Proceedings

International Conference on Modern Approaches To English Language, Literature & Feminism Studies 2018
and


Copyright © 2018, IMRF PUBLICATIONS

All rights reserved.
No part of this book may be reproduced in any form of print & electronic means without the written permission of the copyright owner.

Published by
International Multidisciplinary Research Foundation
# 1-90, Near VTPS Main Gate, Ibrahimpatnam, Krishna Dt, A.P., India

DISCLAIMER
The authors are solely responsible for the contents of the papers compiled in this volume. The Publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

Typeset & Printing by

IMRF INTERNATIONAL PUBLISHING HOUSE,
# 1-90, Near VTPS Main Gate,
Ibrahimpatnam, Krishna Dt, A.P., India
Email: info@imrf.in Tel: +91 9533 42 1234
Website: https://www.imrfedu.org/
EDITORIAL

Dear Associates

Welcome to each and every one of you congregated for the prestigious IMRF’s 79th International Gathering - Proceedings of the International Conference organized by International Multidisciplinary Research Foundation (IMRF), India which is considered to be one of the premier events for the distinguished academic and research cult.

We know that an academic conference is a symposium for inventive academicians and imaginative researchers to give academics an opportunity to present their academic works, concepts and new discoveries and to exchange their ideas and develop their works and also to share idea in presenting for development in the new research and topics and so forth. Together with academic or scientific journals, conferences plausibly provide a central channel for exchange of information among earnest researchers.

IMRF, India and beyond (with its Academic Chapters in 8 Countries), since inception, has a great academic, research and social priorities to promote the spirit of values and orientations in multidisciplinary research functions of education by working out in dexterity required by the integrity of a sophisticated social world order duly transmitting central heritage with scientific bent of mind forming socialization process in respect of reformation of attitudes to confer a serene status for a rational being called man on this civilized planet, of course, from the threshold of Ratna Prasad Multidisciplinary Research and Educational Society, Vijayawada, India.

IMRF has left no stone unturned for the accomplishment of its vision and mission catering its influential services in the academic and research disciplines comprising the streams of Human Rights, Social Sciences, Arts and Education, English Studies, Business Sciences, Engineering Sciences, Mathematical Sciences Life Sciences, organizing International Conferences humbly witnessing the virtuous presence and innovative presentations of investigating pioneers, potential leaders, promising researchers, intellectual academicians, working faculty, industry magnates, advanced educationists, eminent scientists, rational thinkers, earnest scholars and superior students with their bonafide work of discovery from as many as 50 and more countries in the world (with their recurring presence) including home towards showcasing their professional performance with excellent communication skills based on their accumulated experience in the fields concerned successfully.

Globalization is a fact. Its internalization process integrates multidisciplinary fields to embark on an adventure in the realm of academics and research. As such, this conference by International Multidisciplinary Research Foundation (IMRF). I am pleased to unveil the fact that this Copy of Proceedings marked with ISBN No 978-93-86435-50-7 presents an educative network of research with strength of quality, originality and contribution to knowledge of significant fields of multidisciplinary realms duly identified by the solemn research portals and academic destinations in the world.

While presenting you with this sonata of latest academics and research findings, I humbly place on record my loyal acknowledgement of sincere appreciation, due recognition and heart-felt thanks to all intellectual paper presenters, article contributors, members on the esteemed Editorial Board, centres of higher learning in collaboration with IMRF, foreign-national delegates, erudite plenary speakers, scholarly participants and all those who are directly or indirectly in conformity with this IMRF conferences from home and abroad for their righteous everlasting support in one and all aspects and my sincere thanks to Institutes of Higher Learning, for their ever dynamic support and cooperation. Gratitude is attitude!

With effusive thanks,

Dr. Ratnakar D. Bala

Conference Chairman
EDITORIAL BOARD

Editor in Chief
Dr. Ratnakar D Bala, Director (Academics), International Multidisciplinary Research Foundation.
HQ: Andhra Pradesh, India; Academic Chapters: All Over the World.

Managing Editor
Prof. P. Vijaya Vani, Dept of International Business, Acharya Nagarjuna University, Guntur, Andhra Pradesh.

Executive Editor
Dr. Jagmohan Bajaj, UNESCO Expert, Special Envoy, Ministry of Education, Macedonia.
Dr. D Suresh Samson, Dept of English, Chirala Engineering College, Chirala, Andhra Pradesh.
Prof. Mrinalini B Chavan, Dept of English, Kirti M. Doongursee, Mumbai, Maharashtra

Editorial Board Members (Overseas)
Dr. Akampurira Andrew, Dept of Humanities, Kyambogo University, Uganda.
Dr. Bh. V. N. Lakshmi, Professor of English, Qassim University, Kingdom of Saudi Arabia
Dr. Kehinde Emmanuel Adenegan, Lecturer & Asst. Director, College MIS, Mathematics, Adeyemi College of Education, Ondo Ondo State, Nigeria.
Dr. Krupa Daniel, Associate Professor, Dept of Anatomy, Southern Medical Uni, China.
Dr. Mannepalli Gundala, Dept of History & Archaeology, University of Asmara, Eritrea.
Dr. Suguna P. Rajagopal, English Language Lecturer, Institute of Teacher Education, Malaysia
Prof. Francisco Jose Alcala Torreslanda, Vice President, KELLOGG CO, Mexico

Editorial Board Members (India)
Dr. Anselmo S. Fernandes, Dept of Economics, Guardian Angel Junior College, Goa.
Dr. Anurakti Mathur, Assistant Professor, Psychology, Amity University, Noida.
Dr. Arti Gaur, Assistant Professor, Department of Business Administration, CDLU, Sirsa.
Dr. Bharati Sukalal Khairnar, Professor of English, M.S.G College, Nashik, Maharashtra.
Dr. Chitta Ranjan Bhoi, Professor of English, Hi-Tech College of Engineering, Bhubaneswar, Odisha.
Dr. Geeta Sachdeva, Dept of Management, Nit Kurukshetra, Haryana
Dr. Gunita Arun Chandhok, Director, Commerce, Guru Nanak College, Chennai.
Dr. Indira B.P, Associate Professor, History, Government Frist Grade College, Mysore.
Dr. Jaya Mathew, Associate Professor of Law, K.J. Somaiya Institute of Management Studies & Research, Mumbai.
Dr. K.J. Vargheese, Associate Professor of English, Christ College, Kerala.
Dr. K. Sankara Rao, Associate Professor, Finance & Entrepreneurship, Holy Mary Group of Institutions, Visakhapatnam.
Dr. Kamjula Neelima, Principal, HRM & Marketing, Sree Chaitanya P.G College, Hanamkonda.
Dr. Karri Sankara Rao, Associate Professor, Finance, Holy Mary Group of Institutions, Visakhapatnam.
Dr. Latha, Head of the Department, KL University, Guntur, Andhra Pradesh
Dr. M. Ibrahim Khalilulla, Assistant Professor of English, Salaydri Science College, Karnataka.
Dr. Naresh K. Vats, Assistant Professor of English, USHSS, GGSIP University, Delhi
Dr. Padmaja Suresh, Director, Dance Performing Arts, Aatmalaya Academy, Karnataka.
Dr. Pradeep Kumar Debata, Professor of English, Kalinga Polytechnic, KIIT, Bhubaneswar, Odisha.
Dr. Pralhad V. Chengte, Assistant Professor, Political Science, Government First Grade College, Humnabad, Karnataka.
Dr. Pralhad V. Chengte, Assistant Professor, Political Science, Government First Grade College, Humnabad, Karnataka.
Dr. R. R. H. Pavithra, Dept of Economics, Karnataka Open University, Mysore.
Dr. R. Manjula, Professor of English, JNTUA College of Engineering, Anantapur, Andhra Pradesh.
Dr. Rajesh Shelke, Dept of Agricultural Economics, College of Agriculture, Parbhani.
Dr. Ranjana Ferrao, Assistant Professor, IPR, V.M Salgaocar College of Law, Goa
Dr. Ruchi Singh Gaur, Dept of Journalism & Mass Communication Amity University, Rajasthan
Dr. S Ayyappa Naik Nenavath, Dept of Commerce & Business Management, Acharya Nagarjuna University, Andhra Pradesh
Dr. Shirin Abbas, Dean & Professor, Dept of Journalism & Mass Communication Shri Ramswamy Memorial University, Lucknow
Dr. Silima Nanda, Director, International Division, Indira Gandhi National Open University, New Delhi.
Dr. Soheli Ghose, Assistant Professor, Department of Commerce, St. Xavier’s College, Kolkata.
Dr. Somanchi Sai Kumar, Professor of English, Govt Degree & PG College, Tekkali, Srikakulam Dt, A.P,
Prof. Tabhita, Dept of Mathematics, Andhra Loyola College, Andhra Pradesh.
Science and Technology, Awantipora, Pulwama, Jammu & Kashmir

***

Note: Alphabetical Arranged
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>09.30 to 11.00</td>
<td>Inaugural Function</td>
</tr>
<tr>
<td>11.00 to 11.15</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>11.15 to 12.00</td>
<td>Key Note: Dr. Satbir Bedi, IAS</td>
</tr>
<tr>
<td></td>
<td>Member Secretary</td>
</tr>
<tr>
<td></td>
<td>National Commission for Women, New Delhi.</td>
</tr>
<tr>
<td>12.00 to 12.45</td>
<td>Plenary Talk: Prof. David Sweeney</td>
</tr>
<tr>
<td></td>
<td>Chartered Accountant, Ireland, UK</td>
</tr>
<tr>
<td></td>
<td>Coordinator, Abused Angels of India – Social Service Organization</td>
</tr>
<tr>
<td>12.45 to 13.30</td>
<td>Plenary Talk: Dr. Siva Prasad Ravi</td>
</tr>
<tr>
<td></td>
<td>Director and Professor, School of Business</td>
</tr>
<tr>
<td></td>
<td>Nipissing University, North Bay, ON, Canada.</td>
</tr>
<tr>
<td>13.30 to 14.15</td>
<td>Lunch</td>
</tr>
<tr>
<td>14.15 to 14.45</td>
<td>Plenary Talk: Dr. Hari Sundar Govindaraman</td>
</tr>
<tr>
<td></td>
<td>Associate Professor &amp; Head of the Department</td>
</tr>
<tr>
<td></td>
<td>Chinmaya Viswavidyapeeth, Adi Sankara Nilayam, Ernakulam, Kerala</td>
</tr>
<tr>
<td>14.45 to 17.00</td>
<td>Paper Presentations in 3 Parallel Sessions</td>
</tr>
<tr>
<td>17.00</td>
<td>Refreshments &amp; First Day Conference Closes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>09.30 to 11.15</td>
<td>Paper Presentations in 3 Parallel Sessions</td>
</tr>
<tr>
<td>11.15 to 11.30</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>11.30 to 12.00</td>
<td>Plenary Talk: Prof. Satish Malhotra</td>
</tr>
<tr>
<td></td>
<td>Senior Researcher, Chandigarh</td>
</tr>
<tr>
<td>12.00 to 12.30</td>
<td>Plenary Talk: Dr. Naresh Vats</td>
</tr>
<tr>
<td></td>
<td>Dept of English, Guru Gobind Singh Indraprastha University, New Delhi.</td>
</tr>
<tr>
<td>12.30 to 13.00</td>
<td>Plenary Talk: Dr. Shailja Chhabra</td>
</tr>
<tr>
<td></td>
<td>Dept of English, Associate Professor, Govt. P.G.College, Haryana.</td>
</tr>
<tr>
<td>13.00 to 13.30</td>
<td>Special Talk: Dr. Maidul Islam</td>
</tr>
<tr>
<td></td>
<td>Assistant Professor, E-Trade, Keimyung University, Daegu, South Korea.</td>
</tr>
<tr>
<td>13.30 to 14.15</td>
<td>Lunch</td>
</tr>
<tr>
<td>14.15 to 16.00</td>
<td>Valedictory Function &amp; Certificate Distribution</td>
</tr>
<tr>
<td>16.00</td>
<td>Refreshments &amp; Conference Closes</td>
</tr>
</tbody>
</table>

