

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN EDUCATION,  
LITERATURE, JOURNALISM, SOCIAL SCIENCES, REGIONAL STUDIES &  
MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**PATRONS**

**Dr. B. BALASWAMY**

CHM, Board of Studies, Dept. of Communication and Journalism, Osmania  
University, Hyderabad.

**Dr. V. PARVATHI**

Associate Professor & BoS Chairperson for HSS

**Dr. ANDE SATYAM**

Retired Principal

**Dr. D. SUCHARITHA**

Director, Anveshana Educational and Research Foundation

**Dr. RAJSHREE P. MORE**

Assistant Professor, Department of HINDI OUCW, Koti, Hyderabad.

**Dr. B. SANDHYA RANI**

Assistant Professor, OUCW, Koti, Hyderabad.

**Dr. ANEESUNNISA BEGUM**

PDF, Department of Education, Gulbarga University

**KEYNOTE SPEAKER**

**Prof. R. NAGESWAR RAO**

Department of Business Management, Osmania University, Hyderabad.

**ADVISORY COMMITTEE**

**Dr. J. V. RANGESWARA REDDY**

Professor, KGRIMT, Hyderabad.

**Dr. S. VIJAYA LAKSHMI**

Assoc. Prof., KGRIMT, Hyderabad.

**Dr. P. V. DURGA PRASAD**

Professor, MVSR Engineering College.

**Dr. P. CHANDRASHEKAR REDDY**

Professor, JNTUH.ASAWARAJ S

**Dr. MAHESWAR DUTTA**

Professor & Principal, Keshav Memorial  
Institute of Technology

**ORGANIZING COMMITTEE**

**BASAWARARAJ S. HASU**

Professor & HOD, AVN Institute of Eng.  
& Tech, Hyderabad.

**A. SUNITHA**

Associate Professor, KGRITM.

**SANGAMESH B. HERAKAL**

Assistant Professor, Holy Mary Inst. of  
Technology and Science.

**B. PAVAN KUMAR GOUD**

Director, Anveshana Educational and  
Research Foundation

**K. S. RAJASHEKAR REDDY**

Assistant Professor, KGRITM.

**Website:** [www.anveshanaindia.com](http://www.anveshanaindia.com)

**Email id:** [info@anveshanaindia.com](mailto:info@anveshanaindia.com)

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**MESSAGE**

“Challenges are what make life interesting, overcoming them is what makes it meaningful”

With my great pleasure, national and international researchers, and professionals are cordially invited to actively participate in the “**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES, REGIONAL STUDIES & MANAGEMENT PRACTICES (NLCETELJSSRM – 2017)**” Hyderabad.

This Conference will be of great use to all researchers engaged in application of modern technology for tackling problems facing in now a day's. Both national and international well reputed professionals have been invited to present their recent findings in the conferences. Certainly, there will be great opportunity for the researchers and students to interact with the international and national participants and professionals, and establish contact for future scientific contacts, exchange of genetic material and publications. This conference would surely help immensely researchers in job opportunities, direct interaction with industries, shaping future research programs.

I wish all the best to all participants and for presenters....

**Dr. B. BALASWAMY**  
CHM, Board of Studies,  
Dept. of Communication and Journalism,  
Osmania University, Hyderabad.

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**MESSAGE**

The only thing we have to follow is, **“Your life does not get better by chance, it gets better by Change”**.

It is my pleasure to invite academicians, researchers, Professors and students from all over the world to attend the **“NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES, REGIONAL STUDIES & MANAGEMENT PRACTICES (NLCETELJSSRM – 2017)”**

The goal of this Conference is to bring together scientists and researchers from the multidisciplinary fields to present and exchange breakthrough and high quality results and ideas. The conference will cover a broad range of topics including, Management Science and Engineering domains. The unique combination of the scientific sessions make this conference exceptional, and expected to attract high quality discussions that break scientific boundaries and bridge between the different disciplines. I hereby express my best wishes to all the participants and resource persons towards successful deliberations and also my best wishes to the organizers for a successful conference.

**Dr. RAJSHREE P. MORE**

Assistant Professor,  
Department of HINDI OUCW,  
Koti, Hyderabad.

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**MESSAGE**

Anveshana Educational and Research Foundation excellently doing various academic activities inviting research scholars across the globe. The research seminars and discussion conducted in such a way which is par excellence to the international standard. Inter disciplinary refers the combination of two or more academic disciplines into single activity (Example Research study or project). This helps the students and researchers to study equitably among different disciplines.

In the present scenario the society expects higher efficiency of knowledge and the advanced scientific applications in research. Inter-disciplinary which analyze synchronize links among disciplines into united and coordinate as whole. The very purpose of multidisciplinary approach aims to tackle the universal complex problems in order to give variety of perspectives on emerging problems on various topics and studies.

In this direction the efforts and work done by Anveshana Educational and Research Foundation is commendable, wishing all the success in their efforts.

**Dr. B. SANDHYA RANI**  
Assistant Professor,  
OUCW, Koti, Hyderabad.

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**MESSAGE**

I am happy to note that Anveshana Educational and Research Foundation is organizing an “**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES, REGIONAL STUDIES & MANAGEMENT PRACTICES (NLCETELJSSRM – 2017)** at Hyderabad.

I firmly believe that this Conference provides a perfect platform to share the views of the students coming from various institutions and provides an opportunity for exchange of ideas among students. I hope this provides better interaction between various Academicians, Research Scholars, and Industrialists to upgrade their knowledge.

I wish the organizers all the best and hope they will conduct similar programs in future for the benefit of Nation.

