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**3.3.2 Number of Books/Papers/Chapters Published in National/International Conference proceedings per Teacher during last 5 years.**

Year	2017-18	2018-19	2019-20	2020-21	2021-22
Number	08	07	06	20	7



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2017-18



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19.2

## Diaspora literature - Straddling Two Countries, Two Cultures A Brief Study of Anita Rau Badami's Novels

Auditors: 1. Jyotima Venkatesh, Asst Professor  
SRN Adarsh College  
Bangalore

2. Ritu Esther Bhasker, Asst Professor  
SRN Adarsh College  
Bangalore

### Diaspora Writings

The word 'Diaspora' was originally used for the banishment of the Jews from their motherland and their migration and eventual settlement in countries all over the world. Their lives were characterised by nostalgia for the country left behind, their 'apartness' in their beliefs and behaviour that alienated them from the natives wherever they settled down. Today the term has wider connotations.

People now migrate in very large numbers as never seen before. Globalisation has indeed shrunk the world into a tiny village. However, one can choose to reside in another country, imbibing that culture as one's own, but nostalgia and longing for the country of one's childhood remains embedded firmly on the mental map. The members of the diaspora occupy two worlds simultaneously leading dual lives, 'hyphenated lives'. They do not or perhaps cannot identify themselves with any of the countries in absolute, either the homeland or the adopted but actually draw nourishment and inspiration from both.

Here, to quote Anita Rau Badami's own words as she describes her relationships with her native land, India, and her adopted country, Canada. This was during an interview for the literary magazine 'The Algonkian':

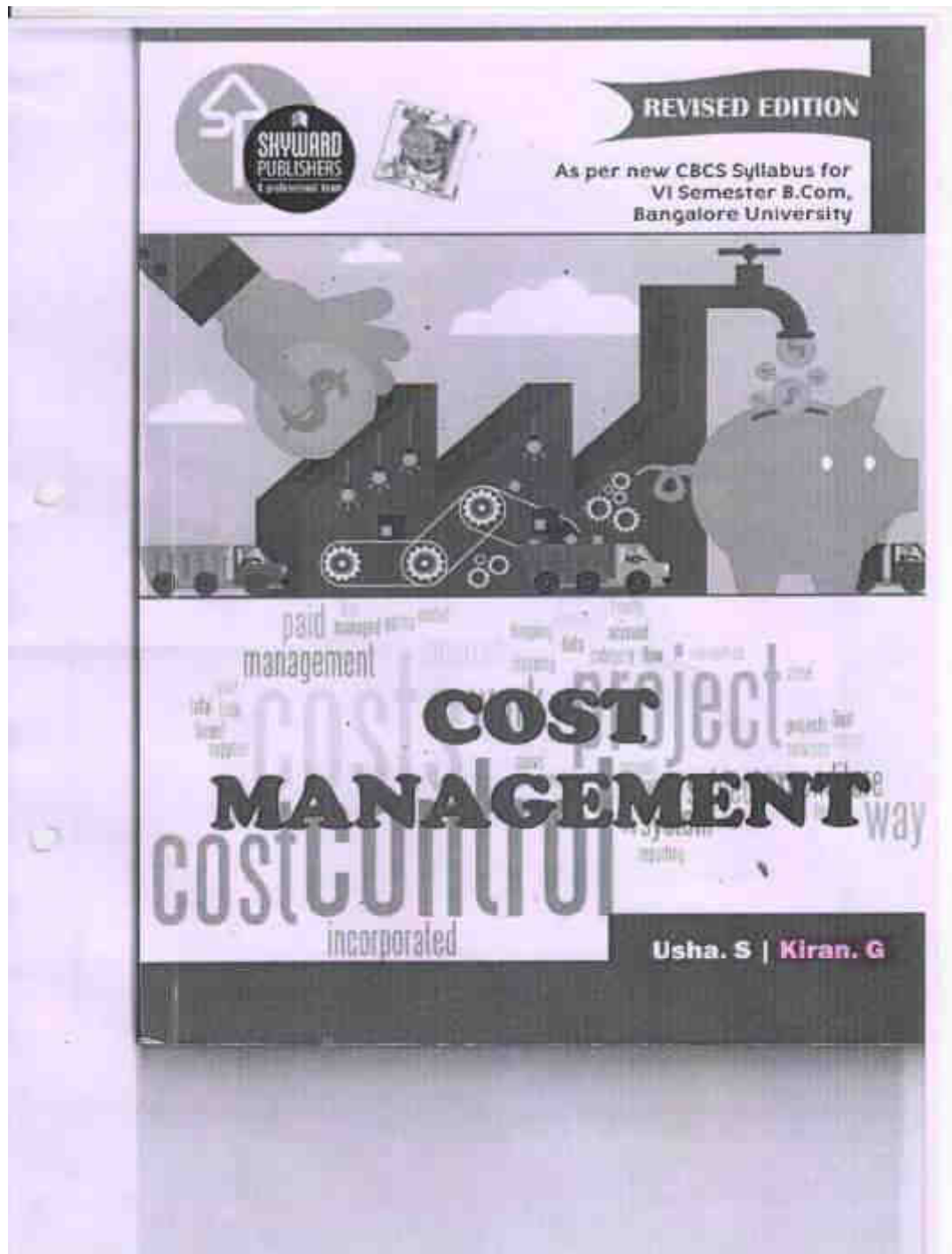


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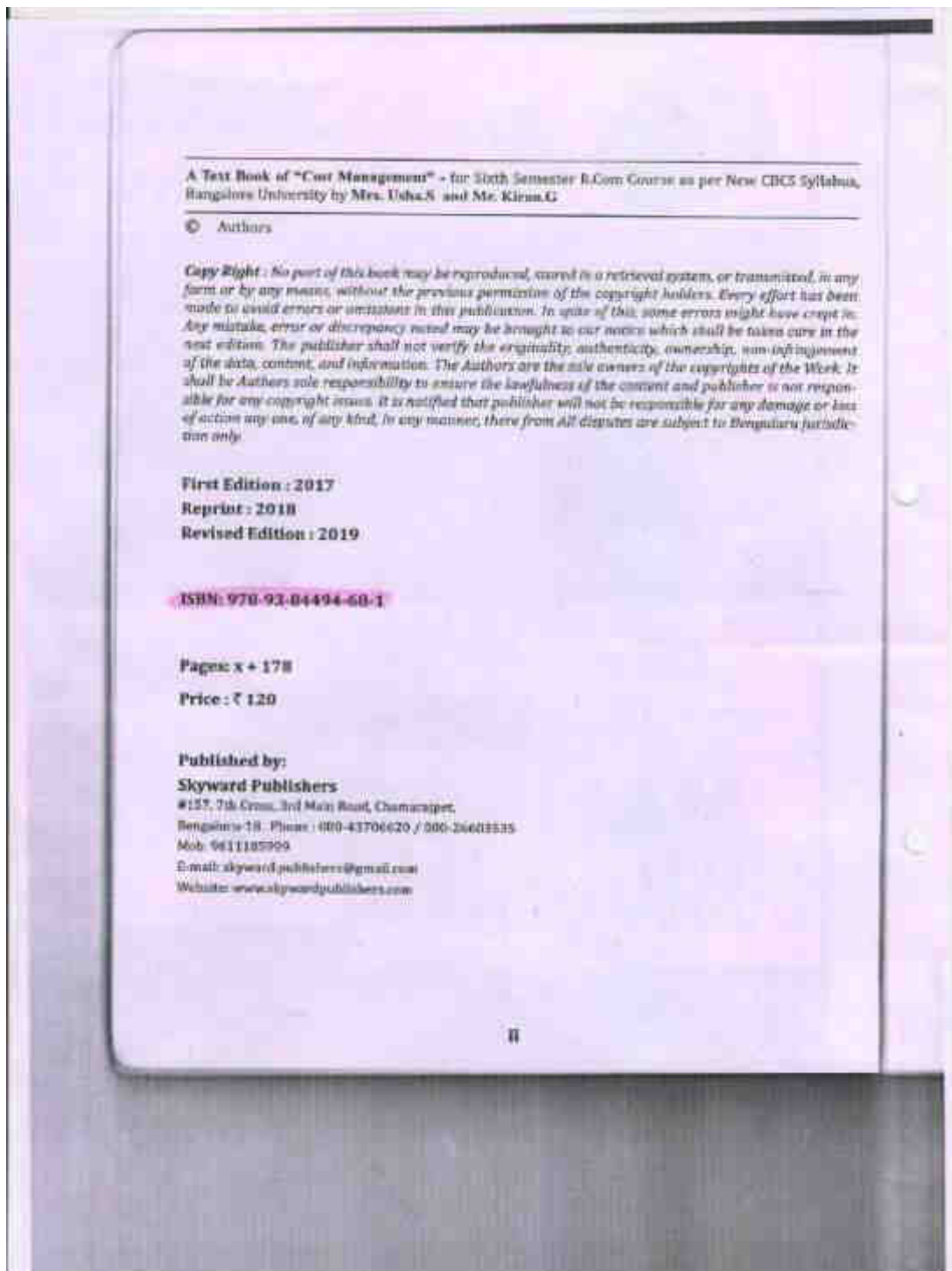


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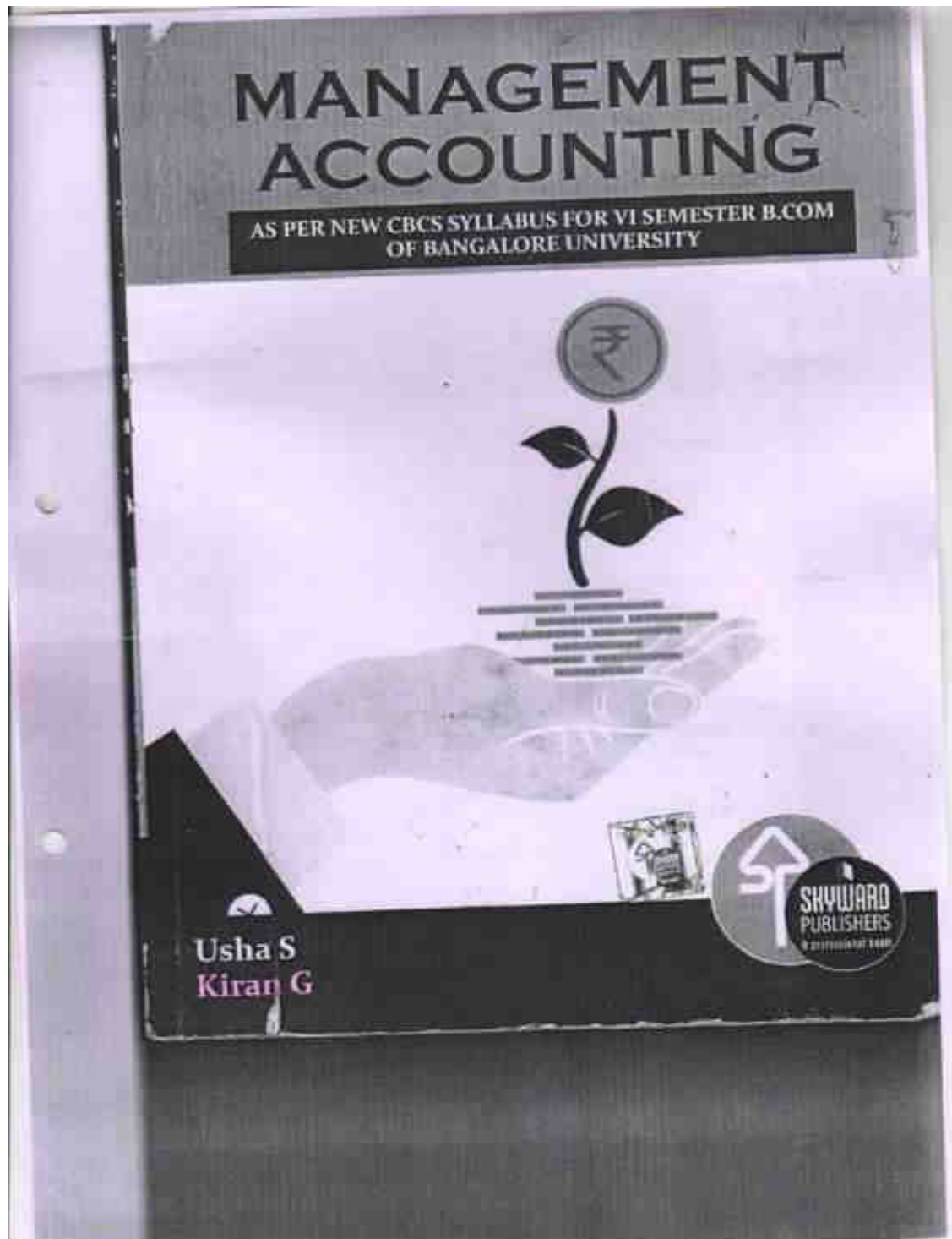


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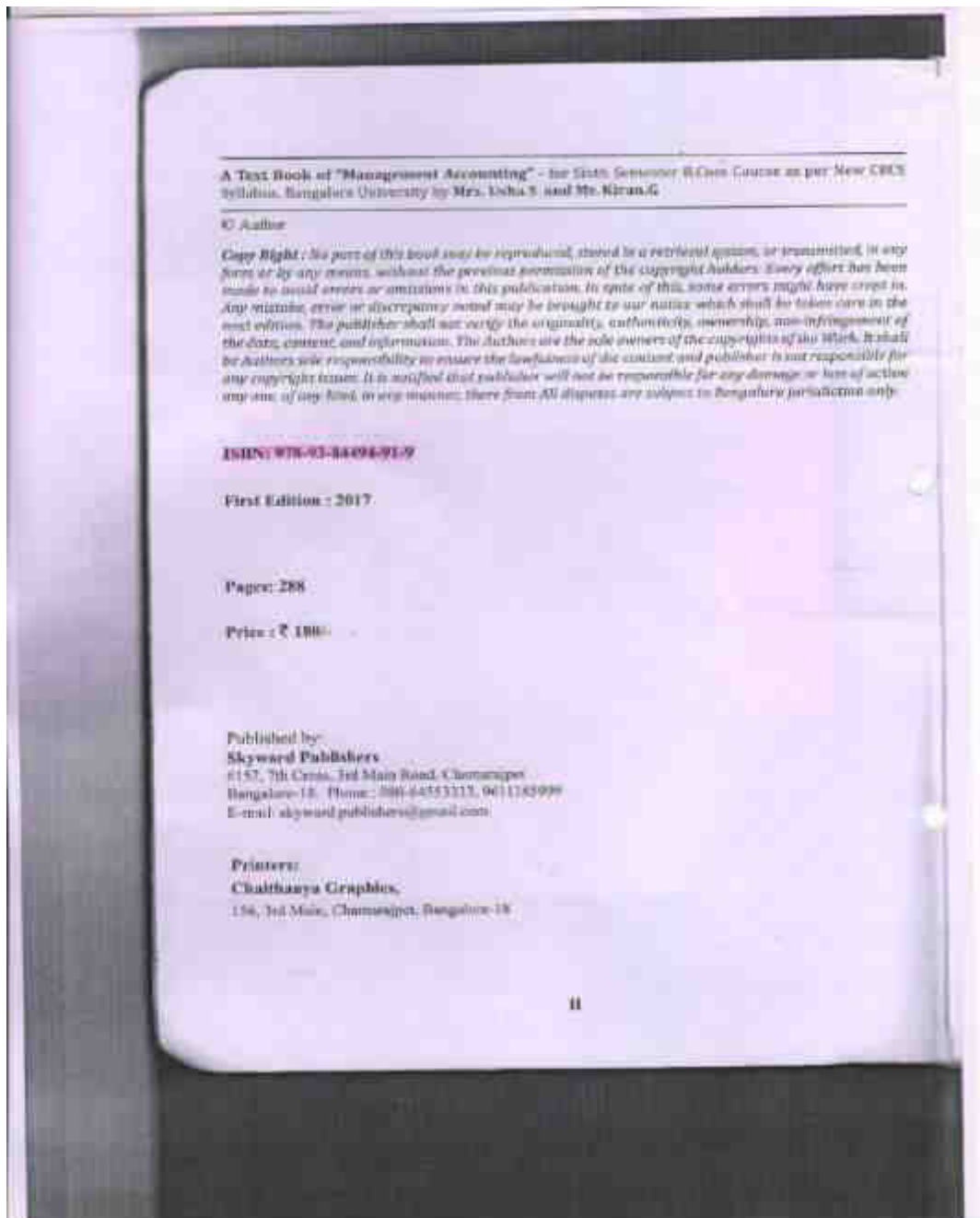
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A Text Book of "Management Accounting" - for Sixth Semester B.Com. Course as per New CBCS syllabus, Bengaluru University by Mrs. Usha S. and Mr. Kiran G.

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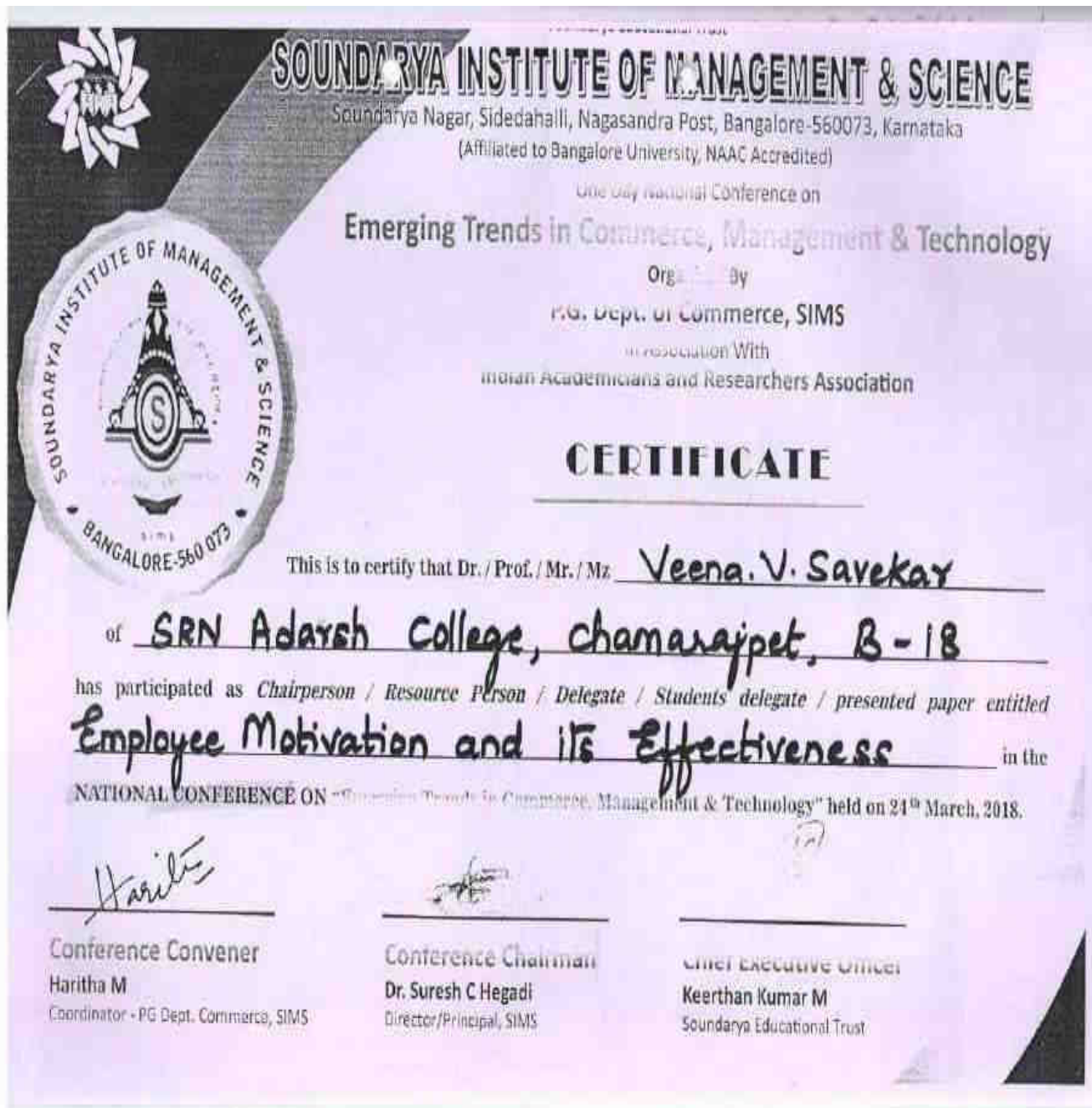


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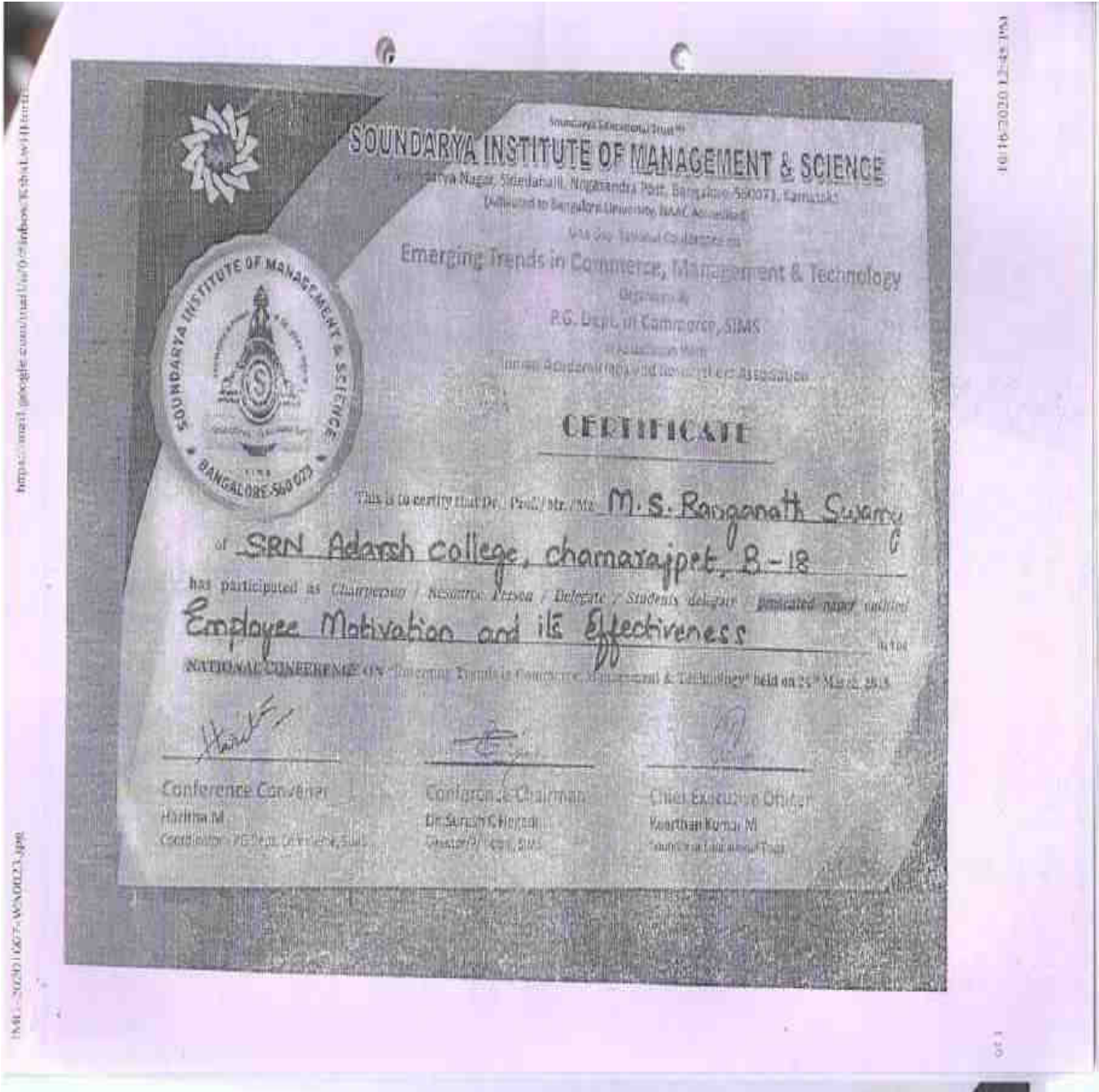


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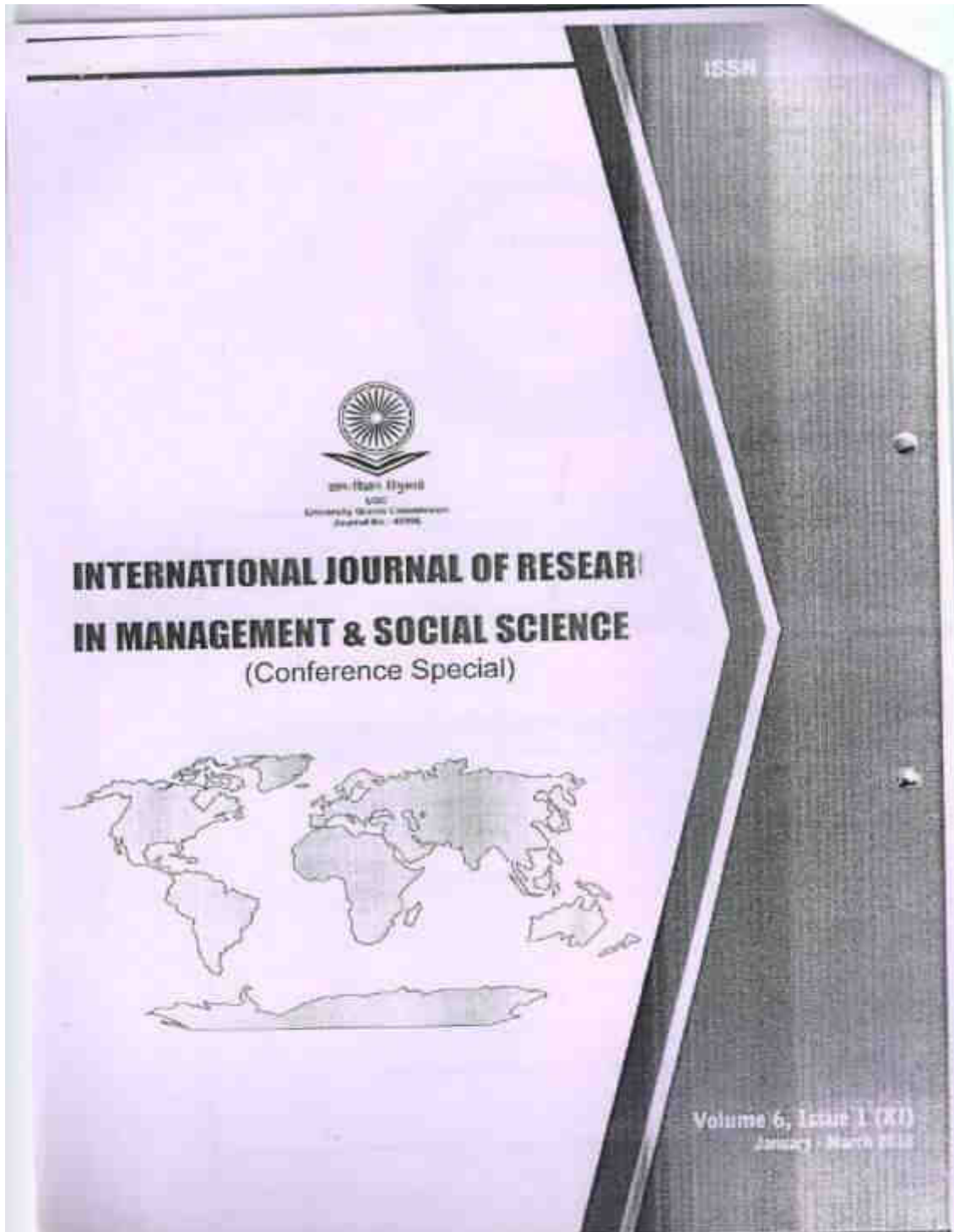


