3.3.2: Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years

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2	Sri B Obula Subba Reddy	Role of self help groups on poverty alleviation and empowerment in the globalised rea	Women entrepreneur in India	Role of self help groups on poverty alleviation and	National	2017	978-938585101-01-4	Govt. Degree College, Jammalamadugu, AP	Para mount Publishing house
3	Dr C Ramana Reddy	International journal of educational administration and management	Human rights and human developments	International journal of educational administration and	National	2018	2348-9332	GDC, Nagari	APH Publishing corporation
4	Dr C Ramana Reddy	Edu world UGC No 64522	Good government is an effective tool for good goverance- A study	Edu world UGC No 64522	International	2018	2319-7129	GDC, Nagari	APH Publishing corporation
5	Dr G Chandra sekhar	Emerging trends in chemical, material and environmental sciences	Green corrision inhibits, past , present and future	NSETCMES	National	2019	978-93-87540-98-9 105	Govt. Degree College, Puttur	Roshan publications
6	Dr G Chandra sekhar	Emerging trends in chemical,material and environmental sciences	Carbon nano tubes- based gas sensors for environmental monitoring- A review	NSCTCMES	National	2019	978-93-87540-98-9 105	Govt. Degree College, Puttur	Roshan publications
7	Dr L Bhushan Kumar	Women Empowerment:Issues and Perspectives	An overview of Economic Empowerment of women in India	Empowerment:Issues and Perspectives	National	2021	978-93-93395-03-0	SVKP College, Markapur, AP	Shakthi Printers & Publishers
8	Sri B Obula Subba Reddy	Digital transactions	Customer perception towards E-payment system	Roshan publication	National	2022	978-93-5768-099-8	Govt. Degree College, Jammalamadugu, AP	Roshan publication
9	Dr S C Sanjeeva Reddy	Kaaraa Economic stories	Ardhika sambaidamaina katalu - pariseelana	Bhavaveena	National	2022	2456-4702	Govt. Degree College, Jammalamadugu, AP	Govt Degree College (M), Srikakulam
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B. OBULA Subbareddy

"Role of Women Self Help Groups on Poverty Alleviation and Empowerment of Women in the Globalised Era"

About the Editor

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Women Entrepreneur In India

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INTRODUCTION

Women entrepreneurs may be defined as a "Woman or a group of women who initiate, organize and run a business enterprise". Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, a woman run a enterprise is defined as "an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51%of the employment generated in the enterprise to women". Women entrepreneur constitute 10 % of the number of the number of entrepreneur in the country. They constitute 50% of the population of our country with a lower literacy rate than men. one way of achieving is by making women come out and become entrepreneurs. In the traditional society, they were confined to the four walls, playing household roles, but in the modern society, they are coming out to participate in all sorts od activities. Normally, women entrepreneurship is found in the extension of their kitchen activities, mainly in preparing commercially the 3?P?s namely, Pickles, Papads and Powder. Few of them venture into services industry relating to hospitality, catering, educational services, consultation or public relations, beauty clinics, etc. Women enter entrepreneurship due to economic factors which pushed them to be on their own and urge them to do something independently. Women prefer to work from their own work residence, difficulty in getting suitable jobs and desire for social recognition motivate them towards self-employment. We see a lot of women professionals in engineering, medicine, law etc. They are also setting up hospitals, training centers, etc

"An enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated by the enterprise to women."

- Government of India

"A woman entrepreneur can be defined as a confident, innovative and creative woman capable of achieving self economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life."

-Kamal Singh

I. RATIONALE FOR DIVERSIFICATION

Women entrepreneur are risk bearers, organizes and innovators too. Indian women, who are regarded as better half of the society , are not equal partners in society. The low literacy rate (40%), low participation rate (10 %) of women as compares to 60%, 52%, 18% respectively of their male counterparts prove their disadvantageous position in the society. The results of the survey conducted by IIT, Delhi are:

Women own one-third of small business in USA and Canada and the number is likely 50% in the 21st century. Women account for 40% of the total work force in Asian countries. Women outnumber men by at least two lines in China. The percentage of women entrepreneurs has increased from 7.69% in 1992-93 to 10% in year 2000-01, but the number still is significantly low as compared to overall work participation rate i.e. 25.7%. The number of women in technical courses, professional courses and in engineering stream has shown a tremendous rise. Polytechnics and IITs have only 15% girls out of total enrolled students and very less join and set their own enterprises.

II. REVIEW OF LITERATURE

Bowen &Hisrich, (1986), compared & evaluated various research studies done on entrepreneurship including women entrepreneurship. It summaries various studies in this way that female entrepreneurs are relatively well educated in general but perhaps not in management skills, high in internal locus of control, more masculine, or instrumental than other women in their values likely to have had entrepreneurial fathers, relatively likely to have frts born or only children, unlikely to start business in traditionally male dominated industries & experiencing a need of additional managerial training. Cohoon, Wadhwa& Mitchell, (2010), present a detailed exploration of men & women entrepreneur?s motivations, background and experiences. The study is based on the data collected from successful women entrepreneurs. Out of them 59% had founded two or more companies. The challenges are more related with entrepreneurship rather than gender. However, the study concluded with the requirement of further investigation like why women are so much concerned about protecting intellectual capital than their counterpart. The motivational factors were desire for control & freedom to take their own decision as well as earning handsome amount of money. Self employed men and women differ little in education, experience and preparedness.

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Persistance of Vision for Alphabet Recognition

Technology is growing by the day, and its advancement in the field of visual display has been phenomenal as well. This paper deals with one of several phenomena dealing with visual display called the Persistence of Vision Display (POV). Persistence of vision refers to the phenomenon of the human eye in which the afterimage exists for a brief time (10 ms). A POV display uses this same phenomenon by spinning a one dimensional array of LEDs through two dimensional space at such a speed that a two dimensional cylindrical display is visible. This movement is achieved by placing the LEDs on a motor shaft. The rotational speed is so maintained that the human eye perceives a two dimensional image. Rather than display a monotonous stream of letters we have established a link between an alphabetrecognition system and the display system using a ZigBee. At the transmitter end, i.e., the alphabet recognition end, a set of four switches are placed which aid in the incrementing and decrementing of the letters of the alphabet, incrementing the cursor to the next position and sending the set string of data through ZigBee. The transmitting section uses an AT89S52 for recognizing the alphabet and transmitting it. The receiver section ofZigBee receives this string of data and displays it on the rotating LEDs. On the receiver end we use an AT89C2051 microcontroller which has an inbuilt LED driver to reduce the weight and space on the module.

