public Finance equips the students with good knowledge in public policy, theories of public expenditure and the public expenditure pattern of India.
2. Students will be able to compare the Indian Fiscal Federalism with other countries fiscal federalism.
3. Helps the students to differentiate the objectives of fiscal and monetary policies. Moreover, students will have depth knowledge in the effective implementation of fiscal policy instruments.

UNIT-I: PUBLIC POLICY

Demand revealing schemes for public goods – Contribution of Clarks, Groves and Ledyard, Tiebout model, theory of club goods, Stabilization policy – Keynesian case for stabilization policy: Uncertainty and expectations, Failure of inter – temporal markets.

UNIT – II: PUBLIC EXPENDITURE

Public Expenditure – Wagner’s Law – Wiseman – Peacock Hypothesis – Structure and Growth of Public expenditure – Evaluation of Public expenditure – Cost Benefit Analysis – Shadow Prices – Discount Rate – Reforms in Public expenditure – Performance Budgeting – Programme Budgeting – Zero Base Budgeting – Appraisal of Public Expenditure Policy in India.

UNIT – III: FISCAL FEDERALISM

Fiscal federalism: Theories of Fiscal federalism – Concepts of Deficits – Deficit Financing – Budget Deficit – Issues of Equity and Efficiency – Designing Equalization transfers – Conditional and Unconditional grants.

UNIT – IV: INDIAN FISCAL FEDERALISM

Indian federalism – Tax assignments to Centre and States – Particular taxes – Personal Income Tax – Corporation Income Tax – Capital Gains Tax – Union Excise Duties – MANVAT, MODVAT – VAT – GST – Service Tax; Tax Evasion – State Taxes – Appraisal of Tax policies of India – Goods; tax reforms in India – Goods and Services Tax.

UNIT – V: FISCAL POLICY

Objectives – Fiscal and Monetary policies – Fiscal policy for Stabilization – Automatic VS Discretionary Stabilization – Alternative measures of Resource mobilization and their impact on growth, distribution and prices.

RECOMMENDED TEXT:

1. Bhargava (2004): Public finance, its theory and working in India, Chaitanya Publishing House.
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August 14, 2019

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The Challenges of Teaching Roald Dahl's 'The Umbrella Man' to ESL Learners

Anushia.P

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Abstract

The challenges involved in teaching a foreign text like Roald Dahl's 'The Umbrella Man' in an English as a Second Language (ESL) classroom is the primary research area of this paper. The practical challenges involved in reading and interpreting the foreign text in terms of social, cultural and linguistic context are discussed in detail. The initial reading texts could focus on familiar content for an ESL learner and progressively foreign texts could be included as advanced level reading texts.

Introduction

In the past, approaches of language teaching have advocated the usage of foreign texts for ESL learners to achieve proficiency in the foreign language. Language learning involves not only reading foreign texts in the target language but also comprehending the text. An ESL learner who is unfamiliar to English finds it difficult to relate to any foreign English text as a language learning tool. This could lead to disinterest and hatred towards the language. The purpose of this paper is to highlight the issues faced by an ESL learner in reading and interpreting a foreign text.

The ESL Learner

The foremost challenge in an ESL classroom is evincing an interest for the foreign language through foreign texts for an ESL learner. The learner is doubly alienated from the language in such a scenario. In some cases, a learner in an ESL classroom may not be exposed to the foreign language in his/her formative years. They might have studied the language as a subject and not as a skill that has to be acquired. The usage of foreign reading texts might cause frustration in these learners. Some learners might not even know how to read but they could have cleared the school level board exams. The teacher should be well equipped to handle the class of learners of varying capabilities.

The other challenges in reading a text include comprehension of the foreign culture, social behavior, customs and weather with reference to Roald Dahl's 'The Umbrella Man'.

The Umbrella Man

Roald Dahl's 'The Umbrella Man', a humorous story is an example of a "cultural background syllabus" (Singh 172). The text is classified as children's literature and is prescribed for study in the Foundation English for Undergraduate students in an ESL classroom. The story is about an old man who tricks a mother and daughter to give him money in exchange for a stolen umbrella to buy a drink. This text as a reading material for an ESL learner is challenging in terms of unfamiliar linguistic, cultural, social and climatic context.

Linguistic Challenge

Any ESL learner is faced with unfamiliar linguistic challenges. For instance, the term 'banana split' is unfamiliar to a typical ESL learner. A casual explanation that it is a sweet dish is not enough. In such a case, a visual aid can be helpful. The British currency of 'pounds' is again something unfamiliar to an ESL learner. So, he/she cannot readily equate to the twenty pounds and one pound mentioned in the story. The learner could do his



Emperor International Journal of Finance and Management Research

Peer Reviewed & Indexed Journal With High Impact Factor 5.48
Printed ISSN-2395-5929

Volume 5 Special Issue 1 January 2019

National Conference
On

"Issues & Challenges in
The New Millennium on Evolving Economy,
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9th January 2019

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PATTERN OF USING PUBLIC NETWORKING SITES BY WOMEN WITH SPECIAL REFERENCE TO CHENNAI CITY



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Abstract

Use of social networks may expose individuals to other forms of harassment or even inappropriate contact. This can be especially true for teens and younger children. Unless parents diligently filter the web content of their family, children could be exposed to pornography or other inappropriate content. Besides unleashing age-inappropriate content, the digital age also gave birth to a social phenomenon – cyber bullying. It is often levied more harshly against young females than males and, unlike traditional bullying, it is not limited to physical interaction. Cyberbullying can happen 24 hours a day, every day of the week. Adding to this realm of cyber abuse are the anonymous social media sites which can elevate the severity of the assault - under the false promise of privacy. This paper deals with the pattern of using social networking sites by women in Chennai city. **Key Words:** Harassment, Pornography and Cyberbullying

Preface

Social media has grown tremendously in the last few years. From 2006 onwards the growth rate is unexpectedly very high. Especially Facebook and Twitter have grown much faster and captured millions of users in just a few years. The way technology is growing, it is obvious that more and more people are going to grasp its benefits. It has brought a lot of advantages for the society. From progressed nations to under-developed countries, every nation is utilizing the power of social media to enhance life and use it for the betterment of the people. However, on the other hand it has also affected the society in the negative way. Just like anything which can be used for both good and bad, social media have also provided the negative and positive ways for the people. It is all about the usage and getting things done positively by using the power of social media. It is in the hands of the user to use it to its advantage. But willingly or unwillingly it can still have negative impacts on the users.



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OPPORTUNITIES & CHALLENGES OF ONLINE FOOD MARKETING

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ABSTRACT

An era of Internet technology has thrown open a new pathway for today's marketing. The internet has predominant role to play by changing from traditional modes of business activities into new generated amazing opportunity to business. In the current scenario, online food ordering business is quite big and it's getting bigger every day. In the beginning the customer had very few food options that could be delivered to them like pizza, burger etc., but now consumers can get most of the food items delivered on their doorsteps with better choice of restaurant and discounts etc. and it makes the employees to get an opportunity of an easily accessible job. The customers are enjoying the high quality of food at their home itself. But the reality is very different. Due to bad wages and working conditions leads to an unreliable supply chain that disgruntled customers. The main view of this paper is to explore the pros and cons of online food market and also focused on the various challenges and solutions related to increase of sales, better customer support and engagement.

Key words: online food market, quality, food items, applications, customers, doorsteps.

INTRODUCTION:

A few years back, have we even thought that food will be available on finger tips. Online food marketing business is quite big and it's getting large with each and every day. Now the consumers could get most of the food items delivered to their doorsteps present in the market. So it means, the online marketing refers to a powerful tools and methodologies used for promoting products and services through internet. This system also provides wider choice, convenience which makes the customer to order a wide large of restaurant with a tap of their mobile phone. Also employees were given the opportunity of an easily accessible job that could uncomplicatedly be done on their sides. Low wages and small incentives affects the delivers, and its seems to bear the disadvantages or for whatever reason, online food delivery serious are booming day by day. The focus of this study is to enlighten how an online food marketing achieve success and effectiveness through his employees and its impact on it.

इक्कीसवीं सदी के साहित्य में
हाशिये का समाज



संपादक
डॉ. सुधा त्रिवेदी

ISBN 978-93-88640-54-1
 संपादक डॉ. सुधा त्रिवेदी
 मूल्य 399/-
 प्रकाशन वर्ष 2019
 सर्वाधिकार @ सुरक्षित
 मुद्रक आकृति प्रिंटर्स, नई दिल्ली
 प्रकाशक नवजागरण प्रकाशन
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Ikkisavin Sadi Ke Sahitya Me Hashiye Ka Samaj

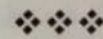
Edited by Dr. Sudha Trivedi
 Published by: Navjagran Prakashan

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नई शताब्दी के हिंदी साहित्य में हाशिये पर दलित समाज

गुड़िया चौधरी

शोध छात्रा,

दक्षिण भारत हिन्दी प्रचार सभा,

मद्रास

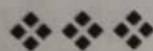
नई शताब्दी के हिंदी साहित्य में हाशिये पर जिस नई अवधारणा का जन्म हुआ उनमें से एक अवधारणा है दलित समाज की। अपने देश में हजारों साल से यह चलती आई परंपरा दिखाई देती है कि समय-समय पर सामाजिक जीवन के एक बड़े भाग को भी पीछे की ओर धकेलने का प्रयास किया गया है। देश काल के अनुसार इन वर्गों का नामकरण भी विभिन्न रूप में हुआ है। समय-समय पर इन्हें शूद्र, अछूत, अत्यंज, म्लेच्छ, हरिजन, अनुसूचित जन जातियाँ आदि शब्दों का प्रयोग होता हुआ दिखाई देता है। साथ ही साथ इन शब्दों के साथ किसी ना किसी प्रकार से असामान भाव भी छिपा नजर नहीं आता है। कल का यही समाज आज दलित नाम से जाना जा रहा है। “अतः आधुनिक काल में इन असामान सूचक स्थान पर दलित वर्ग (क्वचतमेमक बर्से) शब्द का प्रयोग होने लगा है। साथ ही यह शब्द शनैः- शनैः अत्यधिक प्रचलित भी हो रहा है। यहाँ तक कि साहित्य में भी दलित साहित्य नामक एक नए सवर्ग की वृद्धि हुई”।

दलित शब्द आधुनिक है पर ‘दलितपन’ प्राचीन है। विभिन्न समय पर डिप्रैस्ड क्लासेस, अस्पृश्य, अत्यंज, शूद्र दलित आदि शब्दों का प्रयोग किया गया है। लेकिन यह सभी शब्द दलित शब्द के पुरखे हैं। अगर अपने देश के संदर्भ में यह कहा जाए कि दलित बनना एक प्रकार की जीवन स्थिति है। किन्तु सवर्ण शक्तिशाली विचारधारा के द्वारा दलितों का शोषण करने का

लेखन की बात करें तो उतना समृद्ध नहीं है, फिर भी हिंदी साहित्य में स्थान तो प्राप्त कर ही चुका है, किंतु हमें ऐसे समाज का निर्माण करना होगा जहां फिर मुर्दहिया का तुलसीराम, जूठन के बाल्मीकि आदि दलित ना पैदा हो सके अर्थात् समाज में समानता होगी तो दलितपन के श्राप से तथा जाति के बोझ से ना कोई उत्पीड़ित होगा तब जाकर हमारे समाज और देश का विकास होगा।

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धर्म साहित्य के विविध आयामों की प्रासंगिकता



संपादक

डॉ. हर्षलता शाह

डॉ. सरोज सिंह

Book Details

Book Name	: धर्म साहित्य के विविध आयामों की प्रसंगिकता
Editors	: Dr. Harshalata Shah Dr. Saroj Singh
Edition	: 2019
Pages	: 154
Book Size	: Crown
Price	: Rs. 300/-
Printed By	: Today Graphics 192 Bells Road Chepauk Chennai-5
Publisher	: Today Publisher 192 Bells Road Chepauk Chennai-5
ISSN	: 2394-4277



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आशीर्वचन - Messages



शोध आलेखों पर आधारित यह पुस्तक (धर्म साहित्य के विविध आयामों की प्रसंगिकता) हिंदी विभाग की पॉचवीं उपलब्धि है। विभाग द्वारा किए गए अवक परिश्रम और लगन के कारण ही आज इस महाविद्यालय का हिंदी विभाग इस चोटी पर पहुँच पाया है। मुझे खुशी है कि हिंदी विभाग महाविद्यालय के प्रारंभ से ही इसी रूप में कार्यरत है और आगे भी रहेगा, वही अभिलाषा है।

श्री अमयकुमार

श्रीश्रीमाल

सचिव



बिना परिश्रम के कोई अपनी मंजिल पर नहीं पहुँच पाता और उसमें भी सफलता के लिए कोशिश न छोड़ना, यह मैंने हिंदी विभाग में देखा। विभाग द्वारा प्रस्तुत यह पॉचवीं पुस्तक (धर्म साहित्य के विविध आयामों की प्रसंगिकता) इस बात का प्रमाण देती है कि विभाग ने अवक परिश्रम करके इस सफल काम को अंजाम दिया है। मेरी शुभकामनाएँ उनके साथ हैं।

श्री अशोक कुमार मेहता

सहसचिव



Literature is a creative outlet which mirrors everything about life and people. I congratulate Dr. Harshalata Shah and Dr. Saroj Singh for their commendable effort in bringing out book on "Dharm Sahitya Ke Vividh Aayaamon Ki Prasangikta", which includes scholarly articles penned by academicians from the world of Hindi Literature. I wish them and the department of Hindi all the success.

Dr. S. Padmavathi

Principal /c

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गुरुनानक कॉलेज, वेल्लाचेरी, चेन्नई-42

महाकाव्य किसी देश की सभ्यता और संस्कृति की अभिव्यक्ति का सशक्त माध्यम है। भारत के संबंध में तो यह माध्यम और भी अधिक प्रबल हो जाता है। हालांकि इसमें कोई संदेह नहीं कि संस्कृत परंपरा से लेकर हिंदी परंपरा तक भारतीय महाकाव्यों में मुख्यतः वैदिक मिथकों को ही आधार बनाया गया है इसके बावजूद यह समय एवं परिस्थिति के प्रभाव से अछूता नहीं है। उदाहरण के लिए वाल्मीकि रामायण के आधार पर हमारे देश में कई भाषाओं में रामकथा लिखी गई लेकिन देश, काल और वातावरण के अनुसार इन कथाओं में काफी अंतर देखने को मिलता है। प्रथम लाख सावधानी बरतने के बावजूद भी कोई साहित्यकार अपने समय के प्रभाव से अछूता नहीं रह सकता। अपने साहित्य कर्म के दौरान वह न केवल अपने समय की जरूरतों को भलीभाँति समझता है बल्कि वह उन समस्याओं को भी अपने पाठकों और समाज के सामने रखता है जिसका समाधान समाज को सही दिशा देने के लिए अत्यंत आवश्यक है। यहीं कारण है कि जहां वाल्मीकि रामायण के राम लोगों को आदर्श पुत्र, आदर्श पुरुष एवं आदर्श राजा दिखाई देते हैं वहीं तुलसीदास कृत रामचरित मानस में उन्हें मर्यादा पुरुषोत्तम दिखाने का प्रयास किया गया है। इसके अलावा जहां शैव और वैष्णवों के आपसी विवाद को समाप्त करने के लिए तुलसीदास जी राम शक्ति का विवाद समाप्त करने के लिए राम के हाथों शक्ति की पूजा कराई गई है। हालांकि इस कारण है कि जहां तुलसीदास ने राम को अपना आराध्य मानते हुए लिखा है कि- "हरि अनंत, हरि कथा अनंत" वहीं मैथिलीशरण गुप्त ने भी साकेत में लिखा है कि -

"राम तुम्हारा चरित स्वयं ही काव्य है,
कोई कवि बन जाए सहज संभाव्य है।"

समय के साथ महाकाव्यों के विस्तार पर क्षेत्रीयता की अपनी अलग छाप नजर आती है। जैसे ही देश के प्रत्येक राज्य में राम को आदर्श मानकर रामकथा की रचना की गई हो लेकिन समय पर स्थानीयता का प्रभाव साफ नजर आता है। कहने का तात्पर्य यह है की अलग-अलग राज्यों के कवियों ने अपने क्षेत्र के अनुसार इस रामकथा में कुछ जोड़ा-घटाया। उदाहरण के लिए असम में शिव और शक्ति को केंद्र में रखकर रक्तमयी तांत्रिक उपासनाओं का प्रचलन काफी पहले से रहा है। यहीं कारण है कि यहाँ कोई राम संप्रदाय गठित नहीं होने के बावजूद भी माधव कंदली ने अपने प्रेममय रामायण में अपना दृष्टिकोण स्पष्ट करते हुए लिखा है-

आपोनार बुद्धि अर्थ जिमत बुजिलो
संक्षेप करिया ताक पद विरचिलो
समस्त रसक कोने जानिवाक पारे
पक्षी सब उरइ जैन पखा अनुसारै

कवि सब निबंधय लोक व्यवहारे
कतो निज कतो लंभा कथा अनुसारै

अर्थात् मैंने वाल्मीकि की रामकथा का जैसा अर्थ समझा उसे संक्षिप्त कर लिख दिया। समस्त रस को कौन जान सकता है। पक्षी अपने-अपने परों की शक्ति के अनुसार उड़ा करते हैं। कवि लोक व्यवहार के अनुसार कविता की रचना करते हैं। अपनी रचना में वे कुछ अपनी ओर से जोड़ते भी हैं और कुछ स्रोत सामग्री के आधार पर लिखते हैं।