1. Two Days Attendance is compulsory.
2. Paper Presentation Session Track Details will be given at the Registration Desk
3. Delegates can present by Power Point Presentation (PPT) 10 min including queries.
CONTENTS

TALK
WHY SAFEGUARDING THE GIRL CHILD AND EMPOWERING WOMEN IS CRUCIAL TO INDIA
David Sweeney

21

E011A
THE INEXPLICABLE OBLIQUITY OF EXPRESSION: A STUDY OF VAKROKTI IN “HIGHWAY STRIPPER” BY A. K. RAMANUJAN
Dr. Sudha Mishra

22

E013A
TRAHERNE’S WORKS ARE HIS RELIGIOUS AND PHILOSOPHICAL OPTIMISM: A STUDY OF DEVOTION IN THE MILIEU OF THE 17TH CENTURY ENGLAND.
Shantanu Siuli

23

E014A
ECOFEMINISM – FEMINIST REFLECTIONS ON GLOBAL ENVIRONMENT CRISIS
Sunil Uttam Fulsawange

24

E015A
MAPPING AND JUSTIFYING DERRIDA FROM HU(MANISM) TO POST-HUMANISM, FROM LITERATURE TO SILVER SCREEN
Dr. Prasenjit Panda

25

E017A
ANALYSIS OF BICS AND CALP DISTINCTION AMONGST THE STUDENTS OF SHRI MATA VAISHNO DEVI UNIVERSITY
Nitasha Jamwal

26

E020A
CYBER BULLYING OR VIRTUAL RAPE: TRANSITION FROM TROLLS TO CYBER MOB THROUGH FACEBOOK
Kamal Deep Kaur

27

E022A
FACILITATING ONLINE COLLABORATIVE WRITING TUTORIALS FOR TERTIARY LEARNERS THROUGH LEARNING MANAGEMENT SYSTEM
Dr. Suman Luhach

28

E024A
WOMEN THROUGH MEDIA IN INDIA: THE APPALLING AS WELL POSITIVE FACADES OF IT
Dr. Shivani Goswami

29

E026A
AMERICA AND I: IN PURSUIT OF OPPORTUNITY AND PROSPERITY
Sobhana Unni V, Dr. M Muralidharan

30

E027A
THE MINGLING OF IDENTITIES AND THOUGHTS IN CHITRA BANARJEE DIVAKARUNI’S NOVEL “ONE AMAZING THING”
Nirali Singh

31

E028A
CLAUSTROPHOBIC SITUATIONS AND IDENTITY CRISIS: REFERENCE TO THE SELECTED NOVELS OF MEHTA AND AUSTER
Robab Adamzadeh

32
## CONTENTS

<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>33</td>
<td>FACSIMILEING THE ROLE OF AFRICAN WOMEN IN MARITA GOLDEN'S LONG DISTANCE LIFE</td>
<td>Anslin Jegu J, Dr. A. Linda Primlyn</td>
</tr>
<tr>
<td>34</td>
<td>RE-NARRATION OF HISTORY IN THE SELECT NOVELS OF MAXINE HONG KINGSTON AND AMY TAN</td>
<td>K. Hema Latha, Dr. A. Linda Primlyn</td>
</tr>
<tr>
<td>35</td>
<td>CELEBRATING EMOTION: A STUDY OF RASAIN QUTBAN SUHRAVARDI'S MIRIGAVATI OR THE MAGIC DOE</td>
<td>Ishita Verma</td>
</tr>
<tr>
<td>36</td>
<td>ISMAT CHUGHTAI’S MODERN WOMEN IN “THE QUILT”</td>
<td>Dr. Nitasha Baloria</td>
</tr>
<tr>
<td>37</td>
<td>THE POETIC PROTECT AND EDUCATION, EMPLOYMENT TRENDS OF DALIT’S IN INDIA</td>
<td>Akshita Bindal</td>
</tr>
<tr>
<td>38</td>
<td>PSYCHOLOGICAL DISTRESS IN RASHID JAHAN’S PLAY “WOMEN” (AURAT)</td>
<td>Tania Baloria</td>
</tr>
<tr>
<td>39</td>
<td>PORTRAYAL OF DIFFERENT SHADES OF A WOMAN IN CALLING SEHMAT</td>
<td>Subbalakshmi S, Dr. M Poonkodi</td>
</tr>
<tr>
<td>40</td>
<td>REPRESENTATION OF GIRL CHILD AS THE VICTIM IN HOSSEINI’S AND THE MOUNTAINS ECHOED AND NADIA HASHIMI’S THE PEARL THAT BROKE ITS SHELL</td>
<td>Dr. Md. Sahidul Islam</td>
</tr>
<tr>
<td>41</td>
<td>FICTIONALIZATION OF THE LIFE OF MUSLIMS WITH SPECIAL REFERENCE TO THE SELECTED POST-MODERN FICTION</td>
<td>Dr. Md. Sahidul Islam</td>
</tr>
<tr>
<td>42</td>
<td>THE FIRE DWELLERS: A FEMINIST MODERNIST READING</td>
<td>Dr. Mukesh Kumar Pareek</td>
</tr>
<tr>
<td>43</td>
<td>SOCIAL REALISM IN MULK RAJ ANAND’S COOLIE AND ARAVIND ADIGA’S THE WHITE TIGER: A COMPARATIVE STUDY</td>
<td>Dr. Showkat Ahmad Wani</td>
</tr>
<tr>
<td>44</td>
<td>USE OF RESPONSE INVITING STRUCTURES IN LITERARY TEXTS FOR LANGUAGE TEACHING</td>
<td>Dr. Tungesh G.M.</td>
</tr>
</tbody>
</table>

## CONTENTS

| E046A | ORIGIN AND PROSPECT OF ENGLISH LANGUAGE AND LITERATURE TEACHING IN BARAK VALLEY: AN ANALYSIS OF THE CONTEMPORARY PERIOD TO MEET THE CHALLENGES.  
*Arifur Rahman Choudhury* | 45 |
|-------|------------------------------------------------------------------------------------------------------------------|----|
| E046B | AN ANALYTICAL STUDY OF THE RENAISSANCE IN BENGAL: IT'S ORIGIN, CONSEQUENCES AND OUTCOME.  
*Arifur Rahman Choudhury* | 46 |
| E047A | DECONSTRUCTING THE DOMESTIC SPACE: DEPICTION FROM THE THE DARK HOLDS NO TERROR AND COUNTRY OF GOODBYES  
*Nancy* | 47 |
| E049A | RIFLE FOR SOVEREIGNTY AND SELF-IDENTITY IN ANITA NAIR'S EXISTENTIALIST NOVEL LADIES COUPE.  
*Nalini Saxena* | 48 |
| E050A | DIMENSION AND DYNAMICS OF DEPRIVATION OF FEMALE GENDER IN RESPECT OF WELLBEING, OPPORTUNITIES AND PHYSICAL SECURITY  
*Shipra Raghuvanshi* | 49 |
| E051A | EMERGING FROM THE SHADOWS: REAPPRAISING THE NARRATIVE OF URMILA IN KAVITA KANE'S SITA'S SISTER  
*Rudrika Khajuria* | 50 |
| E052A | EMOTIONS AND LEADERSHIP: A STUDY OF MACBETH AS A LEADER THROUGH THE LENS OF RASA THEORY  
*Rashmeet Kour, Dr. Garima Gupta* | 51 |
| E053A | THE FEMALE BODY AS A SITE OF CONTEST: A STUDY OF AMRITA PRITAM'S PINJAR  
*Ambika Jamwal* | 52 |
| E054A | SAUL BELLOW'S SEIZE THE DAY: THE REPRESENTATION OF ALIENATION AND ENDANGERED RELATIONSHIP IN AMERICAN MATERIALISTIC SOCIETY  
*Md. Joynul Abedin* | 53 |
| E057A | A STUDY ON THE IMPACT OF EDUCATION IN EMPOWERING WOMEN IN KERALA  
*Anagh* | 54 |
<table>
<thead>
<tr>
<th>Paper ID</th>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>E058A</td>
<td>PORTRAYAL OF ‘ORIENTAL’ WOMEN IN ANTHONY BURGESS’S MALAYAN TRILOGY: EXOTICIZATION, SEXUALIZATION, AND OBJECTIFICATION</td>
<td>Siddhartha Pratapa</td>
<td>55</td>
</tr>
<tr>
<td>E060A</td>
<td>AN EVALUATION OF VISUALS IN ESL TEXTBOOKS: ARE IMAGES MERELY DECORATIVE?</td>
<td>Dr. Revathi Srinivas</td>
<td>56</td>
</tr>
<tr>
<td>E061A</td>
<td>HAN KANG’S THE VEGETARIAN: AN ECOFEMINIST RESPONSE TO VIOLENCE</td>
<td>Dr. Snehsata</td>
<td>57</td>
</tr>
<tr>
<td>E063A</td>
<td>IMPORTANCE OF LANGUAGE SKILLS AND THE WAYS OF TEACHING THEM</td>
<td>Sudirty Roy</td>
<td>58</td>
</tr>
<tr>
<td>E064A</td>
<td>JULY’S PEOPLE: AN ANTI-APARTEID COMMITMENT OF NADINE GORDIMER</td>
<td>Kanchan Mohindra</td>
<td>59</td>
</tr>
<tr>
<td>E065A</td>
<td>ENGLISH LANGUAGE TEACHING PROBLEMS IN TECHNICAL COLLEGES OF JHARKHAND</td>
<td>Annu Priya</td>
<td>60</td>
</tr>
<tr>
<td>E066A</td>
<td>MADAME LALANDE IN “THE SPECTACLES” – A POESQUE WOMAN</td>
<td>G R K Prasad, Dr. C. Umadevi</td>
<td>61</td>
</tr>
<tr>
<td>E068A</td>
<td>STARTLING PARALLELS IN SOCIETY: RE- READING OLIVER TWIST BY CHARLES DICKENS</td>
<td>Dr. Inderjit Kaur</td>
<td>62</td>
</tr>
<tr>
<td>E069A</td>
<td>THE ROLE OF LANGUAGE LAB ACTIVITIES IN ENHANCING COMMUNICATION SKILLS AMONG THE STUDENTS OF TECHNOLOGY AND SCIENCE</td>
<td>Dr. Yeddu Vijaya Babu</td>
<td>63</td>
</tr>
<tr>
<td>E071A</td>
<td>LANGUAGE IN THE RESPONSE TO MEANINGS: AN ANALYSIS ON THE RELATION BETWEEN LANGUAGE AND LITERATURE</td>
<td>Nipun Pius</td>
<td>64</td>
</tr>
<tr>
<td>E072A</td>
<td>FROM FEMINISTS TO FEMINAZIS: A STUDY OF CYBERBULLYING AND GAGGING OF WOMEN’S EVERYDAY STRUGGLES ON INDIAN SOCIAL MEDIA</td>
<td>Sakshi Sundaram</td>
<td>65</td>
</tr>
</tbody>
</table>
## CONTENTS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Title</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talk</td>
<td>SYSTEMIC FAILURES: WILL BANK FRAUDS INDIA EVER STOP?</td>
<td>Siva Prasad Ravi</td>
<td>71</td>
</tr>
<tr>
<td>Talk</td>
<td>CROUCHING TIGERS VS REJOICE JACKALSDISCUSSION ON SCHOLARLY VS PREDATORY OPEN ACCESS JOURNALS</td>
<td>Dr. Hari Sundar Govindaraman</td>
<td>72</td>
</tr>
<tr>
<td>Bo13A</td>
<td>IMPACT OF TELECOM TECHNOLOGY REVOLUTION ON E-COMMERCE INDUSTRY IN INDIA</td>
<td>Khushboo Niyarta</td>
<td>73</td>
</tr>
<tr>
<td>Bo14A</td>
<td>THE RISE OF E-COMMERCE INDUSTRY IN THE INDIAN RETAIL SCENARIO: A QUALITATIVE STUDY</td>
<td>Jayant Sanyal</td>
<td>74</td>
</tr>
<tr>
<td>Bo15B</td>
<td>STRATEGIC EFFECT OF PERSONAL VALUES IN PURCHASE OF ORGANIC FOOD PRODUCTS</td>
<td>Dr. Hari Sundar Govindaraman, Dr. D. Sudharani Ravindran</td>
<td>75</td>
</tr>
<tr>
<td>Bo17A</td>
<td>THE CORNERSTONE TO AVOIDING E-COMMERCE PROBLEMS: KEEPING IT CONVENIENT</td>
<td>Meetu Kaul</td>
<td>76</td>
</tr>
<tr>
<td>Bo18A</td>
<td>EXPONENTIAL GROWTH INDIAN E-BUSINESS &amp; E-COMMERCE INDUSTRY</td>
<td>Dr. Arvind D. Jahagirdar</td>
<td>77</td>
</tr>
<tr>
<td>Bo19A</td>
<td>E-GOVERNANCE IN INDIA: AN ANALYSIS</td>
<td>Dr. Anita Kumari</td>
<td>78</td>
</tr>
<tr>
<td>Bo22B</td>
<td>A CRITICAL STUDY ON AIR POLLUTED INDIAN CITIES</td>
<td>Gurpreet Kaur Brar</td>
<td>79</td>
</tr>
<tr>
<td>Bo23A</td>
<td>AGE OF CONSENT: HOW CONSENSUAL?</td>
<td>Dr. Pankaj Dwivedi, Vikram Srivastava</td>
<td>80</td>
</tr>
<tr>
<td>Bo26A</td>
<td>ASSESSING THE ECOTOURISM PLANNING AND MANAGEMENT STRATEGIES FOR THE LOCAL COMMUNITY OF PHAWNGPUI NATIONAL PARK, MIZORAM, INDIA</td>
<td>Lalrosanga, Manohar Sajnani</td>
<td>81</td>
</tr>
<tr>
<td>Bo27A</td>
<td>LEADING MARKETING STRATEGIES AND TECHNIQUES FOR E-COMMERCE TRENDS</td>
<td>M.L. Ashoka, Hamid Reza Keihani</td>
<td>82</td>
</tr>
</tbody>
</table>
## CONTENTS