Key Words : Persistance, Vision, ZigBee, Microcontroller, One and two dimensional image.

P. Siva Rami Reddy* & I.V. Subba Reddy**

(1) Introduction :

The core idea of the project revolves around the single phenomenon of persistence of vision. Persistence of vision is a phenomenon pertaining to the ability of the eye, where the afterimage seen continues to exist in the retina for a certain period of time (approx. 10ms). Many people have proposed methods using multiplexers, shifters, timers, microcontrollers, etc. to exhibit this phenomenon. This work enables a display of text of desired length at a low cost and high efficiency.

In the paper [1] a PIC microcontroller is used along with latches which are used for multiplexing the signal. The display is obtained on an LED array. This type of display has the option of showcasing text or a clock based on choice. The text to be showcased is the same as the text that has been preprogrammed in the microcontroller.

In paper [2] a rotating display is created using an AT89C52 microcontroller along with anRTC (real time clock). This display deals with the showcasing of time and date using the RTC. RTCs are usually used in mobiles orcomputers or in instruments where a high accuracy of time keeping is required. So, in this display the RTC is used to keep the time and day up-to-date.Every time the display is turned on the date and time at that particular moment is shown. This is achieved by a single column of 8 LEDs working on the principle of persistence of vision.

The Propeller Clock [3] uses the concept of persistence of vision to display a live clock. The paper makes a case for creating a circular display instead of the conventional cylindrical display. An optocoupler is used to provide interrupts to the microcontroller. An AT89C2051 microcontroller is used to reduce weight of the POV display.

In paper [4], Persistence of vision control is achieved using an Arduino microcontroller. This microcontroller is faster,performs better and is more efficient. The whole kit works with an android operating system. Instead of using the conventional single color LEDs, an RGB LED is used here, which emits three colors. The display of the message is governed by any android device connected to the Arduino board.

The spinning LED display using radio frequency takes the concept of rotating displays using a single column of LEDs a step further. In paper [5], the users are operating a preprogrammed AT89S52 microcontroller, i.e., the message to be displayed is already dumped into the microcontroller. They also have the option of changing the message by simply reprogramming the microcontroller or establishing a communication link between the display and a PC using RF frequencies. This link enables the user to send a stream of data to be displayed from the PC.

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(2) Proposed Work :

Energy crisis is one of the most acute problems concerning the world today. Saving power should be of the highest priority on everyone's agenda. But the way the world is growing, it is encouraging the rise of new industries and entertainment and amusement zones. These industries and amusement parks require the installation of display units which consume a lot of power. This work shows how by using a single column of LEDs to make display units, we can reduce our increasing consumption of power. These units can display any message using transmitter boards.

(3) Components :

The following are the components used in this system:

(I) Microcontroller :

This system uses two microcontrollers:

(I) AT89S52 : The heart of our transmitter section is the AT89S52. The 8 bit microcontroller has 8K of in-system programmable flash memory and 256 bytes of RAM. The microcontroller has 32 I/O lines. The microcontroller also houses a full duplex serial communication port and a set of three 16bit timers/counters. The microcontroller works on two modes, an idle mode and a power down mode.

(ii) AT89C2051 : In our receiver section we are using the AT89C2051 microcontroller. This 8 bit microcontroller has 2K of in-system programmable flash memory and 128x8 bytes of RAM. The microcontroller has 15 I/O lines. It has a programmable serial communication port. The microcontroller has direct LED drive output lines.

(II) Liquid Crystal Display (LCD) :

The LCD connected to the microcontroller is a 16x2 display. With the LCD,if an 8bit data bus is used, then theLCD willrequire 11 data lines (3 control lines and 8 lines for the data bus).These three control lines are referred to as EN (Enable), RS (Register select), and RW (Read/ Write).The Enable pin is used to tell the LCD that we are sending the data. If the Register Select pin is low it means that the data is treated as a command and if it ishigh then the data sent is text. If the Read/Write pin is low it means that the data is written and if it is high, the data is read, provided the register select pin is high.

(III) ZigBee :

ZigBee is a transceiver module which communicates using the RF frequencies. It transmits and receives data at 9600 baud rates from any CMOS/TTL source. It works in half duplex mode, i.e.,the data can be sent only in one direction at a time. ZigBee is a low-power and low-cost communication module.

(IV) MAX 232 :

MAX 232 chips are used to convert the given voltages to RS 232 communication standards. MAX 232 is also referred to as a line driver. It works on the principle of charge pumping. This IC is the best at noise rejection and is also very reliable against discharges and short circuits.

(4) Implementation :

The block diagram 1 shows the transmitter section of

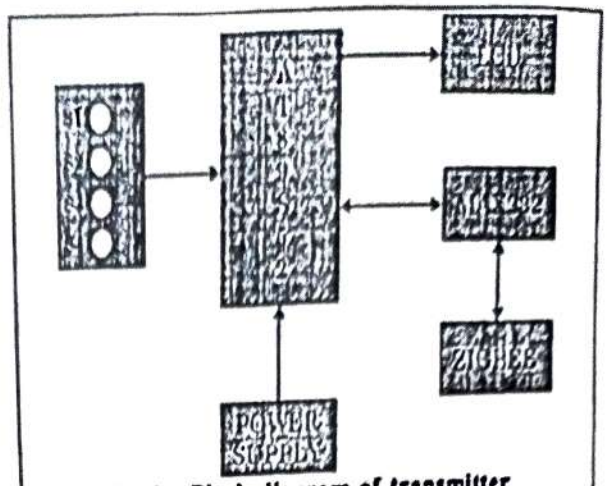

Fig 1 : Block diagram of transmitter

the module. The heart of this transmitter circuit is the AT89S52 microcontroller.In the transmitter section there are four switchesS1, S2, S3, S4. S1 is used for incrementing the alphabet, S2 for decrementing the alphabet, S3 is used for incrementing the cursor to the next position, and S4 is used for transmitting the data serially using ZigBee.The desired string is typed using the switches (S1, S2, and S3). The LCD connected to the module will help the user see what has been typed. Once the desired string has been typed it can be transmitted by pressing S4. Max 232 now converts the string into RS 232 compatible standards and transmitsthe typed text to the receiver sectionwith the help of ZigBee.

