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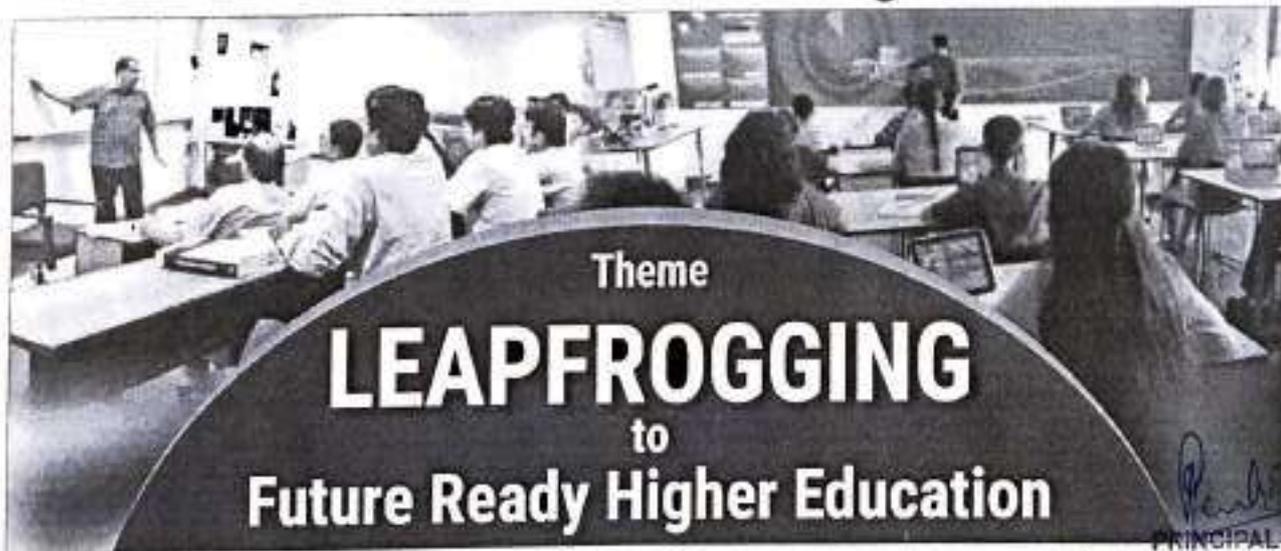


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CONQUERING ANGLOPHOBIA: SOME REMEDIES

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ABSTRACT:

In this modern era, English has become a universal language that is widely spread and spoken by many people across the world. It has been accepted as the official language. The world is shrinking fast into a global village and English has become the most important language for India as for other countries. It has emerged as an important component in all spheres of human life; politics, press, advertising, broadcasting, transport, Information Communication Technology & Science. With the sophistication that has developed in Science & Technology, it has come to hold the preponderant position amongst languages in the world. Consequently, the demand of English has been far-reaching almost in all the fields like politics, international relations, media, communication, travels and education.

Etymologically, Anglophobia means the hatred or fear of England and anything English. A large majority of students suffer from Anglophobia. There is a great need for finding cure or remedy for the Anglophobia, here in simple words, the fear of English Language. This research paper proposes to throw light upon some feasible remedies to acquire a comfortable level to communicate in English. It deals with the effective methods which can be employed in teaching English to the students for their enhancement in language proficiencies.

Keywords: *Anglophobia, Communicating through English, Fear of English*

Introduction:

The advancements in the field of science and technology have shown an instant impact on the language. There has been a dramatic enhancement in the expository material available in the English language. Access to new knowledge is possible only through English. The English language has been an important medium of the press for nearly 400 years. Literary reviews, hobby journal reviews, children story books, scholarly journals etc., are published primarily in English. Unfortunately it is seen that the students, to a large extent and the teachers to some extent are not able to communicate comfortably or effortlessly in the existing scenario. It is said, "If a language makes you a Human being, knowing more languages makes you Superhuman." The motive to learn any language is to communicate efficiently. Any communication is impossible if one doesn't get a chance to communicate with the people. "Though human society has progressed with remarkable speed, the use of language for communication is still not free from ignorance, prejudice and superstition". It is natural that the demand for communication is high in this ever-changing world. Language plays an important role in communication and English is

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no doubt the foremost and most important tool of communication in every field all over the world. Individually every man should strive hard to acquire good communication skills in English which is the most important prerequisite to excel in one's life, at personal level as well as professional level.

Status of Students in Rural and Urban Areas

In comparison to the rural, urban students get an opportunity to learn through lot of modules. They have a wider exposure of learning English through diverse methods. Specialized training programmes are available in the urban schools to improve the students' LSRW skills, whereas the rural students get limited exposure to improve their English language skills. The language training provided in rural schools, is purely theoretical and bookish. English is taught considering only examination point of view. Hence, even after learning English since an early age of education or entry level, students are hesitant to communicate in English language. To some extent same is applicable to urban students also. Many of them are good in English but when it comes to communicate in English hesitation prevails among students. It is high time to motivate the students, right from their school by creating an awareness regarding the importance of English language. It is necessary that the teachers who teach English in rural areas should be trained enough and should have an open approach to prepare the students in language skills. The available resources should be completely tapped so as to provide an encouraging atmosphere for learning and practicing the language. Today, conventional teaching methods are being replaced with modern techniques which rely hugely upon media resources. Teaching English with the help of such modern techniques fosters a positive attitude among the rural students to learn the language which would enable them to meet the demands of the day in a creative way.

Problems faced by the rural students:

To begin with, the first and the foremost factor is the Socio-Cultural background and financial conditions of the family. Most of the illiterate or less educated parents are not able to guide their wards as educated and cosmopolitan parents can do. Therefore, the students' growths towards education require parental supervision and guidance. The illiterate or less educated parents are unaware of the importance of education so they do not understand the value of communication skills which plays a crucial role in their ward's career. The children from rural areas who attend the school in their nearby city areas are not much exposed to the same type of facilities and motivated as the urban children.

In cities, the children get motivated through two ways: Instrumental and Integrative motivation. Learning a language only for rewards is instrumental motivation, on the other hand integrative motivation includes the urge to be part of the community which is so strong that drives the child to pick up the language with perfection. Regarding the syllabus, the most important point is in most of the schools English is taught as any other subject. One should not forget the fact that it is a language and not any theoretical subject with its own concepts based on theories. The importance of English as a communicative tool is not realized. So the existing methods followed

at rural schools are not enough to train the students to communicate effectively in English. There is a departure from conventional teaching which was mostly teacher centred. One has to adopt a learner-centred approach.

The students belonging to rural area are not given the required training to develop their LSRW skills at different stages of learning. These students somehow manage to pass in the examinations at their X or XII levels but when they take up professional courses at the later stage, they face a lot of difficulties. Since they are not good enough to communicate in English, they miss many opportunities. Their *Anglophobia* does not allow them to move on comfortably in their professional life and ultimately they fail to fulfil their aspirations. As there is an increase in the ratio of rural students preferring for professional courses, the above facts should be considered and those students should be trained to meet the need of the hour.

Challenges of teaching English Language in the rural areas:

Need of competent teachers:

One of the problems of teaching language in rural areas is the unavailability of competent teachers. Most of the schools employ teachers for teaching English subject and that too without training. Therefore there is a need of regular B.Ed., D.Ed colleges where teacher training courses are offered, proper training should be provided, so that they would be able to teach English in more methodical or systematic way to the students in rural areas. There are some institutions which provide training to the English teachers, but still, a serious attitude towards improving standard of English couldn't set in.

Need of suitable teaching aids and materials:

Teaching a language requires good teaching material, work books, hand books for teachers, audio-visual material like charts, pictures, radio, computers & TV. Unfortunately, teachers and students are not benefited with these materials and therefore teaching has become monotonous and tedious activity due to lack of insufficient teaching aids and material for learning language. It is an irony of the situation that today we live in an Information Communication Technology (ICT) world but the ICT tools have not yet been devised and used so effectively as expected. Even though the government has been initiating to provide digitalised classrooms & teaching aids, the internet connectivity and regular power supply remains the effective use of these technologies.

Need of exposure to the language:

This is yet another problem faced in teaching and learning English language all over. English language is getting taught with translation method. Only convent students are privileged of having such environment and getting command over English language and being presentable. The learners get little or no exposure to the language outside the classroom. So, there is little scope for the learners to learn the language beyond a certain limit. As a consequences, the entire burden of teaching the language falls on the teacher. Only CBSE, ICSE Board students are seen to be benefited of such exposure.


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Innovations be developed and appreciated as they benefit both teachers and students. As Albert Einstein once said, "I never teach my pupils. I provide the conditions in which they can learn". So let us make sincere attempts to evolve or create conducive conditions for the learners in such a manner that they will never develop Anglophobia in life.

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"Conventional"

Large number of students in Classes

Large number of students in a class has become a severe problem in the Indian class rooms in recent years. Classrooms are diverse in socio-economic, cultural and geographical levels. There's no extra special time or attention paid for the weak student. There's no scope for individual attention and thereby no proper intellectual growth among students.

Lack of practical Sessions

The number of periods allotted to English are specifically theory sessions. Which does not get down and few practical sessions need to be added for more practical exposure to make them comfortable and more used to with the language.

Suggestions

A more scientific handling of language is not just a means of communication. It is also a vehicle of culture of the community that speaks the language.

The teacher must be trained systematically as per the needs of that language. The basic requirements of the students to acquire English language must be catered and studied and analysed first.

The teaching process be reformed or modified to achieve the targets of the institution. The curriculum from the basic to advanced levels be framed catering to the needs of the learners at every level.

The overall process of language learning at an early stage be made more entertaining so that the learners will develop interest in the process. The number of students in language class be reduced so that every learner will get an opportunity to practice and develop LSRW skills at their own pace. Ideally speaking the class should consist of 21-25 students so that the teacher can attend each student personally.

The class should be conducted in more participative and inclusive manner. Exercise in loud reading, effective group discussion, personal interviews, role-playing, telephonic conversations, extempore, paper reading, paper presentation, dictation, competition, quiz, debate, mock interviews, seminars etc. should be incorporated in the process of teaching learning.

There should be an optimum use of ICT tools. The use of audio-visual aids in teaching-learning of language makes the whole process not only effective but also entertaining. Screening of films, cartoon shows, documentaries, classical films, etc. if done occasionally will have a positive impact upon the learners.

Teachers should widen their teaching resources by referring to ICT tools such as WCE, Swynn or educational programmes on you-tubes and other e-resources available in Internet today.

Language laboratory can also be one of the effective measures to make teaching, learning and evaluative process more result oriented.

Conclusion

The purpose of education today is not just making students literate but add rationale thinking, making them more knowledgeable and self-sufficient. When there is a willingness to change, there is a hope for progress in any field. Creativity and

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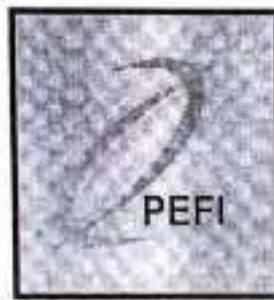
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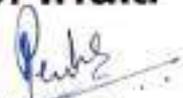
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Safety And First Aid In Sports Injury

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Abstract

Sports are natural physical process which includes running, jumping, throwing, climbing, dazing, skipping etc. While performing these activities there is a possibility of injuries anytime and anywhere, any skill of sports if done by wrong method, injuries can happen. The reason behind all injuries depends upon circumstances and wrong uses of sports equipment are directly or indirectly responsible for it. In any condition we must win, such type of feelings may one of the reasons of injuries of sports. Sports help us to develop physical, mental and intellectual health. We must know how to balance these three factors. Then only we can achieve success in sports & education. If we cannot keep proper balance in the above factors, then we have to face injuries. We cannot avoid sports injuries totally but we can minimize sports injuries by considering and playing sports as fun and recreation. Generally while living normal life injuries can take place but in sports area the possibility of injuries are more.

Introduction

Everyday, millions of people in the world participate in games and sports activities, from soccer fields to softball diamonds and kabaddi courts. It's called playing, but sports activities are more than play. Participation in sports improves physical fitness, coordination, and self-discipline, and gives children/individuals valuable opportunities to learn teamwork. Games and sports can also result in injuries—some minor, some serious, and still others resulting in lifelong medical problems.

Young athletes/sports persons taking part in games/sports-physical activities are in majority and they are not merely small adults. Their bones, muscles, tendons and ligaments are still growing which makes them more susceptible to injury. Growth plates- the areas of developing cartilage where bone growth occurs in youngsters- are weaker than the nearby ligaments and tendons. What is often a bruise or sprain in an adult can be a potentially serious growth plate injury in a young athlete/ sports person.

First aid is the provision of initial care for an illness or injury. It is usually performed by non-expert, but trained personnel to a sick or injured until definitive medical treatment can be accessed. Certain self-limiting illnesses or minor injuries may not require further medical care past the first aid intervention. It generally consists of a series of simple and in some cases, potentially life saving techniques that an individual can be trained to perform with minimal equipment you may vitally need, sometimes the results of self-injury can be safely treated at home.

Meaning of First Aid:-

The terms 'First Aid' was adopted officially in England for the first time in 1879 by the St. John Ambulance Association. First aid is a combination of simple but quite effective and active measures to prevent possible complications. First Aid means the treatment given to the casualty till proper medical aid comes. In other words, the first aid is the process of carrying out the essential emergency treatment of an injury/illness in order to benefit the casualty till the proper medical services are rendered. First aid is the immediate and temporary care given to the victim of an accident or sudden illness. Purpose of First Aid till the medical aid is given by the competent and qualified medical personnel.

Common Sports Injuries

Some of the common sports injuries are sprain, strain, dislocation, abrasion, and contusion.

First Aid For Common Sports Injuries

Approach to Doctor: Listen to your body. Several signs will indicate to you when you should see your doctor. You must approach your doctor in case of the following:

- A) If pain severe or persists
- B) Inability to move the injured part of your body

C) The injury does not appear to be healing
Immediate Care of Injuries The immediate care of common sports injuries (sprain, strain, dislocation, abrasion, and contusion, etc) consists of a four-step program that should followed as soon as an injury occurs, whether or not you go to a physician. The four part program is called RICE and stand for REST, ICE, COMPRESSION, AND ELEVATION.

A) Rest

As soon as an injury occurs, it is important to stop the activity immediately. Prolonged delay in stopping the activity could cause further damage to the injured part. When a body part has become injured, the body reacts with an inflammatory process, which causes swelling, redness, local increase of heat in the area, pain and malfunction. The degree of each of these depends upon the severity of the injury.

B) Ice

Put ice in the injured part as soon as possible after the injury. Ice or cold, specifically, controls swelling by constricting the blood and lymph vessels; decreases muscle spasm and decreases some of the discomfort and pain caused by the inflammation. By reducing the swelling that collects around the injured area, the rehabilitation time will be lessened and you will be able to return to your sport more quickly. The ice should be applied for 20-30 minutes. It could be in the form of an ice bag, chemical packs, frozen vegetables, can of soda, snow, etc. It should be applied every hour for the next several hours.

C) Compression

Compression also helps to limit swelling in the injured area. The compression should be applied concurrently with the cold treatment. After the ice treatment, a dry elastic wrap or tape should be applied comfortably firm not too tight to cut off circulation, or too loose to allow further swelling. If lack of sensation or numbness is felt, the wrap is probably too tight. The use of sponge pads around bony prominences will insure even pressure around the injured part. The wrap should be loosened while going to bed, but worn continuously until the swelling has subsided (about 48-72 hours).

D) Elevation

The fourth part of the treatment is to elevate the injured part while being compressed. In elevating support should be placed under the entire limb. The height should be above the level of the HEART to help drain the excess fluid from the injured area. While sleeping, the compression wrap should be loosened and the foot of the bed or mattress raised by some suitable object or the head of the bed or mattress raised for the upper extremity injuries. RICE should be continued for at least 48-72 hours. Under no circumstances during this time should any form of heat be applied, including excessive time in hot showers or baths. That would just increase the swelling and inflammation. When you are sure that the swelling has stopped. Give yourself an extra day of RICE. During the acute stage of the injury, no other activity should be performed. Your body has been injured and will need all the help it can to heal the injury. This means optimal healing conditions- proper nutrition, your normal amount of sleep, and a positive attitude. The same amount of effort you placed in your sports/athletic endeavors should be placed in your rehabilitation program.

Conclusion

As we discussed above, we cannot avoid sports injuries totally but we can minimize sports injuries by considering the four part program -RICE. And some immediate cares.

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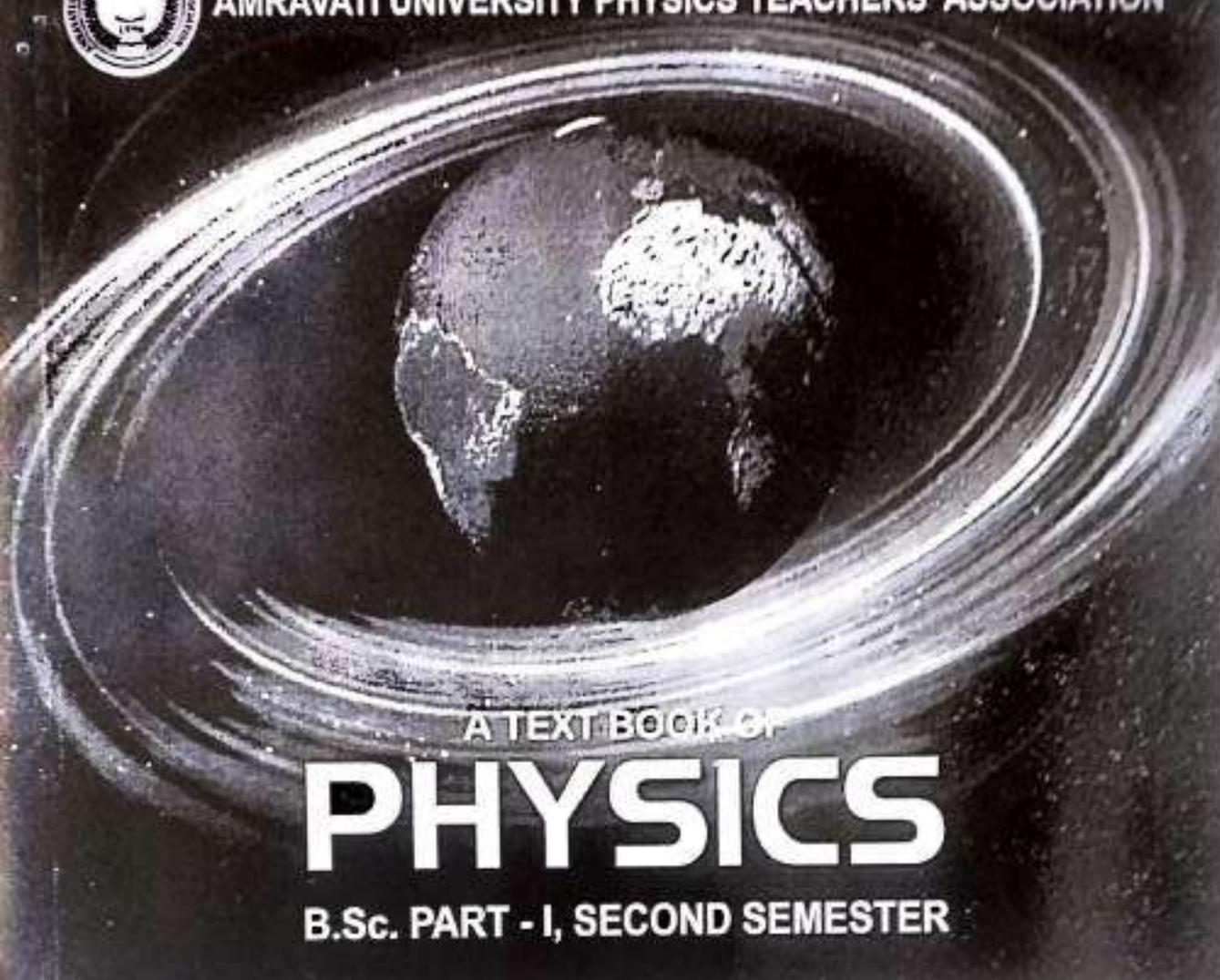
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A TEXT BOOK OF PHYSICS (B.Sc. Part I, Second Semester)
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Mahatma Fule Sankul, Infront of Abhiganta Bhawan,
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Printed at Shri Gurusao Printers, Amravati,
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Dates of publication: 2014- 9999
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ISSN :
2348-7143
February-2019

Impact Factor – 6.261

ISSN – 2348-7143

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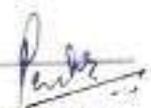
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ISSN: 2278-4349

Linking ISSN (ISSN-L): 2278-4349

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Key-title Global journal of applied social, political and sports science

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 Title proper: Global journal of applied social, political and sports science.
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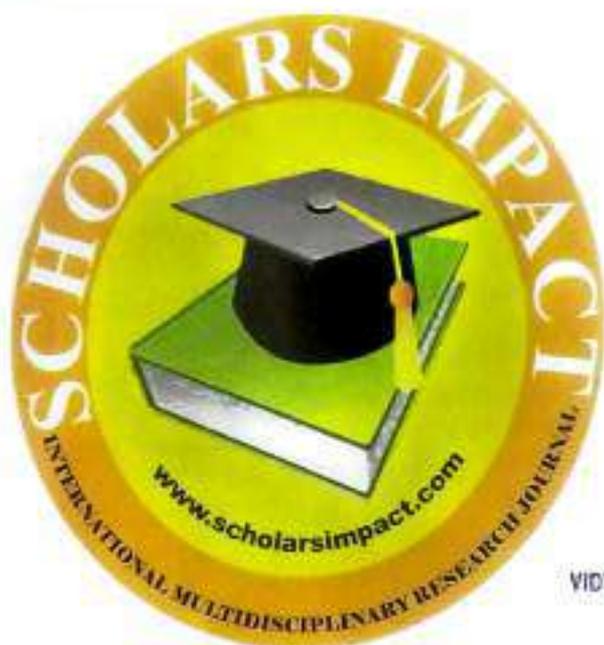
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EISSN 2394 -7640



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Printed & Published by
Dr. M. Talib Deshmukh & Edited by Dr. M. Raghib Deshmukh,
"Deshmukh Publication Pvt. Ltd." Beside Deshmukh Hospital,
Millat Colony, Khamgaon Dist. Buldana (Maharashtra) India – 444303
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LIBRARY AUTOMATION: AN OVERVIEW

DR. VISHAL SHEKHAWAT

Librarian

Vidya Bharati Mahavidyalaya Camp, Amravati

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ABSTRACT:

Academic Libraries have accepted this challenge and started automation process, in spite of all necessity of their end. This paper describes the various useful services given by library automation. User can access catalogue on internet thorough the OPAC. This paper discusses the automation process and advantage of automation in library. At the same time it also focuses on disadvantages of using library management software.

Keywords: ICT, Academic Library, Computerization

Introduction:

Computer is a device used by many people all over the world for different purposes. Its use is increasing in our daily life. It is used in laboratories, hospitals, schools, colleges, houses, offices, industries. Computer use is multifunctional. Computer helps us to get things done at a faster rate with accurate result. Accuracy depends on the quality of software because computer receives the data processes and provides information as required by the users.

Computer has more increase its importance in every work of human action, better use of its, haste, reliable, Storage, accomplished, automation and dedication. The main aim of Library is to provide access to proper information explosion, due to growing demands of the user and reduce of financial resources, library cannot able to maintain all the reading materials on demand of users, the only way to overcome from these problem is sharing resources through consortia, and Internet. Library automation reduces the responsibility of repeated manual efforts in library routine by use of library automation like collection, storage, keeping, processing, protection and communication.

Library Automation:

Couple of year libraries used catalogue card, accession register, periodical register typewriters, and manually assigned due dates. Library automation is modern method for library protector to effective use of library resources, now more logical because of computers and software. In Library automation process cover the house keeping functions like circulation, cataloguing Acquisition, serial controls OPAC etc. For the automation of library electronic machines are used the application of technologies (ICT) is used to replace manual systems in the library.

General Characteristics of an automated system:

- The operations and process are carried out automatically
- Reduce the human action and save the labour
- information Explosion
- Information in Machine readable form
- Routine Jobs
- Increase in users


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- To improve the control over collection
- To avoid Duplication
- Speed and reliable
- To share the resource through consortia nationally and international

History of Library Automation:

Library automation began in the year 1930's when punched card equipment was implemented in library for circulation and acquisition. Harley E Tillet began experiments for storage and searching of a co-coordinating index. Using an IBM 70, Soon after this machine arrived in September 1953. In 1954 presented his report in IBM Computational Seminar at Endicott, New York. This paper is the first report on library-related computerization (Tillitt, Harley E). The beginning of Library Automation: 1930 - 1960

Library automation is officially underway: 1966 - 1980

Library automation present in: 1980

The term "library automation package" is generally used to refer software packages designed to automate library housekeeping functions such as Acquisition, Serial control, Circulation control, OPAC and Web OPAC (On Line Open Access Cataloging) etc.

Acceptance of Library Automation software packages:

- End user Friendly
- marketability of package
- easy to handle for library professional with Minimum training
- Multi-user and ultimate user access
- Support to web OPAC

Library will have to perform minimum number of basic operations. These operations are conventionally referred to as "Library Automation".

- Acquisition
- Circulation
- Cataloging
- Serial Control
- OPAC

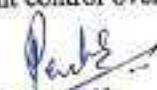
Advantages of Library Automation:

Library automation has the following advantages:

- Speed: Information processing is done much quick which ensures better work flow through the library.
- Reliable: The degree of rightness and accuracy in processing information is high. However, it is dependent on the reliable information led into the system.
- Cost Effectiveness: Operating costs can be reduced if the system is well designed and well managed.
- Curtail in library work: Library workloads can be curtail as the computer can do vast amount of work and processing.
- Improved services to users: Gross rate and better quality in performance is possible through the use of computers. Library avoids duplication of work and easy to access external and internal database providing online access and users have easy to search information as well as excellent control over circulation.

Disadvantages of Library Automation:

- Cost
- Security depends on third party


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- Maintenance of Automation software is totally depend on Computer administrator
- Continuous staff training are required for it
- It is totally depend on Electricity
- Untrained users

Requirement of Facility:

- More number of computers should require in the library.
- Good quality of internet to use web base services like Web-OPAC or use other search engines.
- Standby power supply facility should be there.
- Skilled staff should require explaining automation procedure.
- Library should also digitize their material for online access to information.
- Library orientation required at a specific interval to know the usage of the facility

Software for Library Automation:

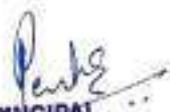
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Conclusion:

Library automation is the activity which needs right planning, timely execute and frequent evaluation. The librarian should to set the priorities after analyzing the current status and future requirements. Correct Selection of the suitable library management software according to the needs of the users. Acquisition, Circulation, Cataloguing, Serial Control OPAC, etc. should be conducted with care. Staff training and user education are keys to the success of the process. For the successful implementation of required library management system all key factors must be in place support from administration, staff, skill, consideration of user requirements, presence of infrastructure, (Hardware, software, networks) available data, excellent ICT skill.

REF:

- IOSR Journal of Humanities and Social Science (IOSR-JHSS) Volume 17, Issue 5 (Nov. - Dec. 2013), PP 20-26 e-ISSN: 2279-0837, p-ISSN: 2279-0845.
- Library Automation, Anmol Publication New Delhi, ISBN81-261-2634-5 316p.


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Identifiers

ISSN :2348-7143
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UGC Approved Journal

ISSN :
2348-7143
February-2019

Impact Factor – 6.261

ISSN – 2348-7143

INTERNATIONAL RESEARCH FELLOWS ASSOCIATION'S

RESEARCH JOURNEY

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PEER REFREED & INDEXED JOURNAL

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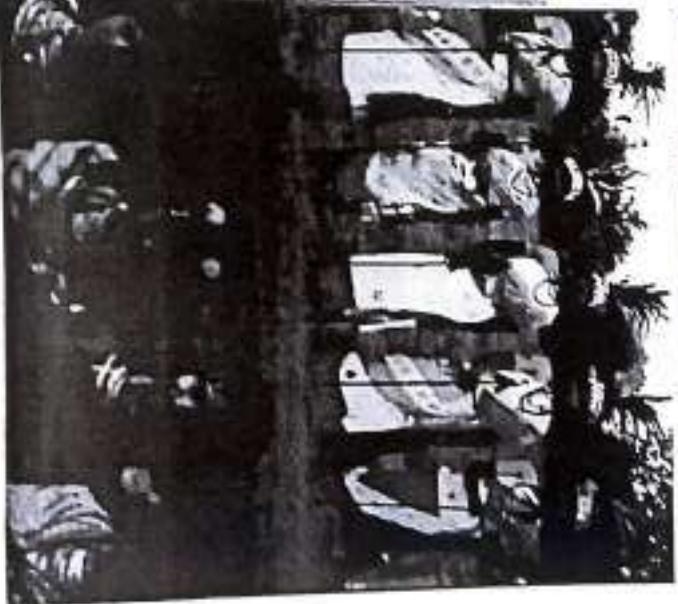
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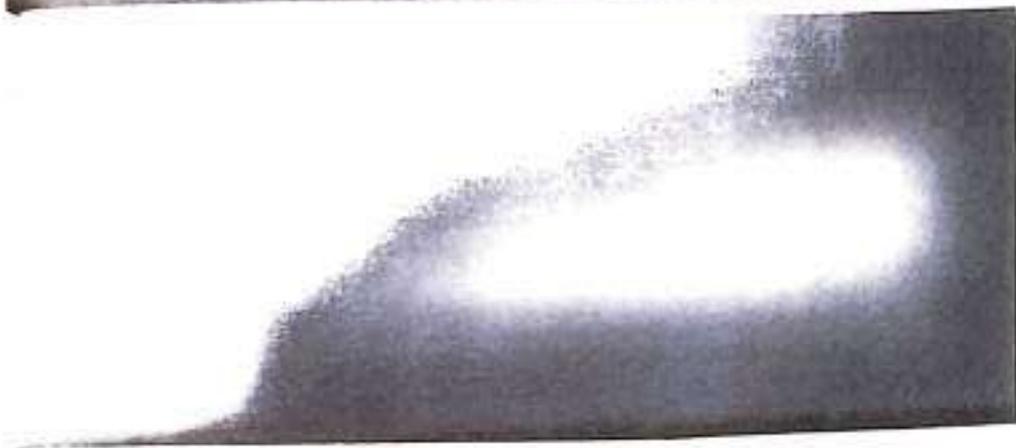


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ISBN : 978-81-842250-3-4
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Sl No.	ISBN No.	Book Title	Language	Volume.	Edition	Name of author	Name of Publisher	Publishing Agency.
1.	"978-81-942388-5-0"	Social Anthropology Part - 2	Marathi	1	584	Ramchandra Jagannath Lote, Dr. Arvind D. Chauhan	Manohar Atmaram Pimplapure	Pimplapure and Company Publishers



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प्रकाशक : ५८४
पहिली आवृत्ती : डिसेंबर, २०१९
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 Abbreviated key-title: Int. j. curr. eng. sci. res.
 Original alphabet of title: Basic roman
 Subject: UDC : 62
 Subject: Engineering, Technology in general
 Publisher: Kolkata: Technical Research Organisation
 Dates of publication: 2014- 9999
 Frequency: Monthly
 Type of resource: Periodical
 Language: English
 Country: India
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International Journal Of Current Engineering And Scientific Research (IJCESR)

ISSN PRINT-2393-8374, ISSN ONLINE-2394-0697

DOI-10.21276/Ijcesr

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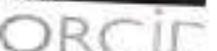
ICV 2015= 63.71

Indexed By

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DOI:10.21276/Ijcesr





DESIGN AND DEVELOPMENT OF MOISTURIZING SKIN SERUM WITH HYALURONIC ACID BY USING NANO TECHNOLOGY

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ABSTRACT

Nanotechnology Is widely used in skin care products,this technique is specially designed for target drug delivery.Nanoparticulate delivery system is more reliable and effective. Basically, nanoparticles are colloidal drug delivery system. Nanotechnology can be used in the product like lipstick, soap, antiwrinkle cream, perfume, toothpaste etc. serum are light weight moisturisers that penetrate deeper to deliver active ingredients into your skin. This study presents methods, characterization of hyaluronic acid nanoparticles, further formulation of skin serum and its evaluation at different parameters.

Keywords:Nanotechnology Hyaluronic, Acid, Skin Serum, Stability Testing

1.Introduction

Nanotechnology is fastest growing area for the maintenance of skin health as well as for the diagnosis and management of cutaneous disease. It enriches the study of particles smaller than 100 nm in size. The prefix "nano" from nanotechnology it is a Greek word, in which "nano" means small or little [1]. Nanoparticle is type of colloidal drug delivery system where the particle size ranges from 10—1000 nm in diameter. The sub particles are prepared from a variety of material and synthetic polymers that include gelatine, poly methacrylate some biopolymers etc. Drugs can be dissolved, entrapped, or encapsulated into the nanoparticles, or simply absorbed on their surface. Nano sphere consists of a dense polymeric matrix in which the drug can be dispersed, whereas, Nanocapsules are constituted of a liquid core

surrounded by a polymeric shell. Nanoparticles are formed by single layered shell and are filled with oil which tends themselves ideally as carriers for lipophilic agents [2]. Nanoparticles in cosmetic preparations are found to improve stability of various cosmetic ingredients such as unsaturated fatty acids, vitamins or antioxidants by encapsulating them, increase the efficacy and tolerance of UV filters on skin surface, make the product more aesthetically pleasing and enhance the penetration of certain active ingredients to the epidermis [3].

1.1 Nanoparticles under the skin in cosmetics

The important route is through dermal exposure. The dermis has a rich supply of blood and tissue macrophages, lymph vessels, dendritic cells, and five different types of sensory nerve endings. An increased inflammatory activity and epithelial translocation of manmade 20 and 30 nm solid particles was observed already 20 years ago. Broken skin represents a readily available entry even for larger (0.5-7 micro meter) particles, as evidenced by reports about accumulation of large amounts of soil particles in inguinal lymph nodes from people who runs or walks bare feet. However report shows that broken skin is not necessary for uptake of nanoparticles. Tinkle et al hypothesized that skin when flexed- as in wrist movements- can make the epidermis more permeable to nanoparticles and then favour uptake into lymphatic system and regional lymph nodes [4].

ADVANTAGES

1. Large scale production is possible.
2. Long term stability

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3. Controlled and sustained release of active drug can be achieved.
4. Organic solvents can be avoided.
5. It can be lyophilized.
6. It can be freeze dried to form powder formulation.
7. By autoclaving and gamma radiation sterilization is possible.
8. It improves skin protection with organic compound.

DISADVANTAGES

1. Poor drug loading capacity.
2. High water content dispersion.
3. The low capacity to load hydrophilic drugs.

OBJECTIVE:

The aim of my work was to prepare and investigate hyaluronic acid in skin serum by using nanotechnology.

In the first part of the investigation, nanoparticles were prepared with a method described below and further synthesizing its size.

The main steps are as follows:

- Reactions under the same conditions and with concentration of Hyaluronic acid, oxalic acid, sodium monostearate, 1-(3-dimethylaminopropyl)-3-ethylcarbodiimide hydrochloride. The standard solutions were prepared with appropriate concentrations, pH was adjusted, the preparation of hyaluronic acid, oxalic acid, sodium monostearate, 1-(3-dimethylaminopropyl)-3-ethylcarbodiimide hydrochloride solutions respectively, the mixing and stirring time the temperatures applied, maintain storage conditions.
- Confirmation of nanoparticles by LM 20 nanosight.

