

SRI MAHAYOGI LAKSHMAMMA GOVERNMENT DEGREE COLLEGE

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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

Year	2022-23	2021-22	2020-19	2019-20	2018-19
Number	4	7	3	2	5

Total number of books and chapters in edited volumes/books published and papers in national/ international conference proceedings

Number of full time teachers during the last five years
(Without repeat count)

= 21/55

= 38.18 %



Indian Council of
Social Science Research

Edited Book

Volume I

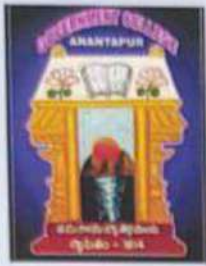
75
Azadi Ka
Amrit Mahotsav

Digital and Disruptive Technologies in India

- Trends
- Opportunities
- Challenges

Editor

Lt. Dr. Ranganatham Gangineni



Government College (Autonomous) Ananthapuramu, Andhra Pradesh

ABOUT THE EDITOR



Dr. Ranganatham Gangineni is an Assistant Professor in Dept of Commerce and Management at Govt. College (Autonomous), Ananthapuramu. He obtained M.Com., with Gold Medal from Sri Venkateswara University, Tirupati and M.B.A. from Pondicherry University, Pondicherry and also cleared UGC - National Eligibility Test (NET) in both Commerce and Management. He obtained Doctoral Degree from Sri Krishnadevaraya University, Ananthapuramu. Dr. Gangineni has a rich experience in teaching and research and has been teaching Accounting, Business Statistics, Principles of Management, Financial Management, and SAPM. He started his career at Dept. of Commerce, Dravidian University and moved to Acharya Institute of Management and Science, Bangalore where he served as the Chief Editor for the Peer-reviewed journal. In his credit, there are eight textbooks which are recommended to the undergraduate students of Andhra Pradesh.

Dr. Gangineni has published 26 research papers in various national and international reputed journals, and presented 38 papers in national and international seminars and conferences, chaired a few technical sessions and delivered invited talks in national seminars. Besides, he has participated in a good number of workshops. At present, he is a regular research supervisor in the Dept. of Commerce, S.K University, Ananthapuramu. As of now, one candidate was awarded his doctoral degree and two scholars are pursuing Doctoral Research under his guidance. He has organized Three National Seminars sponsored by ICSSR, New Delhi and successfully completed one Minor Research Project sponsored by UGC-SERO, Hyderabad. He is significantly contributing to the Learning Management System developed by the Commissioner of Collegiate Education of Andhra Pradesh and also a Master Trainer for Insurance Promotion Course.

In addition to that, he is taking care of National Cadet Corps as an Associate NCC Officer at Govt. College (Autonomous), Ananthapuramu for the past seven years. Lieutenant (Lt). Dr. G. Ranganatham has attended the Republic Day Celebrations – 2022 at New Delhi as a Contingent Associate NCC Officer of Andhra Pradesh and Telangana Directorate. As an Associate NCC Officer, he is guiding the cadets and motivating them to participate in the national camps such as RDC, TSC, EBSB and YEP and brought laurels to the college at a national level. He is also involved in the community development and service activities along with the cadets.

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ROLE OF TELUGU MOVIES IN CREATING AWARENESS ON FINANCIAL CRIMES

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Abstract

Financial crimes called as White-collar crimes spreading fastly and showing a great negative impact on the whole economy. Growing technology at a fast pace on one hand and digital illiteracy on another hand is the biggest reason for the spread of financial crimes. Increasing regulation, internal investigations, enforcement of laws, law suits, penalties are trying to punish the criminals and to protect victims. However, steps laid to prevention are much better than punishments after facing huge monetary loss by the individual victims, organizations and the whole country sometimes. In order to prevent the happening of financial crimes, the gap of increasing technology and digital illiterates must be decreased by generating awareness among the financial and digital illiterates. Movies play a great role in spreading information about financial crimes to the general public through visuals to attract viewers. Hence, the study collected the data from 153 respondents from Telugu movie watchers to understand the role of Telugu financial crimes-based movies in generating awareness about crimes and the opinion of viewers about the awareness created by those movies. From the study, it is proved that movies are a great source of information to understand the real happenings in the society and provide solutions to the victims. Hence, movies can be used as an awareness tool to educate about financial crimes to the general public. However, every coin has two sides.

Keywords: Financial Crimes, Digital/Financial Illiterates, Telugu movies, Awareness.

Introduction

Financial Crimes are activities which are carried out by individuals, corporations or organizations to get benefit in illegal methods causing harm to the economy, government, corporations and individuals extending to harm security and safety of the nation. These crimes may threaten the safety and soundness of financial systems world-wide.

Financial Crimes increase with the development in technology as criminals develop new tactics. Curbing development is not a good idea to eradicate crimes. Protecting the Stability of the

Information Technology Act, 2000

The Information Technology Act, 2000 contains provisions dealing with cyber fraud and financial frauds committed using computer resources.

Section	Deals with
Section 43A	Compensation for failure to protect data
Section 66C	Punishment for identity theft
Section 66D	Punishment for cheating by personation by using computer resource

As there are many legal provisions to protect the victims and punish the criminals of various crimes, the spreading of information to the general public is very minimal due to their lack of legal education and technical barriers. The lengthy legislation acts are not understandable even by educated people in some cases. Hence, cannot reach the general public. However, creating awareness to common people in a very understandable and attentive way through other channels is highly mandatory to eradicate financial crimes.

Role of Movies in Spreading Awareness about Crimes

Cinema is always considered as one of the most effective and efficient ways to send a message to society. In recent times, there are countless movies made on social awareness. Cinema played a great role in changing social structures through its visuals. Visual data (movies) shows greater impact than words, especially when disseminated by the icons people admire. Movies are a great entertainment tool for all ages and a part of education in the current phenomenon. Furthermore, movies also help people to understand the history of a country, culture of a place, customs, exploitation, concerns of the people, and the great personalities and some others provide scientific and financial knowledge too. Real-life situations portrayed in the movies create awareness among viewers. However, the reception of the audience depends upon the role of their favorite actor resulting in positive or negative impact. Movies change at least one's opinions and thereby lifestyle, making people motivated or ruin themselves. All things aside, a good film will definitely fascinate, educate, relax, motivate and inform the viewer in numerous ways.³ They can inspire us to help others and to do good to and for humanity.

With an aim to create awareness about happenings of online frauds and the psychological impact of those actions on victims and criminals, few movies are produced with the genre of crime with special reference to financial crimes. Movies with these concepts are becoming prevalent in the current scenario in South Indian languages especially in Telugu language. Telugu movies made a good business in this genre and spread awareness among the large group of people since Tagore and Shivaji. Later on plenty of movies evolved with real time financial crimes on reel with a view to give a clear description of misuse of rights, technology by criminals to exploit others for their personal benefits. Due to the growing audience and expanding need to disseminate the information about current economic frauds, most of the movies include financial crimes whenever and wherever it is appropriate. And, few movies like Brochevarevarura, Abhimanyudu are entirely based on financial crimes that explain the circumstances and irretrievable condition of victims, process of crimes. Additionally, they portrayed the solutions and suggestions to prevent the crimes. In spite of their immense contribution in publicizing the crimes, there is another side of the coin holding the opinion that movies are the reason for the expansion of crimes, a tool to

Higher Education for Women in India: Some Achievements and Challenges

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ABSTRACT

This paper constitutes the importance of higher education in the intellectual, social, economical, political and overall growth of women in a society. Women education has always been a concerning issues for Indian government as educated women plays a pivotal role in the development of the society as well as the country. Highly educated women is like sword having two edges where from one edge it solves the problem of social evils in the society and with the help of the other edge it equally contributes in the economical and political development of the nation.

Keywords:- Higher Education, Gender disparity in Enrolment, GER, GPI ,Impact on Countries Growth.

INTRODUCTION

The hegemonic masculine ideology of the world had led to suffering of the 50% of the world population and deprived them of all the opportunities for their development. But in the recent era due to the rise of feminist ideas the status of women has gone through a drastic change. Women account for roughly half the world's population, perform two-thirds of the hours worked, receive one-tenth of the world's income, and have less than one hundredth of the world's property registered in their names. Female deprivation is particularly acute in the developing countries with high levels of poverty, though in affluent nations women also suffer low status due to conservative attitudes. Education in India plays a vital role in the overall development of the country. It is often proved that educated women promote education in their families. Furthermore, learned women can also help in the lessening of child death rate and expansion of quality population in the nation. In the modern era, women education is the replica of a Vedic model for instructive inspiration. With this varied history of the higher education system, the current system is primarily modeled after the British system. However, some of the technical institutions in engineering and management are modeled after the US system. The higher education system remains primarily the responsibility of the state governments, although the central government has taken the initiative in establishing and funding a few central universities and other institutions of national repute.

Education for Women and Girls

Cultural attitudes, socioeconomic challenges, and other issues impact girls' ability to access education.

In many countries, the importance of women's education is not understood or prioritized. While education is a basic right for all, we have yet to achieve a world where women and girls receive the same opportunities for education that boys and men do. Cultural attitudes, socioeconomic challenges, lack of access to menstrual products, and more are just a few of the barriers girls face to accessing education.

