



INDIA-VIETNAM Enhancing Partnership

India-Vietnam relations have been very cordial since their foundations laid by founding fathers of the two countries. The traditionally close and cordial relations have their historical roots in the common struggle for colonialism and imperialism and the national struggle for independence. In recent times, political contacts have been strengthened as reflected in exchange of high-level visits by leaders from both sides. Trade and economic linkages continue to grow. India's thrust under the 'Look East' and 'Act East' policies combined with Vietnam's growing engagement within the region and with India has paid rich dividends. The relations are not restricted to only trade but expanded to the other significant areas like defence, security, science and technology, energy, education and information technology apart from improved people to people contacts.

In view of the emerging geopolitical scenario in the Indo-Pacific region and the challenges from China, both the countries are striving hard to evolve a comprehensive strategy which may serve at regional as well as international levels. In understanding India-Vietnam relations, this book serves as a major source for scholars interested in India-Vietnam relations, and global and regional geopolitics.

INDIA-VIETNAM Enhancing Partnership

Jayachandra Reddy G
Nguyen Xuan Trung



NEW PUBLISHERS PUBLISHING HOUSE
PUBLISHERS & DISTRIBUTORS

ISBN 9789389695960



INDIA-VIETNAM Enhancing Partnership

Jayachandra Reddy G
Nguyen Xuan Trung



Contents

	<i>Preface</i>	xi
	<i>About the Editors</i>	xiii
1	India and Vietnam: New Horizons <i>Jayachandra Reddy G and Nguyen Xuan Trung</i>	1
2	India-Vietnam Burgeoning Partnership <i>Raja Reddy K</i>	11
3	Vietnam in India's Act Policy <i>G. V. C Naidu</i>	19
4	Adjustment of India's Foreign Policy under Prime Minister Modi: From Non-Alignment to Multi-Alignment <i>Dang Thu Thuy and Nguyen Le Thy Thuong</i>	33
5	Indian Prime Minister Modi's Adjustment of Soft Power Policy and Some Comparisons to Vietnam <i>Pham Thuy Nguyen</i>	50
6	Discussing "Comprehensive Strategic Partnership": The Case Study of Vietnam-India Relations <i>Nguyen Phu Tan Huong and Pham Tran Hoang Phuong</i>	65
7	The Development of Blue Economy in Vietnam and India: Potential for Bilateral Cooperation <i>Nguyen Thu Trang and Tran Ngoc Diem</i>	83
8	India-Vietnam Relations: The Saga of Defence and Strategic Cooperation <i>Tridib Chakraborti</i>	97
9	India – Vietnam Defense Relations: Past to Present <i>Vijay Kumar Reddy G and Ramesh Babu V</i>	125

10	India – Vietnam Strategic Partnership: Implications for Indo-Pacific <i>Venkataraman M</i>	134
11	Impact of ASEAN-India Trade in Goods Agreement (AITIG) on Vietnam-India trade relation <i>Dong Thi Thuy Linh</i>	150
12	Potential of Export Diversification from India to Vietnam <i>Nguyen Thi Hien</i>	164
13	Improving Economic Ties between India and Vietnam <i>Srinivasulu Bayineni</i>	202
14	India in the Indo-Pacific region and the prospects of India-Vietnam cooperation <i>Nguyen Thi Oanh</i>	218
15	India and Vietnam in 'Indo- Pacific' Region: China Factor <i>Tilottama Mukherjee</i>	232
16	India-Vietnam and the Emerging Quadrilateral Partnership in the Indo-Pacific <i>Sonu Trivedi</i>	257
17	India-Vietnam Energy Geopolitics in the Indo-Pacific Region <i>Prayaga M</i>	276
18	Prospects of Vietnam-India Cooperation in Renewable Energy Sector <i>Nguyen Van Linh and Dang Thai Binh</i>	285
19	Indian Diaspora in Vietnam <i>Padmaja M</i>	295
20	Tightening Vietnam-India Cultural and Educational Cooperation <i>Le Thi Hang Nga and Trieu Hong Quang</i>	314
	Vietnam-India Tourism Cooperation: An Assessment Status and Potential <i>Le Thi Thanh Huyen</i>	333

ABOUT THE BOOK

This book is a collection of papers presented in the seminar on "Sustainable Agriculture in India: Issues and Challenges". This book addresses major issues related to Indian agriculture and also came out with valuable suggestions and recommendations for the sustainable and inclusive development of agriculture in India. In this book, some papers are basic, logical and much appropriate to agricultural economics. Econometric models have been applied by some of the researchers in their papers and these models are valuable instruments to Indian agriculture. This book is very useful for Researchers, Academicians and Policy Makers.

ABOUT THE EDITORS



Dr. T. Sudarsana Reddy is working as an Assistant Professor in the Department of Economics, P. G. Vengal Rao University, Kadiapa, Andhra Pradesh. He did M.A. (Economics) from the Department of Economics, Andhra University, Visakhapatnam. Dr. Reddy completed his M. Ed from the Department of Education, Osmania University, Hyderabad. He obtained his M.Phil. and Ph.D. from Dr. B. R. Ambedkar Open University through the Centre for Economic and Social Studies (CESS), Hyderabad. Dr. Reddy has been teaching Economics of Education,

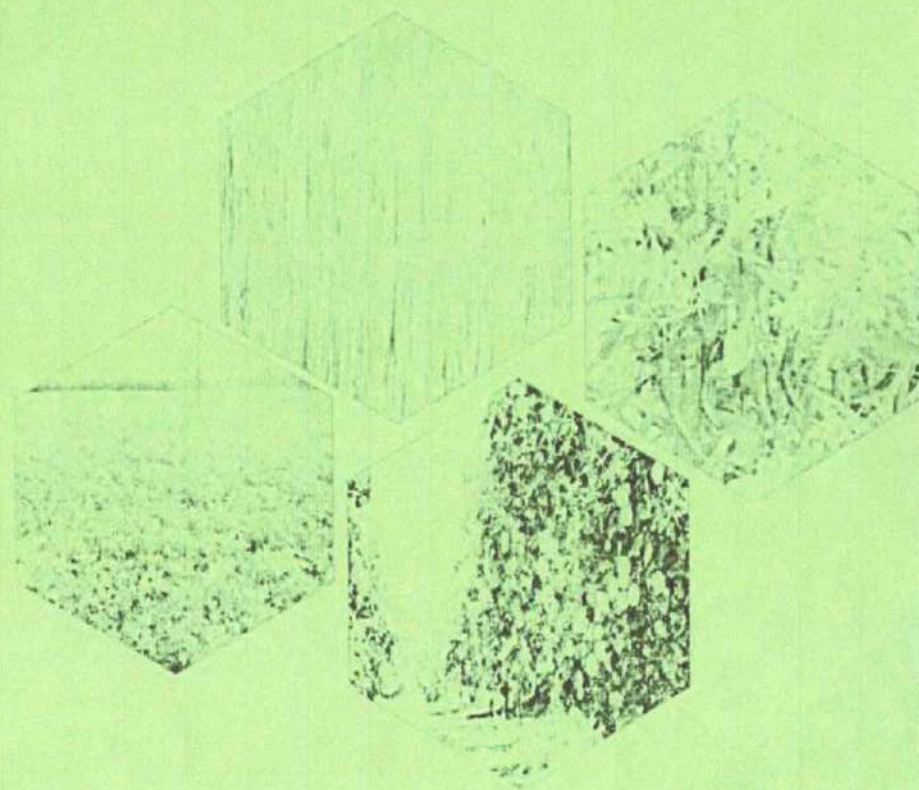
Public Economics, Development Economics, etc., for the post graduate students at the university level. He engages himself in active research in the field of Economics of Education. Dr. Reddy did a UGC Major Research Project. Dr. Reddy organized three National Seminars and a Workshop. He authored a book and edited two books. Besides, contributing to and participating in State, National and International Conferences/Seminars/Workshops. He has published several articles in the Journals and Edited Books. Dr. Reddy served as a Member, Board of Studies, both at UG and PG courses for Degree Colleges and Universities.



Mr. K. Saketh Reddy is working in K. K. Kadiapa District of Andhra Pradesh. He did his MBA at P. V. Institute of Management, Bangalore, Karnataka in 2014. He is working as faculty member in Dept. of Management, K. J. Somaiya University of Knowledge and Technology, K. K. Kadiapa. His research specializations are Marketing and HR. He attended various seminars, workshops and faculty development programs. He has published papers in SCOPUS and JGC-CART international journals.

SUSTAINABLE AGRICULTURE IN INDIA ISSUES AND CHALLENGES

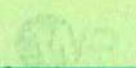
SUSTAINABLE AGRICULTURE IN INDIA: ISSUES AND CHALLENGES



Editors

Dr. T. Sudarsana Reddy

Mr. K. Saketh Reddy


Winger

Price 495/-

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36



9 788194 193401 >

126

135

Migration of Agriculture Labour to Gulf: Evidence from Village Studies in Nizamabad District

Dr. N. Ganesh Naik

1. Introduction

Human migration is one of the most important aspects of social sciences. Throughout human history, people have migrated to escape poverty and persecution and to improve their life chances and living standards. "Migration, or more exactly mobility, of some form is a universal experience and it is rare for anyone to spend his or her entire life within the boundaries of a single village or city ward and, when this does occur, it is more likely to be due to some physical or mental handicap than to choice" (Ronald, 1997). On the whole, different parts of the world have experienced different types of mobility caused by various socio-economic conditions. Since "a better life and livelihood are at the root of the decision to migrate" (WHO, 2006). As per World Bank statistics, around 3.4 per cent of the global population residing in other than country of origin, constituting more than 247 million migrant population (World Bank, 2016). India is also one of the major contributors of emigrant population as a country of origin, transit and destination in international migration (Gurucharan, 2013). India has the largest Diaspora population in the world, with 16 million Indians living outside the country they were born in (UNDSEA, 2015). One of the largest migrant corridors in the world can be found in the six Gulf States - Kuwait, Saudi Arabia, Qatar, Bahrain, Oman and the United Arab Emirates. Of the 12 million Indian migrants worldwide in 2011, the Gulf region represents 6 million or 50 per cent of non-resident Indian immigrants (Didar Singh and Rajan, 2016). It is an important source of remittances to India. According to World Bank (2016) statistics, India ranks first (\$ 72.2 billions) among remittance receiving countries in the world. Remittances greatly contribute in reduction of poverty and increasing household income (Ratha, 2013). Major share of remittances comes from high migrating states - Kerala, Goa, Punjab, Tamil Nadu, Andhra Pradesh, Karnataka, Gujarat and Maharashtra. Of late, trend of migration from the new states, like Bihar, Uttar Pradesh, West Bengal and Rajasthan has been emerging (Pachouri & Aggarwal, 2015; MOIA, 2016). Despite its significance, research efforts on this subject have been limited in Indian context with exception to Kerala state (Rajan, 2014). Given existing research gaps in the literature on Gulf migration in the Indian context, this doctoral study provides understanding of the factors that determine migration and its developmental impact on migrant families in the state of Telangana, with reference to Nizamabad district.

2. Objectives of the Study

- 1) To study trends and patterns of gulf emigration from India.
- 2) To study socio-economic profile migrants from study area

The concept of leadership is a very ancient origin. In today's fast-changing world, leadership issues are getting increasingly important in organizations both at policy and implementation levels. The key to the progression of leadership is the need to coordinate the efforts of a group. The person who coordinates the group's effort is called the leader, and the behavior of the leader towards the members of the group (followers) is his leadership style. Thus, leadership is an interpersonal relationship between the leaders and followers. Leadership style is the result of philosophy as well as the personality and experience of leaders. It depends upon the nature of the tasks, type of followers, conditions prevailing in the organization, etc. Leading is a very human activity, as diverse and robust as any other activity. Each and every leader has his/her own style. Therefore, there are as many leadership styles as there are leaders.



PERAM VENKATA NAGARJUNA REDDY

Gundluru Haranath

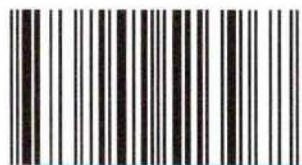
Leadership Perspectives

A Case Study of Zuari Cements Limited



Dr. Peram Venkata Nagarjuna Reddy, M.Com.,
M.B.A., Ph.D.

G. Haranath, M.Com., M.B.A., M.F.M., M.E.T., Ph.D.,
Assistant Professor of Commerce at Yogi Vemana
University, Andhra Pradesh, India.



978-620-2-51396-8

NAGARJUNA REDDY, Haranath

LAP
LAMBERT
Academic Publishing

134



**ROLE OF CHEMICAL SCIENCES
IN
TECHNOLOGY AND DEVELOPMENT
FOR SUSTAINABILITY**

133



EDITED BY

Dr. ARUNA KUMARI NAKKELLA

ISBN : 978-93-5416-618-1

Algal Based Synthesis of Silver Nanoparticles and it's Applications: A Green Synthesis Approach

Gunti Mallikarjuna¹, Anand kumar¹, Shaik Sameena¹, Gurulakshmi Kola¹, C. Prabhakara Raju², P. Chandra Obul Reddy³ and A. Chandra Sekhar*¹

¹Molecular Genetics and Functional Genomics Laboratory, Department of Biotechnology, School of Life Sciences, Yogi Vemana University, Kadapa-516005.

²Department of Botany, Sri Sai Baba National UG & PG College (Autonomous), Sai Nagar, Anantapur

³Plant Molecular Biology Laboratory, Department of Botany, School of Life Sciences, Yogi Vemana University, Kadapa-516005. * chandrasekhar9@yahoo.com & acsekhara@yogivemanauniversity.ac.in

Article Info

Article History

Received :14-08-2020

Revised :22-08-2020

Accepted :01-09-2020

Abstract:

The use of green technology for the synthesis of silver nanoparticles is growing dynamically every day. In this report, we are focused recent developments used for Green Synthesis of Silver Nanoparticles (AgNPs) using Algae and their uses in development of various products. Biomass obtained from various forms of algae, including Macro algae (Seaweed) and Micro algae culture can be used for reduction of silver ions. Size of the nanoparticle thus formed will be under the influence of many parameters viz., incubation time, pH and temperature of the substrate as well its concentration. These nanoparticles can be characterized using various techniques including UV- visible spectroscopy, Zeta potential, XRD, FTIR, EDX, EDS, DLS, SEM, FESEM, TEM, HRTEM, AFM, ICP-OES etc. Chemical based synthesis of silver nanoparticles is tedious, and the byproduct release into the environment has raised concern about their toxicity and safety. To address the issues linked with the chemical based synthesis of silver nano particle, several biological methods came into force in which, algal based synthesis is one of the cost effective and ecofriendly methods. The nanoparticles synthesized using algae are effective and potent against various microbial strains and have other applications too. Presently we are focusing and discussing more about various methodologies for silver nanoparticles synthesis using algae and their applications.

Keywords: Green Synthesis, Silver Nanoparticles, Macroalgae, Microalgae

Contact Author

Gunti Mallikarjuna

Molecular Genetics and Functional
Genomics Laboratory, Department of
Biotechnology, School of Life Sciences,
Yogi Vemana University, Kadapa

Tinospora cordifolia (willd.) Miers Ex Hook. F. & Thoms, is a medicinal plant of family Menispermaceae. It is a large, glabrous, succulent, perennial climber plant. It is indigenous to tropical areas of the Indian subcontinent, ascending to an altitude of 300 m. This plant is found from Himalayas in the north to down to the southern part India, and also found in other Asian countries like China, Myanmar, Sri Lanka, Thailand, Philippines, Indonesia, Malaysia, Borneo, Vietnam, Bangladesh, Pakistan, North Africa, West Africa, South Africa. It is used in Ayurveda for treatment of various diseases. This plant has been used ethnobotanical for various purposes to treat diseases in several forms such as root and stem decoction; leaves and stems in the form of paste and juices; these are used to treat jaundice, fever, asthma, cough, some skin disorders and urinary infections.

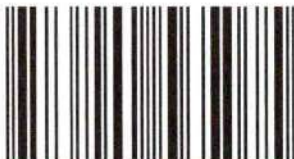


Hadi Fathima Nazneen
Produtur Chandramati Shankar

Dr. Hadi Fathima Nazneen did Masters and Doctoral Degree in Biotechnology from Yogi Vemana University.
Produtur Chandramati Shankar did Masters and Ph.D. from University of Mumbai.

Production of Hairy Root in a Medicinal Plant

(*Tinospora cordifolia* L.)
for Secondary Metabolite Production
using *Agrobacterium Rhizogenes*



978-620-0-56507-5

131
(31)

Sadhan Kumar Ghosh
Ramakrishna Sen
H. N. Chanakya
Agamuthu Pariatamby *Editors*

Bioresource Utilization and Bioprocess

Editors

Sadhan Kumar Ghosh
Department of Mechanical Engineering
Jadavpur University
Kolkata, West Bengal, India

H. N. Chanakya
Centre for Sustainable Technology
Indian Institute of Science Bangalore
Bengaluru, India

Ramakrishna Sen
Indian Institute of Technology Kharagpur
Kharagpur, West Bengal, India

Agamuthu Pariatamby
Jeffrey Sachs Center on Sustainable
Development
Sunway University
Kuala Lumpur, Malaysia

High Level End Foreign Expert
Ministry of Science and Technology
Beijing, China

ISBN 978-981-15-1606-1 ISBN 978-981-15-1607-8 (eBook)
<https://doi.org/10.1007/978-981-15-1607-8>

© Springer Nature Singapore Pte Ltd. 2020

This work is subject to copyright. All rights are reserved by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed.

The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.

The publisher, the authors and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, expressed or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

This Springer imprint is published by the registered company Springer Nature Singapore Pte Ltd. The registered company address is: 152 Beach Road, #21-01/04 Gateway East, Singapore 189721, Singapore

Contents

A Comprehensive Study of Food Waste to Biogas Plant: Paths to Improve the Performance—A Case Study	1
N. Dhinesh, J. Metilda Annamary, K. Iswarya, K. Vadivel Murugan and V. Kirubakaran	
Resource Recovery from Organic Fraction of Municipal Solid Waste Using Anaerobic Digestion and Hydrothermal Carbonization	13
Hari Bhakta Sharma, Sagarika Panigrahi, Brajesh K. Dubey and Satyanarayan Narra	
Effect of Inoculation on Anaerobic Digestion of Food Waste	27
N. Anand, V. V. Chinnumole and P. Sankar Ganesh	
Bio-Sorption of Cr (VI) from Aqueous Solutions by Pericarp of <i>Pongamia pinnata</i>	35
P. V. V. Prasada Rao, R. V. Ramana Murthy and Ch. Durga Prasad	
A Comparative Study of the Fuel Characteristics Between Algal Biodiesel and Petro-Diesel	49
R. Karmakar, A. Rajor, K. Kundu and N. Kumar	
Production of Bioethanol from Green Alga <i>Chlorella Vulgaris</i>: An Important Approach to Utilize Algal Feedstock or Waste	57
D. Varaprasad, N. Ragasudha, K. Paramesh, P. Chandramati Shankar, S. Nazaneen Parveen and T. Chandrasekhar	
Biogas Production from Fat, Oil and Grease and Effect of Pre-treatment	67
Sreesha Malayil and Hoysall N. Chanakya	
Predicting Biomethanation Pattern from Feedstock Composition for Biomass Residues	75
D. Ravikumar, Chanakya N. Hoysall and S. Dasappa	

Production of Bioethanol from Green Alga *Chlorella Vulgaris*: An Important Approach to Utilize Algal Feedstock or Waste



D. Varaprasad, N. Ragasudha, K. Paramesh, P. Chandramati Shankar, S. Nazaneen Parveen and T. Chandrasekhar

Abstract Regular depletion of fossil fuels urges human society to depend on renewable resources seriously and invest more on biofuels sector. Recently generation of bioethanol from algal feedstock or algal waste has been an interesting research. Unlike fossil fuels, production of bioethanol from algal feedstock or waste will take less time and expensive. In the present study, an important green alga *Chlorella vulgaris* (*C. vulgaris*) was selected for ethanol production. *Chlorella vulgaris* cultures were initiated under in vitro conditions using universal tris-acetate-phosphate (TAP) medium along with various concentrations and combinations of vitamins such as thiamin, biotin and cobalamin (B1, B7 and B12) to enhance the biomass in turn ethanol production. Optimal level of vitamins i.e. CV2 medium (TAP with 0.4 g/L of B1, 0.002 g/L of B7 and 0.002 g/L of B12) augmented the biomass production including lipid contents. Later all the algal feedstocks were used for production of ethanol in the company of *Saccharomyces cerevisiae* (*S. cerevisiae*) in both light and dark fermentations. Higher levels of ethanol production was achieved with the feedstock generated from CV2 medium at 48 h in dark fermentation and compared with other feedstocks as well with light fermentation yield at different time intervals. The results of the present investigation may grab the attention of investors in bioenergy sector for the production of bioethanol at commercial level from algal feedstock or algal waste.

Keywords *Chlorella* · Vitamins · Bioethanol · Yeast · Fermentation · Light and dark

D. Varaprasad · N. Ragasudha · K. Paramesh · S. Nazaneen Parveen · T. Chandrasekhar (✉)
Department of Environmental Science, Yogi Vemana University, Kadapa,
Andhra Pradesh 516005, India
e-mail: tcsbiotech@gmail.com

P. Chandramati Shankar
Department of Biotechnology, Yogi Vemana University, Kadapa,
Andhra Pradesh 516005, India

130 (129)

Food is one of the most essential materials for the survival of living organisms, in addition to oxygen and water. It is a complex mixture of chemical substances having proteins, fats, carbohydrate, food additives and flavours etc. Many of these substances have their own intrinsic toxicity. In general everything is toxic—determined by dose and exposure. Food toxicology is the study of the nature, properties, effect and detection of toxic substances in food and their disease manifestation in humans. Here in this book we have given an elaborate account of food toxins and their role in food science and human health. Based on scientific analysis the information contained herein will be useful for one and all concerned.



Dr. K. Jagadeeswara Reddy is completed his M.Sc. and Ph.D. in Biotechnology and he is having research experience in toxicology with expertise in designing and performing in toxicology studies as per the regulatory guidelines of OECD, EPA, KCR & Schedule Y and he is also well experienced in the field of therapeutic biomolecules which involves fermentation, purification, characterization and formulation in compliance with cGMP. At present, he is working as Associate Director at Sugen Life Sciences, Tirupati, Andhra Pradesh, India and his responsibilities are

conducting toxicology and pharmacology studies to get national and international regulatory approvals for pharmaceutical compounds and agrochemicals. Along with scientific activities, he has the authority and formal responsibility for the organisation and functioning of the test facility as a Test Facility Management. His area of expertise in toxicology, biotechnology and cancer biology. Dr. Kanala has authored more than twenty scientific publications and contributed to books.



Dr. N. Venkata Rami Reddy is Assistant Professor in Animal Science at Yogi Bema University, Kadapa, Andhra Pradesh, India, where he has taught cell & molecular biology, genetics, immunology, pharmacology, toxicology and biotechnology to post graduate students for 10 years. His research interests are focused on the identification of ligands for nuclear receptors and study their role in airway inflammation and injury. Dr. Narula has authored more than forty scientific publications and contributed to several book chapters. He has completed several major research projects funded by DBT, CSIR, DST, SERB agencies in India. He is the

recipient of couple of awards such as Visiting Scholar fellowship at University of Michigan, UGC-Raman Post-Doctoral Fellowship and DST-SERB fast track grant.



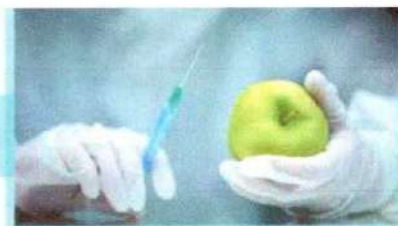
SWASTIK PUBLICATIONS

213, Vardan House, 7/28, Ansari Road,
Daryaganj, New Delhi-110002
Phone : 9968482939, 9899462604
e-mail : swastik_books@yahoo.com



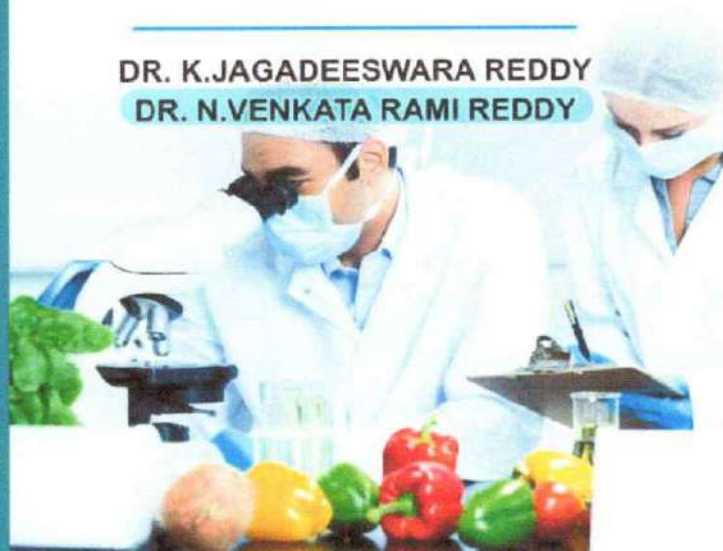
*Importance of
Toxicology in Food Science*

**DR. K. JAGADEESWARA REDDY
DR. N. VENKATA RAMI REDDY**



Importance of Toxicology in Food Science

**DR. K. JAGADEESWARA REDDY
DR. N. VENKATA RAMI REDDY**

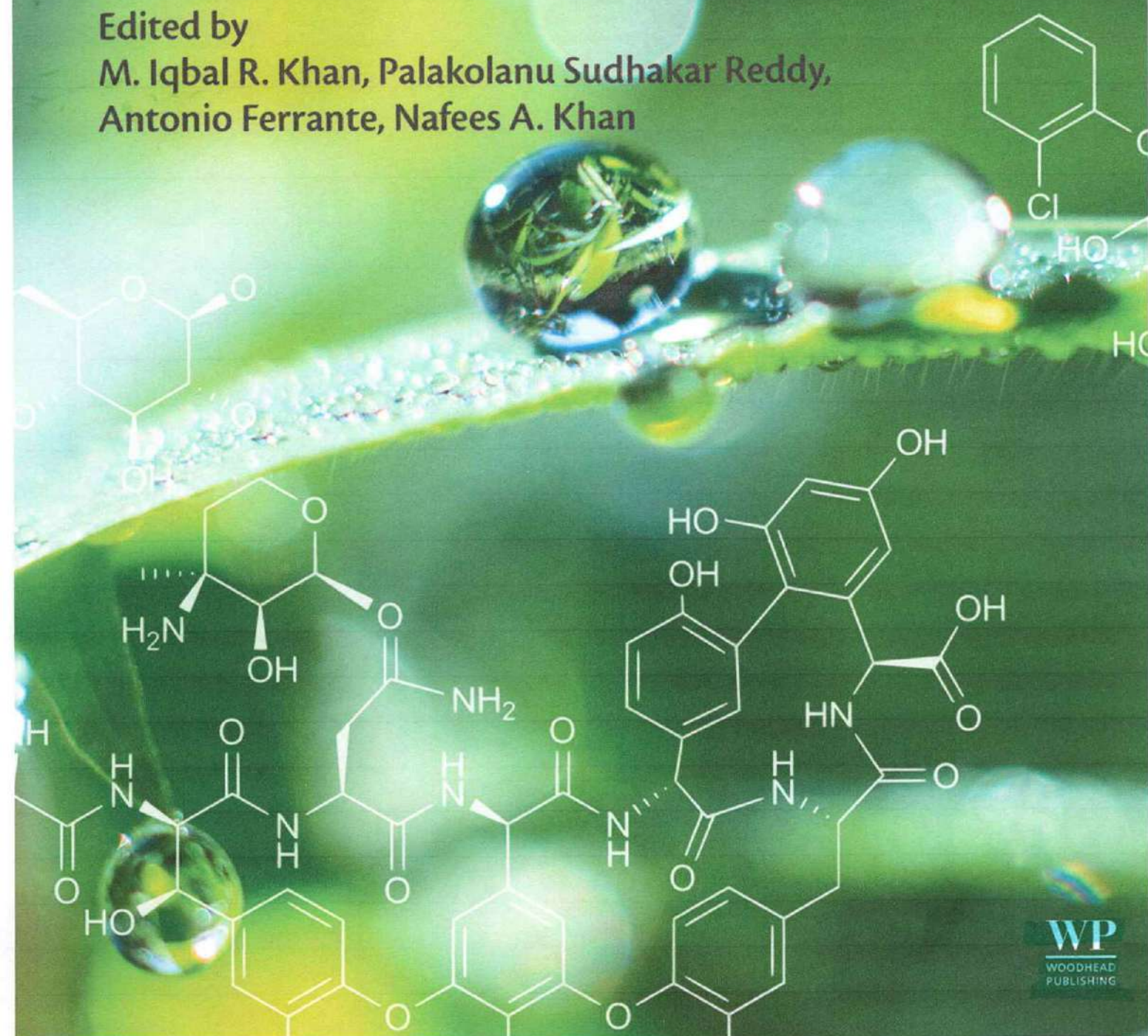


Plant Signaling Molecules

Role and Regulation Under Stressful Environments

Edited by

M. Iqbal R. Khan, Palakolanu Sudhakar Reddy,
Antonio Ferrante, Nafees A. Khan



Woodhead Publishing is an imprint of Elsevier
The Officers' Mess Business Centre, Royston Road, Duxford, CB22 4QH, United Kingdom
50 Hampshire Street, 5th Floor, Cambridge, MA 02139, United States
The Boulevard, Langford Lane, Kidlington, OX5 1GB, United Kingdom

Copyright © 2019 Elsevier Inc. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any information storage and retrieval system, without permission in writing from the publisher. Details on how to seek permission, further information about the Publisher's permissions policies and our arrangements with organizations such as the Copyright Clearance Center and the Copyright Licensing Agency, can be found at our website: www.elsevier.com/permissions.

This book and the individual contributions contained in it are protected under copyright by the Publisher (other than as may be noted herein).

Notices

Knowledge and best practice in this field are constantly changing. As new research and experience broaden our understanding, changes in research methods, professional practices, or medical treatment may become necessary.

Practitioners and researchers must always rely on their own experience and knowledge in evaluating and using any information, methods, compounds, or experiments described herein. In using such information or methods they should be mindful of their own safety and the safety of others, including parties for whom they have a professional responsibility.

To the fullest extent of the law, neither the Publisher nor the authors, contributors, or editors, assume any liability for any injury and/or damage to persons or property as a matter of products liability, negligence or otherwise, or from any use or operation of any methods, products, instructions, or ideas contained in the material herein.

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: 978-0-12-816451-8 (print)

ISBN: 978-0-12-816452-5 (online)

For information on all Woodhead Publishing publications
visit our website at <https://www.elsevier.com/books-and-journals>



Publisher: Andre G. Wolff
Acquisition Editor: Nancy Maragioglio
Editorial Project Manager: Michael Lutz
Production Project Manager: Debasish Ghosh
Cover Designer: Mark Rogers

Typeset by MPS Limited, Chennai, India

Contents

List of Contributors

1. Physiological Responses and Mechanisms of Signaling Molecules in Plants Stress Tolerance

DANIELE MASSA AND SARA MELITO

- 1.1 Introduction
- 1.2 Growth and Development
- 1.3 Leaf Gaseous Exchanges
- References

2. Stress Responsive Signaling Molecules and Genes Under Stressful Environments in Plants

MURAT DIKILITAS, ERAY SIMSEK AND SEMA KARAKAS

- 2.1 Introduction
- 2.2 Signaling Molecules Under Stress Conditions
- 2.3 Signaling Molecules and Plant Responses Under Combined Stress Conditions
- 2.4 DNA Damage of Plants Under Concurrent of Abiotic and Biotic Stress Combinations
- 2.5 Genomic and Biochemical Approaches for Plants Under Combined Stresses
- 2.6 Conclusions and Future Prospects
- Acknowledgement
- References

3. Engineering Signaling Molecules to Improve Abiotic Stress Tolerance in Crop Plants

KRISHNA KUMAR GUDURU, CHANDRA SEKHAR AKILA AND CHANDRA OBUL REDDY PULI

- 3.1 Introduction
- 3.2 Stress Signal Sensors
- 3.3 Salt Stress Sensors
- 3.4 Osmotic Stress Sensors
- 3.5 ABA Signaling Pathway
- 3.6 Calcium Sensors and Signaling
- 3.7 ROS Signaling
- 3.8 Conclusions and Future Perspectives
- Acknowledgement
- References
- Further Reading

xi 4. Genetic Engineering/Genome Editing Approaches to Modulate Signaling Processes in Abiotic Stress Tolerance

RIWANDAHUN MARWEIN, JOHNI DEBBARMA, YOGITA N. SARKI, INDRANI BARUAH, BANASHREE SAIKIA, H.P.D. BORUAH, NATARAJAN VELMURUGAN AND CHANNAKESHAVAJAH CHIKKAPUTTAIAH

- 1 4.1 Introduction 64
- 2 4.2 Plant Response to Abiotic Stress in Developing Tolerance 64
- 8 4.3 Genetic Engineering Approaches to Modulate Abiotic Stress Signaling Process in Crop Plants 68
- 12 4.4 Genome Editing Approaches to Modulate Abiotic Stress Signaling Processes in Crop Plants 74
- 4.5 Conclusions and Future Prospects 75
- References 77

19 5. Measurement of Signaling Molecules Calcium Ion, Reactive Sulfur Species, Reactive Carbonyl Species, Reactive Nitrogen Species, and Reactive Oxygen Species in Plants

33 ZHONG-GUANG LI

- 34 5.1 Introduction 84
- 36 5.2 Section 1: Ca^{2+} Quantification 84
- 36 5.3 Section 2: H_2S Quantification 85
- 36 5.4 Section 3: Methylglyoxal Quantification 87
- 5.5 Section 4: NO Quantification 90
- 5.6 Section 5: H_2O_2 Quantification 91
- 5.7 Section 6: Superoxide Radical Measurement 98
- 5.8 Section 7: HO^\bullet Quantification 101
- Acknowledgments 102
- References 102
- Further Reading 103

43 6. Drought Tolerance in Plants: Molecular Mechanism and Regulation of Signaling Molecules

44 PRADYUMNA KUMAR SINGH, DIPALI SRIVASTAVA, POONAM TIWARI, MADHU TIWARI, GITI VERMA AND DEBASIS CHAKRABARTY

- 45 6.1 Introduction 106
- 45 6.2 Role of Osmoprotectant Regulatory Genes in Drought Stress 107

Engineering Signaling Molecules to Improve Abiotic Stress Tolerance in Crop Plants

Krishna Kumar Guduru¹, Chandra Sekhar Akila² and Chandra Obul Reddy Puli¹

¹Plant Molecular Biology Laboratory, Department of Botany, Yogi Vemana University, Kadapa, Andhra Pradesh, India

²Department of Biotechnology, Yogi Vemana University, Kadapa, Andhra Pradesh, India

OUTLINE

3.1 Introduction	43	3.7 ROS Signaling	54
3.2 Stress Signal Sensors	44	3.8 Conclusions and Future Perspectives	55
3.3 Salt Stress Sensors	45	Acknowledgement	55
3.4 Osmotic Stress Sensors	45	References	56
3.5 ABA Signaling Pathway	51	Further Reading	62
3.6 Calcium Sensors and Signaling	53		

3.1 INTRODUCTION

Plants as sessile organisms come across several biotic and abiotic stresses during their course of growth and development. Global climatic changes impose abiotic stresses such as drought, salt, and extreme temperatures, which majorly affect geographical distribution of plants and agricultural productivity and cause a dearth of food (Fedoroff et al., 2010). It has been estimated that globally 70% of plants' potential yield is reduced by abiotic stresses (Acquaah, 2007). Rapid changes in global climate are predicted to increase the intensity of abiotic stresses in the near future; at the same time global population is expected to reach 9 billion by 2030 (Husaini

and Tuteja, 2013). Plant scientists anticipate a need to improve plants to enhance productivity under adverse climatic conditions to meet the global population demands. Conventional breeding methods proved unsuccessful for complex traits, that is, abiotic stress. Advancements in the field of plant improvement technologies such as transgenic approaches permit to introduce gene(s) from a wide range of organisms into plants and to develop transgenic plants to cope with complex abiotic stresses in a faster way. Identification of candidate genes is the foremost step in the development of transgenic plants. It is of utmost importance to understand how the plants sense abiotic stress signals and transduce at the molecular level for successful

Environmental Chemistry for a Sustainable World

129

Inamuddin
Mohd Imran Ahamed
Abdullah M. Asiri
Eric Lichtfouse *Editors*

Nanophotocatalysis and Environmental Applications

Energy Conversion and Chemical
Transformations

 Springer

Editors

Inamuddin
Chemistry Department, Faculty
of Science
King Abdulaziz University
Jeddah, Saudi Arabia

Mohd Imran Ahamed
Department of Chemistry
Aligarh Muslim University
Aligarh, India

Abdullah M. Asiri
Chemistry Department, Faculty
of Science
King Abdulaziz University
Jeddah, Saudi Arabia

Eric Lichtfouse
CEREGE, CNRS, IRD, INRA, Coll France
Aix-Marseille University
Aix-en-Provence, France

ISSN 2213-7114 ISSN 2213-7122 (electronic)
Environmental Chemistry for a Sustainable World
ISBN 978-3-030-04948-5 ISBN 978-3-030-04949-2 (eBook)
<https://doi.org/10.1007/978-3-030-04949-2>

Library of Congress Control Number: 2019932801

© Springer Nature Switzerland AG 2019

This work is subject to copyright. All rights are reserved by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed.

The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.

The publisher, the authors, and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, express or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

This Springer imprint is published by the registered company Springer Nature Switzerland AG.
The registered company address is: Gewerbestrasse 11, 6330 Cham, Switzerland

Chapter 2

Highly Stable Metal Oxide-Based Heterostructured Photocatalysts for an Efficient Photocatalytic Hydrogen Production



Murikinati Mamatha Kumari, Raghava Reddy Kakarla, N. Ramesh Reddy, U. Bhargava, M. V. Shankar, and S. K. Soni

Contents

2.1	Photocatalysis	18
2.1.1	Photocatalytic Mechanism	18
2.1.2	Band Edge Positions	20
2.2	Semiconducting Metal Oxides for Photocatalytic Water Splitting	22
2.2.1	Metal Oxide-Based Heterostructured Photocatalysts	22
2.3	The Challenges in Photocatalytic H ₂ Production Using TiO ₂ Particulate Systems	23
2.4	Strategies for Improving TiO ₂ Photocatalytic Activity	24
2.4.1	Addition of Sacrificial Reagents	24
2.4.2	TiO ₂ -Based Semiconductors Under UV Light Irradiation	25
2.4.3	Photocatalytic Performance of TiO ₂ Under Visible Irradiation	26
2.4.4	Functionalization of TiO ₂ with Carbon Nanomaterials	28
2.5	Future Scope/Conclusions	33
	References	35

Abstract The need for fuel generated by renewable resources has become important in the global scenario. Solar energy is an abundantly available renewable resource for the earth. There is a huge potential for H₂ derived from clean energy resources for commercial applications such as generation of electricity, fuel for transportation, domestic usage, rocket propulsion, etc. With H₂ as a fuel, a zero-emission process using fuel cells produces electricity with only water as the

M. Mamatha Kumari (✉) · N. R. Reddy · U. Bhargava · M. V. Shankar
Nano Catalysis and Solar Fuels Research Laboratory, Department of Materials Science & Nanotechnology, Yogi Vemana University, Kadapa, Andhra Pradesh, India

R. R. Kakarla (✉)
The School of Chemical and Biomolecular Engineering, The University of Sydney, Sydney, NSW, Australia

S. K. Soni
Sustainable Living Lab, School of Science, RMIT University, Melbourne, VIC, Australia

© Springer Nature Switzerland AG 2019
Inamuddin et al. (eds.), *Nanophotocatalysis and Environmental Applications*,
Environmental Chemistry for a Sustainable World 31,
https://doi.org/10.1007/978-3-030-04949-2_2

Functionalized magnetic nanoparticles/biopolymer hybrids: Synthesis methods, properties and biomedical applications

Kakarla Raghava Reddy^{a,*}, Pattubala Adinaraya Reddy^b, Chandragiri Venkata Reddy^c, Nagaraj P. Shetti^d, Bhatula Babu^c, Koutavarapu Ravindranadh^c, Muthukonda Venkatakrishnan Shankar^e, Madhava C. Reddy^f, Sarvesh Soni^g, Shivalingegowda Naveen^h

^a*School of Chemical & Biomolecular Engineering, The University of Sydney, Sydney, NSW, Australia*

^b*Dr. D. Hemachandra Sagar Center for Advanced Materials, Dayananda Sagar Institutions, Bangalore, India*

^c*School of Mechanical Engineering, Yeungnam University, Gyengsan, South Korea*

^d*Department of Chemistry, Electrochemistry and Materials Group, K. L. E. Institute of Technology, Affiliated to Visvesvaraya Technological University, Hubballi, India*

^e*Department of Materials Science & Nanotechnology, Yogi Vemana University, Kadapa, India*

^f*Department of Biotechnology and Bioinformatics, Yogi Vemana University, Kadapa, India*

^g*School of Science, College of Science Engineering and Health, RMIT University, Melbourne, VIC, Australia*

^h*Department of Basic Sciences, School of Engineering & Technology, JAIN Deemed-to-be University, Bangalore, India*

*Corresponding author: e-mail address: reddy.chem@gmail.com

1 Introduction

Nanotechnology deals with the preparation and application of functional materials and structures (Tseng et al., 2017). By definition, nanostructured materials have at least one dimension (thickness, diameter, length, etc.) between 1 and 100 nm. Nanostructured materials often exhibit unique mechanical, optical, electrical, chemical, structural, and magnetic properties (Qiu Zhao, Boxman, & Chowdhry, 2003; Tseng et al., 2017), and have potential applications in different areas including sensors, bioprocessing, magnetic refrigeration, and ferrofluids (Dang, Zhu, & Xu, 2017; Park & Ha, 2018). The interest in nanosized materials originates from the fact that



POLYMER COMPOSITES WITH FUNCTIONALIZED NANOPARTICLES

Synthesis, Properties, and Applications

Edited by
Krzysztof Pielichowski
Tomasz M. Majka

Micro & Nano Technologies Series

Elsevier

Radarweg 29, PO Box 211, 1000 AE Amsterdam, Netherlands
The Boulevard, Langford Lane, Kidlington, Oxford OX5 1GB, United Kingdom
50 Hampshire Street, 5th Floor, Cambridge, MA 02139, United States

Copyright © 2019 Elsevier Inc. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any information storage and retrieval system, without permission in writing from the publisher. Details on how to seek permission, further information about the Publisher's permissions policies and our arrangements with organizations such as the Copyright Clearance Center and the Copyright Licensing Agency, can be found at our website: www.elsevier.com/permissions.

This book and the individual contributions contained in it are protected under copyright by the Publisher (other than as may be noted herein).

Notices

Knowledge and best practice in this field are constantly changing. As new research and experience broaden our understanding, changes in research methods, professional practices, or medical treatment may become necessary.

Practitioners and researchers must always rely on their own experience and knowledge in evaluating and using any information, methods, compounds, or experiments described herein. In using such information or methods they should be mindful of their own safety and the safety of others, including parties for whom they have a professional responsibility.

To the fullest extent of the law, neither the Publisher nor the authors, contributors, or editors, assume any liability for any injury and/or damage to persons or property as a matter of products liability, negligence or otherwise, or from any use or operation of any methods, products, instructions, or ideas contained in the material herein.

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: 978-0-12-814064-2

For Information on all Elsevier publications
visit our website at <https://www.elsevier.com/books-and-journals>



Working together
to grow libraries in
developing countries

www.elsevier.com • www.bookaid.org

Publisher: Matthew Deans

Acquisition Editor: Edward Payne

Editorial Project Manager: Peter Jardim

Production Project Manager: Debasish Ghosh

Cover Designer: Greg Harris

Typeset by MPS Limited, Chennai, India

Acknowledgments	273
References	273
9. Polymer Nanocomposites With Decorated Metal Oxides	287
<i>SERAP HAYAT SOYTAŞ, OĞUZHAN OĞUZ AND YUSUF ZIYA MENCELOĞLU</i>	
9.1 Introduction	287
9.2 Synthesis of Metal Oxide Nanoparticles	288
9.3 Surface Modification of Metal Oxide Nanoparticles	301
9.4 Polymer–Metal Oxide Nanocomposite Materials	304
9.5 Conclusion and Outlook	312
References	315
Further Reading	323
10. Optical Properties of Polymer Nanocomposites With Functionalized Nanoparticles	325
<i>ANDREY L. STEPANOV</i>	
10.1 Introduction	325
10.2 Synthesis of Metal Nanoparticles in Polymethylmethacrylate by Ion Implantation	326
10.3 Fabrication of Viscous Polymer Composites With Metal Nanoparticles	338
10.4 Conclusion	352
Acknowledgments	353
References	353
Further Reading	355
11. Organic Conjugated Polymer-Based Functional Nanohybrids: Synthesis Methods, Mechanisms and Its Applications in Electrochemical Energy Storage Supercapacitors and Solar Cells	357
<i>KAKARLA RAGHAVA REDDY, B. HEMAVATHI, GEETHA R. BALAKRISHNA, A.V. RAGHU, S. NAVEEN AND M.V. SHANKAR</i>	
11.1 Introduction	357

Organic Conjugated Polymer-Based Functional Nanohybrids: Synthesis Methods, Mechanisms and Its Applications in Electrochemical Energy Storage Supercapacitors and Solar Cells

Kakarla Raghava Reddy¹, B. Hemavathi², Geetha R. Balakrishna²,
A.V. Raghu³, S. Naveen³, M.V. Shankar⁴

¹THE SCHOOL OF CHEMICAL AND BIOMOLECULAR ENGINEERING, THE UNIVERSITY OF SYDNEY, SYDNEY, NSW, AUSTRALIA ²CENTRE FOR NANO AND MATERIAL SCIENCES, JAIN UNIVERSITY, JAIN GLOBAL CAMPUS, BANGALORE, KARNATAKA, INDIA

³DEPARTMENT OF BASIC SCIENCES, SCHOOL OF ENGINEERING AND TECHNOLOGY, JAIN UNIVERSITY, BANGALORE, KARNATAKA, INDIA ⁴DEPARTMENT OF MATERIALS SCIENCE & NANOTECHNOLOGY, YOGI VEMANA UNIVERSITY, KADAPA, ANDHRA PRADESH, INDIA

11.1 Introduction

During the past few decades, electronic technology has experienced tremendous growth especially due to the advent of advanced and next generation nanoelectronic devices for various potential applications. Development of alternative materials in place of silicon semiconductors in alternative energy conversion/storage resources is crucial, leading to an interdisciplinary field called molecular electronics, comprising organic materials such as organic conducting polymers, proteins and pigments, etc. The emergence of organic conducting polymers with the discovery of iodine doped *trans*-polyacetylene, (CH)_x by Shirakawa et al. made organic conducting polymers an indispensable material among their counterparts due to their versatility and exclusive properties [1]. Since then, much research has been focused on developing new organic conducting polymers such as polyaniline (PANI), polyanisidine, poly(o-toluidine), polythiophene, PEDOT, polypyrrole (PPy), poly(*p*-phenylenediamine), polyfuran, poly(vinyl carbazole), polyaminophenol, poly(*p*-phenylene), their derivatives and copolymers for various electronic applications.

Integrating Green Chemistry and Sustainable Engineering

This edition first published 2019 by John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, USA and Scrivener Publishing LLC, 100 Cummings Center, Suite 541J, Beverly, MA 01915, USA

© 2019 Scrivener Publishing LLC

For more information about Scrivener publications please visit www.scrivenerpublishing.com.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, except as permitted by law. Advice on how to obtain permission to reuse material from this title is available at <http://www.wiley.com/go/permissions>.

Wiley Global Headquarters

111 River Street, Hoboken, NJ 07030, USA

For details of our global editorial offices, customer services, and more information about Wiley products visit us at www.wiley.com.

Limit of Liability/Disclaimer of Warranty

While the publisher and authors have used their best efforts in preparing this work, they make no representations or warranties with respect to the accuracy or completeness of the contents of this work and specifically disclaim all warranties, including without limitation any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives, written sales materials, or promotional statements for this work. The fact that an organization, website, or product is referred to in this work as a citation and/or potential source of further information does not mean that the publisher and authors endorse the information or services the organization, website, or product may provide or recommendations it may make. This work is sold with the understanding that the publisher is not engaged in rendering professional services. The advice and strategies contained herein may not be suitable for your situation. You should consult with a specialist where appropriate. Neither the publisher nor authors shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages. Further, readers should be aware that websites listed in this work may have changed or disappeared between when this work was written and when it is read.

Library of Congress Cataloging-in-Publication Data

ISBN 978-1-119-50983-7

Cover image: Pixabay.Com

Cover design by Russell Richardson

Set in size of 11pt and Minion Pro by Exeter Premedia Services Private Ltd., Chennai, India

Printed in the USA

Contents

Preface	xix
1 Third Generation Biofuels: A Promising Alternate Energy Source	1
<i>Mushtaq Ahmad Rather and Parveena Bano</i>	
1.1 Introduction	2
1.2 Biofuel Types	5
1.3 Advantages of Third Generation Biofuels	6
1.4 Technology of Third Generation Biofuel Production	7
1.5 Transformation Potential of Algae Into Third Generation Biofuels	9
1.6 Recent Developments in Biomass Transformation Into Third Generation Biofuels by Hydrothermal Conversion (HTC)	9
1.7 Conclusion	17
References	18
2 Recent Progress in Photocatalytic Water Splitting by Nanostructured TiO₂-Carbon Photocatalysts – Influence of Interfaces, Morphological Structures and Experimental Parameters	23
<i>V. Preethi, M. Mamatha Kumari, N. Ramesh Reddy, U. Bhargav, K. K. Cheralathan, C. H. Shilpa Chakra and M. V. Shankar</i>	
2.1 Photocatalysis	24
2.2 Carbon Nanotubes-TiO ₂ and Other Nanocomposite for Photocatalytic Water Splitting	26
2.3 Factors Influencing Liquid-Phase Hydrogen Production	31
2.3.1 Direct Photolysis and Its Limitations	33
2.3.2 Need for Reducing Polysulphide Ions Formation	33

Recent Progress in Photocatalytic Water Splitting by Nanostructured TiO₂-Carbon Photocatalysts – Influence of Interfaces, Morphological Structures and Experimental Parameters

V. Preethi¹, M. Mamatha Kumari^{2,*}, N. Ramesh Reddy², U. Bhargav²,
K. K. Cheralathan³, C. H. Shilpa Chakra⁴ and M. V. Shankar²

¹Department of Civil Engineering, Hindustan Institute of Technology and Science,
Tamil Nadu, India

²Nanocatalysis and Solar Fuels Research Laboratory, Department of Materials
Science & Nanotechnology, Yogi Vemana University Kadapa, Andhra Pradesh,
India

³Department of Chemistry, School of Advanced Sciences, Vellore Institute of
Technology, Tamil Nadu, India

⁴Centre for Nano Science and Technology, Institute of Science and Technology,
Jawaharlal Nehru Technological University, Hyderabad, India

Abstract

Carbon-based nanostructures such as quantum dots, fullerenes, carbon nanotubes (CNTs) and graphene have been manifested to be useful materials for variety of applications. Especially for photocatalytic hydrogen production, the unique optical, electrical and morphological properties of these materials are highly favorable. Splitting water using solar energy to generate hydrogen gas is the most suitable method for sustainable energy production and it has attracted the whole world because of both economic and environmental benefits. Titania is one of the most common semiconductor photocatalyst due to its ready availability, inexpensiveness, chemical stability and facile photocatalytic activity under UV light. So far, several lab-scale experimental results have been reported with an aim to increase the quantity of hydrogen produced.

^{*}Corresponding author: mamatha@yogivemanauniversity.ac.in

Shahid-ul-Islam (ed.) Integrating Green Chemistry and Sustainable Engineering, (23–56) © 2019
Scrivener Publishing LLC

Hydrogen generation through photocatalytic water splitting under solar light irradiation has become the important technique for sustainable future. Nano-structured catalysts like nano-tubes, -rods, -wires, core-shell structures, quantum dots has become promising materials to improve the photocatalytic efficiency. These materials showed unique properties like high surface to volume ratio, quantum confinement, more number of active sites, high crystallinity to enhance the photocatalytic activity.



Lakshmana Reddy Nagappagari
Shankar Muthukonda Venkatakrishnan (Ed.)

Nanostructured Materials for Photocatalytic Hydrogen Generation



Dr. Lakshmana Reddy N, was born on 27th July 1989, in Punganur, Andhra Pradesh state, INDIA. He was graduated Master of Science in Materials Science and Nanotechnology in April 2012, and awarded Doctoral of Philosophy (Ph.D.) in the area of Photocatalysis for Hydrogen Production in May 2018, from Yogi Vemana University, Kadapa, INDIA.



978-613-9-44640-7

LAP **LAMBERT**
Academic Publishing

Imprint

Any brand names and product names mentioned in this book are subject to trademark, brand or patent protection and are trademarks or registered trademarks of their respective holders. The use of brand names, product names, common names, trade names, product descriptions etc. even without a particular marking in this work is in no way to be construed to mean that such names may be regarded as unrestricted in respect of trademark and brand protection legislation and could thus be used by anyone.

Cover image: www.ingimage.com

Publisher:

LAP LAMBERT Academic Publishing

is a trademark of

International Book Market Service Ltd., member of OmniScriptum Publishing Group

17 Meldrum Street, Beau Bassin 71504, Mauritius

Printed at: see last page

ISBN: 978-613-9-44640-7

Zugl. / Approved by: Kadapa, Yogi Vemana University, 2018

Copyright © Lakshmana Reddy Nagappagari

Copyright © 2019 International Book Market Service Ltd., member of OmniScriptum Publishing Group

123
123

Pallaval Veera Bramhachari *Editor*

Implication of Quorum Sensing and Biofilm Formation in Medicine, Agriculture and Food Industry

Editor

Pallaval Veera Bramhachari
Department of Biotechnology
Krishna University
Machilipatnam, Andhra Pradesh, India

ISBN 978-981-32-9408-0 ISBN 978-981-32-9409-7 (eBook)

<https://doi.org/10.1007/978-981-32-9409-7>

© Springer Nature Singapore Pte Ltd. 2019

This work is subject to copyright. All rights are reserved by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed.

The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.

The publisher, the authors, and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, expressed or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

This Springer imprint is published by the registered company Springer Nature Singapore Pte Ltd. The registered company address is: 152 Beach Road, #21-01/04 Gateway East, Singapore 189721, Singapore.

8	Quorum Sensing and Multidrug Resistance Mechanism in <i>Helicobacter pylori</i>	101
	Surekha Challa, Titash Dutta, Pallaval Veera Bramhachari, and Neelapu Nageswara Rao Reddy	
9	<i>Candida albicans</i> Biofilm: Risks, Complications and Preventive Strategies	121
	Prerna Pathak	
10	Quorum Sensing and Biofilm Formation by Oral Pathogenic Microbes in the Dental Plaques: Implication for Health and Disease	129
	Pallaval Veera Bramhachari, V. K. Shakeel Ahmed, Joseph Selvin and Saqib Hassan	
11	Biofilm Formation on Ophthalmic Device-Related Infections: Insights on Clinical Implications	141
	Kishore Kumar Godisela and Pallaval Veera Bramhachari	
Part III Role of Quorum Sensing in Agriculture		
12	Quorum Sensing: Communication Complexity for Resilience of Plant-Microbe Interaction	159
	K. Archana, K. Sathi Reddy, P. Ravinder, M. Yahya Khan, and Hameeda Bee	
13	Role of Medicinal Plants and Endophytic Bacteria of Medicinal Plants in Inhibition of Biofilm Formation: Interference in Quorum Sensing	177
	Chanda Vikrant Berde, Sagar P. Salvi, Prachiti P. Rawool, A. M. V. N. Prathyusha, and Vikrant B. Berde	
14	Antimicrobial and Anti-quorum Sensing Activities of Medicinal Plants	189
	Angela E. Peter, Pola Sudhakar, B. V. Sandeep, and B. Ganga Rao	
Part IV Role of Quorum Sensing in Food Industry		
15	Bacterial Quorum Sensing: Challenges and Prospects in Food Microbiology	221
	L. Veeranjanya Reddy, Y. J. Wee, L. Prasanna Anjaneya Reddy, and Pallaval Veera Bramhachari	
16	Methods for the Detection and Quantification of Quorum-Sensing Signals in Food Spoilage	251
	A. M. V. N. Prathyusha, Harish Annavarapu, and Pallaval Veera Bramhachari	

L. Veeranjaneeya Reddy, Y. J. Wee, L. Prasanna Anjaneya Reddy,
and Pallaval Veera Bramhachari

Abstract

Communication has long been considered as a unique activity of humans. But now it is found that communicative behaviour is present in all living systems including non-multicellular organisms and food fermentations. QS is a microbial communication method which depends on cell number that can control many activities in bacteria such as virulence, biofilm formation, competence and bioluminescence. For QS continuous secretion and observation of hormone-like molecules called auto-inducers or QS molecules is required. QS was first noticed in Gram-negative bacteria *V. fischeri* and termed as autoinduction (AI). After that it came to know that QS is present in many ecological niches. Unlike other environments in food matrix, QS molecules are produced but do not have regular distribution. External environment exerts its importance in varying sensing signals. In fact, physical factors, viz. pH, temperature, water and oxygen availability, are now known to influence the sensing processes. Spoilage of food may be defined as a process that makes food unattractive or deplorable for eating and outcome of microbial activity that ultimately dominates according to widespread ecological determinants. The present chapter will provide an outlook on (i) role of QS in food fermentation and

L. V. Reddy (✉)

Department of Microbiology, Yogi Vemana University, Kadapa, Andhra Pradesh, India

e-mail: lvereddy@gmail.com

Y. J. Wee

Department of Food Science & Technology, Yeungnam University,

Gyeongsan, Gyeongbuk, Republic of Korea

L. P. A. Reddy

Department of Lipid Science, Central Food Technological Research Institute (CFTRI),

Mysuru, India

P. V. Bramhachari

Department of Biotechnology, Krishna University,

Machilipatnam, Andhra Pradesh, India

122

Chapter 7

Microbial Consortia for Effective Degradation and Decolorization of Textile Effluents



D. Vijayalakshmi, B. V. Sivaprasad, P. Veera Brahmma Chari, Madhu Kumar Reddy, and Durbaka V. R. Prasad

7.1 Introduction

Dyes perhaps are defined as substances that when applied to substrates provide color by a process that alters, at least temporarily, any crystal structure of the colored substances. It has been estimated that more than 10,000 different types of dyes and pigments are used in the industries and over 7×10^5 metric tons per year of synthetic dyes are produced globally. The most common areas where these synthetic dyes are widely employed are textile, food, pharmaceutical, plastics, cosmetics, and photographic and paper industries. In India alone, the dyestuff industry produces around 60,000 metric tons of dyes, which is approximately 6.6% of total colorants used worldwide. The largest consumer of the dyes is the textile industry accounting for two-thirds of the total production of dyes.

Generally in textile industry, continuous, semi-continuous, or batch processes are the methods for dyeing textile materials. Among these, batch process is the most common method and produces large volumes of effluents, often rich in color, and chemicals and also generates waste as sludge, fibers, and chemically polluted waters. This effluent requires proper treatment before being discharged into the natural resources. If these effluents are discharged into the natural resources without proper treatment, they degrade the quality of the soil and water and its dependent habitats and environment also. Hence, these industries are now facing major problems in environment pollution. To mitigate this problem, industries and researchers are focusing on the reduction of textile wastewater and the formulation of alternative efficient treatment techniques.

In general, the dye removal methods have been classified into three principal categories: physical, chemical, and biological methods. The physical methods

D. Vijayalakshmi (✉) · B. V. Sivaprasad · P. Veera Brahmma Chari · M. K. Reddy
D. V. R. Prasad

Department of Microbiology, Yogi Vemana University, Vemana Puram, Kadapa,
Andhra Pradesh, India

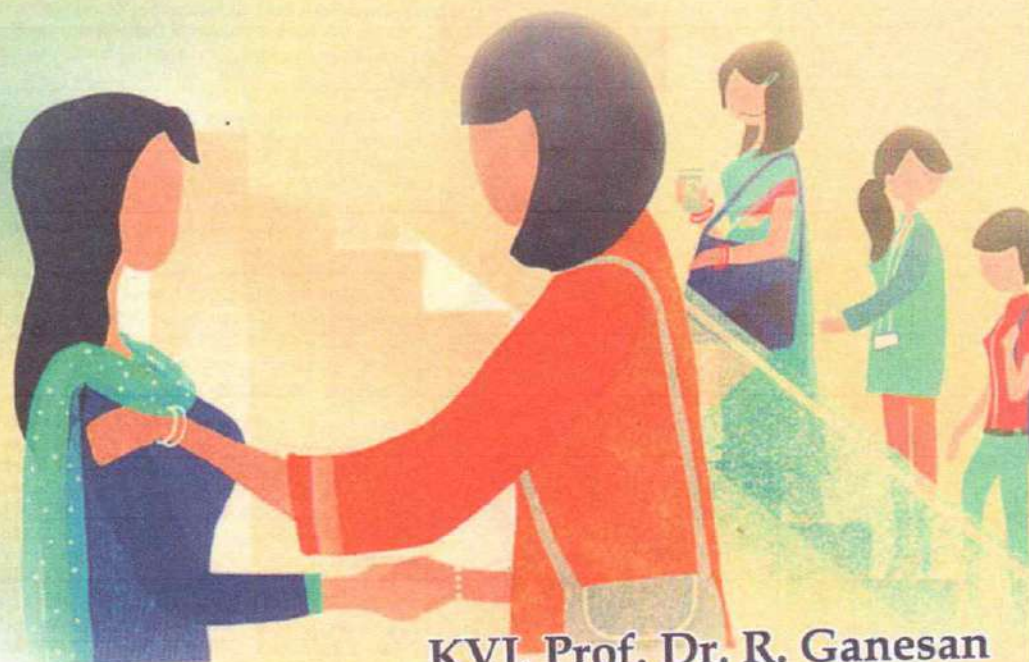
© Springer Nature Switzerland AG 2021

A. N. Yadav (ed.), *Recent Trends in Mycological Research*, Fungal Biology,
https://doi.org/10.1007/978-3-030-68260-6_7

167

Women Empowerment

Leadership and Socio-Cultural Dimensions



KVJ. Prof. Dr. R. Ganesan
Dr. G. Vijaya Bharathi
Dr. S. Anila
Dr. R. Kumudha



Karma Veer Jyoti. Professor. Dr. R. Ganesan earned his doctorate from the reputed IIT Delhi. He possesses more than two decades of research experience in the field of entrepreneurship and management. He has 70 research contributions to his credit, which are published in refereed and indexed journals, books, book chapters, monographs and conferences. He has delivered more than 100 sessions on Research and Development, Entrepreneurship, Managerial Skills etc. across the nation. He is serving as the editorial member, programme committee members and reviewer for numerous refereed journals and indexed conferences across the globe. He has edited more than 350 research papers and chapters to his credit. In commemorating his laudable academic, research and societal transformational services through upbringing entrepreneurship development, he has been conferred with the prestigious title Karma Veer Jyoti and bestowed with Golden Candle Award in the Global Awards 2014-15 by Indian Confederation of Non-Governmental Organizations (iCONGO), New Delhi, India on 22nd March 2015. He is currently serving as the Professor and Chairman of the renowned National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu, India.