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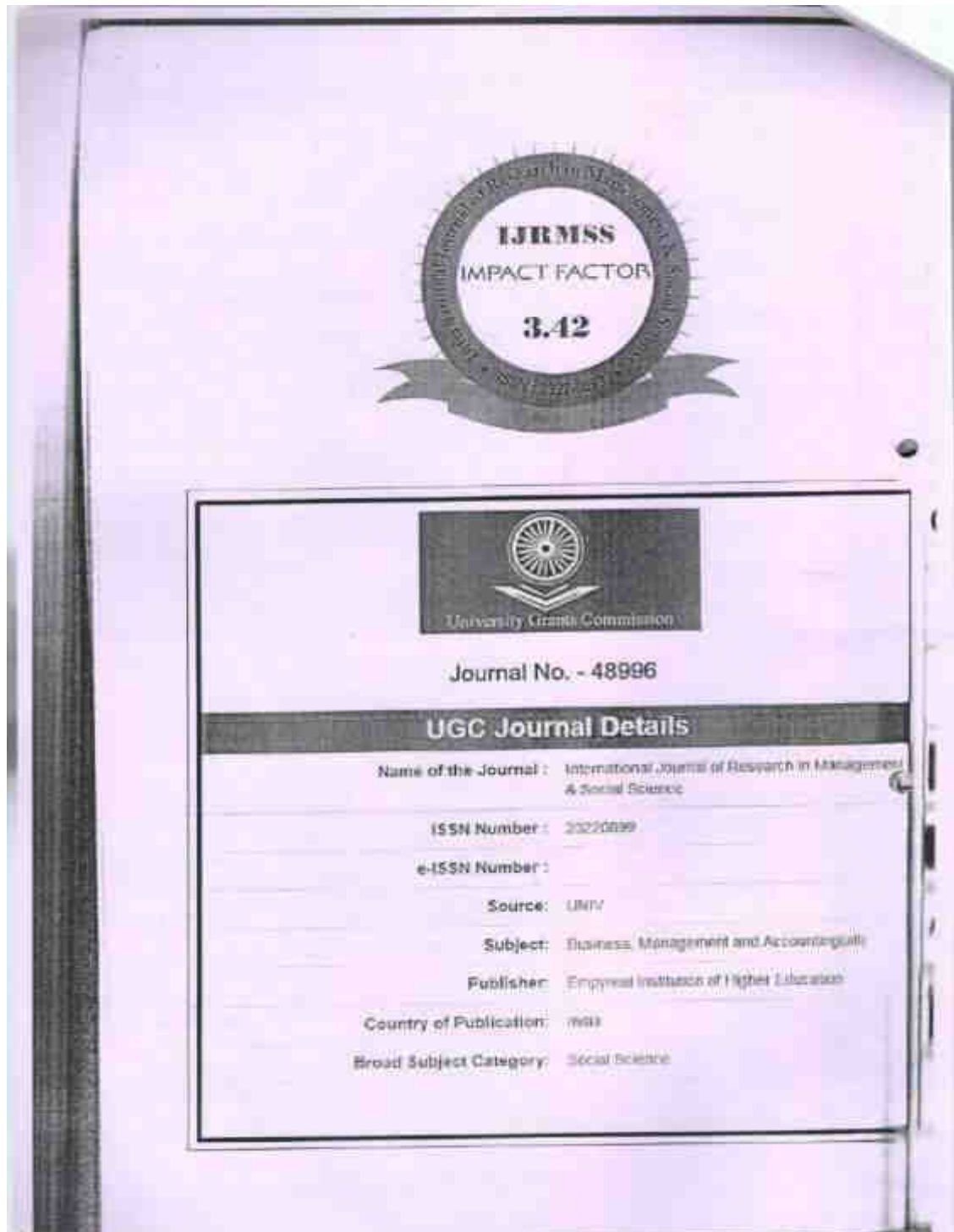


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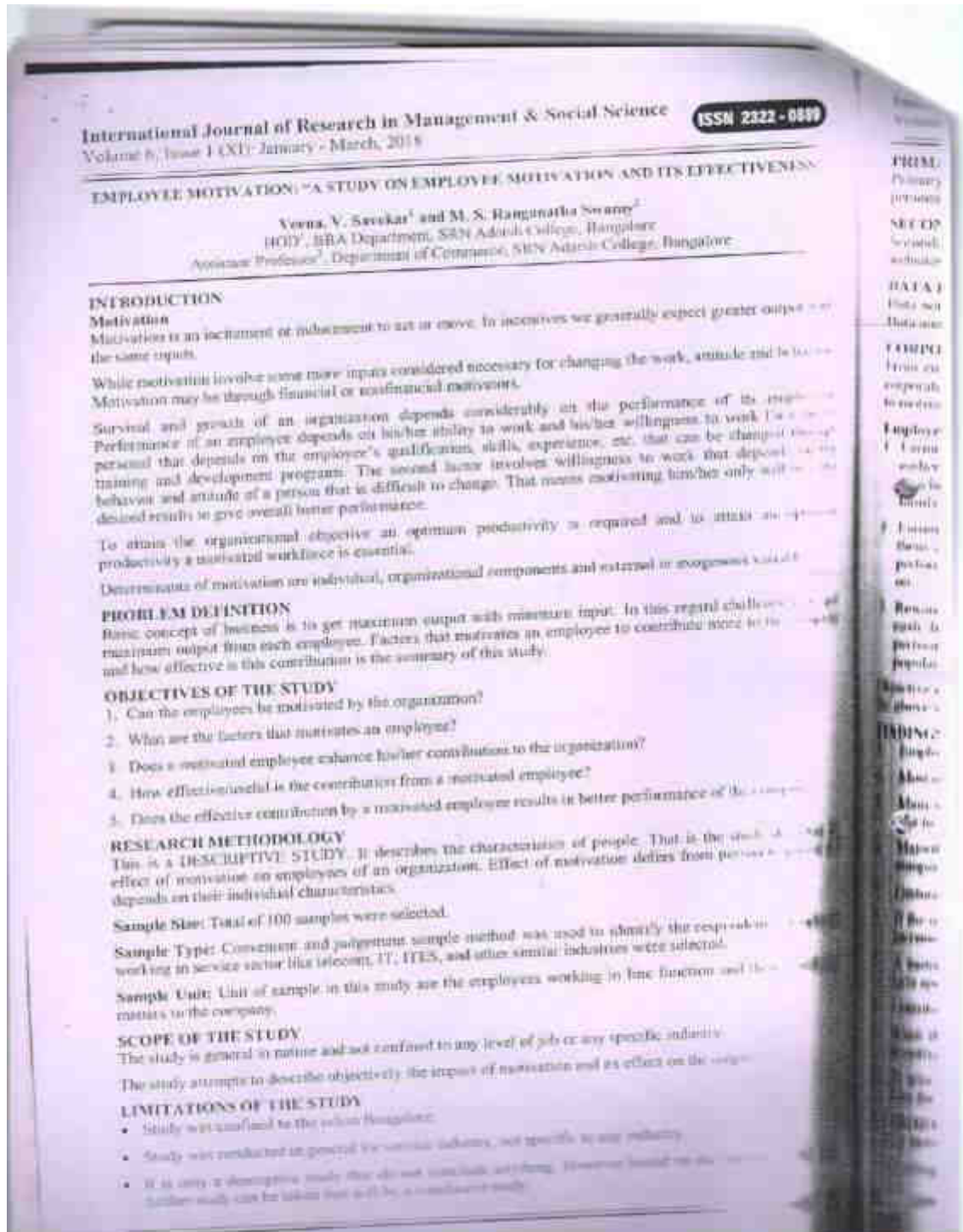
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 Volume 8, Issue 1 (XII): January - March, 2018

ISSN 2322 - 0899

## EMPLOYEE MOTIVATION: A STUDY ON EMPLOYEE MOTIVATION AND ITS EFFECTIVENESS

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<sup>1</sup>UGC, JBA Department, SNR Adarsh College, Bangalore  
<sup>2</sup>Assistant Professor, Department of Commerce, SNR Adarsh College, Bangalore

### INTRODUCTION

**Motivation**  
 Motivation is an inclination or inducement to act or move. In incentives we generally expect greater output for the same inputs.

While motivation involves some more inputs considered necessary for changing the work, attitude and behavior. Motivation may be through financial or nonfinancial motivators.

Survival and growth of an organization depends considerably on the performance of its employees. Performance of an employee depends on his/her ability to work and his/her willingness to work. Factors that depend on personal that depends on the employee's qualifications, skills, experience, etc. that can be changed through training and development programs. The second factor involves willingness to work that depends on the behavior and attitude of a person that is difficult to change. That means motivating him/her only will not get the desired results to give overall better performance.

To attain the organizational objective an optimum productivity is required and to attain an optimum productivity a motivated workforce is essential.

Determinants of motivation are individual, organizational components and external or environmental factors.

### PROBLEM DEFINITION

Basic concept of business is to get maximum output with minimum input. In this regard challenge is to get maximum output from each employee. Factors that motivates an employee to contribute more to the organization and how effective is this contribution is the summary of this study.

### OBJECTIVES OF THE STUDY

1. Can the employees be motivated by the organization?
2. What are the factors that motivates an employee?
3. Does a motivated employee enhance his/her contribution to the organization?
4. How effective is the contribution from a motivated employee?
5. Does the effective contribution by a motivated employee results in better performance of the organization?

### RESEARCH METHODOLOGY

This is a DESCRIPTIVE STUDY. It describes the characteristics of people. That is the study of the effect of motivation on employees of an organization. Effect of motivation differs from person to person depends on their individual characteristics.

**Sample Size:** Total of 100 samples were selected.

**Sample Type:** Convenient and judgement sample method was used to identify the respondents working in service sector like telecom, IT, ITES, and other similar industries were selected.

**Sample Unit:** Unit of sample in this study are the employees working in full function and full time to the company.

### SCOPE OF THE STUDY

The study is general in nature and not confined to any level of jobs or any specific industry. The study attempts to describe objectively the aspects of motivation and its effect on the organization.

### LIMITATIONS OF THE STUDY

- Study was confined to the sector Bangalore.
- Study was conducted in general service industries, not specific to any industry.
- It is only a descriptive study that does not conclude anything. However based on the findings further study can be taken that will be a conclusive study.

PRIMARY PURPOSE  
 SCOPE  
 DATA  
 CONCLUSION  
 FINDINGS  
 REFERENCES



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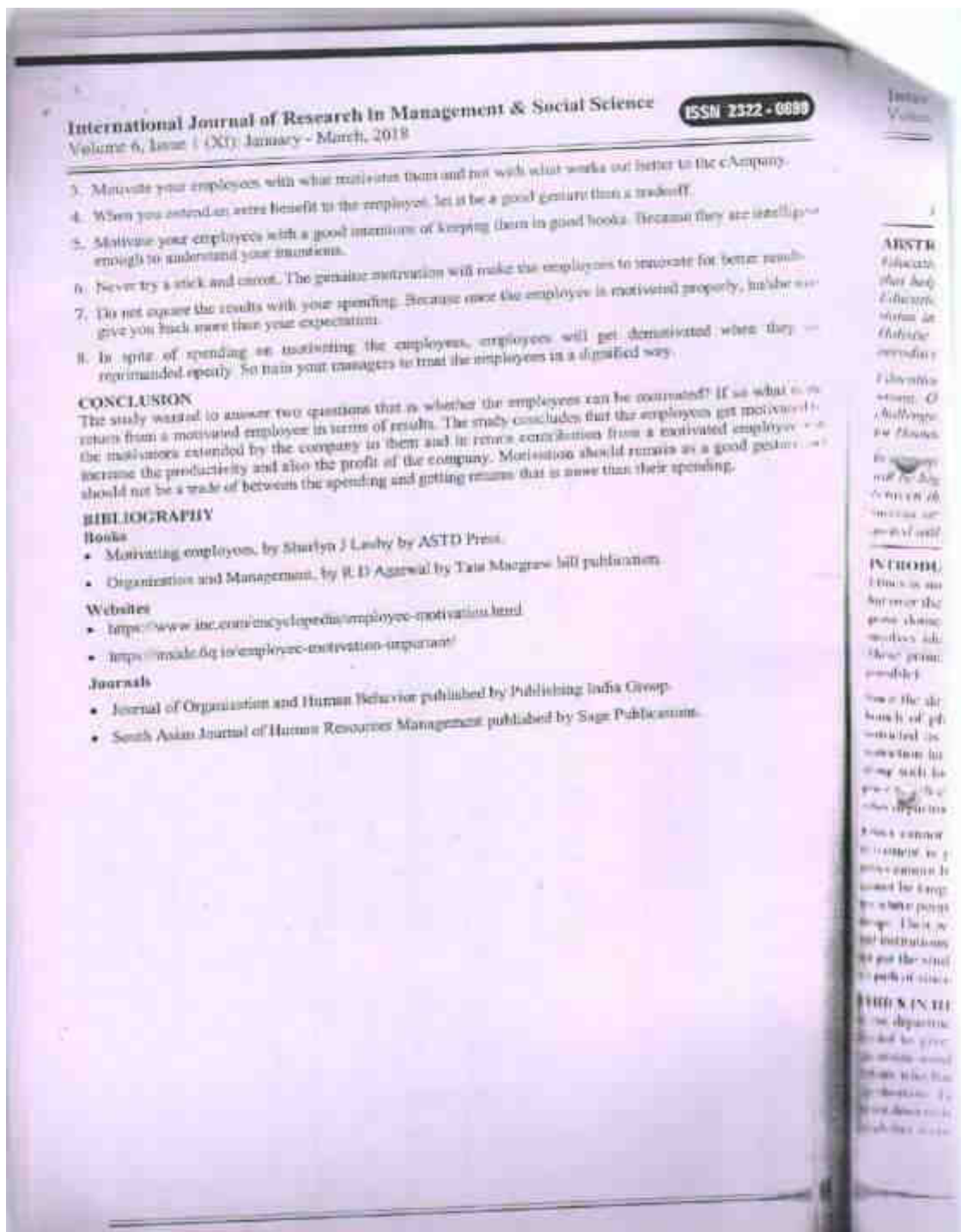
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- Motivate your employees with what motivates them and not with what works out better to the company.
- When you extend an extra benefit to the employee, let it be a good gesture than a tradeoff.
- Motivate your employees with a good intention of keeping them in good books. Because they are intelligent enough to understand your intentions.
- Never try a stick and carrot. The genuine motivation will make the employees to strive for better results.
- Do not compare the results with your spending. Because once the employee is motivated properly, he/she will give you much more than your expectation.
- In spite of spending on motivating the employees, employees will get demotivated when they are reprimanded openly. So train your managers to treat the employees in a dignified way.

#### CONCLUSION

The study wanted to answer two questions that is whether the employees can be motivated? If so what is the return from a motivated employee in terms of results. The study concludes that the employees get motivated by the motivations extended by the company to them and in return contribution from a motivated employee will increase the productivity and also the profit of the company. Motivation should remain as a good gesture and should not be a trade of between the spending and getting returns that is more than their spending.

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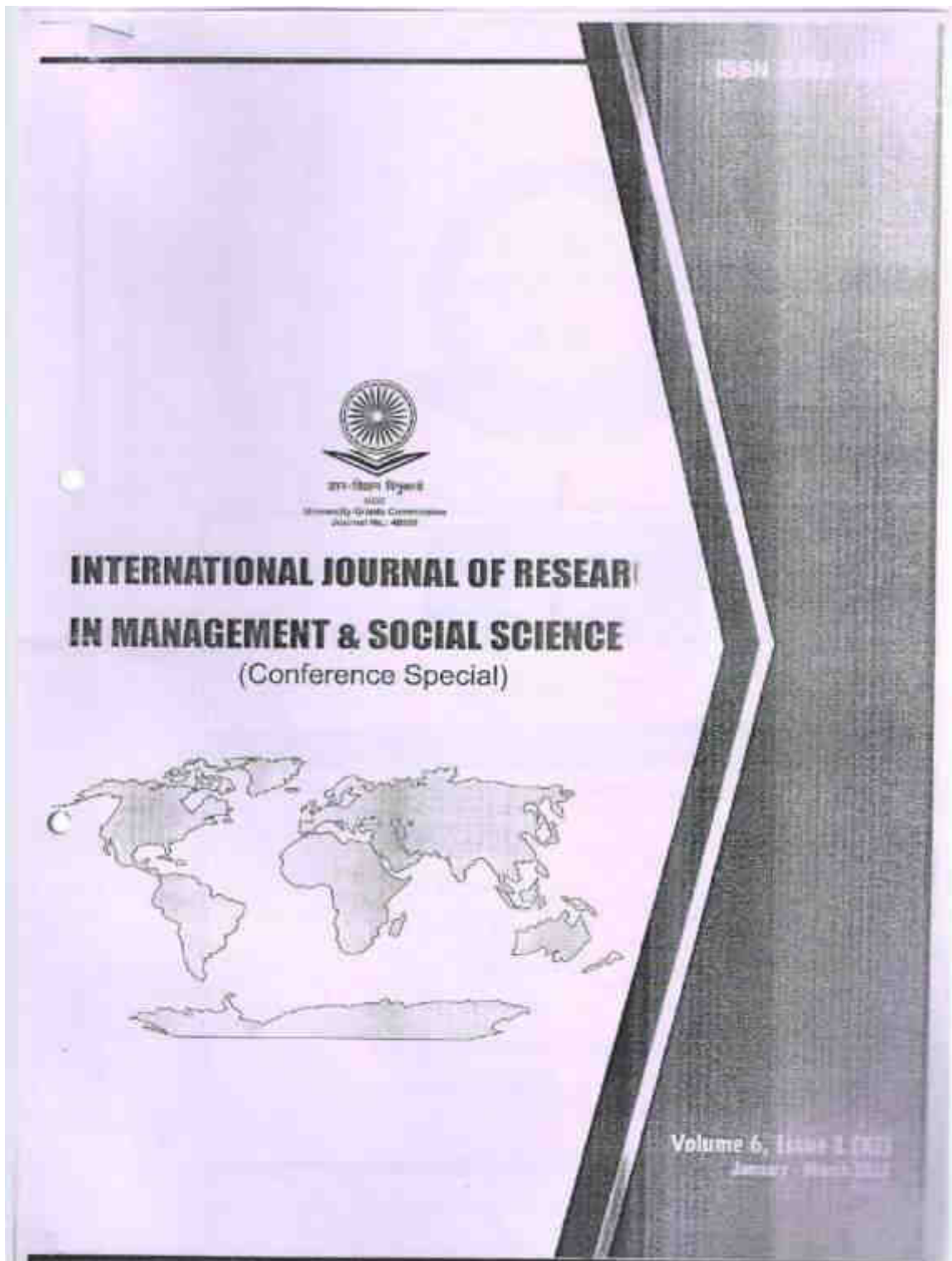


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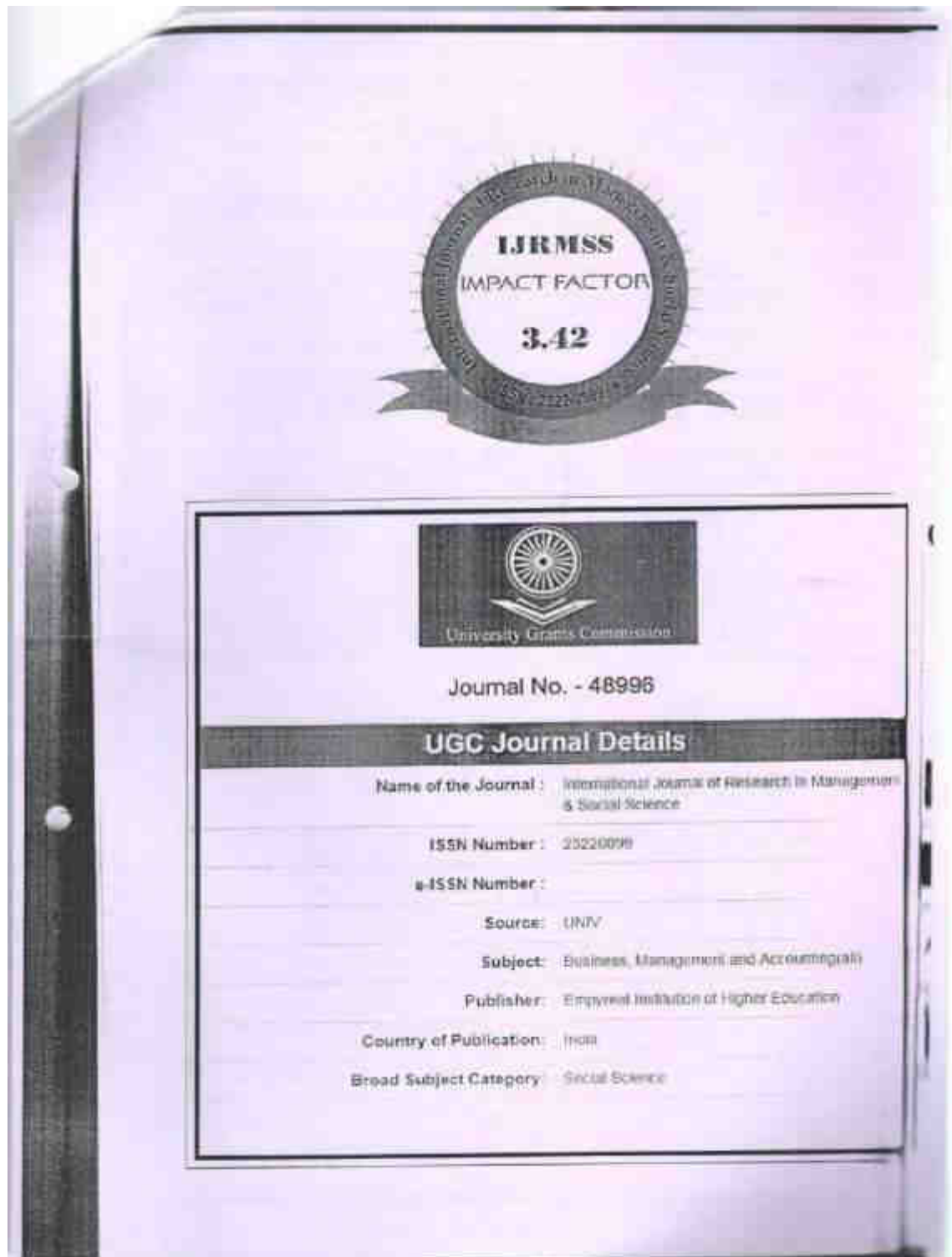