Join the Conversation

On World Pulse, women are talking and connecting about Education and leading solutions to increase girls' access to education.

Starting a conversation on the importance of education for women is crucial in promoting gender equality and breaking down barriers that prevent women from accessing education. On World Pulse, women from across the world are speaking out on education and rising up to champion our right to learning.

Join World Pulse to connect with Aysh and other women and girls' education advocates.

Get Involved in The Discussion of Women in Education

Join World Pulse today and raise your voice on the topic of education. Whatever story you have to share about education and learning, we want to hear from you.

- Do you have a story about a person who helped you on your path to receiving an education?
- How about the challenges you faced while attending school? Tell us how you overcame them.
- We want to reach across all generations by sharing with young girls about the importance of education and learning. Tell us why education matters to you.
- Education doesn't just take place in a formal setting. We are open to all the lessons you have learned in life and the experiences that have shaped who you are today. "Join the World Pulse platform that provides encouraging conversation about women in education.

We encourage those who are facing educational problems to join our outlet for the discussion of solutions. It is critical that the importance of women's education in our society is heard and validated through stories, experiences, and movements. We hope that these educational stories are able to motivate and inspire you to accomplish educational successes for the greater good of women around the world.

HISTORICAL BACKGROUND OF WOMEN IN HIGHER EDUCATION

India is one of the few countries where women enjoy a comparatively better status than many women in other parts of the world. True Indian women face many problems and are subject to the same social pressures which women experience in other parts of the world. But relatively speaking, their situation is much better than what it used to be in the pre-independence era. The development of women in different aspects of life through the ages can be categorized in the following ways:-

1. Women's Education in Ancient India;
2. Women's Education in Medieval India;
3. Women's Education in Colonial India;
4. Women's Education in Modern India.

1. Women's Education in Ancient India:- Since from the ancient time women had possessed a bit lower position than men in the society due to the set of rigid social norms. But during Vedic periods their position was much better and they used to access the higher education but with the course of time she lost her importance. Women education in ancient India prevailed during the early Vedic period. Most of the Indian scriptures Rig Veda and Upanishads mention about several women sages and seers. However after 500 B.C, the position of women started to decline. But the Islamic invasion had restricted the freedom and rights of women.

2. Women's Education in Medieval India:- during medieval India after the introduction of Purdah system the condition of women education further deteriorated. Different religious (Hinduism ,

Islamic, Christianity) conventions and customs had deteriorated her status further. Education in medieval India flourished during the Mughal rule from 1546-1848 where education system was under Ulama where education meant religious training of various subjects like medicine, Arabic literature, philosophy, grammar, history, law, administration and ethics. A sequences of socio-religious movements contributed to the development of women's education in the country. Many rulers like Iltutmish, Akbar etc. took several initiatives to make education available to the women of India. The ordered form of women education in India was incorporated in the early centuries of the Christian era.

3. Women's Education in Colonial India: - During the colonial era in India there was a revival of interest in women's education again. Various eminent leaders like Raja Ram Mohan Roy, Iswar Chandra Vidyasagar had given special emphasized on the education of women. However on the other side Mahatma Jyotiba Phule, Periyar and Baba Saheb Ambedkar were those eminent leaders who worked for the upliftment and attainment of education for women of the lower castes. During the colonial period the institutional form of imparting learning was introduced in which women's education had witnessed an essential expansion. Then after various movements were launched to educate country's women. Furthermore, this journey progressed through the years and structured the modern Indian education system.

4. Women's education in modern India:-after the independence of India in 1947 the women education got a fillip. After independence government has taken various measures for providing education to Indian women. Women literacy rate seemingly rose in the modern days. Women education in India became a compulsory concern and female literacy has gone higher than male literacy. As a result of the various government measures undertaken during the three decades the growth of female literacy rate was more than male which was about 14.87% as compared to 11.72 % of that of male. While women literacy rate was 22% in 1971 which roused to 54.16% in 2001.

CONCLUSION

Thus, from the above discussion we can conclude that-

1. Several States have shown 'zero' enrolment in some of the courses during 2007 08/2008 09 which is a matter of government to be noticed.
2. India possess about 20740740 total enrolments and about 436 universities which is not appropriate for so many students to study so She must rise its number of universities to overcome these problem of low GER and GPIs.
3. UTs had shown better trends then States.
4. The highly developed states still lags behind when its GPIs are considered.
5. Government target of increasing the Gross Enrolment Ratio (GER) from the present level of about 12% to 15% by the end of XI Five Year Plan and to 30% by the year 2020 must be executed seriously. And various new initiatives are being taken by the Government to increase the GER.

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75 సంవత్సరాల స్వతంత్ర భారతంలో మహిళల అభివృద్ధి మరియు సవాళ్ళు

"Progress and Challenges of Women in 75 Years of Independent India"

June 23 & 24, 2023



Certificate

This is to certify that Prof. / Dr. / Sr. / J. / Kum. : H. Kiran Kumar Gond.

has participated / presented a Research Paper Entitled

Higher Education for Women in India: Some Achievements and Challenges:

in the "National Seminar on Progress and Challenges of Women in 75 years of Independent India"

on 23rd & 24th June 2023


Dr. B. Jyothi
Seminar Convener


Dr. R. Krishnaveni
Principal



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EMERGING TRENDES IN MATHEMATICAL SCIENCES AND TECHNOLOGY

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ABSTRACT: The realm of mathematical sciences and technology has witnessed remarkable innovations and developments in recent years, revolutionizing various fields and industries. This abstract highlight some of the key advancements in this interdisciplinary domain, showcasing their transformative impact on society. The integration of mathematical principles with machine learning and artificial intelligence (AI) has led to groundbreaking applications in various sectors. Algorithms based on mathematical models, such as deep learning neural networks, have exhibited exceptional capabilities in image recognition, natural language processing, autonomous systems, and data analytics. These advancements have facilitated significant progress in fields like healthcare, finance, transportation, and robotics. The exponential growth of digital data has necessitated the development of mathematical techniques for processing, analyzing, and extracting meaningful insights from massive datasets. Innovations in statistical modeling, optimization algorithms, and data visualization have enabled the efficient handling of big data. The integration of mathematical sciences with data science has facilitated advancements in fields like predictive analytics, personalized marketing, fraud detection, and genomics. The emerging field of quantum computing has the potential to revolutionize computational capabilities by leveraging mathematical concepts from quantum mechanics. Quantum algorithms and quantum information theory offer the promise of solving complex problems exponentially faster than classical computers. Progress in this area has implications for cryptography, optimization, drug discovery, and simulation of quantum systems. The amalgamation of mathematical sciences and technology has given rise to transformative innovations across diverse fields. The advancements in machine learning, data science, cryptography, quantum computing, and mathematical modeling have not only enhanced our understanding of the world but also propelled technological progress, shaping the way we live and work in the modern era.

Keywords: Mathematical sciences, machine learning, mathematical models, optimization algorithms, quantum computing





“కవితావేదన - ‘వాక్యాంతం’ వాదన”

-డా॥ పి. విజయకుమార్

సమాజం, సమాజానికో చరిత్ర, ఆ చరిత్రకో పరిణామక్రమం, ఆ పరిణామక్రమాన్ని వేగవంతంగా నడిపించేవాడే కవి. కవికి సామాజిక బాధ్యత ఉంది. కవిత్వం సామాజిక చైతన్యానికి పర్యవసానంగా రూపుదిద్దుకోవాలి. ఈ కోణంలోనే జీవితానుభవాలను శాశ్వతశిల్పాలుగా మలచి కవిత్వాన్ని సృజించారు మువ్వా శ్రీనివాసరావు.

“కవిత్వమెప్పుడూ
వాక్యాంతమే
పదంపదంతో కూడి
వాక్యమై గొంతు విప్పడమే కవిత్వం
వాక్యం ముగిసిన చోటనే
కవిత్వం మాట్లాడటం మొదలు పెడుతుంది”

పదబంధాలతో వాక్యాన్ని కూర్చి నిబద్ధతతో తన గళాన్ని సమాజానికి విన్పించడమే కవిత్వం అని వాక్యం ముగింపుతోనే కవిత్వం మాట్లాడటం మొదలెడుతుందంటాడు. పదాలకు చిత్రక పట్టి వాక్యాలకు సానబెట్టి తాత్వికవిచికిత్స, సంవేదనలతో కవిత్వపరిమళాలు వెదజల్లాడు శ్రీనివాసరావు.

కత్తిని సానపెడుతున్నప్పుడు కురిసే నిప్పుపూలు చూసేందుకు ముచ్చటగానే ఉంటుంది కాని రెంటిని అతకాలనుకొన్నప్పుడు ఎగజిమ్మే వెల్లింగ్ వెలుగులను తట్టుకోవటం చాలా కష్టం అంటాడు. సెన్స్, సైన్స్ రెండింటిని మేళవించి అందమైన ఊహాచిత్రాలు ఆవిష్కరించడంలో నేర్పరి, కూర్చరి శ్రీనివాసరావు.