Dr. Gali Vijaya Bharathi received her doctorate in Banking and Finance from S.V. University, Tirupati, Andhra Pradesh. She has a rich and successful career in teaching, research record and has published more than 45 research contributions to her credit, which includes publications in refereed and indexed journals, books, book chapters and conferences at international and national levels. She has presented more than 72 papers in various national and international seminars. Her major thrust areas of research include Banking and Finance, Women Entrepreneurship, Rural Development and Marketing. She is the recipient of the coveted Senior Educator and Scholar Award from the renowned National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu in the 6th National Women's Day Awards on 8th March 2019. She is currently working as Assistant Professor and Coordinator to the Department of Commerce, Yogi Vemana University, Andhra Pradesh, India.



Dr. Anila has completed her Bachelors' in Electronics and Communication Engineering from Bharathidasan University followed by Masters' in Applied Electronics from Government College of Technology, Coimbatore and earned her PhD in Digital Image Processing from the reputed Anna University, Chennai. She possesses more than two decades of teaching experience. She is a recognized supervisor of Anna University, Chennai. She has published numerous technical papers in various national and international journals. She has chaired many sessions in seminars and conferences at national and international levels. She has received Dr. Radhakrishnan award for academic excellence from SRIT Alumni Association on January 2015 for her outstanding academics. She is the recipient of the coveted Distinguished Educator and Scholar Award from the renowned National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu in the 6th National Women's Day Awards on 8th March 2019. She is currently working as the Associate Professor in the Department of Electronics and Communication Engineering at Sri Ramakrishna Institute of Technology (SRIT), Coimbatore, Tamil Nadu, India.



Dr. R. Kumudha holds Bachelor of Law from Government Law College, Coimbatore. She has done her Masters in Law in Criminal Law and Criminal Justice Administration with 1st rank from the reputed Tamil Nadu Dr. Ambedkar Law University, Chennai and earned her PhD in Law from Dr. Ambedkar Government Law College affiliated to Pondicherry University, Puducherry. Also, she has completed her Post Graduate Diploma in Intellectual Property Rights Law from National Law School of India University, Bengaluru, Karnataka. She was formerly an advocate at Perundurai Sub-Courts and Erode District Court. She has published research papers, books and book chapters to her credit at national and international levels. She is serving as the editorial member for numerous indexed journals. She is the recipient of the coveted Young Educator and Scholar Award from the renowned National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu in the 6th National Women's Day Awards on 8th March 2019. She is currently serving as the Assistant Professor in Government Law College, Coimbatore, Tamil Nadu, India.



Bonfring

309, 5th Street Extension, Gandhipuram,
Coimbatore - 641 012, Tamilnadu, India.

E-mail: info@bonfring.org

Website: www.bonfring.org

₹ 600



science and
ment, socio-
pects, self-
ues, familial
pectives and
g as setbacks
sing various

ting the book
s to the book
I am sure the
powerment.

Sd/-

C. Manimozhi,
Management,
&
inations (i/c),
ce and Higher
d University),
il Nadu, India.

CHAPTERS	CHAPTERS & AUTHORS	PAGE NO
1	Historical Perspectives and Role of Women in Tamil Literature <i>Dr. Lakshmipriya Soundararajan</i>	01
2	Women & Leadership: Leading under Extreme Diversity <i>Dr.K. Kalaiselvi & D. Karthika</i>	09
3	Women Empowerment through ICT <i>Dr. Reshmy Krishnan & Aparna Krishnan</i>	16
4	Role of Women in Science and Technology - A Conceptual Overview <i>Dr.V. Sailaja & Dr.M. Bhavani</i>	23
5	Role of HEIs in Driving Entrepreneurship for Women Empowerment <i>Dr.J. Arthi</i>	36
6	A Study on Indian Women Participating in Sports <i>Dr.V. Saikumari & A. Nandini</i>	47
7	Lip Reading and Speech to Text Converter for Deaf and Mute <i>Dr.V. Rukkumani, Dr.V. Radhika, D. Devasena & Dr.B. Sharmila</i>	57
8	Smart Waste Management System Using IoT <i>Dr.V. Radhika, Dr.V. Rukkumani, D. Devasena & R. Ramya</i>	65
9	Women in the Age of Disruptive Technologies: Challenges, Opportunities and Strategies for Empowerment <i>Dr.J. Indumathi</i>	73
10	A Primitive Study on Women towards Empowerment <i>Dr.C. Nirosha & Dr.S. Ghousinnisa</i>	83
11	Impact of SHGs on Women Economic Empowerment in Kadapa District <i>Dr.P. Saritha</i>	92
12	Catalyst Role of SHGs in Transforming Rural Women into Entrepreneurs <i>Dr. Rajani Levaku</i>	100
13	Role of Microfinance in Upsurging the Status of Poor Women - Ways and Means of Women <i>V. Reddy Lakshmi & P. Mohan Reddy</i>	106

Impact of SHGs on Women Economic Empowerment in Kadapa District

Dr. P. Saritha

Assistant Professor

Department of Business Management

Yogi Vemana University, Kadapa, Andhra Pradesh

Abstract

In the history of human development, women are identified equally as important as men. In fact, women's work in society is the indicator of nation's overall progress. Without participation of women in national activities, the social, economic and political progress of a country will be stagnated. Rural women in India constitute 77 Percent of the female population. They share abundant responsibility and perform a wide spectrum of duties in managing the family, maintaining household activities like rearing, feeding, attending to farm labour, tending domestic animals and the like, even then they suffer being both economically and socially invisible. The primary objective of the paper is to study the extent of rural women empowerment through various income-generating activities. Kadapa (YSR) district is one of the pioneering districts for implementation of DWCRA as pilot project in the State of Andhra Pradesh along with Srikakulam and Adilabad districts. Presently, there are 51 Mandals in Kadapa district which consists of 35,338 SHGs. Of these, Sidhout mandal has been selected for this study based on the success rate of SHGs formed in that mandal using convenience sampling.

Keywords

DWCRA, Human Development, Mandal, Rural women.

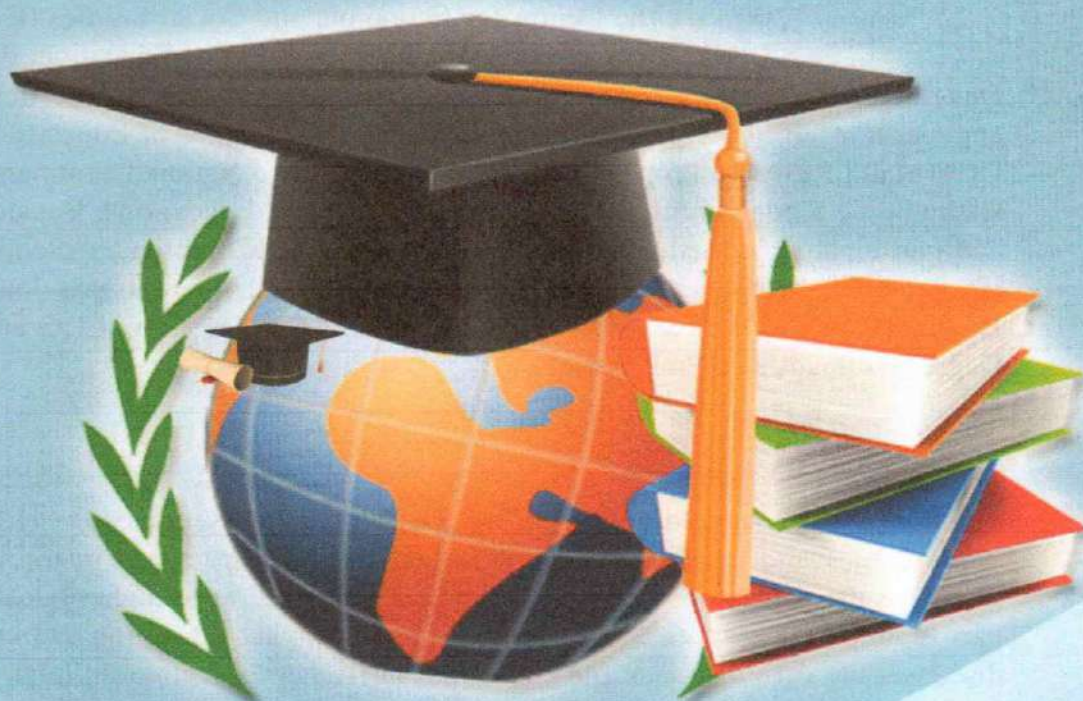
Introduction

Women constitute nearly half of the total population and perform two-thirds of the work. They earn one-third of remuneration and own 10 Percent of the property. Women are regarded as better half of the society and are at par with men, but in reality our society is still male dominated and women are not equal partner both inside and outside the four walls of the house. In fact they are treated as weak and dependent, as such Indian women do not enjoy favorable status in the society. The hands that rock the cradle have not yet ruled the world. The fact is that the women's domestic role is combined with economic activities and utilization of their skill and labour to earn extra income for the family, which makes a difference between

120 119

HIGHER EDUCATION IN INDIA

ISSUES & CHALLENGES



Editor
Dr. T. Sudarsana Reddy

HIGHER EDUCATION IN INDIA

ISSUES & CHALLENGES

About the Editor



Dr. T. Sudarsana Reddy is working as an Assistant Professor in the Department of Economics, Yogi Vemana University, Kadapa, Andhra Pradesh. He did M.A (Economics) from the Department of Economics, Andhra University, Visakhapatnam. Dr. Reddy completed his M.Ed from the Department of Education, Osmania University, Hyderabad. He obtained his M.Phil and Ph.D from Dr.B.R.Ambedkar Open University through the Centre for Economic and Social Studies (CESS), Hyderabad. Dr. Reddy has been teaching Economics of Education, Public Economics, Development Economics, etc, for the post graduate students at the university level. He engages himself in active research in the field of Economics of Education. Dr. Reddy did a UGC Major Research Project. Dr. Reddy organized two National Seminars and a Workshop. He authored a book entitled "Comparative Secondary Education". Besides, contributing to and participating in State, National and International Conferences/ Seminars/ Workshops. He has published several articles in the National and International Journals and, Edited Books. Dr. Reddy served as a Member, Board of Studies both at UG and PG courses for Degree Colleges and Universities.

About the Book

This book is a compendium of papers presented in the seminar on "Higher Education in India: Issues and Challenges". The present book is structured in three parts. First part discusses the papers on costs, financing and privatisation of higher education. The second part highlights the access, equity and quality of higher education in India. The third part discusses the various issues and challenges in Higher Education in India. This book is very useful for Researchers, Academicians and Policy Makers.


PARAMOUNT
PUBLISHING HOUSE



Sl.No.	Title of the Paper	Page No.
24.	Communication Skills Necessary for Quality Education <i>-Dr. K.Rajagopala Reddy</i>	201
25.	Efficiency and Effectiveness in Quality Teaching & Higher Education System in India <i>-Dr. P. Janardhana Kumar Reddy, Dr. J. Muni Narendra</i>	205
PART- III: Higher Education in India: Issues and Challenges		
26.	Roles and Responsibility of Teachers in Nation Building <i>-Dr.K.Obulesu, G.Ramanji Naik</i>	213
27.	Roles of Women in Higher Education in India: An Outlook on Perspectives and Inequalities <i>-Dr. P. Saritha</i>	219
28.	Current Scenario of Higher Education in India: Reflections on Some Issues, Challenges and Directions <i>-T. Mahesh Babu, Prof. M. Chinnaswamy Naidu</i>	226
29.	Management Education in India: Issues and Challenges <i>-Dr. S. Venkata Subba Reddy</i>	232
30.	Quality Higher Education in India: Issues and Challenges <i>-Dr.G.Parvathi</i>	239
31.	Migration and Education: Evidences from Nizamabad District of Telangana <i>-N. Ganesh Naik</i>	243
32.	Problems and Higher Education in Andhra Pradesh <i>-Dr.Seelam Ravi</i>	249
33.	Emerging Trends and Policy Initiatives of ICT Implementation in Higher Education <i>-Dr. M.Y. Manikarnika</i>	255
34.	Interdisciplinary Education: An Essential Inspiration in Higher Education <i>-Dr. P. Subramanyachary</i>	260
35.	Issues and Challenges of Higher Education in India <i>-Mr. G. Kanuka Raju, Dr. G. Haranath</i>	270

Roles of Women in Higher Education in India: An Outlook on Perspectives and Inequalities

Dr. P. Saritha

Assistant Professor, Department of Business Management, Yogi Vemana University, Kadapa, A.P.

Abstract

The role of education in development of the economy is well established. Since independence, the contribution of investments made by the government in higher education has been substantial however post 1980s there has been a decline in the same. Access, equity, women participation and empowerment have been an issue of deliberations all around the world. Higher education provided to women would mean independence in decision making and economic independence. It would develop capabilities to discharge duties and responsibilities in the fields of social, economic, political and cultural arenas. Higher education means whole development of personality. Higher education insured that you will have a better paying job. That will provide stability in life. It means self-improvement, job insurance, a development of character and social improvement. The focus of this paper is on implicit beliefs of women's role in society through National development not only fulfil by only women but it passes by them to her family. We highlight the aspects of highly educated women toward individual, social and national development. The study is based on secondary data available from website, newspaper and media.

1. Introduction

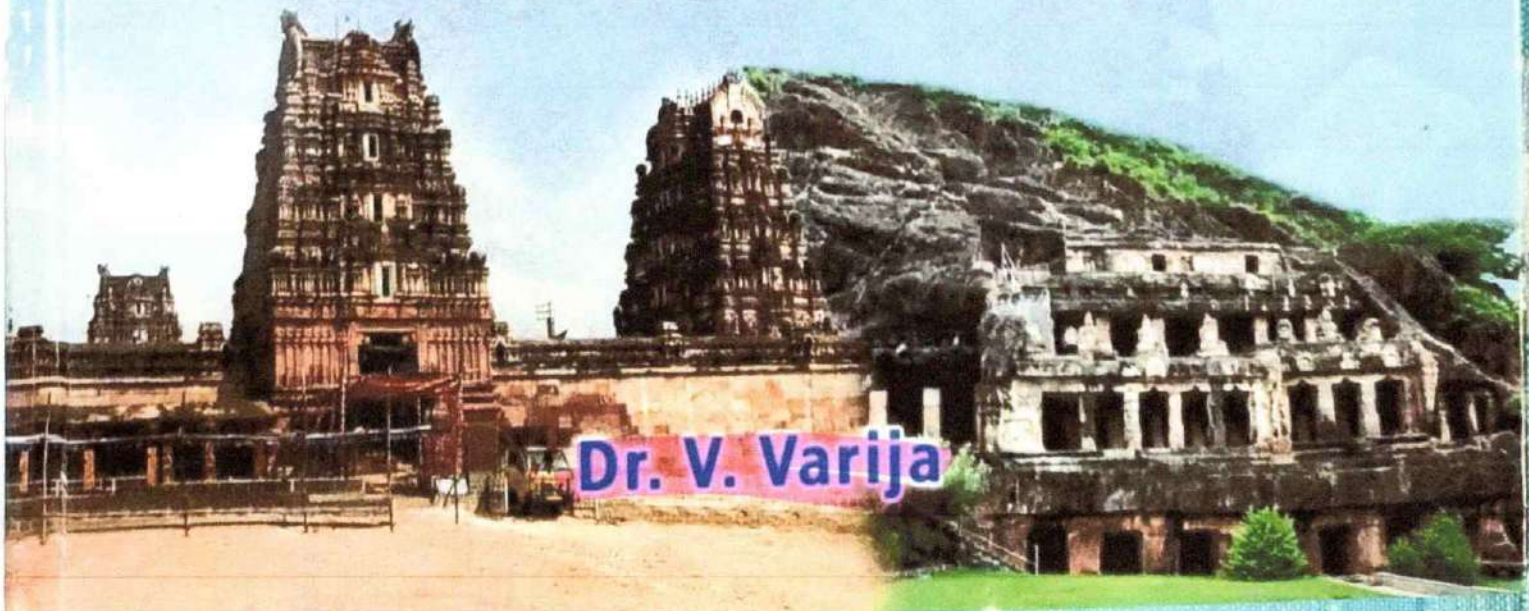
"The higher education is that which does not merely give us information, but makes life in harmony with all existence"

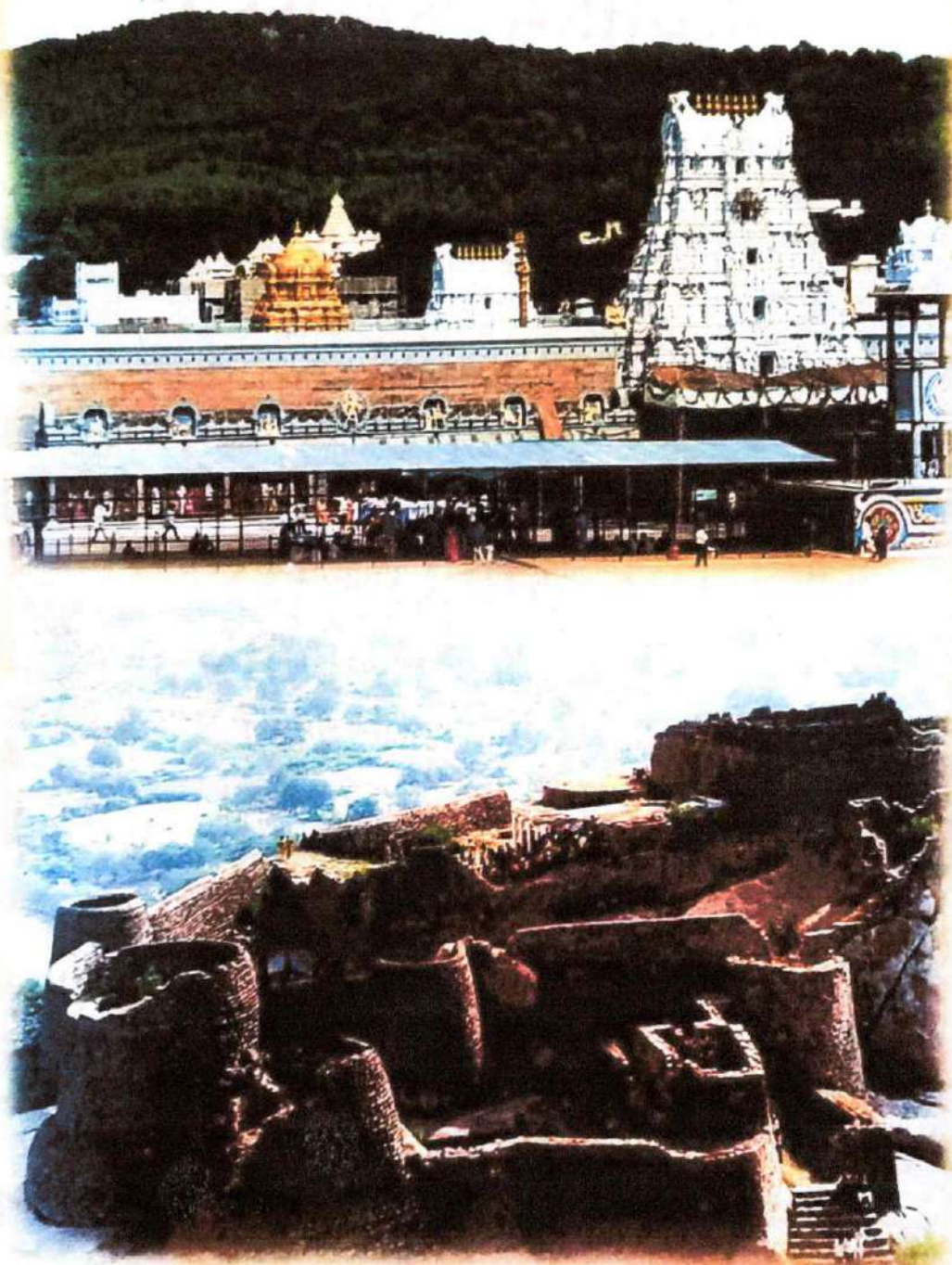
-Ravindranath Tagore

Higher education means the education beyond the level of secondary education. Education is the ladder through which development and growth can be achieved. India is third largest country in the world in higher education. After United states and China. In 2030 India will be youngest nation in the world. Which has higher education system so early as compared to US and china. India has 46 consolidated central universities as on 2015. 331 state universities, 129 deemed universities, 223 Private universities. Other institutes 33,000 colleges as government degree colleges and private degree colleges, including 1800 exclusive women colleges. Large number of student gets higher education through open universities too. Education is necessity for mind growth, spirit development, social development and it is also adapted by everyone. By education we explore value, good habit and awareness towards corruption, terrorism, disease and social problem. Higher education makes us to overcome from that above problem, capable to find out the solution of the problem.

119 148
IQAC-8.2

CULTURAL HERITAGE TOURISM IN ANDHRA PRADESH





Price : ₹ 2,500/-

ISBN 978-1-64370-580-4



9 781643 705804

118

2.



Sharada Publishing House
Delhi



Megalithic Culture in Chittoor District

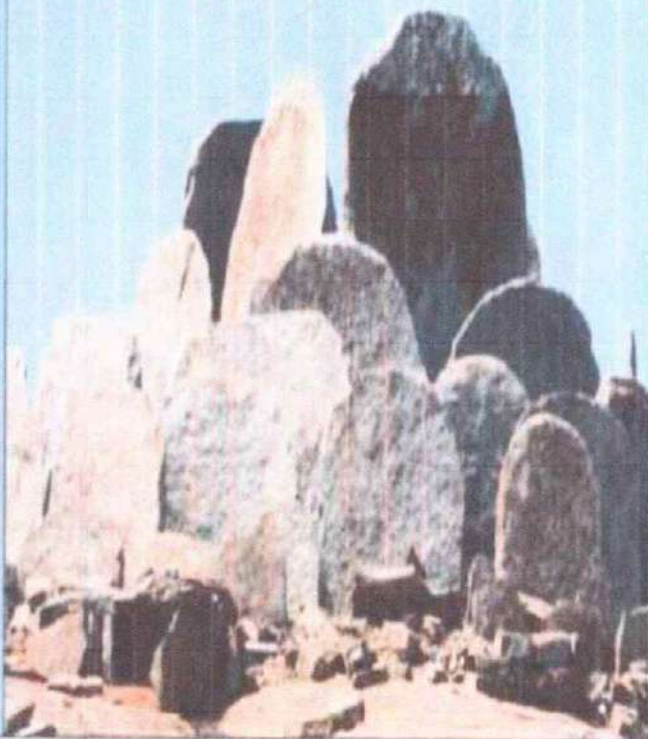
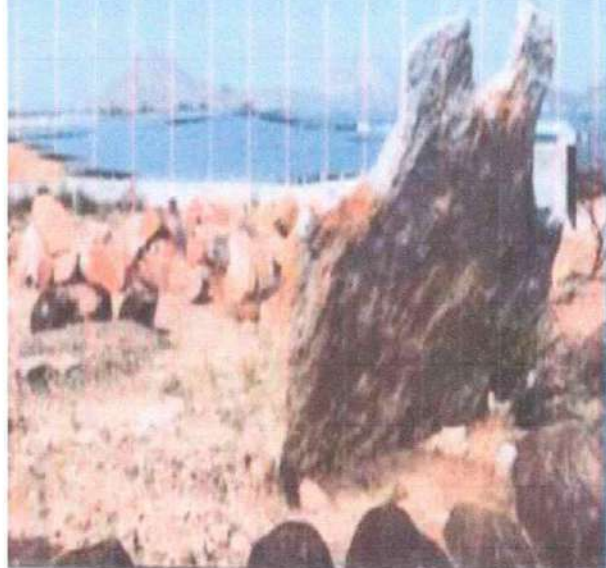
V. Ramiabrahman



Megalithic Culture in Chittoor District

V. Ramiabrahman

V. Ramiabrahman



Groundwater forms the major source of drinking water in the rural areas of most of the developing nations in the world. Presence of high concentration of nitrate in groundwater is a major problem in many countries as it causes health related problems. In an agro-economy based rural areas, the nitrate contamination is rampant and much attention has not been drawn towards this anthropogenic pollution. The present study emphasizes the objective of determining the causes for higher nitrate concentration in groundwater and health implications in parts of Anantapur District, Andhra Pradesh, India.



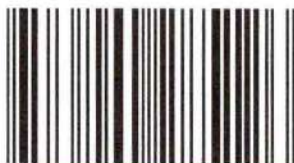
Sunitha Vangala

Machireddy Ramamakrishna Reddy



Dr. Sunitha Vangala has a Ph.D. in Applied Geochemistry from Osmania University - Telangana - India and completed her Master's degree in Geology from Sri Venkateswara University - Tirupati. She is the recipient of Raman Post Doctoral Fellowship from Miami University - USA and Young Scientist award from DST - India.

Nitrate Contamination in Groundwater and Health Implications



978-620-0-28512-6

LAP LAMBERT
Academic Publishing

117

117

Imprint

Any brand names and product names mentioned in this book are subject to trademark, brand or patent protection and are trademarks or registered trademarks of their respective holders. The use of brand names, product names, common names, trade names, product descriptions etc. even without a particular marking in this work is in no way to be construed to mean that such names may be regarded as unrestricted in respect of trademark and brand protection legislation and could thus be used by anyone.

Cover image: www.ingimage.com

Publisher:

LAP LAMBERT Academic Publishing

is a trademark of

International Book Market Service Ltd., member of OmniScriptum Publishing Group

17 Meldrum Street, Beau Bassin 71504, Mauritius

Printed at: see last page

ISBN: 978-620-0-28512-6

Copyright © Sunitha Vangala, Machireddy Ramamakrishna Reddy

Copyright © **2019** International Book Market Service Ltd., member of OmniScriptum Publishing Group

FOR AUTHOR USE ONLY

CHAPTER

20

Development in the Treatment of Municipal and Industrial Wastewater by Microorganism

Mekapogu Madakka*, Nadimikeri Jayaraju*, Nambi Rajesh*,
Muni Ramanna Gari Subhosh Chandra*

*Department of Biotechnology & Bioinformatics, Yogi Vemana University, Kadapa, India

†Department of Geology, Yogi Vemana University, Kadapa, India ‡Department of Microbiology,
Yogi Vemana University, Kadapa, India

OUTLINE

20.1 Introduction	263	20.3 Biological Treatments of Different Wastewaters Using Microorganisms	268
20.2 Types of Bacterial Communities in the Treatment of Municipal and Industrial Wastewater	265	20.3.1 Pharmaceutical Wastewater	268
20.2.1 Selection of Microalgal Species for Wastewater Treatment	265	20.3.2 Dye-Containing Wastewater	269
20.2.2 Microalgae-Bacteria Consortium for Wastewater Treatment	266	20.3.3 Metal-Containing Wastewater	269
		20.3.4 Agro-Industrial Wastewater	270
		20.4 Conclusion	270
		Acknowledgments	271
		References	271

20.1 INTRODUCTION

Safe drinking water and proper sanitation have constantly been recognized as indispensable factors to sustain life. Nevertheless, despite remarkable global progress to improve access to drinking water facilities, currently, there are 884 million and an additional 2.5 billion

Recent advances in nanoparticles-based strategies for cancer therapeutics and antibacterial applications

Surendra Gulla^a, **Dakshayani Lomada^b**, Vadali V.S.S. Srikanth^c,
Muthukonda Venkatakrishnan Shankar^d, Kakarla Raghava Reddy^e,
Sarvesh Soni^f, Madhava C. Reddy^{a,*}

^aDepartment of Biotechnology and Bioinformatics, Yogi Vemana University, Kadapa, India

^bDepartment of Genetics and Genomics, Yogi Vemana University, Kadapa, India

^cSchool of Engineering Sciences and Technology, University of Hyderabad, Hyderabad, India

^dDepartment of Materials Science & Nanotechnology, Yogi Vemana University, Kadapa, India

^eSchool of Chemical and Biomolecular Engineering, The University of Sydney, Sydney, NSW, Australia

^fSchool of Science, College of Science Engineering and Health, RMIT University, Melbourne, VIC, Australia

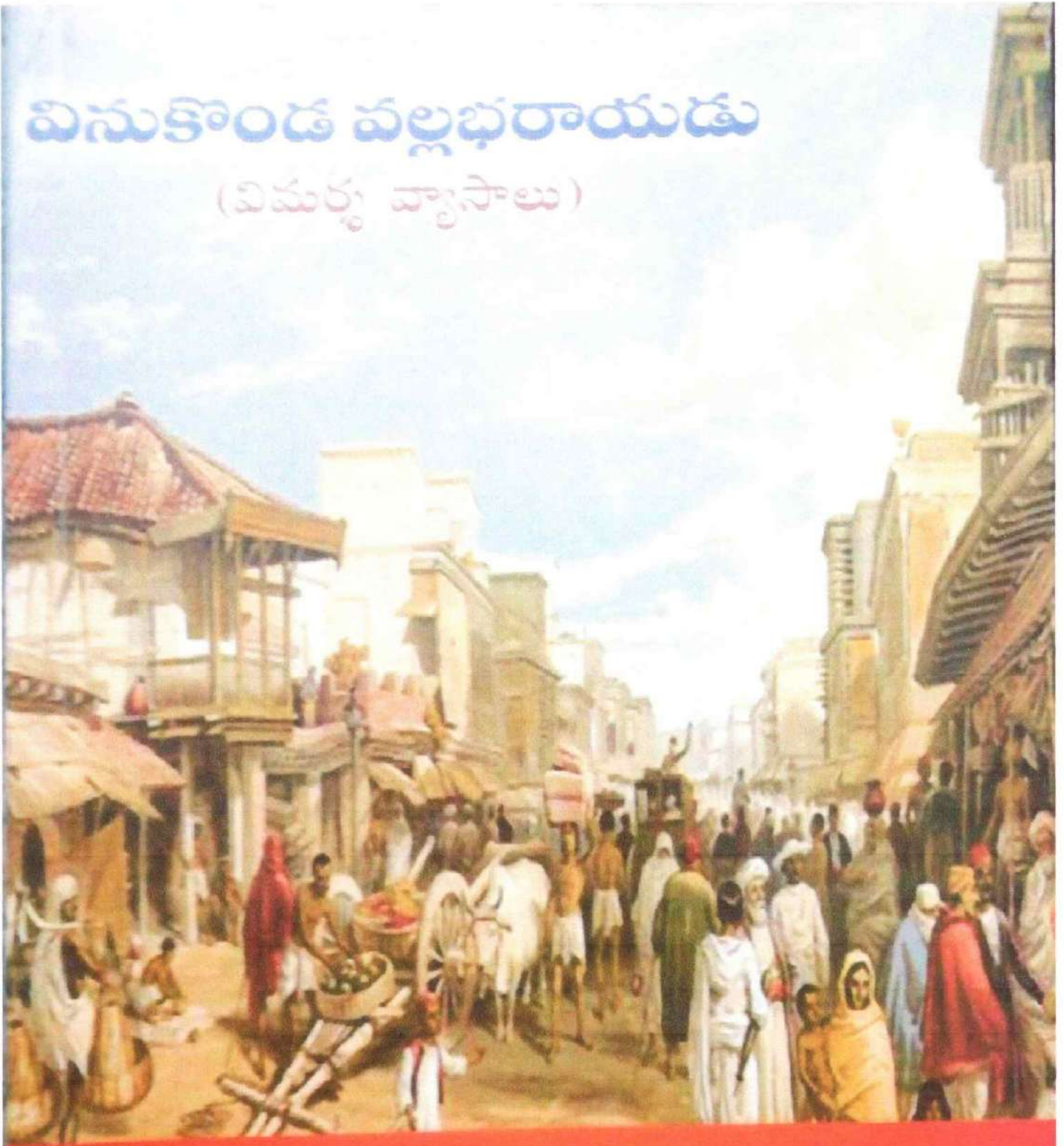
*Corresponding author: e-mail address: cmadhavareddy@gmail.com

Abbreviations

DMBA	dimethyl benz(a) anthracene
DOX	doxorubicin
MSN	mesoporous silica
PCL	polycaprolactone
PEG	polyethylene glycol
ROS	reactive oxygen species
SPIONS	superparamagnetic iron oxide nanoparticles
TGF	transforming growth factor
TNF	tumour necrotic factor
USPIONS	ultra superparamagnetic iron oxide nanoparticles
VEGF	vascular endothelial growth factor

వినుకొండ వల్లభరాయడు

(విమర్శ వ్యాసాలు)



ప్రచురణ



సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం
యోగి వేమన విశ్వవిద్యాలయం, కడప.



వినుకొండ వల్లభరాయడు

(విమర్శ వ్యాసాలు)

2019 సెప్టెంబర్

ప్రతులు : 500

వెల : రూ. 100.00

ISBN : 978-81-926755-9-6

ప్రతులకు : సభ్య కార్యదర్శి మరియు రిజిస్ట్రార్,
సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం,
యోగివేమన విశ్వవిద్యాలయం,
1-1254, సి.పి. బ్రౌన్ రోడ్డు,
యర్రముక్కపల్లె, కడప - 516 004.
ఫోన్ : 08562-255517

డి.టి.పి., కవర్ పేజ్ : బి. శివరామ్
శివరామ్ గ్రాఫిక్స్,
శ్రీపతి కాంప్లెక్స్, కడప.
సెల్ : 9959214299

ముద్రణ : ప్రకాష్ మర్చి వనర్ ప్రింటర్స్
కడప

యోగి వేమన విశ్వవిద్యాలయం
YOGI VEMANA UNIVERSITY

Vemanapuram, Kadapa - 516005, Andhra Pradesh, INDIA.
(అన్యుజ్ఞానం గీతం తానవిధేః బ్రహ్మయం :: If know thyself, Thou Art the Divinity)

డా. మూల మల్లికార్జున రెడ్డి

సాధ్యులు

సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం



Mob.: 7700003399

E-mail: mula.mallikyvu@gmail.com

తొలి వీధి నాటకం క్రీడాభిరామం

మనకు వెయ్యేళ్ల లిఖిత సాహిత్యముంది. ఈ వెయ్యేళ్ల సాహిత్య చరిత్రలో వైయస్సార్ కదప జిల్లా కవులు చేసిన కృషి సామాన్యమైంది కాదు. “అచట పుట్టిన చిగురుకొమ్మైన చేవ” అని చెప్పిన “ఆంధ్రకవితా పితామహుడు” అల్లసాని పెద్దన సూక్తిని సార్థకం చేస్తూ ఈ గద్ద మీద ఎంతోమంది కవులు, పండితులు, అవధానులు, సాహిత్య విమర్శకులు జన్మించి జిల్లా సారస్వతానికి చిరయశస్సునార్జించి పెట్టారు.

ఓ రోజు ఆచార్య రాచపాళెం చంద్రశేఖరరెడ్డిగారు, ‘మల్లీ! విశ్వనాథ సత్యనారాయణ, కాశీభట్ల బ్రహ్మయ్య శాస్త్రి, కేతవరపు వేంకటశాస్త్రి, దివాకర్ల వేంకటాచార్యుని, నడకుదుటి వీరరాజు, వేటూరి ప్రభాకరశాస్త్రి, ఆరుద్ర, సి. నారాయణ రెడ్డి వంటి ప్రసిద్ధ సాహితీవేత్తలు, చరిత్రకారులు చాలామంది కదప జిల్లా ప్రాచీనకవులపై రచించిన గొప్ప విమర్శా వ్యాసాలు భారతి, ఆంధ్రసాహిత్య పరిషత్తుత్రిక మొదలైన పత్రికల్లో అచ్చయ్యాయి. వాటినిన్నింటిని సేకరించి ఒక కవి మీద ఒక విమర్శ గ్రంథాన్ని యోగివేమన విశ్వవిద్యాలయం ఆధ్వర్యంలోని సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం ద్వారా ప్రచురిస్తే సాహిత్య విద్యార్థులకు ముఖ్యంగా పరిశోధకులకు చాలా ఉపయోగకరంగా ఉంటుందని’ అన్నారు.

నేను ఈ విషయాన్ని యోగివేమన విశ్వవిద్యాలయం ఉపకులపతి ఆచార్య అత్తిపల్లి రామచంద్రారెడ్డి, కుల అమాత్యులు ఆచార్య మాచిరెడ్డి రామకృష్ణారెడ్డి, కులసచివులు ఆచార్య జి.గులామ్ తారీఖ్ గార్ల దృష్టికి తీసుకెళ్లాను. అత్తిపల్లివారు

ALLASANI PEDDANA

అల్లసాని పెద్దన

(విమర్శ వ్యాసాలు)



ప్రచురణ



సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం
యోగి వేమన విశ్వవిద్యాలయం, కడప.



అల్లసాని పెద్దన

(విమర్శ వ్యాసాలు)

ఏప్రిల్, 2019

ప్రతులు : 500

వెల : రూ. 100.00

ISBN : 978-81-926755-8-9

ప్రతులకు : సభ్య కార్యదర్శి మరియు రిజిస్ట్రార్,
సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం,
యోగివేమన విశ్వవిద్యాలయం,
1-1254, సి.పి. బ్రౌన్ రోడ్డు,
యర్రముక్కపల్లె, కడప - 516 004.
ఫోన్ : 08562-255517

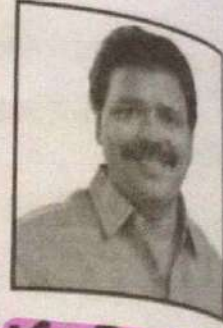
డి.టి.పి., కవర్ పేజ్ : బి. శివరామ్
శివరామ్ గ్రాఫిక్స్,
శ్రీపతి కాంప్లెక్స్, కడప.
సెల్ : 9959214299

ముద్రణ : ప్రకాష్ మల్టీ పవర్ ప్రింటర్స్
విజయవాడ.

డా. మూల మల్లికార్జున రెడ్డి

బాధ్యులు

సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం



ఆంధ్ర కవిత్వచరిత్రలో యుగపురుషుడు పెద్దన

మనకు వెయ్యేళ్ల లిఖిత సాహిత్యముంది. ఈ వెయ్యేళ్ల సాహిత్య చరిత్రలో వైయస్సార్ కడప జిల్లా కవులు చేసిన కృషి సామాన్యమైంది కాదు. “అచట పుట్టిన చివురుకొమ్మైన చేవ” అని చెప్పిన “ఆంధ్రకవితా పితామహుడు” అల్లసాని పెద్దన సూక్తిని సార్థకం చేస్తూ ఈ గడ్డ మీద ఎంతోమంది కవులు, పండితులు, అవధానులు, సాహిత్య విమర్శకులు జన్మించి జిల్లా సారస్వతానికి చిరయశస్సునార్జించి పెట్టారు.

తెలుగులో మొదటి కవిరాజైన కుమార సంభవకర్త నన్నెచోడుడు, విజయ నగర రాజుల తొలికవి, నవీణగుణసనాథుడు, ఉత్తర హరివంశకర్తయైన నాచన సోముడు, తొలిప్రబంధకర్తయైన అల్లసాని పెద్దన - ఈ ముగ్గురు ఈ జిల్లా ప్రాచీన కవుల్లో అగ్రగణ్యులు, ప్రాతఃస్మరణీయులు.

ఓ రోజు ఆచార్య రాచపాళెం చంద్రశేఖరరెడ్డిగారు, మల్లీ! విశ్వనాథ సత్యనారాయణ, కాశీభట్ల బ్రహ్మయ్య శాస్త్రి, కేతవరపు వేంకటశాస్త్రి, దివాకర్ల వేంకటావధాని, నడకుదుటి వీరరాజు, వేటూరి ప్రభాకరశాస్త్రి, ఆరుద్ర, సి. నారాయణ రెడ్డి వంటి ప్రసిద్ధ సాహితీవేత్తలు, చరిత్రకారులు చాలామంది కడప జిల్లా ప్రాచీనకవులపై రచించిన గొప్ప విమర్శా వ్యాసాలు భారతి, ఆంధ్రసాహిత్య పరిషత్పత్రిక మొదలైన పత్రికల్లో అచ్చయ్యాయి. వాటినన్నింటిని సేకరించి ఒక కవి మీద ఒక విమర్శ గ్రంథాన్ని యోగివేమన విశ్వవిద్యాలయం ఆధ్వర్యంలోని సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం ద్వారా ప్రచురిస్తే సాహిత్య విద్యార్థులకు ముఖ్యంగా పరిశోధకులకు చాలా ఉపయోగకరంగా ఉంటుందని అన్నారు.

నేను ఈ విషయాన్ని మా యోగివేమన విశ్వవిద్యాలయం ఉపకులపతి ఆచార్య అత్తిపల్లి రామచంద్రారెడ్డి, కులసచివులు ఆచార్య కె. చంద్రయ్య గార్ల దృష్టికి తీసుకెళ్లాను. అత్తిపల్లివారు “వైయస్సార్ జిల్లా ప్రాచీన సాహిత్యాన్ని విస్తృతపరచాలనే

NACHANA SOMUDU

నాచన సోమిడు

(విమర్శ వ్యాసాలు)

ప్రచురణ

సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం
యోగి వేమన విశ్వవిద్యాలయం, కడప.



నాచన సోముడు

(విమర్శ వ్యాసాలు)

2019 ఏప్రిల్

ప్రతులు : 500

వెల : రూ. 100.00

ISBN : 978-81-926755-7-2

ప్రతులకు : సభ్య కార్యదర్శి మరియు రిజిస్ట్రార్,
సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం,
యోగివేమన విశ్వవిద్యాలయం,
1-1254, సి.పి. బ్రౌన్ రోడ్డు,
యర్రముక్కపల్లె, కడప - 516 004.
ఫోన్ : 08562-255517

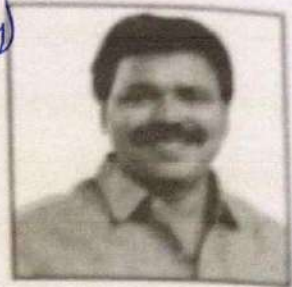
డి.టి.పి., కవర్ పేజ్ : బి. శివరామ్
శివరామ్ గ్రాఫిక్స్,
శ్రీపతి కాంప్లెక్స్, కడప.
సెల్ : 9959214299

ముద్రణ : ప్రకాష్ మల్టీ పవర్ ప్రింటర్స్
విజయవాడ.

డా. మూల మల్లికార్జున రెడ్డి (Mula Mallikarjuna Reddy)

బాధ్యులు

సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం



విజయనగర రాజుల తొలికవి సోమనాథుడు

Somanathudu: The first poet of Vijayanagara Kingdom

మనకు వెయ్యేళ్ల లిఖిత సాహిత్యముంది. ఈ వెయ్యేళ్ల సాహిత్య చరిత్రలో వైయస్సార్ కడప జిల్లా కవులు చేసిన కృషి సామాన్యమైంది కాదు. “అచట పుట్టిన చివురుకొమ్మైన చేవ” అని చెప్పిన “ఆంధ్రకవితా పితామహుడు” అల్లసాని పెద్దన సూక్తిని సార్థకం చేస్తూ ఈ గడ్డ మీద ఎంతోమంది కవులు, పండితులు, అవధానులు, సాహిత్య విమర్శకులు జన్మించి జిల్లా సారస్వతానికి చిరయశస్సు నార్జించి పెట్టారు.

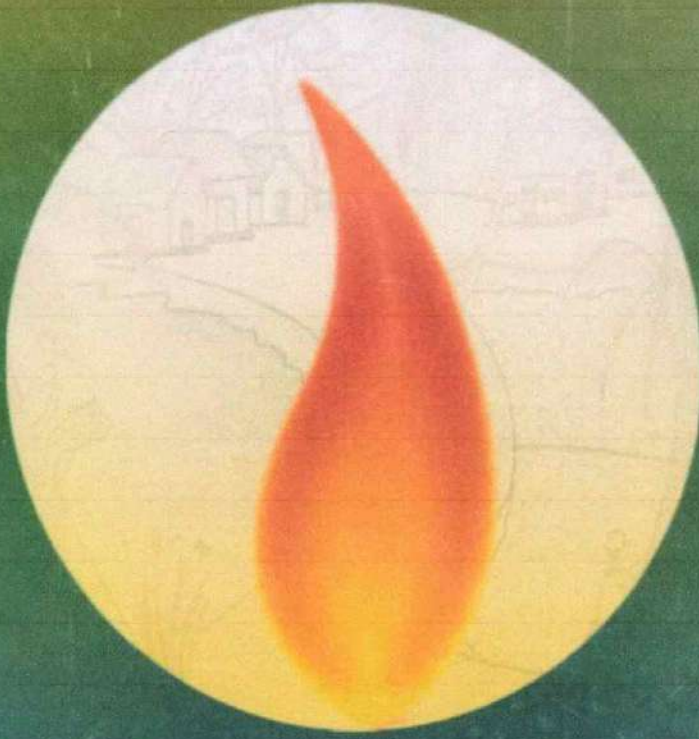
తెలుగులో మొదటి కవిరాజైన కుమార సంభవకర్త నన్నెచోడుడు, విజయ నగర రాజుల తొలికవి, నవీణగుణసనాథుడు, ఉత్తర హరివంశకర్తయైన నాచన సోముడు, తొలిప్రబంధకర్తయైన అల్లసాని పెద్దన - ఈ ముగ్గురు ఈ జిల్లా ప్రాచీన కవుల్లో అగ్రగణ్యులు, ప్రాతఃస్మరణీయులు.

ఓ రోజు ఆచార్య రాచపాకెం చంద్రశేఖరరెడ్డిగారు, మల్లీ! విశ్వనాథ సత్యనారాయణ, కాశీభట్ల బ్రహ్మయ్య శాస్త్రి, కేతవరపు వేంకటశాస్త్రి, దివాకర్త వేంకటాచార్యుని, నడకుదుటి వీరరాజు, వేటూరి ప్రభాకరశాస్త్రి, ఆరుద్ర, సి. నారాయణ రెడ్డి వంటి ప్రసిద్ధ సాహితీవేత్తలు, చరిత్రకారులు చాలామంది కడప జిల్లా ప్రాచీనకవులపై రచించిన గొప్ప విమర్శా వ్యాసాలు భారతి, ఆంధ్రసాహిత్య పరిషత్పత్రిక మొదలైన పత్రికల్లో అచ్చయ్యాయి. వాదినన్నింటిని సేకరించి ఒక కవి మీద ఒక విమర్శ గ్రంథాన్ని యోగివేమన విశ్వవిద్యాలయం ఆధ్వర్యంలోని సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం ద్వారా ప్రచురిస్తే సాహిత్య విద్యార్థులకు ముఖ్యంగా పరిశోధకులకు చాలా ఉపయోగకరంగా ఉంటుందని అన్నారు.

NANNECHODUDU

నన్నెచోడుడు

(విమర్శ వ్యాసాలు)



ప్రచురణ



సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం
యోగి వేమన విశ్వవిద్యాలయం, కడప.



సన్నెచోడుడు

(ఐమర్న వ్యాసాలు)

2019 ఏప్రిల్

ప్రతులు : 500

వెల : రూ. 100.00

ISBN : 978-81-926755-6-5

ప్రతులకు : సభ్య కార్యదర్శి మరియు రిజిస్ట్రార్,
సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం,
యోగివేమన విశ్వవిద్యాలయం,
1-1254, సి.పి. బ్రౌన్ రోడ్డు,
యర్రముక్కపల్లె, కడప - 516 004.
ఫోన్ : 08562-255517

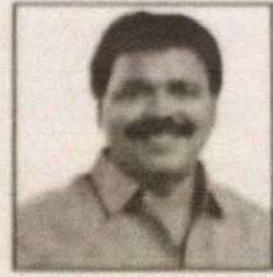
డి.టి.పి., కవర్ పేజ్ : బి. శివరామ్
శివరామ్ గ్రాఫిక్స్,
శ్రీపతి కాంప్లెక్స్, కడప.
సెల్ : 9959214299

ముద్రణ : ప్రకాష్ మల్టీ పవర్ ప్రింటర్స్
విజయవాడ.

డా. మూల మల్లికార్జున రెడ్డి

బాధ్యులు

సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం



నూతన పోకడలకు, సౌందర్యకల్పనలకు ఆద్యుడు

నన్నెచోడుడు

మనకు వెయ్యేళ్ల లిఖిత సాహిత్యముంది. ఈ వెయ్యేళ్ల సాహిత్య చరిత్రలో వైయస్సార్ కడప జిల్లా కవులు చేసిన కృషి సామాన్యమైంది కాదు. “అచట పుట్టిన చివురుకొమ్మైన చేవ” అని చెప్పిన “ఆంధ్రకవితా పితామహుడు” అల్లసాని పెద్దన సూక్తిని సార్థకం చేస్తూ ఈ గడ్డ మీద ఎంతోమంది కవులు, పండితులు, అవధానులు, సాహిత్య విమర్శకులు జన్మించి జిల్లా సారస్వతానికి చిరయశస్సు నార్జించి పెట్టారు.

తెలుగులో మొదటి కవిరాజైన కుమార సంభవకర్త నన్నెచోడుడు, విజయ నగర రాజుల తొలికవి, నవీణగుణసనాథుడు, ఉత్తర హరివంశకర్తయైన నాచన సోముడు, తొలిప్రబంధకర్తయైన అల్లసాని పెద్దన - ఈ ముగ్గురు ఈ జిల్లా ప్రాచీన కవుల్లో అగ్రగణ్యులు, ప్రాతఃస్మరణీయులు.

ఓ రోజు ఆచార్య రాచపాళెం చంద్రశేఖరరెడ్డిగారు, మల్లీ! విశ్వనాథ సత్యనారాయణ, కాశీభట్ల బ్రహ్మయ్య శాస్త్రి, కేతవరపు వేంకటశాస్త్రి, దివాకర్ల వేంకటావధాని, నడకుదుటి వీరరాజు, వేటూరి ప్రభాకరశాస్త్రి, ఆరుద్ర, సి. నారాయణ రెడ్డి వంటి ప్రసిద్ధ సాహితీవేత్తలు, చరిత్రకారులు చాలామంది కడప జిల్లా ప్రాచీనకవులపై రచించిన గొప్ప విమర్శా వ్యాసాలు భారతి, ఆంధ్రసాహిత్య పరిషత్పత్రిక మొదలైన పత్రికల్లో అచ్చయ్యాయి. వాటినన్నింటిని సేకరించి ఒక కవి మీద ఒక విమర్శ గ్రంథాన్ని యోగివేమన విశ్వవిద్యాలయం ఆధ్వర్యంలోని సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం ద్వారా ప్రచురిస్తే సాహిత్య విద్యార్థులకు ముఖ్యంగా పరిశోధకులకు చాలా ఉపయోగకరంగా ఉంటుందని అన్నారు.

x	CONTENTS	
33.2 C ₄ and Crassulacean Acid Metabolism: Similarities and Differences 33.3 Environmental Cues Controlling C ₄ and Crassulacean Acid Metabolism 33.4 Stress Signaling Networks Controlling C ₄ and Crassulacean Acid Metabolism 33.5 C ₄ /Crassulacean Acid Metabolism Compatibility 33.6 Engineering C ₄ and Crassulacean Acid Metabolism: Challenges and Possibilities 33.7 Concluding Remarks Acknowledgments References Further Reading	518 522 524 525	34.7 Histidine Kinases 542 34.8 Genomics Efforts in Plant Protein Kinase Towards Crop Improvement 542 34.9 Conclusions 543 References 543 Further Reading 547
34. Protein Kinases and Phosphatases in Stress Transduction: Role in Crop Improvement	527 528 528 532	35. Nanoparticles and Abiotic Stress Tolerance in Plants: Synthesis, Action, and Signaling Mechanisms SYED UZMA JALIL AND MOHAMMAD ISRAIL ANSARI
THAMMINENI CHAKRADHAR, RAMESHA A. REDDY AND THUMMALA CHANDRASEKHAR	533 537 537 539 541 542	35.1 Introduction 549 35.2 Plant and Abiotic Stress 551 35.3 Mode of Action of Nanomaterials Under Abiotic Stresses 552 35.4 Signaling Mechanism of Nanoparticles During Abiotic Stress Conditions 555 35.5 Conclusion 557 References 557 Further Reading 561 Index 563

Protein Kinases and Phosphatases in Stress Transduction: Role in Crop Improvement

Thammineni Chakradhar¹, Ramesha A. Reddy² and
Thummala Chandrasekhar³

¹Thakora Crop Sciences Pvt. Ltd., Anantapur, Andhra Pradesh, India

²Seri-Biotech Research Laboratory, Central Silk Board, Bangalore, Karnataka, India

³Department of Environmental Sciences, Yogi Vemana University, Kadapa, Andhra Pradesh, India

OUTLINE

34.1 Introduction	533	34.5 Sucrose Nonfermenting 1-Related Protein Kinases	541
34.2 Receptors Like Kinases	537	34.6 Diacylglycerol Kinases	542
34.3 Mitogen Activated Protein Kinases	537	34.7 Histidine Kinases	542
34.3.1 MAPKKKs	538	34.8 Genomics Efforts in Plant Protein Kinase Towards Crop Improvement	542
34.3.2 MAPKKs	538	34.9 Conclusions	543
34.3.3 MAPKs	538	References	543
34.4 Calcium Kinases	539	Further Reading	547
34.4.1 Calcium-Dependent Protein Kinases	539		
34.4.2 Calcineurin B-Like Proteins and CBL-Interacting Protein Kinases:	540		
34.4.3 CDPK-Regulated Protein Kinases	541		

34.1 INTRODUCTION

Due to their sessile nature, plants are exposed to various kinds of adverse environmental cues. This has makes the plant cell evolve with different signaling enzymes/molecules that can perceive environmental stimuli, transduce across membranes and cytoplasm, interact with regulatory elements in the genome, and

finally elicit appropriate adaptive response. The majority of these signaling enzymes belong to kinase group. Plant protein kinases are a class of enzymes that catalyze phosphorylation of functional proteins through which signal cascades transduce. Protein kinases are mainly constituted of a larger group of phosphoryl-transferases that transfer the terminal phosphate from ATP to the substrate protein. Protein phosphorylation

HIGHER EDUCATION IN INDIA

ISSUES & CHALLENGES

About the Editor



Dr. T. Sudarsana Reddy is working as an Assistant Professor in the Department of Economics, **Yogi Vemana University**, Kadapa, Andhra Pradesh. He did M.A (Economics) from the Department of Economics, Andhra University, Visakhapatnam. Dr. Reddy completed his M.Ed from the Department of Education, Osmania University, Hyderabad. He obtained his M.Phil and Ph.D from Dr.B.R.Ambedkar Open University through the Centre for Economic and Social Studies (CESS), Hyderabad. Dr. Reddy has been teaching Economics of Education, Public Economics, Development Economics, etc, for the post graduate students at the university level. He engages himself in active research in the field of Economics of Education. Dr. Reddy did a UGC Major Research Project. Dr. Reddy organized two National Seminars and a Workshop. He authored a book entitled "Comparative Secondary Education". Besides, contributing to and participating in State, National and International Conferences/ Seminars/ Workshops. He has published several articles in the National and International Journals and, Edited Books. Dr. Reddy served as a Member, Board of Studies both at UG and PG courses for Degree Colleges and Universities.

About the Book

This book is a compendium of papers presented in the seminar on "Higher Education in India: Issues and Challenges". The present book is structured in three parts. First part discusses the papers on costs, financing and privatisation of higher education. The second part highlights the access, equity and quality of higher education in India. The third part discusses the various issues and challenges in Higher Education in India. This book is very useful for Researchers, Academicians and Policy Makers.


PARAMOUNT
PUBLISHING HOUSE

₹1250.00
ISBN 978-93-88808-58-3

9 789388 808583 >

TRENDS IN FOREIGN EXTERNAL FLOWS TO INDIA WITH
SPECIAL REFERENCE TO OVERSEAS REMITTANCES

381

N Ganesh Nalk,

Assistant Professor, Department of Economics
Yogi Vemana University of Kadapa, Andhra Pradesh

Abstract

In recent years, international labour migration has become one of the most important social, economic and political issues around the world. This growing interest is not only due to steady spread of this phenomenon but also its developmental impact for both countries of labour sending and receiving. Secondly, these impacts are likely to occur at the country, community, family and individual levels. As such there is revival in interest in migrant remittances is largely due to the sheer size these flows have acquired in recent years. At macro level remittances increases foreign currency reserves of labour originating country, which enables a country to pay for imports and repay foreign debt. In addition, too great a volume of remittances can result in currency appreciation, which may affect the competitiveness of exports. At micro level, remittances increases standard of living, smoothen consumption and alleviates liquidity constraints. In general, remittances are international remittances are transfers made by the migrant from destination countries in which they are employed to persons of their country of origin, including cash and gifts for domestic purposes as well as charitable and other contributions by migrants.

Keywords: Remittances, Migration, Foreign Direct Investment, Overseas Development Assistance.

Research Objectives

The purpose of the paper is to look into the dynamics of global overseas remittances based on secondary data. This paper proceeds to understand the trends in overseas global remittances and presents the dynamics of remittances and its relative stability vis-à-vis other forms of external capital flows.

Global perspective of International Remittances

Migrant remittances have a significant role and implications for the development of labour origin countries. It is evident that developing countries are more beneficiaries of remittances than other sources of external flows (Samuel et.al. 2005). Total migrant remittances across the globe rose to US\$ 613 billion in 2017 from US\$ 69 billion in 1990. Remittances to developing countries increased manifold from 31 US\$ billions in 1990 to the extent of US\$ 466 billion migrant remittances in 2017, registering significant growth rate post liberalization and globalization period. World Bank remittances for 2016 reported that developing countries receive about 75 per cent of remittances from migrants around the world, which represent the single largest source of FDI, with exception to China and nearly thrice the financial aid of ODA in low income countries. The top recipients are usually large countries such as India

Migration and Education: Evidences from Nizamabad District of Telangana

N. Ganesh Naik

Assistant Professor, Department of Economics, Yogi Vemana University, Kadapa, AP

I. Introduction

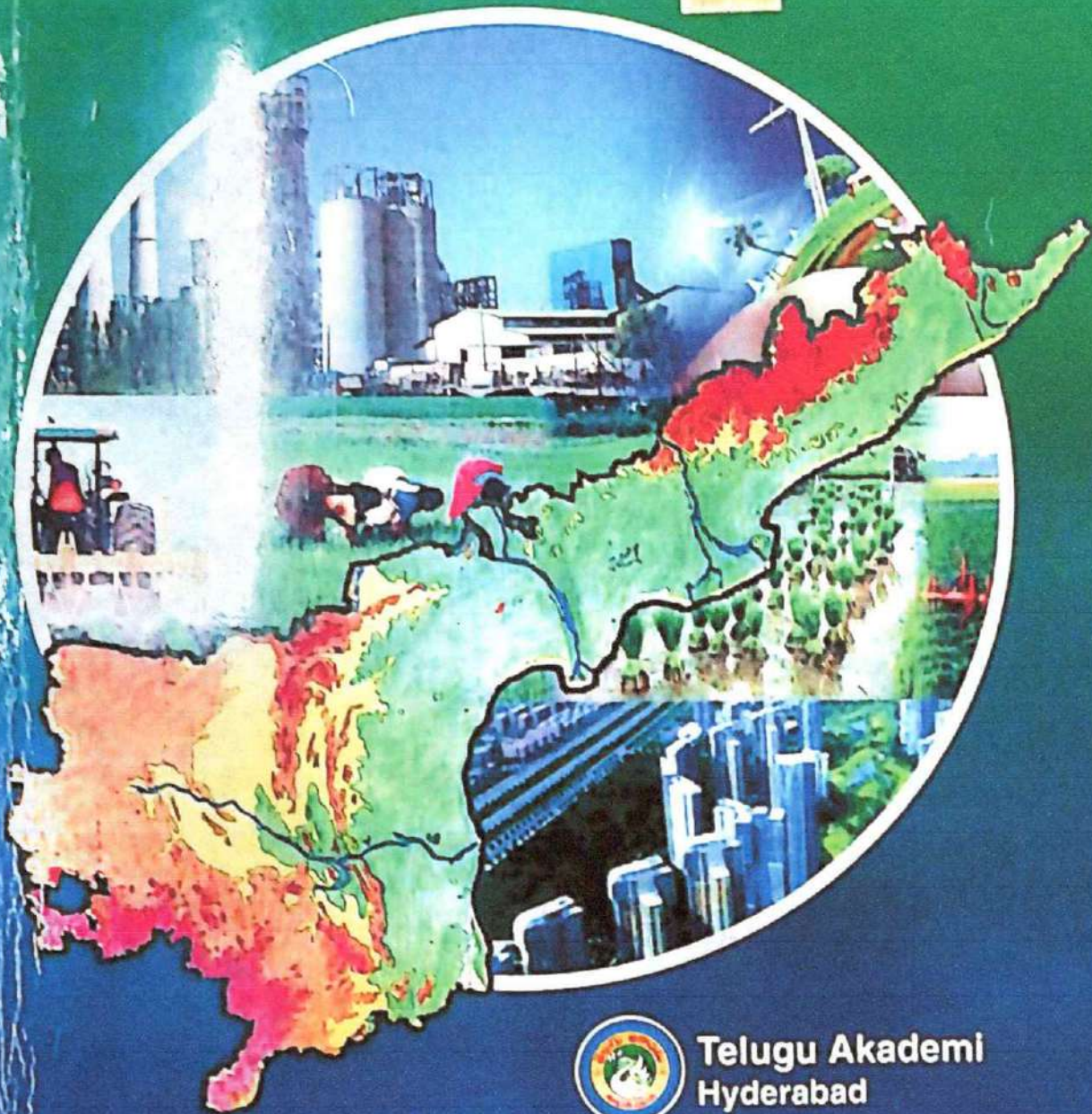
Human migration is one of the most important aspects of social sciences. Uneven distribution of population and resources, unbalanced utilization of resources and variation in economic and cultural developments has influenced the mobility of man from one region to another. Certain areas were choice centers of habitation, where people were attracted from various countries and continents. Certain areas attracted the local population only. (Sinha, 1987.).