ठीक इसी प्रकार बंगाल में भी दुर्गा और श्रीकृष्ण की उपासना का जोर है लेकिन पारिवारिक एवं सामाजिक आदर्शों के लिहाज से वहां रामकथा का महत्व भी कम नहीं है। बंगाल के कृतिवास ओझा कृत कृतिवासी रामायण में रावण की शक्तिपूजा प्रसंग से प्रभावित होकर ही निराला ने राम की शक्ति पूजा की रचना की। राम की शक्ति पूजा में निराला के राम रावण से युद्ध करते हुए हताश होकर कहते हैं-

रवि हुआ अस्त ज्योति के पत्र पर लिखा अमर
रह गया राम-रावण का अपराजेय समर।

वहीं एकनाथ जी ने मराठी के भावार्थ रामायण में ज्ञान, कर्म एवं भक्ति का तात्विक समन्वय सामान्य जनमानस को जागृत करने का काम किया है। उनका मानना है कि कोई भी व्यक्ति गृहस्थाश्रम जीवन व्यतीत करते हुए भी कर्मरिखा का उल्लंघन किए बिना ब्रह्माश्रम की रक्षा और उसकी पवित्रता को बनाए रख सकता है। अध्यात्म रामायण मलयालम में एषुतच्छन ने अपनी भक्ति भाव में तन्मय होकर ही अपनी रचना में कहीं - कहीं कल्पना से काम लिया है जैसे:-

"विजली की कड़क सी धनुष तोड़ने की सुन आवाज
चौंक उठे राजा गण भुजंगो भुजंगों से
प्रफुल्लित हो उठी मैथिलि मोरनी सी।"

कन्नड़ के श्री रामायण दर्शनम् में कुर्वेपु ने राम कथा को वस्तु न बनाकर रामायण में निहित दर्शन को वस्तु बनाया है, जो चिरंतन है, नित्य सत्य है। अपने दर्शन की बात को स्पष्ट करते हुए कवि कहता है -

"जो दर्शन हुआ मुझको
रचना करूँ मैं उस वृहद प्रतिमा की
यदि हो वह इंद्रियातीत भी
कवि - प्राणी बना देगा
प्राण - बुद्धि ग्राह्य उसे।"

रामायण की कहानी आदि कवि वाल्मीकि से लेकर आज तक परम्परा से चली आ रही है। परवर्ती कवियों की सृजनात्मक चेतना ने रामायण को अपनी युगीन सम्भावनाओं के परिप्रेक्ष्य में अभिव्यक्त करने की चेष्टा की है।

उपरोक्त विवेचनाओं के आधार पर यह कहा जा सकता है कि कोई भी रचनाकार अपने समय, समाज एवं संस्कृति से प्रभावित हुए बिना नहीं रह सकता। वह इन तीनों से प्रभावित होकर ही किसी रचना को अपनी कल्पना के सांचे में ढालकर पाठक के सामने प्रस्तुत करता है। यह सिद्धांत महाकाव्यों पर भी लागू होता है। यही कारण है कि किसी भी रचना का मूल्यांकन करने से पहले उस दौर के देश, काल एवं वातावरण का ध्यान रखना जरूरी होता है।

संदर्भ ग्रंथ सूची ; भारतीय महाकाव्य (सं. नगेन्द्र)
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संपादक : डॉ. शब्बीर बाशा

ISBN : 978-93-87941-37-3

- पुस्तक : प्रवासी हिंदी साहित्य वैचारिक अनुशीलन
संपादक : डॉ. शब्बीर बाशा
स्वत्वाधिकार : संपादक
प्रकाशक : माया प्रकाशन
6A/540, आवास विकास
हंसपुरम् कानपुर-208 021
Mo. : 09451877266, 07618879266
E- mail : mayaprakashankanpur@gmail.com
संस्करण : प्रथम 2019
मूल्य : 675.00 मात्र (Paper back)
शब्द सज्जा : विष्णु ग्राफिक्स, कानपुर
मुद्रक : ट्राइडेंट प्रेस, दिल्ली

Prawasi Hindi Sahitya Vaicharik Anusheelan

Edited By : Dr. Shabbeer Basha

Price : Rs. Six Hundred Seventy Five Only.

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तेजेंद्र शर्मा की कहानियों में परंपरा एवं मानवीय संवेदनाएं

प्रवासी अर्थात् विदेश में रहने वाला किंतु अपने परंपराओं से जुड़े रहने वाले परम्परागत वैयक्तिक मूल्य व्यक्ति का परंपराओं से घनिष्ठ संबंधों को दर्शाते हैं। "व्यक्ति की आंतरिक शक्तियों का गतिशील संगठन ही व्यक्तित्व है। व्यक्तित्व में परिष्कार संभव है जिसके लिए महापुरुषों के आदर्शों का अनुकरण और दृढ़ता से उसका पालन करना आवश्यक है।" हिंदी साहित्य के इतिहास में कहानी ने अपने भीतर श्रेष्ठ मानवीय मूल्यों गहन भावों एवं विचारों के जगत को आत्मसात किया है। अपने चरम पर स्थापित हिंदी कहानी निश्चित सीमाओं से बढ़कर विकास की यात्रा पर नई दिशाओं की ओर उन्मुख है। विश्व के जिस भी खंड में भारतीय लोग रह रहे हैं, वहां से निकलने वाली साहित्य सृजन की बगल हिंदी साहित्य को महका रही है।

भारतीय भूमि से दूर प्रवासी लेखक की सांसां में भारत पूर्ण रूप से समा चुका है। यहां से प्राप्त संस्कार, मान्यताएं, अवधारणाएं उसमें बीज रूप में विद्यमान हैं। पहली संस्कृति के संस्कारों को आत्मसात कर दूसरी संस्कृति में रहकर प्रवासी साहित्यकार दो संस्कृतियों में सामंजस्य बिठाने में प्रयासरत है। प्रवास में लिखे जा रहे हिंदी कहानी, हिंदी कहानी लेखन की विकास यात्रा में नये-नये अध्याय जोड़ रही है। प्रवासी कहानी का लेखक अपने जीवन के गणित को सुलझाते हुए स्वयं को अपनी जड़ों से अधिक जुड़ा अनुभव कर रहा है। दो संस्कृतियों के संघर्ष की पीड़ा, बदलते रिश्ते तथा नई राहों की तलाश उनकी कहानियों में यत्र-तत्र दिखाई देती है।

परंपरा वह है जो पीढ़ी दर पीढ़ी आगे बढ़ती है। हस्तांतरित होती है, बिना किसी ठोस आधार कोई भी परिवर्तन गहन मान्यताओं को हिला नहीं सकता। यह मान्यताएं मानव विश्वास की पूरक होती हैं। मनुष्य के व्यक्तित्व में लंबे समय से चली आ रही मान्यताओं का या व्यक्ति मूल्यों का उल्लेख प्रवासी कहानीकारों ने इस ढंग से किया है कि उनके अपने-अपने देश (प्रवास) का रंग में उसमें दिखाई देता है। जिसे पाठक मली-माति आत्मभूत कर सकता है।

तेजेंद्र शर्मा ने अपनी कहानियों के भिन्न पात्रों के माध्यम से परम्परागत वैयक्तिक मूल्यों को अति सूक्ष्मता से प्रस्तुत किया है। परम्परागत मूल्य व्यक्ति का विश्वास बनकर उसके साथ रहते हैं। व्यक्ति चाहे भारत में रहे या किसी दूसरे देश में। तेजेंद्र शर्मा ने इन्हें बड़ी गहनता से प्रकट किया है। उर्मिला शिरीष के शब्दों में— "तेजेंद्र शर्मा हिंदी के ऐसे प्रवासी कहानीकार हैं जो दो देशों के बीच वैश्विक दुनिया में आ रहे परिवर्तनों के मानवीय तथा मानवीय सम्बन्धों की अंतरतहों तक पहुंच कर उसे मनोवैज्ञानिक ढंग से अभिव्यक्त करते हैं।" इनसाइक्लोपीडिया ऑफ ब्रिटानिका में भी कहा गया है कि— "value are defined in term of survival and enhancement of life" वहीं हजारी प्रसाद द्विवेदी जी कहते हैं कि— "सर्वश्रेष्ठ अवधारणा ही मूल्य है।"

तेजेंद्र शर्मा जी ने अपनी कहानी 'छूता फिसलता जीवन' में माँ के स्वरूप का वर्णन इतनी मार्मिकता से किया है कि माँ शब्द अपनी संपूर्णता को प्राप्त करते हुए अपनी माँ शब्द की गरिमा की लाज रखती है। माँ भारत में हो या विदेश में उसका व्यक्तित्व तथा माँ शब्द के साथ जुड़ी भावनाएं संतान के लिए नहीं बदलती। इस कहानी की नायिका मैडी इंग्लैंड में रहती है। वह बलात्कार से पैदा हुए बच्चे को अपना नहीं चाहती परंतु भारतीय मूल्यों में माँ सदैव अपने बच्चों के लिए जीवन जीती रही है ताकि वह अपनी संतान को खुश रख सके, नायिका मैडी का मातृत्व उसे उसके अपने बच्चों की ओर आकर्षित करता है और वह अपने जीवन के सबसे संवेदनात्मक स्थिति को भूल जाती है जब उसके साथ बलात्कार होता है। किसी भी स्त्री के लिए या उसके जीवन की सबसे बड़ी दर्दनाक घटना है जिसे उसके मातृत्व ने अपनी प्रेम से भूलने पर विवश कर दिया। यथा "बस गिरने वाला ही था, वह दौड़ी और मैडी ने भाग कर उसे अपनी बाहों में भर लिया ... गोद में बिठा लिया। पहली बार उसे महसूस हुआ कि वह पैरी की माँ है। पैरी की संभावित चोट ने उसे उसकी भीतर की औरत को जीवित कर दिया।" मैडी के परम्परागत वैयक्तिक मूल्य उसके भीतर की माँ के मातृत्व की भावनाओं को जागृत कर देते हैं वह संतान सम्मुख आत्म पीड़ा भूल जाती है वह चाहती तो पैरी को छोड़ सकती थी परंतु ममता के

परम्परागत वैयक्तिक मूल्य मातृत्व के वात्सल्य की अनुभूति देते हैं वह कैसे एकमात्र अपने मातृत्व की हत्या कर सकती थी।

वही 'रैत का घरीदा' कहानी का नायक नरेन अपनी पत्नी की मृत्यु के बाद लंदन में रहने वाली दीपा से विवाह कर लेता है। नायिका दीपा अपने पहले पति नेल्सन के साथ बीते पलों को याद करती है तथा पति नरेन को प्रणय संबंधी शिकायत करती है। परिपक्व नरेन दीपा के पुत्र तथा अपनी पुत्री दोनों के साथ विशेष स्नेह रखता है तथा नायिका दीपा की तरह ज्यादा स्वतंत्र विचार नहीं रखता। वह हनीमून, रोमांटिक देखना आदि शब्दों में विश्वास नहीं करता। पिता होने के परम्परागत वैयक्तिक मूल्यों तथा एक पिता की अपने बच्चों के प्रति संवेदनात्मक तथा भावनात्मक कर्तव्यों को नहीं भूलना चाहता। वह कहता है - 'दीपा हनीमून जीवन में एक बार मनाया जाता है, वह तुम भी मना चुकी हो और मैं भी, घर में एक जवान बेटी है। हमें अपने बर्ताव को संयत और परिपक्व बनाना होगा। बच्चों के सामने हमें बड़ा दिखना होगा... बच्चा नहीं।' यहाँ लेखक ने स्पष्ट रूप से अपनी बात रखी है कि एक पिता चाहे वह देश में हो या विदेश में उसे अपने कर्तव्यों का बोध रहता है।

हाथ से फिसलती जमीन... कहानी में लेखक ने नरेन के माध्यम से दिखाया है कि कैसे वह संघर्षरत रहकर प्रदेश में अपना घर, परिवार तो बना लेता है किंतु वह परिवार उसके हाथ से फिसलती जमीन की तरह फिसलता चला जाता है। उससे न तो उसकी पत्नी और बच्चे लगाव रखते हैं और ना ही किसी प्रकार की उनमें संवेदनात्मक भावनाएँ जुड़ पाती हैं। वह अपना सब कुछ छोड़ कर प्रदेश में बसा था। अपने माता-पिता, भाई-बहन सब कुछ और आज जिस परिवार को उसने स्वयं से बनाया। उसमें ही अकेलेपन का अनुभव करता है। उसे एहसास होता है कि वह अपने परिवार के लिए एक अजनबी की तरह बनकर रह गया है। जो सिर्फ इनकी जरूरतों को पूरा करने का एक माध्यम भर है और कुछ नहीं।

निष्कर्षतः हम कह सकते हैं कि चाहे व्यक्ति कहीं भी हो वह अपनी परंपराओं से जुड़ा रहता है। उसकी परम्पराएँ उसके संवेदनात्मक अनुभूति का वह हिस्सा हैं जो भावनात्मक रूप में जरूर व्यक्त होती हैं। जिसे हम प्रवासी लेखकों के माध्यम से देख सकते हैं। वे चाहे कहीं भी बसे हो किंतु अपनी जड़ों और परम्पराओं को नहीं भूल पाते हैं। जिसे पद्मेश गुप्ता के शब्दों में कहें तो - 'आज से कुछ दशक बाद जब गंभीर हिंदी साहित्येतिहास लिखा जाएगा तब भाषा साहित्य को समृद्धि प्रदान करने में प्रवासी साहित्यकारों की खासी चर्चा रहेगी उनके प्रति आदर का भाव होगा, कृतज्ञता ज्ञापन होगा, उसका सम्यक

मूल्यांकन किया जाएगा।' अतः तेजेंद्र शर्मा की कहानियों में उनकी परंपरा बोध एवं मानवीय समवेदनाएँ संपूर्ण रूप में उजागर होती हैं। लेखक ने पात्रों के माध्यम से बहुत ही सरल और सहज शब्दों में अपनी बात पाठकों तक पहुंचाई है, कि कैसे प्रवासी हो कर भी अपने मूल से जुड़ा रहा जा सकता है।

संदर्भ ग्रंथ -

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गुड़िया चौधरी
सहायक प्रोफेसर
गुरु नानक महाविद्यालय
चेन्नई-42 तमिलनाडु

Proceedings of the papers presented in the
**Second International Conference on
Issues and Challenges in
Teaching Language and Literature
(ICICTLL-2019)**

14th August 2019



SCSVMV
(Deemed to be University u/s 3 of act 1956)

Department of English

Sri Chandrasekharendra Saraswathi Viswa Mahavidyalaya

(Deemed to be University estd u/s 3 of UGC Act 1956)

(Accredited with "A" Grade by NAAC)

Enathur, Kanchipuram-631561

www.kanchiuniv.ac.in

Proceedings of the papers presented in the
2nd INTERNATIONAL CONFERENCE
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August 14, 2019

Edited by
Dr.T. Pushpanathan
Head, Department of English



DEPARTMENT OF ENGLISH

**Sri Chandrasekharendra Saraswathi
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(Deemed to be University estd u/s 3 of UGC Act 1956)

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Published by: **SCSVMV University Press**

ISBN: 978-93-87088-35-1



Published by: University Press, SCSVMV Deemed to be University

Disclaimer: The views expressed in the articles/research papers are of the respective authors/researchers and they are responsible for the same.

Department of English, SCSVMV Deemed to be University: Second International Conference on Issues and Challenges in Teaching Language and Literature

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Elements of Popular Culture in Suzanne Collins' *The Hunger Games*: An Analysis

Dr. S. Savithri

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Abstract

The paper is an analysis of the elements of popular culture in The Hunger Games, a dystopian young adult fiction by Suzanne Collins with particular reference to the intermingling aspects of reality show in the form of visual design and sci-fi. It is argued in the paper that these two popular culture phenomena dominate the whole narrative. While the visual design aspect focuses on the screen appearance of the contestants (referred to as tributes), the power of people's support, planned dramas, and the final prize, the sci-fi one conjures up the chilling presence of extraterrestrial creatures and equally disturbing potential of mass destruction. Pitching the whole discussion of the novel against the backdrop of the adverse criticism against popular culture, the paper suggests that popularity does not necessarily negate value.

Keywords: popular culture, survival, hunger games, dystopia

Introduction

The paper begins by providing a critique on popular culture vis-à-vis classic literature. Typically, popular culture or pop culture is considered formulaic and substandard, devoid of literary sensibility and stokes the primeval instinct of people. Condemned for being prolific, the authors of such literature are generally seen as those who satisfy the mass unlike classic literature that addresses the sensibilities of the upper class or connoisseurs. Having presented some classic views against and for popular culture, the paper points to some of the elements that characterize popular literature with reference to fiction. It then takes up one of the very popular novels in the recent times, *The Hunger Games*, for discussion as it pertains to the elements of popular culture in it. The paper concludes that the aim of popular literature, as implied in the novel under discussion, is being truthful to life rather than conforming to some ideal standards.

Put differently, it is an extension of life rather than a criticism of life. The works of young adult fiction writers such as Suzanne Collins and Veronica Roth, for example, bear testimony to it in that they in their works largely reflect the contemporary society. They take an unflinching look at reality and do not fight shy of portraying the horror which lies beneath the beauty. Thus, *The Hunger Games* as part of popular culture serves a basic need of the community and the fulfillment of this need may well contribute to the health of the society rather than impair it.