చెప్పేదేదైనా వాస్తవిక కోణంలో బల్లగుద్ది చెప్పినట్లు చెప్పడం వారి విశిష్టత. గతం గూర్చి వేలాడి ఓడిపోయే కన్నా ఏదో కత్తి పట్టుకుని యుద్ధం చేయడమే మేలంటాడు. నీవు పారే అలవు, మారుతున్న కలవు

అనడంలో 'మార్పు నీ తీర్పు' అనే భావన ప్రతి ఒక్కరిలో ప్రతిధ్వనించాలన్న తపన కన్పిస్తుంది. ఆశకి, నిరాశకి మధ్య మళ్ళీ ప్రయత్నం ఒకటి మొదలవుతున్నదన్న సంకల్పసిద్ధి వీరిలో కన్పిస్తుంది. "నాకోసం ఈ లోకం సిద్ధపరచిన గాఢ పూలపాస్సు గుచ్చు కొంటున్నప్పుడల్లా నన్ను నేను గుర్తుపట్టే ప్రయత్నంలో మునిగి పోతానంటాడు. ప్రజల స్వామ్యం కోసం పరితపించిన వైనం అణువణువు కన్పిస్తుంది. కన్నీళ్ళు పగిలి కలలను కడిగేదాకా ముహూర్తం ఎందుకు రాలేదో అని ఆశ్చర్యం వ్యక్తం చేస్తాడు. అయితే అప్పటివరకు పెత్తనం మారనపుడు మళ్ళీ అవే దోపిడీ విత్తనాలు చల్లబడతాయి అంటూ; నాకు ప్రస్తుత సమాజంలో ఎంత విముక్తి దొరికిందో, లెక్క దొరకలేదీంకా అంటాడు. ప్రజల స్వామ్యం వచ్చే వరకు త్యాగధనులంతా నింగిలోంచి తొంగి చూడవల్సిందేనా అని ఆవేదన వెలిబుచ్చాడు. ఆలోచనల్లో, ఊహల్లో, పై పొరల భ్రమలు, ఎప్పుడైనా తొలగిపోయేవే అని ఎక్కడైనా పేదజనం ఉంటారని, ప్రపంచ పేదలంతా ఏకం కావల్సిందే అంటూ "అప్పుడే కలలు సాకారమవుతాయంటాడు. కవిత్వంలో వాస్తవాన్ని ఆవిష్కరించాలని, అక్షరాన్ని ఆయుధంగా మలచి కవిత్వసృజన చేయాలంటాడు. అయితే ఆ నిజాలు రాస్తున్నప్పుడు మాత్రం ఎదురయ్యే పరిణామాల భారం మోయాల్సిందే నీవే; అదే విధంగా చుక్కానివై నిలవాల్సిందీ నువ్వే అంటాడు.

ఎన్ని గంతలు కట్టినా చరిత్ర తలుపులు తెరిచిన చప్పుడు వినపడుతుందా అని ప్రశ్నించి, తలుపులు తెరవాల్సిన ఆవశ్యకతను గుర్తుకు తెచ్చాడు. భ్రమను పీల్చి బతకడమంటే ఎలా? ఊహకు శ్రమే ఆక్సిజన్ అని శ్రమ, పరిశ్రమ రెండింటి ఆవశ్యకతను తెలియజేస్తారు.

"ఒక దారి మూయాలంటే
ఇంకొక ద్వారం పెట్టాల్సిందే
గాలి కదలాడాలంటే
రెండో కిటికీ తెరవాల్సిందే
గొంతు స్వతంత్రించి పెగలాలంటే
ఇంద్రియాలన్నీ నోళ్లు తెరవాల్సిందే
కొత్త ప్రవాహమొకటి కావాలంటే
నిన్ను నన్ను
లేజర్ కిరణంతోనన్నా కొయ్యల్సిందే
ఆలోచనలకు సర్దరీ చేయాల్సిందే"

సైన్స్, సాసైటీ, సెన్స్ ఈ మూడింటికి ముడివేసి ఆలోచనలను సర్దరీ చేస్తేనే మన గమనానికి పురోగమనం అంటాడు. నింగిలో చందమామ ప్రశాంతంగా పూస్తున్నా సముద్రం గుండెల్లో గుబులు రేపి గంతులేయిస్తుందని; గేయాలు పాడుకొంటామని; కొత్త గీతోపదేశాలు గుత్తకు తీసుకొని జీవిస్తున్నాం అంటాడు. ఏదైనా మనకెందుకులే అనే స్వభావం సమాజంలో నాటుకుపోయిందని వాడి చావు వాడు చస్తాడనే

ధోరణి మారాలని పిలుపునిచ్చాడు.

మహాత్ముని మార్గాన్ని, అక్షరాలతో పుస్తకాలలో నింపుకున్నాం, భద్రంగా బీరువాల్లో దాచుకున్నాం, ఆయన ఆశయాల్ని అందంగా మూటకట్టి, పిల్లలెవరికీ అందకుండా ఆకాశపు ఉట్టిలో దాచిపెట్టాం. ఉత్త్రేరకాలుగా మారాల్సిన వాళ్లం, ఉత్తమాటలుగానే మిగిలిపోయాం మన్నించమని వేడుకుంటాడు.

మనిషిని కట్టెయ్యడానికి
మబ్బులు నాలుగు మెరపుతాళ్లు ఇస్తానన్నాయి
మనిషిని కడిగేయ్యడానికి
సూర్యుడు
నాలుగు బిందెల ఎండనీరు ఇస్తానన్నాడు
మనిషిని మత్తులో ముంచేయ్యడానికి
చంద్రుడు
నాలుగుతీగెల వెన్నెల వీణను ఇస్తానన్నాడు
కానీ
మనిషిని మనిషిగా మార్చేయ్యడానికి
నాలుగు కవితా వాక్యాలు ఇవ్వగలరా

మనిషిగా మారడానికి ఏమివ్వాలి అని ప్రశ్నిస్తాడు. మాయమైపోతున్న మనిషితనాన్ని గూర్చి మానవీయ విలువలు మృగ్యమైపోతున్న తీరును ఆందోళన వ్యక్తం చేసి వాక్యాంతం సృజిస్తాడు. కవి పని అక్కడికి పూర్తవుతుంది కాని; అక్కడే పాఠకుడికి ఆలోచన మొదలవుతుంది. ప్రతి కవిత పాఠకునికి ఒక బాధ్యత, నిబద్ధతను గుర్తు చేస్తుంది.

"గాలిలో గమించే నీటిచుక్కలను ఎవడో వచ్చి గుండ్రంగా చెక్కడు; ఎవరోవచ్చి వికసించే పుష్పాలకు పరిమళం పూయడు; వేరే ఎవడో విడుదలైన కిరణాలకు దారి చూపడు; అప్పుడే వుట్టిన ఆవుదూడలకు మరెవడో వచ్చి పాలపొదుగు నోటికందివ్వడు; కాని మనిషి మాత్రం చాలా విచిత్రం; రెటీనాపై ఎవడో వచ్చి రంగుల చిత్రం వేయాలనుకుంటాడు; మరెవడో వచ్చి కర్ణభేరిపై సరిగమలు రాయాలనుకుంటాడు. మన జాతకం మహాద్భుతమని ఎవడో వచ్చి చెప్పాలనుకుంటాడు."

"మహా అయితే
అనుకరిస్తాం
అనుసరిస్తాం
అనుస్మరిస్తాం
ముందు మనమే, వెనుక మనమే
ఎందుకో మరి పొరలు పొరలుగా పల్లవిస్తాం
నిన్న మనమే / నేడు మనమే / రేపు మనమే"

అన్న పల్కులు పైకి సహజంగా కనిపిస్తున్నా లోతైన అభ్యుదయభావుకత, పొరలు పొరలుగా పల్లవిస్తుంది. వెతికి చూసినకొద్దీ అభ్యుదయరత్నాలు లభ్యమయ్యే కవిత్వసముద్రం శ్రీనివాసరావు వాక్యాంతం. చౌకీదారు, ఖాకీ చొక్కాదారు తీరని

బాకీదారేమో అంటాడు. నిజంగా కరుణతో కడగాల్సింది; మనసుతో తుడవాల్సింది అక్కడే అంటాడు. సమాజంలో కన్పించే దృశ్యాలను తన కళ్ళతో బంధించి వాటికి జీవాన్ని పోసి కవిత్వీకరణ చేస్తాడు శ్రీనివాసరావు. వీధిగుమ్మం ఏదో సుదీర్ఘ సంతాపసందేశం వినిపిస్తుందంటాడు. మనిషి గుండెల్లో తాండవిస్తున్న తడిలేనితనానికి విధిలేక వీధిగుమ్మం తాళం వేస్తూనే ఉంది అంటాడు. ఆ పదాల మాటున ఎంతో ఆవేదన, నిర్లిప్తత బలంగా వినిపిస్తుంది.