In the second part of the investigation, the formulation and evaluation of skin serum was studies as follows:

- Formula was set for the formulation of skin serum.
- Physical appearance and Stability testing of the batches was studied with different concentrations of active. Serum was checked at different parameters and also microbial growth studies were done.

2. EXPERIMENTAL

2.1 Method Of Preparation

- 2.1.1 High pressure homogenization.
 - 2.1.1.1 Hot homogenization.
 - 2.1.1.2 Cold homogenization.
- 2.1.2 Micro emulsion technique.
- 2.1.3 Ultra sonication or high speed homogenization.
- 2.1.4 Double emulsion method.
- 2.1.5 Spray drying method.

2.1.1 High pressure homogenization: In high pressure homogenization liquid is pushed at high pressure 100-2000 bar through a narrow gap. The fluid accelerates at very high velocity (1000 km/h). In this typical lipid contents in the range of 5-10% which represents no problem to the homogenizer. Higher lipid concentrations up to 40% have been also homogenized to lipid nano dispersions. It is widely used than any other method, because it is advantageous than other method. Following are some of the advantages of this method are that it is easy scale up and powerful techniques, short production times and more feasible [1].

2.1.2 Hot Homogenization: This method is similar to homogenization of an emulsion, because this is also carried out at temperature above the melting point of lipid. In the hot homogenization method the drug is dissolved or dispersed in melted solid lipid for SLN or in a mixture of liquid lipid (oil) and melted solid lipid for nano structured lipid carrier. This lipid melt containing drug is then mixed by high speed stirring in a solution of the hot surfactant at same temperature (5- 10 °C) above the melting point of the solid lipid or lipid blend). This pre-emulsion is then passed through a high pressure. Homogenizer adjusted to the same temperature, generally applying three cycles at 500 bar or two cycles at 800 bars. This technique can be used for lipophilic and insoluble drugs as well as for the heat sensitive drugs because the exposure time to high temperature is comparatively short. The technique is not suitable for inclusion of hydrophilic drugs into solid lipid nanoparticle because of larger portion of drugs is in water during homogenization which leads to low entrapment capacity [5].

2.1.1 Cold homogenization: This technique is developed to overcome the problems which are associated with hot homogenization like

temperature induced drug degradation and drug distribution into the aqueous phase during homogenization [1]. In the cold homogenization method, the lipid micro particles are obtained by melting and subsequent cooling of drug containing lipid melt followed by crushing, grinding and diffusing in cold surfactant to obtain a cold pre-suspension of micronized lipid particles. This suspension is then forced to pass through a high pressure homogenizer at room temperature applying typically 5–10 cycles at 1500 bar. This method is the first choice for hydrophilic drugs with good as well as low solubility (surfactants are added to improve solubility). This technique avoids and shortens melting process of lipid and hence it is appropriate for thermo sensitive and thermo labile drugs [5].

2.1.2 Micro emulsion technique This method is based on the dilution of micro emulsions. As micro-emulsions are two-phase systems composed of an inner and outer phase. Micro emulsions are clear, thermodynamically stable system composed of a lipophilic phase, water, surfactant and co-surfactant. Micro emulsions are produced at a temperature above the melting point of the lipids, so the lipid should have melting point above room temperature [1]. Solid lipid nanoparticles can also be prepared by micro emulsification of inner molten lipids phase (oil) which is preloaded with drug (at 65-70 °C), followed by dispersion in cold aqueous phase with mechanical stirring (at 2-3 °C). The dispersion is washed two times with distilled water by ultra filtration. After washing, the suspension is freeze dried. The diameter of the disperse phase droplet should be always below 100nm. There is no need of energy for this preparation [5].

2.1.3 Ultra sonication or High speed homogenization: Solid lipid nanoparticles were also developed by high speed stirring or sonication. The most advantage of this method is that, the Equipments that are used here are very common in every lab [1]. Solid lipid nanoparticles can also be prepared by sonication or high speed stirring. This is very general and simple technique and can be beneficial over other methods like hot and cold homogenization but with drawback of distribution of larger particle size ranging between micrometer range leading to physical

instability such as particle growth upon storage and also metal contamination due to ultra sonication [5].

2.1.4 Double emulsion method: It is a novel method of preparation of solid lipid nanoparticles loaded hydrophilic drug moiety and is based on solvent emulsification evaporation by drug encapsulation in the outer water phase of w/o/w double emulsion along with a stabilizer to avoid partitioning of the drug to outer water phase during solvent evaporation [5]. For the preparation of hydrophilic loaded SLNs, a novel method based on solvent Emulsification-evaporation has been used. In double emulsion technique hydrophilic drugs was dissolved in aqueous solution, and then was emulsified in melted lipid. In this method the drug is encapsulated with a stabilizer to prevent drug partitioning to external water phase during solvent evaporation in the external water phase of w/o/w double emulsion. Stabilized primary emulsion was dispersed in aqueous phase which contains hydrophilic emulsifier after that the double emulsion was stirred and was isolated by filtration [1].

2.1.5 Spray drying method: It is an alternative procedure to lyophilisation in order to transform an aqueous SLN dispersion into a drug product. This method is cheaper than lyophilisation. This method cause particle aggregation due to high temperature, shear forces and partial melting of the particle. In this method short drying time and consequently fast stabilization of feed material at moderate temperatures make spray drying method suitable for producing nanoparticles of drugs that are thermo labile. The 20% trehalose in ethanol-water mixtures (10/90 v/v). Due to high temperature and shear force it may cause aggregation of particle [1].

Materials and Method

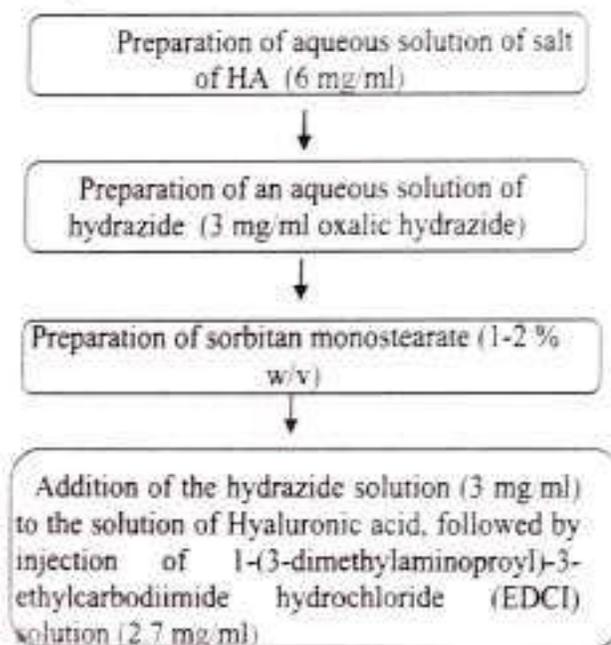
Hyaluronic acid Hyaluronic acid (HA) is a high molecular weight biopolysaccharide, discovered in 1934, by Karl Meyer and his assistant, John Palmer in the vitreous of bovine eyes. Hyaluronic acid is a naturally occurring biopolymer, which has important biological functions in bacteria and higher animals including humans. It is found in most connective tissues and is particularly concentrated in synovial fluid, the vitreous fluid

of the eye, umbilical cords and chicken combs. It is naturally synthesized by a class of integral membrane proteins called hyaluronan synthases, and degraded by a family of enzymes called hyaluronidases [6]. Following are important points about hyaluronic acid. Hyaluronic acid derives from the Greek "hyalos", glossy vitreous and uronic acid. The molecule binds water and functions as lubricant between the collagen and the elastic fibre networks in dermis during skin movement. Effect on skin is that it hydrates viscoelastic film on the skin. The polymer may also be injected to obtain a smoother surface and reduce the depth of wrinkles. Properties: Most powerful moisturiser and humectants known so far provide smoothness and softening to the skin, reduce appearance of wrinkles. Ideal ingredient after skin peels. Usage typically used at 0.1-2%. Hyaluronic acid is not readily soluble in water as it binds water very quickly forming a gel [7].

2.2 Method of preparation of hyaluronic acid nanoparticles

The present study relates to the development of a hyaluronic acid nanoparticles for the administration of active molecules. These nanoparticles are made up of hyaluronic acid in salt form, preferentially the sodium salt of the polymers. In a typical experiment, the procedure comprises the following stages:

Flow chart 1: Method of hyaluronic acid nanoparticles



Addition of the surfactant solution and mixing under magnetic stirring, lowering the pH and maintaining the stirring overnight, which will produce the Nanoparticles.

The work-up of the Nanoparticles was as follows: pH was increased to the range of 9-9, followed by the addition of alcohol to precipitate the Nanoparticles. The precipitated Nanoparticles were kept in drying oven at 25°C for six hours to dry. The resulting Nanoparticles can be kept in the refrigerator for storage [8].

2.3 Characterization of Nanoparticles

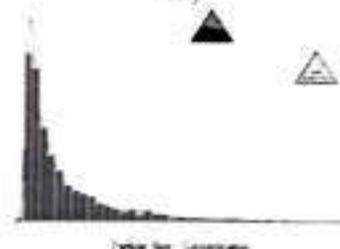
Estimation of particle size by LM 20 Nano Sight Nanoparticle tracking analysis divulges size of nanoparticles by tracking the Brownian motion of particles freely suspended in colloidal solution. Mean size of nanoparticles was calculated by tracking minimum of 1000 nanoparticles active in Brownian motion. The size histograms of hyaluronic acid are evident from Fig. 1 (a, b and c) respectively [9].



(a)



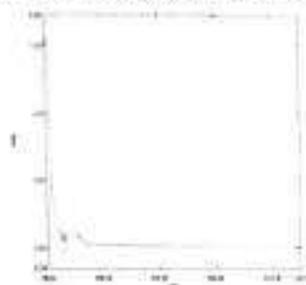
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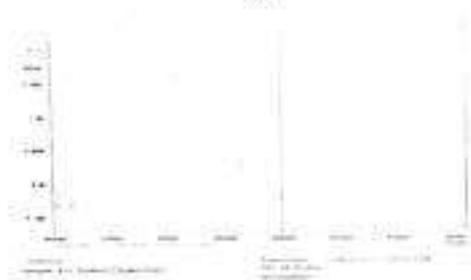
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2.4 U.V. Spectrophotometry

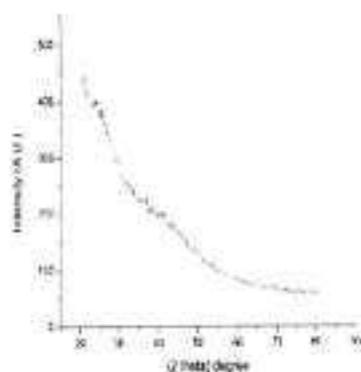
Ultraviolet (UV) and visible radiation comprise only a small part of the electromagnetic spectrum, which includes such other forms of radiation as radio, infrared (IR), cosmic, and X rays. Figure 2 (a), (b), (c) respectively [9].



(a)



(b)



(c)

2.5 Fourier Transform Electron Microscopy:

A mathematical operation known as Fourier transform (FT) can separate the individual absorption frequencies from the interferogram, producing a spectrum virtually identical to that obtained with a dispersive spectrometer. This type of instrument is known as Fourier transforms infrared spectrometer [10].

2.6 X-ray Diffraction:

X-ray diffraction is based on constructive interference of monochromatic X-rays and a crystalline sample. These X-rays are generated by a cathode ray tube, filtered to produce monochromatic radiation, collimated to concentrate, and directed toward the sample.

The interaction of the incident rays with the sample produces constructive interference (and a diffracted ray) when conditions satisfy Bragg's Law ($n\lambda=2d \sin \theta$). This law relates the wavelength of electromagnetic radiation to the diffraction angle and the lattice spacing in a crystalline sample. These diffracted X-rays are then detected, processed and counted. By scanning the sample through a range of 2θ angles, all possible diffraction directions of the lattice should be attained due to the random orientation of the powdered material. Conversion of the diffraction peaks to d-spacing allows identification of the mineral because each mineral has a set of unique d-spacing. Typically, this is achieved by comparison of d-spacing with standard reference patterns. All diffraction methods are based on generation of X-rays in an X-ray tube. These X-rays are directed at the sample, and the diffracted rays are collected. A key component of all diffraction is the angle between the incident and diffracted rays. Powder and single crystal diffraction vary in instrumentation beyond this [11].

3. RESULTS AND DISCUSSION

The particle size mean of hyaluronic acid found to be 44nm whereas the mode is 11nm and standard deviation is 57nm. While the U.V. visible spectrophotometry shows that figure 2(a) absorbance is shown at peak of 257 nm. The XRD (X-ray Diffraction) result in figure 2(c) shows that the sample is of amorphous nature.

3.1 Skin Serum

A serum is a product typified by its rapid absorption and ability to penetrate into the deeper layers of the skin, together with its non-greasy finish and intensive formula with a very high concentration of active substances. Like many other skin products, serums are designed to focus on different actions – anti-ageing, brightening, acne prevention, etc. Because of the high concentrations of the active elements, it is common for cosmetic serums to contain only a few active ingredients which provide intensive nutrition for the deeper layers of your skin. The oil-free finish doesn't leave your skin feeling tight after use; instead it should feel velvety smooth because of the serum's intensive and deep-layer action. Since the active ingredients are so highly concentrated, a serum

will produce more visible results in less time than a simple moisturiser or other skin product. Sometime the high concentration of active ingredients can irritate sensitive skin [12].

3.2 Material and Methods

Table no. 1: formulation of serum

Sr. No	Ingredie nts	Quantity for 100 gm			Uses
		F1	F2	F3	
1	Carbopol 940	0.5 gm	0.5 gm	0.5 gm	Gelling agent
2	Olive oil	1 ml	1 ml	1 ml	Emollient
3	Almond oil	1 ml	1 ml	1 ml	Emollient
4	Tween 80	1 ml	1.2 ml	1.3 ml	Emulsifier
5	Propylene glycol	2 ml	2.5 ml	2.8 ml	Humectant
6	Poly sorbate 60	1 ml	1.5 ml	1.8 ml	Solubiliser
7	Ethylenediaminetetraacetic Acid	0.1 gm	0.1 gm	0.1 gm	Chellating agent
8	Triethanolamine	0.3 ml	0.5 ml	0.6 ml	Stabiliser
9	Iso propyl alcohol	q.s	q.s	q.s	Solubiliser
10	Glycerine	0.7 ml	0.8 ml	0.9 ml	Humectant
11	Perfume	q.s	q.s	q.s	Perfume
12	DM Hyadantoin	q.s	q.s	q.s	Preservative
1	Hyaluro	0.8	0.5	1	Active

3	nic acid	gm	gm	gm	
1	DM				Aqueous phase
4	water	To make	To make	To make	
		100 ml	100 ml	100 ml	

Observation: From the above observation formula F2 was selected as it was stable and it shows consistency, spreadability and feel and active was added with different concentration and evaluated for in vitro study as per IS and in vivo study with human volunteers.

Procedure for base formula: Take clean apparatus. Weigh Carbopol 940 disperses in distilled water containing EDTA, DM DM Hyadantoin and glycerine. After proper mixing add TEA drop by drop to form a gel, then take another beaker to this add almond oil, olive oil, rose oil, Polysorbate 60, Tween 80, propylene glycol, stir it well and then pour it into gel under stirring slowly, allow it to stir for some more time and then fill it into suitable container.

Table 2: Optimization of serum base

Sr. No	PARAMETER	F1	F2	F3
1	Appearance	**	***	***
2	Colour	**	***	**
3	Odour	*	**	**
4	Consistency	**	**	*
5	Feel	*	***	**
6	Spread ability	**	***	**

Good= * Better = ** Best = ***

3.3 Evaluation of skin serum

3.3.1 Determination of physical parameters

In physical parameters, appearance, consistency, colour, odour, and spreadability was taken into consideration. The Physical Parameters are determined by visual observation by taking small amounts of sample.

The Serum and lotion samples were kept at various temperatures such as room temp, at 45°C and at the elevated temp (freeze temp.). The formulations were checked after every 10 days for parameters such as colour, odour, consistency, spreadability and appearance [13].

3.3.2 Determination of pH (IS: 6608 - 1978)

For oil-in-water emulsion Serum Accurately 5±0.01 g of the Serum was weighted in a 100ml beaker. 45ml of water was added and the Serum was dispersed in it. The pH of the suspension at 270 C was determined using the pH meter [13].

3.3.3 Determination of total fatty substance content: (Indian Standard skin creams — specification, 2004)

For this the emulsion is broken up with dilute mineral acid and the fatty matter is extracted with petroleum ether. It is weighed after removal of the solvent. Accurately about 2g of sample was weighted into a conical flask, about 25ml of dilute HCl was added, reflux condenser was fitted into the flask and the content of the flask was boiled until the oil and water phases have separated. The content of the flask was poured into 300 ml separating funnel and it was allowed to cool to 20°C. The conical flask was rinsed with 50ml of ethyl ether in portions of 10ml. The ether rinsing was poured into separating funnel. The separating funnel was shaking well and leave until layers separate. Separate out with 50ml portions of ether twice. All the ether extracts was combined and washed them with water until free of acid. The ether extracts was filtered through a filter paper containing sodium sulphate into a conical flask which had been previously dried at temperature of 6°C ±2°C and then weighed. The sodium sulphate was washed on the filter paper with ether and the material remaining in the flask was dried at a temperature of 6°C ±2°C to constant mass [13].

3.3.4 Total fatty substance % by mass = $100 \times \frac{M1}{M2}$

Where, M1 is Mass in g of residue and M2 is Mass in g of material taken for the test.

3.3.5 Determination of Thermal Stability:

A 20 mm broad and 5 mm thick strip was spreaded from the material to be tested on the internal wall of a beaker of 100ml capacity in

its total height. The beaker was kept for 8 hrs. in the humidity chamber at 60 to 70% relative humidity and temperature 37± 1°C.

3.3.6 Microbial examination of Serum: T.

The test consist of pleating a known dilution of the sample on soya bean casein digest agar medium suitable for the total count of aerobic bacteria and fungi after incubating them for a specified period to permit the development of visual colonies for counting Pre-treatment of sample: To 10 ml of sodium chloride solution pH 7 or any other suitable medium add 1gm or 1ml of sample Total bacterial count: Pipette out in duplicate 1ml of pre-treated sample aseptically into 5 sterile Petri dishes. Pour 15 to 20 ml of molten soya bean casein digest agar maintained at about 45°C. Mix the content of the plate by swirling. Allowing the incubate the plates at 37°C +1°C in inverted position for three days Count the number of colonies in each plate. Determine the average number of colonies on plates and multiply by dilution factor. This will be the number of microorganisms per gm of the sample. If no colony was recovered from any of the plate it can be stated as less than 50 microorganisms per gm.

3.3.7 Total fungal count: Pipette out in duplicate 1ml of pre treated sample aseptically into 5 sterile petridishes. Pour 15 to 20 ml of molten sabouraud's chloranphenicol agar (SCA) maintained at about 45°C mixes the content of the plate by swirling. Allowing the plates to solidify, invert and incubated at 23+2°C for three days. Count the number of colonies in each plate.

3.3.8 Stability studies of Serum: Stability studies for Serums were carried out according to ICH guidelines. The Serum samples were kept on the 5°C, room temperature, and 40°C. The changes in the physical appearance, colour, odour etc and chemical changes such as change in pH, viscosity, pH separation were checked and thus. The formulation of Serum was optimized.


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Table 3: Evaluation Of Physical Parameters

Sr. No.	PARAMETERS	F1	F2	F3
(A) Physical appearance				
1	Appearance	serum like	serum like	serum like
2	Colour	white opaque	white opaque	white opaque
3	Odour	pleasant	pleasant	pleasant
4	Consistency	semi liquid	semi liquid	semi liquid
5	Spread ability	good	good	very good
6	Oily/tacky feel	No	No	No

3.3.9 Accelerated stability studies: To ensure that a cosmetic remain stable till the consumers has used the entire cosmetic or has stopped using it, a number of special accelerated test procedures have been developed. The evaluation employs a combination of tests. This method of evaluation not only indicates stability of Base formulation but also indicates the stability of functional ingredient [13].

Freeze thaw cycle: These tests are not carried out at fixed temperature and humidity. In these tests, temperature was changed cyclically every day e.g. Low-high-low-high-low-high, to simulate changes in temperature daily [13].

Table 4: Freeze Thaw Cycle

Sr. No.	PARAMETERS	F1	F2	F3
1	Freeze thaw cycle	Stable	Stable	Stable

4. Result and Discussion

4.1 In Vitro-Study

Table No. 5: Determination of physical parameter of a Skin Serum containing hyaluronic acid as active. (Stability study after 10 days).

Sr. No.	PARAMETERS	F1	F2	F3
Physical appearance				
1	Appearance	**	**	**
2	Colour	**	**	**
3	Odour	**	**	**
4	Consistency	**	**	**
5	Spread ability	**	**	**
6	Oily/tacky feel	**	**	**

Change = * No change = **

Table No. 6: Stability study after 20 days

Sr. No.	PARAMETERS	F1	F2	F3
Physical appearance				
1	Appearance	**	**	**
2	Colour	**	**	**
3	Odour	**	**	**
4	Consistency	**	**	**
5	Spread ability	**	**	**
6	Oily/tacky feel	**	**	**

Table No. 7: Stability study after 30 days

Sr. No.	PARAMETERS	F1	F2	F3
Physical appearance				
1	Appearance	**	**	**
2	Colour	**	**	**
3	Odour	**	**	**
4	Consistency	**	**	**
5	Spread ability	**	**	**
6	Oily/tacky feel	**	**	**


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Table No. 8: Determination of pH of serum containing hyaluronic acid as active. Standard value 5 to 9

Sr. No	Time Interval	F1	F2	F3
1	0 Day	6.23	6.21	6.19
2	8th Day	6.21	6.2	6.18
3	16th Day	6.23	6.19	6.15
4	24th Day	6.22	6.17	6.11
5	30th day	6.23	6.16	6.12

Graphical Representation of data:

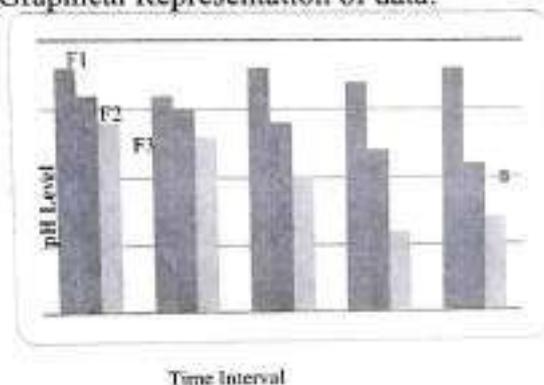


Table 9: Determination of Total fatty matter of serum containing hyaluronic acid as active (Standard value 5.0%)

Sr. No	Parameter	F1	F2	F3
1	TFM % by Mass	4.55%	4.65%	4.60%

Graphical Representation of data:

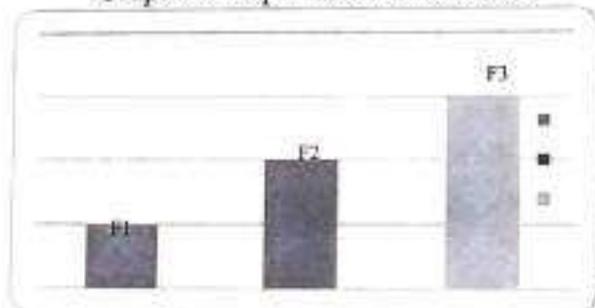


Table 10: Determination of Thermal Stability serum containing hyaluronic acid as active.

Sr. No	Parameter	F1	F2	F3
1	Thermal Stability	passed	passed	passed

4.2 Microbial examination of a Serum

Table No. 11: Microbial examination of a serum containing hyaluronic acid as active

Sr. No	Name of the test	Result	Specificati on	Unit
1	Total bacterial count	10 CFU/g	NMT100 CFU/gm	CFU /gm
2	Fungal count	Nil	NMT10C FU/gm	CFU /gm

5. Conclusion

Nanoparticles are one of the promising drug delivery systems, which can be of potential use in controlling and targeting drug delivery. They possess better stability when compared with liposomes. They have various applications such as ophthalmic drug delivery, intravenous delivery as carriers for radio nucleotides in nuclear medicine, as cosmetics for the skin and hair care, sustained release formulations and many more. Nanoparticles formulated as amorphous spheres offer higher solubility than standard crystalline formulations, thus improving the poor aqueous solubility of the drug and hence its bioavailability. While serum on the other side, is a concentrated product widely used in cosmetology. The term itself comes from professional cosmetology. Cosmetic skin serum is a highly concentrated product based on water or all as any other cream. Serums are concentrates containing approximately 10 times more of biologically active substances than creams, therefore quicker and more effectively coping with cosmetic problems. The effect of serum when concentrates are that it immediately gets the necessary amount of active substances such form which assimilates easier. The active substances in high concentration act in the same way as cream they moisturise, rejuvenate, lift up, etc. The only difference is that in case concentrates are used correctly the noticeable result will be reached quickly.

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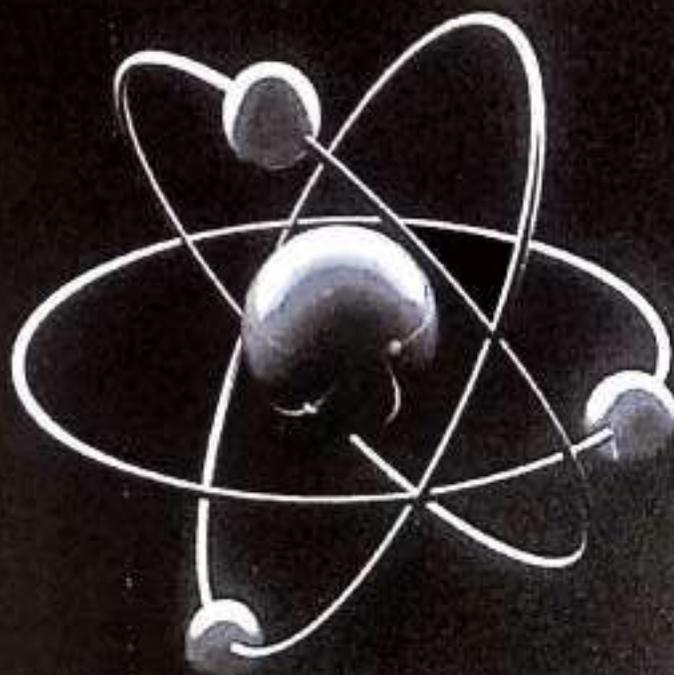
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The edition publish in 2019 by

ISBN 13 : 978-93-87278-30-1



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Printed at Satri Gurudev Printers, Amravati.

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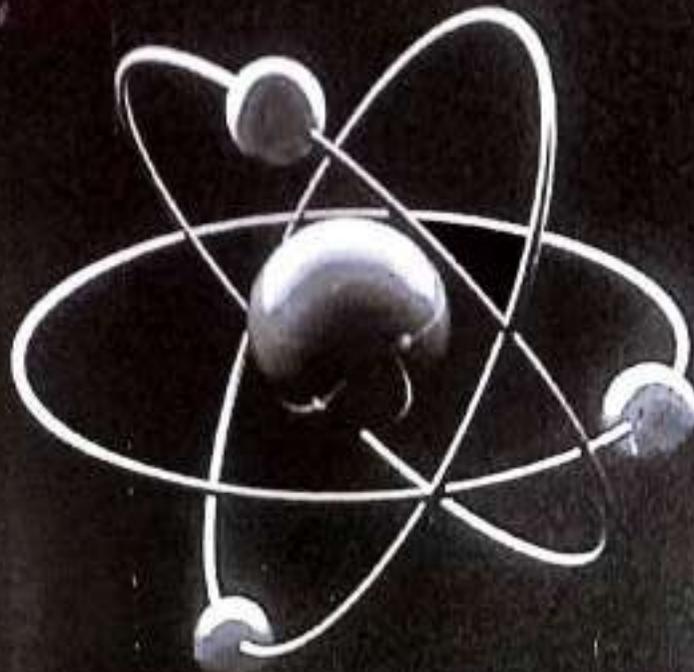
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ISSN :
2348-7143
February-2019

Impact Factor - 6.261

ISSN - 2348-7143

INTERNATIONAL RESEARCH FELLOWS ASSOCIATION'S

RESEARCH JOURNEY

International E-Research Journal

PEER REFREED & INDEXED JOURNAL

February-2019 Special Issue - 110 (E)

BOTONY

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Identifiers

ISSN :2348-7143
Linking ISSN (ISSN-L): 2348-7143

Links

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FATCAT: fatcat.wiki/co...
Google: www.google.c...
Bing: www.bing.com/s...
Yahoo: search.yahoo....

Key-title Research journey

Resource information

Title proper: Research journey.
Abbreviated key-title: Res. journey
Original alphabet of title: Other
Subject: UDC : 001
Subject: Science and knowledge in general. Organization of intellectual work
Publisher: Nashik: Swatidhan International Publication
Dates of publication: 2014- 9999
Frequency: Quarterly
Type of resource: Periodical
Language: Multiple languages
Country: India
Medium: Online
Indexed by: ROAD



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Type of record: Confirmed

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'RESEARCH JOURNEY' International E- Research Journal
Impact Factor - (SJIF) - 6.261 (CIF) - 3.452(2015), (GIF) - 0.676 (2013)
Special Issue 110 (B) : Chemistry
UGC Approved Journal

ISSN :
2348-7143
February -2019

Impact Factor - 6.261

ISSN - 2348-7143

INTERNATIONAL RESEARCH FELLOWS ASSOCIATION'S

RESEARCH JOURNEY

International E-Research Journal

PEER REFREED & INDEXED JOURNAL

February-2019 Special Issue - 110 (B)

CHEMISTRY

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ISSN 2349-638X
Linking ISSN (ISSN-L): 2349-638X

Resource Information

Title proper: Aayushi: International interdisciplinary research journal.
Abbreviated key-title: Aayushi; Int. Interdiscip. res. J.
Original alphabet of title: Other
Subject: UDC : 001
Subject: Science and knowledge in general. Organization of intellectual work.
Publisher: [Latur: aalrjournal](#)
Dates of publication: 2014-9999
Frequency: Monthly
Type of resource: Periodical
Language: Multiple languages
Country: India
Medium: Online
Indexed by: ROAD



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Type of record: Confirmed
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ISSN Center responsible of the record: ISSN National Centre for India
Record creation date: 24/07/2014
Original ISSN Centre: ISSN National Centre for India



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TECHNOLOGY AND TEACHING-LEARNING OF ENGLISH LANGUAGE

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ABSTRACT

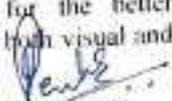
We are living today in the age of technology. As far as teaching and learning of English language is concerned, those traditional methods and tools have become outdated now. In the wake of globalization and wide spread of technological innovations we have a lot to choose from the world of technology to make our teaching and learning process smarter, effective and interesting from learners' and teachers' point of view. We have smart technological gadgets like Smartphones, Radio, TV, CD Roms, Computers, CALL, the Internet, Electronic Dictionaries, Email, Blogs and Audio Cassettes, Power Point, Videos, DVD's, VCD's and innumerable apps available easily. The last two decades have witnessed a revolution due to onset of technology, and has changed the dynamics of various walks of life, and has also influenced the society at large and the nature of interactions of the masses among themselves. This rapid rise and growth of technology has offered a better pattern to explore the new teaching models. As a result technology has been playing a very important role in teaching and learning of English language. In this paper efforts have been made to analyze the necessity of use of technology to make teaching and learning of English language innovative, effective and interesting. It also brings out the problems faced by the users while dealing with these technological gadgets. It also aims to make English teachers aware of the strategies to be adopted to use technology in an effective manner.

Keywords: English Language teaching, Multimedia Technology, Advantages, Disadvantages, Optimization, Strategies.

INTRODUCTION

English language has a special importance as it is the language of the world. It enjoys a high prestige in our country because it is spoken by the British, the ruling class of the past. In spite of the fall of British power all over the world, English language has not lost its glamour and use throughout the globe even today. Rather it has become the necessity of everyone of us due to the wide spread of internet and computer technology in all walks of life. English language has been used as a medium of instruction and as a part of curriculum in the countries where English is studied as a second language. As the number of English language learners has been increasing, technology supported new methods of teaching and learning have been devised. New teaching tools and materials in the form of audio-visual aids viz. LCDs, DLPs, interactive boards, smart phones, etc. have been introduced in the system. It is true that these technological gadgets have proven their utility in replacing the traditional methods of teaching and learning process. The changed circumstances assign new challenges and duties on the modern teachers. The traditional ways of English teaching has been drastically

changed with the remarkable entry of technology. Technology provides so many options as making teaching interesting and also making it more productive in terms of improvements. Technology is the most significant driver of both social and linguistic change. Graddol, (1997:16) states that "technology lies at the heart of the globalization process; affecting education work and culture. At present the role and status of English is that it is the language of social context, political, sociocultural, business, education, industries, media, library, communication across borders, and key subject in curriculum and language of imparting education". It is also a crucial determinant for university entrance and processing high paid jobs in the commercial sector. Considering the huge quantity of English learners in India, technology driven teaching methods have been implemented to test the effectiveness of the teaching process. One method involves multimedia in ELT in order to create English contexts. This helps students to get involved and learn according to their interests. It has been tested effectively and is widely accepted for teaching of English in modern world. Technology is utilized for the betterment of modern styles; it satisfies both visual and auditory


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senses of the students. Many more aspects of language learning which used to be vague and obscure for understanding now have become easy with the advent of technology.

As the use of English has increased in popularity so has the need for qualified teachers to instruct students in the language. It is true that there are teachers who use 'cutting edge' technology, but the majority of teachers still teach in the traditional manner. None of these traditional manners are bad or damaging the students. In fact, till date they are proving to be useful also. However, there are many more opportunities for students to gain confidence practice and extend themselves, especially for ESL students who learn the language for more than just fun. For them to keep pace with ELT and gain more confidence they have to stride into the world of multimedia technology. In country like India where huge amount of students taking education with meager infrastructural resources seem to be very challenging to make use of such advance technological tools in the schools and colleges.

21st century is the age of globalization and is important to grasp on various foreign languages and English language comes first. English Language Teaching has been with us for many years and its significance continues to grow, fuelled, by the spread of ICT. (Gardner & Smith, (2000) suggests that in the year 2000 there were about a billion English learners- but a decade later the numbers got doubled. The forecast points to a surge in English learning, which has peaked in 2010. The same study indicates that over 80% of information stored on the internet is in English. For the first time there are more Non-Native than Native users of the language and diversity of context in terms of learners, age, nationality, learning background, etc. has become a defining characteristic of ELT today. With the rapid development of science and technology, the emerging and developing of multimedia technology and its application to teaching, featuring audio, visual, animation effects comes into full play in English classrooms and sets a favorable platform for reform and exploration on English teaching model in the new era. It's proved that multimedia technology plays a positive role in promoting activities and initiatives of students and teaching effect in English class. Technological innovations have gone hand-in-hand with the growth of English and are changing the way in which we communicate. It is fair to assert that the growth of the internet has facilitated the growth of the English language and that this has occurred at

a time when computers are no longer the exclusive domains of the dedicated few, but rather available to many. With this there has been a very significant proliferation of literature regarding the use of technology in teaching English language. Mostly these writings unequivocally accept technology as the most essential part in teaching. In a sense, a tendency to emphasize on inevitable role of technology in pedagogy to the extent of obliterating human part of teacher by technology part has been very dominant. And as a result if we neglect or ignore technological developments they will continue and perhaps we will never be able to catch up, irrespective of our discipline or branch. For this reason it is important for language teachers to be aware of the latest and best equipment and to have a full knowledge of what is available in any given situation. Teachers can use Multimedia Technology to give more colorful, stimulating lectures so that the learners need not have to imagine the abstract conditions of language learning, the connection between the words and object link. Due to technology, sensing arbitrary nature of language has become convenient to some extent. There are many techniques applicable in various degrees to language learning situation. Some are useful for testing and distance education, and some for teaching business English, spoken English, reading, listening or interpreting. The teaching principle should be to appreciate new technologies in the areas and functions where they provide something decisively new useful and never let machines takeover the role of the teacher or limit functions where more traditional ways are superior. There are various reasons why all language learners and teachers must know how to make use of the new technology. Here we also need to emphasize that the new technologies develop and disseminate so quickly that we cannot avoid their attraction and influence in any form. Nowadays, the stereotyped traditional teaching methods and environment are unpopular while multimedia technology featuring audio-visual animation effects naturally and humanely makes us more access to information besides, with such characteristics as abundant-information and crossing time and space, multimedia technology offers a sense of reality and functions very well, which greatly cultivates students' interest and motivation in study and their involvement in class activities.

