

National Conference on Emerging Trends in
Multi-Disciplinary Research

On

26th and 27th May, 2021

DEPARTMENT OF BBA & KLBS

Koneru Lakshmaiah Education Foundation, AP -522502

ABOUT DEPARTMENT OF BBA, KLBS, KLEF

Established in the year 2006, K L Business School is one of the premier management schools in India that Blends management with technology and offers flexible learning opportunities at the undergraduate, postgraduate, and doctoral levels. With attractive features like 'credit transfer and multiple entries and exit options, we made lateral entry possible for certain eligible programs. Our curriculum is enriched with features like choice- based specialization, semester abroad sessions, and integrated 'International Certification programs'. We revise our curriculum as and when there are developments in the industry, and add features like business analytics. Our global academic and industry partners enable our students to grab the best opportunities globally. KLBS University offers 3 years Bachelor's degree and two years Master's degree in Business Administration and management. Our courses are designed in Lecture-Tutorial-Practice-Skill (L-T-P-S) model to provide a comprehensive theoretical, practical, technical and skill- based learning experience. When a student joins KLBS, we promise to take them beyond the sheer curricular framework to promote their personality development s skilled and matured professionals. They participate in seminars, workshops, industry interface programs, exhibitions and tradeshows to interact, learn, and exchange knowledge and expertise. For the past one- decade KLBS has been successful in placing all the eligible students in high positions attractive with attractive packages. Our students are placed in the prestigious MNCs and could grab the national and overseas paid internships.

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Dr. P. Vijay Kumar Reddy

Head of the Department, MBA

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Er.KoneruSathyanarayana
President, K L E F



MESSAGE

Warm and Happy greetings to all.

I am immensely happy that Department of BBA, KL Business School of our K L University is organizing a National Conference on Emerging Trends in Multi -Disciplinary Research on 26th and 27th May, 2021. Academically our progress is par excellence. But still, we have a long way to go. Multidisciplinary approach has become the need of hour to solve the current problems. Multidisciplinary research encourages the study of phenomena in unified fashion and avoids the defect of an isolated approach. It gives way to comparative study and at the same time helps in maintaining objectivity. It creates the feeling of understanding and sympathy among the experts of different fields.

I congratulate HOD, staff members, students of Department of BBA, Delegates and Participants from different parts of the country for their efforts in participating in this conference and wish the conference all the success.

Department of BBA, K L University continues to march on the way of success with confidence. On this occasion, I wish all the very best.

K. Sathyanarayana

Sri Koneru Raja Hareen
Vice-President



MESSAGE

I am glad to learn that Department of BBA, K L University is organizing a **National Conference on Emerging Trends in Multi -Disciplinary Research** on 26th and 27th May, 2021

Apart from scientific developments and inventions, the concept of globalization and liberalization, have given rise to many problems and challenges. All these problems are peculiar and enormous in nature. They are the subject matter of various disciplines. Evidently, a solution to these problems cannot be reached at with the help of research in only one discipline. Rather, they need concerted effort of one and all disciplines. The present conference *provides a platform for the meeting of several disciplines under one heading to explore the need and importance of multidisciplinary research.*

I wish the conference all success.

K. Raja Hareen

Dr. M. Kishore Babu
Director

*International
relations*

KL University



MESSAGE

I am happy to know that Department of BBA, KL Business School of our K L University is organizing a **National Conference on Emerging Trends in Multi -Disciplinary Research** on 26th and 27th May, 2021. Research at present has become the most viable and efficacious way to solve the problem. In this era of fast moving society, numerous types of socio - economic problems, having relation to other disciplines like politics, anthropology, psychology, have arisen which demand comprehensive approach to get their solution. This has resulted in adoption of multidisciplinary research which is in practice not only in developed countries but all over the globe. The present conference provides different approaches and perspectives on multi - disciplinary research

I wish the organizers of the Conference and the participants a grand success.

Dr. M. Kishore Babu

Dr. P. VenkateswaraRao
HoD - BBA

KL Business School

KL University



MESSAGE

I, on behalf of the Faculty of Department of BBA, KL Business School feel proud in organizing a **National Conference on Emerging Trends in Multi -Disciplinary Research** on 26th and 27th May, 2021.

Multidisciplinary research offers the opportunity to open new areas of research, tackle complex problems and cover investment in research by opening the use of knowledge, tools, methodology and solutions generated in one discipline to other disciplines.

During the conference, participation of people from different disciplines is expected to take place on common platform and hence there would be sharing of views with eminent speakers from all over the nation. I am sure the Conference will be a platform for the participants from various disciplines and the souvenir brought out on this occasion will be useful and informative for all.

I convey my best wishes for successful conduct of the Conference and the publication of Souvenir.

Dr. P. VenkateswaraRao



Dr. P. Vijay Kumar Reddy
HoD - MBA

KL Business School

KL University



MESSAGE

I am glad to know that the Department of BBA, KL Business School of our K L University is organizing a **National Conference on Emerging Trends in Multi -Disciplinary Research** on 26th and 27th May, 2021. Multidisciplinary research really pays off as it produces new scientists with unique skill sets which are of vital importance in future R&D careers in industry and academia. I am sure this conference will be a milestone in ensuring the highest standards in research and innovation.

I wish the organizers the very best in their endeavors.

Dr. P. Vijay Kumar Reddy

Assessment Of Employer Branding Over Social Media: A Selective Study Of Twitter Data Using Text Mining

Dr. Abhilasha

ABSTRACT

Employer Branding over Social Media is gaining a large attention and identified as the best medium for building the organization image. The major objective of the study is to know the impact of employer branding on organizational attractiveness, employee retention and productivity, to compare the perceptions of existing employees of IT companies and potential employees towards employer branding and organizational attractiveness. Many Reviews are available for rating the employer branding such as LinkedIn and Twitter. The major objective of the study is to analyze the posting's of employees during the job and after their exit from the Organization. Initially, to analyze an organization status, the study needs a proper collection of LinkedIn and Twitter data which has posted by the present and prospective employees of the Organization. In order to obtain the proper analysis Text mining is used to find the absolute results of the study. This study can be used to analyze the Reviews of an Organization during the job and after their exit which further results to organizational attractiveness, employee retention and productivity Analysis. The same kind of analysis can be applied for the Non-IT Sector Firms. As the study is confined to IT Industry but it can be extended to other industries also.

Keywords :- Employer Branding , Employees , Organization , Attractiveness.

Labour legislation and Employee Work Life Balance - An Exploratory Study on Textile Industry.

Dr. AbhilashaAmbatipudi

ABSTRRACT

The concept “Work life balance” is gaining momentum day by day. Quality work life balance reduces fatigue in employees and improves efficiency. Striking balance with personal and family life is also important as a healthy and happy employee contributes for organization’s productivity. Labour laws and labour legislations impact the quality of work life. This study revolves around the influence of various Indian labour legislations on work life balance of the employees working in textile industry as it provides a great number of jobs compared to other industries.

Keywords: *Work life balance, textile industry, labour laws & legislation, working environment, levels of experience.*

Assessment Of Employer Branding Over Social Media : A Selective Study Of Twitter Data Using Text Mining

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ABSTRACT

Employer Branding Over Social Media is gaining a large attention and identified as the best medium for building the organization image. The major objective of the study is to know the impact of employer branding on organizational attractiveness, employee retention and productivity, to compare the perceptions of existing employees of IT companies and potential employees towards employer branding and organizational attractiveness. Many Reviews are available for rating the employer branding such as LinkedIn and Twitter. The major objective of the study is to analyze the posting's of employees during the job and after their exit from the Organization. Initially, to analyze an organization status, the study needs a proper collection of LinkedIn and Twitter data which has posted by the present and prospective employees of the Organization. In order to obtain the proper analysis Text mining is used to find the absolute results of the study. This study can be used to analyze the Reviews of an Organization during the job and after their exit which further results to organizational attractiveness, employee retention and productivity Analysis. The same kind of analysis can be applied for the Non-IT Sector Firms. As the study is confined to IT Industry but it can be extended to other industries also.

Keywords :- Employer Branding , Employees , Organization , Attractiveness.

High Performance Human Resource Management Practices and Organizational Performance : Study of Private Universities of India

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ABSTRACT

Recently, significant attention has been given to high performing universities – those Universities that consistently out-perform their competitors – in an attempt to determine what factors contribute to their success. The challenges of market saturation, changing mindset of students, and the economic downturn of India may require Universities to adopt human resource management practices capable of improving the Effectiveness of Universities. Adopting the validated scale of Sun et al., (2007) and an adapted scale of Chand and Katau, (2007) , a sample of 100 employee from a state of India were surveyed to ascertain the best HR practices capable of high performance of the university. The result of the survey suggested that clear and transparent job description, incentive based reward, promoting internal mobility, encouraging team work, and assuring employment security can enhance effectiveness of the university. However, the bureaucratic organizational culture along with the expected role of a ‘model employer’ for both faculties and students will make the journey of the universities towards designing a HPHRP more difficult and challenging.

Keywords: High Performing Human Resource Practices; Organizational Effectiveness; Higher Education Industry; Clear Job Description; Incentive Based Reward

Exploring the Determinants of Empowerment Climate in Indian Higher Education

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ABSTRACT

The majority of research on empowerment has focused on the individual's psychological experience of empowerment and linking this with various job-related outcomes. Job context capable of promoting empowerment has been neglected by researchers. Extensive literature survey explored Information sharing, autonomy through boundaries, team responsibility, reward system, workplace independence and flexibility and skill acquisition and development as Job context (managerial structures and practices) and conceptualized as empowerment climate construct. Regression analysis indicated autonomy through boundaries has the greatest influence on empowerment, followed by team accountability, workplace independence and flexibility, Reward system, information sharing and then skill acquisition and development.

Keyword : *Psychological Empowerment, Empowerment Climate*

ASSESSMENT ON PATIENT SATISFACTION TOWARDS PRECAUTIONARY MEASURES, QUALITY OF SERVICES AT PRIVATE HOSPITALS IN VIEW OF COVID -19 PANDEMIC USING SERVQUAL MODEL

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ABSTRACT:

At the present time Healthcare industry is one of the prevalent service sectors in India. The prime purpose of Healthcare sector is to endow with proficient services to its patients. In healthcare sector hospitals will play major role. As the world continues to suffer from the COVID-19 pandemic and India's numbers also rapidly rising, the Private hospitals has taken numerous steps to check its swell. Private hospitals are giving utmost priority to safeguard its patients as well as its employees. Private hospitals are revised timings and started rotation of employees and offering free sanitizers, N-95 masks at premises, sanitizing premises with required disinfectants frequently, allowing patients in queue system, hanging banners and posters about covid-19 pandemic inside and outside Private hospitals. At the entry level, both staff and patients attending OPD are checked for fever and cough. Travel history and aadhaar details are taken of persons. Casualty staff has been given PPE kits,

In the current scenario, Private hospitals functioning in a vibrant confront concerning both patient base and concert so as to offer proficient services to its patients. Private hospitals are tiresome firm to win patient satisfaction by offering improved quality services. A survey has been conducted to know the patient satisfaction on services quality using SERVQUAL model in the pandemic days with sample size of 188 at different Private hospitals at Vijayawada. Among all the factors, the patient satisfaction was highly depending on Assurance and least depends on the reliability. 84% of the patients are satisfied with precautionary measures adopted at Private hospitals

Private hospitals, Patients, Satisfaction, Covid-19, Service quality

A STUDY ON PASSINGERS PERCEPTION TOWARDS SERVICE QUALITY USING SERVQUAL MODEL AT VIJAYAWADA RAILWAY JUNCTION IN VIEW OF COVID -19 PANDEMIC

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ABSTRACT:

As the digit of corona virus cases in India is steadily mounting, the Indian Railways has taken numerous steps to check its swell. The measures include increasing platform ticket rates, abandoning non-essential trains and educating passengers on public address systems about ways to evade the viral infection. Railways have started a immense awareness crusade. Information, Education, & Communication (IEC) material (posters and pamphlets) concerning corona virus (COVID-19) are being outstandingly displayed for awareness of the general public in regional languages at railway stations This research is to conducted to know perception as well as on the satisfaction of railway passengers at present situation..This study conducted by convenient sampling. Passengers were pleased with the cleanliness at platforms and washrooms, precautionary measures like thermal screening, sanitizing, and insisting passengers' to wear masks. at platforms. Passengers are satisfied with the efforts taken by the railways to safeguard the passengers from Covid-19 at railway station

Railway, Passengers, Perception, Satisfaction, Covid-19, preventive measures

PATIENT SATISFACTION TOWARDS MULTI SPECIALITY HOSPITAL - A CASE STUDY OF RAMESH HOSPITALS, VIJAYAWADA

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ABSTRACT:

Healthcare service scenario is evolving day by day, more focus and emphasis has been given to the patient satisfaction and it is considered as an important yardstick to measure the quality of services provided by the hospital. Hospitals are always faced with the challenge of providing the quality of care that meets the expectation of its clients. As a service industry, hospitals are expected to provide its customers with quality of care they need. Satisfaction is a function of the discrepancy between what is expected and what is perceived to be actually occurring. Therefore, it is imperative for hospital managers and administrators to identify patient's perceptions and expectations of the quality of care, from time to time and to assess the extent to which these ideals are met by their institutions. The study was carried out in Ramesh Hospitals to measure the quality of healthcare delivery and its impact on patient. According to patient's opinion, the study revealed that the degree of satisfaction was mild to moderate with respect to facilities and availability of multi specialist hospital, which need to be further explored and corrected

Key words: *Patient Satisfaction, Healthcare services, Medical services, Quality care, Facilities.*

A STUDY ON CONSUMER PERCEPTION TOWARDS E-SHOPPING

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ABSTRACT:

Recent research has shown an interest in investigating consumer motivations that affect the online shopping behaviour. It is yet to understand what factors influence online shopping decision process. The objective of this study is to provide an overview of online shopping decision process by comparing the offline and online decision making and identifying the factors that motivate online customers to decide or not to decide to buy online. It is found that marketing communication process differs between offline and online consumer decision. Managerial implications are developed for online stores to improve their website.

A quantitative method is used in this research in order to investigate the impact of consumer perception in E-shopping on buying behaviour. The data of 111 respondents is collected through questionnaire and results were analysed through the SPSS. The students of different universities as respondents has been taken to know their perception regarding the E-shopping and its attributes and the impact of online on their buying behaviour. It is concluded that consumer of online are more attractive than there retail outlets. Moreover, the tested attributes of online show positive

Index Terms: Online Shopping, Perception, decision making process

IMPACT OF ACQUISITIONS ON FINANCIAL PERFORMANCE OF SELECTED SOFTWARE COMPANIES IN INDIA: AN EMPIRICAL STUDY

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ABSTRACT

Objectives: To examine the impact of Acquisitions on financial status of selected software companies in India. This study is based on Infosys, Panaya, CMC and TCS companies.

Methods: It also estimates the pre and post-acquisition financial position of companies using financial parameters like Earning per share, Dividend per share, Return on Assets and Net Profit Margin. The period of study is for 6 years which is divided into 3 years for pre-acquisition and 3 years for post-acquisition performance. The data of Acquisitions has collected based on the financial parameters, Paired T-test has used for finding the statistical significance effect and to estimate their performance on merged companies.

Result: As the critical value is greater than the calculated value i.e. $-2.919 > -6.679$, Rejected the Null hypothesis, i.e. there is a major difference between performance of pre and post-merger as per earning per share. As the calculated value is greater than critical value i.e. $3.64 > 2.919$, Accepted the Null hypothesis, i.e. there is no major difference in the Earning per Share.

Conclusion: The terminal goal behind acquisition is to achieve growth in business. A well-analysed and the authentic plan will dramatically improve the chances of getting new implements to be in a competitive world. The strategic partnership of TCS-CMC and INFOSYS- PANAYA will provide little guidance for traditional players.

A STUDY ON ROLE OF BIT COIN IN GLOBAL ASSET CLASS PORTFOLIO

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ABSTRACT

Bit coin is dispersed basic cash that adopts a peer-to-peer accord arrangement to affirm and authenticate contracts. Bit coin works just like currency. It can be acquired or disposed of in currency swaps, and being the most frequently recycled one. The objectives of the study are to measure the performance of Bit coin along with the selected currencies movement, to study the select economic factors influence on Bit coin and to comparison of Bit coin volatility with other selected asset class volatility. The analysis has be explained from the period of January 2009 to December 2015 consider macro level economic variables were consider to measure the impact on global asset Bit coin. It includes Doller index, Crude oil price, Baltic dry index etc., Study is to understand the role Bit coin monopoly in electronic currency system and influence on the gold rate and Currency fluctuations. It also helps us in comparing the performance with the other portfolios and to find the impact of few global economic factors. Granger causality test, Calmar Ratio, Volatility are used for to analyse the data. The various economic variables of macro levels are successfully influencing Bit coin. The traders of Bit coin are taking positions by considering various economic factors fluctuations. In this study secondary data has been used, and this secondary data has been collected from economic variables. Descriptive statistical tools were used for the data analysis.

Key words: Bit coin, Currency fluctuations, currency swaps

IMPACT OF COVID-19 ON INDIAN STOCK MARKET

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ABSTRRACT

From United States to Japan, over 180 geographies have reported a confirmed case of coronavirus and almost everyone on this planet is adversely affected by this virus. An event of this scale would bring along many catastrophic consequences- social and economic. Many pundits have already declared COVID-19 as the “Black Swan” of 2020 with global economies starring at one of their worst recessions ever. There is something strange happening in the stock markets across the globe, especially India. It states that the markets are either not paying adequate seriousness to the pandemic or anticipating the discovery of a vaccine more optimistically when compared to the rest of the world. The bounce back to pre-COVID levels has left many investors in ambiguity. This piece is not about predicting what will happen to the markets going forward rather it talks about what could be a possible explanation to the path markets followed since the announcement of lockdown in India. In this context, the paper tries to examine the impact of covid 19 on Indian stock market.