<table>
<thead>
<tr>
<th>B029A</th>
<th>THE MODERATING ROLE OF PERSONALITY TYPE AND AGE OF USERS ON THE INTENTION TO USE MOBILE SHOPPING APPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maidul Islam</td>
<td>83</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B030A</th>
<th>ASSESSMENT OF IMPACT OF CLIMATE CHANGE ON RICE PRODUCTION IN FAIZABAD (U.P.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mohd. Azfar, Ravita, R.K. Tripathi, Nitin Tanwar</td>
<td>84</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B032A</th>
<th>TOURISM INDUSTRY: A BOON FOR ECONOMIC DEVELOPMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. R. H. Pavithra</td>
<td>85</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B033A</th>
<th>ECO/SUSTAINABLE/RESPONSIBLE TOURISM PRACTICES BY RESORTS OF RAJASTHAN: A CONTENT ANALYSIS OF WEBSITES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vandita Hajra, Atreyee Ganguly</td>
<td>86</td>
</tr>
</tbody>
</table>

Proceedings of the
International Conference on
Modern Approaches to English Language, Literature & Feminism Studies 2018
WHY SAFEGUARDING THE GIRL CHILD AND
EMPOWERING WOMEN IS CRUCIAL TO INDIA

DAVID SWEENEY

Abstract: The recent law change in India, making life sentences and/or capital punishment mandatory for rape of an under 12, and tight targets to deal with cases, is evidence of the global pressure being brought against India, including pressure from the United Nations to make marital rape illegal. The #MeToo movement has shaken the whole world and #MosqueMeToo may well shake Islam. It is far too late for patriarchal powers to turn the clock back and put a lid on these movements.

Knowing that the vast majority of girls born will one day become Mothers, why does a patriarchal society deny the glorious girl child of that Country her God-given (by all religions) right to the equal, fair, respectful and opportunistic life it grants to males simply by virtue that they were not born as females?

Why do the leaders in a patriarchal society ignore all the global evidence and indicators that the empowerment of women results in a massive and speedy uplift in the GDP of each Country? Why do patriarchal societies cling to the word "culture" as the excuse for ethically and morally (not to mention Constitutionally) unacceptable behaviour? Why do patriarchal societies fail to understand that patriarchy only breeds control and domination, and that such outcomes prevent care, tenderness, gentleness, compassion, kindness, respect, humility and love being at the centre of marriage and family life?

This presentation outlines the work of Abused Angels of India; it brings to the fore global evidence how the ‘culture’ of massive societies across USA and western Europe and beyond are having to open and change their mindsets about sexual harassment of, and violence towards, every girl and woman. Within India, there is a massive undercurrent of programmes and schemes that will contribute to this Country opening and changing its mindset - announcement of a national Sex Offender Register is a massive step forward.

Global predictions suggest India will need to provide 1 billion jobs by year 2050; that 12 million extra Indian people will need jobs every year until then; that Robotics and AI will make 800 million workers globally lose their jobs by year 2030 – with a very high level of unskilled labour, who will feed these families in India? The answer is that Mothers will, as always and ever, perform miracles to care for their families.

This presentation will demonstrate how patriarchy will be materially eradicated in India, and how the political silence maintained by India up to now will soon become acachophony as the world learns of the perils of being a baby girl, girl child and minor girl living in India.

***

David Sweeney
Founder/Coordinator – AAoI; Chartered Accountant, UK
Conference and CSR Coordinator and Honorary Life Member – IMRF
Abstract: The conscious choices of expression made by a poet always present a fertile field of linguistic investigation. Kuntaka asserts that poetic language always deviates from clichéd expressions. He also emphasizes that even the title of an artwork will bear the innate elements of the novelty of a great poet. Vakrokti, the power of oblique expression derived from the inventive aptitude of the poet bestows the verse with conspicuity [Vaichitrya] and renders the reader overwhelmed with aesthetic delight. A. K. Ramanujan, a poet of exceptional sensibility, always expresses his worldly insights and personal rumination in obliquity, and leaves the reader entirely absorbed in diving deep into the deeper layers of meaning in his verse. The present paper is an attempt to make a linguistic scrutiny of ‘The Highway Stripper’ by A. K. Ramanujan, and to explore the inexplicable connotations concealed beneath layers of the surface meaning so as to manifest the conflict of the poet’s personal vision with the external world.

Keywords: Iceberg Technique, Oblique Expression, Vakrokti, PrabandhaVakrata.
TRAHERNE’S WORKS ARE HIS RELIGIOUS AND PHILOSOPHICAL OPTIMISM: A STUDY OF DEVOTION IN THE MILIEU OF THE 17TH CENTURY ENGLAND.

SHANTANU SIULI

**Abstract:** The aim of this seminar paper is to define Traherne’s close understanding of his own situation in the context of the religious history of the human race explained in the Old Testament. Traherne’s schemes of understanding the devotion is simple and static to its own reality by which these are formulated. The intention and meaning of his works, as Malcolm Day argues, are clearly germinated by the way they are structured. Traherne expressed his ideas in the language of Christianity, his thinking was dominated by the concept that ultimate reality consists of the eternal ideas of all things existing infinitely and simultaneously in the Mind of God, and this concept is the single most significant influence upon that paralleling, repetitive rhetoric which he developed and used with great skill to express his deepest beliefs. His celebration of the creation, for all time, arouses a deep sense of his philosophy - the felicitation of the God by his direct appeal. Traherne’s optimism is deeply linked up with his deep spiritual awareness, penetrating the concept of reality by the observation of reason - the innocent outlook of the Christ to determine the principle of the world. The focal point of this paper is to investigate the different layers and textures of his works to apprehend the milieu of the evangelical outlook of the religion as well as the devotion of the seventeenth century England. This paper will also bring some new ideas of devotion of the seventeenth century England, and will explain the relevance of it to the present era.

**Keywords:** Seventeenth Century England and Its Devotional Milieu, Traherne’s Ways of Addressing The Philosophical Ideas, The Felicitation Of The God.

***

Shantanu Siuli
Assistant Professor, ITM University Gwalior, M.P., India
ECOFEMINISM – FEMINIST REFLECTIONS ON GLOBAL ENVIRONMENT CRISIS

SUNIL UTTAM FULSAWANGE

Abstract: An Ecofeminism is a recent development in feminist thought which argues that the current global environmental crisis is a predictable outcome of patriarchal culture. This paper seeks to outline the ecofeminist movement which focuses on ecology and women. I also deal with women’s relationship to the environment that is nature and culture. Ecological feminism, or ecofeminism, is an interdisciplinary movement that calls for a new way of thinking about nature, politics, and spirituality. Ecofeminist theory questions or rejects previously held patriarchal paradigms and holds that the domination of women by men is intimately linked to the destruction of the environment. Ecofeminists argue that traditional male-centered approaches involving exploitation of and supremacy over women are echoed in patriarchal practices and discourse with respect to the environment. Ecofeminism relates the oppression and domination of all subordinate groups to the oppression and domination of nature. The aim and main objective of my present study is analysis and interpretation of the textual and conceptual essence of ecofeminism. To achieve this, it is essential to explore relevant ecofeminist theories and perspectives through and vast literature survey.

Keywords: Ecofeminism, Environmental, Feminism, Patriarchal.