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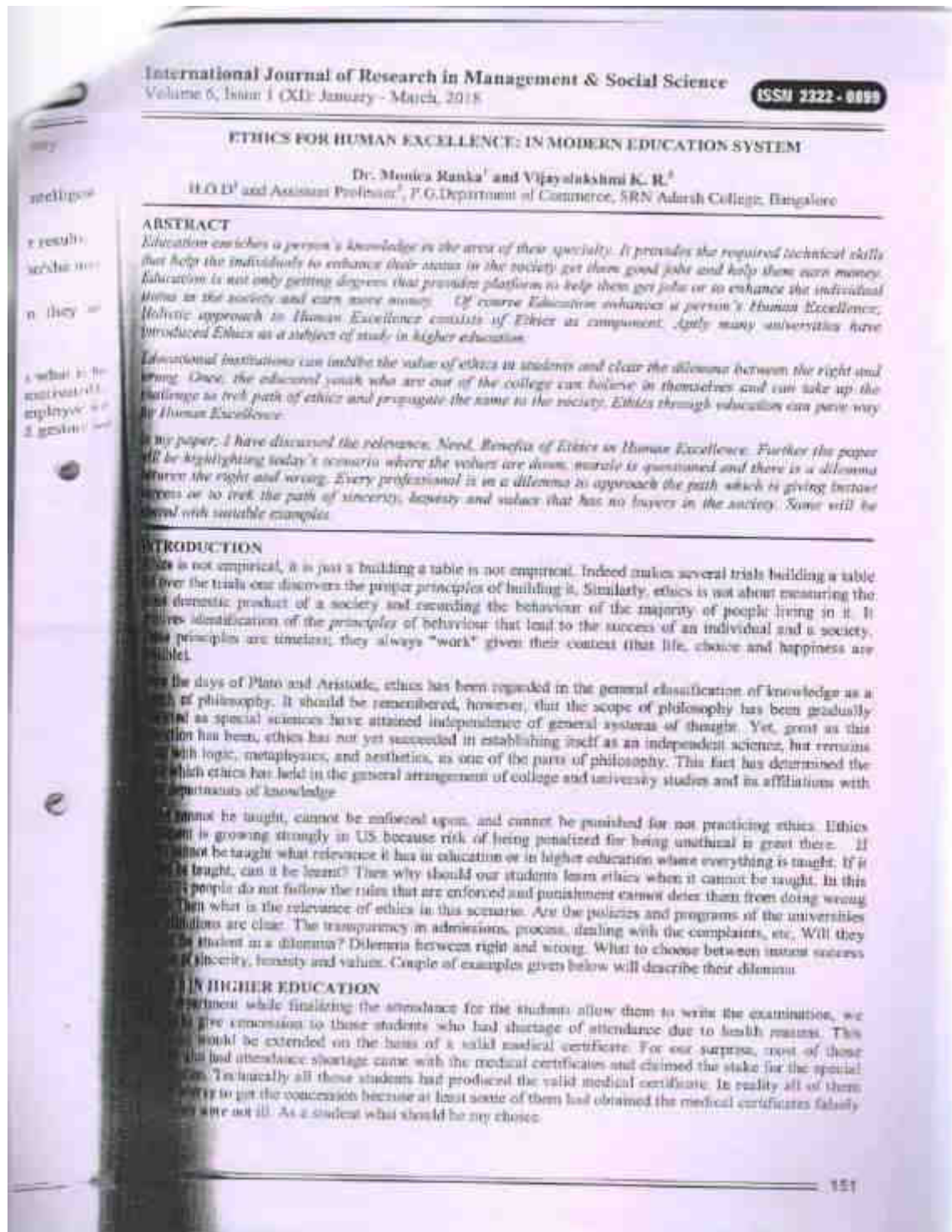
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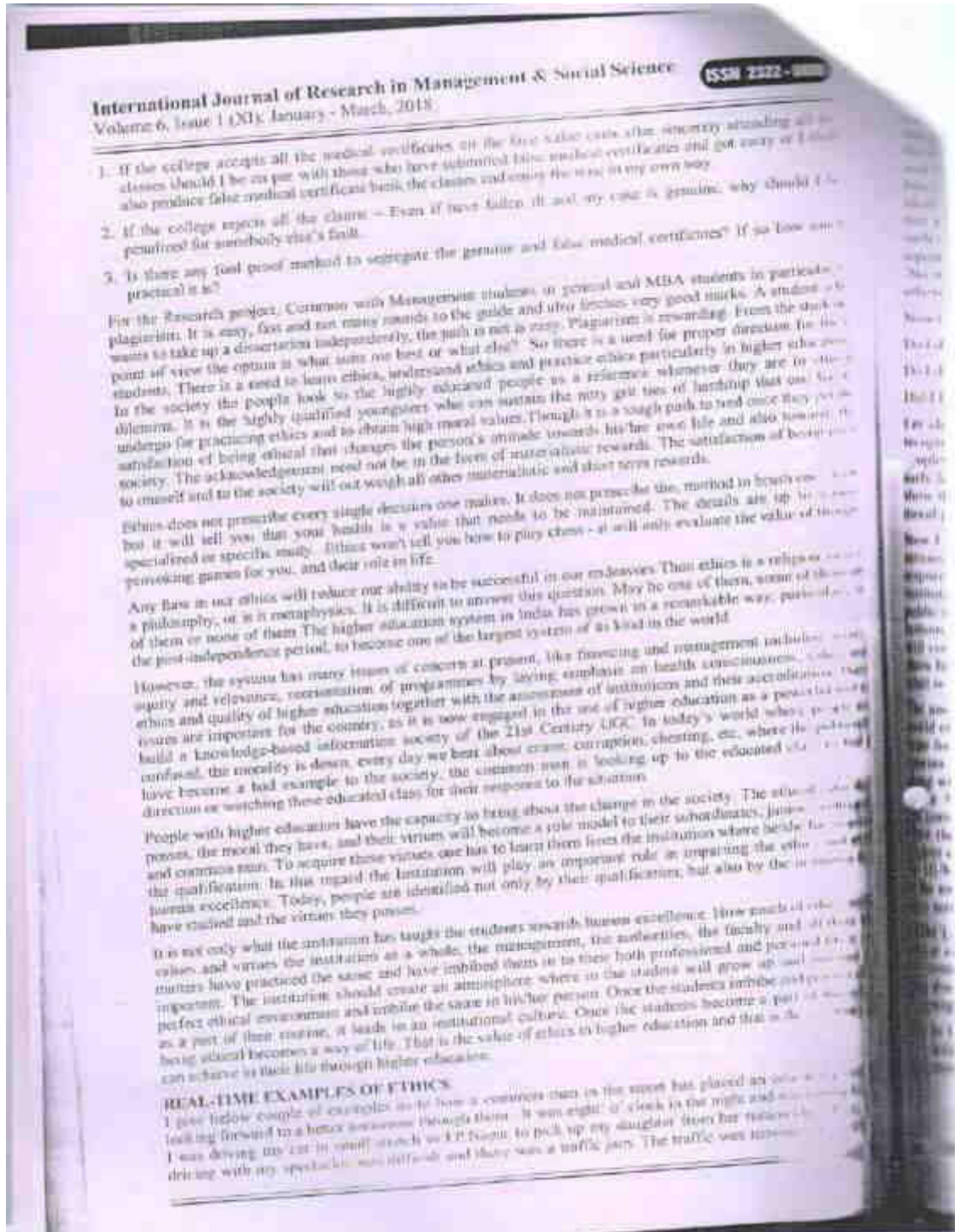
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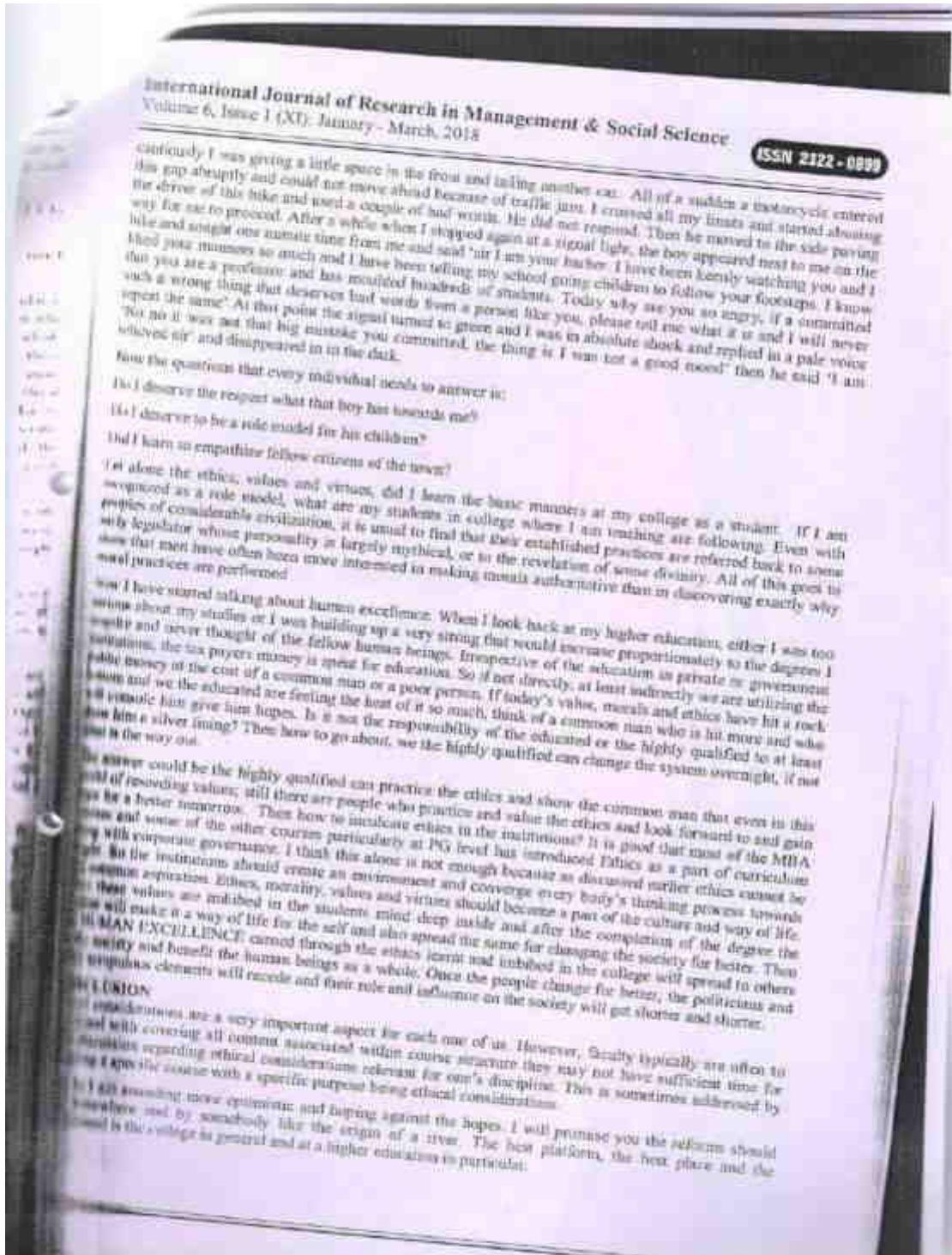


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curiously I was giving a little space in the front and leading another car. All of a sudden a motorcycle entered the gap abruptly and could not move ahead because of traffic jam. I crossed all my limits and started abusing the driver of this bike and used a couple of bad words. He did not respond. Then he moved to the side paying way for me to proceed. After a while when I stopped again at a signal light, the boy appeared next to me on the bike and sought one minute time from me and said 'sir I am your father. I have been keenly watching you and I liked your manners so much and I have been telling my school going children to follow your footsteps. I know that you are a professor and has mentored hundreds of students. Today why are you so angry, if a committed such a wrong thing that deserves bad words from a person like you, please tell me what it is and I will never repeat the same'. At that point the signal turned to green and I was in absolute shock and replied in a pale voice 'No no it was not that big mistake you committed, the thing is I was not a good mood' then he said 'I am resolved sir' and disappeared in to the dark.

Now the questions that every individual needs to answer is:

- (i) I deserve the respect what that boy has bestowed me?
- (ii) I deserve to be a role model for his children?
- (iii) I have to empathize fellow citizens of the town?

(iv) Above the ethics, values and virtues, did I learn the basic manners at my college as a student. If I am recognized as a role model, what are my students in college where I am teaching are following. Even with a policy of considerable civilization, it is usual to find that their established practices are referred back to some early legislator whose personality is largely mythical, or to the revelation of some divinity. All of this goes to show that men have often been more interested in making myths authoritative than in discovering exactly why moral practices are performed.

Now I have started talking about human excellence. When I look back at my higher education, either I was too worried about my studies or I was building up a very strong that would increase proportionately to the degree I would and never thought of the fellow human beings. Irrespective of the education is private or government institutions, the tax payer's money is spent for education. So if not directly, at least indirectly we are utilizing the public money at the cost of a common man or a poor person. If today's values, morals and ethics have hit a rock bottom and we the educated are feeling the heat of it so much, think of a common man who is hit more and who can someone has give him hopes. Is it not the responsibility of the educated or the highly qualified to at least show him a silver lining? Then how to go about, we the highly qualified can change the system overnight, if not now it is the way out.

The answer could be the highly qualified can practice the ethics and show the common man that even in this world of revolving values, still there are people who practice and value the ethics and look forward to and gain from it as a better tomorrow. Then how to inculcate ethics in the institutions? It is good that most of the MBA courses and some of the other courses particularly at PG level has introduced Ethics as a part of curriculum. But the institutions should create an environment and converge every body's thinking process towards education aspiration. Ethics, morality, values and virtues should become a part of the culture and way of life. These values are inculcated in the students' mind deep inside and after the completion of the degree the HUMAN EXCELLENCE earned through the ethics learnt and inculcated in the college will spread to others in society and benefit the human beings as a whole. Once the people change for better, the politicians and business elements will recede and their role and influence on the society will get shorter and shorter.

### CONCLUSION

These considerations are a very important aspect for each one of us. However, faculty typically are often too busy with covering all content associated within course structure they may not have sufficient time for deliberation regarding ethical considerations relevant for our's discipline. This is sometimes addressed by using a topic in the course with a specific purpose being ethical considerations.

In I am requesting more equipment and hoping against the hopes, I will promise you the solution should be somewhere used by somebody like the origin of a river. The best platform, the best place and the best time is this college in general and at a higher education in particular.

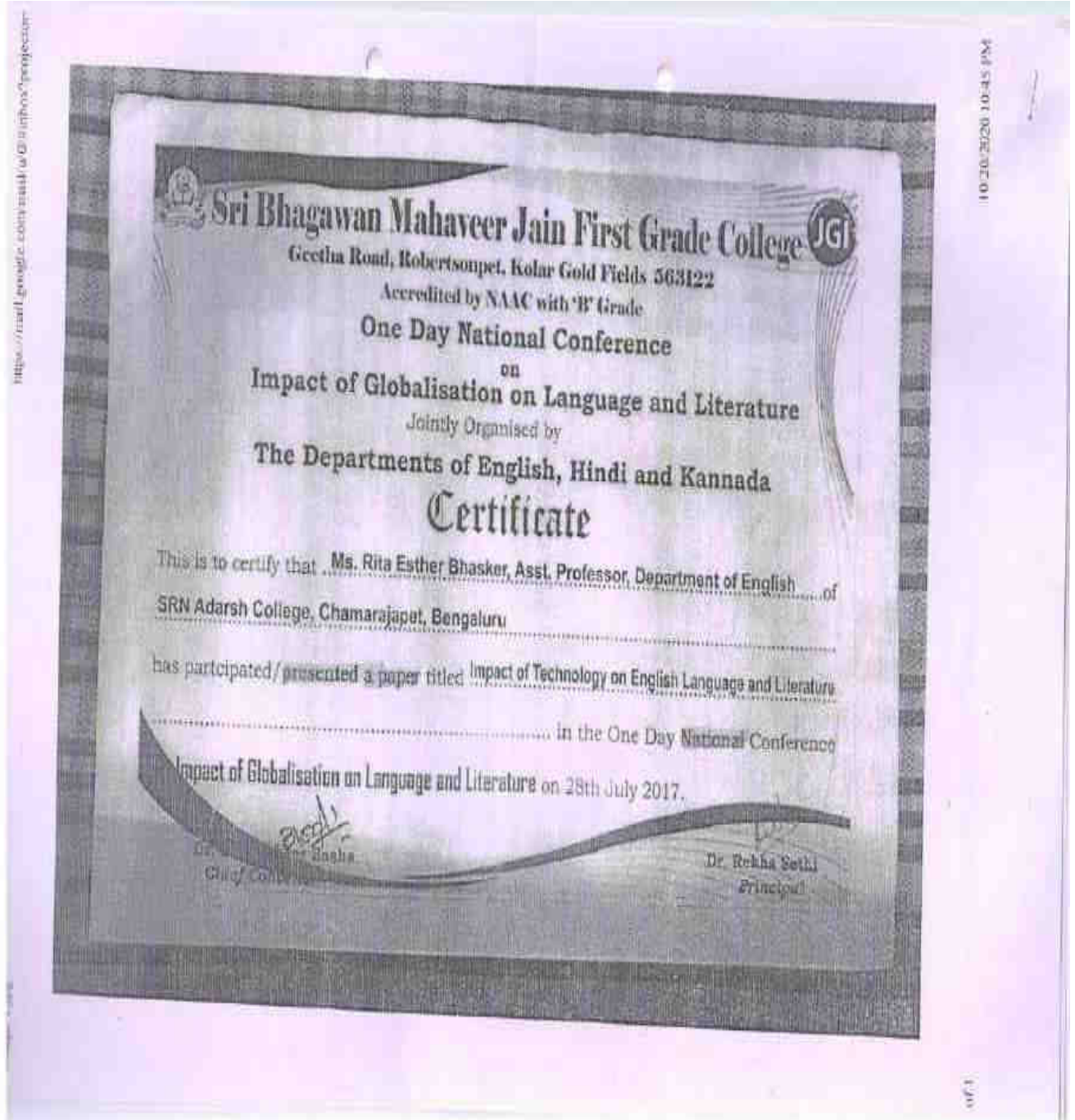


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## IMPACT OF TECHNOLOGY ON ENGLISH LANGUAGE AND LITERATURE

Paper submission for One Day National Conference at Sri Bhagawan Mahaveer Jain First Grade College to be held on July 28, 2017.



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### Abstract:

Throughout the world Technological advancement has been a great influence especially, in education field. It is well accepted that our life is dominated and highly affected by the information technology and it plays a vital role in today's development of society. Based on this the technology is indispensable for English language education. Lot of innovations has taken place in teaching and learning in addition to teacher's role. Together with teacher and the role of technology this can lead to good results and advanced learning.

Technology has changed the ideas in various industries as in the last few decades technology has witnessed a great revolution. In teaching industry it has offered a better pattern to teaching model. This paper presents and analysis the importance, impact and the power of technology in Language teaching and tries to analyze the necessity of multimedia technology and also brings out the problems faced by using these technologies. It also aims to make English teachers aware of the strategies to use it in an effective manner.

Key words: English language, Educational Technology, Impact



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### Introduction:

The world has transformed drastically in terms of technology. The causes may be due to cultural influences, migration and globalization to name a few. English is used as the second language or even first language for some with the spread and development of English throughout the world. The use of English language has increased rapidly since 1960s. Presently in India the status of English is taken a higher seat which is very evident in medium of instruction in institutions. It is true that traditional method of teaching has been replaced by accurate materials like internet, LCD projectors etc which are used as the numbers of English learners are increasing. These technologies have proved successful in replacing the traditional method of teaching. Technology provides so many options to make teaching interesting and productive. Gary Moterzan an editor explains in his book how the arrival of digital technology in the class rooms has helped teaching immensely. Many critics feel 'Technology is the heart and part of globalization'.

### The power of technology:

*"Never before in history has innovation offered promise of so much to so many in so short a time."* - Bill Gates

In the world of technology we have a lot to choose from, for language teaching and learning like Radio, TV, CD Rom, Computers, the internet, Electronic Dictionary, Email, Blogs and Audio CDs, Power Point, Videos, DVD's or VCD's, pen drive, hard disk and many more. This rapid rising and development of information technology has offered a better pattern to explore the new teaching model. As a result technology plays a very important role in English teaching. Using multimedia to create a context to teach English has its unique advantages.

### Impact:

#### *Positive Impact:*

The impact of technology can be felt in every possible field especially Education. The term technology can be termed as a world of information which can be used as tools to make our work easier and pleasant. Education can be generally termed as learning which are transferred, shared





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and stored to the coming generations for various purposes like training or research. The types of technology used in class rooms are smart boards, PC, projector etc. With this technology the students grasp the concept easily.

#### *Negative Impact:*

Due to excessive usage of technology today's generation has declined very sharply in writing skills like spellings, usage of grammar etc. By over connected to the online world students are losing focus in academics and in their lives. Many experts feel that it is affecting the creativity and the imagination of people. It can cause health issues when used over limit.

#### **Benefits:**

Many teachers of English language feel that technology can never replace good teaching but, it does have the potential to engage and involve students more actively and enhance good teaching. Photographs and music was used earlier, also during teaching but power point presentations enable the users to visualize the teaching. Students and teachers both enjoy the creativity aspect of it. The technology available now makes it so easy to create a visually attractive atmosphere that lures the students and get them excited about the books they are reading.

Technology also allows the teacher who was once a machine to dictate notes and give lengthy lectures now has the opportunity to prepare notes in any style or font they want and download notes by different critics. For instance when students studied Shakespeare in the early 90s it was an uphill task for the teacher to explain the text now the technology has provided with movies and plays which can be screened in the class for better understanding.

PowerPoint presentations or short films are another medium to incite humor or interaction session in classes. English researchers can also create their blogs or links to enhance lecture or discussion which can support their research.

#### **Analysis of the necessity of technology:**

##### *1. Statement of problem*



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It is known that the students need variety and motivation. So often the videos and slide shows are used in class room teaching. Overcrowded templates, clip arts and long and lengthy texts with flashy colorful background are used. The problem does not lie in the power point programe but the way it is being used.

## 2. Importance of computer knowledge

We are living in the digital era. It cannot be denied its contribution to education field. Computer technology has reached beyond our imaginations. Therefore computer literacy is very much needed for teachers as well as students. Teachers should take advantage of this facility for this they should know the fundamental knowledge and operational skills. Some people argue that chalk and black board are the trade make of teachers and it should not be replaced. But to motivate and create a conducive atmosphere the teachers should have a favorable attitude towards computer technology and move with the world or be isolated.

## Conclusion:

Technology has a very positive effect on education and at times may pose negative threats too. Teachers and students should take advantage of this and eliminate the draw backs and achieve excellence. It is true that one of the ultimate goals of multimedia language teaching is to promote students' motivation and learning interest.

Concerning the development of technology, in future, the use of multimedia English teaching will be further developed. The process of English learning will be more student-centered but less time-consuming.

In conclusion, it is believed that this process can fully improve students' practical language skills, which is helpful and useful to ensure and fulfill an effective result of teaching and learning. Barring a few problem areas multimedia technology can be used effectively in classrooms with proper computer knowledge on the part of teachers, overcoming the finance problems in setting up the infrastructure and not allowing the teachers to become technophobes.

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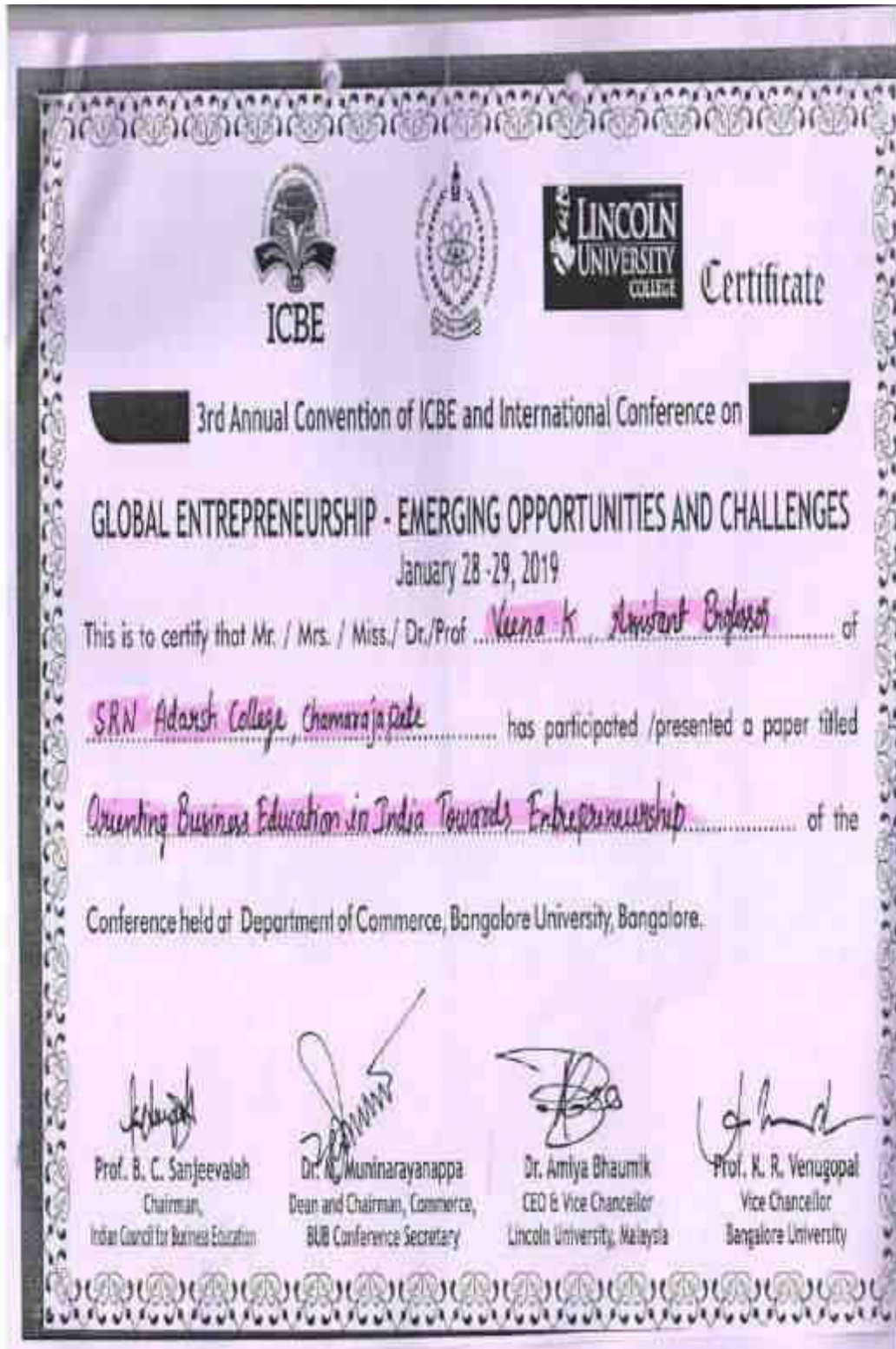


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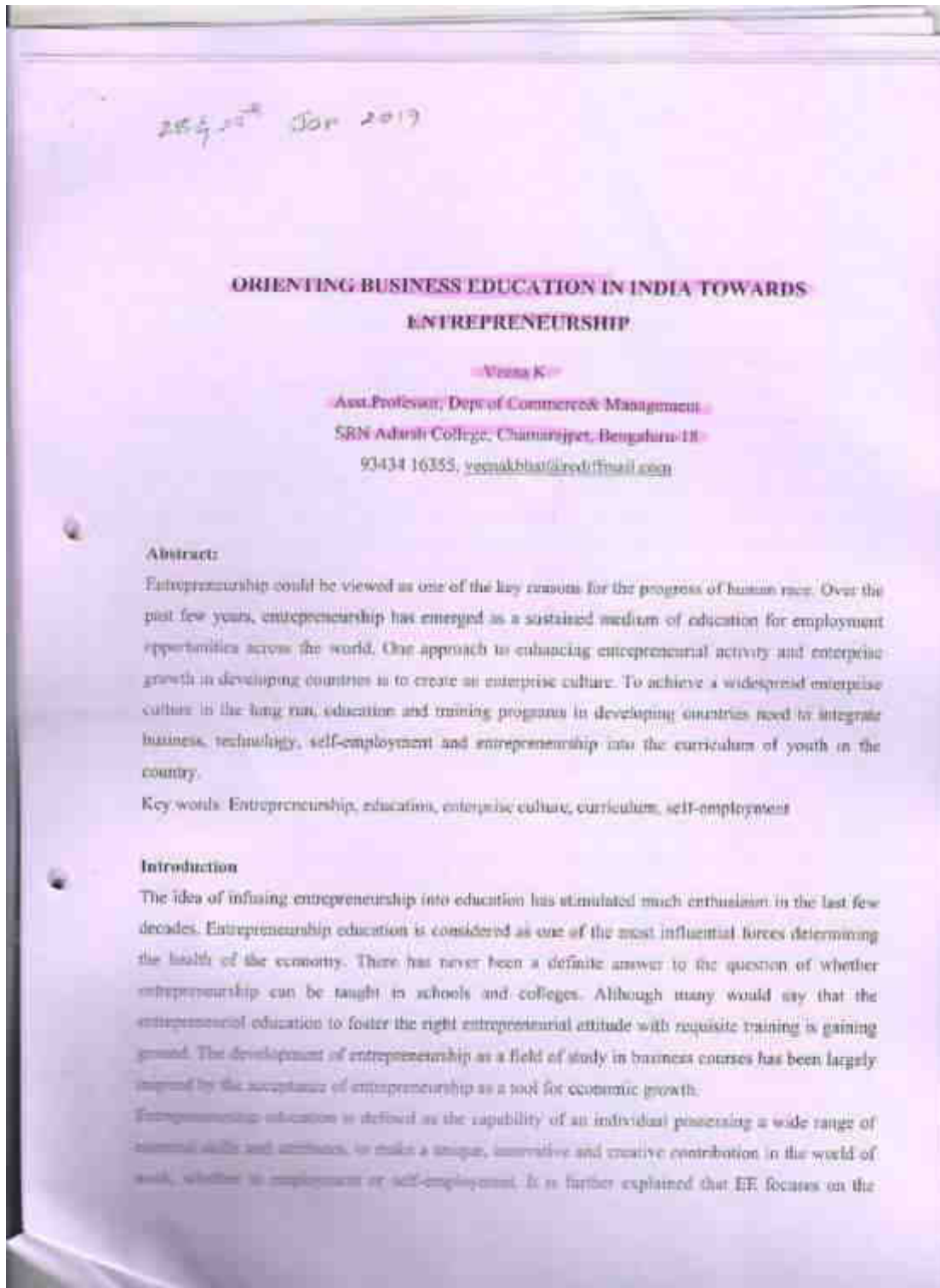
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## DIGITAL INDIA

Kiran G<sup>1</sup>

### Abstract

In the era of digitalization and technological advancement, technology has become an integral part of our life. Technology is a major factor in shaping the new global economy and producing rapid changes in society. In the past decade, new technology has fundamentally changed the way people communicate and work. It is a well-known fact that digital India is the outcome of many innovations and technological advancements. These transform the lives of people in many ways and will empower the society in a better manner. The 'Digital India' programme is an initiative of honorable Prime Minister Mr. Narendra Modi, will emerge new programmes in every sector and generates innovative endeavors for growth. The motive behind the concept is to build participative, transparent and responsive system. The Digital India drive is a dream project of the Indian Government to remodel India into a knowledgeable economy and digitally empowered society, with good governance for citizens by bringing synchronization and co-ordination in public accountability, digitally connecting and delivering the government programs and services to mobilize the capability of information technology across government departments. Today, every nation wants to be fully digitized and this programme strives to provide equal benefit to the user and service provider. Hence, an attempt has been made in this paper to understand Digital India – as a campaign where technologies and connectivity will come together to make an impact on all aspects of governance and improve the quality of life of citizens. The aim of the research is to study digital India Programme and its objectives to explore its advantages, scope and challenges in the digitalization. This study highlights the necessity for developing positive attitude towards the digital India among the people so that they can keep themselves abreast of the latest technologies and adopt it as a positive step for development.