Index Terms - Indian market, Covid, lockdown, impact

IMPACT OF COVID-19 ON INDIAN ECONOMY

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ABSTRRACT

Covid-19 has impacted all the sections of society, which is a matter of serious concern. The economies of more than a hundred countries have been deeply affected, which will take years to recover; thus, many countries have asked for monetary help from the International Monetary Fund. Businesses across the world, like entertainment, aviation, hospitality, etc., have seen a significant negative impact. Various sports events, such as the Olympics, Cricket 20-20 WorldCup, have been postponed. It has also impacted the functioning of various online giants such as Amazon, Flipkart, etc. Countries like the USA, India, Brazil, Italy, and Spain suffer the most since their death toll is very high. There is a significant change in the world economy. Restaurants, pubs, markets, Universities, and Colleges, etc. were closed. The fear has limited the movement of individuals. People were not buying the daily use products, all these are impacting the economy of the world. The organization for economic co-operation and development has reported that the expectation for global growth has been cut to 2.4% from 2.9%, and it could fall as low as 1.5%.

India faces a massive decline in government revenues and growth of the income for at least two quarters as the coronavirus hits the country's economic activity. The fall in investor's sentiments impacts the privatization plans, industry, government. The lockdown in India has impacted the economy, mainly consumption, which is the most significant GDP component. This paper focuses on analysing the impact of covid on various sectors of Indian Economy.

Index Terms - Indian, economy, Covid, lockdown, impact, sectors,

CUSTOMER PREFERENCES TOWARDS GREEN PRODUCTS

****Dr.K.Anusha**

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ABSTRACT

The demand for green products is growing swiftly and customers are gradually becoming more conscious about these products. Green products are good for health and customers have started to recognize the significance of these products. This paper aims to tackle the customers' understanding and mindset in the direction of green products. The Paper tries to analyze the range of responsible factors which impact in making purchase decisions of the green products and these eco-friendly products have been capable to attract the customers in the current past. In a world where climate change, resource consumption, pollution, and waste are turning into greater and greater critical issues, both society and organizations are required to take action. Within this context, green product innovation can play a crucial role in assisting society to reach the goal of environmental sustainability.

KEY WORDS: Green products, Attitude, Environment, Customer.

ADVERTISING IMPACT IN STUDENTS CHOOSING A PRIVATE DEEMED UNIVERSITIES IN A.P

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ABSTRACT:

Publicizing is a type of advertising correspondence utilized by organizations to advance or sell items and administrations. Generally, promoting is one of the parts or subsets of showcasing. The essential objective of publicizing is to impact the purchasing conduct by advancing an item, administration or organization. Advertisements are important for students to enroll/enrolled in AP private deemed universities. Most of the students are influenced by recommendation by family/friends/campus visits. Advertisements are playing a crucial role to enroll the students in private deemed universities.

KEYWORDS:

Advertising, Private Deemed Universities in A.P, Primary survey.

THE ENTREPRENEURIAL HEXAGON- A THEORETICAL FRAMEWORK

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ABSTRACT:

The success of any business organization depends on the way it is being managed. There are several factors that make an entrepreneur to be perceived as successful that includes a list of personality or individual traits that can influence the entrepreneurship behaviour. There can be a possible difference of opinions regards the perceived significance of these attributes from person to person.

The article aims at exploring six such dimensions of entrepreneurship that can be instrumental in running a business with least possible confusions and uncertainties coming across with an emphasis on the behavioral and administrative dynamics of the entrepreneur.

Research on dynamics of entrepreneurial personality across decades has revealed that every successful entrepreneur possess a set of personality traits that are unique and are instrumental in differentiating self from others. Six such dimensions as explored and stated by Howard Stevenson, A Professor Emeritus at Harvard University, from one of his articles for Cambridge are discussed in the article.

Index Terms - Business, Behavior, Dimension, Entrepreneur, Performance, Success.

HUMAN TRAFFICKING- AN INEXCUSABLE VIOLATION OF HUMAN RIGHTS

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ABSTRACT:

Human rights have always been discussed and debated across wherein the measures taken to safeguard them are always diluted in their intensity of execution. The intellectual strength and the strength of the teeth of many eminent speakers and theorists about human rights have been more unattached to the objective to be accomplished. The efforts of few social activists have partly safeguarded all those humans whose rights are being ignored and exploited in the form of human trafficking.

Human trafficking can be understood as a process through which individuals are exposed to some exploitative situations for some economic gain. Poverty, violence and discrimination are some of the factors that increase the vulnerability to trafficking. The article conceptually addresses the peril of human trafficking with an alignment towards woman and child trafficking exploring the reasons for the same, possible measures that can be taken to control human trafficking quoting few instances and individual experiences on the same.

Index Terms - Trafficking, Rights, Safeguard, Human, Exploitation, Woman, Child

FACTORS EFFECTING VOLATILITY IN INDIAN STOCK MARKET WITH REFERENCE TO NSE NIFTY

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ABSTRACT

Stock Market is one of the most versatile sectors in the financial system, and it plays an important role in economic development. Stock Market is a platform for trading various securities without any barriers. In stock market various companies are listed to their business venture through public issues. In the current scenario, long term investors are investing in the companies through Stock Market to attain profit. The study confines to selected securities in National Stock Exchange (NSE), this largest turnover in Indian capital market. Volatility is a statistical measure of the dispersion of returns for a given security or Market Index. Commonly, the higher the volatility greater the risk associated with the security. Volatility estimation is important for several reasons associated with different people in the market. Developed markets continue to provide over long period of time with higher returns constituting low volatility. The study covers factors and cause impact of volatility in selected stocks in NSE using statistical measures. The study would facilitate to understand the past, current and future aspects of Indian Stock Market.

Keywords: Stock markets, NSE, Volatility

AN EVALUATION OF RISK MANAGEMENT PRACTICES IN NBFCs IN ANDHRA PRADESH

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2. IInd MBA Student, KL Business School KLEF Deemed to be University, Vaddeswaram, Guntur-522502 (A.P)

ABSTRACT

Non-banking financial companies (NBFCs) form an integral part of the financial system. The history of the NBFC Industry in India is a story of under-regulation followed by over-regulation. Policy makers have swung from one extreme position to another in their attempt to set controls and then restrain them so that they do not curb the growth of the industry. This report covers the industry. Most of this NBFCs' are operating with high risk of lending and more often NBFCs' lend credit to MSMEs, which are categorized as high risk class of Assets. To assess such high risk assets we need to have a comprehensive model. This paper aim is to build Risk Assessment Model for NBFCs' based on both qualitative and quantitative aspects of the client.

Keywords: NBFC, MSME, regulations, risk and assets

A STUDY ON CONSTRUCTION OF OPTIMAL PORTFOLIO USING SHARPE'S INDEX MODEL

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ABSTRACT

The main aim of this study is to construct an optimal portfolio using Sharpe's Single Index model. For this purpose monthly closing prices of 10 companies from banking sector IT sector, Pharma sector, FMCG and Automobile sector listed in the Bombay stock exchange (BSE) were selected. Share prices for the period of January 2015 to December 2019 had been considered. Using all the collected data a "cut-off "rate had been calculated and that rate had been considered for the construction of optimal portfolio. The finding of the study is very useful for investors, policy makers, corporations and their financial market participants

Keywords: cut-off rate, beta, market return, Sharpe's single index model.

IMPACT OF FINANCIAL TECHNOLOGY IN EFFECTIVE IMPLEMENTATION OF FINANCIAL INCLUSION WITH REFERENCE TO KRISHNA DISTRICT

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ABSTRACT

This study helps to understand about the fintech in effective implementation of financial Inclusion. Financial Inclusion a tool which helps in economic growth where asfintech a technological advancement that makes financial products made available to users through technology. Financial Inclusion is possible with the help of fintech and here we are learning what is the role of fintech in Implementation of Financial Inclusion, How it is being beneficial for Inclusive growth and what are the opportunities for the fintech companies to look in.

Keywords: financial inclusion, economic growth, fintech and Technological

A CRITICAL ANALYSIS ON THE CHALLENGES IN DIGITAL BANKING: IN COMPETITIVE ERA

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ABSTRACT

The banking sector has been the backbone of every economy. It plans and implements the economic reforms. Any change in this sector through the adoption of technology will have an extensive impact on an economy's growth. Nowadays, banks are seeking unconventional ways to provide and differentiate amongst their diverse services. Both corporate as well as retail customers are no longer willing to queue in banks, or wait on the phone, for the basic banking services. They require and expect a facility to conduct their banking activities at any time and place. Plastic money (Credit Cards, Debit Cards and Smart Cards); internet banking including electronic payment services, online investments, online trading accounts, electronic fund transfer and clearing services, branch networking; telephone banking; mobile applications and wallet are some of the recent products and services acting as the drivers to the growth of banking sector. Towards this, the paper aims to examine the recent digital banking trends in India along with identifying the challenges faced by banks in incorporating these digital banking trends. The study is analytical and based on primary and secondary data. The concept of digital banking is still evolving in the Indian banking sector and is likely to bring numerous opportunities as well as unprecedented risks to the fundamental nature of banking in India. Thus, this paper also aims to present the opportunities and challenges of going digital in the Indian banking sector in contemporary era along with some recommendations to overcome these challenges. The paper concludes that in future, digital banking will not only be acceptable but the most demanded mode of conducting transactions. It will be useful to the academicians, banking and insurance personnel, financial advisors, professionals, students and researchers.

Keywords: *Digital Banking, Electronic Banking, Internet Banking, Financial Innovation, Technology*

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RISK AND RETURN ANALYSIS OF SELECTED CURRENCIES WITH REFERENCE TO INR

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ABSTRACT

Foreign exchange market is a financial market place where the exchange of currencies takes place. This is essential for carrying out most important aspects like foreign trading of commodities, exports and imports. The free floating of currencies started in 1971. The major participants in the forex market are central banks, major commercial banks, investment banks, corporations for international business transactions, speculators, insurance companies and forex brokers. In emerging economies, the foreign exchange market is carried out in two major ways. They are Interbank foreign exchange market and Autonomous foreign exchange market. The global markets are integrated and interdependent and exchange rates influenced by various factors which are originated one country may impact on other currencies values. With the above backdrop the current study with the following objectives. Firstly, understand Forex currencies and their determinants for pricing. Secondly, analyze selected emerging markets currencies and their risk and return during the study period. Thirdly, examines the state of Indian Rupee's Return and risk in relation to selected emerging markets forex currencies during the study period finally find out suitable observations and identify valid reasons to under and over perform than selected currencies

Key words: *Forex, INR, free float, financial market, Risk, Return, undervalue, overvalue,*

A STUDY ON FINANCING PATTERN OF CORPORATE INDIA

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ABSTRACT

Corporate India and its healthiness depend upon the way in which the projects are working and further their expansion to create wealth. The key foundations of success of any entity based on Financing, Investment, working capital and Dividend decisions. The present study explores with the following objectives. To study financing pattern of corporate India with reference to primary market and also examine the trends in Indian primary market in terms of number and types of issue and analyse the composition of amount mobilise through Equity and Debt capital in Indian corporate sector. The study also concentrates on a comparison between mobilisation of debt and equity funds during the study period and draw the insights based on findings and interpret the results to take suitable decisions to stakeholders. The study used secondary data from CMIE database, Prowess to extract required corporate India data and using statistical tools the study conducted. The study reveals different variants of IPO like primary issue, private placements, secondary issue and their paradigm shift during the study period.

Key words: Capital, Primary market , Financing decision , Investment decisions , IPO, private placement. Prowess

A COMPARITIVE STUDY ON PERFORMANCE EVALUATION BETWEEN PUBLIC AND PRIVATE SECTOR BANKS IN INDIA

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ABSTRACT

One of the key constituents of the financial sector in India is the banking system, which has been playing a significant role in the national economic development by providing intermediation services, enabling capital formation process and enhancing resources for achieving national objectives and priorities. The Banking sector is an integral part of an economy. The Banking sector is becoming more and more complex due to globalization. The Indian banking sector is one of the fastest growing sectors and after liberalization it has been working in more open and globalized environment. The Indian banking sector has been working in a more open and globalize environment for two decades since liberalization. The liberalization process of Indian Economy has made the entry of new private sector banks possible and allowed the foreign sector banks to increase their branches in the banking sector. The restructuring of public sector banks and the emergence of new banks in the private sector as well as the increased competition from foreign banks, have improved the professionalism in the banking sector. These developments are expected to have important implications for operating performance and profitability in the Indian public sector banks and private sector banks.

Banking sector is one of the fastest growing sectors in India. Today's banking sector becoming more complex. Evaluating Indian banking sector is not an easy task. Sound financial health of a bank is the guarantee not only to its depositors but is equally significant for the shareholders, employees and whole economy as well. There has been some improvement in the Indian banking sector after the reforms, and CAMEL framework is a natural framework to analyze this improvement. The present study compares the performance of public sector banks with private banks under the CAMEL framework. CAMEL approach has been used over a period of six years (2009-2013). The data used for the study were the audited financial statements of respective banks. The results of the study show that private banks fared better than public sector banks on most of the CAMEL factors in the study period. The contributing factors for the better performance of private banks were Asset quality, Management Soundness and Earnings and Profitability.

Index Terms:

CAMEL, Public & Private Sector, Globalization, Performance, Evaluation

A STUDY ON PERFORMANCE OF MICROFINANCE INSTITUTIONS IN ANDHRA PRADESH

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ABSTRACT:

This study explains the history of Indian banking reforms and the reason of reforms. This study helps to understand the impact that shown by banking reforms in Indian banks performance. It makes clear the changes that took place in several aspects of Indian economy. To review the performance of the Indian banks in the post reforms period and thus can understand the efficiency of banking reforms. Banking Reforms that took place in India after Globalization are studied in order to study the Impact of Banking sector reforms on the performance of Indian banks during the post globalization period. A sample of respondents working in four nationalized banks will be drawn using simple random sampling method. Implications of this research are if it is true that performance indicators of the nationalized banks are deposits, net profits EPS and Dividend pay-out ratio and the respondents has their own opinion of reforms of banking that I have taken place in 1991. This research has proved that nationalized banks have impact of banking reforms that have taken place in terms of performance and in general. This research is only for nationalized banks but not for all banks. Top five banks in nationalized sector have taken as sample and 100 respondents working in nationalized banks are taken as sample. This is more helpful to policymaker to take various types of decisions for the development of banking sector in India.

Index Terms: Micro Financial Institutions, Banking Sector, Banking sector reforms, Globalization

IMPACT OF COVID ON INDIAN ECONOMY

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ABSTRACT

Covid 19 pandemic causes economic shock and health shock in the entire world. Though governments have initiated several policy actions such as, social distancing, closure of all commercial and non-commercial organizations, Home Quarantines, restrictions on mobility from one place to another place etc and even declared lockdown for many months to curb the spread of this contagious disease. All these actions became hurdle for normal functioning of economy in the entire world and every nation is experiencing economic fallout. Same is the case with India also. Every sector of Indian economy faced hard times to mobilize revenue and fell in losses due to non-operation of its economic activities. Hence an attempt is made in this article to analyse the impact of Covid on various sectors in the economy. This paper analyses the Indian economy in the pre Covid-19 period and assess the potential impact of the shock on various segments of the economy.

Keywords: *Banking, Economy, GDP, Recession, Trade*

A STUDY ON FINANCIAL SOUNDNESS OF PUBLIC AND PRIVATE SECTOR BANKS IN INDIA: A CAMELS MODEL APPROACH

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ABSTRACT

The banking sector has undergone so many reforms since 1991 as they are playing a crucial role in the progress of the Indian economy(JyotirmoyKoley 2019). Banking services rose greatly on one side and on the other side, problems in the banks also increased with the changing regulations, economic conditions, default rate in repayment of loans, changes in interest rates etc. Hence there is a need to evaluate the banking sector performance to assess the financial accuracy and profitability. The specific objectives are to assess the impact of asset liability management on financial performance in selected banks and also to know the relationship between them in the selected banks. CAMEL Analysis is useful to evaluate the impact of Asset Liability Management on profitability of banks, because it gives the required tools to identify and manage the risks (Dr K Prince Paul,2018). In this present study, CAMEL model has been applied to know the financial soundness and Canonical Correlation also used to find the degree of relationship between the assets and liabilities in the selected banks. It is found that, the selected banks have a good asset liability management policy to manage their assets and liabilities in a proper manner. It is recommended that banks should hold the sources of income diversification keep in view managing them properly to yield success.

KEYWORDS: *Assets, Capital Adequacy, Correlation, Liabilities, Management*

A STUDY ON CHANNEL STRUCTURE AND SATISFACTION OF VIJAYA DIARY DISTRIBUTORS IN VIJAYAWADA

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ABSTRACT

Vijaya diary is one of the most premium milk products in Andhra Pradesh It has complete wide range of milk products from milk to sweets. Which has a sophisticated distribution channel networks all over Andhra Pradesh. The main aim of this research is to study the channel structure and satisfaction of the Vijaya diary distributors in Vijayawada. Distributors are agents of a manufacturers who supply products to other businesses that sell to end users or delivers product straight to end users. Distributors play a significant role as a link between the manufacturer and its consumers. A Company Success or failure predominantly depends on its distributor's performance. Therefore, an important responsibility of a manufacturer is strongly support to its distributors in Vijaya Dairy firm of Andhra Pradesh. Data was collected via structured questionnaire and analysed using Statistical Package for the Social Sciences, version 16.0. distributor trust, distributor attitude, distributor Commitment, Co-operative norms and distributor loyalty are considered as independent variables or predictors and distributor satisfaction selected as dependent variable, relationships among the constructs was examined

The results provide evidence to support the hypothesized relationship and provide useful information for firms in formulating strategies to satisfy its distributors there by developing long-lasting and profitable relationships

Keywords: Channel structure, Distributors satisfaction, Profitable, Relationship.