**Dr. V. PARVATHI**

Associate Professor & BoS Chairperson for HSS

**MESSAGE**

I would like to express my congratulations, appreciation and gratitude to all the participants, authors, patrons and exhibitors for their contributions to this conference. I express the same to each dedicated member of the Organizing Committee, together with all the student volunteers who have gone to great lengths to plan and implement this memorable event, and to ensure the presentations and content meet a high technical standard. Thank you for a job well done.

**Prof. R. NAGESWAR RAO**

Department of Business Management,  
Osmania University, Hyderabad.

**Website:** [www.anveshanaindia.com](http://www.anveshanaindia.com)

**Email id:** [info@anveshanaindia.com](mailto:info@anveshanaindia.com)

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**MESSAGE**

**“Time moves slowly but passes quickly, Life is a onetime offer use it well”**

I am honored and delighted to welcome you to the **“NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES, REGIONAL STUDIES & MANAGEMENT PRACTICES (NLCETELJSSRM – 2017)”**

This National Conference aims to capitalize on the rapid growing field of technology, drawing in and providing an interdisciplinary forum for scientists, researchers, engineers, technologists and industrialists of this field and to exchange information on the recent developments. The conference covers broad theme on this area to accommodate wide range of interests and to facilitate interdisciplinary collaboration/interaction in both academia and industry. The conference will also provide an ideal environment to develop new collaborations and opportunities to meet the experts working on various areas of Management Science, Engineering Domains. Moreover, **NLCETELJSSRM -2017** will provide an international forum for the exchange of technical information through plenary lectures, invited talks, presentations by researchers and scientists.

**Dr. D. SUCHARITHA**

Director  
Anveshana Educational and Research Foundation

**Website:** [www.anveshanaindia.com](http://www.anveshanaindia.com)

**Email id:** [info@anveshanaindia.com](mailto:info@anveshanaindia.com)

**Abstract Proceedings**  
of  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN  
EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,  
REGIONAL STUDIES & MANAGEMENT PRACTICES**  
(NLCETELJSSRSMP – 2017)

**Date: 25<sup>th</sup> FEBRUARY 2017**

| <b>SL. NO</b> | <b>PAPER ID</b> | <b>TITLE/AUTHOR</b>  | <b>PAGE NO</b> |
|---------------|-----------------|--|----------------|
| 1             | RS-1001         | <b>COASTAL RESOURCE DEPENDENCY AND<br/>MANAGEMENT ABILITY IN COASTAL<br/>KARNATAKA - A STUDY</b><br>Authors: Dr. Dhananjaya K.B,<br>Mr. Chandrashekhar Moger     | 9              |
| 2             | EDU-1002        | <b>EMPOWERING WOMEN THROUGH PHYSICAL<br/>EDUCATION AND SPORTS SCIENCES/<br/>ACTIVITY</b><br>Authors: Farooz Ahmad Punzoo   | 11             |
| 3             | LIT-1003        | <b>FEMINIST CRITICISM: A REVOLUTION OF<br/>THOUGHT, A STUDY ON SHOWALTER'S<br/>FEMINIST CRITICISM IN THE WILDERNESS</b><br>Authors: Hayel Mohammed Ahmed Al-hajj | 12             |
| 4             | LIT-1004        | <b>LOK SAHITYA MEIN JANAJHATHI SAMAJ KI<br/>SAMASYAYEIN (DHAKSHIN BHARATH KI<br/>SANDARB MEIN)</b><br>Authors: Dr. Rajshree P. More                              | 13             |
| 5             | LIT-1005        | <b>NARESH MEHATA KE 'SHABHARI' KANDAKAVY<br/>ME SAMAJIK VICHAR</b><br>Authors: M. Rajya Laxmi  | 14             |
| 6             | EDU-1006        | <b>A STUDY ON DIGITAL EDUCATION IN INDIA:<br/>SCOPE AND CHALLENGES OF AN INDIAN<br/>SOCIETY</b><br>Authors: Mr. Rampravesh Gond, Dr. Rashmi Gupta                | 15             |
| 7             | SS-1007         | <b>GOODS AND SERVICE TAX - THE ROAD AHEAD</b><br>Authors: Dr. Indrakanti Sekhar, K.Manasa  | 16             |
| 8             | JOU-1008        | <b>INFLUENCE OF POSTMODERNISM IN VISUAL<br/>MEDIA: THE INDIAN CONTEXT</b><br>Authors: Sneha Verghese   | 16             |
| 9             | JOU-1009        | <b>REFLECTION OF OPINIONS ON<br/>DEMONETIZATION DRIVE IN SOCIAL MEDIA:<br/>A STUDY</b><br>Authors: Dr. Anitha Kaluvoya, Somak Sen                                | 18             |
| 10            | EDU-1010        | <b>A STUDY ON CLOUD COMPUTING AS AN<br/>EMERGING FORCE IN THE TECHNICAL<br/>EDUCATION</b><br>Authors: T.Srilatha, T. Vamshi Mohana                               | 19             |

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

|           |                       |  |           |
|-----------|-----------------------|--|-----------|
| <b>11</b> | <b>LIT-1011</b>       | <b>AN INTERDISCIPLINARY APPROACH TO<br/>HIGHER EDUCATION AND COMMUNITY BASED<br/>SOCIAL ENGINEERING - A MISSING CONCEPT -<br/>AN OVER VIEW</b><br><b>Authors: Dr. Subhashini</b> | <b>20</b> |
| <b>12</b> | <b>LIT-1012</b>       | <b>HINDI UPANYAAS KA UDBHAV AUR VIKAAS</b><br><b>Authors: Syed Taher</b>   | <b>21</b> |
| <b>13</b> | <b>SS-1013</b>        | <b>EDUCATION IN THE VISION OF SWAMI<br/>VIVEKANANDA</b><br><b>Authors: C.S. Chakravarthy</b>   | <b>22</b> |
| <b>14</b> | <b>MGMT-<br/>1014</b> | <b>INSIDER TRADING AND ISSUES</b><br><b>Authors: M. Sudha Madhavi</b>  | <b>23</b> |
| <b>15</b> | <b>LIT-1015</b>       | <b>LEKHIKAUN KI KAHANI OUN MAY VRUDHOUN<br/>KE AKELEPAN KI SAMASYA</b><br><b>Authors: S.Vijaya</b>   | <b>24</b> |
| <b>16</b> | <b>OUR JOURNALS</b>   |  | <b>25</b> |