Traditional teaching has hampered students' capacity to comprehend certain language and also


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is a game of Zero-sum observed throughout the world in the form of castism, racism and religion that lead to increase in stereotype and prejudice.

The concept of Zero-sum

The concept of Zero-sum was first developed in game theory proposed by Nash. Zero-sum describes a situation in which a participant's gain or loss is exactly balanced by the losses or gains of other participants. It is so named because when the total gains of the participants are added up and the total losses are subtracted, they will sum to zero. Chess is an example of a zero-sum game- it is impossible for both players to win. Zero-sum is a special case of a more general constant sum where the benefits and losses to all the players sum to the same value. In social situation most of our activities, relations and interactions are based on the game of zero-sum. All games take place at least on two levels. The first is material gain- winning a chance or losing it and the second psychological perception of having won or lost. In honor-shame cultures, the problem of gain or loss becomes more sensitive, where people attribute their loss or failures to others.

'You fell, I was pushed' an attribution error as Zero-sum

Attribution refers to the meanings and intentions assigned to others' behaviours. Kelley (1972) in his theory of attribution has very nicely described the role of internal and external factors and the importance of consistency, consensus and distinctiveness while interpreting the causes of other's behaviour. Kelly reported that while interpreting others behaviour we generally commit three types of errors; they are namely, correspondence bias, actor observer effect and self serving bias. Correspondence bias is the tendency to explain others actions caused due to dispositions rather than situational causes. This tendency is more prominent in particular culture especially in Western culture rather than Asian cultures (Van Boven et al. 2003; Morris and Peng, 1994). Actor observer effect is the tendency to attribute our own behavior to situational factors but that of others to internal factors thus leading to "you fell, I was pushed". The actor observer effect occur because we are quite aware of the many external factors that affect our own behaviour but less aware about the same factors that affect others behaviour. The third error is the self serving bias, the tendency to attribute positive outcomes to internal causes but negative ones to external causes. This tendency stems from motivational factors that protect and enhance our self esteem and cognitive factors like the way we process social information (Gerrenberg, Pyszcznski and Solomon, 1982).

Finchman and Bradbury (1987) have analyzed three patterns of attribution, namely, causal attribution, responsibility attribution and communication attribution. Causal attribution determine who or what produced an event, responsibility attribution concern who is held accountable and communicative attribution stands for the peculiar tendency to communicate with others. Apart from this, Bradbury and Fincham (1990) have suggested blame attribution, the evaluative judgment that involves fault and liability for censure.



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should not dominate class. They are substitutes to effective teaching and learning.

English language and English analysis by the teachers are effective in conveying knowledge to the students from English pronunciation to comprehension, improving students' English thought patterns and oral expression. Whereas, the introduction of multimedia technology featuring audio, visual, textual effect fully meets audio and visual requirements of the students and enhance their interest, but it also results in lack of communication between teachers and students, replacement of teachers' voice by computer sound, and teachers' analysis by visual image and students have a few chances for speaking communication. With the favorable atmosphere by the mutual communication between teachers and students fading away, and sound and image of multimedia affecting students' initiative to think and speak, English class turns to course ware show and students are made viewers rather than the participants of class activities.

Some teachers take the computer screen as the blackboard. They have input exercises, questions, answers and teaching plans into the computer and display them piece by piece, without taking down anything on the blackboard or even the title of a lesson. It is known that teachers are supposed to simulate situations based on teaching and guide the students to communicate in English. Beside traditional writing on blackboard to concise and teachers can make adjustment and amendment to it if necessary. Furthermore, experienced teachers know well that a perfect courseware is an ideal project in mind, and that in practice, they need to enrich the content on the blackboard with emerging of new question raised by the students.

Some teachers tend to entirely depend on multimedia teaching. While, it should be noticed that although multimedia has its unique advantages in teaching, the characteristics functions of other forms of teaching instruments are still incomparable. For example, the recorder still plays a role in broadcasting listening material. So

teachers are supposed to choose appropriate media and instrument based on the requirements of teaching and integrate multimedia instrument with traditional one and fully perform their merits, rather than merely in pursuit of trendy method.

CONCLUSION

"Ideally, the purpose of both the traditional and computer-assisted cooperative language learning classrooms is to provide a space in which the facilitation of learning, and learning itself, can take place" (Shi, 2008: 76). It is true that one of the ultimate goals of multimedia language teaching is to promote students' motivation and learning interest, which can be a practical way to get them involved in the language learning. Context creation of ELT should be based on the openness and accessibility of the teaching materials and information. During the process of optimizing the multimedia English teaching, students are not too dependent on their mother tongue, but will be motivated and guided to communicate with each other. Concerning the development of technology, we believe that 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. Therefore, it promises that the teaching quality will be improved and students' applied English skills can be effectively cultivated, meaning that students' communicative competence will be further developed. In conclusion, it is believed that this process can fully improve students' ideation and 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 of ELT with proper computer knowledge on the part of teachers, overcoming the financial problems in setting up the state-of-the-art infrastructure and sophisticated equipment, tools and not allowing the teachers to become dry like that of machines

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<input type="button" value="Submit"/>			

Sl No.	ISBN No.	Book Title	Language	Volume.	Edition	Name of author	Name of Publisher	Publishing Agency.
1.	"978-93-87129-10-8"	Bhandari Samaj Sheshvanshiya Kshatriya Lokjeevan va Loksahitya	Marathi	1	1	Dr Bhagwan A Rajput	Yuvraj Bhatu Mall	Atharva Publications



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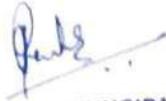
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ISBN : 978-93-87129-10-8

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संपर्क ०२५७-२२३९६६६, ९७६४६९४७९७
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जीवन परिचय -

डेव्हिड रिकाडों यांचा जन्म १७७२ मध्ये लंडन येथे झाला. वयाच्या १४ व्या वर्षी त्यांच्या वडीलांनी रिकाडों यांना व्यवसायात आणले. १७९१ मध्ये रिकाडों यांनी एका खिरचन मुलीशी विवाह केला. ते स्वतः ज्यू होते. खिरचन मुलीशी विवाह केल्यामुळे त्यांच्यात कौटुंबिक कलह निर्माण झाला. ते वडीलांपासून वेगळे झाले. स्वतंत्र व्यवसाय सुरू केला. १८०९ मध्ये लंडन मधील अति श्रीमंतामध्ये त्यांची गणना व्हावी इतकी संपत्ती त्यांनी प्राप्त केली. ते मोठे जमिनदार होते. एवढेच नव्हे तर संसद सदस्यही झाले. १८१४ नंतर वयाच्या ४२ व्या वर्षी त्यांनी व्यवसायातून निवृत्ती घेतली आणि संपूर्ण वेळ अर्थशास्त्राच्या अभ्यासासाठी देण्याचे ठरविले.

१८१७ मध्ये त्यांचा 'The Principles of Political Economy and Taxation' हा ग्रंथ प्रकाशित झाला. या ग्रंथात रिकाडों यांनी विस्तृत आर्थिक विश्लेषण केलेले असून अर्थशास्त्रातील अनेक विषयांचा त्यांनी सखोल परामर्श घेतलेला आहे. रिकाडों यांनी त्यांच्या आयुष्यात अनेक संस्थांना मोठमोठ्या रकमेच्या देणग्या देऊन सामाजिक उत्तरदायित्वाची भूमिका पार पाडली. १८२३ मध्ये वयाच्या ५१ व्या वर्षी रिकाडों यांचा मृत्यु झाला.

रिकाडों यांचा मूल्य सिद्धांत -

डेव्हिड रिकाडोंने 'The Principles of Political Economy and Taxation' या ग्रंथात मूल्य विषयक विचार मांडून आर्थिक विचारांच्या इतिहासात फार मोलाची भर घातली आहे. रिकाडोंच्या मूल्यसिद्धांताला 'श्रममूल्य विषयक सिद्धांत' असेही म्हणतात, कारण रिकाडोंचे प्रस्तुत सिद्धांतात वस्तूचे मूल्य केवळ श्रमावरून कसे ठरते याचे विवेचन केले आहे. रिकाडोंने आपला मूल्य सिद्धांत हा अँडम स्मिथच्या मूल्य सिद्धांताप्रमाणेच मांडण्याचा प्रयत्न केले आहे. रिकाडोंने श्रमाला महत्व देऊन मूल्य सिद्धांताचा विकास केला आहे.

अँडम स्मिथने वस्तूचे मूल्य श्रमावरून ठरते ही बाब फक्त समाजाच्या प्राथमिक अवस्थेत खरी आहे असे सांगून समाजाच्या प्रगत अवस्थेत वस्तूचे मूल्य उत्पादन खर्चावरून ठरते असे प्रतिपादन केले होते परंतु रिकाडोंने समाजाच्या कोणत्याही अवस्थेत वस्तूचे मूल्य हे केवळ श्रमावरूनच ठरते असे प्रतिपादन केले.

वरिल प्रमाणे श्रममूल्य सिद्धांतात काही दुरुस्त्या केल्यावर श्रमावरून वस्तूचे मूल्य ठरते याविषयी सांशक बनला. वस्तूचे मूल्य श्रमावरून ठरते या भूमिकेपासून आपण ढळतो याची रिकाडोंला जाणीव झाली. शेवटी रिकाडों आपल्या श्रममूल्य सिद्धांताच्या बाबतीत पार गोंधळून गेला. वस्तूचे मूल्य कशा वरून ठरते ? याचे निश्चित व समाधान कारक उत्तर त्याला मिळेना. म्हणून या विषयी आणखी काही प्रयत्न करण्याऐवजी त्याने आपला मित्र मॅक्यूलक याला पत्राद्वारे असे कळविले की, 'वस्तूचे मूल्य कसे ठरते याविषयी मी जी तत्वे मांडली आहेत, त्यामुळे माझे समाधान झालेले नाही. माझी अशी इच्छा आहे की, एखाद्या समर्थ लेखणीने ही जबाबदारी उचलावी.'

रिकाडोंचा तुलनात्मक खर्च लाभाचा सिद्धांत -

रिकाडों यांनी १८१७ या वर्षी आपल्या 'The Principles of Political Economy and Taxation' या ग्रंथातील 'On Foreign Trade' या सातव्या प्रकरणात हा सिद्धांत मांडला.



वर्ष २०१७-१८ ♦ ९३

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रिकाडॉच्या मते देशामधील आंतरराष्ट्रीय व्यापाराचा पाया तूलनात्मक खर्च लाभ हा आहे. त्यांच्या मते इतर घटक सारखे असतील तर देशाचा कल विशेषीकरण करून निर्यातीचा असेल. तूलनात्मक खर्च लाभ हा वस्तुचे उत्पादन फायदेशिर होत असेल तर मिळतो व ते उत्पादन केले जाते. देश आयात करित असलेल्या वस्तुंच्या बाबतीत कमी तूलनात्मक खर्च फायदेशिर ठरतो. समजा दोन देशापैकी एक देश असा आहे की, जो सर्वच वस्तुंच्या उत्पादनात दुसऱ्या देशापेक्षा अधिक कार्यक्षम आहे. अशा परीस्थितीत देखील विशिष्ट वस्तुंच्या उत्पादनात विशेषीकरण करून दोन्ही देशांना उत्पादन व्ययातील तौलनिक फरकाच्या आधारे व्यापार लाभदायक होऊ शकतो, हे रिकाडॉने दाखवून दिले.

रिकाडॉचा खंड सिद्धांताविषयी आर्थिक विचार -

रिकाडॉ यांना त्यांच्या खंड सिद्धांतामुळे अमाप प्रसिद्धी लाभली. इंग्लंड मध्ये या काळात अन्नधान्याच्या किमती खुप वाढत होत्या. अन्नधान्याच्या किमती वाढण्याचे कारण म्हणजे जमीनदार जास्तीत जास्त खंड घेत आहेत असा प्रचार सर्वत्र झाला. रिकाडॉला धान्याच्या किमती वाढण्याशी जमीनदाराचा काही संबंध नाही हे मत पटत नव्हते. उलट धान्याच्या किमती वाढल्यामुळे जमीनदारांना अधिक खंड मिळत आहे असे रिकाडॉ यांचे मत बनले. याची अर्थशास्त्रीय मीमांसा करण्यासाठी रिकाडॉ यांनी त्यांचा खंड सिद्धांत मांडला.

रिकाडॉ यांच्या आर्थिक विचारांचे मुल्यमापन -

रिकाडॉ यांनी आर्थिक विचारांच्या इतिहासामध्ये स्वतःचा वैचारिक ठसा उमटविला. अल्पवयात व्यवसायात विशेषत शेअर बाजारात प्रचंड यश संपादन केल्यामुळे त्यांच्या आर्थिक विचारांना व्यवहार वादाची जोड होती. रिकाडॉ यांच्या विश्लेषणात व्यावहारिकता मोठ्या प्रमाणात आढळते. दुसरी महत्वाची बाब म्हणजे काही बाबतीत रिकाडॉ यांचे विचार अँडम स्मिथ यांच्या पेक्षा प्रगत होते. आंतरराष्ट्रीय व्यापाराच्या क्षेत्रात रिकाडॉ यांनी मांडलेला तूलनात्मक परिव्ययाचा सिद्धांत हा अर्थशास्त्राला दिलेली देणगी ठरावा इतका महत्वाचा वाटतो. या सिद्धांतामध्ये आधुनिक अर्थशास्त्रज्ञांनी सुधारणा करूनही त्याची मध्यवर्ती कल्पना कायम आहे. तसेच या सिद्धांताचे श्रेष्ठत्व या अर्थशास्त्रज्ञांनी निर्विवाद मान्य केले.

आर्थिक विकासाचा मीमांसा करतांना रिकाडॉ यांचे विवेचन व विश्लेषण पद्धती या दोन्ही बाबींची अर्थशास्त्राने दखल घेतली. स्थूल विवेचन पद्धतीचा वापर यासाठी रिकाडॉ यांनी केला. आर्थिक विकासात सर्वच उत्पादन घटकाचे योगदान महत्त्वपूर्ण असते; परंतु संघटक (भांडवलदार) हा घटक विशेष महत्वाचा असून भांडवल संचयातील संघटकाची भूमिका लक्षणीय असते, ही रिकाडॉ यांनी विशद केलेली वस्तुस्थिती आजही तेवढीच उपयुक्त वाटते.

रिकाडॉ यांचा खंड सिद्धांत त्या काळात विशेष चर्चेचा विषय ठरला. ज्याचा रिकाडॉ यांच्या नंतर अनेक अर्थशास्त्रज्ञांनी त्यांच्या नंतर अनेक अर्थशास्त्रज्ञांनी त्यांच्या विश्लेषणासाठी आधार म्हणून उपयोग केला. एवढेच नाही नंतर खंडाचे नंतरच्या काळात अर्थशास्त्रज्ञांनी जे विविध सिद्धांत मांडले, त्यांना रिकाडॉ यांच्या सिद्धांताची प्रेरणा होती.

रिकाडॉ यांच्या संदर्भातून अर्थशास्त्रात जीड व रिस्ट म्हणतात. रिकाडॉ हे अँडम स्मिथ नंतर अर्थशास्त्रातील सर्वश्रेष्ठ नाव होय.

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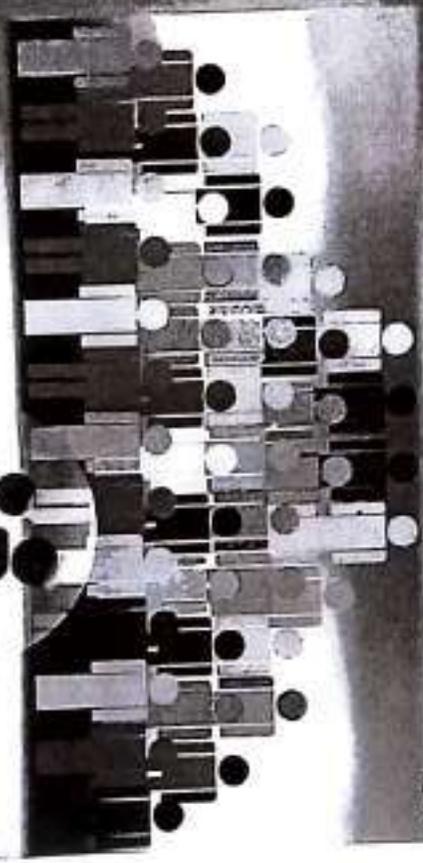
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(Social Institution : 1)

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अर्थ और क्षेत्रों के

(Family : Meaning or

विचार :

अर्थ और क्षेत्रों के

(Marriage : Meaning

of Marriage, Change

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FOR B.Sc. PART - I



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ISBN 13 : 978-81-933884-5-7

Edition : First, June 2017



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Price : ₹ 65/-

Printed at Shri Gurudeo Printers, Amravati.

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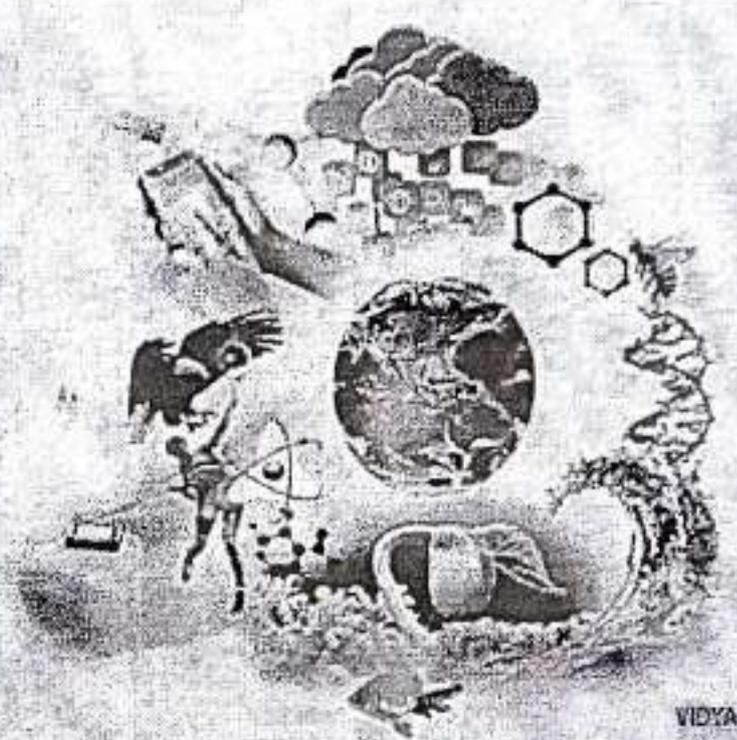
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IN VITRO CYTOTOXIC ACTIVITY OF AQUEOUS CORM EXTRACT OF SAUROMATUM VENOSUM AGAINST HUMAN PANCREATIC CARCINOMA CELL LINE (MIAPACA-2)

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ABSTRACT

Sauromatum venosum (Ait.) Schott, belongs to the family Araceae and is commonly called as "Snake Plant". It is a shade loving plant and found in Melghat region of Amravati District. Its corm is a condensed form of rhizome consist of solid, stout, fleshy underground stem. Plants are reputed to be capable of neutralizing the action of snake venom and their antivenom activity. In the present study, the cytotoxic activity of aqueous extract of *Sauromatum venosum* corm was determined by studying the anti-proliferative effects on human pancreatic carcinoma cell lines (MiaPaca-2). Cell viability was assessed by MTT assay after 48 hrs of treatment with the extracts. Cell proliferation was measured using a colorimetric method based on the ability of metabolic active cells to cleave the yellow tetrazolium salt MTT to an insoluble purple formazan crystal. The soluble formazan dye was directly quantified using a ELISA plate reader. It was observed that the aqueous extract of corm inhibited the increase in the cell inhibition in malignant cells in a dose dependent manner. The results showed the extract exhibited a potent cytotoxic activity against the pancreatic carcinoma cell lines (MiaPaca-2) with an IC₅₀ value of 190.56±13.97 µg/ml. It indicated that the cytotoxic potential of aqueous extract of corm against MiaPaca-2 cells may be due to the bioactive compounds present in the extract. Thus, it may be used as one of the promising therapeutic agent in pancreatic cancer treatment in future after animal experimentation.

Keywords: *Sauromatum venosum*, corm, cytotoxicity, pancreatic cancer cells, MTT assay.

INTRODUCTION

Plant based natural constituents can be derived from any part of plant like bark, leaves, flowers, roots, fruits, seeds etc. i.e. any part of the plant may contain active components. On the other hand, plants have been a source of medicine for thousands of years, and phytochemicals continue to play the essential role in medicine (Aggarwal et al., 2003). The use of medicinal plant extracts for the treatment of human diseases is an ancient practice; this has enormously increased in recent years. Plants have long history used in the treatment of cancer (Richardson, 2001). Pancreatic cancer (PC) is a highly aggressive human malignancy worldwide with an extremely poor prognosis (Siegel et al., 2016). For the majority of the PC patients, the only therapeutic promise is cytostatic treatment using standard chemotherapeutic drugs such as gemcitabine and 5-FU (5-fluorouracil) or their combination (Michl and Gress, 2013). MIA PaCa-2 cell line is a

primary tumor currently used *in vitro* models to study pancreatic carcinogenesis. Natural compounds provided many effective anticancer agents in current use. Currently, over 50-60% of drugs used in clinical trials for anticancer activity were isolated from natural sources or related compounds (Newman and Gragg, 2007). Active constituents of *Catharanthus roseus*, *Angelica gigas*, *Podophyllum peltatum*, *Taxus brevifolia*, *Podophyllum emodii*, *Ocrosia elliptica* and *Campototheca acuminata* have been used in the treatment of advanced stages of various malignancies (Eva et al., 2006). There are various medicinal plants reported to have anticancer activity in the Ayurvedic system of medicine. *Sauromatum venosum* is one of them reported to have anticancer activity (Singh Bains et al., 2005). *Sauromatum venosum* (Ait.) Schott, belongs to the family Araceae and is locally known as "Sanp Ki Booti" and commonly called as "Snake Plant".

(Nabi Shah et al., 2014). It is a shade loving plant and found in Melghat region of Amravati District. It's corm is a condensed form of rhizome consist of solid, stout, fleshy underground stem. It contains heavy deposits of food material. Plants are reputed to be capable of neutralizing the action of snake venom and their antivenom activity has been related to certain chemical compounds identified in the plants (Pereira et al., 1994). In folk medicines, the tuber is used as stimulating poultice in snake bite. It is reported to contain the constituents like lectins with potent mitogenic and in vitro antiproliferative activity (SinghBains et al., 2005). Dimethyl sulphides, p-caryophyllene, indole, ammonia, trimethylamine, primary amines (Shinwari and Khan, 2000; Muhammad et al., 2011). Despite the widespread use, however no scientific assessment for anticancer effect has been conducted. Considering the recognition and consumption, the present study was undertaken to evaluate the cytotoxic potential of aqueous extract of *Sauronatum venosum* corm in the inhibition of cell proliferation by using MTT assay.

MATERIALS AND METHODS

Materials

Selection and Collection of Plant: The corms of *Sauronatum venosum* were collected from Melghat region of Amravati District in the month of June to September (Fig. 1 & 2).

Identification and Authentication of plants: The plants were further identified with the help of standard floras (Sharma et al., 1996; Dhare, 2002) and authenticated by Taxonomist Dr. S.P. Rothe Professor and Head Department of Botany, ShriShivaji Science College, Akola.



Fig. 1. *Sauronatum venosum* (Ait.) Schott -



Plant Fig. 2. *Sauronatum venosum* -Corm

Methods

Preparation of aqueous extract (Soxhlet method): Soxhlet method was used for the aqueous extraction of crude compounds. Initially corms were thoroughly washed under running tap water to remove the surface pollutants, air dried under shade and powdered by the help of mechanical process. The powdered material was used for the extraction of crude compound by Soxhlet method (Sadashivam and Manikam, 1996). The obtained crude extract was used for further analysis.

In-vitro evaluation of cytotoxicity by MTT assay: The Human Pancreatic Carcinoma cell (Mia PaCa) was procured from the National Centre for Cell Sciences (NCCS), Pune, and Maharashtra, grown in Dulbecco's Minimum Essential Medium (GIBCO by Life Technologies) which contained 10% fetal bovine serum (GIBCO by Life Technologies). All cells were maintained at 37°C, 5% CO₂, 95% air. Cells were used in experiments during the linear phase of growth (fig. 3). The cytotoxic activity was measured using MTT (3-(4,5-dimethylthiazol-2-yl)-2,5-diphenyltetrazolium bromide) assay [Berridge MV]. Briefly, 2 X 10⁴ cells/well were seeded in 96-well microtiter plates. Cells were treated with various working concentrations (10 - 50 µg/ml) of aqueous extract of corm and standard anticancer drug i.e. 5-Fluorouracil (5-FU) (10 - 50 µg/ml) for 48 hours. At the end of incubation period, the medium was replaced by 150 µl fresh medium and 50 µl MTT (1mg/mL) was added to each well, followed by an incubation period for a further 4 hours at 37°C. Later, 150 µl of DMSO was added to each well for solubilization of the formazan products. Absorbance was taken at 630 nm using a Bio-Tek microplate reader. The percent cell cytotoxicity was calculated by using the following formula.

$$\% \text{ Cytotoxicity} = \frac{(\text{Absorbance of control sample} - \text{Absorbance of treated sample})}{\text{Absorbance of control sample}} \times 100$$

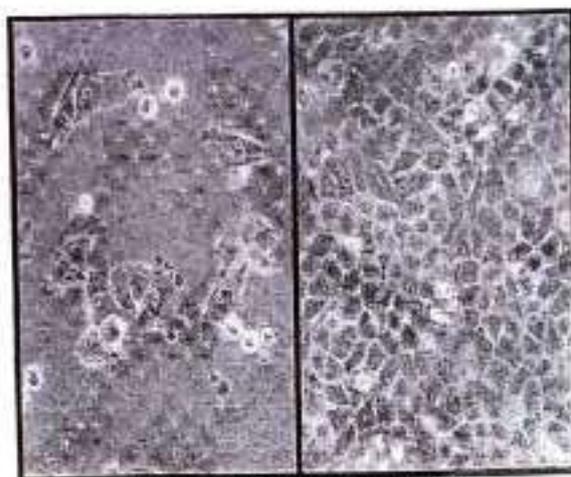


Fig.3 - MIA PaCa-2 Cell line

Statistical Analysis

Statistical Analysis: The results are presented as means \pm SD of three independent experiments. Statistical differences among means were determined by one way ANOVA. Differences were considered significant at $p < 0.05$. The IC₅₀ values were calculated using Graph Pad Prism 5.0 (Graph Pad Software Inc., San Diego, CA). Every experiment included a set of negative controls

(untreated cultures) and positive control treated with 5-Fluorouracil (Standard anticancer drug).

RESULTS AND DISCUSSIONS

The aqueous extract of *Sauromatum* corm was tested in vitro for its potential human cancer cell growth inhibitory effect on MIA paca-2 cancer cell line using MTT assay, a non radioactive, fast and economical assay widely used to quantify cell viability and proliferation. The cytotoxicity assay is based on the capacity of mitochondria succinate dehydrogenase enzymes in living cells to reduce the yellow water soluble substrate tetrazolium salt 3-(4,5 dimethyl thiazol-2-yl)-2,5-diphenyl tetrazolium bromide (MTT) into a blue colored i.e. formazan crystals which is measured spectrophotometrically (Masters, 2000; Mosmann, 1983). Since reduction of MTT can only occur in metabolically active cells, the level of activity is a measure of the viability of the cells. The number of cells was found to be proportional to the extent of formazan production by the cells used (Francis and Rita, 1986).

Table 1. Determination of cytotoxic activity of 5-FU (Standard)

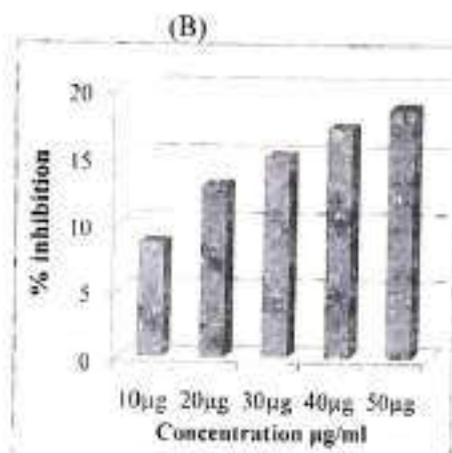
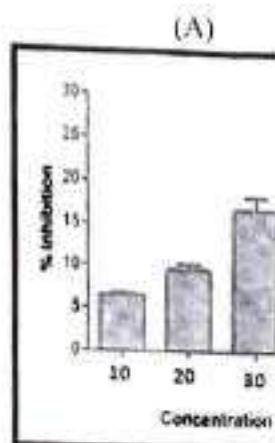
Sample	Concentration(μ g/ml)	Absorbance	% inhibition	IC 50
5-Fluoracil	Control	0.471	0	25.90 \pm 0.68
	10	0.268	43.02 \pm 1.00	
	20	0.255	45.78 \pm 0.10	
	30	0.230	51.02 \pm 0.36	
	40	0.191	59.37 \pm 0.72	
	50	0.183	61.07 \pm 0.52	

Table 2. Determination of cytotoxic activity of aqueous extract of *Sauromatum venosum* corm by MTT assay.

Sample	Concentration(μ g/ml)	Absorbance	% inhibition	IC 50
Aqueous extract of corm	Control	0.140	0	190.56 \pm 13.97
	10	0.126	9.76 \pm 1.09	
	20	0.120	13.80 \pm 0.80	
	30	0.118	15.47 \pm 0.82	
	40	0.115	17.61 \pm 0.82	
	50	0.113	18.80 \pm 0.41	

Fig.4: Cytotoxic effect of aqueous extract of *Sauromatum venosum* corm on MIA PaCa-2 cells. Cell inhibition was evaluated by using MTT assay and (A) 5-FU as standard (positive control) (B) Aqueous extract of *Sauromatum venosum*

corm. Data are presented as the mean \pm SD (for each group; n = 3). Statistical significance between untreated and treated cells was determined using two-way ANOVA where $p < 0.05$



The results for cell growth inhibition by the aqueous extract of *Sauromatium venosum* against MIA paca-2 cell lines for various concentrations is shown in Table 1 & 2 and graphically represented in fig. 4. In the present study MIA paca-2 cells showed growth inhibition in a dose dependent manner when treated with aqueous extract at concentrations ranging from 10-50µg/ml (Table 2 & Fig.4B). The percentage of dead cells for each concentration was found to be 9.76, 13.80, 15.47, 17.61 and 18.80. The 50% cytotoxic effect (IC₅₀) of aqueous extract of *Sauromatium cornu* was found to be $190.56 \pm 13.97 \mu\text{g/ml}$. The IC₅₀ for the 5-FU standard control was found to be $25.9 \pm 0.68 \mu\text{g/ml}$.

In the last few decades, human cancer cell lines have aggregated an accessible, easily usable set of biological model to examine cancer biology (Green, 2003). The utility of cell lines acquired from tumor allows the investigation of tumor cells in a simplified and controlled environment (Arya et al., 2011). MTT proliferation assay was carried out to determine the growth rate of cells. In this study, the aqueous extract of *Sauromatium venosum* have indicated moderately significant growth inhibition on MIA paca-2 cell line. The aqueous extract treatment on MIA paca-2 cells lines showed moderately significant decrease in growth rate

compared with control. The qualitative phytochemical analysis of aqueous extract of *Sauromatium venosum* corn detected the presence of carbohydrate and glycosides, protein and amino acids, alkaloids, phenolic compounds & flavonoids, phytosterols, saponins and terpenoids (Ghurde and Malode, 2018) which could be responsible for this activity. Flavonoids have been found to possess antimutagenic and anti malignant effects (Masman, 1983). Moreover it has protective effect against cancer by their effect on signal transduction in cell proliferation and angiogenesis.

CONCLUSION

The present study revealed that the aqueous extract of *Sauromatium cornu* was found to be cytotoxic towards human pancreatic cancer cell line in MTT assay and the concentration required for 50% cell death was found to be $190.56 \pm 13.97 \mu\text{g/ml}$ may be due to the bioactive compounds. Hence present study shows the positive efficacy of *S. venosum* corn for cytotoxicity towards MIA PaCa-2 cells thus suggesting the potential therapeutic agent in pancreatic cancer treatment in future after animal experimentation.


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PHYTOCHEMICAL ANALYSIS OF LEAF AND STEM EXTRACTS OF SEVEN BAMBOO SPECIES FROM AMRAVATI DISTRICT (MS).

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ABSTRACT

Bamboo is fast growing plant in the world. In the present study seven species of bamboo plants were selected for phytochemical studied, selected plants were *Bambusa bambos*, *Bambusa affinis*, *Bambusa multiplex*, *Bambusa vulgaris*, *Bambusa cacharensis*, *Bambusa longispiculata* and *Dinochloa andamanica*. Quantitative phytochemical analysis was revealed that the present of phytochemicals like alkaloid, flavonoid and saponin out of seven species *B. longispiculata* contain high amount of alkaloid and flavonoid in leaf 0.95mg and 0.21 mg and stem showing 1.15mg and 0.24mg and saponin was second major compound in *B. multiplex*, leaf having 0.75mg and *Bambusa bambos* stem showing 0.58 mg saponin.

Key words Bamboo species, phytochemical screening, quantitative analysis

INTRODUCTION

Bamboo is the longest grass as well as faster growing plant in the world, some varieties grows at the rate of 5 cm per hour to 1.5 meters in a day

⁽¹⁾ Bamboo is the name of given altogether 1575 species ⁽²⁾ of perennial evergreen plants that belongs to the subfamily Bambusoideae of the true grass family Poaceae (Gramineae) ⁽³⁾ Major species of bamboo is found in Asia pacific and South America but much less in Africa ⁽⁴⁾ India has abundant resources and species diversity of bamboo. India is a home for about 136 local and exotic species that grow naturally and under cultivation ⁽⁵⁾ About 25% of bamboo species of the world are found in India and distributed widely in almost all states.