A STUDY ON CUSTOMER SATISFACTION TOWARDS REVERSE LOGISTICS AT FIRSTCRY.COM

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ABSTRACT

Firstcry.com is one of the most premium online shopping apps in India. It has a complete range of products with all branded items for the kids. The main aim of this research is to study the customer satisfaction in return reverse logistics of FirstCry.com Return Reverse logistics has become the bottleneck of logistics management, so both businesses and consumers have to establish a sense of return. On the one hand effective return management can improve the business's reputation and image, on the other hand it is an effective way to reduce costs. This paper mainly expounds the concept of reverse logistics, analyzes the reasons for return reverse logistics in FirstCry.com counts and obtains the main reasons for return with questionnaire, and gives a useful return management strategy.

During the discussions with the customers of the survey it was found that many of the reverse logistic strategies are in its place, it's just that some portion of the customers are not satisfied with the return policies of the company. It can be seen that reverse logistics does play an important role for the e-commerce companies to stay competitive. Also, that having a good reverse logistics process in place leads to reduction in cost, optimal use of resources, better customer satisfaction and improved customer loyalty, reduction in returns process time, and creating a green image

Keywords: *Reverse logistics, Customer satisfaction, Returns, Firstcry.com*

A STUDY OF COINTEGRATION AND FORECASTING OF RETURNS ON INDIAN STOCK MARKET

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ABSTRACT

Stock Market is the place where the equities of public listed companies are traded. It is a meeting place of buyers and sellers of equities. In India the premier stock exchanges are the Bombay Stock Exchange and the National Stock Exchange and their Indices are Sensex and Nifty. As there are 2 indices exhibit a speculative nature, the investors and researchers may get confused in investing their money due to their inherent relationship for short run and long run, which has become research question to be answered. Hereby, the major objective of the study is to examine the short term and long term relationship effect of SENSEX and NIFTY on each other to guide the investors properly. The study moved with a stationarity test named Augmented Dickey-Fuller test to test the stationary of time series in NIFTY and SENSEX. Further, the study verified causality with the help of Granger causality test. After meeting the criteria, the study examined the effect of one on the other i.e., SENSEX and NIFTY as well as NIFTY on SENSEX using ARIMA model. Overall, the result of the study states that NIFTY effects SENSEX but not in the other way. The study can be further extended to analyse the effect of NIFTY and SENSEX on other stock indices too.

Key Words: Investor, Researcher, Granger Causality Test, SENSEX, NIFTY, Augmented Dickey-Fuller test

HUMAN COMPETENCIES FOR DISASTER RELIEF MANAGEMENT: A STUDY

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Abstract

Effectiveness of humanitarian assistance often depends on the effectiveness of the resources utilized such as predictive logic, relief partners, logistics technology and relief personnel. Analysis of the most recent yet more vulnerable disasters have pointed out that the relief workers often created a difference. Lack of appropriate access to standardized models to train the relief workers has created a need to develop a competency model which can further be validated with the relief organizations to create a standard. The current study aims to develop and test a hypothetical model that proposes a relationship between the competencies of the emergency relief workers, job performance and job satisfaction through empirical analysis of primary data. The study reveals a good relationship between the competencies, job performance and job satisfaction and shows a significant impact of the three variables on each other. The study culminates into recommending the key findings of the personnel to be able to improve the efficiency of the relief operation.

A STUDY ON PERFROMANCE OF PAYMMENTS BANK

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ABSTRACT

In 2014, RBI introduced two new categories of banks into the Indian financial System are Payment Banks and Small Banks. The objective of introducing these new things is to reduce financial inclusion drive in economy. Payment banks is a new kind of bank which is potential with the express purpose of extending the reach of banking to vast majority of the unbanked and under banked. These banks can accept restricted deposit which is currently limited to INR 1 lakh per customer and may be increased in further. This paper presents about the framework of the payment banks, and the expected benefits from the payment banks. It also attempts to identify major bottlenecks in the development of such banks. Payment banks has been announced by RBI as a possible of digital transaction only one kind. On 19 August 2015, The RBI of India gave “in-principle” licenses to 11 entities to launch payment banks. This paper also focuses study on performance of payment bank, and study the factors influence on payment banks. The present paper provides an awareness about the factors on payment banks. A standard methodology has been adopted, statistical tool ANOVA, been used to extract the output.

Keywords: *Payment banks, factors, challenges of payment bank.*

MUTUAL FUND PERFORMANCE: A STUDY ON PUBLIC AND PRIVATE SECTORS

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ABSTRACT

In this study, an attempt has been made to analyse the performance of equity mutual funds industry against risk free rate and benchmark return over one year before and after the implementation of GST. The samples consist of 10 growth-oriented open-ended equity mutual fund schemes belonging to 5 public and 5 private mutual fund companies. Results are tested through risk-return analysis, Coefficient of Variation (Beta), Treynor's ratio, Sharp's ratio, Jensen's measure. The data used is monthly closing NAVs and benchmark market index closing for the study period of October 2016 to October 2017. The risk return analysis revealed that out of 10 schemes Baroda Pioneer Mutual Fund and Canara Robeco Mutual Fund in the Public sector and Reliance and Aditya Birla Mutual Fund in the Private sector resulted in good returns. The Treynor ratio of all the mutual fund schemes are underperforming the benchmark market index and Sharpe ratio of all mutual fund schemes underperform the benchmark market index.

Key words: *Mutual Funds, Equity, Risk-Return Analysis, Public and Private Sector*

A STUDY ON CONSUMERS PREFERENCE TOWARDS AUTOMATIC TRANSMISSION TECHNOLOGY IN CARS AT VIJAYAWADA

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ABSTRACT

Transmission in automobiles is a unit which supplies the power from the clutch to the differential. The simplest transmissions are manual transmissions which consist of a set of gears which are in mesh when transmitting power. Manual transmission requires frequent shift between gears especially while driving in cities. Each time it requires engaging and disengaging clutch while shifting gears. This is a tiresome task. To make this task easier, automatic transmissions are evolved. The automatic transmission no more consists of a clutch unit. Thus, there are two big differences between a manual transmission and an automatic transmission. They are 1. There is no clutch pedal in automatic transmission car and 2. There is no gear shift in automatic transmission car. Once you put the transmission in the drive, everything else is automatic.

Both the automatic and manual transmissions accomplish exactly the same thing, but they do it in totally different ways. Further, learning in a vehicle fitted with an automatic transmission is very easy. But even now the vehicles with automatic transmissions are not very popular in India. This is because the cost of such vehicles is comparatively high and low fuel economy. When automatic transmissions were introduced in India it was mainly used by persons having some kind of disability. Now that mindset has been changing rapidly because of many technological advancements making such vehicles more powerful and more economical ones.

Index Terms: Transmission, Engaging, Disengaging, Tiresome, Disability

A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER PURCHASE INTENTION

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ABSTRACT

Studying the factors responsible for social media contributing towards consumer's purchase decision on e-commerce websites. Nowadays, consumers use social media to interact to each other but also to connect with brands. During the last decade a new shape of social media has raised, which due to its social aspects seem to have an excessive power of impact on consumer behaviour during product purchase decision making process. The goal of this paper is to research the role of social media in consumers' decision-making process for purchases. The model uses the information search, alternative evaluation, and purchase decision stages from the classical EBM model. The research will be done among internet-savvy consumers in Guntur and Vijayawada, and only considered purchases that were actually made by consumers, not including searches that were abandoned.

Index Terms: Social media, buying behaviour, decision making process, Social Media impact.

IMPACT OF QUALITY OF WORK LIFE ON EMPLOYEE TURNOVER ON JUTE INDUSTRY IN ANDHRA PRADESH AND WEST BENGAL, INDIA.

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ABSTRACT

A current attention on understanding quality of work life in organizations has resulted in increase and its impacts with employee turnover. The purpose of this paper was to decide whether an impact of quality of work life on employee turnover in working jute industries, Andhra Pradesh and West Bengal states in India. This study aims to fulfill this gap; by hypothesizing that employee turnover depends on quality of working life. This study also desired to observe if there is an impact of quality of work life on employee turnover. Based on the results an inverse relationship was found between employees QWL and employee turnover.

Key words: *Quality of work life, Employee turnover, Employees, jute industry, India*

ENGINEERING STUDENTS PERCEPTION TOWARDS MARKETIN STRATEGIES OF ZOMOTO AND SWIGGY, VIJAYAWADA, A.P INDIA

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ABSTRACT

Since engineering students these days, are running like anything with the busy lives that doesn't even have time to cook and serve themselves. The online food delivery system is the need of hour because of the recent changes in the industry and the increasing use of the internet. Online food ordering system that enables relieves for the students. It overwhelms the shortcoming of the conventional queuing system.

These Online food delivery service companies namely Zomoto&Swiggy have been coming up with many marketing strategies which have been influencing to attract the customers and to retain the customers. So to understand the 'marketing strategies of both the companies' and 'how well they are competing with each other' this study is very much required. Quantitative research was chosen the methodology, with questionnaires distributed to gain the primary data. The questionnaires were distributed to 326 respondents. The questionnaires distribution was done in Guntur in selected engineering colleges. Based on the survey result, it is proven that, marketing strategies like price, delivery time, and offers influence the respondents' selection of online food delivery companies.

Keywords: online food delivery, marketing strategies, perception, engineering students, Consumer Preference

A COMPARITIVE STUDY ON ASSET LIABILITY MANAGEMENT BY USING CRAMEL ANALYSIS FOR PUBLIC AND PRIVATE SECTOR BANKS

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ABSTRACT

Banks are now-a-days playing a vital role in the economic growth and development. Banks become medium to implement government welfare schemes. Banking services increased greatly on one side on the other problems of the banks also increased Non Performing Assets and changing in government policies may be some of the reasons behind it. Asset Liability Management is a dynamic process of planning, organising, directing and controlling the assets and liabilities their mixes, volumes, maturities, yields and costs in order to achieve a specified Net Interest Income. ALM is an attempt to match the assets and liabilities in terms of their maturities and interest rate sensitivities so that risk arising from such mismatches mainly Interest rate risk and liquidity risk can be contained with the desired limit. The Net Income of the bank is very sensitive to these factors or risk. This paper examines the management of Asset Liability in SBI. The main objective is to understand the problems involved in maintaining and managing assets and liabilities. To test the hypothesis study uses correlation with the help of SPSS software.

Key Words: Assets, Banks, Correlation, Liabilities, Non Performing Assests

CONSUMER BEHAVIOUR AND DEMAND RESPONSE OF TOURISTS TO CLIMATE CHANGE

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ABSTRACT

The influence of climate change on tourism demand patterns will be shaped by the response of tourists to the complexity of mitigation policy and its impacts on transportation systems, the wide range of climate change impacts on destinations, as well as broader impacts on society and economic development. Tourists have the largest adaptive capacity of elements within the tourism system because of their flexibility to substitute the place, timing and type of holiday, even at very short notice. Consequently, understanding tourist perceptions and reactions to the impacts of climate change is essential to anticipating the potential geographic and seasonal shifts in tourism demand, as well as the decline or increase of specific tourism markets. Yet, despite a wide range of publications assessing reactions of tourists to various environmental and climate-related changes, little is actually known about the complexity of demand responses. The paper reviews and discusses existing studies, and provides a framework for a better understanding of perceptions of change, as well as identifying major current uncertainties and research needs. This paper reviews the literature on consumer behaviour and demand responses to climate change. Findings highlight that there are considerable knowledge gaps. knowledge gaps are discussed, and a framework for a better understanding of perceptions of change is provided.

Keywords

Behaviour, climate change, demand responses, Perceptions, travel motivation

CONSUMER HEALTH CONSCIOUSNESS AND ITS IMPACT ON PURCHASE BEHAVIOUR OF FOOD PRODUCTS

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ABSTRACT

In this current era, the people suffer from various diseases because of changing Indian lifestyles, culture and with the growing disturbance to the nature. The growing urbanization and its changing consumption patterns have created a noticeable change in its environment and giving more illness to human beings. Keeping these changes as the main theme of the study, research focuses on knowing the consumer health consciousness and its impact on purchase behaviour of food products. Most of the health issues that the people face today will continue to have impact on their lives indefinitely, many with an increasing sense of urgency. In light of these disturbing developments in our behaviour, many individuals and family have begun to make changes in their consumption pattern. The main objective of the study is to analyse the consumer health consciousness and its impact on purchase behaviour of food products.

Key words: consumption pattern; urbanization; consumer awareness; purchase intention; health issues

A STUDY ON IMPACT OF E-PAYMENT TECHNOLOGY ON SELECTED BANKS PERFORMANCE IN INDIA

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ABSTRACT

An Electronic payment in short, can be simply defined as paying for good or services on the internet. It includes all financial operations using electronic devices, such as computers, smart phones or tablets. E-Payments come with various methods like credit or debit card payments or bank transfers. The main objectives of the study is to focus on the impact of E-Payment technology in selected banks in India, to know the reasons for the problems and to find a solution to the problems and to know how banks are using E-Payment technology and how they are overcoming their problems.

Keywords:E-Payment technology, bank performance, financial operations and payment methods

A STUDY ON FOOD WASTAGE UTILIZATION IN VIJAYAWADA

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ABSTRACT

The amount of food waste generated in the country continually increasing, the misuse of food along each stage of the food lifecycle has become a serious environmental, social, and financial issue. Huge quantity of food is wasted every day in hotels and restaurants. The waste at marriage halls, a party hall etc. is also gigantic. In a country, a huge society is deprived of basic amenities and don't get meal for one time, such wastage is intolerable. It is an irony that there are hundreds of NGOs working towards helping the people belonging to under-privileged society and want to at least provide them with bare minimum requirements such as food and shelter. The proposed method says that if we can connect these two, in such a way that these NGOs can get the "food to be wasted" without hassle, and the hotels/restaurants/party-halls find these food seekers without any extra effort then it will serve a greater cause and will be a big service to humanity. Using the cutting edge technologies, we can bridge the gap. Now a day, Smartphone's are available at a highly affordable price and are the best way to keep people and agencies connected.

Key words: *food waste, NGO, hotels/restaurants*

IMPACT OF INDUCTION TRAINING IN THE ORGANIZATIONS

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ABSTRACT

The purpose of the study is to show the impact of the induction training in the organizations. It is necessary for any organization to build their employees strong and to fit their in the roles they perform. Usually induction programs, including mentoring, are seen to alleviate the problem of early career of employee attrition. Mentoring/induction programs as a solution to what is defined as the problem of early career attrition and retention is the focus for this literature review to determine the current research base that supports such programs and initiatives. In the todays competitive world the induction training is very helpful to the employees to understand the role and gave their better performance for the organisation.

Key words: *induction, training, Mentoring, organisation*

A STUDY ON STUDENTS PERCEPTION AND FACTORS INFLUENCING THE SELECTION

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ABSTRACT

Education is the main indicator of social, cultural and economic growth of any nation. It is among the major drivers behind the strong foundation of a society. Education has always been an important source for helping the community out for their financial misery and ensuring candidate's employability. The contribution of higher education in facilitating the overall development of county is well appreciated by all countries Management is a branch of knowledge that is a unique combination of theory and application and being a professional degree it is accepted all around the world. This research aimed at understanding the latest trend in management education with respect to student's preference. It also aimed at studying the different factors affecting the selection of MBA. The main objective is to identify how far the factors such as strategic management, career development, external influence activities contribute to the students selection

Key words: strategic management, career development, employability

AWARENESS AND PERCEPTION OF CONSUMERS TOWARDS ONLINE PHARMACY SERVICES, VIJAYAWADA:AN EMPIRICAL STUDY

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ABSTRACT

Online pharmacies providing an easy opportunity to purchase large variety of medicines. These offer various advantages like lower costs, easy accessibility, doorstep delivery etc. Online pharmacies also carry with them disadvantages like lack of interaction with physician, dispensing of drugs without prescriptions, selling of substandard medicines etc. There is lack of study about consumer's awareness regarding online pharmacy in India. Hence study was planned to assess consumer's awareness and Perception towards the use of online pharmacy services in the Vijayawada, India. **Material and methods:** Cross sectional, questionnaire based study was conducted to assess consumer's awareness and behaviour towards the use of online pharmacy services. **Results:** In this study although 80.1% of respondents were aware about online pharmacy but only 15.4% of them purchased medicine through it. Uncertainty about timely delivery of medicines and supply of counterfeit medicines were the major apprehensions regarding online pharmacies among 55% and 45% of participants respectively. Factors likes Non-Availabilty of community pharmacy shops (46%) and illegal website (43%) were marked as a characteristic of doubtful online pharmacies. Features like doorstep delivery and better price discounts were claimed as desirable features of online pharmacies by 69% and 76.7% of participants respectively. **Conclusion:** Purchasing medicines from online pharmacies was not a common practice among the respondents. Consumers need to be educated about the risks and benefits associated with buying drugs on the internet. Educational measures should be coupled with adequate monitoring of online pharmacies from regulatory authorities.

KEYWORDS: Online Pharmacy, Consumers, Awareness, Behavior.