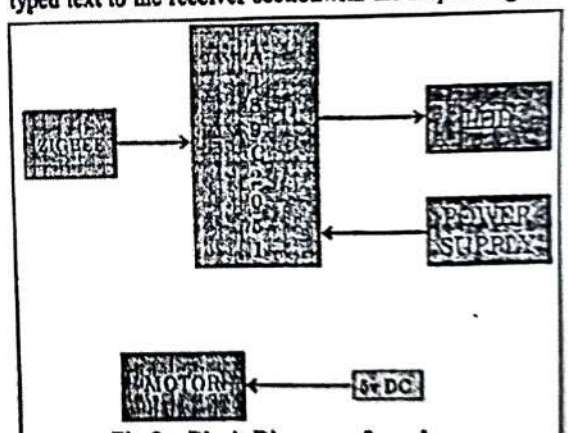

Fig 2 : Block Diagram of receiver

The above block diagram shows the receiver section of the module. The heart of the receiver circuit is the AT89C2051 microcontroller.This microcontroller is used because it has the capability of directly driving the LEDs,therefore LED driver chips need not be used.This reduces the weight of the module. The ZigBee on the receiver section receives the data and sends it to the microcontroller. Based on the data received, the microcontroller either switches the LED on or off for the specified period of time. This setup is mounted on a motor. When the motor is switched on, the module starts rotating at a calculated number of rotations per minute. The single column of LEDs rotating in a cylindrical column displays the entered string.

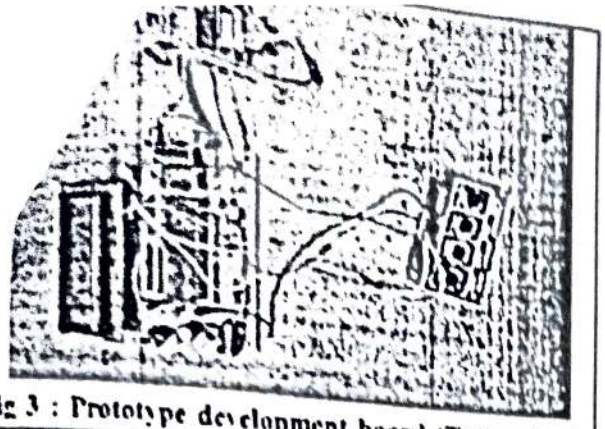

Fig 3 : Prototype development board (Transmitter)

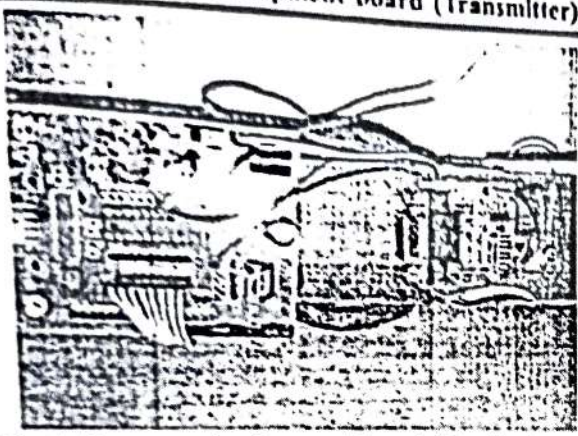

Fig 4: Prototype development board (Receiver) top view

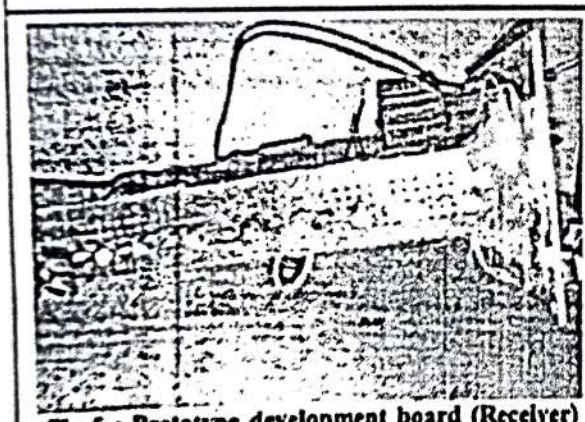

Fig 5 : Prototype development board (Receiver) Front view

(5) Software :

Initially, in the transmitter section, the LCD and serial ports are reset for initialization. A message "WELCOME" is displayed on the LCD screen. The microcontroller then redirects the LCD to a blank screen whichdisplays a cursor and the letter 'A'. The LCD then awaits the next command. If S1 (switch 1) is pressed on the kit an increment of characters occurs until the desired character is obtained. Once the desired character is obtained, S3 (Switch 3) should be pressed for the cursor to move to the next position on the LCD.In the same manner S2 (switch 2) is used to decrement the alphabet count. Once the desired string of data is set on the LCD, S4 (switch 4) should be pressed which transmits the string of data using a Zigbee.

In the receiver section, initially the serial and timer registers are reset. The ports to which the LEDs are connected are also reset. By doing this the serial timer registers and the LED ports are initialized. The microcontroller now checks if there is any data being received at the Zigbee. If there is data being received, the microcontroller checks which character is being received. Based on the character received an appropriate time delay is created for the LED to be ON or OFF. If there is no data being received a preprogramed message saying "HELLO" is displayed on the LED array.

(6) Applications : The advantage of the present work is that it consumes much less power than the display units in use in the market now. This work enables the user to display a desired string rather than a monotonous string. This work is also light to carry around. The user doesn't require a PC or a programmer to reframe the display message.All that the user needs is a transmitter board.

Conclusion : Energy efficiency is a growing demand in today's world and so is modernization with technology. This work combines both by creating a user friendly display at low cost with high efficiency and low power consumption.