In Indian scenario, world Health organization (WHO) estimates about 70-80% of Indians depend on Indian system of medicine like unani, siddha and ayurveda⁽⁶⁾ Roots of this plant are used for preparation of an ointment which is said to be a folk remedy for carbosis and hard tumors, especially tumors of the abdomen, liver, spleen and stomach ⁽⁷⁾ Bamboo extracts is widely used for medical purposes such as antioxidant, antifungal and antimicrobial ^(8,9,10)

Bamboo is a versatile plant because it can be used for various life needs. Studies on bamboo leaves showed array of bioactive compound in the leaves with a main content of phenolic acid in the form of flavonoid that had antioxidants capabilities ⁽¹¹⁾

A number of studies of bamboo have yielded information about the chemical constituents, but

no systematic evaluation has been carried out, so it is difficult to determine which of the identified compound might be among the primary active constituents ⁽¹²⁾ Bamboo fabric is a natural textile that has been growing in popularity in recent years, both for its quality and it's environmental friendliness ⁽¹³⁾

In the present study we selected the some species of bamboo because of their nature and medicinal use.

MATERIAL AND METHODS:

1. Collection and identification of plant material

Fresh plant parts of Bamboo species were collected from the Bamboo Garden located in Amravati region during the month of January. The collected plant materials were identified by saleem sir forest officer of bamboo garden, Amravati and from the of book of standard flora such as "Bamboo's of India" by Dr. Sritalakshmi and "Bambuseae of British India" by Gamble(Old) ^(14,15) Fresh plant parts were washed, shade dried and then fine powder formed by using grinder and stored in air tight bottle for phytochemical quantification analysis

2. Crude quantification of the major phytoconstituents

The crude quantification of major phytochemicals were done by using precipitation method. Each samples were analyzed in triplicates like alkaloids, flavonoids and saponin phytochemical analysis were carried out in the present study.

1) Alkaloid

3 gm of sample was weighted in 250 ml beaker and 200 ml 10% acetic acid in ethanol was added and covered to stand for about 4 hrs. This was filtered and extract was concentrated using water bath to 1/4th of original volume. Concentrated Ammonium hydroxide was added drop wise to the extract till its complete precipitation. The whole solution was allowed to settle and precipitate was collected and weighed ^(15,17).

2) Flavonoids

10 gm of sample was extracted repeatedly in 100 ml of 80% aqueous methanol at room temperature. The whole solution was filtered through Whatman paper no. 42. The filtrate then transferred to a crucible and evaporated to dryness over a water bath and weighed ⁽¹⁸⁾.

3) Saponin

10 gm of plant powder was taken in 200 ml 20% ethanol to make a suspension. This suspension was heated for about 4 hrs over hot water bath with continuous stirring. The mixture was filtered and the residue was re-extracted with 200ml 20% ethanol. The combined extract was reduced to 1/10th of the original volumes. The concentrate was taken into 250 ml separating funnel, to this added 20 ml diethyl ether and shaken vigorously. The aqueous layer was recovered while the ether layer was discarded. This purification process was repeated for 2-3 times. Then 60ml n butanol was added to it. The combined solution was then washed twice with 10ml 5% aqueous sodium. The remnant was heated in a water bath for complete evaporation and dried. This dried content was calculated as saponin percentage in a sample ⁽¹⁹⁾.

Table No.1: Quantitative Analysis for Alkaloid, flavonoid and Saponin.

S.N	Name of Species	Alkaloid		Flavonoid		Saponin	
		Leaf	Stem	Leaf	Stem	Leaf	Stem
1	<i>Bambusa bambos</i>	1.07mg	0.96mg	0.16mg	0.17mg	0.21mg	0.88mg
2	<i>Bambusa affinis</i>	0.29mg	0.87mg	0.14mg	0.22mg	0.03mg	0.71mg
3	<i>Bambusa multiplex</i>	0.96mg	1.15mg	0.20mg	0.08mg	0.78mg	0.59mg
4	<i>Bambusa vulgaris</i>	0.97mg	0.92mg	0.19mg	0.21mg	0.21mg	0.72mg
5	<i>Bambusa cacharensis</i>	0.92mg	0.97mg	0.12mg	0.19mg	0.38mg	0.70mg
6	<i>Bambusa longispiculata</i>	0.98mg	1.15mg	0.21mg	0.24mg	0.26mg	0.83mg
7	<i>Dinotia andamanica</i>	0.94mg	1.26mg	0.18mg	0.19mg	0.40mg	0.71mg

Figure 1

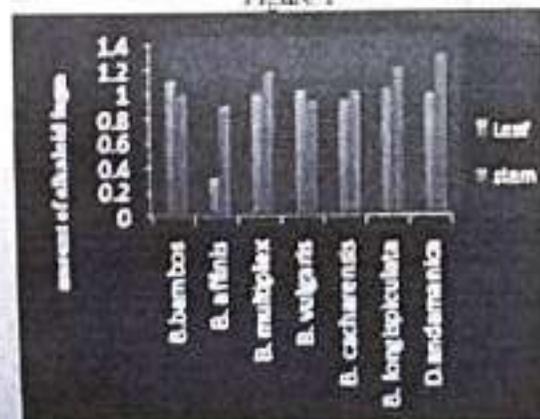


Figure 2

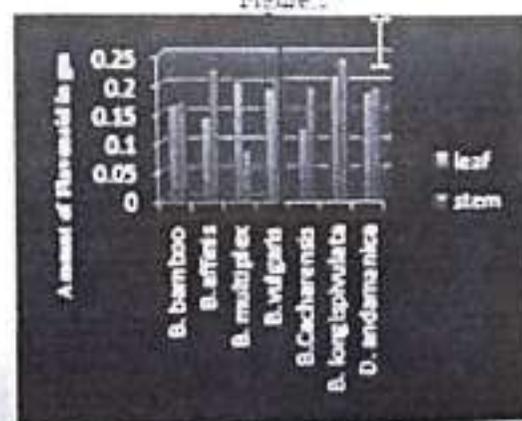


Figure 3

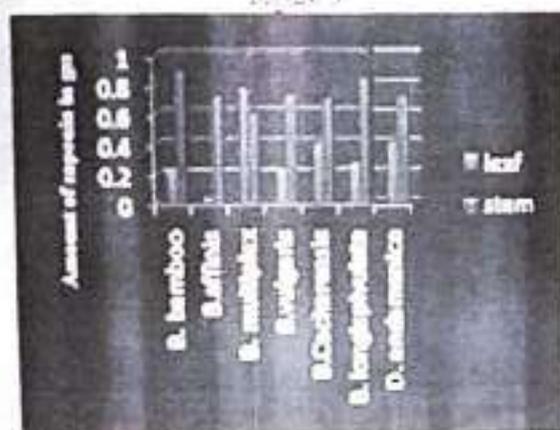


Figure 1-3 shows the amount of various chemical compounds like alkaloid, flavonoid and saponin present in selected bamboo species.

RESULT

The screening analysis was performed in order to identify various secondary metabolites which are present in selected species using precipitation method. The analysis revealed the presence of alkaloids, saponins, flavonoids in the extracts. Phytochemical qualitative analysis of seven species of bamboo are given in the Table. The phytochemical analysis of bamboo species showed that the leaf and stem of bamboo contain flavonoid and saponin. The quantitative analysis revealed that the leaf and stem of bamboo of seven species. *Bambusa multiplex* showed high amount of alkaloid 0.97mg in leaf and 1.15mg in stem whereas that *Bambusa vulgaris*

showed alkaloid in leaf and stem 0.97mg and 0.92mg and *Bambusa multiplex* having 0.96mg and 1.15mg in leaf and stem. After alkaloid, saponin was second major secondary metabolites in *B. bamboo*, leaf showed that 0.88mg followed by *B. longispicula* 0.83mg in stem. Flavonoid observed in high amount in *Bambusa affinis* 0.22mg in stem followed by *Bambusa multiplex* 0.20mg in leaf and *Bambusa vulgaris* 0.21mg, but as compare to the alkaloid and saponin, the concentration of flavonoid was less.

DISCUSSION

Bamboo is a large woody grasses that belongs to family Poaceae (Gramineae). Bamboo shoots are used as a good source of dietary fiber, low in fat and calories for human being¹ in the present study of phytochemical analysis revealed that the presence of alkaloid, flavonoids and saponin in selected plant species². It is observed that all the samples indicated the presence of coumarins, cyanogenic glycosides and general glycosides, nearly all indicating the presence of saponin. Apart from *Bambusa vulgaris*, flavonoid, tannins and polyphenols are present in the other two species. Saponin was second major components observed in *B. bamboo* according to³ saponins are highly toxic to ectotherms because of their haemolytic properties.

CONCLUSION

From the study of Bamboo species it can be concluded that the phytochemicals present in leaf and stem of selected species having great importance for medicinal purposes.

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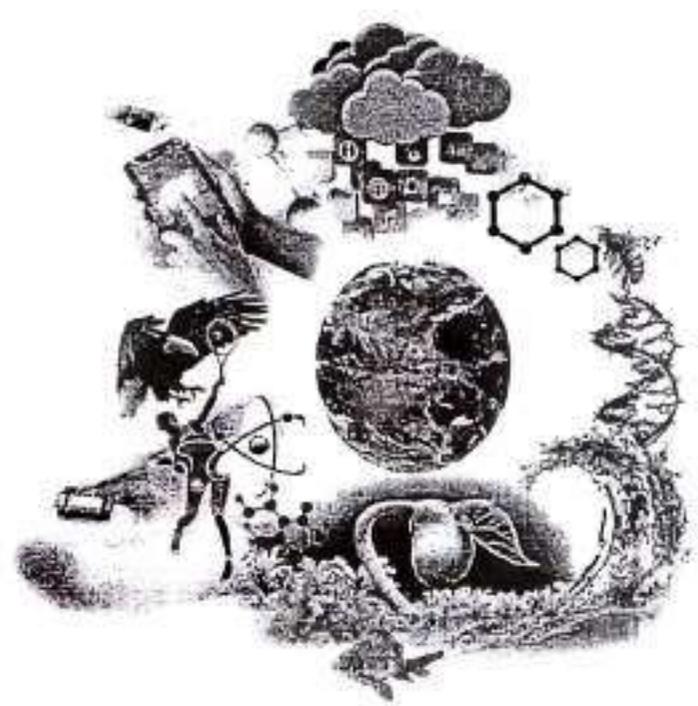
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INFORMATION COMMUNICATION TECHNOLOGY AND LISTENING SKILL

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ABSTRACT

In this digital era using technology in teaching and learning English is not a novelty. ICT is being used in teaching and learning of languages. This is also proved very fruitful. The rapid development of multimedia and other technological devices and social media (Facebook, skype and whatsapp) has change the way of learning and teaching languages in the world today. Tradition methods have been replaced by the new advanced ICT tools. The four basic skills of the language, listening, and reading writing and speaking is being teach and learn with the help of these technological devices. In this paper I have tried to discuss the important available resources on internet for improving listening skill.

Key word: facebook, internet, ICT, multimedia and technology

INTRODUCTION

It is really important to have good communication skills in English language. English is one of the most essential languages in the world now. It has played key role in the process of knowledge explosion. Most of the students are eager to have a good communication skill in English. It is essential to teach English and develop English language skills for better earning and learning. Teaching English for communication began to play a significant role all over the world, and the importance of teaching listening increased.

English language teaching and learning has become compulsory in our educational system. As the advent of Information Communication Technology in every field of life, English language teaching and learning is no exception. ICT is being used in English language teaching and learning widely. Listening, Speaking, Reading and Writing are the basic skills of language. Listening had a significant place in second and foreign language learning. Studies conducted on listening in the field of second and foreign language learning revealed that listening is one of the most difficult skills for language learners (Goh, 2000; Guo & Wills, 2006).

The best way to learn English is through listening, though considered a conventional method. In this paper I have tried to find out the importance of ICT while improvise listening skill. Due the rapid change in the technology, the traditional methods of teaching and learning English are also changing with the advent of the Information Communication Technology.

Teaching English for communication began to play a significant role all over the world and the importance of teaching listening greater than before. The skill of listening when practiced appropriately, leads to the improvement of a person's capability to communicate efficiently.

ICT BASED RESOURCES FOR DEVELOPING LISTENING SKILL

The Conventional classroom teaching and learning can be replaced by new information communication technology. Recently English language teaching and learning has undergone tremendous changes due to ICT. The use of Internet has brought many changes in teaching and learning English. Language teachers should keep themselves updated of the current trends among the student community and prepare them for the challenges of the future. Given the importance of listening in language learning and teaching it is crucial to give learners chance to develop and improve their listening skills. ICT is of enormous use in teaching and learning of English language. It provides teachers and students lots of creative and practical ideas to create a learner-friendly environment. Although "technology is not a panacea that can replace language teachers and face-to-face classrooms, it is something that can be used to enhance language learning" (Sharma & Barrett, 2007).

These resources provide highly motivational activities for the learners. Learners today have high hope when it comes to technology. One of the main characteristic of this technology is that the

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learner can use it at his own place and time. It could give him/her chance to practicing listening regularly and become effective listener. Teachers and learners become independent learner as they can access authentic websites which provides lots of material for practicing listening. While they use material for listening, they could evaluate and select audio/video as per their requirement.

THE WORLD WIDE WEB

World Wide Web has become unavoidable in teaching and learning of English with advent of the new technology. There are a number of websites on English language teaching and learning which may be used in a class room as well as outside the class. They help in improving one's speaking and listening skills. Number of Articles, Journals and newsletters are available on these websites. Audio and video lessons, television and radio broadcasts, including news and documentaries, and music videos are now at our fingertips through internet. There are numerous web sites specially dedicated to learning English as a second language. In addition to this, new generations of internet tools are available such as Skype, podcasts, online webcasts and live conferences etc. Moreover, social networks create multiple opportunities for authentic communication.

PODCASTS AND VIDEOS

Podcasts are audio recordings which a user can subscribe to and download to his/her computer or portable listening device such as an MP3 player (Barber, 2007). Learners can download or listen online to the podcasts and videos on the smart phones at their leisure. Most of the audio files and podcasts are often accompanied by comprehension exercises and transcripts. Depending on the level of the learner the teacher can assign activities also. Podcasts are also becoming more popular with English learners, with the ability to listen anytime, anywhere, and English language podcasts are a great way to improve our listening skills. The most important benefits of online audio and video start with the range of material in terms of subject matter, accent of the speaker, and length. Video podcasts are also known as Vod casts or Pod Clips. Here are some important podcast web sites:

1. BBC Podcasts <http://www.bbc.co.uk/podcasts>
2. ESL Listening: Podcasts <http://iteslj.org/links/ESL/Listening/Podcasts/>
3. English Feed <http://www.podcastdirectory.com/podcasts/7538>
4. ELT Podcast <http://www.eltpodcast.com/>
5. Elementary Podcasts <http://learnenglish.britishcouncil.org/en/elementary-podcasts>
6. Professional Podcasts <http://learnenglish.britishcouncil.org/en/professionals-podcasts>
7. Splendid Speaking Podcasts <http://www.podcastdirectory.com/podcasts/21609>

APPS AND ONLINE SOURCES ON SMART PHONES

Learners can also download apps on to their smart phones like British Council's Learn English Podcasts. The learners can listen to the audio files anytime and anywhere. These smart phones have many facilities such as MP3 player and video player. Smart Phones have many apps which allow the learner to learn English pronunciation from its most basic level. The Pronunciation App helps the student to study, practise and play with pronunciation wherever he/she is. This application provides Interactive Phonemic Charts for British English and American English. We can hear a sound, or tap and hold to hear the sound and an example word. The learner can explore the pronunciation from basic level to improve his accent and also has the recording facility where he can record his pronunciation and compare it with the actual one. The learner can listen to any number of conversations.

CONCLUSION

With the proper use of technology, learning can be made more active, motivating, and learner-centred, especially with such internet-based resources as audio-video, podcasts, and video clip tools. Listening is one of the most important skills in learning English as second language. There are numerous software available to improve the language learning skills.



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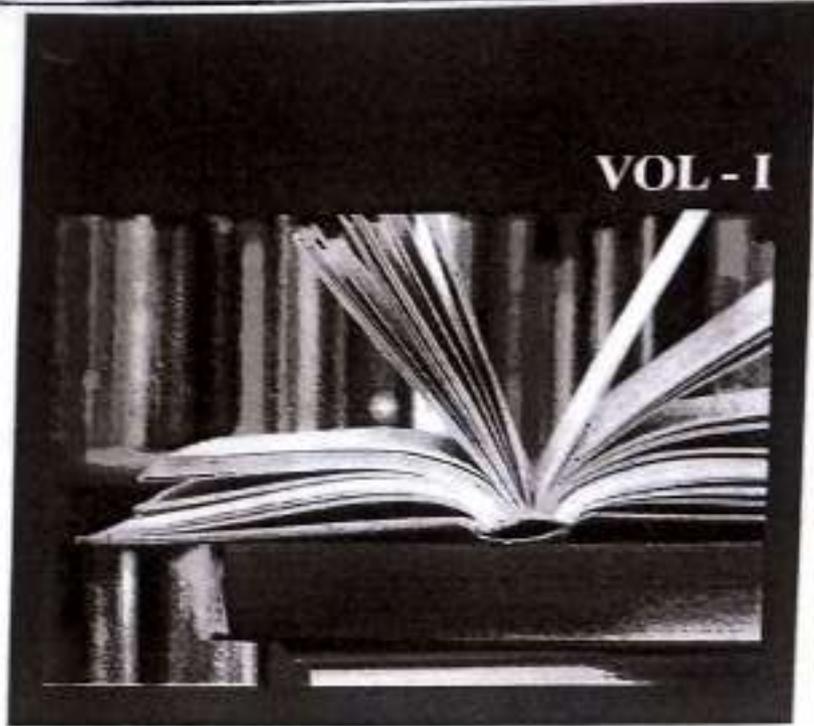
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1.	"978-93-88544-06-1"	Revamping of Academic Libraries for New Generation (VOL - II)	English	2	1	Dr. Vinay B. Patil Mr. Shirish A. Zope Dr Chandrashekhar D Wani Mr Sunil P Patil	Yuvraj Bhatu Mali	Atharva Publications

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VOL - I

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Considering the present scenario of the world in all aspects, it is expected the drastic changes in higher education particularly in India. Fortunately these changes are being experiencing the academicians. Recently, Government of India has published the draft of "The Higher Education Commission of India (Repeal of University Grants Commission Act) Act 2018. It may consider one of the steps towards the revamping of the higher education in India. In these radical changes, librarians working in higher education have to find the space to alive themselves along with their profession.

Academic Libraries are playing a pivotal role in the institutes running in higher education. In this digital as well as electronic era also we professionals collectively have to set up libraries strongly as an integral part of the Teaching-Learning process. It is a high time that we must think and consider the requirements and expectations of stack-holders of future generation from the libraries in higher education. In view of this, the Maharashtra University and College Librarians Association (MUCLA) in collaboration with Indian Library Association (ILA), New Delhi has decided to provide the common academic platform for the library professionals to discuss these points in the form of this conference.

The wants and needs of the users are also changing. Keeping in view all these developments our Maharashtra University and College Librarians Association invited the papers on the "*Revamping of Academic Libraries for New Generation*" publish in this book. We hope that the papers will prove as useful tool to the policy makers, researchers, librarians and students of library science.



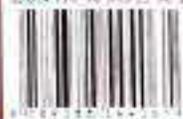
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Role of Librarian in 21st Century

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Abstract

Today, the walls of a library are giving way to digital environments to establish the links with information and virtual. Information is a valuable resource. The traditional libraries should be transformed into hybrid libraries focused on providing information collected in the form of books and electronic sources to survive and to meet the need of end users. This paper describes the role of librarian in libraries, which have collection in form of e-books, digital documents and various databases and common access to the internet. Modern libraries are creating the society of knowledge. The librarians are constantly open to any changes in their field and eager to improve their skills and knowledge.

Introduction

Information Technology is rapidly changing the whole world and creating new challenges and opportunities. The Global changes particularly in digital environment/ ICT have had an impact on the functioning of libraries. The development in ICT has changed the user expectations from the libraries in many ways. In this age of information, the LIS plays not only just an important learning supporting function but the library itself is emerging as a site of learning sometimes more important than even the class-room. The library and Information services of higher education institutions play a central role in enhancing the quality of academic and research environment. The digital environment has changed the functions and duties of LIS Professionals; they are not only to extend assistance to users in searching information in a place called library but also to provide services and instruction regardless of place, time or format. Now librarian is an information provider, Website designer, Database developer, Services provider, Collection developer, Consortia manager, Information consultant, content manager and so on.

Information Society

The information age has arrived and modern society is commonly referred to as the "Information Society". Still, this term does not have a commonly accepted interpretation. Information society is described by the modern researchers as "the society in which the information is intensely used in economic, social, cultural, and political life it is a society with abundant means of communication and of information processing, the society being the basis for serving as a major part of the national income and ensuring the source of income for majority of the population. This information society, the popularity of the internet and electronic mass media is spreading very fast. The use of internet and e-resources created a new type of society and the analog technology has been abandoned in favors of digital technology within a couple of year. This new society is also referred to as the digital, Web, Internet or computer society. Information is the most sought-after and valuable merchandise in the society. It becomes indispensable for one social and professionals' development to keep up with information constantly, to gain and use it in practice, due to changes taking place in the modern world.

Changing Libraries

The user expects from the libraries to deliver high quality, comprehensive, user-friendly new generation services. As the world advances, the library must also evolve and redesign their activities in order to deliver highly quality, need based, and value added services according to the expectations of today's library user. The concept of library has been described by several different terms such as automated library, computerized library, digital library, electronic library, virtual library, library without walls and internet library.

Why Are Librarians For Change?

The explosion of information, the movement away from the use of textbooks the increased concern for learning styles, advances in instructional and information technologies, advocacy for cooperative learning and collaborative teaching are factors that increase the complexity in planning for instruction. These factors bring a need for teamwork with a librarian. There is no one better able to bring about change a librarian working in partnership with administration, staff and students. Faculties have to attempt to include curriculum integration, resources-based learning, new evaluation practices and technology

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their daily teaching. Faculties cannot implement such changes without support comes through collaborative processes. Librarians can contribute to this process by drawing on knowledge and skills gained in implementing library programs. They are in good position to nurture collaborative working relationships among staff, across the grades and the curriculum.

What Should The 21st Century Librarian Be Like

21st century libraries heap new task upon a librarian. Modern librarians are crucial now for not only their high level of expertise, but also for being able to associate with the modern individual's personality. A 21st century librarian must be modern, with acquiring psychological, Praxeological, social and professional capabilities. A modern librarian is open to innovations and change. He/She has an eager and interested attitude towards solutions because of the fast-paced, constantly evolving nature of changes in libraries. A modern librarian, can develop modern characteristics throughout ones professional career even after many years of work, one does not need to be young to be modern. A librarian must be aware of technological developments and be proficient in new technologies. Librarians play a role of psychologists, because they challenged to distinguish the users need appropriately and help the user specify them. A modern librarian should also be qualified in terms of sources of information and using them, not to mention keeping up with constantly changing information sources. A librarian should also be equipped with general knowledge, to enable him to be conversant in a multimedia subjects. The current model librarian's university training is direct towards improvement in the scope of scientific information. Staff-improvement and training.

Role of Librarian in Information Society

Technology is changing the nature of libraries and librarians and it continues to exert a major influence on the strategic direction of libraries in society. Librarians are important as a professional group and their role is not limited to passing books. Modern library staff works towards winning new readers, similar to commercial organizations winning customers. Readers may or may not be aware of their information needs. The role of librarian consists in comforting the users inland supporting them so that they can overcome their own fears about being in the library. The knowledge of psychology pertaining to customer services is extremely important in the process of the librarian's in-service training.

Librarians must be computer literate and knowledge about Internet to fully participate in the planning, design and implementation of future library services. The way, librarian goes about their work and the tools that they use have changed in the decade. Today librarian plays many roles in order to accomplish these goals-as a teacher, as a curriculum leader, as a instructional leader, as a information specialist, as a collaborator. Followings are roles of librarian.

1. Information Specialist - Librarian possesses a unique knowledge of breadth and depth of information resources in various subjects specialist. By facilitating access to information finding it, analyzing, synthesizing and packing-librarians, would move to beginning of the information production cycle, playing a more substantial role in the information creation process?

2. Knowledge Manager - The librarian should have following types of knowledge.

- Knowledge about the emerging library trends and technologies
- Knowledge about library information sources, products and services.
- Knowledge about where these sources stored and what is its use.
- What is current usage of these sources and how to increase its uses?
- Knowledge about users including teaching staff and researcher and who is using their information sources

3. Librarian in E-Trends - The librarian purchases different types and varieties of electronics publication. Taking in view their nature and characteristics and for all this library need the must have special skill which includes knowledge in the fields of computer, networking, digital sources, web sites and organization of data.

4. Marketing Officer - Librarian will have to bring the user and the information together which can be successfully done by the marketing of information products and services. Today there are many ways to put marketing program by keeping on-line bulletin boards and displaying the new acquisition on the internet.

5. Information Literacy and librarian - Information literacy is the ability to recognize the need for information and to identify, locate, access, evaluate and effectively use the information to address and help resolve personal, job related or broader social issues and problems.

6. Librarian as a Manager - Libraries are the centers for information, librarians should acquire management skills, so that the interpersonal relationship should be maintained.

Conclusi

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Conclusion

Libraries and librarian can play a critical role both in making their users information literate and bridging the digital divide that exists at local, regional or national levels. In the changed environment, the librarian's role has to shift from that of information locator to that of an information evaluator and instructor in the use and evaluation of information sources. Librarians are compelled to update their knowledge & IT skills in advanced IT environment. It implies the fact that man can only develop after have been acquired an ideal education. In addition, it is the result of IT that the role of librarian was totally changed.

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Identifiers

- ISSN 2348-1390
- Linking ISSN (ISSN-L): 2348-1390

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Resource information

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Abbreviated key-title: New man int. j. multidiscip. stud.

Original alphabet of title: Other

Subject: UDC : 001

Subject: Science and knowledge in general. Organization of intellectual work

Publisher: Parbhani: New Man Publication

Dates of publication: 2014- 9999

Frequency: Monthly

Type of resource: Periodical

Language: English

Country: India




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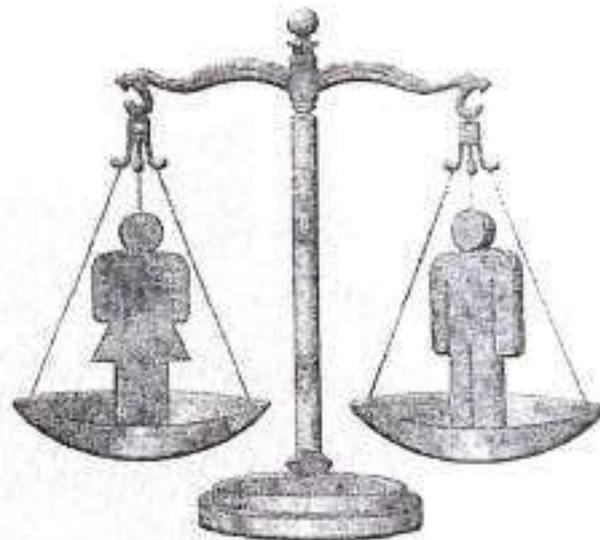
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Gender Inequality in Family

Dr. D.S. Wankhade

Dept. of Physical Education, Amravati

In this research paper I would like to demonstrate that achieving a greater equality in terms of reconciliation of professional and family life requires policies that not only introduce changes in labour market patterns, but also within the private sphere of family. This is to say the reconceptualization of women's and men's roles cannot be achieved without the political will descending from above and common social agreement emanating from below. Further along the paper, I am going to complement the theoretical arguments with some practical examples from the European context in order to discuss to what extent family policies enhance or diminish equality between men and women.

Demographic Changes - Towards New Family Patterns : One of numerous attributes of the post industrial era could be defined in terms of feminist claims for gender equality. Indeed, women demands have been part of policy arena in most post- industrial countries. As individuals, women firstly demanded the detachment from their traditional roles of housewives. Later on, due to demographic changes such as low fertility, women's issues became one of the top priorities on political agenda. This time, however, women reclaimed their rights not only as workers, but also as mothers. This political turn shouldn't be regarded as nostalgia for the male breadwinner model. In effect, though conditions of labour market and economic hardship put women under pressure in terms of making a trade-off between having a family and pursuing a professional career. Subsequently, since a large proportion of women opted for stability-employment rather than precariousness - providing free care, the fertility rate has started dropping rapidly. Since the society's reproduction buttresses future state's economy, it remains highly questionable if national policies, originally purported to tackle gender inequality, are not more likely to be driven by political preoccupation of deleterious consequences of low fertility on productivity, profitability and competitive nature of a country. The fact that until today most of the political effort to eradicate gender equality concentrated on labour market adjustment rather than finding real answers in the care of the problem in family patterns confirms the hypothesis of governments hypocrisy.

From the theoretical perspective : Although welfare regimes have been more or less successful in equalizing men and women in the labour market, the fact that women still perform the bulk of domestic work gives evidence about the ineffectiveness of these policies in terms of gender equity. In the theoretical field, scholar's positions

toward the relationship between family and gender have been rather controversial.

According to Ealy and Lewis (1994) the relationship between family and state has used to be defined in terms of level of contribution of individual to the labour market. Taking this criterion as a universal measure of human contribution, the non- remunerated care-giving activities would be therefore omitted since their value would be considered as negligible. Although this definition would probably more likely correspond to the definition of traditional society of individual in the private sphere of family while stressing the duties of men - the bread winners and therefore the only actor in the public sphere. In contrast with the dichotomous relationship between men and women, Lewis (2002 : 122), for instance, highlights the unequal relationship between women and labour market. She contends that women are only taken into account when working, whilst women that stay at home as care for children have not being recognized as legitimate enough to claim with women in the society. This is to say that despite the fact that female participation on the labour market increased steadily during the last twenty years, no considerable change has been achieved at the household level, where the majority of domestic task, including cleaning and child rearing activities, continues to be performed by women (Lewis, 2002).

On a similar note, Fraser (1994) tries to define the post- industrial welfare regimes through two models. The 'universal caregiver model' (1981-93) assumes men and women as autonomous individuals and aims to attain the gender equity through either guarantee of equal opportunities and equal treatment in the labour market. The other one - 'Caregiver parity model' (1994-99) - aims to reach gender equity through the support of informal care and generous caregiver allowances. However, because both models are in some aspect discriminating, they fail to alter the gendered conditions of employment and reproduction and therefore, to respond to women's demands. Fraser thus claims that gender equity can only be achieved through the dominant element of 'gender opposition between breadwinning and care giving' (Fraser, 1994:611). In other words, they key to achieving gender equity in a postindustrial welfare system is to make women's current patterns the law. (Ibid.). Fraser's universal caregiver approach considers children responsibilities as the alpha-omega of persistent gender inequalities of current welfare systems.

Peter McDonald (2002) suggests that in societies where women are treated as autonomous individuals in education and labour market, but a inferior being in other social role - dominated institutions, they are more likely to opt to not to have children this argument would reinforce his hypothesis that low fertility rate in industrialized countries is most probably due to a persistent gender inequalities since the women willingness to have children didn't change. Surveys such as those conducted by McDonald have Fraser place the issue of childcare at the centre of recent policy making interest.

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Linking ISSN (ISSN-L):
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Google: [www.google....](#)
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Yahoo: [search.yahoo....](#)



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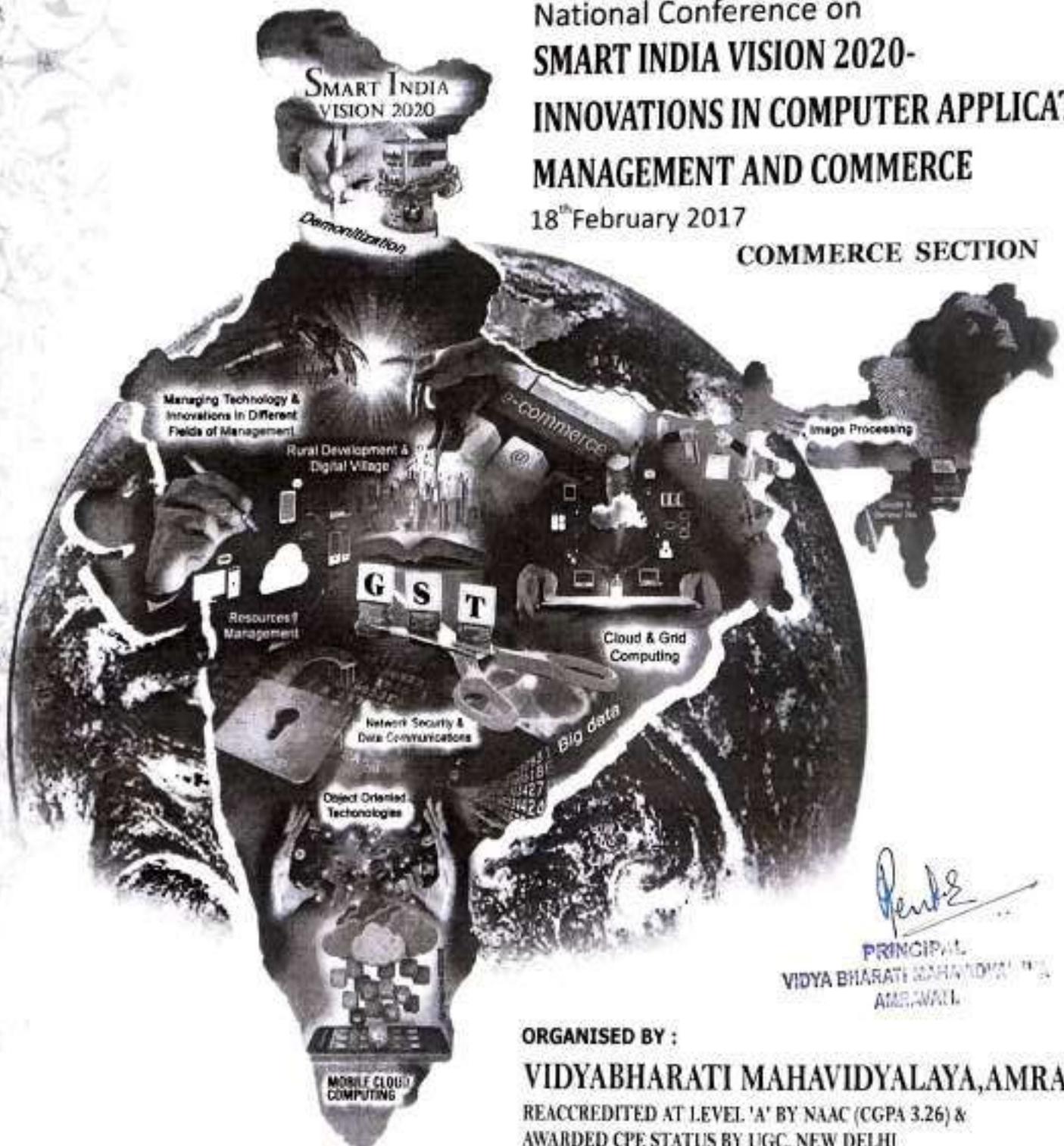
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HUMAN RESOURCE DEVELOPMENT CENTRE AND PROFESSIONAL DEVELOPMENT OF TEACHERS-AN IMPACT STUDY

S.K.Rodde

Vidya Bharati Mahavidyalaya, Amravati.

Introduction

Indian Higher Education system has grown significantly over the last six decades since independence. In the present scenario, the important role of the teachers as catalyst agent has become more critical. In the context of rapid changes, it is imperative that teachers must update their knowledge and skills and be conversant with the latest developments in the field. The Professional Development of Teachers implies his growth in knowledge of his subject, in pedagogy and training techniques. No profession can grow unless its members are prepared to grow professionally and are prepared to undergo sacrifices. The Higher Education System is expected to provide adequate skilled human resources equipped with the knowledge and technical skills to cater to the fast growing economy. India, being the country with the youngest population, would be able to create a larger growing labour force which is expected to deliver greater gains in terms of growth and prosperity. The Central Government has been making suitable policy decisions to take advantage of this situation and to create access for the eligible youth from all social backgrounds to have the necessary education in diverse fields.