A STUDY ON CUSTOMER PERCEPTION OF LOYALTY CARDS IN VIJAYAWADA

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ABSTRACT

In the environment of cut-throat competition marketers are showing interest in customer loyalty programs. Loyalty programs have become one of the most critical means by which companies manage their customer relationships. Customer loyalty is one of the major objective of the marketing efforts. In the present competitive scenario making customers loyal is a tough nut to crack. Indian retailers are using loyalty card programs to win customers. Loyalty programs are not panacea to ensure the profitability, consumer perception towards loyalty program plays a crucial role in the success of the program. This research would attempt to find out the consumers perception towards Loyalty card programs and apply the empirical analysis to test the difference in perception of male and female customers.

Keywords: loyalty program, perception, retailing

MEDIATING OF ORGANIZATION CULTURE IN ENFORCING DISCIPLINE FOR EFFECTIVE EMPLOYEE PERFORMANCE IN SBI

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ABSTRACT

The main reason of this study is to examine the effect of discipline management and its procedures on the performance of the employee in State Bank of India situated in the location of Guntur. Indiscipline results in distraction of each and every organization. The consequences may be includes property distraction, working hours loss, unable to meet the performance targets and losing the competitive advantage. Hence mission and vision may not be achieved. High motivation of the employees which results in high performance will be achieved through proper disciplinary procedures. The target population in this study is 215 employees of SBI across Guntur. The employees were taken randomly from few of the departments like HR and Development, Finance and Research Department. The study found that most of the SBI employees are aware about the existence of the code of regulations and disciplinary procedures that will be taken on the undesired performance like absenteeism, negligence and lateness. The study also found that the factors which threatens the employees for his undesired behavior. The study also suggests that SBI should regularly alert their employees on expected level of discipline. This study also found that how much of employees are giving their best to finish their targets. It was found that how the progressive discipline procedures like verbal warnings, written warnings, suspension and positive discipline procedures like counseling will have impact on the change of the employee discipline. This study also provides us to know whether there is impact of disciplinary procedures on employee performance. This study also found that how the relationship is being maintained by a manager with his staff. It is because of that without knowing about his employees, the managers will be unable to fill the questionnaire and tries to pick neutral option for most of the questions. But luckily the information we got clearly says that the relationship between manager and employee is very appreciable.

Key words: *management, motivation, Finance and Research Department*

A STUDY ON CREDIT RISK MODELLING

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ABSTRACT

Credit risk analysis is the practice of Mitigating losses by understanding bank's capital capability and loan loss reserves at any point in time. The major goal is to maximize risk adjusted rate of return by maintaining credit risk exposure within acceptable parameters. The credit analysis seeks to identify the appropriate level of default risk associated with investing in that particular entity. The outcome of the credit Management will determine what risk rating to assign the debt issuer or borrowe. The main Objective of Credit risk Analysis is to Reduce NPA's (Non-Performing assets)

Key words: *Credit risk, rate of return, Non-Performing assets*

PREDICTIVE ANALYTICS IN TALENT ACQUISITION IN IT SECTOR

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ABSTRACT

The main of the study is to know the benefits of predictive analytics in talent acquisition and what is the impact of talent acquisition due to analytics in the organization. Predictive analytics can be used throughout the entire recruitment process to drive efficiencies in an employer's recruitment funnel. Recruitment data will give you an understanding of what recruitment funnel looks like now, and from there, predictive analytics technology can make the process more efficient, which means you would need fewer applicants to hire the right candidate. Identify the primary reasons for attrition and identify high-value employees for leaving. Recognize the factors which turn the employee satisfaction and productivity. To determine the individuals KPIs on the business. This study indicates the extent of utility. They believe that organizations new to talent analytics should focus primarily on building their reporting capability and HR data infrastructures. Clearly defined metrics and dashboards are indicators of strong talent analytics metrics and dashboards are indicators of strong talent analytics step, a company could take on either advanced analytics or organizational research. This study is known how analytics are useful in talent analytics.

KEY WORDS: Recruitment funnel; data metrics; dashboard; talent analytics; predictive analytics.

A STUDY ON COMMUTERS' PERCEPTION TOWARDS SERVICE QUALITY IN INDIAN RAILWAYS WITH SPECIAL REFERENCE TO VIJAYAWADA JUNCTION

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ABSTRACT

This research is to identify the determinants of perception as well as on the satisfaction of railway transport commuters. The research display the relationship between perception and customer satisfaction in a Railway transport service taking into account Off-board(outside of the train (platform)). The study explores satisfaction and their determinants. This study conducted by convenient sampling. These studies only taken 7 services are based on the giving passenger's satisfaction towards trains. We conclude that speed and punctuality are quality dimensions of greater importance for the railway transport services.

Keywords: *Railway, Passengers, Perception, Satisfaction, Services*

A STUDY ON FARMERS' AWARENESS TOWARDS PRADHAN MANTRIKISANSAMMAN NIDHI YOJANA SCHEME

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ABSTRACT

This research is to identify the determinants of perception as well as on the awareness of farmers. The study explores awareness of farmers. This study conducted by convenient sampling. We conclude that promotions and providing help centers to the people.

Key words: *PM kisan scheme, farmers, awareness, perception*

ASTUDYONCHALLENGES FACED BY THE ORGANIC FARMERS IN MARKETING OF ORGANIC PRODUCTS IN KRISHNA DISTRICT

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ABSTRACT

In this research paper we are going to study the problems or challenges faced by the organic farmers in marketing their organic products and suggesting a suitable solution to how to improve their marketing strategies and also we will find what are the factors which helps in improving their marketing strategies and also suggest them a model framework which helps with their marketing strategies to get developed .Here the analysis is conducted in SPSS tool which intake of both dependent and independent variables through which the future path for the marketing of organic products can be obtained.

Keywords: *price, customer satisfaction, uniqueness, quality, organic products, knowledge etc*

A STUDY ON CONSUMER PERCEPTION TOWARDS ZOMATO, SWIGGY AND UBER EATS - A COMPARITIVE ANALYSIS

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ABSTRACT

The purpose of this study is to investigate the factors that influence the attitude of internet users towards online food ordering among university students. It uses the The Unified Theory of Acceptance and Use of Technology (UTAUT). Data was collected from 200 individuals. Over the years, Online Food Delivery (OFD) Services has become an integral part of the Food Tech industry. It has matured from food processing and technology in manufacturing to online food ordering and delivery services market. The first type largely comprises of fast food chains such as McDonald's, Pizza Hut, Dominoes, Subway etc. The second type comprises of multiple restaurant aggregators. Some of the eminent OFD aggregators are Zomato, Uber-Eats, Food-Panda, Swiggy, etc.

Keywords: *UTAUT1; information quality; continuous intention; food service consumer, Online food delivery, Mobile application Zomato, Swiggy, Uber eats, Restaurant, Online food ordering, current customer feedback, Expectations of consumers, e-commerce*

A STUDY ON IMPACT OF COVID - 19 ON INDIAN RETAIL BUSINESSES

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ABSTRACT

Coronavirus, one of the deadly known viruses has already taken the lives of many in our country. This means that the country's economic growth has lowered down. It has almost shaken up all types of business including the retail business on a massive scale. Major retailers have temporarily shuttered their stores. Apart from that, the medium and small-sized retailers are combating with the situation due to low footfalls. The key purpose of this research is to determine the impact of coronavirus (COVID-19) on the retail businesses in India.

Keywords: *Consumer Behaviour, Coronavirus (COVID -19), Retail Business, E-Businesses*

STUDY OF INVESTORS PERCEPTION TOWARDS DERIVATIVE MARKET IN VIJAYAWADA

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ABSTRACT

The history of derivatives may be new for developing countries but it is old for developed countries. The first derivatives as “futures” contracts were introduced in the Yodoya rice market in Osaka, Japan around 1960. The commodity derivatives market has been functioning in India since nineteenth century with organized trading in cotton. Exchange traded financial derivatives were introduced in India in 2000 at two major stock exchanges NSE and BSE. There are various derivative instruments like index futures. Stock futures, index option, stock options, interest rate futures, currency option, currently traded in these exchanges. This paper investigates the perception of the investors in NSE and BSE derivatives markets. The study focuses on investor’s perception. The data were collected from 120 respondents via a questionnaire survey.

Keywords: *DS - Derivatives status, DM- Derivative market, II- Institutional investors, IP- Investor perception*

CONSTRUCTION OF OPTIMAL PORTFOLIO CONSTRUCTION USING SHARPE'S SINGLE INDEX MODEL

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ABSTRACT

Investing in share market is a risky business. While some of the risks can be controlled, others can only be guarded against. To reduce the risk of an investment, many portfolio selection methods have been proposed. To generate an optimal stock portfolio, one has to select stocks and decide the proportion of the capital to be invested on each stock. In this article, we constructed an optimal portfolio. This portfolio diversification gives an opportunity to diversify the risk. The Optimal portfolio concept falls under the modern theory. The theory assumes (among other things) that investors try to minimize risk while striving for the highest return possible. The theory states that investor will act rationally, always making decisions aimed at maximizing their return for acceptable rate of risk. Each investor must decide how much risk they can handle and then allocate (or diversify) their portfolio according to this decision. This article uses the proposed model which generates good results when experimented on stocks of National Stock Exchange.

Key words: *share market, optimal portfolio, diversification, National Stock Exchange.*

A STUDY ON CHANNEL STRUCTURE AND SATISFACTION OF VIJAYA DIARY DISTRIBUTORS IN VIJAYAWADA

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ABSTRACT

Vijaya diary is one of the most premium milk products in Andhra Pradesh It has complete wide range of milk products from milk to sweets. Which has a sophisticated distribution channel networks all over Andhra Pradesh. The main aim of this research is to study the channel structure and satisfaction of the Vijaya diary distributors in Vijayawada. Distributors are agents of a manufacturers who supply products to other businesses that sell to end users or delivers product straight to end users. Distributors play a significant role as a link between the manufacturer and its consumers. A Company Success or failure predominantly depends on its distributor's performance. Therefore, an important responsibility of a manufacturer is strongly support to its distributors in Vijaya Diary firm of Andhra Pradesh. Data was collected via structured questionnaire and analysed using Statistical Package for the Social Sciences, version 16.0. distributor trust, distributor attitude, distributor Commitment, Co-operative norms and distributor loyalty are considered as independent variables or predictors and distributor satisfaction selected as dependent variable, relationships among the constructs was examined The results provide evidence to support the hypothesized relationship and provide useful information for firms in formulating strategies to satisfy its distributors there by developing long-lasting and profitable relationships

Keywords: *Channel structure, Distributors satisfaction, Vijaya Diary firm and Vijayawada.*

A STUDY ON FOREX RISK MANAGEMENT OF EXCHANGE RATES IN INDIA

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ABSTRACT

With the introduction of liberalization of the Indian economy and many other economies, the matter of survival of economies in isolation is out of question and could prove to be a suicidal thought, now with increased industrialization and opening up of economies for trade and commerce, political boundaries of nation have been transgressed by businesses. However this opportunity of making money abroad may also bring some inconvenience to the parent company as it might suffer losses or receive eroded profits when the foreign currency is converted to the local currency at prevailing rates. There may be several other examples like this in real and hypothetical scenarios, and those needs to be addressed with prudence. This topic does the same as it calls for an attention towards these risks and precautions/ remedies available for the same. Apart from MNC's there are people who enter into currency market for speculative gains. These traders do not actually require these foreign currencies but buy/sell them for making profits from the existing market situation. The proportion of these traders is much longer than those who need foreign currency to make payments, give wages etc. with these above mentioned facts, we proceed forward with this paper.

Key words: *liberalization, Indian economy, currency, industrialization, exchange rates*

Reading Arundhati Roy's *The God of Small Things* from Ecofeminist Perspective

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ABSTRACT

The current paper is an attempt to study Arundhati Roy's *The God of Small Things* (1997) from an ecofeminist viewpoint. Arundhati Roy, who is recognized as an eminent environmental and political activist, not only criticizes but also highlights the loop-holes of modern Indian society, particularly after colonialism. Roy is not against any kind of development, but she attacks the hierarchy of system prevalent in the society: she is against the exploitation of Nature by mankind in the name of development, the predominance of patriarchy and the subjugation of women in the society, and the imbalance between the powerful and the powerless. In *The God of Small Things*, the author condemns this faulty hierarchical system, which is completely dominated by patriarchy, and opines that this should be handled with proper economic planning. Roy even finds resemblances between environmental disparity and social disharmony. This paper tries to examine all these issues from an eco-feminist perspective. Nature's revolt against man's whimsical actions has been studied with muted group theory and backchannel communication motifs. The flora and the fauna were allowed to vent out their suppressed feelings and desires, and they symbolically represent the oppressed women-class. How ecology becomes a significant medium of communication is also analyzed in the paper.

Keywords: *Development; Environmentalism; Exploitation; Oppression; Society.*

47

An Investigational Study on Assessing Speaking Skills by Contextual Intelligence (CI)

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ABSTRACT

Since ages, theorists have been hypothesising that skill in speaking can be measured positively correlated with the Contextual Intellectual (CI). As Aristotle said, Man is a civic animal ⁽¹⁾, and he uses intelligence based on the context or event or any other situation, not on the Intellectual Quotient (IQ) levels. Contextual Intelligence (CI) is, although, considered the tacit ability or knowledge and can be measured over language abilities and skills. This research article targets to assess speaking skills by using CI at undergraduate level. 30 undergraduate heterogeneous students have been tested if they could use or develop CI to speak freely and clearly in L2 classrooms and labs. To assess Speaking skills, CEFR speaking Skills rubrics have been adopted. Speaking Skills and Contextual Intelligence (CI) have been identified and notified separately after taking outputs of the stipulated aspects from experimental group. Analysing and assessing speaking skills by CI have been embedded with the CEFR rubrics. Stern Berg's Triarchic Model ⁽³⁾ (Creativity 1999) and Lang's Cognitive Psychology Models ⁽¹²⁾ (1971) have been formulated to test the reliability of the empirical data to assess the tacit knowledge of the heterogeneous group.

The Significance of Language Games in Learning English as a Second Language

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ABSTRACT

Many young learners who learn English as a second language develop phobia and anxiety towards the learning of English language and it invariably demotivates them. It is a well-known and established fact that motivation is the core part of learning. In order to motivate the learners, every English language teacher, in the teaching learning process, uses numerous techniques and strategies. One such predominant technique is the use of Language Games. The language games not only motivate the learners to learn a language but also debilitate their phobia and anxiety. They instigate the learners to become more proficient users of language. The aim of this article thus is to mention the bountiful benefits of language games, their design as well as their exertion in the classroom. It also brings out various problems that arise during the implementation of language games in the classroom.

Key words: *Language Games, English as a Second Language.*

Improving Speaking Skills: A Challenge For The 21st Century Classrooms

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ABSTRACT

Technology has brought revolutionary changes in the 21st century. It is an age of digital era. Of the four language skills, speaking skills plays a very predominant role of the four language skills to communicate in the global market. In the fast growing digital era, it is a challenging task for a teacher to produce competent and potential individual to meet the needs of 21st century. The researcher focuses on how a teacher can be creative professional not as a **trained teacher** but as a **teacher educated** in order to transform the professional theory and practice with a huge responsibility for implementing the innovative methods on all the levels of learning. It also points on the issues faced by the teacher and the learner in the classroom scenario. Besides this, it also throws light on methods of teaching and the design of curriculum and syllabi which is not matching the needs of the 21st century learners.

Keywords: *Speaking Skills, Creative Learning, Challenging task 21st century.*

Developing Speaking Skills: Engineering Students of East & West Godavari Districts of Andhra Pradesh; Tools and Methods

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ABSTRACT

Language is a system of communication. Languages endure and thrive by virtue of their function and capacity in the society. To comprehend social relations, there is a need for a typical language. English is the most well-known language worldwide and the key force of it is universal. In the process of teaching and learning English language, we always need to talk about the communication skills. Communication skills are crucial for a student's scholastic achievement and future career opportunities. In the current scenario, students must possess academic excellence as well as possess requisite abilities to improve their learning and employability possibilities in the future. It is monitored that most of the engineering graduates, today, lack communication skills, mainly speaking skills. This paper mainly adumbrates the significance of developing speaking skill as it is a prerequisite to the Engineering students to meet the needs of the companies.

Key words: *Communication Skills, speaking, engineering students, employability*

Methods or Tasks to Enhance Effective Communication using Non Verbal Communication skills in different levels of Students

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ABSTRACT

This Paper enlightens many by giving perfect tasks to improve the students' communication skills differently by using Non Verbal Communication skills. It's a known thing that if a person has good communication skills then he/she will get success in his /hers lives. But the real thing is that they are unaware of the hidden fact that they are also very good in Non verbal communication skills. It is important to a student to understand the importance of effective communication in the present situation. Communication itself is an act of sharing or conveying meanings from one person or groups to another which includes ideas, attitudes, and emotions. Those emotions come under Non Verbal Communication skills. It is a known thing that Verbal and Non Verbal communication skills are interlinked and cannot be changed.

There are various methods and tasks to improve non-verbal communication skills. In Presentations, frequent giving of eye contact with the people gives courage and confidence to share. Dumb Charade is an act where a person has to use different gestures, body language and facial expressions to communicate. Role play is a created situation in which students act out to understand the feelings of others. It helps the students to understand different perspectives.

Keywords-Non Verbal Communication Skills, Methods, Tasks, Effective Communication, Dumb Charades Role plays, Presentations, Perception.