**Keywords:** Digital India

### Introduction

India is an emerging country in the field of digitalization. Digitalization and technology become part of each and everyone's life. In the field of education digitalization and technology is also plays very vital role. The programme contains tasks that target to make sure that govt. services are available to people digitally and people get advantage of the recent information and connections technological innovation. Gandhi ji felt that 'India resides in its villages,' and technology will help the villages to grow and prosper. Digital libraries, online magazines, e-books can be made available for free which will further help in knowledge sharing. PM Modi rightly said in his speech in San Jose, 'I see technology as a means to empower and as a tool that bridges the distance between hope and opportunity. Social media is reducing social barriers. It connects people on the strength of human values, not identities.' Technology is a bridge indeed, a bridge that connects the hope that India's villages will be educated and aware to the opportunity of internet and access to information from across the world. Digital India is not just an initiative but a need for this country, where majority of population still does not have access to the world of internet. The Digital India initiative seeks to lay emphasis on e-Governance and transform India into a digitally empowered society. It is to ensure that

government services are available to citizens electronically. Digital India also aims to transform ease of doing business in the country. The Department of Electronics and Information Technology anticipates that this program will have a huge impact on the Ministry of Communication and IT. The program is projected at Rs. 1, 13,000 crore which will prepare the country for knowledge-based transformation. It will focus on providing high speed internet services to its citizens and make services available in real time for both online and mobile platform. Modi's government is focusing on providing broadband services in all villages of the country, telemedicine and mobile healthcare services and making the governance more participative. The growth of new technologies has transformed the teaching and learning of subjects. The doors have been opened to innovative and stimulating ways of working with ICT's (Information and Communications Technologies) to make teaching and learning more varied and engaging today. The problem of education is far beyond technology. As per the researches done earlier Indian schools are focusing more on K-12 learning and creating a collaborative knowledge creation culture of learning. With internet facility being enjoyed in each sector, education industry is no behind. E-learning plays an important role in handling the issues and problem of teaching today. With hi-tech

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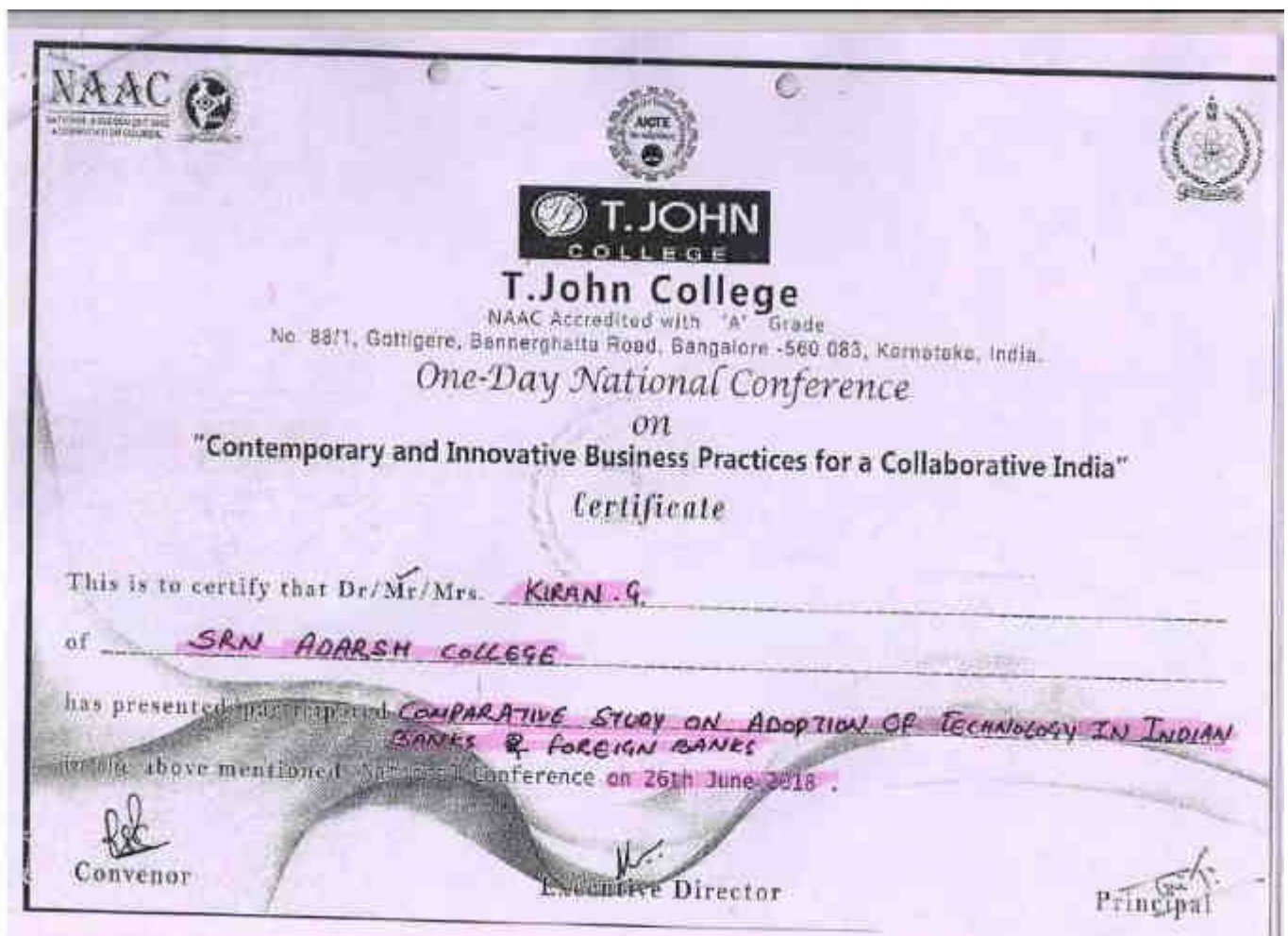


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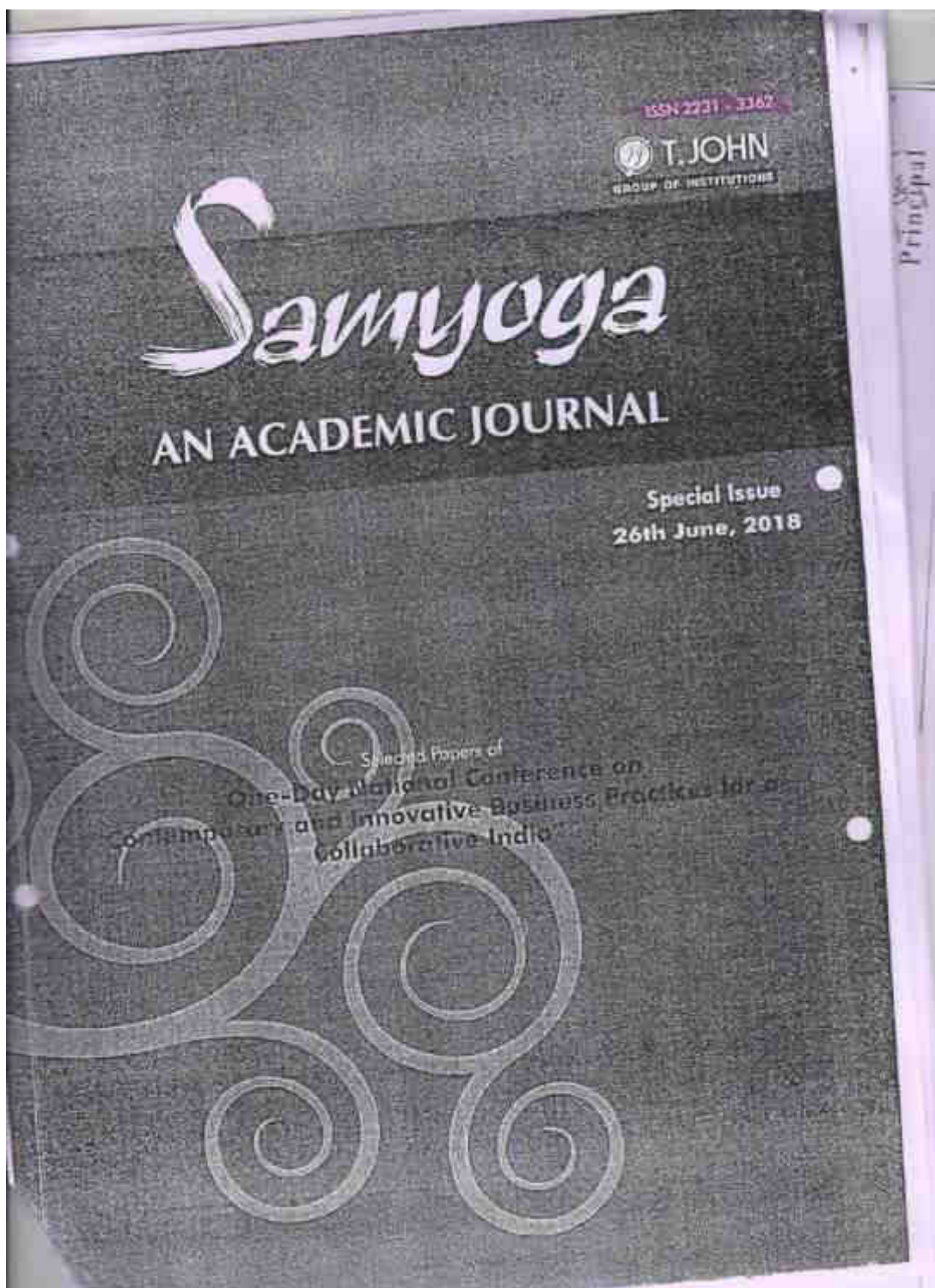


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## A COMPARATIVE STUDY ON ADOPTION OF TECHNOLOGY IN INDIAN BANKS AND FOREIGN BANKS

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### INTRODUCTION

The origin of banking can be traced to ancient times, starting with rudimentary money lending and bartering practices for agricultural and other commodities. But it gained great momentum only after the industrial revolution which commenced in Europe in the 17th century, when Europeans started establishing colonies around the world and the need for credit for trade was felt like never before. Ever since banks started operating, their essential mode of operations remained much the same until late into 20th century. But the arrival of the Internet in the 1990s changed all that. A plethora of possibilities emerged for worldwide commerce, which naturally impacted the functioning of banks as well. Even now, technology evolution shapes the nature and extent of global economic activity and continues to fundamentally alter the global banking landscape.

The story of foreign banks in India goes back to the 19th century when the colonial economy brought with it the need for modern banking services, uniform currency and remittances by British army personnel and civil servants. The earliest banking institutions, joint stock banks, agency houses and the presidency banks, established by the merchants during the East India Company regime largely catered to this growing need. While the agency houses and joint stock banks largely failed and disappeared, the three presidency banks would later merge to form the State Bank of India, India's largest lender. British owned and controlled, these early banks may be considered India's first "foreign banks". It was decades after their establishment that the first bank owned and controlled by Indians, the Allahabad Bank, would be established. The opening of the Suez Canal in 1869, shift in the balance of global east west trade



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Paper submission for One Day National Conference in Languages at Sri Bhagawan Mahaveer Jain First Grade College, Kolar Gold Fields, held on a February 30, 2019.



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## CONTEMPORARY INDIAN POETRY IN ENGLISH

### Abstract:

This paper deals with the contemporary Indian poetry in English. From the very beginning of human species, literature existed side by side. Human life, in the form of human passions, feelings, love, sufferings and human history existed in the literatures. Human legends started with the very Stone Age, recorded in the stone scripts. It was a human need to communicate the past to the future generations. Poetry, as an art form, has been for many centuries praised, contemplated and has continued to affect man. Man has used poetry to express love and grief, birth and death, innocence and guilt, heaven and hell in a more effective way. In order to achieve such a way of expression the poet does not have any other material at his disposal except language. However in poetry, this language itself turns out to be the goal of the poet rather than only an instrument for communication. Hence his way of expressing ideas and emotions summarizes the poet's craftsmanship and creativity. What the poet does is that he/she illustrates and exemplifies how language can be used to achieve the most effective way of expression. Poems deal with universal themes such as love and hate, birth and death, innocence and guilt, heaven and hell, which are familiar to all readers. As the time has elapsed the way of writing poetry also has changed. For this reason, believing in the importance of literature and the



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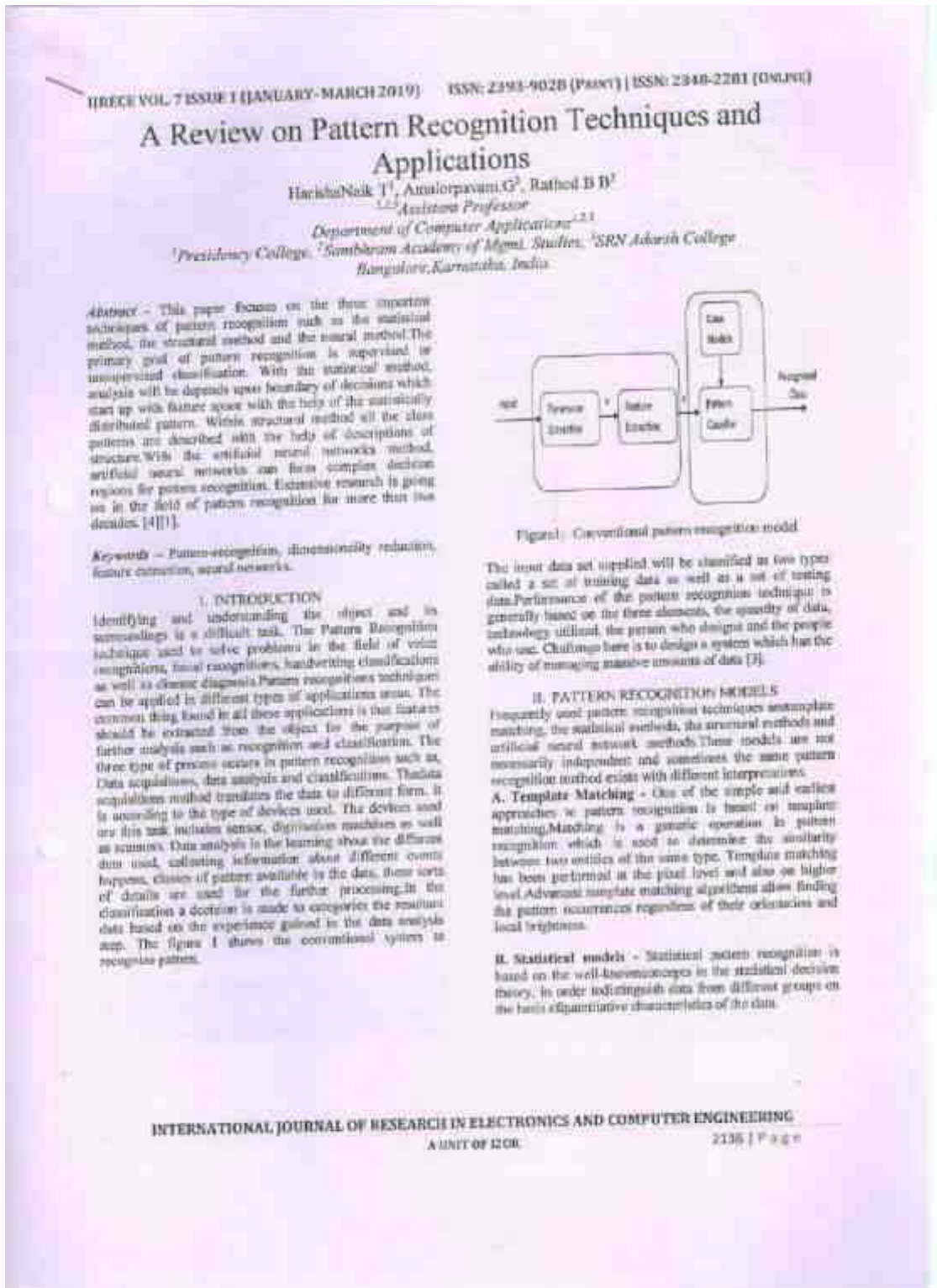
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## A Review on Pattern Recognition Techniques and Applications

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**Abstract** - This paper focuses on the three important techniques of pattern recognition such as the statistical method, the structural method and the neural method. The primary goal of pattern recognition is supervised or unsupervised classification. With the statistical method, analysis will be depends upon boundary of decision which start up with feature space with the help of the statistically distributed pattern. Within structural method all the class patterns are described with the help of descriptions of structure. With the artificial neural networks method, artificial neural networks can learn complex decision regions for pattern recognition. Extensive research is going on in the field of pattern recognition for more than two decades [4][1].

**Keywords** - Pattern-recognition, dimensionality reduction, feature extraction, neural networks.

### 1. INTRODUCTION

Identifying and understanding the object and its surroundings is a difficult task. The Pattern Recognition technique used to solve problems in the field of voice recognition, facial recognition, handwriting classification as well as disease diagnosis. Pattern recognition techniques can be applied in different types of applications areas. The common thing found in all these applications is that features should be extracted from the object for the purpose of further analysis such as recognition and classification. The three type of process occurs in pattern recognition such as, Data acquisition, data analysis and classification. The data acquisition method translates the data to different form. It is according to the type of devices used. The devices used are this task includes sensor, digitisation machines as well as scanners. Data analysis is the learning about the different data used, collecting information about different events happens, classes of pattern available in the data, from sorts of details we used for the further processing. In the classification a decision is made to categories the resultant data based on the experience gained in the data analysis step. The figure 1 shows the conventional system to recognize pattern.

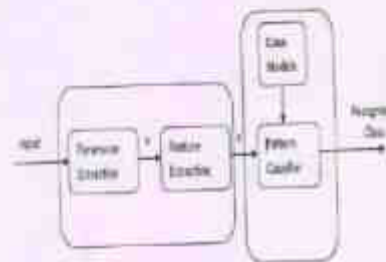


Figure1. Conventional pattern recognition model

The input data set supplied will be classified in two types called a set of training data as well as a set of testing data. Performance of the pattern recognition technique is generally based on the three elements, the quality of data, technology utilized, the person who designs and the people who use. Challenge here is to design a system which has the ability of managing massive amounts of data [3].

### II. PATTERN RECOGNITION MODELS

Frequently used pattern recognition techniques are template matching, the statistical methods, the structural methods and artificial neural network methods. These models are not necessarily independent and sometimes the same pattern recognition method exists with different interpretations.

**A. Template Matching** - One of the simple and earliest approaches to pattern recognition is based on template matching. Matching is a generic operation in pattern recognition which is used to determine the similarity between two entities of the same type. Template matching has been performed at the pixel level and also on higher level. Advanced template matching algorithms allow finding the pattern occurrences regardless of their orientations and local brightness.

**B. Statistical models** - Statistical pattern recognition is based on the well-known concepts in the statistical decision theory. In order to distinguish data from different groups on the basis of quantitative characteristics of the data.



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## A STUDY ON IMPACT OF SELF HELP GROUP -BANK LINKAGE PROGRAMME ON SAVINGS AND INCOME AND POVERTY ALLEVIATION WITH SPECIAL REFERENCE TUMKUR DISTRICT

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Head, Dept. of Post Graduate Studies,  
Sree Siddaganga College of Arts & Commerce,  
Tumkur, Karnataka.