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CARBON NANOTUBES-BASED GAS SENSORS FOR ENVIRONMENTAL MONITORING- A REVIEW

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, G. CHANDRASEKHAR1

,

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1Lecturers in Chemistry, Dept. of Chemistry, Govt. Degree & PG College, PUTTUR-517583, Andhra Pradesh, India

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ABSTRACT

Carbon nanotubes (CNTs) are tubes made of carbon with diameters typically measured in nanometers. They were discovered independently by Sumio Iijima, Ichihashi and Bethune et al. in 1991.CNTs can be classified as single walled carbon nanotubes (SWCNTs) and multi walled carbon nanotubes (MWCNTs). CNTs are

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GREEN CORROSION INHIBITORS, PAST, PRESENT AND FUTURE

G.Chandra Sekhar*, C. Nageswara Reddy, V. Prabhakar Rao A. Ramesh Babu &

Kaveti Sudheer

Department of Chemistry, Govt. Degree & PG College, Puttur, Chittoor (Dt.), A.P.

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ABSTRACT

Green corrosion inhibitors are of interest because there has been an increase in environmental awareness and a change in regulations that restrict regular corrosion inhibitors due to their toxicity. Natural products are a good source of green corrosion inhibitors, where most of their extracts containing the necessary elements such as O, C, N and S which are active in organic compounds, assist in adsorption of these compounds on metals or alloys to form a film that protects the surface and hinders corrosion. Numerous natural products and their application in different processes, especially in steel reinforcement embedded in concrete, are discussed. Development of green chemistry and green chemical technologies offers novel synthetic methods for ionic liquids, which are considered as new corrosion green inhibitors, and their mechanism of adsorption, how these green inhibitors act in different media, and their protective role for different metals and alloys are discussed. Finally, industrial applications of vapor-phase inhibitors and

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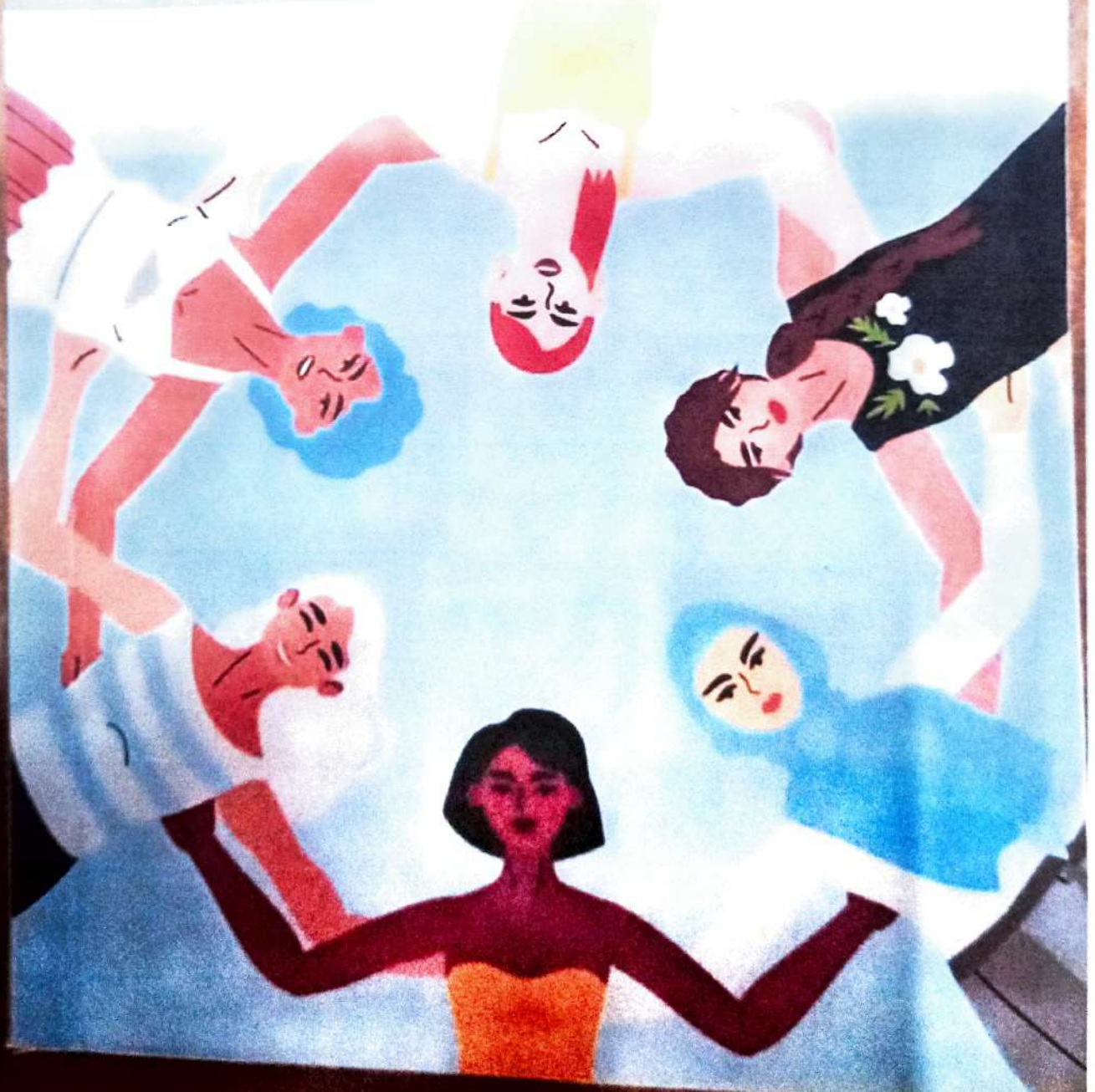
WOMEN ENTREPRENEURSHIP

Issues and Perspectives



developing and underdeveloped countries are undergoing a little. Women's empowerment is essential for the development of society. Socio-cultural factors in the patriarchal system have gained control over her, which is why women in our society today are not fully empowered. Women can come out of such a system of restraint, oppression, violence, inequality and be empowered to have the power to exercise equality, rights and liberty as well as to be conscious, independent and questioning. In this regard, Dr. Kavitha G.N. has collected and cited many excellent articles on 'Women Empowerment: Issues and Perspectives'.This edited book is a valuable contribution to Women's Studies and other related Social Sciences. I congratulate and wish her for this academic achievement.