**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**COASTAL RESOURCE DEPENDENCY AND MANAGEMENT**  
**ABILITY IN COASTAL KARNATAKA - A STUDY**

**[Paper Id – RS-1001]**

**A Paper Presented by:** <sup>1</sup>Dr. Dhananjaya K.B, <sup>2</sup>Mr. Chandrashekhar Moger

<sup>1</sup>Associate Professor, DOS in Economics, Sahyadri Arts College, Shivamogga.

<sup>2</sup>Research Scholar, DOS in Economics, Kuvempu University, Shankarghatta.

e-mail: <sup>1</sup>[dhananjay.shimoga@gmail.com](mailto:dhananjay.shimoga@gmail.com), <sup>2</sup>[mogercb@gmail.com](mailto:mogercb@gmail.com)

**ABSTRACT**

In developing world, the livelihoods of the poor are highly dependent on natural resources. But, the natural resources are coming under intense pressure. **Resource dependency refers to the conditions under which particular communities are heavily reliant on one type of economic activity such as farming, mining, fishing or logging.** In a developing country like India, poorest of the poor, those who are residing in coastal areas completely rely on fish resources, for them fishing is an opportunity of last resort to make living. This paper highlights some salient coastal ecological features of Indian coastal resources and dependency of fishermen communities and the need for a viable coastal resource management plan.

Although the diversity of the tropical marine ecosystem offers some occupational diversity, but coastal fishing communities are unable to take advantage of it. Apart from the marine fish resources, the communities have very limited access to political, financial and social assets. Therefore, any fluctuations in the resource situation would translate into, and be reflected in, their livelihoods. The livelihoods of small-scale fishing communities are increasingly at risk due to over fishing and degradation of natural resources. In many coastal states of India, patterns of unsustainable use and conflicting policies contribute to continued loss of biodiversity. Fishing activities sustain a large number of poor and therefore, sustainable use, conservation of fish resource and biodiversity deserve attention. The concern over the degradation of natural resources and resulting threat on the resource dependents in coastal Karnataka is the subject matter of the present study. The study includes descriptive, exploratory and confirmatory research.

However in Karnataka, little attention has been paid to the strategies, but the poor have a little access to biophysical, social, cultural, political and institutional assets to sustain their livelihoods. Therefore, there is a need to examine the relationships between resource dependencies, changes in

**Website:** [www.anveshanaindia.com](http://www.anveshanaindia.com)

**Email id:** [info@anveshanaindia.com](mailto:info@anveshanaindia.com)

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

asset situation and survival strategies among the coastal fishing communities, where livelihood options are limited.

All households in the study area engage in diverse income generating and livelihood activities, including fishing, fish processing, fish marketing, fish culture and daily labor regardless of their primary occupation. Clearly, their livelihood concerns such as secured access to resources and basic rights to food security, jobs, education and health care need to be emphasized in discussions about sustainable livelihoods in general and small –scale fisheries in particular. The study concludes that for conservation and management of resources, participation of local user communities is extremely important .It is necessary to allow people to make decisions as they are responsible for the present and future state of the resources. The study suggested the use of three strategies to enhance the asset base of the coastal poor—strengthening grassroots organizations, transforming relations with the State and developing new alternatives to conventional coastal development practice.

**Keywords:** Resource dependency, modernization, livelihood threats, sustainable livelihood, dependents management ability.

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**EMPOWERING WOMEN THROUGH PHYSICAL EDUCATION**  
**AND SPORTS SCIENCES/ ACTIVITY**

**[Paper Id – EDU-1002]**

**A Paper Presented by:** Farooz Ahmad Punzoo  
Research Scholar, Department of Physical Education, JJT University, Jhunjhunu  
Rajasthan

**email:** farozahmad88@gmail.com

**ABSTRACT**

Experts agree that sport and physical activity involvement can potentially offer a wide range of life benefits for girls and women. Sport and physical activity have not yet been used on a large scale as a strategy within women's movements. There are, however, already very positive stories to tell from both our programme partners and those programmes in network. Based on the experience of these partners we have learned more about how participation in sport and physical activity can empower individual girls and women. The involvement of sport and physical activity can build life skills, confidence etc. In my opinion, empowerment is a process by which people gain power over their lives that is empowerment enables women to do things for themselves in their own interests rather than at the command of others for their benefit. Thus empowerment also involves the ability to resist pressures to conform to gender-stereotyped notions concerning presentation and behavior. It also enables women to be more socially assertive. As such becoming empowered enables to become what they do with their lives. Sports are an integral part of the culture of almost every nation. However its use to promote gender equity and empower girls and women is often overlooked because sport is not universally perceived as a suitable or desirable pursuit for girls and women. The International Day of Action for women's Health, which celebrates the work of women's health advocates around the world to improve their communities and the lives of women and girls. "For girls especially, the idea of safe and supportive environment is crucial, given the burden and imitations placed on them by parents and social institutions that intensify as girl approach adulthood."