Boyhood Under The Suppression of Patriarchy and Authority

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ABSTRACT

Rasipuram krishnaswamiyerNarayanaswami, commonly known as R.K.Narayan was an Indian writer in English. The Swami and Friends is one of Trilogy and his first novel also situated in his fictional South Indian town called Malgudi.The fictional novel of the R.K.Narayan,Swami and Friendsdiscusses the children's psychic towards their interests.But the protagonist character of this novel Swami (or) Swaminathan the lawyer's son presents contradictory views against patriarchy during 1930s under the British rule.The presented children's characters in this novel reflected their interests towards playing games limitlessly but the depression coming from school authority to prevent them. The implications faced by the children lot which came from authorities.The objective of this paper is to focus on how children cannot bear such unbearable situations,to prevent their aspirations during the colonial period of the 20th century, in India.

Keywords: Boyhood, aspirations, situations, authorities, fiction.

ZORA NEALE HURSTON, The Voice of A New Southern Style

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ABSTRACT

Incidents in *Their Eyes Were Watching God* (1937) by Zora Neale Hurston provide versions of historical time periods represented in detail than history books ever could. Hurston's work shares many of the themes but presents them with a new style of writing that shows blacks in the South were more than their past; that they were humans with emotions and desires. When one looks at the works of Hurston, one can, through analysis based on theoretical perspectives of New Historicism, Feminism and Realism, recognize commonalities of theme and symbolism that are unique and enlightening blue-prints for a better understanding of slavery and its aftereffects.

Key words: *Southern voice, slavery, new historicism, realism, feminism etc.,*

Conflate it Like Beckett: Samuel Beckett and Exploratory Modern Fictional Writing

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ABSTRACT

Samuel Beckett authored novels, short stories, poetry, stage plays, and scripts—and he did each in a way that merged genre, challenged the norms of creative writing, and amazed audience. His experiments include the use of absurdism, genre-hybridization, and ergodicism, which led to Beckett fundamentally changing the approach to creative writing. His aesthetics have seeped down through the years and can be seen in Mark Z. Danielewski's novel *House of Leaves*. By examining this writing in comparison to Beckett, this research paper hopes to illuminate the effects of Beckett's experimentation in form and genre on contemporary creative writing.

Key words: *Absurdism, genre-hybridization, ergodicism, creative writing etc.,*

Subalternity and The Interweaving of Disguise and Dual Personality as A Masking Strategy In Karnad's Naga-Mandala

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ABSTRACT

GirishKarnad, the Indian playwright, actor, and film director has produced artistic works on human life, gender, socio-political and cultural issues. This research paper examines the importance of masks in Karnad's Naga-Mandala. This paper relied on the textual and visual records of his play, articles, and scholarly reviews about theatre in establishing the context of his dramaturgy, and the thematic considerations. It gives an account of Karnad's theatrical background, the factors responsible for his early interest in theatre and performance, cultural context of his plays. It also presents analyses of gender, society, and masking strategy in Karnad's Nagamandala.

Key words: *Subalternity, dual personality, masking strategy, theatre etc.,.*

The Use Of Reading Strategies For Esl Learners:: A Study Of Jntuk Technical Students

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ABSTRACT

Reading strategies have been found to be correlated with reading comprehension. Reading comprehension is associated with students' scholarly achievement. This study examines and analyses which reading strategies are useful in improving students' comprehension of the content they read. Reading strategy use was measured through participants reading the given text and state their opinion while reading the text. Other factors' relationship (vocabulary knowledge, working memory, decoding, and word reading fluency) with reading comprehension was additionally measured. Working memory is the ability to focus on the information pertinent for comprehension, Decoding is right way to pronounce words and understanding letter-sounds connections. Fluency is speed of reading. In this vocabulary knowledge was correlated with reading comprehension. The reading strategies that correlated with reading comprehension included summarizing, making inferences while reading, connecting different parts of the text, and referring to the structure of the text. Subsequently, by realizing which reading strategies were useful to individuals while reading would then be able to help improve students' reading comprehension. Trainers can urge students to utilize explicit reading strategies while additionally checking their utilization of those strategies. Thus, by improving their reading comprehension, students can emphatically sway different parts of their life and potentially tackle barriers such as accessing counselling services.

Key words: - *Reading Strategies, Reading Comprehension, fluency, inferences etc.,*

Skin Colour, Body Aura and Self Image of Indian Women- Missing Quotient in South Asian Literature

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ABSTRACT

Colourism stratification could be a persistent perplexity in the Republic of India. Socially and culturally created definitions of beauty supported skin tone sustain beauty ideals that form the faith and procedures around fair complexion for ladies. The study of skin tone and its connection to frivolity is crucial in expanding the regional analysis examining the intersections between body image and the content experiences of Indian girls. A multigenerational assessment provides greater insight into how skin tone bias disseminates, reinforces, and normalizes white heteropatriarchy. The narratives of skin tone bias manifestation among adult girls in several Indian family units are consistent with their life stage and membership within the family. Based on the analysis and discussion in vital Race Feminism theory and Poststructuralist theory formed and influenced the beliefs and practices around natural skin, still because of the self-perceptions and shallowness of South Asian girls. The representations of those standards are exclusionary and more and more unrealizable. Therefore, it provides a chance to achieve a higher understanding and significant awareness relating to acquiring an even conception of beauty functions as a tool of oppression and the potential psychosocial effects on different generations of South Asian girls.

Key Words : *Colourism, skin tone, body image, race feminism theory, post structuralist theory etc.*

Future Employment: Changing Skill Needs

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ABSTRACT

Studies show the minimized potential effects of automation on job creation, ignoring other trends like globalization, population aging, and the rise of the green economy. This research paper presents how employment is likely to change and the implications for skills. It presents what we can expect and what could be uncertain. The dynamics in different parts of the labour market illustrate industries like food, healthcare, manufacturing, and education that are likely to grow. Emphasis is on skills that would be in demand, including interpersonal skills and higher-order cognitive skills. The study challenges the false alarm that contributes to the culture of risk aversion and holds back technology adoption, innovation, and growth. This research shows that the future workforce needs broad-based knowledge besides more specialized features necessary for specific occupations.

Index terms: Job creation, globalization, green economy, workforce etc.

A Made Dalit: Discoursing the characterization of Female protagonist in Arundhati Roy's

“The God of Small Things”

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ABSTRACT

Some are born Dalits, while some others are made Dalits. This paper explores how the woman, under certain socio-economic circumstances, is made a helpless being with reference to the female protagonist in Arundhati Roy's *The God of Small Things*. Suppose we observe and analyze the characterization of Ammu, the woman - protagonist. In that case, she appears to have represented the fourth world, having been put to inequity both in family and society. Velutha, a Dalit youth, is deprived of basic amenities, health, education, right to possess property, social security, moreover respectable social identity. Similarly, Ammu, who was born in a Syrian Christian petty-bourgeois family, is also deprived of the same in the caste-ridden class society in India. In several contexts, Ammu appears as a Dalit. The main objective of this paper is to study the characterization of Ammu and trace the causes behind her marginality that was reflected in the novel. In order to achieve the above purpose, the Dialectical and Historical Materialistic method is employed. This method helps us explore the relationship between literature and contemporary social relations, otherwise called production relations. This method is also called the Marxist method.

Key Words: *Made- Dalit, Deprivation of higher education, Pathetic marital life, Place of a woman in a traditional family set up, Deprivation of the right to property and love.*

Convergence of Language and Literature for Enhancing Employability Skills Among Undergraduates: A Study

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ABSTRACT

This paper explores the necessity of the convergence of Language and Literature for the enhancement of employability skills among students at undergraduate level in the backdrop of the current day socio-economic and cultural phenomena. The emergence of new tendencies in the existing socio-economic and cultural planes in society compel the educators reconsider the boundaries of the conventional methods of education system. The induction of the policy of 'dual degree courses', of late, by the University Grants Commission, India, testifies the necessity of the acquisition of skills by students in the multiple domains of knowledge and skill. In the background of the current academic environment in the country, it is hypothesized that the designing of the curricula of English Language Teaching in the 21st century with the rational convergence of language and literature brings in better change in the knowledge and skill set of students and helps them compete efficiently in the job market and perform sensibly in their prospective workplaces. So, the objectives of this paper include the study and analysis of

(i) the interdependence between language and literature, and (ii) how the productive utilization of the contents of these two academic domains, as curriculum material, helps the students acquire employability skills. This research is transformative in nature and its method is qualitative which includes the study, observation, and analysis of the empirical research inputs from the objective perspective.

Key Words: convergence - interdependence - new tendencies - social relations - cultural literacy-career- creativity - integrity - critical thinking - conformist ideas - tolerance - decorum - external perilous stimulants. (257 words)

The Elements of Satire in *Bleeding Edge*: A Study of Pynchon's Over-revved Style

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ABSTRACT

Pynchon's new novel *Bleeding Edge*(2013) begins with an interesting line "It's the first day of spring 2001" that could well remind us of the opening sentence of George Orwell's "It was a bright cold day in April, and the clocks were striking thirteen" for his Nineteen Eighty-Four(1949) Novel. Both the novels carry complicated themes yet more ordinary and sound more peaceful when read their opening lines. The latest novel of Pynchon is set in New York City, and the September attacks are overtly touches every page. However, many of those pages make the readers confront funny, sexy, domestic, satirical or mysterious elements that are intertwined and are adhered to all the characters portrayed in the novel. All the characters are presented exceptionally well and Pynchon showed his authorial brilliance in fiction writing that is with the characteristically over-revved style. It is a joy as well as a pain to comprehend, 'though the technobabble of various computer geeks' love to or getting used to some as their take-away from this work. Still, as the first day of spring leaves behind the last day of winter in an agreeable manner this paper disagreeably leaves behind the fractured and fragmented exclusives connected to the main theme and focuses on the elements of satire that may perhaps reveal the style of the author to some extent as he is into his late 70's when he wrote this novel.

Enhancing Language Competence among Slow Learners in Autonomous Learning Using Mobile Applications

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ABSTRACT

English language, being the International official language for communication in today's world, plays an important role in student's life. Teaching-learning process in English classrooms among the undergraduates, who are facing many challenges due to different levels of proficiency is matter of concern in every institution of higher learning. The classroom is always a combination of slow learners and advance learners. Teaching only the syllabus in framed methods will not bring desired outcome. Teacher should motivate autonomous learning among slow learners to take responsibility of learning independently. Learning through mobiles became lifestyle for the new generation learners. Mobile learning is more spontaneous and less formal. It has the advantage of self-learning and learning anywhere, everywhere and at any time. Language learning through mobile was first time invented by Stanford learning lab (Beown-2001). Hence, the teachers can fill the gap between slow learners and advance learners. This study focuses on investigating the self-learning model using mobile applications in autonomous learning to enhance English Language Competences among slow learners in first year undergraduate students. For this purpose a questionnaire about autonomous leaning using mobile applications for the slow learners was administered to 150 under- graduate students. A pre-test was conducted and students underwent intervention programme for the period of 20 days, at the end post-test results were show than the students enhanced in language competencies.

Keywords: *English Language Competences, Autonomous learning, slow learners, M-learning, Mobile Applications, Learning English Language.*

Incorporating Gamification to Enhance the Speaking Skills of Primary Level Students of Telugu Medium Background in Andhra Pradesh

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ABSTRACT

The Main aim of the Researcher is to Enhance the English Speaking Skills of the rural Telugu medium Students at primary Level in Andhra Pradesh with Game based Learning Activities. To measure the feasibility of learning through these activities, a comparative study has been proposed between the private English Medium Schools and the Government Telugu medium schools. The Researcher personally observed the Teaching Methods adopted by Teachers in Private English Medium Schools and rural Telugu Medium Government schools especially in teaching English Speaking Skills. The Aim of this study is to define the strengths and weaknesses of Speaking Skills of Rural Telugu Medium Students in Andhra Pradesh and to demonstrate the enhancement of the speaking skills of students. Research suggests the use of game based learning activities and motivate the students to develop their ability to speak fluently without any fear. Some of the popular games like Scattergories, Charades, Pictionary, Memory games, Bingo and so on can be used in the classroom.

Key Words: *Enhance, feasibility, Comparative study, demonstrate, Gamification, Charades, Pictionary.*

The Intrinsic values of Robert Browning's Poetry

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ABSTRACT

The Victorian period saw the rise of poets like Robert Browning, Alfred Tennyson, Mathew Arnold, Gerald Manley Hopkins. Browning is essentially a poet of the people. He was very much a theist. He had faith in rebirth after one's death. There is a clear message in almost all his poems. He is an optimist and hopes that the world at large will offer fruitful solutions to all the problems that man is faced with. Man is bound to live in peace submerging his sorrows, trivials and tribulations. He believes in what we refer to India as 'God's Lila'. The concept of hell and heaven are focal points in most of his poems. When we read the poems of Browning, the feeling of immortality engulfs our mind. Man is advised not to get immersed in human struggles, disappointments and short comings. There is a greater possibility of men achieving things in the lives to come in another generation, and those which eluded achievement. There is a significant emphasis and focus on the human effort through Browning's optimism in order to reach the impossible. The idea of Victory and struggle is one of the hall marks of his poems. He expects men to put in a lot of effort irrespective of what is achieved. There is a gulf of difference between the desire to achieve and achievement itself, which is the crux of humanity. The never ending process of humans' expectation of immediate returns is in the very nature of humans' life. Life becomes worthy only through one's attempts and not through their accomplishments. Our thinking gains ascendancy over our mission to fulfill the task of achieving.

Keywords: *Trivial, ascendancy, optimism, focal, generation, accomplishment etc.*

Repositioning Diasporic Gap and Rediscovering Self Identity in Bharati Mukherjee's *The Desirable Daughters*

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ABSTRACT

The current research article is an attempt to shed light to the major diasporic issues in the novel *Desirable Daughters* written by Bharati Mukherjee. It tries to explore the self-identity crisis depicted in the novel. Most of the diasporic writers represent the reality of life in their writings and those writings are the mirrors which reflect their personal experiences. Their experience of alienation and adaptation in a new place and the emotions of identity crisis lead them to create wonderful writings which offer them a comforting channel that helped them to come out of their agony in which they pass through. *Desirable Daughters* tells the story of three sisters who suffer in the alienated society to discover the self - identity where they come to know their marginal position in the family and the society. The diasporic gap made in the life of alienated citizens who are forced to deracinate from their mother land not only leads to separation but also to the rebirth and rediscovery of their identity. The protagonist of the novel Tara pursues for her identity and she faces many sociological and ideological challenges throughout the process of rediscovering the self- identity. The novel depicts the ways how Tara relocates the diasporic gap and reunites with the family and society on her path of rediscovering the self -identity in the self - contrast society. Hence the *Desirable Daughters* is the novel in which Mukherjee attempts to demonstrate the uphill struggles to search the identity by three sisters who face both the modern and conventional society and its varying ethical values

Keywords: *Repositioning Diasporic Gap, Rediscovering Self Identity, Alienation, ethical values, sociological challenges, ideological challenges*

Critical Realism in SudhaMurty's *Bonded By Bisleri*

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ABSTRACT

Sudha Murty, born on 19th August 1950, is a prolific Indian writer, teacher, social worker and philanthropist. She writes fiction and non-fiction in English and Kannada. Her works are translated into several other Indian Languages like Marathi, Hindi, Telugu and Tamil. To her credit, she has published 30 books and more than 200 titles in various Indian newspapers. All her writings are embodiments of her experiences and observation of the lives of destitute and marginalised. Among her several short stories which portray the inner reality of people and their life style, *Bonded by Bisleri* is one of the short stories which depicts the concept of 'critical realism' in the most celebrated manner. Sudha Murthy's *Bonded by Bisleri* deals with the theme of human life and their struggles at the time of natural calamities. She writes that the people living in the affected areas are expected to relocate due to the disruption of living conditions, but the family mentioned in the select short story deliberately relocates to a place severely affected by a natural calamity. The family makes an uneven attempt by travelling from Mumbai to Kutch in Gujarat which was severely affected by earth quake on January 26, 2001. The contention of the present paper is to study and critically analyse possible reasons behind the migration of the poor family to a place of extremely uninhabitable condition, which is against the expected reality and further how they considered it as a place suitable for habitation. The paper also deals with the concepts of 'expect the unexpected', 'manage the unmanaged' which remain as the points for discussion of SudhaMurty's *Bonded by Bisleri*.

Key words: Poverty, Social Life, Natural Calamities, Migration

Influence of political leaders on the masses; A key to success in the achievement of freedom.

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ABSTRACT

Much before India was partitioned, Indians saw a leader in Gandhiji. Not only Indians but the whole world wondered at the popularity gained by Gandhiji. The novel titled 'Waiting for Mahatma' by R.K.Narayan predominantly deals with the political chaos that the nation was wading through. At that juncture Gandhiji wielded a great influence on one and all. He garnered support of all likeminded citizens. Gandhiji not only stepped into the shoes of a leader but almost guided everyone onto the same path of non-violence that he trodden upon, the so called 'Ahimsa'. His argument was plain, straight forward and simple during our fight to liberate the nation from the alien clutches. All these hall marks are qualities found in the novel 'Waiting for Mahatma'. This paper examines the mentality of the large group of followers who toed the line of Gandhian thought. The novel focusses on leaders being involved in satyagraha and using non-violent means to achieve freedom at all costs.