Pop Culture

The condemnation of pop[ular] literature began with its rise in mass appeal in the nineteenth century. The condemnation took the form of saying that the popular literature was no literature at all. It is suggested that "...arts dedicated to higher purposes are opposed to arts that have simple pleasure or an appeal to the baser emotions as their primary goal" (Cawelti, 1976: 47). However, it received endorsement and reinforcement during the heyday of the New Criticism, which is perhaps the most influential literary cultural movement till date. Though it was brought into focus by New Criticism, it has existed from the time of Plato and Socrates. In *Georgics*, a distinction is made by Socrates between "arts" and "non-art" or "knacks". He maintained that the arts are rational methods for using true knowledge to good ends. In contrast, though the 'knacks' were capable of moving the mind through

ISSN 2395-5929



Emperor International Journal of Finance and Management Research

Peer Reviewed & Indexed Journal With High Impact Factor 5.48
Printed ISSN-2395-5929

Volume 5 Special Issue 1 January 2019

National Conference
On

**“Issues & Challenges in
The New Millennium on Evolving Economy,
Accounting & Business Management”**

9th January 2019

Organised by



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Chennai - 600 042.

In Association With



**Global Multidisciplinary Research &
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ISSN

INTERNATIONAL
STANDARD
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NUMBER

Editors

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Dr. Gayathri Harikumar

AN ANALYSIS OF FDI FLOW TRENDS IN INDIA- PRESENT SCENARIO



Dr. **GAYATHRI HARIKUMAR**

*Head, Dept of Commerce
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Guru Nanak College, Chennai.

Abstract

Foreign Direct Investment (FDI) plays a very crucial role in the development of a country. The capital available within the country may not be sufficient for the purpose of overall development of the country. Capital is raised from foreign countries in the form of FDI in order to bridge the gap between domestic savings and investments. The present study focuses on the trends of FDI Flows into India and its influence on the Indian economic growth. FDI has helped our country to achieve financial stability, increase employment opportunities, enhance knowledge & technology transfer and improve growth & development trajectory for competing strongly in the global economic market. This study highlights sector wise FDI inflows to India for the period April' 2000 to June' 2018. FDI inflows in India were remarkable during the past few years except last year where it fell to the amazement of many financial experts and economists. Suggestions for improvement of FDI inflows in future is provided in this paper. Secondary data published in various bulletins and reports by the Government of India is the main data source used for this study.

Keywords: FDI, Growth, Development, Economy, Inflows

Introduction

FDI - Foreign Direct Investment is defined as a company from one country making a physical investment into building a factory in another country. It is the establishment of an enterprise by a foreigner. It includes investments made to acquire lasting interest in enterprises operating outside of the economy of the investor. The FDI relationship consists of a parent enterprise and a foreign affiliate which together form a multinational corporation (MNC). In order to qualify as FDI, the investment must afford the parent enterprise control over its foreign affiliate.

ISSN 2395-5929



Emperor International Journal of Finance and Management Research

Peer Reviewed & Indexed Journal With High Impact Factor 5.48
Printed ISSN-2395-5929

Volume 5 Special Issue 1 January 2019

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Academic Foundation (GMRAF), Chennai.**

ISSN

INTERNATIONAL
STANDARD
SERIAL
NUMBER

Editors

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AN ANALYSIS OF THE USAGE OF INTERNET BANKING SERVICES BY CUSTOMERS IN CHENNAI



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Abstract

This article tries to study the frequency of usage of internet banking per month is analyzed. The demographic composition of internet banking customers with regard to age, gender, educational qualification, occupation and monthly income of internet banking customers in Chennai are studied. The internet banking products and services which is mostly patronized is analyzed. The major problems present in internet banking are studied by framing a questionnaire and collecting the opinion of customers. Finally, this paper wants to analyze whether the Chennai customers derive any benefit out of technology patronization, namely internet banking.

Key Words: Internet Banking, Customers, Traditional banking, Services.

Introduction

The world has become a global village connected through the internet. The banking industry has undergone a sea change and today it has started using internet for carrying on their day to day activities. Internet banking has emerged as one of the most profitable E-commerce applications over the last decade.

Internet banking is an extended mode of banking services with the help of automated computer network. Due to the popularity of easy access to internet and World Wide Web (WWW) banks initiated using internet as a network for receiving instructions and selling their products and services to the customers. Internet banking involves consumers using the internet in order to access their bank account and to undertake banking transactions (Sathye, 1999).

Received : 15th August 2019
Accepted : 15th August 2019
Published : 27th September 2019

ISSN: 2395-5929

www.eijfmr.com

© Mayas Publication

Volume - V

Issue - 9

September - 2019

A study on “Consumer Awareness and Perception on usage of Mobile Banking”

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ABSTRACT

All Banks in India are facing a drastic changes and facing various challenges due to technological transformation. Digital India have paved way for digital transactions throughout India. E-wallets, Mobile Banking, IMPS, NEFT, Mobile Apps are the talk of the day. Days have gone where people stand in queue for their everyday operations. Younger generation of today are smarter in using the Mobile phones. They use Mobile banking applications like iMobile of ICICI, M-CONNECT of Bank of Baroda and HDFC bank application etc. The users should be aware of all the features, facilities offered by the applications. My study on “Consumers Awareness & perception on usage of Mobile Banking” is an attempt to understand the awareness and their usage. This is an attempt to find the percentage of users and their perception towards mobile banking. For this study a sample of 50 is chosen.

Keywords: Awareness, Perception, Mobile Banking

I. INTRODUCTION

Our recent news about bank merger in Economic Times stated that Banks will generally take 2-3 years to enhanced core technology, products and customer applications after the government proposed to merge some prominent public sector lenders during the month of August 2019.(Source Economic Times) They have also stated that the integration process would take 24-36 months. A phenomenal growth in the field of banking is happening due to digitalising and due to technological advancement. Due to the Google's Android OS have led all mobile users to download Mobile banking applications for their convenience.

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Affiliated to University of Madras and Re-Accredited with "A+" Grade by NAAC
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77

Conducted by : POST GRADUATE DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

Title of the Book : **Energising Leadership: Leading Business Through Passion for People**

Editors : **Ms. G. Muthulakshmi**
Ms. Mahishasuramardhini
Ms. R. Sridevi
Ms. M. Nagamalar

First Edition : **13th March 2019**

ISBN : **978-81-937382-5-2**

Language : **English**

Number of Pages : **180**

Book Size : **A4**

Publisher : **VRI Publications,**
#23/25, Thambusamy nagar,
Thiruvarkadu, Chennai-77,
Cell: 98848 47857.

Typeset : **Goodwill Infotech, Chennai-77.**

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CONCEPT OF LEADERSHIP AND ORGANIZATIONAL CULTURE

P. Subburaj

Research Scholar, DoMS, University of Madras, Chennai, India.

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Abstract

This paper intends to make new organization position report incorporating different ideas specializing in leadership and, organizational cultural and situational strength of an organization. Leadership and organizational culture have been considered to be two of the main essential elements of organization in order to make firms to compete, do well and grow with sustainable benefit. We look into the interrelationship between the aforesaid elements and create a practical relationship based on data strained from a competitive industry. Organizational culture includes the norms, values and beliefs that have existed in an organization for a long duration, and to the beliefs of the employee and foreseen value of their work that will influence their attitude and behavior change in the organization. The results show a strong connection between these two things – leadership and culture which enforces their relationship for worker performance within organization. If it does not correlate, it will in turn affect the direction of the relationship to accomplish the undertaking and objectives assigned by way of the company, thereby enhancing organizational effectiveness.

Keywords:

Leadership, Organizational culture, Organization, Employee behavior.

INTRODUCTION

The world meta-narrative is shifting. We have a tendency to see generally confusing, chaotic shifts (although generally of great magnitude) in economic, technological, social and environmental aspects of our universe. A story where science and spirituality not collide, there a lot of voices are being raised to herald a 'new consciousness.' Relationships (not separation), hi-touch partnering high-tech, other-serving, and sound thinking practices⁸⁰ are likely bringing into a lot of value by more folks.



International Journal of Exclusive Management Research

Special Issue February 2019

Online: ISSN 2249- 2585
Print : ISSN 2249 - 8672



IJEMR

www.ijemr.in

Impact Factor - 5.76 (IC Value)

International Conference
on
"Global Strategies in Business, Banking & Finance and Management"
18th & 19th February 2019

Organised by



*Department of B.Com Honours
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In Association with



Global Multidisciplinary Research &
Academic Foundation, Chennai

Editors

Dr.Gunita Arun Chandhok

Dr.Sundari Suresh

Dr.D.Sowmya

Archers & Elevators Publishing House

www.aeph.in | archerselevators@gmail.com



GURU NANAK COLLEGE(AUTONOMOUS)

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Abstract

In the Environment friendly society "GO GREEN" is the Slogan that has become more relevant and followed in almost all aspects of the business. There is a wave of change with all business activities to not only focus on earning profit but also to focus on the welfare of the people and planet. Due to Environment Consciousness and awareness businesses can no longer run after profits only. There is a move towards green economy and in every part of the world, the organizations have to be environmentally sensitive. Green Banking is one such area. Green banking refers to the banking business managed in such a manner that helps for overall reduction of external carbon emission and internal carbon footprint. It is like a normal bank which takes into consideration all social, environmental and ecological factors with the main aim of protecting the natural environment. Green Banking is also called as Ethical Bank or Sustainable bank.

Environmental protection has become one major part of the strategy. Most of the organizations in the developed countries started offering environment friendly or green products and services to the consumers. Learning from their western counter parts, the Indian companies have also adopted environmentally friendly practices within their unit. Even though it has been widely accepted by Indian companies, the concept of Environmental Sustainability and green products and services are considered as a new one in a developing country like India.

Green banking is not only responsible for the economic growth but it can also play an essential role in environmental protection. To support the reduction of carbon emissions, Banking industry should patronage green technologies projects. It becomes almost essential to take the view of the bankers into consideration towards the acceptance and deployment of green technologies in the financial sector. This paper brings out the Adoption of Green Banking with respect to Banking Industry in India.

This Paper has been structured as follows. **Section 1** states the Introduction of the Study. **Section 2** states the Objectives of the Study. **Section 3** states the Contribution of the Banking Sector to the Indian economy. **Section 4** states the Definition. **Section 5** states the Methodology used. **Section 6** states the Steps Involved. **Section 7** states the Steps taken by RBI to promote Green Banking. **Section 8** states the Findings. **Section 9** Concludes the study.

Key Words: Banks, Green Banking, Environment Friendly, Carbon Emissions, Sustainability, Green Products.

1. Introduction

The problem relating to the environment, maintaining the ecological balance and the environmental sustainability has become issues for debate around the globe. The organizations as well as the consumers have clearly understood the importance of the environment for the survival of human beings. This Green Movement has got its attention and rapidly developing in the developed countries. Nowadays, Green or Environmental Marketing has become a strategic marketing approach as a main focus in the business.

The increasing awareness and environmental consciousness force the businesses to not only run after profits but also makes them responsible for the people and the planet. It will be unwise for them to ignore the concern for the society and the environment. Green Movement for protection of environment has brought about a change in the way the business is managed. There is a move towards green economy where each and everyone, to say let it be a customer, employee, employer or general public, everyone's main concern is about the environment. The desire to make one engage in the environmental friendly green practices has been expanded to the organizations as well. Sustainability is the Key issue. In this new world, it becomes essential to address the green issues. Each action is required to be environmentally responsible. Green is the word now and let us go for 'Green Computing', 'Green Banking', 'Green Strategic Management' and so on.

2. Objectives of the Study

1. To evaluate the use of Green Banking Products in banking sector.
2. To examine and compare the green banking practices by the Banking Industry.

Guru Nanak College (Autonomous)



GURU NANAK COLLEGE (AUTONOMOUS) HIGHLIGHTS

- Guru Nanak College is one of the premier institutions of higher education in India which was founded in 1971
- In 2015, UGC has conferred "Autonomous" status to the college
- DBT, Govt. of TamilNadu has recognized Guru Nanak College as a Star College and has granted 1.04 crores for upgrading the various science departments from 2018
- Guru Nanak College was conferred with "Global Understanding for Sustainable Development Award 2017", by Ministry of National Policies and Economic Affairs, Govt. of Srilanka on 4th September 2017
- The college was conferred with "Excellence in Education Award 2018" for promoting quality higher education and holistic youth development in India, by the Perak State Government, Malaysia on 17th March 2018
- The College offers 58 programmes which include 23 U.G, 8 P.G, 2 M.Phil, 9 PhD programmes, besides 3 add-on courses and 13 Certificate Courses
- A Lush green campus, an excellent Infrastructure, state-of-the-art academic blocks on 25 acres of land
- Pioneers in implementing digital attendance for students through Mobile phones since 2015
- Academic Enrichment through the G.S.Gill Research Institute in campus, concerned with extensive research in inter – disciplinary approaches
- The college has as many as 33 Research Guides and 115 research scholars
- In 2016-17, 56 students secured University Ranks
- Cricket ground of International standards is a boon to budding cricketers and many of our students represent India and play in the IPL
- Students are well placed in leading corporates through campus placements
- According to Nielson Survey on "India's Best 100 colleges", conducted by India Today during 2017-18, Guru Nanak College was ranked among the top 100 colleges in India and 5th Best College in Chennai

SUSTAINABLE WATER RESOURCE MANAGEMENT

ISSUES AND PROSPECTS



Dr. P. S. Reddy

**SUSTAINABLE WATER RESOURCE MANAGEMENT
ISSUES AND PROSPECTS**

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First Edition: January 2019

ISBN: 978-93-88398-59-6

Price: ₹ 800

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Publisher

SHANLAX PUBLICATIONS

61, 66 T.P.K. Main Road
Vasanthanagar
Madurai - 625003
Tamil Nadu, India

Ph: 0452-4208765

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Conference Proceedings



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PARTICIPATORY GOVERNANCE IN WATER SHED MANAGEMENT AND RAIN WATER HARVESTING IN CHENNAI

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Introduction

Land, Water, and Forests are the most prominent natural resources in the world today. Particularly industrialization and the resultant pressure on natural resources due to urbanization have led to a debate on sustainable practices of managing natural resources. Harvesting and collection of rainwater is a proper way that can be used to address the problem of the water crisis in various parts of the world. This simple water conservation method can be used to put forward a remarkable solution in areas where there is enough rainfall but not enough supply of groundwater. Chennai is an area with a very high population and an area that also has to deal with water shortages. With these in mind, practicing water conservation methods such as rainwater harvesting is an ideal way to ensure increased supply of water. Chennai experiences quite an immense amount of rainfall almost throughout the year. Hence, rainwater harvesting will play a huge role in providing additional sources of water. During the dry season, people will be able to have water sources if they have implemented the necessary kind of harvesting techniques. With increased demand for water, rainwater collection can be able to meet the requirements. When builders and architects are designing a new home or building, it is important that they think of implementing rainwater harvesting methods. It will be able to reduce reliability on other natural resources for groundwater. In the long run, there will be energy savings, water savings, and resource savings.

The Rain Water Harvesting movement launched in 2001. It has had a tremendous impact in recharging the groundwater table all over Tamil Nadu. Amendments made to Section 215 (a) of the Tamil Nadu District Municipalities Act, 1920 and Building Rules 1973, have made it

82. சிலம்பில் பெண்மையும் வன்மையும்

முனைவர் மு. மூர்த்தி
இணைப்பேராசிரியர்மற்றும் தலைவர்,
தமிழ்த்துறை,
குரு நானக் கல்லூரி (தன்னாட்சி),
சென்னை-42

தொல்காப்பியர் 'ஆற்றிவதுவே அவற்றொடு மனனே' என்று குறிப்பிடுகின்றார். ஆறாம் அறிவாகிய மனதை அடிப்படையாகக் கொண்டே மனிதன் என்ற தனித்த பாகுபாடு அமைகிறது. ஐம்புலன்களையும் உள்வாங்கி நிலைப்படுத்தும் மனம் என்னும் உயரிய அறிவைப் பெற்ற மனிதன் பிற உயிர்களைக் காக்கும் பண்பினைப் பெற்றவனாவான். இத்தகைய பண்பே மனிதனுக்கே உரிய தனித்த அடையாளமாகும். ஐம்புலன்களைத் தன்வசமாக்கி முறையாகக் கையாளும் புலனடக்கம் தேவை என்று 'நல்வாழ்வு' என்னும் நூலில் டாக்டர் மு.வரதராசனார் குறிப்பிடுகின்றார். புலன்களை மனத்தால் முறைப்படுத்தி தனக்கும் பிற உயிர்களுக்கும் நன்மையளித்தல் மனிதனின் முதன்மையானக் கடமையாகும். இவ்வாறு உயிர்களைப் போற்றுவதற்கு வாழ்வியல் படிப்பிணையை அறிந்து கொள்வது மானுடத்தின் இன்றியமையாத பண்பாகும். இவ் வாழ்வியல் நிலையினை அனுபவத்தின் வாயிலாகவும் இலக்கியங்கள் வாயிலாகவும் ஒருவாறு அறிந்து கொள்ளமுடியும்.