***

Sunil UttamFulsawange
Assistant Professor of English, Extension Education Section,
College of Agriculture, Kolhapur, Mahatma PhuleKrishiVidyapeeth,
Rahuri, Maharashtra, India
MAPPING AND JUSTIFYING DERRIDA FROM HU(MANISM) TO POST-HUMANISM, FROM LITERATURE TO SILVER SCREEN

DR.PRASENJIT PANDA

I may assert eternal providence,
And justify the ways of God to men.
(Paradise Lost Book 1)

Abstract: The above statement of Milton's Satan is more than sufficient to understand the spirit of Renaissance Humanism as Satan (Man) tries to justify the ways of God to men by putting the authority of transcendental signified(GOD) under erasure. Humanism is an idea which seeks to create a centre for human by usurping the knowledge of culture, language and religion. In the same light, Marlow's Faustus also takes a deep plunge to create an alternative system of knowledge by sacrificing his soul which a human is not allowed to. Enlightenment gives rise to reason and rationality and is directed towards perfectibility of MAN which continues to be true even when Alexander Pope asserts “proper study of mankind is MAN”; indicates the supremacy of human consciousness and Being. In contrast to humanism, Post-humanistic approach does not deconstruct the very existence of Man rather it tries to find out the alternative centre of nonhuman like technology or science. In the recent movies like The Terminator, Matrix, Transformers, Batman, Spiderman, Antman, Avengers, Iron man and the Indian movie Enthiran, we can find a shift of consciousness and rationality from human to either superman or to Cyborg. Once, body and mind controlled the consciousness of man but now consciousness is shared by the machine and hence, destroys the autocracy of man. Derrida’s deconstruction, has criticized the universal mode of “man” by separating Man from Subject. So the question is: does post-humanism lead us towards a world without human? Does it deny humanism? Or does it bring apocalypse? Or should we hold Derrida responsible for this continuous shift? Or where are we leading ourselves? In the present paper we shall try to justify the ways of deconstruction to MAN.

Keywords: Deconstruction, Renaissance, Post Humanism, Post Structuralism, Nihilism, Apocalypse.

***

Dr.Prasenjit Panda
Assistant Professor, English & Foreign Languages
Guru GhasidasVishwavidyalay, India
Prasenjitpanda12@rediffmail.com
ANALYSIS OF BICS AND CALP DISTINCTION AMONGST
THE STUDENTS OF SHRI MATA VAISHNO DEVI UNIVERSITY

NITASHA JAMWAL

Abstract: The primary goal of the present study is to state the difference between Basic interpersonal conversational skills and cognitive academic language proficiency. The paper draws attention to the timelines and challenges that the second language learners encounter as they attempt to catch up to their peers in academic aspects of the school language. This research paper focuses on understanding the difficulties experienced by second language learners in their academic performances. The methodology employs the use of Basic Interpersonal Conversational Skills (BICS) and Cognitive Academic Language Proficiency (CALP) skills to analyze a sociolinguistic questionnaire which was circulated among the students of Shri Mata Vaishno Devi University (SMVDU) belonging to various backgrounds and degrees. The conceptual distinction between these two levels highlights misconceptions about the nature of language proficiency which contributes to the academic failure among bilingual students.

Keywords: BICS, CALP, Acquisition, Sociolinguistic, Proficiency.

***
Nitashajamwal
Research Scholar
Department of Humanities and Social Sciences, DIT University
Abstract: Sexual harassment charges and allegations are rising in the film industry. Many of our actresses have come forward to share the bitter experiences they went through while pursuing a luminous career. Some of them assert that there exists a “casting couch” syndrome in the industry. Beyond being physically assaulted some of our actresses are victims of sexual repartee. Social media has become a virtual platform for this. Award winning South Indian actress Parvathy is one among them. She has launched a complaint for being viciously trolled and abused in social media. Some of the comments and posts were threatening and rancorous. Lewd and malicious comments and posts were hurled on Twitter and Facebook after she publicly criticized the misogynistic and sexist dialogues in Mammootty starrer “Kasaba”. Yes, cyberbullying is not a joke. Most of us are struck by the sexist keystrokes of cyber bullets. Internet trolls turned out to be cyber mob. The paper aims at examining the existence of cyberbullying or virtual rape against our celebrities in the social media and the response of general public on it taking the Parvathy issue as a case study.

Keywords: Trolls, Cyber mob, virtual rape, cyberbullying, Facebook, Twitter, Social Media.
FACILITATING ONLINE COLLABORATIVE WRITING TUTORIALS FOR TERTIARY LEARNERS THROUGH LEARNING MANAGEMENT SYSTEM

DR. SUMAN LUHACH

Abstract:

The diffusion of new technologies is instrumental in the development of the knowledge economy across the globe, which has made the teaching and learning of writing more important than ever before and fortunately, these same new technologies can also aid the teaching of second language writing.

Warschauer (2010, p.6)

In a changed socio-cultural scenario with the advent of computers and internet, the importance of writing skills has become almost indispensable for tertiary learners to master. It is generally expected from them that when they enter college, they are well versed in their language skills especially speaking and writing. As a matter of fact, however, increased online communication through e-mails, social networking sites, sharing of soft copies of various types of documents etc. has made writing skills even more important. Hence, it is expected from the language teachers in colleges that they train students very well with a focus on both lower order and higher order concerns in writing. For this, they need to revisit their pedagogies for getting the desired outcomes with an aim to foster autonomous language learners and to enable them to emerge as critical thinkers who can write something thoughtful with reasonably correct English. The present study aims to share the author’s classroom experience of integrating these online tools through a common platform of learning management system (based on Moodle).

Keywords: Tertiary Learners, Online Collaborative Language Learning, Writing Skills, Web 2.0, Learning Management System.

***

Dr. Suman Luhach
Assistant Professor (English), School of Law,
Bennett University, Greater Noida
WOMEN THROUGH MEDIA IN INDIA: 
THE APPALLING AS WELL POSITIVE FACADES OF IT

DR SHIVANI GOSWAMI

Abstract: Media actually portrays what is represented and presented in the society. People usually believe that media just represents and presents the reprehensible, indecorous and mortifying picture of women who are just sexily clad, timid, docile and emaciated. There is a belief amongst people that this is the role of the women in the society with no brains and mental power to offer. When we see women through media, the belief is always negative and unconstructive. The most culpable, the most horrendous and the most awful part is that it is ubiquitous in all countries alike. Is media only reflecting a downbeat or off-putting picture of women or are there any positive facets or aspects of it? Things are now changing and media has also portrayed a very positive picture of the women and enhanced and perked up her position in the society. Additionally, people do forget that media has also played a very constructive role in changing the vision and opinions of people with regard to women such as Jessica Lal and Nirbhaya, to name a few. The author would be dealing with the various aspects relating to the sedate and demurred issue, how media perceives women in India, has media only portrayed a negative picture of women or there are other aspects to it etc.

Keywords: Women, Status, Media, Society.

***

DrShivaniGoswami
Associate Professor, GGS IP University
Dwarka, Delhi, India
AMERICA AND I: IN PURSUIT OF OPPORTUNITY AND PROSPERITY

SOBHANA UNNI V, DR. M MURALIDHARAN

Abstract: Dictionary defines the American Dream as “the ideal by which equality of opportunity is available to any American, allowing the highest aspirations and goals to be achieved.” This ideal believes that the government should protect the opportunity of each and every citizen of America and facilitate to pursue their own ideas of happiness. Thinking this to be the solution to all problems a lot of people migrate from different parts of the world to fulfill their dreams and aspirations. The family of Anzia Yezierska was no exception in migrating from Polish Russia, to the American soil, dreaming high of ‘opportunity and prosperity’. The autobiographical story “America and I”, gives an insight into the harsh reality that throws upon them, the writer in particular, and how their Dream became disappointment and frustration.

Keywords: American Dream, Opportunity, Aspiration and Prosperity.

***
SobhanaUnni V
Research Scholar, SCSVMV University,
Enathur, Kanchipuram-631 561
studphd10@yahoo.com
Dr. M Muralidharan
Research Guide, SCSVMV University,
Enathur, Kanchipuram-631 561
muralidharan.malathi@gmail.com
THE MINGLING OF IDENTITIES AND THOUGHTS IN CHITRA BANARJEE DIVAKARUNI’S NOVEL “ONE AMAZING THING”

NIRALI SINGH

Abstract: Fear of death is the biggest fears in the world. When one is confronted with it then only he understands the futility of life. It is the memories and experiences only that count at the end of the day. Our times of crisis make us aware of some bitter and sweet realities of life. Things that seem to be too dear to us seem so futile and make us feel ridiculous and the things that were considered very basic and ordinary turn out to be our saviours, in our testing times. The novel One Amazing Thing written by ChitraBanarjeeDivakaruni is the story of human emotions and sentiments. The present paper tries to evaluate how critical situations can transform ordinary humans into extraordinary beings. The paper is an attempt to analyse extra-ordinary stories of people from different cultural setups and beliefs that are brought together by a natural disaster, stories that take us through self-realisation and acceptance of one’s true feelings, truths and secrets without any guilt, regret or hesitation.

Keywords: Identity Crisis, Humanity, Fanatical Times, Struggle, Memories.

***

Nirali Singh
Research Scholar, Manipal University Jaipur
CLAUSTROPHOBIC SITUATIONS AND IDENTITY CRISES:
REFERENCE TO THE SELECTED NOVELS OF MEHTA AND AUSTER

ROBAB ADAMZADEH

Abstract: “Identity Crises” can be triggered by “Claustrophobic Situations” in which one feels uncomfortable or unhappy because s/he is enclosed or restricted. Rama Mehta’s *Inside the Haveli* (1977) and Paul Auster’s *Ghosts* (1986) place their protagonists in different restricted spaces which make them choose between assimilation and protest. This study aims at investigating cultural ideas of the selected writers in order to craft a strategy for better future and peaceful coexistence. The researcher will make use of descriptive method for analyzing the selected works of Indian and American literature. To conclude, Rama Mehta and Paul Auster, belonging to different cultures and distinctive times, offer their readers with contrasting strategies for challenging the existing issues. While the former propagates adjustment and assimilation the latter suggests resistance and opposition. In order to achieve true happiness, one must seek the contentment of God by controlling his discrete actions and practices. Appreciation of what God has blessed us is vital for gaining more happiness and prosperity than before.

Keywords: Claustrophobic Situation, Identity Crisis, Contemporary World, Culture.

***

Mrs. RobabAdamzadeh
Ph.D Student of English Literature,
Aligarh Muslim University, Uttar Pradesh, India
FACSIMILEING THE ROLE OF AFRICAN WOMEN IN MARITA GOLDEN’S LONG DISTANCE LIFE

ANSLIN JEGU J, DR. A. LINDA PRIMLYN

Abstract: The study ventures a candid attempt in explicating the multi-dimensional roles played by African-American women, having exercised how their psyche is ratified with respect to various roles such as, lady, mother and old women. It further exemplifies the compatibility of women with other women, and with opposite gender at large to abet the realities of life. This article also investigates the applicability of style, themes and techniques having been employed Golden to embody the black female experience, in order to envisage the staunch female identity and thereby, to lead towards self-realization. The researcher desires to uphold the dichotomy between the black female experiences projected by Golden, and other native black women writers.

Keywords: Culture, Race, Mother, Suffering, Family.