Keywords: *Ahimsa, garnered, wielded, influence, straight forward, chaos, thought etc*

Negotiating the ‘Dialogic Imagination’ in Joseph Macwan’s *The Stepchild*

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ABSTRACT

Joseph Macwan’s *Angaliyat* (1986) has been translated by Rita Kothari from Gujarati to English as *The Stepchild* (2004). Having been considered as the first Dalit novel in Gujarati set in rural Gujarat of the 1930s, Macwan’s *The Stepchild* is an enthralling tale of humane sensibilities such as love, friendship, and sacrifices. The novel opens with two hardworking and simple Vankar friends who, motivated by a deep sense of dignity, confront Patidar youth when they make advances to a Vankar girl in the neighboring village. The incident is followed by a series of conflicts with the dominant community and ultimately both friends sacrificed their lives. Not only their families, but the entire Vankar gets involved in high voltage drama, pain, and suffering. From the history of Gujarat, Joseph Macwan’s *The Stepchild* (1930) gives us protagonists with a mission of social justice and their consequences. It also brings out bonded-love, heroism, humiliation, revenge and death of Dalits. Teeha represents the enlightened Vankars who dares to stand up against the devious Patels. The fraternal bond between Valji and Teeha is not an ordinary friendship; in different ways, each sacrifices his life and joys for the others. The contention of the present paper is to study and critically analyze the role and the significance of Macwan’s *The Stepchild* as a social documentation in understanding of Dalit lives in rural Gujarat.

Keywords: *Caste, conflict, gender, friendship, love, identity.*

A War within the War: A Feminist Representation of TahmimaAnam's *The Good Muslim*

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ABSTRACT

The paper entitled “A War within the War: A Feminist Representation of TahmimaAnam's *The Good Muslim*” deals with the complexities of the women's life of Bangladesh during their struggle for freedom and their active involvement in the 9 month guerrilla war against the Pakistan soldiers that leads to the attainment of their freedom in 1971. The paper tries to address the key concepts of feminism in the background of Bangladesh literature in English describing the struggles faced by the women in the East Pakistan under the military ruling of Pakistan from 1947 to 1971. The novel vehemently documents and describes how the young women including school going girls were raped by the Pakistani military soldiers. Those unfortunate women and children who were raped by the Pakistani soldiers were called as *Birangona*, the War Heroines. The present paper looks into the instances and intricacies how those misfortune young women as ‘the War Heroines’ had been put under pressure not only by the society but by their own family members. The paper highlights the ill-fated life of those young women and further their struggle for existence in their own country.

Keywords: *partition, dominance, freedom, gender, victimisation.*

URVASHI O JOHNNY-- AN EPITOME OF URBAN SUFFERING

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ABSTRACT

Mahasweta Devi in her plays weaves a complex web of marginality, exploitation and suffering in the society are very much connected to the heart of the common man. The subject matter of the Postcolonial writers is regarded as a hot commodity of the present literary scenario.

Key words :Marginalization—exploitation-- post-colonial

SYLVIA PATH: A FROSTED PROFILE

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ABSTRACT

The sad circumstances leading to Sylvia Plath's suicide and the abrupt end to her promising literary career have been the subject of a prolonged academic, critical and social debate. But instead of bringing clarity and authenticity to the issues involved it only creates a hazy picture and a fractured profile of the much-esteemed poetic personality of Sylvia Plath. The present article is a humble suggestion for the need for a consummate scholastic attention to her poems and journals.

Key words :Debate--frosted profile—scholastic attention

Black Female voices: Resistance and Survival in the select Autobiographies of Jacobs, Harriet A's '*Incidents in the Life of a Slave girl*' and Maya Angelous' '*I know Why the Caged the bird Sings*'

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ABSTRACT

This paper is a detailed analysis of existence by resistance and surviving by resisting in the life of black abandoned girls in America. The reason for taking the autobiographies of Jacob Harriet (1816 - 1897) and Maya Angelou (1928-2014) is that the conditions and the experiences (race, sexuality, abandonment and identity) of the Black female are much similar though they make a century gap. Harriet Jacobs's *Incidents in the Life of a Slave Girl* tells the autobiographical story of one woman's journey from slavery to emancipation, from resistance to survival. In the course of her memoir, she unfolds her experiences under the pseudonym Linda Brent. Jacob Harriet documents her life as a slave and how she achieves her freedom for herself and for her children. Similarly Maya confronts the subtle effects of racism and segregation in America at a very young age in her first autobiography 'I Know why the Caged Bird Sings'. Maya Angelou describes her coming of age as a precocious but insecure black girl in the American South during the 1930s and subsequently in California during the 1940s. In the course of their lives Jacob and Maya explores the struggles and [sexual abuse](#) that female encounter as well as their efforts to practice motherhood and protect their offspring from the hostile conditions in America.

Key Words: *Identity, Resistance, Abandoned, survival*

An exploration of Individual Identity of a Black Woman: A select study of Alice Walker

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ABSTRACT

Alice Walker is known for introducing the themes of gender and racial inequality that has been underlined with the concept of individual identity. Her works have maintained a deep concern with woman in particular to black woman identity and her exploration. This article studies her two major works 'The Color Purple' and 'Possessing the secret of Joy' as a sequel works. The protagonists of the two novels Celie and Tashi (a minor character in 'The Color Purple') respectively try to recover a lost and defeated self, a self-defeated by people of their own culture, not some outside oppressors. Walker displays the importance of personal identity and the significance of one's heritage. These subjects are being addressed through Celie and Tashi character. The two characters in their novels search for the ability to express one's thoughts and feelings that is crucial to develop a sense of self. Initially, Celie and Tashi are completely unable to resist those who abuse them. Later in the course of their struggles free themselves in their own horizons and explore their possibilities.

Key words: *Identity, abuse, racism*

A Study on Second Language Acquisition & English Language Proficiency

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ABSTRACT

Language Acquisition is an active process that begins at birth and continues throughout life. English Language learning has achieved prominence because of the global status of English. English Language Teaching is a systematic procedure or process that requires great efforts on the part of all the learners. For attaining that purpose, textbooks are the most prominent elements of teaching process for achieving the aims and objectives of a course. Language learning using Learning strategies refers to a set of tactics that people use in order to gain control over their own learning process. Nowadays, enhancing strategies in second or foreign language classrooms is one of the teachers' roles, since their mission is to facilitate the learning among their students and make their thinking process visible. In order to teach a second language (L2) effectively, educators must take into consideration the needs and biographies of each learner, as a result, they are able to employ methodologies that guide students in using strategies which enhance their L2 learning process. This paper helps readers understand the concept of such strategies to enhance language skills repertoire. The researcher has also examined and focused how textbook activities help in systematic teaching of English and also to students for mastering English language by adopting their own apt learning strategies. The teachers of English should also be equipped with upto-date knowledge of ELT to direct the learners.

Keywords: *Textbooks, English Language Teaching, Learning strategies*

THE DEPRIVED AND THE DEJECTED IN “*THE GOD OF SMALL THINGS*” BY ARUNDHATI ROY

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ABSTRACT

In the novel *The God of Small Things*, Arundhati Roy is aiming to portray the differences that the Indian society casts upon its people because of being born under different circumstances; the rights you are supposed to have as a human no matter, the gender or class you are from, and for the sole reason of being a human being, that is human rights. She does this through various common and tangible themes, such as identity, family, and most importantly love. The present study attempts to focus on Arundhati Roy’s novel “*The God of the Small Things*” in terms of its thematic and political concerns. In addition, the study investigates the relationship between the novel and the caste system. The purpose of the present study is to find out whether the caste system and human behaviour can be explained in terms of the primary membership of human beings to various communities which are defined by caste, status, income, profession, gender and education.

Key words: Human rights, relationship, caste system, etc...

THE ROLE OF CURRICULUM IN A TEACHING LEARNING PROCESS

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ABSTRACT

University system made it essential to have a curriculum. Ancient universities like Nalanda, Takshashila, etc. whether they had a documented curriculum is not proved but some of the Gurukulas had. Each gurukula was known by the preceptor who taught there, and this marked the curriculum like Drona's school etc. With the establishment of modern universities, curriculum became an essential part of the system. Therefore we can say the science of Curriculum Design is roughly four to five hundred years old. Perhaps, Oxford, Cambridge and other contemporary universities had this. This paper presents how the learner needs help us determine the objectives. Today we call the 'learning outcomes' and the NEP 2020 recommends the design of learning outcome based curriculum. The undergraduate curriculum is ready and is available on the net. We need to make a set of statements clearly mentioning what the learner gains from the course. This is helpful to the teachers in designing the course or determining the contents.

The learning outcome or the objectives decide what we need to teach in the course. . So the teacher knows learners, their needs, what they want to learn, and what materials to use and how to use them. Having done this, teacher should also know whether what we have planned is useful to the learner. This final part is called the assessment or renewal. If our students benefit from the curriculum we have designed, it is bound to be good; otherwise, it needs a revision. That is the simple design of a curriculum.

Key words: *objectives, curriculum design, learning outcomes and assessment, etc...*

The whirlwind of romantic ideas and Satires in Charlotte Lennox's The female Quixote

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ABSTRACT

The 18th century in European literature (especially British literature) was an era in which the novel settled into the literary process of women. Women have contributed extensively. Not all of those novels may be great; Not all of those writers are great geniuses. But it was the century when women mainly wrote novels. They include some of the best writers in the world, such as Fanny Barney, Mary Wollstonecraft, Madame de Stall (French), and Sofia La Rouch (German). While not a ground breaking contribution to the genre, Breaking Bad impresses with its straightforward tough-guy style. That is why Ian Watt, the author of such acclaimed and authentic novels as *The Rise of the Novel*, unequivocally declared that "most of the English novels of the 18th century were women." In this article throws light on satires and romantic ideas in *The Female Quixote*. Charlotte Lennox has written a satirical novel about teasing women who are stuck in a whirlwind of romantic ideas and pointing out that weakness. In 1605, she adapted the Spanish novel *Don Quixote* and named her *The Female Quixote*. Lennox was the first British author to write a satirical novel.

Keywords: *Women, era, romantic, satire, century, literature, ground breaking.*

INCULCATING HUAMN VALUES THROUGH ENGLISH LITERATURE: A STUDY

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ABSTRACT

over the world, the pulverization of values in different circles of life is unmistakable. Human Values is to be considered as the most elevated esteem within the global human society. The test for human values is to realize solidarity among the world with the conservation of authentic and social contrasts as well as the peculiarity of the Country, Culture And Communities. such human solidarity can be driven as it were by recognizing human values such as Truth, Adore, Regard, Pardoning ,Benevolence ,Respect, Regard etc. since , it is the human values which are to be treated as the keys to understanding the worldwide issues. There's no denying the fact that the show worldwide society I confronting a lot of emergencies. Human esteem emergency could be a human reality of the present day society .The main focus of this paper is how English literature can be an effective tool to inculcate human values. It has also tried to focus on a few strategies that might help in learning human values through English literature.

Keywords: English literature, Human Values, Inculcate.

Ethno Linguistic Study of Budaga and Beda Jangams of Andhra Pradesh

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ABSTRACT

Jangamas are the people who propagate the *Shaivaite* cult and act as priests for performing religious rites. They also propagate the miracles and powers of Lord Shiva to the lay people. These people are spread in both the states of Andhra Pradesh and Telangana of Indian union. The members of the community move in small bands from place to place by putting up typical tents on the outskirts of the villages. Sometimes they live at the inns constructed by the village panchayats of the respective villages. In most of the cases, they beg food from the households in the villages. Hunting and making of palm leaf mats was the main avocation. Decreasing of forest cover, urbanization and invention of plastic goods led some of the community people to shift to hawking plastic pitchers. Along with the hunting and mat making, they also go for the foretelling in different ways. Some go for foretelling with parrot, some with palm *grandas*(*taLLAPatraGrandas*), some for alms collecting and some for blowing the *coanch* in front of every house of the rested village. The street vending was a recent phenomenon. Since they had experience to sell leaf mats on the streets, they could easily adopt to vending plastic utensils. Recently they also adopted the profession of selling balloons for money and for fallen hairs. The community practices its own set of rules for marriages, divorce and settlement of marital disputes. In the present research, the researcher would like to highlight their socio-economic conditions along with their sociolinguistic practices. Along with the Socio, economic and linguistic conditions, the study also focuses on their day-to-day lively hood and the education of Jangamchildren.

Keywords: *Jangamas, culture, lifestyle, language, communities etc.,*

Enhancing Study Skills And Communication Skills Through An Action Research Process With The Help Of Social Net Working Sites

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ABSTRACT

In this paper, the teacher has aimed to tackle difficulty dealing with engineering students English text which is application oriented through an Action Research Process. The teacher has found that target learners haven't have well-defined study skills and communicative skills. The teacher has recognized the problem; a need for a change has been realized and wanted to approach the students with task based activities which can improve fluency of the subject skills and that could convey to other subjects and would facilitate them to experience success in learning. The teacher has desired to change the performance of the students, she divide the class into small groups, creates whatsapp group and fix a certain time after college and ask the learners to text in formal language which improves writing skills, sharing it to their groups, teacher is also participating actively with the whole class by generating questions to the learners and conducts a overall presentation by the group in classroom. The role of a teacher is very important as a guide, motivator and facilitator. In this process six techniques are implemented - Memorising, a visual image, Net surfing, social networking site, Psychological aspects and Class Presentation. This paper throws light on the action research on engineering students representing the responsibility of an English teacher towards developing study skills and communicative skills. A significant progress is identified in learners, they have enhanced and systematized their work effectively in using English, it is hoped that through sharing the findings of this research can help the other teachers to overcome the learner problems.

Keywords: *Target learners, motivator, facilitator, memorizing, psychological aspects*

Poetry -A Cogent Medium for Language Acquisition

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ABSTRACT

Poetry can be considered as fitting and appropriate tool especially in language learning, because the learner can easily relate structures and themes with the help of poetry. Poetry is a writing that formulates a concentrated imaginative awareness of experience in language chosen and arranged to create a specific emotional response through meaning, sound, and rhythm. Through poetry the learner can learn phonics by listening for and locating rhyming words. A poem can be used to teach sentence structure, parts of speech, and many grammar skills. Poetry can create an interest and motivate the learner to learn a language. We must always remember that our old Fables, Tales and Japanese 'Tanka', were sung and we still remember them by heart. Through poetry the learner of a language can improve reading, listening and speaking skills. Poetry helps the learner to explore the language and thereby improve vocabulary which in turn gives the learner to have confidence to be skilled at in the language. This article focuses on use of poetry in English Language Learning and ways of using poetry in English Language classrooms.

Index Terms - Language, Learning, Pronunciation, Grammar, Motivation, Confidence, Rhythm

Hankering For Self Identity in Select Works Of Kamala Das

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ABSTRACT

The present article is the analysis of Kamala's thirst for self identity with special reference to her selected works. The writer presents herself as wounded due to social and familial degradation in her past and present life. The writer can be considered as a rebel against the male dominated society as it voices for the liberation of women's self and tries to create her own identity in such a society. In order to assert kamala Das draws her personal experiences and presents them in her works. In the present article the self is divided into two kinds of self: as an artist and the as a woman. Das tries to establish both strong enough to assert her identity. She differentiates between both and attempts to present the agonies. Self as an artist and self as a woman are wounded not only by the society but also by her family members and relatives and friends. Mainly her works are in a confessional one, but the chief concern of this article will be the search for self identity and self assertion. The article focuses on aspects of self and painful experiences as a writer highlighting her wounded self.

Index Terms - Hankering, Liberation, Male -dominated society, Self -identity, wounded self, Rebel, Assertion

AVANT- GARDE AESTHETICS AND POST MODERN LITERATURE

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ABSTRACT

Avant-garde writing is marked by its concentration on linguistic creativity as a necessary reaction to the flat, opaque, and prosaic nature of our public speech, where the practical end of quantitative communication spoils the quality of expressive means. This reaction has an essentially social task in that it functions as at once cathartic and therapeutic in respect to the degeneration afflicting common language through conventional habits. Avant-garde writing is one whose cult of novelty and even of the strange has definable historical and social causes in the tensions of our bourgeois, capitalistic, and technological society. Postmodern literature is a form of literature which is marked both stylistically and ideologically, by a reliance on such literary conventions as fragmentation, paradox, unreliable narrators, often unrealistic and downright impossible plots etc. Many artists have aligned themselves with the avant-garde movement, and continue to do so, tracing their history from Dada through the Situationists and to postmodern artists such as the language poets around 1981.

The present paper is a humble attempt to study the avant-garde aesthetics in post-modern literature with due focus various stylistic techniques.

Key words: Avant-garde, fragmentation, paradox, post-modern, aesthetics

Male protagonists of Nathaniel Hawthorne's Short Stories: The Victims of Liminality

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ABSTRACT

Liminality is the inevitable state of mind that an individual experiences when the society fails to accommodate the rites that uphold the sovereignty and the dignity of its inmates. The havoc created by disruptive autonomy pampers the psyche paving the way for ignominy which shuts the doors against enlightenment. The detachment from pre-ritual and less potent convictions of the new rites, the individual yet to hold, thrusts him in a valley of confusion where the sanity is confiscated by the demands posed by the challenging rituals of both the states. During liminal periods of all kinds, social hierarchies may be reversed or temporarily dissolved, continuity of tradition may become uncertain, and future outcomes once taken for granted may be thrown into doubt (Thomassen¹). The threats of liminality are open in any society the reasons vary depending on the situations prevailing, but the menace is more open for in a small - scale societies (Arnold van Gennep²). The reasons are often commanded by the institutions that decide the fate of the individual and pronounce the verdict as they do lie within its jurisdiction. The male protagonists of Hawthorne's short stories are thrust into liminal sphere owing to their tussle with the dreamlike state and the reality, ultimately crowning them as the sovereigns of unpredictability and irrationality. The characters Hooper, Brown and Ethan Brand lie in sphere of liminality henceforth renouncing the claim for their due rights in a society where people are not still mature to empathise with the reclusiveness.