சங்க காலம் தொடங்கி தற்காலம் வரையிலுள்ள மானுட வாழ்வியலை இலக்கியங்கள் எவ்வாறு படம் பிடித்துக் காட்டியுள்ளன என்பதனை அறிந்து கொள்வது அவசியமாகும். அப்பொழுதுதான் நம்முடைய வாழ்வியலை முழுமையாகச் செழுமைப் படுத்த முடியும். அவ்வகையில் தமிழ் இலக்கியப் பரப்பு தொடர்ச்சியாக விரிந்தும் வளர்ந்தும் வந்துள்ளமையை அறியலாம். தமிழ் இலக்கிய வரலாற்றில் சங்க இலக்கியம் தனித்துவம் மிக்கது. அகம், புறம் சார்ந்த வாழ்க்கை முறையினைச் செம்மையாகக்

கூறும் செவ்வியல் இலக்கியமாகும். இவ்விலக்கியத்தினைப் பதினெண் மேல்கணக்கு என்றும் அக்காலக் கட்டத்தினைப் பொற்காலம் என்றும் உயர்வாகக் கூறினர். இவ்வகைப் பாட்டினைத் தொடர்ந்து வாழ்வியல் சட்டங்களாகக் கூறப்படும் அறநூல்கள் தோன்றின அவற்றைப் பதினெண் கீழ்க் கணக்கு நூல்கள் என்று வகைப்படுத்தினர்.

இலக்கிய வகைமையில் காப்பியமும் பாடுபொருளும்

செவ்வியல் பாசுபாட்டினைத் தொடர்ந்து வாழ்வியலுக்குத் தேவையான உயர்சொள்கைகளைக் கூறுபவை காப்பியங்களாகும். இவை இலக்கிய வரலாற்றில் தொடர்ச்சியான வளர்ச்சி எனலாம். 'நெடுங்கதை ஒன்றை எடுத்துக் கொண்டு அதைப் பல்வேறு எடுத்துக்காட்டுகளாலும், கிளைக் கதைகளாலும் அழகுபடுத்திப் புனைகிறது காப்பியம்' என்று டாக்டர் சொசிகாரவேலன் 'காப்பியப் பார்வைகள் ப.1' என்னும் நூலில் குறிப்பிடுகின்றார். காப்பியங்கள் பொருள் தொடர் நிலைச் செய்யுளாக அமைந்தன. அவ்வகையில் ஐம்பெருங் காப்பியங்கள் என்னும் பகுப்பு தனித்துவமிக்கது. உலகக் காப்பியங்கள் பல்வேறு நிலைகளில் உயர்ந்தவர்களையே காப்பியத் தலைவர்களாகப் படைத்திருக்கையில், தமிழில் தோன்றிய சிலப்பதிகாரம் வணிக மக்களின் வாழ்வியலையும், மாட்சிமைப்பட்ட பெண்களின் உயர்ந்த பண்புகளையும் தலைமைப் படுத்தியமையை உயர்வாகக் கூறலாம்.

சிலப்பதிகாரம் பல்வேறு பெயர்களால் அழைக்கப் பெறினும் இக் காப்பியத்திற்குக் 'குடிமக்கள் காப்பியம்' என்று கூறியதன் நோக்கம் இக்கருத்தினை ஒட்டியதாகும். பொதுநிலையில் தமிழ்க்காப்பியமெனின் முதன்மையாகச் சிலம்பினைக் குறிப்பிடலாம். செவ்வியல் வகைப்பாட்டில் சிலம்பின் சிறப்பு தனித்துவமிக்கது. இக்காப்பியத்திற்கான பெயர் வைப்பு முறையில் பெண்கள் அணியும் அணிகலன்களை அடிப்படையாகக் கொண்டு பெயர் வைத்துள்ள முறையினை ஒருவாறு அறியலாம். காலணியாகக் கூறப்படும் சிலம்பினை மையமாகக் கொண்டு நடைபெறும் வரலாற்று நிகழ்வினைக் கூறுவதால் சிலப்பதிகாரம் என்னும் பெயர் அமைந்தது. பிற காப்பியங்களாகிய மணிமேகலை (மேகலை) சீவக



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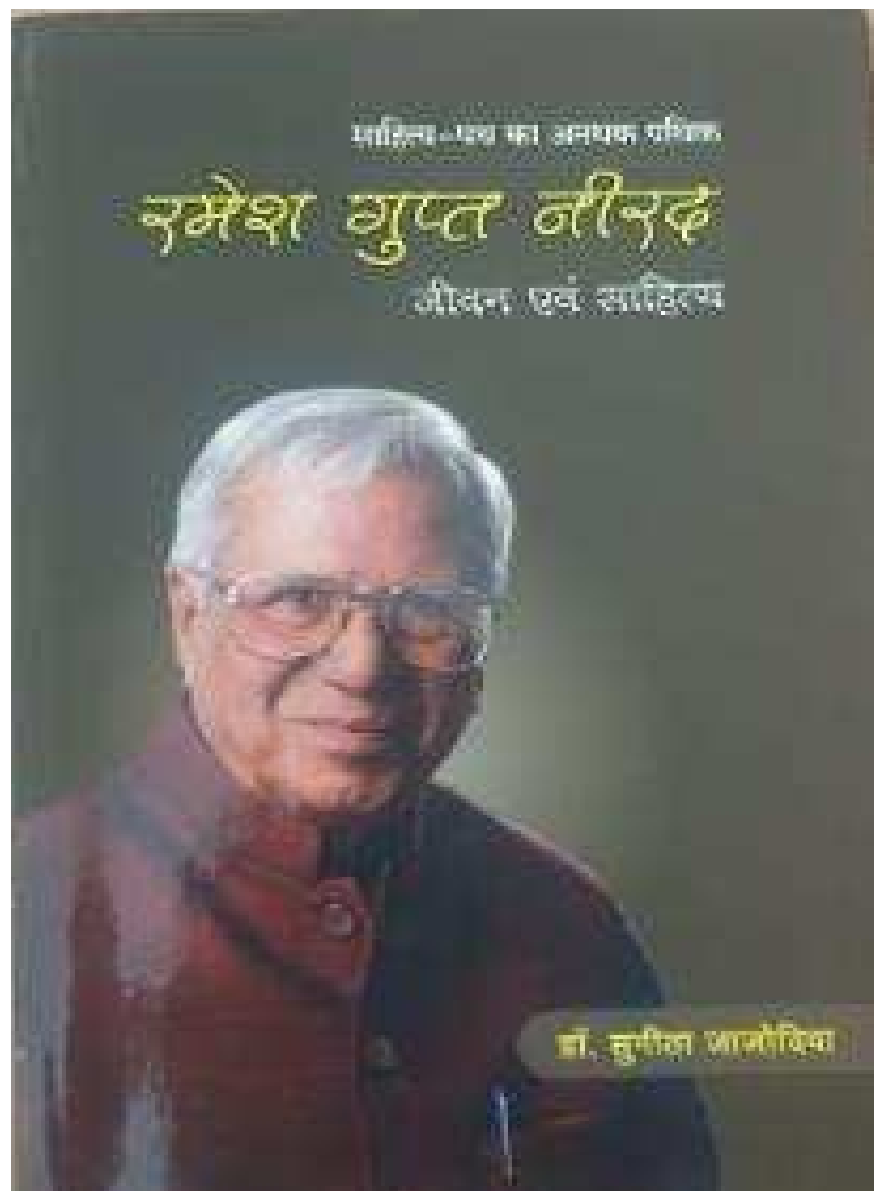
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ISBN : 978-93-82380-15-3

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प्रथम संस्करण : 2019

प्रकाशक :-
खोद्य प्रकाशन
34-35, वालटेक्स रोड,
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मुद्रक :-
रचना, चेन्नई - 600079

मूल्य : ₹ 675

आभारिया : सुकील एवं गुरुनू
Photo Courtesy : Sukal & Ghashboo

Ramesh gupt Neerad
Jeevan avam Sahitya

Edited by : Dr. Sunita Jajodia



डॉ. रमेश गुप्ता नीरद

समाज सापेक्ष सजग कवि : रमेश गुप्त नीरद

हिंदी कवरीत काव्य परंपरा के अग्रणीय रचनाधारा रमेश गुप्त नीरद का जन्म 16 जुलाई 1942 को दिल्ली में हुआ था। विभाजन की विध्वंसिता को इन्होंने बड़े पात्र से देखा था। इसका गहरा असर नीरदजी के काल पर पड़ा। सन् 1957 के परीक्षा के साथ यह दक्षिण भारत के मद्रास राज्य में अस्था बस गये। उच्च शिक्षा प्राप्त करके इसी मद्रास में नीरदजी ने अपनी साहित्यिक यात्रा शुरू की।

अहिंदी भाषी प्रांत में रहते हुए भी इन्होंने हिंदी की अपूर्व सेवा की। अपने साहस और कर्मठता से दक्षिण भारत में हिंदी का दीपक जलाये गये। जंकल, अनुभूति, हमदर्द, दक्षिण राजस्थानी फोरट आदि अनेक पत्रिकाओं का इन्होंने संपादन किया। संग्रति से अग्रधारा साप्ताहिक पत्रिका के प्रधान संपादक हैं तथा अनेक वैज्ञानिक, साहित्यिक एवं सामाजिक समस्याओं के प्रकाशिकाओं भी रहे हैं। सामाजिक-सांस्कृतिक-राजनैतिक विषयों पर इनके स्तंभ और रिपोर्टियाँ, राष्ट्रीय पत्र-पत्रिकाओं में प्रकाशित होती रहती हैं। 'मित नया अनुबंध', 'मेरी गीत तुम्हारे साथी', 'क्यों कुछ छूट गया है', 'जब रात तुम्हें मेरी आये' इनके प्रमुख काव्य संग्रह हैं। 'खुली बिड़कियाँ' और 'बिगाड़ी के अंत' 'तमिल की लोक कथाएँ' (बतानी संग्रह) उनकी गद्य रचनाएँ हैं। 'संघर्ष के नये प्रतिमान' तथा 'संघर्ष का लोकधर्म सौंदर्यबोध' पुस्तकों से इनकी रचनाओं को ध्यान मिला है। इनकी कविताओं में जीवन और समाज सापेक्ष सजग कवि होने के साथ समाज और देश की प्राणिक विद्रुपता, निराशा और विद्रुपता का चित्रण अपनी कविताओं से करते हैं। इनका काव्य समाजवादीय समाज की परिस्थिति और जातीयता पर कटु और तीखी टिप्पणी करता है।

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रमेश गुप्त नीरद : जीवन एवं साहित्य / कविताएँ : अग्रिम

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हाशिये का समाज



संपादक
डॉ. सुधा त्रिवेदी

ISBN	978-93-88640-54-1
संपादक	डॉ. सुधा त्रिवेदी
मूल्य	399/-
प्रकाशन वर्ष	2019
सर्वाधिकार @	सुरक्षित
मुद्रक	आकृति प्रिंटर्स, नई दिल्ली
प्रकाशक	नवजागरण प्रकाशन
	: A-3, विकासकुंज एकसटेशन,
	विकास नगर, उत्तम नगर, नई दिल्ली-110059
	: 109, प्रथम तल, मनीष मार्केट, सेक्टर-11,
	द्वारका, नई दिल्ली-110 075
संपर्क	: +91-9718013757
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वेबसाइट	: www.navjagran.in

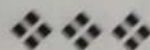
Ikkisavin Sadi Ke Sahitya Me Hashiye Ka Samaj

Edited by Dr. Sudha Trivedi
Published by: Navjagran Prakashan

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डॉ. अनिता पाटिल

सहायक प्रवक्ता,
गुरु नानक कालेज,
वेल्लचेरी, चेन्नई-42

आदिवासी हमारी मूल पहचान हैं तथा मानव सभ्यता के आरम्भ की कहानी बताते हैं। भारतीय संविधान ने इन्हें अनुसूचित जनजाति का नाम दिया है। इन्हें वनवासी, वन्यजीव और वनजाति के नाम से भी पुकारा जाता है। अतीत में इन्हें राक्षस, असुरा, दैत्य जैसे नाम से भी सम्बोधित किया जाता था। आज भारत देश उन्नति के नये नये शिखरों को छू रहा है। ऐसे में इन आदिवासियों को पीछे कैसे छोड़ा जा सकता है। 2011 की जनगणना के अनुसार भारत में अनुसूचित जनजाति के 700 से अधिक समूह उपलब्ध थे। सबसे अधिक आदिवासी बहुसंख्यक रूप से नौ राज्यों में बसे हुए थे। आदिवासी किसी भी क्षेत्र के हो इनकी स्थितियाँ अलग नहीं होती। ये भारत के प्रत्येक राज्य में पाए जाते हैं। ये आज भी जंगलों में जानवर की तरह जीवन यापन करते हैं। भारतीय संविधान की पाँचवी और छठवीं अनुसूची आदिवासियों के संरक्षण से संबन्धित है। इनके लिए करोड़ों रुपये का बजट तैयार किया जाता है। पंचवर्षीय योजनाएं लागू की जाती हैं लेकिन वास्तविकता में इनसे लाभान्वित होते हैं गैर आदिवासी लोग। आदिवासियों के नाम पर अधिकारीगण अपने रिश्तेदारों और मित्रों को उन योजनाओं का फायदा उठाने देते हैं। अशिक्षित आदिवासियों के पास अंगूठा लगाने के अतिरिक्त कोई विकल्प नहीं होता है। समय के साथ साथ आदिवासियों की

ISSN : 2278-6066

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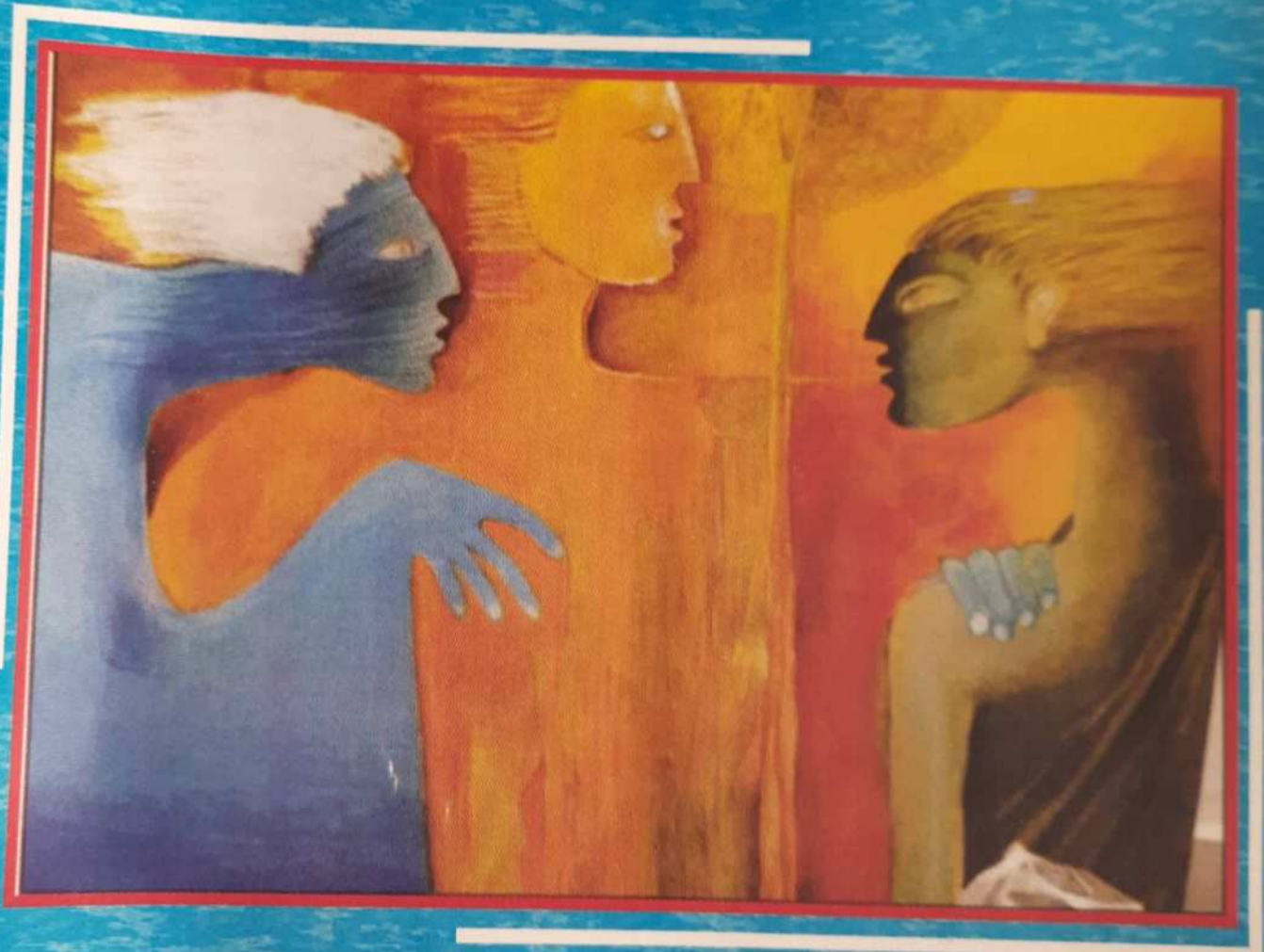
अंतर्शीघ

मानव मुक्ति को समर्पित

❖ वर्ष : 25

❖ अंक : 32

❖ अप्रैल-जून, 2019



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डा. अनिता पाटिल...