Smt K. Jyothi, IAS

Registrar, Jnanabharathi Campus
Bangalore University, Bengaluru-560 056

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AN OVERVIEW OF ECONOMIC EMPOWERMENT OF WOMEN IN INDIA

L. Bhushan Kumar
Y. Nirmal Rajeev
M. Mary Theresa
B. Yellamanda
B. Deepa

Introduction:

Empowerment is defined as a process of awareness of capacity building leading to greater participation, effective decision making power and control leading to transformative action. This involves the ability to get what one wants and to influence others on our concerns. With reference to women the power relation that has to be involved includes their lives at multiple levels, family, community, market and the state[1]. According to United Nations development project report, without empowering women the overall development of human beings is not possible. This report was dedicated to women's

empowerment and it declared that if human development is not engendered it is endangered a declaration which almost become a lie-motif for further development measuring and policy planning. Equality, sustainability and empowerment were emphasized and the stress was that women's emancipation does not depend on National income but is an engaged political process[2]. The fourth world conference on women held in Beijing in 1995 was a landmark event that set the pace for women's empowerment. The Beijing platform for action pegged on the pillars of human rights and gender equality was accepted by India without reservation. The fifteen-year eventful journey since Beijing has been marked with shared learning, partnerships, achievement and advancement for women in different spheres.

Most women in the rural area suffer from double burden of carrying out less visible work like cooking, fetching water, sending children to school, agriculture labour, feeding cattle, milking cows etc., while the men folk perform visible activities like selling milk and grains produced by the household. Women are sidelined in decision making in the family and usually out off from a full involvement in the [illegible] of the society and from an equal share in the society's [illegible]

Indian Scenario on Women Empowerment:

[illegible] with the coming in of Aryan's, patriarchy [illegible] the Varna became caste. The daughter [illegible] the son during the Vedic period. Various [illegible] for the birth of a son. Despite the patriarchal [illegible] challenge the world view of their periods. It [illegible]

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- డా॥. యస్.సి. సంజీవరెడ్డి, తెలుగు ఉపన్యాసకులు, ప్రభుత్వ డిగ్రీ కళాశాల, జమ్మలమడుగు.

కా.రా కథలు ప్రపంచ సాహిత్యంలోనే గొప్పస్థానాన్ని పొందాయి. తెలుగు వాళ్ళు ఇరవయ్యో శతాబ్దంలో సాధించిన సాహిత్య పరమార్థం ఏమిటని మనం ప్రశ్నించుకుంటే చూపించే సాహిత్యంలో కా.రా. కథలను కూడా చేర్చవచ్చునని విమర్శకుల అభిప్రాయం. కా.రా. కథల్లో మన మనస్సులకు ఆనందాన్ని, ఆహ్లాదాన్ని కలిగించే విషయాలు కనిపించవు. అలాగని దుఃఖాన్ని తెప్పించవు కొ.కు.కా.రా కథలను గూర్చి అన్నట్లు - లోకంలో కావలసినంత దుఃఖం ఉంది. దాన్ని సాహిత్యంలో ఏడుపుగా మార్చి, కన్నీళ్లు తెప్పించి - అలా ఏడవగలిగిన పాఠకులు, హాయిగా తృప్తిపొందే కథలు మనకు తెలుసు. కానీ. కా.రా. కథలు ఈ పని చెయ్యవు. మనం భరించలేని అశాంతిని మనలో కలిగించి మనకు స్థిమితంగా నిద్ర పట్టకుండా చేస్తాయి.

కా.రా. కథల్లో ఇతివృత్తాన్ని బట్టి, ఆర్థిక సంబంధమైన, కుటుంబ సంబంధమైన కథలు, మధ్య తరగతి జీవిత కథలు, శ్రామిక వర్గ జీవిత కథలు అని విభజించడం జరిగింది. అందులో ఆర్థిక సంబంధమైన కథలను పరిశీలిద్దాం.

ఆర్థిక సంబంధమైన కథలు :

కా.రా. చాలా కథలు ఆర్థికాంశాల చుట్టూనే తిరుగుతాయి. 1949 కాలానికే సమాజంలో వస్తున్న అన్ని మార్పులను కా.రా. తన కథల్లో చిత్రించడానికి ప్రయత్నించారు. అలాంటి కథలలో కీర్తికాముడు, అప్రజ్ఞాతం, అమ్మెమ్మనాయురాలు, పలాయితుడు ముఖ్యమైనవి.

కీర్తికాముడు :

కీర్తిని మాత్రమే నమ్ముకున్న ఓ కీర్తికాముడి కథ ఇది. తాతముత్తాల నుంచీ దాతలుగా పేరు తెచ్చుకున్న వెంకట్యనాయుడి కుటుంబం క్రమంగా ఆస్తిని పొగొట్టుకుంది. వెంకయ్యనాయుడు ధాందసుడే కానీ సోమరి కాదు. అందుకే తన నలభై ఎకరాలు పాలేర్ల సాయంతో సొంతంగా సాగుచేశాడు. మారుతున్న ఆర్థికపరిస్థితుల వల్ల రూపాయల పలుకబడి పెరిగి, దినుసుల పలుకబడి తగ్గడం మొదలైంది. జనం దినుసులకు బదులు రూపాయల నిలువ చెయ్యడం ఆరంభించారు. క్రమంగా నాయుడు ఇంట్లో డబ్బు అవసరం పెరిగింది. ఆడపిల్ల పెళ్ళిళ్ళు, దానధర్మాల కోసం ఆస్తి కరగడం మొదలైంది. రామినాయుడుతో తగవు వల్ల కోర్టుఖర్చులకై అప్పు చెయ్యాల్సివచ్చింది. అలా మొదలైన అప్పు క్రమంగా పెరుగుతూ పోయింది. ఖర్చు ఎంత తగ్గించుకున్నా ఆశ్రయించిన వాళ్ళు మొండికేసి మరీ లాక్కుపోయారు. క్రమంగా అసలు, వడ్డీ మరింత ఎక్కువై భూములమ్మే పరిస్థితి ఏర్పడింది. సగం ఆస్తిపోయింది. ఏ నోళ్ళు అతన్ని పొగిడాయో, అవే నోళ్ళు తెగడడం ఆరంభించాయి. తన ఆర్థికదుస్థితి వెంకయ్యనాయుడు గుర్తించినా, అంగీకరించడు. తర్వాత కాలంలో కూడ 'దుబారా' ఏమీ తగ్గలేదు. ఈ 'దుబారా' అతని గతకాలపు కీర్తిని నిలబెట్టడానికి తప్పనిసరి అయ్యింది.