**Keywords:** Women Empowerment, Health, Gender Equity etc.

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**FEMINIST CRITICISM: A REVOLUTION OF THOUGHT, A**  
**STUDY ON SHOWALTER’S FEMINIST CRITICISM**  
**IN THE WILDERNESS**

**[Paper Id – LIT-1003]**

**A Paper Presented by:** Hayel Mohammed Ahmed Al-hajj  
Department of literature, Faculty of Arts Osmania University,  
Hyderabad, India

**email:** [hayelma2020@gmail.com](mailto:hayelma2020@gmail.com)

**ABSTRACT**

Elaine Showalter’s Feminist Criticism in the Wilderness is a significant venture in the field of literary criticism concerned with understanding of women centric mysteries like women’s body, psyche, language and the inter-related dynamics of these concepts in the cultural atmosphere women is surviving and struggling to make an identity of her own. Women’s writing is a reflection of her own experience and position in the society where she exists as an individual and lives as a female. Her essay is a witness to her struggle to find a terminology that can suggest the feminine to escape from its stereotypical associations with inferiority. To prove her point of view, Showalter has launched and focused on the concept of Gynocriticism.

This paper deals with Showalter’s ideas in the essay “feminist criticism in the wilderness” as a revolution of thought. The paper will examine what feminist theoretical view does underlay Showalter’s essay “feminist criticism in the wilderness” and it will discuss why “feminist criticism in the wilderness” as a revolution of thought by indicating to her new ideas that she has brought to the field of literary feminism as feminist critics and writer as well.

Showalter brings up a new vision to feminist criticism. She reviews in her essay lots of feminist critical views which have been brought before her, and she explain the problems with such views.

**Keywords:** feminism; criticism; wilderness; revolution; thought; Showalter.

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**LOK SAHITYA MEIN JANAJHATHI SAMAJ KI SAMASYAYEIN**  
**(DHAKSHIN BHARATH KI SANDARB MEIN)**

**[Paper Id – LIT-1004]**

**A Paper Presented by:** Dr. Rajshree P. More  
Asst. Professor, Department of HINDI, OUCW, Koti, Hyderabad

**email:** [rajashreebk@gmail.com](mailto:rajashreebk@gmail.com)

**ABSTRACT**

Lok Shabdh ek vyapak arth ko liye huye hai. Eska karan apni Aantarik gathishiltha hai. Vedvyas ki shat Sahstri Samhitha mein bharat lok jeevan ki anek mamrik chitr milte hai. Aur essi mein unhaone lika hai- Pratykshdarshi lokanna sarvdarshi bhavennar: annubooth kiye yatharth par aadarit manaveey anuboothiyoan se jeevan judha rahta hai aur ye anubootiyan rachna mein samvedana ko aadar banakar spandit hoti rahati hai. Dr. Hardvari lal Sharma likte hai – Lok shabdh ka lamba etyas hai par hame eske liye jungle mein jana anivary nahi. Yah vedoan se chal kar aaya hai aur yugoan ki yatra mein eska aarth aur roop parivarthit hua. Vedoan mein yah vishvka paryay hai. Jaha eska aarth hai bahu aur sarv.

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**NARESH MEHATA KE 'SHABHARI' KANDAKAVY ME**  
**SAMAJIK VICHAR**

**[Paper Id – LIT-1005]**

**A Paper Presented by:** M. Rajya Laxmi  
Research Scholar

**email:** sreeraj2499@gmail.com

**ABSTRACT**

Social Inquiry in the poetry of Naresh mehata is more prominently visible in his shabari poetry. In the Hindi literary world his style of writing is the noblest one. He was born during the tough times. He has developed a lofty personality. He's poems are highly humane and concerned with the deep and microscopic revelation of human nature. Poet Naresh was expert in portraying forest culture & forest traditions.

Like all the poets he is sensible and used to react to the circumstance prevailed in the society. He strives hard to uphold the values and gives suggestions for the restoration of values.

In shabari, he questions the varna system and shaped the story as a medium to self-actualize a women in a contemporary society.

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**A STUDY ON DIGITAL EDUCATION IN INDIA: SCOPE AND**  
**CHALLENGES OF AN INDIAN SOCIETY**

**[Paper Id – EDU-1006]**

**A Paper Presented by:** <sup>1</sup>Mr. Rampravesh Gond, <sup>2</sup>Dr. Rashi Gupta

<sup>1</sup>Research Scholar, JJT University.

<sup>2</sup>Research Guide, JJT University.

**email:** rampraveshgond1979@gmail.com

**ABSTRACT**

Education plays important role in overall development of individuals thereby contributing immensely to the overall development of a nation. Education globally is one of the important sectors to witness revolutionary changes in recent times. This happens primarily because of digital revolution taken place all across the globe. The typical Indian classroom was once characterized by students sitting through hour-long session, teacher used to discuss the things without any visual presentation. Now, thanks to digital technology, it is making life easier for both students and educators. Digital education is fun learning for all cadres and particularly effective for child learning as the innovative audio-video feature boosts the cognitive elements in a child's brain. Schools are increasingly adopting digital teaching solutions in their academic, and trying to make the classroom environment more inclusive and participatory. The INFO-TAINMENT combination involved in digital education makes it more practical, applicable and relatable to our life and surroundings in an interesting manner.

In India, from last few years there has been a considerable rise in Digital and Live Virtual Classrooms at different levels of learning. With evolution of technologies such as cloud, virtual data centres and virtualization there is huge potential for technology to be integrated with the Education Industry. The purpose of this research is to give overview of digital education, components of digital education, benefits of digital education in India, the future scope and possible challenges of an Indian society for moving towards digital education.

**Keywords:** Digital education, Cloud Computing, Virtualization, INFO-TAINMENT.

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**GOODS AND SERVICE TAX – THE ROAD AHEAD**

**[Paper Id – SS-1007]**

**A Paper Presented by: Dr. Indrakanti Sekhar<sup>1</sup> & K. Manasa<sup>2</sup>**

<sup>1</sup>Senior Asst. Professor, Department of Commerce, Osmania University, Hyd.