पंत जी का जन्म 20 मई 1900 ई. को उत्तराखंड के कूर्मांचल के कौसानी गाँव में हुआ था। इनका प्रारंभिक नाम गोसाईदत्त था जो उन्हें बिल्कुल पसन्द नहीं था। उन्होंने चौथी कक्षा के प्रमाणपत्र में अपने नाम को काटकर उसके स्थान पर सुमित्रानन्दन लिख लिया था। आगे चलकर वे इसी नाम से प्रसिद्ध हुए। कौसानी के वर्नाक्युलर विद्यालय से पंत जी ने अपनी प्राथमिक शिक्षा आरंभ की। अल्मोड़ा में माध्यमिक शिक्षा के अतिरिक्त पौराणिक, आध्यात्मिक एवं साहित्यिक ग्रन्थों का अध्ययन किया। सन् 1918 में पंत जी ने प्रयाग के म्योर सेंट्रल कालेज में प्रवेश लिया किन्तु 1922 में महात्मा गाँधी जी से प्रभावित होकर कॉलेज छोड़ दिया। 'चिदम्बरा', 'वीणा', 'पल्लव', 'गुंजन', 'ग्राम्या', 'युगान्त', 'युगवाणी', 'लोकायन', 'कला और बूढ़ा चाँद' आदि आपकी प्रसिद्ध रचनाओं में शामिल हैं। 1960 में 'कला और बूढ़ा चाँद' रचना के लिए आपको साहित्य अकादमी पुरस्कार और 1968 में ज्ञानपीठ पुरस्कार से सम्मानित किया गया। इसके अतिरिक्त अनेकों प्रतिष्ठित पुरस्कारों और सम्मानों से सम्मानित किया गया है।

पंत जी का जन्म कौसानी जैसे गाँव में हुआ था। जहाँ दो समय का भोजन प्राप्त करनेवाले गृहस्थ को अमीर समझा जाता था। पंतजी ने गाँव के लोगों में घोर आर्थिक अभाव को देखा था, अभिजात्य जीवन जीने वाले पंत जी ने लोकजीवन के दुर्जेय शत्रु दारिद्र्य, अशिक्षा, शोषण और अभाव को साक्षात् देखा था, और अनुभव किया था। ग्रामीणों की विकट आर्थिक परिस्थिति, अंग्रेज शासकों, जमींदारों और महाजनों द्वारा उन पर अत्याचार, चारों ओर व्याप्त भ्रष्टाचार, जातिवाद, अशिक्षा आदि ने पंत जी की चेतना को सामाजिक चिन्तन की ओर अग्रसर किया।

जमींदार और महाजन अपने पैसों और ताकत का पूरा-पूरा लाभ उठाते हैं। पहले तो गरीब ग्रामीणों को जरूरत पड़ने पर कर्ज देते हैं। उस पर इतना ब्याज लगाते हैं कि गरीब की कमर ही टूट जाती है। पूरी जिन्दगी उस ब्याज को चुकाने में निकल जाती है। जब वह कर्ज नहीं चुका पाता तो उस पर अत्याचार किया जाता है। यदि उसकी

इक्कीसवीं सदी के साहित्य में
हाशिये का समाज



संपादक
डॉ. सुधा त्रिवेदी

ISBN

978-93-88640-54-1

संपादक

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399/-

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नवजागरण प्रकाशन

: A-3, विकासकुंज एकसटेशन,

विकास नगर, उत्तम नगर, नई दिल्ली-110059

: 109, प्रथम तल, मनीष मार्केट, सेक्टर-11,

द्वारका, नई दिल्ली-110 075

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वेबसाइट : www.navjagran.in

Ikkisavin Sadi Ke Sahitya Me Hashiye Ka Samaj

Edited by Dr. Sudha Trivedi

Published by: Navjagran Prakashan

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‘मैत्रेयी पुष्पा के उपन्यास’ अल्मा कबूतरी में नारी चित्रण

डॉ. आशा चतुर्वेदी

विभागाध्यक्ष

हिंदी विभाग, शिष्ट II

गुरु नानक कॉलेज

चेन्नै

मैत्रेयी पुष्पा का उपन्यास ‘अल्मा कबूतरी’ हाशियायी जनजाति ‘कबूतरा’ की एक युवती अल्मा की खानी है। हाशियायी जनजाति या हाशियायी समाज उसको कहा जाता है जिसकी- अवहेलना की गई हो, जो विकास की मुख्य धारा में शामिल होने से पीछे छुट गया है। भारतवर्ष में नट, कंजर, बावरिया, मदारी, बंजारे, कबूतर आदि जनजातियाँ सैकड़ों सालों से हमारे तथा कथित सभ्य समाज के कारण हाशिये पर डेरा डालकर गुजरा कर रही है। उत्तरप्रदेश की सीमा बुन्देलखंड की विलुप्त होती ‘कबूतरा’ जनजाति पर आधारित यह उपन्यास ‘अल्मा कबूतरी’ मैत्रेयी पुष्पा द्वारा लिखित काल्पनिक कथा है।

मैत्रेयी पुष्पा एक साहसी, मुखर, प्रवर, विदुषी तथा प्रतिभा संपन्न युवती है। उनका जन्म 30 नवम्बर 1944 में अलीगढ़ जिले के सर्कुरा नामक गाँव में हुआ था। प्रारम्भिक शिक्षा गाँव में ही हुई। एम.ए. हिंदी साहित्य में बुन्देलखण्ड कॉलेज झाँसी से किया।

“भारतीय सोच की पुनर्व्यख्या होनी चाहिए” इस विषय पर मैत्रेयी जी ने सालों साल अखबारों में स्तम्भ लिखे। आपके कई उपन्यास कहानी संग्रह, स्त्री विमर्श, आत्मकथा, धारावाहिक, कथा-रिपोटिज आदि प्रकाशित हो चुकी है। आपको अपनी अनमोल कृति ‘अल्मा कबूतरी’ के लिए सार्क साहित्य पुरुस्कर, प्रेमचन्द सम्मान और साहित्यकार सम्मान आदि अनेकों पुरुष्कारों

NOVEL TRENDS AND TECHNIQUES IN LITERATURE AND LANGUAGE RESEARCH

Editors:

**J.KARTHIKEYAN
R.SRINIVASAN
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Bharathi Book House
32, 1st Floor,
Corporation New shopping Complex,
Opp. Gandhi Statue,
Old Bus Stand, Vellore,
Tamil Nadu - 632004

Book Title : NOVEL TRENDS AND TECHNIQUES IN
LITERATURE AND LANGUAGE RESEARCH

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Book Subject : English Language

Book Category : Research Outcomes

Copy Right : Editors

First Edition : August 2019

Book Size : B5

Page : IX + 453 = 462

Paper : B5-21 kg, Maplitho NS

Price : Rs.400/-

Published by : **Bharathi Book House**
32, 1st Floor, Corporation New shopping Complex,
Opp. Gandhi Statue, Old Bus Stand, Vellore,
Tamil Nadu 632004
E-mail: bharathibookhousevtr@gmail.com
Mobile: 9942441715.

Book Layout : **S.Jegaveeran Cell : 98658 20640.**
Saravana Graphics & Printers
Rangapuram, Vellore-9.

ISBN Assigned by Raja Ram Mohan Roy
National Agency for ISBN,
New Delhi – 110066 (India)
ISBN:978-93-86890-37-5



Published by Bharathi Book House

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First Published in August 2019

ISBN:978-93-86890-37-5

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Agency and Subaltern Women in Mahasweta Devi's "After Kurukshetra"

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Key Statement: This paper tries to explore the aspect of agency as seen in subaltern women and how women themselves have tried to fight back to regain their individuality in a gendered society.

Key Words: Subalternity, margin, writing back, agency, Mahasweta Devi, gender, mahabarata, Kurukshetra

Who really are the subalterns in the context of the three collected stories by Mahasweta Devi is a complex question to answer. Spivak in her essay, *Can the Subaltern speak?* says that a subaltern is someone who does not have any access to the ideological root of power. Often the word 'subaltern' is equivocated in a singular sense directing its meaning to a group or an individual who is oppressed by a superior power. The hegemonic structure is considered to be orthodox and people who have limited access to such powers are treated as the subalterns. This idea strategically gives preference to patriarchy in a constructed social organization. The basic question of human rights is attacked by the so called subalterns and technically it becomes gendered. Though there might be a world of difference between a male and a female, it is inappropriate to position them on the basis of superiority/ inferiority because it tends to disrupt the idea of humanity in general.

A Critical Study of the Psychology of Magical
Realism in Haruki Murakami's
A Wild Sheep Chase and Kafka On The Shore

Rini Maria D

XpressPublishing
An imprint of Notion Press



Old No. 38, New No. 6
McNichols Road, Chetpet
Chennai - 600 031

First Published by Notion Press 2018
Copyright © Rini Maria D 2018

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ISBN xxx-x-xxxxx-xx-x

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Murakami deals with real experiences. His sense of reality is striking. He clearly narrates the modern Japanese life, the generation which is detached from the post war period, and still the generation who bears its after effects. The modern generation's view of the world and what the history has given their people is strongly felt in most of his works.

Susan J. Napier in the book, *Magical Realism: Theory, History and Community* says that, "modern Japanese culture is a culture whose identity has been warped and transmogrified, not by outside pressures so much as by its own response to outside pressures" (Zamora et Faris 453). This aspect becomes crucial in analysing a modern Japanese text because its history cannot be negated. That is the reason why memory (past) plays a major role in the imagination of the present, which may cross a level of normalcy making it a 'schizophrenic' experience.

Magical Realism is a concept of the "mystery [that] does not descend to the represented world, but rather hides and palpitates behind it" (qtd. in Bowers 3) explains Franz Roh, the German Art Critic who introduced the term Magical Realism during the Weimar Republic. Magical realism sees the normal and uncanny, natural and unnatural, rational and irrational on the same plane giving it equal importance. The normal and the abnormal are seen together without exaggeration. This was partly influenced by Sigmund Freud who had written excessively on psychoanalysis. Roh sees magical realistic works as the "interior figure of the exterior world" (13) and psychology facilitates in understanding the interior human mind through which the exterior world is inferred.

Peter Holmes's explanation of psychoanalysis in connection with personal memory and creativity is central to the discussion of this thesis. He explains, "Psychoanalysis is a creative response to loss. It seeks to replace what is lost with something new. But mourning is

only part of this picture; creativity is the other half. The creation of anything new and valuable, I argue has its origins in the old and in the particular ways the old is abandoned and then altered” (qtd. in Dil 20).

Murakami dealt with Magical realism on a much serious note. The two novels *A Wild Sheep Chase* and *Kafka on the Shore* show a clear transition from the traditional mode of writing to the modern form. Search for the “self” and “identity” form the major themes of modern Japanese literature. It also finds itself suitable to the genre of magical realism. It should be noted that Japan was the only country which was never colonized by the Europe. So, the identity crisis that the Japanese undergo is of a different notion that is combined with the search of the “self” within their highly competitive and capitalist country.

Magical Realism rarely endorses itself in the form of dream or certain psychological experience. But psychology certainly puts together such human and mental experiences associated with magical or radical thinking, for; magical realism strongly has its base on the realistic aspects of the world and human mind. Murakami, a contemporary Japanese novelist, explores the psyche of his characters, which are engulfed in the postmodern illusions of their societies. While delving into the prospect of the mind tangled within a culture-bound illusion, the characters of Murakami tend to switch on to an unrealistic mode of life where they can make the impossible, possible.

The heavily surrealistic portrayal of characters and settings, shows the minds’ capacity or the disability in thought that form most part of uncanny imagination, which in turn is formed out of the memory that bridges the gap between normal and irrational world view, in other words, magical realism. The stories of magical realism in Murakami’s fiction convey a strong social message. The plot or narrative structure may or may not centre on a same issue. The narrative structure

Women Empowerment and Entrepreneurship

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Bangalore

**Archers & Elevators Publishing House
Bangalore - 560 090 India.**

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AN EMPIRICAL STUDY ON WOMEN EMPOWERMENT

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ABSTRACT

India has been seen as a feminist country. Women are seen as representatives of goddess. India itself is seen as a mother i.e a woman. Women were empowered at par during Vedic periods with more foreign culture intervention the perception on women and women empowerment has changed over a period of time. This study looks at women empowerment by studying the freedom the women have in choosing their career, opting for higher education, deciding their life style, freedom in spending their salary and so on. In nutshell this study measures women empowerment in terms of education and career, Financial Independence, Personal Factors and Social Factors. This study also measures the attitude of the respondents towards women empowerment across different demographic variables like generation, gender, educational qualification and income.

Key words: Women empowerment, perception, attitude, Demography, Social media, financial independence

INTRODUCTION

India has been a country with strong women empowerment since ages. The main deities for Power, Wealth and education have been portrayed as women deities Mata Shakti, Mata Lakshmi and Mata Saraswathi. With foreign invasion and influence of other cultures women empowerment has taken a different dimension.

India itself is seen as a mother i.e a woman. Rivers are named as Ganga, Krishna, Kaveri, Godavari, Narmada, Tapti etc.

27 women rishikas have contributed to Rigveda. This shows the respect and authority women had during vedic periods. Lopa Mudra is one of the famous contributors to rig veda. Gargi Vachaknavi has been an important part of conferences held as Janaksabha and had challenged the great scholar Yagyavalkya. This shows that women were treated at par at the intellectual war fields.

LITERATURE REVIEW

The essential part of the empowerment is particularly the control over resources and ideology (Nayak & Mahanta, 2008). Empowerment becomes meaningful only when it helps in growing intrinsic capability, greater self-confidence and an inner transformation of one's consciousness and the result of all these will enable an individual to overcome external barriers (Sen & Batliwala, 2000).

TRENDS IN DIGITAL MARKETING

Edited by
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INSURANCE IN INDIA ON A DIGITAL MARKETING SPREE

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Abstract

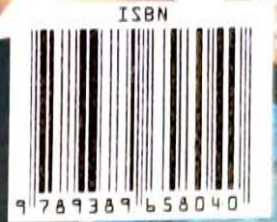
Technological disruption has become the principal force in deciding the competitiveness across sectors and the Insurance sector is no exception. This paper looks at the extent to which digital technologies have affected the marketing of insurance from the pre-purchase search to post-purchase customer service experience in India. Although online sales of insurance is yet to make significant inroads vis-a-vis the offline modes, the role of digital marketing in enhancing the effectiveness of offline selling efforts is appreciably felt. The IRDAI has also pushed for technology enabled channels and insurance companies with innovative products are training their agents and motivating their customers to use switch from the offline mode in order to have better reach, penetration, transparency and innovation.

Keywords: Insurance, Insuretech, Web aggregators, technology, digitalization, online insurance

Introduction

The financial services sector including insurance have embraced digital marketing as an indispensable part of their communication mix as digital media enable cost-effective and time-efficient delivery of many hitherto offline transactions in the pre-purchase search and comparison, purchase transactions and post-purchase customer service stages. Shah and Dadachandji in their research report prepared for BCG and Google (Page: 6) have stated that "The impact of digital will be felt well beyond just online sales". It is estimated that by 2020, three in every four insurance policies would be influenced by digital channels during either the pre-purchase stage, purchase or renewal stages". The BCG and Google Report on the Insurance Industry reveals that Rs.300 crore of life insurance has come from the online channel and is expected to grow to 3-5% of Individual ANBP by 2020. The report also confirms that online insurance sales market in India would be a around Rs.3500-Rs.6000 crores for life insurance and Rs.11000-15000 crores for non-life insurance (BCG and Google (2014) – Insurance @ Digital – 20X By 2020).

The general insurance industry including Standalone Health Insurers underwrote total direct premium of Rs.150662 crores in India for the year 2017-18 as against Rs.128128 crores in 2016-17, registering a growth rate of 17.59 percent as against 32.94 percent growth rate recorded in the previous year (IRDA Annual Report 2017-18) and the Life insurance industry recorded a



RECENT AND CHANGING TRENDS IN MANAGEMENT, ECONOMICS, COMMERCE, SOCIAL SCIENCES AND HUMANITIES

Chief Editor
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Dr. C. Vijai



**GLOBAL MULTIDISCIPLINARY RESEARCH &
ACADEMIC FOUNDATION, (GMRAF)**

Chennai, India.

<http://www.gmraf.com>

Recent and Changing Trends in Management, Economics, Commerce, Social Sciences and Humanities

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First Edition: December, 2019

ISBN: 978-93-89658-04-0

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Publisher
SHANLAX PUBLICATIONS
61, 66 T.P.K. Main Road
Vasanthanagar
Madurai – 625003
Tamil Nadu, India

Ph: 0452-4208765,
Mobile: 7639303383
email: publisher@shanlaxpublications.com
web: www.shanlaxpublications.com

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CHAPTER - 13

IMPORT FINANCE

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1.1 Introduction

Imports play an important role in the economy of every country, rich and poor alike. Rich countries need to import capital goods, raw materials and technology to ensure an optimum utilisation of their production capacity. They need to import a wide variety of consumer goods to enable their people to enjoy a high standard of living. Poor countries need to import technology and capital equipment and some time strategic raw materials to develop industries for accelerating pace of their development. In India, for example, the pace of industrialisation, level of exports and consequently the rate of economic growth is heavily dependent upon imports. A low level of imports usually indicates low purchasing power of its people and also emergence of recessionary trends in economy. At a firm's level efficient management of import operations is a critical factor in determining the overall profitability of its imports. Hence, a through understanding of import financing techniques and practices is necessary for concerned managers. In this unit, you will learn the regulatory framework and related exchange control mechanism of import financing and various methods of import financing.