At present, most countries of the world are affected by international labour mobility, as either receiving, sending or transit countries. According to the World Bank, an estimated 247 million people are currently living outside their country of origin, which accounts for 3.4 percent in global population (Migration and Remittances Fact Book, 2016). India is also one of the major contributors of this population as a country of origin, transit and destination in international migration (Guruchran, 2013).

II. Profile of Migrants from India

India is one of the leading manpower-exporting countries in the world, with more than thirty million Overseas Indian spread across the world from socially and economically diverse group of people (Ministry of External Affairs, 2016). Migrants from India have three major destination markets: English speaking industrial countries, including Australia, Canada, the United Kingdom, and the United States; Gulf countries, such as Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates; and Southeast Asian countries, including Indonesia, Malaysia, Singapore, and Thailand. In the case of Middle Eastern and Southeast Asian countries, migration often is temporary, while it tends to be more permanent in the case of the industrial countries. According to a 1979 Indian Ministry of External Affairs estimate the number of persons of Indian extraction residing abroad was 10.7 million (Weiner 1982). This number represented merely 1.6 % of the national population at that time. Rising to 2% Indian population at 20 million out of 1 billion in 2001 was impressive and further rose to 2.47 percent in 2016. Indian Overseas Population reached 30 million population comprising of 58 percent of People of Indian Origin (POI), and remaining 42 percent of Non-Resident Indians (NRIs) as per estimates of Ministry of External Affairs (MEA, 2016). India being largest contributor of emigrant population as a country of origin, transit and destination (Gurucharan, 2013) and top remittance receiver in the world

Andhra Pradesh **REGIONAL GEOGRAPHY**



Telugu Akademi
Hyderabad

హిమాలయ భౌగోళికం

PHYSICAL GEOGRAPHY



Printed, Published & Distributed by
TELUGU AKADEMI
Himayathnagar, Hyderabad
email: info@teluguacademy.net
web: www.teluguacademy.net

ISBN 818180599-2



9 788180 599002

For Competitive Exams

Andhra Pradesh Regional Geography

AUTHORS

Dr. P. Padmanabha Rao

Associate Professor (Retd.)
CESS, Begumpet
Hyderabad

Dr. N. Chandrayudu

Associate Professor, Department of Geography
Sri Venkateswara University
Tirupati

Dr. T. Shiva Pratap

Assistant Professor (Geography)
Department of Earth Science
Yogi Vemana University
YSR Kadapa

Dr. Mohd Akhter Ali

Assistant Professor
Department of Geography
Osmania University
Hyderabad

Dr. Anand Gopagani

Assistant Professor (G)
Department of Geography
Osmania University
Hyderabad

Dr. D. Chandra Shekhar Reddy

Post Doctoral Fellow
Department of Geography
Sri Venkateswara University
Tirupati

EDITOR

Prof. A. Kamalakar Reddy

Professor (Retd.)
Department of Geography
Osmania University
Hyderabad



Telugu Akademi
Hyderabad

Bandi Muralidhara Reddy / V. Sunitha

Geochemistry and Health Impact of Fluoride in Groundwater in parts of Anantapur District, Andhra Pradesh

Scientific Essay

INTERNATIONAL JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH

(ISSN: 2349-5162)

(JETIR www.jetir.org)

Submit Your Manuscript/Papers

To

editor@jetir.org

Or

www.jetir.org

ISSN : 2349-5162



9 772349 516207

www.jetir.org



MAMCET



MAMBS

M.A.M.
B-SCHOOL
THIRUCHIRAPPALLI

**3rd NATIONAL CONFERENCE ON
APPLICATIONS OF MANAGEMENT RESEARCH IN
SOCIAL SCIENCE, ENGINEERING AND TECHNOLOGY**

CONFERENCE PROCEEDINGS
NCAMRSSET 2019

Volume 2



CONTENT

Sl.No.	Paper Details	Page No.
1	Facilitation to Foreign Investment in Indian Capital Markets - <i>Mr. Kumaraswamy Manepalli</i>	1
2	Effectiveness of Digital Marketing in the Challenging Era - <i>Ms. Niha Asif</i>	5
3	Impact of Mobile Banking in Online Payments on Customers in Chennai - <i>Mr. R.Sivabalan</i>	9
4	Indian Financial Sector – An Overview - <i>Dr.V.Dheenadhayalan</i>	13
5	Investors Behavior of Mutual Fund Investment “A Study with Special Reference to Coimbatore City” - <i>Dr. S. Balusamy & Mr. J. Baranitharan</i>	17
6	A study on Stress Management among the Employees of Cameo Corporate Private Limited. (BPO) – Chennai. - <i>Prof.T.Mahesvaran</i>	20
7	A Study On Effectiveness Of The E-Recruitment And Selection Process At Software Industry - <i>Ms. S.Rajeshwari & Mr.T.Prakash</i>	23
8	Impact of Digital India Among Rural People - <i>Dr.S.Pavithra & Dr.N.V.Poovendhiran</i>	26
9	A Study On Employee Motivational Practice With Special Reference To Jothi Malleables, Trichy. - <i>Dr. J. Rajesh & Ms. G. Abirami</i>	31
10	Consumer Buyer Behavior at Point of Purchase - <i>Ms. Sathya Aarthi.R</i>	35
11	E-Commerce - <i>G. Packialakshmi</i>	39
12	Demonetization: A Boon or a Bane to Indian Economy - <i>Dr.Subba Rayudu Thunga & Mr.Rajesh Pasala</i>	43
13	An Impression on Researching Employee Engagement - <i>Ms. Sunaina Reddivari</i>	48
14	A Study on Importance of Digital Marketing in North Bihar - <i>Dr. Gopal Thakur</i>	54
15	Occupational Stress in Banking Sector - <i>Dr. M. Santhi & Dr.P. Kesavulu</i>	58
16	Performance Analysis of ELSS Mutual Funds -A Case Study of Principal Tax Savings Fund Scheme - <i>Mr. B. Ashok & Dr. G. Haranath</i>	62
17	Performance Analysis of Indian Mutual Fund with Special Reference to Sundaram Rural And Consumption Fund Growth Plan Scheme - <i>Mr. A. Mallikarjuna & Dr. S. Raghunatha Reddy</i>	67
18	The Role of Mobile Application in Business - <i>Ms.S.Vijaya Iswariya Lakshmi & Mr.M.Solomon Vimal Raj</i>	71
19	Leadership is an Influence Factor - <i>Dr.B.Charwak</i>	73
20	E-Marketing in India-Trends and Challenges - <i>Ms. K. Kanimozhi & Dr. B. Revathy</i>	77

PERFORMANCE ANALYSIS OF INDIAN MUTUAL FUND WITH SPECIAL REFERENCE TO SUNDARAM RURAL AND CONSUMPTION FUND GROWTH PLAN SCHEME

Mr. A. Mallikarjuna
Research Scholar

Department of Management Studies,
Rayalaseema University, Kurnool

Dr. S. Raghunatha Reddy

Professor, Department of Commerce,
Yogi Vemana University, Kadapa

Introduction

Mutual funds play an extremely crucial role in Indian economy. The mutual fund industry has emerged as the most dynamic segment of the Indian financial system. There are number of schemes offered by various mutual fund houses. In the equity diversified sector the Sundaram Rural and Consumption fund Growth Plan Scheme is selected for the performance analysis.

Review of Literature

There are number of studies on performance evaluation of mutual funds schemes such as Block & French (2000) et.al, Dhanda et.al., Kumar and Devi Rama, Gohar et.al., Prince and Bacon, Debashish, Guha, JagrooTimotj et.al, PanwarSharad and Madhumathi, Noulas et.al., Ravindram, Shukla and Singh etc., the researchers have analysed the schemes with single market index. The analysis may give different results if compared to two or more market indices. In the present study Sundaram Rural and Consumption fund Growth Plan

Scheme is chosen and compared with 4 market indices such as Nifty, Nifty Next 50, Nifty 100, and Nifty 200.

Objectives of the study

The objective of the research is to study the risk - return of Sundaram Rural and Consumption fund Growth Plan Scheme and compared against the benchmark market and also to examine the degree of correlation that exists between fund and market return.

Research Methodology

The period of the study is from January 2008 to December 2017. There are number of equity diversified schemes. The Sundaram Rural and Consumption fund Growth Plan Scheme is selected for the case study. The study has used secondary data. Monthly Net Asset Value of the Sundaram Rural and Consumption fund Growth Plan Scheme along with monthly closing index values of the benchmark market indices are taken from the official websites of National Stock Exchange. The performance analysis is done by calculating return on portfolio of the Sundaram Rural and Consumption fund Growth Plan Scheme, return of the market indices Nifty, Nifty Next 50, Nifty 100, Nifty 200, beta, standard deviation of the portfolio of the scheme and market indices, Sharpe ratio of the scheme and market indices, Treynor ratio, Jensen, Fama, Franco Modigliani and Lea Modigliani and Correlation-squared. The limitation of the

Women Empowerment

Leadership and Socio-Cultural Dimensions



KVJ. Prof. Dr. R. Ganesan

Dr. G. Vijaya Bharathi

Dr. S. Anila

Dr. R. Kumudha



Karma Veer Jyoti. Professor, Dr. R. Ganesan earned his doctorate from the reputed IIT Delhi. He possesses more than two decades of research experience in the field of entrepreneurship and management. He has 70 research contributions to his credit, which are published in refereed and indexed journals, books, book chapters, monographs and conferences. He has delivered more than 100 sessions on Research and Development, Entrepreneurship, Managerial Skills etc. across the nation. He is serving as the editorial member, programme committee members and reviewer for numerous refereed journals and indexed conferences across the globe. He has edited more than 350 research transformational services through upbringing entrepreneurship development, he has been conferred with the prestigious title Karma Veer Jyoti and bestowed with Golden Candle Award in the Global Awards 2014-15 by Indian Confederation of Non-Governmental Organizations (iCONGO), New Delhi, India on 22nd March 2015. He is currently serving as the Professor and Chairman of the renowned National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu, India.



Dr. Gali Vijaya Bharathi received her doctorate in Banking and Finance from S.V. University, Tirupati, Andhra Pradesh. She has a rich and successful career in teaching, research record and has published more than 45 research contributions to her credit, which includes publications in refereed and indexed journals, books, book chapters and conferences at international and national levels. She has presented more than 72 papers in various national and international seminars. Her major thrust areas of research include Banking and Finance, Women Entrepreneurship, Rural Development and Marketing. She is the recipient of the coveted Senior Educator and Scholar Award from the renowned National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu in the 6th National Women's Day Awards on 8th March 2019. She is currently working as Assistant Professor and Coordinator to the Department of Commerce, Yogi Vemana University, Andhra Pradesh, India.



Dr. Anila has completed her Bachelors' in Electronics and Communication Engineering from Bharathidasan University followed by Masters' in Applied Electronics from Government College of Technology, Coimbatore and earned her PhD in Digital Image Processing from the reputed Anna University, Chennai. She possesses more than two decades of teaching experience. She is a recognized supervisor of Anna University, Chennai. She has published numerous technical papers in various national and international journals. She has chaired many sessions in seminars and conferences at national and international levels. She has received Dr. Radhakrishnan award for academic excellence from SRIT Alumni Association on January 2015 for her outstanding academics. She is the recipient of the coveted Distinguished Educator and Scholar Award from the renowned National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu in the 6th National Women's Day Awards on 8th March 2019. She is currently working as the Associate Professor in the Department of Electronics and Communication Engineering at Sri Ramakrishna Institute of Technology (SRIT), Coimbatore, Tamil Nadu, India.



Dr. R. Kumudha holds Bachelor of Law from Government Law College, Coimbatore. She has done her Masters in Law in Criminal Law and Criminal Justice Administration with 1st rank from the reputed Tamil Nadu Dr. Ambedkar Law University, Chennai and earned her PhD in Law from Dr. Ambedkar Government Law College affiliated to Pondicherry University, Puducherry. Also, she has completed her Post Graduate Diploma in Intellectual Property Rights Law from National Law School of India University, Bengaluru, Karnataka. She was formerly an advocate at Perundurai Sub-Courts and Erode District Court. She has published research papers, books and book chapters to her credit at national and international levels. She is serving as the editorial member for numerous indexed journals. She is the recipient of the coveted Young Educator and Scholar Award from the renowned National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu in the 6th National Women's Day Awards on 8th March 2019. She is currently serving as the Assistant Professor in Government Law College, Coimbatore, Tamil Nadu, India.

₹ 600



Bonfring,

309, 5th Street Extension, Gandhipuram,
Coimbatore - 641 012, Tamilnadu, India.

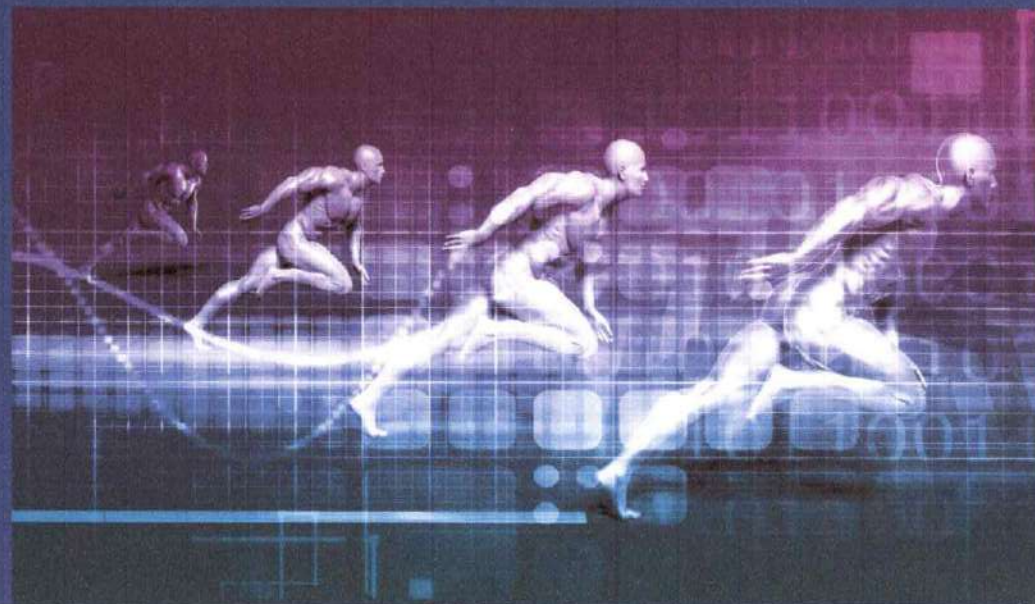
E-mail: info@bonfring.org

Website: www.bonfring.org



Leadership cannot be defined with particular statement because the leadership changes with different situations. So, leadership can be religious leadership, political leadership, community leadership, leadership of campaigning groups, etc. depending on the situation.

The role of leadership is very critical in building an organization but the concept of leadership is poorly understood or completely misunderstood by the management. It implies making the relationship with people and exercising over the time within organization, agency, institution or a community.



Peram Venkata Nagarjuna Reddy
Gundluru Haranath



Dr. Peram Venkata Nagarjuna Reddy, M.Com.,
M.B.A., Ph.D.
Dr. Gundluru Haranath, M.Com., M.B.A., Ph.D.



978-620-0-46657-0

Nagarjuna Reddy, Haranath

A Comparative Study Of Leadership Perspectives

A Case Study Of Bharathi Cement Corporation
Private Limited And Zuari Cement Limited

LAP
LAMBERT
Academic Publishing

102
101

Twentieth century has witnessed several theories on leadership which is a complex concept having a bearing on motivation, morale, organizational climate, human relations, and communication. The ability to influence people in a group is indispensable in organizations. Beginning with scientific management the evolutionary process of leadership can be traced with three theories viz., trait theory, behavioural theory and contingency theory.



Peram Venkata Nagarjuna Reddy
Gundluru Haranath



Dr. Peram Venkata Nagarjuna Reddy, M.Com.,
M.B.A., Ph.D.
Dr. Gundluru Haranath, M.Com., M.B.A., Ph.D.



978-620-0-45614-4

Nagarjuna Reddy, Haranath

Leadership Perspectives

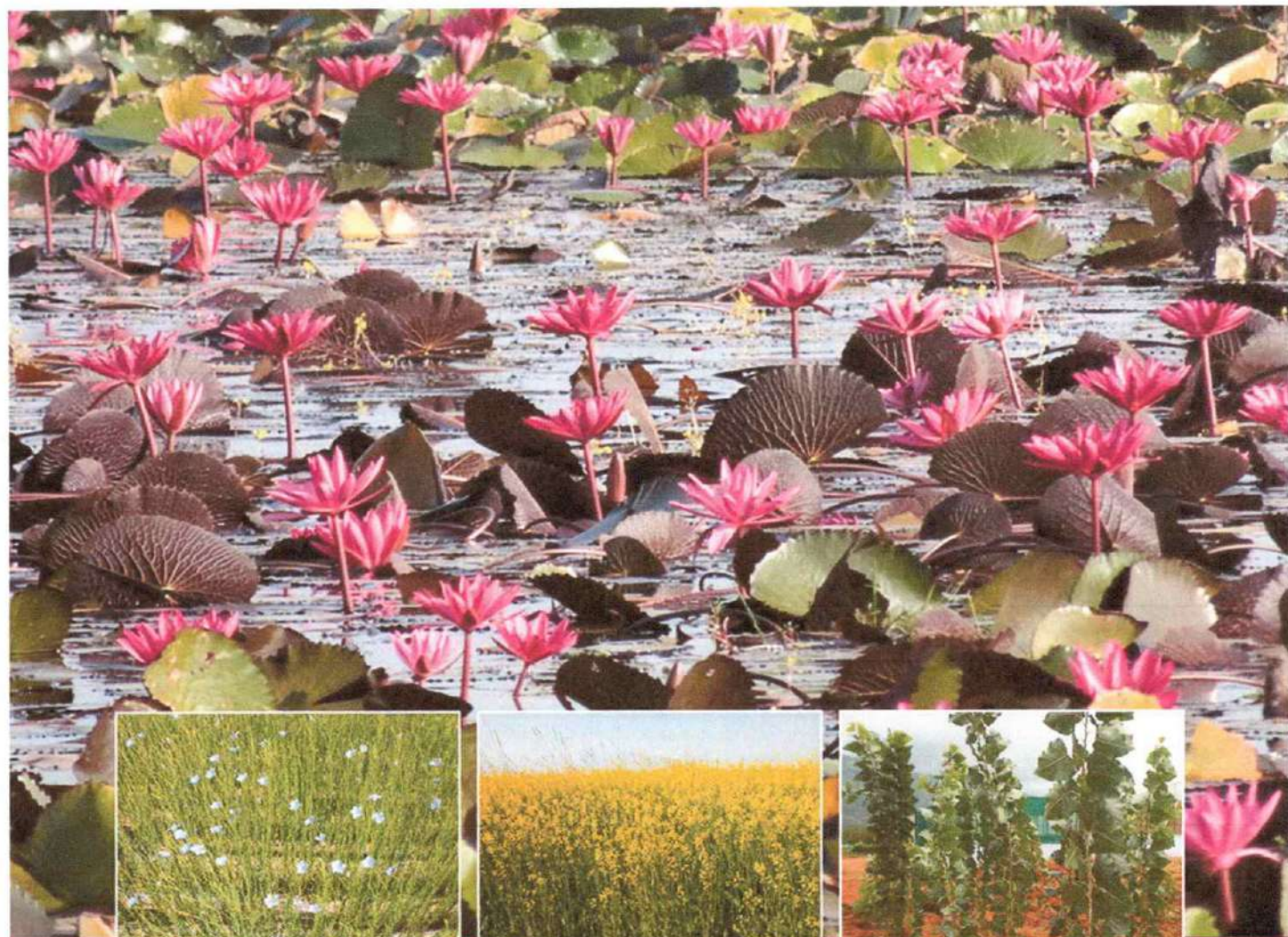
A Case Study Of Bharathi Cement Corporation
Private Limited



LAMBERT
Academic Publishing

101

102



Transgenic Plant Technology for Remediation of Toxic Metals and Metalloids

Edited by
Majeti Narasimha Vara Prasad



Academic Press is an imprint of Elsevier
125 London Wall, London EC2Y 5AS, United Kingdom
525 B Street, Suite 1650, San Diego, CA 92101, United States
50 Hampshire Street, 5th Floor, Cambridge, MA 02139, United States
The Boulevard, Langford Lane, Kidlington, Oxford OX5 1GB, United Kingdom

Copyright © 2019 Elsevier Inc. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any information storage and retrieval system, without permission in writing from the publisher. Details on how to seek permission, further information about the Publisher's permissions policies and our arrangements with organizations such as the Copyright Clearance Center and the Copyright Licensing Agency, can be found at our website: www.elsevier.com/permissions.

This book and the individual contributions contained in it are protected under copyright by the Publisher (other than as may be noted herein).

Notices

Knowledge and best practice in this field are constantly changing. As new research and experience broaden our understanding, changes in research methods, professional practices, or medical treatment may become necessary.

Practitioners and researchers must always rely on their own experience and knowledge in evaluating and using any information, methods, compounds, or experiments described herein. In using such information or methods they should be mindful of their own safety and the safety of others, including parties for whom they have a professional responsibility.

To the fullest extent of the law, neither the Publisher nor the authors, contributors, or editors, assume any liability for any injury and/or damage to persons or property as a matter of products liability, negligence or otherwise, or from any use or operation of any methods, products, instructions, or ideas contained in the material herein.

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: 978-0-12-814389-6

For Information on all Academic Press publications
visit our website at <https://www.elsevier.com/books-and-journals>



Working together
to grow libraries in
developing countries

www.elsevier.com • www.bookaid.org

Publisher: Andre Gerhard Wolff
Acquisition Editor: Nancy Maragioglio
Editorial Project Manager: Ruby Smith
Production Project Manager: Sreejith Viswanathan
Cover Designer: Christian Bilbow

Typeset by MPS Limited, Chennai, India

Transgenic Plants for Remediation of Radionuclides

Puli Chandra Obul Reddy^{*,1}, Kandi Suresh Raju^{*,1},
Konduru Sravani¹, Akila Chandra Sekhar¹ and
Malireddy Kodandarami Reddy²

¹Department of Botany, Yogi Vemana University, Kadapa, Andhra Pradesh, India, ²Crop Improvement, International Centre for Genetic Engineering and Biotechnology, New Delhi, India

10.1 INTRODUCTION

Radionuclides are the elements with high atomic number (> 83), and have unstable nuclei with superfluous energy; these metals transfer their excess of energy in the form of ionizing radiations such as gamma rays(s), subatomic, high speed alpha or beta particles to transform into a stable nuclide. In this process, the radionuclide endures radioactive decay. Two types of radionuclides exist: natural and artificial. Natural radionuclides exist in the earth's crust, including thorium-232, uranium-238, and potassium-40 (Tawalbeh et al., 2013). Besides, several anthropogenic activities also generate large number of artificial radionuclides, for instance tritium-3, carbon-13, strontium-90, technetium-99, iodine-129, cesium-137, neptunium-237, americium-241, and several isotopes of uranium and

plutonium (Hu et al., 2010). Similar to other heavy metals, radionuclides also not degraded in the environment. Therefore, contamination of soil, water, and sediments by radionuclides and other toxic metals have become a worldwide problem, affecting crop yields, soil biomass, and fertility. Bioaccumulation of radionuclides in the food chain cause serious health hazards.

10.2 SOURCES OF RADIONUCLIDES CONTAMINATION

Natural geological sources such as weathering of minerals, soil erosion, and volcanic eruptions and anthropogenic activities such as intensive mining, milling, production and testing of nuclear weapons, nuclear fuel cycles, research activities, burning of coal, use of

*Contributed equally.

6.4.2 Overcoming the Risks From Transgenes	121
6.4.3 The Way Forward	123
References	123
Further Reading	127

II

SUBJECT SPECIFIC STUDIES

7. Approaches for Genetic Improvement and Transformation of *Jatropha curcas* and *Ricinus communis* for Efficient Remediation of Toxic Metals and Metalloids

ALIYU AHMAD WARRA,
MAJETI NARASIMHA VARA PRASAD,
MUDDANURU TARAKESWARI AND Mulpuri Sujatha

7.1 Introduction	131
7.2 Molecular Biological Mechanisms and Genes Related to Metal Resistance in the Application of Transgenic Techniques	136
7.3 Heavy Metals Detoxification by Transgenic Plants	137
7.4 Genetically Improved and Transformed <i>J. curcas</i> and <i>R. Communis</i> Varieties for Remediation of Toxic Metals and Metalloids	137
7.5 Genetic Transformation of <i>R. Communis</i>	139
7.6 Genetic Engineering and Genetic Diversity Assessment for Enhanced Metal Tolerance	142
7.7 Experimental Protocols for Genetic Transformation of the <i>Jatropha</i> and Castor Plant Varieties	144
7.8 Experimented Transgenic Plants for Remediation of Toxic Metals	145
7.9 Transgenic <i>Jatropha</i> Varieties for Remediation of Toxic Metals and Metalloids	146
7.10 Transgenic <i>R. Communis</i> Varieties for Remediation of Toxic Metals and Metalloids	146
7.11 Conclusions	149
References	149

8. Transgenic Approach for Mercury Detoxification in Plants

BHUPINDER DHIR

8.1 Introduction	155
8.2 Mer Operon	156
8.2.1 TnMERII	157

8.3 Transformation of Plants Using mer Genes	157
8.3.1 merA and merB genes	157
8.4 Other Genes Used for Transformation of Plants	160
8.4.1 ppk Gene	160
8.5 Other Approaches for Remediation of Hg	160
8.6 Advances in Biotechnological Approaches for Getting Enhanced Expression of Genes	161
8.7 Conclusions	162
References	162
Further Reading	165

9. Transgenics for Arsenic and Chromium Phytoremediation

SARITA TIWARI AND BIJAYA KETAN SARANGI

9.1 Introduction	167
9.2 State-of-the-Art Technology for Arsenic and Chromium Phytoremediation in the Field	168
9.3 Know-How About Molecular Mechanism in Plants for Arsenic and Chromium Detoxification	170
9.3.1 Form of Inorganic Arsenic in Plants	170
9.3.2 Understanding Arsenic Metabolism Towards Development of Transgenics	171
9.3.3 Enzymatic and Nonenzymatic Antioxidant Response Against Arsenic Stress in Plants	174
9.4 Metabolism of Chromium in Plants	174
9.5 Background and Introduction to Techniques and Salient Protocols Using Specific Plants Systems	175
9.5.1 Transgenic Plant Techniques	175
9.5.2 Transgenic Plants for Alleviating Arsenic and Chromium Toxicity	176
9.6 Global Scenario of Successful Field Studies	179
9.7 Conclusion	180
References	180
Further Reading	185




10. Transgenic Plants for Remediation of Radionuclides

PULI CHANDRA OBUL REDDY, KANDI SURESH RAJU,
KONDURU SRAVANI, AKILA CHANDRA SESKHAR AND
MALIREDDY KODANDARAMI REDDY

10.1 Introduction	187
10.2 Sources of Radionuclides Contamination	187
10.2.1 Natural Geological Sources	188
10.2.2 Nuclear Weapons	188

 OPEN ACCESS PEER-REVIEWED EDITED VOLUME

Comparative Endocrinology of Animals

 View Chapters  Share  Cite

ACADEMIC EDITOR



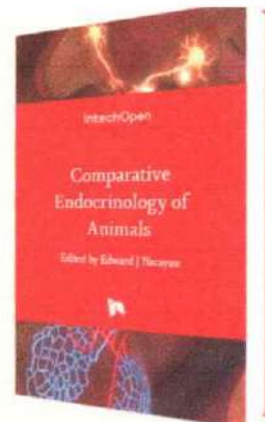
Edward J Narayan
University of Queensland

In this book, the editor has reviewed the scientific articles from a diverse group of scientists from around the world who actively participate in comparative endocrinology. Some of the important categories represented here are human health, aquaculture, wildlife conservation, and production animals. Eminent scientists write from their experience, providing an overview of the current information o...

[READ MORE](#)

[Order Print Copy](#)

[Recommend to Your Library](#)



BOOK METRICS OVERVIEW

5,679 Chapter Downloads

[View Full Metrics](#) →

PUBLISHED

July 31st, 2019

DOI

10.5772/intechopen.73427

ISBN

978-1-83881-194-5

PRINT ISBN

978-1-83880-396-4

EBOOK (PDF) ISBN

978-1-83881-195-2

COPYRIGHT YEAR

2019

NUMBER OF PAGES

Chapter

Endocrinology of Reproduction in Crustaceans

Ramachandra Reddy Pamuru

Abstract

Crustaceans have become the most popular proteinacious foods to meet the food demand of ever growing human population in the World. But, the culturing of crustacean species has many problems, including limited availability of quality seed. Out of all conventional methods practiced to increase seed of good quality and quantity, manipulation of the endocrine system of brood stock is found to be one of the best methods. Regulation of crustacean reproduction is under the control of many hormones and factors. The eyestalk hormones, namely gonad/vitellogenin-inhibiting hormone (VIH) and mandibular organ inhibiting hormone (MOIH) show negative effects on maturation, whereas the other eyestalk hormones show mixed effects on maturation. The non-eyestalk hormones namely gonad stimulating hormone (GSH), methyl farnesoate (MF) and ecdysteroids are ovarian maturation inducers in crustaceans. The pros and cons of endocrine manipulation in crustaceans are discussed in this chapter.

Keywords: crustaceans, endocrine hormones, regulation of reproduction

1. Introduction

Crustaceans, a major group of animals which serve as food for humans and animals come under phylum Arthropoda. There are about 45,000 crustacean species distributed throughout the World. The crab, marine shrimps, crayfishes, lobsters and freshwater prawns are edible and they belong to crustacea. This group of animals is free-living and the habitat of most of them is freshwater or marine, where few of them are semi terrestrial. Edible crustaceans have lots of importance because of its role in acting as rich protein food, sustainability in culturing and trading. They possess significant economic value in Nations of developing which undoubtedly provide food security in both the production and transportation to within and to other Nations. The acceptance of crustacean food in World has also increased due to its softness, flavor, easy digestion and numerous health benefits due to the presence of protein, minerals and vitamins which are known to prevent a range of diseases. The seafood, especially crustacean proteinacious food is famous in many countries and has its own demand. Most of crustacean food is produced in China and other Asian countries. The fresh, the frozen and the snacks are different forms of crustacean food available throughout the World, supplied from the food industry. Besides food industry, other major industries that use crustaceans are pharmaceutical and cosmetic industries. The crustacean pigments and natural compounds of shell are holding high value in the cosmetic industry. Globally, the edible crustacean production is about 10 million tons per year through fisheries

Acknowledgements

Author is great full to Prof. P. Sreenivasula Reddy encouragement guidance in successful completion of this Chapter.

Conflict of interest

Authors declare no conflict of interest.


Author details

Ramachandra Reddy Pamuru

Department of Biochemistry, **Yogi Vemana University**, Kadapa, Andhra Pradesh, India

*Address all correspondence to: reddyprbiotech@gmail.com

IntechOpen

© 2019 The Author(s). Licensee **IntechOpen**. This chapter is distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/3.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. 

98 76

Despite the growing magnitude of shellfish aquaculture in a worldwide context, explicit study on crab endocrinology in terms of growth and reproduction is lagging behind. It is necessary to modify the methods of crab culture to increase seed thereby protein production for enlarging human population. The crab *O. senex senex*, selected as a test animal due to its year-round availability, well known physiology and is popularly known as "poor man's protein". Endocrine manipulation of reproduction in crab can provide sufficient amount of seed for aquaculture. Hence the present work mainly concerns with the isolation and characterization of vitellogenin gene in crab and its regulation by different selected endocrine modulators. Among the tested endocrine modulators, methyl farnesoate is found the best to manipulate crustacean reproduction. This book presents a humble effort by the authors towards a better indulgent of the selected endocrine modulators on reproduction in crab and it provides a basis for further studies to promote reproduction and production of sufficient amount of seed with high potential to survive thereby protein from edible crustacean species.

Manipulation of reproduction in crab



Srinivasa Reddy Buchhi
Ramachandra Reddy Pamuru
Naveen Ponneri

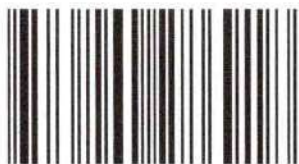


Dr. Reddy PR: Obtained MSc, PhD from SVU, Tirupati, AP, India. VATAAT-Post doctoral fellow at Life Sci, BGU, Israel (2006-07). UGC-Raman Fellow at PSU, USA (2016-17). Working as Asst. Prof. in Biochemistry, YVU, Kadapa-516005, AP, India. Core research in Crustacean Molecular Endocrinology. Teaching-12Y; Research-17Y. Employer: Registrar, YVU.

Reddy Buchhi, Reddy Pamuru, Ponneri

Regulation of vitellogenesis in crab *Oziothelphusa senex senex*

Role of endocrine modulators



978-620-0-28691-8

LAP
LAMBERT
Academic Publishing

Imprint

Any brand names and product names mentioned in this book are subject to trademark, brand or patent protection and are trademarks or registered trademarks of their respective holders. The use of brand names, product names, common names, trade names, product descriptions etc. even without a particular marking in this work is in no way to be construed to mean that such names may be regarded as unrestricted in respect of trademark and brand protection legislation and could thus be used by anyone.

Cover image: www.ingimage.com

Publisher:

LAP LAMBERT Academic Publishing

is a trademark of

International Book Market Service Ltd., member of OmniScriptum Publishing Group

17 Meldrum Street, Beau Bassin 71504, Mauritius

Printed at: see last page

ISBN: 978-620-0-28691-8

Copyright © Srinivasa Reddy Buchhi, Ramachandra Reddy Pamuru, Naveen Ponneri

Copyright © **2019** International Book Market Service Ltd., member of OmniScriptum Publishing Group

FOR AUTHOR USE ONLY

CHAPTER 12

Pancreatic cancer chemoprevention: a review on molecular pathways involved in carcinogenesis and targeting with terpenoids, and new potential antitumor drugs

Sarojamma Vemula¹, Manoj K. Gupta²,

Venkat R. Arva Tatireddygar³, Ramakrishna Vadde²

¹Department of Microbiology, Sri Venkateswara Medical College, Tirupathi, India; ²Department of Biotechnology and Bioinformatics, Yogi Vemana University, Kadapa, India; ³Department of Zoology, Yogi Vemana University, Kadapa, India

Abstract

Pancreatic cancer spreads silently before it is diagnosed, which makes the cancer deadly and difficult to treat. Lowest survival rate alarms to develop low toxicity and high-efficiency agents to prevent pancreatic cancer at early stages. Drugs used to suppress the growth of cancer have great potential for future therapies. This review emphasizes modifications in signaling pathways responsible for carcinogenesis in the pancreas and identifies target sites for chemopreventive agents. Nature is a rich source of molecules for anticancer drug discovery. Several synthetic and natural compounds have been evaluated individually or in combination for their efficiency in cellular and animal models and their detected enhanced effect by targeting at various steps in signaling cascades controlling proliferation, apoptosis, and survival. Although the anticancer efficacy of terpenoids, particularly those included in this review, is encouraging, insightful anticancer studies in this field remain limited. Initial preclinical trials undertaken for some chemopreventive agents against pancreatic cancer have given promising results through their pancreatic carcinogenesis inhibition. If future investigations study the efficiency of terpenoids against pancreatic cancer, singly or in combination, and the same effects are translated from benchwork to clinical applications, these terpenoids might be used in therapies.

Keywords: Chemopreventive agents; Pancreas carcinogenesis; Pathogenesis; Terpenes; Terpenoids.

G.P. Nagaraju, S. Ahmad (eds.)

Therapeutic Approach for Pancreatic Cancer

ISBN 978-0-12-819457-7

<https://doi.org/10.1016/B978-0-12-819457-7.00012-8>

Copyright © 2019 Elsevier Inc.

All rights reserved.

245

Therapeutic Approach for Pancreatic Cancer, First Edition, 2019, 245–261

96

2011



NANOTECHNOLOGY IN BIOLOGY AND MEDICINE

RESEARCH ADVANCEMENTS AND FUTURE PERSPECTIVES

Edited by

Pradipta Ranjan Rauta, Yugal Kishore Mohanta, and Debasis Nayak



CRC Press
Taylor & Francis Group

CRC Press

Taylor & Francis Group
6000 Broken Sound Parkway NW, Suite 300
Boca Raton, FL 33487-2742

© 2020 by Taylor & Francis Group, LLC

CRC Press is an imprint of Taylor & Francis Group, an Informa business

No claim to original U.S. Government works

Printed on acid-free paper

International Standard Book Number-13: 978-0-367-20050-3 (Hardback)

This book contains information obtained from authentic and highly regarded sources. Reasonable efforts have been made to publish reliable data and information, but the author and publisher cannot assume responsibility for the validity of all materials or the consequences of their use. The authors and publishers have attempted to trace the copyright holders of all material reproduced in this publication and apologize to copyright holders if permission to publish in this form has not been obtained. If any copyright material has not been acknowledged please write and let us know so we may rectify in any future reprint.

Except as permitted under U.S. Copyright Law, no part of this book may be reprinted, reproduced, transmitted, or utilized in any form by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying, microfilming, and recording, or in any information storage or retrieval system, without written permission from the publishers.

For permission to photocopy or use material electronically from this work, please access www.copyright.com (<http://www.copyright.com/>) or contact the Copyright Clearance Center, Inc. (CCC), 222 Rosewood Drive, Danvers, MA 01923, 978-750-8400. CCC is a not-for-profit organization that provides licenses and registration for a variety of users. For organizations that have been granted a photocopy license by the CCC, a separate system of payment has been arranged.

Trademark Notice: Product or corporate names may be trademarks or registered trademarks, and are used only for identification and explanation without intent to infringe.

Visit the Taylor & Francis Web site at
<http://www.taylorandfrancis.com>

and the CRC Press Web site at
<http://www.crcpress.com>

SECTION 3 Nano Biotechnology in Health Care/Therapeutic Applications

Chapter 9	Nanomedicine for Wound Healing: Challenges and Future Perspectives	115
	<i>Sourav Das, Papia Basu Thakur, Aparna Harri, Manali Bagade, and Chitta Ranjan Patra</i>	
Chapter 10	Recent Advancements on Nano-Based Drug Delivery System for Targeted Cancer Therapy	133
	<i>Arindam Pramanik</i>	
Chapter 11	Recent Nanotechnological Advancements in Delivery of Peptide and Protein Macromolecules	143
	<i>Sunita Dahiya and Rajiv Dahiya</i>	
Chapter 12	Nanotechnology: The Hope for New Generation and Its Therapeutic Applications	159
	<i>Dnyaneshwar Rathod, Avinash Kharat, Varsha Wankhade, and Mahendra Rai</i>	
Chapter 13	Origami-Engineered Structures and Their Biomedical Applications.....	167
	<i>Dipti Mohanta, Snehaprava Mohapatra, Sonali Khuntia, Suchilagna Sahoo, and Pradipta Ranjan Rauta</i>	

SECTION 4 Biosensors/Nanochip/Nanodevice/Nanocomputing

Chapter 14	Nanobiosensors and Their Biomedical Applications	177
	<i>Pradipta Ranjan Rauta, Debasis Nayak, and Pankaj Kumar Singh</i>	
Chapter 15	Theranostic Advances of Graphene-Based Nanomaterial in Diabetes	185
	<i>Kunal Biswas, Siddharth Shaw, Sudhanshu Mishra, Debashis De, and Jaya Bandyopadhyay</i>	
Chapter 16	Role of Gold Nanoparticles (GNPs) in Cancer Diagnosis and Treatment	193
	<i>Kalpana Panati, Parasuraman Aiya Subramani, Dharaneeswara Reddy Devireddy, and Venkata Ramireddy Narala</i>	
Chapter 17	Graphene: A Revolutionary 2D Nanomaterial Heralding a New Horizon for Diagnostics and Therapeutic Applications	205
	<i>Kunal Biswas, Debashis De, and Jaya Bandyopadhyay</i>	
Chapter 18	Applications of Nanosensor System in the Detection of Heavy Metals	215
	<i>Arun Kumar Pradhan and Soudamini Acharya</i>	

SECTION 5 Nanobiotechnology: Health Safety Toxicity and Environmental Impact

Chapter 19	Epigenetic Landscape–Modifying Nanoparticles	227
	<i>Dipta Sengupta and Debasis Nayak</i>	



ABOUT THE EDITOR

Dr. S. Janardana Reddy has been working as a Senior Assistant Professor in the Department of Fishery Science and Aquaculture, Sri Venkateswara University, Tirupati, Andhra Pradesh, India. Dr. Reddy was awarded his Ph.D. Degree from Sri Venkateswara University, Tirupati, in 1988. He was also awarded with Junior Research Fellowship (ICMR, New Delhi), Research Associateship (CSIR, New Delhi), Senior Research Associateship (Pool Scientist) (CSIR, New Delhi) during his Academic Career. He is the member of Indian Association

Aquatic Biologists (IAAB), Ethological Society of India (ESI), Indian Science Congress Association (ISCA) and National Environmental Science Academy (NESA). He is also working as a Regional Editor to the International Journal of Bioassays. His Research areas are the Nanomaterials, Nanotoxicology, heavy metal toxicity, Immuno Toxicology in fin fish and shell fishes. To his credit Dr. Reddy has Published 80 Research Papers and presented 80 Research papers in National and International Conferences, Seminars and Workshops. Dr. Reddy has also edited and published two Books "*Frontiers in Aquaculture and Biotechnology*" and "*Frontiers in Nanotechnology: Research and Perspectives*". Dr. Reddy has also worked as the Head and Member BOS of the Department of Fishery Science and Aquaculture, Sri Venkateswara University Tirupati, India.



AGROBIOS (INDIA)

Behind Nasrani Cinema, Chopasani Road, Jodhpur - 342 003

Ph.: +91-291-2643993; 2642319

E-Mail: agrobiosindia@gmail.com; Website: agrobiosonline.com



ISBN: 978-81-939255-5-3

Rs. 2500.00 / US\$ 125.00

Nanotechnology

Editor:
S. Janardana Reddy



NOVEL ASPECTS IN Nanotechnology

Applications and Future Challenges

Editor: S. Janardana Reddy



AGROBIOS

Published by:

AGROBIOS (INDIA)

Agro House, Behind Nasrani Cinema
Chopasani Road, Jodhpur 342 003
Phone: 91-0291-2643993
E. Mail: agrobiosindia@gmail.com
Website: www.agrobiosonline.com



AGROBIOS

© All Rights Reserved Authors (2019)

All rights reserved. No part of the book or part thereof, including the title of the book, be reprinted in any form or language without the written permission of the author and the publishers. The copyists shall be prosecuted.

ISBN: 978-81-939255-5-3

Published by: Dr. Updesh Purohit for Agrobios (India), Jodhpur
Laser typeset at: Yashee Computers, Jodhpur
Cover Design by: Reena
Printed at: Agrobios Digitals, Jodhpur

Nanocurcumin Formulation: A Promising Drug for Lung Diseases

Kalpna Panati¹, Parasuraman Aiya Subramani², Venkat R. R. Arva Tatireddigari³, Suneetha Yeguvapalli⁴ and Venkata Ramireddy Narala^{1*}

¹Department of Biotechnology, Government College for Men, Kadapa, A. P., - 516 004, India; E-mail: pantikalpana@gmail.com.

²Centre for Fish Immunology, School of Life Sciences, Vels Institute of Science, Technology and Advanced Studies, Chennai, T.N., - 600 117
E-mail: parasuraman2187@gmail.com

³Department of Zoology, Yogi Vemana University, Kadapa, A. P., - 516 005
E-mail: atvrr@yahoo.com

⁴Department of Zoology, Sri Venkateswara University, Tirupati, A. P., - 517 502, India
E-mail: ysreddy6@gmail.com.

* Corresponding author email address: nramireddy@gmail.com

ABSTRACT

Lung is one of the most important organs of the human body exposed to environment directly. They have the ability to protect themselves by variety of mechanisms include immunological and non-immunological pathways. However, the protection depends on the individual's susceptibility which determines their adverse effects. Different types of particles can cause acute or chronic inflammatory reactions to the lungs that may lead to diseases such as asthma, lung fibrosis, emphysema, lung cancer etc. Currently, inhaled or oral glucocorticoids (anti-inflammatory drugs) are the important medications available for these diseases. These drugs target the inflammatory response that is a major contributor to disease pathology. Significant proportion of patients with asthma, fibrosis and emphysema fail to obtain the expected benefits of anti-inflammatory treatments or suffer from adverse endocrine effects, besides these drugs have not been able to prevent disease progression. As a result the need for interventions that are safer and more effective continues. Curcumin is a well-established anti-inflammatory and anti-cancer drug *in vitro* but its efficacy is yet to be proven in clinical trials. Poor bioavailability of curcumin is the principal reason behind the lack of efficiency of curcumin in clinical trials. Several nanotechnology studies proved that curcumin bioavailability could be improved by administering it through nanoparticles-drug carriers. This book chapter mainly focuses on the efforts made in the field of nanotechnology to improve the bioavailability of curcumin and their effects on different lung inflammatory

Contents

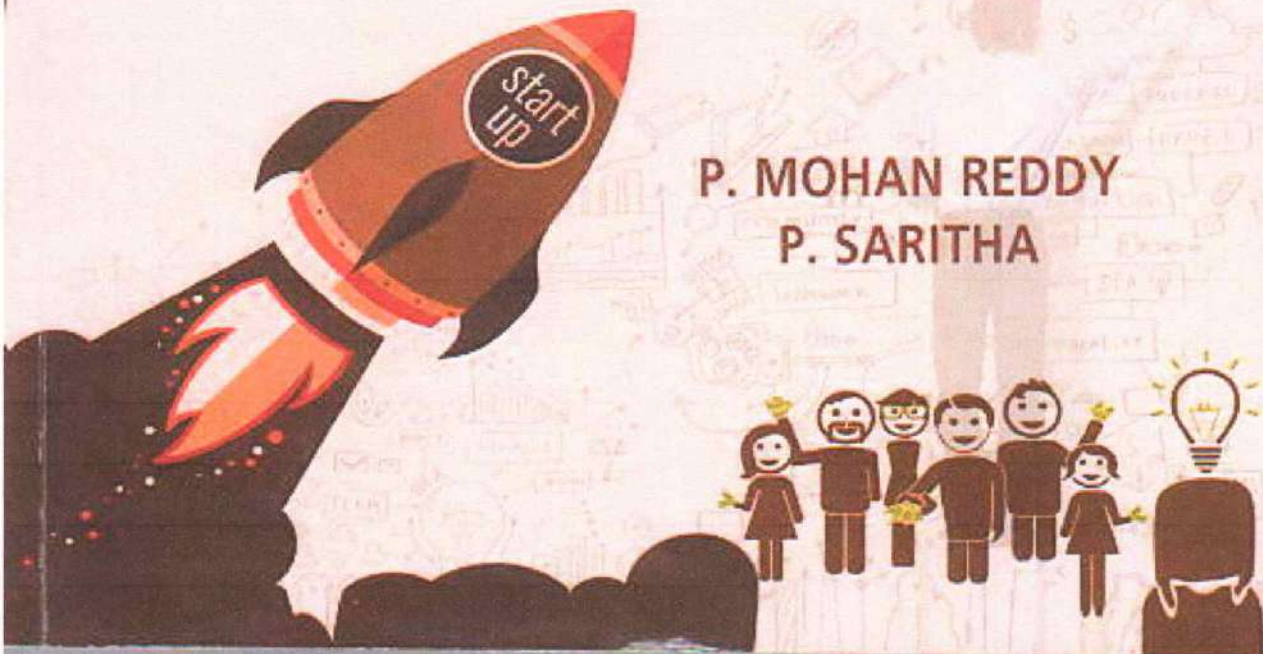
1. Preparation of Silver Nanoparticles and Remediation of Biofilms using Probiotic Bacteria Isolated from the Fish Gut.....1
V. Sumathi, V. Sridevi, K. Roshan Jahan, D. Sai Vinathi, D. C. Reddy and V. Kalarani
2. Biosynthesis of Silver Nanoparticles from the Selected Leaf Extracts13
Motireddy Srinivasulu Reddy and Y. Suneetha
3. Chitosan Nano Particles: An Overview of Preparation and Applications.....39
B. Vinusha, G. Vidya Sagar Reddy and Ch Vijaya
4. Nanotechnology: Applications and Future Challenges.....49
S. Janardana Reddy
5. An Overview of Molecular Diagnostics Used for Detection of Infectious Bursal Disease Virus (IBDV).....67
K. Divya Sahithi, Archisha S Achanti and M. Hema
6. Potential Risks of Nanotechnology – Challenges and Future Needs81
Swaroop Maralla and D. Bharathi
7. Nanocurcumin Formulation: A Promising Drug for Lung Diseases89
Kalpana Panati, Parasuraman Aiyar Subramani Venkat R. R. Arora, Tatireddigari, Suneetha Yegunapalli and Venkata Ramireddy Narala
8. Nanoparticle based Drug Delivery Systems: Design, Recent Trends and Future Perspectives113
G. P. Vishnu Vardhan and M. Hema

Golden Era Press

ENTREPRENEURSHIP THROUGH STARTUP AND STANDUP IN INDIA



P. MOHAN REDDY
P. SARITHA



KEY FACTORS FOR SUCCESS AND KEY REASONS FOR FAILURE – STARTUP ENTREPRENEURIAL MUST NEED TO MIND

S.V. Phanindra Natha Naidu, Associate Professor and Principal in Charge, St. Augustine P. G. College, Ghatkesar, Malkajgiri Dist., Telangana, India

Dr. Y. Subbarayudu, Asst. Professor, Dept. Business Management, Yogi Vemana University, Kadapa, A.P., India

G. Ramanjaneyulu, Research Scholar, Dept. Business Management, Yogi Vemana University, Kadapa, A.P., India

ABSTRACT

Startup India initiative from Government of India through its action plan has envisaged complete its vision on startups with a view to form a strong ecosystem required for startups. Startups initiated by the young entrepreneurs make people to view new landscapes new products or services which are really not in practice, but serve to the need in a novel way keeping in pace with the technological advancements. This process also provides ample space for the very promising benefit that India need to harness arising from the changing aspect of demographic pattern with more per cent working age people in ensuing two decades called demographic dividend. In this juncture of time, it is vital to see the ins and outs of the startups from policy, ecosystem, knowledge of young buddies, hurdles and eases in thinking for startup and making it into real business. This research paper studies the concept of startups from the Indian context in relation with other countries and also reviews the factors which affect and drive for success. At the same time appraises the very facts or reasons which drags back the move of the startup from success and eventually pushes to failure. This paper is empirical in nature, adopts the survey of the post graduate students for their awareness on the factors success and reasons for failure startup and policy initiative. The methodology adopted to analyse is on the mean response nature and interpreting the responses across their academic knowledge and importance of knowledge from other faculties of knowledge.

Keywords: Startup, policy, demographic dividend, success factor and startup ecosystem.

INTRODUCTION

Well groomed and successful small businesses are in most of the cases are outcomes of new forms of business ideas called startups. Small businesses are the lifeblood of any national and state economies. The entrepreneurial optimism and spirit that drives people to create and grow novel and new businesses has been an essential part of growth any state. In factual reality, small

ENTREPRENEURSHIP THROUGH STARTUP AND STANDUP IN INDIA

About the Authors



Prof. P. MOHAN REDDY, Department of Commerce, S.V. University, Tirupati. He did B.A. and M.A. from S.V. University in 1985 and 1990 respectively. He has obtained MBA from University of Madras. He served as Assistant Professor in Dr. Ambedkar Open University for a month prior to his appointment as lecturer at the S.V.U. PG Centre, Kadapa during 1992. He became Associate Professor during 2001. He was reappointed to the S.V. University Tirupati during 2005 when erstwhile S.V.U. PG Centre, Kadapa was elevated to Yogi Bheema University (YBU). He was promoted as Professor of Commerce during 2009. To his credit, he has published 12 books and 146 articles. He has successfully guided 17 Ph.D. and 7 M.Phil. He has attended and presented 117 papers in various national and international seminars. He has organized two national seminars and acted as Deputy Director for international conference. He has completed one minor research project and one major research project funded by the JSSRF and UGC respectively. He is a Life member of ICAI, IIPA, ATAA, IBF and FI. He is a Member, Peer Review Committee for publication of seminar articles, Management Studies, Pondicherry University. He was the Head, Department of Commerce and I/c Head of MHRM and Coordinator for MBA, MCA and MSc (CS) courses in Y.V. University, Kadapa and Coordinator for M.Com (Ad) in S.V. University. He is a Life Member, Red Cross Society, APSA Branch. He acted as Chairman for Joint Inspection Committee, AISCH. He acts as a Chairman and Member for College Inspection Committees, S.V. University. He was former Member, Board of Studies (PG) in S.V. University. He was former External Member, Board of Studies (PG) in S.K. University, Anantapur and Dravidan University, Kuppam. Presently, he is External Member, Board of Studies (PG) in Y.V. University, Kadapa. He is a member of Expert Committee, National Board of Accreditation, New Delhi. He has served as Regional Coordinator for RCT during 2005-06. He acted as deputy coordinator for National youth festival. He acted as a Warden, SVU CMSCS, Hostel for Men, S.V. University, Tirupati. Presently, he is the Head and formerly Chairman BOB in Commerce Department of Commerce, S.V.U. College of CM & CS, Tirupati. He has presented paper at 11th Asia-Pacific Business Research Conference, East Asia Institute of Management, Singapore. One paper has been accepted for presentation in World Business Research Conference, Bangkok, Thailand. He is awarded the Best Teacher award in the year 2017.



PABNATISARIDHA, she is an eternal student dedicated to teaching and learning. She was awarded Ph.D from S.V. University, Tirupati in the year 2008 with the specialisation of Finance under the guidance of Prof. P. Mohan Reddy, Dept of Commerce, S.V. University, Tirupati. She was also completed her Technical course of HWC (Honours Diploma in Web Content Computing) from NIFT, Kadapa in the year 2003 including C++, Java, Oracle, JSP and MS-Office. She has one Nationally published book from Serials Publications, New Delhi and one Internationally published book from VDM Publications, Mauritius. She has 50 articles published in various National and International reputed and refereed journals and 40 papers published in National and International refereed books. She was attended and presented 80 papers in National and International Seminars/workshops/symposiums in India. She is a life member in ALL INDIA ACCOUNTING AND COMMERCE ASSOCIATION (AICAA), New Delhi. She has been working in different administrative positions in Y.V. such as Coordinator for UCI/PG Examinations, Co-ordinator of Placement Cell, Associate Director in Directorate of Admissions, Coordinator of MD-Cell (Management Development Cell), Programme Officer for NSEA Y.V. University. She has been acting as a good academician in the same University, Sri Venkateswara University, Pondicherry Central University, Sri Padmavathi Mahila University, ISI University Anantapur, QBS College, Guntur and Gitan University as a board member for examinations. She was acted as an adjudicator for Bharathiar University and MS(Manoratharandaram) University in Tamil Nadu. She has been acted as a Editorial Board member and Reviewer for various International Journals like ABIM, IRIM, JLEQUITMAS.

Golden Era Press

New Delhi - Hyderabad - Visakhapatnam

Cell: +91 99480 09124

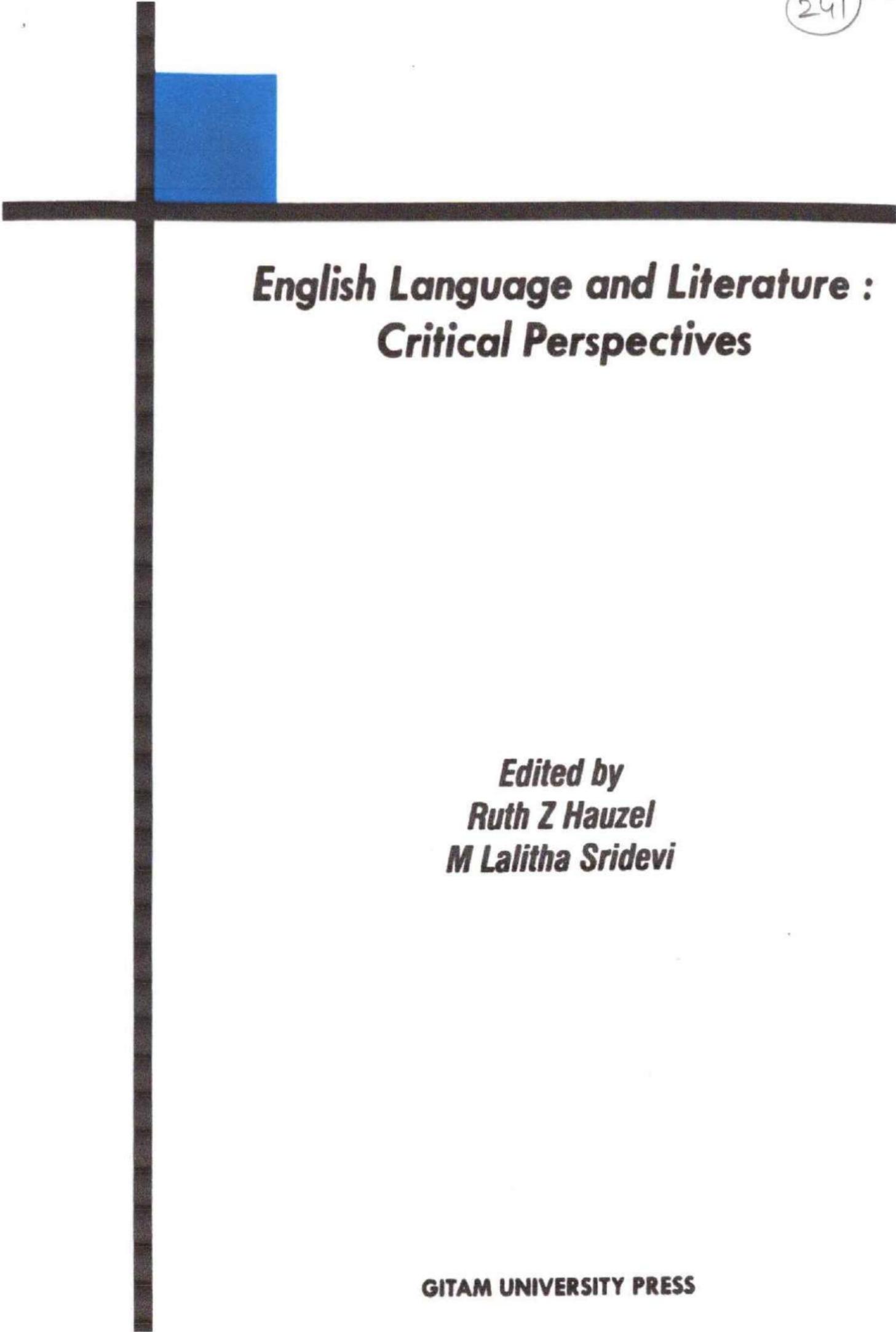
e-mail: goldenerapublications@gmail.com

₹ 725.00

ISBN 21-9088-306-5



7 12190 38306 5



***English Language and Literature :
Critical Perspectives***

***Edited by
Ruth Z Hauzel
M Lalitha Sridevi***

Editors:

Ruth Z Hauzel

M. Lalitha Sridevi



© GITAM University Press 2017

ISBN: 978-81-933148-1-4

Published by

GITAM University Press

GITAM University, Rudraram,

Hyderabad – 502329

E-Mail: gup.hyd@gitam.in

The views expressed in the articles contained herein are the personal views of the respective authors and do not necessarily reflect the views of the editors or Department of English, GITAM University, Hyderabad. The authors have confirmed that the articles are their original work and have not been published elsewhere.