<sup>2</sup>Lecturer in commerce, Badruka College of Commerce and Arts

**email:** [sindrakanti@yahoo.co.in](mailto:sindrakanti@yahoo.co.in), [kvg.mamasa@gmail.com](mailto:kvg.mamasa@gmail.com)

**ABSTRACT**

GST is one of the most crucial tax reforms in India which has been long pending. GST is now accepted all over the world and countries are using it for its sales tax system. Its concepts and impacts are analyzed with various aspects and techniques. The major finding of the article is that dual GST model is the most used model for welfare effect of GST, all over the world besides presenting an overview of GST concept, advantages of GST.

**INFLUENCE OF POSTMODERNISM IN VISUAL MEDIA: THE  
INDIAN CONTEXT**

**[Paper Id – JOU-1008]**

**A Paper Presented by: Sneha Verghese**

Research Scholar, Department of Communication and Journalism,  
Osmania University, Hyderabad.

**email:** [snehaverghese@gmail.com](mailto:snehaverghese@gmail.com)

**ABSTRACT**

Postmodernism is a cultural movement that began in the 1950's as a reaction to the wave of Modernism, that advocated rationalism and projected scientific theory and logical explanations as the "absolute truth". Postmodernism attempts to break this bipolar nature of modernism, and replaces it with multiple small-scale, possibilities. Some of the many features of postmodernism include fragmentation, pastiche, bricolage, hyper-reality, intertextuality, simulacrum and hybridity. Though initially seen in architecture and painting, postmodernism made its way into music, and then into film. Recently, its influence has also been seen in television.

**Website:** [www.anveshanaindia.com](http://www.anveshanaindia.com)

**Email id:** [info@anveshanaindia.com](mailto:info@anveshanaindia.com)



**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

The concept of postmodernism is difficult to portray and identify in visual media, unless it conforms to the above mentioned features like intertextuality. Given its broad definitions, what may be postmodern for one individual may not seem so to another. While some Hollywood films like Pulp Fiction and Inception are readily classified as postmodern, there are many movies where the demarcation is not that significant, especially in the context of Indian cinema. There are some films and television shows that may show vaguely the characteristics similar to that of postmodernism, but fail to be identified as postmodern. Very few films have been made in India with a postmodern approach, signalling that the age of Postmodernism has still not reached its zenith here. This shows that the influence of postmodernism is very little in visual media. In contrast, its influence is being felt in advertising. Known by the term “Postmodern marketing”, it is now catching up because of its gain in popularity among viewers.

However, there is a need to reinvent the very concept of “Postmodernism” in the Indian context, given that the movement originated in the West, and went on to define the revolution in Western culture. India, having been a British colony, has no doubt been influenced greatly by various movements all over the world and particularly the West, but the individuality of Indian cultural context is missing in the examples of postmodernism found here. It is more of a blind adaptation and a poor imitation of western postmodern movement, without its application in the Indian cultural background. The only postmodern art form in India that seems to have broken out of this fixation with the west seems to be the music arising from the fusion of the Carnatic and Hindusthani classical music, and dance forms that have combined elements of classical dance forms from various states of India (A mix of Bharatnatyam, Kuchipudi, Mohiniattam and Odissi, etc).

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**REFLECTION OF OPINIONS ON DEMONETIZATION DRIVE**  
**IN SOCIAL MEDIA: A STUDY**

**[Paper Id – JOU-1009]**

**A Paper Presented by:** Dr. Anitha Kaluvoya<sup>1</sup> & Somak Sen<sup>2</sup>

<sup>1</sup>Dept. of Mass Communication and Journalism, St. Francis College for Women,  
Begumpet, Hyderabad,

<sup>2</sup>Dept of Mass Communication and Journalism, St. Francis College for Women,  
Begumpet, Hyderabad

**email:** somakishere@gmail.com<sup>2</sup>

**ABSTRACT**

The issue of demonetization announced on November 8, 2016 by Prime Minister Narendra Modi sent waves of shock to the entire nation. With the declaration of Rs 500 and Rs 1000 as obsolete right from then and ways to change the existing currencies of Rs 500 and Rs 1000 from nationalized or private banks and post offices right from December 9 onwards created a furore throughout the nation. While a section of the society expressed their satisfaction over the demonetization drive taken up by the Modi government in order to curb the spread of black money, another section burst out their anger and dissatisfaction over this issue citing the inconveniences to be met or faced by the people of India. Like other media, this time also social media was opted by the Indian people to express their thoughts, agreements and disagreements related to this topic as India witnessed the same during the 'India Against Corruption' movement in 2011. This research paper would focus on the uses of social media especially Facebook by the Indians as a channel of communication to divulge their individual opinion on their respective Facebook wall and the repercussions by the readers of those posts through various types of feedbacks.

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**A STUDY ON CLOUD COMPUTING AS AN EMERGING FORCE**  
**IN THE TECHNICAL EDUCATION**

**[Paper Id – EDU-1010]**

**A Paper Presented by:** T.Srilatha<sup>1</sup> & T. Vamshi Mohana<sup>2</sup>  
Department of Computer Science  
R.B.V.R.R Women's College, Narayanaguda, Hyderabad

**email:** toomula.srilatha@gmail.com

**ABSTRACT**

The emergence of relatively new technical advancement is cloud computing technology in the field of education, which took a drastic worldwide change and improvement in the smart and digital classrooms and reshaped most of the processes related to learning, teaching, and administration, storing and retrieving the documents. Cloud computing is one of the most popular trend of the current era due to its latent to enable information accessibility, progress association and reinvent traditional Information Technology structures. The concept of cloud computing has its various interpretations and applications. Cloud computing mainly refers to technology that delivers powerful computing resources through the Internet. Educational institutions all over the world have already adapted the cloud to their own settings and made use of its great potential for teaching and technical innovation. Cloud based tools also helps the students to involve in reliable research work to be carried out as a part academics. This paper mainly focuses on the services, applications and the important role in the field of Technical Education for higher studies.