Keywords: *Liminality, guilt, monomaniac, rites, conscience, absurdity*

Woman, thy name is sacrifice

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ABSTRACT

Woman, the creator has long been in association with man in delivering his duties at all levels. She has always been his close companion. In doing so, woman sacrifices in many aspects like giving up her parents to join the husband's family. She renounces her priorities for her husband and further she adopts the lifestyle of the in-law's family. She forgoes the comforts and rights she enjoys at her home in the in-law's house which is said to be her home forever. This paper highlights the relinquishments of woman in every walk of her life as a daughter, sister, wife, mother, mother-in-law, and grandmother in tune with Kavita Kane's novels *Sita's Sister* and *Menaka's Choice*. Urmila, the biological daughter of Janak marries Lakshman who is loyal to his brother Rama. Lakshman accompanies Lord Rama in his exile for fourteen years and helps him in winning over Ravan. Lakshman is recognized and becomes the symbol of loyalty. Whereas Urmila who is not in the limelight sacrifices her conjugal life for fourteen years. The other character, Menaka, an apsara in the court of Devlok visits Viswamitra and falls in love with him. Realizing his aim is to become the brahmarshi, she gives up her passion of grooming a child and the love for him. This paper discusses the question women have about the dharma of a son towards his mother and man towards his wife.

Key words: *Sacrifice, Dharma, Wife, Love, Loyal*

Exploring the courage and generosity of woman in the select novels of Kavita Kane

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ABSTRACT

This paper explores the courage and generosity of woman as a daughter, sibling, companion, and mother with reference to the select novels of Kavita Kane, *Sita's Sister* and *Menaka's Choice*. The characters Urmila and Menaka sacrifice their own well-being standing in support of their respective families. While Urmila voluntarily takes up the household and state administration responsibilities in the absence of her consort, Lord Laxman, Menaka separates from her husband *MaharshiViswamitra* and extends her support to him to become the *Brahmarshi*. Their sacrifices reassert the fact that the woman's generosity, courage, and unhesitating sacrifice for the well-being of her family are the inherent characteristics of a typical Indian woman. At times, both of them demonstrate their grit and determination. While Urmila does not hesitate to attack Lakshman standing in support of the weak in a context, Menaka courageously confesses the truth that she was sent by Indra to allure and distract him from his ambition of becoming the *Brahmarshi*. So, the objectives of this research are to study the grit and determination of the characters of woman protagonists in these two novels, and to analyze their unstinting readiness to sacrifice their well-being for the welfare of the members of their respective families. The method employed in this research is the feminist method which differs from traditional methodologies. This method is used to carry out the research in literature for advocating the feminine cause.

Key words: *sacrifice - generosity - grit - courage - unstinting readiness - confession.*

Bizarre Pronunciation Levels Of Indian English Is A “Grave” Concern: A Study Of Khushwant Sing’s “A Bride For The Sahib”

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ABSTRACT

English, a crumb of the colonial heritage which proves to be a crumble for many Indians as it has been since the arrival of the Britishers also have crumbled many lives in its clutches due to poor proficiency levels. Even though there are few differences in grammar compared to other standard varieties, Indian English Pronunciation fall into a cline ranging from near native level standard to the lowest intelligible varieties. Even though, purity in language use is no longer considered as the ‘correct’ usage of a language and the “englishes” used worldwide are accepted as varieties of English or “world englishes”. Such a contention, if one looks at the Indian context, even though linguistically agreeable, but socially it is not so as this has resulted in a psychological setback for many people affecting prospective growth in various aspects of life. Along with practical life experiences, the themes in literature in Indian English writing bear a testimony for the same. The representation of different proficiency levels and codes of “English” is highlighted in many post-colonial Indian writing in English, and such a representation created fun and defined a class of people who, out of their social circumstances, became a victim of parody and pastiche. The protagonists in are such characters. This article analyses the characters of A Bride for the Sahib by Khushwant Singh in terms of the “englishes” they use and how a deviant pronunciation resulted in a “grave” tragedy for Kalyani, the protagonist Mr. Sen’s wife.

Keywords: *English, lingo, proficiency levels, post colonial literature, cline, parody, pastiche, hybridity*

The Role Of edpuzzle in Online English Language Teaching And Learning-A Revolution Through Gamification during COVID-19 Pandemic

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ABSTRACT

The sudden paradigm shift in teaching and learning due to COVID-19 pandemic is just tantamount to this pandemic itself, as online teaching and learning turned up quite a shock for teachers and learners. Though there have been many Edtech tools even before COVID-19 pandemic, this pandemic furthers teachers and learners' dependence on Edtech tools conspicuously better than ever before. However, teachers and learners had to acclimatize to this unexpected shift in the realm of teaching and learning due to COVID-19. It would be intriguing to see teaching methodologies gain more momentum than curriculum does, during this crisis-hit situation. This shift in teaching and learning emphasizes Bertrand Russell's point of view as in 'More than the curriculum is the question of the methods of teaching and the spirit in which the teaching is given'. During this pandemic, at the outset, many teachers must have found it difficult to teach online using various Edtech tools which they may not have got acquainted with. But the problems with online teaching gradually dwindled, because of the teachers' acquaintance with the Edtech tools. At this juncture, our paper discusses how the Edtech tool Edpuzzle plays an important role in online teaching and learning, how it gamifies the activities and thus intrigues teaching and learning online and how it bridges the gap between teaching and learning online. Our paper would analyse numerous advantages of using Edpuzzle in teaching and learning English online and the very purpose of using it with a few limitations as well.

Keywords: *Paradigm shift, COVID-19 pandemic, Edtech tools, Edpuzzle, gamification teaching methods, curriculum*

A Stylistic Analysis of the Proficiency Levels of Indian English: A study of Khushwant Sing's "A Bride for the Sahib"

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English in India continues to hold a high sway in India even after three fourths of a century since her independence. Due to her colonial heritage she has an advantage to have a better edge in the post modern era of globalisation where English acquired the status of a lingua-franca. Nevertheless, English as used in India not only created multiple opportunities but also a division in the society between people who could use better English and people who cannot. It is a fact that Indian English is not but many. If one takes proficiency levels alone, one can see that there is a cline, ranging from the highly educated variety of Indian English (Inglish) to the least educated variety. This has resulted in a psychological setback affecting prospective growth in career and higher studies for many people. Such a contention, if one looks at Indian literature especially the characteristic features of postcolonial literatures, can be easily justified. The representation of differences in proficiency levels and cods of "English" is highlighted in many post-colonial Indian writing in English. The result of such a representation created fun and defined a class of people who, out of their social circumstances, became a victim of parody and pastiche. The protagonist in 'A Bride for the Sahib' by Khushwant Singh is such a character. This article analyses the character in terms of the english she uses and the tragedy that happens for which her english plays a crucial role.

Keywords: *English, proficiency levels, post-colonial literature, cline, parody, pastiche*

STRESS MANAGEMENT- NEED OF THE HOUR

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ABSTRACT

Stress is a feeling of emotional or physical tension. It can come from any event or thought that makes you feel frustrated, angry, or nervous. The period between childhood and adulthood is viewed as Adolescence. It is the period, where physiological and psychological maturity takes place. By nature, adolescents are sensitive, emotional, and temperamental and pass through a major transformation from childhood to adulthood involving a great physical, mental and emotional evolutionary process. Most of the students are stressful during the times of exams. Stress occurs while preparing and clearing the exams as one struggles to achieve the expected grade and mastering the content in a defined time. Raja Yoga meditation eases physiological and psychological stress and restores mental harmony if practiced on a regular basis; it is a compliment for promoting and maintaining physical, mental, and spiritual health. Heartfulness meditation used in this investigation is a simplified form of Raja Yoga where a practitioner meditates on the heart.

Keywords: *emotional, frustrated, nervous, raja yoga, cure*

ARUN JOSHI'S FASCINATION WITH SAKTHI: FEMALE CHARACTERS IN "THE LAST LABYRINTH"

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ABSTRACT:

Arun Joshi is renowned for his five novels which analyze the theory of modern man in the materialistic world. Joshi won Sahitya Akademi Award for "The Last Labyrinth" in 1982. Joshi's fictional technique varies from his predecessors and brings uniqueness to his novels. In the earlier novels, the sense of alienation and disposition is intensified for various reasons. "The Last Labyrinth" is the extension of the earlier novel's existentialist's quest and explores the dilemma of existence in the life of Som Bhaskar's incessant urge to understand the labyrinth of life. Arun Joshi in his novel delineates the protagonist's association with women. The title of the story is self-explanatory, in the sense that at the end of the story, one of the woman characters, Anuradha (Som's mistress) disappears in the last labyrinth to hide herself from the central character, Som in order to save him from death at the time of his heart attack by sacrificing her love. The novel is classical in its sense and meaning, medieval in its background and plot, but modern in perception. Joshi is endowed with intuitive understanding of human psychology exposing the inner niche of the human mind.

Key Words: *Labyrinth, Women Characters, Quest, Psychology, Alienation, Materialistic World*

Imparting Life Skills to Technical Students of JNTUH, Telangana

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ABSTRACT

Students opting engineering courses is increasing year by year as there is an increase demand for technical students all over the world. Even parents want their wards to go for engineering courses dreaming of better career opportunities for their children. The government initiation to encourage technical education has laid a path for increase in the technical institutions in our country. But the question arising in many minds is that whether these students coming out of these institutions are capable enough to be employed or are they employable? As many surveys indicated that only a few students are found to be employable. The reason for this condition is either they lack technical skills or communication skills. Both these skills are required to get an employment and also to survive in the competition in their career. This means the students should gain overall development during their course period.

The expected overall development of students can be achieved with the united efforts of the teachers and the students. Engineering students during their four year course period, come across many problems small or big causing many problems like losing self-confidence, fear of facing others, unwanted comparisons, reduced self-esteem and so on and so forth. Here imparting Life skills can play a major role for the overall development of engineering students. This paper aims at imparting Lifet skills to engineering students under Jawaharlal Nehru Technological University Hyderabad, Telangana state and proposes core Life skills, teaching methodology and thebenefits.

Key words: *Employable, overall development, self-confidence, self-esteem, life skills, Imparting.*

SHASHITHAROOR'S VISION OF NATION AND NATIONALISM

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ABSTRACT

Homi K Bhabha has crystallized a new agenda for the concepts of a nation. According to him the idea of a nation has emerged from the political and literary traditions which has its roots in the myths. 'Nation' as a concept has emerged in shaping the postcolonial discourse. ShashiTharoor became an aspiring voice as he highlights the plurality and diversity of a nation in his fiction, speeches, and social media. According to him "Many observers have been astonished by India's survival as a pluralist state [...] Pluralism is a reality that emerges from the very nature of the country; it is a choice made inevitable by India's geography and reaffirmed by its history"(Tharoor India 9). Tharoor's addressing the students at Jawaharlal Nehru University on 20th March 2016 was supported by historical anecdotes and personal experiences referring to the importance of cultural tolerance and diversity. He asserted the youth to understand how minorities were treated with grace and honor in India and what makes the people around the world following different religions find India a safest place on the earth. According to him Indian nationalism is based on the ancient civilization which is a shared history and sustained by a pluralistic democracy. The present paper intends to discuss the concept of nation and nationalism in the select novels of ShashiTharoor.

Key words: *crystallized, astonished, pluralism, minorities, nationalism*

Mutation of Language and Virus During the Pandemic: Toxic Discourse and Healing Culture

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ABSTRACT

Covid-19 pandemic has brought new social and discursive contexts with the metaphorization and gothification of the virus for many purposes ranging from reporting to politics. This discursive reality is similar to Lawrence Buell's notion of toxic discourse. The discourse of the pandemic, like toxic discourse, is both useful and harmful in the 'risk society' that is exposed to both the infection and economic downslide. While on the one hand this discourse is integral in raising awareness and infection control measures, it also results in the monsterization of virus in press, social media and political rhetoric. This paper attempts to analyze various texts that have emerged in the backdrop of the pandemic to show how the social media humor, advertisement metaphors, masking and sanitizing of language and the serio-comic use of language have evolved as discursive strategies of the contemporary pandemic-hit society. The study also focuses on how literary/poetic use of language becomes a part of cultural healing. Linguistic and literary tropes that have mutated and evolved in the pandemic time are also analysed.

Key-terms: *toxic discourse, masking, sanitizing, metaphorization, gothification, tropes, healing culture, serio-comic*

Transgression of ‘Love Laws’ and Honor Killing in *The God of Small Things*

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ABSTRACT

Honor killing is not gender specific when it matters to the prestige of a family. Premarital, extramarital, or post marital sex which are against the social codes of a society bring dishonor to a family. Whoever transgresses the moral norms are subjected to ruthless killing while keeping the honor of the family as priority. This practice is common in tribal and rural areas; however, it is spreading widely in urban and metropolitan cities like Delhi too. Most of the times in patriarchal hegemony men use honor killing as a pretext to subjugate women Arundhati Roy’s Booker Prize winning novel *The God of Small Things* reflects Marxist, communist, feminist and Dalit agendas. All the contexts are interrelated to one another in playing with the lives of Ammu, Velutha, Estha and Rachel. The major factor which dominates their lives is their broken childhood and a sense of insecurity in their lives. Ammu, Velutha, Estha and Rahul transgress the so called ‘Love Laws’ of the Indian society. Breaking of the social codes results in the tragic deaths of Ammu and Velutha in the form of honor killing, a usual practice in India. The sexual encounter of Estha and Rahel is due to their grief-stricken souls and guilt consciousness. The present paper tries to focus on the transgression of ‘Love Laws’. which result in the honor killing of Velutha and Ammu.

Keywords: *Insecurity, transgression, satisfaction, happiness, chaos, honor killing, patriarchy.*

Graduate Employability: The Role Of Universities

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ABSTRACT

Employers have a feeling that graduates are not fully equipped to get a lucrative job as they lack the required skills meant for projecting their potential for a suitable employment. There is a dearth of trained and skilled graduates in our country and finding one remains an insurmountable challenge. This paper attempts to throw light on the need for the Universities to include the much-needed employability skills in the curriculum in order to equip students to be prepared to handle the required job profiles. One has to understand that one can get a job or at least an interview call with their hard skills, but to retain the job they need soft skills. This paper focusses on the measures that are to be taken by universities to give the needed training to students in skill development for improving their employability prospects. The higher administration of the nation should make sure that lucrative courses are offered in the Universities and Colleges.

Key words: *Insurmountable, development, potential, employability, projecting and measures.*

CROSS CULTURAL COMMUNICATION

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ABSTRACT

With liberalization of national economics and increasing pace of globalization, communication levels have increased among individuals, groups and companies across communities, countries and continents. People different backgrounds, mindsets and cultures are interacting through conferences, correspondence and non-verbal communication leading more willing cooperation. Human civilization is developing, processing and moving forward at a much faster rate than ever before, removing age old disparities of race, religion and colour. The differences in culture occupy the central stage of emerging global world where progress would largely depend upon how well managers and leaders are able to communicate across varied cultures to achieve common goal of progress for all.

Keywords: *Culture, Values, Explicit culture, Implicit culture, Homogenous culture, Acceptance of outsiders, Etiquettes, Chronemics, Conscious level of culture.*

Significance of Values in Human Lives

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ABSTRACT

Human lives are being influenced by values. Irrespective of any nation or race it is common phenomenon of every human being to follow some values internally or externally throughout his life for leading a better and gentle life. But coming to the point values, here the question arised what come under values? human values? ethical values? traditional values? It is a valid point for discussion and need of the hour.

Respect, responsibility, fairness, caring and citizenship are called **ethical values**. Kindness, sympathy, helping nature, right understanding, harmony are some human values. Following ones traditionl rules and are common procedures which depend upon their religion and race. Most of the prominent native writers like R K Narayan, Arundhathi Roy, Salman Rushdhi, etc and European writers show the significance of values through characters in their writings. This paper especially focuses on how human beings exhibit values in various situations, through the examples from some famous writings..

Key Words: *values, ethical, traditional, significance,*

Changing Roles of The Narrators in Kazuo Ishiguro's Novels: The Remains of the Day, The Unconsoled, and When We Were Orphans

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ABSTRACT

This paper discusses the role of the narrator in Kazuo Ishiguro's fiction, focusing on three of his seven novels (The Unconsoled, The Remains of the Day, and When We Were Orphans). Critics evaluate the distorted nature of memory floating in and out of the consciousness of the narrators and concentrate on individual narrators as they recall their past unreliably. The narrators establish identity and meaning through their stories; the critics investigate the mistakes and self-delusions in their stories. In Ishiguro's novels, my work seeks a creation that alters how the reader encounters the story of the narrator. My study includes critical studies, interviews with Ishiguro and an intimate reading of the text. Ishiguro gradually moves the centre of consciousness from the narrator to the reader in his novels by appealing to the reader's own consciousness variously (for example, their sense of identity or cultural clichés) to fill in gaps and contexts he has carefully sketched. By becoming a participant in the creation of meaning, the story progressively involves the reader's own memories and personality, as the reader is challenged to write the story together with the narrator. The novels of Ishiguro indicate a collection of fragments of memory common to all of us and story-telling techniques shared by all of us. From this viewpoint, his work tends to be a lifelong study of how we construct meaning in the dark domain of memory. The 2017 award to Ishiguro by the Nobel Prize Committee was to a writer "who revealed the abyss underneath our illusory sense of relation with the universe".

This paper considers Ishiguro's work to be supremely linked to the domain of inner consciousness and to prove our commonality in the abyss of making meaning. Questions like: How does the narrator's position shift in the novels? How is memory involved, exactly, and where is the story's centre of consciousness? What memories are restored, in what way, and how are they translated from novel to novel? How does narrative voice impact the reader's relationship to the text, altering the reader's experience of engagement? They'll be explored.

Keywords: *memory, trauma, identity, consciousness, quest, forgetfulness, abyss.*

Women: a Flux of Tradition, Transition and Transgression- Chitra Banerjee's diasporic vantage points.