***

AnslinJegu J
Research Scholar, [Reg. No. 11325], Scott Christian College, Nagercoil, Affiliated to ManonmaniamSundaranar University, Abishekappatti, Tirunelveli-627 012, Tamil Nadu, India

Dr. A. Linda Primlyn
Research Supervisor, Associate Professor of English, Department of English, Scott Christian College, Nagercoil, affiliated to ManonmaniamSundaranar University, Abishekappatti, Tirunelveli-627 012, Tamil Nadu, India
RE-NARRATION OF HISTORY IN THE SELECT NOVELS OF MAXINE HONG KINGSTON AND AMY TAN

K. HEMA LATHA, DR. A. LINDA PRIMLYN

Abstract: Postmodernist criticism involves itself mainly in the decentralizing and subverting process. It challenges “fixation” of any kind. The two Chinese writers under study quite obviously interrogate and challenge their “fixation” in American mainstream history as a worst racial and ethnic group. The novels of Kingston and Tan have postmodern characteristics. They are metafictional in every sense of the term. It is exactly against this low-grade image “fixity” the two novelists wage a war, recreate and re-narrate old stories of their people and present them as upholders of a unique ancient culture and heritage.

Keywords: Postmodernism, Fixity, Fixation, History, Re-Narration.

***

K. HemaLatha
Research Scholar, Reg. No 11224, Scott Christian College, Nagercoil, ManonmaniamSundaranar University, Abishekapatti, Tirunelveli-627 012, Tamilnadu, India
hemalathak2005@gmail.com

Dr. A. Linda Primlyn
Associate Professor of English, Scott Christian College, Nagercoil, ManonmaniamSundaranar University, Tirunelveli-627 012, Tamilnadu, India
Abstract: Sufism began as a movement in Indian literature during the medieval period. It was during this period that a number of Sufi poets began writing in the vernacular and a new genre known as the "prema-kahāni" or love story was developed. This genre written in Hindavi was a major development in the field of Sufi romances and marks the beginning of a new movement in the literary and devotional culture in the regional language. Important writers of this genre include Mallik Muhammad Jayasi, Shaikh ManjhanShattari, QutbanSuhrawardi and others. One of the most important features of these romances is that they are replete with emotions of love and devotion towards God. The relationship between the human and the divine is an important aspect of these romances. The writers of the Sufi romances express these emotions through, what the Sanskritic theory refers to as rasa or bhāva. However, in case of the Sufi romances the bhakti-rasa is replaced by sringara-rasa also known as the erotic mood in poetry. The present paper aims to bring out the various rasas or emotions generated by the Sufi romance Mirigavati or The Magic Doe by QutbanSuhrawardi, in the minds of the reader. Mirigavati follows the story of prince Rajkunvar and his love for Mirigavati, their separation, the prince's longing for Mirigavati and their final union. The love that the two share for each other is seen as the love of the human for the divine and hence is replete with rasas or emotions expressed by the Sanskrit critics. The present paper seeks to analyse the text from the point of view of the theory of rasa expounded by Bharata in his Natayashastra. The aim of the paper is to bring out the various emotions that arise in the mind of the reader as he reads this romance.

Keywords: Sufi, Romance, Rasa, Mirigavati, Qutban.
ISMAT CHUGHTAI'S MODERN WOMEN IN “THE QUILT”

DR. NITASHA BALORIA

Abstract: This paper "IsmatChughtai’s modern women in “The Quilt”, discusses the identity of a woman. Through the Feminist lens, this paper will throw light on the discrimination on the basis of gender, which is found in most of the male-dominated families of India; by IsmatChughtai, one of the pioneers of Urdu fiction and also known as the most courageous and controversial woman writer of the twentieth century. Through the context of marriage, she brings outs the cultural and psychological problems which a woman goes through. This paper especially brings the sighs and sufferings of a Muslim woman, Begum Jan, the protagonist of the story “The Quilt”. Her psychological suffering explores the theme of alienation she suffers from. And this is the representation of not only a single woman but almost all women who have to face the culture and tradition at every step and have to keep their own happiness at stake. This short story is a voice of a woman who is considered voiceless in her family. Additionally the purpose of the paper is to present the sexuality as a part of identity for a woman who is often considered to be marginalized and a subordinate in the male-oriented society.

***

Dr. Nitasha Baloria
English, University of Jammu, Jammu
tashubaloria@gmail.com
THE POETIC PROTECT AND EDUCATION, EMPLOYMENT TRENDS OF DALIT’S IN INDIA

AKSHITA BINDAL

Abstract: According to World Bank, the Caste system in India is the highly stratified social hierarchy, in which largely endogamous group of people are invested with different social status and social meaning. With the development of economy the participation of Dalits increases with a decrease in threat to Dalit dignity. However, there are incidents where Dalits protest to safeguard their dignity in their poetic and literature work. Much as India witnessed a remarkable development in all spheres, there are diseases like untouchability, inequality, discrimination, abolition and racism which limits the equitable growth of economy. According to UNICEF’s South Asia regional Study 2014 report, the average out of school children is 6.4% in India which is the highest considering its huge population size. Dalit girls have highest school exclusion rate and suffers from double discrimination. According to the ILO’s Equality at Work: global report 2011, the poverty rate of Dalit is 65.8% which is twice the rate of rest of population which is 33.3%. Chances of qualified applicant to be invited for job with Dalit name was only two third as compared to Hindu applicant. India ranks 17th in cultural diversity index among 159 countries from available data. The present paper tracks down the change in Dalits education and work participation in India and bring out the cause behind phenomenal metamorphism.

Keywords: Caste, Society, Participation Rate, Unemployment.
PSYCHOLOGICAL DISTRESS IN RASHID JAHAN’S PLAY “WOMEN” (AURAT)

TANIA BALORIA

Abstract: This paper “Psychological distress in Rashid Jahan play “Women” (Aurat) will deal with the psychological distress a women goes through when her husband in a Muslim family decides to marry for the second time. She (protagonist) protests from the very beginning but becomes a helpless victim trapped in the clutches of social customs and tradition practiced in the name of religion. This paper will be dealt with the Feminist perspective and will trace the protagonist’ quest for identity. It will also throw light on the psychological and physical violence she has been going through, all her life and emerges as a universal woman.

The research paper’s focus will be in the context of marriage. It will discuss the problems and issues a wife solves and avoids for the sake of her relationship but men, in the name of religion (shariyat), decide to marry again, this shakes a woman’s identity to the core.

***

Tania Baloria
Jaipur National University, Jagatpura- Jaipur
PORTRAYAL OF DIFFERENT SHADES OF A WOMAN IN CALLING SEHMAT

SUBBALAKSHMI.S, DR. M.POOKODI

Abstract: The paper aims to draw parallels between the female protagonist of the novel Calling Sehmat by Harinder Sikka and the Supreme Being Goddess of Hinduism, AdiParashakti and her various incarnations namely Saraswati, Lakshmi and Parvati. The paper focuses on the different shades of a woman which is believed to be similar to the various forms of the goddess depicted during the festival of Navratri, which means nine nights. There are four seasonal Navratri which are held at various stages of the year, but the most predominant of them is the Sharda Navratri which is also known as Durga Puja. In Navratri, the festival’s nine nights are dedicated to different aspects of the divine feminine principle. The paper focuses on the Sharda Navratri and aims to show how the female protagonist, Sehmat, displays similar aspects of femininity throughout the novel.

Keywords: Avatar, Femininity, Goddess, Navratri Festival.

***

Subbalakshmi.S
Research Scholar, Department of English,
Karunya Institute of Technology and Sciences,
Coimbatore, Tamil Nadu, India
Dr. M.Poonkodi
Asst.Professor, Department of English,
Karunya Institute of Technology and Sciences,
Coimbatore, Tamil Nadu, India
Abstract: The Afghan writers Khaled Hosseini (1965-) and Nadia Hashimi (1977-) have represented the issue of girl child as the victim in *And the Mountains Echoed* (2013) and *The Pearl That Broke Its Shell* (2014) respectively. Unlike, his earlier two novels *The Kite Runner* and *A thousand Splendid Suns* where Hossainifocussed primarily on the Taliban rule in Afghanistan, the writer has concentrated on the child issue in his third novel *And the Mountains Echoed*. The novel opens in the year 1952. The story of the the novel revolves around the character Saboor, a bankrupt farmer from the village of Shadbagh, and his three year old daughter named Pari. He decides to sell his daughter Pari to a wealthy, childless couple in Kabul. Similarly, Nadia Hashimi’s *The Pearl That Broke Its Shell* narrates the story of a young girl Rahima. She goes through various hardships during her everyday life in the patriarchal society. Hence, the major discussion of this research paper will focus on the varied problems faced by the girl child in the novels mentioned above.

**Keywords**: Victim, Afghanistan, Taliban, Novel, Patriarchal Society.
FICTIONALIZATION OF THE LIFE OF MUSLIMS WITH SPECIAL REFERENCE TO THE SELECTED POST-MODERN FICTION

DR. MD. SAHIDUL ISLAM

Abstract: Political Islam with its extreme approach has become the most talked about political ideology and the most influential movement for transform in certain parts of the world in the late twentieth and early twenty-first century. As a result their radical activities and the lifestyle is gradually getting place particularly in fiction and literary works in general. Despite the fact that the relationship between various aspects of Islam and literature has not been explored fully, it has become the subject of great interest of the novelists and poets in recent times. It is only after the incident of 9/11 that majority of the writers of the world have shifted their attention to the new found issue. As Islam has been on the centre stage in the last few years, for right or wrong reasons, many writers from different countries have tried to fictionalize the life of Muslims. John Hoyer Updike, Orhan Pamuk, Hanif Kureishi, Khaled Hosseini, Mohsin Hamid, Zadie Smith and Tariq Ali who were born in United States of America, Turkey, Britain (to a Pakistani father and English mother) Afghanistan, Pakistan, United Kingdom and Pakistan respectively are some most important examples whose selected works are the major concern in this study.

Keywords: Political Islam, Ideology, Literature, Radical, Fictionalize.

***

Dr. Md. Sahidul Islam
Assistant Professor, Dept. of English,
B.S. Abdur Rahman Crescent Institute of Science and Technology,
Vandalur, Chennai-600048, Email: sahid08@rediffmail.com
THE FIRE DWELLERS: A FEMINIST MODERNIST READING

DR. MUKEISH KUMAR PAREEK

Abstract: Margaret Laurence writes into a gendered Canadian modernism by using subversive feminist and modernist aesthetics as a way to invent stories with a female subjectivity. *The Fire Dwellers* is a novel that is concerned with both feminism and modernity. This novel contains a modernist aesthetic that is based upon a rejection of dominant structures and is defined by stylistic and ideological features which shares concerns with feminist aesthetics in their transgressed, non-hegemonic critique of culture situating *The Fire Dwellers* as a modernist text, Stacy Cameron's struggle becomes a struggle within a modernist mythical "quest "for a "new" value structure. Modernity, as I see, is a socio economic condition that is concerned with breaking from tradition through a reordering of space, time and the self. Modernism is concerned with a search for revolutionary reconstruction (order in chaos). I am interested in interpreting modernity blended with feminism in *The Fire Dwellers*. Modernity is a reorganisation of temporal and spatial whereas feminism is a strategy that resists a patriarchal, hierarchical structure which privileges the isolated individual over collective experience. I intend to study with the help of this blend of modernity and feminism the self-realisation of Stacey.