Table of Contents

Contributors

Acknowledgements

Section – 1: Explorations

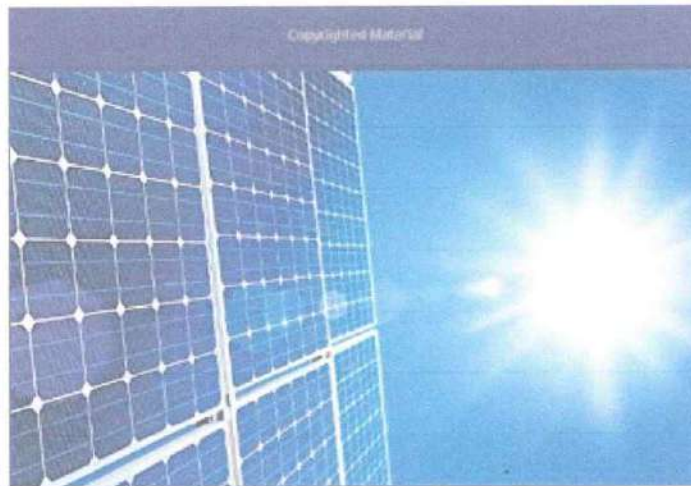
1. English for All: Is it Desirable? Is it Possible? – *Maxine Berntsen* 2
2. Effect of a Feedback Scheme for Scaffolding Learners to Notice and Correct their Errors – *Lakshmana Rao Pinninti* 15
3. The Role of Mediation in Improving Teacher Talk – *Salomi Snehalatha* 29
4. Written Comments by Students: Are these worth Analysing? – *Mahananda Pathak* 52
5. Suitability of Materials in Reading Comprehension of Grade 3 and 5 ESL learners – *Monal Dewle* 69
6. Interactive Listening Activities in ESL Classroom: From Passive to a more Comprehensible Input – *Sher Muhammed* 84
- ✓ 7. A Critical Evaluation of Selected Business Communication Course Components at Hyderabad Business School (GITAM) - *Y. Sreenivasulu & R.V Jayanth Kasyap* 100
8. Syntactic Awareness in Learning to Read and Reading Comprehension by Yemeni L2 Learners - *Sabri M. Al-Oqab & Jameel A. Elayah* 117

A Critical Evaluation of Selected Business Communication Course Components at Hyderabad Business School (GITAM)

Y. Sreenivasulu & Dr. **R.V Jayanth Kasyap**

Business Communication is one of the crucial courses which is introduced in MBA programme with specific aim to enhance the learner's communicative abilities that are critical for successful professional career. In the wake of changing paradigms in Business Communication domain, effective teaching-learning strategies are crucial to ensure qualitative standards. Hence, as a part of research, a humble attempt was made to examine the prescribed course contents and trends of teaching-learning processes employed in Hyderabad Business School.

The present paper mainly focuses on the critical evaluation of selected Business Communication course components (Course Contents and Teaching-Learning Methodology) prescribed for the participants of MBA programme offered by Hyderabad Business School which is a constituent of GITAM University. A survey questionnaire is designed on the selected components and feedback is obtained from the major stakeholders. The gathered opinions are processed through Frequency Distribution method. Further, an endeavor is made to analyze the results and forward viable suggestions for the strengthening of teaching-learning practices pertaining to Business Communication course.



Pedda Venkata Subbaiah Yerva
M. Gurubhaskar

Studies on Earth Abundant Tin Sulfide (SnS) Films for Solar Cells

2019



LAMBERT
Academic Publishing

Copyrighted Material

Copyrighted Material

The two main thin film forerunners alongside μ -Si are CdTe, and CIGSe. At present, the power production capacity reaches GW range using these absorber materials in thin film solar cell technology. However, the toxicity of 'Cd', and Se²⁻ and limited resources of 'In', and 'Ga' presents a major barrier towards meeting the multi-terawatt-scale target through current thin film photovoltaics. To address the issues, the quaternary semiconductor, CZTS has been considered as an alternative to currently existing CIGSe and CdTe technologies due to its suitable opto-electronic properties and devoid of toxicity and expensiveness. However, challenge of high efficiency is still remained due to intrinsic problems associated with CZTS like its complex chemistry, narrow pure phase region, and unfavorable defect physics. Hence, it was worthwhile to explore the potential and simple binary earth-abundant absorbers for solar cells. SnS is one such potential materials. The present book explores - the detailed introduction of solar cells, work done on SnS so far, the preparation procedures include both physical and chemical routes and finally the fabrication and characterization of SnS based cells.



Dr. Yerva is working as an Assistant Professor of Physics. He obtained his PhD in Physics from Sri Venkateswara University, India in 2006. Dr. Yerva has 43 publications in reputed international journals. His current research interests include thin film photovoltaic materials, 2D materials for next generation optoelectronic devices and DSSCs.



978-620-0-00102-3

Copyrighted Material

Next to wafer type Si-based crystalline solar cells, PV devices based on thin film absorbers, such as CdTe and CIGS are commercially successful and economically viable. The recently emerging copper zinc tin sulfide (CZTS) material has been considered as one of the promising alternatives to CIGS and CdTe absorbers due to its suitable opto-electronic properties and moreover the comprising elements of CZTS are earth abundant and environmentally benign. This book is exclusively focuses on the development of CZTS thin films using two step method i.e., DC sputtering (Co and sequential sputtering of Cu, Zn and Sn) followed by sulfurization. The effects of sulfurization temperature, sulfurization time and metal layer stacking order on the growth of CZTS was extensively discussed in chapter 3 in order to obtain optimized conditions for pure phase growth of CZTS. The step by step fabrication of CZTS based photovoltaic devices and its device characterizations are presented in chapter 4. Chapter 1 presents detailed introduction on solar cells. Chapter 2 gives deposition techniques and analytical tools and Chapter 5 includes brief summary, conclusions and future scope of the work on CZTS.

CZTS: An Earth Abundant PV Absorber



Dr. Yerva is working as an Assistant Professor of Physics, Yogi Vemana University, India. He obtained PhD in Physics from Sri Venkateswara University, India in 2006. Dr. Yerva has 43 publications in reputed international journals. His Current research interests include thin film PV materials, 2D materials for next generation solar cells and DSSCs.

Development of Earth Abundant CZTS Thin Film Absorber for Solar Cells

Pedda Venkata Subbaiah Yerva
Narayana Thota



978-620-0-00141-2

Yerva, Thota

2019

LAP LAMBERT
Academic Publishing

94



THE CULTURAL SEMIOTICS OF ENGLISH LANGUAGE AND LITERATURE

G Kalvikkarasi
S Sridevi



Department of English
Dharmamurthi Rao Bahadur Calavala Cunnan Chetty's Hindu College

The Cultural Semiotics of English Language and Literature

Editors

Dr G Kalvikkarasi

Associate Professor, DRBCCC Hindu College

Dr S Sridevi

Associate Professor, CTTE College for Women

© Emerald Publishers, 2018

No part of this book may be reproduced in any written, electronic, recording, or photocopying without written permission of the publisher or author. The exception would be in the case of brief quotations embodied in the critical articles or reviews and pages where permission is specifically granted by the publisher or author.

Although every precaution has been taken to verify the accuracy of the information contained herein, the author and publisher assume no responsibility for any errors or omissions. No liability is assumed for damages that may result from the use of information contained within.

Published by

Olivannan Gopalakrishnan

Emerald Publishers

15A, First Floor, Casa Major Road

Egmore, Chennai - 600 008.

☎: +91 44 28193206, 42146994

✉: info@emeraldpublishers.com

🌐: www.emeraldpublishers.com

Price : ₹ 600.00

ISBN : 9788179664711

Printed at : Aruna Enterprises, Chennai.

DRBC

Shri V

Dr. Sri

Dr. N.

Dr. Ar

Dr. Ma

Dr. Da

Dr. K.J

Dr. Us

Dr. K. I

Dr. V. A

Dr. K. C

Dr. K K

Dr. K. S

Mr Oliv

Bicultural Depiction in Selected Amy Tan's Novels

Y. Varalakshmi
Yogi Vemana University

Dr. R. V. Jayanth Kasyap
Yogi Vemana University

In the world of fiction, Amy Tan gained popularity with her first novel *The Joy Luck Club* published in 1985. Her works reflect the mother-daughter bond and human relations. Some of her popular works are *The Kitchen God's Wife* (1991), *The Hundred Secret Senses* (1995), *The Bonesetter's Daughter* (2001), *The Opposite of Fate* (2003), *Saving Fish from Drowning* (2005) etc. The themes of bicultural conflicts and generation gap are predominant in her novels *The Joy Luck Club* and *The Bonesetter's Daughter*.

Amy Tan presents in her novels two distinct cultures and elevates the bicultural conflicts, emotions, contradictions and confrontations between her protagonists. She incorporates her personal bicultural emotions in daughter's characters. Though she was born in Oakland, California, she was raised in an environment where Chinese traditions and customs prevailed. Her mother Daisy had a poignant distress with Tan, because the latter had adopted the occidental culture and behaved like an American girl at home until she became an adult. Tan struggled for her own identity and kept aside her mother's cultural aspirations and her long wish of becoming a full-fledged medical practitioner. It reflects her strong will power, freedom and her passion towards American culture. Her mother always tries to pass over the legacy of cultural root to her successors, but her mother's good intentions confused her and forced her to take her own decisions. A glimpse at Tan's life reflects the generation gap. Tan's mother led a harrowing life in China because of her abusive husband's torture and escaped from him. She had interwoven her mother collisions and the experiences of generation gaps between them in her reputed novels.

46. Representing the Symbol of Shadow Puppetry in the Novel Shadow Princess <i>K.K.Vinitha</i>	280
47. Technocriminal Subculture: William Gibson's Neuromancer <i>S. Narmadha</i>	285
48. Indian Philosophical aspects in Emerson and Thoreau <i>S. Shoba</i>	291
49. Importance of Language in Depicting Indian Folklore in Girish Karnad's 'Nagamandala: Play with a Cobra' <i>U. Vidhya</i>	295
50. Cyberculture Usage in Effective Language Learning <i>Dr.B.Sasipriya</i>	301
51. Bicultural Depiction in Selected Amy Tan's Novels <i>Y. Varalakshmi & Dr. R. V. Jayanth Kasyap</i>	309
52. Socio-Cultural Influences on Language: An Analysis of Arundhati Roy's God of Small Things <i>Anju Jose</i>	316
53. Cultural Dimensions of EFL Education <i>Devi raj</i>	324
54. Role of Social Media In Language Learning <i>R.Radhika</i>	328
55. Culture, history and literature in Southeast Asia <i>A.Sumalatha</i>	331
56. Challenges of Translation: An Analysis of "Barber: The King" by D.Vizai Bhaskar <i>Dr. K.Santha Kumari</i>	335
57. Bringing Social Media into the English Classrooms: Teachers' Perspectives <i>Karthika V.K.</i>	340
58. Role of Myths in R.K.Narayan's novels <i>Dr Sunitha Anilkumar</i>	346

Recent Trends and Innovative Practices in Teaching English Language and Literature

Utility of Literary Sources in Soft Skills Training: A Perspective

Shaik Ansar Hussaain

Research Scholar

Dept. of English, Yogi Vemana University, Kadapa

Dr. R. V. Jayanth Kasyap

Assistant Professor

Dept. of English, Yogi Vemana University, Kadapa

Abstract: Presently Information Technology (IT) has brought drastic changes in the global economy and in the world of communication. To be in tune with the global development, the Indian engineering graduates are supposed to possess efficient Soft Skills besides English language skills. English teachers today play a crucial role in inculcating Soft Skills besides equipping the students to compete in the job market.

Soft Skills which are basically life skills not only enhance employability skills but also develop professionalism required for positive work culture. Over a period of time, varied techniques and trends have been witnessed in training the prospective job seekers in soft skills. The teachers of English with their exposure and understanding of literature are better informed and competent to impart qualitative training. Literature which transcends life with all its creativity, vision and beauty can infuse among the learners the required acumen to develop their wisdom and understanding. However it all depends on the ability and resourcefulness of the teacher to create awareness and zeal. The paper aims at examining the relevance of using literature for soft skills training in general besides specifically focusing on certain literary sources which can be meaningfully used in the class room wherein helps in inculcating among learners crucial Soft Skills such as Leadership and Decision Making.

The importance of Soft Skills in the educational system is widely accepted and is a welcoming step in building up the career of the students. Possession of selected Soft Skills enhances the employability skills that ensure workplace success. The skills not only refine the behavioral attitude of the young minds but also opens the doors of numerous job opportunities for them. Before examining the relevance of literature in soft skills training, it is essential to look at certain perspectives and basic notions on soft skills. The Collins English Dictionary defines the term "soft skills as desirable qualities for certain forms of employment that do not depend on acquired knowledge: they include common sense, the ability to deal with people, and a positive flexible attitude". The Oxford dictionary gives the following description, "soft skills are personal attributes that enable someone to interact effectively and harmoniously with other people". Over the period of time, soft skills have gained global attention as these skills create a competent spirit in staff. Particularly, in the multi-national work culture, trained employees are much sought after. Specially, employers of Communication, Information and Technology (IT), software development and services look forward and wish to hire such trained, skilled and productive workforce. Considering the increasing demand for industry-ready job aspirants across the world, premier institutions, universities and professional colleges have included soft skills in their curriculum. Soft skills cover wide arena of traits employability skills and professional traits like Communication Skills, Presentation Skills, Decision

Making, Conflict Management, Team Building & Stress Management etc. Moreover, software firms hire professional trainers to ensure in-service job training from time to time to keep their working staff motivated and well informed.

During soft skills training, use of relevant literary sources generates curiosity, interest and adding new flavor in the teaching learning process. Literature is creative and authentic use of language. Further it transcends life and encompasses all aspects of life and its facets. Broadly speaking the advantages of using literature are manifold as it fosters:

- Aesthetic use of language
- Creativity
- Analytical Thinking
- Wisdom
- Understanding
- Critical Thinking
- Sense of Appreciation
- Sense of Discrimination

Discussion on literature is always stimulating and nutritious as any work of art is an outcome of instinctive imagination and a byproduct of one's creativity. In this context, the following observation of Alan Duff and Alan Maley is worth quoting:

"Literature is more likely to engage with and motivate a learner than artificial inputs because it is generated by genuine impulse" - (Duff and Maley 1990)

Exploring literary sources to train the students in soft skills such as Leadership, Team Building and Decision Making is a rewarding exercise as literature offers varied life situations which contribute substantially to enhance the wisdom, prudence, sense of judgment and understanding. However, effective use of literary sources depends on a resourceful teacher or mentor with sufficient awareness of literature and ability to utilize them in order to create zeal and enthusiasm among the students or participation.

A trained faculty of English is more resourceful person who can bring innovative techniques by correlating various relevant literary sources in relation with the current topic of the class. There are no concrete strategies to impart literary sources to the target groups but it's all the expertise of the faculty of English language with wide, sufficient awareness of literary sources which will come handy and can make the classroom interaction livelier. In addition to that student's participation in Group Discussion develops critical analysis and sharpens analytical skills. It is not out of place to cite the opinion of Collie and Slater in the book 'Why Teach Literature in the Foreign Language Classroom' about the utility of reading literature. Reading literature promotes cultural understanding and awareness" - (Collie and Slater 1987)

Having discussed the importance of literary sources, the paper proceeds to bring into a context two significant soft skills namely Decision Making and Leadership touching upon a few literary sources

which implicit yet substantially contribute in imbibing the soft skills. Decision Making is crucial in one's personal and professional life. Most of the decisions at different levels determine the fate of an individual, region and nation. Bringing similar instances of literature in the class room, would sharpen the skills such as problem solving, moderate logical thinking, critical analysis, power of imagination and situational foresight certainly helps the youngsters in taking up a major decisions in their future. The classic by Robert Frost's *The Road Not Taken* provides larger scope to discuss on Decision Making. Wherein the poet chooses a less walked path of the two way road. Feedback on the following responses on *The Road Not Taken* will broaden the dimensions of thinking. The poem not only offers us linguistic treat but also sends a resounding message of hope and determination which is crucial in Decision Making. To initiate a meaningful interaction and discussion the teacher can elicit responses on some questions pertinent to the chosen source and the skill. To cite a few:

- What is foresight?
- What happens if someone selects the common path?
- Which path is more rewarding, common or uncommon?
- Define true sense of direction? etc.,
- What is the crisis in the mind of poet?
- Why did he choose the less travelled path?

Similarly Shakespearean classic *King Lear* has greater and valuable lessons on decision making that how the King shower the fortune on his ungrateful daughters Goneril and Regan by discarding Cordelia. For further debate the responses on the following can be elicited:

- Is it right on the part of Lear to shower fortune on two of his daughters on the basis of their feigned love?
- Did Lear foresee the consequences before considering the decision of distributing the provinces to his selfish daughters?
- Was it well considered judgement or hasty decision?
- What do you think are the follies of King Lear?
- What made him discard and disown Cordelia?
- Does King Lear lack foresight, planning and sense of anticipation?

At the end of the discussion varied and useful opinions, perspectives and conclusion emerge which to a greater extent inculcate the awareness on the skill of Decision Making.

In the same breadth, building Leadership Skills in among young graduates would be beneficial as they are prospective leaders who don responsible positions in government of corporate firms. Qualities of a good leader includes honesty, responsibility, loyalty, co-operation, sense of sharing etc., excel him/her towards a decent personal life, a well-balanced team-leader, a responsible member of constituency or perhaps a great visionary leader of the nation with reputation.

While harping on leadership debate on useful literacy sources will be fruitful and meaningful. Milton's 'Paradise Lost' which eulogies

Satan as a leader serves as an apt example. Though Satan is evil personified, Milton endows him with essential leadership qualities. Satan demonstrates his potential as a leader in the hour of crisis and inspires his followers who were thrown into a 'bottomless pit' by God. Book I of *Paradise Lost* provides suitable illustrations to elicit and elaborate views on leadership. The following questions may be formulated seeking responses from the students or participants.

- Is Satan who wants to take revenge a true leader?
- Do you find him brave-hearted in crisis?
- Is he assertive as a leader?
- What skill he exhibits to enthuse the fallen angels?
- Is he democratic or autocratic?
- Can a devil be called a leader?
- Which characteristics grew Satan as inspiring leader?
- Describe his leadership achievements?
- A good leader must be a good communicator. Explain

Further, Julius Caesar's character from William Shakespeare's play 'Julius Caesar' has precious insights on the skill of leadership. A true leader possesses strong temperament for a nobler cause. Caesar a warrior and patriot discard the apprehensions of Calpurnia when she briefs him about the ominous dream. Caesar's opinion on risking dangers and cowardice are worth quoting:

"Cowards die many times before their death. The valiant taste of death only once. Danger knows full well that Caesar is more dangerous than He." - (Julius Caesar, Act 2, Scene 2)

The teacher or mentor can initiate discussion on the following aspects with reference to Caesar:

- Do you find any dearth in Caesar's sense of anticipation?
- Why did he oblige the plea of his wife and why did he get convinced when Cassius is sent to bring Caesar to the capital?
- Any leader, basically a human being is a bundle of strength and weaknesses? Do you agree or disagree? If so why?

In short soft skills are important employable skills. Employability skills contribute towards the personality development and employability potentials. Correlating the relevant literary sources would be fruitful experience for the students and enterprising task to the faculty as well. On the whole, the creativity of the faculty of English language, during soft skills training generates enhanced interest and enthusiasm and lends a special flavor and meaning to the teaching learning process.

References:

- Why to teach literature in foreign language class room
By Jonathan P. A Sell, P.2
https://en.wikipedia.org/wiki/Soft_skills
<https://www.cliffsnotes.com/literature/p/paradise-lost/character-analysis/satan>
- Julius Caesar, By William Shakespeare (Scene. II, Act. II)
<https://www.enotes.com/shakespeare-quotes/cowards-die-many-times-before-their-deaths>

Abstract: *Li have somehc to live, there unique appr only by mov Literature vi ways like "sake", with Hegel opine possibilities and teaching from particu also we fina temporal bar*

The Narayan's e time has co question of must adopt t its idiom [... law [...] digi literature: i Bharat bram to literature, the line of le present.

Keywords: *B flavor, litera*

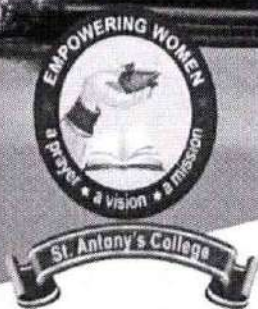
Introduction *been a challe understand i English lang governance, demands urg as well as its*

Acq to various fac it for: making linguistic cap lives from ru to modern ne

Arri sensed clearly "Minute" by 1835 to rece the early da inspired by l adheres and Bernard Sha English litera to switch anc and modern contributions challenges tl students at pr Discussions :

(A Psalm of Life survive, to i

THE RISE OF DALIT LITERATURE AND ITS IMPACT



Organised by

Department of English,
St. Antony's College of Arts and Sciences for Women,
Thamaraipadi, Dindigul.

SEPTEMBER, 2018

Sl. No.	Title & Authors Name	Page No.
23	Bama's <i>Ponnuthayi</i> : A Shift from Ignorance to Consciousness Ms. V. Sailaja & Dr.J.Mercy Vijetha	107 - 112
24	Dismantling Boundaries of Myth in Mahasweta Devi's 'Dhouli' and 'Draupadi' Ms. Sarojaa V Kumar	113 - 115
25	Psychological Sufferings of Women in Bama's Writings Ms. L.S. Shanthi	116 - 118
26	Bama, The Representative Voice of The Dalit Women as Mirrored in <i>Sangati</i> Dr. B.Siva Priya	119 - 122
27	Dalits as Research Tools for Research Findings in Amitav Ghosh's <i>The Calcutta Chromosome</i> Mr. E. Suresh	123 - 125
28	Deconstructing Varna System Thayumanavan V	126 - 129
29	Gowri : A Voiced in a Voiceless Community in <i>The Grip of Change</i> Dr. G. Uma Devi	130 - 132
30	Domestic Violence Dr. K. Usha Rani	133 - 135
31	Gender Opression in Bama's <i>Sangati</i> Ms. B. Vani	136 - 138
32	Breaking The Shackles of Patriarchy: Urmila Pawar's <i>The Weave of My Life: A Dalit Women's Memoir</i> Ms. N. Vasundhara Devi	139 - 143
33	Search for Identity in Sharankumar Limbale's <i>The Outcaste-Akkarmashi</i> Ms. V.Vijayavadiyu	144 - 147

BAMA'S PONNUTHAYI : A SHIFT FROM IGNORANCE TO CONSCIOUSNESS.

V. SAILAJA

Research Scholar, Department of English, Yogi Vemana University, Kadapa,
Andhra Pradesh, India.

Dr. J. MERCY VIJETHA

Assistant Professor, Department of English, Yogi Vemana University, Kadapa,
Andhra Pradesh, India.

ABSTRACT

"Ponnuthayi" is one of the short-stories by Bama the author of the highly acclaimed novels "Karukku", "Sangati", "Vanmam" and a jewel-like collection of short stories "Kisumbukkaran". The short stories are originally written in Tamil. They are translated into English by N.Ravi Shankar and the collection of short stories is titled as "Harum-Scarum Saar & Other Stories".

In one of the short stories titled "Ponnuthayi", the author narrates the crisis

of a woman named Ponnuthayi. The narrator picturizes how Ponnuthayi, the protagonist overcomes victimization. She eventually narrates her success in breaking the barriers of the patriarchy and how she decides to survive independently. Ponnuthayi's story is a proof of victimization of women that many women are suffering in India and across the globe. Four basic positions of "Survival" theory can be observed in the protagonist's crisis i.e. victimization to freedom.

They are

1. To deny the fact that you are a victim.
2. To acknowledge the fact that you are a victim but to explain this is an act of fate, the will of God, the dictates of Biology, the necessity decreed by History or Economics or the unconscious or any other general power idea.
3. To acknowledge the fact that you are a victim but to refuse to accept that the role is inevitable.
4. To become a creative non-victim.¹

Ponnuthayi is a young woman. She belongs to an outcast family. She is married to an arrogant outcast man, Mookandi who is a representative of the Patriarchal power structure. Ponnuthayi enters the matrimonial bond expecting to establish her own happy family as any other women.

**English Language and Literature :
Critical Perspectives**

Edited by
Ruth Z Hauzel
M Lalitha Sridevi

A Critical Evaluation of Selected Business Communication Course Components at Hyderabad Business School (GITAM)

Abstract

Business Communication is one of the crucial courses which is introduced in MBA programme with specific aim to enhance the learner's communicative abilities that are critical for successful professional career. In the wake of changing paradigms in Business Communication domain, effective teaching-learning strategies are crucial to ensure qualitative standards. Hence, as a part of research, a humble attempt was made to examine the prescribed course contents and trends of teaching-learning processes employed in Hyderabad Business School.

The Present Paper mainly focuses on the critical evaluation of selected Business Communication course components (Course Contents and Teaching-Learning Methodology) prescribed for the participants of MBA programme offered by Hyderabad Business School which is a constituent of GITAM University. A survey questionnaire is designed on the selected components and feedback is obtained from the major stakeholders. The gathered opinions are processed through Frequency Distribution method. Further, an endeavor is made to analyze the results and forward viable suggestions for the strengthening of teaching-learning practices pertaining to Business Communication course.

1.0. Introduction

English for Specific Purposes is a branch of ELT that has evolved to meet the growing needs of students who take up higher education in the fields such as Engineering, Medicine, Law and Business Administration etc. These professional courses place unique demands on the learners in terms of linguistic capabilities to be achieved by them. Accordingly, ESP has branched out into three domains and has come up with specified courses to cater to the specific needs of the learners, such as Business English, English for Engineers and English for Medicine and so on.

Presently, the need of ESP has enormously increased as per the global requirements. In recent times, so many new areas of expressions have emerged with regard to business, science, technology, computer, medicine, religion, law, media and adverting etc. Each domain has its unique set of jargon, vocabulary, sentences, structures and styles. Professionals such as bankers, engineers, doctors, and lawyers need better orientation of the jargon of the specific field in order to communicate more meaningfully and more effectively. Every arena of knowledge today has made rapid strides there by enhancing the length and breadth of study. Consequently, extensive use of language, coinage of new words, expressions, phrases and updation of materials has become crucial and inevitable. Keeping pace with the dynamics of various fields of knowledge, ESP has successfully contributed by providing a better sense of direction for the meaningful dissemination of the innovations and trends by extending the required linguistic support.

1.1. Relevance of the Study

International Journal of

HYDROGEN ENERGY



Volume 43, Issue 8

2018

SPECIAL ISSUE

Special Issue on International Conference on Sustainable Environment and Energy (ICSEE'17), 6–7 April 2017, Chennai, Tamil Nadu, India

Guest Editors:

M.V. Shankar, S. Rajamani and L. Subramanyam Sarma

[For list of contents see pp. v–vi]

Indexed/Abstracted in: *Chemical Abstracts (Online), Chemical Engineering and Biotechnology Abstracts (Online), Chimica, Compendex, Currents Abstracts, Current Contents, EoCompassLit, Energy & Power Source, Engineering Index, Environment Complete, Environment Index, International Building Services Abstracts, Inspec, PubMed, Referativnyi Zhurnal, Russian Academy of Sciences Bibliographies, Science Citation Index Expanded, TEMA-Technology and Management, Web of Science. Also covered in the abstract and citation database SCOPUS®. Full text available on ScienceDirect®.*



ISSN 0360-3199

Printed by Henry Ling, The Dorset Press, Dorchester, UK



Volume 43

Issue 8

22 February 2018

ISSN 0360-3199

International Journal of **HYDROGEN ENERGY**

Editor-in-Chief:

Emre A. Veziroğlu

Senior Associate Editor:

J.W. Sheffield

Associate Editors:

S.I. Allakhverdiev, A. Basile,
F. Chen, I. Dincer,
M.B. Gorensek, A.M. Kannan,
E.C. Kumbur and N.Z. Muradov

Assistant Editors:

S. Andreasen, U.B. Demirci,
F. Gallucci, U.O. Koylu, M.M. Najafpour,
S. Solmaz and S. Tsushima

SPECIAL ISSUE

**Special Issue on International Conference on Sustainable
Environment and Energy (ICSEE'17),
6–7 April 2017, Chennai, Tamil Nadu, India**

*Guest Editors: M.V. Shankar, S. Rajamani and
L. Subramanyam Sarma*

Available online at www.sciencedirect.com

ScienceDirect



ELSEVIER

INTERNATIONAL JOURNAL OF HYDROGEN ENERGY

Founding Editor-in-chief

T. NEJAT VEZİROĞLU

Emeritus Editors

FRANO BARBIR

STEPHEN L. GARRISON

MATTHEW M. MENCH

D.P. MISHRA

S.A. SHERIF

Editor-in-chief

EMRE A. VEZİROĞLU

Senior Associate Editor

JOHN W. SHEFFIELD

Associate Editors

SULEYMAN I. ALLAKHVERDIEV

ANGELO BASILE

FANGLIN (FRANK) CHEN

IBRAHIM DINCER

MAXIMILIAN (MAX) B. GORENSEK

A.M. KANNAN

E. CAGLAN KUMBUR

NAZIM Z. MURADOV

Assistant Editors

SØREN JUHL ANDREASEN

UMIT B. DEMIRCI

FAUSTO GALLUCCI

UMIT O. KOYLU

MAHDI NAJAFPOUR

RAMAZAN SOLMAZ

SHOHJI TSUSHIMA

Assistant Subject Editors

SADIA AMEEN

AMLAN CHAKRABORTY

YASSER ASHRAF GANDOMI

ALFREDO IRANZO

ARUNABHA KUNDU

ADNAN MIDILLI

AHSAN-UL-HAQ QURASHI

MANDHAPATI PADMANABHA RAJU

CARMEN M. RANGEL

MEHRAN REZAEI

ALEXANDER VORONTSOV

XIA WEI

JUNMIN YAN

SPECIAL ISSUE

Special Issue on International Conference on Sustainable Environment and
Energy (ICSEE'17), 6–7 April 2017, Chennai, Tamil Nadu, India

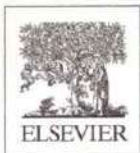
Guest Editors:

M.V. Shankar, S. Rajamani and L. Subramanyam Sarma



ELSEVIER

Amsterdam • Boston • London • New York • Oxford • Paris • Philadelphia • San Diego • St. Louis



Edited by
ALEXANDRU MIHAI GRUMEZESCU

NANO- AND MICROSCALE DRUG DELIVERY SYSTEMS

DESIGN AND FABRICATION

Elsevier

Radarweg 29, PO Box 211, 1000 AE Amsterdam, Netherlands
The Boulevard, Langford Lane, Kidlington, Oxford OX5 1GB, United Kingdom
50 Hampshire Street, 5th Floor, Cambridge, MA 02139, United States

Copyright © 2017 Elsevier Inc. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any information storage and retrieval system, without permission in writing from the publisher. Details on how to seek permission, further information about the Publisher's permissions policies and our arrangements with organizations such as the Copyright Clearance Center and the Copyright Licensing Agency, can be found at our website: www.elsevier.com/permissions.

This book and the individual contributions contained in it are protected under copyright by the Publisher (other than as may be noted herein).

Notices

Knowledge and best practice in this field are constantly changing. As new research and experience broaden our understanding, changes in research methods, professional practices, or medical treatment may become necessary.

Practitioners and researchers must always rely on their own experience and knowledge in evaluating and using any information, methods, compounds, or experiments described herein. In using such information or methods they should be mindful of their own safety and the safety of others, including parties for whom they have a professional responsibility.

To the fullest extent of the law, neither the Publisher nor the authors, contributors, or editors, assume any liability for any injury and/or damage to persons or property as a matter of products liability, negligence or otherwise, or from any use or operation of any methods, products, instructions, or ideas contained in the material herein.

Library of Congress Cataloging-in-Publication Data

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

British Library Cataloguing-in-Publication Data

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

ISBN: 978-0-323-52727-9

For information on all Elsevier publications visit our website at
<https://www.elsevier.com/books-and-journals>



Working together
to grow libraries in
developing countries

www.elsevier.com • www.bookaid.org

Publisher: Matthew Deans

Acquisition Editor: Simon Holt

Editorial Project Manager: Andrae Akeh

Production Project Manager: Caroline Johnson

Designer: Greg Harris

Typeset by Thomson Digital

3 Research in Nanoemulsion in the 21st Century	333	5.2 Paracellular Transport	366
3.1 Research in Nanoemulsion	333	5.3 Carrier-Mediated Transport	367
4 Conclusions	338	5.4 Receptor-Mediated Transport	367
References	339	6 PK/PD Modulation of Orally Administered Drugs Loaded in Nanocarriers Based on Recent Research Findings	367
18. The Supramolecular Complex of Sertraline With Cyclodextrins: Physicochemical and Pharmacological Properties		7 Critical Factors Affecting the PK/PD and Fate of Orally Administered Nanocarriers	369
<i>Vyacheslav Buko, Bartłomiej Palecz, Silwia Belica-Pacha, Ilya Zavodnik</i>		7.1 Effect of Nanocarrier Size	369
1 Introduction	343	7.2 Effect of Surface Charge	370
2 Sertraline and β -Cyclodextrin Supramolecular Complex: Thermodynamic Parameters	344	7.3 Nanocarrier Composition and Surface Modification	370
2.1 Isothermal Titration Calorimetry	344	7.4 Effect of Coating Materials on Gastric Stability of Oral Nanocarriers	370
2.2 UV-Vis Spectrophotometry—Solubility Studies	347	8 Some Strategies to Enhance Bioavailability of Oral Nanocarriers	371
3 Cyclodextrins as Drug Carriers	347	8.1 Modification of Endocytosis	371
4 Cyclodextrins as Hypoglycemic Agents	348	8.2 Targeting	371
5 Sertraline as a Hypoglycemic Agent	348	8.3 Mucoadhesion	371
6 The Efficacy of the HP β CD: Sertraline Complex in Prevention of Alloxan-Induced Diabetic Lesions in Rats	349	9 Challenges in Clinical Feasibility of Oral Nanocarriers	371
7 Conclusions	353	10 Conclusions and Future Prospects	372
References	353	References	372
19. Pharmacokinetic and Pharmacodynamic Modulations of Therapeutically Active Constituents From Orally Administered Nanocarriers Along With a Glimpse of Their Advantages and Limitations		20. Nanostructured Propolis as Therapeutic Systems With Antimicrobial Activity	
<i>Biswajit Mukherjee, Bhabani S. Satapathy, Sanchari Bhattacharya, Rhitabrita Chakraborty, Vimal P. Mishra</i>		<i>Marcos L. Bruschi, H�len C. Rosseto, Lizziane M.B. de Francisco, Lucas de A.S. de Toledo, Raphaela R. de A. Pereira</i>	
1 Introduction	357	1 Introduction	377
2 Nanocarriers in Oral Drug Delivery	358	2 Terminology and Identification	378
3 Various Types of Oral Nanocarrier Systems	360	3 Historical and Current Uses of Propolis	378
3.1 Polymeric Nanoparticles	360	4 Botanical Origin and Composition	379
3.2 Nanoliposomes	361	5 Therapeutic Activity and Biological Properties	381
3.3 Polymeric Micelles	362	5.1 Antimicrobial Activity	382
3.4 Solid Lipid Nanoparticles	362	5.2 Toxicity and Allergenic Effects	383
3.5 Niosomes	362	6 Micro/Nanotherapeutic Systems Containing Propolis	384
3.6 Dendrimers	363	7 Strategies to Release Propolis	385
4 Major Obstacles in Successful Oral Delivery of Nanocarriers	363	8 Conclusions and Remarks	387
4.1 Critical Gastrointestinal Environment	364	References	388
4.2 Mucus Membrane	364	21. Nanostructures for Curcumin Delivery: Possibilities and Challenges	
5 Transport Across the Intestinal Epithelium	365	<i>Parasuraman A. Subramani, Kalpana Panati, Veeranjaneya R. Lebaka, Dharaneeswara D. Reddy, Venkata Ramireddy Narala</i>	
5.1 Transcellular Transport	366	1 Introduction and Background of Curcumin	393
		2 Photophysical and Photochemical Properties of Curcumin	395
		2.1 Photophysical Properties	395

Chapter 21

Nanostructures for Curcumin Delivery: Possibilities and Challenges

Parasuraman A. Subramani^{*,†}, Kalpana Panati^{*,†}, Veeranjaneeya R. Lebaka^{*}, Dharaneeswara D. Reddy[†], Venkata Ramireddy Narala^{*}

^{*}Yogi Vemana University, Kadapa, Andhra Pradesh, India; ^{**}Government College for Men, Kadapa, Andhra Pradesh, India; [†]Micco Laboratories Private Limited, Tirupati, Andhra Pradesh, India;

[‡]Center for Fish Immunology, Vels Institute for Science, Technology and Advanced Studies (VISTAS), Chennai, Tamil Nadu, India

Chapter Outline

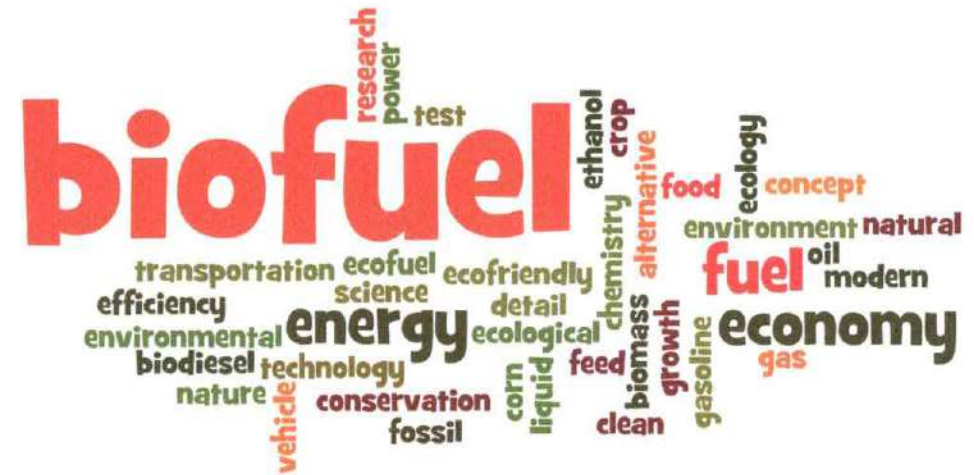
1 Introduction and Background of Curcumin	393	4.2 Absorption and Metabolism	404
2 Photophysical and Photochemical Properties of Curcumin	395	4.3 Efforts to Overcome the Problems	404
2.1 Photophysical Properties	395	4.4 Nanotechnology-Enhanced Curcumin	405
2.2 Photochemical Properties	395	4.5 Curcuminoids Nanocarrier	406
2.3 Structure Activity Relationship of Curcumin Analogs	396	5 Nanostructures for the Delivery of Curcumin	407
3 Antimicrobial Properties of Curcumin	397	5.1 Inorganic Nanoparticles	407
3.1 Antibacterial Activity	398	5.2 Organic and Polymeric Substances	408
3.2 Antiviral Activity	400	5.3 Fabricated Materials	410
3.3 Antifungal Activity	400	5.4 Novel Dipeptide Nanoparticles for Effective Curcumin Delivery	410
3.4 Antiprotozoal Activity	401	5.5 Electrospun Curcumin-Loaded Mats With Anticoagulant and Antibacterial Properties	411
3.5 Anthelmintic Activity	402	5.6 Implants and Future Delivery Systems	411
3.6 Other Activities	402	6 Conclusions	411
4 Bioavailability of Curcumin	403	References	412
4.1 Inability to Concentrate in Serum	403		

1 INTRODUCTION AND BACKGROUND OF CURCUMIN

Curcuma longa L. is a stemless rhizomatous herb with rhizome that is fleshy, many branched, bright yellow within, and scented. Linnaeus first described it and its taxonomic position is: class—Liliopsida; subclass—Commenlinids; order—Zingiberales; family—Zingiberaceae; genus—*Curcuma*; and species—*longa*. Curcumin is the major constituent of *C. longa*. It is a yellow polyphenol compound that was first isolated from the extracts of rhizomes of *C. longa* L. in 1815 (Vogel and Pelletier, 1815).

The yellow color of turmeric is mainly due to the presence of polyphenolic curcuminoids, which constitute approximately 3%–5% of most turmeric preparations. The alcoholic extract of turmeric mainly consists of three curcuminoids (Fig. 21.1), such as diferuloylmethane (94%), desmethoxycurcumin (6%), and bisdesmethoxycurcumin (0.3%) (Chattopadhyay et al., 2004). Turmeric powder also contains 6.3% of protein, 5.1% of fat, 3.5% of minerals, 13.1% of moisture, and 69.4% of carbohydrates.

As the herbivorous fecal matter is good source of anaerobic microbes, we have isolated *Clostridium beijerinckii* YVU1 (Acc.No.KP334151) and *Clostridium saccharoperbutylacetonicum* YVU2 (Acc. No. KP334152) strains from wild rabbit and optimized the fermentation factors that required for high yielding of butanol. Mango processing waste (mango peel and kernel flour) and sugarcane field residue (SFR) were selected as economically cheap substrates for the production ABE by the newly isolated solventogenic bacteria. The enzyme saccharification of mango peel resulted in 32% of reducing sugars release and 11.58 g/L butanol was produced by *C.beijerinckii* YVU1, 10.5 g/L by the test culture, *C. acetobutylicum* 2878 and 9.47 g/L by *C. saccharoperbutylacetonicum* YVU2. The production of butanol was 8.91g/L and 8.72g/L with respect to *C.beijerinckii* YVU1 and *C. saccharoperbutylacetonicum* YVU2 from mango kernel flour. Novel sequential acid and alkali pretreatment effectively solubilized both the hemicelluloses and lignin and improved the glucose release (68%) from the cellulose in SFR.



Avula Shreeveda

Lebaka Veeranjanya Reddy

Butanol Production from Sugarcane Field and Mango Industrial Residue

Acetone-Butanol-Ethanol (ABE) Production from Sugarcane Field Residue and Mango Industrial Waste

Dr. Avula Shreeveda received Ph.D. from Yogi Vemana University in 2017 with DST INSPIRE Fellowship under guidance of Dr. L.Veeranjanya Reddy, Sr. Asst. Prof., Dept. of Microbiology, India. Her research area is Biofuels production from Agricultural biomass. She published 2 International Journals. Present she is working as Scientist R&D in Hi-tech Pharma



978-3-330-00024-7

Shreeveda, Reddy

LAP
LAMBERT
Academic Publishing

Imprint

Any brand names and product names mentioned in this book are subject to trademark, brand or patent protection and are trademarks or registered trademarks of their respective holders. The use of brand names, product names, common names, trade names, product descriptions etc. even without a particular marking in this work is in no way to be construed to mean that such names may be regarded as unrestricted in respect of trademark and brand protection legislation and could thus be used by anyone.

Cover image: www.ingimage.com

Publisher:

[LAP LAMBERT Academic Publishing](#)

is a trademark of

International Book Market Service Ltd., member of OmniScriptum Publishing Group

17 Meldrum Street, Beau Bassin 71504, Mauritius

Printed at: see last page

ISBN: 978-3-330-00024-7

Copyright © Avula Shreeveda, Lebaka Veeranjanya Reddy

Copyright © 2018 International Book Market Service Ltd., member of OmniScriptum Publishing Group

All rights reserved. Beau Bassin 2018

MBA10101MP

**MASTER OF BUSINESS ADMINISTRATION
(MBA)**

FIRST YEAR

SEMESTER - I

MANAGEMENT PROCESS



"We may forgo material benefits of civilization, but we cannot forgo our right and opportunity to reap the benefits of the highest education to the fullest extent..."

Dr. B. R. Ambedkar

**Dr. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2018**

COURSE TEAM

EDITOR

Prof. Y. S. Kiranmayi
Head
Dept. of Business Management
Dr. B. R. Ambedkar Open University
Hyderabad.

COURSE COORDINATORS

Dr. K. P. Sastry
Senior Academic Associate
Dept. of Business Management
Dr. B. R. Ambedkar Open University
Hyderabad.

Sri V. Chakravarthy
Academic Associate
Dept. of Business Management
Dr. B. R. Ambedkar Open University
Hyderabad.

COVER DESIGN

Sri G. V. Swamy

WRITERS

Prof. Ch. Rajesham (Units: 9, 10, 11, 12 & 13)
Dept. of Commerce & Business Management
Kakatiya University, Warangal.

Prof. T. Krishna Kumar (Units: 17 & 18)
Dept. of Business Management
Nizam College, Hyderabad.

Prof. T. Srinivas (Units: 1, 2, 3 & 4)
Faculty of Management
Yogi Vemana University, Kadapa.

Prof. T. Srinivasa Rao (Units: 5, 6, 7 & 8)
Dept. of Commerce & Business Management
School of Distance Learning & Continuing Education
Kakatiya University, Warangal.

Dr. P. Madhavi (Retd.) (Units: 14, 15 & 16)
Dept. of Commerce
Kasturba Gandhi Degree College for Women
Secunderabad.

Dr. B. R. Ambedkar Open University, Hyderabad.

First Edition: 2018

© 2018, Dr. B. R. Ambedkar Open University, Hyderabad, T.S.

All rights reserved. No part of this book may be reproduced in any form without the permission in writing from the University.

This text forms part of M.B.A. Programme of Dr. B. R. Ambedkar Open University.

Further information on Dr. B. R. Ambedkar Open University courses may be obtained from:

The Director (Academic), Dr. B. R. Ambedkar Open University,
Road No. 46, Prof. G. Ram Reddy Marg, Jubilee Hills, Hyderabad - 500 033. T.S.
India.

Web: www.braou.ac.in

Printed on behalf of Dr. B. R. Ambedkar Open University, Hyderabad by the Registrar.

Lr. No. - 114/Dr.BRAOU/DMP/PTG/F.No.182/J.O.No.59/2018-19/Dt.24-10-2018/Copies : 500

Printed at : Vecon Printers Pvt. Ltd., Nacharam, Hyderabad.

A MITTAL PUBLICATION

STRESS TO SATISFACTION

A Study on Well-Being of Nurses

B. Madhu Bala
Talluru Sreenivas



OTHER IMPORTANT BOOKS

- **Administration of Primary Health Centres in India**
— S.P. RANGA RAO ₹ 275
- **Biological Stress & Its Management**
— KAUSHAL K. SRIVASTAVA & RATAN KUMAR ₹ 2100
- **Essentials of Medical Law and Ethics** — PURUSHOTTAM BEHERA ₹ 1500
- **Essentials of Medical Microbiology** — ANJALI AGGARWAL ₹ 1500
- **Handbook of Medicinal Plants** — ANIL KUMAR ₹ 2500
- **Health Care & Hospital Management** — PURUSHOTTAM BEHERA ₹ 1250
- **Health Care in Rural Areas** — J. CYRIL KANMONY ₹ 700
- **Health Crisis and Care in Urban India**
— K.C. RATH & MITHUN KARMAKAR ₹ 850
- **Health Education** — A. KUMAR ₹ 450
- **Health, Nutrition and Physical Growth in Developing Nations**
— PREMANANDA BHARATI ₹ 600
- **How Principals Manage Stress: Strategies for Successful Coping**
— NALINI JUNEJA ₹ 695
- **Human Rights and Health Care** — J. CYRIL KANMONY ₹ 450
- **Information Management in Indian Medical Libraries**
— R.P. DIXIT ₹ 600
- **Kala Azar** — HARSHAD P. THAKUR ₹ 1100
- **Medicinal Plants Cultivation: A Comparative Economic Analysis**
— NURSADH ALI ₹ 395
- **People Health and Nutrition**
— DIPAK KUMAR ADAK, RAJESH KUMAR GAUTAM, JYOTISHIKHA NANDA, AND
PREMANANDA BHARATI ₹ 395
- **Phytochemicals and Heart Diseases** — SHIKHA SAXENA ₹ 350
- **Pioneers in Scientific Discoveries** — K. KRISHNAMURTHY ₹ 995
- **Primary Healthcare Management in India** — K. KALYAAN CHAKRAVARTHY
AND T. SREENIVAS ₹ 100
- **Public Investment in Primary Health Care**
— SURANJAN SARMA ₹ 295
- **Research Methods in Nursing & Midwifery** — RAJ KUMAR PANDEY ₹ 1500
- **Traditional Medicine & Health Care in North East India**
— R.K. JEERMISON ₹ 650
- **Tribal Fertility, Morality and Health Care Practices**
— R. MUTHARAYAPPA ₹ 350
- **Women, Ageing and Mental Health- The Indian Scenario**
— ARMITA BAGGA; ANURADHA V. SAKURKAR ₹ 795
- **Women, Society and Mental Health- Narratives of Solitude**
— MOUSUMI MAHANTA ₹ 700



Mittal Publications

PUBLISHERS OF SCHOLARLY BOOKS
4594/9 Daryaganj, New Delhi - 110002 (India)
Phone : +91-11-23250398, Fax : 41564398

e-mail : info@mittalbooks.com Website : www.mittalbooks.com

ISBN 81-8324-911-6



₹ 1250

Golden Era Press

ENTREPRENEURSHIP THROUGH STARTUP AND STANDUP IN INDIA



P. MOHAN REDDY
P. SARITHA



ENTREPRENEURSHIP THROUGH STARTUP AND STANDUP IN INDIA

About the Authors



Prof. P. MOHAN REDDY, Department of Commerce, S.V. University, Tirupati. He did his M.Com and Ph.D. from S.V. University in 1983 and 1990 respectively. He has obtained MBA from University of Madras. He served as Assistant Professor in Dr. Ambedkar Open University for 6 months prior to his appointment as lecturer at the S.V.U PG Centre, Kadapa during 1992. He became Associate Professor during 2001. He was repatriated to the S.V. University Tirupati during 2008 when erstwhile S.V.U. PG Centre, Kadapa was elevated to Yogi Vemana University (YVU). He was promoted as Professor of Commerce during 2009. To his credit, he has published 12 books and 146 articles. He has successfully guided 17 Ph.Ds and 7 M.Phils. He has attended and presented 117 papers in various national and international seminars. He has organized two national seminars and acted as Deputy Director for international conference. He has completed one minor research project and one major research project funded by the ICSSR and UGC respectively. He is a Life member of ICA, IIPA, AJAA, IBF and FI. He is a Member, Peer Review Committee for publication of seminar articles, Management Studies, Pondicherry University. He was the Head, Department of Commerce and I/c Head of MHRM and Coordinator for MBA, MCA and M.Sc (CS) courses in Y.V. University, Kadapa and Coordinator for M.Com(A&F) in S.V. University. He is a Life Member, Red Cross Society, A.P State Branch. He acted as Chairman for Joint-Inspection Committees, APSCH. He acts as a Chairman and Member for College Inspection Committees, S.V. University. He was former Member, Board of Studies (PG) in S.V. University. He was former External Member, Board of Studies (PG) in S.K. University, Ananthapur and Dravidian University, Kuppam. Presently, he is External Member, Board of Studies (PG) in Y.V. University, Kadapa. He is a member of Expert Committee, National Board of Accreditation, New Delhi. He has served as Regional Coordinator for ICET during 2005-08. He acted as deputy coordinator for National youth festival. He acted as a Warden, SVU CM&CS, Hostel for Men, S.V. University, Tirupati. Presently, he is the Head and formerly Chairman BOS in Commerce, Department of Commerce, S.V.U. College of CM & CS, Tirupati. He has presented paper in 11th Asia-Pacific Business Research Conference, East Asia Institute of Management, Singapore. One paper has been accepted for presentation in World Business Research Conference, Bangkok, Thailand. He was awarded the Best Teacher award in the year 2017.



PABBATI SARITHA, she is an eternal student dedicated to teaching and learning. She was awarded Ph.D from SV University, Tirupati in the year 2008 with the specialisation of Finance under the guidance of Prof. P. Mohan Reddy, Dept. of Commerce, SV University, Tirupati. She was also completed her Technical course of IWC (Honours Diploma in Web Centric Computing) from NIIT, Kadapa in the year 2003 including C, C++, Java, Oracle, Tally and MS-Office. She has one Nationally published book from Serials Publications, New Delhi and one Internationally published book from VDM Publications, Mauritius. She has 50 articles published in various National and International reputed and referred journals and 40 papers published in National and International edited books. She was attended and presented 80 papers in National and International Seminars/workshops/symposiums in India. She is a life member in ALL INDIA ACCOUNTING AND COMMERCE ASSOCIATION (AIACA), New Delhi. She has been working in different administrative positions in YVU such as Coordinator for UG/PG Examinations, Co-coordinator of Placement Cell, Associate Director in Directorate of Admissions, Coordinator of MD Cell (Management Development Cell), Programme Officer for NSS in YV University. She has been acting as a good academician in the same University, Sri Venkateswara University, Pondicherry Central University, Sri Padmavathi Mahila University, JNT University Anantapur, QIS College, Guntur and Gitam University as a board member for examinations. She was acted as an adjudicator for Bharathiar University and MS(Manonmanian Sundaram) University in Tamil Nadu. She has been acted as a Editorial Board member and Reviewer for various International Journals like AJBM, IRJMH, IJLIS, IJETMAS.

Golden Era Press

New Delhi - Hyderabad - Visakhapatnam

Cell: +91 99480 09124

e-mail: goldenerapublications@gmail.com

₹ 725.00

ISBN 21-9088-306-5



7 12190188306 5

20	Challenges Faced By The Indian Agriculture Sector Dr.G. Ranganatham	158 - 163
21	Startups For Boosting Economic Growth in India :: An Outlook Dr.P. Saritha, Dr.K. Lavanya Latha, Prof.P. Mohan Reddy	164 - 170
22	Key Factors For Success And Key Reasons For Failure – Startup Entrepreneurial Must Need To Mind S.V. Phanindra Natha Naidu, Dr. Y. Subbarayudu, G. Ramanjaneyulu	171 - 183
23	The Role Of Government In Startups G.Venkateswarlu, . M.Jayalakshmi	184 - 190
24	Impact of GST on Start-ups in India :: An Overview Prof.T.Sreenivas, Dr.G. Vijaya Bharathi, Mr.P. Harinatha Reddy	191 - 194
25	Startups For Advanced Agricultural Practice In India. Dr. Padmavathi Agarwal, Prof. B. Bhagavan Reddy	195 - 199
26	Emerging Healthcare Start-Ups In India :: An Outlook Dr.K. Lalitha	200 – 203
27	A Study On Inclusive Growth Through Start-Up India Dr. Cirappa.I.B. Leelavathi.K.	204 - 217

STARTUPS FOR BOOSTING ECONOMIC GROWTH IN INDIA :: AN OUTLOOK

Dr. P. Saritha, Assistant Professor, Department of Business Management, Yoga Vemana University, Kadapa, mail-id : sarithamsg@yahoo.co.in,

Dr. K. Lavanya Latha, Assistant Professor, Department of Business Management, Pondicherry University, Pondicherry,

Prof. P. Mohan Reddy, Department of Commerce, SV University, Tirupati.

ABSTRACT

Initially, India was considered as the market for providing cheap labor to the world and for export of Indian services in the field of IT. Due to this India has witnessed low product development and innovation in the past. But, still it is not too late and the culture of startups has started in India in the recent past. It has already started bearing fruits and is all geared up to benefit the Indian economy in the long run. Tech start-ups are leading the growth of start-up era and it is ready to boost revenue generated by IT-BPM sector by almost 12-14 per cent for the current fiscal year as well. It is anticipated that the e-commerce market of India will grow by more than 50% within the next five years. India witnessed the largest infusion of capital from overseas through venture capital funds in the year 2014 in the indigenous startups. After the inception of new government in the center, an optimistic view has been developed around the growth story of Indian economy. This government has also started working towards improving India's rank in World Bank ease of doing business in which India is currently ranked at 142 positions. This will definitely boost the startups of the country. Foreign investors have started looking towards India as a favorable investment destination. Indian startups are proving to be the major tool for diverting a huge chunk of foreign wealth into the Indian economy.

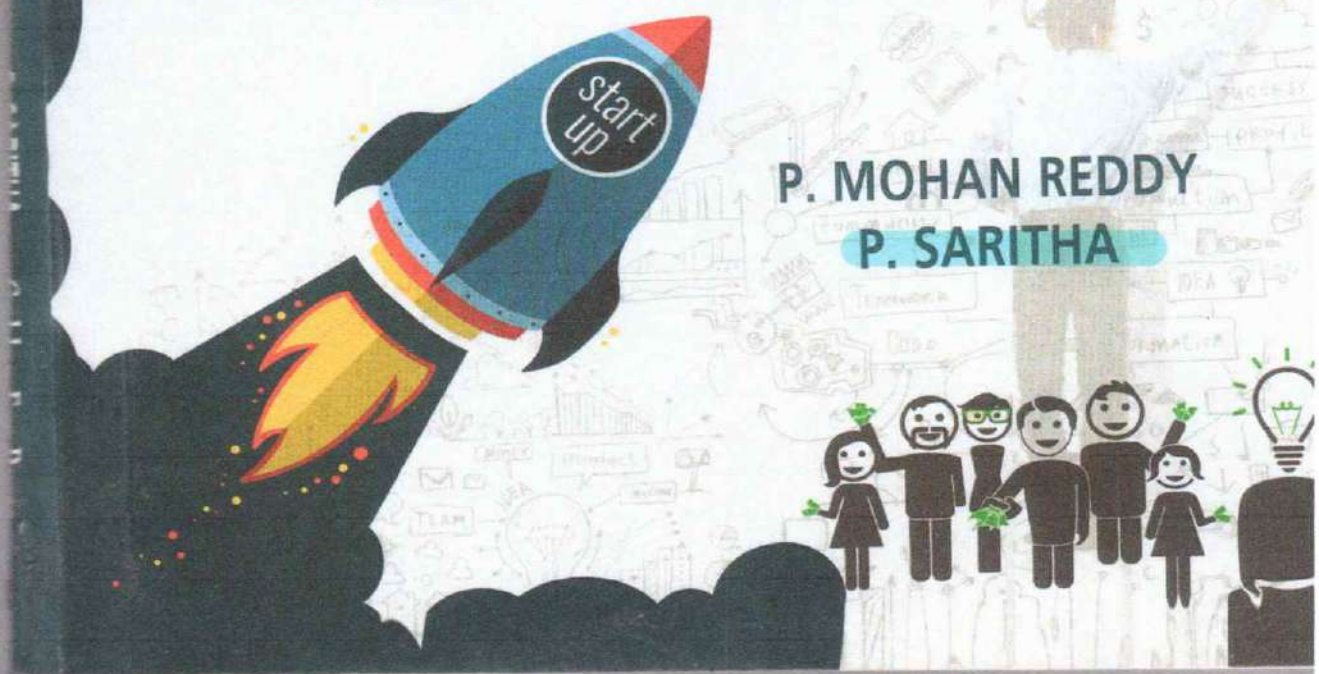
INTRODUCTION

Startups are flourishing in India not only in the field of internet but in various other fields as well. Educational tech startups are a new hot bee among various investors since it is anticipated that the complete educational system will be digitized in the near future. Similarly, startups are also eyeing big data analytics, healthcare, beauty and fitness, biotechnology and other areas as well. Several startups have also ventured into food delivery service as well. Examples include Mast Kalandar in Mumbai and Bangalore, Eatlo, Freshmenu, TinyOwl etc. These have generated employment opportunities in large number in

INCLUSIVE GROWTH THROUGH STARTUPS IN INDIA



P. MOHAN REDDY
P. SARITHA



INCLUSIVE GROWTH THROUGH STARTUPS IN INDIA

About the Authors



Prof. P. MOHAN REDDY, Department of Commerce, S.V. University, Tirupati. He did his M.Com and Ph.D. from S.V. University in 1985 and 1990 respectively. He has obtained MBA from University of Madras. He served as Assistant Professor in Dr. Ambedkar Open University for 6 months prior to his appointment as lecturer at the S.V.U PG Centre, Kadapa during 1992. He became Associate Professor during 2001. He was repatriated to the S.V. University Tirupati during 2008 when erstwhile S.V.U. PG Centre, Kadapa was elevated to Yogi Vemana University (YVU). He was promoted as Professor of Commerce during 2009. To his credit, he has published 12 books and 146 articles. He has successfully guided 17 Ph.Ds and 7 M.Phils. He has attended and presented 117 papers in various national and international seminars. He has organized two national seminars and acted as Deputy Director for international conference. He has completed one minor research project and one major research project funded by the ICSSR and UGC respectively. He is a Life member of ICA, IIPA, AIAA, IBF and FI. He is a Member, Peer Review Committee for publication of seminar articles, Management Studies, Pondicherry University. He was the Head, Department of Commerce and i/c Head of MHRM, and Coordinator for MBA, MCA and M.Sc (CS) courses in Y.V. University, Kadapa and Coordinator for M.Com (A&F) in S.V. University. He is a Life Member, Red Cross Society, A.P State Branch. He acted as Chairman for Joint-Inspection Committees, APSCHE. He acts as a Chairman and Member for College Inspection Committees, S.V. University. He was former Member, Board of Studies (PG) in S.V. University. He was former External Member, Board of Studies (PG) in S.K. University, Ananthapur and Dravidian University, Kuppam. Presently, he is External Member, Board of Studies (PG) in Y.V. University, Kadapa. He is a member of Expert Committee, National Board of Accreditation, New Delhi. He has served as Regional Coordinator for ICET during 2005-08. He acted as deputy coordinator for National youth festival. He acted as a Warden, SVU CM&CS, Hostel for Men, S.V. University, Tirupati. Presently, he is the Head and formerly Chairman BOS in Commerce, Department of Commerce, S.V.U. College of CM & CS, Tirupati. He has presented paper in 11th Asia-Pacific Business Research Conference, East Asia Institute of Management, Singapore. One paper has been accepted for presentation in World Business Research Conference, Bangkok, Thailand. He was awarded the Best Teacher award in the year 2017.