The rapid expansion of Higher Education system has considerable impact on the quality of education. One of the most important issues impacting is "Teachers Quality". In the present day context, teachers have to play an enable role in the development of the student. This involves not only imparting knowledge and skills,

but also counseling, developing critical and innovative thinking, research, consultancy and extension of work, preparing instructional materials with the aid of education and information technologies and use of modern methods of management of the educational institutions.

The National policy on Education 1986 is primarily aimed at making education as a realistic instrument of socio-economic development of both the individuals and the society. In this context, staff development and training play a very crucial role. The University Grant Commission has introduced Academic staff colleges in various states of India to orient and refresh the subject knowledge of teachers and to improve their teaching skills in particular subject. Academic Staff Colleges (ASCs) have in the year 2015 been renamed as Human Resource Development Centres (HRDCs). The main aim of the scheme is to maintain high standard of teaching in Universities and Colleges.

At the first phase, the UGC has identified 48 universities to set up Human Resource Development Centres to organize orientation and refresher courses for newly appointed teachers of colleges/universities in 2009 this number has already increased to 66 which have greatly helped in the professional development of teachers all over the country.

Research Methodology

In this study 100 teachers' male and female who had attended the Refresher Course in Commerce discipline organized by UGC Human Resource Development

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Centres. Smt Gadge Baba Amravati University, Amravati were taken. In order to study the impact of professional development of teachers a three point scale i.e. yes very useful, useful, not useful was drawn by the researcher based on course component of Refresher Course. The questionnaire was prepared after studying the existing components of Refresher Course which is being followed uniformly as per the guidelines of the University Grant Commission, by all over the country.

Data Analysis and Interpretation

Being a qualitative data, the researcher has presented the primary data show in participants response only percentage was calculated obtained from the questionnaire. The findings and interpretation of the studies are as follows:

In response to the objectives of Commerce Education 81% of the participants were of the opinion that the Refresher Courses in Commerce were relevant to the objectives of Commerce Education. Refresher Courses were relevant to the objectives of the Professional Development of Commerce teachers in the opinion of 79% participants, where as 21% participants do not agree. HRDCs were successful in achieving their objectives as per 77% participants. Topics covered in Refresher Courses were useful in opinion of 85% of the participants that the topics covered in Refresher Courses were very useful for the Commerce teachers. Moreover 84% participants were of the opinion that the changes should be made in the structure of Refresher Courses according to the changing Scenario of Higher Education and teaching in global perspective.

Regarding duration of course 68% of the participants opined that the three weeks duration of Refresher Courses is sufficient. Resource Persons invited for Refresher Courses 57% participants were of the opinion that they were satisfied with the quality of Resource Persons and they were able to communicate effectively and involved the participants during the session and most of the resource persons were able to satisfy the queries raised by the participants. Moreover 83% of the participants were of the opinion that the Refresher Course were useful in improving their knowledge to very high degree and accepted that course helped them in learning new techniques for the development of values and enabled them to hold their students. Besides this 54% of the participants were of the opinion that the Refresher Courses did not so much help them in improving their teaching skills. Most of the participants reported that refresher courses were successful in developing professional attitudes & skills of a teacher in

the opinion of 67% that the refresher courses were successful in developing professional attitudes and skills as a teacher.

Beside this 59% of the participants opined of that the Refresher Courses were not successful in imparting skills related to student management. 81% of the participants agreed that the Refresher Courses were successful in improving their professional awareness. Most of the participants 57% were of the opinion that the interaction with persons from industry was not conducted in Refresher Courses. The participants agreed that Refresher Courses needed to incorporate topics related to education, society interface, social concerns and national issues. In this regard 66% of the participants were of the opinion that the Refresher Courses needed to incorporate topics related to education, society interface, social concerns and national issues in Commerce Refresher Courses.

Most of the participants were satisfied with the method of teaching, other than lecture method was to be covered in Commerce Refresher Courses. The seminar is the most common method of teaching followed in Refresher Courses. Another popular method is power point presentation. Whereas field visits, group discussion and workshop methods are used frequently. Besides this most of the participants 79% agreed that Refresher Courses could not improve teacher-communication skills. Moreover most of the participants 77% were of the opinion that the Refresher Courses in Commerce are taken seriously by the teacher participants for attaining knowledge and advanced technique in teaching but except some participants, 68% of the participants were of the opinion that the Refresher Courses were not successful in developing their innovative ideas regarding teaching where as 32% participants were agreed in this regards.

Teachers 59% were of the opinion that the refresher courses have brought changes in their performance as commerce teachers. 60% of the participants were of the opinion that the Refresher Courses in Commerce were successful in developing an academic culture. The Refresher Courses were successful in identifying and developing effective style of teaching in view of 64% of the participants. Regarding the Refresher Courses have enhanced the professional commitment 82% of the teachers' participants have agreed that these courses are helpful in improving professional commitment. In the opinion of maximum 65% number of the participants that they were able to make a proper choice of teaching method of different topics on the basis of Refresher Courses. Besides this 57% of the participants were

the opinion that Refresher Courses were not so helpful in planning, executing daily teaching lessons properly and confidently. The majority 53% of the participants were of the opinion that Refresher Courses were not so much successful in preparing and using teaching aids effectively for Commerce teachers.

In response to the development and understanding the system and role of Higher Education in this regard 54% of the participants showed that the refresher courses were successful to some extent in developing and understanding the system and role of Higher Education. Moreover 61% of the participants were of the opinion that the Refresher Courses were successful in knowing and playing teachers role effectively. 53% of the participants were of the opinion that the Refresher Courses were successful in imparting up-to-date subject knowledge on some specific topics. According to 57% of the participants that Refresher Courses were useful in inculcating confidence and commitment towards their profession as the Commerce teachers. Regarding interaction with their peers, seniors and experts 68% of the participants were of the opinion that Refresher Courses were successful in providing an opportunity to the teacher participants. Moreover 59% of the participants were of the opinion that Refresher Courses were not so helpful to the participants for developing the hidden talents of individual teachers and use it for the benefit of the institutions. Beside this 64% of the participants' views that use of Information and Communication Technology and use of internet during Refresher Courses in Commerce were promoted to some extent. In the opinion of 63% of the participants that field trips during the Refresher Courses be included. Most of the participants 53% reported that the facility of frequent visits to library and provision for internet browsing to search the latest relevant literature is not provided to the satisfactory extent. 76% of the participants agreed that they should stay together in good accommodation for effective interaction in Refresher Courses.

In opinion on aids gained from Commerce Refresher Courses, 79% of the participants were of the opinion 'the use of power point presentation skill' was gained, 15% of the participants were of the opinion 'computerized accounting skill' was gained, while 17% of the participants were of the opinion 'use of internet as teaching aid' was gained, 18% and 13% of the participants were of the opinion 'using of case studies' and 'case problems and practical knowledge' were gained from Refresher Courses.

Conclusion

The findings drawn from the data obtained is that the Human Resource Development Centres were successful in achieving their objectives. The teaching, administrative and non-teaching staff available in Human Resource Development Centres is inadequate. But still indicate a high level of satisfaction towards the overall performance of the Human Resource Development Centres in imparting knowledge through the Refresher Courses.

Suggestions

The Human Resource Development Centres should have adequate teaching and non-teaching staff to perform their responsibilities more efficiently and satisfactorily. The Refresher Courses should be made compulsory after every three years. The Refresher Courses should be made compulsorily residential for all the teacher participants of Commerce. The Refresher Courses should contain field trips or Industrial visits so as to get practical knowledge of subject. Library facilities and reading facilities of HRDC should be improved with the addition of more new and latest editions of books on various disciplines. There should be well-equipped computer laboratories having sufficient numbers of computer systems with internet and wi-fi facilities at the Human Resource Development Centres. Accommodation facilities available at the Human Resource Development Centre should be improved according to the requirement and need of the participants. Opportunities to the teacher participants for interaction with their peers, seniors and experts should be specially arranged for sharing their experience. The scope of topic covered under Refresher Courses should be wide so as to include latest developments and up-to-date knowledge in the field of commerce. The irrelevant and outdated topics, which are not useful to participants, should be avoided in Refresher Courses. More attention should be given to the quality of Resource Persons. More people from corporate sectors should be invited as Resource Persons. Changes should be made in the syllabus of Refresher Courses from time to time.

A satisfactory performance-evaluation system should be developed for evaluating the performance of participants at the end of the Refresher Course. More attention should be given under the Refresher Courses to develop the teachers' innovative ideas regarding teaching. The Refresher Courses should concentrate on identifying and developing effective style of teaching. More attention should be paid to the development of

teachers regarding proper planning and executing daily teaching lessons confidently. More attention should be given regarding imparting up-to-date subject knowledge in the fields of Commerce and Trade.

Use of new ICT like Information Retrieval not only for research but also for Classroom teaching should be provided under Refresher Courses. More concentration should be given under the Refresher Courses to preparing and using ICT-based teaching aids effectively. There should be an interaction with persons

from Industry under Refresher Courses in Commerce. There are many functional aspects of Commerce education which should be covered under Refresher Courses in Commerce like knowing the prevailing practices, the functional areas of commerce, examining the relationship between various aspects, help acquiring insights into functioning of business systems, generating interests in economic system, utilizing the concept of decision-making and preparing a potentially competent graduate.

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ROLE OF ICT IN E-GOVERNANCE AND RURAL DEVELOPMENT

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ABSTRACT

Information and Communication Technologies (ICTs) play a key role in development & Economic growth of Rural India. Political, Cultural, Socio-economic Developmental & Behavioral decisions today rests on the ability to access, gather, analyze and utilize Information and Knowledge. ICT is the conduits that transmit information and knowledge to individual to widen their choices for Economic and social empowerment.

In near future people will be carrying a handheld computer connected to the Web to get the information about the World at their fingertips. Government of India is having an ambitious objective of transforming the citizen-government interaction at all levels to by the electronic mode (e-Governance) by 2020.

A successful ICT application in e-Governance giving one-stop solutions for rural community is the need of the hour. ICT is crafted to enable the Electronic Governance through wireless communication, thus it's integrally interlinked and knitted.

Introduction

India is a country of villages and to improve and sustain the overall prosperity, growth and development in the global competitive regime, National E-governance plan (NEGP) seeks to lay the foundation with various projects, starting from the grass-root levels, and provide impetus for long-term e-governance within the country.

In this direction rural e-Governance applications implemented in the recent few years have been demonstrating the importance of Information and Communication Technologies (ICT) in the concerned areas of rural development. Indeed, some of the schemes introduced in rural India have improved the government services immensely.

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Key-title Vidyabharati international interdisciplinary research journal



Resource information



Title proper: Vidyabharati international interdisciplinary research journal.

Country: India

Medium: Online



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RURAL DEVELOPMENT AND DIGITAL VILLAGE

M. A. Kadir, S. J. K. Kadir
Government Department, Urban & Rural Development, Lahore

Introduction

Human progress is developing with rapid momentum and
advanced system movement for ending its backward

status. The introduction is a major for rural change
subject to the development through digital
analysis the subject of development, great contribution
system and technology in the present era.

Progress is a continuous and continuous
technology (the technology) to provide a positive
vision of knowledge, a vision and an
action plan to move the world towards a
brighter future. The technology of knowledge
and digital technology is a continuous
process. The technology of knowledge and
digital technology is a continuous process
of knowledge, a vision and an action plan
to move the world towards a brighter future.
The technology of knowledge and digital
technology is a continuous process of
knowledge, a vision and an action plan
to move the world towards a brighter future.
The technology of knowledge and digital
technology is a continuous process of
knowledge, a vision and an action plan
to move the world towards a brighter future.

The time and resources are not abundant
for developing a program in the present
era. The government has to provide a
positive vision of knowledge, a vision and
an action plan to move the world towards
a brighter future. The technology of
knowledge and digital technology is a
continuous process of knowledge, a vision
and an action plan to move the world
towards a brighter future. The technology
of knowledge and digital technology is a
continuous process of knowledge, a vision
and an action plan to move the world
towards a brighter future.

PERSONAL
APRIL SHARAFI MANSOURI
LAHORE

1. Proper land reforms to make sure land is held, owned, cultivated, irrigated, to make the most efficient use and maximum output.
2. Rural credit - Banking services need to be provided and credit should be available for basic services like agriculture.
3. Electrification - Many villages still receive only 2 to 4 hours of electricity per day which needs to be drastically improved to empower the villages of India.

Moderns have empowered rural India. However, what we need is to empower the rural people by providing them education and proper health care. They need to have infrastructure like electricity and water so that they are free from the cycle of droughts and floods. We need to give them self-employment so that they need to stay in villages instead of migrating to cities. There is a need to empower the villagers, and not just empower them by love, subsidies, loan waivers which end up crippling them. India will grow only when rural India makes head or hand with cities in the twenty first century.

What is a Digital Village?

A Digital Village is a space where a continuously expanding rural identity through ICT and Digital Media. This may be from an artistic heritage, or economic perspective or a mixture of all three. This can be done through power, digital scores, community newspapers online, music, education (text and audio), Internet radio, and Internet, and video, and text. To engage in the activities the participants need to have new skills and so the Digital Village also becomes a learning community. At it's simplest a Digital Village is a community website. The term "village" need not apply to an actual village (although in many cases it does) but to a cluster of villages, a geographical area or a group of participants in a town. On Facebook there is even an example of a Digital Village. A Digital Village becomes a vehicle for participatory led learning where the interests of the learning community set the agenda for what they learn. This is done using Community Media and innovative use of ICT, particularly open source software and web2 applications. The activity is informal and workshop based. Some technical support is required but the process becomes "flexible replication". Assistance from ICT animators is needed for these workshops but we have also observed poor learning taking place in these informal workshops. It is also possible to introduce an element of evaluation into the Digital Village concept.

There is currently a great deal of interest in Virtual Learning Environment (VLE) and e-learning. It is also very simple to consider the Digital Village as both VLE and e-learning. Whether the participants used to learn e.g. digital images, creative writing, family or local history etc., can be supported on the Digital Village website. VLE software is also presented on the DV website: www.dv.org.uk.

Need for Digital Villages

The village communities in India, especially, having nearly everything that they want within themselves, and almost independent of any foreign returns, in the development process, there will be many changes in the demand and supply of various needs, as rural population will grow through the process of change. At present, one of the major challenges in India is growing population and rapid urbanisation. This urban growth by certain extent is uncontrolled, as the resources, parks and equipment of the population to absorb and evolve. This needs to be reversed and rural villages through a balance between rural and urban quality of life. The concept of "Digital Village" will address the multiple challenges faced for sustainable development of rural India.

A "Digital Village" will provide long-term social, economic, and environmental welfare activity for village community which will enable and empower enhanced participation in local governance process, promote entrepreneurship and build more vibrant communities. At the same time, a "Smart Village" will ensure proper sanitation facility, food education, better infrastructure, clean drinking water, health facilities, environment protection, resource use efficiency, waste management, renewable energy etc.

There is an urgent need for designing and developing "Smart Village", which are independent in providing the services and employment and yet well connected to the rest of the world. Based on various programs undertaken taken by Central and state governments along with further technological advances, the Smart Village can achieve SMART infrastructure, SMART service delivery, SMART technology and innovation, and utilization of available resources, leading to faster and more inclusive growth. A "Smart Village" will encompass a sustainable and inclusive development of all sections of the village community, so as they enjoy a high standard of living.

Objectives of Digital Village

- To prevent excess migration from rural to urban areas, which is a common phenomenon in India's villages due to lack of opportunities and facilities that guarantee a decent standard of living.
- To make the model village a "hub" that could attract resources for the development of other villages in its vicinity.
- To provide easier, faster and cheaper access to urban markets for agricultural produce or other marketable commodities produced in such villages.
- To coordinate towards social empowerment by engaging all sections of the community in the task of village development.
- To create and sustain a culture of entrepreneurs living for initiative and rapid development.

<http://www.agriinfo.in/>
<http://netwing.in/>

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<http://www.ksarsnator.in/>

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- To connect villages to main stream of development.
- To make villages smart by providing digital knowledge.

Conclusion

Smart Villages are the need of the hour as development is needed for both rural and urban areas for better livelihood and information technology will offer effective solution. There are successful technologies available, which have been implemented in urban areas. There is tremendous pressure on urban landscapes due to migration of rural people. For livelihood, Smart Villages will not only reduce this migration but also organizes the population flow from urban to rural areas. ICT, IT and GIS are the unbreakable pillars to support the whole process of village development. Smart village


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Typically, network bandwidth is an important factor to consider while forming any network. However, as measuring bandwidth could be difficult, in Hadoop, network is represented as a tree and distance between nodes of this tree (number of hops) is considered as important factor in the formation of Hadoop cluster. Here, distance between two nodes is equal to sum of their distance to their closest common ancestor.

Hadoop cluster consists of data center, the rack and the node which actually executes jobs. Here, data center consists of racks and rack consists of nodes. Network bandwidth available to processes varies depending upon location of the processes. That is, bandwidth available becomes lesser as we go away from-

- Processes on the same node
- Different nodes on the same rack
- Nodes on different racks of the same data center

• Nodes in different data centers

Conclusion

The availability of Big Data, low-cost hardware, and new information management analytic software have produced a unique history of data analysis. The convergence trends means that we have the capabilities to analyze astonishing data sets quickly and effectively for the first time in history. Capabilities are neither theoretical nor represent a genuine leap forward. An opportunity to realize enormous gains in efficiency, productivity, revenue, and growth. Age of Big Data is here, and this is revolutionary times if both business and professionals continue to work together and the promise.

COMPUTER ASSISTED TEACHING TECHNIQUES

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Computer-assisted teaching refers to the use of computer programs, multimedia, and computer-based activities by teachers in the classrooms. The teaching techniques are radically changing. As technology has become an integral part of our daily lives, the field of Education could not possibly stay unaffected. Both computers and the Internet offer a wide range of activities that focus on different aspects of the object taught, including instructional videos, practice exercises and brainstorming tasks. These activities can be used either independently or in combination with traditional teaching techniques. This way students are offered a fully customized learning experience based on their individual needs.

This interactive way of teaching appears to be more appealing to students, as today's children grow up in highly mechanized environments and find technology fascinating. Computer-based lessons give learners the chance to explore ideas in a fun and intriguing way. Therefore, they are less prone to get bored during classes and more likely to actively participate in the activities taking place in the classroom.

Children, however, are not the only type of students that can benefit from computer-assisted teaching. Video

instruction and other interactive activities have been introduced in university classes around the world. These tools give students the opportunity to get a closer, more detailed look into complicated topics such as medical procedures or scientific experiments. It is important to say that computers cannot substitute the presence of a teacher who can guide students and answer all of their questions. Computer activity is only as good as its instructor. Furthermore, a student's inability to adapt to the demands of a mechanized learning process may lead him to feel frustrated and left behind without teacher's help. To conclude, computer-assisted teaching can offer great benefits to both teachers and students. Combined with traditional teaching methods, it can optimize the results of the learning process and make learning an interesting and fun experience.

Strengths of Computer

Interactivity

Interactivity is the most important strength of a computer. The user can have control over the learning process. He/she becomes an active participant in the learning process.

learning process. It also provides the instant feedback from the computer. It also helps to use students centered teaching method.

Multimedia

With the rapid growth of science and technology, the use of multimedia technology in language teaching has provided a favorable context for reforming and exploring English language teaching models in the new age. Multimedia is considered truly revolutionary for language teaching and learning. The use of multimedia in the classroom cannot be denied in the present educational environment. In the present situation, technology plays an important role in the life of teachers and students. Unlike the traditional classroom setting, the multimedia classroom setting has more facilities; all the equipments needed for teaching will be arranged inside the classroom. The print texts, video, audio, images and internet is being effectively used to enhance teaching and learning of the language. Using text, film and other internet as resources for studying provides students with opportunities to gather information through stimuli that will stimulate their imaginations, engage their interest and introduce them to the raw material for analysis and interpretation of the language and context. Thus we can greatly increase their overall knowledge base, as well as their English language and critical literacy skills, facilitating their performance in future courses. The growth of the internet has facilitated the growth of the English language. In this sense, computers are no longer the exclusive domain of a few individuals, but rather they are available to everyone.

Advantages of the use

As the computers become more readily available to all of us, it seems appropriate that the language teachers should integrate it into their lessons. The students are surrounded by technology and this technology can provide interesting and new approaches to language teaching and learning. The teachers of English can take full advantage of this technology to teach English as a second language.

Motivation for learners

The traditional teaching methods are unpopular in the English language classrooms. Computer technology with video, audio, graphs, power point presentation, animation effects motivates the students to learn English quickly.

Enhance Communication skills

Technology also plays a very supportive role in enhancing student's communication skills. Students can enhance both their written and oral communication skills using technology under the sound guidance of their teachers. Computer technology has been a great help to integrate teaching and learning and provides the students greater incentives. The use of audiotape is essential in the oral skills class. For receptive skills development, the tape player or podcasts are the easiest way for students to listen to a variety of speakers on a variety of topics in a variety of genres such as dialogues, interviews, lectures, stories, songs and poems. Language Lab is invaluable for the promotion of listening and speaking skills. It does many things that benefit oral skills development better than the regular non-tech classroom. There are numerous apps to build oral communication skills.

Improves Teaching Methods

Using computer technology in the language classrooms improves teaching contents and makes the best of class time. It breaks the teacher centered traditional teaching method and improves the teaching methods. This technology goes beyond time and space so it creates more real life environment for English teaching. It stimulates students' initiatives and economizes class time, providing more information to the students.

Some Disadvantages of the Use

There are many disadvantages of using multimedia technology in English language teaching.

Expensive

The language learning programs start with expenses that are related to implementing new technologies in education. The expenses usually entail hardware, software, staffing and training for at least one networked computer laboratory where teachers and students can come and use it.

Lack of Communication between Students and Teachers

Though the use of multimedia technology in the language classrooms enhances the interest of the students through audio and video, it lacks interaction between teachers and students. The English language classroom becomes a show case and the students are considered only as viewers rather than the active participants in the classroom.

Summing up

The basic purpose of engaging computer technology in English language teaching and learning is to encourage students' motivation and learning interest in the English

language. To be successful in this endeavor, the language teachers must create a favorable environment for English language teaching. It may be based on the availability of information and teaching material. In

spite of some disadvantages of this technology in language teaching, it can be used effectively in English language classrooms.

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DIGITAL INNOVATIONS AND ENGLISH LANGUAGE TEACHING

V.P.SHEKOKAR

Vidya Bharati Mahavidyalaya, Amravati. 444 602.

Introduction

English is the only language that has attracted many people around the world. The interest in the global trade, scientific resources available in English are the reasons responsible for worldwide appeal in learning English language. It can be said that English language has become an ideal language for communication in wider sense. English has become a necessity today. The use of technology in language teaching and learning students learn faster and easier than before. It is widely accepted now that advances in information technology and new developments in learning science provide. The computer technology has become a crucial part of the educational system. Computers and advance information technologies as audio, video, mobile technology and other applications are playing more significant roles in English language learning and teaching. Computers and other devices are now playing very important role in teaching and learning of English language. In this paper I have tried to examine the roles of digital innovations for English language teaching and learning in classrooms.

Language Laboratory

The English language has become essential for the Indian students who wish to prosper in their careers anywhere in the world. Language learning is not the same as learning any other subject. The four skills of reading, writing, listening and speaking have to be practiced. The language laboratory plays an important

role in the language learning and teaching process. As a technological aid for learning, it has a number of advanced facilities that can help a student to learn a language with proficiency to communicate. Scientific advancements have produced a number of innovative products to assist the learning and teaching process. Innovative products such as digital multimedia content, wireless headsets and microphones etc are very useful for students learning language for communication. It is a very important tool for practicing and assessing oral speech in English language. It also provide a facility which allows the student to listen to model pronunciation, repeat and record the same, listen their performance and compare with the model. It gives freedom to the learner to learn at their own place and does not necessarily require a teacher all the time.

Computer

Recent years have shown an explosion of interest in using computer for language teaching and learning. With the advent of multimedia computing the role of computers in language learning and teaching has now become an important issue through out the world. Computers are most popular among students. Computers can play an important role in providing learners and teachers with valuable language experiences as they learn new language.

Internet

Learning English with the help of Internet is better than classroom learning. It is very practical learn English

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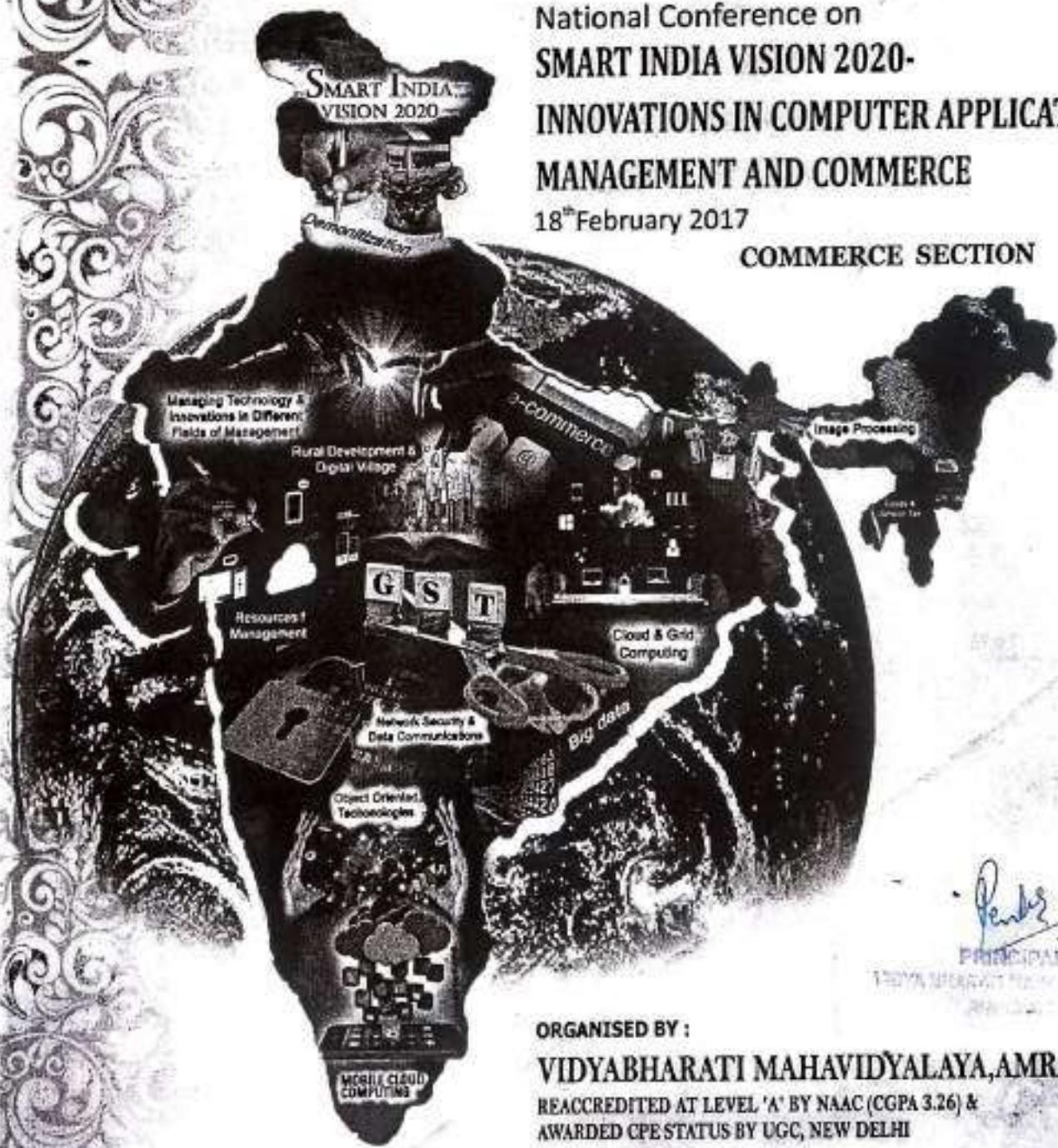
www.viirj.org
ISSN 2319-4979

PROCEEDINGS

National Conference on
SMART INDIA VISION 2020-
**INNOVATIONS IN COMPUTER APPLICATIONS
MANAGEMENT AND COMMERCE**

18th February 2017

COMMERCE SECTION



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ORGANISED BY :
VIDYABHARATI MAHAVIDYALAYA, AMRAVATI
REACCREDITED AT LEVEL 'A' BY NAAC (CGPA 3.26) &
AWARDED CPE STATUS BY UGC, NEW DELHI
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DIGITAL INNOVATIONS AND ENGLISH LANGUAGE TEACHING

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Introduction

English is the only language that has attracted many people around the world. The interest in the global trade, scientific resources available in English are the reasons responsible for worldwide appeal in learning English language. It can be said that English language has become an ideal language for communication in wider sense. English has become a necessity today. The use of technology in language teaching and learning students learn faster and easier than before. It is widely accepted now that advances in information technology and new developments in learning science provide. The computer technology has become a crucial part of the educational system. Computers and advance information technologies as audio, video, mobile technology and other applications are playing more significant roles in English language learning and teaching. Computers and other devices are now playing very important role in teaching and learning of English language. In this paper I have tried to examine the roles of digital innovations for English language teaching and learning in classrooms.

Language Laboratory

The English language has become essential for the Indian students who wish to prosper in their careers anywhere in the world. Language learning is not the same as learning any other subject. The four skills of reading, writing, listening and speaking have to be practiced. The language laboratory plays an important role in the language learning and teaching process. As it is a technological aid for learning, it has a number of advanced facilities that can help a student to learn a language with proficiency to communicate. Scientific advancements have produced a number of innovative products to assist the learning and teaching process. Innovative products such as digital multimedia control, wireless headsets and microphones etc are very useful for students learning language for communication. It is a very important tool for practicing and assessing one's speech in English language. It also provide a facility which allows the student to listen to model pronunciation ,repeat and record the same, listen their performance and compare with the model. It gives

freedom to the learner to learn at their own place and does not necessarily require a teacher all the time.

Computer

Recent years have shown an explosion of interest in using computer for language teaching and learning. With the advent of multimedia computing the role of computers in language learning and teaching has now become an important issue through tout the world. Computers are most popular among students. Computers can play an important role in providing learners and teachers with valuable language experiences as they learn new language.

Internet

Learning English with the help of Internet is better than classroom learning. It is very practical learn English online as it may be access at anywhere and anytime. It can expense and time of the learner as well as teachers. Learning in this way exposes us to different English concepts that are applied in real business operations. It is also very interesting. The internet is a platform for experiencing and presenting creative works such as essays, poetry and stories. The internet makes it possible for students to deal with a huge amount of knowledge. Using internet can also enhance research skills and cross cultural learning. For developing listening and speaking activities with gradual and increasing emphasis on reading and writing proves to be helpful. It is advisable to take internet and use of technology as it allows for a great number of opportunities to communicate in English language. Mobile technology

Mobile Phone Apps

Many recent studies have shown that mobile learning can provide potential possibilities for foreign language learners to practice language skills on their smart mobile phones and tablet PC. A number of apps have been created and used for English as Second language learning. The app provides source to practice English language. There are many mobile phones apps runs on android phone or smart phones. Here are some important apps for learning English language.

- i. British Council apps- offer a huge choice for smart phone

- ii. Two min English- contains more than two hundred two-minute video lessons on different topics.
- iii. Duolingo - is a wonderful app that has just won the Best education star-up award.
- iv. Real English- this apps offers a variety of apps at different levels- business and conversation apps at beginner, intermediate, and advanced levels.

Conclusion

Digital technology has countless benefits. The development in the use of computer and other digital devices and applications, like language laboratory, videos, podcasts, model listening lesson etc have support the richness and quality of education both on and off campus. It is true that one of the ultimate goals

of multimedia language teaching and learning is to promote students' motivation and learning interest, which can be a practical way to get them involved in language learning. During the process of utilizing the computer and other devices, students are not dependent on their mother tongue, but will be confident to communicate with each other. The use of multimedia in teaching and learning English as a second language will be further developed. with the exception of some problems areas computer and other digital technology can be used effectively in classrooms of English language with the proper knowledge on the part of teachers.

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PROSPECT OF E-COMMERCE IN INDIA-AN OVERVIEW

P. G. Fating and V. P. Fating

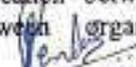
Yasoda Girls College of Arts, Commerce Nagpur
H.B.T Arts & Commerce College, Nagpur

Introduction

The E-commerce industry in India has come a long way since its early days. The market has matured and new players have entered the market space. In the present dynamic scenario, e-commerce market in the B2C space is growing in demand as well as in the array of services. The transition to online purchasing from traditional purchasing is taking a long time in the Indian market. E commerce includes not only buying and selling goods over Internet, but also various business processes within individual organizations that support the goal. As with e-commerce, e-business (electronic business) also has a number of different definitions and is used in a number of different contexts.

Concepts and Definitions

Electronic commerce or e-commerce refers to a wide range of online business activities for products and services. It also pertains to "any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact." A more complete definition is: E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and maintain relationships for value creation between or among organizations, and between organizations and individuals.


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Linking ISSN (ISSN-L): 2321-211X

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Bing: www.bing.com/s...
Yahoo: search.yahoo....

Key-title Research process

Resource Information

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Medium: Print

Record information

Last modification date: 29/07/2013
Type of record: Confirmed
ISSN Center responsible of the record: ISSN National Centre for India

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RESEARCH PROCESS

International Journal of the Social Research Foundation

IC-DESW 2017 Special Issue Volume No. II

Peer Reviewed and Refereed Journal

Interdisciplinary International Conference

on

Development, Environment and Social Welfare: Issues and Challenges

May-16-17, 2017

Bangkok, Thailand




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Psychological Consequences of Social Media on Collegians

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The social and emotional development of modern generation is being influenced by the use of internet and cell phones. Due to social media, the world has become a global village, however, the physical distance has decreased but the psychological distance is increased. Social media has created a virtual reality that leads to facebook depression which develops when youngsters spend a great deal of time on social media sites. Consequently, it begins to exhibit classic symptoms of depression and greater risk of social isolation, adjustment and mental health problems. The study intended to find out gender differences in impact of social media. It also tries to find the difference in impact of social media among youngsters studying various streams. The sample comprised of 162 (56 Male and 106 female) final year graduates and first year post graduate students from Basic Science, Computer Science, Pharmacy and Business Administration in Amravati city of Maharashtra. Social Media Disorder Scale by Regina, J.J.M. was administered. A little variation was found in the average scores on nine criterion viz. preoccupation, tolerance, withdrawal, persistence, displacement, problems, deception, escape and conflict. In addition to this, amount of time exposed to social media was also measured. Chi Square test results exhibited non significant difference in the impact of social media on male and female students as well as students from different study stream.

[Key words: Facebook, depression, social media, social media disorder]

Introduction

Social media use is one of the most popular activities among today's younger generation. Any web site that allows social interaction is known as a social media. Sites such as Facebook, Twitter, Whats app, Instagram etc. is a virtual world. Such sites are used as a portal for entertainment and communication and have grown exponentially in recent years.