In modern global world with social media, a woman, particularly a housewife is as isolated as ever. My paper studies the struggle of Stacey who tries to come to terms with her present futility by escaping into her past through memory but realises at the end the real value and worthy of caring and sacrificing . She learns and realises that escaping and breaking the marital bond is not a solution. She also realises that technology has only given this world a changed lexicon to see a changed outer world but human relations and family still need warmth and a functional spirituality which can sustain a woman’s self in the present chaotic world. Margaret Laurence is known for her portrait of rebellious character like Hagar but novel after novel in her Manawaka series she showed her protagonist realising their loss. loss of a women during her search for her identity is propagandised as feminism but the heroines of Laurence initiate like Nora but their journey culminates in doing efforts like Geeta of Rama Mehta's *Inside The Haveli* changing the world around them .Modernity and Feminism go hand in hand but Laurence through her narrative techniques makes her readers reevaluate both. My paper intends to look into the perspectives of feminism through modernism and modernism through feminism. My paper tries to move beyond notions of modernity as reactionary distraction and into theories of strategic reconstruction. This reconstruction engages women of a Feminist novel to critique persistently traditional social conventions .The paper also tries to show how Modernism has excluded women with its politics and she has been relegated as an “other”. The paper comes with a solution that a woman can strategize Modernism with the help of Feminism although some tragedy is involved that helps a woman to search her real self with which she can become someone who can show light to the world.

Keywords: Space, Time, Modernity, Feminism, Self, Isolation, Memory.

***

Dr. Mukesh Kumar Pareek
Assistant Professor, English,
English Cosmos Institute of English Literature and Language
Jaipur, Rajasthan, India
SOCIAL REALISM IN MULK RAJ ANAND’S COOLIE AND ARAVIND ADIGA’S THE WHITE TIGER: A COMPARATIVE STUDY

DR. SHOWKAT AHMAD WANI

Abstract: Mulk Raj Anand the red hot voice of the general population, one who has made an effective social understanding of Mother India. He has indeed deeply felt the pulse of Indian society. Anand is recognized as a novelist for his proletarian humanism, social realism, naturalistic philosophy, innovative stamina and his ‘Mulkese’ realistic language. He chooses the most minimal classes to represent them in his novels. He argues for the abused, the have-nots, the exploited and the marginalized classes of the society. His second Coolie (1936) uncovers the horrible vogue of misuse of the defenceless individuals in the nation under foreign rule. The colonial lords cherish the sense of superiority as a sacred principle. They regard it their obligation to treat the natives as slaves, with racial malevolence exists the keen sense of class division even in the rulers. On the other side Aravind Adiga the Man Booker Prize winning author for his debut novel The white Tiger (2008) highlights the core issues of Indian society like identity crisis, social separation, political debasement, class segregation, complexity in the socio-economic, influence of foreign culture and degradation of traditional values and fanatic nature of Indian societies towards the west. The novel explores the issues related to the dull side of Indian village life, their fight for their survival. It is the complete post-mortem of the India’s developing nature of the city life. Adiga examines the dark heart of the sparkling India by contrasting the dark and light sides of the Indian societies.

Keywords: Poverty, Discrimination, Ill-Treatment, Exploitation, Cruelty, Corruption.

***

Dr. Showkat Ahmad Wani
Ph.d Scholar, Barkatullah University Bhopal, M.P.
USE OF RESPONSE INVITING STRUCTURES IN LITERARY TEXTS FOR LANGUAGE TEACHING

DR. TUNGESH G.M.

Abstract: Developing an individual response to a literary text without violating its essential nature as communication and without denying its linguistic benefits can be a useful task for any language teacher. Teaching English language using literary texts through the exercises such as comprehension, paraphrase or summary would amount to distorting its essential nature as communication. That is, the learners make attempt to reproduce indiscriminately the critical opinions of others or indulge in fanciful interpretations based on their whims and fancies. If teachers provide their interpretations of their own, it would amount to depriving the learners of their communicative potential of the very language they are actively engaged in learning. And, it is important to note that the literary texts exemplify very characteristically which becomes the source for language development. Thus, it becomes a challenging task to the teachers of literature how to relate the linguistic aims of ELT/TESOL classes with the literary nature of the resource materials prescribed in the curriculum. Citing examples from literary texts, this paper attempts to illustrate a methodology which can meet these objectives. It can be suggested that such a methodology based on pedagogic stylistic approach can have relevance for the teaching of literature as subject in undergraduate ELT/ TESOL classes.

Keywords: Text, Literature, Linguistics, Pedagogy, Response, Style.

***

Dr. Tungesh G.M.
Associate Professor (Senior Scale)
Department of Humanities, Manipal Institute of Technology
(A Constituent College of Manipal University)
Manipal, Karnataka State, India
ORIGIN AND PROSPECT OF ENGLISH LANGUAGE AND LITERATURE TEACHING IN BARAK VALLEY: AN ANALYSIS OF THE CONTEMPORARY PERIOD TO MEET THE CHALLENGES.

ARIFUR RAHMAN CHOUDHURY

Abstract: This presentation makes an attempt to study the present situation of English Language and literature teaching in Schools, Colleges, University and religious institutions of Barak Valley, which comprises the three Bengali dominated states of Assam namely, Cachar, Karimgong and Hailakandi. This research work at length discusses the historical roots of the evolution of English Language and Literature teaching in Barak Valley of Assam. An inquiry has also been done in the relevant field to determine the amount of the influence of the mother tongue emerged as a barrier in the teaching of English language and literature. Above all, the sole purpose of the investigation is to correlate the pros and cons of what has been cited earlier and to suggest some measures to improve the condition.

Keywords: Assam, Barak Valley, ELT, Literature, Teachings.

***

Arifur Rahman Choudhury
MA. (English), Aligarh Muslim University, Aligarh.
Arifurchoudhury786@gmail.com
AN ANALYTICAL STUDY OF
THE RENAISSANCE IN BENGAL:
IT’S ORIGIN, CONSEQUENCES AND OUTCOME.

ARIFUR RAHMAN CHOUDHURY

Abstract: The word renaissance is not a new term and the word is equally applicable in every field. In Bengal, the renaissance began with the birth of Raja Ram Mohan Roy. The seed of Renaissance emerged in full swing when the British Government established East-India Company. The British Government imposed modern scientific education and began to question the Eastern religious practices. The devastated Bengali people have deep rooted connection with Eastern Mysticism and religion; some of them admired the principles of renaissance; majority of them refuted and few numbers started to speculate over the burning issues which are contrary to rational faculty. This analytical article introspects how deep contemplation of philosophers led to the intellectual awakening in Bengal and subsequently, in the undivided India. The said article also interrogates the birth of the different school of thoughts; also investigates the impact of the renaissance on religion, literature and sciences. A thoughtful look has also been made regarding the postcolonial scenario of Bengal and its contemporaries.

Keywords: Renaissance, Bengal, Literature, Awakening Etc.

***

Arifur Rahman Choudhury
MA (English)
Aligarh Muslim University, Aligarh, India
Arifurchoudhury786@gmail.com
DECONSTRUCTING THE DOMESTIC SPACE: 
DEPICTION FROM THE THE DARK HOLDS NO TERROR 
AND COUNTRY OF GOODBYES

NANCY

Abstract: Domestic space constitutes a space that provides security to the women. In the ancient times women were safe in the domestic space. In the contemporary era the notion has been changed. The contemporary feministic critics have revealed the atrocities upon women in their writings. The Domestic space has become vulnerable space for women in the society and it has taken the shape of domestic violence. The power politics is demeaning the woman’s identity day by day in order to maintain the honour of their family. The socio psychological behaviour of a person creates the situation of domestic violence. It includes physical abuse, sexual abuse, verbal, emotional or economic abuse which are also explained under the definition of domestic violence. Shashi Deshpande and Mridula Garg explore the condition of a woman in their novels Dark Holds No Terror and Country of Goodbyes that a woman has her own existence and place in the society and therefore she should not be reduced to the level of a breeding machine. She also dares to expose, question and challenge the tradition values and prejudices in the male dominated society. The women in their novels are subjected to continuous physical and sexual assaults in the society. This paper will present the condition of suffering women in their domestic space who belong to the Indian middle class family and struggling to liberate them and seek their self-identity and independence in the novels of Shashi Deshpande and Mridula Garg.

Keywords: Domestic Space, Patriarchy, Culture, Identity, Violence.

***

Nancy
PhD Scholar, Centre for Languages and Comparative Literature, 
Central University of Punjab Bathinda
RIFLE FOR SOVEREIGNTY AND SELF-IDENTITY IN ANITA NAIR’S EXISTENTIALIST NOVEL LADIES COUPE.

NALINI SAXENA

Abstract: This paper’s focal point is about the use of perceptions of sovereignty and individualism of existentialism in Anita Nair’s novel *Ladies Coupe* through analytic and descriptive method. Anita is a celebrated contemporary Indian English novelist. Her novel *Ladies coupe* is an amalgam of Existentialism and notion of new women. She sight sees the issue of woman’s identity, individuality and their melee to achieve their self-esteem through her significant novels. Existentialism a 20th century movement flourishes after the Second World War, predominantly by Jean-Paul-Sartre under the fortitude of “Courage to be”. Major findings of investigation are why existentialism is related to these characters and how existentialist concepts play an important role in New women life. New women are those who live their life not behind the swags of the customary roles, but with the aid of freedom they can blissfully make their own existence. By flouting the hush and make their voice so strident by their exertions to make their existence in every Avant-garde position.

Keywords: Existentialism, Existence, Freedom, Responsibility.

***

NaliniSaxena
Ph.D. Scholar, Department of English, Manipal University Jaipur
House no. A-706, First Floor, BSNL Office, Hari Marg. MalviyaNagar, Jaipur, Rajasthan, India
DIMENSION AND DYNAMICS OF DEPRIVATION OF FEMALE GENDER IN RESPECT OF WELLBEING, OPPORTUNITIES AND PHYSICAL SECURITY

SHIPRA RAGHUWANSHI

Abstract: Women all over the world are having subaltern status as human beings, irrespective of their economic stratum whether they belong to bottom class, middle class or rich class and whether they are urban women, rural women or forest dweller women. The social status of women has been lower than men from the dawn of civilization. Feminism as a political and social movement had vocal female crusaders with a tinge of militancy to achieve equality with males in matters of well being, freedom, respect and dignity. In the power structure of the household a woman is just a slave. Additionally she has been also a sex slave from the birth of this planet. As women, nature has made them different but not inferior in anyway. Subaltern status of women haunts them not only in Least Developed Countries and Developing Countries but also in rich Industrially Developed rich countries and Oil rich countries as well. World over, affliction of poverty, deprivation of equal wage, denial of equal social status, refusal of jobs and promotions, forced sex and fatal physical assaults are faced by women just because they belong to female gender. In a society that claims ability of interplanetary travel migration and trade, the wisdom of giving women their due is lacking. What more unfortunate thing can happen to women in this sham society is question educated women are asking. Tokenism is discernible everywhere in the name of improving women’s status. Making one woman The President of India and giving Padmabhushan award to some eminent women in no way improves the condition of all women in the country. The present paper is about feminist thoughts and awareness in women about their rights.