PABBATISARITHA, she is an eternal student dedicated to teaching and learning. She was awarded Ph.D. from SV University, Tirupati in the year 2008 with the specialisation of Finance under the guidance of Prof. P. Mohan Reddy, Dept. of Commerce, SV University, Tirupati. She was also completed her Technical course of HWC (Honours Diploma in Web Centric Computing) from NIIT, Kadapa in the year 2003 including C, C++, Java, Oracle, Tally and MS-Office. She has one Nationally published book from Sorials Publications, New Delhi and one Internationally published book from VDM Publications, Mauritius. She has 50 articles published in various National and International reputed and referred journals and 40 papers published in National and International edited books. She was attended and presented 80 papers in National and International Seminars/workshops/symposiums in India. She is a life member in ALL INDIA ACCOUNTING AND COMMERCE ASSOCIATION (AIACA), New Delhi. She has been working in different administrative positions in YVU such as Coordinator for UG/PG Examinations, Co-coordinator of Placement Cell, Associate Director in Directorate of Admissions, Coordinator of MD Cell (Management Development Cell), Programme Officer for NSS in YV University. She has been acting as a good academician in the same University, Sri Venkateswara University, Pondicherry Central University, Sri Padmavathi Mahila University, JNT University Anantapur, QIS College, Guntur and Gitam University as a board member for examinations. She was acted as an adjudicator for Bharathiar University and MS (Manonmaniam Sundaram) University in Tamil Nadu. She has been acted as a Editorial Board member and Reviewer for various international journals like AJBM, IRJMH, IJLIS, IJETMAS.

Golden Era Press

New Delhi - Hyderabad - Visakhapatnam

Cell: +91 99480 09124

e-mail: goldenerapublications@gmail.com

₹ 725.00

ISBN 21-9088-305-8



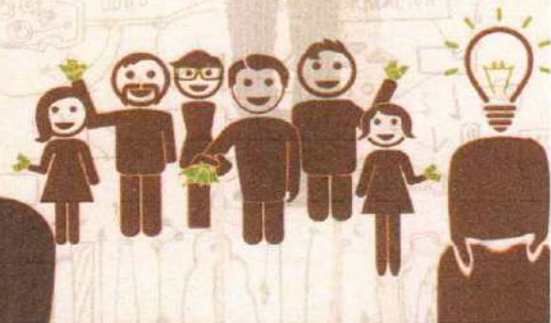
7 12190 88305 8

Golden Era Press

ENTREPRENEURSHIP THROUGH STARTUP AND STANDUP IN INDIA



P. MOHAN REDDY
P. SARITHA



ENTREPRENEURSHIP THROUGH STARTUP AND STANDUP IN INDIA

About the Authors



Prof. P. MOHAN REDDY, Department of Commerce, S.V. University, Tirupati. He did his M.Com and Ph.D. from S.V. University in 1985 and 1990 respectively. He has obtained MBA from University of Madras. He served as Assistant Professor in Dr Ambedkar Open University for 6 months prior to his appointment as lecturer at the S.V.U PG Centre, Kadapa during 1992. He became Associate Professor during 2001. He was repatriated to the S.V. University Tirupati during 2008 when erstwhile S.V.U. PG Centre, Kadapa was elevated to Yogi Vemana University (YVU). He was promoted as Professor of Commerce during 2009. To his credit, he has published 12 books and 146 articles. He has successfully guided 17 Ph.Ds and 7 M.Phils. He has attended and presented 117 papers in various national and international seminars. He has organized two national seminars and acted as Deputy Director for international conference. He has completed one minor research project and one major research project funded by the ICSSR and UGC respectively. He is a Life member of ICA, IIPA, AIAA, IBF and FI. He is a Member, Peer Review Committee for publication of seminar articles, Management Studies, Pondicherry University. He was the Head, Department of Commerce and i/c Head of MHRM, and Coordinator for MBA, MCA and M.Sc.(CS) courses in Y.V. University, Kadapa and Coordinator for M.Com(A&F) in S.V. University. He is a Life Member, Red Cross Society, A.P State Branch. He acted as Chairman for Joint-Inspection Committees, APSCHE. He acts as a Chairman and Member for College Inspection Committees, S.V. University. He was former Member, Board of Studies (PG) in S.V. University. He was former External Member, Board of Studies (PG) in S.K. University, Ananthapur and Dravidian University, Kuppam. Presently, he is External Member, Board of Studies (PG) in Y.V. University, Kadapa. He is a member of Expert Committee, National Board of Accreditation, New Delhi. He has served as Regional Coordinator for ICET during 2005-08. He acted as deputy coordinator for National youth festival. He acted as a Warden, SVU CM&CS, Hostel for Men, S.V. University, Tirupati. Presently, he is the Head and formerly Chairman BOS in Commerce, Department of Commerce, S.V.U. College of CM & CS, Tirupati. He has presented paper in 11th Asia-Pacific Business Research Conference, East Asia Institute of Management, Singapore. One paper has been accepted for presentation in World Business Research Conference, Bangkok, Thailand. He was awarded the Best Teacher award in the year 2017.



PABBATI SARITHA she is an eternal student dedicated to teaching and learning. She was awarded Ph.D from SV University, Tirupati in the year 2008 with the specialisation of Finance under the guidance of Prof. P. Mohan Reddy, Dept. of Commerce, SV University, Tirupati. She was also completed her Technical course of HWC (Honours Diploma in Web Centric Computing) from NITT, Kadapa in the year 2003 including C, C++, Java, Oracle, Tally and MS-Office. She has one Nationally published book from Serials Publications, New Delhi and one Internationally published book from VOM Publications, Mauritius. She has 50 articles published in various National and International reputed and referred journals and 40 papers published in National and International edited books. She was attended and presented 80 papers in National and International Seminars/workshops/symposiums in India. She is a life member in ALL INDIA ACCOUNTING AND COMMERCE ASSOCIATION (AIAA), New Delhi. She has been working in different administrative positions in YVU such as Coordinator for UG/PG Examinations, Co-coordinator of Placement Cell, Associate Director in Directorate of Admissions, Coordinator of MD Cell (Management Development Cell), Programme Officer for NSS in YV University. She has been acting as a good academician in the same University, Sri Venkateswara University, Pondicherry Central University, Sri Padmavathi Mahila University, JNT University Anantapur, QIS College, Guntur and Gitam University as a board member for examinations. She was acted as an adjudicator for Bharathiar University and MS(ManonmanianSunderam) University in Tamil Nadu. She has been acted as a Editorial Board member and Reviewer for various International Journals like AIBM, IRJMH, IJLIS, IJETMAS.

Golden Era Press

New Delhi - Hyderabad - Visakhapatnam

Cell: +91 99480 09124

e-mail: goldenerapublications@gmail.com

₹ 725.00

ISBN 21-9088-306-5



7 12190188306 5

MBA10102ME

**MASTER OF BUSINESS ADMINISTRATION
(MBA)**

FIRST YEAR SEMESTER - I

MANAGERIAL ECONOMICS



*"We may forgo material benefits of civilization, but we
cannot forgo our right and opportunity to reap the benefits
of the highest education to the fullest extent..."*

Dr. B. R. Ambedkar

**Dr. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2018**

COURSE TEAM

EDITOR

Prof. S. V. Sathyanarayana
Chairman, BRS
Dept. of Commerce
Osmania University,
Hyderabad.

ASSOCIATE EDITOR

Prof. V. S. K. Ramayya
Head, Dept. of Business Management
Dr. B. R. Ambedkar Open University,
Hyderabad.

COURSE COORDINATORS

Dr. K. R. Sastry
Senior Academic Associate
Dept. of Business Management
Dr. B. R. Ambedkar Open University,
Hyderabad.

Sri V. Chakravarthy
Academic Associate
Dept. of Business Management
Dr. B. R. Ambedkar Open University,
Hyderabad.

COVER DESIGN

Sri G. V. Swamy

Dr. B. R. Ambedkar Open University, Hyderabad.

First Edition: 2018

© 2018, Dr. B. R. Ambedkar Open University, Hyderabad, T.S.

All rights reserved. No part of this book may be reproduced in any form without the permission in writing from the University.

This text forms part of M.B.A. Programme of Dr. B. R. Ambedkar Open University.

Further information on Dr. B. R. Ambedkar Open University programmes may be obtained from:

**The Director (Academic), Dr. B. R. Ambedkar Open University,
Road No. 46, Prof. G. Ram Reddy Marg, Jubilee Hills, Hyderabad - 500 033, T.S. India.**

Web: www.braou.ac.in

Printed on behalf of Dr. B. R. Ambedkar Open University, Hyderabad by the Registrar.

WRITERS

Prof. M. Sunder Rao (Retd.) (Units: 15, 16, 17 & 18)
Dept. of Economics
Andhra University,
Visakhapatnam.

Dr. A. S. Shrirameshetti (Units: 8, 9 & 10)
Dept. of Commerce
Kannada University,
Dharwad

Dr. Kalra Chetji (Units: 11, 12, 13 & 14)
IRS, ICAI Business School,
Hyderabad.

Dr. D. Thiruvengalachary (Units: 1, 2 & 3)
Department of Commerce
Kakatiya Government College,
Warangal.

Dr. Amruth Prasad Reddy (Units: 4, 5, 6 & 7)
Department of Business Administration
Yogi Vemana University,
Kadapa.

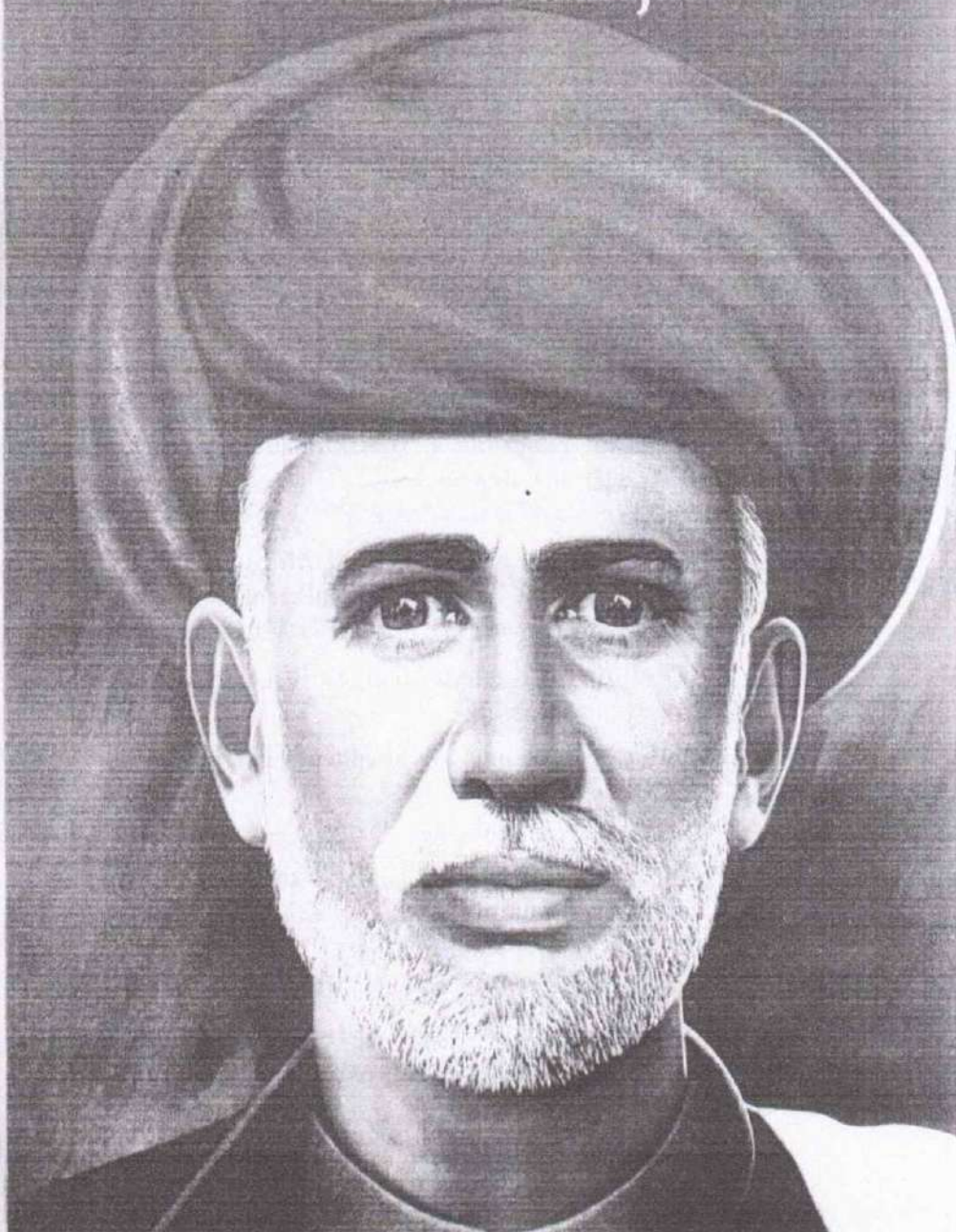
Lr. No. Lr. No. -119/Dr.BRAOU/DMP/PTG/E.No.172/J.O.No.58/2018-19/Dt.29-08-2018 Copies : 500

Printed at : Bharathi Art Printers - Hyderabad

PROBLEM OF CASTE IN INDIA

Investigating History and Historiography

Dr. Vikram Harijan



Contents

<i>Acknowledgement</i>	v
<i>Editorial</i>	ix
<i>List of Contributions</i>	xxvii
1. Bhakti, Village Deities, Caste in Medieval Andhra Pradesh: Compulsions and Compromises <i>S. Victor Babu</i>	1
2. Bhagwan Das and the Liberation of Burakumin of Japan <i>Prof. Shura Darapuri</i>	19
3. Historicity and Social Transformation of Boyas in the Rayalaseema Region <i>Prof. G.Samba Siva Reddy</i>	29
4. Origin Myths of Shudras and Ati Sudras as Depicted in Jamba Purana Narrated by Nulkachandayyas <i>Theegala Sreenivas & Thallapally Manohar</i>	40
5. The Role of Kommu Madiga's in Funeral Rituals of Golla's <i>Pagidipalli Krishna</i>	56
6. Sub-castes Among the Shepherds in Telugu Region: A Study <i>Potharaveni Thirupathi</i>	64
7. Importance of Leather Looks Traditional Heritage on Working Community's Likely Madigas, Godris and Mochis of Depressed Classes <i>Dr. Jayaram Gollapudi</i>	74
8. Problem of Caste in Indian History: A Study of Dr. B.R. Ambedkar's Approach <i>Dr. S.K. Chahal</i>	91
9. Growth of Dalit Movement in a Historical Perspective: An Overview <i>P.S. Harish</i>	109

9.7.

ISBN : 978-93-85957-10-9

Rs. 1800

First Published 2019

© Editor

All rights reserved. Except for the quotation of short passages for the purpose of criticism and review, no part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the publisher. *

Meena Book Publications

Regd. Office:

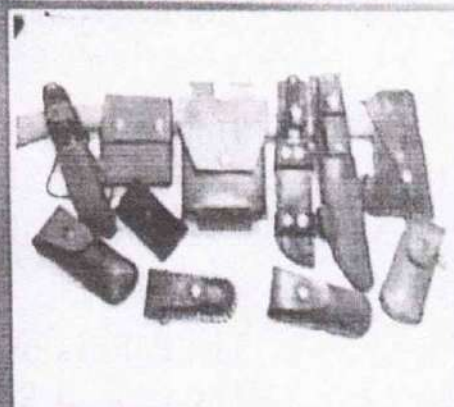
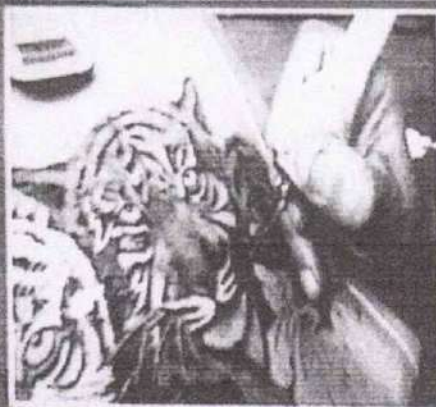
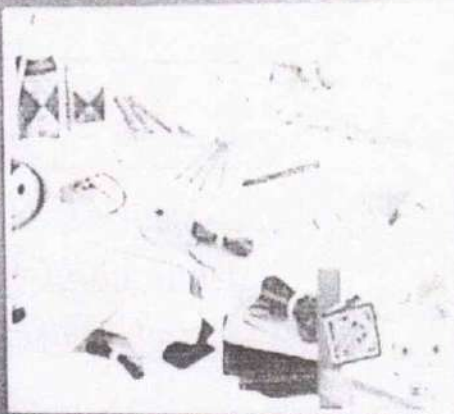
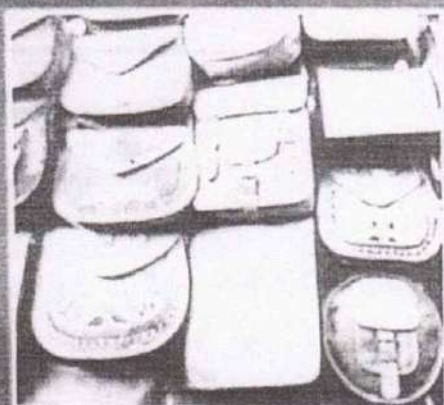
H.N.140, Street No. 9C, Prem Nagar,
Karawal Nagar, Delhi - 110094 (India)
Mobile : +91-9868280998

Sales Office:

21/4648, Ansari Road,
Daryaganj, New Delhi - 110002 (India)
Tel. : 9899953194
E-Mail: meenabookpublications@gmail.com

History of Leather-Working Castes in India

Social Transformation and Challenges



Edited by
Vikram Harijan & Thallapally Manohar

Contents

<i>Acknowledgement</i>	xv
<i>Editorial Introduction</i>	xv
<i>List of Contributors</i>	xxxi
1. Leather Working Caste During Medieval Period <i>Dr. Anjali Yadav</i>	1
2. How to Uplift the Scavengers, Cobblers and Tanners: A Critical Study of the Gandhian Approach to the Dalit Problem <i>S.K. Chahal & Narendra Singh</i>	10
3. The Politics of Inclusion and Exclusion: The Case of Reconstruction of Jatav Identity <i>Dr. Amardeep</i>	41
4. Identity Changed but not Profession (?): The Madigas of the Rayalaseema Region of Andhra Pradesh <i>Prof. G. Samba Siva Reddy</i>	56
5. The Leather Communities and the English East India Company in South India During 17th to 19th Centuries <i>Dr. Vikram Harijan</i>	82

q.b.

ISBN : 978-93-85957-25-3

First Published 2018

© Editors

All rights reserved. Except for the quotation of short passages for the purpose of criticism and review, no part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the publisher.

Meena Book Publications

Regd. Office:

H N 140, Street No. 9C, Prem Nagar,
Karawal Nagar, Delhi - 110094 (India)
Mobile : +91-9868288888

Sales Office:

21/4648, Ansari Road,
Daryaganj, New Delhi - 110002 (India)
Tel : 011-23277141, 9800953194
E-Mail: meenabookpublications@gmail.com

Tourism Marketing and Destination Management

Assist. Prof. Dr. Vudhayaraju. Varija, Assist. Prof. Dr. Vellore. Ramabrahmam and

Dr. Yadava Raghu Academic Consultant

Dept. of. History & Archaeology, Yogi Vemana University, Vemanapuram. Kadapa,
Y.S.R. Dist, Andhra Pradesh, India

(Cell: +91 9963037305, Email: varijarao2009@gmail.com, ram.vellore@gmail.com,
raghuyadav.history@gmail.com)

Abstract: *Tourism is a very complex industry because of its multi-faceted activities which together produce the 'tourist product'. Marketing is a process through which individuals and groups provide, exchange and obtain products – ideas, goods and services – capable of satisfying customers' needs and desires at a desirable price and place. Marketing requires a strategy. It is an all-encompassing, planning, scheduling, studying, figuring-stuff-out, researching, testing, and practicing strategy.*

Destinations are places that attract visitors for a temporary stay, and range from continents to countries to states and provinces, to cities, to villages, to purpose built resort areas. At the foundation level, destinations are essentially communities based on local government boundaries. Tourists travel to destinations. Destinations are places with some form of actual or perceived boundary, such as the physical boundary of an island, political boundaries, or even market-created boundaries.

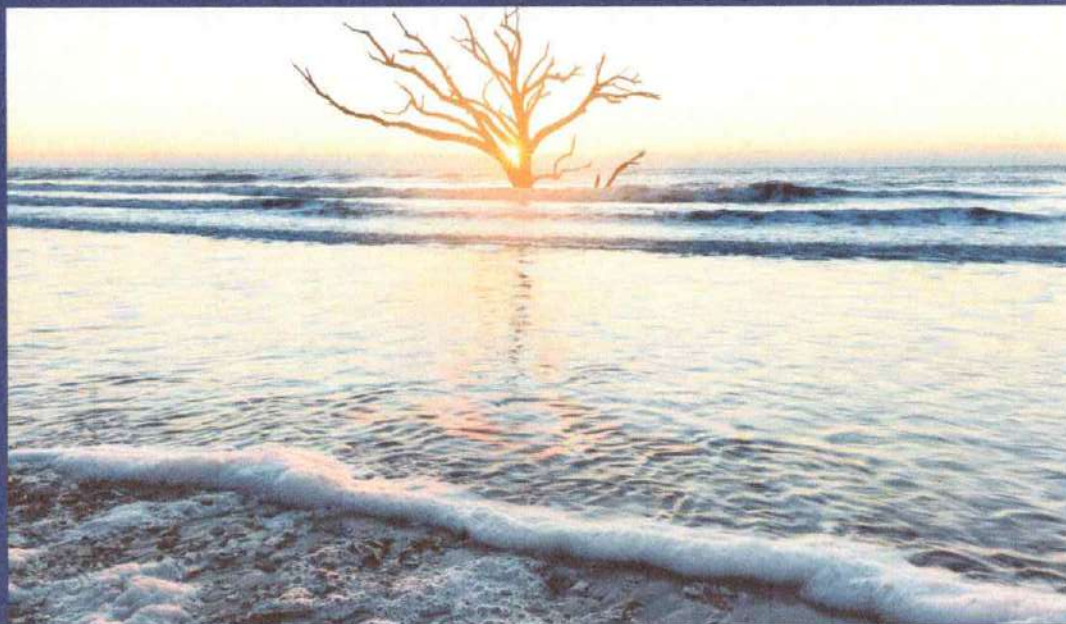
Keywords: *Tourism, Marketing, Destination, Management*

1. Introduction

Tourism has become the world's largest industry, generating wealth and employment, opening the minds of both visitors and the visited to different ways of life. India has strong signs of becoming one of the emerging giants in world tourism. The most imperative factors for successful tourism development include product enhancement, marketing, regulations and human resource development. India's tourism is one of the flourishing sectors in terms of its scope. Tourism in India is growing continuously to generate employment and earn large amount of foreign exchange in order to stabilise the country's economic and social development. It also helps in preserving and sustaining the diversity of the India's natural and cultural environments. We should develop tourism industry with government supports, new initiations, actions and plans to influence foreigners to sustain our position strongly. Tourism in India is a key growth driver and a significant.

India holds immense potential in adventure and cruise tourism. India's greatest adventure tourism assets are Himalayas and its mighty rivers. The peak period for adventure tourism is the "lean period" of cultural tourism. Development of adventure tourism can make India a round-the-year tourist destination. The cruise industry is one of the most promising industries in India. However, strong efforts need to be made to develop this industry. Other forms of tourism such as agric tourism, pilgrimage tourism, heritage tourism, and MICE tourism also hold enormous potential. Prospects in Tourism Industry Healthy economic growth recorded in past few years, especially in the services industry, have led to increase in business travel. Higher disposable income and affordability have increased domestic leisure travel in India. Foreign tourist arrivals in India have also grown.

Fluoride in drinking water has now become one of the most important geo-environmental and toxicological issues in the world. During the last three decades, high fluoride concentrations in drinking water sources and the resultant disease "Fluorosis" is being highlighted throughout the world. Andhra Pradesh, Rajasthan, Uttar Pradesh, Gujrat and Tamil Nadu being the states with the highest rating of endemic fluorosis. In Andhra Pradesh, several thousands of people in as many as 18 districts are suffering from fluorosis. Anantapur is one of the several affected districts where higher concentrations of fluoride have been found in the drinking water used by the people. In view of its physiological significance, the present study is aimed at to study the distribution and hydrogeochemistry of fluoride in groundwater of Urvakonda, mandals of Anantapur district of Andhra Pradesh.



sunitha vangala
B. Rajeswara Reddy



Dr.V.Sunitha has a Ph.D in Applied Geochemsitry from Osmania University, Telangana, India; completed her Masters degree in Geology from Sri Venkateswara University, Tiruapti. She is the recipient of Raman Post Doctoral Fellowship from University Grants Commission, UGC, Young Scientist award from department of Science and Technology, DST, India.

Hydrogeochemistry of Fluoride in Groundwater of Uravakonda,

Anantapur District, A.P India



978-613-9-92402-8

LAP
LAMBERT
Academic Publishing

79

Imprint

Any brand names and product names mentioned in this book are subject to trademark, brand or patent protection and are trademarks or registered trademarks of their respective holders. The use of brand names, product names, common names, trade names, product descriptions etc. even without a particular marking in this work is in no way to be construed to mean that such names may be regarded as unrestricted in respect of trademark and brand protection legislation and could thus be used by anyone.

Cover image: www.ingimage.com

Publisher:

LAP LAMBERT Academic Publishing

is a trademark of

International Book Market Service Ltd., member of OmniScriptum Publishing Group

17 Meldrum Street, Beau Bassin 71504, Mauritius

Printed at: see last page

ISBN: 978-613-9-92402-8

Copyright © sunitha vangala, B. Rajeswara Reddy

Copyright © 2018 International Book Market Service Ltd., member of OmniScriptum Publishing Group

FOR AUTHOR USE ONLY

Sustainable water resources development and management necessarily depends on proper planning, implementation, operation and maintenance. The interpretation of Remote Sensing data & GIS in conjunction with conventional data and sufficient ground truth information makes it possible to identify and outline various ground features such as geological structures, geomorphic features and their hydrologic characters that may serve as direct or indirect indicators of the presence of ground and surface water. An integrated survey based on satellite image interpretation corroborated with limited field checks were carried out with a view to delineate the ground water potential of, Anantapur, Y.S.R, Districts Andhra Pradesh are discussed in this book.



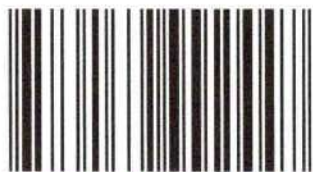
Sunitha Vangala



Dr.V.Sunitha has a Ph.D in applied Geochemistry from Osmania University, Telangana, India; completed her Masters degree in Geology from Sri Venkateswara University, Tirupati. She is the recipient of Raman Post Doctoral Fellowship from University Grants Commission, UGC, Young Scientist award from department of Science and Technology, DST, India.

Application of Geospatial techniques in Groundwater Quality mapping

in Anantapur, Y.S.R Districts, Andhra Pradesh, India



978-613-9-99244-7

LAP
LAMBERT
Academic Publishing

Imprint

Any brand names and product names mentioned in this book are subject to trademark, brand or patent protection and are trademarks or registered trademarks of their respective holders. The use of brand names, product names, common names, trade names, product descriptions etc. even without a particular marking in this work is in no way to be construed to mean that such names may be regarded as unrestricted in respect of trademark and brand protection legislation and could thus be used by anyone.

Cover image: www.ingimage.com

Publisher:

LAP LAMBERT Academic Publishing

is a trademark of

International Book Market Service Ltd., member of OmniScriptum Publishing Group

17 Meldrum Street, Beau Bassin 71504, Mauritius

Printed at: see last page

ISBN: 978-613-9-99244-7

Copyright © Sunitha Vangala

Copyright © 2018 International Book Market Service Ltd., member of OmniScriptum Publishing Group

FOR AUTHOR USE ONLY

Application Oriented Materials in Science and Technology

First Edition 2018

ISBN 978-93-87922-44-0

Price : Rs. 700/-

© All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means without the prior written permission of the Editor and Publisher.

Disclaimer: The views expressed by the authors are their own. The editor and publisher do not own any legal responsibility or liability for the views of the authors, any omission or inadvertent errors.

Printed by :

D.K. Fine Art Printers Pvt. Ltd.,

New Delhi

Published by :

An International Publisher

Anu Books

H.O. Shivaji Road, Meerut, 0121-2657362, 01214007472

Branch : H-48, Green Park Extension, **New Delhi**, 9997847837

Glasgow (UK)+447586513591

Antimicrobial Properties of Nanomaterials

A. Muni Kumari^{1*}, V. Aruna¹, D. Ganga Bhvani¹ &
K. SenthilKannan²

¹Department of Genetics and Genomics, Yogi Vemana University, Kadapa
516003, Andhra Pradesh, India.

²Department of Physics, Edayathangudy GS Pillay Arts and Science
College, Nagapattinam 611002, Tamil Nadu, India.

Nanomaterials of nanotechnology have emerged as source for antimicrobial therapy. With the invention of copper, silver and magnesium nanoparticles having antimicrobial properties its application is widened in biomedical and pharmaceutical sciences (ShirinMahmoodiet *al.*, 2018). With the developments in nanotechnology new and effective antimicrobial nanoparticles are designed which are more affective in killing bacteria targeting at various sites of bacterial cell. The bacterial cell death can be noticed very clearly identifying the target site by using transmission electron microscope (Tiwari DK 2008). Metallic nanoparticles are designed with extremely high surface area and numerous reactive sites (Stoimenov PK *et al.*, 2002).

Copper metal is well known for its antimicrobial property. Copper as self sanitizing agent can kill bacteria, yast and viruses by contact killing mechanism. Copper is having broad antimicrobial spectrum. This material kills 99.9% of most pathogens within 2 h contact (Hans M *et al.*, 2013). Inorganic copper compounds like CuSO_4 and $\text{Cu}(\text{OH})_2$ are being used as inorganic antimicrobial agents. Copper and copper containing materials and solutions are effective in killing gram positive and gram negative bacteria and fungi (Raffi M 2010). Use of copper for storage of water, cooking food, water supply systems, air condectioning systems and surfeces can eliminate food born infections and water born infections, its extended usage in hospitals can reduce nosocomial infections. Nano sized copper nanoparticles are more efficient in killing bacteria. Copper nanoparticles can easily interact with the bacterial membrane with more surface area and small size and crystal morphology of nanoparticles (Parikh P

PRACTICES FOR SUSTAINABLE DEVELOPMENT

Rajbir Singh



ANU BOOKS

Practices for Sustainable Development

First Edition 2018

ISBN : **978-93-87922-42-6**

Price : Rs. 500/-

- © All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means without the prior written permission of the Editor and Publisher.

Disclaimer: The views expressed by the authors are their own. The editor and publisher do not own any legal responsibility or liability for the views of the authors, any omission or inadvertent errors.

Printed by :

D.K. Fine Art Printers Pvt. Ltd.,

New Delhi

Published by :

An International Publisher

Anu Books

H.O. Shivaji Road, Meerut, 0121-2657362, 01214007472

Branch : H-48, Green Park Extension, New Delhi. 9997847837

Customer Care: 011-2657362/13591

DIFFERENTIAL EXPRESSION OF FOXTAIL MILLET LIPOXYGENASE METABOLITES ON INFECTION WITH SCLEROSPORA GRAMINICOLA

D. Ganga Bhavani and A. Muni Kumari

ABSTRACT

Foxtail millet infected with Downy mildew disease was identified in fields of Kadapa region, the disease causing fungus *Sclerospora graminicola* was isolated from the infected leaves collected from the diseased plants. The isolated fungus was used as inoculum. The lipooxygenase (EC 1.13.11) (LOX) activity was tested in resistant (SiA 3088) and susceptible (SiA 326) varieties of foxtail millet seedlings inoculated with *Sclerospora graminicola* and compared with un-inoculated seedlings at different time intervals during course of germination. One fold of increase in LOX activity was observed on Day 3 of infection in infected seedlings of resistant variety when compared to the control seedlings this was the maximum LOX activity observed during the course of germination, on the other hand the susceptible seedlings showed no difference between the LOX activities of control and infected seedlings. Partially purified foxtail millet LOX was employed for the generation of LOX-hydroperoxides (HPODEs). Hydroperoxy products of linoleic acid were separated on HPLC using straight phase silica column (CLC-SIL, 25X0.46cm). Resistant variety during the infected stage showed a maximum peak height compared to the control seedlings, this was maximum HPODE produced among all the foxtail millet samples tested. In case of susceptible seed variety there was no much increase or difference of HPODE production between the infected and control seedlings. This study indicates the significance of LOX in disease resistance.

Key words: Lipooxygenase, *Sclerospora graminicola*, Downy mildew

INTRODUCTION

Foxtail millet (*Setaria italica* L.) is the second most widely cultivated species of millet having longest history of cultivation (Heng-Sheng Lin 2012) and one of the major food - and feed - crops. India and China are major areas of foxtail



Role of STAT3 in Colorectal Cancer Development

19

Vajravathi Lakkim, Madhava C. Reddy,
Durbaka V. R. Prasad, and Dakshayani Lomada

19.1 Introduction

Colorectal cancer is the cancer of the large intestine (colon), positioned at the lower part of the digestive system. Colorectal cancer is the third most common cancer in the world, with nearly 95,270 new cases diagnosed and 49,190 deaths reported in 2017 ([113], Cancer statistics). Some of the known symptoms of colorectal cancer are change in bowel movements like diarrhea, constipation, change in the consistency of stool, rectal bleeding, and blood in stool; persistent abdominal discomfort, such as cramps, gas, or pain; weakness; fatigue; and unexplained weight loss. Many people with colorectal cancer experience no symptoms in the early stages of the disease, and gradually symptoms appear depending on size of the tumor and location in the large intestine. Colorectal cancer occurs when healthy cells in the colon undergo errors in their DNA mismatch repair mechanism. This leads to continuous division and accumulation of cells to form a tumor, which then migrates and destroys normal tissue of other parts of the body. Colorectal cancers occur due to gene mutations linked to increase the risk of cancer passed through families in small percentage. The genes responsible for chromosomal instability at the DNA level have been identified in colorectal cancer. Tumor cells typically have bizarrely abnormal karyotypes, with many losses, gains, and

V. Lakkim · D. Lomada (✉)

Department of Genetics and Genomics, Yogi Vemana University,
Kadapa, Andhra Pradesh, India
e-mail: dlomada@yahoo.com

M. C. Reddy

Department of Biotechnology and Bioinformatics, Yogi Vemana University,
Kadapa, Andhra Pradesh, India

D. V. R. Prasad

Department of Microbiology, Yogi Vemana University, Kadapa, Andhra Pradesh, India

రాయలసీమ
కల్పనా సాహిత్యం - స్థానిక పదకోశం

ప్రచురణ



సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం
యోగి వేమన విశ్వవిద్యాలయం, కడప.



రాయలసీమ పద లఘుకోశం

2018 నవంబర్

ప్రతులు : 500

వెల : రూ. 110.00

ISBN : 978-81-926755-5-8

ప్రతులకు : సభ్య కార్యదర్శి మరియు రిజిస్ట్రార్,
సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం,
యోగి వేమన విశ్వవిద్యాలయం,
1-1254, సి.పి. బ్రౌన్ రోడ్డు,
యర్రముక్కపల్లె, కడప - 516 004.
ఫోన్ : 08562-255517

డి.టి.పి., కవర్ షేజ్ &

ముద్రణ

: బి. శివరామ్
శివరామ్ గ్రాఫిక్స్,
శ్రీపతి కాంప్లెక్స్, మునిరావు వీధి, కడప.
సెల్ : 9959214299

సంపాదక మండలి

గౌరవ సంపాదకులు

అచార్య అత్తిపల్లి రామచంద్రారెడ్డి, ఉపకులపతి
యోగి వేమన విశ్వవిద్యాలయం

ప్రధాన సంపాదకులు

అచార్య కె. చంద్రయ్య, కులసచివులు
యోగి వేమన విశ్వవిద్యాలయం

సంపాదకులు

డా.మూల మల్లికార్జునరెడ్డి

సహ సంపాదకులు

డా. చింతకుంట శివారెడ్డి
డా. భూతపురి గోపాలకృష్ణశాస్త్రి

ప్రక్రియలైన కథ, నవలల్లోని రాయలసీమకు చెందిన మాండలికాలను సేకరించి నిఘంటువుగా పాఠకులకు ముందుకు తీసుకొస్తున్నాం. ఆధునిక కాలంలో సరళ గ్రాంథికం రాసినా, శిష్ట వ్యావహారికం రాసినా రాయలసీమ రచయితలు చాలా కాలం ఇతర ప్రాంతాల రచయితల అడుగుజాడల్లో నడవాల్సివచ్చింది. 1872 నుంచి లభిస్తున్న రాయలసీమ నవలలు, 1879 నుంచి లభిస్తున్న రాయలసీమ కథలు పరిశీలించినట్లైతే మనకు ఈ విషయం అవగతమౌతుంది. రాయలసీమ ఆధునిక సాహిత్యంలోకి రాయలసీమ భాష కొంత ఆలస్యంగానే ప్రవేశించింది. ప్రవేశం ఆలస్యమైనా విస్తరణ వేగంగా సాగింది.

‘రాయలసీమ పద లఘుకోశం’ పేరుతో వెలువడుతున్న ఈ నిఘంటువులో ఆధునిక కాలానికి చెందిన నాలుగు జిల్లాల కథలు, నవలల్లో వాడిన స్థానిక పదాలను తీసుకుని వాటికి అర్థాన్నిచ్చి, రచయిత కథ, నవలల్లో ప్రయోగించిన వాక్యాన్ని యథాతథంగా ఇచ్చి ఆ పదం రచయిత ఏ కథలో, ఏ కథాసంపుటిలో ప్రయోగించారో క్రింద సూచిస్తూ రచయిత పేరును కూడా పొందుపరిచారు. ఇందులో రాయలసీమ ప్రాంతానికి చెందిన వ్యావహారిక, వ్యవసాయ, శ్రామిక సంబంధ పదాలు ఉన్నాయి.

డా. మూల మల్లికార్జున రెడ్డి

బాధ్యులు

సి.పి.బ్రౌన్ భాషా పరిశోధన కేంద్రం



మన మాతృభాష మూలాలు - మన మాండలికాలు

గుఱజాడ అప్పారావు గారి కన్యాశుల్కంతో వ్యావహారిక భాష ప్రామాణ్యాన్ని సంతరించుకొన్న తర్వాత చాలామంది కవులు, రచయితలు మాండలికాల్లో రచనలు చేశారు, చేస్తున్నారు. కాని నేటితరం ఆంగ్ల భాషావ్యామోహంలో పడి తెలుగుభాష నిరాదరణకు గురవుతున్నది. చాలామందికి మాండలిక పదాలపై చాలా చిన్నచూపు ఉంది. కూడు, గుడ్డ, బువ్వ వంటి మాటలకు మారుగా అన్నం, దుస్తులు, భోజనం వంటి మాటలు మాట్లాడడమే గౌరవంగా భావిస్తున్నారు. మన మాండలికాల్లో ఉన్న ఇంపు సొంపుల్ని ఆస్వాదించలేని స్థితిలో మనమున్నాం. మాండలికాలకు గడ్డు రోజులు దాపురించాయన్న మాటలు వాస్తవం. ఆధునిక కాలంలో చాలామంది చదువు వైపు వెళ్ళడం కూడా ఒక విధంగా యాస భాషకు ముప్పేనని చెప్పాలి. ఈ ముప్పు నుండి బయటపడాలంటే కనీసం మిగలి ఉన్న మాటలనైనా వెలుగులోకి తెచ్చుకోవాలి. భాషాపరిరక్షణలో భాగంగా ఒకప్పుడు ఆంధ్రప్రదేశ్ సాహిత్య అకాడమీ కొన్ని ప్రాంతాల మాండలిక పదకోశాలను రూపొందించింది. గతంలో డా॥ కె. నాగభూషణ రావు, డా॥ హెచ్.ఎస్. బ్రహ్మానందం వంటి భాషావేత్తలు రాయలసీమ భాషపైన కృషి చేశారు. ఇటీవల కాలంలో సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం సహాయ పరిశోధకులు డా॥ చింతకుంట శివారెడ్డి కడప భాష పేరుతో కడప జిల్లా మాండలిక పదకోశాన్ని కూర్చి పుస్తకరూపంలో అచ్చు వేయించడం అభినంద నీయమైన అంశం.

ఈ రాయలసీమ కల్పనా సాహిత్యం స్థానిక పదకోశంలోని పదాలన్నీ రాయలసీమ రచయితలైన వై.సి.వి. రెడ్డి, మధురాంతకం రాజారాం, డా॥ యన్. రామచంద్ర, వి.ఆర్. రాసాని, కేశవరెడ్డి మొదలైనవారి కథలు, నవలల్లో నుండి సేకరించడం జరిగింది. ఆయా గ్రంథాల్లో ఆయా పదాలు ఏ సందర్భంగా

యన్.సి. రామసుబ్బారెడ్డి జీవితం -

రచనల పరిశీలన

- డా॥ మూల మల్లికార్జున రెడ్డి

కవిగా, కథకునిగా, నాటకకర్తగా, రంగస్థలనటుడిగా యన్సీ రామసుబ్బారెడ్డి గారు వైయస్సార్ కడప జిల్లాలో సుప్రసిద్ధులు. వైయండిపి సంస్థ కార్యదర్శిగా, శ్యామరాజు సంగీత నృత్య కళాశాల సంచాలకులుగా, జిల్లా అభ్యుదయ రచయితల సంఘం సభ్యునిగా, కడప జిల్లా రచయితల సంఘం కోశాధికారిగా, రచనా సాహిత్య పీఠిక కార్యదర్శిగా వీరు సాంస్కృతిక, సాహిత్య రంగాల్లో ఎనలేని కృషి చేశారు. ఒక సామాన్య ప్రభుత్వ ఉద్యోగస్తునిగా ఉంటూ ఆయన ఈ జిల్లాకు చేసిన సేవ కొనియాడదగింది.

యన్సీ రామసుబ్బారెడ్డి గారు 1939 జూలై 1వ తేదీన మైదుకూరు మున్సిపాలిటీలోని శెట్టివారిపల్లె గ్రామంలో కొండమ్మ వెంకటసుబ్బయ్య దంపతులకు జన్మించారు. వీరు సనాతన సంప్రదాయ రైతు కుటుంబం నుంచి వచ్చారు. వీరి ముజ్జేజి గారిది రాజుపాలెం. అక్కడ నుండి శెట్టివారిపల్లెలోని కొప్పర్తి వారైన రెడ్డిగారికి తమ ఆడుబిడ్డను ఇచ్చిన కారణంగా ఇల్లరికపు అల్లునిగా శెట్టివారిపల్లె చేరారు వీరి పితామహులు. చాలాకాలం ఈ రెండు కుటుంబాలు ఉమ్మడిగానే ఉన్నాయి. వీరి తండ్రీగారు కూడా కొప్పర్తి వారి కుటుంబంలోనే మొదటి వివాహం చేసుకొన్నారు. ఉమ్మడిగా ఉన్న వీరి కుటుంబాలు విడివిడిగా వారి వితరణ గుణంతో ఏడు కుటుంబాలుగా విడివిడిగా ఏర్పాటయ్యాయి. పెద్ద కుటుంబాలు ఉన్న కొప్పర్తి వారి వితరణగా వీరు ఇప్పటికీ చెప్పుకొంటారు.

శ్రీ పోతులూరి వీరబ్రహ్మేంద్రస్వామి

జీవితం - సాహిత్యం

- డా॥ మూల మల్లికార్జున రెడ్డి

యోగి వేమన, అవధూతేంద్రస్వామి, కాశిరెడ్డి నాయన, సద్గురు దర్గా స్వామీజీ వంటి ఎందరో యోగులు జన్మించిన కర్మభూమి కడప. ఈ కోవకు చెందిన సంఘసంస్కర్త, యోగిపుంగవుడే శ్రీ పోతులూరి వీరబ్రహ్మేంద్రస్వామి. బ్రహ్మంగారి పేరు వినగానే తెలుగు ప్రజలందరికీ గుర్తుకువచ్చేది 'కాలజ్ఞానం'. సర్వమతసారాన్ని తన తత్వాలలో పొదిగి సామాన్యులకు అందజేసిన మహనీయుడాయన. అందులో ఎన్నో సందేశాలు, భవిష్యత్తులో జరగబోయే విషయాలు సమాజాన్ని నిర్దేశించేవిగా ఉన్నాయి.

“ఉత్తరదేశమున వైశ్యకులము నందు ఉత్తమ గంధోకడు పుట్టినిమా
హత్తుగా నన్నియు దేశముల వారంత సత్తుగ పూజలు చేసేరుమా”

అని గాంధీ మహాత్ముడు ఉత్తరదేశంలో వైశ్యకులంలో జన్మిస్తాడని, అన్ని దేశాలవారు ఆయనను పూజిస్తారని(గౌరవిస్తారని) 17 వ శతాబ్దిలోనే తెలిపిన మహాజ్ఞాని వీరబ్రహ్మేంద్రస్వామివారు.

అన్ని మతాలు సమానమేనని ఒకరు ఎక్కువ, ఒకరు తక్కువ కాదని తన ఉపదేశం ద్వారా తెలపడమే కాకుండా, తాను స్వయంగా ఆచరించిన గొప్ప సంఘసంస్కర్త బ్రహ్మంగారు. 'శూద్రునికి మంత్రాధికారం లేదు' అనే విషయాన్ని ఖండిస్తూ 'శ్రుతులు చదువు వెనుక, శూద్రుండే విప్రుడౌ' అని అర్చులైన రెడ్డి దంపతులకు మంత్రోపదేశం చేశారు. అంతేకాకుండా దూదేకుల కులంలో పుట్టిన

పోతురాజు వెంకటసుబ్బన్న జీవితం - సాహిత్యం

- డా॥ మూల మల్లికార్జున రెడ్డి

పోతురాజు వెంకటసుబ్బన్న 1939 జూలై 1వతేదీన సిద్ధవటంలో జన్మించారు. గంగమ్మ, గంగులయ్య వీరి తల్లిదండ్రులు. ప్రస్తుతం పోతురాజు గారి వయస్సు 78 సంవత్సరాలు. ఆయన ప్రాథమిక విద్యను సిద్ధవటంలో అభ్యసించారు. డిస్ట్రిక్ట్ బోర్డు ఉన్నత పాఠశాలలో యస్.యస్.యల్.సి 1959లో పాసయ్యారు. 1963 నుండి 1997 వరకు అంటే దాదాపు 36 సంవత్సరాలు ఉపాధ్యాయ వృత్తిలో ఉంటూ ఉత్తమ ఉపాధ్యాయుడుగా తమ వంతు సేవలందించారు. ఉపాధ్యాయ వృత్తిలో ఉంటూనే కడప ఆర్ట్స్ కాలేజీలో పి.యు.సి పాస్సై, బి.ఎ. చదివారు.

పోతురాజు సామాజిక కార్యక్రమాల్లో కూడ ముందుంటారు. ఉపాధ్యాయుడుగా పనిచేస్తున్నపుడు సిద్ధవటం సమితి టీచర్స్ ఫెడరేషన్ కార్యదర్శిగా విధులు నిర్వహించారు. ఉపాధ్యాయుల ఐక్యతకు ఎంతో కృషి చేశారు. 1998లో సిద్ధవటంలోని గ్రూప్ ఆఫ్ టెంపుల్స్ కమిటీ ఛేర్మన్ గా పనిచేశారు. పర్యాటక రంగంపై బాగా ఆసక్తి గల పోతురాజు ఈ పదవికి పూర్తి న్యాయం చేకూర్చారు. సిద్ధవటంలో ప్రతి ఉగాదికి మహిళలకు ముగ్గుల పోటీలు నిర్వహించి అందులో గెలుపొందిన వారికి ప్రథమ, ద్వితీయ, తృతీయ బహుమతులు అందజేస్తారు. ఇంటాక్ సభ్యునిగా ఆయన ఎన్నో సేవలందిస్తున్నారు.

బుడబుడకలు, కాటికాపర్లు, జంగాలు, గద్దెచెప్పేవారు, కొమ్ము, తప్పెట వాయిచేవారు మొదలైన విభిన్న కళాకారులను సిద్ధవటానికి రప్పించి, వారి కళలను పరిశీలించి, వారికి ఘనమైన సత్కరాలు చేస్తూ వుంటారు. తనకు జన్మను ప్రసాదించిన

వై.యస్.ఆర్. కడప జిల్లా సాంఘిక నాటకాలు

- డా॥ మూల మల్లికార్జున రెడ్డి

20వ శతాబ్దం ప్రారంభకాలానికి సంప్రదాయమార్గాలు క్షీణించి ఆధునిక తెలుగు నాటకం ప్రారంభమైంది. గురజాడ వారి 'కన్యాశుల్కం' దానికి బాటలు వేసింది. 1900 నుండి 1920 వరకు పౌరాణిక, చారిత్రక నాటకాలతోపాటు సాంఘికనాటకాలు కూడా విరివిగా రచించారు. సాంఘిక నాటకాల్లో మానవ విలువలు, రాజకీయం, విద్యావ్యవస్థ, స్త్రీ సమస్యలు, హాస్యం వంటి అనేక అంశాలు ఉంటాయి.

వైయస్సార్ జిల్లా నుంచి వచ్చిన ప్రసిద్ధ నాటకాలు, నాటికలను పరిశీలిస్తే పల్లెటి లక్ష్మీకులశేఖర్ సామాజిక స్పృహ కలిగిన నాటకాలు రాశారు. ఆయన తొలి నాటకం 'తపస్సు'. అప్పటి ఆంధ్రప్రదేశ్ సంగీత నాటక అకాడమీ నిర్వహించిన నాటక రచన పోటీలలో అది ఉత్తమ నాటకంగా బహుమతి పొందింది. ఈయన 'పుణ్యభూమి', 'కబంధహస్తం', 'దిష్టి', 'దావాగ్ని', 'డబ్బోయమ్మ డబ్బు', 'గురుదేవోభవ', 'షూ మామూలే', 'సరిలేరు నీకెవ్వరు', 'హలో ఎవరు మాట్లాడేది?', 'రేచుక్కలు', 'కింగ్ మేకర్స్', 'పుత్రోత్సాహం', 'ధృతరాష్ట్ర కౌగిలి', 'మృత్యువుతో ముఖాముఖి', 'అసిధారావ్రతం', 'అనుబంధం', 'సింధి', 'రూపాయి', 'గుడుగుడుగుంచం' వంటి నాటికలు రచించారు. వై.జి.ప్రకాష్ 'సీనియర్ సిటిజన్', 'మారిన మనిషి', 'పొద్దుతిరుగుడు', 'చేపా చేపా ఎందుకు ఎండలేదు', 'ఇండిపెండెంట్' వంటి నాటికలు రచించారు. మూల ఓబులేసు 'జన్మభూమి' అనే నాటకం రాశారు. 'అది మోసం కాదు', 'రాబందులు', 'నిరుద్యోగి' వంటి నాటికలు రాశారు.

నెల నెలా మన జిల్లా సాహిత్యం

(విమర్శ వ్యాసాలు)



ప్రచురణ


సి.పి. బ్రౌన్ భాషా పరిశోధన కేంద్రం
యోగి వేమన విశ్వవిద్యాలయం, కడప.



29.	డా॥ భూతపురి సుప్రభాతవర్ష జీవితం-సాహిత్యం
30.	డా॥ సి.వి. సుబ్బన్న శతావధాని జీవితం-సాహిత్యం
31.	ట్రాన్ శాస్త్రి
32.	పోతులూరి వేంకటసుబ్బన్న జీవితం-సాహిత్యం
33.	దుర్భాక రాజశేఖర శతావధాని జీవితం-సాహిత్యం
34.	బద్దెన (సుమతీశతకకారుడు)
35.	పోతన భాగవత స్థానీయత-సరికొత్త అధ్యయనం
36.	కవిచౌడప్ప శతకం
37.	జనమంచి కేషాద్రిశర్మ జీవితం-సాహిత్య సందేశం
38.	నారు నాగనార్య జీవితం-సాహిత్యం
39.	కొండూరు నరసింహాచార్యులు జీవితం-సాహిత్యం
40.	కనిరెడ్డి వేంకటసుబ్బారెడ్డి జీవితం-సాహిత్యం
41.	శ్రీ ఉప్పలపాటి వేంకటనరసయ్య జీవితం-సాహిత్యం
42.	పాలాది లక్ష్మీకాంతం శ్రేష్ఠి జీవితం-సాహిత్యం
43.	వావిలికొలను సుబ్బారావు జీవితం-సాహిత్యం
44.	డా॥ అంతటి నరసింహం జీవితం-సాహిత్యం
45.	వైయస్సార్ జిల్లా సంస్కృత సాహిత్యం
46.	మలికెట్టి జానకిరాం జీవితం-సాహిత్యం
47.	అయ్యలరాజు నారాయణమాత్యుని హంసవింశతి
48.	వైయస్సార్ జిల్లా ఆంగ్ల సాహిత్యం
49.	సత్యాగ్ని జీవితం-సాహిత్యం
50.	ఆచార్య జి. నాగయ్య జీవితం-సాహిత్యం
51.	విద్వాన్ శివశ్రీ జీవితం-సాహిత్యం
52.	పి. రామకృష్ణ జీవితం-సాహిత్యం
53.	కడప జిల్లా కథానిక - తొలిదశ
54.	ఆచార్య కేతు విశ్వనాథరెడ్డి జీవితం-సాహిత్యం
55.	కడప జిల్లా తొలితరం నవలలు
56.	భారతం నాదమునిరాజు జీవితం-సాహిత్యం
57.	శశిశ్రీ జీవితం-సాహిత్యం
58.	శ్రీ పోతులూరి వీరబ్రహ్మేంద్రస్వామి జీవితం-సాహిత్యం
59.	వైయస్సార్ జిల్లా హిందీ సాహిత్యం
60.	డా॥ పుట్టపర్తి నారాయణాచార్యులు జీవితం-సాహిత్యం

శ్రీ యలమర్తి మధుసూదన్	231
శ్రీ పాలాది లక్ష్మీకాంతంశ్రేష్ఠి	244
విద్వాన్ కట్టా నరసింహులు	257
డా॥ మూల మల్లికార్జునరెడ్డి	264
డా॥ జి.వి. సాయిప్రసాద్	274
శ్రీ గంగనపల్లె వేంకటరమణ	286
విద్వాన్ కట్టా నరసింహులు	295
శ్రీ కె.వి. శివారెడ్డి	305
శ్రీ గండ్లూరి దత్తాత్రేయ శర్మ	308
డా॥ సి. రంగారెడ్డి	314
శ్రీ పి. సుబ్బరాయుడు	328
శ్రీ ఎస్సీ. రామసుబ్బారెడ్డి	334
డా॥ గజ్జల వేమనారాయణరెడ్డి	343
డా॥ కుమ్మేత లక్ష్మీనారాయణరెడ్డి	353
శ్రీ కె. కుమారస్వామి	363
శ్రీ ఎస్.ఎస్. ఖలందర్	374
శ్రీ సి. శివారెడ్డి	383
డా॥ పాలెం వేణుగోపాల్	394
డా॥ అనుగూరు చంద్రశేఖరరెడ్డి	405
డా॥ వై. హరేరామమూర్తి	415
డా॥ ఎస్. పమీవుల్లా	418
డా॥ వెల్లాల వెంకటేశ్వరాచారి	430
శ్రీ కందిమళ్ళ రాజారెడ్డి	439
డా॥ కిన్నెర శ్రీదేవి	443
డా॥ తవ్వ వెంకటయ్య	451
ఆచార్య రాచపాళెం చంద్రశేఖరరెడ్డి	459
డా॥ పొదిలి నాగరాజు	469
డా॥ పి. జయప్రకాష్ రెడ్డి	477
శ్రీ దాదాహయత్	485
డా॥ మూల మల్లికార్జునరెడ్డి	488
డా॥ కొమ్మిశెట్టి మోహన్	491
శ్రీ పి. సుబ్బరాయకవి	497

61.	తాళ్ళపాక చిన్నన్న జీవితం-సాహిత్యం	డా॥ సి. శివారెడ్డి	504
62.	భైరవురెడ్డి రెడ్డినారాయణరెడ్డి జీవితం-సాహిత్యం	డా॥ జి.వి. సాయిప్రసాద్	516
63.	డా॥ షేక్ మహమ్మద్ ముస్తఫా జీవితం-సాహిత్యం	డా॥ కొమ్మిశెట్టి మోహన్	528
64.	శ్రీ గజ్జెల మల్లారెడ్డి జీవితం-సాహిత్యం	ఆచార్య మేడిపల్లి రవికుమార్	532
65.	తాళ్ళపాక తిమ్మక్క జీవితం-సాహిత్యం	శ్రీమతి పి. నీలవేణి	536
66.	మైనంపాటి వేంకటసుబ్రహ్మణ్యం జీవితం-సాహిత్యం	శ్రీ యలమర్తి మధుసూదన్	545
67.	డా॥ తక్కోలు మాచిరెడ్డి జీవితం-సాహిత్యం	డా॥ కొమ్మిశెట్టి మోహన్	553
68.	గంటి కృష్ణవేణమ్మ జీవితం-సాహిత్యం	శ్రీ కె. కుమారస్వామి	558
69.	విద్వాన్ కట్టా నరసింహులు జీవితం-సాహిత్యం	శ్రీ యలమర్తి మధుసూదన్	563
70.	ఎన్టీరామసుబ్బారెడ్డి జీవితం-సాహిత్యం	✓ డా॥ మూల మల్లికార్జునరెడ్డి	569
71.	కామరాజు సీతారామకవి జీవితం-సాహిత్యం	అనుముల బదరీనారాయణ	580
72.	వంకం సుబ్బన్న జీవితం-సాహిత్యం	శ్రీ ఉమ్మడిశెట్టి లక్ష్మయ్య	587
73.	డా॥ ఆవుల రామచంద్రయ్య జీవితం-సాహిత్యం	విద్వాన్ కట్టా నరసింహులు	596
74.	శ్రీధర తిరుపతయ్య జీవితం-సాహిత్యం	శ్రీ పి. సుబ్బారాయకవి	598
75.	కొడవలూరు రామచంద్రరాజు జీవితం-సాహిత్యం	డా॥ పాలెం వేణుగోపాల్	603
76.	సహజకవి వరికూటి శ్రీరామరెడ్డి జీవితం-సాహిత్యం	డా॥ అనుగూరి చంద్రశేఖరరెడ్డి	614
77.	వైయస్సార్ జిల్లా జానపద సాహిత్యం	డా॥ ఆరవ సుబ్బరామిరెడ్డి	623
78.	వినుకొండ వల్లభరాయడు (క్రీడాభిరామం)	శ్రీ కె.వి. శివారెడ్డి	626
79.	ఎ.సి. దస్తగిరి జీవితం-సాహిత్యం	శ్రీ పి. సుబ్బారాయకవి	629
80.	ఒంటిమిట్ట రఘువీర శతకము-అయ్యలరాజు తిప్పయ్య	శ్రీ యలమర్తి మధుసూదన్	637
81.	బొడ్డుచెర్ల చినతిమ్మయ (ప్రసన్న రాఘవనాట్యప్రబంధం)	శ్రీ కందిమల్ల రాజారెడ్డి	644
82.	విద్వాన్ వల్లూరు చిన్నయ్య జీవితం - సాహిత్యం	శ్రీ యలమర్తి మధుసూదన్	646
83.	'పుష్పగిరి తిమ్మన్న' జీవితం-సాహిత్యం	డా॥ అనుగూరి చంద్రశేఖరరెడ్డి	650
84.	డా॥ యాదాటి హరేరామమూర్తి జీవితం-సాహిత్యం	డా॥ వై. నాగేంద్రమ్మ	660
85.	కడప కళాకారులు 'కమ్మూ సోదరులు'	శ్రీ పొన్నతోట గంగాధరరెడ్డి	667
86.	అలపర్తి పిచ్చయ్య చౌదరి జీవితం-సాహిత్యం	డా॥ జి.వి. సాయిప్రసాద్	672



Transformation of Agrarian Economy

Prof. B. Suresh Lal
Dr. A. Venkata Ramana





Published by

ADHYAYAN PUBLISHERS & DISTRIBUTORS

4378/4B, 105, J.M.D. House, Murari Lal Street

Ansari Road, Darya Ganj, **New Delhi**-110002

Ph.: 011-23263018, 011-23277156, 011-41509272

Email : adhyayanpublishers@yahoo.com

Website : www.adhyayanbooks.com

Transformation of Agrarian Economy

© Editors

1st Edition 2018

ISBN 978-81-8435-589-5

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, transmitted or utilized in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the copyright owner Author/Editors. Application for such permission should be addressed to the Publisher and Author/Editors. Please do not participate in or do not encourage piracy of copyrighted materials in violation of the author's rights. Purchase only authorized editions.

The responsibility for facts stated, opinion expressed or conclusions reached and plagiarism, if any, in this book is entirely that of the author. Neither the publishers nor the editor will be responsible for them whatsoever.