కాలుస్తున్నప్పుడు కాగితం కూడా కాళ్ళూ, చేతులూ కొట్టుకుంటున్న వైనాన్ని తలపుకు తెస్తాడు. మాట మసై బాధను నల్లబీ ఉండగా చుట్టుకుంటుంది అని కాగితం కూడా ఎంతో వేదనకు గురవుతోందంటాడు. అయితే మనవాళ్ళ బతికున్న వాక్యాన్ని కవిత్వానుపత్రిలో కోసి చూపెడుతుంటారని పోస్టుమార్టం రిపోర్టులో ఏం రాస్తారో తెలియదంటాడు. కొన్ని పాత భావాల క్లోనింగ్ వాక్యాలు మెత్తగా పలకరిస్తుంటాయి. మాటల నడక కూడా మహానాట్యభంగిమై నిలిచిపోతుందంటాడు.

అందుకేనేమో !
 కవిత్వం కళ్ళ పొడిచేసుకుని
 కాళ్ళ విరగ్గొట్టుకుని, నాలుక గుంజుకుని
 ఏదో చెప్పాలని చూస్తుంది
 ఇంతకీ కాలుతున్న కాగితం
 పరవశించి ముడుచుకొంటుందా
 మహాబాధతో కాళ్ళూ చేతులు కొట్టుకుంటుందా?

కవిత్వం వినూత్న భావాలకు శ్రీకారాలుగా, ఏదో సామాజిక ప్రయోజనాన్ని అందించేదిగా ఉండాలనే బాధ్యత గుర్తు చేస్తున్నాడు.

“నేనీ పూట రెండు వాక్యాలను సృష్టిస్తాను

రెండే వాక్యాలు ఒకటి నువ్వు రెండు మనం” అంటాడు. కవిత్వసృజన, కవిత్వ పరమార్థం సమష్టిగా ఉండాలని వినూత్నంగా ఉండాలని, కొత్తభావాలకు నాంది పలకాలని, మూసగా ఉండరాదని, వ్యక్తి శ్రేయస్సు, కీర్తికాంక్ష కాకుండా సమాజశ్రేయస్సుతో సమిష్టిగా కవిత్వం ఉండాలనే కాంక్షే శ్రీనివాసరావు గారి వాక్యాంతం వాదన.



**Impact of resource harvesting by the local communities on deciduous forests of the
Nagarjuna Sagar Srisailem Tiger Reserve**

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Abstract: Local communities around the vicinity of the tiger reserve often depend on forest resources for their livelihood, but non-sustainable extraction of these resources can result in the loss of biodiversity and threats to the flagship species. To assess the impact of resource extraction on forest vegetation, we conducted a study in the dry deciduous forests adjoining the eastern boundary of the Nagarjuna Sagar Srisailem Tiger Reserve in the southern eastern ghats, India. Using 10, 1-ha plots where all woody species ≥ 30 cm dbh (diameter at breast height) were permanently marked with tags, we estimated the number of fresh cuttings on branches and stems at 3-month intervals over a period of 3 years. We used these data to estimate the extraction pressure: $[(\text{total number of cuts} \times 100 / \text{total number of plants in the plot}) / 3]$ to give monthly percentages for each village. We compared vegetation structure, diversity, basal area and regeneration in sites with heavy human pressure to control plots where there was no current extraction. On average, branches and stems from 12% of plants in a hectare of forest were pruned or cut every month. However, the mean % of branches and stems pruned or cut per month declined from 18% to 11% over the 3-year study period. There was lower species richness, species diversity, and mean height of trees in the disturbed site, when compared with the undisturbed sites. Very few of the species extracted by the locals regenerated in the disturbed sites. This indicates that resource extraction is non-sustainable within the protected area and will eventually lead to loss of biodiversity and degradation of the forest.

Key words: Nagarjuna Sagar Srisailem Tiger Reserve, protected area, forest resource harvesting, local communities, sustainable extraction, Southern Eastern Ghats.

National Seminar

on

Integrated Approaches to Environmental Sustainability & Biodiversity Conservation

Organized by

Department of Botany, Dr. BRR Government Degree College, Jadcherla, Mahabubnagar Dist., Telangana.

(Accredited by NAAC with "B⁺⁺" Grade)

in Collaboration with

Association for Biodiversity Conservation & Development (ABCD)

CERTIFICATE

This is to Certify that Prof./Dr./Mr./Mrs./Ms. **Dr. S. KHADAR BASHA**, Lecturer in Botany, Government Degree College SML, Yemmiganur has attended and delivered an invited lecture /Chaired a Session / Presented an Oral Paper / a Poster entitled *Impact of resource harvesting by the local communities on deciduous forests of the Nagarjuna Sagar Srisaïlam Tiger Reserve* in the National Seminar on "Integrated Approaches to Environmental Sustainability & Biodiversity Conservation" held on 10th May, 2022 at Department of Botany, Dr. BRR Government Degree College, Jadcherla.



Dr. B.Sadasivaiah
Organizing Secretary



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Role of Mudra Bank in Resilience and Sustainability of MSMEs During Covid Pandemic

B. Nikitha¹, E. M. Harish Babu²

MSMEs have emerged as a highly vibrant and dynamic sector of the Indian economy to encourage entrepreneurship and reduce regional imbalances. With the evolution of MUDRA bank in 2015, the Union government laid one more step toward the growth of small enterprises. MUDRA bank provides refinance through PMMY facilitating entrepreneurs on a large scale through which 30 crore people got benefitted till now. MSMEs comprise 633 lakh units and it is the most affected sector during the covid regime. However, MUDRA tried to lend a hand in difficult times for the growth of MSMEs. Hence, this study focused on the aid of MUDRA bank through various schemes to various sections for the resilience, sustainability, and growth of MSMEs during the covid pandemic and suggested further actions to recover the MSME sector from Covid breakdown.

Keywords: MSME, MUDRA Bank, Resilience, Covid-19 pandemic.

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Impact of Covid-19- Role of MSMEs in GDP

Ms.Ch.Roja Rani

The Micro, Small and Medium Enterprises (MSMEs) sector is a significant pillar of the Indian Economy that accounts for 30% of gross domestic product (GDP) and 45% of merchandise exports. India has a total of 63.3 million MSMEs, creating employment of about 70 million, manufacturing more than 6000 products. It requires lower investment, machines and equipment, raw materials, consumption of energy and other resources which help to run MSMEs. COVID-19 has influenced the Indian Economy in all the possible ways of which Lack of financing and liquidity crunch are one of them. It also examines issues which are near related to MSMEs are Double whammy of supply-demand disruptions, Lack of labour force, Credit and liquidity conundrum, Logistical woes and other challenges. However, government consolation measures if effectively enforced and administered, can rejuvenate the MSME sector by building economic resilience that can further accelerate the sectoral growth and the process of technological and infrastructural improvement.

Keywords: Pandemic, MSMEs, GDP growth and Manufacturing

THE ROLE OF GIG ECONOMY GROWTH IN INDIAN ECONOMY

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ABSTRACT

A Gig Economy, means the existence of a temporary or part-time workforce instead of a conventional workforce." A gig economy encompasses all platforms that hire independent contractors, consultants, and workers in different sectors, such as information technology, content creation, social media marketing, and communications, food and beverages, creative fields such as art and design.

The Gig economy rising after COVID-19 drastically with support of e-commerce platform, and App-based technologies has brought in some new forms of working pattern and trends to the workplace. A Gig economy is fast catching on, there remains significant potential for it to grow further. Today, India is among the fastest-growing Gig economies in the world with the increase being driven in part through government initiatives such as Start-up India, Skill India, and Digital India, among others.

Gig workers can be divided into Platform and Non-platform workers. Platform workers are those whose jobs rely on digital platforms or online software apps such as Zomato, Ola, Uber etc. On the other hand, non-platform gig workers typically are casual wage earners and can work either full-time or part-time. A gig worker freedom to work per day, work per project, work per week, work per presentation, work per session, work per in the evening, work per late nights, multiple roles, multiple income streams and so many chances to work in the market. The gig economic is a Tier-II markets system which promotes of talents and skill to reach the opportunity wherever required and there is no labour law enforce between employer and employee.

Introduction to Gig Economy

The term "gig" reminds you of jazz musicians, you would be right. Although the term has long been associated with musicians, the gig work is a new nature of work. It involves independent contractors across all industries, including:

- Software development
 - Content writing
 - Graphic design
 - Maintenance crew
 - Teaching and many others and list is expanding
- In a nutshell, the fast pace project-based economy is a free market system in which companies collaborate with freelancers, experts, independent contractors, project-based workers and part time employees. These companies can be small businesses or larger organizations

Ground realities of gig:

The biggest difference between going gig and having a functional role with a steady income is that as a full-time gig worker, you have to become an entrepreneur. You have to understand financials, networking, and the human psyche deeply. That mindset is very difficult to cultivate, especially when you are conditioned in a single functional role. If that does not come naturally to you. You should understand the following:

- Network and be out there
 - Develop partnerships
 - Change your attitude – don't be stuck on past laurels
- Going gig. It is like the first day of the rest of your life. You have to learn all the tricks afresh. A lot depends on the situation that drove you to take up gig work in the first place.