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ABSTRACT

The status of Women in India has seen a long history scarred and rampaged by a series of social aberrations and asocial traumatizing which surfaced in a series of state-supported illegal acts like child marriages, female infanticide, dowry and the taboo on widow remarriage. Measures aiming at amelioration were few and far between and largely unsuccessful as a silent majority always showed a sulking disinclination. But for writers like Chitra Banerjee the proverbial light at the end of the tunnel is at last in sight. It came in the form of a silent realization and a subtle awareness of a generation of women who are rather introspective than evocative. From a diasporic vantage point she looks at the stark reality and derives a new meaningfulness in their existence.

Key Words: rampaged, aberrations, asocial traumatizing, proverbial light, introspection, evocative, vantage point.

Endangered Languages in India - Gutob

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ABSTRACT

During the past several years linguists have become very concerned about ethno-linguistic groups that are either shifting from their original language to another more opportunistic one, or whose population is diminishing to the extent that the language is in danger of dying. In India, a many tribal languages are in the process of becoming extinct. Users of these languages are losing confidence and pride in their mother tongue as a result of the onslaught of what they consider 'superior' languages. They do not feel that their language can be written or that it is valuable enough to attempt reviving and/or saving. As a result of this language shift, rich information related to tribal culture is also vanishing, having survived so far solely through oral media.

Gutob-Gadaba is one such dying language in Andhra pradesh and Southern Orissa. Approximately eighty percent of the original speakers have shifted to Deisya, the lingua franca of Koraput district. This paper focuses on the process by which an NGO has encouraged Gutob- Gadaba speakers to develop a written literature in their language in an attempt to revitalize the language and document cultural practices. The paper describes how the literature produced is being used and the perspectives of local community towards literature production in their own language. It presents the promotional activity involved and the challenges faced. It concludes with lessons learnt in the process of the project and plans for changing the strategies of literatureproduction.

Key words : *ethno-linguistic, diminishing, vanishing, revitalize, perspectives.*

To Eventuate Beneficiary Results Through Flipped Classrooms Teaching in Professional Colleges

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ABSTRACT

Teaching English to the students in professional colleges is always a heart wrenching challenge for the pedagogies to maintain interest and curiosity in the designed courses. Many new trends are emerging in day to day teaching methods and one among such interesting methods is Flipped Classroom Teaching. Majority of the scholars and language learners opine that teaching English, in order to raise the level of the students' application and analysis is not everybody's cup of tea. The reasons are many, such as students' background, their to-do-lists in setting up the language learning time, their perception levels, comprehending and retaining the material they learnt etc. In regular classroom situations students are restricted to pay concentration in the stipulated time and asked to retrieve it at the time of recapitulation. The present paper focuses on the flipped classrooms to be followed in professional colleges which help the students to rise to the level of analysis and application. I hope this paper would throw light for the novice and experienced pedagogies to attain best results by subjugating the flipped classrooms in the present mode of teaching methods.

In this paper a clear examination of how students initiate to frame up the tasks and how they tend to raise to the level of the pedagogies in attaining the subject matter is also dealt. The fruitful outcome of the flipped classroom in comparison to the Project Based Learning is also been focused.

Keywords: *Flipped classroom, analysis, application, pedagogy, Project Based Learning*

Rabindranath Tagore's 'The Victory' and 'The King Of The Dark Chamber'- a Comparative study

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ABSTRACT:

In this paper an attempt is made to study the features of narrative and characterization in Rabindranath Tagore's *The Victory* and *The King of the Dark Chamber*. One can come across several similar aspects in both these novels with respect to spirituality, sentiment, optimism, and a few grey shades of life. While the former is a short story, the latter is a play authored by the same writer. Hence, the study is an analysis of the suitability of the title to the content and names of the characters in the short story '*The Victory*' and the play '*The King of the Dark Chamber*'.

Keywords: *spirituality, aesthetic sense, optimism, pessimism, grey shades*

Cell Phones have changed the way of Communication -A Discourse

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ABSTRACT

For a decade, smartphone technology has become so successful in all spheres of communication. The fast-growing technology has made the world the best and the worst of times. It is almost impossible to see the hands of a modern man without this popular gadget which has become an easily accessible means of communication. In the existing scenario of the pandemic COVID-19 impact, the smart phone turns out to be the most essential tool from kinder garden to post graduation to pursue their studies. One cannot deny the fact that the device has made a lot of progress in all spheres. It saves the time in search of information and browsing through books. Today it has reached all the individuals across the globe irrespective of their riches, ages, and gender. It can make a man a successful communicator as well as a failure if he mishandles. But, on the other side it is fading the colours of communication as well as relation as it interrupts the familial interactions for man's insensible addiction to this mesmerising e- device.

Key Words :*Cell phones- technology- changed-communication - children teenagers-adults- addiction- radiation- brain activity-distraction.*

The Concept of Self-Realization and Teaching Methods of the Buddha

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ABSTRACT

There is a great necessity for the current global society the teachings methods practiced by Buddha. The purpose of the Buddha's teaching is to create a viable society with social relationships and to make changes in the attitude of the followers towards one-self and others. The teaching methods like Student-centred Method, Lecture Method, Discussion Method, Practical Method, Problem Solving Method, and the Remedial Teaching Method used by the Buddha besides making know one self and Enlightenment. Though Buddha did not use many tools as today, it is very clear that he used hearing and visual aids for the fulfilment of his teaching objectives and at the same time, capable of making a change in the attitude of the student. The objective of the education of the Buddha was to create the virtues among his disciples to establish mental purity. Unquestionably, the skill to educate one self and others is willingly demanded by today advancing world.

Keywords: *Buddha, teaching methods, dhamma, ethics-interpersonal skills, dhamma, present education, philosophy.*

Conflate it Like Beckett: Samuel Beckett and Exploratory Modern Fictional Writing

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ABSTRACT

Samuel Beckett authored novels, short stories, poetry, stage plays, and scripts—and he did each in a way that merged genre, challenged the norms of creative writing, and amazed audience. His experiments include the use of absurdism, genre-hybridization, and ergodicism, which led to Beckett fundamentally changing the approach to creative writing. His aesthetics have seeped down through the years and can be seen in Mark Z. Danielewski's novel *House of Leaves*. By examining this writing in comparison to Beckett, this research paper hopes to illuminate the effects of Beckett's experimentation in form and genre on contemporary creative writing.

Key words: Absurdism, genre-hybridization, ergodicism, creative writing etc.,

A Study on the Engineering Students' Experiences in Blended Learning Classrooms

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ABSTRACT

This paper investigates the effectiveness of a blended learning class rooms, analyzing the learning outcomes. Teaching and learning methods have a direct impact on students' learning experiences. Blended learning is the merger of face-to-face teaching and using technology in the classrooms, influencing students' perceptions on learning. .Emerging trends in learning approaches are rapidly growing in the educational sector and the objective of the paper is to reflect on the Engineering student's experiences in blended learning classrooms. Relevant data has been collected from Engineering students who are exposed to the concept of blended learning .Innovative learning approaches has been applied on the collected data .It can be inferred from the results that the blended learning approach is more practical for engineering students who are skilled in using certain computer programs and applications. The study results also provide new insights into blended learning , knowledge sharing and collaborative understanding.

Keywords - Blended learning, Learning analytics, Collaboration, Knowledge sharing.

Teachers' Attitude towards Impact of Testing English Language on Teaching

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ABSTRACT

Teaching English language skills and encouraging students to gain knowledge is one of the good things. Teachers need to put a lot of effort to make students attain the skills. Teaching undergraduate students is a great stress to the teachers. Teachers must use different strategies to motivate, influence, and make students participate in classroom discussions and learning. At the same time, they need to carefully assess the students. The aim of this study is to identify if the teachers yield to testing and results, while teaching. The impact of teaching on testing is washback. The attitude of teachers towards washback impacts a lot on students as they play a pivotal role to reduce the impact of negative influence on teaching and learning. The researchers generated a questionnaire to find out the attitude of teachers towards teaching and testing. It was followed by the analysis of the data and ended with a few insights and pedagogical implications.

Keywords: *teaching, testing, washback*

A Study on Washback Effect during Covid-19

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ABSTRACT

The Kingdom of Saudi Arabia (KSA) emphasizes more on improving education as it is the future of its citizens. For over years students interact with teachers in schools and universities physically. They had the privilege of getting their doubts clarified face-to-face. They used to take tests in the classroom in front of their teachers. However, owing to Covid-19 all over the world, the education system has stood still for months recently. Within a very short period, all the teachers and students and the universities around the world shifted to online teaching and learning. Teaching online has created stress among teachers because the content must be tested or evaluated online. This study explores the washback effect; the influence of online testing on the teaching fraternity while teaching online. The researchers have approached the teaching fraternity of twelve universities in the Kingdom of Saudi Arabia. A questionnaire is administered through a google form. The study has used hypothesis testing to check for significant differences across categories. Wherever there are two categories t-test is used and wherever there are more than two categories Analysis of Variance (ANOVA) is used. The results, limitations, and recommendations of the study are discussed in detail.

Keywords: *online teaching, online testing, washback, covid-19*

Reflections on the Dialectic of Form and Content in Eugene O'Neill's *The Hairy Ape*

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ABSTRACT

The present paper operates both at the theoretical and the applicational levels, in pursuing its avowed aim of dealing with the analysis of Eugene O'Neill's play, *The Hairy Ape*. Taking off from the analysis of the presumed dichotomy between the formalist and the content-focused approaches like Marxism, the paper goes on to argue that this dichotomizing approach is counterproductive. In the course of this analysis, the paper deals with the well-known controversy between Russian formalism and Russian representatives of the Marxist position on literature like Leon Trotsky. Eventually rejecting this dichotomizing view about the relation between form and content, the paper moves on to a dialectical view of the relation, as propounded by thinkers like G.W.F.Hegel.

To exemplify the illuminating acuity of such a dialectical approach, the paper takes up the analysis of Eugene O'Neill's play, *The Hairy Ape*, and argues that aspects that are usually taken as matters related to the content of a text, such as the theme of alienation and the ideology embedded in the work are actually instrumental in shaping the structure and form of the play, that are the unmistakable merits of the play in question. Thus, the paper is envisaged as a plea for a dialectical understanding of the relation between the form and the content in a work of art.

IMPROVE YOUR EMPLOYABILITY SKILLS

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ABSTRACT

Over the last few decades globally, education sector is treading a disruptive path. This has led to emphasis on the focused learning in specific domains. One such domain is 'Life skills'. One among these Life skills is 'Employability skills'. Educational planners and policy makers think of these new and innovative skills for degree programmes. It is because of their extreme popularity in global market. So the students of various degree programs require some training of these employability skills. These skills should be blended with academic programs in the curriculum design. These are the skills and capabilities that make under-graduates / graduates more likely to gain employment and be successful in their chosen occupation as they navigate their way through the dynamic market. To be competitive, one has to demonstrate to the employer that you have the discipline-specific technical skills as well as the broader range of employability skills. Soft skills are very essential for Employment. In this paper I have listed some essential employability skills. It is the duty of every student to enhance these skills during their academic courses.

Key words: Adaptability, Creativity, Critical thinking, Curriculum Domain, Employability, Global Market, Negotiation, Orientation, Cognitive.

Silence within an Expanded Definition of “ Borderland” Literature

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ABSTRACT

This paper will attempt to outline the ways in which a variety of literature produced by a wide variety of authors for, perhaps, a wide variety of individual purposes nonetheless have much in common. These literatures of extremity reflect the ways that authors have created, through necessity, a number of significant changes in the language itself in order to effectively communicate outside the “normal” “scope of “normal” languages used for “normal” purposes. As a further focus, this paper will attempt to present an exploration of one of these significant changes, the use of certain kinds of silence as formative embrasure of or immersion in language. In the consciousness of the author and as a valuable component of adapted, modified, or changed language.

Key words: *Literature, Languages, Silence, Borderland.*

Social Reality and Literary Consciousness in Fourth World Literature

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ABSTRACT

Aristotle said that art is an imitation of human nature depicting men in action and therefore was convinced that writers were reliable exponents of universal truths and moreover art seeks to question all the infallibilities in the Society, Literature itself is a representation of the society. Writers view writing as a medium to depict their society, people, ideologies, etc. Apart from the First and the Second world nations which possessed a high potential of writing at early stages, the Fourth World nations struggled for years in order to represent themselves. Because most of the writings of Fourth world speak eloquently about their people's problem, sufferings and turmoil. The writers are considered to be very honest both about themselves and their societies.

The literary consciousness in the writings of such writers creates a new voice and makes people to view the world in a whole new way. Most of the indigenous writers are committed to the task of social reality and their works reveal the sense of wholeness of their emotions and their intellectuality with vigor and integrity. This paper deals with such social reality depicted by Beatrice Culleton in her work *In Search of April Raintree* which represents the native Canadian society and by the Indian Dalit writer BamaFaustina in the work *Sangathi* written in Tamil and later translated into English. This paper Explores and examines the literary consciousness in these two works, as both of them deals with the traumas of natives and Dalits who deprived of their rights in their own societies and also the miseries of women for being natives and also for being women in the male dominated societies.

Key words: Society, ideologies, problem, sufferings, turmoil

The Effect of Motivation in Foreign Language Procurement

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ABSTRACT

Without students' motivation, there is no pulse; there is no life in the class. The issue of motivation is so important than other considerations about teaching and learning methodology seem to dim in comparison. It is important to think about motivation as the essence of language teaching and learning. The aim of this study is to identify university students' motivation towards learning English. To achieve this purpose, I used unstructured interviews with 10 participants. These students are undergraduates of CSE Department in K L University in Vijayawada. I used qualitative case study which fits the collected data. The results of the study revealed that most of the university students lack intrinsic motivation. They are instrumentally motivated.

The essence of Gothic Romanticism: First of Its kind in Ann Radcliffe's "The Mysteries of Udolpho"

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ABSTRACT

The present research paper explores Gothic Romanticism: First of Its kind in Ann Radcliffe's "The Mysteries of Udolpho." The days of Ann Radcliffe's writings were the days when 'sentimental novels' reigned throughout Europe. It was then that Wall Pole laid the groundwork for a Gothic novel depicting horror. Ann Radcliffe goes one step further and adds sentiment. Combining this horror, a brand new Gothic romance breathed new life into the novel. With *The Mysteries of Udolpho*, Ann Radcliffe raised the Gothic romance to a new level and inspired many imitators. Portraying her heroine's inner life, creating a thick atmosphere of fear, and providing a gripping plot that continues to thrill readers today, *The Mysteries of Udolpho* is the story of orphan Emily St. Aubert, who finds herself separated from the man she loves and confined within the medieval castle of her aunt's new husband, Montoni. Inside the castle, she must cope with an unwanted suitor, Montoni's threats, and the wild imaginings and terrors that threaten to overwhelm her.

Keyword: *Gothic, Romance, Horror, portraying, sentiment, medieval.*

Transgender Literature of India - An Avant-garde Arrow in the Quiver of Postcolonial Literature

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ABSTRACT

Transgenders of India being marginalized and decentered for decades have taken to writing to let their unheard voices echo in the ears of mainstream society. Their writings are impregnated with their ordeals to be recognized as mere human beings let alone to be treated with equal respect in society. However, this was not the fate of Indian transgenders throughout the history. In fact, they enjoyed revered and respectable lives till the advent of the West. Transgender persons have always been part of Indian society. Contrary to the gender binary of the West the ancient religious texts of the land depict multiple stories of three genders. Gender diversity, gender fluidity and queerness are the essence of many stories within the mythology of the country. The blessings and curses of Transgenders in India are believed to come true. All the royal families of the country patronized transgenders and gave positions of great honor. Transgenders played prominent role in the royal courts of the Mughal rulers. But, the Colonizers with their tool of cultural imperialism seized the psyche of Indians and metamorphosed their attitudes towards transgenders by criminalizing the transgender community in the 19th century. The present paper is an attempt made, to consider transgender literature of India as a part of Postcolonial literature produced by the nation. For this purpose, the present paper refers to four available autobiographies of Indian Transgenders Vidya's *I Am Vidya*, A. Revathi's *The Truth About Me.*, Laxmi Narayan Tripathi's *Me Hijra, Me Laxmi*, and Manobi Bandopadhyay's *A Gift of Goddess Laxmi*

Keywords: *Postcolonial literature, Transgender literature, Queer, Cultural Imperialism, Gender discrimination, Marginalization.*

TRANSGENDER AUTOBIOGRAPHY AS LITERATURE OF RESISTANCE: A STUDY OF LAKSHMI NARAYAN TRIPATI'S *ME HIJRA ME LAXMI*

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ABSTRACT

Transgenders in India are a part of the society since time immemorial. Traditionally known as Hijras they have a rich culture and heritage of their own as a community. There are references to them in the ancient religious texts of India and the Mughals patronised them with respectable positions in their royal courts. But with the advent of colonization, they were labelled as criminals and their position in the society stooped to abyss. Since then they were criminalised, ill-treated, marginalised and alienated from the mainstream. Being removed from the mainstream and placed at the margins of the society, transgenders of India faced decades of oppression and abasement. Begging and Prostitution became their only means of livelihood. Thus, the transgender community of India was systematically segregated from the 'Centre'. Their plight and pleas to end the discrimination fell on deaf ears. A few transgenders of India, in an attempt to resist the empirical exclusion, penned their autobiographies as a form of resistance to the oppressive dominant power and subjugation. The present paper studies Laxmi Narayan Tripathi's autobiography *Me Hijra, Me Laxmi* as a form of resistance literature. This autobiography aimed to bring a change in existing brutality towards the indigenous community of Hijras by the hegemonic group in both cultural and political space.

Key Words: *Transgenders, Resistance Literature, Hijra, Marginalization, Autobiography.*