Printed in India

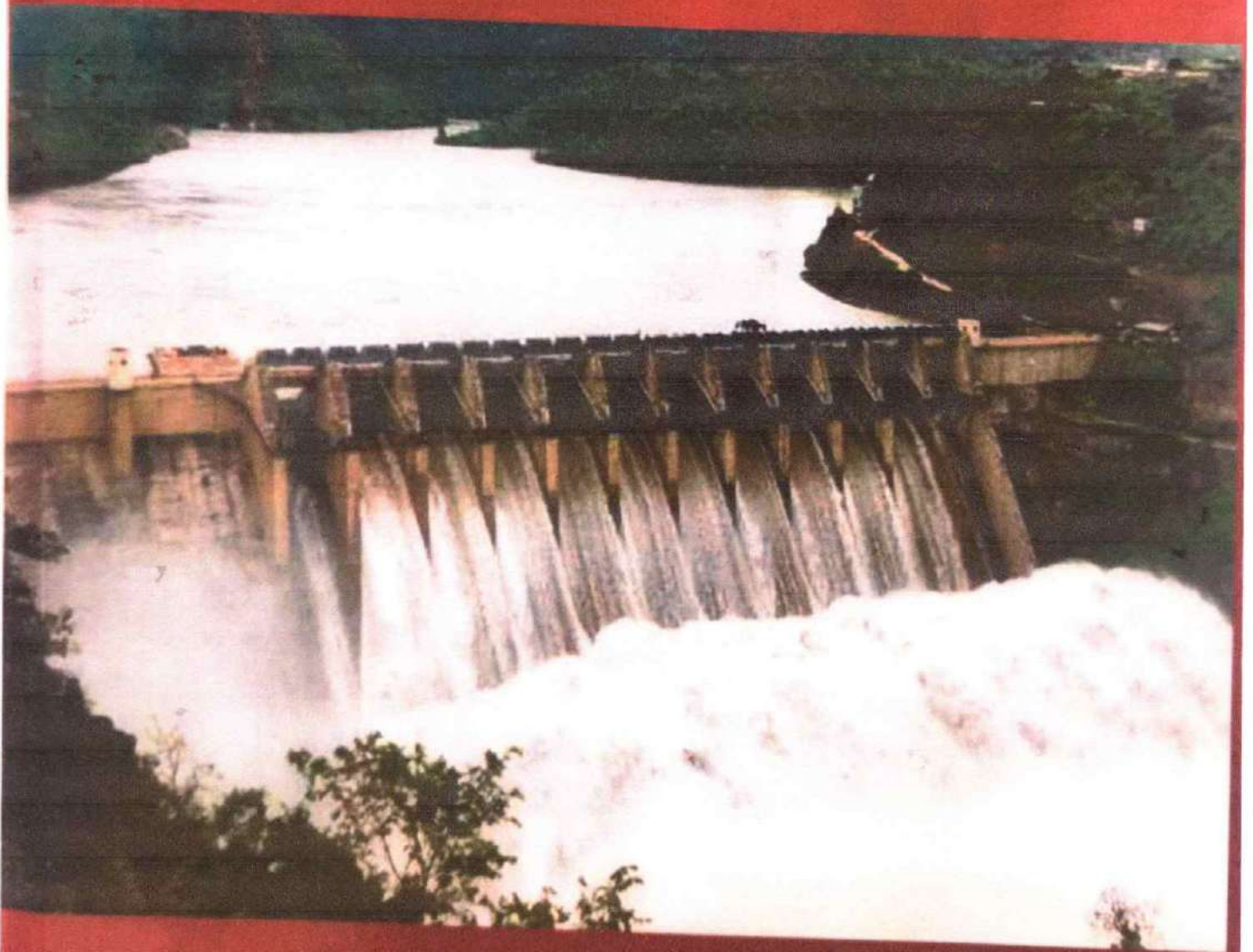
Published by Rakesh Kumar Yadav for Adhyayan Publishers & Distributors,
New Delhi.

Contents

<i>Introduction</i>	<i>v</i>
<i>List of Contributors</i>	<i>xi</i>
1. Economic Reforms and Agriculture Sector – An Analytical Note – <i>D. Rajendar & Dr. K. Mohan Reddy</i>	1
2. Status of Indian Agriculture in Post Economic Reforms – <i>K. Vijay Kumar</i>	8
3. Globalization and Its Impact on Indian Agriculture and Rural Development: Issues and Challenges – <i>Dr. Suresha. K P</i>	16
4. Economic Reforms and Its Impact on Indian Agriculture – <i>M. Siddalaxmi</i>	24
5. The Transformation Process in Indian Agriculture Sector- An Overview – <i>Dr. P. Omkar</i>	31
6. Status of Irrigational Development during the First Decade of Economic Reforms – A Study – <i>Prof. G. Bhaskar</i>	40
7. The Empirical Analysis of Mahatma Gandhi Lift Irrigation Scheme : A Case Study of Gaddipalli of Nalgonda District In Telangana – <i>Vaggu Saidulu</i>	53
8. Dry Land Horticulture in Andhra Pradesh – <i>Dr. M. Anitha</i>	64
9. Rising Farm Labour Wages in India: Trends, Causes and Impact – <i>Prof. B. Suresh Lal, Dr. M. Ravindar & Dr. A. Venkata Ramana</i>	76

(67)

DISPLACEMENT AND REHABILITATION UNDER SOMASILA PROJECT A CASE OF FIVE VILLAGES IN NELLORE DISTRICT



Mrs. M. Anitha

No part of this work may be reproduced, stored in retrieval system, or transmitted in any form or by any means, electronic, mechanical photocopying, recording or otherwise, without the prior written permission of the copyright owner and the publishers.

First Edition 2018

© The Author

All rights reserved

ISBN: 978-93-86251-97-8

Publishers

Roshan Publications

Visakhapatnam, New Delhi

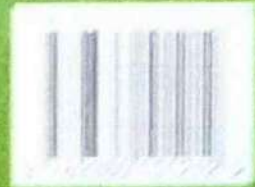
E-mail: roshanpublications@gmail.com

66



ETIBC-2018

ISBN 978-83-85101-21-2



Emerging Trends in **Business & Commerce**

Volume - II



Managing Editor

Ms. Sharani Ponguru

Editors

Dr. Gangineni Dhananjay | Dr. K. Sai Kumar

Dr. K. Vijaya Nirmala

Department of MBA



List of Contributors

DR. K. V. GEETHA DEVI <i>Assistant Professor, MITS School of Business, Madanapalle Institute of Technology & Science, Madanapalle</i>	M. Govardhan Reddy <i>Assistant Professor, Aditya Global Business School, ADB-Road, Surampalem - 533437, Kakinada, Andhra Pradesh</i>
Dr. T. Sreelatha <i>Professor, Dept. of MBA, Narayana Engineering College, Nellore</i>	Dr. T. Lokeswara Rao <i>Professor & HOD of School of Management Studies, Swarnandhra College of Engineering & Technology, Narsapur, West Godavari District (AP)</i>
Dr. A. Sathish Kumar <i>Asst. Professor, SRR Govt Arts & Science College, Karimnagar - Telangana</i>	Satyanarayana P.V <i>RLP Securities, Nellore</i>
O. Vijaya Kumar <i>Department of Management Studies, Narayana Engineering College, Gudur</i>	T. Balayya <i>Associate Professor, V.R. College (Day), Nellore</i>
V. Harikumar <i>Asst. Professor, NEC-GUDUR</i>	M. MURALI KRISHNA REDDY <i>Assoc. Professor, Narayana Engineering College, Gudur</i>
P. Swarna Latha <i>Asst Professor, NEC-Gudur</i>	
Prof. Dr. P. Balaji Prasad <i>Principal, Department of Management Studies, S.V. University, Tirupati</i>	B. Dhananjaya <i>Assistant Professor, Department of Management Studies, Chadalawada Ramanamma Engineering College, Tirupathi</i>
Sd. Ghousul Asvia Begum, <i>Research Scholar, Department of Commerce, Vikrama Simhapuri University, Nellore, Andhra Pradesh</i>	Mr. S. Chandra Mohan <i>Research Scholar, Department of Management Studies, Sri Venkateswara University, Tirupati.</i>
Dr. Kishore K. Kumar <i>B.Tech., M.M.S., M.Phil., Ph.D</i>	Dr. B.SUDHESHNA <i>Research Associate, Dept. Of Management Studies, Sri Venkateswara University, Tirupati, India</i>
Mr. THUMMALA. SUDHEER <i>Research Scholar, Department of Management studies, S.V. University, Tirupathi - 517502, ANDHRA PRADESH</i>	Hari Krishna Karri <i>Research Scholar, JNTU - Hyderabad</i>
Ms. SK.THASLEEM <i>MBA - IIIrd SEM, GEETHANJALI INSTITUTE OF P.G. STUDIES, SPS NELLORE, A.P</i>	Dr. M. Srinivasa Narayana <i>Hod, Department of MBA, Narasaraopeta Engineering College</i>
M. Pravallika Reddy <i>3rd semester, MBA Narayana Engineering College Nellore</i>	Dr.T.Lokeswara Rao <i>Professor & HOD of SMS Swarnandhra College of Engineering & Technology, Narsapur. W.G.Di</i>

<p>Dr. K. Vijaya Nirmala Associate professor Narayana Engineering College Nellore</p>	<p>T.Kranthi Kiran Ist MBA Swarnandhra Institute of Engineering & Technology Narsapur W.G.Dt.</p> <p>N. Pavan Kumar Ist MBA Swarnandhra Institute of Engineering & Technology Narsapur W.G.Dt.</p>
<p>Dr.T.Lokeswara Rao Professor & HOD of SMS Swarnandhra College of Engineering & Technology, Narsapur, W.G.Dt</p> <p>Chalamalachetti .Susmitha Ist MBA of Swarnandhra College of Engineering & Technology Narsapur W.G.Dt</p> <p>D.Lakshmi Durga Ist MBA of Swarnandhra College of Engineering & Technology Narsapur W.G.Dt</p>	<p>Mrs O.V.A. M. SRIDEVI¹ (Assistant Professor, School of Management Studies, Swarnandhra College of Engineering & Technology (A) Seetharampuram, Narsapur-534280 West Godavari District, Andhra Pradesh)</p> <p>Ms R. MOUNIKA² (MBA final year, School of Management Studies, Swarnandhra College of Engineering & Technology (A) Seetharampuram, Narsapur-534280 West Godavari District, Andhra Pradesh)</p> <p>Ms.P.SAI VINEETHA³ (MBA final year, School of Management Studies, Swarnandhra College of Engineering & Technology (A) Seetharampuram, Narsapur-534280 West Godavari District, Andhra Pradesh)</p>
<p>Ramya Patlolla¹ I. Research Scholar, Hyderabad Business School, GITAM (Deemed to be University), India</p> <p>Mallikarjuna Reddy Doodipala² Department of Mathematics, GITAM (Deemed to be University), India</p>	<p>B. RAGHAVA REDDY Research scholar, Dept. of Management studies, Rayalaseema University, Kurnool, A.P.</p> <p>Dr. P. CHENCHU REDDY Assistant Professor, Dept. of Business studies, V.S. University, SPS NELLORE, A.P.</p>
<p>Mrs. Monica Persis.V. Asst Professor, School of management studies, Swarnandhra College of Engineering & Technology, Seetharampuram, Narsapur, W.G.Dt</p> <p>G. Manoranjan II MBA, Swarnandhra College of Engineering & Technology, Seetharampuram, Narsapur, W.G. Dt</p>	<p>P. VENUGOPAL RAO Research Scholar of Rayalaseema University, Department Of Management Studies, Rayalaseema University, Kurnool</p> <p>PROF. S. RAGHUNATHA REDDY M.COM, MBA, PH.D, Dean Faculty of Commerce, Management and Law, Yogi Vemana Universit, Kadapa - 516005, Andhra Pradesh</p>

**IMPACT OF PURCHASE PREFERENCES ON CONSUMER
BEHAVIOUR WITH REFERENCE TO HOUSE HOLD
ELECTRONIC PRODUCTS**

P.VENUGOPAL RAO

Research Scholar of Rayalaseema University, Department Of Management Studies,
Rayalaseema University, Kurnool

PROF. S. RAGHUNATHA REDDY, M.COM, MBA, PH.D

Dean faculty of Commerce, Management and Law, Yogi Vemana University

Kadapa – 516 005, Andhra Pradesh

ABSTRACT:

The concept of marketing and its influential role in the transformation of market, consumer and Indian economy are increasingly felt. It is pervasive element in contemporary life of every one. Marketing provides an opportunity to contribute to society as well as to an individual company. In the context present competitive environment marketing has become the key in deciding the success and the health of a corporate. Corporates in India have recognized this fact and thus are laying a greater emphasis on marketing and consumer behaviour.

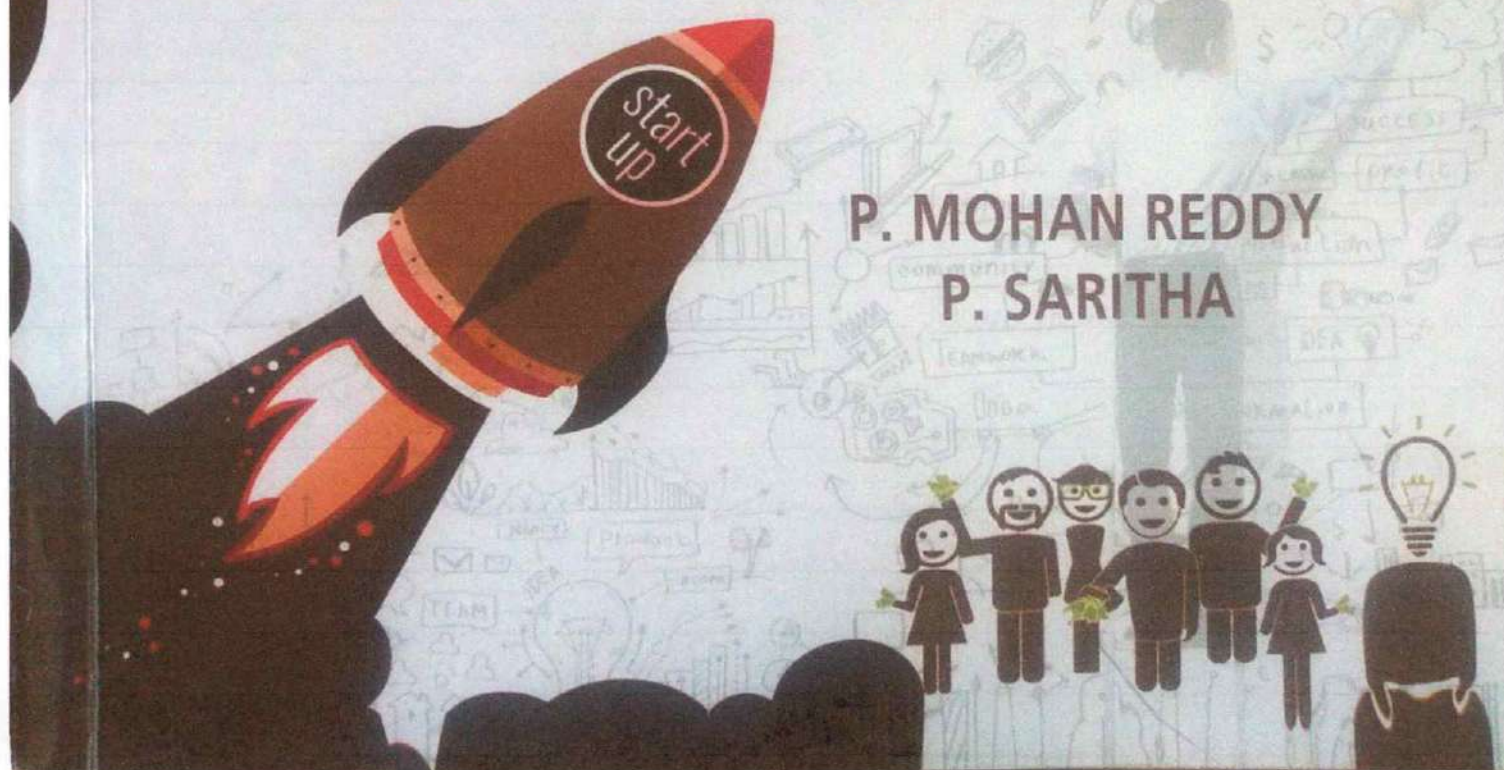
Marketing has moved away from the selling a basic necessities to selling specific facilities. The application of marketing concepts makes a company to view consumer needs as focal points for identification, analysis, and development of strategies, which are evolved out of clear understanding of consumer needs. To be practice, target market needs are identified and attempts are made to develop marketing programmes in order to increase consumer satisfaction.

Golden Era Press

ENTREPRENEURSHIP THROUGH STARTUP AND STANDUP IN INDIA



P. MOHAN REDDY
P. SARITHA



Entrepreneurship Through Startup And Standup In India

Copyrights reserved with Golden Era Publications

Print Oct - 2018

All rights reserved

Authorised printing of this edition published by Golden Era Publications

ISBN 21-9088-306-5

Price : Rs. 725/-

A part of Golden Era Publications registered No : 25/2010
Golden Era Publications, H.No:2-19B, pedakonduru, Duggirala,
Guntur, A.P, Pin: 522305. Ph: 9948009124,
E-mail: goldenerapublications@gmail.com

Published by all rights Authors

20	Challenges Faced By The Indian Agriculture Sector Dr.G. Ranganatham	158 - 163
21	Startups For Boosting Economic Growth in India :: An Outlook Dr.P. Saritha, Dr.K. Lavanya Latha, Prof.P. Mohan Reddy	164 - 170
22	Key Factors For Success And Key Reasons For Failure – Startup Entrepreneurial Must Need To Mind S.V. Phanindra Natha Naidu, Dr. Y. Subbarayudu, G. Ramanjaneyulu	171 - 183
23	The Role Of Government In Startups G.Venkateswarlu, . M.Jayalakshmi	184 - 190
24	Impact of GST on Start-ups in India :: An Overview Prof.T.Sreenivas, Dr.G. Vijaya Bharathi, Mr.P. Harinatha Reddy	191 - 194
25	Startups For Advanced Agricultural Practice In India. Dr. Padmavathi Agarwal, Prof. B. Bhagavan Reddy	195 - 199
26	Emerging Healthcare Start-Ups In India :: An Outlook Dr.K. Lalitha	200 – 203
27	A Study On Inclusive Growth Through Start-Up India Dr. Cirappa.I.B. Leelavathi.K.	204 - 217

IMPACT OF GST ON STARTUPS IN INDIA : AN OVERVIEW

Prof. T. Sreenivas, Dept. of Business Management, Yogi Vemana University, Kadapa

Dr. G. Vijaya Bharathi, Assistant Professor, Dept. of Commerce, Yogi Vemana University, Kadapa.

Mr. P. Harinatha Reddy, Academic Consultant, Dept. of Business Management, Yogi Vemana University, Kadapa.

ABSTRACT

Over a decade, the culture of running start-ups and small businesses has been evolved and still growing rapidly. Nowadays the trend of online business is emerging very fast, stepping back the outdated traditional set-up. For an instance, the e-commerce sector is on the boom as of now, which has transformed the whole conventional trading style into the new electronic marketplace model. Internationally, India is in the third position with over 4200 start-ups, when examined via the NASSCOM 2015 report. It is anticipated that the ratio will be increased up to 10000 by 2020. Internet of things, analytics and health-tech and hyperlocal e-commerce are some of the favourable choices of the young entrepreneurs for start-up verticals. Reportedly, we have received a huge amount of \$5 billion in 2015, which is 125 percent enhancement year on year. It is to be considered as an important factor of building start-ups in the country for the economic growth as well as for the betterment of the society. The government has also realized the same. For promoting this innovative idea, it has recently announced the "Start-up India" campaign. For generating interest among the youth, the campaign has proposed a series of regulatory and tax-related benefits.

INTRODUCTION

Government of India is providing enough thrust for startups to flourish in India through a host of policies and exemptions, GST is one of them. As a startup the focus of the company and promoters has to be on business growth/expansion rather than tax compliance and procedures. In line with 'Ease of doing Business' theme, GST would assist businesses in multiple ways starting with registration process. With all processes being moved online and the concept of deemed registration, starting a new business would now be instant. Startups having multiple branches across country would benefit from uniform tax laws across as opposed to varying procedures for filing returns, making payments etc. under the current VAT regime. With high rate of failures in startups, under GST closing of registration and winding operations also

Leadership is a process by which an executive can direct, guide and influence the behaviour and work of others towards accomplishment of specific goals in a given situation. Leadership is the ability of a manager to induce the subordinates to work with confidence and zeal. Leadership is the potential to influence behaviour of others. It is also defined as the capacity to influence a group towards the realization of a goal. Leaders are required to develop future visions, and to motivate the organizational members to want to achieve the visions. Good leaders are made not born. If you have the desire and willpower, you can become an effective leader. Good leaders develop through a never ending process of self-study, education, training, and experience. To inspire your workers into higher levels of teamwork, there are certain things you must be, know, and do. These do not come naturally, but are acquired through continual work and study. Good leaders are continually working and studying to improve their leadership skills. The term leadership means different things to different people.

Leadership in Health Care Industry



A Madhu kumar
Gundluru Haranath

A. Madhu Kumar, M.B.A., Ph.D., Manager, Videhi Hospitals, Bangalore.
Gundluru Haranath, M.Com., M.B.A., M.F.M., M.F.T., Ph.D., Assistant
Professor of Commerce at Yogi Vemana University, Andhra Pradesh, India.
Produced 4 Ph.D.s. Published 80 research papers in journals and books.

Assessment of the Leadership Styles in Health Care Industry



978-613-9-92362-5

Madhu kumar, Haranath

LAP
LAMBERT
Academic Publishing

63

Customer Relationship Management is an essential part of modern business management that focuses on customer retention through customer satisfaction and enhanced loyalty. Modern companies realize that it is far more expensive to find new customers than keep existing ones and so put sufficient investment into looking after and growing existing accounts. Two important processes of CRM include proactive customer business development and building partnering relationships with the most important customers. Customer Relationship Management seeks to unify the strategies of marketing using relationships and information technology to create profitable, long-term relationships with customers and other parties. This value is created through providing good chances to use data and information to understand customers and provide them with value. Consequently, this requires the integration of customers, individuals and marketing abilities, which happens through information, technology and applications.

Customer Relationship Management

CRM

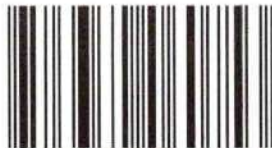
Customer Relationship Management

SK. Gurumoorthi
Gundluru Haranath

Sk. Gurumoorthi, M.B.A., Ph.D., Associate Professor of Management Studies at Siddharth Institute of Engineering and Technology, Andhra Pradesh, India, published 2 research articles in international journals. Gundluru Haranath, M.Com., M.B.A., M.F.M., M.F.T., Ph.D., Assistant Professor of Commerce at Yogi Vemana University, A.P., India.

Customer Relationship Management

A Study of Retail Sector with special reference to
Consumer Durable Goods in Chittoor District,
Andhra Pradesh



978-3-330-06075-3

Gurumoorthi, Haranath

LAP LAMBERT
Academic Publishing

Mutual Fund industry in India has emerged as the most dynamic segment of the Indian financial system. Mutual Funds play extremely crucial role in Indian economy. They are for mobilization and channelization of savings from individuals and households towards the capital market. The Mutual Fund industry grew by leaps and bounds during the last few years. Mutual Funds have shown a tremendous growth in the quantum of their assets under management over the last few years. A Mutual Fund is type of Investment Company that collects the money from investors and collectively invests in stocks, bonds, or money market instruments. Mutual Funds offer several benefits to the investors like diversification, professional management, tax benefits, transparency, liquidity... Each Mutual Fund is managed by a fund manager, who is using his investment management skills and necessary research work ensures much better returns than what an investor can manage on his/her own. With the excess number schemes available for the investors to choose, it becomes essential for retail investor to know the performance of the Mutual Funds in order to make better informed decision and make a choice.



Nirosha Cheemalapenta
Haranath Gundluru

Cheemalapenta Nirosha, M.Com., Ph.D., Assistant Professor, SRNB College, Badvel, YSR Dist. Andhra Pradesh, India. Published 7 research papers.
Gundluru Haranath, M.Com., M.B.A., M.F.M., M.F.T., Ph.D., Assistant Professor of Commerce at Yogi Vemana University, Andhra Pradesh, India. Produced 4 Ph.D.s. Published 80 research papers in journals.



978-613-9-92629-9

Performance Analysis of Indian Mutual Funds

A Case Study of Equity Diversified and Sector Specific Schemes

LAP **LAMBERT**
Academic Publishing

Leadership is the most pervasive activity touching every facet of human existence. However, leadership is affected by innumerable variables creating an incomprehensive picture. Thus, it has become very difficult to adopt a particular concept, construct, and style. Nevertheless, poor leadership, inappropriate to the organisational context, would definitely create an environment of poor relationships and low turnover. Owing to these complexities the major suggestion that can be made is that the knowledge and practice of leadership is to be taught preferably from lower levels of education. Irrespective of the sector, activity and operation, leadership is to be strengthened so as to achieve the desired results. However, there cannot be uniform package of leadership that can be suggested to deal with all the organisational situations due to their wide variance. Organisations should also create congenial environment wherein the leader realises his/her role and discharge responsibility to fulfill the individual as well as organisational goals.

Leadership in Public & Private Sectors

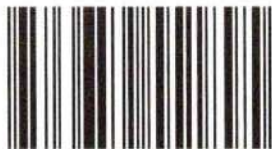


G. Haranath
G.V. Chalam

G. Haranath, M.Com., M.B.A., M.F.M., M.F.T., LLB., Ph.D., Assistant Professor of Commerce at Yogi Vemana University, Kadapa, (A.P.), India.
G. V. Chalam, M.Com., LL.M., M.B.A., Ph.D., Professor of Commerce and Business Administration at Acharya Nagarjuna University, Guntur, Andhra Pradesh, India.

Leadership in Public Sector Enterprise and Private Sector Enterprise

A Case Study of BEML & NBCL



978-3-659-55189-5

Haranath, Chalam

LAP LAMBERT
Academic Publishing

Aquaculture - Plants and Invertebrates

 [View Chapters](#)  [Share](#)  [Cite](#)

ACADEMIC EDITOR



Genaro Diarte-Plata
Instituto Politécnico Nacional

CO-EDITOR



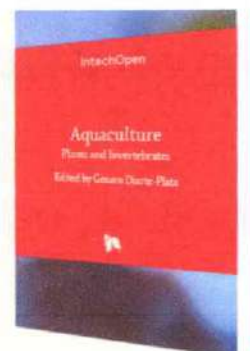
Ruth Escamilla-Montes
Instituto Politécnico Nacional

This book is divided into three sections. Following the "Introduction", the second section, "Sustainable Aquaculture", offers integrated information on rice cultivation and aquaculture that provide additional benefits to producers. In addition, the participation of aquaculture in the restoration of the *Crassostrea virginica* fishery is evaluated. The third section, "Homeopathy and Probiotics", is a...

[READ MORE](#)

[Order Print Copy](#)

[Recommend to Your Library](#)



BOOK METRICS OVERVIEW

5,830 Chapter Downloads

[View Full Metrics](#) →

PUBLISHED

January 30th, 2019

ISBN

978-1-78984-997-4

EBOOK (PDF) ISBN

978-1-83881-778-7

NUMBER OF PAGES

DOI

10.5772/intechopen.74183

PRINT ISBN

978-1-78984-996-7

COPYRIGHT YEAR

2019

Integrated Rice and Aquaculture Farming

Pamuru Ramachandra Reddy and Battina Kishori

Additional information is available at the end of the chapter

<http://dx.doi.org/10.5772/intechopen.78062>

Abstract

The burning problems like scarcity of food for ever-growing human population in the present world are addressed by adapting various methods for production of protein, carbohydrate, oils and other food materials. One of the methods to produce high amount of food is integrated farming including rice-aquaculture farming, which produces protein and carbohydrate as major components besides others. Rice-aquaculture farming produces grain (carbohydrate) and animal protein without affecting the quality and quantity of rice yield on the same piece of land and renders additional financial gain besides main crop (rice) like conventional monoculture. The aquatic species grown in the integrated culture are mainly distinct types of fishes, selected crustaceans and other selected species. Profitable rice-aquaculture integrated farming is popular in Asian countries than in Western countries. However, the integrated rice-aquaculture farming has its own limitations. The type of methods, culture species, influencing factors, and pros and cons of rice-aquaculture integrated farming are discussed in the present chapter.

Keywords: integrated farming, rice, aquaculture, fishes, crustaceans

1. Introduction

Ever-growing human population occupies the available land area in the world by encroachment. This is happening due to drastic increase in population dynamics worldwide. According to US Census Bureau world population estimate, the world's population in 1901 was 1.6 billion; it was 3 billion by 1960, 5 billion by 1987, 6 billion by 1999 and 6.8 billion by 2009 and became approximately 7.9 billion by 2018. Based on the statistics, it is known that one billion population is getting added to the current population by every 9–12 years. Currently, the second highest populated country in the world is India. Based on the recent statistics, India's present population has reached 1.2 billion. Though China is occupying the first place

10. Controlling water supply and floods is difficult. Floods may lead to loss of ASp.
11. Most of the cases, only local ASp can be adapted to this system, but not the demand-based ASp culture.
12. Usually the irrigated water that comes from other lands may contain pesticides/herbicides which may drop the production capacity of this system.
13. ASp culture is confined only to the rice growing seasons.

Due to several disadvantages of rice-ASp culture, it has gradually been discarded, and farmers are going for rotational culture. Whatever so, the advantages of this system are more prominent and make the farmers to stand socio-economically especially in developing countries. The governments need to initiate to publicize the importance of rice-ASp integrated farming and its impact on the poverty, society and ultimately country.

3. Conclusion

Rice is a main carbohydrate ingredient in the regular diet of approximately 3.5 billion people worldwide, and developing countries are producing more than 90% of the rice in the world [26]. It is suggested that combination of traditional/conventional agriculture and familiar methods such as biotechnology and other modern technologies [79, 80] available may provide high yield by minimizing the usage of pesticides and fertilizers, within the available land area, water and nutrients. Adaptation of new methodologies into traditional RAF may provide chance to meet the global demand for food besides protecting the environment by reducing the pollution.

Acknowledgements

Authors are very much grateful to Prof. P. Sreenivasula Reddy for his suggestions and encouragement for the successful completion of this chapter.

Conflict of interest

Authors declares no conflict of interest.

Author details

Pamuru Ramachandra Reddy^{1*} and Battina Kishori²

*Address all correspondence to: reddyprbiotech@gmail.com

¹ Department of Biochemistry, Yogi Vemana University, Kadapa, A.P., India

² Department of Biotechnology, Sri Padmavathi Mahila Viswavidhyalayam, Tirupati, A.P., India

About the Book

On the auspicious occasion of Indian Science Congress 16 to 20 March 2018, we are pleased and privileged to dedicate this book to the endeavors of biodiversity Governance of India.

As we all know India is very rich in biodiversity however unsustainable harvesting and illegal exploitation of large number of highly precious plants in India has raised a serious issue on the existence of hundreds of endemic plants and animals. Literally hundreds of books, articles, and reports were written and scores of symposia, workshops, meeting and seminars were organized to publicize the fact that the Earth's biological diversity was decreasing. Locally and internationally financed programs to conserve biodiversity were implemented. To promise these new efforts, however is tempered by the reality of the situation. The successes and failure of conservation efforts over the last decade have demonstrated that the erosion of biological diversity can be stopped only through novel and complex mixtures of economic, social and political actions based on a sound knowledge of ecosystems, including the role of the people who live there. Although we know a great deal about the causes of biodiversity loss, we are only beginning to understand how to formulate development strategies that are based on and simultaneously conserve biological diversity. Most people want to protect wild life and natural resources but do not know how best to act. At the same time there is a great urgency to act.

We are thankful to all the authors and other contributors for giving their valuable time and data. They are responsible for the work presented in the paper and if any plagiarism question arises they are answerable. The 1st author or corresponded author has to take responsibility. The editors are not responsible for above issues. We are thankful to ISCA, Kolkata, ISCA President, General Secretaries, ISCA Executive Committee Members, and office bearers of the Indian Science Congress held at Manipur University, Imphal, Manipur from March 16 to 20, 2018 for encouraging us to hold symposium with focal themes, "REACHING THE UNREACHED". We extend our sincere thanks to all contributors who have contributed their articles for publications in these proceedings.

This book will be very useful for researchers, scientists, students and all such entrepreneurs who are working in the field of public health.

334 Pages, Tables and Colour figs. 2018

Rs. 3995.00

ISBN 81-7019-602-6



9788170196020



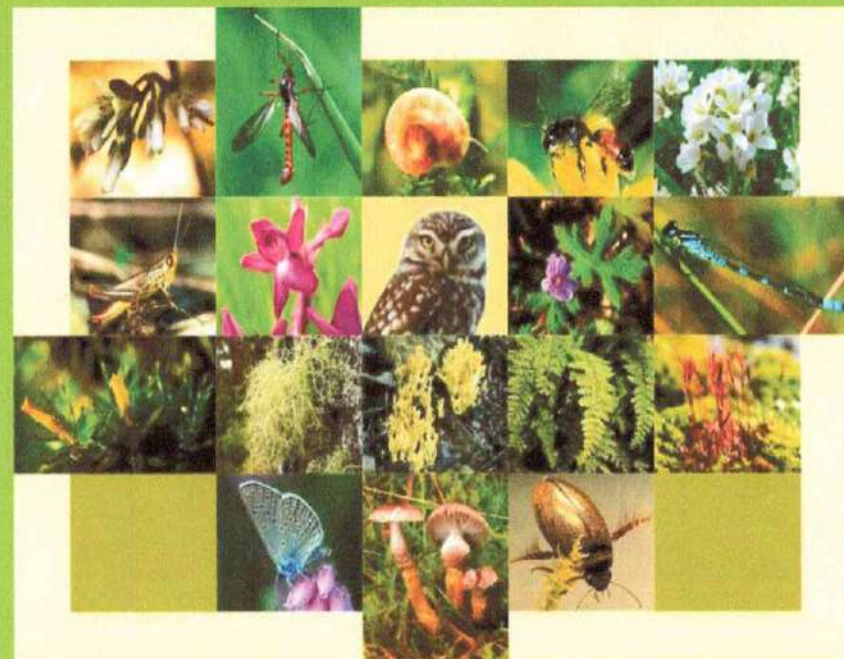
Today and Tomorrow's Printers and Publishers
4436/7, Ansari Road, Daryaganj, New Delhi - 110 002 (India)
Ph : 23242621; 23241021; Fax : 23242621
E-mail: tppindia@vsnl.net; tppindia@gmail.com; Web : tpp.in



BIODIVERSITY AND BIOPROSPECTS: INDIAN SENARIO AND PERSPECTIVE

Editors:
P. Nagaraja Rao
Ashok Saxena
B.N. Pandey
G.K. Kulkarni

BIODIVERSITY AND BIOPROSPECTS: INDIAN SENARIO AND PERSPECTIVE



Editors:

P. Nagaraja Rao
Ashok Saxena
B.N. Pandey
G.K. Kulkarni



www.tpp.in

Se 2.59

BIODIVERSITY AND BIOPROSPECTS : INDIAN SCENARIO AND PERSPECTIVES

Editors:

**P. Nagaraja Rao
Ashok Saxena
B.N. Pandey
G.K. Kulkarni**



Today and Tomorrow's Printers and Publishers

4436/7, Ansari Road, Daryaganj, New Delhi - 110 002

Ph : 23242621; 23241021; Fax 23242621;

E-mail: tpp@vsnl.net, tppindia@gmail.com

Web : tpp.in

© Copyright 2018 Editors and Publisher

All rights reserved. No part of this publication may be reproduced (including photocopying) stored in a retrieval system of any kind, or transmitted by any means without the written permission of the Publishers. Permission to copy is granted to libraries and other users on the condition that the appropriate fee is paid directly in the Copyright Clearance Centre Inc., 222 Rosewood Drive, Danvers, MA 01923, USA. "**Biodiversity and Bioprospects: Indian Senario and Perspective**" the copying fee per chapter is \$. 20.00.

ISBN 81-7019-602-6 (India)

Published by

Today and Tomorrow's Printers and Publishers

4436/7, Ansari Road, Daryaganj, New Delhi - 110 002 (India)

Ph : 23242621; 23241021; Fax 23242621;

Contents

1.	Environmental Parasitology: New Emerging Field <i>Ummer R. Zargar</i>	1-13
2.	Wetland Bird Assemblages in Man-Made Sacred Ponds of Kurukshetra, India <i>Parmesh Kumar</i>	15-21
3.	Diversity And Structure of Spider Assemblages in Soybean Fields Of Latur District (M.S.) <i>N. N. Phartale, G. Gyananath</i>	23-29
4.	Diversity of Butterflies – A Model Butterfly Park at Yogi Vemana University- Kadapa - Andhra Pradesh <i>S.P. Venkata Ramana</i>	31-50
5.	Demography, Population Composition and Habitat Preference of Indian Sarus Crane (Grus Antigone Antigone) in Chittorgarh District, South Rajasthan Mohammed Yaseen, Nazneen Sheikh, Neha Dashora, Yash Purohit and Mansi Khoiwal	51-56
6.	Avian Diversity of Kailana, Machia Biological Park and Guda Vishnoi Semi-Arid Regions of Jodhpur District <i>Garima Modi & Kalpana Mathur</i>	57-60
7.	Elevation And Habitat Variation On Avian Diversity: A Literature Review <i>Raiees Raja, Md. Niamat Ali, Azra Bashir, Yusra Ashraf, Anjum Afshan Muniza Manzoor and G. A. Bhat</i>	61-66

8. **New Report of Genus Euryeidon Dankittipakul & Jocque 2004 From India (Araneae: Zodariidae) With Description Of Two New Species.**
Supriya Talwar, Shashikanth Majagi, Atul Bodkhe, Subhash Kamble 67-79

9. **Vertebrate Fauna in and Around Two Wetland of Western Rajasthan**
Ram Kishor 81-89

10. **Study Of Biodiversity Of Tapeworms Of The Family Capingentidae Hunter, 1930**
Reetesh Kumar Khare 91-96

11. **Mosquito Fauna of Greater Hyderabad, Telangana State, India: A Study of Molecular Phylogeny**
M. Siddaiah1, D. Samba Shiva and B. Reddy Naik 97-111

12. **Biodiversity And Species Richness Of Beetles (Insecta : Coleoptera) From Pandavleni, Nashik, Maharashtra, India**
Ansari Hasina E. and Avhad Sandhya D. 113-118

13. **The Food Consumption, Utilization and Life History Traits of Some Tropical Butterflies In The Eastern Ghats of Southern Andhra Pradesh**
Palem Harinath, Kanike Suryanarayana and Sri Purushottam Venkata Ramana 119-144

14. **First Record of Pritha Nana Simon, 1868 Of (Araneae: Filistatidae) From India**
Subhash S Kamble, Atul Kesharao Bodkhe, Irina Das Sarkar, Soniya S. Kale 145-154

15. **Diversity of Subterranean Termites and their Associated Fungi on Infected Four Selected Plants in Swami Ramanand Teerth Marathwada University Campus Nanded**
Yasmeen Shaikh, Gulfisha Shaikh, Shivaji Chavan 155-159

16. **A New Spider Species *Sphingius Delakharae* sp N. (Araneae: Liocranidae) From Delakhari, Chhindwara District, Madhya Pradesh, India.**
Shweta Pawaria, Atul Bodkhe, Subhash Kamble, Virendra Uniyal, Supriya Talwar 161-171
17. **Animal Systematics In Ancient Hindu Literature : 600 B.C. - 500 A.D.**
Arvind Kumar Sharma 173-176
18. **Community Ecology of Metazoan Parasites in Two Species of *Mystus* From River Godavari, Andhra Pradesh, India**
Anuprasanna Vankara 177-205
19. **Zooplanktonic Diversity and Seasonal Fluctuations of Physico-Chemical Factors of Ayyappa Pond, Bokaro, Jharkhand**
Sanjeev Kumar, B.K. Singh, Anjali Gupta 207-214
20. **Demography, Population Composition and Habitat Preference of Indian Sarus Crane (*Grus Antigone Antigone*) in Chittorgarh District, South Rajasthan**
Mohammed Yaseen, Nazneen Sheikh, Neha Dashora, Yash Purohit And Mansi Khoiwal 215-221
21. **Description of a New Species of the Spider Genus *Scopodes* (Araneae: Gnaphosidae) from Melghat Reserve Forest, Maharashtra, India.**
Bhavana Gawande, Atul Bodkhe 223-228
22. **Phylogenetic Analysis of *Schwenkiella Icemi* Using Molecular Markers Small Subunit (18S) and Large Subunit (28S) of Ribosomal Dna Sequences.**
Sangeeta Pal 229-246
23. **Global Climate Change, Pollinators Diversity and Sustainable Crop Productivity**
V.K. Mattu 247-270

- 24 **Air pollution enhances pest potential of aphids**
Shabeer A. Wani, Masarat Nizam, Irshad A. Wani &
S. Tariq Ahmad 271-284
- 25 **Nematode Fauna in Rice Ecosystem – A Boon
or Bane to Farmers?**
J. S. Prasad and Nethi Somasekhar 285-299
- 26 **Serological diagnosis of brucellosis in sheep by
using Standard tube agglutination test.**
*Sudheer P, Raniprameela D, Rajiv Kishore K V,
Srikanth K V, varma CG* 301-305
- 27 **Survey Surveillance and Quantitative Damage
Estimation of Major Insects Pest of Rice Crop
(*Oryzasativa*) in Patna District of Bihar, India**
Surendra Singh and Bindu Kumari Singh 307-311
- 28 **Surveillance of multiple pests in Chickpea agro
ecosystems of Semi-arid tropics**
*Ramesh G, Lingaiah M, Giria kumari D and
Nagaraja Rao P* 313-322

CHAPTER 3

Clinical Trials of Curcumin, Camptothecin, Astaxanthin and Biochanin

Parasuraman Aiya Subramani^{1,*}, Vinnie Cheeran², Ganesh Munuswamy-Ramanujam² and Venkata Ramireddy Narala^{3,*}

¹ Centre for Fish Immunology, Vels Institute for Science, Technology and Advanced Studies, Vels University, Pallavaram, Chennai – 600117, India

² Interdisciplinary Institute of Indian System of Medicine, SRM University, Kattankulathur – 516003, India

³ Department of Zoology, Yogi Vemana University, Kadapa – 516003, India

Abstract: Use of natural products as therapeutics, has been in practice even before the advent of modern medicine. Traditional medicinal systems like Ayurveda, Siddha and Unani which prescribe medicines based on natural products have been in practice for centuries, authenticating the medicinal efficacy of these drugs. However, with the advent of modern medicine, the focus shifted from medicines based on formulations to mostly single component drugs. Also, norms were established to standardize methodologies for clinical trials that will establish safety and efficacy of the drugs before human use. These stringent norms meant that most of the traditional medicines could not be used in the current medicinal system of treatment as drugs. Nevertheless, researchers have repeatedly mined these traditional natural sources and other similar materials for compounds with potential therapeutic value. Such research has yielded compounds like acetylsalicylic acid (aspirin), morphine, quinine and even Nobel prize winning natural products like artemisinin (anti-malarial agent) and avermectin (antibiotic). In fact, more than half of the drugs approved by FDA have either direct or indirect inspiration from natural products.

Apart from these, several interesting natural products are also under various stages of clinical trials varying from inflammation, infection to dietary supplements. The present chapter reviews some of these attractive natural products namely curcumin, camptothecin, astaxanthin, and biochanin that are currently under various stages of clinical trials for their application as therapeutics in various diseases. The chapter also deals with challenges such as lead optimization, formulations and delivery systems that should be addressed by researchers to move the natural product from the realm of nutraceuticals to the area of clinical medicine.

* Address correspondence to Parasuraman Aiya Subramani: Centre for Fish Immunology, Vels Institute for Science, Technology and Advanced Studies, Vels University, Pallavaram, Chennai – 600117, India; Tel: +91-44-22662523; Fax: +91-44-22662513; E-mail: parasuraman2187@gmail.com

*Venkata Ramireddy Narala: Department of Zoology, Yogi Vemana University, Kadapa – 516003, India; Tel: +91- 9866094531; E-mails: nvramireddy@gmail.com; nvrr@yogivemanauniversity.ac.in

Chapter 4

Development of New Probiotic Foods—A Case Study on Probiotic Juices

Veeranjaneya Reddy Lebaka^{*}, Young Jung Wee[†], Venkatarami Reddy Narala^{*}, Vinod Kumar Joshi[‡]

^{*}Yogi Vemana University, Kadapa, India, [†]Yungnam University, Gyeongsan, South Korea, [‡]Dr. Y.S. Parmar University of Horticulture and Forestry, Solan, India

1. INTRODUCTION

Development of the man-microbe symbiosis during early life is a very intriguing and important biological process. In humans, the intestinal microbiota plays a key role in host physiology and metabolism (Scholtens et al., 2012). The intestinal microbiota is active during the first years after birth. The infant gastrointestinal tract (GIT) is rapidly colonized through events related to the process of birthing (Adlerberth and Wold, 2009; Sela and Mills, 2014; Thum et al., 2012). Exposure to vaginal, fecal, epidermal, and milk microbiota are among the various routes by which microbial inoculation may occur (Cabrera-Rubio et al., 2012; Sela and Mills, 2014). The past decade has witnessed increasing attention and zeal being dedicated to explicate the role of the gastrointestinal microbiota in health and diseases as well as explore and exploit novel ways to investigate and manipulate the gut microbial composition for an improved health and well-being.

The word “probiotic” comes from the Greek word “*po-bio*” which means “for life”. Probiotics were first introduced in the twentieth century around the year 1900 by the Russian Nobel Prize winner Elie Metchnikoff, who studied the longevity of Bulgarian farmers and suggested a direct link to their daily consumption of fermented milk products that contained large amounts of live nonpathogenic bacteria such as *Lactobacillus bulgaricus*, which can modify human intestinal flora in favor of microbial species useful to the host organism (Zhang et al., 2005). Later on it was found that yogurt contained the microorganisms required to guard the intestine from the damaging effects of other harmful bacteria. Different microorganisms have been used since then as probiotics in the last century for their ability to prevent and cure diseases. Kollath in 1953, first defined the term “probiotic”, when he used the term to denote all organic and inorganic food complexes as “probiotics,” in contrast to harmful antibiotics, for the purpose of upgrading such food complexes as supplements. Vergio, in his publication “Anti- und Probiotika,” compared the detrimental effects of antibiotics and other antimicrobial substances with favorable factors (“Probiotika”) on the gut microbiology. Lilly and Stillwell proposed probiotics to be “microorganisms promoting the growth of other microorganisms” (Vasudha and Mishra, 2013). Probiotics are defined as live microorganisms with a positive influence on their host with the ability to improve the intestinal microbial equilibrium (Guarner and Schaafsma, 1998). An expert panel was convened in October 2013 by the International Scientific Association for Probiotics and Prebiotics (ISAPP) to discuss the field of probiotics. The FAO/WHO definition of a probiotic—“live microorganisms which when administered in adequate amounts confer a health benefit on the host”—was reinforced as relevant and sufficiently accommodating for current and anticipated applications (Hill et al., 2014). The probiotic market was worth 15.7 billion Euros in 2010, and is expected to increase to 22.6 billion euro by 2015 (BCC Research, 2011).

2. PROBIOTIC MICROORGANISMS

To consider a microorganism as probiotic, the validation of its characteristics, strain identification, health benefits and other characteristics are required (Kailasapathy, 2010). For a long time, a very limited number of microbial strains, then used in food products or as supplements, were considered as probiotics based on their relevant properties (Grattepanche and Lacroix, 2010). The large variety of functional fermented products and modernization of the biochemical and genetic investigations of microorganisms has led to an increase in the number of microorganisms with probiotic potential. A list of various types of microorganisms used as probiotics is given in Table 1.

SELF HELP GROUPS AND WOMEN EMPOWERMENT – EVIDENCE FROM FIELD STUDY

<i>V. Shuguftha Yasmeen</i> Research Scholar Dept. of MBA YVU, Kadapa [AP]	<i>Dr. B. Gangaiah</i> Assistant Professor Dept. of MBA YVU, Kadapa [AP]	<i>Dr. Y. Subbarayudu,</i> Assistant Professor Dept. of MBA YVU, Kadapa [AP]
---	---	---

INTRODUCTION

Micro credit, the development buzzword of the nineties was meant to cure the illness of rural poverty. With this the concepts namely self-reliance, self-sufficiency and self-help gained momentum. The micro credit programme was first initiated with the promise of providing credit to the poor without collateral, alleviating poverty and unleashing human creativity and endeavour of the poor people (*Tripathy, 2006*). The Indian micro credit scene is dominated by Self-Help Groups (SHGs) and their linkage to banks. The Indian development is unique for its use of formal institutions in providing finance of SHGs, instead of creating parallel non-formal channels of routing finance to poor. Credit delivery through thrift and credit groups (SHGs) emerged as an alternative to the existing system of credit disbursement by the banks. As poverty alleviation tool micro credit finds its most profound expression in Self-Help Groups which are the harbingers of a silent socio-economic revolution in rural India.

SELF-HELP GROUPS (SHGs)

Mohammed Yunus first started and established Self Help Groups in Bangladesh at Grameen Bank. Self Help Groups were started and formed in 1975. In India National Bank for Agriculture and Rural Development (NABARD) was initiated in 1986-87. But the real effort was taken after 1991-92 from the linkage of Self Help Groups with the banks.

Self-Help Group (SHG) is a small voluntary association of poor people, preferably from the same socio-economic background. They come together for the purpose of solving their common problems through self-help and mutual help (*Abdul, 2008*). The SHGs are voluntary association of people formed to attain some common goals. These are groups which have similar social identity, heritage, caste or traditional occupations, and come together for a common cause and manage resources for the benefit of the group member (*Rais et al, 2009*).

SHGs are small homogenous groups. 10 to 20 members from similar socio-economic conditions come together and form a group on the basis of self-selection process at the village level. The SHGs would conduct either weekly or fortnightly or monthly meetings on a scheduled day, time and place. The members save either on weekly or fortnightly or monthly basis in the SHGs and disburse need-based loans to members from their savings amounts. The SHGs access external loans either from Commercial banks or VOs when there is a deficit of funds for financing Micro Credit Plans of members. Each SHG elect/select two or three office bearers who's primarily responsibilities include facilitation of various activities at group level, representing the group in different forums and signing on the cheques. The group's capacity is also built and facilitated, so that they have their own bookkeeper to write the books of accounts of the group. The self-paid bookkeeper is an important prerequisite to the sustainability of the group in long run. Apart from financial activities, SHGs would also identify various social issues viz., dowry, untouchability, child labour etc and discuss in their regular meetings. With support of Village Organization, the SHGs will take active role in dealing social issues and community development activities.

SHGs are sustainable because: (i) members come together due to felt need, on platform of affinity and commonality of problems, (ii) SHGs are savings led and act as adhesive, (iii) they are characterized by collective and participatory wisdom, (iv) they give doorstep access to microfinance with near zero transaction cost, (v) they offer interface with banking network, (vi) they offer platform for women's empowerment.

WOMEN EMPOWERMENT THROUGH SHGs: ROLE OF NABARD

Dr. S.Venkata Subba Reddy, Assistant Professor, Dept. of Business Management, Yogi Vemana University, kadapa -516003. E-mail- svsreddyseelam@gmail.com,

INTRODUCTION:

Empowerment of women has emerged as a powerful tool to enhance the social and economic development of women and increases their status and power in the society. Women empowerment can be developed only when their self-esteem, self confidence, bargaining power, realization of their potential etc., can be increased. Empowerment is seen as a process by which power to control over their lives will be increasing. It involves power to, power with and power within, which means to attain control over material assets, intellectual resources and ideology. Self Help Groups are identified as the potential sources for the empowerment of women which develop participatory leadership and development initiatives among the poor and marginalized women in the society. Micro finance is an agenda for empowering the poor women. The delivery of microfinance through SHG to the poor is smooth and most cost effective method. These SHGs provide the cheapest finance to the poor and weaker sections of the society.

CONCEPT OF WOMEN'S EMPOWERMENT

Women's empowerment is considered as an ongoing dynamic process of individual and collective struggle against the forces that oppress and subordinate women. It emphasizes a process of redistribution of all available resources in society - social, economic, political, intellectual and cultural - such that women are enabled equal access and control over these resources. Further, it recognises women's productive and reproductive labour; their equal right to work and property; the opportunity for decision-making within the family, the workplace and the community; equal access to knowledge, information and education; right to life and equal opportunities for the girl child. Empowerment, thus, indicates a change from a state of powerlessness to one that recognises and empowers women to take greater control over their lives and resources. The goal of this process is to enable changes not only in individuals, but also in institutions and structures that perpetuate patriarchy and oppression at all levels, from the family to the community and institutions.

Finally, the direction of empowerment is that of self-reliance and withdrawal of external agents, whenever the initial impetus has come from outside.

PERSPECTIVES AND OBJECTIVES

The incorporation of 'gender concerns' in the development process assumes significance for the principle that both men and women being equals, should equally share the nature's bounty in the whole process of human progress. When the entire world is gearing up to face the changes and challenges posed by technological innovations, improvements and advancements, we have still to grapple with problems of 'plenty' on one hand and 'poverty' on the other. Providing financial services to poor, especially women could be used as an effective instrument to tackle poverty and create broad based economic growth.

Women are vital in nourishing the world. They produce around 60-80% of the food in the most developing countries and their role in farming continues to grow. In 1950, women globally performed almost 40% of agricultural operations and today, it has reached nearly 50%. Women are the primary producers in many parts of our country. In India, half of the population are women; however, as per statistics only 27% of the rural workers are women. Many of the items of work done by them are not recognised as productive and are not accounted for. They do not own land or property in their own names nor are they credited with decision-making capacity. They are generally relegated to the background, both socially and economically.

Despite the existence of a large number of schemes and programmes through Banks, NABARD, SIDBI, RMK and other Government sponsored programmes such as SGSY etc., women continue to face problems in reaching out to formal banking system. There is a wide

A STUDY ON ROLE OF MICRO FINANCE IN WOMEN EMPOWERMENT IN CHITTOOR DISTRICT

Dr. P. V. Varaprabhakar, Assistant Professor, Department of MBA, Yogi Vemana University, Kadapa venkatavaraprabhakar@gmail.com	M. Suresh, Assistant Professor, Department of MBA, Sri Venkateswara College of Engg & Tech (Autonomous), Chittoor, sureshm.sasi@gmail.com	A. Sreenivasulu, Assistant Professor, Department of MBA, Sri Venkateswara College of Engg & Tech (Autonomous), Chittoor, sreenuroyal@gmail.com
--	---	--

1. Introduction:

Microfinance is the provision of financial services to low-income clients, including consumers and the self employed, who traditionally lack access to banking and related services. Microcredit, or microfinance, is banking the unbankables, bringing credit, savings and other essential financial services within the reach of millions of people who are too poor to be served by regular banks, in most cases because they are unable to offer sufficient collateral. In general, banks are for people with money, not for people without." (Gert van Maanen, Microcredit: Sound Business or Development Instrument, Oikocredit, 2004) is based on the premise that the poor have skills which remain unutilized or underutilized. Microcredit fits best to those with entrepreneurial capability and possibility. Ultimately, the goal of microfinance is to give low income people an opportunity to become self-sufficient by providing a means of saving money, borrowing money and insurance. The main aim of microfinance is to empower women. Women make up a large proportion of microfinance beneficiaries. Traditionally, women (especially those in underdeveloped countries) have been unable to readily participate in economic activity. Microfinance provides women with the financial backing they need to start business ventures and actively participate in the economy. It gives them confidence, improves their status and makes them more active in decision-making, thus encouraging gender equality. According to CGAP, long-standing MFIs even report a decline in violence towards women since the inception of microfinance. The most of the microcredit institutions and agencies all over the world focuses on women in developing countries. Observations and experience shows that women are a small credit risk, repaying their loans and tend more often to benefit the whole family. In another aspect it's also viewed as a method giving the women more status in a socioeconomic way and changing the current conservative relationship between gender and class when women are able to provide income to the household. There are many reasons why women have become the primary target of microfinance services. A recent World Bank report confirms that societies that discriminate on the basis of gender pay the cost of greater poverty, slower economic growth, weaker governance, and a lower living standard for all people. At a macro level, it is because 70 percent of the world's poor are women. Women have a higher unemployment rate than men in virtually every country and make up the majority of the informal sector of most economies. They constitute the bulk of those who need microfinance services. Giving women access to microcredit loans therefore generates a multiplier effect that increases the impact of a microfinance institution's activities, benefiting multiple generations.

2. Review of Literature:

Having defined the concepts used in the study and brings the theoretical base the following section reviews the related studies. It is well known that the finances essential for all walks of life such as to procure basic needs including food, house, dresses, and medical facilities. The micro finance is playing vital role in the third world countries like India. Now days the micro finance is very familiar among the poor particularly among the rural poor.

SriRam. M.S., 2005 in his study on "Microfinance and the State exploring areas and structures of collaboration" found that since the early 1990s, there have been many significant state initiatives in the institutional and policy spheres to facilitate access to

ROLE OF MICRO FINANCE IN WOMEN ECONOMIC ELEVATION :: A STUDY OF KADAPA DISTRICT

Dr. P. Saritha Assistant Professor, Department of Business Management, Yogi Vemana University, Kadapa-3.	Dr. K. Lavanya Latha Assistant Professor, Department of Management Studies, Pondicherry University, Pondicherry, Tamil Nadu.	Prof. P. Mohan Reddy Professor, Department of Commerce, Sri Venkateswara University, Tirupati- 517502, A.P
--	---	---

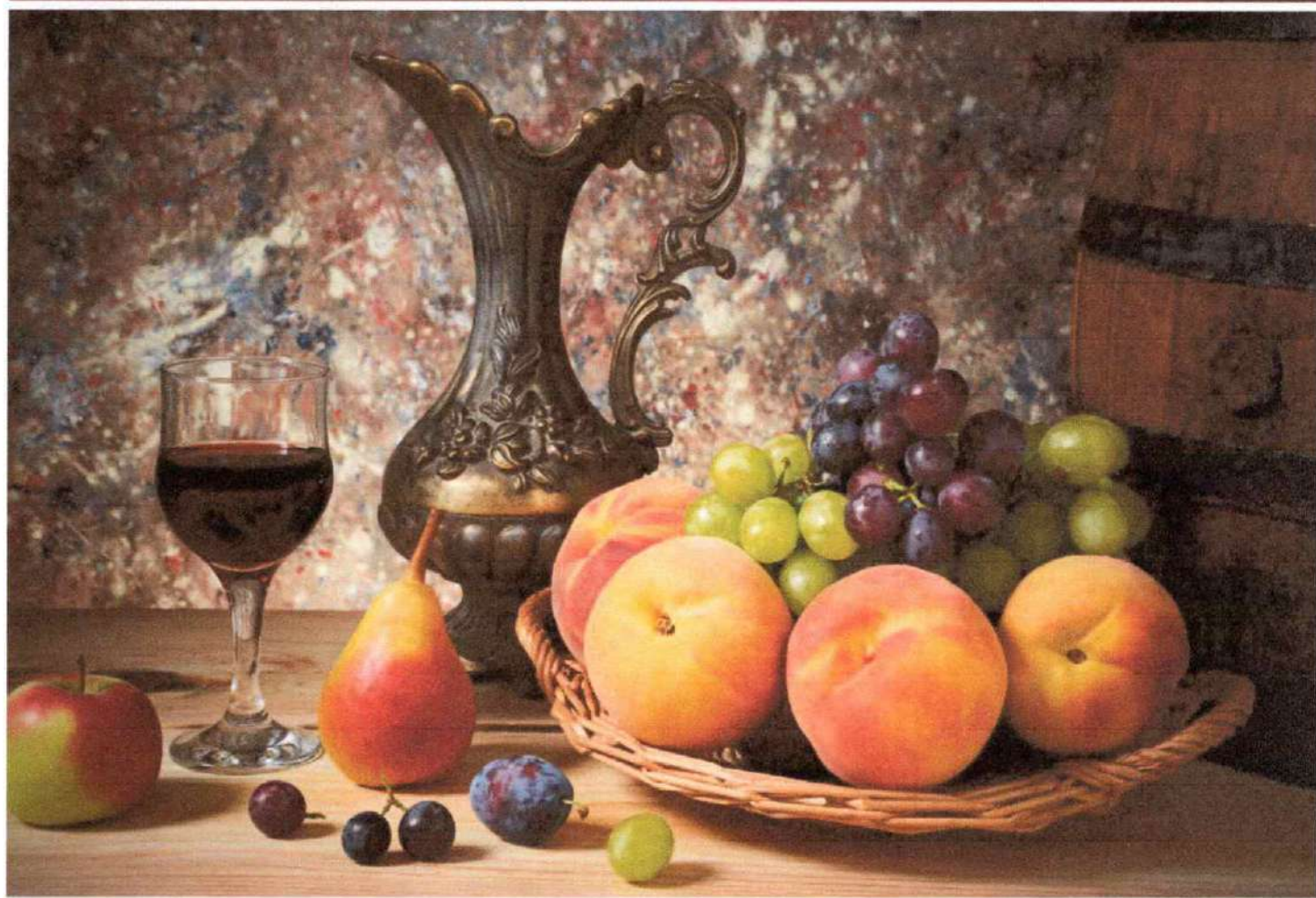
INTRODUCTION

Women continue to suffer *limited mobility* and in some cultures, women are not able to leave the home if not accompanied by a man, effectively negating any type of paid employment. Even when women are allowed to leave, they may face verbal, sexual and physical abuse from unknown males for being in the street and face gossip and stigma within their own communities. The growing levels and extremes of violence against women have been captured in the notion of femicide – the killing of women by men just for being women, including ‘honour killings’ Women who work at home have limited opportunities. While women are very engaged in agriculture, this is generally subsistence rather than cash crops. It is estimated that women own only 1% of property and *lack of rights to inherit or own land*, which severely limits women’s engagement in larger scale cash crop production. Even when women can inherit land, the need for male protection or labour may mean they will give the land to male relatives. Lack of land ownership may also stop them participating in schemes to improve agricultural output, while lack of wider assets disallows them from accessing loans. Given their lower asset base, women farmers may be most affected by climate change, and while having knowledge of how to adapt, they may be least able to adopt appropriate adaptation strategies. World Bank research has highlighted how the poor are less likely to engage in higher risk return activities and the result is that the return on their assets is 25-50% lower than for wealthier households. While not a gendered analysis,

Women’s relative poverty, lack of assets, and lack of experience might mean they are particularly risk averse keeping them from higher return economic initiatives. However, women have been shown to use micro-finance effectively to develop small enterprises and are recognised as good at paying back loans. When women are in paid employment, they are more likely to be engaged in part time rather than full time work, in the informal rather than the formal sector, and across the globe *women earn less* than men for comparable work.