**Keywords:** Cloud Computing, Technology, Technical Innovation, Computing Resources

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**AN INTERDISCIPLINARY APPROACH TO HIGHER**  
**EDUCATION AND COMMUNITY BASED SOCIAL**  
**ENGINEERING - A MISSING CONCEPT - AN OVER VIEW**

**[Paper Id – LIT-1011]**

**A Paper Presented by:** Dr. Subhashini  
Assistant Professor, Dept. of English, OU

**email:** subhashiniou@gmail.com

**ABSTRACT**

A holistic approach to higher education is the call of the hour, to enable the students to acquire a healthy attitude towards the synchronization of their learning that leads to knowledge and its use for community welfare and progress.

Understanding the importance of interdisciplinary scope of higher education in the era of specialization and super specialization is very crucial, lest it may lead to unnecessary confusion.

Higher education is often sought after for the sake of better employment, but the ultimate aspect of gaining enlightenment through knowledge acquisition that would empower the student to become a better individual by expanding his or her horizons of thought and give back in return to the community is yet to be established in the realm of higher education.

A community is the basic unit of a society, several such communities do co-exist in the social fabric of a society; but if the social fabric is weakened due to inappropriate social engineering, that would promote unrest in the minds of youth, a majority of them being students, then how can we expect the students to focus on their better performance and be self-motivated.

A better social engineering is possible through the study of social sciences that would generate some social scientist who can through their research shall find out how to strengthen the social fabric of the society, while the focus is on the millennium development goals through the study of science and technology but the higher education is to generate manpower for industry (IT or any) it is questionable that why the study of social sciences is not integrated with the study of pure sciences and technology.

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**HINDI UPANYAAS KA UDBHAV AUR VIKAAAS**

**[Paper Id – LIT-1012]**

**A Paper Presented by:** Syed Taher  
Telangana University, Dichpally, Nizamabad Dist., Telangana

**email:** syedtaher11@gmail.com

**ABSTRACT**

Upanyaas saahityik ki ek vishishtha vidhaa hai. Gady Saahity me Upanyaas hee sabse adhik chittakarshak va manoranjak vidhaa hai. 'saahity samaj ka darpan hai'. 'saahity Rachnaakar ki Aatmabhivyakkti hai.'Upanyaas me jiye jane Wale jeevan ki katha hoti hai. Tatha Us jeevan ko jeene wale paatro ka varnan hota hai. Upanyaas Shabdh Up+ni+Us se bana hai, jiska arth hai Paas milakar yukti yukt arth mem rakhna ya upasthapanakarna.

Hindi upanyaas ke vikaas ka shre Angrezi evam Bangla upanyaasoun ko diya jaa sakta hai. Hindi me is vidhaa ka sriganesh Angrezi evam bangali upanyaasoun ki lokpriya se hua. Desh vibhajan se sambandhit yathart ka chitran karne wale upanyaas bhi is dauraan likhe gaye jinme bantware ke karnam Aur unse utpann bhishan hadsoun tuthe-bante sarnbandho Evam Atank utpann karne wale Bhayanak Drushyoun ka udghatan hua hai. Yashpal ka "Jhouta Sacch" Aur Bhism sahani ka "Tamas" is drushti se vicharaadhin hai.

Bharat ki Aazadi ke baadh hindi upanyaas ka swaroop he badal gaya. stree vimarsh ko kendhra mem rakhkar stree lekhika oun ki ek sashakth Peedi samne Aayi. Bharat me anek warg ke log rah rahe hain. Alpasnkhyak warg swatantrata praapt me Bhageedaaree the to, desh ke unnati mem hissedaree bhi hona chaahie. un par guzar rahe atyachaarom ko janata ke saamne upanyaas lekhan kaarya ke maadhyaam se pesh kiyaa jaa rahaa hai. Haal ke dino mem dalitha vimarsha, aadivaasee vimarsha aadi ko lekar upanyaas lekhan ki shuruaata ho chukee hai. hindi upanyaas vishayom ki vividhta ke stara par bhee kramasha samrrdhd hotee hai. aaj hindi upanyaas vikaas ke naye aayaamom ko churaha hai.

**Website:** [www.anveshanaindia.com](http://www.anveshanaindia.com)

**Email id:** [info@anveshanaindia.com](mailto:info@anveshanaindia.com)

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**EDUCATION IN THE VISION OF SWAMI VIVEKANANDA**

**[Paper Id – SS-1013]**

**A Paper Presented by:** C.S. Chakravarthy

M.Com., P.G.D.P.M.I.R., LL.M., (Ph.D), Research Scholar, Department of Law,  
Osmania University, Hyderabad – 500007, Telangana State