Workers perform "gigs," in which they are employed for a specific task or time. This is done to achieve advantage of cost, quality, and flexibility. **Once the task is complete, the worker is free to move on**

Area of Scope

GIG ECONOMY: WOMEN EMPLOYMENT OPPORTUNITIES AND CHALLENGES

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Abstract:

Different nomenclatures are used to denote free market system and freelancer employment opportunities, and a familiar term for it is GIG Economy. Though it is a bit older custom in a growing economy, it attained great importance with lowered barriers of technology in the present scenario. The contribution of GIG towards GDP is growing day by day with the increased labor force. In general, women are contributing only 24% of the labor force participation rate(LFPR) due to the rigid working conditions. Hence, GIG is a boon to women who cannot continue working in traditional, conventional forms of employment relations. This paper discusses the significant mark of infiltration of the GIG economy in women employment opportunities by allowing flexible, customized and skill oriented work culture which enable them to meet their caring obligations. It can also be understood that the rise in women labor force participation rate in the GIG economy is not that satisfactory due to the digital education gap between men and women workforce. But comprehensively, this freelancing employment opportunities are empowering women with good digital educational attainment.

Keywords: GIG Economy, Labor Force Participation Rate, Women Employment, Digitalisation gap.

1. INTRODUCTION

India has the second-largest freelance professionals in the world with around 15 million next to the United States which constitutes 53 million freelance professionals¹. The workforce in India has seen a significant changes due to the rise of GIG Economy and it is estimated or opined by Tiwari (2019)² that 90 million jobs will be created in coming years comprising 4 potential sectors namely Construction, Manufacturing, Retail, Logistics and transportation (BCG & Michael, 2021)³. Moreover, it is also expected that gigable jobs will expand in textile, banking and financial services, IT Sector and educational sectors too.

According to the Ministry of Labor and Employment (2020)⁴, "GIG Worker is a person who engages in income earning activities outside of a traditional employer-employee relationship, as well as in the informed sector". However, it is undefined and concrete for a different type of workers.

Since the inception of Flipkart, digital platforms have arisen in India such as housework, cosmetics, and food

18. తిలక్ "అమృతం కురిసిన రాత్రి"

అనుభూతి - అభివ్యక్తి

డా॥ పి. విజయకుమార్

సాహిత్యంలో వస్తువు, అభివ్యక్తి, ధోరణులలో మార్పు సహజం అన్నీ మారుతూనే ఉన్నాయి. మారనిది మార్పొక్కటే. కొన్ని యుగాలలో మార్పులు సంభవించి కౌత్స ధోరణులు రావడం దానికో పేరు పెట్టుకొని పిలవడం పరిపాటి. వీటన్నిటికీ ప్రధాన కారణం చారిత్రక స్పృహ. ఆధునిక కాలంలో భావకవిత్వం, అనుభూతి కవిత్వం ఉంటేనే సామాజికమైన భృదయాలకు హత్తుకోని ప్రాచుర్యంలోకి వచ్చినవే. ఇవి ప్రజల అంతఃకృతన్యాల స్ఫురదనకు కామనలకు సముష్టమనగా ప్రతికలుగా ఉంటాయి. అవి ప్రజావ్యధయాల ప్రతిధ్వనులు. భావకవిత్వం వచ్చినప్పుడు చాటిగా వేడిగా విమర్శకులు విమర్శించారు. దానిని వులుముడు కవిత్వమని వెక్కిరించినవారున్నారు. అపస్మారక కవిత్వం అని అధిక్షేపించిన వారూ ఉన్నారు. అసలు భావం లేకుండా కవిత్వం ఉంటుందా! ఇది అసలు అర్థం లేని అభివ్యక్తి అన్నవారున్నారు. కాని ప్రజలు ఆ వాదాలు విమర్శించి అసలు అలాన్నీ వ్యక్తం చేసి 'భావకవిత్వం' అని మనసారా పులుడుకుని తనివితీగా వ్యాఖ్యానం చెప్పుతున్నారు అలాగే అనుభూతి లేకుండా కవిత్వం ఉంటుందా. ఇది భావకవిత్వంలో భాగమే అనే విమర్శలు వచ్చాయి. విమర్శలు ఎన్ని చేసినా అనుభూతి కవిత్వం ఒక కవితా ధోరణిగా కొనసాగుతూనే ఉంది.

'అనుభూతి' అంటే అనుభుక్తి. అనుభవం, ప్రత్యక్షాధి ప్రమాణ జన్మజ్ఞానం' అని నైఘంటుకార్థం. దీన్నే "ఇంద్రియముల ద్వారమున అంతఃకరణము ద్వారములపై వ్యాపించి ఆ పదార్థముల స్వరూపమును గ్రహించుట" అని వాసిల్ వారు అభిప్రాయపడ్డారు.

ఈ అనుభూతులు ప్రపంచదర్శనం వల్ల కలుగుతాయి. అవి రెండు రకాలుగా వెలుచదుతాయి. అవి - 1. లోకానుభూతులు, 2. ఆత్మానుభూతులు.

రిలక సాహిత్యం-సంచల

కవి వ్యక్తి ప్రేమ, అనుభవం, భావనలను బట్టి దీని అనుభావం, రచనలగా చెల్లించినప్పుడు సామాజికంగా భావనలగా అనుభవించబడతాయి. అలాంటి వ్యక్తి వ్యక్తి ద్వారా అంతస్పృశ్యులలోకి ఇంకిపోయినప్పుడు స్వాప్నికానుభూతిగా చెల్లించబడతాయి. రెండు రకాలుగా వెలువడే అనుభూతులూ కవిత్వంగా వికసించడానికి అవకాశముంది కాని కవి యొక్క అనుభూతి వైతన్యన్ని బట్టి కవితా కళ వర్గీకరించబడుతుంది. అనుభూతి వైమధ్యాలను బట్టి కవితా కళ వర్గీకరించబడుతుంది. అనుభూతి వైమధ్యాలను బట్టి కవిత్వంలో భిన్నతల గోడలుపుండు ఉదాహరణకు ఒకే దస్తువు, అవగాహనాన్నియు, మానసిక స్థితిని పునర్నిర్మించుకొని భిన్న అనుభూతులను అందిస్తుంది. సముద్రం ఒకరికి 'వేయి కల సముద్రం'గా కన్పిస్తుంది. ఒకరికి 'పీరుని నేత్రం'లా కనిపిస్తుంది అని నందిని సిధార్దే గారు అనుభూతివాదం అనే వ్యాసంలో పేర్కొన్నారు.

Poetry is spontaneous overflow of powerful feelings and words worth కవిత్వాన్ని నిర్వచించాడు. A vent for over charged - feelings అని Keblel పేర్కొన్నాడు బాహ్య ప్రపంచదృశ్యాలు అంతరంగ ప్రపంచంలో దృశ్యత్వాన్ని కోల్పోయి కేవల అనుభూతిగా మిగులాయని శ్రీకాంతశర్మ భావన. "అనుభూతి కళను అభ్యసించడమంటే సచేతనంగా, సబుద్ధికంగా, సంకల్ప సహితంగా జీవితాన్ని ఆచమనం చెయ్యటం అని గుంటూరు శేషేంద్రశర్మ భావించాడు.

అనుభూతివాదం తలెత్తటానికి దోహదం చేసిన స్థితిగతులను నందిని సిధార్దే కొన్ని అంశాలుగా పేర్కొన్నాడు.

- 1. చుద్యతరగతి మనస్తత్వం, 2. వ్యక్తివాదం, 3. శుద్ధి చలాచాలం, 4. అసందలక్యం, 5. ఉనికి లేదా మేధావివాసనలు, 6. అత్యాధునికులమనీపించుకోవడం, 7. పరిస్థితుల సానుకూల్యం, 8. పత్రికల ప్రోత్సాహం, 9. శిల్పదృష్టి

తెలుగులో భావకవిత్వం తరువాత వ్యక్తివాదాన్ని ప్రతిఫలించే ధోరణులుగా అస్తిత్వవాద అనుభూతివాద ధోరణులు వచ్చాయి అస్తిత్వవాద ధోరణి పాశ్చాత్యదేశాల నుంచి దిగుమతి అయితే అనుభూతివాదం మధ్యతరగతి ఆసక్తికరమైన సుంచి అనాసక్త నుంచి వచ్చింది. అభ్యుదయ కవిత్వం స్తబ్ధతలో ఉన్నదశలో భావకవిత్వానికి అంతగా భేదం లేకుండా అవతరించిన ధోరణి అనుభూతివాదం. భావకవిత్వంలో లాగే అనేక రకాల ధోరణులు మానవకారుణ్యవాదం, ఇజాల వ్యతిరేకత, మార్మికత,

అనుభూతివాదం పరిశీలన గాథా అనుభూతివాదం

'నేను' ప్రాధాన్యం మొదలైన ధోరణుల సముదాయమే అనుభూతివాదం. అనుభూతివాదం కనుకగా మేల్కొల్పే వారి చింతలలో సమగ్రమైన తాత్విక ప్రాతిపదిక లేదు. ఒకేదాకమైన ధృష్టాంతం లేదు. ఒకటికంటగా అభ్యంతరం కలిగిపోతే ప్రార్థనలకు భావసంకల్పం అంటే విప్లవ కవిత్వాలకి పూర్వరంగం అనుభూతి కవితలు అని చెప్పవచ్చు.