**Rakesh Nadig H S**  
Research Scholar, R&D Centre, Bharthiar University  
Head, PG Department of Commerce, SRN Adarsh College, Bengaluru

### ABSTRACT

*In developing countries like India and other countries poverty and unemployment are the main problems. In recent days many SHGs are playing as a effective tool for alleviation of poverty. A growing number of poor people among them mostly are women. In India even today 26.1 of total population live below poverty line. In India many SHGs are linked to banks for delivery of micro credit to Self Help Group members. In 1976, prof. Mohammed Yunus of Bangladesh started Women's groups in Bangladesh and developed thrift and savings among the poorest. The main aim of this paper is to study the role of SKDRDP in the upliftment of poor of rural area of Tumkur. This study is on the basis of primary as well as secondary data. Primary data is collected by discussion, schedule and personal interview through providing questionnaires to samples of 50 rural women's of SKDRDP. Secondary data is through annual reports from the Government bodies like Reserve Bank of India, NABARD, research papers in journals and magazines. SKDRDP as a NGO as started many programmes in order to empower the women of rural area. In Karnataka SKDRDP is playing a very important role especially in rural areas of this state. It is observed that many people are joined this group and that it has linkage with bank and availing loan at low interest rates and this made success of SKDRDP.*

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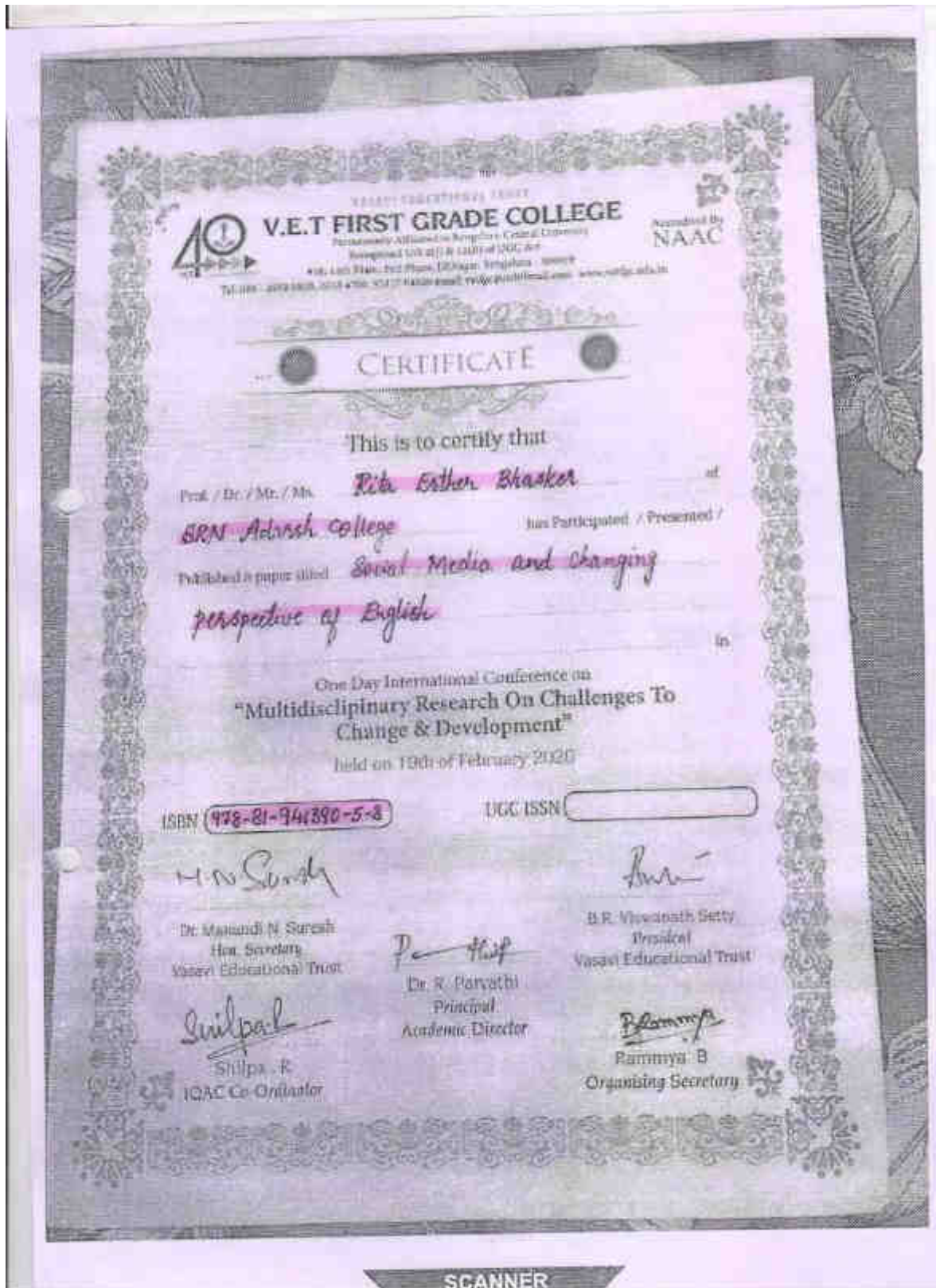
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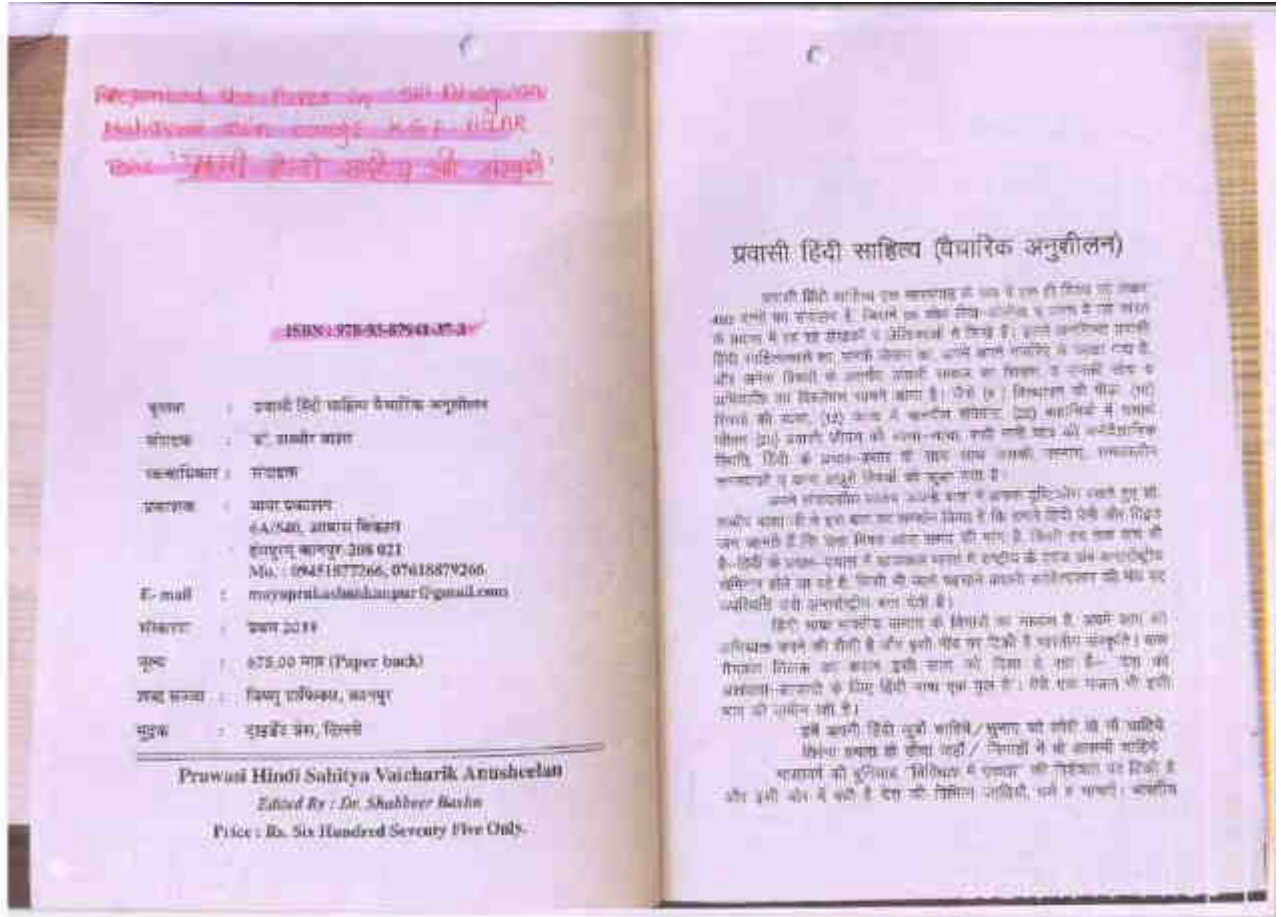
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## A Review on Pattern Recognition Techniques and Applications

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<sup>1,2</sup>Assistant Professor

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<sup>1</sup>Presidency College, <sup>2</sup>Sambiram Academy of Ignti Studies, <sup>3</sup>SRI Adarsh College, Bangalore, Karnataka, India.

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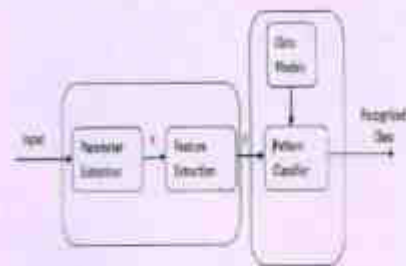


Figure1: Conventional pattern recognition model

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**B. Statistical models** - Statistical pattern recognition is based on the well-known concepts in the statistical decision theory, in order to distinguish data from different groups on the basis of quantitative characteristics of the data.

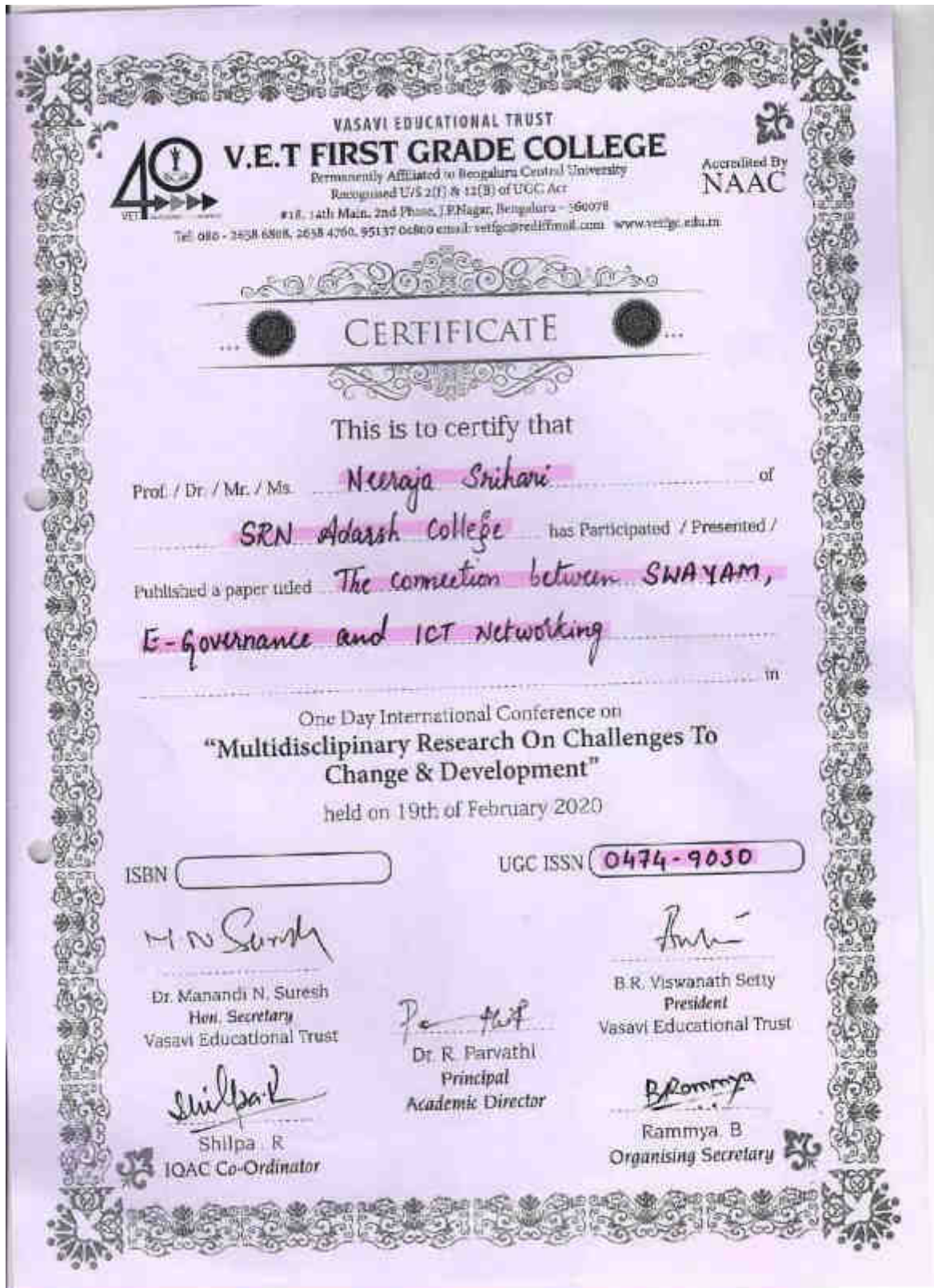


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### A Study on Impact of Self Help Group –Bank Linkage Programme in the Upliftment of Poor with Special Reference to SKDRDP, Harohalli Region, Ramnagara District

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#### Abstract

*In developing countries like India and other countries poverty and unemployment are the main problems. In recent days many SHGs are playing as a effective tool for alleviation of poverty. . A growing number of poor people among them mostly are women. In India even today 26.1 of total population live below poverty line. In India many SHGs are linked to banks for delivery of micro-credits to Self Help Group members. In 1976, prof. Muhammed Yunus of Bangladesh started Women's groups in Bangladesh and developed thrift and savings among the poorest. The main aim of this paper is to study the role of SKDRDP in the upliftment of poor of rural area of Harohalli region of Ramnagara District. This study is on the basis of primary as well as secondary data. Primary data is collected by discussion, schedule and personal interview through providing questionnaires to samples of 30 rural women's of SKDRDP. Secondary data is through annual reports from the Government bodies like Reserve Bank of India, NABARD, research papers in journals and magazines. SKDRDP as a NGO as started many programs in order to empower the women of rural area. In Karnataka SKDRDP is playing a very important*





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IRJMSH Vol 10 Issue 7 [Year 2019] ISSN 2277 - 9809 [Online] 2348-9359 [Print]

## A Study on the Consumer Satisfaction towards E-Payment with Special Reference to Tumkur, Karnataka

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### Abstract

E-payment has becoming an efficient means of payment in today's trade world. . This is due to its competence, suitability and appropriateness. India has lagged behind in adopting other technologies but joined other countries in digital payment revolution especially in the financial sector. E-payment is a updated system of making payments using electronic network. E-payment are made through payer bank to payee by using security features. After demonetization role of digital payments has considerably enhanced. E-payments have become a parallel system of payment along with traditional system of payment. Digital India initiatives supporting the electronic payment system and there is a need to build solid infrastructure for digitalization. This paper attempts to understand the meaning and satisfaction level of customer towards e-payment.

**Key Words:** E-Payment, Consumer Satisfaction, Digitization

### INTRODUCTION

Information and communication technologies growth is persuading the people and supporting the achievements of human society as a whole. Achievements of human society are supported by available huge amount of information and awareness about the usage of various, facilities. Digitization has broken the traditional boundaries of society and provided creative dynamic wings for the growth of business. Digital revolution is enabling people to lead life with ease and to make convenient financial transactions.

Banks are eagerly adopted the e-payment system as a method of financial transactions and created a tool of convenient monetary transactions. E-payment one the prominent pillars of e-commerce and became a part and parcel of system of e-commerce. Efficient implementation of

International Research Journal of Management Sociology & Humanity ( IRJMSH ) Page 227  
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<p>All Roads lead to Science Fiction</p>  <p><b>Bangalore University</b> (Jnanabharathi campus, Bangalore-560056, Karnataka, India)</p> <p>&amp;</p> <p><b>Indian Association for Science Fiction Studies @</b> (Registered Office: A 107, DS-MAX Signature, Devanagar, Bangalore, Karnataka State -560094, India)</p> <p><i>Organize the</i></p> <p><b>19<sup>th</sup> Annual/5<sup>th</sup> International Science Fiction Conference 2020 (ISFC-2020)</b> (Virtual)</p> <p><i>For all Domains of Science, Engineering and Humanities</i></p> <p><b>December 7, 8 &amp; 9, 2020</b> Bengaluru, Karnataka, India</p> <p><i>Brochure Version 3.0</i></p> <p>1   Page</p>	<p>All Roads lead to Science Fiction</p> <p><b>Eligibility:</b> Open to Students (Ph.D./ PG/ UG), Faculty members, Industrialists, Film field professionals; Media persons; Advocates; farmers; Software engineers; Homemakers; Writers; Business people and others who are all above the age 18 years. It is not mandatory for everyone to present papers. One can also participate in the event as an observer.</p> <p><b>About the Conference:</b> The entire humanity is disturbed by the coronavirus pandemic this year. Everyone is looking for a light - a breakthrough - to restore the former glory. The conference aspires to bring back hope and optimism which are the mantras of Science Fiction.</p> <p>The conference aims to bring together people from all walks of life through this event.</p> <p>Conference vision is to provide a platform for the presentation of scholarly papers and creative writing, which will be spread across various disciplines. Interactions with the eminent personalities who would be delivering special lectures, panel discussions, book releases, and other activities will provide a fresh perspective on the present and future possibilities.</p> <p>2   Page</p>	<p>All Roads lead to Science Fiction</p> <p><b>Themes in Science Fiction :</b></p> <ol style="list-style-type: none"> <li>1. Science Fiction</li> <li>2. Future Science and Engineering</li> <li>3. Fictions of Future Technology</li> <li>4. Fictions on Physical and Chemical Sciences</li> <li>5. Fictions on Life (Biological) sciences</li> <li>6. Fictions on Earth/Marine sciences</li> <li>7. Fictions on Astrophysics</li> <li>8. Fictions of Humanities</li> <li>9. Fictions of Literature &amp; Language</li> <li>10. Future of Library and Information Science</li> <li>11. Fiction of Economic and Commerce</li> <li>12. Fiction on Law &amp; Education</li> <li>13. Social Science Fiction</li> <li>14. British Science Fiction</li> <li>15. Western Science Fiction</li> <li>16. Indian Science Fiction in Vernacular Languages</li> <li>17. Future Shocks and Plausible world</li> <li>18. Science Fiction on Natural Phenomena</li> <li>19. Myth, Utopia and Fantasy in Science Fiction</li> <li>20. Portrayal of women in Science Fiction</li> <li>21. Space, Time, Alien, Robot and Artificial Intelligence</li> <li>22. Crime, Big Data, Future Cities</li> <li>23. Human relationship in the Future</li> <li>24. Man-Machine Symbiosis.</li> </ol> <p>3   Page</p>
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Sl. No.	Code	Course	Faculty Name	Project/Assignment/Mini-Project/Case Study/Report/Poster/Workshop/Quiz/Exam/Assignment	Attended/Not Attended/Response/Not Responded	Remarks
19-01	08-1	Mathematics	Dr. Srinivas C. S.	Project on Mathematical Modelling of Population Growth	Attended	
19-02	08-2	Statistics	Dr. Srinivas C. S.	Project on Performance Analysis of Cricket Team	Attended	
19-03	08-3	Computer	Dr. Srinivas C. S.	Project on Data Mining and Classification	Attended	
19-04	08-4	Chemistry	Dr. Srinivas C. S.	Project on Synthesis and Characterization of Polymers	Attended	
19-05	08-5	Physics	Dr. Srinivas C. S.	Project on Study of Diffraction of Light	Attended	
19-06	08-6	Biology	Dr. Srinivas C. S.	Project on Study of Microorganisms	Attended	
19-07	08-7	Mathematics	Dr. Srinivas C. S.	Project on Study of Probability Distributions	Attended	
19-08	08-8	Statistics	Dr. Srinivas C. S.	Project on Study of Statistical Inference	Attended	
19-09	08-9	Computer	Dr. Srinivas C. S.	Project on Study of Data Structures	Attended	
19-10	08-10	Chemistry	Dr. Srinivas C. S.	Project on Study of Chemical Reactions	Attended	
19-11	08-11	Physics	Dr. Srinivas C. S.	Project on Study of Optics	Attended	
19-12	08-12	Biology	Dr. Srinivas C. S.	Project on Study of Cell Structure	Attended	
19-13	08-13	Mathematics	Dr. Srinivas C. S.	Project on Study of Calculus	Attended	
19-14	08-14	Statistics	Dr. Srinivas C. S.	Project on Study of Regression Analysis	Attended	
19-15	08-15	Computer	Dr. Srinivas C. S.	Project on Study of Algorithms	Attended	
19-16	08-16	Chemistry	Dr. Srinivas C. S.	Project on Study of Organic Chemistry	Attended	
19-17	08-17	Physics	Dr. Srinivas C. S.	Project on Study of Mechanics	Attended	
19-18	08-18	Biology	Dr. Srinivas C. S.	Project on Study of Plant Kingdom	Attended	
19-19	08-19	Mathematics	Dr. Srinivas C. S.	Project on Study of Set Theory	Attended	
19-20	08-20	Statistics	Dr. Srinivas C. S.	Project on Study of Hypothesis Testing	Attended	
19-21	08-21	Computer	Dr. Srinivas C. S.	Project on Study of Database Systems	Attended	
19-22	08-22	Chemistry	Dr. Srinivas C. S.	Project on Study of Inorganic Chemistry	Attended	
19-23	08-23	Physics	Dr. Srinivas C. S.	Project on Study of Electromagnetism	Attended	
19-24	08-24	Biology	Dr. Srinivas C. S.	Project on Study of Animal Kingdom	Attended	
19-25	08-25	Mathematics	Dr. Srinivas C. S.	Project on Study of Linear Algebra	Attended	
19-26	08-26	Statistics	Dr. Srinivas C. S.	Project on Study of Quality Control	Attended	
19-27	08-27	Computer	Dr. Srinivas C. S.	Project on Study of Operating Systems	Attended	
19-28	08-28	Chemistry	Dr. Srinivas C. S.	Project on Study of Environmental Chemistry	Attended	
19-29	08-29	Physics	Dr. Srinivas C. S.	Project on Study of Modern Physics	Attended	
19-30	08-30	Biology	Dr. Srinivas C. S.	Project on Study of Biotechnology	Attended	



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## Evaluation of antibacterial potential of 1, 3, bis (benzimidazolyl) benzene and its Copper complex against *Porphyromons gingivalis*

Sakuntala Samuelson<sup>1</sup> and Shubharani R<sup>2</sup>

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<sup>2</sup>Department of Botany, Bangalore University, Bangalore-560056, India

Email: [principal\\_degree@agieducation.org](mailto:principal_degree@agieducation.org)

### ABSTRACT

Benzimidazole is a group of heterocyclic, aromatic and bioactive organic compound, which exhibit a wide spectrum of biological properties and used as pharmaceutical target. In the present study, the antibacterial activity of 1, 3, bis (benzimidazolyl) benzene and a Copper complex of 1,3, bis (benzimidazolyl) benzene were studied for the antibacterial efficacy against pathogenic bacterium *Porphyromons gingivalis*, found in the oral cavity which causes periodontal diseases. This assay was evaluated by Resazurin Microtiter Plate method against the different strains of Gram-negative anaerobic *Porphyromons gingivalis* (*P. gingivalis* 68, *P. gingivalis* 102 and *P. gingivalis* 116). Among the 2 compounds studied, the copper complex of 1,3 benzimidazolylbenzene showed the highest degree of inhibition. The biological properties of benzimidazole may be because they are similar to naturally occurring nucleotides, which allow them to interact freely with biopolymers of living systems. The result of the study may support the Pharmaceuticals with the development of new antimicrobial drugs from the copper complex of 1, 3 benzimidazolyl benzene against periodontal disease.

**Key words:** Benzimidazole, Copper complex, Periodontal disease, *Porphyromons gingivalis*

### 1. INTRODUCTION

N-heterocycles are of considerable importance in view of their presence in several living systems. A well known N- heterocycle, benzimidazole as its 5, 6-dimethyl derivative occurs in vitamin B<sub>12</sub>. The related imidazole is present in a few biological systems like hemoglobin, myoglobin and cytochrome C. Benzimidazole derivatives exhibit antibacterial, veterinary, antelmintic, insecticidal and virucidal activities.<sup>1-4</sup> In view of the above, investigations on the complexing abilities of the nitrogen heterocycles with metal ions have received considerable attention. Benzimidazole is an amphoterie and a moderately strong organic



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Prof. S.C. Sharma  
Director



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विश्वविद्यालय अनुदान आयोग से मान्यता प्राप्त  
NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL  
An Autonomous Institution of the University Grants Commission

Date: 23<sup>rd</sup> July 2020

To,

Dr. Shakuntala Samuelson  
C/O Prof A G Samuelson,  
DQ 08, New Housing Colony,  
Indian Institute of Science,  
Bangalore - 560012

Respected Madam,

Greetings from NAAC.

Our book - Pursuit of Quality in Higher Education is released by Sri Prahlad Jeshiji, Honorable Minister for Parliamentary Affairs, Coal and Mines on 16-7-2020, during his webinar talk on - "Higher Education with special emphasis during COVID 19"

There are 28 authors contributed articles for this book -Pursuit of quality in higher education which is dedicated to 25 years of the Accomplished Journey in Commemorating the Silver Jubilee Year of NAAC. I am proud to say that you are one among them.

I am here by sending the complimentary book to you, and thank you profoundly for sparing your precious time in writing an article for this book.

Expecting your kind co-operation in future, for such academic endeavour.

With warm regards,

Yours sincerely,

(S.C. Sharma)  
Director, NAAC

Encl: As above



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DEPT. OF UG C & M & PG COMMERCE

## Certificate

This is to Certify that Mr/Ms/Dr. VEENA V SAVEKAR  
From SRIN ADARSH COLLEGE has Presented the Research Paper  
Titled DIGITAL MARKETING AS A TOOL FOR EFFECTIVE ADVERTISEMENT  
In ICON 2021 Virtual International Conference On "New Order & Its Implications on Business Dynamics" held on 1<sup>st</sup> & 2<sup>nd</sup> July 2021.

  
Dr. K B Pundreeka Vitale  
Conference Convener

  
Ms. Aisha Bannu  
HEAD, UG & PG Commerce

  
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Principal



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## PAPER PRESENTATION

**TOPIC: DIGITAL MARKETING AS A TOOL FOR EFFECTIVE ADVERTISEMENT**

**AUTHOR: VEENA V SAVEKAR, ASSISTANT PROFESSOR, SRN ADARSH COLLEGE**

**CO-AUTHOR: CHIANDANA M, ASSISTANT PROFESSOR, SRN ADARSH COLLEGE**

### ABSTRACT

The recent trends in marketing allow the business to reach potential customers by fulfilling their needs at the right time. In this competitive business world, the traditional modes are not sufficient and fast enough to reach the consumers. We experience a radical change due to digitalization. Digital marketing has a lot of benefits to many companies. Digital marketing is a strategy of using digital communication media. The speed with which the digital media transmits information and helps the companies to boost their business is amazing. Digital marketing benefits to various companies with different forms such as Content Marketing, Social Media Marketing, Campaign Marketing, Search Engine Optimization, Social Media Optimization, E-mail Directing Marketing, Display Advertising, etc. This paper helps in viewing the trends in marketing. The paper is based on secondary data. The information is collected from extent literature, articles, newspaper, and websites.

The consumers are browsing more on internet to find the best deal from the producers. Now-a-days, people are more connected through Facebook, Whatsapp, Instagram, etc. Various new opportunities are increased for the digital marketers through various digital modes to attract the customers. This paper mainly studies the history & development of digital marketing; significance; difference, traditionship and contact between digital and traditional marketing/advertising; and to know which social media sites a company's target market utilizes.

**Keywords: Digital Marketing, SEO Internet marketing, Digitalization.**



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## A STUDY OF WOMEN WORKERS IN AN UNORGANIZED SECTOR

KIRANG

SRM ADARSH COLLEGE,

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### Abstract

A vast majority of India's labour force is in unorganized sector. In the absence of economic opportunities in their own states, many workers migrate across the other states of India to seek employment. Construction industry depends almost entirely on migrant workers, majority of which are women. The main object of this paper is to shed light on the socio-economic problems being faced by a section of the women workers in all industry. These women workers have a very tough life. In spite of being actively involved in economic activities for survival, bearing and rearing of children remain their prime responsibility, and thus they end up with playing roles in both production and reproduction.

**Key Words:** Women workers, women problems, survival, responsibilities of women.

### Introduction

India is known for its great geographical spread and magnitude of its population. India has population of 1.2 billion as of Oct 22, 2015 in which women constitute nearly half of the population. They play a vital role in rural and urban economy. Yet, the economic statuses are shown comparatively lower than male. As far as social status is concerned they have more responsibilities compare to men particularly those women's who are working in the unorganized sector, but still bounded to take decision for performing their responsibilities and duties in society. The paradoxical situation arises as such when somewhere women are praised as goddess and at the sometime treated as slave.

Women had faced many difficulties during post Vedic and epic ages. Women's in India are always dependent on male members of family, they are not allow to speak in front of elders or in laws. She was always been made responsible for every mistake. Now, from early twenty century their status have been improved a little. After independence of India constitutional makes and national leaders strongly abolished some act and initiated new act for equal social status. As a result today position of women has occupied in every field with respectable position. Yet, they have not absolutely free from some discrimination and harassment of society.

### Review of literature

**Dhruvha Hazarika (2011)** studied that at post Vedic and epic ages, where women are treated as slaves. After independence of India, the National leaders strongly demanded equal social position of women with men. Paper was Analyzed and prepared with objective to know the status of Indian women and reasons for empowerment of women. Study concluded that empowerment is only possible if women come forward to help and make self empowered to them.