**email:** [chakkuresearchscholar13@gmail.com](mailto:chakkuresearchscholar13@gmail.com)

**ABSTRACT**

According to Swami Vivekananda, education does not mean the mass of information which is inserted by force into the mind of a child. In his own words, education is the manifestation of perfection already reached to man. Indian nationalism and spiritualism were the basic foundations for his philosophy of education and the philosophy of Vedanta and Upanishads. He was against the system of contemporary educational system; it turned men into slaves, capable of slavery and nothing else. He emphasized that the aim of education to be life-building, man-making and character-making and also he said that knowledge without culture was only skin-deep. Education was a powerful instrument to achieve these developmental qualities in the people. He wants to make the individual by giving recognising of his cultural heritage and to struggle throughout his life, so that he emphasised education is the right choice to upcoming of human beings. Vivekananda not only possessed high ideals of education but also he developed a sound system of ideals, how it was achieved. Character-building was fundamental in Vivekananda's educational scheme, as against career-orientation, which occupies centre-stage in today's education. The chief objection raised by Vivekananda against the contemporary educational system was that it turned men into slaves, capable of slavery and nothing else. Swami Vivekananda strongly believe that a nation is advanced in proportion as education and intelligence spread among the masses. Education must embrace the whole society, with special attention to those who are most in need of it and who, for one reason or another, are unable to avail themselves the existing facilities. Vivekananda was a genuine friend of the poor and the weak, particularly the helpless masses of India, and he was the first Indian leader who sought a solution to their problems through education. He insists that men and women are equally competent not only in the academic matters, but also must have equal companion in the home and family. Vivekananda being a keen observer could distinguish the difference in perception about the status of women in the West and in India. Vivekananda's ideas on education had a democratic angle.

**Keywords:** Swami Vivekananda, Education, Mass, Information, Inserted, Force, Mind, Child, Manifestation, Perfection.

**Website:** [www.anveshanaindia.com](http://www.anveshanaindia.com)

**Email id:** [info@anveshanaindia.com](mailto:info@anveshanaindia.com)

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**INSIDER TRADING AND ISSUES**

**[Paper Id – MGMT-1014]**

**A Paper Presented by: M.Sudha Madhavi**

I/C Principal & Associate Professor  
Saanvi P.G. College for Women  
Hyderabad-500058

**email:** smakella@gmail.com

**ABSTRACT**

Insider means any person who, is or was connected with the Company or is deemed to have been connected with the Company, and who is reasonably expected to have access to unpublished Price Sensitive Information in respect of Securities of the Company, or who has received or has had access to such unpublished Price Sensitive information. Insider trading means dealing in Securities of a company by its Directors, Employees or other Insiders based on unpublished Price Sensitive Information. Such dealings by Insiders erode the investors' confidence in the integrity of the management and are unhealthy for the capital markets. Section 2(1)(g), Securities and Exchange Board of India ("SEBI") (Prohibition of Insider Trading) Regulations of 2015, Insider is defined as "any person who is: i) a connected person; or ii) in possession of or having access to unpublished price sensitive information". In most of the business situations these days insiders earn profits from stock trading this does not surprise most financial economists, but these outsiders can earn abnormal returns by using publicly available insider trading data constitutes a serious exception to stock market efficiency. This paper conceptually attempts to identify rules, amendments and cases pertaining to insider trading and its issues. The information is collected from the secondary sources.

**Keywords:** Insider trading, misleading, business, regulations, laws

**Abstract Proceedings**  
**of**  
**NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN**  
**EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,**  
**REGIONAL STUDIES & MANAGEMENT PRACTICES**  
**(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**

**LEKHIKAUN KI KAHANI OUN MAY VRUDHOUN KE**  
**AKELEPAN KI SAMASYA**  
**[Paper Id – LIT-1015]**

**A Paper Presented by: S.Vijaya**  
Research Scholar

**email:** [senkesivijaya1980@gmail.com](mailto:senkesivijaya1980@gmail.com)

**ABSTRACT**

Manushny Eak Samajik Prani He. Chahe vah bachcha ho, yuva ho, ya vrudh sabhee ke lie Apne Vichar ya Bhavana oun ko Apas May bantna anivary he. Vichar Vinimay Se Kayee Anjane Vishay avagath Kar Sakathe he bachche avam yuva apne Parivar May Matha-Pitha, dada-dadi, nana-nani se apne vicharoun Ko batna he. Unke marg nirdeshan se anek labh hothe he. Kabhi-Kabhi Easy bhee hotha Ki hamare jatil se jatil samsya bhee Parivar ke bujurg Ke anubhav Se sulajh Jathahe. Yuva apne bujurgoun Ka samman Karthe huye anek Kasht Evam bhavana Ko samajhne Evam graham Karne Ka Prayathn Karne se ve bahuth hee santhusht ho jathe he. Jisseve apne ko kabhee akela Mahsus Nahi Karthe.



**Abstract Proceedings  
of  
NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN  
EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,  
REGIONAL STUDIES & MANAGEMENT PRACTICES  
(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**