విప్లవ ఉద్యమ ఆవిర్భావం తరువాత కూడా అనుభూతివాదం ధోరణి కొనసాగింది. ఇటీవలనే అనుభూతి వాదాన్ని ఒక వాదంగా నిలబెట్టి ప్రయత్నం జరుగుతున్నది. దానిప్రపంచ ధృక్పథాలు అంతరంగ ప్రపంచంలో దృశ్యశక్తిని కోల్పోయి లేసేట అనుభూతిగా మిగిలబడే అనుభూతి వాదమే ఈ ఉద్యమానికి సంబంధించిన వారు నిర్వచిస్తున్నారు. అస్తిత్వవాదం ఎక్కువగా చివరి రచనలోనూ, అనుభూతివాదం కవిత్వంలోను కనిపిస్తుంది" అని ఆచార్య కె.కె. రంగనాథాచార్యులు గారు పేర్కొన్నారు. వీరి భావనలో ప్రధానంగా అస్తిత్వవాదం పాశ్చాత్యం, అనుభూతివాదం దేశీయం అనే కోణం కన్పిస్తుంది.

'అనుభూతివాదం' పేరు దగ్గర నుండే వ్యతిరేకించినవారున్నారు. "అనుభూతి వాదం అనేది ఒక సాంస్కృతిక టరమ్. ఇది కవిత్వంలో ఒక వాదం విప్లవ వాదానికాదు. అనుభూతి లేకుండా కవిత్వం విప్లవం లేదు. అంటే ఈ అనుభూతి వ్యక్తికి పరిమితమా? వ్యక్తులకు పరిమితమా" అన్నవే ప్రశ్నలు పని జేయవచ్చు. కాంతారావు తనదైన విమర్శక కోణాన్ని ఆవిష్కరించారు.

అనుభూతి కవిత్వం, భావకవిత్వమనే పాత క్రీమికి కొత్త లేబుల్ మాత్రమే అన్న విమర్శక కోణం విసిపించింది. అందుకే కుందుర్తి 'అనుభూతివాదం ఇటీవలి కాలంలో భావకవిత్వాయుగ సంబంధి' అని అనాడే పేర్కొన్నారు. ఈ తత్వాన్ని 'భావకవిత్వ చ్యాయ'గానే రాచమల్లు రామచంద్రారెడ్డిగారు విడమరచి చూడారు. భావకవిత్వ చోకదలను వ్యక్తిగత అనుభూతివాదం పేరుతో మళ్ళీ ప్రవేశపెట్టారు. ఆచార్య కె.కె. రంగనాథాచార్యులు విశ్లేషించారు. సమాజంలో భుక్తమోతున్న అనుభూతులను సాహిత్యం ద్వారా నెమరుకు తెచ్చి అనుభోక్తవ్యాలుగా చేసేవారు రచయిత. అనుభోగమే అనుభూతి. అనుభూతికి ప్రేరణం కవిత; అభివ్యక్తి ప్రక్రియ; అభివ్యక్తమైన కవితా ప్రక్రియ కవికెంత అనుభవసిద్ధమో సహృదయ సమాజానికంత అనుభవ సాధ్యం.

ఆధునికాంధ్ర సాహిత్య ప్రయోగాలను సమీక్షిస్తే అనుభూతిని ఆస్వాదయోగ్యంగా చెయ్యడానికి రచయితలు, సామాజికులు పాటించే పద్ధతులు ప్రధానంగా మూడు

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KURNOOL.

ABSTRACT:

Background: The Information and Communication Technology (ICT) serves as an effective tool for teaching and learning of some complicated, illustrative and descriptive aspects in botany curriculum of UG students. Digital technologies make it possible for emerging disciplinary knowledge and understanding of many aspects of botany prescribed too small, large, slow or fast to be taught. Indeed, much of botany can now be effectively taught via digital technology, since its representational and symbolic forms are in digital formats.

Purpose: The present study is a preliminary report on the usage of digital technology and its impact on learning of botany at UG level.

Design and method: The data is qualitative and the analysis is based on observations and conceptual understanding.

Results: Findings indicate that learning of botany will be improved if pedagogy of learning and teaching of both the relevant botany and its digital representations are available, and if teachers use ICT in teaching and learning in particular, for challenging concepts.

Conclusion: Incorporation of ICT with botany in order to improve the quality of student learning is effective at collegiate level.

Key words : ICT, pedagogy

INTRODUCTION :

Given the radical changes in the nature of the science of botany and what we have learned about effective ways to teach, this is an opportune time to address the botany we teach so that it better represents the botany we do. – www.visionandchange.org

Ability to work with information and communication technologies (ICT) is recognized as one of the key competencies necessary for success in life and competition in the labour market (Levy and Murmane, 2001; Salganik, 2001; Eurydice, 2002) which every citizen should possess (Recommendation of the European Parliament and of the Council, 2006), and term 'computer literacy' was introduced to distinguish between users and non-users of ICT (Bawden, 2001).

Concerning ICT, two important roles are assigned to colleges. The first is to fulfil the expectations of society for demanding ICT skills, and the second is to raise the quality of education in the schools with the support of ICT. Many scholars, teachers and teacher-trainers have recognized the potential of ICT to enhance teaching and learning, and as a side

INTELLECTUAL PROPERTIES IN INDIA A REVIEW

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SML Govt .Degree college, Yemmiganur

Abstract:

PR is a general term covering patents, copyright, trademark, industrial designs, geographical indications, layout design of integrated circuits, undisclosed information (trade secrets) and new plant varieties. Patents, designs, trademarks and geographical indications. Copyright protection in India is available for any literary, dramatic, musical, sound recording and artistic work. The law relating to registration of trade marks is governed by the Trade and Merchandise Marks Act, 1958. Here in this paper different IPR in India is being reviewed.

KEY WORDS: IPR, Trade mark, Geographical indicators

Bio Technology for Safe Environment – A Review

M. Suseelamma

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Abstract

Growing concerns about the lack of environmental sustainability of past economic growth patterns, and increased awareness of a potential future climate crisis, have made it clear that the environment and the economy can no longer be considered in isolation from one another. At the same time, the financial and economic crisis has provided the stimulus for policy interventions aimed at encouraging recovery and renewed growth on more sustainable grounds. There are at least two policy regimes to be considered, one for environmental biotechnology, and another for industrial biotechnology. Environmental biotechnology is focused on biotechnologies for environmental clean-up, and many of the policy tools used in this area are about compliance. The materials being treated are “waste” materials (contaminated soil and water) and have no intrinsic value as such. Biotechnology only started to grow as a field with the world-wide interest in biofuels. Much of the world now have targets for bioenergy and favourable policy regimes to stimulate production and use of biofuels. But sustainability is now a real issue for biofuels production, and an appropriate balance between promoting biofuels and ensuring sustainability is a target for many governments.

Keywords:- Environment, Bio-technology, Bio-fuels.

IMPACT OF ICT IN TEACHING AND LEARNING IN DEGREE COLLEGE OF KURNOOL DISTRICT.

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Dr G.SEETHAMMA, LECTURER IN ZOOLOGY,GOVT. DEGREE COLLEGE FOR MEN,KURNOOL .

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ABSTRACT:

Background: The exponential growth of digital information and communication technology (ICT) creates unique opportunities for learning and teaching in higher education curriculum. Digital technologies make it possible for emerging disciplinary knowledge and understanding of biological processes previously too small, large, slow or fast to be taught. Indeed, much of bioscience can now be effectively taught via digital technology, since its representational and symbolic forms are in digital formats which have long lasting effect on the learners.

Purpose: This paper is part of a small pivot study dealing with the technologies and modalities of learning zoology in degree college.

Design and method: The data are qualitative and the analysis is based on observations and conceptual understanding .

Results: Findings indicate that learning of biology will be improved if pedagogy of learning and teaching of both the relevant zoology and its digital representations are available, and if teachers use ICT in teaching and learning in particular, for challenging concepts .

Conclusion: incorporation of ICT with biology in order to improve the quality of student learning is effective in higher education.

Key words : ICT, pedagogy

INTRODUCTION:

Given the radical changes in the nature of the science of biology and what we have learned about effective ways to teach, this is an opportune time to address the biology we teach so that it better represents the biology.

Ability to work with information and communication technologies (ICT) is recognized as one of the key competencies necessary for success in life and competition in the labor market (Levy and Murmane, 2001; Salganik, 2001; Eurydice, 2002) which every citizen should possess (Recommendation of the European Parliament and of the Council, 2006), and term 'computer literacy' was introduced to distinguish between users and non-users of ICT (Bawden, 2001).

MOOCS AND INTELLECTUAL PROPERTY RIGHTS

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ABSTRACT

The explosive growth of the Massive Open Online Courses (MOOCs) since 2011 has gained momentum in recent years. MOOCs phenomenon has attained a very fast maturity. This new educative model is aimed at unlimited participation open to all across the physical boundaries and barriers with open access via the web. Conversely, Intellectual Property Rights (IPRs) are territorial rights whose scope depends on national legislations, despite a certain degree of harmonization by virtue of national and international agreements. Therefore MOOCs creators must take into account not only their national IPR legislation but also the international IPR framework. This paper aims to give an overview of the most relevant IPR issues namely copyright exceptions, ownership and authorisation and delivery of contents including copyrighted models and the so called Open Educational Resources. Moreover, some insights from the pilot MOOCs developed under the umbrella of BizMOOC are stipulated.