**R.Rajesh kumar and Dr.R.Rajendran (2014)**

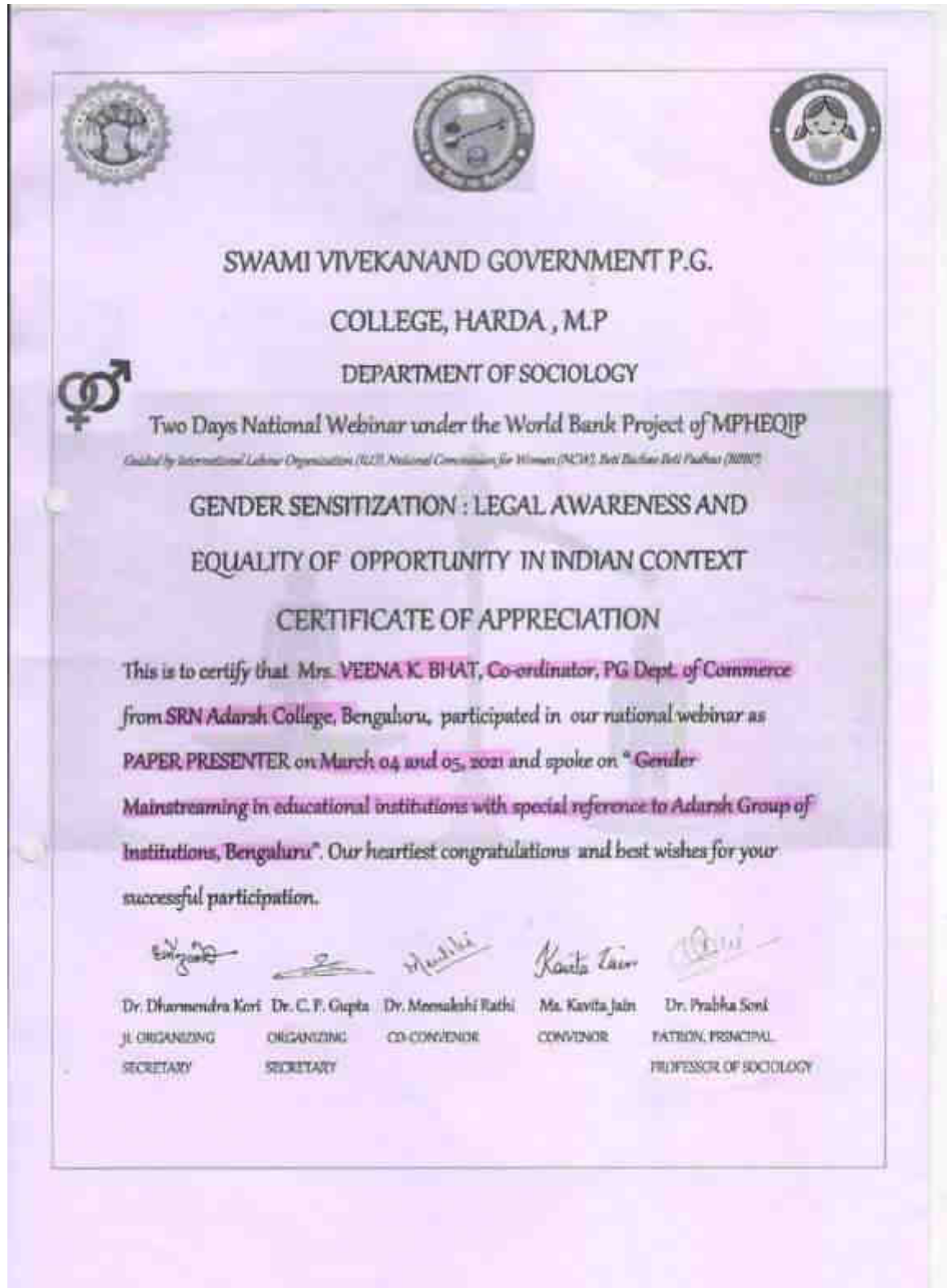


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**Gender Mainstreaming in educational institutions: With special reference to ADARSH GROUP OF INSTITUTIONS, Bengaluru.**

**Mrs. Yeena K., Coordinator, PG Dept. of Commerce**

SRN Adarsh College, Chamarajpet, Bengaluru - 18

Email: [yeenakbhat@rediffmail.com](mailto:yeenakbhat@rediffmail.com)

9343416355

### **Abstract**

Gender mainstreaming is an approach to policy-making that considers both women's and men's interests and concerns. Gender mainstreaming means integrating a gender equality perspective at all stages and levels of policies, programmes and projects. Gender mainstreaming was established as a major global strategy for the promotion of gender equality in the Beijing Platform for Action from the Fourth United Nations World Conference on Women in Beijing in 1995 (United Nations, 2002). Women and men have different needs and living conditions and circumstances, including unequal access to and control over power, resources, human rights, and institutions, including the justice system. Education is a process through which society creates the kind of individuals we wish to see in the world. Hence, it is imperative that school curriculum lays strong emphasis on inculcating values of equality, inclusivity, and diversity, all of which are essential for building a healthy society. While egalitarian gender roles may not be present at home, the school can become a space of transformation where children, especially those hailing from disadvantaged backgrounds, learn to question gender roles, identify areas of gendered discrimination, and work towards changing them. The ultimate goal is to achieve gender equality. Gender equality issues need to be mainstreamed at all stages of policy making or project programming, but it is especially important to take it into account at the planning stage, when the problems, concerns and needs of the beneficiaries are identified and the ways to address them are defined. The ultimate goal of gender mainstreaming is thus the transformation of unequal social and institutional structures into equal and just structures for both men and women. Gender mainstreaming in education refers to the incorporation of sociocultural contents included in the curriculum, contributing to form a responsible citizen through the teaching of values, ideas and decision making. In this paper, the author tries to explain the gender equality needs in the education sector and also the ways and techniques in which gender mainstreaming is implemented in the educational institutions with a special reference to Adarsh Group of Institutions, Bengaluru, Karnataka.



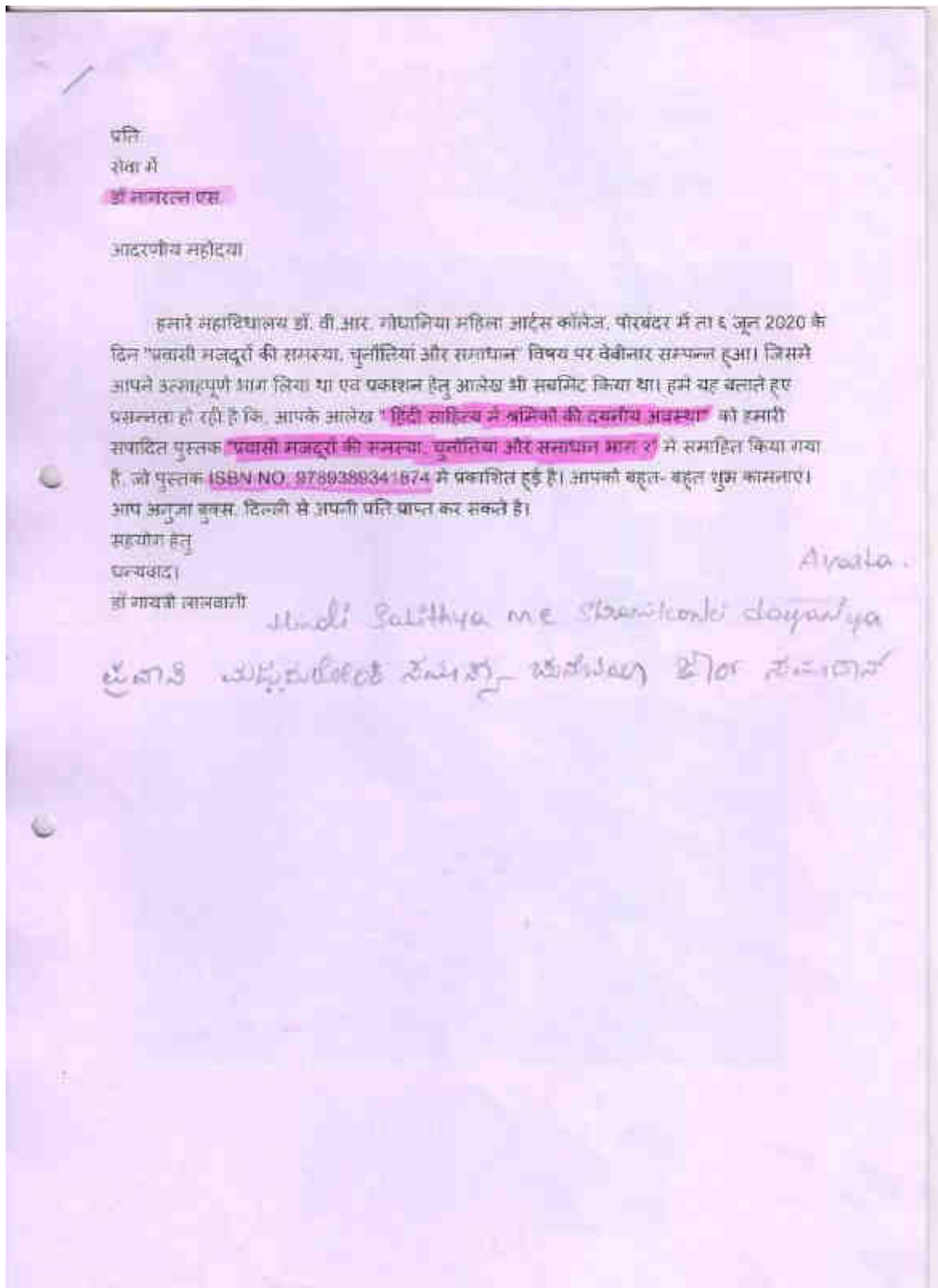
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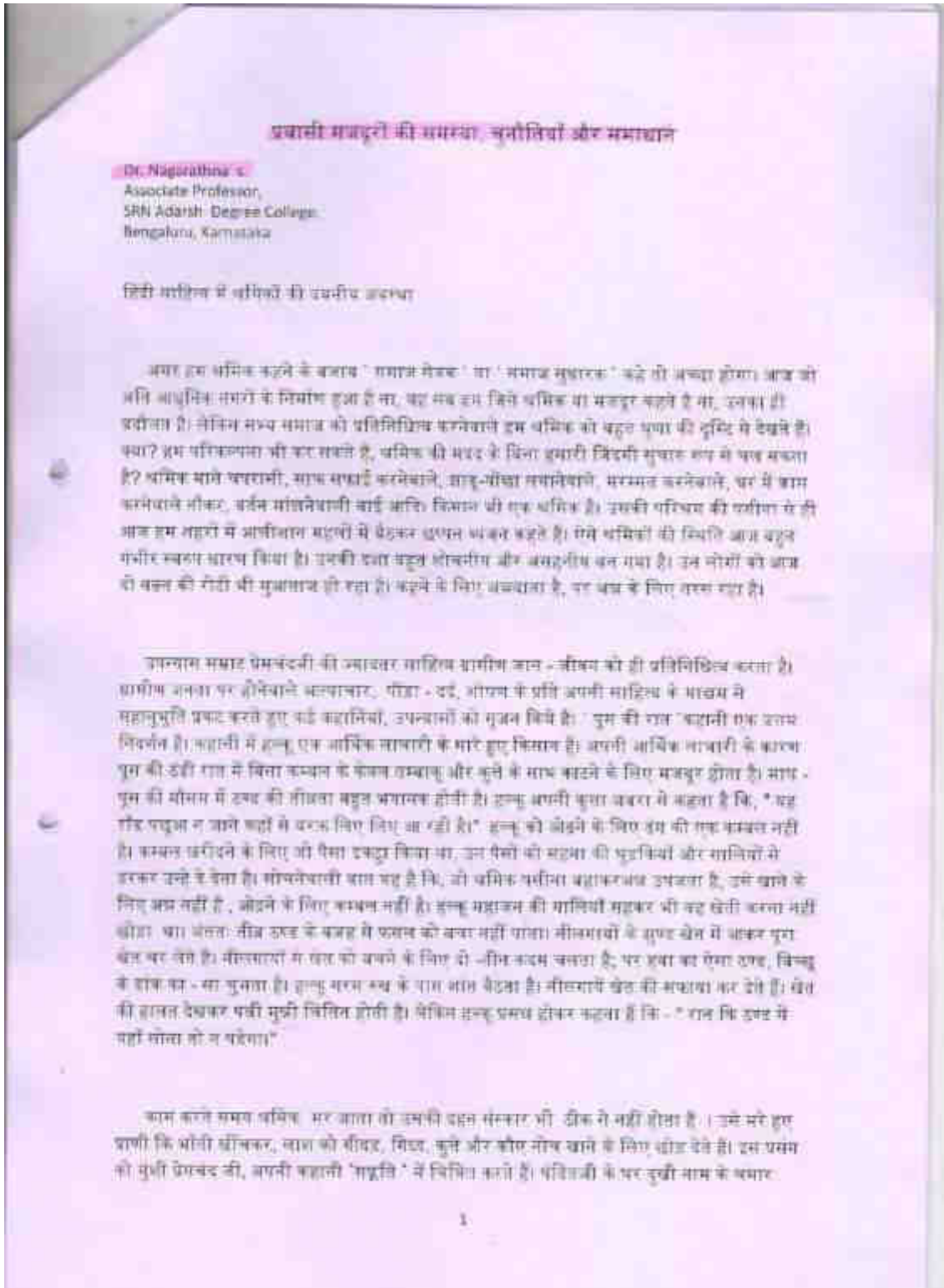
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### हिंदी नाटकों में स्त्री विमर्श

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#### सुनिश्चिता

उत्कृष्ट विषय के बारे में शंकर शेष के नाटकों में विविध स्त्री के बारे में विचार किया गया है। अशुभलास युग की स्त्री के सम्बन्ध में कहला ही तो सोडा सावधानी बरतनी पड़ती है। युग प्रदान समाज में उपेक्षा और धृता के दृष्टि में देखनेवाली महिला, आज युग के कदों में धर्म विनोद सभी क्षेत्रों में अपनी एक छवि डाल रही है। अपनी अस्मित्व, अयोग्यता - समाज के लिए निरंतर संघर्ष कर रही है। अधर्म की बात यह है कि स्त्री में ही उपेक्षा होती है यह बहुत दुःख की बात है। युगों में स्त्री का नाम से बचने के लिए राखी हुए एक धनु में लड़ाई नहीं मारते हैं। उस धनु को धरीकर उदार करने के लिए एक युग स्त्री उपभोक्ता ही पाठिका। क्योंकि यह समाज का पीढ़ी है। अगर कोई हम पीढ़ी को तोड़ने की कोशिश की तो उसे विनोद महिला की साधन लग्य रहे हैं।

#### शंकर शेष जी के नाटकों में विविध स्त्री विमर्श

शंकर शेष जी के नाटकों में कई स्त्री पात्रों को देखते हैं। शेष जी के सभी नाटकों में से कुछ नाटकों को 'स्त्री - युग - संघर्ष' के रूप में उल्लेख कर - समाज में विभाजित किया गया है। उनमें से बड़े तीन नाटकों को निम्न पाया है। शेष जी के नाटकों में जानेवाले स्त्री पात्रों के बारे में विवेचना करते हैं तो विचारण एक क्षण अचरज से पड़ते हैं।

शेष जी के नाटकों में जानेवाली स्त्री पात्र अपने घर होनेवाली शोषण की सहती नहीं है। बलिष्ठ अटक उठती है। युग समाज में परिशोध लेने की प्रतिष्ठा करती है। उन्ने हन शेष जी के 'कोमल सांधार' नाटक में देख सकते हैं। जब शोषण विरोध धुराण के अक्षेपन के बारे में सांधारी से जुड़ावा है। जब सांधारी को शोषण विरोध की कृतीति के बारे में पता चलता है तो सांधारी अटक उठती है। अपने से बाहर हो कर दासी से कहती है कि,

सांधारी "अब क्या, ये लोग क्यासे कर रहे हैं स्त्री? दरिद्रता मुझ पर अत्याच करने का इन्ने एक वैश्विक अधिपत प्राप्त है। एक एक बाल के हैं - बिरा पिला, शोषण और चरों तक कि वेग वाली पति धुराण की मैं इस धरणा को जो शेष जी कहती है, दासी इन्ने अक्षेप कर सकती है कि स्त्री पर अत्याच करने का वैश्विक अधिपत इन्ने प्राप्त नहीं है। इन सबको अपने अक्षेप की साथ में जो कहा ही सकती है,..... ये लोग जब समय में, स्त्री एक दासी जमीन नहीं है किने जगदी में रीर कर क्षिति में जिहा का सके धुराण की अपने इस अत्याच को रीरत चुकती ही होती है।"

शोषण के लिए धुराण और सांधारी की विवाह मात्र 'दो शरीर और एक शरीर' है, और युगों की बारे में उन्ने के लिए 'राज्य में जन्मे एक शरीर' की अपेक्षा रखते हैं। राजनीति के इस कृतीति पता चलते ही सांधारी



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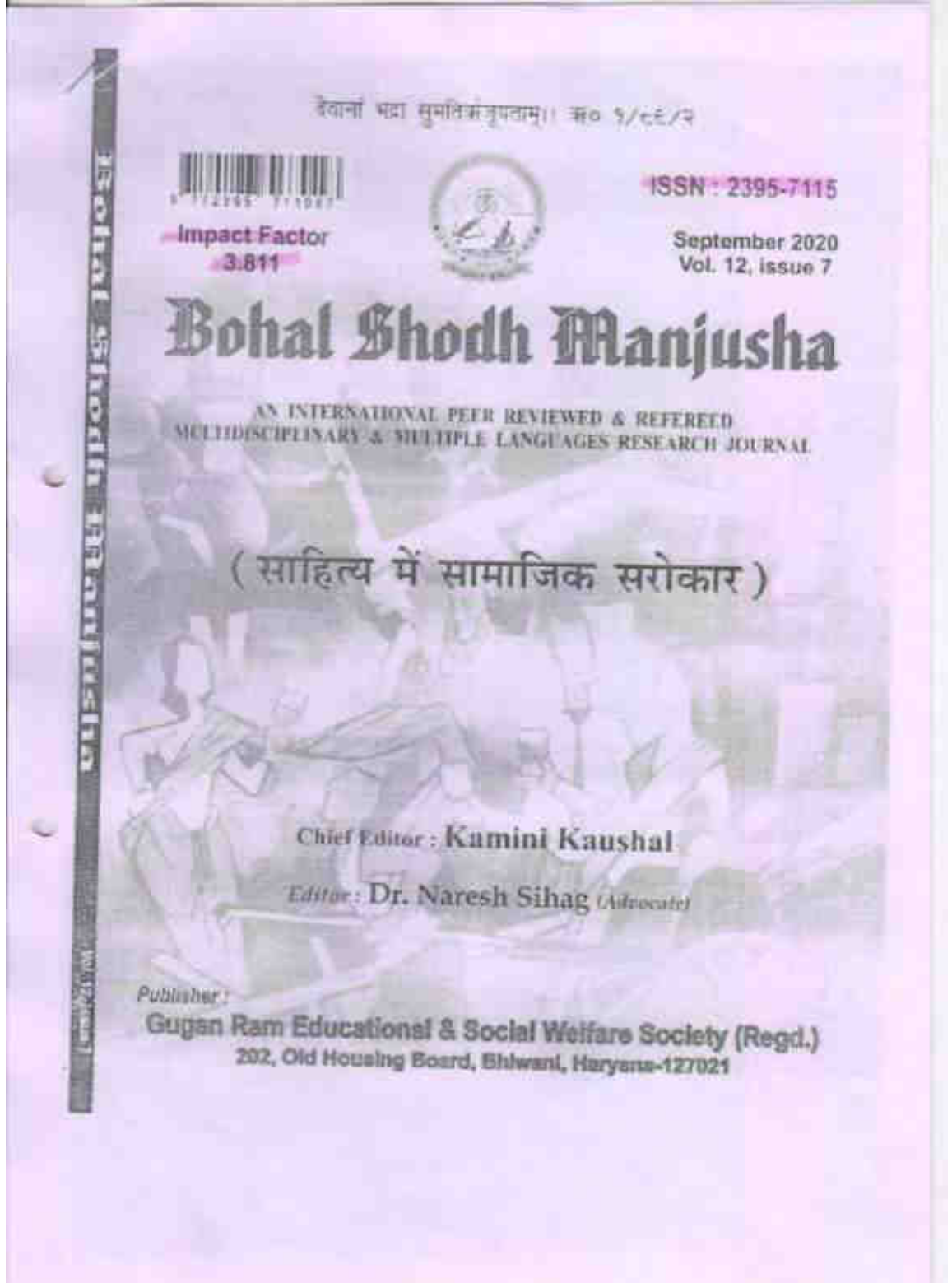
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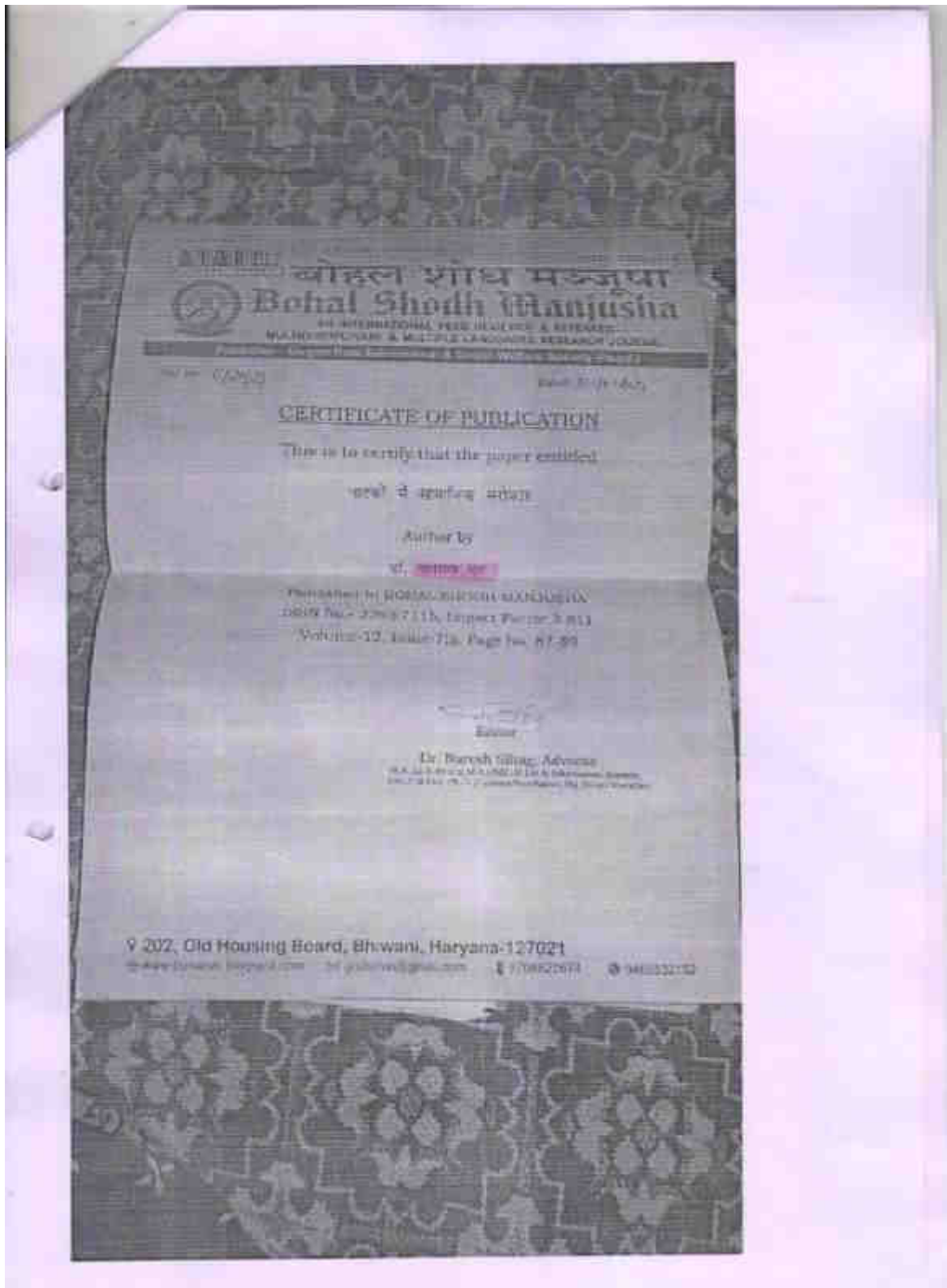


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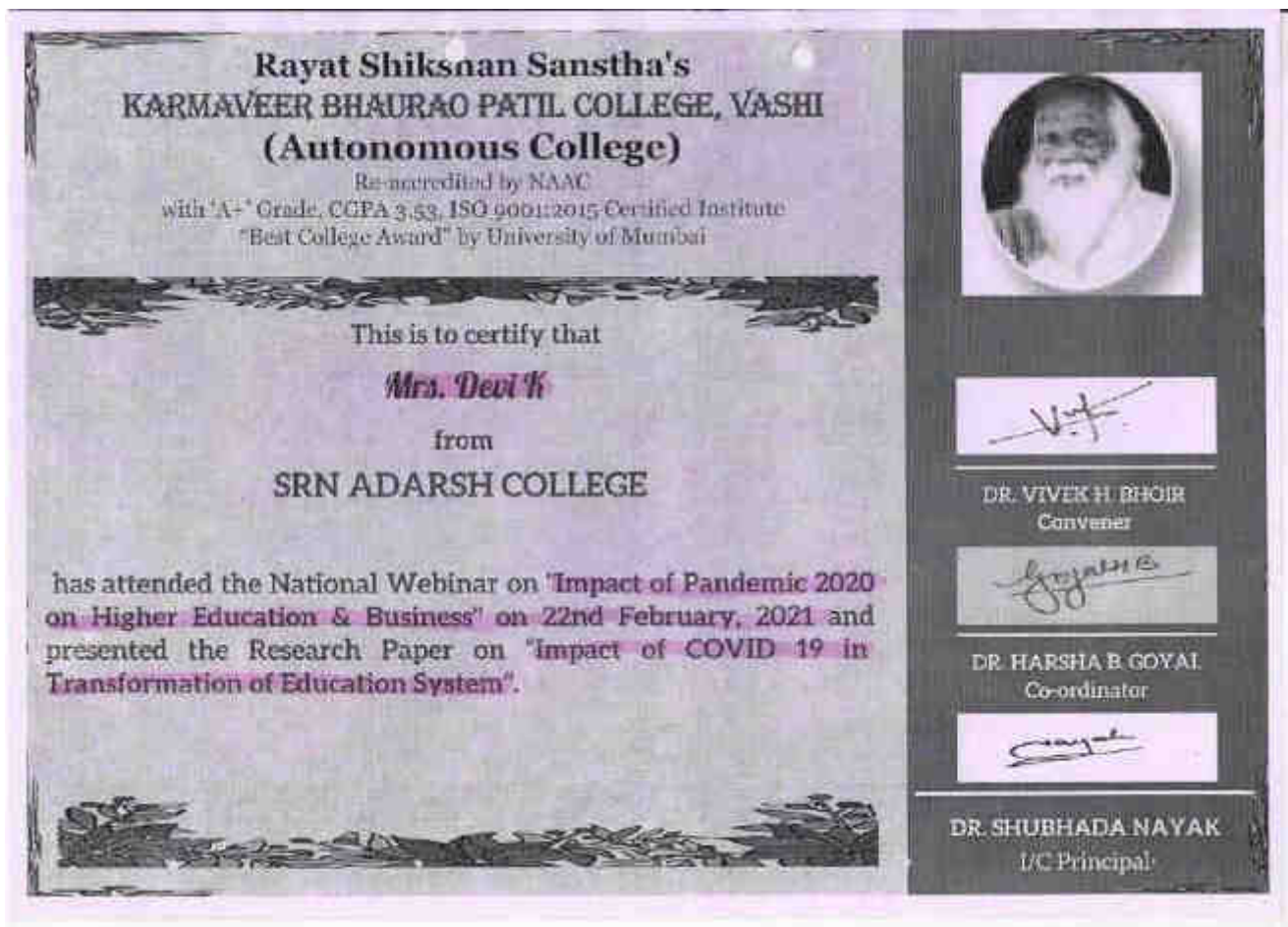


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## Need for Virtual Education and its effectiveness in Social and Physical Distancing Era

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**ABSTRACT:** The COVID-19 pandemic has led to a dramatic loss of human life worldwide and presents an unparalleled challenge to public health, food systems and the world of work. The pandemic has been affecting the entire society and economy at its core. Only One root available to reduce its spread all over the world is social distancing. In this situation to balance the world and to move on further future providing education and awareness was challenging part, with this downfall, IT/Information Technology brought new economic structure and revolution globally, it is also provided innovative capabilities for online training, development and Education which is required by the educated personnel. Virtual Education is a learning experience that is enhanced through utilizing computers and/or the internet both outside and inside the facilities of the educational organization.