***

ShipraRaghuvanshi
D. Phil Scholar, Dept of English & MEL, University of Allahabad
EMERGING FROM THE SHADOWS: REAPPRAISING
THE NARRATIVE OF URMIKA IN KAVITA KANE’S SITA’S SISTER

RUDRIKA KHAJURIA

Abstract: Both feminism, as a literary theory, and mythology, as a literary genre, have been part of the literary canon for decades now. Feminist scholars have persistently questioned the gendered disposition of mythological narratives that are predominantly the chronicles of men and their lives. Feminist Revisionist Mythology is a potent instrument in challenging and dismantling the dominant ideologies. Although, the great Indian epic, Ramayana has been the subject of numerous retellings, they seldom highlight the story of characters beyond Ram and Sita. Relegated to the periphery, remembered merely as Sita’s sister and Lakshmana’s wife, Valmiki’s Ramayana itself sum up the entire existence of Urmila in a few lines. The contemporary retellings and rewritings question the ostensibly unassailable ascendancy of male heroes and open the doors for outpouring of an alternative mythology deeply invested in feminist perspective. Kavita Kane’s Sita’s Sister explores the hitherto unheard and unexplored narrative of the life of Urmila. The paper will analyse the character of Urmila in Sita’s Sister and demonstrate how Kane presents the female protagonist at the centre stage of the narrative, as an ardent feminist, in an attempt to revisit the canonical text from a completely feminist outlook.

Keywords: Feminism, Patriarchy, Revisionist Rewriting, Margin, Mythology.

***

RudrikaKhajuria
PhD Scholar, University of Jammu
EMOTIONS AND LEADERSHIP: A STUDY OF MACBETH AS A LEADER THROUGH THE LENS OF RASA THEORY

RASHMEET KOUR, DR. GARIMA GUPTA

Abstract: This paper suggests that feelings (emotions and moods) play a central role in the leadership process. The intelligent use of emotions may be beneficial for leaders in achieving success. Leaders with high emotional competencies are perceived as more efficient by their followers. The current study evaluates the role of emotions, through the lens of Rasa theory, in Shakespeare’s Macbeth. Shakespeare has often inhabited his plays with intriguing stories of kings and queens, emperors, princes and thanes in much greater numbers than the humbler folk. But not only are the positions of these characters important. The way they lead their people is often central on the Shakespearean stage. The paper also applies popular leadership lessons expounded by this Bard of Avon to reach the conclusion that that this master craftsman wrote like a true leadership consultant.

Keywords: Emotions, Leadership, Shakespeare, Macbeth.

***

RashmeetKour
PhD Scholar, Department of English, University of Jammu (J&K)
Dr. Garima Gupta
Assistant Professor, Department of English, University of Jammu (J&K)
THE FEMALE BODY AS A SITE OF CONTEST: 
A STUDY OF AMRITA PRITAM’S PINJAR

AMBIKA JAMWAL

Abstract: Amrita Pritam, considered the first prominent woman Punjabi writer, is amongst the writers who expressed their anguish over the partition of India in their works. Her oeuvre consists of novels, short-stories and poems on varied subjects and themes but always imbued with a feminist perspective. She wrote about the condition of women not only during the partition but also later in the Indian society. Her novel – Pinjar, depicts the cross-religious abductions of women that happened at the time of the partition. The proposed paper will attempt to critically examine how the novel exposes and shatters the hegemonic patriarchal set up where a woman’s body is regarded as a site of contest and her fidelity is constantly questioned, leading to her physical and mental trauma. The paper will also study how the conflicts between families, communities and nations are often played out on the bodies and identities of women. It will aim to highlight how the protagonist with her sufferings, exploitation and sacrifices stands as a representative of the miserable plight of women during the time of partition.

Keywords: Partition, Abductions, Trauma, Suffering, Exploitation, Representative.

***

AmbikaJamwal
Ph.D. Scholar, University of Jammu
ambikaji990@gmail.com
SAUL BELLOW'S SEIZE THE DAY: THE REPRESENTATION OF ALIENATION AND ENDANGERED RELATIONSHIP IN AMERICAN MATERIALISTIC SOCIETY

MD. JOYNUL ABEDIN

Abstract: The trend of modern materialistic society effects the dimension of life liable for the vanity in their interrelations which is supposed to be selfless, warm and cordial; is reflected in the work of Saul Bellow’s ‘Seize the Day’ conveys the American capitalist society where the property is more valuable than a family member, money is important than love and eternal goal is more precious than cordiality. In this society ‘man is alone in a crowd’. I have observed that Bellow’s novel has an excellent reflection of American society when the country was uplifting to its zenith; the development, prosper, property were last pronounced words at the end of the day. I have examined the influence of materialism among the interrelationships of the characters which has shown declining social bonding. This paper has shown the literary representation of materialism depicted in the novel where characters avoid the mental attachment and the warmth of familial affection due to the pursuance of earthly attraction. Bellow’s sense of changed human psychology, changed social relations and the representation of protagonists’ urge warns us that sooner or later the difference between robot and human being may not be distinguished. So the novel may be analyzed through the lens of alienation, depression and discrimination of heartless, self-centered modern capitalist society. I argued in the favor of the novelist that only the relations made by heart, not head can keep the human society sustained.

Keywords: Alienation, Drift, Feeling, Materialism, Relations.

***

Md. Joynul Abedin
Assistant Professor, Department of English,
Shanto-Mariam University of Creative Technology
A STUDY ON THE IMPACT OF EDUCATION IN EMPOWERING WOMEN IN KERALA

ANAGH

Abstract: Education is has a bigger role to play in women empowerment, prosperity, development and welfare. Women are discriminated from womb to tomb. Inequality is continuing; women are oppressed in all spheres of life; they need to be empowered. In order such a socially constructed gender biased society, women have to move against the system that requires awareness. Such a strength only comes from the process of empowerment and empowerment will come from the Education alone. And rural development will come from women empowerment. This paper aims to create the awareness among the women’s about different empowerment and identifying the impact of education among women overall empowerment in Kerala. Findings of the study shows that educational qualification plays a significant role in women empowerment and it concludes that if women empowerment is to be effected, it can be carried out only through education. Hence, it is utmost important to raise the level of education among women.

Keywords:
PORTRAYAL OF ‘ORIENTAL’ WOMEN IN ANTHONY BURGESS’ MALAYAN TRILOGY: EXOTICIZATION, SEXUALIZATION, AND OBJECTIFICATION

SIDDHARTHA PRATAPA

Abstract: The paper attempts to look at how ‘Oriental’ women are sexualized, exoticized and objectified in Anthony Burgess’s Malayan Trilogy. Although women all round the world, across centuries have been subjected to such discrimination, the views of Western men about ‘Oriental’ women present a specific case. White European men (novelists, poets, missionaries, historians, and other orientalists), especially during the colonial period, in literature and other cultural writing, indulged in the portrayal and representation of women from the East as inert sexual objects capable only of seduction, physical attraction, voluptuousness, and devious sexual behavior. They are denied not only volition but also voice. An exemplary of such attitude is the Malayan Trilogy of Anthony Burgess. Oriental women, they may be Chinese, Malayan, Indian, or Sri Lankan, in the Trilogy, are shown to have crude goals of getting married, producing children, luring white men into sexual relationships, adultery, infidelity, and a myriad of other activities and conditions connected to mere physicality of the body and the self. The Malayan Trilogy is populated by ‘Oriental’ women who are dancing girls, prostitutes, bar maids, and divorcees who are on the constant sensual lookout for white men. Even women of education and social status are depicted as alluring and seductive. The language used to introduce an ‘Oriental’ woman character also shows signs of objectification. Words like ‘creature’ and ‘thing’ are perpetually used to refer to women. The most interesting thing is the juxtaposition of ‘Oriental’ women with Western women. The ‘Oriental’ woman is full of sensuality, and is devoid of all other kinds of aspiration and finer sensibilities as opposed to the white woman who always pines for civilization, culture, freedom, art, and exercise of freewill. This angle exhibits not only a sense of racial superiority but also a hierarchical division within the idea of gender based on the concept of race.

The paper tries to put forth the argument that such attitudes to ‘Oriental’ women are only a manifestation of the inherent sensualities and inflated sexual fantasies of the male white representers. Also, the paper deals with concepts like ‘film of unfamiliarity’, which leads to exoticization, and misunderstandings of cultures. The purpose of this paper is also to show how identifying particular texts which explicitly exhibit gender and racial imbalances will help critique biased attitudes, and thereby reinforce the necessity of feminist reading.

Keywords: ‘Oriental’ Women, Sexualization, Objectification, Exoticization, Race, Gender Hierarchy, Prejudiced Representation, Juxtaposition of Eastern and Western Women.

***

Siddhartha Pratapa
Research Scholar, Ph.D., Department of English,
Central University of Haryana, Mahendragarh
AN EVALUATION OF VISUALS IN ESL TEXTBOOKS: ARE IMAGES MERELY DECORATIVE?

DR. REVATHI SRINIVAS

Abstract: Measuring the potential value of a textbook in terms of learning outcomes is the main focus of material evaluation. In the domain of material design and evaluation the relevance and effect of visual elements is a relatively under-researched area. According to Tomlinson (2003), drawings, photographs and graphics included in a textbook to facilitate learning as considered as visual elements. Visuals are used to enhance the meaning of a message through non-verbal cues. Landoni and Gibb (2000) opine that the visuals enhance the value of textual inputs as they activate learner’s cognitive processes while negotiating the language content in the textbook/s. Using Levin’s (1981) typology to identify the functions of visuals in a coursebook (pedagogic: decorative, remunerative, motivational, reiterative, representational; non-pedagogic: interpretational and transformational), this study aimed to find out whether majority of images in ESL textbooks are decorative or do they have a language learning purpose. Using content analysis as its qualitative data measuring tool, the study evaluated the visual images in three textbooks (Classes III-V) prescribed by the State and concluded that out of about three hundred visuals in these books a majority of them were only decorative.

Keywords: Visual Images, Evaluation, Textbooks, Functions of Visuals.

***

Dr. Revathi Srinivas
Assistant Professor, English Languages Teaching and Learning
The English and Foreign Languages University, Hyderabad
Abstract: Ecofeminism is an emerging discourse that has given a new dimension and direction to feminism by interconnecting the concerns of females with that of nature. The present paper is an attempt to read Han Kang’s The Vegetarian (2015) as a novel dealing with violence of every kind (physical, mental, verbal, structural etc.), and the ecofeminist response of a woman, YeongHye, to this violence by completely transforming her from a relishing meat eater into a vegan with a tree-like existence.

The basic premise of ecofeminism is that there is no difference between the ideology which endorses exploitation and oppression on the basis of different identities like class, caste, gender, ethnicity, race, etc., and the ideology which permits exploitation of nature. Both woman and nature have been turned into consumable commodities that can serve the purpose of fulfilling the needs and desires of man. Hence, every feminist attempt to liberate woman from the vicious circle of patriarchy (rather every attempt against any kind of oppression) would be a failure if it fails to liberate nature. Ecofeminism, therefore, aspires for a self with an alternative way of life that encompasses all life. Ecofeminists have strongly identified the relationship between violence against women and violence against animals. As the prerequisite condition for violence is the process of Othering, the process of objectification, the voluntary dissociation of the ‘other’ from the ‘self’ – the ‘cargo-phallogocentric’ attitude which has animalised women and, sexualised and feminised animals.