During the recent financial crisis, measures to protect ‘the poor’ through employment programmes have not considered the *gendered dimensions of crisis*, yet women may have been more severely affected than men and in more diverse ways. Economic and financial crises cannot be seen in isolation from food, fuel, water, environment, human rights, and care crises. Women face particular risks during disaster, which climate change may increase, and during conflict. In particular, the risk of physical and sexual violence increases. Agencies not only fail to protect women and girls, but their reproductive and particularly their productive needs are often overlooked in crisis response and peace building. While remunerated work is important for women, it is important to remember that women still undertake the bulk of *unpaid work* in the home, household plot, or family business. They have the primary responsibility for caring for children and older people as well responsibility for undertaking activities such as collection of water or firewood. Women play the key role in the ‘care economy’, which not only provides care to the young, old and the sick, but also is vital for ensuring a productive workforce. As this work is not remunerated, it is undervalued and lies outside general conceptualisations of the economy. Women engaged in paid work often face a double work day, since they may only be ‘allowed’ to work as long as their domestic duties are still fulfilled. This means women are time poor and the time burden may impact on their health and wellbeing. To alleviate this burden and free women to enter paid work, daughters

Science and Technology of Fruit Wine Production



Edited by
Maria R. Kosseva, V.K. Joshi, and P.S. Panesar



Academic Press is an imprint of Elsevier
125 London Wall, London EC2Y 5AS, United Kingdom
525 B Street, Suite 1800, San Diego, CA 92101-4495, United States
50 Hampshire Street, 5th Floor, Cambridge, MA 02139, United States
The Boulevard, Langford Lane, Kidlington, Oxford OX5 1GB, United Kingdom

Copyright © 2017 Elsevier Inc. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any information storage and retrieval system, without permission in writing from the publisher. Details on how to seek permission, further information about the Publisher's permissions policies and our arrangements with organizations such as the Copyright Clearance Center and the Copyright Licensing Agency, can be found at our website: www.elsevier.com/permissions.

This book and the individual contributions contained in it are protected under copyright by the Publisher (other than as may be noted herein).

Notices

Knowledge and best practice in this field are constantly changing. As new research and experience broaden our understanding, changes in research methods, professional practices, or medical treatment may become necessary.

Practitioners and researchers must always rely on their own experience and knowledge in evaluating and using any information, methods, compounds, or experiments described herein. In using such information or methods they should be mindful of their own safety and the safety of others, including parties for whom they have a professional responsibility.

To the fullest extent of the law, neither the Publisher nor the authors, contributors, or editors, assume any liability for any injury and/or damage to persons or property as a matter of products liability, negligence or otherwise, or from any use or operation of any methods, products, instructions, or ideas contained in the material herein.

Library of Congress Cataloging-in-Publication Data

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

British Library Cataloguing-in-Publication Data

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

ISBN: 978-0-12-800850-8

For information on all Academic Press publications
visit our website at <https://www.elsevier.com/>



Working together
to grow libraries in
developing countries

www.elsevier.com • www.bookaid.org

Publisher: Nikki Levy

Acquisition Editor: Nancy Maragioglio

Editorial Project Manager: Billie Jean Fernandez

Production Project Manager: Caroline Johnson

Designer: Victoria Pearson

Typeset by TNQ Books and Journals

PRODUCTION OF WINE FROM TROPICAL FRUITS

7.5

L.V. Reddy¹, V.K. Joshi², P.S. Panesar³

¹*Yogi Vemana University, Kadapa, AP, India;* ²*Dr. Y.S. Parmar University of Horticulture and Forestry, Nauni, Solan, HP, India;* ³*Sant Longowal Institute of Engineering and Technology, Longowal, Punjab, India*

1. INTRODUCTION

The tropics are generally defined as the regions of the globe that lie between the Tropic of Cancer and the Tropic of Capricorn, and the environmental conditions there are unique, creating a habitat for incredibly diverse animals and plants. Tropical zones on earth are areas where the sun is directly overhead once a year and have only two seasons, namely, wet and dry. The tropics are warm year-round, and they are also very humid, with some areas receiving lots of rain every year. Tropical plants and their fruits have adapted to this climate. Many tropical fruits are large, brightly colored, and very flavorful so that they appeal to the animals they rely on to distribute their seeds. Tropical fruits have been used by humans for centuries, and certain fruits are in high demand all over the world. They are cultivated mostly in countries with warm climates and the only character that they share in common is frost intolerance (Morton, 1987; Reddy et al., 2012).

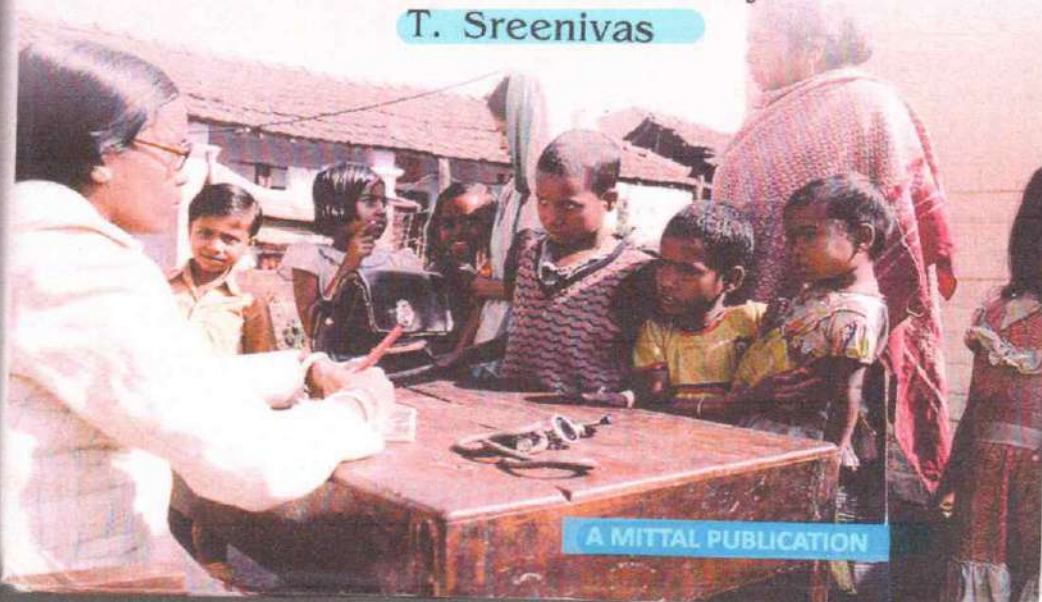
Some tropical fruits—mango, banana, pineapple, papaya, pomegranate, guava, custard apple, lychee, ber, melon, star fruit (or carambola), kiwi, date, and passion fruit—are well known all over the world. In fact, the banana is one of the highest selling fruits around the world. They can be grown, harvested, and transported easily. Many of these fruits are available in big markets year-round. Other tropical fruit cultivars are more obscure. Although they may be popular in specific regions of the world, they are not familiar to people outside of those areas, and some of them definitely possess an acquired uniqueness in taste. Some more obscure examples of tropical fruit include soursop, cherimoya, sugar apple, jackfruit, durian, acerola, mamey, ackee, breadfruit, lychee, rambutan, and mangosteen. Some of these fruits, like jackfruit and durian, are infamous for their strong odor and flavor, whereas others like mangosteens, lychees, and cherimoyas are quite simply delicious, but difficult to cultivate (Morton, 1987).

Mango, pineapple, avocado, and papaya are known as major tropical fruits. The major mango producers are India, Thailand, and Mexico, and for pineapple the Philippines, Thailand, and China. The avocado is produced in Mexico, Indonesia, and the United States. Papaya is produced in India, Brazil, and Mexico, mostly. In the present chapter, the authors have given ample attention to major tropical fruits. World production of tropical fruit will reach 82 million tons in 2015 (FAO, 2014). Ninety percent of tropical fruits are produced in developing countries. Tropical fruit production helps in creating jobs, increasing farmers' income, food security, and reducing poverty levels. Various aspects of fruit-based alcoholic beverages other than those from grapes have been investigated (Barnett, 1980). The Rigveda amply testifies that wine is perhaps the oldest fermented product known to humans. However, the actual birthplace of wine is still unknown, though it was prepared



Primary Healthcare Management in India

K. Kalyan Chakravarthy
T. Sreenivas



A MITTAL PUBLICATION

No part of this work may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical photocopying, recording or otherwise, without the prior written permission of the copyright owner and the publisher.

First Published 2017

© K. Kalyan Chakravarthy and T. Sreenivas

All rights reserved

ISBN 81-8324-809-8

Published and printed by Krishan Mittal for Mittal Publications
4594/9, Daryaganj, New Delhi - 110002, India
Phone: 23250398, **Telefax:** 91-11-41564398
e-mail : info@mittalbooks.com
Website : www.mittalbooks.com

Dedicated to

Mother of first author, K. Kalyan Chakravarthy

Smt. Vasumathi Seelam

53

PSYCHOLOGY FOR HEALTH, HAPPINESS AND HARMONY

VOLUME-II



Editor

Dr. K. Lalitha

Consulting Editor

Prof. D. Jamuna

About Editor:

Dr. Kalapatapu Lalitha, Assistant Professor, Department of Psychology, Yogi Vemana University, Kadapa, A.P.(India) secured M.Sc., Degree in Psychology specializing in Aging and Disability, got her Ph.D in the areas of Cognitive Psychology. Also received Masters Level Diplomas in Gerontology (Ageing) and Guidance and Counselling. She worked on several research projects funded by National and International R&D agencies and underwent In-situ training in Social Gerontology organized by U.N. International Institute of Aging, Malta at Pune. Received Research Associateship from ICMR, New Delhi to work on Memory Interventions. She is the recipient of Sri Venkateswara Award (AGI, India) and T.T.T.I Award (IAAP, Chennai) for best Doctoral work. She is the author of a book and 25 research papers, especially in the areas of memory, well being, QOL and widowhood in old age. Also executed one major research project on "Cognitive Ageing" funded by UGC, New Delhi (2015). She made academic presentations at several National and International conferences. She also conducted several National level Workshops, Invited Symposiums and Conferences in Psychology.



About Consulting Editor:

Prof. Duvvuru Jamuna, is Professor Psychology and Co-ordinator, Aging Programmes, Centre for Research on Ageing at the Department of Psychology, S.V. University, Tirupati, A.P. She secured her Ph.D in Psychology of Aging from S.V. University in 1985. During her tenure as faculty she was a Recipient AGI Tilak Award (1984), A.P. Best Teacher Award (2011) and Meritorious Teacher Award for her research work on ageing from S.V. University (2000). She was trained in Social Gerontology at the International Institute on Aging, Malta as UNFPA Fellow (1992), Sandoz-SFGR Fellow at Gerontology Centre, Penn State University (1996-97); was a Visiting Scientist at TMIG, Tokyo, Japan (1998-99). Received Fulbright Senior Fellow award from William Fulbright Foundation to work at PSU, USA (2003-04) and Faculty Research award of DFAIT – Canada (2010). Directed more than 16 National and International research projects on Psychology of aging, edited four books and published more than sixty scientific articles in the areas of gender ageing, QOL, successful ageing, elder care cognitive aging and in other areas of applied psychology. Currently Co-ordinator DRS-I & programme funded by UGC on Health and Aging. She served as President of AGI from 2006-2008 and President of Academy of Psychologists from 2015-2017.



JAYAM PUBLICATIONS

72/C, Edi Bazar & Crida Road, Opp. Madina Bakery,
I.S. Sadan 'X' Road, Santosh Nagar, Hyderabad - 500 059.
Cell: 040-64510706, 8143565681, 9849200706

Rs.300/-



22.	The Need and importance of Counseling for Teacher Trainees to improve their Personality- Thumma Srinivasarao	119-123
23.	Promoting Social Justice in Psychological Counseling at Secondary School Level- R. Aravind Kumar	124-133
Sub-Theme 4: INDUSTRIAL PSYCHOLOGY		
24.	Developing 'people-building' organizations through management of Psychological contracts in Employment- M.K. Jyothi, C.M.D. Yousuf and B. Gangaiah	134-143
25.	Mental health condition of Women employees: An exploratory Study – H. Asha and M. Sreenivas	144-148
26.	The impact of Positive psychology in Indian Business Organizations- Vasudevbaji	149-152
27.	Impact of Emotional factors on Employee Performance :An overview - P. Saritha, S.Abdul Rafi, and K. Lavanya Latha	153-162
28.	The role of Psychology in Human Resources Management - P. V. Varaprabhakar, P.Ch.Praveen kumar and T.Venkata Ramana,	163-165
29.	Job satisfaction of employees -a study of Andhra Pragathi Grameena Bank, Kadapa - Shaik Rehana Banu and B.Gangaiah	166-170
Sub-Theme 5: REHABILITATION PSYCHOLOGY		
30.	Anxiety and its effects on speech fluency and intervention (stammering/ stuttering) –Botla Madhavi and Elaprolu Sai Vamsikrishna	171-175
31.	Accessible India Campaign- An overview - G. Bhadramani and G. Koteswaraiah	176-179
32.	Disaster Vulnerabilities and need for crisis counseling- S.Haseena and L. Kulluai reddy	180-184
33.	Depression levels among mothers of differently abled children - Uma rani	185-189
Sub-Theme 6: SPORTS PSYCHOLOGY		
34.	Athletes and audience- K.Rama subba reddy	190-194
35.	Individual differences and their implication in sports T.V. Bala krishna reddy and K.Rama subba reddy	195-198
36.	The effect of sports participation on emotional intelligence among master sports persons- S. Bhargav and M. Sreenivas	199-202
Sub-Theme 7: HEALTH AND HAPPINESS		
37.	Happiness is a myth- Y. Subbarayudu, V.V.Y.R. Thulasi and M.B.S.Sravanthi,	203-207
38.	A study the influence of Family on Adolescent happiness- Thanneeru sujatha	208-212
39.	What makes students Happy and Successful? - D. Shahanaz, P. Premchand Babu and D.Masthan	213-216
40.	Rights of vulnerable groups in india : Really promote happiness?-S. Drakshayani	217-223

27. Impact of Emotional Factors on Employee Performance :: An Overview

Dr. P. Saritha, Assistant Professor, Department of Business Management, Yogi Vemana University, Kadapa-516003, A.P.

S.Abdul Rafi, Research Scholar, Department of Business Management, Yogi Vemana University, Kadapa-516003, A.P.

Dr.K. Lavanya Latha, Assistant Professor, Department of Business Management, Pondicherry University, Pondicherry, Tamil Nadu.

Abstract: The source of our emotions remains elusive. No one knows exactly where emotions come from, what makes us feel the way we do or whether we can fully control the way we feel. Emotion is intimately related to cognition and culture and it affects us physically: our bodies react to different emotional states and we often show emotion physically. The emotional extremes are the ups and downs of everyday life: frustration in a traffic jam, contentment over a satisfying lunch, amusement at a cartoon. Employee Performance is a term that is commonly used, yet poorly defined concept in industrial and organizational psychology, the branch of psychology that deals with the workplace. It's also part of Human Resources Management. It most commonly refers to whether a person performs their job well. Emotions in the workplace play a large role in how an entire organization communicates within itself and to the outside world. "Events at work have real emotional impact on participants. The consequences of emotional states in the workplace, both behavioral and attitudinal, have substantial significance for individuals, groups, and society". "Positive emotions in the workplace help employees obtain favorable outcomes including achievement, job enrichment and higher quality social context". "Negative emotions, such as fear, anger, stress, hostility, sadness, and guilt, however increase the predictability of workplace deviance," and how the outside world views the organization. Psychosocial factors at work refer to interactions between and among work environment, job content, organizational conditions and workers' capacities, needs, culture, personal extra-job considerations that may, through perceptions and experience, influence health, work performance and job satisfaction. There is a growing body of rigorous scientific evidence showing the impact of positivity on organizational success. Some specific strategies that managers can implement to increase workplace positivity so that people thrive and perform at their best. In addition to the performance benefits, positive workplaces are vital for attracting and retaining talent. Many people today are looking for more than just financial rewards from their jobs. They want to work for a company that has a positive climate, enhances their emotional well-being and allows them to make a meaningful contribution. The particular pattern of work hours chosen for an employee can represent a significant challenge to his or her biology, domestic situation and role in the community. Informed decisions should be made, incorporating a study of the demands of the work situation and the demographics of the workforce. Any changes in hours of work should be preceded by detailed investigation and consultation with the employees and followed by evaluation studies.

Key Words: Impact, Emotional Factors, Employee Performance

STARTUP INDIA – STANDUP INDIA

OPPORTUNITIES AND CHALLENGES



SUPPORTED BY NABARD
(With the support of NABARD's R&D Fund)



P. MOHAN REDDY

Published By





Prof. P. MOHAN REDDY

Head

**Department of Commerce
Sri Venkateswara University
Tirupati-517502**

**Specialization: Finance and Accounting
Email: dr_mohanreddy@yahoo.com**

He did his M.com and Ph.D. from S.V. University in 1985 and 1990 respectively. He has obtained MBA from University of Madras. He served as Assistant Professor in Dr. Ambedkar Open University for 6 months prior to his appointment as lecturer at the S.V.U PG Centre, Kadapa during 1992. He became Associate Professor during 2001. He was repatriated to the S.V. University Tirupati during 2008 when erstwhile S.V.U. PG Centre, Kadapa was elevated to Yogi Vemana University (YVU). He was promoted as Professor of Commerce during 2009. To his credit, he has published 11 books and 142 articles. He has successfully guided 17 Ph.Ds and 7 M.Phils. He has attended and presented 117 papers in various national and international seminars. He has organized two national seminars and acted as Deputy Director for international conference. He has completed one minor research project and one major research project funded by the ICSSR and UGC respectively. He is a Life member of ICA, IIPA, AIAA, IBF and FI. He is a Member, Peer Review Committee for publication of seminar articles, Management Studies, Pondicherry University. He was the Head, Department of Commerce and i/c Head of MHRM, and Coordinator for MBA, MCA and M.Sc.(CS) courses in Y.V. University, Kadapa and Coordinator for M.Com(A&F) in S.V. University. He is a Life Member, Red Cross Society, A.P State Branch. He acted as Chairman for Joint-Inspection Committees, APSCHE. He acts as a Chairman and Member for College Inspection Committees, S.V. University. He was former Member, Board of Studies (PG) in S.V. University. He was former External Member, Board of Studies (PG) in S.K. University, Ananthapur and Dravidian University, Kuppam. Presently, he is External Member, Board of Studies (PG) in Y.V. University, Kadapa. He is a member of Expert Committee, National Board of Accreditation, New Delhi. He has served as Regional Coordinator for ICET during 2005-08. He acted as deputy coordinator for National youth festival. He acted as a Warden, SVU CM&CS, Hostel for Men, S.V. University, Tirupati. Presently, he is the Head and formerly Chairman BOS in Commerce, Department of Commerce, S.V.U. College of CM &CS, Tirupati. He has presented paper in 11th Asia- Pacific Business Research Conference, East Asia Institute of Management, Singapore. One paper has been accepted for presentation in World Business Research Conference, Bangkok, Thailand.



Bonfring

#309, 2nd Floor, 5th Street Extension, Gandhipuram
Coimbatore - 641 012, Tamilnadu, India

E-mail: conference@bonfring.org | Phone: 0422 4213231

Website: www.bonfring.org



He did his M
obtained M
Ambedkar C
S.V.U PG Cen
was repatri
Centre, Kad
Professor of
articles. He
sented 117
two nationa
has comple
the ICSSR a
is a Member
Studies, Por
Head of MH
ty, Kadapa a
Cross Socie
tees, APSCH
S.V. Univers
former Ext
Dravidian U
(PG) in Y.V.U
Accreditatio
2005-08. H
Warden, SV
and former
of CM &CS,
Conference
ed for prese



- 17 **Startup India and Standup India --- Institutional Funding and Incentives**
Subba Reddy and Maddileti
- 18 **Role of Women Entrepreneurship in Inclusive Growth of Indian Economy through Startups**
Sravanthi, Amruth Prasad Reddy and Devika Devi
- 19 **A Study on Opportunities for Agricultural Start-Ups in India**
Reddy Lakshmi, Mohan Reddy and Vijaya Bharathi
- 20 **Agriculture: Startup Opportunities**
Manohar and Babu
- 21 **Agricultural Production New Entrepreneur Systems in India**
Venkateswarlu and Morusu Siva Sankar
- 22 **An Over View On Indian Agriculture and Allied Sectors**
Mohammad Rafee and Mohan Reddy
- 23 **Can Startup India, Boost Entrepreneurs**
Narasimha Murthy
- 24 **A Study on Challenges and Opportunities of Startup Businesses in India**
Rajani, Harinatha Reddy and Mohan Reddy
- 25 **Start Up India - A Role of Micro, Small and Medium Enterprises in Andhra Pradesh**
Rambabu
- 26 **Institutional Support Agencies for Entrepreneurship Development**
Venkatachalam and Bandaiah
- 27 **Startup India: Growth for Empowering Nation**
Lokanadha Reddy and Subramanyam
- 28 **Startups India - An Overview**
Rama Prasad Reddy and Mohan Reddy
- 29 **Challenges in Startup India**
Kalyani, Ramanamma and Mohan Reddy
- 30 **New Opportunities and Growth of Micro, Small and Medium Enterprises in Andhra Pradesh**
Morusu Siva Sankar and sarala
- 31 **HR Practices in Start-Up India: A View on Performance and Productivity**
Saritha, Jyothi and lavanya latha
- 32 **Entrepreneurship Development in India-The Focus on Start-Ups**
Sudarsana Reddy and Ramamurthy
- 33 **Startup India -- A New Era in the Economy**
Narasaiah and Sudarsana Murthy
- 34 **Funding and Financing Of Startups in India: An Overview**
Mohan Reddy and Venkata Subbaiah

HR Practices in Start-Up India: A View on Performance and Problems

Saritha, Jyothi and Lavanya Latha

Abstract—The paper emphasis on the hr challenges which are faced by hr in startup companies. The managers are facing a lot of challenges nowadays due to globalization, privatization, legal etc. The main aim of the HR manager will be forecasting recruitment needs, selecting right candidate for the right job. The HR manager sets the strategy for sustaining sustainable competitive advantage to stick into the market. The paper focuses on what are the common challenges and how the hr manager finds solution for those challenges. If the HR manager keeps the good work culture, and also capable of managing the low attrition rate then organization can lead to further success. Numerous HR challenges exit currently, including organizational cost pressures, economic and job changes, talent management. In the present competitive world, the companies/organisations in the Corporate Sector are also facing skill shortage, talent crunch and attrition which are reaching historically height ever. As such every company is trying to devise innovative HR practices to attract the best talent and retain them by providing conducive environment to work. These practices help to make sure that the employees feel good about the organisation they work for and add value to the organization.

Keywords —Challenges, Practices Globalization, Privatization, Sustainable competitive advantage.

I. INTRODUCTION

HUMAN resource practices are a set of distinct but interrelated activities, functions, and processes that are directed at attracting, developing, and maintaining (or disposing of) a firm's human resources. There are several HR practices like Open Management, Performance incentives and rewards, Performance feedback, Employee evaluation, sharing of knowledge and Publicizing good performances which have helped in the creation of a highly satisfied and motivated work force. Such healthy HR practices encourage the growth of the organization as employees after all play a major role in the well-being of a company. Making an employee feel like a million dollars pays in the form of the success of an organization. HR practices refer to how an organization's HR programs are implemented for and experienced by lower-level employees and managers. Thus, HR practices capture the potential for variation in employees' perceptions and

experiences of an HR program based on the quality of the HR program implementation.

II. INNOVATIVE HUMAN RESOURCE MANAGEMENT PRACTICES

Human Resource Management Research has always been a very hot topic and has been discussed and researched by several researchers all over the world. There have been several developments in the Human Resource field and the Human resource department has eventually evolved over the years (Paauwe, Nov 2001) (Harvey, Dec 2001). Because of rapid industrialization and globalization, the need for trained and skilled manpower becomes imperative. Companies have started recognizing the importance of the HR Department and are aligning the HR function to the strategic business goals and objectives (Srimannarayana, Oct - Dec 2010). HR Department would be accountable for the strategic decisions and the overall performance of the organization (Harvey, Dec 2001). A lot of Researchers have emphasized that employees that work in teams or team work has resulted in productive performance of the organization (Carmen Camelo Ordaz, April 2008). Nowadays, there are many companies which have also adopted newer technologies like internet services in an effort to undertake their HR responsibilities

III. NEED FOR ADOPTION OF HRM PRACTICES

The dynamic and changing business environment of India, that started off with liberalization in the first phase, then moved on to privatization/deregulation (second phase), and the third or the current phase of globalization, has made it imperative for modern organizations to adopt HRM practices (Som, May 2007). Previous research has also indicated and shown that organizations adopt HRM practices to improve their organizational performance. According to authors who have worked in this area, organizations adopt HRM practices to remain competitive and save their business. Several Indian organizations have adopted HRM practices to remain competitive and improve their organizational performance (Singh, June 2003). Companies such as Hero Honda, Tata Motors, Bharat Forge, Hindustan Inks, Sundaram Clayton, BPCL, Maruti Suzuki, Infosys, and Wipro were able to successfully adopt HRM practices in their organizations to withstand the blow of liberalization, privatization, FDI, and the threat of MNC's (Som, May 2007). Sung-Choon, (2013) and Conway, (2011) suggests that organizations are inclined to adopt HRM practices to improve or augment their organizational efficiency and employee productivity. It also suggests that organizations now face severe competition or regulatory pressures which again makes HRM practices inevitable. A previous research interviewed some HR professionals in the U.S, who named some 40 innovative HR practices that were executed or implemented in their organizations. Some of

Dr.P.Saritha, Assistant Professor, Department of Business Management, Yogi Vemana University, Kadapa.
Smt. M.K. Jyothi, Research Scholar, Department of Business Management, Yogi Vemana University, Kadapa.
Dr.K. Lavanya Latha, Assistant Professor, Department of Business Management, Pondicherry University, Pondicherry

**Women in the Changing World of Work
Planet 50-50 by 2030**

Editor

Vijaya Vardhan Manchala

MEENA BOOK PUBLICATIONS

NEW DELHI

Women in the Changing World of Work Planet 50-50 by 2030

Vijaya Vardhan Manchala

© Editor, 2017

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or any information storage and retrieval system, without permission in writing from copyright holder.

ISBN: 978-93-85957-15-4

First Published in 2017 by:

Meena Book Publications

140, Gali No. 9C, Prem Nagar

Karawal Nagar, Delhi - 110094

Tel. 011-23277141, 9868280998

E-Mail:- meenabookpublications@gmail.com

Sales Office:-

21/4648 Ansari Road

Daryaganj, New Delhi- 110002

Tel. 011-23277141

DEEDS Office:-

D. no: 6-14-26, Arundelpet, 14/1, Guntur City 522002,

Andhra Pradesh, India

Email: deeds2help@gmail.com

Tel: +91 8098032392; +91 7416145045

Yes We Can Headquarters

D. no: 13-28-6, G-103, C/o P. Booth Tucker (Lawyer's

Office), Goteti Residency, Maharanipeta,

Visakhapatnam 530002,

Andhra Pradesh, India

Email: yeswecanvizag@gmail.com |

secretary@yeswecanvizag.org

Tel: +91 8985759835; +91 9885562055

Rural Entrepreneurship and Role of Women: A Study of Kadapa District

DR. P. SARITHA

Assistant Professor, Department
of Business Management,
Yogi Vemana University, Kadapa

Abstract

In the history of human development, woman has been as important as man. In fact, the status, employment and work performed by women in society is the indicator of a nation's overall progress. Without the participation of women in national activities, the social, economical or political progress of a country will be stagnated. Rural women in India constitute 77 per cent of the female population. They share abundant responsibility and perform a wide spectrum of duties in running the family, maintaining the house hold activities like rearing, feeding, attending to farm labour, tending domestic animals and the like, even then they suffer from being both economically and socially invisible. The primary objective of the paper is to study the extent of rural women empowerment through various income generating activities

Kadapa (YSR) district is one of the pioneering districts for the implementation of the DWACRA as pilot project in the Andhra Pradesh state along with Srikakulam and Adilabad. Presently, there are 21 Mandals in Kadapa district consists of 35338 SHGs. Of these, Sidhout mandal has been selected for this study, because of these SHGs are very successfully running their business in this mandal. There are 5589 SHG members from 662 SHG groups in Sidhout Mandal. Among them 2000 members were selected as sample respondents for the study based on convenient sampling technique. Findings and suggestions are elaborated in respective sections of the paper.

Keywords: Women Empowerment, DWACRA, Self Help Groups

**Women in the Changing World of Work
Planet 50-50 by 2030**

Editor

Vijaya Vardhan Manchala

**MEENA BOOK PUBLICATIONS
NEW DELHI**

Women in the Changing World of Work Planet 50-50 by 2030

Vijaya Vardhan Manchala

© Editor, 2017

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or any information storage and retrieval system, without permission in writing from copyright holder.

ISBN: 978-93-85957-15-4

First Published in 2017 by:

Meena Book Publications

140, Gali No. 9C, Prem Nagar

Karawal Nagar, Delhi - 110094

Tel. 011-23277141, 9868280998

E-Mail:- meenabookpublications@gmail.com

Sales Office:-

21/4648 Ansari Road

Daryaganj, New Delhi- 110002

Tel. 011-23277141

DEEDS Office:-

D. no: 6-14-26, Arundelpet, 14/1, Guntur City 522002,

Andhra Pradesh, India

Email: deeds2help@gmail.com

Tel: +91 8098032392; +91 7416145045

Yes We Can Headquarters

D. no: 13-28-6, G-103, C/o P. Booth Tucker (Lawyer's

Office), Goteti Residency, Maharanipeta,

Visakhapatnam 530002,

Andhra Pradesh, India

Email: yeswecanvizag@gmail.com |

secretary@yeswecanvizag.org

Tel: +91 8985759835; +91 9885562055

Women in Higher Education: An Outlook on Perspectives and Inequalities in India

Dr. P. SARITHA
Assistant Professor,
Department of Business Management,
Yogi Vemana University,
Kadapa.

S.ABDUL RAFI
Research Scholar,
Department of Business Management,
Yogi Vemana University,
Kadapa.

Abstract

The role of education in development of the economy is well established. Since independence, the contribution of investments made by the government in higher education has been substantial however post 1980s there has been a decline in the same. Access, equity, women participation and empowerment have been an issue of deliberations all around the world. Higher education provided to women would mean independence in decision making and economic independence. It would develop capabilities to discharge duties and responsibilities in the fields of social, economic, political and cultural arenas. Higher education means whole development of personality. Higher education insured that you will have a better paying job. That will provide stability in life. It means self improvement, job insurance, a development of character and social improvement. The focus of this paper is on implicit beliefs of women's role in society through National development not only fulfil by only women but it passes by them to her family. We highlight the aspects of highly educated women toward individual, social and national development. The study is based on secondary data available from website, newspaper and media.

Keywords: Women Higher Education, Gender Inequality, Women Participation, Higher Education, Higher Position.

STARTUP INDIA – STANDUP INDIA

OPPORTUNITIES AND CHALLENGES



SUPPORTED BY NABARD
(With the support of NABARD's R&D Fund)



P. MOHAN REDDY

Published By





Prof. P. MOHAN REDDY
Head
Department of Commerce
Sri Venkateswara University
Tirupati-517502
Specialization: Finance and Accounting
Email: dr_mohanreddy@yahoo.com

He did his M.com and Ph.D. from S.V. University in 1985 and 1990 respectively. He has obtained MBA from University of Madras. He served as Assistant Professor in Dr. Ambedkar Open University for 6 months prior to his appointment as lecturer at the S.V.U PG Centre, Kadapa during 1992. He became Associate Professor during 2001. He was repatriated to the S.V.University Tirupati during 2008 when erstwhile S.V.U. PG Centre, Kadapa was elevated to Yogi Vemana University (YVU). He was promoted as Professor of Commerce during 2009. To his credit, he has published 11 books and 142 articles. He has successfully guided 17 Ph.Ds and 7 M.Phils. He has attended and presented 117 papers in various national and international seminars. He has organized two national seminars and acted as Deputy Director for international conference. He has completed one minor research project and one major research project funded by the ICSSR and UGC respectively. He is a Life member of ICA, IIPA, AIAA, IBF and FI. He is a Member, Peer Review Committee for publication of seminar articles, Management Studies, Pondicherry University. He was the Head, Department of Commerce and i/c Head of MHRM, and Coordinator for MBA, MCA and M.Sc.(CS) courses in Y.V. University, Kadapa and Coordinator for M.Com(A&F) in S.V.University. He is a Life Member, Red Cross Society, A.P State Branch. He acted as Chairman for Joint-Inspection Committees, APSCHE. He acts as a Chairman and Member for College Inspection Committees, S.V. University. He was former Member, Board of Studies (PG) in S.V. University. He was former External Member, Board of Studies (PG) in S.K. University, Ananthapur and Dravidian University, Kuppam. Presently, he is External Member, Board of Studies (PG) in Y.V.University, Kadapa. He is a member of Expert Committee, National Board of Accreditation, New Delhi. He has served as Regional Coordinator for ICET during 2005-08. He acted as deputy coordinator for National youth festival. He acted as a Warden, SVU CM&CS, Hostel for Men, S.V. University, Tirupati. Presently, he is the Head and formerly Chairman BOS in Commerce, Departement of Commerce, S.V.U. College of CM &CS, Tirupati. He has presented paper in 11th Asia- Pacific Business Research Conference, East Asia Institute of Management, Singapore. One paper has been accepted for presentation in World Business Research Conference, Bangkok, Thailand.



Bonfring

#309, 2nd Floor, 5th Street Extension, Gandhipuram
Coimbatore - 641 012, Tamilnadu, India
E-mail: conference@bonfring.org | Phone: 0422 4213231
Website: www.bonfring.org



S.No.	Title/Author	Page No.
1	Opportunities and Challenges for Agriculture in Karnataka Murugaiah and Raghavendra Prasanna Kumar	1
2	Institutional Financial Support for Startups in India Malleswari and Bhagavan Reddy	4
3	Growth and Development of Startups in India Gunasekhar and Ramakrishnaiah	9
4	Challenges in Service Sector Ramachandra Reddy and Damodhar	12
5	Idea Screening and Back links of a Student for A Startup Abraham Konda and Rajasekhar Mamilla	14
6	A Study of Action Plan for Startup India Pradeep Kumar, Kishore Kumar Reddy and Mohan Reddy	18
7	Inclusive Growth through Start-Up in India Nagajyothi, Nirmala and Venkateswarlu	21
8	Startups in Agriculture and Allied Sectors – Opportunities and Challenges Ahead Narasaiah, Govardhana Reddy and K.Padma Priya	23
9	Challenges of Inclusive Growth through Standup India and Startup India Sanmathi and Sudarsana Reddy	26
10	Investors' Preference to Private and Public Sector Mutual Funds: An Empirical Study Thulasi Krishna, Raghunatha Reddy and Varadarajan	30
11	Startups in India: Innovative Entrepreneurship Strategies for Success <u>Abdul Rafi, Saritha</u> and Mohan Reddy	33
12	Agricultural Development - Policy Dimension Gurumurthy and Jayachandra Reddy	37
13	Academia-Industry Relationship and Startups a Study with Special Reference to the Progress of Startups in India Vijaya Bharathi, Masthani and Mohan Reddy	40
14	Start-ups India: It's Growth in India Devendra and Mohan Reddy	46
15	Opportunities and Challenges in Startup India: A Case Study of Andhra Pradesh Hari Babu and Venkateswarlu	49
16	A study on institutional support for startup business - Special reference to ICICI bank Cirappa and Madhuri	53

Startups in India: Innovative Entrepreneurship Strategies for Success

Abdul Rafi, Saritha and Mohan Reddy

Abstract— A startup is a company that is in the first stage of its operations. These companies are often initially controlled by their entrepreneurial founders as they attempt to capitalize on developing a product or service for which they believe there is a demand. Due to limited revenue or high costs, most of these small-scale operations are not sustainable in the long term without additional funding from venture capitalists. Start-up companies are newly founded companies or entrepreneurial ventures that are in the phase of development and market research. They are usually, but not necessarily, associated with high-tech projects because their product is mostly software which can be easily produced and reproduced. Additionally, technology-oriented projects, by their very nature, have the greatest potential for growth. An interesting fact shown by the research is that technology-oriented start-ups are typically located in major urban centers. The reason is attributed to the need for a market that exceeds the local level. However, there are more and more start-up companies in traditional industries and business sectors. At the international level, there is more and more research associated with the importance and ways of financing entrepreneurial ventures (formal and informal), especially in the period of intense globalization. In the late 1990s, the most common type of Startup Company was a dotcom. Venture capital was extremely easy to obtain during that time due to frenzy among investors to speculate on the emergence of these new types of businesses. Unfortunately, most of these internet startups eventually went bust due to major oversights in their underlying business plans, such as a lack of sustainable revenue.

offered elsewhere in the market, or that the founders believe is being offered in an inferior manner.

Start-up companies are newly founded companies or entrepreneurial ventures that are in the phase of development and market research. They are usually, but not necessarily, associated with high-tech projects because their product is mostly software which can be easily produced and reproduced. Additionally, technology-oriented projects, by their very nature, have the greatest potential for growth. An interesting fact shown by the research is that technology-oriented start-ups are typically located in major urban centers. The reason is attributed to the need for a market that exceeds the local level. However, there are more and more start-up companies in traditional industries and business sectors. At the international level, there is more and more research associated with the importance and ways of financing entrepreneurial ventures (formal and informal), especially in the period of intense globalization. In the early stages, startup companies' expenses tend to exceed their revenues as they work on developing, testing and marketing their idea. As such, they often require financing. Startups may be funded by traditional small business loans from banks or credit unions, by government-sponsored Small Business Administration loans from local banks, or by grants from nonprofit organizations and state governments. Incubators can provide startups with both capital and advice, while friends and family may also provide loans or gifts. A startup that can prove its potential may be able to attract venture capital financing in exchange for giving up some control and a percentage of company ownership.

I. INTRODUCTION

A **STARTUP** is a company that is in the first stage of its operations. These companies are often initially controlled by their entrepreneurial founders as they attempt to capitalize on developing a product or service for which they believe there is a demand. Due to limited revenue or high costs, most of these small-scale operations are not sustainable in the long term without additional funding from venture capitalists. A startup is a young company that is just beginning to develop. Startups are usually small and initially financed and operated by a handful of founders or one individual. These companies offer a product or service that is not currently being

In the late 1990s, the most common type of Startup Company was a dotcom. Venture capital was extremely easy to obtain during that time due to frenzy among investors to speculate on the emergence of these new types of businesses. Unfortunately, most of these internet startups eventually went bust due to major oversights in their underlying business plans, such as a lack of sustainable revenue. However, there were a handful of internet startups that did survive when the dotcom bubble burst. Internet bookseller Amazon.com and internet auction portal eBay are examples of such companies. Because startups don't have much history and may have yet to turn a profit, investing in them is considered high risk. Here are some ways that potential lenders and investors can value a startup in the absence of revenues:

- The cost to duplicate approach looks at the expenses the company has incurred to create its product or service, such as research and development and the purchase of physical assets. However, this valuation method doesn't consider the company's future potential or intangible assets.

Dr. Abdul Rafi, Research Scholar, Department of Business Management, Sri Venkateswara University, Kadapa.

Dr. Saritha, Assistant Professor, Department of Business Management, Sri Venkateswara University, Kadapa.

Dr. Mohan Reddy, Head, Department of Commerce, Management & Computer Sciences, Sri Venkateswara University, Kadapa.

Hough (Eds.), *Handbook of Industrial and Organizational Psychology* (687-732).

28. The Role of Psychology in Human Resources Management

Dr. P. V. Varaprabhakar, Assistant Professor, Department of Business Management, Yogi Vemana University, Kadapa-516003.
P.CH.Praveen Kumar & T.Venkata Ramana, Research Scholars, Department of Business Management, Yogi Vemana University, Kadapa-516003.

Abstract: In corporate globe human resources are dynamic area, to hire and train potentials towards attainment of organizational goal. But it's very complex to expect the good attention and involvement of employees, for this we can apply scientifically HR Practices by knowing the human behaviour with psychology. Psychology is the scientific study for understanding the behaviour and attitude of humans. Based on these facts the present study focused on the influence of psychology while performing any HR practice and for its effectiveness. Finally, we reviewed the iterations of psychology on human resources with sound literature collection.

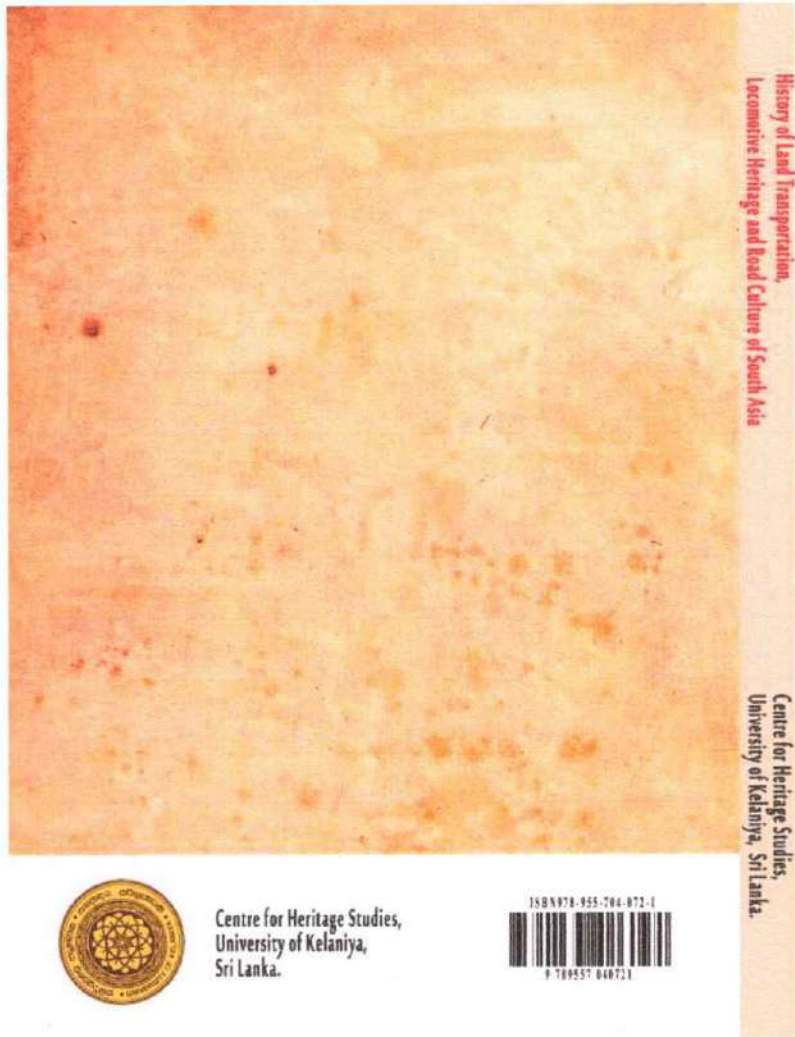
Key Words: Psychology, Human Behaviour, HR practices, Organizational Commitment

Introduction: At its core, human resource management is deeply connected to psychology. Perhaps the obvious clue is carried in the name, human resources. It is also easy to imagine how the role of maximizing the value of an organization's human capital can involve mindfulness towards psychological factors influencing employee's commitment, reliability, motivation and ultimate performance. Apart from motivation, psychology is also related to individual's psychological attachment to an organization. Why, because the HR departments contribute to creating organizational culture, an important identity factor that can influence employees' sense of belongingness. This study learns to apply psychology principles to almost all areas of human resource management such as recruitment, compensation, evaluation, training, and employee relations among others.

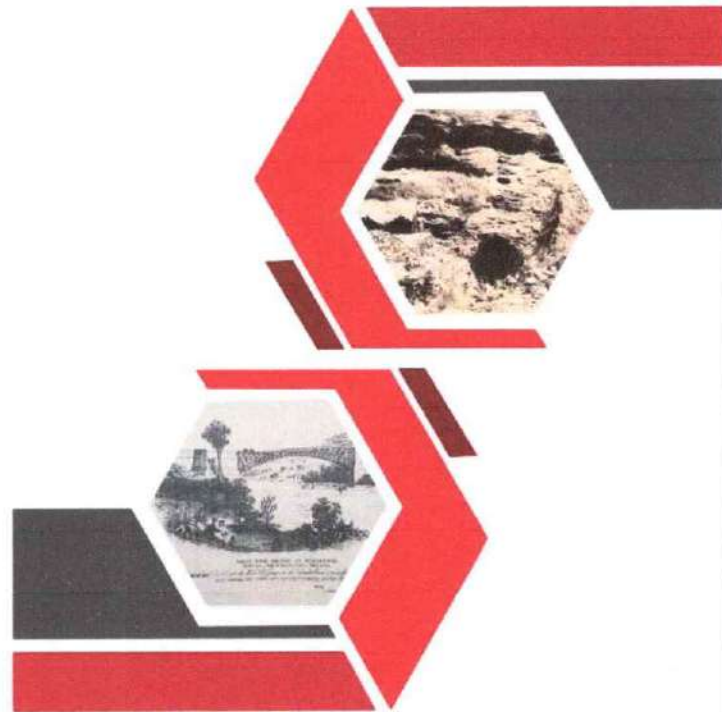
Dimensions of Psychology towards Human Resources:

Recruitment: When we speak about psychology of hire, the hiring managers also take a peep into the cover letter and resume the purpose of psychological testing is to make more informed hiring decisions. Many companies consult outside companies to give and assess these tests in an effort to keep the tests, unbiased and to help guard against lawsuits. Psychological testing is used to determine, in particular, the ability of potential employees to work under stressful conditions and to assess the potential of a prospective employee to handle the job effectively under those conditions. "as valid as standard medical tests" and are administered and interpreted by clinical and forensic psychologists. Even then, a proper psychological assessment requires a battery of tests given over time because one or two tests may be contradictory.

Selection: In this unit we highlight how knowledge and theory of occupational psychology can be used to build good selection processes. This analysis sets the agenda for the remainder of the



History of Land Transportation, Locomotive Heritage and Road Culture of South Asia



Centre for Heritage Studies,
University of Kelaniya, Sri Lanka.

IQAC-9.2

History of Land Transportation, Locomotive Heritage and Road Culture of South Asia

Edited by
Anura Manatunga

In association with
**Waruni Tennakoon,
Arundathie Abeyasinghe and
Piyumi Embuldeniya**



Centre for Heritage Studies
University of Kelaniya
Sri Lanka
2017

Table of Content

Lost on the pilgrim routes	
Daya Dissanayake	1
Road to Jaffna –Road to Reconciliation in Sri Lanka	
Osantha Nayanapriya. Thal pawila	9
How to Modernize a Society with Transportation: Colonial Ceylon in the Late 19th Century	
Dinithi Wijesuriya	17
Transport systems in the ancient society revealed through the Sri Lankan paintings	
Menaka Nishanthi	35
Kolkata's Tram- Running Heritage Vehicle in Indian Transport System: The Museum Implanted for the Preservation and Conservation of Vintage Vehicle	
Puspa Das	43
Neolithic Cartography and Trade Routes in South Western Coastal Maharashtra, India	
Anita Rane- Kothare.....	53
Development of Syncretic Mystical Christianity in China - A resultant of its spread by the Silk Road:-A brief comparative overview of the pattern of evangelization, the cross-influences and the result	
Jason Johns.....	67
'Wheel' – The Basis of Movement In the Context of Indian Culture, Thought and Art	
Jayalakshmi Yegnaswamy	79
Artistic Expressions on the Vehicles	
Ragini Bhat	91
Tracing the Tracks: Road, Road Culture, and Romance in the Sangam Tamilnadu	
Usha R Vijailakshmi.....	99
Brick made arched bridges, culverts, tunnels along the Railways in 19 th century Sri Lanka	
S. B Manatunga.....	111
Socio-cultural Impact of advent of Metro on Street Scenario of Bengaluru	
Vibhavari Kumar.....	117
Restoring the Asian Silk Route: Its Transportation and Importance	
V. Varija, V. Ramabrahmam	125
Conservation and preservation of locomotive heritage in Sri Lanka	
Arundathie Abeysinghe.....	129

Restoring the Asian Silk Route: Its Transportation and Importance

V. Varija¹, V. Ramabrahmam

Abstract

The Silk Roads were an interconnected web of routes linking the ancient societies of East, South, Central, and Western Asia, and the Mediterranean. It contributed to the development of many of the world's great civilizations and enabled the exchange of technologies and ideas that reshaped the known world. This combination of routes represents one of the world's preeminent long-distance communication networks. There were a number of major impacts from this extensive network of interactions:

1. The development of cities along these routes, which gained power and wealth from the trade, providing the infrastructure of production and redistribution, and policing its routes. Many became major cultural and artistic centers, where peoples of different ethnic and cultural backgrounds intermingled.
2. The development of religious centers, which benefitted from the patronage of political systems and wealthy individuals.
3. The movement of technologies, artistic styles, languages, social practices and religious beliefs, transmitted by people moving along the Silk Roads.

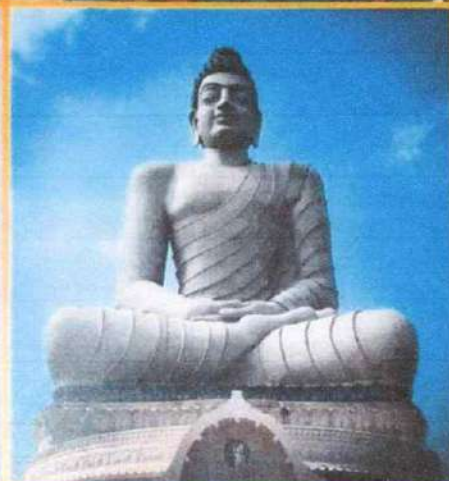
An exception to this is short sea routes, for example between Korea and Japan and mainland China, or across the Caspian Sea between Turkmenistan and Azerbaijan. These were not about linking into the long seaborne journeys of the 'Spice routes' that were to be so important in the later periods, but rather about short sea crossings that enabled these areas to connect to the main land-based networks of the Silk Roads. In addition, the exploitation of water-born transport in places was inter-linked with the 'land routes', as in the movement of people and goods along the Syr Darya in Central Asia. "Sri Lanka too played an active role in the ancient Silk route of the ocean. Situated strategically in the middle of the ancient Silk route of the ocean between East and West, Sri Lanka functioned as an entrepôt port of trade for exchanging commodities. Archaeological excavations in many parts of Sri Lanka have unearthed large hoards of Roman and Chinese coins, which indicate that merchants from West and East met in Sri Lanka and exchanged wares".

Key Words: *Restoration-Asia-Silk Road-Transportation-ocean routes*

¹ Assistant Professor, Dept. of History & Archaeology, Yogi Vemana University, Kadapa-516003, Andhra Pradesh
varijarao2009@gmail.com

46

Jewels of Tourist Destination in Andhra Pradesh Potentialty & Prospects



Editor

Smt. N. Sivaparvathi



**JEWELS OF TOURIST DESTINATION IN ANDHRA
PRADESH-POTENTIALTY & PROSPECTS**

EDITOR

SMT. N. SIVAPARVATHI

**RESEARCH INDIA PRESS
NEW DELHI**

(c) Authors

FIRST EDITION: 2017

PRICE: 800/-

PAGE SETTING & DESIGNING: HARSHA

ISBN: 978-82-89132-80-5

PUBLICATION
RESEARCH INDIA PRESS,
NEW DELHI.

CONTENT

S.NO.	TITLE	AUTHOR	PAGE
1	Religious Tolerance Noticed in Kadapa Hub - Tourism Perspective	N.Sivaparvathi	1
2	SRI KODANDARAMA SWAMY TEMPLE,TIRUPATI	I.L.N. CHANDRA SEKHARA RAO	6
3	Rock Art in Rayalaseema - Future Tourist Treasure of Navyandra Pradesh	Dr.V. Ramabrahmam	8
4	INFLUENCING BIODIVERSITY WITH RURAL TOURISM IN TIRUPATI	Dr.K. Rajani,	12
5	CULTURAL TOURISM IN ANDHRA PRADESH	Dr. U. Krishna Mohan	15
6	CULTURAL TOURISM IN KALINGA ANDHRA: An over view,	Dr. B.V.L.A. MANGA	18
7	ECONOMIC TOURISM IN ANDHRA PRADESH,	C. Annapurna	20
8	ECOTOURISM: AN OPPORTUNITY FOR CONSERVATION AND LIVELIHOODS IN A.P	N.Raja Sekhar Reddy	24
9	Kalamkari Painting: The Traditional Craft form of Andhra Pradesh,	K Mrutyunjaya Rao	28
10	Temple Tourism in Kurnool	A.Venkataswamy	32
11	TOURIST CENTRES IN RAYALASEEMA WITH SPECIAL REFERENCE TO TIRUPATI	Dr. K. VENKATESWARLU	36
12	NATURAL ROCK ARCH OF TIRUMALA HILLS, A BEAUTIFUL ARCHITECTURE THROUGH NATURE	Dr.K.Raghu Babu	39
13	CULTURAL TOURSIM	M. MADHUSUDHANA RAO	41
14	ECOTOURISM IN ANDHRA PRADESH	Dr. V.VIJAYA LAKSHMI	44
15	Advantages and disadvantages of Ecotourism for sustainable Environment	DR. L. Md. Bhakshu M.V. Suresh Babu	51
16	Eco-Tourism - A Key to Protect the Biodiversity in Andhra Pradesh, India	*M.V.Suresh Babu, *L.Md.Bhakshu,**A.Madhusudhana Reddy and **S.Rajagopal Redy	55
17	KEELAPATLA-A TEMPLE OF ANTIQUE	M.Sandhya Rani	61
18	A PILGRIMAGE TO MOGILI - A TRAVEL INTO CHOLA DYNASTY	Dr.Gannavaram Sridevi	63
19	GLORY OF TRIBAL HERITAGE DESTINATIONS AND ECO-TOURISM IN ANDHRA PRADESH- A STUDY	Dr.T.S.Shyam Prasad	66
20	ECOTOURISM: AN IDEA FOR SUSTAINABLE DEVELOPMENT	Sailakshmi	69

12. NATURAL ROCK ARCH OF TIRUMALA HILLS, A BEAUTIFUL ARCHITECTURE THROUGH NATURE

Dr.K.Raghu Babu,

Asst. Professor,
Dept. of Geology,

Yogi Vemana University,
Kadapa – 516 003, A.P.

Introduction

The Tirumala natural rock arch (Plate 1 & 2) is a unique monument of Tourism importance. It is carved out of quartzites by the geological agents convincingly the wind and water. The quartzites are metamorphosed sandstones, stratigraphically known as Nagari quartzites equivalents to Bairenkonda quartzites of Nallamalai group of Cuddapah Supergroup of rocks (Nagaraja Rao, B.K., et al., 1987). All the rock arches existing in the world are remnant structures made from the sandstones or quartzites through the process of erosion. The rocks of Tirumala hills are of middle to upper Proterozoic in age formed between the time span of 1600 to 570 Ma. Quartzites are the metamorphic rocks formed from the sandstones of sedimentary in origin. Evidences like ripple marks, cross bedding, graded bedding (Plate 3 & 4) preserved in these rock confirm that they are of sedimentary in origin formed under shallow marine conditions.

Location

The natural rock arch is a distinctive geological wonder located about 1 km north of Sri Venkateswara Temple near the Chakra Teertham at Tirumala within the latitudes of 13°41'14"N and longitudes of 79°20'24"E.

Description

Natural rock arch of Tirumala is a geological formation of quartzite consequent of erosion from geological agents. In local language i.e., in Telugu the arch is called "Sila Thoranam", Sila means rock and Thoranam means garland hung over a threshold, connecting two vertical columns. It is a unique structure and only one of its kind in Asia, while there are only two other sites in the world processing such structures situated in USA. The natural rock arch of Tirumala hills measures 8 m in width and 3 m in height. This arch is first identified by the Geologists of Geological Survey of India in 1980s, during

excavations for a geological fault in the Tirumala hills.

Origin

Several geologists studied these rock arches have assumed three types of origin to the formation of the natural rock arch. The first assumption suggests that the natural rock arch is formed by the intense weathering and erosion of these quartzites by stream and wind action. Whereas the other type of origin suggests a speleogenic origin, i.e., the natural rock arch is actually a cave remnant (Pipes and Day, 2006), which says that the arch is once a threshold of a cave. Due to the weathering and other disturbances in the crustal layers, the other side of the cave has been collapsed leaving behind the arch. While the third type of origin suggests that once the entire Tirumala hills were submerged under shallow marine basin.

The sedimentary structures like current bedding, ripple marks, and cross bedding occurring in the quartzite beds of Tirumala hills (Suresh, U., et al., 2015) implies that they are formed under shallow marine conditions, supporting third type of origin for the formation of natural rock arch of Tirumala hills. The quartzites of Tirumala hills composed of 95% silica and remaining minerals being the iron oxides occur as cementing material. The continuous submergence of these rocks under shallow marine water might have loosened the ferruginous material thus causing erosion and removal of silica grains.

Conclusions

The natural rock arch of Tirumala hills is called "Sila Thoranam" in local Telugu language. It is present at 1 km distance to the north of the holy shrine of Lord Venkateswara of Tirumala. This arch is formed by the weathering and erosion of ferruginous quartzites of sedimentary origin. The ripple marks, cross bedding, and graded bedding shown the quartzites around the natural rock arch suggest that it

is formed under shallow marine conditions. These quartzites formed at Proterozoic era of time span of 1600 to 570 Ma.

The natural rock arch is a unique geological monument gifted to the mankind by the nature and it is a primary tourist place to be visited after the visit to the holy shrine of Lord Venkateswara of Tirumala temple.



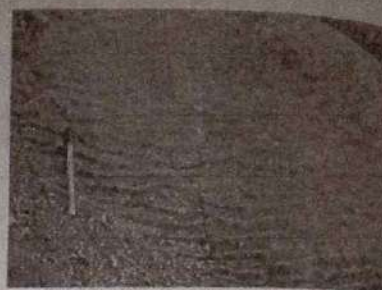
Natural Rock Arch, Tirumala, Back view



Natural Rock Arch, Tirumala,



Cross Bedding structure exhibited by the Quartzites of Tirumala Hills



Ripple Marks shown by the quartzites of Tirumala hills

References

Nagaraja Rao, B.K., Rajurkar, S.T., Ramalingaswami, G., and Ravindra Babu, B., (1987) Stratigraphy Structure and evolution of Cuddapah basin, Memoir No. 6, Geological Society of India, pp.33-86.

Pipes, T. and Day, M.J. (2006) Some alternative hypotheses of cave formation in southwest Wisconsin. *The Wisconsin Geographer*, Vol. 21, pp. 82-94.

Suresh, U., Gope Naik, V., Sankar, D.B., (2015) Lithology, Structure and Geomorphology of the Nagari outliers, Chittoor district, Andhra Pradesh, India, *Journal of Applied Geology and Geophysics*, Vol. 3, Issue 5, Ver. 1, pp. 43-50.

Agriculture has shown itself to be more resilient sectors in recent years, despite the major economic upheaval. There is definitely more expectations from agriculture than just the production. Now a days people are more concern to health hazards caused by the excess use of chemical in agriculture. People are interesting in consuming the organic food products. Therefore, more emphasis is required with the quality of food and ecosystem services. On other way low-cost production technologies for evergreen revolution is needed. For evergreen revolution there is need of renewal of agriculture for shaping the future of agricultural research and innovation which requires a new understanding between public and private research, farmers, civil society, education, extension and enterprises etc. This book attempts to provide concise, critical, systemic aspects of agriculture renewal for green to evergreen revolution. The book is intended to serve for the students, teachers, researchers, technologist, policy makers, extension workers and any others interesting in agriculture renewal.

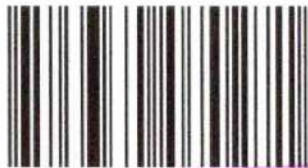


Rajbir Singh (Ed.)

Agriculture Renewal



Rajbir Singh, Ph. D, working as Assistant Professor in the Dept. of Plant Pathology, Gochar Mahavidyalaya, Rampur Maniharan, Saharanpur, India. He has about 12 years of teaching experience. He has published more than 50 research papers, scientific articles, pamphlets, book chapters and 5 books. He has completed projects funded by DBT, UGC, & NABARD.



978-3-330-07027-1

Singh (Ed.)