The presence of a Virtual Learning/Online Learning or Distance Learning can alter the dimensions of existing learning and the teaching/coaching relationships in a drastic way. This paper attempts to explore how Institutes/Organizations and their students/Employees benefited and upgraded by the appropriate use of technology in many ways which helped them to learn in virtual environment as compared to traditional method of face-to-face learning. This paper also helps to highlights pros and cons of VE faced by the students.

**Keywords:** Virtual Learning, Virtual education, learning community, COVID-19.

**INTRODUCTION:** Education can become transformative when teachers and students synthesize information across subjects and experiences, the face-to-face classroom is starting to lose its monopoly as the place of learning. The Internet and the World Wide Web have made significant changes to almost all aspects of our lives ranging from a global economy, personal, and professional networks to sources of information, news, and learning. The Internet has made online learning possible, and many researchers and educators are interested in online learning to enhance and improve student learning outcomes while combating the reduction in resources, particularly in higher education.

Educators are able to construct such possibilities by fostering critical learning spaces, in which students are encouraged to increase their capacities of analysis, imagination, critical synthesis, creative expression, self-awareness, and intentionality.

Long before the internet was launched, distance courses were being offered to provide students with education on particular subjects or skills. In the 1840's Isaac Pitman taught his pupils shorthand (stenography) via correspondence. This form of symbolic writing was designed to improve writing speed and was popular amongst secretaries, journalists, and other individuals who



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## Operational Re-structuring in Educational Institutions with the Advent of online pedagogy E-LEARNING

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**ABSTRACT ON E-LEARNING:** The physical classroom learning nowadays is no longer applicable for the current younger generations (Gen Y). Internet and distance learning which is generally known as online education plays a vital role in the country's education system. It is undeniable that online education provides ample of benefits to young learners. Nevertheless, there are also many negative implications from online education. Limited collaborative learning, increase in time and effort are the several negative implications from online education. This study examines the implications of online education among students especially in a private higher learning institution and its effect towards Malaysian national education system. Information has been collected through surveys, interviews and together with secondary data, and were analyzed using SPSS. The studies found that there are various serious issues regarding online education and on its effect on the quality of Malaysian Education System to certain extent. Several problems have been identified and these issues have to be solved in order to sustain the quality of education for future generations. Furthermore, Ministry of Higher Education (MOHE) should formulate a standard policy, monitor closely the implementation of online education, evaluate and review the method used in teaching and upgrade to maintain the quality of online education in private higher education institution.

**Keywords:** Online education, Implication, Quality Education System, Sustainability

**INTRODUCTION:** The physical classroom learning nowadays is no longer applicable for the current younger generations (Gen Y). Internet and distance learning which is generally known as online education plays a vital roles in country's education system. Government also spending a lot of money in communication technology particularly in higher education and this phenomenon has created the potential for online education among higher private education institution. Many private education institutions encouraging their academic staff to use utilize communication technology in teaching and learning activities. This is become trend in private education institutions whereby many of the teaching activities are given through online application web such as Edmodo, Moodle and other applications which available. Moreover, students are also welcoming this teaching methodology where they does not need to be in the traditional classroom to attend their daily lecture, yet they still can be connected with their lecturer for the class lecture, tutorial, quiz and other learning activities. In addition to this, all submission also can be done through online. Recent development in communication technology enabled new forms of flexible education. However, there is no denying that there are some negative implications as a result of online education.

This study attempts to identify the negative implications of the online education towards undergraduate students' at private higher learning institution. In addition, this studies also trying to



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## The Study on Online - Teaching and Learning Etiquette

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**ABSTRACT:** Today, internet accessibility is no longer a privilege. It could be accessed anywhere and by anyone regardless of age. Being unprotected to the internet at an early age is harmful without proper parental guidance. Thus, there is a need to build awareness among children on digital etiquette when going online. Learning digital etiquette would permit children to know the correct use of the internet which will lead them to understand the concepts of answerability, esteem, privacy and etc. These concepts can help guide them to build good attitude and avoid them from being victims of cybercrimes such as internet abuse - information theft, cyber bullying and so forth. Many students are moving to online learning who may never before have attended an online meeting, especially for the purposes of receiving instruction or carrying on an academic discussion with others. The resolve of this paper is to build awareness on digital etiquette among primary school children. Because of this, we're providing this etiquette guide to help students know how to conduct themselves appropriately in an online meeting. While many of these guidelines may seem obvious, a new medium of communication can tend to throw off some of our instincts for proper etiquette, so we thought it would be helpful to provide a baseline of expectations from which teachers can draw as they work to develop an ideal online atmosphere for learning. Therefore, this paper is focused on the early stages of our research that circles on the background study and primary results of the survey, which led to the need of such conclusion.

**Keywords:** digital, teaching etiquette, ethic education, internet safety, internet ethics.

### INTRODUCTION:

#### Introduction to Online Education

The recent years have seen an exponential increase in the communication industry with the advent of Internet and its subsequent development. The modern World Wide Web is a result of the developments made by the Defence Advanced Research Projects Agency (DARPA), the agency responsible for creating new technologies for the department of the Defence of the United States of America. The Arpanet, the simple network developed to send and receive packets of data across the computer systems of the U.S. military, formed the foundation of the biggest and most complex network connecting computer systems across the world. The onset of the internet changed the basic rules of the world that was known by placing the most elite and coveted tool into every person's hand i.e. accessibility.

Information that was earlier available for the disposal of an elite few was now accessible to anyone who had a computer system and a stable connection. This increased accessibility, today, has led to the formation of a global community that can share ideas and information and gain knowledge from their mutual association without the hindrance of borders. With each passing day more and more people are becoming a part of this community enriching it further with their own knowledge.



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## Yoga and Nutrition

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**ABSTRACT:** A regular yoga practice may have benefits for young adult health; however, there is limited evidence available to guide yoga interventions targeting weight-related health. The present study explored the relationship between participation in yoga, healthy eating behaviors and physical activity among young adults. Thematic analysis of interview discussions further explored yoga's perceived influence on eating and activity behaviors among interview participants. Interviews revealed that yoga supported healthy eating through motivation to eat healthfully, greater mindfulness, management of emotional eating, more healthy food cravings, and the influence of the yoga community. Yoga supported physical activity through activity as part of yoga practice, motivation to do other forms of activity, increased capacity to be active, and by complementing an active lifestyle. Young adult yoga practitioners reported healthier eating behaviors and higher levels of physical activity than non-practitioners. Yoga should be investigated as an intervention for young adult health promotion and healthy weight management.

**Keywords:** Yoga, Eating behaviors, Physical activity, Young adults.

**INTRODUCTION:** Traditional knowledge signifies the specific cultures of one community. India has come out with a significant role of indigenous, i.e., traditional knowledge in the forms of various cultures, languages, wearing, foods. India is always one of the best places of research of indigenous cultures to gain and share significant knowledge of arts, music, literature, sculpturing, drama, novels in addition to natural healing methods. The practices of traditional cultures among the local communities represent the cumulative indigenous knowledge and beliefs. These have been developing by so many generations and consistent applications through the people's lifestyles, food habits, holistic approaches, utilization of natural resources, and adjustment of the environment. Spiritual and Religious heritage Traditional knowledge is also based on a spiritual perspective since the Indus Valley civilization. Rigveda, the oldest surviving text of Hinduism, was presented during India is such a distinguished country where many diversities exist, including foods and their choice as per community. In India, our ancestors used to consume different foods according to trends and changes in time. They also considered that consuming healthy and nutritious foods daily not only provides taste or flavor but better health and its protection. As per existing literature, Indian civilizations followed and still have been following the quality foods as best natural medicines since Indus Valley Civilization and the Vedic age. However, since that time, foods are always believed as a source of physical cum mental power, self-satisfaction, and hence considered the best gift from God. Yoga is state of the art for excellent living. The traditional system that directs people towards healthy lifestyles by a consistent practice every day. It helps to maintain good behavior, character, attitude, and personality. Yoga helps and rejuvenates not only physical well-being but also mental and spiritual. Here are some useful poses to practice yoga to get the best health and mind-body relationship.



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## INSURANCE INCLUSION: A TOOL FOR FINANCIAL INCLUSION IN INDIA

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### Abstract

Access of financial services to the people, particularly to the not covered areas and segment of population in India, is an important key to inclusive growth potential and promote equity. Priority of policy makers, Government of India (GOI) and Reserve Bank of India (RBI) for financial inclusion drive has been one of the increased access to banking services, easy comparability and effective delivery of financial services through provision of banking services. Insurance sector in India is also contributing to the field of financial inclusion through insurance inclusion. Thus, it has been felt by policy makers that financial inclusion will remain incomplete unless initiatives of insurance inclusion are simultaneously pushed to get greater penetration. The present paper discusses the demand side and supply side factor of micro insurance services, and the role of micro insurance in spreading financial inclusion in rural and urban people in India. The study is based on secondary data and this paper focused to study insurance inclusion as an instrument for financial inclusion in India.

**Keywords:** *Financial Inclusion, Insurance Inclusion, Micro Insurance, Inclusive Growth.*

### Introduction

Insurance occupies an important place in the complex modern world since risk, which can be insured, has increased enormously in every walk of life. This has led to growth in the insurance business and evolution of various types of insurance covers. The insurance sector acts as a mobilizer of savings and a financial intermediary and is also a promoter of investment activities.



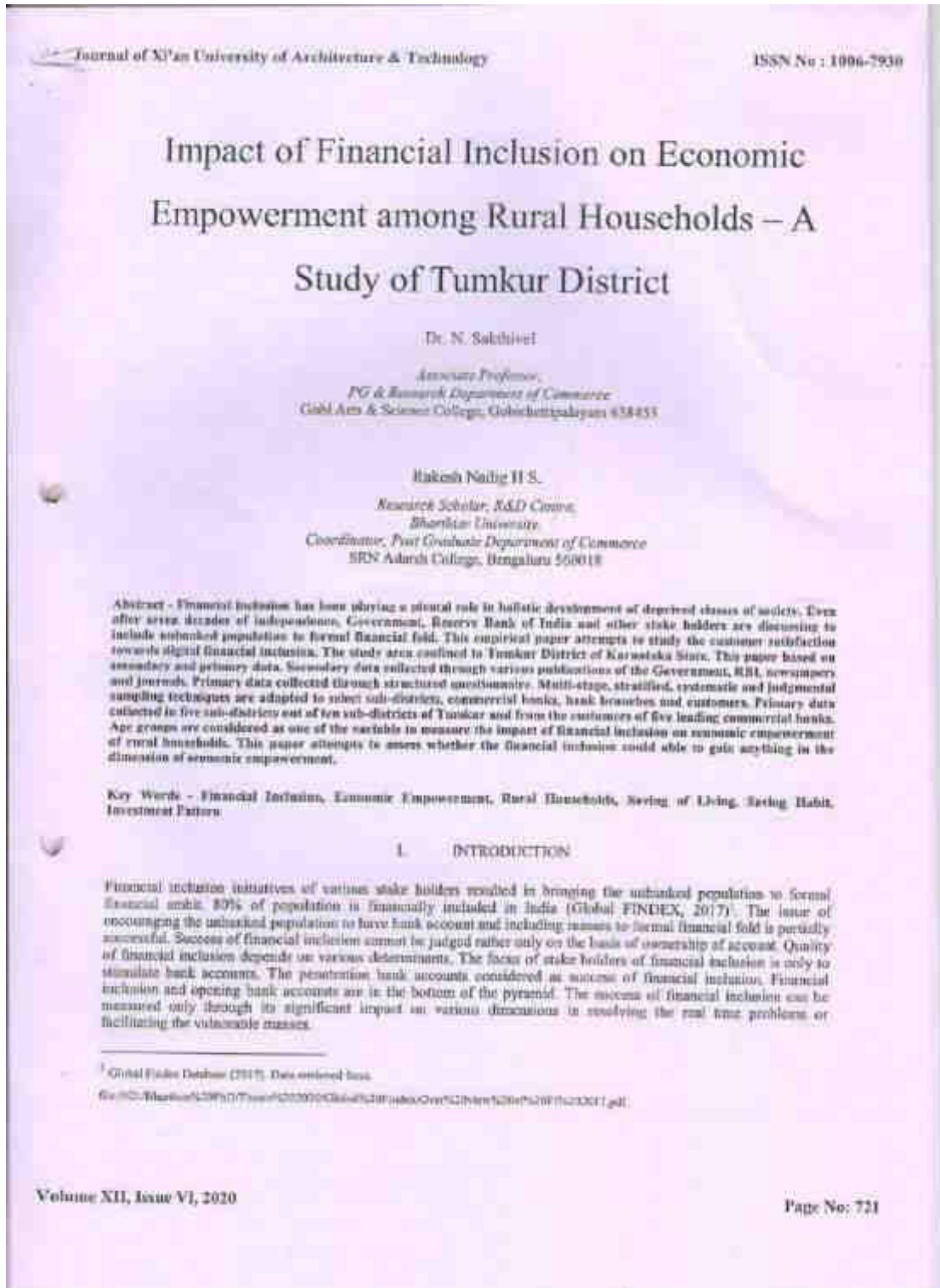
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ERUDITE 2022

TWO DAYS VIRTUAL MULTI-DISCIPLINARY NATIONAL CONFERENCE 2021-22

ON 23<sup>RD</sup> AND 24<sup>TH</sup> OF MARCH 2022

SUB THEME: Legal Challenges in Start-ups

Title: A Study on Challenges and Opportunities of Start-ups in India.

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## ABSTRACT:

Start-up India is a government initiative launched on 16th January 2016 with an objective of supporting entrepreneurs and to build start-up ecosystem which transforms India in to a country to creates more and more employment opportunities and entrepreneurship. There is a need of growth and development of nation through multiple innovations and technologies upgradation. Hence supporting new businesses has become a primary agenda worldwide. Start-up India campaign supported youngsters to choose the path of entrepreneurship instead of getting jobs in various corporates or government ventures. This research article attempts to analyse the Indian start-ups challenges and opportunities through secondary data available in journals, newspapers, articles, research papers and websites.

**Keywords:** Start-up, Ecosystem, Innovation, Entrepreneurship, India.

## INTRODUCTION

Start-ups, in India as in many other parts of the world, have received increased attention in recent years. Start-ups numbers are increasing rapidly and they are now being widely recognised as important engines for growth and jobs generations through innovation and scalable technologies. Start-ups can generate impactful solutions, and thereby act as vehicles for socio-economic development and transformation of the country.

The Indian start-up ecosystem has evolved dynamically over the last two decades. Some start-ups were founded in the 2000s, but the ecosystem was still immature as only a few investors were active and the number of support organisations such as incubators and accelerators was limited. Some successful exits occurred in the late 2000s and in the last ten years, the number of start-ups increased fast and more support has become available in all dimensions. Bangalore has emerged as India's primary start-up hub, but significant founding activity is also taking place in Mumbai and the National Capital Region (NCR), as well as some smaller cities.



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## OBJECT ORIENTED PROGRAMMING USING JAVA

[As per New NEP Syllabus for Semester BCA, w.e.f 2021-22]

Mr. D. B. Rathod  
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## Syllabus

### UNIT-I

Introduction to Java: Basics of Java Programming, Data Types, Variables, Operators, Control Structures Including Selection, Looping, Java Methods, Overloading, Math Class, Arrays in Java. Objects and Classes: Basics of Objects and Classes in Java, Constructors, Finalizer, Visibility Modifiers, Methods and Objects, Inbuilt Classes Like String, Character, String Buffer, File, this Reference.

### UNIT-II

Inheritance and Polymorphism: Inheritance in Java, Super and Sub Class, Overriding, Object Class, Polymorphism, Dynamic Binding, Generic Programming, Casting Objects, Instance of Operator, Abstract Class, Interface in Java, Package in Java, UTIL Package.

### UNIT-III

Event and GUI Programming: Event Handling in Java, Event Types, Mouse and Key Events, GUI Basics, Panels, Frames, Layout Managers: Flow Layout, Border Layout, Grid Layout, GUI Components Like Buttons, Check Boxes, Radio Buttons, Labels, Text Fields, Text Areas, Combo Boxes, Lists, Scroll Bars, Sliders, Windows, Menus, Dialog Box, Applet and its Life Cycle, Introduction to Swing, Exceptional Handling Mechanism. I/O Programming: Text and Binary I/O, Binary I/O Classes, Object I/O, Random Access Files.

### UNIT-IV

Multithreading in Java: Thread Life Cycle and Methods, Runnable Interface, Thread Synchronization, Exception Handling with Try-Catch-Finally, Collections in Java, Introduction to JavaBeans and Network Programming.



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Introduction to Swing  
Exceptional Handling Mechanism  
I/O Programming  
Text and Binary I/O  
Binary I/O Classes  
Object I/O  
Random Access Files  
Review Questions

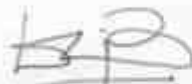
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Siddaganga Institute of Technology  
Tumakuru



## 12<sup>th</sup> National Conference

Theme /  
Science & Technology for Start-ups

### Certificate of Participation

This is to certify that Mr. / Ms. Paniraj M A

of Sitadevi Ratanchand Nahar Adarsh College, Bengaluru has / have participated and presented poster entitled Evaluation of Anti-Diabetic, Anti-Inflammatory Properties of Stevia, Figs and Noni Fruits in Bakery Products.

In the 12<sup>th</sup> National Conference on "Science and Technology for Start-ups" jointly organized by Karnataka Science and Technology Academy, Bengaluru and Siddaganga Institute of Technology, Tumakuru held during 20 - 21 July 2022.

(Prof. S. Ayyappa)  
Chairman

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CHLS-12

## Evaluation of Anti-Diabetic, Anti-Microbial and Anti-Inflammatory Properties of Stevia, Figs and Noni Fruits in Bakery Products

Uma P, S Shashank P, Paniraj M A\*

Sitadevi Ratanchand Nahar Adarsh College, Bengaluru - 560018.  
\*Corresponding author Email: [paniraj1101@gmail.com](mailto:paniraj1101@gmail.com)

### Abstract:

Stevia is a plant that is famous for its health benefits. Stevia is counted as a health substitute for sugar. It is about 100-300 times sweeter than the sugar tablets, but it has no carbohydrates calories (or) artificial ingredients. stevia is one of 12 "super foods" with the power to make one feel renewed, recharged and revitalized. Native to the Mediterranean and Western Asia, it has been cultivated since ancient times and is now widely grown throughout the world both for its fruits and as an ornamental plant. It promotes digestive health. Figs are often recommended to nourish and tone the intestines, they act as a natural laxative because of their high fibre content, it is also rich in antioxidants. The noni fruit has been used across the Pacific as food and for health it has been utilized in the treatment of many ailments, including kidney disease, diabetes, tonsillitis, abdominal swelling, burns, broken bones and inflammation of the toes and finger. Multigrain sugar free biscuits were developed using whole wheat, Soya and finger millet flour by incorporation of various levels of sucralose and stevia or figs or noni as a substitute of sugar. From the sensory analysis of data, it was observed that overall acceptability of the biscuits was satisfactory. It is observed that Stevia, noni and figs fruit powder in a biscuit can be healthy and substitute for a snack, this product can be popularized. The natural sweetness will be suitable for diabetic patients.

**Keywords:** Stevia, figs, noni, antioxidants, anti-diabetic, anti-microbial and anti-inflammatory



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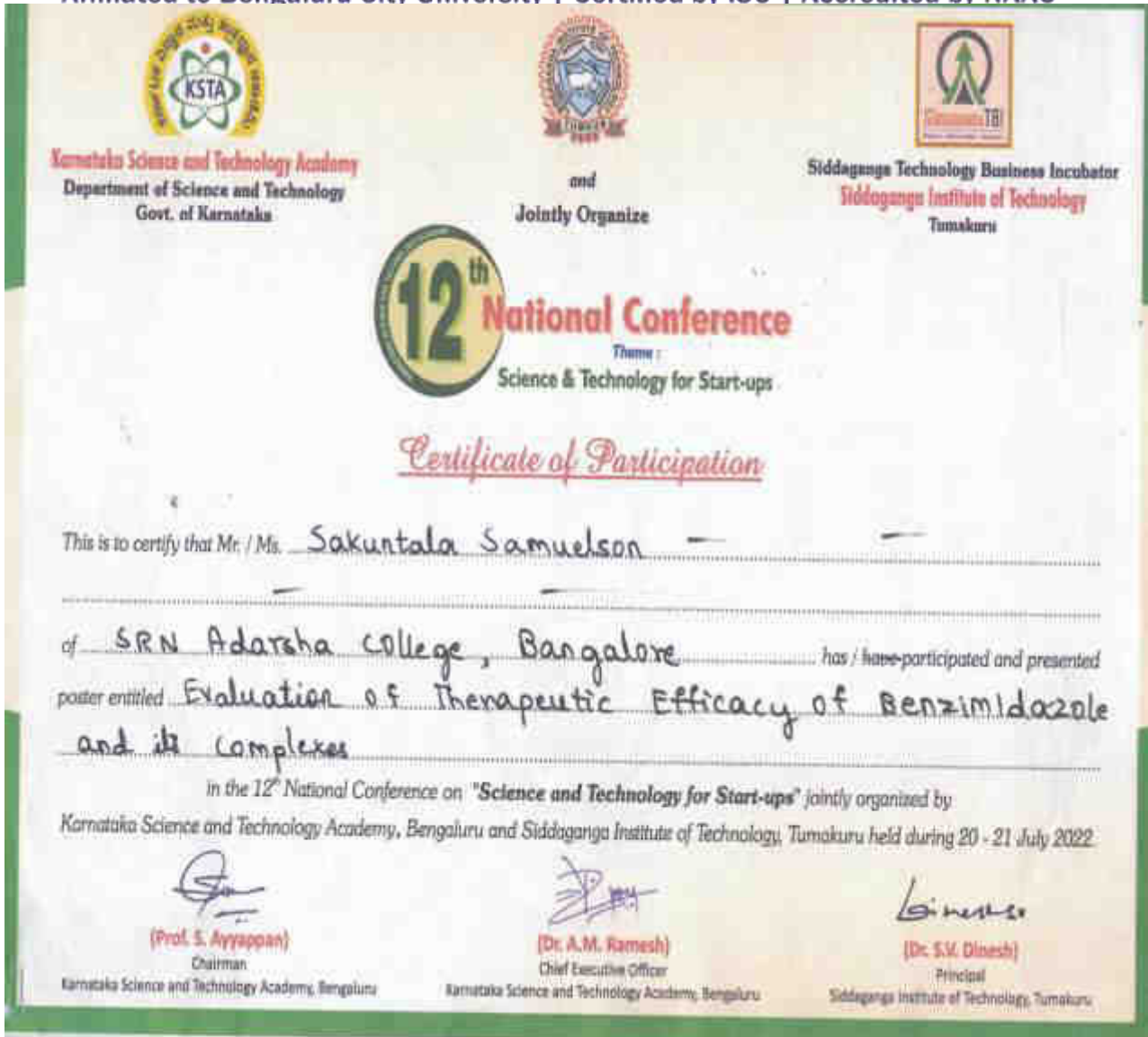
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CHLS-20

## Evaluation of Therapeutic Efficacy of Benzimidazole and its Complexes

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<sup>2</sup>Adarsh College, Chamarajpet, Bangalore

<sup>3</sup>Department of Botany, Bangalore University, Bangalore

\*Corresponding author Email: [principal\\_degrees@agieducation.org](mailto:principal_degrees@agieducation.org)

### Abstract:

Benzimidazole is a group of hetero-cyclic, aromatic and bio-active, an amphoteric and a moderately strong organic base organic compound, which exhibit a wide spectrum of biological properties and used as pharmaceutical target. Benzimidazole derivatives are structurally related to purine nucleoside bases, which allow them to interact easily with the bio polymers of the living systems. Different substituted benzimidazoles have an extensive range of biological activities including: antimicrobial, anti-inflammatory, anticancer, antioxidant, anticoagulant, anti-diabetic and anti-hypertensive activities. Infectious diseases in humans has increased during the past few decades. Benzimidazole can behave as a base and accept a proton at the tertiary nitrogen (N-3) or as a very weak acid and lose the imine (N-1) proton.