వెంకయ్యనాయుడు కూలి పోవడానికి కారణం అయిన రూపాయల కాదు. "ఆయన నడం కట్టి జీవితంలో ప్రవేశించే సరికి ఆ ప్రాంతంలో రూపాయల పలుకబడి హెచ్చడం, దినుసు పలుకుబడి తగ్గడం ఆరంభమయింది" ఇలా ద్రవ్య ఆర్థిక విధానం జీవితాన్ని ఆక్రమించుకోవడం చేత 'ఇంటో దినుసులు తప్ప రూపాయల నిలువ చెయ్యని' వెంకయ్యనాయుడు అప్పుల్లో కూరుకు పోతాడు.

అప్రజ్ఞాతం :

'దోపిడీ జరగడం వేరు, దోపిడీ చెయ్యడం వేరు' అనే

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విషయాన్ని ఈ కథ చర్చిస్తుంది. పట్నంలో బి.ఏ. చదువుతున్న సుదర్శనం కొంతమేరకు కమ్యూనిస్టుభావాలకు ప్రభావితుడై ఉంటాడు. సెలవులకు గ్రామం చేరిన సుదర్శనం ఆ ఊరులోని జగన్నాథస్వామి ఆలయం వద్ద కుర్ర సందర్భంలో పెట్టుబడీదారీ విధానంపై తన వాదన వినిపిస్తాడు. రైతులను షావుకార్లు, షావుకార్లను ఆ పైని నంపన్నులు దోచుకుంటున్నారని చెప్పడానికి ప్రయత్నిస్తాడు. పదివేలతో వడ్డీ వ్యాపారం మొదలుపెట్టిన సూర్పడు ఎలా లక్షాధికారి కాగలిగిందీ సవివరంగా చెప్పిన సుదర్శనం తెలివితేటలకు అంతా నివ్వెరపోతారు. 'పంట కోసం రైతు అప్పు చెయ్యడం, ఆ అప్పిచ్చిన వ్యాపారికే రైతు తన పంటను అమ్మాలనే ఒప్పందం, ఆ పంటధరను కూడ ఆ వ్యాపారే నిర్ణయించడం. అలా మొత్తం ప్రణాళికలో చివరకు అసలు వడ్డీ ఆకాశానికెగరడం, ఆ రైతు పొలాన్ని వ్యాపారి లాక్కోవడంతో అనుకున్న 'పని' పూర్తి అవ్వడం అనే విషయాలు చూపిస్తూ సూరప్పడిని దోషినిచేసి నిలబెడతాడు.

సుదర్శనం "నా ఎరికలో యీ ఊళ్ళో ఎందరెందరో రైతులు వ్యవసాయ కూలీలయ్యారు. ఈ భూములూ, ఆస్తులు ఎవరికి దఖలు పడ్డాయి? ఎలా దఖలు పడ్డాయి? శ్రమించి చెమటోడ్చడం వల్లా? శ్రమించి చెమటోడ్చిన వాడు ఒక్కడైనా సెంటుభూమి కొనగలిగాడా? అంటాడు.

ఈ మాటలు విని కోపం తట్టుకోలేకపోయిన సూరప్పడు, తాను దోషివైతే ఆ పాపఫలం అనుభవిస్తానంటూ తనను తానే శపించుకుంటాడు. ఇది జరిగిన పదిహేనురోజులకు సూరప్పడి ఒక్కగానొక్కకొడుకు కాళ్ళు చేతులు పడిపోవడం, అందరూ సూరప్పడినీ, సుదర్శనాన్ని తూలనాడడం, ఈ ఘటనకు బెదిరిపోయిన సుదర్శనం కొడుకును బ్రతికించమని దైవాన్ని ప్రార్థించడం సరుపగా జరిగిపోయాయి. సూరప్పడు పెట్టిన గడువులోగా, చనిపోతాడనుకున్న సూరప్పడికొడుకు లేచి కూర్చోవడం, పరీక్ష ప్యాసవుతాడనుకున్న సుదర్శనం ఫెయిలవ్వడం జరిగాయి.

రచయిత దృష్టిలో "సుదర్శనం తన సాక్షిక దృష్టిని విడనాడి, మరింత అపగాహనను పెంచుకొని ఉంటే ప్రజలను చైతన్యవంతం చేయగలిగి ఉండేవాడని" తెలుస్తుంది.

పల్లంపాటి సుబ్బయ్య గారి మాటల్లో - 'ఒక వ్యక్తి దోపిడీ చేయడానికీ, అతని పల్లదోపిడీ జరగడానికి మధ్య "నైతికంగా" ఉన్న తేడా ఈ కథలో అప్రజ్ఞాతంగా చూపబడింది.

అన్నెమ్మనాయురాలు :

ఉత్తమపురుషలో సాగిన ఈ కథలో 'అన్నెమ్మ' ప్రధానపాత్ర. కథ మొత్తం ఆమె చుట్టూ సాగుతుంది. ఆమె తరానికి, ఆమె మనవడితరానికి మధ్య ఉన్న భావవైరుధ్యాన్ని మారుతున్న ఆర్థిక పరిస్థితులను పట్టి చూపించిన కథ ఇది. పెద్దింటికోడలైన "అన్నెమ్మ" కుటుంబంలో భూముల విషయమై పొరుగూరి రైతులతో జరిగిన గొడవ, కోర్టులకు తిరగడం లాంటి సంఘటనల కారణంగా కుటుంబంలోని మగవాళ్ళతో పాటు ఆస్తిని పొగొట్టుకున్న అన్నెమ్మ, మిగిలిన ఒక్క కొడుకుతో, కోడలితో కుటుంబాన్ని రక్షించుకోగలగింది. కొంతకాలానికి శిక్ష అనుభవించి వచ్చిన ఒక్క కొడుకు క్షయవ్యాధితో చనిపోవడం, మనవడి మీదే ఆశతో అన్నెమ్మ అన్నీ తానై నడిపించింది.