INTRODUCTION

The first MOOC was launched in 2008. It was called 'Connectivism and Connective Knowledge' created by educators Stephen Downes and George Siemens. First MOOC like massive open online course was offered by HASTAC in 2006-2007. Ofcourse, many insist that it was Sebastian Thrun and Peter Norvig who developed the first MOOC in 2011 when they taught their artificial intelligence course at Stanford that had 1,60,000 online registrations. The main benefit of MOOCs is its open access. The user has more knowledge without bureaucratic obligations. Luis Otoni explains that the MOOC courses are important to assist formal education and distance learning, especially in the technology area. The evolution of digital technologies, the rising expectations of citizens and the increased pressure on the Higher Education (HE) system to address the challenges faced by the society in recent years (since the Grate Recession onwards), among others, enabled this process since the beginning. As a matter of fact, it is a simultaneous process involving the rise of open sources, collaborative knowledge production, Creative Commons, open innovation, collaborative economy, MOOCs and web 2.0. This process of openness of both science and teaching, intellectual property rights

32. Microalgae - Biofuel

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ABSTRACT

Biofuel production from algae is very interesting topic of research to many scientists across the globe as biofuel, is committed to becoming a worldwide leader in the development and deployment of renewable energy resources. Biofuels have been one of the substances at the forefront of the discussion. A number of sources for the production of biofuels have been considered. Algae, mainly microalgae have recently gained a lot of attention as a new biomass source for the production of renewable energy. Biofuels made from algae can be produced in a way that makes this energy source cost-competitive with crude oil by increasing the amount of energy algae stores as fat. Biofuel researchers have been seeking a technique to accomplish this switch, known as the "lipid trigger," since the 1990s. Algae typically do not produce oil under normal conditions, but they do when they are stressed.

Key words: Biofuel, microalgae, renewable energy, biomass, lipid trigger.

Introduction :

Biofuels can be solid, liquid, or even gaseous fuels that have its origin in recently deceased biological material. For photosynthetic organisms, for instance corn or soybeans, the plants use the energy of sunlight to convert available CO₂ into hydrocarbons, storing chemical energy. This is really a double benefit because not only fuel is produced but also CO₂ is consumed which has positive effect on both energy demand, as well as tackling the climate change. Biofuels can be produced from any biological carbon source, currently mainly variety of crops are used for biofuel production, both in the United States as well as in Europe and other parts of the world. There is a small division between crops, as corn with sugars is typically used for ethanol production while soy, canola, and palm with oil, are typically used for biodiesel production. Potentially, instead of microalgae, oil producing heterotrophic microorganisms (Ratlidge, 1993; Ratlidge and Wynn, 2002) grown on a natural organic carbon source such as sugar, can be used to make biodiesel; however, heterotrophic production is not as efficient as using photosynthetic microalgae. This is because the renewable organic carbon sources required for growing heterotrophic microorganisms are produced ultimately by photosynthesis, usually in crop plants. The idea of using microalgae as a source of fuel is not new (Nagle and Lemke, 1999; Sawayama et al., 1995) but it is now being taken seriously because of the escalating price of petroleum and more significantly, the emerging concern about global warming that is associated with burning fossil fuels.

Micro algae Biofuel benefits:

Microalgae are a diverse group of single-celled organisms that have the potential to offer a variety of solutions for our liquid transportation fuel requirements through a number of avenues. Algal species grow in a wide range of aquatic environments, from freshwater through saturated saline. Algae efficiently use CO₂, and are responsible for more than 40% of the global carbon fixation, with the majority of this productivity coming from marine microalgae [1,2]. Algae can produce biomass very rapidly, with some species doubling in as few as 6 h, and many exhibiting two doublings per day [3,4]. All algae have the capacity to produce energy-rich oils, and a number of microalgal species have been found to naturally accumulate high oil levels in total dry biomass [5]. For example, some *Botryococcus* spp. have been identified that have up to 50% of their dry mass stored as long-chain hydrocarbons [6]. With potentially millions of species, algal diversity gives researchers many options for identifying production strains and also provides sources for genetic information that can be used to improve these production strains. The microalgal species being investigated as potential biofuel crops originate from groups whose ancestral relationships are significantly broader than the most diverse land plants, providing a wealth of genetic diversity





[7.8]. Algae production strains also have the potential to be bioengineered, allowing improvement of specific traits [9,10] and production of valuable co-products, which may allow algal biofuels to compete economically with petroleum and appear to be the only source of biodiesel that has the potential to completely displace fossil diesel.

Economics of bio diesel production:

The high growth rates, reasonable growth densities and high oil contents have all been cited as reasons to invest significant capital to turn algae into biofuels. However, for algae to mature as an economically viable platform to offset petroleum and, consequently, mitigate CO₂ release, there are a number of hurdles to overcome ranging from how and where to grow these algae, to improving oil extraction and fuel processing.[11-13] The algal biofuels production shows that the major challenges include strain isolation, nutrient sourcing and utilization, production management, harvesting, coproduct development, fuel extraction, refining and residual biomass utilization.

Strategies to make algae Biofuel viable:

Taking algae from a potential biofuel producer to large-scale production will be dictated by a combination of factors that include economic viability, and the perceived value of CO₂ mitigation by this technology. In addition, early successes in both business and academic environments will promote funding of the research necessary to optimize and validate this technology. : utilizing natural diversity to increase productivity Algae are an extremely diverse group that contains many thousands of known species, and potentially hundreds of thousands. The great diversity of algal species provides a wide range of starting strains for fuel production. This presents an incredible opportunity, but also a significant challenge. Characterizing species for application in industrial processes requires substantial effort.[14,15] To move a species into an applied pipeline after initial species identification, significant physiological, biochemical and genetic characterization must occur. This work has continued in a number of laboratories around the world, but remains an area of biology that is largely unexplored. General descriptions of the few algal classes in which one or more species has been characterized now follow.[16,17]

Conclusion:

Microalgal biodiesel is the only renewable biodiesel that can potentially completely displace liquid fuels derived from petroleum. Economics of producing microalgal biodiesel need to improve substantially to make it competitive with petrodiesel, but the level of improvement necessary appears to be attainable. Producing low-cost microalgal biodiesel requires primarily improvements to algal biology through genetic and metabolic engineering. Use of the biorefinery concept and advances in photobioreactor engineering will further lower the cost of production. The range of potential for engineering algae is just beginning to be realized, from improving lipid biogenesis and improving crop protection, to producing valuable enzyme or protein co-products. No sustainable technology is without its challenges but blind promotion of those technologies without honest consideration of the long-term implications may lead to the acceptance of strategies whose long-term consequences outweigh their short-term benefits.

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GST Reforms in India and its Impact

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INTRODUCTION

Goods and Services Tax (GST) is one indirect tax for the whole nation, which makes India one unified common market. The proposed GST can change the whole scenario of current indirect tax system. GST is a single tax levy on the supply of goods and services, right from the manufacturer to the consumer. It is considered as biggest tax reform since 1947. Currently, in India complicated indirect tax system is followed by taxes imposed by union and states separately. GST is essentially a tax only on value addition at each stage. Mainly GST eliminates cascading effect (tax on tax) and replaces existing taxes like value-added tax (VAT), excise duty, service tax and sales tax with single comprehensive tax, brings it all under single umbrella. GST will unify all the indirect taxes under an umbrella and will create a smooth national market. GST will help the economy to grow in more efficient manner by improving the tax collection by disrupting all the tax barriers between states and integrate country via single tax rate. GST was first introduced by France in 1954 and now it is followed by 140 countries. Most of the countries followed unified GST while some countries like Brazil, Canada follow a dual GST system where tax is imposed by central and state both. In India also dual system of GST is proposed including CGST and SGST. GST reduce cost of production and inflation in the economy, thereby making the Indian trade and industry more competitive. It is expected that introduction of GST will lead to the growth of the economy.

GST AND ITS IMPACT ON BUSINESS IN INDIA:

The present scenario of differing tax rates in different states obstructs cooperative federalism.

GST will bring uniformity and also eliminate the cascading consequence of these taxes by giving input tax credit, having a comprehensive tax inclusion will in turn help the Industry to benefit from the proposed common procedures and claim credit for the tax paid. GST is expected to increase the mobilization of resources available and development of the country. The common base and common rates across goods and services and very similar rates across Centre and States will result in effective administration also ensuring the better management of taxes collected in the State. There will be reduction in prices of goods as taxes would now be exempted from the production cost and at the same time it will put better goods and services and increase the living standards of the country.

GST- a Transformative Approach:

Implementation of significant indirect tax reforms, it is crucial for businesses to start preparing for the GST now. For businesses in India, the GST brings a marked shift from origin-based taxation to a destination-based tax structure, with significant impacts on cash flow, pricing, working capital, supply chain and IT systems. The GST is much more than a tax change but a business change that will affect most functional areas like operating model, business processes, accounting and IT systems, contracts, pricing and human resources.