The aim of the research paper is to evaluate the biological properties such as antioxidant, antimicrobial and anti-cancerous efficiency of benzimidazole and its Copper and Zinc complexes to understand their pharmaceutical properties. It is found that the Copper complex of 1,3 Benzimidazolyl benzene exhibits effective antimicrobial activity against *Candida albicans*, *Aspergillus niger*, *Enterococcus faecalis*, *Pseudomonas aeruginosa* and *Staphylococcus aureus*. The Zinc complex showed significant activity with *Candida albicans*. Both complexes comprised a promising antioxidant activity, according to DPPH assay. The Zinc complex showed significant activity on Human Renal Cell Adenocarcinoma 786-O and Human Breast Cancer Cell line MCF-7. The complexes reported a notable pharmaceutical property compared to their ligand. The result of the study may support the pharmaceuticals to develop new antimicrobial, antioxidant and anticancer drugs after further studies.

**Keywords:** Anti-microbial properties, anti-oxidant properties, anti-cancer properties, zinc complexes, copper complexes



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### ಮಾಸ್ತಿಯವರ ಕಠೆಗಳಲ್ಲಿ ಆಧುನಿಕತೆ

ಪವೋದಯ ಕಾಲಘಟ್ಟದ ಪ್ರಮುಖ ಲೇಖಕರಾದ ಮಾಸ್ತಿ ವೆಂಕಟೇಶ್ ಅಯ್ಯಂಗಾರರ ಸಣ್ಣ ಕಥೆಗಳು ಸಂಪುಟ-12, 13ಕ್ಕೆ 1968ರಲ್ಲಿ ಕೇಂದ್ರ ಸಾಹಿತ್ಯ ಅಕಾಡೆಮಿಯ ಪುರಸ್ಕಾರ ದೊರಕಿದೆ. ಇದರಲ್ಲಿ 15 ಸಣ್ಣ ಕಥೆಗಳಿವೆ, ಸಣ್ಣ ಕಥೆಗಳು ಒಂದು ಸನ್ನಿವೇಶ ಘಟನೆ ಅಥವಾ ವಿಷಯವನ್ನು ಹೊಂದಿರುವ ಜೀವನದ ಹಲವು ಮುಖಗಳನ್ನು ಪರಿಚಯಿಸುವ ಪ್ರಧಾನ ಮತ್ತು ಪ್ರಮುಖ ಮಾಧ್ಯಮವಾಗಿದೆ. ಮಾಸ್ತಿಯವರ ಕಥೆಗಳು ಅಂದಿನ ಕಾಲಘಟ್ಟದ ಜೀವನದ ಸಂಗತಿಗಳನ್ನು ಚಿತ್ರಿಸುತ್ತಾ ಮನುಷ್ಯ ಬದುಕಿನ ಸತ್ಯಗಳನ್ನು ಕೋಡಿರುವ ಕೆಲಸವನ್ನು ಮಾಡುತ್ತದೆ. ಮಾಸ್ತಿಯವರ ಕಥೆಗಳು ನಿರೂಪಣಾ ಶೈಲಿ, ಕಥೆಯ ಮತ್ತು ಮತ್ತು ಸರಳವಾಗಿಯೇ ಜೀವನ ತತ್ವಗಳನ್ನು ಓದುಗರಿಗೆ ಮನಮುಟ್ಟುವಂತೆ ತಲುಪುತ್ತದೆ. ಜೀವನ ಸಿದ್ಧಾಂತಗಳನ್ನು ಗಟ್ಟಿಗೊಳಿಸುವ ಸಮಾಜದ ಕಟ್ಟುಪಾಡುಗಳನ್ನು ಒಪ್ಪಿಕೊಂಡು ಪಾಲಿಸಬೇಕಾದಾಗ ಪ್ರಜ್ಞಾ ಪೂರ್ವಕವಾಗಿ ಪರಾಮರ್ಶಿಸುವ ಅಗತ್ಯವನ್ನು ಮಾಸ್ತಿಯವರ ಕಥೆಗಳು ನಿರ್ದೇಶಿಸುತ್ತವೆ. ಇದು ಪ್ರಸ್ತುತ ಸಮಾಜಕ್ಕೂ ಅನ್ವಯವಾಗುವಂತಾಗಿದೆ. ಕಥೆಗಳಲ್ಲಿ ವ್ಯಕ್ತವಾಗಿರುವ ಆಧುನಿಕ ವಿಚಾರ, ಚಿಂತನೆಗಳು, ಸ್ವಾತಂತ್ರ್ಯ ಗಂಡು ಜೀವನ ಸಂಬಂಧ, ಸಮಾಜದ ನಿಯಮಗಳ ವಿಮರ್ಶೆ, ವ್ಯಕ್ತಿಯ ಜವಾಬ್ದಾರಿ ಮುಂತಾದವುಗಳನ್ನು ಈ ಪ್ರಬಂಧದಲ್ಲಿ ಚರ್ಚಿಸಲಾಗಿದೆ.

ಆಧುನಿಕತೆ ವಿಚಾರವು ಕಥೆಗಳಲ್ಲಿ ವ್ಯಕ್ತವಾಗಿರುವ ಬಗೆಯನ್ನು ಮೂರು ಮುಖ್ಯ ಶೆಲೆಗಳನ್ನಿಟ್ಟುಕೊಂಡು ವಿವರಿಸಲಾಗಿದೆ.

- 1) ಮಾನವೀಯ ನಿಲುವುಗಳು
- 2) ಜೀವನ ಮೌಲ್ಯಗಳ ಸಂಘರ್ಷ
- 3) ಸ್ತ್ರೀ ಸಂವೇದನೆಗಳ ಶೆಲೆಗಳು

#### ಮಾನವೀಯ ನಿಲುವುಗಳು

ಆಧಿಕಾರ ಸಂಪತ್ತು, ಕೀರ್ತಿ ಎಂಬ ಆಸೆಗಳು ಅತಿಯಾಗಿ ಮನುಷ್ಯನು ಅಂತರಂಗದ ಪ್ರೀತಿ ಗೌರವಗಳನ್ನು ನಿರ್ಲಕ್ಷಿಸುತ್ತಾ ಮೈಮರೆಯುವುದು ಬದುಕಿನ ದಾರಿಯಾಗಬಾರದು ಎಂಬುದನ್ನು 'ಕುಚೇಲಕ ಭಾಷ್ಯ' ಕೃಷ್ಣ, ಕುಚೇಲರ ಗೆಲುವಿನ ಪ್ರೀತಿ, ಗೌರವಗಳನ್ನು ಹೇಳುವ ಕಥೆಯಾಗಿದೆ. ಕೃಷ್ಣನಿಗೆ ತನ್ನ ಬಳಿ ಎಲ್ಲ ಸಂಪತ್ತಿದ್ದರೂ ಕುಚೇಲನ ಪ್ರೀತಿಯ ಮುಂದೆ ಅವೆಲ್ಲ ಗೌರವ ಸಂಗತಿಗಳಾಗುತ್ತವೆ. ಯಾವುದೇ ಅಹಂಕಾರ ಮತ್ತು ಆನುಕಂಪದ ಛಾಯೆ ಇಲ್ಲದೆ ಕುಚೇಲನನ್ನು ಸತ್ತರಿಸುತ್ತಾನೆ. ತನ್ನಂತೆಯೇ ಅವನ ಭಾವನೆಗಳು ಕೂಡ ಬಹು ಮುಖ್ಯವಾದವು ಅವುಗಳನ್ನು ಹಾಗೆಯೇ ಕಾಪಾಡುವುದು ತನ್ನ ಕರ್ತವ್ಯವೆಂಬಂತೆ ವರ್ತಿಸುತ್ತಾನೆ "ಅವನ ಆಂತರ್ಯ ಕಾಪಾಡದಿದ್ದರೆ ನನ್ನ ಎಚ್ಚರಿಕೆಯ ಮಾತು ಕಾಪಾಡಿಕೆ ಎನ್ನಿಸಿತು" (ಪುಟ-290) ಇಲ್ಲಿ ಕೃಷ್ಣನ ಸೂಕ್ಷ್ಮಮತಿಯನ್ನು ತಿಳಿಯಬಹುದು. ಮನುಷ್ಯನ ಪ್ರೀತಿ, ಮಾನವೀಯ ಗುಣಗಳು ಮತ್ತು ತನ್ನಂತೆಯೇ ಉಳಿದವರು ಎಂದು ಕಾಣುವ ದೊಡ್ಡತನವೇ ಸರ್ವಕಾಲಕ್ಕೂ ಮಾನ್ಯವಾದ ಮಾನವೀಯ ವಿಚಾರಗಳಾಗಿವೆ.

ಧರ್ಮಾಂತರ ಫಿಟ್ ಸ್ವೀಚ್ ಅಕ್ಟೋಬರ್, ವಿ.ವಿ.ಯ ವಿಖ್ಯಾತ ಪ್ರಬಂಧ ಲೇಖಕ ರಾಬರ್ಟ್ ರೀಂಡ್ ಐರ್ಲೆಂಡ್ ದೇಶದವನು. ಉಪಾಧಿಕಾರದ ಮನೋ ಧರ್ಮದವನು ಇಂಗ್ಲೆಂಡ್ ಭಾರತಕ್ಕೆ ಸ್ವಾತಂತ್ರ್ಯ ಕೊಡಬೇಕು ಎಂದು ವಾದಿಸುತ್ತಿದ್ದವನು. 'ಓರ್ಮನ್' ಜನ ಇಂಗ್ಲೆಂಡ್‌ನ್ನು ಸ್ವಾಧೀನಪಡಿಸಿಕೊಂಡರೆ' ಎಂಬ ಶೀರ್ಷಿಕೆಯಡಿಯಲ್ಲಿ ಇಂಗ್ಲೆಂಡ್ ಭಾರತದಲ್ಲಿ ನಡೆಸುತ್ತಿದ್ದ ಅನ್ಯಾಯವನ್ನೆಲ್ಲಾ ಅನ್ಯಾಪದೇಶದ ರೀತಿಯಿಂದ ವಿವರಿಸಿದ್ದವನು.

ಐರ್ಲೆಂಡಿನಲ್ಲಿ 400 ವರ್ಷಗಳ ಹಿಂದೆ ನ್ಯಾಯಧೀನ ತನ್ನ ಮಗ ತಮ್ಮ ಮಾಡಿದಾಗ ತಾನೇ ಅವನನ್ನು ವಿಚಾರಣೆಗೆ ಸುರಿಸಿಡಿ ಮರಣದಂಡನೆಯನ್ನು ವಿಧಿಸಿ ತಾನೇ ಅವನನ್ನು ಗಲ್ಲಿಗೇರಿಸಿದ್ದು ಕಥೆಯನ್ನು ರಾಯರಿಗೆ ಹೇಳುತ್ತಾನೆ. ಐರ್ಲೆಂಡಿನ ಗ್ಯಾಲೀ ಉರು ಕುದುರೆ ಪಂದ್ಯಕ್ಕೆ ಪ್ರಖ್ಯಾತಿ ಫಿಟ್ ಸ್ವೀಚ್ ನಗರದಲ್ಲಿದ್ದರಾಗಿ ಒಮ್ಮೆ ಸ್ವಯಂನಾಗಿ ಹೋಗಿ ಹಿಂತಿರುಗಿ ಬರುತ್ತ ಪರಿಚಿತರ ಮಗನನ್ನು ಕರೆತಂದರು. ಒಟ್ಟಿನೇ ಮಗನನ್ನು ಹೊಂದಿದ್ದ ಇವನ ಮಗ ಹಾಗೂ ಸ್ನೇಹಿತರ ಮಗ ಇಬ್ಬರೂ ತುಂಬಾ ಸ್ನೇಹಿತರಾದರು ಒಂದು ತುಡುಗಿಯ ವಿಚಾರದಲ್ಲಿ ಇಬ್ಬರಿಗೂ ಮನಸ್ಸಾವ ಉಂಟಾಯಿತು. ಮಾತಿಗೆ ಮಾತು ಬೆಳೆದು ಫಿಟ್ ಸ್ವೀಚ್ ತನ್ನ ಗೆಲೆಯನ್ನು ಸುರಗಿಯಿಂದ ಕೊಟ್ಟುತಾನೆ. ಇಂತಹ ಕೊಲೆಗಳ ವಿಚಾರಣೆ ನಗರದಲ್ಲೇನು ಕೆಲಸವಾದುದರಿಂದ ತಂದೆ ಕೊಲ್ಲಲರ ವಹಕ್ಕೆ ತನ್ನ ಮಗನನ್ನು ಒಪ್ಪಿಸಿದನು.



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ವಿಚಾರಣೆ ಬಳಿಕ ತನ್ನ ಮಗನಿಗೆ ಮರಣದಂಡನೆ ಶಿಕ್ಷೆ ವಿಧಿಸುವಂತೆ ಆದೇಶ ಮಾಡಿದ ಆದರೆ ಉರ ಜನಪ್ರಿಯವಾಗಿದ್ದ ಮಗನಿಗೆ ಶಿಕ್ಷೆ ಕೊಡಲು ಮನಸ್ಸಿಲ್ಲ.

ಕುಟುಕು 'ನಾನು ಹುಡುಗನನ್ನು ಚಿಕ್ಕಂದಿನಿಂದ ನೋಡಿ ಎತ್ತಿ ಆಡಿಸಿದ್ದೇನೆ ನಾನು ಇವನನ್ನು ಗಲ್ಲಿಗೇರಿಸಲಾರೆ ಎಂಬ ಓಲೆಗೆ ಉರಿಸುವಲ್ಲಿ ಯಾರೂ ಈ ಆಶ್ಚರ್ಯವನ್ನು ನಡೆಸುವವರು ಕಾಣಲೇ ಇಲ್ಲ. ಕೊನೆಗೆ ತಾನೇ ಮಗನನ್ನು ಮರಣದಂಡನೆ ಸೇರಿಸಿ ಪೋಲಿಸ್ ಶೂರು ಮಾಡಿದ.

ಆವನಿಗೆ ಕೊನೆಗೂ ತನ್ನ ನಡತೆಯು ಬಹು ಕಠಿಣವಾಯಿತು ಎಂದೆನಿಸಲಿಲ್ಲ ಇಂಥ ಒಬ್ಬ ಮನುಷ್ಯ ಕಾಣುವಲ್ಲಿರುವುದು ಆದರೆ ನಿಜ ಜೀವನದಲ್ಲಿ ಇದ್ದ ಎಂಬುದು ಒಂದು ಅಜ್ಞಾತ ವಿಚಾರ. ಪ್ರಾಮಾಣಿಕ ನ್ಯಾಯವು ಒದಗಿಸುವಲ್ಲಿ ಲಿಂಡ್ ಉತ್ತಮ ಮನುಷ್ಯ ಇಂತಹವರಿಂದಲೇ ಇನ್ನು ಒಳ್ಳೆಯದು. ಕುಭಗಲು ಪ್ರಸಂಜೆಯಲ್ಲಿ ಜರುಗುತ್ತಿರುವ ಎಂಬುದು ಮಾಸ್ತಿ ಅಭಿಪ್ರಾಯ. ಧರ್ಮ, ನ್ಯಾಯ ಎಂಬ ವಿಚಾರಗಳು ಎಲ್ಲರಿಗೂ ಒಂದೇ ರೀತಿಯಲ್ಲಿರಬೇಕು ಎಂಬ ಸಂಬಂಧಗಳನ್ನು ಪ್ರಭಾವಗಳನ್ನು ಬಳಸಿ ಅನ್ಯಾಯವನ್ನು ಮಾಡಲಾರದು ಎಂಬ ಸಂದೇಶವನ್ನು ಕತೆಯು ನೀಡುತ್ತಿತ್ತು.

ಕಾಲೆಯ ಆಚಾರ್ಯರು ರಾಮಚಂದ್ರಚಾರ್ಯರು ಅರಮನೆಯ ದೇಸಾಯಿ ಕುಮಾರರವರಿಗೆ ಅಕ್ಷರ ಕಲಿಸುವ ಗುರುಗಳಾಗಿದ್ದವ ಇವರು ಸದಾಚಾರ ನಿಷ್ಠರು. ಸಂಪ್ರದಾಯವಂತ ವೈದಿಕರು. ಇವರ ಅಕ್ಷರ ಕಲಿಸುವ ಕಲಿಯುವ, ಬಾಂಧವ್ಯಕ್ಕೆ ಸಂಪ್ರದಾಯ ಎಂದು ಸ್ಪಷ್ಟರೂಪ ತನ್ನ ಶಿಷ್ಯ ಸ್ಥಾನ ಮಾಡಿ ಬರಬೇಕು ಅವನೊಡನೆ ಸೇವಕ ಆಚಾರ್ಯರ ಅಂದಿನ ಸಂಸಾರ ನಿರ್ವಹಣೆ ದೇಶಾದ ಎಲ್ಲಾ ವೈವೇಚ್ಯ ಸಾಮಗ್ರಿಯನ್ನು ನಾಲ್ಕು ತಟ್ಟೆಗಳಲ್ಲಿ ತಡುವನು. ಆಚಾರ್ಯರು ತಮಗೆ ಬೇಕಾದಷ್ಟು ಸಾವ ನೋಡಲಾಗಿ ಹೆಚ್ಚಿಗೆ ಸ್ವೀಕರಿಸುವುದಿಲ್ಲ. ಇಂತಹ ಧರ್ಮನಿಷ್ಠ ಆಚಾರ್ಯರು.

ಅಕಸ್ಮಾತ್ತಾಗಿ ಯಾರಾದರೂ ಅತಿಥಿಗಳು ಮನೆಗೆ ಬಂದರೆ ಅರಮನೆಗೆ ಹೇಳಿಕಳುಹಿಸಿ ಎಷ್ಟು ಜನ ಇದ್ದಾರೆ ಈ ಸಾಮಗ್ರಿ ಮಾತ್ರ ತರುತ್ತಿದ್ದರು ಕುಮಾರ ದೇಸಾಯಿಯ ವಿದ್ಯಾಭ್ಯಾಸ ಮುಗಿದ ಮೇಲೂ ಅರಮನೆಯವ ಒತ್ತಾಯದ ಮೇಲೆ ಸಾಲಿಯ ಆಚಾರ್ಯರಾದರು ಅವರ ಮನೆಯ ಒಂದು ಅಂಗ ಆಯಿತು.

ಒಂದು ದಿನ ಹೆಚ್ಚು ಜನ ಅತಿಥಿಗಳು ಬಂದದ್ದು ನೋಡಿ ಕುಮಾರ ದೇಸಾಯಿಗೆ ಪ್ರತಿ ದಿನ ಸಾಮಗ್ರಿ ಕಳಿಸುವ ಪರಿ ಯಾರಲ್ಲೂ ಸರಿಬರದೆ ಅವರಿಗೆ ಕಾಶ್ಚೆತಮಾಗಿ ಸಾಮಗ್ರಿ ಒದಗಿಸುವ ವ್ಯವಸ್ಥೆ ಮಾಡಲು ನಿರ್ಧಾರ ಮಾಡುತ್ತಾನೆ. ಆ ಆಚಾರ್ಯರು ಇದಕ್ಕೆ ಸುತಾರಂ ಒಪ್ಪುವುದಿಲ್ಲ. ನಿಜವ ವೈದಿಕ ಬ್ರಾಹ್ಮಣರ ಆಚಾರ ವಿಚಾರಗಳು ಆದರ್ಶಗಳು ಹೇಗಿರಬೇಕೆ ಎಂಬುದನ್ನು ಆಚಾರ್ಯರು ಮುಂದುವರಿಸಿಕೊಂಡು ಬಂದಿದ್ದಾರೆ. ಅರಮನೆಗೆ ಕಳುಹಿಸುವ ಸಾಮಗ್ರಿಯಂತ ನಾಲ್ಕು ಊರು ಹೆ ಬಂದರೂ ಅದನ್ನು ವಹೆಯಲು ಆಚಾರ್ಯರಿಗೆ ಇಷ್ಟವಿಲ್ಲ. ಬ್ರಾಹ್ಮಣನ ಮನೆಯಲ್ಲಿ ಒಕ್ಕಲುತನದ ಗಲಾಟೆ ಚರ್ಚೆ ಗುಂಪುಗಾ ಸುತಾರಂ ಇಷ್ಟವಿಲ್ಲ. ಆಚಾರ್ಯರಿಗೆ ಆಸೆಯೇ ದುಃಖಕ್ಕೆ ಮೂಲವೆಂಬಂತೆ ಜಮೀನಿನ ಆಸೆಯಿಂದ ಆದರೆ ಜೊತೆಗೆ ಬದ ದೇಶದ ಪೋಲಿಸ್‌ಗಾರಿಕೆ ಇದರಿಂದ ಉಂಟಾಗುವ ಅತ್ಯಪ್ರತಿ, ಅಸಮಧಾನ, ಹಿಂಸೆ ಇದ್ದಾವುದನ್ನು ಆಚಾರ್ಯ ತೆಗೆದುಕೊಳ್ಳ ಸಿದ್ಧರಿಲ್ಲ. ಆಚಾರ್ಯರ ಕೆಲವು ಬೋಧಿಸುವುದು ಬದುಕನ್ನು ಉನ್ನತಗೊಳಿಸಲು ಬೇಕಾದ ಮೌಲ್ಯಗಳ ಅರಿವನ್ನು ನೀಡುವುದು ಆದ್ದರಿಂದ ಲೌಕಿಕದ ಆಸೆ ಒತ್ತಡಗಳು ಇದನ್ನು ಈಡೇರಿಸಲು, ಸಮರ್ಥವಾಗಿ ನಿರ್ವಹಿಸಲು ಅಡ್ಡಿಯಾಗುವುದರಿಂದ ಅಂ ವಿಚಾರಗಳನ್ನು ನಿರಾಕರಿಸುವ ಬದ್ಧತೆಯನ್ನು ಆಚಾರ್ಯರ ನಡವಳಿಕೆಗಳಲ್ಲಿ ಕಾಣಬಹುದು. ಪಾಳೆಗಾಗಿ ದಿನನ್ನು ಶೇಖರ ಮಾಡದೆ ಆಚಾರ್ಯರು ಆಧುನಿಕ ಧಾರತದ ಸಮಾಜ ವಾದಿಗಳಾಗಿ ನಮಗೆ ಕಾಣುತ್ತಾರೆ.

ಇರುವೆಗಳ ರೋಕ ಮನುಷ್ಯ ಸ್ವಭಾವ ಸ್ವಾರ್ಥವರವಾದ ಆಲೋಚನೆಗಳು, ಬದುಕನ್ನು ಆಳುವ ಬಗೆಯ ವಿವರಿಸುತ್ತದೆ. ನನಗೆ ಬೇರೆ ಮಕ್ಕಳಿಲ್ಲ ನಿಮ್ಮ ಕುವರಿಯಿಂದ ಪಡೆಯುವ ಮಗನೇ ಚಿಕ್ಕನರ್ತಿ ಆಗಬೇಕು ಎಂದು ದಶಕ ಕೇಕೆಯ ಭೂಪತಿಗೆ ಭಿನ್ನವಿಸುತ್ತಾನೆ. ಮದುವೆಯ ನಂತರ ಒಂದು ದಿನ ಜಾಜಾಲಿ, ಮಕ್ಕಳ ಮಹತ್ವಗಳ ಸಮ್ಮುಖದಲ್ಲಿ 'ತಾ ತಿಳಿದ ಎಲ್ಲಾ ಬೇಡಿಗಳ ಭಾಷೆಯ ಬಗ್ಗೆ ಹೇಳಿದರೆ ನನ್ನ ಆಯಸ್ಸು ಕ್ಷೀಣಿಸುತ್ತದೆ ಎಂದು ಹೇಳುತ್ತಾನೆ. ನನಗೆ ಸಿಕ್ಕಿರುವ ಈ ತಾನೊಬ್ಬ ಅತಿಮಾನುಷ ಎಂದು ತಿಳಿಯದೆ ತನ್ನ ಜೀವನವನ್ನು ಸರಿಮಾಡಿಕೊಳ್ಳಲು ಎಂಬುದೇ ಆಗಿದೆ ಎಂದು ಕೇಕೆಯ ರ ತಿಳಿಸುತ್ತಾನೆ. ಒಮ್ಮೆ ರಾಣಿಯ ಸಮ್ಮುಖದಲ್ಲಿ ಎರಡು ಇರುವೆಗಳ ಸಂಭಾಷಣೆಯ ಕತೆ, ಅದರಿಂದಾದ (ರಾಣಿಗೂ ನನಗೆ ಮನಸ್ಸಾವದೆ ಬಗ್ಗೆ ಹೇಳುತ್ತಾನೆ.



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SUB THEME: Legal Challenges in Start-ups

Title: A Study on Challenges and Opportunities of Start-ups in India.

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## ABSTRACT:

Start-up India is a government initiative launched on 16th January 2016 with an objective of support entrepreneurs and to build start-up ecosystem which transforms India in to a country to creates more more employment opportunities and entrepreneurships. There is a need of growth and development nation through multiple innovations and technologies upgradation. Hence supporting new businesses become a primary agenda worldwide. Start-up India campaign supported youngsters to choose the path entrepreneurship instead of getting jobs in various corporates or government ventures. This research attempts to analyse the Indian start-ups challenges and opportunities through secondary data available journals, newspapers, articles, research papers and websites.

**Keywords:** Start-up, Ecosystem, Innovation, Entrepreneurship, India.

## INTRODUCTION

Start-ups, in India as in many other parts of the world, have received increased attention in recent years. Start-ups numbers are increasing rapidly and they are now being widely recognised as important engine for growth and jobs generations through innovation and scalable technologies. Start-ups can generate impactful solutions, and thereby act as vehicles for socio-economic development and transformation of the country.

The Indian start-up ecosystem has evolved dynamically over the last two decades. Some start-ups were founded in the 2000s, but the ecosystem was still immature as only a few investors were active and number of support organisations such as incubators and accelerators was limited. Some successful exits occurred in the late 2000s and in the last ten years, the number of start-ups increased fast and investment support has become available in all dimensions. Bangalore has emerged as India's primary start-up hub but significant founding activity is also taking place in Mumbai and the National Capital Region (NCR) as well as some smaller cities.