అన్నెమ్మతరం వారు కలవారైనా, రోజంతా ఒళ్ళంచి పనిచేసే స్వభావం ఉన్నవారు, శ్రమ విలువ తెలిసినవారు. మారిన ఆర్థిక పరిస్థితుల్లో జనం సులభసంపాదనకు అలవాటుపడి, డబ్బుమీది వ్యామోహంతో అన్యాయాలనే న్యాయాలుగా భావిస్తూ కొత్త సంస్కృతికి అలవాటుపడ్డారు. అలాంటి తరంలోంచి వచ్చిన మనవడు తనకు ఆస్తిని రాసివ్వమని పంచాయితీ పెట్టడం అన్నెమ్మకు బాధ కలిగించింది. చిన్నవయస్సులో ఆ డబ్బును ఎలా ఉపయోగించాలో తెలియక వాడేమైపోతాడోనని బాధపడింది.

మనం ఈ రోజు చేసే పనిరేపు ఏవిధంగా పరిణ

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[illegible] ఇప్పటి తరానికి లేదని, తప్పించి [illegible] ఆర్థికస్థితిని చక్కదిద్దుకోవడం [illegible] అభిప్రాయపడుతుంది.

పరాయీకరణ :

మధ్యతరగతి జీవితాలకు మూలమైన ఆర్థిక సిద్ధాంతాన్ని చర్చించిన కథ ఇది. సహాయనిరాకరణోద్యమంలో జైలు పాలై, అన్యాయంగా చనిపోయిన ఒక స్వాతంత్ర్య సమర యోధుని కొడుకు రాజశేఖరం. అక్కడా, ఇక్కడా పెరిగి ఒక చిన్న ఉద్యోగం సంపాదించాడు. నిమిషంలో ఇంటిని నరకంగా మార్చే భార్య, పాతకాలపు మనుషుల సహజ దాదస్థం ఉన్న తాయనమ్మ నికృష్టుడైన ఆ తండ్రి కొడుకేనని ఈసడించే అత్త మామలు, బ్లాక్ మార్కెట్ మింగేస్తున్న జీతమూ, అప్పులూ - ఈ సమస్యలతో ఎవరికీ చెప్పుకోలేని నరకయాతన అనుభవిస్తాడు. నిజానికి రాజశేకరం పిరికి పందాకాడు, అప్రయోజకుడూకాడు, ఆలోచనాశీలిగానే ప్రవర్తిస్తాడు. కానీ క్రమంగా తన జీవితం, నుంది తానే పరాయీకరణకౌతాడు. తన ఆర్థిక దుస్థితిని చక్కబరచుకోమని సూచనలిచ్చిన మిత్రునికి ఉత్తరం ద్వారా 'మనుషులకు గల స్వేచ్ఛ ఈ సమాజంలో ఏ పాటిది' వివరిస్తాడు. తన జీవిత దుస్థితికి కారణాలు చెబుతాడు. మన జీవితపు పగ్గాలగు మన చేతుల్లో లేవని, అందుకు కారణం నేటి మనిషి అనుసరిస్తున్న ఆర్థికవిధానమని, ఇందులో ఇరుక్కుని ఉన్నంతకాలం మన జీవితాలను మనం ఆనందమయం చేసుకోలేమని బాధపడతాడు.

నేటి సమాజంలో సంపదలను ఎక్కువగా అనుభవించే వారు వాటిని ఉచితంగా పొందుదామని ఆలోచిస్తారే గానీ, అందుకు తగిన కష్టం చెయ్యరు. పేదలకన్నా వారు ఏవిధంగా అర్హులో గమనించరు. అంటూ రాజశేఖరం వాపోడం ద్వారా తాను ఆశించే సామాజిక ధర్మాన్ని కా.రా. ఈ కథలో సూచిస్తారు. ఈ సూచనద్వారా నేటి ఆర్థికవిధానాల పట్ల వ్యతిరేకత, ఆలోచనాశీలులైన రాజశేఖరం లాంటి బాధితులపట్ల పక్షపాతం స్పష్టంగా కనిపిస్తాయి.

ఆధార గ్రంథాలు :

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"Role of Women Self Help Groups on Poverty Alleviation and Empowerment of Women in the Globalised Era"

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Women Entrepreneur In India

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Email: [illegible]

INTRODUCTION

Women entrepreneurship may be defined as a "Women or a group of women who initiate, organize and run a business enterprise". Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, a women run enterprise is defined as "an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women". Women entrepreneur constitute 10 % of the number of the number of entrepreneurs in the country. They constitute 50% of the population of our country with a lower literacy rate than men. one way of achieving is by making women come out and become entrepreneurs. In the traditional society, they were confined to four walls, playing household roles, but in the modern society, they are coming out to participate in all sorts of activities. Normally, women entrepreneurship is found in the extension of their kitchen activities, mainly in preparing commercially the 3'P's namely, Pickles, Papads and Powder. Few of them venture into services industry relating to hospitality, catering, educational services, consultation or public relations, beauty clinics, etc. Women enter entrepreneurship due to economic factors which pushed them to be on their own and urge them to do something independently. Women prefer to work from their own work residence, difficulty in getting suitable jobs and desire for social recognition motivate them towards self-employment. There are a lot of women professionals in engineering, medicine, law etc. They are also setting up hospitals, training centers, etc.

"An enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated by the enterprise to women."

–Government of India

"A women entrepreneur can be defined as a confident, innovative and creative woman capable of achieving self financial independence individually or in collaboration, creates employment opportunities for others through initiating, establishing and running the enterprise by keeping with her personal, family and social life."