Engaging in various forms of social media is a routine activity that research has shown to benefit children and adolescents by enhancing communication, social connection and even technical skills. Social and emotional development of this generation being influenced by the use of


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internet and on cell phones (Gwen Schurgin O'Keefe & Kathleen Clarke-Pearson, 2011). However, children and adolescents are at some risk as they navigate and experiment with social media. The ultimate impact of the excessive use of social media has led to limited capacity for self-regulation and susceptibility to peer pressure. Even it has increased knowledge and technical gap between parents and youngsters. Some parents use technology incredibly well and feel comfortable and capable with the programs and online venues that their children and adolescents are using. Nevertheless, most of the parents find it difficult to relate to their digitally savvy youngsters online for several reasons.

Psychological consequences of social media

Internet and social media is the necessary requirement of modern generation. It has a number of benefits. Social media sites allow teens to accomplish many online tasks those are completed by the elder generation offline. Social activities like staying connected with friends and family members, making new friends, sharing pictures and exchanging ideas are carried out by social media. The use of social media participation also can offer adolescents deeper benefits that extend into their view of self and community. It is used to enhance learning opportunities for students to accomplish homework and group projects. It is also used to access health information and in service sector. Infact the list is unending. In spite of this, social media has several disadvantages including cyber bullying, online harassment, sexing-sending and receiving sexually explicit messages, photographs or images via cell phone or other digital media.

An adverse psychological consequence of social media addiction is a new arena of research in social science. This field is relatively young, with the first studies appearing after 2010 (Ryan, et al., 2014). In recent years, the addiction literature has extensively reflected on the existence of non-substance related behaviours such as internet addiction (Regina J et al., 2016). The concept internet addiction referred as compulsive or problematic use of internet, multidimensional in nature and involves different forms of online behaviours (Meerkerk, Van den Eijnden, Vermulst and Garretsen, 2009). Adolescents rapidly adopt new technologies and are most vulnerable to possible negative influences of these new technologies (Valkenburg & Peter, 2011). There is growing evidence that compulsive social media use is a growing mental health problem, particularly among adolescents using smart phones and internet (Van Rooij and Schoenmakers, 2013).

Excessive use of social media results in adverse psychological consequences which is a major concern for parents, teachers and psychologists. Facebook depression is one of the major psychological disadvantages of social media. It develops when youngsters spend a great deal of time on social media sites and then begin to exhibit classic symptoms of depression, anxiety, low self-esteem and social difficulties (Marilyn, et al. 2013). Such youngsters are greater risk of social isolation and sometimes turn to risky internet sites and blogs for help that may promote substance abuse, unsafe sexual practices, aggressive or


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self-esteem, we believe our study in Schurgin O'Leary & Kathleen Clarke-Pearson (2011). In India, students from metro cities have a greater advantage to receive and utilize new technologies and apps related to social media. But the speed of technological development is such that college students in rural cities and towns can get the same benefits as their counterparts. This paper intend to study the psychological impact of social media on college collegians in a rural city of Maharashtra state.

Methodology

Aim of the study - The main aim of the study is to examine the psychological impact of social media on collegians.

Objectives - The objectives of the study are

- to study the psychological impact of social media on college youngsters
- to study the gender difference in psychological impact of social media on college youngsters
- to study the differences in psychological impact of social media among students offering different degree courses.

Hypothesis - Assuming other factors are kept constant it is hypothesized that

- there will not be significant gender differences in psychological impact of social media on college students.
- there will not be significant psychological impact of social media on students studying different degree courses.

Research instrument - The Social Media Disorder Scale (Stratton, 2010) consisting of 27 items was used. It is comprised of nine sub-scales: preoccupation, tolerance, withdrawal, persistence, escape, preoccupation, displacement and conflict. In addition to this, time spent on social media was also assessed. The scale is quite reliable and valid for the study on psychological impact of social media.

Sample - The sample of the study consisted of 162 (56 male and 106 female) final year graduates and first year post graduate students offering different degree courses in basic sciences, computer science, pharmacy and management administration. The scale was administered on a group of 15 to 20 students in different batches.

Findings - Interpretation of results

The above table represents the mean and standard deviation of the scores of female students on the various aspects of Social Media Disorder Scale. On the basis of the above table it is observed that in case of displacement and conflict male students score higher than female students. It is also observed that male students are more prone to social consequences. Higher score means poor performance. In the remaining factors both groups are more or less similar but there are some differences in social media. The mean and standard deviation obtained by different class and groups on the various aspects of Social Media Disorder Scale.



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Group	Mean	Std. Dev.	N
1	3.72	1.00	10
2	3.82	1.00	10
3	3.97	1.00	10
4	3.57	1.00	10
5	3.72	1.00	10
6	3.82	1.00	10
7	3.97	1.00	10
8	3.57	1.00	10
9	3.72	1.00	10
10	3.82	1.00	10
11	3.97	1.00	10
12	3.57	1.00	10
13	3.72	1.00	10
14	3.82	1.00	10
15	3.97	1.00	10
16	3.57	1.00	10
17	3.72	1.00	10
18	3.82	1.00	10
19	3.97	1.00	10
20	3.57	1.00	10

Group	Mean	Std. Dev.	N
1	3.72	1.00	10
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7	3.97	1.00	10
8	3.57	1.00	10
9	3.72	1.00	10
10	3.82	1.00	10
11	3.97	1.00	10
12	3.57	1.00	10
13	3.72	1.00	10
14	3.82	1.00	10
15	3.97	1.00	10
16	3.57	1.00	10
17	3.72	1.00	10
18	3.82	1.00	10
19	3.97	1.00	10
20	3.57	1.00	10

assessed additionally obtained by four except BCA students are least four groups are using so

classified group shows that all ents are more preoccupied to In case of the average on alternate

total scale

value	df	F	p
7.815,01	1	190.77	.000

Chi Square value obtained for four classified levels which is similar in the

The values obtained for the responses obtained square value the impact of social media on obtained for four classified belonging to social media and its

media plays an important role in affecting every part of our lives. It helps people to connect and to seek information and to seek education barriers. It might about in the world and the global barriers. However, a combination of factors such as lack of trust and digital literacy, physical distance, and support we

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from each of the schools. The sample was chosen by the researcher using the purposive sampling technique. The sample size was 100. The data was collected through a self-administered questionnaire. The questionnaire was distributed to the students after an explanation of the purpose of the study. The questionnaire was distributed to the students after an explanation of the purpose of the study. The questionnaire was distributed to the students after an explanation of the purpose of the study.

Limitations
The study has some limitations. The sample size was small. The study was conducted in a single school. The study was conducted in a single school.

physical comfort. It has been reported that the self-reported preoccupation with mobile phone use during the day and night. The study found that there were no significant gender differences in the use of social media. The data indicated that both boys and girls exhibited similar consequences of social media use. It was found that the use of social media was related to psychological well-being. The study also found that the use of social media was related to psychological well-being. The study also found that the use of social media was related to psychological well-being.

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You fell, I was pushed: A game of Zero-sum in reservation and atrocities

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The main purpose of this investigation is to study the attribution error towards reservation and atrocities committed by reservation and open cast categories in Amravati city of Maharashtra. In the present scenario there is a growing demand in the upper caste communities for the reservation under Other Backward Communities and to abolish atrocities act or to introduce some amendments in it. However, the lower caste communities are against this demand. Five point scale comprised of 78 items was used. The items were grouped in six categories namely reservation, atrocity, prejudice, poverty, social distance and injustice. The responses to each item given by each community are almost extreme and opposite. Chi Square test on total scale score as well as sub-scale score were found non significant. Thus leading to an attribution error, 'you fell I was pushed' in other words it is a game of 'zero sum' both communities are playing.

[Key words: Reservation, atrocities, deprivation, disadvantage, zero sum]

Introduction

Recently in India, especially in Maharashtra, Gujrat and Haryana there is a growing demand for OBC reservation among the Marathas, Patidars and Jats respectively. Historically and traditionally these are the politically and economically strong communities. Their major occupation is agriculture. However, in today's scenario due to the present agrarian crisis these communities are facing economic hardships. Sometimes the existing reservation policy is considered to be responsible for the injustice upon them. At the same time the castes availing reservations are not ready to accommodate the upper class communities in OBC reservation. In other words, at mass social level this



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is... of Zero-sum observed throughout the world in the form of castism, religion that lead to increase in stereotypes and prejudice.

The concept of Zero-sum game... Zero-sum was first developed in game theory proposed by John von Neumann a situation in which a participant's gain or loss is equal to the loss or gains of other participants. It is so named as the total gains of the participants are added up and the total losses are added, they will add up to zero. Chess is an example of a zero-sum game. In a zero-sum game, the benefits and losses for all the players sum to the zero. In a zero-sum situation most of our activities, relations and interactions are zero-sum. All games are played on two levels. The first level is winning a chance to win and the second level is to win a way or lose a way. In some cultures, the first level is more sensitive. In some people attribute their success to...

...was pushed as attribution error a Zero-sum... attribution error... the meanings and intentions assigned to others... Weiner's theory of attribution... internal factors and external factors... consistency... interpreting others' behavior... actor-observer... correspondence... to explain... causes. This... particular culture... (Peng, 1994)... to attribute... situational... internal factors... you fell, I was... aware of the... aware about the... self-serving bias... negative ones... that protect... we process...

...patterns of attribution and... but produced... and... communicate... suggested... liability for...


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AMBAYALI

Qualitative and statistical interpretation

Table 1. Mean and SD obtained by Reservation and Non-Reservation group on various

Group	Mean	SD
Reservation	91.3	11.9
Non-Reservation	95.1	16.7

The results of the two-subject test, in order to compare the two groups, statistical analysis was conducted using Chi-Square test. The results are presented in Table 2. The Chi-Square test results indicate that there is a significant difference between the two groups regarding the use of words.

Group	Mean	SD
Reservation	5.2	1.5
Non-Reservation	4.8	1.2

The Chi-Square test results indicate that there is a significant difference between the two groups regarding the use of words. The results are presented in Table 2. The Chi-Square test results indicate that there is a significant difference between the two groups regarding the use of words.

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Group on various

Group	Mean	SD
Reservation	11.02	2.90
Non-Reservation	13.70	7.1

The results of the two-subject test, in order to compare the two groups, statistical analysis was conducted using Chi-Square test. The results are presented in Table 2. The Chi-Square test results indicate that there is a significant difference between the two groups regarding the use of words.

Group	Mean	SD
Reservation	5.2	1.5
Non-Reservation	4.8	1.2

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ISSN :2395-0315
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Links

Google: www.google...
Bing: www.bing.com/s...
Yahoo: search.yahoo...
▼

Key-title AOJ - arts oriented journal

Resource information	
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AOJ

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**Role of Continuing Education Programmes (CEP)
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MAHATMA JYOTIBA FULE MAHAVIDYALAYA,
Amravati, Maharashtra, INDIA

AOJ
ARTS ORIENTED JOURNAL
(Multi-Lingual Bi-Annual)

Editor

Dr.Santoshrao Thakare
Principal, Mahatma Jyotiba Fule College,
Amravati.(M.S.)India. 444607

Publisher

Research Centre for Humanities
Mahatma Jyotiba Fule College, Amravati.(M.S.)India. 444607

Printer

Raju Padar,
Mahatma Jyotiba Fule College, Amravati.(M.S.)India. 444607

Printed at

Recho Resograph Machine,
College Office, Amravati.(M.S.) India. 444 607

Cover Page

Sudip L.Jawarkar
C/o. Vaishnavi Printers,
Shankar Nagar, Amravati.

ISBN 978-81-931025-0-3

Edition

Special Issue For
Role of Continuing Education Programmes (CEP) for the Professional
Development of College Librarians in Information Age

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E-Resources For Development of Academic Libraries in India

Dr. Vishal Singh Shekhawat, Librarian
Vidyabharti Mahavidyalaya Amravati

Abstract

The Paper discusses the modernization of University and College Libraries in India taken place during the latter half of the last century. It gives an account of the contribution of the University Grants Commission in terms of Reports, conduct of seminars, workshops, financial assistance for replenishing collections, constructing library buildings, upgrading library services by giving the training to library staff. The role of other national bodies like AIU, AICTE, NAAC and Library Networks also is described. The special features of 21st century academic libraries like library software's retrospective conversion, and digital library initiative are also discussed.

INTRODUCTION

In the modern era of information technology and Internet, knowledge is most powerful asset of any country. Libraries have been played a key role in education, research & development of developed as well as developing countries through collection, preservation and communication of knowledge. India has one of the largest "Higher Education Systems" in the world. From 20 Universities and 500 Colleges at the time of Independence, it now has more than 500 Universities and 25,000 Colleges. Apart from these educational institutions, many research institutions are working under CSIR (Council of Scientific and Industrial Research), ICAR (Indian Council of Agricultural Research), ICMR (Indian Council of Medical Research), DRDO (Defense Research and Development Organization), DST (Department of Science & Technology) etc. for research and development in India. In the present digital environment, knowledge has been increased tremendously in various information sources. UGC-INFONET Digital Library Consortium "The Internet and electronic publishing have changed the role of libraries all over the world in providing access of e-resources (i.e. e-journals, e-books and other online e-

resources) to the users. Looking to the serious financial scarcity in academic & research libraries of India and availability of e-resources, consortium based access of e-resources was started now most of the Indian libraries of universities and research institutes are rich in e-resources. Access of e-resources has also been started up to college level in the university system through consortia. All the e-resources under the consortia are accessible through consortia website or IP (Internet Protocol) based access by the concerned publishers. In some consortium, Informatics India Ltd. is maintaining the access of e-resources through JCCC (J-Gate Custom Content for Consortia). Maximum utilization of consortia based e-resources is very important for education, research & development of any country. Libraries are working with the aim that the right information should reach to the right user at the right time in the right economical way. Consortium based access of e-resources is one of the most economical way for accessing e-journals by Indian Libraries. In this system Indian library professionals have to play key role in maximum utilization of these e-resources.

Development of University Libraries

International body like UNESCO it has certainly influenced the Governments of developing countries to promote and support the cause of University Libraries. Development of Academic Libraries the various library development schemes of the UGC during last over fifty years ranging from grants for infrastructural facilities along with those for good library collections, launching and implementing various activities and programme through INFLIBNET to the sanction of special grants for upgrading library facilities, have kept the academic libraries in the country in shape and services. The efforts of national bodies like Association of Indian Universities (AIU), All India Council of Technical Education (AICTE), National Assessment and



Accreditation Council (NACC), and some individual States and Universities too have contributed to this development in terms of formulation of some norms and guidelines for their effective functioning. The Planning Commission and Professional Associations like ILA and IASLIC and State and Central Governments have also their share in this development. City and national level Library Networks too have accelerated the pace of the development of academic libraries in their own ways.

LIBRARY CONSORTIUMS IN INDIA

During the last decade, many consortiums have been emerged for providing access of e-resources to the users in Indian libraries. Presently most of the Indian libraries are covered in different consortiums to provide the access of e-resources to their users. INDEST-AICTE and UGC - INFONET Digital Library Consortium are two large consortiums covering most of the universities and technical education institutes in India.

INDEST

AICTE Consortium In the year 2003, Ministry of Human Resource Development (MHRD) has set-up the INDEST Consortium for providing access of electronic resources to leading scientific and technical institutions of India i.e. Indian Institute of Technologies (IITs), Indian Institute of Managements (IIMs), Indian Institute of Science (IISc) etc. The consortium headquarters set-up at the IIT, Delhi. The MHRD provides fund for the core members of consortium i.e. IISc, IITs, IIMs, IITs (Indian Institute of Information Technology), NITs (National Institute of Technology) and few other institutions. The INDEST Consortium was re-named in the year 2005 as INDEST-AICTE Consortium to provide the access of e-resources to all AICTE affiliated institutions. The consortium provides access to full text e-journals from 25 publishers and 9 bibliographic databases. The consortium provides access of more than 12000 e-journals but the maximum of these e-resources are accessible to its core members.

UGC-INFONET

Digital Library Consortium it was launched

in the year 2004 by UGC through INFLIBNET (Information & Library Network) for providing access of e-resources to the Indian universities. All universities covered under Section 12B of the UGC Act, 1956 are eligible to get access to e-resources through the Consortium. The consortium started functioning in the year 2004. In 2009 'Associate Membership Programme has been launched by the consortium to enroll private universities and other institutions as members for accessing to e-resources at the same rates of subscription that are being offered to the core member universities. The consortium subscribed to 26 full text publishers' e-resources and 10 bibliographic databases. These e-resources are managed by INFLIBNET. The National Steering Committee of consortium allocates e-resources to the universities on the basis of various criteria like number of post graduate and doctoral programs, number of departments, subject area, research output, type of university etc. Most of the e-resources are accessible for simultaneous users without any limit to solve the problems regarding accessibility of e-resources.

INFLIBNET Centre

Information and Library Network (INFLIBNET) Centre is an autonomous Interuniversity Centre of the University Grants Commission (UGC) of India. It is a major National Programme initiated by the UGC in 1991 with its head quarters at Gujarat University Campus, Ahmadabad. Initially started as a project under the IUCAA, it became an independent Inter- University Centre in 1996. INFLIBNET is involved in modernizing university libraries in India and connecting them as well as information centers in the country through a nation-wide high speed data network using the state-of-art technologies for the optimum utilization of information. INFLIBNET is set out to be a major player in promoting scholarly communication among academicians and researchers in India. In the network of INFLIBNET many services and activities are run for the development of Indian higher education to the each needy people of India. INFLIBNET fulfill the objectives are made beginning of the establishment

by the UGC and MHRD. It is good signal of development of higher education in India and support to higher education in India.

Human Resource Development

Human resource development process is very important for the development of any country for its development of each area. Like that, INFLIBNET also support to the institutions, colleges, and universities to train their library staff under seminars, workshops, training courses, IRTPLA (INFLIBNET Regional Training Program in Library Automation), CALIBER and PLANNER programme every year. Many other training programs are conducted collaboration of other institutions in India. It's very important programme to development the libraries. Manpower is critical factor for library effectiveness. It is necessary to train library staff with all the knowledge, skills, and capabilities needed to handle library operations in the new digital environment.

Open Source Software

Open source software are computer programs in which the source code is made available to the general public for uses / modification from its original design free of charge, i.e. open. There no. of open source software are made available in the world. Centre worked on open source software concern with the library and information science. Centre also support to develop Institutional Repository. INFLIBNET centre also create electronic theses and dissertations database for the researchers. It is fully open to the readers all over the world.

N-LIST

The Project entitled "National Library and Information Services Infrastructure for Scholarly Content (N-LIST)", being jointly executed by the UGC-INFONET Digital Library Consortium, INFLIBNET Centre and the INDEST-AICTE Consortium, IIT Delhi provides for i) cross-subscription to e-resources subscribed by the two Consortia, i.e. subscription to INDEST-AICTE resources for universities and UGC-INFONET resources for technical institutions; and ii) access to selected e-resources to colleges. The N-LIST project

provides access to e-resources to students, researchers and faculty from colleges and other beneficiary institutions through server(s) installed at the INFLIBNET Centre. The authorized users from colleges can now access e-resources and download articles required by them directly from the publisher's website once they are duly authenticated as authorized users through servers deployed at the INFLIBNET Centre. Today near about 3214 libraries from all over India are members. N-LIST project the authorized users from eligible colleges under section 2(F)/12(B) of UGC Act 1956, can now access e-resources i.e. more than 3100+ e-journals and 75,000 + e-books directly from the publisher's website once they are duly authenticated as authorized users through servers deployed at the INFLIBNET Centre.

Shodhganga

This project is very important for the researcher. Theses and dissertations are known to be the rich and unique source of information, often the only source of research work that does not find its way into various publication channels. Theses and dissertations remain an un-tapped and under-utilized asset, leading to unnecessary duplication and repetition that, in effect, is the anti-theses of research and wastage of huge resources, both human and financial. Shodhganga stands for the reservoir of Indian intellectual output stored in a repository hosted and maintained by the INFLIBNET Centre.

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Identifiers

ISSN :2395-0315
Linking ISSN (ISSN-L): 2395-0315

Links

Google: www.google...
Bing: www.bing.com/s...
Yahoo: search.yahoo...

Key-title AOJ - arts oriented journal

Resource information

Title proper: AOJ - arts oriented journal.
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is a fellow traveler in the exciting pursuit of knowledge.

According to V.G Vadhel, Preeti Shah, Margi Hathi(2009), "Teacher can perceive their syllabus with new angles and put it before the students in such an interesting way that the students may learn less but acquire more. They can never think of missing the class, Story-telling method is proved to be very effective in this regard."

According to Shefali R.Pandya(2009), "Effective teaching involves more than the simple transmission of information and includes motivating students and creating a positive classroom environment as well.

The present study was conducted to see the role of Refresher course in the professional development of teachers. The sample comprised of 200 teachers. Being a qualitative data, only percentage (%) from the collected data, based on 3-point scale developed by the investigator, was calculated. The findings clearly indicated a high level of satisfaction towards the importance of Refresher course in imparting knowledge. There was a positive response by the teacher participants regarding improving teaching and learning skill. There are some suggestions were made to make the courses more meaningful.

Professional Development-

Professional development today is not only related with teaching and subject knowledge. There is a great need for teachers to reflect on their current practices and adapt new knowledge and techniques. The reflection enables the teachers to acknowledge what the teacher are learning and teaching. Reflective practice can be a beneficial form of professional development at UG level teaching. By gaining a better understanding of their own individual teaching styles through reflective practice, teachers can improve their classroom teaching.

A professional development program can succeed only through a long-term approach. Due to the developments in communication information technology, it has changed the field of education. There is a explosion of knowledge because of the rapid advances in computer technology. The role of teacher in this scenario is become very important. It is now essential for teacher of English Language and Literature to keep updated their subject knowledge. The Professional Development of Teachers implies his growth in knowledge of his subject, in pedagogy and training techniques, in his love for students and for his institution, in moral and ethical values and growth of his desire to give his best to the world of learning and society. Accordingly, U.G.C. formulated the Academic Staff Refresher course for in service teachers and established initially 48 Academic Staff Colleges in various Universities in 1987 which have immensely helped in the professional growth of teachers all over the country. But how far these Refresher courses have been a great success? And how far the designed goals have been achieved? All such questions still need to answer. It was in this context "The Role Refresher course in Professional Development for English Teachers" had been conducted so that deterrents in the developments of teachers could be weeded out and suggestions could be made to take remedial steps for desirable improvement in refresher course.

Review of Literature

Studies based on empirical work of Academic Staff Colleges are very few. Studies by Dutta (2000), Joshi (2000), Dhawan (2000), Tripathi (2000), Das and Gogio (2001), Jyoti (2001), Kern and Mishra (2002), Jayanti(2006), Sharma and Jain (2006), Pawar and Mouli (2008), Ramalingam(2009), Behera (2009). But, still there is an immediate need to study the impact of Refresher courses conducted by

Academic Staff Colleges on the professional Development of English teachers. The present study is an attempt in this direction.

Academic Staff Colleges in Maharashtra

Name of the University	Year of Estab.
University of Mumbai.	1987
Savitribai Fule Pune University ,Pune.	1987
R.S.T.M Nagpur University,Nagpur.	1988
Dr.B.R.Ambedkar Marathwada Uni.Aurangabad	1988
S.G.B. Amravati University.Amravati	2009

These Academic Staff Colleges in Maharashtra organized Refresher courses for English teachers. Some the English teacher also attended Refresher courses in Environmental Science and Information communication technology. All these courses are also very much helpful for the professional development of the teacher.

Objectives of Proposed Study

1. To understand the importance of Academic Staff Colleges in Maharashtra.
2. Assess the objectives of organizing refresher courses in English and Languages.
3. Collect information from teachers who have attended refresher courses organized by Academic Staff Colleges in Maharashtra and from other states.
4. Assess the performance of Refresher courses on the basis of fulfillment of objectives of refresher courses for English teachers with respect to the professional development of the teachers.
5. Assess the views of participants and changes in their teaching skills.
6. Assess the role of Academic Staff Colleges in developing the culture of Information and communication technology, continuous learning and self-improvement among English teachers.
7. Assess the role of Academic Staff Colleges in achieving the objectives of Higher education in general and teacher training in particular.

8. Offer suggestion for improving the performance of Refresher courses and Academic staff colleges.

RESEARCH METHODOLOGY

In this project 200 teachers were selected for the study who had attended the Refresher course organized by UGC-Academic Staff Colleges .In order to study the impact on professional development of teachers, a three point scale questionnaire was drafted. It is based on course component of refresher courses. The questionnaire was developed after carefully studying the existing model of refresher course.

DATA INTERPRETATION:

Being a qualitative data, only percentage (%) from the collected data based on 3-point scale was calculated. The findings and interpretation of the studies summary is as follows:

In response to the information about professional development, the teacher participants agreed that Refresher courses helped in understanding important skills for professional development. In this regard 87.12% teacher participants showed that Refresher courses helped acquiring necessary skills and techniques for professional development. Most of the teachers considered all the given objectives valid at certain level in their priorities. In response to the items concerning with feelings about Refresher courses, most of the participants (55%) felt enthusiastic to attend the Refresher courses. The courses were taken seriously by 75.20% of teacher participants. Most of the participants reported that Academic Staff College helped them in personality development. When they were asked about the resource persons who came for delivering the lecture they told that most of the resource persons were according to their expectations and topics covered by them. They were of the view that the Refresher

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course helped them in preparation of research work.

CONCLUSION

The findings clearly indicate a high level of satisfaction towards the over all performance of the Academic Staff Colleges in imparting knowledge through refresher courses.

SUGGESTIONS

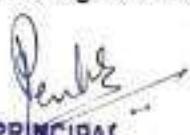
The finding of the present research revealed that the Refresher course was highly acknowledged and appreciated. However, the findings of the research suggested that there should be provision for internet browsing to search the latest relevant topic. Academic Staff College should orient teachers in using new information and communication technology .Communication Technology; Innovate Techniques should form an integral component of Refresher Course.

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ISSN :2277-9302

Linking ISSN (ISSN-L): 2277-9302

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Yahoo: [search.yahoo...](#)

Key-title International journal of multidisciplinary research (Pune)

Resource Information

Title proper: International journal of multidisciplinary research.
Country: India
Medium: Print

Record information

Last modification date: 03/02/2014
Type of record: Confirmed
ISSN Center responsible of the record: ISSN National Centre for India

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DEVELOPMENT CENTRE"

at the International Conference On Developments in Commerce, Economics, Engineering,
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PRINCIPAL
VIDYA BHARATI MAHAVIDYALAYA
AMRAVATI

PROFESSIONAL DEVELOPMENT OF HUMAN RESOURCE FOR COMMERCE EDUCATION THROUGH HUMAN RESOURCE DEVELOPMENT CENTRE

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Introduction

Human Resource Development Centre

The National Policy on Education (NPE) 1986 in its programme of action makes a pointed reference to the crucial link between teacher motivation and the quality of education. The NPE recognized the need for improving the status of the teacher and proposed to provide opportunities for professional and career development so that teachers may fulfill their role and responsibility within the system of higher education. It was proposed to enhance their motivation skills and knowledge through systematic orientation in specific subjects, techniques and methodologies, and thereby inculcate in them the right kind of values that would in turn encourage them to take initiatives for innovative and creative work. It is also proposed to provide skilled based education for the concept of make in India for the development of nation therefore the responsibility of human resource already involved has increased. The NPE sought to focus on the following thrust areas, namely:

1. Specially designed Orientation Programmes in Pedagogy, Educational Psychology and Philosophy, and Social-economic and political concerns for all new entrants at the level of teachers.
2. Orientation and Refresher course for the serving teacher targeting to cover every teacher at least once in three to five year.
3. Specially designed Orientation Programmes/Refresher Course in information and communication technology for the new entrants as well as for the in-service teacher.
4. Encouraging teachers to participate in seminars, symposia and workshops etc. to translate its objectives into a reality.

Keeping this in view, the Human Resource Development Centers formerly called as Academic Staff Colleges were established in 1987 to equip the teachers with such knowledge and expertise as can make them good and effective teachers in classroom situation and to sensitize them to the problems of polity, economy and environment. In the first phase 45 Human Resource Development Centre (Academic Staff Colleges) were established during VIth Five Year Plan 1985-90. In this number had already increased to 66 these Human Resource Development Centers are distributed in 26 states of the India. The total number of new teachers undergone the training since inception of the ASC scheme is about 1, 04, 626 (Orientation course) and 2,57, 301 (Refresher courses), where as the current teacher strength in higher education is about 5.00 lakh after inclusion of private college teachers also for the staff development programmes. These numbers are self-explanatory about the quantum of work for HRDCs to perform.

Commerce Education:

Commerce education made its beginnings in India in 1886 with the establishment of the first commercial school in Madras by the trustee of Pacyappas charities. This branch of education reached an important milestone when the colleges or university level teaching of this subject was started in Sydenham College of commerce and economics in Bombay in 1913. In due course, commerce education spread both at the school and university level. There was however no research in commerce

during this period. But the growth during the forties and fifties was remarkable. Commerce education has now attained a position of preference over Arts.

Till the beginning of fifties however commerce education in most of the universities was limited to B.Com and M.Com degrees only. Research was not the preference of the degree holders in this branch of education. This was partly due to the fact that the discipline was new and partly because research in every branch of education had a position of low priority. But the fifties and the subsequent period saw a very considerable increase in research effort. The Ph.D. degree became the aim of every university teacher and even some of the college teachers started making earnest effort in this direction. As a consequence, the number of Ph.D. degree holders in commerce increased considerably.

Importance of Commerce Education

Commerce is a branch of knowledge that deals with business, trade and other allied activities. The word 'commerce' has a wide connotation. It includes different activities. Commerce education is composite faculty as compared to Arts and Science. Both of them have well defined objects, education process and curriculum. In our present curriculum we study not only commerce but also Economics, law, Accountancy, Management and now a days information technology also.

Commerce education aims at producing productive manpower and energy and skill, which control all other aspects of production. Our present education system not only produces productive manpower but also makes available managerial skill.

Objectives of Proposed Study

1. To understand the Organization and management of HRDC.
2. Assess the objectives of organizing refresher courses in commerce faculty.
3. Assess the performance of Refresher courses on the basis of fulfillment of objectives of refresher courses for commerce teachers with respect to training programme, course contents, and duration of the programme and availability of competent resource person.
4. Assess the role of HRDC in developing the culture of Information and communication technology, continuous learning and self-improvement among commerce teachers.
5. Assess the role of HRDC in achieving the objectives of Higher education in general and Commerce education in particular.

Research Methodology

In these study primary data had collected from 350 teachers who had attended the orientation programme organized by UGC-Human Resource Development Centre's in Maharashtra were taken. Besides these 120 teachers were taken who have attended the refresher course in Commerce discipline. In order to study the impact on professional growth of teachers, a five point scale (Very Much, Much, Less, Not at all, Undecided) was drafted and standardized by the investigator himself based on course component of orientation programme and refresher course. The questionnaire was developed after carefully studying the existing model of refresher courses for commerce teachers.

The secondary data had collected from direct information available in journals, various books, magazines, web- sites etc.

HRD Needs in Education

Education itself aims at development of human resources. HRD in education means the human resources involved in education. These include Professors, Principals, and support staff working in educational institutions, heads of university department, vice-chancellors, educational administrators and policy makers. Developing all these categories of people is extremely important as the effectiveness of education depend on how well they perform their roles. People at different levels and performing different roles require different competencies to be effective in their roles. These competencies are also changing from time to time as the environment is changing. The knowledge base is also improving and the needs are changing. Hence there is a need to develop continuously the capabilities of the people involved in education. The HRD needs in education should be interpreted in the context of the overall development needs of the country and should take into consideration the developmental plan in other sectors.

Role of Teacher in Education

Even though often less acknowledged the importance of a good teacher is enormous in India. They play a vital role in the overall development of the students. Not only they are responsible for imparting academic knowledge, but are also responsible for inculcating the right values and principles to their students.

Philosophy of the Human Resource Development Centre

The main philosophy of Human Resource Development Centre is to keep in mind that the teacher is central to the system. While it is universally accepted that the teacher is the pivot of the educational system, our system does not provide adequate opportunities for their professional development. It is, therefore, necessary to develop inbuilt mechanisms to provide opportunities for teachers within the framework of knowledge society. It is also accepted that a teacher must not be confined only to transmitting information; she/he must also orient students to meet the challenges of life, to not merely become a trained professional, but also a better citizen. It was believed in the past that a college/university teacher learnt the 'art' of teaching on the job by emulating outstanding models such as his/her own teachers or senior colleagues. The stock-in-trade of the college/university teacher has always motivated the students. Today, it is no longer possible to expect a newly appointed teacher to acquire the 'art' of teaching by emulating his/her peers.

Educational Technology and Orientation in Information Technology

New methods of teaching and educational technology along with developments in Information Technology have made the job of a teacher both exact and demanding. Now, it has been decided to give a bigger thrust to e-content development. In order to create internet savvy as well as computer literate teachers, to create e-content assemblers and creators, the University Grants Commission (UGC) is launching specially designed orientation programmes/refresher courses in these subjects.

Objectives of the Human Resource Development Centre

The revised guidelines of UGC have quoted following objectives of Human Resource Development Centre:-

1. Plan, organize, implement, monitor, and evaluate Orientation Programme for newly appointed college/University teachers and Refresher Courses for serving teachers.
2. Organize Orientation Programmes for Heads of Department, Principals, Deans and other decision makers to familiarize them with the philosophy of Orientation in order to enable the senior educational administrators to understand their new roles supervisors and to facilitate the reforms in higher education through appropriate modification of the management system at various levels.
3. Attempt to create a sound academic and educational environment in the university through the ongoing exchange of ideas on different issues and subjects among the Resource Persons, Scholars and the Participants of the programmes.
4. Formulate a programme of Orientation within the broad framework as laid by UGC.
5. Identify resource persons in the various fields of specialization for running the Orientation Courses and Subject Refresher Courses and familiarize such resource persons with the philosophy and guideline for the course. The list of resource persons should be approved by the Chairman of the Advisory Committee.
6. Set up documentation center-cum-Library for reference and source materials necessary for the courses.
7. Produce specially designed material required for effective implementation of the courses.
8. Organize, Monitor and evaluate courses for teachers.
9. To create a culture of learning and self-improvement among teachers so that it becomes an integral part of the educational system at the tertiary level.
10. To enable teachers to:

- d. Understand the significance of education in general, and higher education in particular, in the global and Indian contexts;
- f. Understand the linkages between education and economic and socio-economic and cultural development, with particular reference to the Indian polity where democracy, secularism and social equity are the basic tenets of society.
- c. Acquire and improve basic skills of teaching at the college/university level to achieve goals of higher education;
- d. Keep abreast of the latest developments in their specific subjects;
- e. Understand the organization and management of a college/university and to perceive the role of teachers in the total system;
- f. Utilize opportunities for development of personality, initiative and creativity; and
- g. Promote computer literacy as well as Internet knowledge

Conclusion:-

Human Resource Development Centers have been contributing significantly for improvement of quality of teaching in higher education in India. Their usefulness has been confirmed by various research studies and reports. Besides imparting skills, knowledge, provides opportunity to meet eminent resource persons, provides platform for exchange of ideas with their peer group from various parts of the country which is a unique experience in itself.

To make HRDCs more relevant following are some of the recommendations suggested are-

1. Suitable linkages should be created between HRDCs and international agencies involved in staff development for exchange programmes to understand and updated about latest trends.
2. The orientation courses may be made compulsory for the prospective teacher after selection to the job but before joining it.
3. Sufficient funds should be provided for infrastructural development. HRDC should be equipped with state of art e-class rooms, conference halls, Library.
4. Hostels should be provided with sufficient number of staff to facilitate comfortable stay of the participants.
5. Human Resource Development centre should have adequate permanent staff.
6. Affiliating universities should link participation of staff in HRDC programmes to affiliation of the college more seriously.
7. Monitoring of HRDCs should be done more systematically and scientifically.
8. Due weightage be given to ICT training.
9. The syllabi for refresher courses should contain new trends in commerce discipline.