LAP
LAMBERT
Academic Publishing

Dry Root Rot Of Chickpea And Its Control

D. Ganga Bhavani And A. Muni Kumari

Abstract

Chickpea is one of the important pulse grown in India and cultivated in an area of about 8.56 million hectares with a production of about 7.35 million tons with productivity of about 858 kg per hectare and average of 15-20 quintal per hectare. Chickpea in holds deep taproot system, which improves its capacity to withstand drought and is well adapted to areas having less rain fall condition. Chickpea is a rich source of carbohydrates and protein constitutes about 80% of the total dry seed mass in comparison to other pulses. Chickpea is a good source of dietary fiber, minerals, vitamins and cholesterol free (and also constitutes many bioactive compounds like oligosaccharides, phytosterols and saponins. There are nearly about 172 pathogens been so far reported that infect chickpea. Dry root rot of chickpea is one such disease and it is emerging as a potential threat to chickpea cultivation in semi-arid regions as the plant is susceptible to infection by high temperatures and moisture stress at flowering stage to pod filling stage. *Rhizoctonia bataticola* is a soil borne pathogen with a very wide host range and can cause charcoal rot (seedling phase), stem blight and root rot in more than 500 species of plants. Dry root rot of chickpea causes up to 10-35% loss annually. There are several modes of disease control has been used such as chemicals, plant extracts and biological control. Seven aqueous plant extracts of (*Calotropis gigantea*, *Vinca rosea*, *Ocimum sanctum*, *A. indica*, *Eucalyptus citriodora*, *A. cepa* and *Z. officinale*) gave 86% of results. Fungicides like Bavistin and vitavax were found to be very effective showing 100% inhibition of mycelia growth. In biological control out of various biological control agents used *Trichoderma viride*, *Pseudomonas fluorescens*, *Bacillus subtilis* and *T. harzianum* were showing maximum range of inhibition.

Key words: Dry root rot, chickpea, bio-control, *Rhizoctonia bataticola*.

44

ROLE OF BANKING AND FINANCE SECTORS IN A TURBULENT GLOBAL SCENARIO



Dr. D. SUDARSANA MURTHY
M. Com., MBA., Ph.D.
Associate Professor & Editor



Sree Vidyanikethan Institute of Management, Sree Sainath Nagar, Tirupati - 517 102.
Andhra Pradesh, India. Ph: 0877 2236717

44, 44a - 44d

ROLE OF BANKING AND FINANCE SECTORS IN A TURBULENT GLOBAL SCENARIO

Prof. S. RAGHUNATHIA REDDY,
Department of Commerce
YOGI VEMANA UNIVERSITY
KADAPA - 516 003.

Edited by:

Dr. D. SUDARSANA MURTHY

M.Com., M.B.A., Ph.D.

Associate Professor

Sree Vidyanikethan Institute of Management

Sree Sainath Nagar, A.Rangampet

TIRUPATI - 517 102

ANDHRA PRADESH

INDIA



Paramount Publishing House

• NEW DELHI • HYDERABAD

Rural Entrepreneurship and Role of Women: A Study of Kadapa District

DR. P. SARITHA

Assistant Professor, Department
of Business Management,
Yogi Vemana University, Kadapa

Abstract

In the history of human development, woman has been as important as man. In fact, the status, employment and work performed by women in society is the indicator of a nation's overall progress. Without the participation of women in national activities, the social, economical or political progress of a country will be stagnated. Rural women in India constitute 77 per cent of the female population. They share abundant responsibility and perform a wide spectrum of duties in running the family, maintaining the house hold activities like rearing, feeding, attending to farm labour, tending domestic animals and the like, even then they suffer from being both economically and socially invisible. The primary objective of the paper is to study the extent of rural women empowerment through various income generating activities

Kadapa (YSR) district is one of the pioneering districts for the implementation of the DWACRA as pilot project in the Andhra Pradesh state along with Srikakulam and Adilabad. Presently, there are 21 Mandals in Kadapa district consists of 35338 SHGs. Of these, Sidhout mandal has been selected for this study, because of these SHGs are very successfully running their business in this mandal. There are 5589 SHG members from 662 SHG groups in Sidhout Mandal. Among them 2000 members were selected as sample respondents for the study based on convenient sampling technique. Findings and suggestions are elaborated in respective sections of the paper.

Keywords: Women Empowerment, DWACRA, Self Help Groups

**Women in the Changing World of Work
Planet 50-50 by 2030**

Editor

Vijaya Vardhan Manchala

**MEENA BOOK PUBLICATIONS
NEW DELHI**

Women in the Changing World of Work Planet 50-50 by 2030

Vijaya Vardhan Manchala

© Editor, 2017

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or any information storage and retrieval system, without permission in writing from copyright holder.

ISBN: 978-93-85957-15-4

First Published in 2017 by:

Meena Book Publications

140, Gali No. 9C, Prem Nagar

Karawal Nagar, Delhi - 110094

Tel. 011-23277141, 9868280998

E-Mail:- meenabookpublications@gmail.com

Sales Office:-

21/4648 Ansari Road

Daryaganj, New Delhi- 110002

Tel. 011-23277141

DEEDS Office:-

D. no: 6-14-26, Arundelpet, 14/1, Guntur City 522002,

Andhra Pradesh, India

Email: deeds2help@gmail.com

Tel: +91 8098032392; +91 7416145045

Yes We Can Headquarters

D. no: 13-28-6, G-103, C/o P. Booth Tucker (Lawyer's

Office), Goteti Residency, Maharanipeta,

Visakhapatnam 530002,

Andhra Pradesh, India

Email: yeswecanvizag@gmail.com |

secretary@yeswecanvizag.org

Tel: +91 8985759835; +91 9885562055

Women in Higher Education: An Outlook on Perspectives and Inequalities in India

Dr. P. SARITHA
Assistant Professor,
Department of Business Management,
Yogi Vemana University,
Kadapa.

S.ABDUL RAFI
Research Scholar,
Department of Business Management,
Yogi Vemana University,
Kadapa.

Abstract

The role of education in development of the economy is well established. Since independence, the contribution of investments made by the government in higher education has been substantial however post 1980s there has been a decline in the same. Access, equity, women participation and empowerment have been an issue of deliberations all around the world. Higher education provided to women would mean independence in decision making and economic independence. It would develop capabilities to discharge duties and responsibilities in the fields of social, economic, political and cultural arenas. Higher education means whole development of personality. Higher education insured that you will have a better paying job. That will provide stability in life. It means self improvement, job insurance, a development of character and social improvement. The focus of this paper is on implicit beliefs of women's role in society through National development not only fulfil by only women but it passes by them to her family. We highlight the aspects of highly educated women toward individual, social and national development. The study is based on secondary data available from website, newspaper and media.

Keywords: Women Higher Education, Gender Inequality, Women Participation, Higher Education, Higher Position.

STARTUP INDIA – STANDUP INDIA

OPPORTUNITIES AND CHALLENGES



SUPPORTED BY NABARD
(With the support of NABARD's R&D Fund)



P. MOHAN REDDY

Published By





Prof. P. MOHAN REDDY
Head
Department of Commerce
Sri Venkateswara University
Tirupati-517502
Specialization: Finance and Accounting
Email: dr_mohanreddy@yahoo.com

He did his M.com and Ph.D. from S.V. University in 1985 and 1990 respectively. He has obtained MBA from University of Madras. He served as Assistant Professor in Dr. Ambedkar Open University for 6 months prior to his appointment as lecturer at the S.V.U PG Centre, Kadapa during 1992. He became Associate Professor during 2001. He was repatriated to the S.V.University Tirupati during 2008 when erstwhile S.V.U. PG Centre, Kadapa was elevated to Yogi Vemana University (YVU). He was promoted as Professor of Commerce during 2009. To his credit, he has published 11 books and 142 articles. He has successfully guided 17 Ph.Ds and 7 M.Phils. He has attended and presented 117 papers in various national and international seminars. He has organized two national seminars and acted as Deputy Director for international conference. He has completed one minor research project and one major research project funded by the ICSSR and UGC respectively. He is a Life member of ICA, IIPA, AIAA, IBF and FI. He is a Member, Peer Review Committee for publication of seminar articles, Management Studies, Pondicherry University. He was the Head, Department of Commerce and i/c Head of MHRM, and Coordinator for MBA, MCA and M.Sc.(CS) courses in Y.V. University, Kadapa and Coordinator for M.Com(A&F) in S.V.University. He is a Life Member, Red Cross Society, A.P State Branch. He acted as Chairman for Joint-Inspection Committees, APSCHE. He acts as a Chairman and Member for College Inspection Committees, S.V. University. He was former Member, Board of Studies (PG) in S.V. University. He was former External Member, Board of Studies (PG) in S.K. University, Ananthapur and Dravidian University, Kuppam. Presently, he is External Member, Board of Studies (PG) in Y.V.University, Kadapa. He is a member of Expert Committee, National Board of Accreditation, New Delhi. He has served as Regional Coordinator for ICET during 2005-08. He acted as deputy coordinator for National youth festival. He acted as a Warden, SVU CM&CS, Hostel for Men, S.V. University, Tirupati. Presently, he is the Head and formerly Chairman BOS in Commerce, Departement of Commerce, S.V.U. College of CM &CS, Tirupati. He has presented paper in 11th Asia- Pacific Business Research Conference, East Asia Institute of Management, Singapore. One paper has been accepted for presentation in World Business Research Conference, Bangkok, Thailand.



Bonfring

#309, 2nd Floor, 5th Street Extension, Gandhipuram
Coimbatore - 641 012, Tamilnadu, India
E-mail: conference@bonfring.org | Phone: 0422 4213231
Website: www.bonfring.org



S.No.	Title/Author	Page No.
1	Opportunities and Challenges for Agriculture in Karnataka Murugaiah and Raghavendra Prasanna Kumar	1
2	Institutional Financial Support for Startups in India Malleswari and Bhagavan Reddy	4
3	Growth and Development of Startups in India Gunasekhar and Ramakrishnaiah	9
4	Challenges in Service Sector Ramachandra Reddy and Damodhar	12
5	Idea Screening and Back links of a Student for A Startup Abraham Konda and Rajasekhar Mamilla	14
6	A Study of Action Plan for Startup India Pradeep Kumar, Kishore Kumar Reddy and Mohan Reddy	18
7	Inclusive Growth through Start-Up in India Nagajyothi, Nirmala and Venkateswarlu	21
8	Startups in Agriculture and Allied Sectors – Opportunities and Challenges Ahead Narasaiah, Govardhana Reddy and K.Padma Priya	23
9	Challenges of Inclusive Growth through Standup India and Startup India Sanmathi and Sudarsana Reddy	26
10	Investors' Preference to Private and Public Sector Mutual Funds: An Empirical Study Thulasi Krishna, Raghunatha Reddy and Varadarajan	30
11	Startups in India: Innovative Entrepreneurship Strategies for Success <u>Abdul Rafi, Saritha</u> and Mohan Reddy	33
12	Agricultural Development - Policy Dimension Gurumurthy and Jayachandra Reddy	37
13	Academia-Industry Relationship and Startups a Study with Special Reference to the Progress of Startups in India Vijaya Bharathi, Masthani and Mohan Reddy	40
14	Start-ups India: It's Growth in India Devendra and Mohan Reddy	46
15	Opportunities and Challenges in Startup India: A Case Study of Andhra Pradesh Hari Babu and Venkateswarlu	49
16	A study on institutional support for startup business - Special reference to ICICI bank Cirappa and Madhuri	53

Startups in India: Innovative Entrepreneurship Strategies for Success

Abdul Rafi, Saritha and Mohan Reddy

Abstract— A startup is a company that is in the first stage of its operations. These companies are often initially controlled by their entrepreneurial founders as they attempt to capitalize on developing a product or service for which they believe there is a demand. Due to limited revenue or high costs, most of these small-scale operations are not sustainable in the long term without additional funding from venture capitalists. Start-up companies are newly founded companies or entrepreneurial ventures that are in the phase of development and market research. They are usually, but not necessarily, associated with high-tech projects because their product is mostly software which can be easily produced and reproduced. Additionally, technology-oriented projects, by their very nature, have the greatest potential for growth. An interesting fact shown by the research is that technology-oriented start-ups are typically located in major urban centers. The reason is attributed to the need for a market that exceeds the local level. However, there are more and more start-up companies in traditional industries and business sectors. At the international level, there is more and more research associated with the importance and ways of financing entrepreneurial ventures (formal and informal), especially in the period of intense globalization. In the late 1990s, the most common type of Startup Company was a dotcom. Venture capital was extremely easy to obtain during that time due to frenzy among investors to speculate on the emergence of these new types of businesses. Unfortunately, most of these internet startups eventually went bust due to major oversights in their underlying business plans, such as a lack of sustainable revenue.

offered elsewhere in the market, or that the founders believe is being offered in an inferior manner.

Start-up companies are newly founded companies or entrepreneurial ventures that are in the phase of development and market research. They are usually, but not necessarily, associated with high-tech projects because their product is mostly software which can be easily produced and reproduced. Additionally, technology-oriented projects, by their very nature, have the greatest potential for growth. An interesting fact shown by the research is that technology-oriented start-ups are typically located in major urban centers. The reason is attributed to the need for a market that exceeds the local level. However, there are more and more start-up companies in traditional industries and business sectors. At the international level, there is more and more research associated with the importance and ways of financing entrepreneurial ventures (formal and informal), especially in the period of intense globalization. In the early stages, startup companies' expenses tend to exceed their revenues as they work on developing, testing and marketing their idea. As such, they often require financing. Startups may be funded by traditional small business loans from banks or credit unions, by government-sponsored Small Business Administration loans from local banks, or by grants from nonprofit organizations and state governments. Incubators can provide startups with both capital and advice, while friends and family may also provide loans or gifts. A startup that can prove its potential may be able to attract venture capital financing in exchange for giving up some control and a percentage of company ownership.

I. INTRODUCTION

A **STARTUP** is a company that is in the first stage of its operations. These companies are often initially controlled by their entrepreneurial founders as they attempt to capitalize on developing a product or service for which they believe there is a demand. Due to limited revenue or high costs, most of these small-scale operations are not sustainable in the long term without additional funding from venture capitalists. A startup is a young company that is just beginning to develop. Startups are usually small and initially financed and operated by a handful of founders or one individual. These companies offer a product or service that is not currently being

In the late 1990s, the most common type of Startup Company was a dotcom. Venture capital was extremely easy to obtain during that time due to frenzy among investors to speculate on the emergence of these new types of businesses. Unfortunately, most of these internet startups eventually went bust due to major oversights in their underlying business plans, such as a lack of sustainable revenue. However, there were a handful of internet startups that did survive when the dotcom bubble burst. Internet bookseller Amazon.com and internet auction portal eBay are examples of such companies. Because startups don't have much history and may have yet to turn a profit, investing in them is considered high risk. Here are some ways that potential lenders and investors can value a startup in the absence of revenues:

- The cost to duplicate approach looks at the expenses the company has incurred to create its product or service, such as research and development and the purchase of physical assets. However, this valuation method doesn't consider the company's future potential or intangible assets.

Dr. Abdul Rafi, Research Scholar, Department of Business Management, Sri Venkateswara University, Kadapa.

Dr. Saritha, Assistant Professor, Department of Business Management, Sri Venkateswara University, Kadapa.

Dr. Mohan Reddy, Head, Department of Commerce, Management & Computer Sciences, Sri Venkateswara University, Kadapa.

Hough (Eds.), *Handbook of Industrial and Organizational Psychology* (687-732).

28. The Role of Psychology in Human Resources Management

Dr. P. V. Varaprabhakar, Assistant Professor, Department of Business Management, Yogi Vemana University, Kadapa-516003.
P.CH.Praveen Kumar & T.Venkata Ramana, Research Scholars, Department of Business Management, Yogi Vemana University, Kadapa-516003.

Abstract: In corporate globe human resources are dynamic area, to hire and train potentials towards attainment of organizational goal. But it's very complex to expect the good attention and involvement of employees, for this we can apply scientifically HR Practices by knowing the human behaviour with psychology. Psychology is the scientific study for understanding the behaviour and attitude of humans. Based on these facts the present study focused on the influence of psychology while performing any HR practice and for its effectiveness. Finally, we reviewed the iterations of psychology on human resources with sound literature collection.

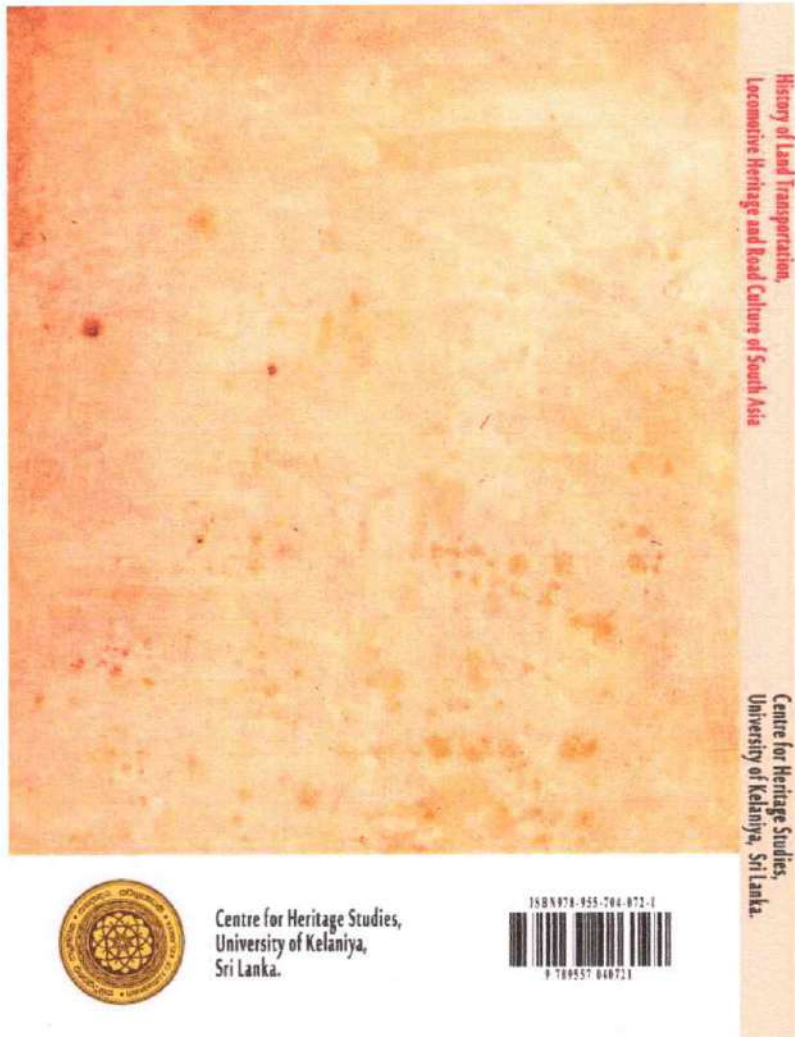
Key Words: Psychology, Human Behaviour, HR practices, Organizational Commitment

Introduction: At its core, human resource management is deeply connected to psychology. Perhaps the obvious clue is carried in the name, human resources. It is also easy to imagine how the role of maximizing the value of an organization's human capital can involve mindfulness towards psychological factors influencing employee's commitment, reliability, motivation and ultimate performance. Apart from motivation, psychology is also related to individual's psychological attachment to an organization. Why, because the HR departments contribute to creating organizational culture, an important identity factor that can influence employees' sense of belongingness. This study learns to apply psychology principles to almost all areas of human resource management such as recruitment, compensation, evaluation, training, and employee relations among others.

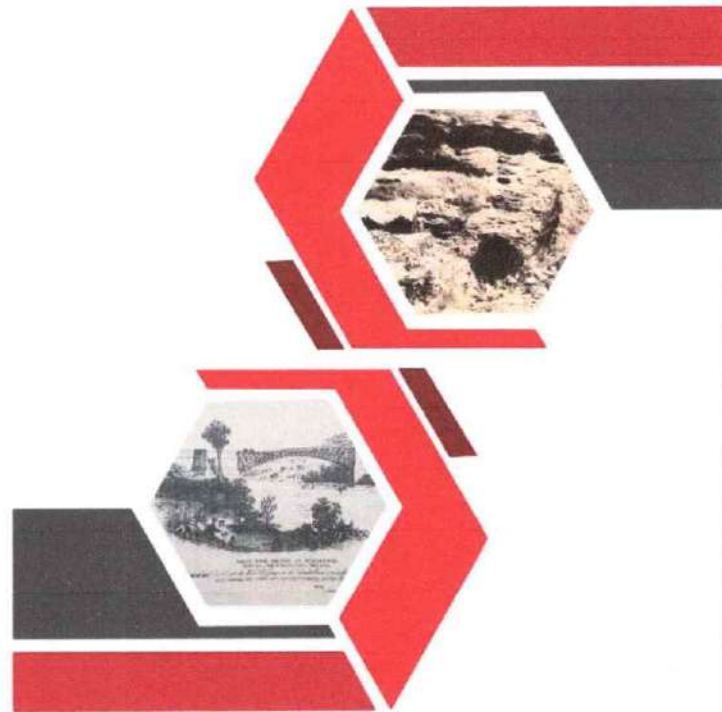
Dimensions of Psychology towards Human Resources:

Recruitment: When we speak about psychology of hire, the hiring managers also take a peep into the cover letter and resume the purpose of psychological testing is to make more informed hiring decisions. Many companies consult outside companies to give and assess these tests in an effort to keep the tests, unbiased and to help guard against lawsuits. Psychological testing is used to determine, in particular, the ability of potential employees to work under stressful conditions and to assess the potential of a prospective employee to handle the job effectively under those conditions. "as valid as standard medical tests" and are administered and interpreted by clinical and forensic psychologists. Even then, a proper psychological assessment requires a battery of tests given over time because one or two tests may be contradictory.

Selection: In this unit we highlight how knowledge and theory of occupational psychology can be used to build good selection processes. This analysis sets the agenda for the remainder of the



History of Land Transportation, Locomotive Heritage and Road Culture of South Asia



Centre for Heritage Studies,
University of Kelaniya, Sri Lanka.

IQAC-9.2

History of Land Transportation, Locomotive Heritage and Road Culture of South Asia

Edited by
Anura Manatunga

In association with
**Waruni Tennakoon,
Arundathie Abeyasinghe and
Piyumi Embuldeniya**



Centre for Heritage Studies
University of Kelaniya
Sri Lanka
2017

Table of Content

Lost on the pilgrim routes	
Daya Dissanayake	1
Road to Jaffna –Road to Reconciliation in Sri Lanka	
Osantha Nayanapriya. Thal pawila	9
How to Modernize a Society with Transportation: Colonial Ceylon in the Late 19th Century	
Dinithi Wijesuriya	17
Transport systems in the ancient society revealed through the Sri Lankan paintings	
Menaka Nishanthi	35
Kolkata's Tram- Running Heritage Vehicle in Indian Transport System: The Museum Implanted for the Preservation and Conservation of Vintage Vehicle	
Puspa Das	43
Neolithic Cartography and Trade Routes in South Western Coastal Maharashtra, India	
Anita Rane- Kothare.....	53
Development of Syncretic Mystical Christianity in China - A resultant of its spread by the Silk Road:-A brief comparative overview of the pattern of evangelization, the cross-influences and the result	
Jason Johns.....	67
'Wheel' – The Basis of Movement In the Context of Indian Culture, Thought and Art	
Jayalakshmi Yegnaswamy	79
Artistic Expressions on the Vehicles	
Ragini Bhat	91
Tracing the Tracks: Road, Road Culture, and Romance in the Sangam Tamilnadu	
Usha R Vijailakshmi.....	99
Brick made arched bridges, culverts, tunnels along the Railways in 19 th century Sri Lanka	
S. B Manatunga.....	111
Socio-cultural Impact of advent of Metro on Street Scenario of Bengaluru	
Vibhavari Kumar.....	117
Restoring the Asian Silk Route: Its Transportation and Importance	
V. Varija, V. Ramabrahmam	125
Conservation and preservation of locomotive heritage in Sri Lanka	
Arundathie Abeysinghe.....	129

Restoring the Asian Silk Route: Its Transportation and Importance

V. Varija¹, V. Ramabrahmam

Abstract

The Silk Roads were an interconnected web of routes linking the ancient societies of East, South, Central, and Western Asia, and the Mediterranean. It contributed to the development of many of the world's great civilizations and enabled the exchange of technologies and ideas that reshaped the known world. This combination of routes represents one of the world's preeminent long-distance communication networks. There were a number of major impacts from this extensive network of interactions:

1. The development of cities along these routes, which gained power and wealth from the trade, providing the infrastructure of production and redistribution, and policing its routes. Many became major cultural and artistic centers, where peoples of different ethnic and cultural backgrounds intermingled.
2. The development of religious centers, which benefitted from the patronage of political systems and wealthy individuals.
3. The movement of technologies, artistic styles, languages, social practices and religious beliefs, transmitted by people moving along the Silk Roads.

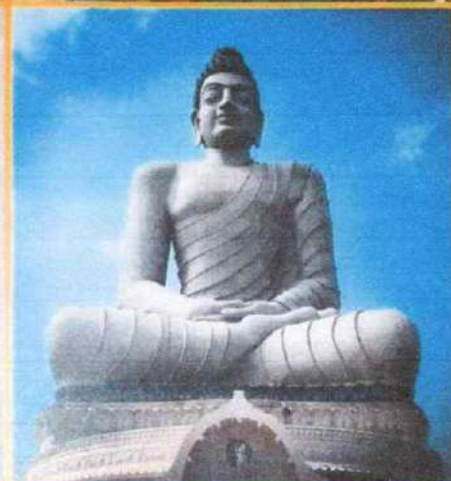
An exception to this is short sea routes, for example between Korea and Japan and mainland China, or across the Caspian Sea between Turkmenistan and Azerbaijan. These were not about linking into the long seaborne journeys of the 'Spice routes' that were to be so important in the later periods, but rather about short sea crossings that enabled these areas to connect to the main land-based networks of the Silk Roads. In addition, the exploitation of water-born transport in places was inter-linked with the 'land routes', as in the movement of people and goods along the Syr Darya in Central Asia. "Sri Lanka too played an active role in the ancient Silk route of the ocean. Situated strategically in the middle of the ancient Silk route of the ocean between East and West, Sri Lanka functioned as an entrepôt port of trade for exchanging commodities. Archaeological excavations in many parts of Sri Lanka have unearthed large hoards of Roman and Chinese coins, which indicate that merchants from West and East met in Sri Lanka and exchanged wares".

Key Words: *Restoration-Asia-Silk Road-Transportation-ocean routes*

¹ Assistant Professor, Dept. of History & Archaeology, Yogi Vemana University, Kadapa-516003, Andhra Pradesh
varijarao2009@gmail.com

46

Jewels of Tourist Destination in Andhra Pradesh Potentialty & Prospects



Editor

Smt. N. Sivaparvathi



**JEWELS OF TOURIST DESTINATION IN ANDHRA
PRADESH-POTENTIALTY & PROSPECTS**

EDITOR

SMT. N. SIVAPARVATHI

**RESEARCH INDIA PRESS
NEW DELHI**

(c) Authors

FIRST EDITION: 2017

PRICE: 800/-

PAGE SETTING & DESIGNING: HARSHA

ISBN: 978-82-89132-80-5

PUBLICATION
RESEARCH INDIA PRESS,
NEW DELHI.

CONTENT

S.NO.	TITLE	AUTHOR	PAGE
1	Religious Tolerance Noticed in Kadapa Hub - Tourism Perspective	N.Sivaparvathi	1
2	SRI KODANDARAMA SWAMY TEMPLE,TIRUPATI	I.L.N. CHANDRA SEKHARA RAO	6
3	Rock Art in Rayalaseema - Future Tourist Treasure of Navyandra Pradesh	Dr.V. Ramabrahmam	8
4	INFLUENCING BIODIVERSITY WITH RURAL TOURISM IN TIRUPATI	Dr.K. Rajani,	12
5	CULTURAL TOURISM IN ANDHRA PRADESH	Dr. U. Krishna Mohan	15
6	CULTURAL TOURISM IN KALINGA ANDHRA: An over view,	Dr. B.V.L.A. MANGA	18
7	ECONOMIC TOURISM IN ANDHRA PRADESH,	C. Annapurna	20
8	ECOTOURISM: AN OPPORTUNITY FOR CONSERVATION AND LIVELIHOODS IN A.P	N.Raja Sekhar Reddy	24
9	Kalamkari Painting: The Traditional Craft form of Andhra Pradesh,	K Mrutyunjaya Rao	28
10	Temple Tourism in Kurnool	A.Venkataswamy	32
11	TOURIST CENTRES IN RAYALASEEMA WITH SPECIAL REFERENCE TO TIRUPATI	Dr. K. VENKATESWARLU	36
12	NATURAL ROCK ARCH OF TIRUMALA HILLS, A BEAUTIFUL ARCHITECTURE THROUGH NATURE	Dr.K.Raghu Babu	39
13	CULTURAL TOURSIM	M. MADHUSUDHANA RAO	41
14	ECOTOURISM IN ANDHRA PRADESH	Dr. V.VIJAYA LAKSHMI	44
15	Advantages and disadvantages of Ecotourism for sustainable Environment	DR. L. Md. Bhakshu M.V. Suresh Babu	51
16	Eco-Tourism - A Key to Protect the Biodiversity in Andhra Pradesh, India	*M.V.Suresh Babu, *L.Md.Bhakshu,**A.Madhusudhana Reddy and **S.Rajagopal Redy	55
17	KEELAPATLA-A TEMPLE OF ANTIQUE	M.Sandhya Rani	61
18	A PILGRIMAGE TO MOGILI - A TRAVEL INTO CHOLA DYNASTY	Dr.Gannavaram Sridevi	63
19	GLORY OF TRIBAL HERITAGE DESTINATIONS AND ECO-TOURISM IN ANDHRA PRADESH- A STUDY	Dr.T.S.Shyam Prasad	66
20	ECOTOURISM: AN IDEA FOR SUSTAINABLE DEVELOPMENT	Sailakshmi	69

12. NATURAL ROCK ARCH OF TIRUMALA HILLS, A BEAUTIFUL ARCHITECTURE THROUGH NATURE

Dr.K.Raghu Babu,

Asst. Professor,
Dept. of Geology,

Yogi Vemana University,
Kadapa – 516 003, A.P.

Introduction

The Tirumala natural rock arch (Plate 1 & 2) is a unique monument of Tourism importance. It is carved out of quartzites by the geological agents convincingly the wind and water. The quartzites are metamorphosed sandstones, stratigraphically known as Nagari quartzites equivalents to Bairenkonda quartzites of Nallamalai group of Cuddapah Supergroup of rocks (Nagaraja Rao, B.K., et al., 1987). All the rock arches existing in the world are remnant structures made from the sandstones or quartzites through the process of erosion. The rocks of Tirumala hills are of middle to upper Proterozoic in age formed between the time span of 1600 to 570 Ma. Quartzites are the metamorphic rocks formed from the sandstones of sedimentary in origin. Evidences like ripple marks, cross bedding, graded bedding (Plate 3 & 4) preserved in these rock confirm that they are of sedimentary in origin formed under shallow marine conditions.

Location

The natural rock arch is a distinctive geological wonder located about 1 km north of Sri Venkateswara Temple near the Chakra Teertham at Tirumala within the latitudes of 13°41'14"N and longitudes of 79°20'24"E.

Description

Natural rock arch of Tirumala is a geological formation of quartzite consequent of erosion from geological agents. In local language i.e., in Telugu the arch is called "Sila Thoranam", Sila means rock and Thoranam means garland hung over a threshold, connecting two vertical columns. It is a unique structure and only one of its kind in Asia, while there are only two other sites in the world processing such structures situated in USA. The natural rock arch of Tirumala hills measures 8 m in width and 3 m in height. This arch is first identified by the Geologists of Geological Survey of India in 1980s, during

excavations for a geological fault in the Tirumala hills.

Origin

Several geologists studied these rock arches have assumed three types of origin to the formation of the natural rock arch. The first assumption suggests that the natural rock arch is formed by the intense weathering and erosion of these quartzites by stream and wind action. Whereas the other type of origin suggests a speleogenic origin, i.e., the natural rock arch is actually a cave remnant (Pipes and Day, 2006), which says that the arch is once a threshold of a cave. Due to the weathering and other disturbances in the crustal layers, the other side of the cave has been collapsed leaving behind the arch. While the third type of origin suggests that once the entire Tirumala hills were submerged under shallow marine basin.

The sedimentary structures like current bedding, ripple marks, and cross bedding occurring in the quartzite beds of Tirumala hills (Suresh, U., et al., 2015) implies that they are formed under shallow marine conditions, supporting third type of origin for the formation of natural rock arch of Tirumala hills. The quartzites of Tirumala hills composed of 95% silica and remaining minerals being the iron oxides occur as cementing material. The continuous submergence of these rocks under shallow marine water might have loosened the ferruginous material thus causing erosion and removal of silica grains.

Conclusions

The natural rock arch of Tirumala hills is called "Sila Thoranam" in local Telugu language. It is present at 1 km distance to the north of the holy shrine of Lord Venkateswara of Tirumala. This arch is formed by the weathering and erosion of ferruginous quartzites of sedimentary origin. The ripple marks, cross bedding, and graded bedding shown the quartzites around the natural rock arch suggest that it

is formed under shallow marine conditions. These quartzites formed at Proterozoic era of time span of 1600 to 570 Ma.

The natural rock arch is a unique geological monument gifted to the mankind by the nature and it is a primary tourist place to be visited after the visit to the holy shrine of Lord Venkateswara of Tirumala temple.



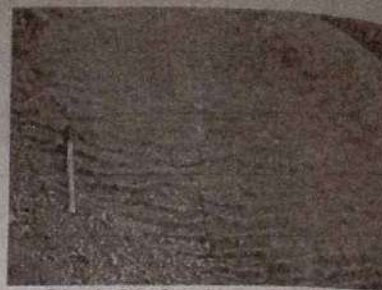
Natural Rock Arch, Tirumala, Back view



Natural Rock Arch, Tirumala,



Cross Bedding structure exhibited by the Quartzites of Tirumala Hills



Ripple Marks shown by the quartzites of Tirumala hills

References

Nagaraja Rao, B.K., Rajurkar, S.T., Ramalingaswami, G., and Ravindra Babu, B., (1987) Stratigraphy Structure and evolution of Cuddapah basin, Memoir No. 6, Geological Society of India, pp.33-86.

Pipes, T. and Day, M.J. (2006) Some alternative hypotheses of cave formation in southwest Wisconsin. *The Wisconsin Geographer*, Vol. 21, pp. 82-94.

Suresh, U., Gope Naik, V., Sankar, D.B., (2015) Lithology, Structure and Geomorphology of the Nagari outliers, Chittoor district, Andhra Pradesh, India, *Journal of Applied Geology and Geophysics*, Vol. 3, Issue 5, Ver. 1, pp. 43-50.

Agriculture has shown itself to be more resilient sectors in recent years, despite the major economic upheaval. There is definitely more expectations from agriculture than just the production. Now a days people are more concern to health hazards caused by the excess use of chemical in agriculture. People are interesting in consuming the organic food products. Therefore, more emphasis is required with the quality of food and ecosystem services. On other way low-cost production technologies for evergreen revolution is needed. For evergreen revolution there is need of renewal of agriculture for shaping the future of agricultural research and innovation which requires a new understanding between public and private research, farmers, civil society, education, extension and enterprises etc. This book attempts to provide concise, critical, systemic aspects of agriculture renewal for green to evergreen revolution. The book is intended to serve for the students, teachers, researchers, technologist, policy makers, extension workers and any others interesting in agriculture renewal.

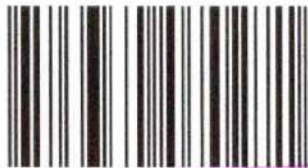


Rajbir Singh (Ed.)

Agriculture Renewal



Rajbir Singh, Ph. D, working as Assistant Professor in the Dept. of Plant Pathology, Gochar Mahavidyalaya, Rampur Maniharan, Saharanpur, India. He has about 12 years of teaching experience. He has published more than 50 research papers, scientific articles, pamphlets, book chapters and 5 books. He has completed projects funded by DBT, UGC, & NABARD.



978-3-330-07027-1

Singh (Ed.)

LAP
LAMBERT
Academic Publishing

45

Dry Root Rot Of Chickpea And Its Control

D. Ganga Bhavani And A. Muni Kumari

Abstract

Chickpea is one of the important pulse grown in India and cultivated in an area of about 8.56 million hectares with a production of about 7.35 million tons with productivity of about 858 kg per hectare and average of 15-20 quintal per hectare. Chickpea in holds deep taproot system, which improves its capacity to withstand drought and is well adapted to areas having less rain fall condition. Chickpea is a rich source of carbohydrates and protein constitutes about 80% of the total dry seed mass in comparison to other pulses. Chickpea is a good source of dietary fiber, minerals, vitamins and cholesterol free (and also constitutes many bioactive compounds like oligosaccharides, phytosterols and saponins. There are nearly about 172 pathogens been so far reported that infect chickpea. Dry root rot of chickpea is one such disease and it is emerging as a potential threat to chickpea cultivation in semi-arid regions as the plant is susceptible to infection by high temperatures and moisture stress at flowering stage to pod filling stage. *Rhizoctonia bataticola* is a soil borne pathogen with a very wide host range and can cause charcoal rot (seedling phase), stem blight and root rot in more than 500 species of plants. Dry root rot of chickpea causes up to 10-35% loss annually. There are several modes of disease control has been used such as chemicals, plant extracts and biological control. Seven aqueous plant extracts of (*Calotropis gigantea*, *Vinca rosea*, *Ocimum sanctum*, *A. indica*, *Eucalyptus citriodora*, *A. cepa* and *Z. officinale*) gave 86% of results. Fungicides like Bavistin and vitavax were found to be very effective showing 100% inhibition of mycelia growth. In biological control out of various biological control agents used *Trichoderma viride*, *Pseudomonas fluorescens*, *Bacillus subtilis* and *T. harzianum* were showing maximum range of inhibition.

Key words: Dry root rot, chickpea, bio-control, *Rhizoctonia bataticola*.

44

ROLE OF BANKING AND FINANCE SECTORS IN A TURBULENT GLOBAL SCENARIO



Dr. D. SUDARSANA MURTHY
M. Com., MBA., Ph.D.
Associate Professor & Editor



Sree Vidyanikethan Institute of Management, Sree Sainath Nagar, Tirupati - 517 102.
Andhra Pradesh, India. Ph: 0877 2236717

44, 44a - 44d

ROLE OF BANKING AND FINANCE SECTORS IN A TURBULENT GLOBAL SCENARIO

Prof. S. RAGHUNATHIA REDDY,
Department of Commerce
YOGI VEMANA UNIVERSITY
KADAPA - 516 003.

Edited by:

Dr. D. SUDARSANA MURTHY

M.Com., M.B.A., Ph.D.

Associate Professor

Sree Vidyanikethan Institute of Management

Sree Sainath Nagar, A.Rangampet

TIRUPATI - 517 102

ANDHRA PRADESH

INDIA



Paramount Publishing House

• NEW DELHI • HYDERABAD

All rights are reserved. No part of this publication which is material protected by this copyright notice may not be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from Paramount Publishing House.

Information contained in this book has been published by Paramount Publishing House, Hyderabad and has been obtained by its Author(s) from sources believed to be reliable and are correct to the best of their knowledge. However, the Publisher is not liable for any errors, omissions or damages arising out of use of this information and specifically disclaim any implied warranties or merchantability or fitness for any particular use. The authors are solely responsible for the contents published in the paper.

ROLE OF BANKING AND FINANCE SECTORS IN A TURBULENT GLOBAL SCENARIO

First Edition - 2015

Copyright © Dr. D. Sudarsana Murthy

ISBN : 978-93-85100-46-8

Price : ₹ 375.00

Paramount Publishing House

A-531, H.No. 4-32-521, Phase-1, Allwyn Colony, Kukatpally, Hyderabad - 500 072. Ph.: 040-23161070.

Sales Offices :

Hyderabad

A-531, H.No. 4-32-521, Phase-1, Allwyn Colony, Kukatpally, Hyderabad - 500 072. Ph.: 040-23161070.

Visakhapatnam

D.No.28-8-3, First Floor, Opp. Sri Venkateswara Theatre Outgate, Suryabagh, Visakhapatnam-530 002.
Phones : 0891-6639247 & 0891-6646082.

New Delhi

C/14, SDIDC Work Centre Jhilmil Colony, New Delhi-100095. Phone: 011-2162365.
paramountpublishers@gmail.com | alluriasr2005@yahoo.com

Published by Krishna Prasad Alluri for Paramount Publishing House and printed by him at Sai Thirumala Printers.

13.	Role Of Micro Finance In Women Economic Elevation :: A Study of Kadapa District	80
	– Dr. P. Saritha; Dr. K. Lavanya Latha	
14.	A Study on Role of Micro Finance In Women Empowerment In Chittoor District	87
	– Dr. P. V. Varaprabhakar, M. Suresh, A. Sreenivasulu	
15.	Women Empowerment Through SHGs: Role of NABARD	95
	– Dr. S. Venkata Subba Reddy	
16.	Self Help Groups And Women Empowerment - Evidence From Field Study	101
	– V. Shugufta Yasmeen; Dr. B. Gangaiah; Dr. Y. Subbarayudu	
17.	Women Economic Empowerment Activities Through Self Help Groups in YSR District	110
	– N. Sivaparvathi	
18.	A Study on Self Help Groups As An Empowerment Model	118
	– Dr. N. Srinivas Kumar	
19.	Empowerment of women through self help groups in Krishna district	125
	– G. Madhu Sri; K. Jagadeeswari	
Chapter III	INNOVATIVE STRATEGIES IN 21ST CENTURY	135 - 166
20.	A Cursory Look At Risk Management Practices In Indian Banks - A Study Of State Bank Of India	137
	– Prof. P. V. Narasaiah; R. Neelima; Dr. K. Padmapriya	
21.	Financial Inclusion- Role of Commercial Banks	146
	– Dr. N. Gurunatha Naidu	
22.	Financial Inclusion in India	150
	– Harinath K; Dr. Lokanadha Reddy	
23.	A Conceptual Study On Banking Sector Reforms In India	157
	– Dr. E. Lokanadha Reddy, Mr. T. Venkata Ramana	
24.	Social Innovations In Indian Banking - Kisan Credit Card	162
	– Shaik Saleem; Prof. M. Srinivasa Reddy	
Chapter IV	INFORMATION TECHNOLOGY PRACTICES IN BANKING SECTOR	167 - 190
25.	Technological Advancements In Banking Sector - Challenges Ahead	169
	– Prof. P. V. Narasaiah; Dr. N. V. Rathnam; Dr. K. Padmapriya	
26.	Development Of Banking Industry - A Strategic Role Played By Information Technology	177
	– Y. Gopal Reddy; C. Sambasiva Reddy; C. Subba Reddy	
27.	Implementation of Information Technology in Indian Banking Sector	180
	– V. Noorzia Nasreen; Prof. S. Durga Rao	
28.	Role of Information Technology In Banking Sector's Development of India	185
	– C. Nirosha; Dr. G. Haranath; Dr. S. Raghunath Reddy	
29.	Payment Gateway-Best Practice To Avoid Online Fraudulent	188
	– S. L. Sobiya; Dr. N. Thangavel	

ROLE OF INFORMATION TECHNOLOGY IN BANKING SECTOR'S DEVELOPMENT OF INDIA

C.Nirosha Research Scholar, Department of Commerce, Yogivemana University, Kadapa	Dr.G.Haranath Assistant Professor, Department of Commerce, Yogivemana University, Kadapa	Dr .S. Raghunath Reddy Professor, Department of Commerce, Yogivemana University, Kadapa,
---	--	---

INTRODUCTION

With the globalization trends world over it is difficult for any nation big or small, developed or developing, to remain isolated from what is happening around. For a country like India, which is one of the most promising emerging markets, such isolation is nearly impossible. More particularly in the area of Information technology, where India has definitely an edge over its competitors, remaining away or uniformity of the world trends is untenable. Financial sector in general and banking industry in particular is the largest spender and beneficiary from information technology. This endeavors to relate the international trends in it with the Indian banking industry. The last lot includes possibly all foreign banks and newly established Private sector banks, which have fully computerized all the operations. With these variations in the level of information technology in Indian banks, it is useful to take account of the trends in Information technology internationally as also to see the comparative position with Indian banks. The present article starts with the banks perception when they get into IT up gradation. All the trends in IT sector are then discussed to see their relevance to the status of Indian banks.

TECHNOLOGICAL DEVELOPMENT IN BANKS

Developments in the field of information technology strongly supports the growth and inclusiveness of the banking sector by facilitating inclusive economic growth . IT improves the front end operations with back end operations and helps in bringing down the transaction costs for the customers. The important events in the field of IT in the banking sector in India are:

➤ Arrival of card-based payments.	➤ Introduction of RTGS in March 2004.
➤ Introduction of Electronic Clearing Services (ECS) .	➤ Introduction of National Electronic Fund Transfer (NEFT) as a replacement to Electronic Fund Transfer.
➤ Introduction of Electronic Fund Transfer (EFT) in early .	➤ CTS in 2007.

EMERGING TRENDS IN BANKING TECHNOLOGY

<input type="checkbox"/> Financial Inclusion	<input type="checkbox"/> IT Implementation and Management
<input type="checkbox"/> Mobile Banking	<input type="checkbox"/> IT for Internal Effectiveness
<input type="checkbox"/> Electronic Payments	<input type="checkbox"/> Managing IT Risk
<input type="checkbox"/> CRM Initiatives	<input type="checkbox"/> IT for business innovation

LITERATURE REVIEW

The following studies on Information technology in banking sector, related directly or indirectly have been reviewed in this chapter. *Dr. Satish Tanaji Bhosale, Dr. B.S Sawant, "Technological Developments in Indian Banking Sector"* : This paper talks about the role of banking sector in the development of Indian Economy *KPMG, "Technology enabled transformation in Banking", The Economic Times Banking Technology , Conclave 2011:* The article has concluded that Information technology in banking is fast evolving. From enabling banking services to driving transformation in the industry, Information technology holds a promise to change the face of banking in the next few years. New entrants are looking to leverage their existing strengths in the Indian banking arena.

SIGNIFICANCE OF THE STUDY

The use of Information Technology in all spheres of financial and banking sectors is a deep reality. The sector has enabled the banking sector to go beyond its traditional role and is now playing an increasingly important role in its key areas of operation as securitization, risks

STARTUP INDIA – STANDUP INDIA

OPPORTUNITIES AND CHALLENGES



SUPPORTED BY NABARD
(With the support of NABARD's R&D Fund)



P. MOHAN REDDY

Published By



A Two Day National Conference on Inclusive Growth through Startup India-Startup India Opportunities and Challenges

Copyright © by Bonfring

All rights reserved. Authorized reprint of the edition published by Bonfring. No part of this book may be reproduced in any form without the written permission of the publisher.

Limits of Liability/Disclaimer of Warranty. The authors are solely responsible for the contents of the paper in this volume. The publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are required to communicate such errors to the editors or publishers to avoid discrepancies in future. No warranty may be created or extended by sales or promotional materials. The advice and strategies contained herein may not be suitable for every situation. This work is sold with the understanding that the publisher is not engaged in rendering legal, accounting, or other professional services. If professional assistance is required, the services of a competent professional person should be sought. Further, reader should be aware that internet website listed in this work may have changed or disappeared between when this was written and when it is read.

Bonfring also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books.



9 789386 638151

ISBN 978-93-86638-13-1

Bonfring

309, 2nd Floor, 5th Street Extension

Gandhipuram, Coimbatore-641 012,

Tamilnadu, India.

E-mail: conference@bonfring.org

Website: www.bonfring.org

S.No.	Title/Author	Page No.
1	Opportunities and Challenges for Agriculture in Karnataka Murugaiah and Raghavendra Prasanna Kumar	1
2	Institutional Financial Support for Startups in India Malleswari and Bhagavan Reddy	4
3	Growth and Development of Startups in India Gunasekhar and Ramakrishnaiah	9
4	Challenges in Service Sector Ramachandra Reddy and Damodhar	12
5	Idea Screening and Back links of a Student for A Startup Abraham Konda and Rajasekhar Mamilla	14
6	A Study of Action Plan for Startup India Pradeep Kumar, Kishore Kumar Reddy and Mohan Reddy	18
7	Inclusive Growth through Start-Up in India Nagajyothi, Nirmala and Venkateswarlu	21
8	Startups in Agriculture and Allied Sectors - Opportunities and Challenges Ahead Narasaiah, Govardhana Reddy and K.Padma Priya	23
9	Challenges of Inclusive Growth through Standup India and Startup India Sanmathi and Sudarsana Reddy	26
10	Investors' Preference to Private and Public Sector Mutual Funds: An Empirical Study Thulasi Krishna, Raghunatha Reddy and Varadarajan	30
11	Startups in India: Innovative Entrepreneurship Strategies for Success Abdul Rafi, Saritha and Mohan Reddy	33
12	Agricultural Development - Policy Dimension Gurumurthy and Jayachandra Reddy	37
13	Academia-Industry Relationship and Startups a Study with Special Reference to the Progress of Startups in India Vijaya Bharathi, Masthani and Mohan Reddy	40
14	Start-ups India: It's Growth in India Devendra and Mohan Reddy	46
15	Opportunities and Challenges in Startup India: A Case Study of Andhra Pradesh Hari Babu and Venkateswarlu	49
16	A study on institutional support for startup business - Special reference to ICICI bank Cirappa and Madhuri	53

17	Startup India and Standup India --- Institutional Funding and Incentives	57
	Subba Reddy and Maddileti	
18	Role of Women Entrepreneurship in Inclusive Growth of Indian Economy through Startups	62
	Sravanthi, Amruth Prasad Reddy and Devika Devi	
19	A Study on Opportunities for Agricultural Start-Ups in India	67
	Reddy Lakshmi, Mohan Reddy and Vijaya Bharathi	
20	Agriculture: Startup Opportunities	71
	Manohar and Babu	
21	Agricultural Production New Entrepreneur Systems in India	74
	Venkateswarlu and Morusu Siva Sankar	
22	An Over View On Indian Agriculture and Allied Sectors	76
	Mohammad Rafee and Mohan Reddy	
23	Can Startup India, Boost Entrepreneurs	83
	Narasimha Murthy	
24	A Study on Challenges and Opportunities of Startup Businesses in India	85
	Rajani, Harinatha Reddy and Mohan Reddy	
25	Start Up India - A Role of Micro, Small and Medium Enterprises in Andhra Pradesh	88
	Rambabu	
26	Institutional Support Agencies for Entrepreneurship Development	91
	Venkatachalam and Bandaiah	
27	Startup India: Growth for Empowering Nation	94
	Lokanadha Reddy and Subramanyam	
28	Startups India - An Overview	101
	Rama Prasad Reddy and Mohan Reddy	
29	Challenges in Startup India	105
	Kalyani, Ramanamma and Mohan Reddy	
30	New Opportunities and Growth of Micro, Small and Medium Enterprises in Andhra Pradesh	108
	Morusu Siva Sankar and sarala	
31	HR Practices in Start-Up India: A View on Performance and Problems	113
	Saritha, Jyothi and lavanya latha	
32	Entrepreneurship Development in India-The Focus on Start-Ups	116
	Sudarsana Reddy and Ramamurthy	
33	Startup India -- A New Era in the Economy	120
	Narasaiah and Sudarsana Murthy	
34	Funding and Financing Of Startups in India: An Overview	124
	Mohan Reddy and Venkata Subbaiah	

Study on Opportunities for Agricultural Start-Ups in India

Reddy Lakshmi, Mohan Reddy and Vijaya Bharathi

Abstract—India is called the agricultural power house of the world. Agriculture is the primary occupation for most of the people in our country and contributes about 16 per cent to the GDP. To improve the agricultural contribution in the overall GDP, increase in number of agricultural start-ups are very much essential to help farmers in providing employment opportunities, better yielding seeds, modern methods of water conservation, innovative techniques of farming, etc., resulted increase in agriculture income which in turn leads to economic development. The current union budget has made very significant allocation of funds to develop the agriculture and allied sectors. The present study made an attempt to analyse the innovative practices of agriculture, agricultural start-ups existed up to now and also throws a light on the opportunities for new start-ups in the agricultural field.



A. Innovative practices for better agricultural yields:

a. Farm Mechanisation

Mechanization helps in raising farm income by increasing productivity and limiting post-harvest losses. India being the largest manufacturer of tractors in the world, accounts for about one-third of global production. The availability of farm power increased considerably in the last 20 years. Sale of tillers increased at a CAGR of 8.6 per cent to 48,000 units over FY07 – FY15. The government has set up a number of Farm Machinery Training and Testing Institutes to train farmers on the operation and maintenance of agricultural equipment. The Government also released a new subsidy for the establishment of 988 Farm Machinery Banks, allocating USD 223 million for the establishment of Farm Machinery Banks and distribution of farm machinery and tools to farmers in various states.

b. Precision Farming

Precision agriculture is a farm management concept based on observing, measuring and responding to inter and intra-field variability in crops. Precision Farming, which involves application of precise and correct amounts of inputs like water, fertilizers, pesticides etc. at the correct time to the crop for increasing its productivity and maximizing its yields, is the high-tech baby of the otherwise traditional and well established agriculture sector where



Most of the equipment are mechanical in nature. Global Positioning System, Geographic Information System, Remote Sensing and Microwave sensing technology are some of the widely used technologies that allows precise mapping of the farms and together with appropriate software informs the farmer about the status of his crop and which

I. INTRODUCTION

AGRICULTURE plays a vital role in India's economy. Over 58 per cent of the rural households depend on agriculture as their principal means of livelihood. Agriculture, along with fisheries and forestry, is one of the largest contributors to the Gross Domestic Product (GDP). As per estimates by the Central Statistics Office (CSO), the share of agriculture and allied sectors (including agriculture, livestock, forestry and fishery) was 15.35 per cent of the Gross Value Added (GVA) during 2015-16 at 2011-12 prices. India is the largest producer, consumer and exporter of spices and spice products. India's fruit production has grown faster than vegetables, making it the second largest fruit producer in the world. India's horticulture output, comprising fruits, vegetables and spices, is estimated to be 283.4 million tonnes (MT) in 2015-16 after the third advanced estimate. It ranks third in farm and agriculture outputs. The agro industry in India is divided into several sub segments such as canned, dairy, processed, frozen food to fisheries, meat, poultry, and food grains.

II. AIM OF THE PRESENT PAPER

The aim of the present paper is to study about the innovative practices for better agricultural yields and to evaluate the opportunities available for agriculturists through agri. start-ups to strengthen their income levels.

T. Reddy Lakshmi, Research Scholar, Dept. of Commerce, SF University, Tirupati

Prof. P. Mohan Reddy, Head, Dept. of Commerce, SF University, Tirupati

Dr. G. Vijaya Bharathi, Assistant Professor, Dept. of Commerce, SF University, Tirupati

Academia-Industry Relationship and Startups a Study with Special Reference to the Progress of Startups in India

Vijaya Bharathi, Masthani and Mohan Reddy

Abstract—Higher education plays an important role in the social and economic development through learning, innovations and interaction. The advancement of knowledge, innovations in technology and competitive environment have been continuously attracting and motivating the students to come up with new ideas for starting ventures.

“Education is the right weapon to cut the social slavery and gain social status, economic betterment and political freedom”.

Dr. B.R. Ambedkar

The excellence of higher education through entrepreneurial practices is really significant for the emergence and progress of startups in the society. Though the Government introduced many policies and initiatives like seed funding, NEEM to promote industry-university collaborations in the country for greater national productivity through starting enterprises, still there is no predictable progress identified in the number of startups. Greater need is identified to make the involvement of academia and industry relationship to improve the participation of private sector, enhances the employability status creates new paths for industries to get the needed qualitative research results and qualified human resources. Hence, the present study throws a light on examining the growth performance of startup programmed in India since its inception, impact of higher education on startups and to assess the needed measures taken by the Government to develop the educational startups.

I. INTRODUCTION

WITH a goal to make India the global powerhouse in research and innovation, a new range of technology is required to meet the future challenges, and India has to head forward on innovative collaborations between academia and industry to bring conceptualization down to commercialization. Besides industry associations, the higher education institutions should also form linkages with government agencies entrusted for industrial development activities. In spite of some shortcomings and inhibiting factors with respect to the academia-industry relationship, government should put into place an

integrated policy of academia-industry collaborative interaction. At present, Government is providing most of the

funding for research and development for the improvement of entrepreneurial talent. Though the Government introduced many policies and initiatives like seed funding, NEEM to promote industry-university collaborations in the country for greater national productivity through starting enterprises, still there is no predictable progress identified in the number of startups.

II. LITERATURE REVIEW

There is no much literature on academia-industry relationships. Very limited studies are available for reference and some of them are taken into consideration for the present study. Educause (2003) - Funding provided by industry for any number of programs can play a major factor in the overall success of these universities. Partnering can also provide new opportunities for universities to reconfigure the way instruction gets funded, developed, marketed, delivered and supported. Prigge (2005) - Both universities and industry can derive benefits from partnerships. For universities, these partnerships provide financial support for the educational, research, and service missions; broaden the experience of students and faculty; identify significant, interesting, and relevant problems enhance regional economic development; and increase employment opportunities for students.

III. OBJECTIVES OF THE STUDY

The present study is focused on the following objectives:

- To examine the growth performance of startup programme in India since its inception
- To know the impact of higher education on startups during the study period.
- To suggest the measures for the progress of educational startups.

IV. METHODOLOGY

The present study is carried out based on judgmental in nature by understand the experiences, ideas, beliefs and values. The study is based on secondary data which is sourced from a review of past researchers, Govt. reports, journals, articles, books, websites, e-books and others. The period taken for the present study is January 2016 to December 2016.

V. GROWTH OF STARTUPS IN INDIA - SINCE ITS INCEPTION

India is rapidly growing in technical innovation. India has affirmed 2010-20 as the Decade of Innovation. It is documented in reports that India is the 4th largest ecosystem in the World for Starts-Ups, after the US, the UK and Israel with a speedily evolving ecosystem, driven by an extremely young, diverse and inclusive entrepreneurial setting. The

Dr. G. Vijaya Bharathi, Asst. Professor, Dept. of Commerce, Y.V. University, Kadapa-03

S. Masthani, Research Scholar, Dept. of Commerce, Y.V. University, Kadapa-03

Prof. P. Mohan Reddy, Head, Dept. of Commerce, S.P. University, Tirupathi

This book is an outcome of research work carried out for five years in the Department of Zoology, Yogi Vemana University, Kadapa, Andhra Pradesh - India. This book consists of two chapters. Chapter 1 entitled as 'Effect of Climate change on Distribution, Migration & Protection of Butterfly species in plains & hill regions of Southern Andhra Pradesh - Eastern Ghats', candidate has presented study was conducted to record and identify butterfly diversity along with some tropical species relation with climate change and migration studies in the plains and hill regions of Eastern Ghats of Southern Andhra Pradesh. He also focused on several factors how climate change affects the butterfly diversity, and has its effect on the abundance and diversity on these butterflies for more than a year. The information presented in this work provides some of the basic information about the biology and diversity of butterflies that was required for conservation work. The second chapter entitled as 'Effect of Habitat destruction of host plants on butterfly abundance in plains & hill regions of Seshachalam Reserve Forest - Eastern Ghats'.



Kanike Suryanarayana
S. P. Venkata Ramana

Biodiversity of Butterflies

Effect of climate change and habitat destruction on
Butterfly diversity in plains and hill regions of
Seshachalam bio reserve forest of Eastern Ghats



Dr. K. Suryanarayana has completed doctoral degree, YVU, Kadapa, Andhra Pradesh. He has published 32 research papers in the field of Biodiversity and conservation, butterfly biology under the guidance of Dr. S.P. Venkata Ramana, Asst. Professor, YVU, Kadapa. He presented several research papers in National and International conferences/ seminars.

Suryanarayana, Venkata Ramana

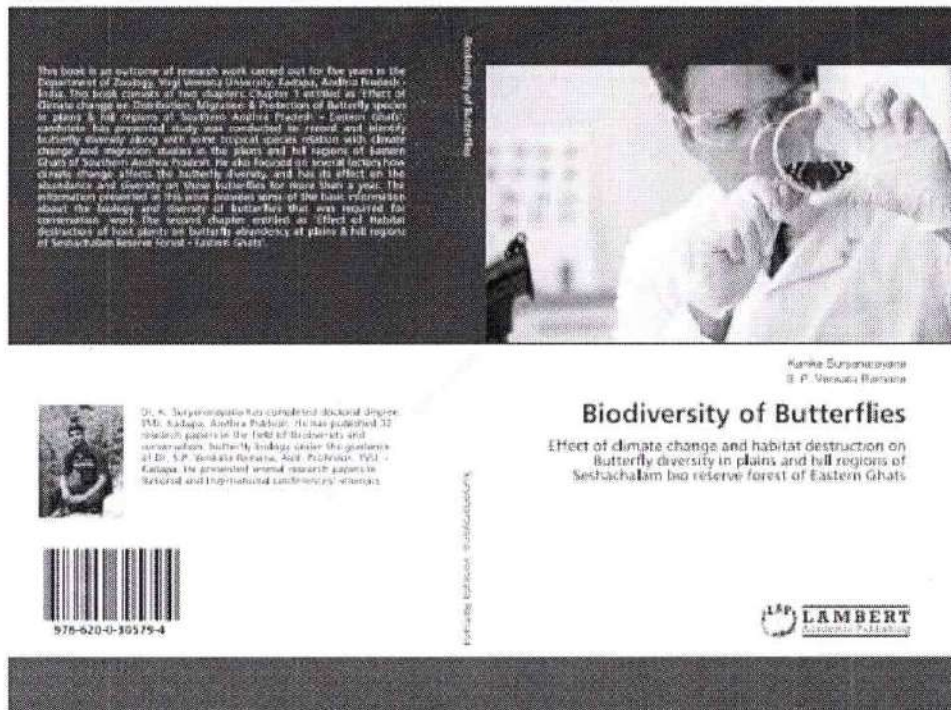


978-620-0-30579-4


LAP LAMBERT
Academic Publishing

40

< 978-620-0-30579-4 - Boo...



K. S. Suranarayana
& P. Venkata Ramana
Biodiversity of Butterflies


Rotate screen


Play


Thumbnail


Enter Browser