–Kamal Singh

I. RATIONALE FOR INVESTIGATION

Women entrepreneur are risk bearers, organizers and innovators in Indian women, who are regarded as better half of the society, are not equal partners in society. The low literacy rate (46%), low participation rate (19%) of women in comparison to 66%, 52%, 100% respectively of their male counterparts prove their disadvantageous position in the society. The results of the survey conducted by IIT, Delhi are:

Women own one-third of small business in USA and Canada and the number is likely 50% in the 21st century. Women account for 40% of the total work force in Asian countries. Women outnumber men by at least two times in China. The percentage of women entrepreneurs has increased from 7.69% in 1990-91 to 10% in year 2000-01, but the number still is significantly low as compared to overall participation rate i.e. 25.7%. The number of women in technical courses, professional courses and in engineering stream has shown a tremendous rise. Polytechnics and ITIs have only 15% girls out of total enrolled students and very less join and set their own enterprises.

II. REVIEW OF LITERATURE

Women & Minorities, (1996), compared & evaluated various research studies done on entrepreneurship including women entrepreneurship. It summarizes various studies in this way that female entrepreneurs are relatively well educated in general but perhaps not in management skills, high in internal locus of control, more masculine, or instrumental than other women in their values likely to have had entrepreneurial fathers, relatively likely to have fewer born or only children, unlikely to start business in traditionally male dominated industries & experiencing a need of additional managerial training. Cohen, Walkowski, Mitchell, (2000), present a detailed exploration of men & women entrepreneur's motivations, background and experiences. The study is based on the data collected from successful women entrepreneurs. Out of them 59% had founded two or more companies. The challenges are more related with entrepreneurship rather than gender. However, the study concluded with the requirement of further investigation like why women are so much concerned about protecting intellectual capital than their counterpart. The motivational factors were drawn for control & freedom to take their own decisions as well as earning handsome amount of money. Self employed men and women differ little in education, experience and preparedness.

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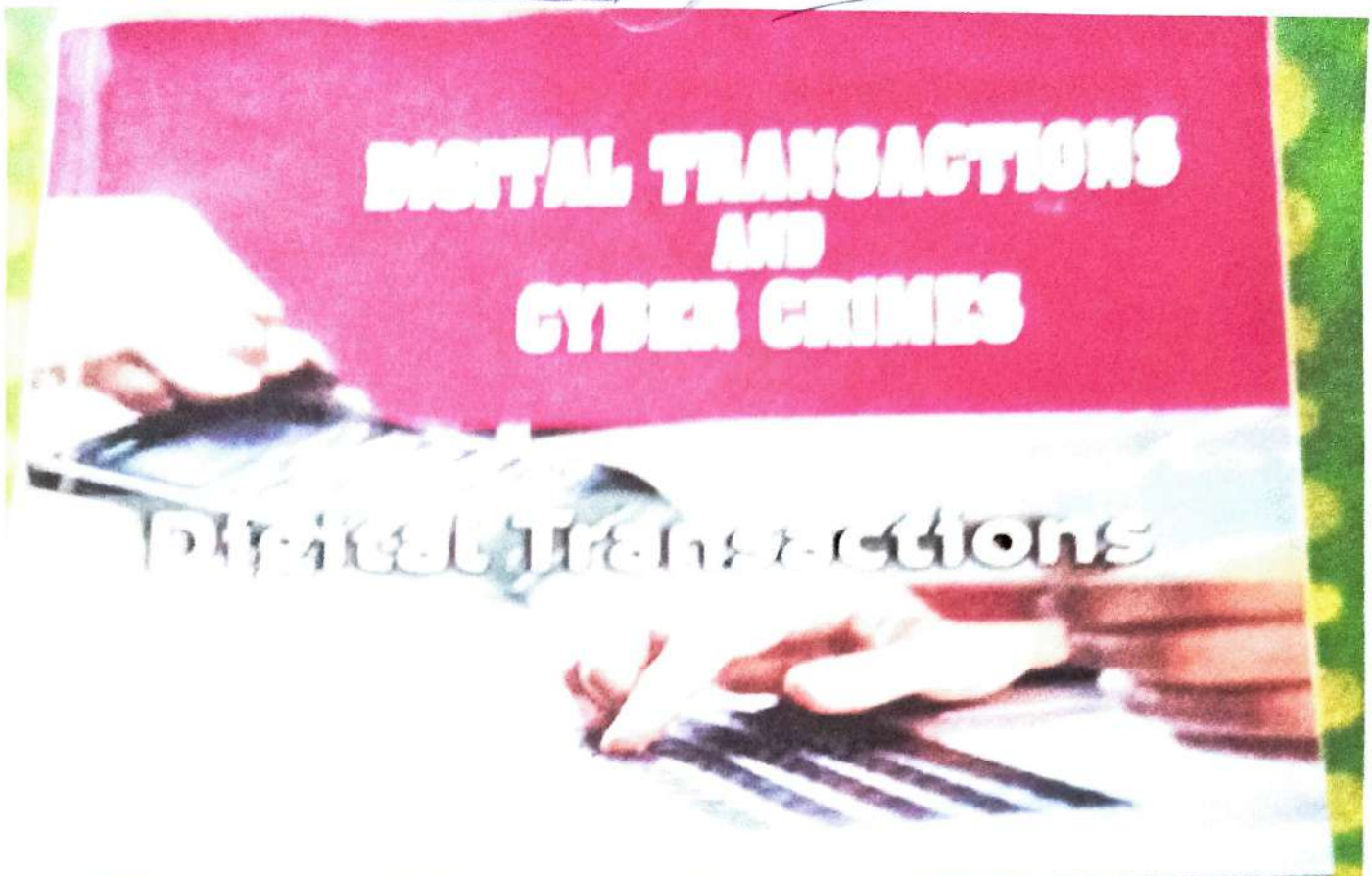
DIGITAL TRANSACTIONS AND CYBER CRIMES



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E-PAYMENT SYSTEM IN INDIA

[illegible]

REVIEW OF LITERATURE

[illegible]

STATEMENT OF PROBLEMS

[illegible]

OBJECTIVES:-

1. To find out the constraints that would affect the use of e-Payments.
2. E-Payment's application security [illegible]
3. It is more important to improve the awareness of use the e-payments to all [illegible]
4. The analysis of e-payments low and people.

ANNUAL INCOME PAYMENTS

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