1.2 Import Financing

India followed a restricted import policy till mid eighties, Nothing could be imported without a licence involving cumbersome procedures along with intricate documentation. Although sane liberalisation measures were taken in second half of eighties, real breakthrough came only in 1991.

Steady progress has been made in nineties in replacement of quantitative restrictions, licensing and discretionary control over imports by deregulation, simplification of procedures and protection through tariff and exchange rates. Export Import policies of 1992-97 and 1997- 2002 were the steps in this direction.

It is against the background of nature and significance of India's import trade, one has to understand import financing methods and techniques. Import financing involves making payment to foreign entities for the goods purchased from them. From the management decision making view point, it means making decision regarding terms of payment (i.e. choosing one among several alternatives), arranging funds, involving choice of financial institution and the instrument to be used for making payment and involving choice of intermediary, through whom the payment is to be made.



SAMSHODHAN

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ISBN
978-93-5346-703-6

Special Issue
26 April, 2019

In Association with ICAI
ONE DAY MULTIDISCIPLINARY
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ON
"EVOLVING OPPORTUNITIES AND
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Selected papers of
"ONE DAY MULTIDISCIPLINARY NATIONAL CONFERENCE 2019
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Organised by,
BAPU DEGREE COLLEGE

(Affiliated to Bengaluru Central University & Recognised by Govt. of Karnataka)
Triveni Road, Yeshwanthpur, Bengaluru 560 022.

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DEVELOPMENT OF CRYPTOGRAPHY, SECURE MESSAGING SYSTEM WITH BINOMIALS

Authors

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Abstract

Today data communication is a modern technology that contains a powerful tools to exchange information. The encryption and decryption techniques form the bases of this cryptography. This paper is concerned with the development of a secure messaging system based on cryptographic algorithms that is more faster, better, easy to encrypt and many more advanced security feature included. This application is well accepted as it provides encryption and decryption that can protect message from unauthorized access and disclosure. To send a message to a recipient who can follow an encrypted text message using names of plants with generic and specific names which are generally in Latin or are Latinised words. Hence a binomial in latin can be sent as a code using cryptography to a recipient who knows to decrypt an encrypted code When compared to other messaging systems, the proposed secure messaging system can be used for chat, messaging, video conferencing and real time file sharing in both web and android platforms.

Keywords: Secure messaging; Cryptography; Encryption; Decryption; Web application; Android apps

INTRODUCTION

Application of cryptography [1] in our life is increasing tremendously. Recently the Electronic Frontier Foundation (EFF) [2] has submitted a report that its not safe to disclose our personal information while chatting , hence this concern with the development of secure messaging system using cryptographic technique.

Cyberattacks [3] are made to break the encryption code till date they are growing very fast. These attacks are the main drawbacks of older algorithm. But with feature this algorithms will be replaced by other techniques that will provide better protection. In this paper we are going to proposed a secure messaging system that is implemented by an encryption technique which is more faster, better immune to attacks.

CRYPTOGRAPHY ALGORITHMS

The art of secret writing is Cryptography [4]. It s helpful in transmitting a message in a particular form so that only those for whom it is intended can read and process it. Cryptography is most often associated with scrambling plain text into cipher text, the process called encryption then back again plaintext, the process known as decryption. Individuals who practice this field are known as cryptographers.

There are a number of algorithms for performing encryption and decryption. The most successful algorithms use a key. A key is simply a parameter to the algorithm that allows the encryption and decryption process to occur. Here Symmetric-key cryptography refers to encryption methods in

EDUCREATION PUBLISHING

RZ 94, Sector - 6, Dwarka, New Delhi - 110075
Shubham Vihar, Mangla, Bilaspur, Chhattisgarh - 495001

Website: *www.educreation.in*

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ISBN: 978-93-89808-99-5

Price: ₹ 665.00

The opinions/ contents expressed in this book are solely of the author and do not represent the opinions/ standings/ thoughts of Educreation.

Printed in India

Organisms and Environment

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Plant Galls-A Biological Puzzle

M. Gopi

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Abstract:

Caring of ecosystem is the cultural, social and spiritual legacy that we have inherited from our past and pass on to the future. World ecosystem is unique in its reverence for Mother Nature in all her manifestations. Ancient traditions, rituals, practices have embedded this reverence in religion and even in normal day-to-day living. The respect for nature and the belief that every organism on earth has a special role in life's cycle forms the care of our ecological ecosystem. Plant galls are out- burst of repulsive reactions of the plant tissues to the stimulus incited by certain guild of phytophagous insects. The ultimate effort of the gall inducing insects is to secure nutrition and safe domain for a short span of time during their life-cycle. In certain instances, these needs are fulfilled by the development of a simple outgrowth of the plant organ, a structure termed 'gall', which provides the food and shelter to the gall-inducing insects and mites. In many cases, the galls induced by the parasites attain phenomenal structural complexity and architectural design which have allured the naturalists. Our knowledge of plant-galls dates back to Seventeenth century, and Marcello Malpighi seems to have held the foundation for the scientific perspectives of the plant galls. Different research centers have been contemplating on the various aspects of cecidogenetic studies and striving to reach solutions for resolving certain intrigue queries involved in the cecidogenetic mechanism. The distribution of galls in India presents several interesting and significant facts. The floristic compositions of Indian sub-continent is highly varied which in turn reflects the diversified climatic and edaphic factors. The phytophagous insects, particularly the gall-inducing insects are highly circumscribed to specific ecoregions and to the specific host plants. The flora of temperate zones harbours specific types of galls and their associated insects; the tropical plants are also specific in bearing galls of specific insect species. Though the gall-population status and infestation rate are low in the environment, the morphological spectrum and structural complexity of the galls are splendid and alluring. High degree of specificity of host plants, host organs or tissues, morphological exposition and internal organisation with reference to the gall inducing agents is the striking phenomenon observed in the ecosystem. All about environment, it's about gall. It is truly a pathological structure it comes under environmental factors. It shows special accent towards ecological relationship and also their impacts towards economic and medicinal field and even parasitic, symbiotic system is recorded in galls towards environment. They play a key role in ecological balance.

Key words:

Ecosystem, Environment, Insects, Mites, Plant Galls.

1. Introduction:

Plants are the basis of the food pyramid for all living things even other plants and insects. Since Vedic times Indians have regarded lakes, mountains, seeds, plants and animals as sacred and worthy of protection. People protected the groves to express their reverence for the sources of their survival. Urbanization is a common and inevitable occurrence everywhere. While growth and expansions are beneficial for many people and businesses, there is a potential for loss of biodiversity areas that are of ecological important. India is very rich in terms of biological diversity due to its unique biogeographic location, diversified climatic conditions and enormous

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ISSN 2194-5357 ISSN 2194-5365 (electronic)
Advances in Intelligent Systems and Computing
ISBN 978-981-13-5952-1 ISBN 978-981-13-5953-8 (eBook)
<https://doi.org/10.1007/978-981-13-5953-8>

Library of Congress Control Number: 2018966829

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Revamp Perception of Bitcoin Using Cognizant Merkle



J. Vijayalakshmi and A. Murugan

Abstract The bitcoin network adopts the regulation of peer-to-peer network for storing and retrieving data. Data synchronization and consistent verification is important in peer-to-peer networks for proving truth of data. Proof of existence of data is important for many applications and it can be verified by means of searching process. The goal of this paper is to minimize the time of verifying the transaction residence in the shared ledger of bitcoin network. In global ledger management like blockchain, the bitcoin transaction verification and validation is fundamental which is mainly used by miners for providing the proof-of-work for the transactions to achieve block reward and providing trust among the peers. In this paper we have provided a new way of verifying the transaction existence in blockchain by means of altering the data structure of Bitcoin Merkle into a new form of Cognizant Merkle which modifies the structure of existing bitcoin system into a new form which uses less memory and achieve more speed compared to Bitcoin.

Keywords Bitcoin · Mining · Bitcoin Merkle · Cognizant Merkle · Proof-of-Work

1 Introduction

The evolution of financial crisis in the year 2008 gives rise to the landing of cryptocurrency like bitcoin in the business world. This cryptocurrency provides secure digital transmission, reduces the transaction complexity, and prevents the seeking of intermediaries like security brokers, insurance agents, financial lawyers and credit card companies [1]. The need for electronic commerce payment system based on lexicography proof instead of centralized acception is that the transactions are irreversible, preventing from fraudulent transaction and protecting the buyers from deceptive person across the network [2]. Bitcoin is a first decentralized cryptocurrency which was

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© Springer Nature Singapore Pte Ltd. 2019
N. R. Shetty et al. (eds.), *Emerging Research in Computing, Information, Communication and Applications*, Advances in Intelligent Systems and Computing 882,
https://doi.org/10.1007/978-981-13-5953-8_12

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YOUTH WELL - BEING: CHALLENGES AND PERSPECTIVES

**Dr. Sindhu Sivan
Ms. Divya J**



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DEPARTMENT OF SOCIAL WORK
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ADYAR, CHENNAI-20**

IMPORTANCE OF IMPARTING LIFE SKILL TRAINING FOR ADOLESCENTS IN SCHOOL

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Abstract

"The young people in the age group of 10-24 yr in India constitute one of the precious resources of India characterized by growth and development and is a phase of vulnerability." Source- Indian Journal of Medical Research, August 2014

Adolescents are a positive resource for the country. The period of transition between childhood and adulthood is known as Adolescence. It is been emphasised that this stage has rapid physiological changes and psychosocial maturation. During adolescence the physical, intellectual, and emotional characteristics and patterns of childhood are gradually replaced by adult ones, and girls and boys progressively evolve into a state of relative socio-economic independence (UNICEF, 1999). They are capable of abstract thinking, creativity, adventurous, better articulation and of developing an independent ideology. But these are also the years of experimentation, risk-taking, negative peer influence, taking uninformed decisions on crucial issues. Adolescence is thus a turning point in one's life, a period of increased potential and of greater vulnerability. The main objective of this study is to understand the major issues of adolescence and the strategies which can be adopted to overcome these issues. The study further tries to understand the importance of imparting life skill training through inculcating life skill education for adolescents to overcome their difficulties by themselves. This is a conceptual study derived from data and analysis collected from authors through different source, the details of which will be provided in the reference section. According to World Health Organization, a life skill is, "the abilities for adaptive and positive behaviour that enable individuals to deal effectively with the demands and challenges of everyday life".

Keywords: Life skill, Adolescents, training, schools

Introduction

Do our children have a right to have a safe and supportive environment, positive role models, empowerment, and friendly health services and counselling? These are required in metamorphosing into responsible and productive citizens. Children who are well informed and skilled are likely to make better decisions concerning not only their careers and relationships, habits, physical and mental health, but will be socially adept, successful and an asset to the society.

One-fourth of India's population are adolescents who are aged 10-19 year and about one-third of the population belong to young people aged 10-24 years. This large cohort of young people represents a great demographic dividend with the potential to contribute to India's economic growth and development. In order to realise this potential to the fullest, we

About the book

This book on Youth Well-Being: Challenges and Perspectives is a result of dedication and commitment of academicians, research scholars, experts in the field of youth well-being. The book covers wide range of empirical and conceptual papers to sustain and promote the well-being of youth. It will enable the different stakeholders to acquire and share the expertise in the practice of youth physical and mental health. This edited volume encompasses broad areas like physical, psychological and social aspects of well-being.

About the editors

Dr. Sindhu Sivan is presently heading the Department of Social Work, Patrician College of Arts and Science Chennai, Tamil Nadu. She was awarded a Ph.D degree in Social work by University of Madras. She specializes in Human Resource Management. She has guided many research students in Organizational Behavior and Human Resource Management. She has conducted many studies in the area of women leadership in industrial sectors. Dr. Sindhu Sivan has participated and presented papers in International and National conferences and also published many articles in referred journals. She has edited a book 'Contemporary Social Work Practices.'

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AN INVESTIGATION ON INFLOW OF FOREIGN DIRECT INVESTMENT IN INDIA

Dr. S. Arthilinga Senjith & **Dr. V. KamarasanAssistant Professor, Department of Commerce (Accounting & Finance),
Guru Nanak College (Autonomous), Chennai.**Former Head, PG Department of Commerce,
Saraswathi Narayanan College (Autonomous), Madurai.**ABSTRACT**

Foreign direct investment (FDI) is a major source of non-debt financial resource for the economic development of India. Foreign companies invest in India to take advantage of relatively lower wages, special investment privileges such as tax exemptions, etc. For a country where foreign investments are being made, it also means achieving technical know-how and generating employment. The Indian government's favorable policy regime and robust business environment have ensured that foreign capital keeps flowing into the country. The government has taken many initiatives in recent years such as relaxing FDI norms across sectors such as defence, PSU oil refineries, telecom, power exchanges, and stock exchanges, among others. This paper deals with the trend in inflow of foreign direct investment into Indian industries.

Key words: Investment, Stock exchanges and Capital
PREAMBLE

International trade and foreign direct investment (FDI) are the two most important international economic activities integrating the world economy. With the increase in the mobility of factors of production across countries, FDI has become an integral part of a firm's strategy to expand international business. According to Department for Promotion of Industry and Internal Trade (DPIIT), FDI equity inflows in India in 2018-19 stood at US\$ 44.37 billion, indicating that government's effort to improve ease of doing business and relaxation in FDI norms is yielding results. Data for 2018-19 indicates that the services sector attracted the highest FDI equity inflow of US\$ 9.16 billion, followed by computer software and hardware – US\$ 6.42 billion, trading – US\$ 4.46 billion and telecommunications – US\$ 2.67 billion. Most recently, the total FDI equity inflows for the month of March 2019 touched US\$ 3.60 billion. During 2018-19, India received the maximum FDI equity inflows from Singapore (US\$ 16.23 billion), followed by Mauritius

(US\$ 8.08 billion), Netherlands (US\$ 3.87 billion), USA (US\$ 3.14 billion), and Japan (US\$ 2.97 billion).

STATEMENT OF THE PROBLEM

As the third-largest economy in the world in PPP terms, India has attracted foreign direct investment (FDI) during the year 2011, FDI inflow into India stood at \$36.5 billion, 51.1% higher than the 2010 figure of \$24.15 billion. India has strengths in telecommunication, information technology and other significant areas such as auto components, chemicals, apparels, pharmaceuticals, and jewellery. Despite a surge in foreign investments, rigid FDI policies were a significant hindrance. Over time, India has adopted a number of FDI reforms India has a large pool of skilled managerial and technical expertise. The size of the middle-class population stands at 300 million and represents a growing consumer market. This paper deals with inflow of foreign direct investment into various sectors in India.

OBJECTIVES OF THE STUDY

1. To study the trend in FDI in India.
2. To analyze the inflow of FDI into various sectors in Indian market.

LITERATURE REVIEW

Abhishek Vijaykumar Vyas (2015) have an Analytical Study of FDI in India. The study also highlights country wise approvals of FDI inflows in India and the FDI inflows in different sector for the period April 2000 to June 2015. The study concludes that Mauritius emerged as the most dominant source of FDI contributing. It is because the India has Double Taxation Avoidance Agreement (DTAA) with Mauritius and most of the foreign countries like to invest in service sector. Syed Azhar and Marimuthu KN (2012) have an overview of foreign direct investment in India. This paper attempted to make an analysis of FDI in India and its impact on growth. It also focuses on the determinants and needs of FDI, year-wise analysis.



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CHAPTER - 20

CUSTOMER RELATIONSHIP MANAGEMENT IN ELECTRONIC ENVIRONMENT

Ms. M.L. Mayalekshmi Pillai

Head - Department of Commerce, Guru Nanak College, Chennai

Abstract

Management information systems (MIS) considerably changed business processes. According to this, Electronic customer relationship management (ECRM) emerged in conjunction with evolution of traditional customer relationship management in e-business contexts. In an analogy, Electronic customer relationship management is similar to a double-edged sword i.e. it provides some opportunities for the system performers, on one side; and challenges the firms, on the other side. In this paper we are seeking for marketing opportunities such as better communication and interactions with customers as well as created choices regarding any customer data storage that ECRM offered as a potential source to benefit from firms' competitive advantages. On the other hand, it studies the challenges including on-line channel management as well as integrating data and issues related to information technology architecture firms encounter in implementing ECRM.

Keywords: Electronic Customer Relationship Management; Electronic Commerce; Relationship Marketing; IT in Business

Introduction

As we know that relationship are as old as mankind. We all are part of one relationship or the other. We do develop relationship at every stage of our life right from our birth with our family till we take last breath. Now E- CRM is a latest buzzword in the corporate sector. E-CRM provides a means to conduct interactive personalised and relevant communication with customer across electronic channels. It utilises a complete view of customer to make decision about massaging, offers and channels delivery.

The E-CRM or electronic customer relationship management encompasses all the CRM functions with the use of the net environment i.e., intranet, extranet and internet. Electronic CRM concerns all forms of managing relationships with customers making use of information technology (IT). E-CRM is enterprises using IT to integrate internal organization resources and external "marketing" strategies to understand and fulfil their customers' needs and guide to the way to full fill the need.