GST Impact the Indian Economy

GST reduces tax burden on producers and enhances production. GST provides tax credit to the manufacturers. This single taxation system will eliminate all Tax barriers. GST brings more transparency in the system as the customers can able to know exactly how much taxes they are being charged and on what base. GST will add to the government revenues by extending

the tax base. GST will provide credit for the taxes paid by producers in the goods or services chain. This is expected to encourage producers to buy raw material from different registered dealers and is hoped to bring in more vendors and suppliers. GST will remove the custom duties applicable on exports. Our nation's competitiveness in foreign markets will increase on account of lower costs of transaction. The proposed taxation system GST holds great promise in terms of sustaining growth for the Indian economy.

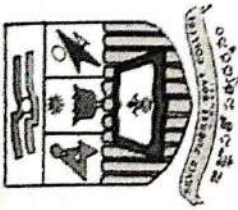
CONCLUSION:

The successful implementation of GST would give a strong signal to the foreign investors about India's increased creditworthiness, lesser compliance and procedural costs in the taxation system and remove the complexities faced by the foreign investors. GST implementation improves taxability and rates, exemptions and concessions, cash flow and refunds, supply chain network and governance, revealing efficiencies and improvements that bring performance and results. GST eliminates double taxation and make taxation overall easy for the industries. For the end customer, the most beneficial will be in terms of reduction

in the overall tax burden on goods and services. Introduction of GST will also make Indian products competitive in the domestic and international markets. The GST, because of its transparent character, will be easier to administer. Implementation of the proposed taxation system GST, holds great promise in terms of sustaining growth for the Indian economy.

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Impact of GST on GDP of India

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Abstract

GST is a comprehensive tax levy on manufacturing, sale and consumption of goods and services at a national level .The Goods and Services Tax Bill or GST Bill, also referred to as The Constitution (One Hundred and Twenty-Second Amendment) Bill,2014, initiates a Value added Tax to be implemented on a national level in India. GST will be an indirect tax at all the stages of production to bring about uniformity in the system. On bringing GST into practice, there would be amalgamation of Central and State taxes into a single tax payment. It would also enhance the position of India in both, domestic as well as international market.At the consumer level, GST would reduce the overall tax burden, which is currently estimated at 25-30%.

In order to avoid the payment of multiple taxes such as excise duty and service tax at Central level and VAT at the State level, GST would unify these taxes and create a uniform market throughout the country. Integration of various taxes into a GST system will bring about an effective cross-utilization of credits. The current system taxes production, whereas the GST will aim to tax consumption.

In the summer of 2016, the Indian Congress approved the Goods and Services Tax (GST) legislation to simplify the current

multilayered federal, state, and local indirect tax structure. The GST bill will unify at least ten types of indirect taxes into one tax to be collected at the state and federal levels. Under the existing structure, at each point of sale, additional taxes are applied to the after-tax value of each good and service. The main purpose for the GST is to eliminate this compounding effect by fixing the national tax rate, where goods will fall into one of four rate categories of 5, 12, 18, and 28 percent. The GST is currently expected to be rolled out in mid-2017.

Our results indicate that the GST should be welfare improving for all Indian states and, therefore, would be an inclusive policy. The effect on Indian real GDP of the new GST system would depend on the exact allocation of goods and services to each of the four tiers of the GST, which has not yet been analyzed by the Indian government. We work with alternative assumptions on this: The first gives an aggregate weighted GST of 16 percent with a positive impact on real GDP of 4.2 percent, whereas our second allocation gives an aggregate weighted GST rate of 20 percent with a lesser positive impact on GDP of 3.1 percent.

KEY WORDS: *India's Tax System, Tax System under the New GST, Model, Results , Conclusion.*

Challenges In The Implementation Of GST In India

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NEED FOR GST MODEL IN INDIA

Following are the supporting reasons to adopt GST:

1. Present system allows for multiplicity of taxes, the introduction of GST is likely to rationalize it.
2. Many areas of Services which are untaxed. After the introduction of GST they will also get covered.
3. GST will help to avoid distortions caused by present complex tax structure and will help in development of a common national market.
4. Existing taxes i.e. Excise, VAT, CST, Entry Tax have the cascading effects of taxes. Therefore, we end up in paying tax on tax. GST will replace existing taxes.
5. GST will lead to credit availability on interstate purchases and reduction in compliance requirements.
6. Introducing GST will do more than simply redistribute the tax burden from one sector or Group in the economy to another.
7. Achieves, uniformity of taxes across the territory, regardless of place of manufacture or distribution.
8. Provides, greater certainty and transparency of taxes.
9. Ensure tax compliance across the country
10. GST will avoid double taxation to some extent.
11. The implementation of GST would ensure that India provides a tax regime that is almost similar to the rest of world. It will also improve the International cost competitiveness of native Goods and Services.
12. GST will provide unbiased tax structure that is neutral to business processes and geographical locations.
13. If the Goods and Service Tax is implemented in the true spirit, it will have many positives for the stakeholders and will lead to a better tax environment.

ADVANTAGES OF GST

In this paper we were focused on at GST's benefits less developed states get a lift as the current 2% inter-state toll means production is kept within a state. Under the GST national market, this can be dispersed, creating opportunities for others. Investment boost as for many capital goods, input tax credit is not available. Overall tax credit under GST will mean a 08-10% drop in the cost of capital goods. Expected: A 6-7% rise in capital goods investment, 2-3% overall. Instead of maintaining big records by manufactures and others, returns and reporting under various different issues, all assesses will find comfortable under GST as the compliance cost of some important or daily uses goods may be fall. These reduced documentation and clear transformation will also help to build a transparent and corruption-free tax administration in India. Presently, a tax is levied on when a finished product moves out from a factory, which is paid by the manufacturer, and it is again levied at the retail outlet when sold. According to experts, after implementing the GST, India will gain approx \$15-20 billion a year. This is because, it will help to promote more exports, create more employment opportunities and boost growth of country. It will divide the burden of tax between manufacturing and services. It will lead to development of common national market. Leakages can be controlled with the GST as tax structure.

Challenges in Implementing GST:

1. Note ban has huge impact on the Goods and Services Tax (GST) a serious doubt on implementing GST by the central government's targeted deadline of April 1, 2017.
2. The impact of the November 8 demonetization of highvalue currency on their respective economies to

"GST: A Game Changer"

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INTRODUCTION

GST is India's biggest tax reform which is a reality now. The concept of GST was visualized for the first time in 1999. On 8 August 2016, the Constitutional Amendment Bill for roll out of GST was passed by the Parliament, followed by ratification of the bill by more than 15 states and enactment of the bill in early September. A comprehensive dual Goods and Services Tax (GST) has replaced the complex multiple indirect tax structure from 1 July 2017.

It is a comprehensive tax mechanism where in all major indirect taxes are clubbed into one, whether they are levied on services (service tax) or goods (excise and vat). In simple terms, GST means the state will share the Central Sales Taxes that it is currently receiving fully with the Center. The Center in return will share the Service Tax with the States. Presently, there are around 160 countries in the world that have implemented GST/VAT in some form or other. (Vijay Kumar Sarabu).

The concept of the GST is not new to India. Earlier in 2005, value added tax (VAT) was introduced on the recommendation of the Report of the Indirect Taxation Enquiry Committee, 1978 (Chairman: L. K. Jha). The VAT proved to be inherently efficient relative to the sales tax or excise duty or any turnover tax as it minimised tax evasion with an in-built mechanism of multi-stage tax distribution and a cross-auditing practice.

First, with states being unable to rationalise their committed expenditure burden (viz., pension liabilities, interest obligations and administrative expenses) in the near term, revenue expansion through GST implementation is a prudent strategy in remaining committed to the path of fiscal consolidation. Second, the GST is likely to chart out a new course for cooperative federalism in India focusing on cooperation

between the Centre and states in deciding on

- (i) tax rates,
- (ii) exemptions and
- (iii) commodities featuring in each category of tax rate/slab.

Finally, GST implementation may result in augmenting the shareable pool of resources which would result in greater transfer of resources from the Centre to the states.

The Finance Minister had noted that "GST will streamline the tax administration, avoid harassment of business and result in higher revenue collection, both for the Centre and states" (Union Budget Speech, 2014-15).

GST will replace multiple taxes such as central value added tax (CENVAT), central sales tax, state sales tax and octroi (Table III.1). A common base and common rates across goods and services and similar rates across states and between Centre and states will facilitate better tax administration, improve tax compliance, alleviate cascading or double taxation while also ensuring adequate tax collection from inter-state sales. 4.3.6 While the VAT is imposed at different stages of production of goods and services, the GST is levied at the national level on consumption of goods and services (Table III.2). Credits of input taxes paid at each stage will be available in subsequent stages of value addition, which makes GST essentially a tax on value addition at each stage. The final consumer will thus bear only the GST charged by the last dealer in the supply chain with State Finances.

The introduction of GST will not only include more indirect Central taxes and integrate goods and services taxes for set-off relief, but will also capture value addition in distributive trade and a continuous chain of