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An increase in transparency is also likely to improve attractiveness for foreign investors.

- 2) **Jandhan Yojana** - Account holders of Jandhan yojana credited surprisingly Rs. 87000

Crone: After the demonetisation Govt. have to withdrawal the amount from this account.

- 3) **Collection of tax** will be increase for the next year, 2017-18.

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HUMAN RESOURCE DEVELOPMENT CENTRE AND PROFESSIONAL DEVELOPMENT OF TEACHERS-AN IMPACT STUDY

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Introduction

Indian Higher Education system has grown significantly over the last six decades since independence. In the present scenario, the important role of the teachers as catalyst agent has become more critical. In the context of rapid changes, it is imperative that teachers must update their knowledge and skills and be conversant with the latest developments in the field. The Professional Development of Teachers implies his growth in knowledge of his subject, in pedagogy and training techniques. No profession can grow unless its members are prepared to grow professionally and are prepared to undergo sacrifices. The Higher Education System is expected to provide adequate skilled human resources equipped with the knowledge and technical skills to cater to the fast growing economy. India, being the country with the youngest population, would be able to create a larger growing labour force which is expected to deliver greater gains in terms of growth and prosperity. The Central Government has been making suitable policy decisions to take advantage of this situation and to create access for the eligible youth from all social backgrounds to have the necessary education in diverse fields.

The rapid expansion of Higher Education system has considerable impact on the quality of education. One of the most important issues impacting is "Teachers Quality". In the present day context, teachers have to play an enable role in the development of the student. This involves not only imparting knowledge and skills,

but also counseling, developing critical and innovative thinking, research, consultancy and extension of work, preparing instructional materials with the aid of education and information technologies and use of modern methods of management of the educational institutions.

The National policy on Education 1986 is primarily aimed at making education as a realistic instrument of socio-economic development of both the individuals and the society. In this context, staff development and training play a very crucial role. The University Grant Commission has introduced Academic staff colleges in various states of India to orient and refresh the subject knowledge of teachers and to improve their teaching skills in particular subject. Academic Staff Colleges (ASCs) have in the year 2015 been renamed as Human Resource Development Centres (HRDCs). The main aim of the scheme is to maintain high standard of teaching in Universities and Colleges.

At the first phase, the UGC has identified 48 universities to set up Human Resource Development Centres to organize orientation and refresher courses for newly appointed teachers of colleges universities in 2009 this number has already increased to 66 which have greatly helped in the professional development of teachers all over the country.

Research Methodology

In this study 100 teachers' male and female who had attended the Refresher Course in Commerce discipline organized by UGC Human Resource Development



Identifiers

ISSN :1307-6892

Linking ISSN (ISSN-L):
1307-6892

▼

Links

URL: www.waset.org
Google: www.google.com/search?q=ISSN+1307-6892
Bing: www.bing.com/search?q=ISSN+1307-6892
Yahoo: search.yahoo.com/search?p=ISSN+1307-6892

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Key-title World academy of science, engineering and technology (online)

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Medium: Online

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ISSN Center responsible of the record: ISSN National Centre for Turkey

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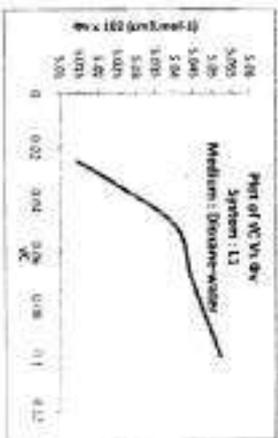


Fig. 1. V% apparent molar compressibility (β)

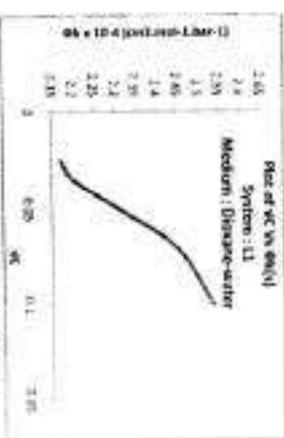


Fig. 2. V% apparent molar compressibility (β)

The values of β_1 and β_2 have been used to discuss the interaction of solute molecule of solvents in presence of water. From Figs. 1-4 values of apparent molar volumes (V_1) and apparent molar compressibility (β_1) are increased with increase in % dioxane-water mixture of ligand L:Et₃N. Table III and IV showed activities compressibility (β) increased with increase in percentages of dioxane-water mixtures. The intermolecular free length (l) is found to be in similar behavior; increase in free length results decrease literature velocity on the basis of usual preparation in the liquid. These results showed that there is weak solvent-solvent.

It could be seen concluded from Figs. 1 and 2 that the apparent molar volume (V_1) and apparent molar compressibility (β_1) are increased with increase in concentration of ligand L and ligand L₂. This may be due to the presence of two chlorine group nearer to the hydroxyl group in ligand L₁ and one chlorine group in ligand L₂. From Table I and II, the values of molar compressibility shows that it decreases with decrease in concentration of ligand L₁ and vice versa for ligand L₂. The intermolecular free length also observed similar behavior. This indicates there is weak solvent-solvent interaction. The relative association (R_{rel}) and activity impedance (Z) are decreases linearly with increase in percentages of dioxane-water mixtures and concentration of

Figure 1 and 2. The results showed solute-solvent interaction may occur in the system

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 Authors are thankful to Mr. Prasad, Vaidyanathan Murthy, Aravam, Annamalai for providing the laboratory facilities.

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An Investigation of New Phase Diagram of $Ag_2SO_4 - CaSO_4$

Ravi V. Joshi, Pravat S. Bhatke, Shreshtha S. Bhatnagar, S. S. Wastani.

Abstract—A phase diagram of the $Ag_2SO_4 - CaSO_4$ (Silver sulfate - Calcium Sulfate) binary system using conductometric, XRD (X-ray diffraction) and DTA (Differential Thermal Analysis) data is constructed. The eutectic mixture formed is $Ag_2SO_4 - CaSO_4$ is observed at 30 mole-% $CaSO_4$ and 447°C. Ag_2SO_4 and $CaSO_4$ are not miscible in the solid state. Ag_2SO_4 is an ionic X-ray powder diffraction and scanning electron microscopy results. All compositions beyond this limit are two-phase mixture before and above the transition temperature (1-447°C). The solid conductive, obtained (observed) samples, crystalline morphology, is found increasing with increase in $CaSO_4$ content. Average other binary composition, the $Ag_2SO_4 - CaSO_4$ phase appears conductivity-polymer device.

Keywords— Ag_2SO_4 , $CaSO_4$, Silver sulfate, Calcium Sulfate, binary system, XRD (X-ray diffraction), Techniques and DTA (Differential Thermal Analysis).

1. INTRODUCTION

The sulphate based solid electrolytes have found potential application in electrochemical devices [1], [2]. Particularly, Li_2SO_4 , Na_2SO_4 and Ag_2SO_4 based systems are potential materials from SO_2 gas sensor viewpoint [2]. The fact two materials have been studied extensively is compared to the later one.

Advantage of the sulphate silver sulphate, a non-aqueous media is an ionophore the exhibits high Ag^+ conductivity. The high ionic conductivity in spite of large size of Ag^+ (1.26Å), has been suggested to be due to its high quadrupole polarizability. The Ag_2SO_4 based solid electrolytes offer additional advantages from SO_2 sensor application viewpoint [3]-[5]. Moreover, it does material a major problem of ambient inter-diffusion between electrolyte and $Ag_2Ag_2SO_4$ solid polymer electrolyte does not remain valid for creating concentration gradients and to hence long-term sensor operation stability [6]-[8].

Silver sulphate is a polymeric compound. It undergoes a phase transition from the high temperature high conducting hexagonal sulphate space group $P6_3/m$ to the low

temperature moderately conducting orthorhombic phase space group $Fdd2$ at 418°C [9]. The latter phase is intercalated with the low temperature form of Na_2SO_4 [10]. The electrical conductivity of pure Ag_2SO_4 has been investigated in 1967 by Kwie [11]. In 1980 Liu et al. have reported the ionic conductivity of $MgSO_4$, $CaSO_4$, Li_2SO_4 and K_2SO_4 and $MgSO_4$ ($M = Sr, Cs$) and also doped Ag_2SO_4 and subsequently report on their study in the SO_2 gas sensor [12]. Electrochemical conductivity studies of mixed, the next in order cation doped Ag_2SO_4 have indicated that besides the values of gases active in air and electrostatic configuration the phase important role in conductivity [13].

The sulphate silver based systems have been prepared in SO_2 gas sensor applications due to their stable performance as compared to other phase. Moreover, the performance of sensor depends conductivity, on the magnitude of current conductivity, the phase and ions along with the chemical and thermodynamic stability of solid electrolyte. Most of the information can only be obtained from the phase-phase diagram and so they are important.

In 1967, Naitani has proposed the equilibrium phase diagrams of Ag_2SO_4 with mono-valent alkali sulphates (M_2SO_4 where $M = Na$ and K) using the results observed towards thermal analysis [14]. In a systematic study, Takahashi et al. have usually determined the conductivity and have constructed the binary phase diagrams with silver halides (AgX , Ag_2SO_4 where $X = Cl, Br$) with the help of weight method, differential thermal analysis and T vs. log_{10} conductivity exchanges [15]. A detailed investigation on $Li_2SO_4 - Ag_2SO_4$ binary phase diagram has been carried out by Ota [16]. Following an extensive work on $Ag_2SO_4 - MgSO_4$, $Mg - Na$ and K and $CaSO_4$ etc., it is over past, have prepared $Ag_2SO_4 - BaSO_4$ binary phase diagram [17], [18]. According to these phase diagram Ag_2SO_4 forms solid solution in orthorhombic form of hexagonal system. Whereas, in $Li_2SO_4 - Ag_2SO_4$ system very limited two-phase region is available.

It is evident from the literature that so far a systematic investigation on the $Ag_2SO_4 - CaSO_4$ ($M = Sr, Cs$) binary systems, which may be prepared from SO_2 gas sensor viewpoint is lacking. All these binary have prepared as in intercalated $Ag_2SO_4 - CaSO_4$ binary system using electrical conductivity, differential scanning calorimetry, differential thermal analysis and X-ray powder diffraction techniques, constructing phase diagram to understand the phase and form of solid electrolyte belonging to also govern the activity of sensor operating temperature.

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II. EXPERIMENTAL

The metal hydroxides, Ag₂SO₄ and orthoboric acid, with purity greater than 99%, were prepared from J. T. Baker... (text continues)

All samples were characterized using X-ray powder diffraction (XRD) (Philips PW-1700 diffractometer) with CuK α radiation... (text continues)

III. RESULTS AND DISCUSSION

A comparison of experimental (EX) and literature (LIT) data for the Ag₂SO₄-Ag₂O system... (text continues)

was added to Ag₂SO₄. A clear line in the Ag₂SO₄ phase... (text continues)

At the X-ray powder diffraction study of the phase... (text continues)

At the X-ray powder diffraction study of the phase... (text continues)

The results for the Ag₂SO₄-Ag₂O system... (text continues)

A. Phase Diagram

A typical XRD diagram of Ag₂SO₄ (Fig. 1) is depicted in Fig. 1. The solid-phase transition... (text continues)

A phase diagram of Ag₂SO₄-Ag₂O system... (text continues)

of Ag₂SO₄ + β -Ag₂SO₄ region between 415 and 435°C... (text continues)

A clear line in the phase diagram reveals that T_c slightly... (text continues)

Observed change in conductivity at 415°C for all samples... (text continues)

Ag₂SO₄ system for a 0.10 V - 10.00 and a 10.00... (text continues)

(Table 1)

Table with 10 columns: Ag₂SO₄ (mol%), Ag₂O (mol%), T_c (°C), ΔT_c (°C). Rows include experimental and literature data for various compositions.

(Table 2)

Table with 4 columns: Ag₂SO₄ (mol%), Ag₂O (mol%), T_c (°C), ΔT_c (°C). Rows include experimental and literature data for various compositions.

Principal Mahavir Lal Sharma, M.A. B.Sc. B.T. I.I.T. Kanpur

Identifiers

ISSN :1307-6892

Linking ISSN (ISSN-L): 1307-6892

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LIST OF SYMBOLS

LCV	lower calorific value of fuel, J/kg	Q_{fuel}	fuel air ratio at lean limit of ϕ fuel/air
LCV_u	lower calorific value relative to JP4	Q_{fuel}	fuel air ratio at lean limit, vol. % fuel/air
L_b	mean beam length of radiation path, m	V_{pr}	primary zone volume, m^3
m	mass flow rate, kg/s	V_{pr}	reaction of fuel contribution
m	mass flow rate, kg/s	V_{pr}	max. flow rate, kg/s
n	reaction order	ϕ	value of LCV relative to fuel JP4
P	pressure, kPa	ρ	density of air, kg/m^3
AP	pressure differential, Pa	ρ_f	density of fuel, kg/m^3
q	fuel air ratio	q	fuel air ratio
f	fraction of total combustor air employed in combustion at exit plane, m	q_{eff}	effective value of equivalence ratio, ϕ_{eff}
D_s	hydraulic mean diameter of injector air duct	Q_{pr}	contribution of primary zone to total combustion
D_s	liner diameter or height, m	Q_{pr}	contribution of primary zone to total combustion
D_p	mean drop size of fuel spray, m	Q_{pr}	contribution of primary zone to total combustion
D_p	injector diameter, m	Q_{pr}	contribution of primary zone to total combustion
D_p	mean drop size relative to that for JP4	Q_{pr}	contribution of primary zone to total combustion
n	dynamic viscosity	Q_{pr}	contribution of primary zone to total combustion
f	function of	Q_{pr}	contribution of primary zone to total combustion
W_c	mech combustion	Q_{pr}	contribution of primary zone to total combustion
a	Stefan-Boltzmann constant ($5.67 \times 10^{-8} \text{ W m}^{-2} \text{ K}^{-4}$)	Q_{pr}	contribution of primary zone to total combustion
SMD	Sauter mean diameter of fuel spray, m	Q_{pr}	contribution of primary zone to total combustion
β	mass transfer number	Q_{pr}	contribution of primary zone to total combustion
A	area, m^2	Q_{pr}	contribution of primary zone to total combustion

Non-Destructive Evaluation of 2-Mercapto Substituted Pyrimidine Derivatives in Different Concentration and Different Percentages in Dioxane-Water Mixture

Pravin S. Bookke, Shradha S. Binani, Ravi V. Joat

Abstract—Science and technology of ultrasonic is widely used in recent years for industrial and medicinal applications. The acoustical properties of 2-mercapto substituted pyrimidines viz., 2-Mercapto-4-(2,4'-dichlorophenyl)-6-(2'-hydroxy-4'-methyl-5'-chlorophenyl)pyrimidine and 2-Mercapto-4-(4'-methyl-5'-chlorophenyl)-6-(2'-hydroxy-4'-methyl-5'-chlorophenyl)pyrimidine were investigated from the ultrasonic velocity and density measurements at different concentration and different % in dioxane-water mixture at 305K. The adiabatic compressibility (β_A), acoustic impedance (Z), intermolecular free length (L_f), apparent molar volume (ϕ_v) and relative association (R_A) values have been calculated from the experimental data of velocity and density measurement at concentration range of 0.01-0.00625 mol/l and 70%–75% and 80% dioxane-water mixture. These above parameters are used to discuss the structural and molecular interactions.

Keywords—Acoustical parameters, Density, Dioxane-water mixture, Ultrasonic velocity.

1. INTRODUCTION

ULTRASONIC wave's means sound waves hearing above range of normal ear. The study of intermolecular interaction plays an important role in the development of molecular sciences. The nature and relative strength of the molecular interaction between the components of the liquid mixtures have been studied by the ultrasonic method. A large number of studies have been made on the molecular interaction in liquid mixtures by various physical methods like ultra-violet, infrared, nuclear magnetic resonance, dielectric constant, Raman effect and ultrasonic method [1]-[4]. For interpreting solute-solvent, ion-solvent interaction in aqueous and non-aqueous medium was helpful from Ultrasonic velocity measurements in recent year [5], [6]. Ultrasonic waves used to detect a wide variety of anomalous condition such as pregnancy, tumors and a study various phenomena such as heart valve action. This ultrasonic wave is more sensitive than X-rays. Due to this ultrasonic technique used in the treatment of certain cancer as well as arthritis and related diseases [7]. The studies of the determination of densities,

viscosities, refractive indices of organic liquid mixture are reported by many workers [8]. The studies of acoustical properties and viscosity coefficients of substituted heterocyclic drugs under suitable condition [9]. Substituted pyrimidines and their derivatives have received much attention towards their application in agro chemical industries and medicinal values. The chloro substituted pyrimidines act as an antimicrobial drugs [10] and in view of applications in various fields. The work follow systematic studies of chloro substituted pyrimidines in different concentration and different percentages in dioxane-water and measure the ultrasonic velocities and densities, from that values, evaluated the acoustical properties.

II. MATERIALS AND METHODS

All chemicals were used of analytical grade was purified by Vogel's standard method. The distilled dioxane was used for preparation of different concentration and different percentages of chloro substituted pyrimidine solution. Acoustic measurements were used for washing purpose. The acoustical properties require the measurement of ultrasonic velocity and densities. The densities of pure solvent and their solution were measured by using densimeter. The ultrasonic velocities were measured by using. In the present work, different properties such as adiabatic compressibility (β_A), apparent molar volume (ϕ_v), intermolecular free length (L_f), apparent molar compressibility (β_m), acoustic impedance (Z), relative association (R_A) have been evaluated from following equations.

The adiabatic compressibility (β_A) was calculated from Newton-Laplace,

$$\beta_A = 1/L_f \times d \quad \text{[for solution]} \quad (1)$$

$$\beta = 1/L_f \times d \quad \text{[for solvent]} \quad (1a)$$

where d , d_s and L_f , L_{fs} are the densities of pure solvent, solution and ultrasonic velocities of pure solvent and solutions, respectively.

The apparent molar compressibility (β_m) has been calculated by using the relation,

$$\beta_m = 1000 (\beta_A \times d_s - \beta_s \times d) / m \times d \times d_s - \beta_s \times M \times d \quad (2)$$

The apparent molar volume (ϕ_v) has been evaluated by using the relation,

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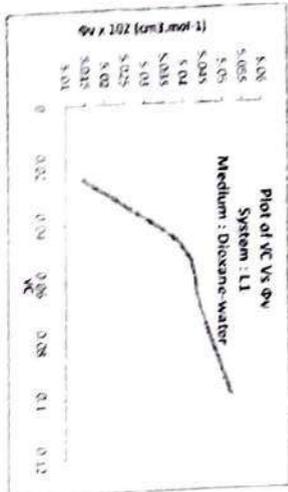


Fig. 5. VC Vs apparent molar volume (L1)

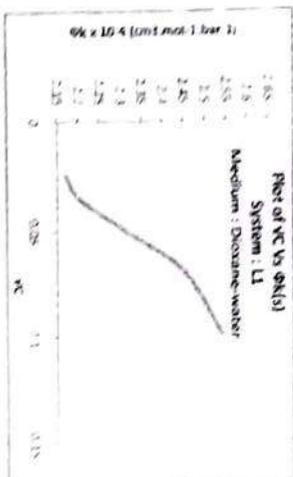


Fig. 6. VC Vs apparent molar compressibility (L1)

The values of Φ_1 and Φ_2 have been used to discuss the mixture of unlike molecule of solvents in presence of solute. From Figs. 1-4 values of apparent molar volumes (Φ_1) and apparent molar compressibility (Φ_2) are increased with increase in % dioxane-water mixture of ligand L₁, respectively. Tables III and IV show of adiabatic compressibility (β) increased with increase in percentages of dioxane-water mixtures. The intermolecular free length (L_f) is found to be in similar behavior, increase in free length results decrease ultrasonic velocity on the basis of sound propagation in the liquid. These results showed that there is weak solute-solvent interaction.

It could be even concluded from Figs. 5 and 6 that, the apparent molar volume (Φ_1) and apparent molar compressibility (Φ_2) are increased with increase in concentrations of ligand L₁ and ligand L₂. This may be due to the presence of non chlorine group nearer to the hydroxyl group in ligand L₁ and one chlorine group in ligand L₂. From Tables I and II, the values of adiabatic compressibility shows that, it decreases with decrease in concentrations of ligand L₁ and vice versa for ligand L₂. The intermolecular free length also observed similar behaviour. This indicates there is weak solute-solvent interaction. The relative association (R_a) and acoustic impedance (Z) are decreases linearly with increase in percentages of dioxane-water mixtures and concentration of

ligand L₁ and L₂. This results showed solute-solvent interaction may occur in the system.

ACKNOWLEDGMENT

Authors are thankful to the Principal, Andhra University, Mahabubnagar, Amravati, Amravati for providing the laboratory facilities.

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An Investigation of New Phase Diagram of Ag₂SO₄ - CaSO₄

Ravi V. Jait, Pravin S. Bodke, Shradha S. Binnani, S. S. Wasnik

Abstract - A phase diagram of the Ag₂SO₄ - CaSO₄ (Silver sulphate - Calcium Sulphate) binaries system using conductivity, XRD (X-Ray Diffraction Technique) and DTA (Differential Thermal Analysis) data is constructed. The eutectic reaction (liquid → a-Ag₂SO₄ + CaSO₄) is observed at 10 mole% CaSO₄ and 645°C. Room temperature solid solubility limit up to 5.27 mole % of Ca²⁺ in Ag₂SO₄ is set using X-ray powder diffraction and scanning electron microscopy results. All compositions beyond this limit are two-phase mixtures below and above the transition temperature (645°C). The bulk conductivity, obtained following complex impedance spectroscopy, is found decreasing with increase in CaSO₄ content. Amongst other binary compositions, the 80Ag₂SO₄-20CaSO₄ gave improved substrate/packaging density.

Keywords - Ag₂SO₄-CaSO₄ (Silver sulphate - Calcium sulphate) binaries system, XRD (X-Ray Diffraction Technique) and DTA(Differential Thermal Analysis).

1. INTRODUCTION

The sulphate based solid electrolytes have found potential application in electrochemical devices [1], [2]. Particularly, Li₂SO₄-Na₂SO₄ and Ag₂SO₄ based systems are potential materials from SO₂ galvanic gas sensor viewpoint [2]. The first two materials have been studied extensively as compared to the latter one.

Amongst all the sulphates silver sulphate, a non-alkali metal is an exception that exhibits high Ag⁺ conductivity. The high ionic conductivity, in spite of large size of Ag⁺ (1.26 Å), has been suggested to be due to its high quadrupolar polarizability. The Ag₂SO₄ based solid electrolytes offer additional advantages from SO₂ sensor application viewpoint [3]-[5]. Moreover, in these materials a major problem of cationic inter-diffusion between electrolyte and Ag-Ag₂SO₄ solid reference electrode does not remain valid for creating concentration gradients and so better long-term sensor operation stability [6]-[8].

Silver sulphate is a polymorphic compound. It undergoes a phase transition from the high temperature high conducting hexagonal phase (space group *pm3-bar*) to the low temperature moderately conducting orthorhombic (space group *Fdd2*) at 418°C [9]. The latter phase is isomorphous with the low temperature form of Na₂SO₄ [10]. The electrical conductivity of pure Ag₂SO₄ has been investigated in 1967 by Krst [11]. In 1990 Liu et al have measured the ionic conductivity of Me₂SO₄ (Me = Li, Na, and K) and M₂SO₄ (M = Sr, Ca and Ba) doped Ag₂SO₄ and subsequently, tested for their utility in the SO₂ gas sensor [12]. Electrical conductivity studies of mono-, di- and tri-valent cation doped Ag₂SO₄ have indicated that besides the valence of guest cation its size and electronic configuration also play important role in conductivity [13].

The multiphase sulphate based systems have been preferred in SO₂ gas sensor application due to their stable performance as compared to mono-phase. Moreover, the performance of sensor depends considerably on the magnitude of ionic conductivity, the phase and form along with the chemical and thermodynamical stability of solid electrolyte. Most of this information can easily be obtained from the binary phase diagram and so they are important.

In 1907, Nacken has proposed the equilibrium phase diagrams of Ag₂SO₄ with mono-valent alkali sulphates (Me₂SO₄ where Me = Na and K) using the results obtained towards thermal analysis [14] in a systematic study. Takahashi et al have initially determined the conductivity and later constructed the binary phase diagrams with silver halides (Ag₂X-Ag₂SO₄ where X= Cl, Br) with the help of transport number, differential thermal analysis and x-ray powder diffraction techniques [15]. A detailed investigation on Li₂SO₄-Ag₂SO₄ binary phase diagram has been carried out by Ove [16]. Following an extensive work on Ag₂SO₄-Me₂SO₄ (Me = Na and K) Secco et al., in recent past, have proposed Ag₂SO₄-Rb₂SO₄ binary phase diagram [17], [18]. According to these phase diagram Ag₂SO₄ forms solid solution in entire compositional range of binary system. Whereas in Li₂SO₄-Ag₂SO₄ system very limited two-phase region is available.

It is evident from the literature that so far a systematic investigation on the Ag₂SO₄-M₂SO₄ (M = Sr, Ca, Ba) binary systems, which may be potential from SO₂ gas sensor viewpoint, is lacking. All these devices have progressed to investigate Ag₂SO₄-CaSO₄ binary system using electrical conductivity, differential scanning calorimetry, differential thermal analysis and x-ray powder diffraction techniques, constructing phase diagram to understand the phase and form of solid electrolyte belonging to this system in the vicinity of sensor operating temperature.

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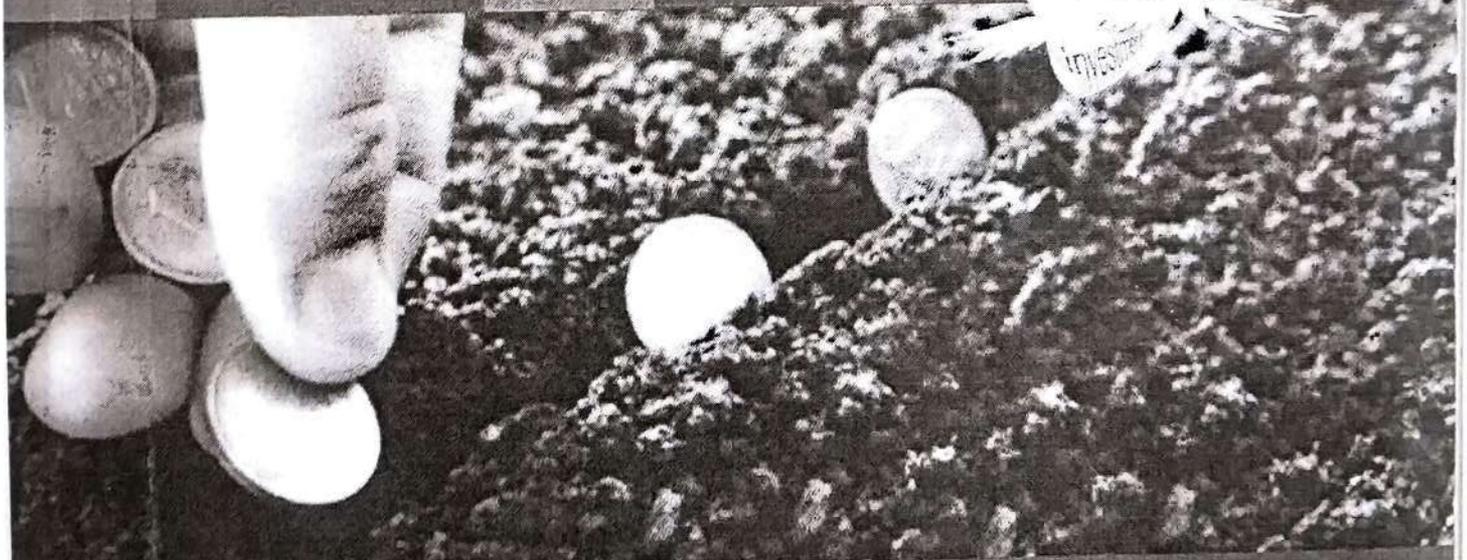
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INDEXED WITH  **ADVANCED SCIENCES** GERMANY

दिसगई टाळण्यासाठी कामाच्या प्रक्रियेचे सुलभीकरण केले आहे. भारत म्हणजे परकीय गुंतवणुकदारांसाठी मोठा आणि महत्वाचा देश वाटला पाहिजे, यासाठी त्यांनी 'या..... आणि भारत घडवा' अशी घोषणा केली आहे. 'एफडीआय' ही संज्ञा त्यांनी 'फर्स्ट डेव्हलप इंडिया' अशी वापरली आहे. 'चांगल्या प्रशासनाचे तीन महत्वाचे स्तंभ आहेत- एक म्हणजे सुशासन, दुसरे म्हणजे परवाना राज्य बंद करणे आणि नियम-अटींमध्ये शिथिलता आणणे. तिसरा स्तंभ म्हणजे उद्योग व्यवसायासाठी पायाभूत सुविधा उपलब्ध करून देणे. औद्योगिक सोपान तयार करणे, सुरक्षा, बांधकाम आणि रेल्वे या क्षेत्रात परकीय गुंतवणूक होणे गरजेचे आहे. 'उत्पादन तसेच पायाभूत क्षेत्रांबरोबरच सरकारने आणखी काही क्षेत्रांमध्ये परकीय गुंतवणुकीला प्राधान्य देण्याचा निर्णय घेतला आहे. यामध्ये हवाई वाहतूक, जैवतंत्रज्ञान, रसायने, बांधकाम, खनीज व्यवसाय, तेल आणि वायू, औषधे, नूतनीकरण होऊ शकणारे ऊर्जा उद्योग यामध्ये परकीय थेट गुंतवणुक केली जाऊ शकणार आहे. विमा, किरकोळ व्यापार आणि माहिती तंत्रज्ञान क्षेत्रांप्रमाणेच बांधकाम क्षेत्रातही 100 टक्के परदेशी गुंतवणुकीला परवानगी

देण्यासाठी भारत सरकारने 2005 साली कायद्यात दुरुस्ती केली या उदारीकरणाच्या कृतीमुळे देशातील निवासी आणि व्यावसायिक बांधकाम क्षेत्रातील मागणीनुसार पुरवठा करण्यासाठी परदेशी गुंतवणुकीचा मार्ग मोकळा झाला. यामुळे भारतातील बांधकाम उद्योग क्षेत्रात अनेक वित्तीय संस्था तसेच खाजगी निधींचा समभाग अशी गुंतवणूक होण्यास प्रोत्साहन मिळाले तरीही आधिच्या जाचक कायदांचा पगडा येथील अधिकारी व जनसामान्यांवर असल्याने आणि कायदेशीर धोरणांदावत सुसफट नसल्याने विदेशी कंपन्या भारतात येण्यासाठी व भारतीय कंपन्या कायद्याच्या जाचकतेमुळे विदेशात जाण्या अनुत्साही होत्या. हा कायदा होईपर्यंत भारतात गृहनिर्माण आणि इतर बांधकाम क्षेत्रात केवळ अनिवासी भारतीय आणि भारतीय वंशाचे नागरिकच गुंतवणुक करू शकत होते याव्यतिरिक्त इतर परदेशी गुंतवणुकदारांना केवळ एकात्मिक वसाहतीच्या बांधकामात तसेच स्वतःच्या मालकीची उपकंपनी किंवा भारतातील कंपनी सोबत भागीदारीत करार करून स्थापन केलेल्या कंपनी मार्फतच गुंतवणुक करण्याची परवानगी होती.

REFORMS IN RETAILING IN INDIA

S. B. Kadu

Vidyabharti Mahavidyalaya Camp, Amravati.

Overview

Retailing in India is one of the pillars of its economy and accounts for 14 to 15% of its GDP. [1][2] The Indian retail market is estimated to be US\$450 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people. [3][4] India's retailing industry is essentially owner manned small shops. In 2010, larger format convenience stores and supermarkets accounted for about 4% of the industry, and these were present only in large urban centers. India's retail and logistics industry employs about 40 million Indians (3.3% of Indian population). Until 2011, Indian central government denied foreign direct investment (FDI) in multi-brand retail, forbidding foreign groups from any ownership in supermarkets, convenience stores or any retail outlets. Even single-brand retail was limited to 51% ownership and a bureaucratic process.

In November 2011, India's central government announced retail reforms for both multi-brand stores and single-brand stores. These market reforms paved the way for retail innovation and competition with

multi-brand retailers such as Wal-Mart, Carrefour and Tesco, as well as single brand majors such as IKEA, Nike, and Apple. [5] The announcement sparked intense activism, both in opposition and in support of the reforms. In December 2011, under pressure from the opposition, Indian government placed the retail reforms on hold till it reaches a consensus. [6] In January 2012, India approved reforms for single-brand stores welcoming anyone in the world to innovate in Indian retail market with 100% ownership, but imposed the requirement that the single brand retailer source 30% of its goods from India. Indian government continues the hold on retail reforms for multi-brand stores. [7] IKEA announced in January that it is putting on hold its plan to open stores in India because of the 30% requirement. [8] Fitch believes that the 30% requirement is likely to significantly delay if not prevent most single brand majors from Europe, USA and Japan from opening stores and creating associated jobs in India.

SWOT Analysis of Retail Sector:

Strengths:

Major contribution to GDP: the retail sector in India is hovering around 33-35% of GDP as compared to around 20% in USA.

High Growth Rate: the retail sector in India enjoys an extremely high growth rate of approximately 4%.

High Potential: since the organised portion of retail sector is only 2-3%, thereby creating lot of potential for future players.

High Employment Generator: the retail sector employs 7% of work force in India, which is right now limited to unorganised sector only. Once the reforms get implemented this percentages likely to increase substantially.

Weaknesses (limitation):

Lack of Competitors: AT Kearney's study on global retailing trends found that India is least competitive as well as least saturated markets of the world.

Highly Unorganised: The unorganised portion of retail sector is only 97% as compared to US, which is only 20%.

Low Productivity: Mckinsey study claims retail productivity in India is very low as compared to its international peers.

Shortage of Talented Professionals: the retail trade business in India is not considered as reputed profession and is mostly carried out by the family members (self-employment and captive business). Such people are not academically and professionally qualified.

No 'Industry' status, hence creating financial issues for retailers: the retail sector in India does not enjoy industry status in India, thereby making difficult for retailers to raise funds.

Opportunities (benefits):

There will be more organization in the sector: Organized retail will need more workers. According to findings of KPMG, in China, the employment in both retail and wholesale trade increased from 4% in 1992 to about 7% in 2001, post reforms and innovative competition in retail sector in that country.

Healthy Competition will be boosted and there will be a check on the prices (inflation): Retail giants such as Walmart, Carrefour, Tesco, Target and other global retail companies already have operations in other countries forever 30 years. Until now, they have not at all become monopolies rather

they have managed to keep a check on the food inflation through their healthy competitive practices.