The concept of relationship marketing was first founded by Leonard Berry in 1983. He considered it to consist of attracting and maintaining customer relationships within organizations. In the years that followed, companies were engaging more and more in a meaningful dialogue with individual customers. In doing so, new organizational forms as well as technologies were used, eventually resulting in what we know as customer

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First Edition: December, 2019

ISBN: 978-93-89658-04-0

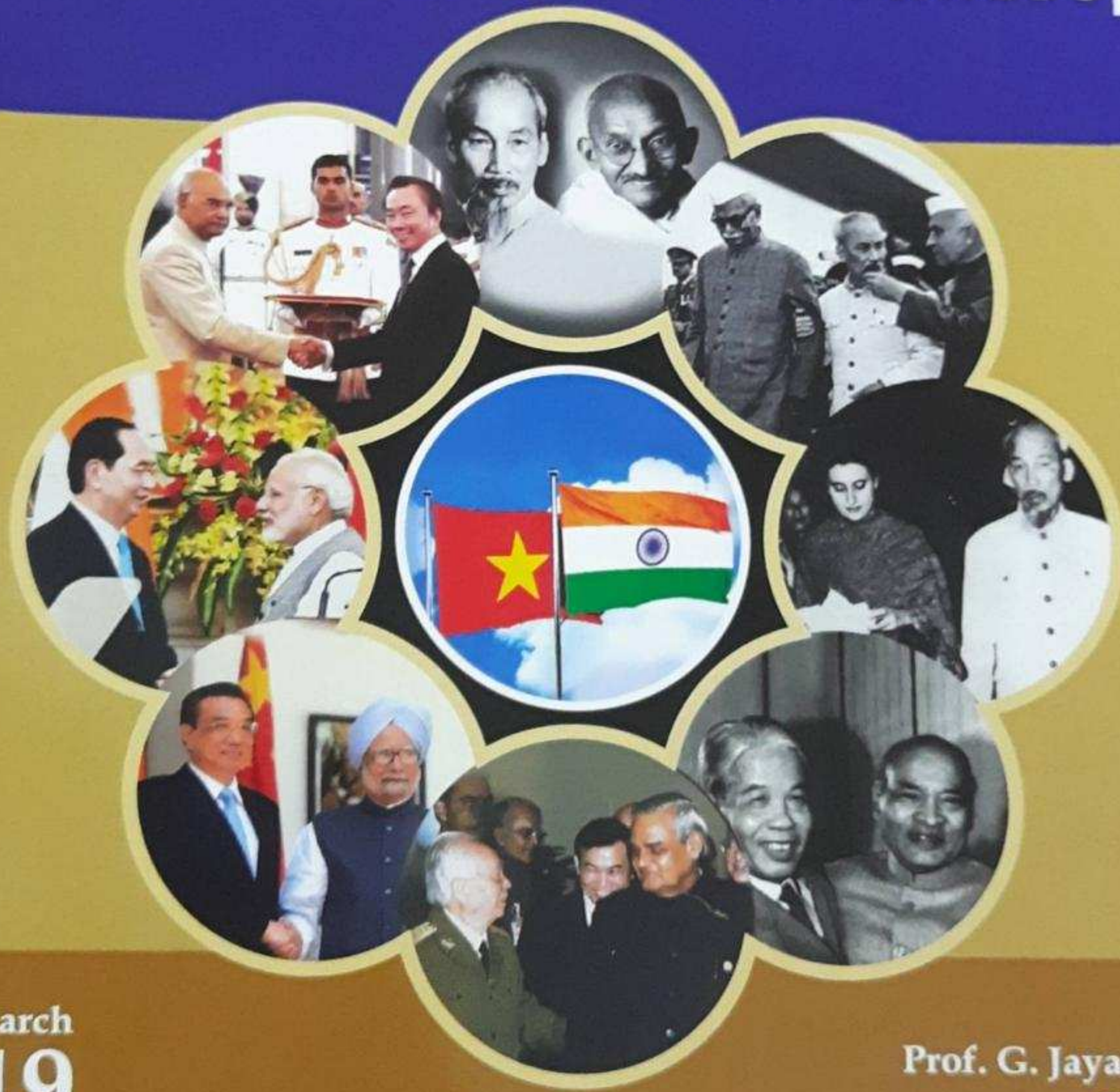
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India's Act East Policy and India- Vietnam Relationship

Dr Syed Ali Mujtaba*

Associate Professor and Head Visual Communication Department Gurunanak College, Chennai

Introduction

India and Vietnam have traditionally enjoyed cordial relations that have roots in the common struggle for freedom from foreign rule and then for nation building. Vietnam is an important regional partner of India in the Southeast Asian region. India's growing engagement with Vietnam has paid rich dividends in forging a warm relationship with the ASEAN member countries and put a new thrust to its Act East policy.

India-Vietnam relationship gained a new momentum after the two countries began their economic reforms almost simultaneously. While Vietnam started opening up its economy with Doi Moi economic reforms in 1986, India initiated economic liberalization policy since 1991. This resulted in creating massive opportunities for exchanges in several areas of mutual cooperation between the two countries.

As of now India and Vietnam is having a time-tested, problem-free relationship, that is getting better and stronger each day. New Delhi and Hanoi established Strategic Partnership in 2007 that was upgraded to the Comprehensive Strategic Partnership in 2016. India is one of the four countries with which Vietnam has a Comprehensive Strategic Partnership. As a result, bilateral cooperation between India and Vietnam has expanded into many areas that include defence and security, science and technology and economy and culture etc.

Historical Background

India-Vietnam relationship is inspired by President Ho Chi Mi's ideas which he described as flourishing under a 'cloudless sky.' India supported Vietnam in its early days of freedom struggle. After Vietnam's glorious victory against the French colonist at Dien Bien Phu in 1954 Indian Prime Minister Jawaharlal Nehru was one of the first State head to Vietnam. India opened its Consulate in Hanoi in 1954 and Vietnam did same in New Delhi in 1956. However, full diplomatic relationship between the two countries was established only in 1972.

India supported Vietnam in its twenty years war with America that started in 1955 and ended in 1975. During the post war reconstruction period, India helped Vietnam with its reforms and economic development. A major milestone was reached in 1982, with the establishment of the India- Vietnam joint Committee to oversee bilateral ties for economic, cultural, scientific and technological cooperation.

In 1992, India and Vietnam established extensive economic ties, including oil exploration, agriculture and manufacturing. The defense ties further cemented the relationship between and benefited India's nascent Look East policy.

A major turning point was reached in November 2007, when India and Vietnam raised their bilateral relations to strategic partnership. The Joint Declaration on Strategic Partnership of 2007 included three heads; Political, Defense and Security. It mapped out six major areas of cooperation; First, to hold strategic dialogue at the deputy ministerial level; Second, to lay further emphasis on defense supplies, joint projects, training cooperation and intelligence exchanges. Third, to increase the number of exchange visits of their security personals to each other countries; Fourth, to enhance cooperation in capacity building, technical assistance, and information sharing between relevant agencies with a particular attention to sea lanes, anti-piracy, prevention of pollution and search and rescue operation; Fifth, to strengthen bilateral cooperation to combat terrorism and to promote cooperation in cyber security; Sixth to cooperate to address non- traditional security issues including drug trafficking, natural disaster, climate change, energy security, HIV/AIDS, avian influenza and other epidemics.

Over the years India and Vietnam have issued several joint declarations and signed several MOUs, the latest being in 2018. This includes; Economic and Trade Co-operation, Work Plan for the years 2018-2022 between Indian Council of Agricultural Research (ICAR) and Ministry of Agriculture and Rural Development of Vietnam, India's Global Centre for Nuclear Energy Partnership (GCNEP) and Vietnam Atomic Energy Institute (VINATOM) etc.

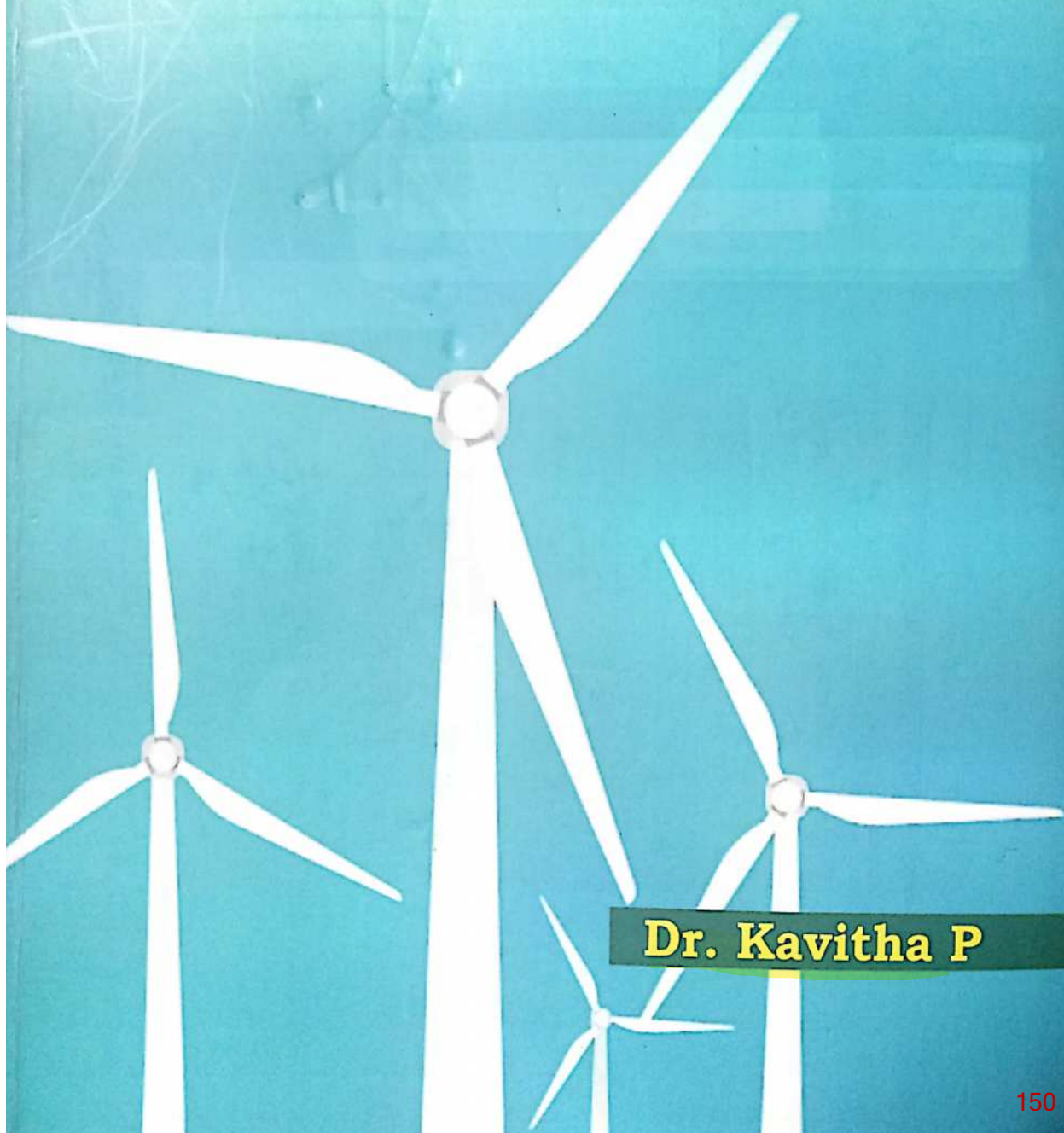
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by : Pranesh Publication, No. 16, Noordeen Complex, Chinnappa Street,
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❖ ISBN : 978-81-94344-95-7

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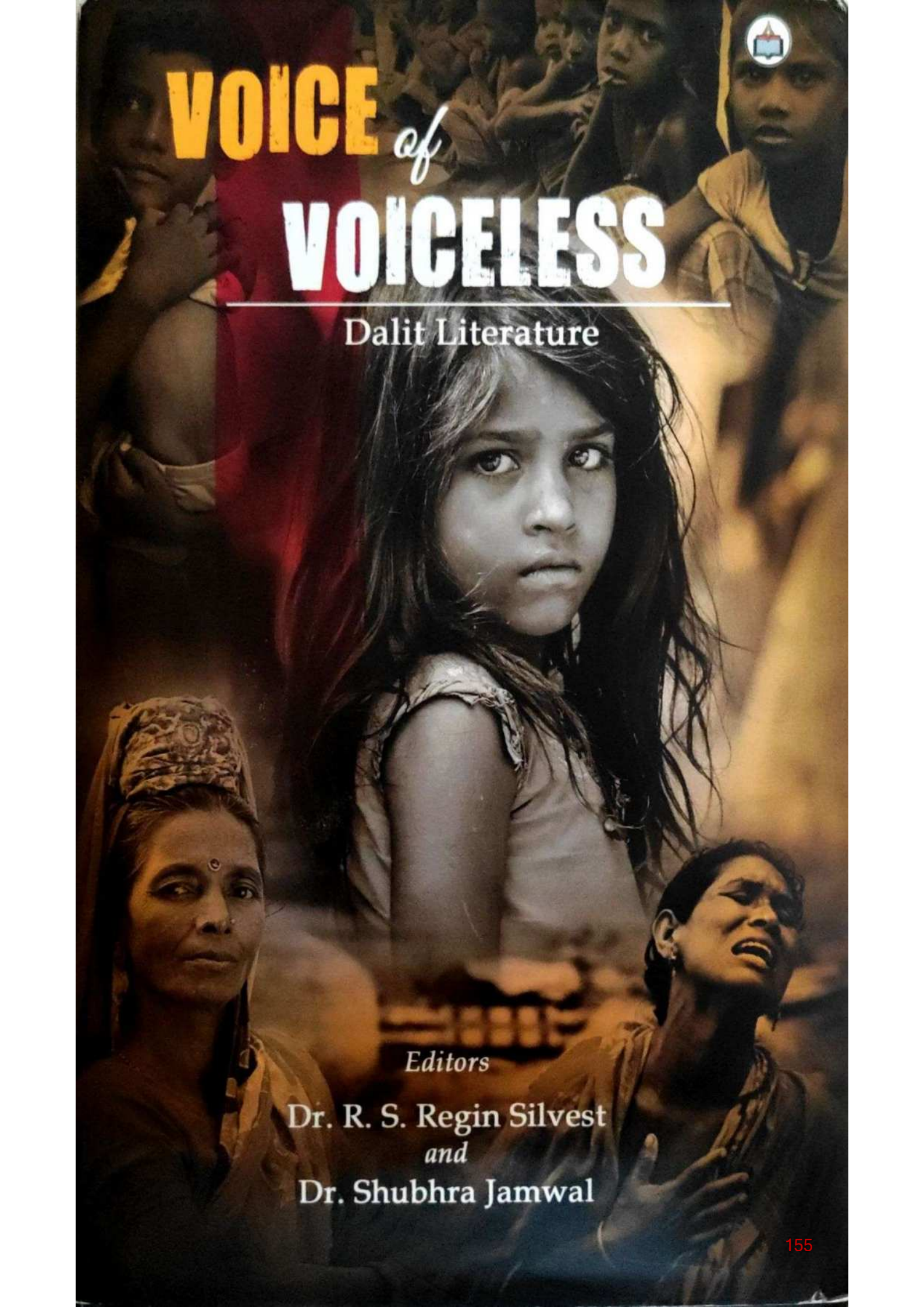
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Aravind Malagatti's "Government Brahmana": A Critique of Racial Apartheid

V. Jagadeeswari

ABSTRACT

Dalit literature exemplifies the plight and agony of the Dalit people. It began as a scheme for eradicating untouchability. The Dalit writers reveal their struggle against the society they live in and take the responsibility of depicting the real picture of how they are treated in the society. It is the reflection of traumas and bruise of inner personality of Dalits and Dalit community. The discrimination, suppression and alienation that the Dalits face, is brought out through this paper entitled Aravind Malagatti's "Government Brahmana": A Critique of Racial Apartheid. It is an autobiography intended to expose the malicious impact of oppressive socio-cultural and political factors in the personal experiences of the writer. Through his autobiography, Malagatti represents not only the dreadful realities hidden under the false claims of equalitarian societies, but also depicts the inevitable psychological devastations suffered by the individuals. The focus of the paper is on the demeanor of discrimination and humiliation faced by the Dalit people in the hands of upper caste people.

Keywords: Dalit literature, Untouchability, marginalisation, subjugation, Apartheid.

Dalit literature, a vital wing of Indian literature tends to be the ingrained birth of poverty and pain of the Dalit people. Dalit

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Dalit Literature

Overall Dalit literature in India has grown both in quantity and made sufficient impact to shake up the mainstream literature. The realities and experiences that have not been reflected in order literatures find a central place in Dalit literature. It has effectively challenged the Brahmanical hegemony in society and literature and empowered the Dalit masses for asserting their rights and for expressing their anguish. In this sense, it has contributed not just to literature but also to identity formation at social level. Dalit literature has also begun to give space for separate sub-category of women writers from Dalit communities. However, at the same time, the critics believe that in asserting the realities of society Dalit literature has become stereotypical and predictable. Also, it is seen as excluding itself from some of the valuable trends and aesthetic aspects of mainstream literature that deals with more universal human emotions and their creative expression. Dalits were always on the marginalized 'other' side of the Indian society. So when they started voicing after centuries of silence, about themselves, we have the literature depicting assertion of human rights, self-pride, revolt against social injustice, chronicles of personal and collective suffering and hopes and aspirations for a new society devoid of discrimination. Dalit is not a caste. It is a symbol of change and revolution. The Primary motive of Dalit literature is the liberation of Dalits, the struggle against casteist tradition has a long history.