ISSN-2456-3889

# AIJRPLS



## **Anveshana's International Journal of Research in Pharmacy and Life Science(AIJRPLS)**

### **Work Location**

**Anveshana Educational and Research Foundation**  
#404, Mythri Apts, Opp. BSNL Office, ECIL, Telangana, 500062

### **Contact Us**

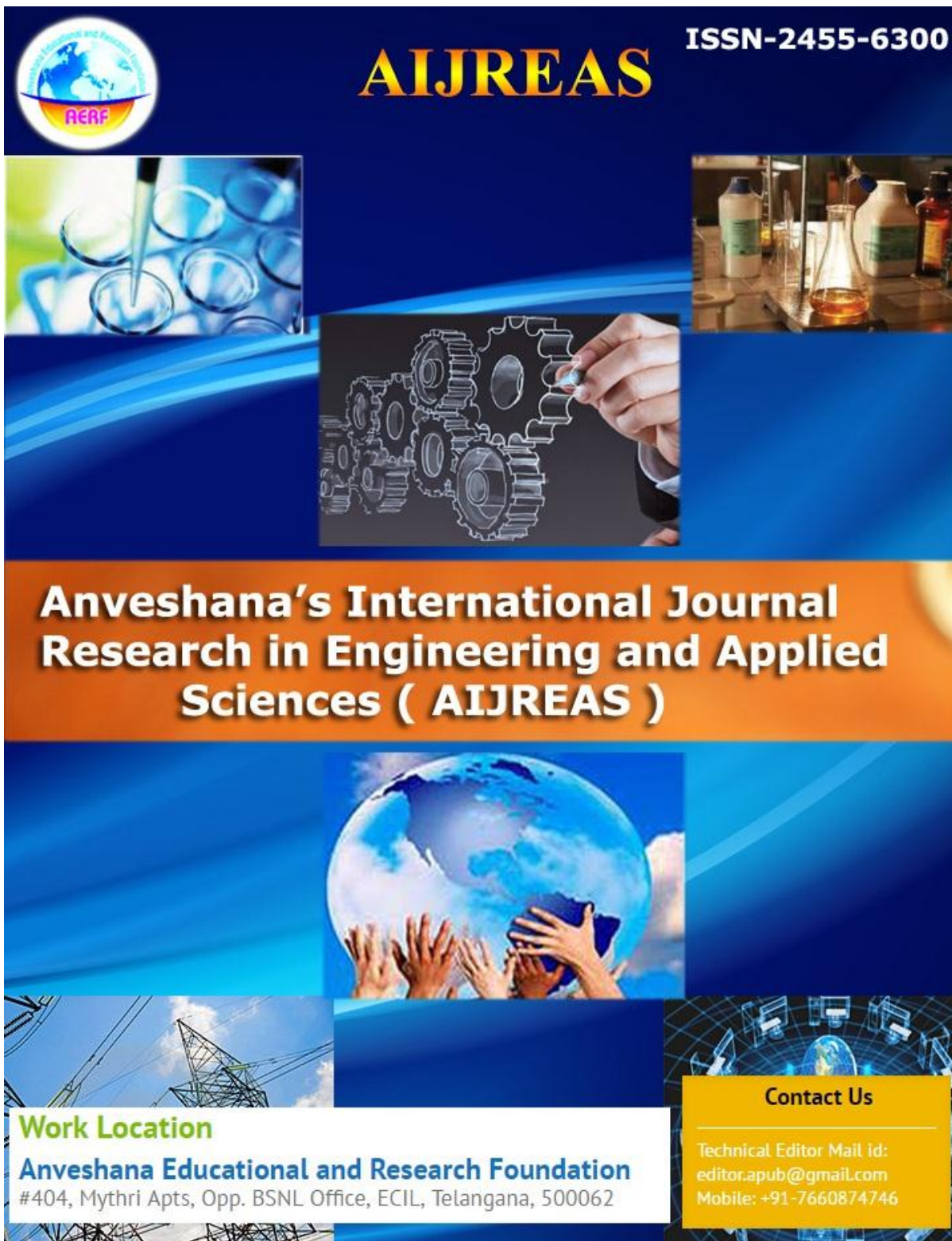
Technical Editor Mail id:  
editor.apub@gmail.com  
Mobile: +91-7660874746

**Website:** [www.anveshanaindia.com](http://www.anveshanaindia.com)

**Email id:** [info@anveshanaindia.com](mailto:info@anveshanaindia.com)

**Abstract Proceedings  
of  
NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN  
EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,  
REGIONAL STUDIES & MANAGEMENT PRACTICES  
(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**



**ISSN-2455-6300**

**AIJREAS**

**Anveshana's International Journal  
Research in Engineering and Applied  
Sciences ( AIJREAS )**

**Work Location**  
**Anveshana Educational and Research Foundation**  
#404, Mythri Apts, Opp. BSNL Office, ECIL, Telangana, 500062

**Contact Us**  
Technical Editor Mail id:  
editor.apub@gmail.com  
Mobile: +91-7660874746

**Website:** [www.anveshanaindia.com](http://www.anveshanaindia.com)

**Email id:** [info@anveshanaindia.com](mailto:info@anveshanaindia.com)

**Abstract Proceedings  
of  
NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN  
EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,  
REGIONAL STUDIES & MANAGEMENT PRACTICES  
(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**



ISSN-2456-3897

# AIJRELPLS



**Anveshana's International Journal  
of Research in Education, Literature,  
Psychology and Library Sciences  
(AIJRELPLS)**



### Work Location

**Anveshana Educational and Research Foundation**  
#404, Mythri Apts, Opp. BSNL Office, ECIL, Telangana, 500062

### Contact us

Technical Editor Mail id:  
[editor@anveshanaindia.com](mailto:editor@anveshanaindia.com)  
Mobile: +91-7660874746

**Website:** [www.anveshanaindia.com](http://www.anveshanaindia.com)

**Email id:** [info@anveshanaindia.com](mailto:info@anveshanaindia.com)

**Abstract Proceedings  
of  
NATIONAL LEVEL CONFERENCE ON EMERGING TRENDS IN  
EDUCATION, LITERATURE, JOURNALISM, SOCIAL SCIENCES,  
REGIONAL STUDIES & MANAGEMENT PRACTICES  
(NLCETELJSSRSMP – 2017)**

**Date: 25<sup>th</sup> FEBRUARY 2017**



ISSN-2455-6602

**AIJRRLSJM**



**Anveshana's International Journal of  
Research in Regional Studies, Law,  
Social Sciences, Journalism and  
Management Practices (AIJRRLSJM)**



**Work Location**

**Anveshana Educational and Research Foundation**  
#404, Mythri Apts, Opp. BSNL Office, ECIL, Telangana, 500062

**Contact us**

Technical Editor Mail id:  
[editor@anveshanaindia.com](mailto:editor@anveshanaindia.com)  
Mobile: +91-7660874746

**Website:** [www.anveshanaindia.com](http://www.anveshanaindia.com)

**Email id:** [info@anveshanaindia.com](mailto:info@anveshanaindia.com)