- Create transparency in the system: the intermediaries operating as per Mandy norms do not have transparency in their pricing. According to some of the reports, an average Indian farmer realizes only one-third of the price, which the final consumer pays.
- Intermediaries and mandi system will be evicted, hence directly benefiting the farmers and producers: the prices of commodities will automatically be checked. For example, according to Business Standard, Walmart has introduced —Direct Farm Project at Haider Nagar in Punjab, where 110 farmers have been connected with Bharti Walmart for sourcing fresh vegetables directly.
- Quality Control and Control over Leakage and Wastage: due to organisation of the sector, 40% of the production does not reach the ultimate consumer. According to the news in Times of India, 42% of the children below the age group of 5 are malnourished and Ex- Prime Minister Dr. Manmohan Singh has termed it as —national shame. Food often gets rot in farm, in transit and in state-run warehouses. Cost conscious and highly competitive retailers will try to avoid these wastages and losses and it will be their Endeavour to make quality products available at lowest prices, hence making food available to weakest and poorest segment of Indian society.
- Heavy flow of capital will help in building up the infrastructure for the growing population: India is already operating in budgetary deficit. Neither the government of India nor domestic investors are capable of satisfying the growing needs (school, hospitals, transport etc.) of the ever growing Indian population. Hence foreign capital inflow will enable us to create a heavy capital base.
- There will be sustainable development and many other economic issues will be focused upon: many Indian small shop 27owners employ workers, who are not under any contract and also under aged workers giving rise to child-labor. It also boosts corruption and black money.

4. Threats:

- Current Independent Stores will be compelled to close: This will lead to massive job loss as most of the operations in big stores like Wal-Mart are highly automated requiring fewer work forces.

- Big players can knock-out competition: they can afford to lower prices in initial stages, become monopoly and then raise prices later.
 - India does not need foreign retailers: as they can satisfy the whole domestic demand.
 - Remember East India Company it entered India as trader and then took over politically.
 - The government hasn't able to build consensus.
- In view of the above analysis, if we try to balance opportunities and prospects attached to the given economic reforms, it will definitely cause good to

Indian economy and consequently to public at large. Once implemented. Thus the period for which we delay these reforms will be loss for government only, since majority of the public is in favour of reforms. All the above mentioned drawbacks are mostly politically created. With the implementation of this policy all stakeholders will benefit whether it is consumer through quality products at low price, farmers through more transparency in trading or Indian corporate with 49% profit share remaining with Indian companies only.

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FDI IN INSURANCE A BETTER FUTURE! FOR INDIAN ECONOMICS

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Highly saturated markets of US and Europe pose a great risk to growth for insurance companies in these regions. Growth of insurance sector is further constrained by the economic turbulence in these countries. In order grow in these regions companies are facing challenge to innovate and improve operational efficiency. Alternatively, insurance companies from these regions have to look for newer markets beyond their traditional geographies. Brazil, India and China offer an identifiable opportunity with low penetration rates and relatively high economic growth rates. Though the opportunity is large in emerging economies, prospective entrants face multiple challenges in terms of complexity of markets, need for extensive distribution channel, competition from existing players, lack of trained personnel, regulatory changes et al. With a huge population of 1.3 billion and low insurance penetration,

India is a relatively large market for these insurance companies. Even a subdued 5-6 per cent GDP growth in India is preferable to almost negligible growth in most of the western economies. Though foreign insurance players have been present in India for almost more than a decade and despite the double-digit growth, the sector is yet to witness the expected vibrancy and infusion of innovative products. One of the key factors is limited inflow of investment by foreign players due to cap on foreign direct investment (FDI) of 26 per cent. To make their investments in India relevant and worthwhile most of the foreign players are looking forward to increase their share in their respective Indian ventures. Recent proposal by government of India to hike FDI ceiling from 26 per cent to 49 per cent is the most logical and expected step. Life premium has grown at CAGR of over 23 per cent during last decade and

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Key-title Vidyabharati international interdisciplinary research journal



Resource information



Title proper: Vidyabharati international interdisciplinary research journal.

Country: India

Medium: Online



Record information

Last modification date: 06/02/2020

Type of record: Confirmed

ISSN Center responsible of the record: ISSN National Centre for India

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UGC Sponsored National Conference on

EFFECT OF FDI ON RETAIL SECTOR IN INDIA

(NCFDI-2015)

27th January 2015

ORGANISED BY :

DEPARTMENT OF COMMERCE & ECONOMICS

S.S.S.K.R.INNANI MAHAVIDYALAYA

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REACCREDITED BY NAAC AT LEVEL 'A'(CGPA 3.24)

AWARDED CPE STATUS BY UGC NEW DELHI

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FOREIGN DIRECT INVESTMENT IN INDIAN RETAIL SECTOR

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Vidyabharati Mahavidyalaya Amravati.

Introduction

According to the *Financial Times*, "Standard definitions of control use the internationally agreed 10 percent threshold of voting shares, but this is a grey area as often a smaller block of shares will give control in widely held companies. Moreover, control of technology, management, even crucial inputs can confer de facto control." The origin of the investment does not impact the definition as an FDI, i.e., the investment may be made either "inorganically" by buying a company in the target country or "organically" by expanding operations of an existing business in that country. In other words Foreign Direct Investment means "cross border investment made by a resident in one economy in an enterprise in another economy, with the objective of establishing a lasting interest in the investee economy. FDI is also described as "investment into the business of a country by a company in another country". Mostly the investment is into production by either buying a company in the target country or by expanding operations of an existing business in that country". Such investments can take place for many reasons, including to take advantage of cheaper wages, special investment privileges (e.g. tax exemptions) offered by the country.

FDI Prefer for Development of country

- Domestic capital is inadequate for purpose of economic growth;
- Foreign capital is usually essential, at least as a temporary measure, during the period when the capital market is in the process of development;

(c) Foreign capital usually brings it with other scarce productive factors like technical knowhow, business expertise and knowledge

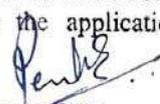
Some Benefits of FDI

- Improves forex position of the country;
- Employment generation and increase in production;
- Help in capital formation by bringing fresh capital;
- Helps in transfer of new technologies, management skills, intellectual property
- Increases competition within the local market and this brings higher efficiencies
- Helps in increasing exports;
- Increases tax revenues

Process of FDI in Retail

There is no such procedure for short listing the companies. International companies who are willing to invest in either single or multi-brand retail can put in their applications with the Department of Industrial Policy and Promotion.

Here the applications are reviewed in an effort to determine their suitability as per the stated guidelines. Subsequently, the Foreign Investment Promotion Board, Ministry of Finance will consider the applications before providing the final approval.


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Advantages of FDI in retail

India's retail industry is one of the biggest around the world when it comes to the privately owned ones. The industry has seen some major restructuring thanks to the FDI structure becoming more liberal than before. The benefits of FDI in retail, as per experts, carry greater weightage than the cost related implications. With FDI in retail, operations in distribution and production cycles are expected to become better. Owing to factors such as economic operations, the cost of production facilities will come down as well. This will mean a greater choice of products at lesser and justifiable prices for the customers.

As a result of FDI, companies will be able to bring in technology and skills from other countries and this will help in infrastructural development of India. This will also help in creating more value for money for the buyers.

After FDI in retail, it is possible to set up a properly organised chain of retail stores as the capital to do is readily available. The investment can be regarded as a long term one as the physical capital put into a domestic company is not liquidated easily. This is its main difference from equity capital.

ICRIER had also predicted that if FDI in retail was introduced in India during 2011-12, the Indian economy could have grown by 13 per cent, the unorganised sector could have seen a 10 per cent growth and the organised sector could have increased by 45 per cent.

Disadvantages of FDI in retail

Experts say that while analysing the positives and drawbacks of FDI in retail, both the government and the opposition did not refer to the Parliament Committee report where its effects had been studied in great detail. The committee had taken into cognizance many witnesses, NGOs, individuals, and trade associations to come up with the said report.

The Committee visited various corners of India and also went through reports and gathered knowledge about the experience of similar decisions in other countries. It also enquired from several government departments regarding the matter.

The Committee had surmised in its report that the number of people getting jobs will be lesser than the amount of people losing the same as a substantial amount of marginal and small farmers will be wiped out. Some other problems expected out of this were aggressive pricing and prevalence of monopoly.

Recent Developments on FDI

(all sectors including retail):-

2012 – October: In the second round of economic reforms, the government cleared amendments to raise the FDI cap

(a) in the insurance sector from 26% to 49%;

(b) in the pension sector it approved a 26 percent FDI; Now, Indian Parliament will have to give its approval for the final shape,"

2012 - September : The government approved the

(a) Allowed 51% foreign investment in multi-brand retail,

(b) Relaxed FDI norms for civil aviation and broadcasting sectors. – FDI cap in Broadcasting was raised to 74% from 49%;

(c) Allowed foreign investment in power exchanges

2011 – December :

The Indian Government removed the 51 percent cap on FDI into single-brand retail outlets and thus opened the market fully to foreign investors by permitting 100 percent foreign investments in this area.

Conclusion

India is the 3rd largest economy of the world in terms of purchasing power parity and thus looks attractive to the world for FDI. Even Government of India, has been trying hard to do away with the FDI caps for majority of the sectors, but there are still critical areas like retailing and insurance where there is lot of opposition from local Indians / Indian companies.

Indian market has high complexities in terms of a wide geographic spread and distinct consumer preferences varying by each region necessitating a need for localization even within the geographic zones. While India presents a large market opportunity given the number and increasing purchasing power of consumers and increase in standard of living.

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Present Literary Scenario and Teaching English Language
(PLSTEL-2015)

27th January 2015

ORGANISED BY :

DEPARTMENT OF ENGLISH

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KARANJA (LAD) DIST. WASHIM, MAHARASHTRA, 444-105

REACCREDITED BY NAAC AT LEVEL 'A'(CGPA3.24)

AWARDED CPE STATUS BY UGC NEW DELHI

IN COLLABORATION WITH :

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practices. This will only occur by providing adequate training and development of teachers. Due to globalization English has got the status of global language, world language and international language.

English is the powerful market language and transaction of modernization. The changing scenario of English is impacted on English curriculum and teaching methodologies to cater the need of present era.

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LEARNING ENGLISH THROUGH LITERATURE

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Abstract

Language can be learnt through Literature. The teacher should be well versed in Literature and should help students to read and to study the classics. Literature helps not only to enrich language but to develop style in language and increase knowledge of culture. Too much of classroom teaching should be eschewed. Instead learner-centric activities like performance of plays, recitation of poems, reading and reviewing books should be encouraged. A wide range of books should be prescribed for study with choice. Lectures should be supplemented with screening of films and aids like audio CDs, visuals and ebooks.

A language like the mother-tongue is learnt through listening and hearing and then communicating through simple words and later through simple and complex sentences. The reading and writing processes of language skills are cultivated gradually; sometimes in the modern context, sometimes not at all. Grammar, usage and other intricacies become skills which are acquired at a much later date, in school. One can become proficient in a language without actively learning it, without studying its inherent grammar and without ever knowing the script of the language. English is nobody's mother-tongue in Vidarbha; it is regarded with great trepidation and its study postponed till such a time when other languages have already left an indelible mark in the thought processes of the individual learner. Even while it has now become a language studied in the primary classes, it has not shed its terrifying aspect, in the minds of the primary school teachers who are hardly conversant in the language. Hence the teaching of English leaves much to be

desired, it is the learning that has deteriorated to the utmost. Therefore, the teacher should first educate himself/herself in the language through a thorough study of the classics before trying to teach the student. One fact that has been evidenced through the course of around fifty years is the way in which the command over the English language gradually has gone straight downhill from generation to generation. There was a time in India, when every graduate could understand, speak, read and write English. Later, only postgraduates and lecturers could speak and understand English. This has now touched such a nadir that even English teachers in colleges cannot converse in English, leave alone the writing and the teaching! The reason for this shocking decline is lack of reading literature. When candidates come for interviews for the posts of English teachers, they are usually asked what they have read. To this, they reply that they have not been able to read because they do not have the time for it. If graduates and postgraduates picked a few classics of literature and

read them diligently, there would not be any need to write an article on how to teach English through literature. The fault lies on the fact that teachers are ill-equipped to teach as they have never gone beyond the prescribed texts; even there, they have only studied selected texts for the examinations.

Returning to the mother-tongue, it may be remembered that it is not actively taught so much as it is learnt. Therefore for cultivating any language skills, the teacher should improve his/her own grasp of the language and show the learner the way to imbibe the skills instead of indulging in drab classroom lectures that is guaranteed to reach the student nowhere, fast. Such teaching that is perpetrated in the halls of higher education is undertaken with the sole aim of completing the portion and maybe to ensure a good pass percentage, but they are definitely not in the least beneficial for the learner. Students endowed with some foresight know the importance of English to further their career prospects. They 'prepare' for the future by enrolling in crash courses in the language, outside the college since they are not employable without good English communication skills. These students aim to achieve fluent skills in spoken English but ignore the reading and writing aspects until they reach these hurdles in competitive examinations. Very late, they realize that there is absolutely no short-cut to the acquisition of such skills which need long-term reading and studying of the language. The only solution to this problem is to read the best examples of a language, namely its literature.

The study of any language is not complete without the study of the literature of that language. However English literature as it is taught around us, in the regional language still fails abysmally, to fulfil the purpose of improving the student's knowledge of English. While the student understands Shakespeare's plays, in the mother-tongue, his/her tongue will remain clamped silent while trying to express his/her views regarding the same, in English. Hence instead of teaching them, the teacher should encourage the students to read the plays aloud and to understand them through constant use of the dictionary (English to English) and through a study of learned critical essays of standard publications. This will surely go a long way to improve the learner's communicative skills and help him/her to develop both vocabulary and style. Sections of plays could be dramatized in class and poems learnt by rote and recited. In all these activities, the students' participation should be stressed upon and not the

teacher who should only act as the facilitator, taking class along, suggesting corrections and modifications where needed. By playing an active role in class, students will learn the importance of shouldering responsibility and duty of learning, unlike what happens in colleges today, where students sometimes come to the college, sit or stroll in the campus; saunter into the classroom, fewer are armed with texts and it is a rare occasion when a small group of students really enjoy the class and learn something useful for them.

In the very first days of the college, the student should be initiated into the ABCs of using the college library resources. The library hour should be introduced in colleges as it used to be in schools. Active reading, reviewing and communicating to the others what the reader has become acquainted with, will doubtless widen his/her own horizon and of others as well, immensely benefit their language-learning skills. The teacher, the worry of completing the portions could be eliminated by introducing a syllabus consisting not one text with poems, essays and articles divided neatly into different sections and apportioned to different years or semesters, but a wide selection of novels, plays and poems with options the student can select and study. A reading list of classics for the student may be selected, studied and reviews submitted orally and in the written form so that each student can be assessed for language skills and also for writing communication. The practice of wasting precious time in teaching the nebulous rules of grammar could be removed, as reading literature will help the student naturally towards a better comprehension of grammar, vocabulary and style; thereby towards correct English. It is an obvious fact that grammar has only misled students to be wary of venturing into the complexities of any language.

Regarding the nature of the literature prescribed for study, a careful scrutiny should be carried out with an eye to contemporary but good English and towards cultivating style in the spoken and written forms of the language and also to relevant subject matter. I remember R. L. Stevenson who kept two books with him all the time – one to read and one to write. Stevenson developed a style of writing that is simple but effective, pleasing and beautiful. Anytime a student gets little guidance and encouragement on the part of the teacher, and a good reading of the all-time classic literature can develop really good speaking and writing skills. It is not within the scope of this article

... comprehensive list of what must be read and what may be omitted. A survey of literary classics from the internet and a list of books can easily give a good idea of books that are prescribed.

While selecting the works of literature, the needs of students and the purpose of learning must be kept in mind. The subject matter of the literature should be relevant to the present age. For many an awareness and sustenance of the environment has become of great interest. Hence materials which incorporate this aspect may be used to serve the dual purpose of learning the language and of gaining significant knowledge. Writers like Durrell, James Herriot, poets from Whitman and Davies have written in a way to develop a fine sensitivity to our surroundings, to nature and the position of man in his environment. Literature is what has survived the test of time through its quality. True literature has universality and its relevance for all time and across cultures. For example Hemmingway's "The Old Man and the Sea" could be about any old man even a farmer of the present. Literature especially poetry helps to develop an appreciation and sensitivity evoking feelings. It enriches language with its figures of speech and encourages the learner to appreciate the language not only through the subject matter but through sound, rhythm, quality and depth of thoughts and feelings. The student also becomes acquainted with stress, pitch, intonation, etc. through listening to poems recited and repeating the poems. The internet offers a wide range of audio poems recited in different ways. These may be used as an aid to lectures.

In the selection of texts, it should also be remembered that certain subjects may be offensive to the cultures of some learners; the inclusion of these should therefore be avoided. Certain heavy texts like those of Thomas Hardy and some others which have their place while learning literature for its own sake may not serve the purpose here. Furthermore, there must be a gradual increase in the levels of difficulty in text comprehension so that the learner graduates from simple texts to more challenging and difficult works. From abridged versions the learner could progress to the actual texts; from superficial readings to in-depth explorations. Even a few literary texts can help in gaining a good grounding

in the language and take the student towards confidence by increasing his/her vocabulary and inculcating style in both the spoken and written forms of the language.

Teaching literature should mean not mere classroom lectures or line by line explanations, topped with dictated notes. Literature should be enjoyed together by the teacher and the students as if on a journey to discover knowledge. In this age of advanced technology, the teacher should go beyond the hard copy of the text which is never fully comprehended with words. For example, while teaching poems, we come across daffodils, violets and buttercups. These words are I am sure, familiar to the teachers of English. How many of us have followed it up by checking the internet or an encyclopaedia to really find out how these flowers look like? Instead, as they say, a picture is worth a thousand words, if we supplemented our lectures with pictures, screening of films of classics like the plays of Shakespeare and the novels of Dickens, the student would grasp both the theme and listen to the dialogues. This would help students to understand and speak English and pronounce words correctly. It would increase their awareness of different cultures and they would learn tolerance from this understanding and awareness of differences. Similarly audio books, CDs, and e-books may easily be used to enrich the learning experience. Projects like the creation of power-point presentations and posters, the performance of plays, the recitation of poems, story-telling and poetry competitions and the writing of plays can become interesting activities with the aim of self-study.

Language teaching today has become over-simplified into merely imparting grammar skills which by themselves remain without any coherence, as only pieces of the jigsaw puzzle of the language. The learner may master the rules but does not know how or where to apply them and ends up misusing words as is seen in newspapers nowadays. Even the front pages are riddled with mistakes which should not be committed by students in the primary classes. I would like to rest the case by reiterating language or literature should not be 'taught'. Teachers should instil a love of reading literature in the students. This will naturally help the student's grasp of English; but it will also broaden his/her vision, understanding, knowledge, wisdom and emotional intelligence. In short it will lead to the all-round development of the student.


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Key-title Vidyabharati international interdisciplinary research journal



Resource information



Title proper: Vidyabharati international interdisciplinary research journal.

Country: India

Medium: Online



Record information

Last modification date: 06/02/2020

Type of record: Confirmed

ISSN Center responsible of the record: ISSN National Centre for India

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UGC Sponsored National Conference on
Present Literary Scenario and Teaching English Language
(PLSTEL-2015)

27th January 2015

ORGANISED BY :

DEPARTMENT OF ENGLISH

S.S.S.K.R.INNANI MAHAVIDYALAYA

KARANJA (LAD) DIST. WASHIM, MAHARASHTRA, 444 105

REACCREDITED BY NAAC AT LEVEL 'A'(CGPA 3.24)

AWARDED CPE STATUS BY UGC NEW DELHI

IN COLLABORATION WITH :

VIDYABHARATI MAHAVIDYALAYA, AMRAVATI

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in the winter... now, with the sahibs forcing everyone to grow poppy, no one had thatch to spare... poppy had been luxury then, grown in small clusters between the fields that bore the main winter crop." (SOP: P.42) The inhuman cycle of debt made the farmers of the opium belt impossible to come out of the poverty. The grain crops and vegetables were not grown. There was only a sea of poppies in all the fields. To feed their families they took more debt and thus they became more confirmed in their state. Opium broke the very structure of the society.

Apart from the British, the wealthy landlords too exploited and gave inhuman treatment to needy and poor. They could not get rid from the clutches of people of their own region. Ghosh highlights this depicting the incidents Kalua faces at times. The three thakurs promises Kalua to give an ox-cart only if he could win a fight and give a few demonstrations of his strength. In

several wrestling matches Kalua defeated the local *pehlwan*s and strongmen with ease. The young landlords earned a good profit and Kalua was soon in possession of his reward. But once having gained his ox-cart, Kalua was no more interested to fight. Kalua protested for this at first, but the landlords flattered and finally threatened to confiscate his cart and oxen. They compelled him to play one more game in which he is defeated and came home in disgrace. The thakurs revealed that a powerful giant of a man like Kalua could be humiliated and destroyed, in a way that far exceeded his body's capacity for pain.

Thus, Ghosh explores the vivacious influences of imperialistic structure in his historical magnum opus and sympathizes for exploited people with his humanitarian voice. Skillfully presenting history, he "offers a vision of living across the problematic space of postcoloniality in contemporary life." (Paul: P.96)

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Teaching Literature through audio-visual aids: Making Literature Classroom a Theatre.

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Key words: *Audio-visual aids, Classroom a Theatre, Dimension, Strategies.*

Teaching any kind of literature cannot be done effectively simply by putting forward intellectual analysis by delivering lectures. It becomes more difficult doing so, in Indian classrooms where students come from different language backgrounds. When it comes to the teaching of English Literature, the problem becomes an altogether a different dimension. The students in majority of the cases don't have literary understanding of the language. In some cases the problem goes deeper where the literature students (at the level) don't understand English at all! However, in such cases as an exception, the focus of this paper will be to discuss the strategies to be used in

English Literature Classes having less understanding of the literary aspect of the language. The paper is an attempt to put forward the writer's first hand experiences of using audio -visual aids in Literature Classroom.

Teaching Literature: Transporting an experience!

Any piece of good literature is a mix of experience, imagination and artistic expression. The primary aim of any good artist is to make the reader experience what s/he has felt. The teacher's job, if taken seriously, is a difficult one and that of a critic! S/he has to appreciate the literary piece first for herself

and than it has to be presented before the students so to make them experience it on their own. Now there are two difficulties: First the teacher should be able to decode the language of the author for himself and secondly s/he would have to devise relatively simpler vocabulary to present the author's case before her/his students. Many times the second part becomes absolutely unmanageable, as in the case of teaching Shakespeare's Hamlet to the UG students. The repartee that Prince Hamlet engages with Polonius has certain Elizabethan references which otherwise cannot be understood. Or the opening scene where the three witches make predictions in Macbeth is difficult to describe with all its visual impact simply in words. Or when Othello before murdering Desdemona, puts out the lamp, by uttering the soliloquy "Put out the Light and then put out the light!" the storm on his face can hardly be transported to the students unless the professor is Sir Lawrence Olivier himself! In short the complexity of emotions, thoughts and experiences in the great works cannot be simplified for the students simply by using words.

A vividly complex experience, however elaborate it may be, can easily be transported through moving images helped by sound. Hamlet's play on the word "fishmonger" becomes crystal clear when students look at the hawkish face of Polonius. Similarly the withered faces of crooked looking old women are so convincingly the wicked witches that the students unknowingly flinch while looking at them on the screen. Sir Lawrence Olivier's face is so full of emotions that when he puts out the candle the students weep with Othello for Desdemona. It doesn't matter if the students don't follow Lawrence's stiff British accent saying:

"If I quench thee, thou flaming minister,
I can again thy former light restore,
Should I repent me: but once put out thy light,
Thou cunning's pattern of excelling nature,
I know not where is that Promethean heat
That can thy light relume." (Act V Scene II, lines 7-11.)

They know that here Desdemona's life has been compared to the flame of the candle. And the one can be restored after putting it out but the other cannot be. The teacher in absence of the media would have to stoop to the vulgar level of simplified prose. In the process of simplification Shakespeare's Desdemona would have come down to the level of an actress in some Bollywood melodrama. The similar argument can be given for the novels and stories written during a

particular period and society. To understand Hardy's world or to know Austen's characters or Dickens's plots one need to know the geography, society and culture of the concerned authors. By watching movies based on the novels of Hardy, Dickens or Austen, the students get to know first handedly the characters and their world in live vivid images and sound. Nothing much is left to their imagination. And that makes the teacher's job fairly easy and manageable. Now he gets the level playing field like his English or American counterparts. As the students now with the visual aid have grasped drama, the further analysis can be done simply by reading the texts. So once the students are transported to the complex literary world without any hurdles of decoding the language of signs and sounds, they are ready to interpret the texts on their own.

Other Visual aids: Giving wings to the fancy and imagination

While dealing with extremely romantic and imaginatively rich literature, variety of visual aids on small scale can be of great help. Many a times simply a snapshot, a drawing, a piece of music or simply recording of some sound stimulates the imagination of the otherwise still and stagnant minds. At times such visual aids save the teacher both time, (painful) labour and often some embarrassing excuse. The other day I was reading in the Final year literature class:

"It was my thirtieth year to heaven

Woke to my hearing from harbour and neighbour wood

And the mussel pooled and the heron

Priested shore" (Poem in October)

I was at loss. How to make the students visualize the seashore in Wales with the birds like duck (but not ducks) standing in water--all white--waiting patiently for prey. Without wasting much time I simply downloaded Google images on my mobile handset. The students not only saw how herons look but they could also visualize why Dylan Thomas must have compressed them into a metaphor by saying "heron Priested shore." Similarly in the First year literature class reading "Arms and the Man" and making students understand the anti-romanticism of G.B.Shaw is a very demanding task. Especially with such copious details of stage directions, costume, setting and characterization by Shaw, it becomes virtually impossible for the teacher unless he himself is an accomplished stage director, to give the students sense of a play just by reading the text. So on the very first day while describing the stage directions, costumes, and

... scenes. I asked one of the students having good drawing skills to draw as many scenes as possible on separate drawing sheets. The girl very much eager to participate in the class activity drew three different scenes covering all the different scenes and characters with name tags. Every day the relevant drawing would be placed on board making everybody's job easy, interesting and instructive. So a simple pencil sketch helped the students visualize the action on alien terrain and it gave them the feeling of being in the midst of the scene itself. So they didn't have to worry where must Sergius tried to hold Louka in his arms or where was Ruma standing when she found her photograph in her father's coat. In addition to having helped the students imagine the stage directions the sketches also helped them in distinguishing the characters as well.

Apart from pictures, drawings and videos even pieces of sound and music also help the teacher enrich the experience of teaching literature. While reading a ghost-story by Satyajit Ray (Anathbabu's Terror) I played in between some creaking horror sounds suitable to the opening and closing sounds of the old doors and windows.

"The door to the West room was closed. Anath Babu pushed it gently with his forefinger. A nameless fear gave me goose-pimples. The doors flung open..." (page 32 Bequest of Wings)

These sounds multiplied the effects of the words read by the teacher in the classroom transporting the students into the old 'Haldar Mansion'. Similarly while reading Ode to Autumn explaining the beauty of the sounds like—

"a wailful choir the small gnats mourn", "full-grown lambs loud bleat" "Hedge-crickets sing;" "and now with treble soft The redbreast whistles" "And gathering swallows twitter in the skies." (Ode to Autumn) is just impossible for our students. So I downloaded a few sounds from the internet and played while reading the poem. The students were busy distinguishing bleating from cricket sound and twittering from the whistles. In this way a little sensory help can make the students appreciate literature in more meaningful involved way. Before I conclude the paper a word of caution deserves a brief mention. A literature teacher, while turning his class into a theatre must not forget his basic objective. A literature teacher has to pass on the skill to appreciate and understand literature. To this end only the entertainment value of any piece of literature has to be exploited. Otherwise there would be no difference between a multiplex and a classroom. All the audio-visual aids have to be used only as support-material just to increase the value of lecture in the class. The teacher should not push her/himself to the background every now and then and to the longer period of time. The teacher has to be there all the time instructing them, encouraging them and channelizing their energies to the positive end. There cannot be any SOPs (Standard Operating Procedures) telling teacher how to make use of audio-visual aids in the literature class. However a seasoned teacher knows what to do and what not to. S/he has to let herself guide by good judgment and conscience!

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Key-title Vidyabharati international interdisciplinary research journal



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Title proper: Vidyabharati international interdisciplinary research journal.

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(PLSTEL-2015)

27th January 2015

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Keywords: Language, Education, Knowledge.

English teachers imparting education in rural area are under tremendous burden of socio-economic periphery of students and their parents. It is found in many cases that the parents themselves are less educated and therefore are not much more aware of the importance of education. The tendency leads to instilling in students lethargic attitude. It results in indifference to studies in and outside the school and college campuses. The students forming such notion neglect studies of the English language as they are preoccupied with the fear that it is a language of elites. Such a negative notion hamper the playful atmosphere in the class of English teachers and a lot of efforts have to be done by the teachers to forge the students mind with positive inclination and leaning towards English language learning.

For many years Indian classrooms followed the Grammar Translation Method in English Language Teaching (ELT). It resulted in giving too much emphasis on grammar learning and it is generally found in non-English medium classes even at undergraduate level that with some exceptions more and more students give importance to English grammar learning. The general trend expects that the students should acquaint with a language in the sequence of Listening; Speaking, Reading and Writing (LSRW). The scope of teacher is hampered and his/her many hours go waste in identifying and creating the self-confidence of students. Fundamentally and language is learnt in its cultural adherence. For it, curricula designers and experts need

to pay attention to it. The students learning English in the countryside are non-English medium students and require wholesome appreciation in the class. Keeping in the view their aspirations, curriculum needs to be designed. Teaching the poem "The Waste Land" in Indian cultural context may create ambiguity in the mind of the non-English medium students. It would require on part of the teacher to create suitable atmosphere by adding and supplementing teaching with proper audio visual aids. And again to our astonishment, our classrooms in the rural places even lack primary teaching aids.

In the fast changing world, there are to be followed many exemplary shifts from language to literature and literature to language. It is no time to get used to traditional methods and techniques of ELT. However it is essential for ELT teachers of follow contemporary literary theories and practices in vogue. It is certainly a challenge to them when teaching the countryside students. Hence it is quite difficult to prepare students for "listening to speaking", "listening to reading" and s/he can overcome hurdles by her/his constant pursuit in the arena of knowledge. Categorically students from the urban and rural locality may find some difference in their behavioral attitude and learning prospects as they differ in social milieu and financial status despite it no division of teachers can be made on the basis of locality wherein they teach as true teachers are foster father and mother of their students.

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TECHNOLOGY AND ENGLISH LANGUAGE TEACHING

V.P. Shekokar

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Abstract

In this paper, an attempt is made to review the new trends in this area of language teaching recent years and some suggestions are made with practical experience. Use of ICT is also a step forward for English Language Teaching and it has to be implemented without fail. ICT comprises communication devices such as radio, television, interactive

boards, and android mobiles ,blogs, social media, projectors, computer, laptop, tablet, internet, audio equipments, scanner, printers, E-mail and many more are supporting for teaching and learning process in schools ,colleges and universities

Keywords:- Computer, content, technology,

Introduction

English is used in India in official, professional, personal and academic circle. India is a developing country trying to open its feathers in the sky of developed countries. Use of Internet and other electronic devices have opened gates of accepting English as language of changing scenario. As the world is shrinking day by day and culture barriers are breaking, I think there is a great need of not only learning English but accepting new and emerging trends of English language learning and teaching. English in International scenario English is used widely not only in India, but at over the world. It works as a connecting language across the barriers. The use of English as global language and first language of world makes it really impossible to discuss anything about it. Use Internet and related electronic gadgets, devices can only possible with the well versed knowledge of English. All developed countries use English as main medium of instruction and all scientific and technical knowledge is based on it.

English Teaching in the past.

English Language Teaching is a continuous process which needs many changes and we are observing changes from time to time. There was a time when English started in Britain and now many changes occurred in British English also. Teaching English has changed significantly over the centuries. As a compulsory subject, it was very challenging to the English language teacher to teach the foreign students. The teacher taught English as a knowledge subject and not as a skill subject. They use "Grammar Method" and this method ignores the development of communication skill. There are other methods such as bilingual method, direct method, audio-lingual method and communicative language teaching etc. but no method was perfect method. Teachers have ever been in search of superior method of teaching English. The teachers now started leaving behind Traditional way of teaching and learning English. Use of Internet and other electronic devices and media has changed the teaching and learning of English. Of the many changes and trends taken place in ELT. Innovations

In this continuous learning era, teachers are expected to engage in seeking professional development and learning whenever there is possibility. The need of the hour is to equip the students with proficiency in the English language and this is possible only with the proper use of ICT tools in teaching English. These innovative tools are making rapid changes in the educational environment and English language teaching.

ICT tools for Teaching English.

Internet

The teachers have been using internet in the language classroom for more than ten year. There are several possible reasons for using the Internet in Language teaching. It can increase student motivation. It is also believed that learning computer skill is essential to students' future success. It is a source of information in the form of articles, resource material for teacher, lesson plans, audio video files and many more. Internet has been becoming an extraordinary source of information in the practice of English Language teaching. Hence, it can be stated among the various advantages, the first and the main advantage or benefit of using the Internet for teachers is the fact that it provides a large amount of teaching resources. It is through the Internet that teachers could easily get various materials for their teaching. Some primary sources of materials are sites such as OneStopEnglish at <http://www.onesstopenglish.com/> which features plenty of materials and lesson plans for regular use and the BBC/ British Council collaboration also has plenty of resources on its Teaching English site at <http://www.teachingenglish.org.uk/>. The use of internet in the practice of English language teaching is unavoidable

Youtube

The teachers are using videos for language teaching has been one of the most effective ways to achieve success in the classroom. The ELT teacher has been using the videos for teaching English language skills since many years now. The organizations like BBC have even been creating video content for teaching purposes. In the past time there were many hurdles in accessing the authentic video content. But YouTube for last six seven years has been making the difference to it by sharing website. The

real advantage of YouTube is that it offers authentic examples of everyday English used by everyday people. At the same time use of YouTube videos enables teachers to attach the students to the real life nature of these video. The benefits of using YouTube to ELT are teachers get free video content on different topics. The teacher can use the videos as a tool for improving learner's Listening, Speaking, Reading and Writing skills.

Blogs

A blog is a discussion or informational site published on the World Wide Web. As the blogs is a great way to share information and generate discussion. Now educators started using such type of social media to teach students. Teachers can use a platform such as Blogspot and Wordpress to start the blog. Teacher could update his/her blog any time and on any topic. He/she could also post photos as well as audio-video on a different topic. He /she should encourage the students to visit blog frequently. Teachers should read regularly the most important blogs of a English language teacher's and educator's blogs.

Podcast

A podcast is a digital medium consisting of an episodic series of audio, digital radio, PDF, or ePub files subscribed to and downloaded through web syndication or streamed online to a computer or mobile device. Using podcasts in the classroom is very easy. The teacher can download many free ELT podcasts on the Internet to use in classrooms. There are lot of podcasts available to be downloading in the form of MP3, audio, video to be used in classes.

Sum up

The technology is developing day by day. In this information age we should be able to amalgam with this technology to use properly in educational field. The recent trends in ELT are the use of Information Communication Technology has been affected a lot. There are many more tools such as, android phones, tablets and social media i.e. facebook, twitter etc. would be used as an advanced tools for teaching and learning English language.

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ADVANTAGES OF USING ICT IN TEACHING ENGLISH

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The modern world is driven by technology. From the innovations and discoveries that are taking place, a lot is spreading to the field of teaching also. A great amount of research has also been undertaken to know about the usefulness and effect of these latest developments on teaching and learning. Every now and then a lot of new developments replace the old and

outmoded ones and leave its imprint on the people concerned.

There are many new developments and technological innovations that play a crucial role in modernizing the trends prevalent in the field of teaching. And any teacher who is clever and blessed with a fertile imagination can make proper use of these gadgets developed by technology to improve his teaching. This