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9 789388 332521

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Cover page designed by Supriyo Roy



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PATRIARCHY AND WOMEN SUBALTERNITY IN MANJUKAPUR'S "DIFFICULT DAUGHTERS"

V. Jagadeeswari

Assistant Professor of English, Mohamed Sathak College of Arts & Science Sholinganallur, Chennai

Abstract

Indian women are subordinated in this patriarchal male dominated society. Women are being treated as a domestic slave since they are subordinated to their men. The main reason behind this treatment of women is to subjugate them under the patriarchal dominance and utilize them whenever needed. Women tend to have minor role in this male dominated society and are not allowed to express their own views and ideas. The role possessed by women is to please their men and do all the household chores as unpaid laborers. The paper brings out how the female characters are subordinated in the patriarchal society with reference to ManjuKapur's "Difficult Daughters". As a feminist writer, ManjuKapur raises a strong protest against the male dominated Indian society. This paper analyses the sufferings of the three generation women: Kasturi, Virmati and Ida. Kasturi, the elderly gives birth to eleven children leaving her health completely deteriorated. She follows the traditional norms and rules of the society, she lives in and accepts the patriarchal dominance and she cannot reject giving multiple births. Virmati, central character of the novel "Difficult Daughters" becomes the second mother to her siblings, is burdened with all the responsibilities of the household work. Harish, Virmati's husband, represented as the patriarchal society, oppresses Virmati compelling her to abort their baby. The third character Ida is prey to the burden of patriarchal expectation. Ida was forced to live to her father's expectation and after marriage compelled to live to her husband's expectation. The unequal, unjust and oppressed role of women can be observed in all the three female characters that undergo a loveless life throughout dominated and dictated by their husbands.

Keywords: Patriarchy, Subalternity, Trauma, Disillusionment.

The women life in India is structured around gender discrimination giving more priority to the male right from childhood till their marriage. Mainly after her marriage she is ordered and compelled into the lifestyle of her husband's family. In spite of all her efforts and serious dedication towards her family, she is treated only as an outsider. She often experience frustration and alienation which often leads her into a trauma. Women are often dominated by their husbands and discriminated at her in-law's house. They are made up to have a willing body at night, a willing pair of hands and feet and a submissive mouth in the day. Women are expected to be duty bound and sacrificing mothers in the position of a married woman in this patriarchal structure. For centuries, women are always back-staged by patriarchal world. The paper analyses the continuous and never ending story of the

Indian women's self quest and struggle to free themselves from the restrictions imposed by society and the discord and disillusionment of the educated woman in the tradition bound Indian society with reference to ManjuKapur's "Difficult Daughters".

ManjuKapur is an emerging Indo-Anglican fiction writer born in Amritsar in 1948. She was educated in India and Canada and was a professor of English at Miranda House in New Delhi and did her post graduation in English at Dalhousie University, Canada. She took a whole eight year time to finish this book and has won the Common Wealth Writers' Prize for the year 1999. The women in her novels seem to be the personification of new women who have been carrying the burden of inhibition since ages and want to break that tradition of silence now. ManjuKapur's female protagonists are the representatives of that female folk who

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Bodhi International Journal is assigned
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14.10-14.20 Ali Naeem Dwelee

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Ecological Concerns in the Select Works of Amitav Ghosh

14.20-14.30 Anita Chelliah

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Women and Nature: A Perusal of Similitude

14.30-14.40 Manju Kumari K

Department of English, Nirmala College for Women (Autonomous), Coimbatore, Tamil Nadu, India.

Who is Being Raped? A Psychological Analysis of Manjula Padmanabhan's Lights Out

14.40-14.50 Ponni A

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Teaching the Phonemic Script – A Remedy for Overgeneralization in Pronunciation

14.50-15.00 Maria Arul Antony Bobby Britto

Department of English, S.D.N.B. Vaishnav College for Women (Autonomous) Chromepet, Chennai - 600 044, Tamil Nadu, India.

Sophistication Clothes and An Affair and Emancipation from Immigration in Chitra Banerjee Divakaruni's short stories

15.00-15.10 Jagadeeswari V

Department of English, Guru Nanak College (Autonomous) Velachery, Chennai, Tamil Nadu, India.

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Divakaruni's short stories

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Department of English, Guru Nanak College (Autonomous) Velachery, Chennai, Tamil Nadu, India.

We have many new trends in Literature such as women's writing, crime fiction, terror novels, science fictions, dalit writing, eco-narratives, narratives of myth and fantasy and Diaspora novels to name some, all presenting new structures of feeling, at times disturbing in their portrayal of human predicament. People migrate to other countries genuinely for economic reasons and form an effective Diaspora. Indian Diaspora is the largest Diaspora next to the British and Chinese. Indian Diaspora constitutes a historical and contemporary presence of people of Indian subcontinent in other parts of the world. The South Asian diasporic writings focus on the issue of identity, often juxtaposing the individual and collective, local and foreign, private and public.

There are many noted South Asian Diaspora writers who wrote their expatriate experiences in English fiction. Chitra Banerjee Divakaruni is one of such eminent writers. The female characters of Divakaruni's fiction, mostly middle class Indian women oppressed by Indian traditions tend to find refuge in the European style advancement. This article entitled Sophistication and Emancipation from Immigration in Chitra Banerjee Divakaruni's short stories Clothes and An Affair taken from Arranged Marriage, a collection of short stories explores specifically the inevitable tension between post colonial origins and an adjustment to a country by Divakaruni's female protagonists. They do suffer from the pangs of separation, dilemma and confusion, but their deracination works as a positive stimulant. In Clothes Mita emancipates from a naive, star struck bride to an independent and determined widow. An Affair mirrors the psychological development in Abha as she moves from ethnocentric thinking and takes emancipated decision in her life freeing herself from the ties of a futile marriage.

Biography

Ms.V.Jagadeeswari is an Assistant Professor in the Department of BA English in Guru Nanak College at Chennai. She has put in more than a decade of teaching service in higher education. She has worked on Indian and British writers and her special interest is Women's Writing. She has presented and published research articles in International and National Conferences, anthologies and International Journals. Several of her scholarly research papers have been published in reputed journals and anthologies. She is currently pursuing her Ph.D in British Literature.

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Notes :

ICETSSS 2019

May 03-04, 2019 Kuala Lumpur, Malaysia.

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ISBN - 978 - 83 - 81723 - 95 - 1



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CHAPTER 32

JOHN KEATS THE EVE OF ST. AGNES AS A SENSUOUS MYSTIC

V. JAGADEESWARI

Assistant Professor of English
Guru Nanak College (Autonomous), Velachery, Chennai**Abstract**

Love is one of the most recognized themes of poetry. Poets, down the ages, have so often concerned themselves that it is difficult to imagine poetry of any place and period which does not deal with the theme of love. This is because the experience of love is common to all mankind. The themes consist in love of nature, love of mankind, love of country, sensuous love, spiritual love and, other forms of love. John Keats, one of the best poets of Romanticism lived only for twenty-five years, yet his poetic achievement is extraordinary. It is poetry for its own sake. It has no virtuous, no political or social essentialness. It is, as a consequence the perfect flawless poetry. The trope of Keats' poetry is sentimental in their temperament. The significant part of his poetry is committed to the mission of Beauty, Romance, Gallantry. Feat, poignancy; these are some of the themes of his poems.

Key words: romance, gallantry, feat, poignancy, sensual descriptions, temperament, classical legend.

Introduction

This research paper analyzes John Keats as a Sensuous Mystic with concerning to his poem *The Eve of St. Agnes*. *The Eve of St. Agnes* overflows with sensual descriptions. The poem is a celebratory dream of love; it is not merely a poem describing the truth about human love but is also a metaphor for the pro-figurative power of the imagination. In *St. Agnes*, Keats has also skillfully conjured diverse elements into a unified impression of spell-bounding mystery. Keats is in many ways the most romantic of all romantic poets. The truth of the object is frequently expressed in terms of very vivid sensory images in Keats's poetry.

John Keats devoted his short life to the perfection of poetry marked by vivid imagery, great sensuous appeal, and an attempt to express a philosophy through classical legend. His first work of sonnets appeared in Hunt's *Examiner*, and his first book, *Poems*, came out in 1817. This book, while containing much that gave little promise of what was to come, was not without touches of beauty and music, but it fell quite flat, finding few readers beyond his immediate circle. His next work *Endymion* appeared in 1818 but received harsh criticism from leading magazines. Keats's mother is a woman of vivacious and passionate nature. She is very much attached to Keats and understood his temperament and sensitiveness. Although he inherited his sensuousness from her, his trend was toward the more beautiful things in life.

Keats gift of the spirit and insight of genius; he was able to transcend the mere physical sensations and find the way to a higher plane and an abiding principle of beauty. Sensuousness is a prominent feature of Keats's poetry. When Keats asserts, "Beauty is truth, truth beauty" he does not mean by beauty; he means something which pleases the eyes and other sense organs. Sensuousness in poetry is that quality which appeals to our five senses. John Keats, who passed on at the age of twenty-five, had maybe the most noteworthy vocation of any English poet. He issued fifty-four poems, in three thin volumes and a couple of magazines. In any case, at each point in his advancement he assumed the difficulties of a wide scope of lovely structures from the poem, to the Spenserian sentiment, to the Miltonic epic, characterizing again their conceivable outcomes with his own unmistakable combination of sincere vitality, control of clashing viewpoints and powers, graceful hesitance, and, at times, dry amusing mind. On account of the English Ode, he brought its structure, in the five incredible tributes of 1819, to its absolute best definition.

Sensuousness is the central nature of Keats' poetical virtuoso. Keats is pre-famously the poet of the senses and their joys. Nobody has obliged and satisfied the five human detects (contact, taste, smell, sight and hearing) to a similar extend as Keats. He is an extraordinary admirer of magnificence in the solid. His religion is the veneration of the lovely. In this respect, he is a follower of Spenser. "I have loved the principle of

ABOUT THE EDITORS



Dr. C. M. Padma, the Principal of Women's Christian College, Nagercoil is an administrator cum academician with over 34 years of experiences since 1985. Her area of specialization is Material Science in Physics. She produced 4 Ph.D. Scholars and at present she is guiding 6 Scholars. To her credit she had 15 publications in International journals and 23 in National journals. She organized many National and International Conferences.



Mr. B. P. Pereira, founder of SPEECH POINT is a Soft skills / HR/English trainer after his M.A.(Eng), M.A.(Psy), M.A.(Edn) besides holding M.B.A., B.G.L, PGD-JMC and other few PG Diplomas in multi disciplinary academic status. He has authored five books, edited 27 books, published 36 papers, presented 45 papers and carried out sixteen major event managements. He is one of the Associate Editors of ROOTS International Journal of Multidisciplinary Researches. He is associated with three NGOs and two CBOs for their project guidance and executions and also Legal and Psychological Counselor for few homes for the aged, deserted children and Geriatrics Centres. He is a coordinating member of Placement Officers' Cell India Chapter.



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Published by
L ORDINE NUOVO PUBLICATION
lonpublication@gmail.com
www.nuovopublication.com

ISBN 819430935-2



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Ubiquitin Mediated Posttranslational Modification of Proteins Involved in Various Signaling Diseases

Lavanya V, Shazia Jamal, Neesar Ahmed

School of Life Sciences, B.S. Abdur Rahman Crescent Institute of Science & Technology, Chennai, India

1 INTRODUCTION

Ubiquitination, a multifaceted protein posttranslational modification, plays a key role in protein turnover in the body. This multistep process mainly involves the addition of a ubiquitin molecule to the translated proteins. After a number of ubiquitin molecules are covalently attached to a substrate protein, the ubiquitinated proteins are carried for degradation by the 26s proteasome complex. The entire process of ubiquitination combined with the degradation of the ubiquitinated proteins by the proteasome complex is known as the ubiquitin proteasome system (UPS). Ubiquitin-mediated degradation of various key regulatory proteins plays a vital role in numerous cellular processes such as transcription, cell cycle progression, signal transduction, receptor endocytosis, and antigen presentation.¹ For instance, ubiquitin-mediated proteolysis of cyclin, a regulatory protein involved in cell cycle, leads to rapid transition between different stages of cell cycle and also prevents regression to an earlier stage. In addition to this, ubiquitination helps to maintain the concentration of key signaling proteins.

Ubiquitin, a small 76-aminoacid long residue, conserves protein that gets attached to a substrate protein in monomeric or polymeric form through an energy-dependent enzymatic pathway. The process of

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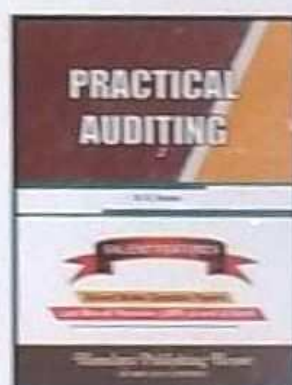
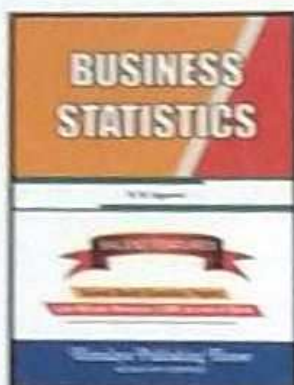
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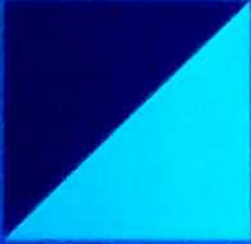
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618. এক্সপ্লোরেশন

விடிவிடுகதை ஓர் ஆய்வு

The Puzzles and Riddles - A Study

இணைப்பேராசிரியர் முனைவர் செ.ஸ்டாலின் / Associate Professor Dr. Stalin¹

Abstract

‘The Puzzles and Riddles - A Study’, explains the difference between the Tamil words, ‘Vidi’, which means puzzle and ‘Vidukathai’ which means riddles in English language. ‘Vidi’ involves short questions made up of one or two words, whereas, ‘Vidukathai’ involves a question asked based on a brief situation or a story. In this article, the special characteristics on ‘Vidi’ and ‘Vidukathai’ are well explained based on field work conducted in Kancipuram, India

Date of submission: 2018-10-30
Date of acceptance: 2018-12-08
Date of Publication: 2018-12-30
Corresponding author's
Name: Dr. Stalin
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Key Words: Riddles, Tamil Literature, Tamil Grammar, Kanjipuram, Folk Literature

முன்னுரை

மனித இனக்குழுவின் ஆகச் சிறந்த அறிவு வளர்ச்சியின் பரிமாணங்கள் பலவற்றுள் இலக்கியங்களும் ஒன்று. அனைத்தும் எழுத்து வடிவில் இலக்கண வரம்பில் எழுதப்பட்டன. ஏட்டிலக்கியங்களின் முன்னோடி வாய்மொழி இலக்கியங்கள். இவ்வகை இலக்கியங்கள் பல உண்டு. கதை, பாடல், கதைப்பாடல், பழமொழி, விடுகதை எனப் பல வகைகளுண்டு. இவற்றுள் அறிவூட்டுதலையும் அறிவுநுட்பத்தினை வளர்ப்பதையும் முதன்மையாகக் கொண்டவை விடிகளாகும். பொதுவாக வாய்மொழி இலக்கியங்கள் எக்காலக்கட்டத்தில் தோற்றம் பெற்றன என்பதை அரிதியிட்டுக் கூறமுடியாது. விடிகளும் அத்தன்மையதே. வினாவை விடுத்து விடைப்பெறுவதாகும்.

அறிவுடன் செயல்படவும் அறிவு வளர்ச்சிப்பெறவும் விடிகள் தொடர்ந்து போடப்பட்டுக் கொண்டே இருக்கின்றன. உறவுமுறை, உயிரினங்கள்,

புழங்குப்பொருட்கள், இயற்கைப்பொருட்கள், கணிதம், உளவியல், நிலப்பரப்பு, பொருளாதாரம், பொழுதுபோக்கு உட்பட அனைத்து கருத்துருவிலும் விடிகள் போடப்படுகின்றன. ஆண், பெண், பெரியவர், சிறியவர் என்ற வேறுபாடின்றி விடுக்கப்படுகின்றன. இரண்டிற்கு மேற்பட்டோர் அல்லது குழுவாக இணைந்து தொழில் செய்யப்படுமிடம், விளையாடுமிடம், ஓய்விடம், மங்கல நிகழ்விடம், வீடுகள், பயண நேரங்கள் என விடிகள் போட்டு விடிக்கின்றனர். விடிகளின் முதன்மை நோக்கம் அறிவுத் திறனைச் சோதிப்பதும் மேலும் அறிவை வளர்ப்பதுமேயாகும்.

உடனுக்குடன் ஓரிரு சொல்லில் பதில் பெறப்படுவது விடிகளாகும். இதிலிருந்து சற்று மாறுபட்டு விடிக்கப்பட்ட வினாவின் பதில், ஒரு கதையாகக் கூறப்பட்டால் அது விடுகதை என்ற வகையாகிறது. விடுகதையில் விடுக்கின்றவர்கள் தான் பதில் கூறமுடியும். பல மேனாட்டு அறிஞர்களும் தமிழறிஞர்களும் விடுகதை என்றும் புதிர்கள் என்றும்

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Translation of Books and Chapters

Translated by: Dr. L.R.S. KALANITHI, Vice Principal (Students' Affairs)

Book Name: Riddle Buzzle

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