YeongHye’s constant identification with trees/nature and her vegan identity not only symbolize her recognition of the interconnectedness of the violated, dehumanized, and oppressed woman and the exploited and violated nature but also as a genuine and the only response to violence. The paper strives to argue that YeongHye’s stubborn determination to be a vegan is a serious political act of resistance. In a violent world like ours, one can be innocent only in death. She can’t stop the multifarious violence but can take a position where she herself is not inflicting violence on others.

Keywords: Ecofeminism, Patriarchy, Violence, Vegetarianism, Vegan, Nature, Innocence.
IMPORTANCE OF LANGUAGE SKILLS AND THE WAYS OF TEACHING THEM

SUDRITY ROY

Abstract: Language acts as a fine thread to weave communities. It is the prime source of communication. Human beings communicate themselves with the others in distinctive forms. It is natural creativity. They arrange and rearrange phonemes, morphemes, words and phrases to create new modes of expression. They also use their linguistic resources to produce new expressions and new sentences. Moreover, human language is a symbolic system. It is not only uttered but also can be displayed by writing with the help of certain symbols called alphabets of a particular language. The primary responsibility of a language teacher is to provide the students with opportunities for the development of language skills. As the language is never learnt, it is always acquired. Language acquisition is attained only when the natural way of learning is followed. The importance of language skills lies in learning of the four basic language skills: listening, speaking, reading and writing. Listening is the ability to receive and comprehend the messages accurately the communication process. It aims on two basic concepts: Casual Listening and Focused Listening. Speaking is a natural skill that describes expressions of thoughts and ideas. It plays a vital role in the oral communication. Reading is a process of extracting meaning from a written or printed text. It consists extensive reading; intensive reading; skimming; and scanning. Writing is a medium of communication that represents the language through the inscription of signs and symbols.

Keywords: Communication, Language, Language Skills, Listening, Reading, Speaking, Writing.

***

Sudrity Roy
Assistant Professor, English Department
G.G.S.E.S.T.C, Kandra, Chas, Bokaro, Jharkhand
**JULY’S PEOPLE: AN ANTI-APARTHEID COMMITMENT OF NADINE GORDIMER**

**KANCHAN MOHINDRA**

**Abstract:** Nadine Gordimer is a writer who takes her task as a writer with utmost sincerity and commitment. Starting in 1949 with her first novel, her writings follow the trajectory of the apartheid movement in South Africa but with a difference. In her novel ‘July’s People’ besides sympathizing with the cause of the blacks and the coloureds, Gordimer portrays the derailment and the devastation of the ‘Whites’ that comes in the wake of the revolution. Here the white family has to leave the safety of their luxurious house and find shelter in the black spaces of their servant July’s native village. The novel, *July’s People*, very aptly portrays how because of the black revolution the power equations between the whites and the blacks have changed; and that the apartheid system is defunct; and how the master-servant relationship changes. In Johannesburg, July, the servant, was all subservient to Maureen and Bam, the Smales couple. But as they reach July’s village, the relationship undergoes a sea change; as July gets more power and advantage over the whites. The change in circumstances reversely gives more power to July when Smales family is physically and culturally dislocated. Though the story unfolds at a languid pace, it keeps you on edge; once more reminding the reader that Gordimer is not just a political voice but an absolutely consummate artist!

**Keywords:** Apartheid, Devastation of the Black, Derailment of the Whites, Reversal of Power Relations.

***

Kanchan Mohindra
Associate Professor, Sri Aurobindo College (Eve), University of Delhi
ENGLISH LANGUAGE TEACHING PROBLEMS IN TECHNICAL COLLEGES OF JHARKHAND

ANNU PRIYA

Abstract: Teaching and Learning English in India has always been a challenge right from the beginning of the history language teaching till date. The English has won 'global status' or International language' and the position of English as a global language is going to become stronger day by day. English language is the backbone of civilizations and culture across the world. English is taught as second language; but used as the medium of instructions in academic. But the condition of English in schools and colleges deteriorating. This paper consist of current issues and challenges that are language learner's and teachers are facing in Jharkhand. Various obstacles regarding large number of student stuffed in small classroom, rural background, lack of confidence, lack of motivation, barrier of hesitation, lack of reading habits, phobia in minds of learner, inappropriate curriculum that do not fulfill the requirements of English learners, lack of feedback and lack of trained and qualified teachers are some important factors that marks the entire process of implementing quality of education.

Keywords: Acquisition, Communicative Methodology, Civilizations, Globalization, Interference, Linguistic, Psychological, Structural Approach.

---

Annu Priya
Asst. Professor, G.G.S.E.S.T.C, Chas, Bokaro, Jharkhand
MADAME LALANDE IN “THE SPECTACLES” – A POESQUE WOMAN

GR K PRASAD, DR. C. UMADEVI

Abstract: The very purpose of this paper is to discuss the character of Madame Lalande in Edgar Allan Poe’s short story “The Spectacles” as a Poesque woman. Poe was an American writer, editor and literary critic. He was also considered part of the American Romantic Movement. He was one of the earliest American practitioners of the short stories. He wrote much of his work using themes specifically catered for the mass market.

In Poe’s tales women seem to be attractive but they are passive victims. They are murdered at the beginning of the tale or during the tale. They are most widely read and they are the most popular ones. Moreover, it is also interesting to investigate the representation of this beautiful, dead woman, seeing that she might not be so passive and victimized as she may seem at first sight. “The Spectacles” is a short story by Edgar Allan Poe which is better known than his another short story “Three Sundays in a Week.” Madame Lalande Eugenie Lalande is the most important character in the short story “The Spectacles.”

Keywords: Poesque Woman, Attractive, Beautiful, Passive, Intelligent and Dead Woman.

***

Gr K Prasad
Lecturer, A.G.S. Junior College, Tirupati
Prasadgrk4@gmail.com
Dr. G. Uma Devi
Lecturer, S.P.W. Degree, & PG College, Tirupati
STARTLING PARALLELS IN SOCIETY: RE-READING OLIVER TWIST BY CHARLES DICKENS

DR. INDERJIT KAUR

Abstract: Literature written centuries ago is of utmost relevance today. The issues raised in the literature written years ago are still prevalent in the society. Charles wrote Oliver Twist in 1838 to highlight the hypocrisy of people towards the poor, but today even after the developing nations have earned the tag of developed still our attitude towards the poor is same. Successive governments and society in large have been very indifferent towards the homeless orphans. Thus the proposed research paper intends to justify the importance of Oliver Twist in the 21st century.

Keywords: Capitalism, London of 1838, Postmodern Era, Social Issues, Workhouses.

***

Dr. Inderjit Kaur
Associate Professor in English, Govt. College, Mohali
THE ROLE OF LANGUAGE LAB ACTIVITIES
IN ENHANCING COMMUNICATION SKILLS AMONG
THE STUDENTS OF TECHNOLOGY AND SCIENCE

DR. YEDDU VIJAYA BABU

Abstract: The central idea of writing this chapter is to highlight the language activities in the communication skills labs among engineering students in terms of enhancing communication skills. Today's 21st century is renowned as the age of science and technology where science and technology achieved rapid strides, in every field almost including teaching English language with possible technology. English as a global language undoubtedly reach the status of official language of the world. Since the time of colonialism, English has been spreading across the world, till today it's being occupied official language status in terms of communication skills and soft skills. Nowadays, effective communication and soft skills are inevitable to attain not only the attention of the world but to gain targets as desired by the corporate. In these circumstances, it is mandatory for the upcoming professionals to enrich inessential English skills which are considered vital, inevitable in terms of job searching in the neck deep competition of the professional world. Engineering education predominantly occupies larger part of professional career in changing the world of science and technology. An outcome of interacting and teaching English language and communication skills for engineering students for the past many years, some useful suggestions have been given to develop communication competence among the students with activity based teaching communication skills.

Keywords: English Language Labs, Activities, Functioning, Utilization, Barriers and Suggestions.

***

Dr. Yeddu Vijaya Babu
Assistant Professor, Department of Humanities and Social Sciences,
National Institute of Technology,
Raipur-492010, Chhattisgarh (India), E-mail: yvbabu.eng@nitrr.ac.in
LANGUAGE IN THE RESPONSE TO MEANINGS: AN ANALYSIS ON THE RELATION BETWEEN LANGUAGE AND LITERATURE

NIPUN PIUS

Abstract: We know language to be a system that communicate meanings. This transfer of meanings produce the potent to exchange ideas. However the gravity in which a certain word is understood by an individual may differ from the gravity in which the same notion of the word is understood by another individual. Although language being capable of ‘play’ in the context of linguistic theory, this phenomenon of difference in comprehending the notion of the meaning of words differ and is dependent on the individuals parole. This paper aims to identify how is the structure of parole is developed in individuals and how literature effect the creation of detailing the parole on individuals.

To explain the idea that literature effects the structural construction of an individual’s parole with regard to the whole of language, an example can be considered where the word “hunger” or “war” is taken to be analyzed. The words in their individual sense provide the listener with its meaning of what it represent; however when the listener is someone who has read works on these themes such as Les Miserables or Tale of Two Cities, the degree in which he/she places the words intensity changes. This aspect of literature is something that gives the reader the second best of actual experience and drives the mind to a more conscious state. In conclusion, because language used in literature is immensely absorbed with intellectually provocative stimulus, the lingual forms are more than just lingual forms and is understood in a wider sense. This wider sense in language might be absent for one who is unfamiliar with literary closeness (or experience) which creates a difference in the paroles of the individuals, making two meanings for a word of the same meaning, thus proving literature effects the development of parole in individuals.

Keywords: Language, Literature, Meaning Creation.

***

Nipun Pius
Student, Mar Athanasius College Autonomous, Thevarparambil, Pachalam P.O., India
FROM FEMINISTS TO FEMINAZIS: A STUDY OF CYBERBULLYING AND GAGGING OF WOMEN’S EVERYDAY STRUGGLES ON INDIAN SOCIAL MEDIA

SAKSHI SUNDARAM

Abstract: The crucial role of internet in disseminating huge volumes of information, mobilizing support for popular causes, and voicing of likes and dislikes by common masses is indisputable. Herein social media, embodied by the likes of popular people-to-people connecting platforms like Facebook, Twitter and to an extent YouTube, further the mass appeal of internet and embolden the discussions around its continued free and fair use in addition to offering the possibility of anonymity to its wide base of users. However, the very condition of anonymity and the growing rate of internet users every day in India alone have brought the social fissures on the audio-visual surface. Aided by the same social media, a new breed of bullies, known as the cyberbullies, are targeting each and every person who says something in support of women empowerment or sexual harassment at workplaces. No one is spared of the barbs and brutal threats against life and limb and/or rape (if the end user is female). Unsurprisingly, one often encounters the now popular phrase of “Feminazi” in various comments and discussion threads which not only belittles the horrors of Nazism in world history but also degrades the varied feminist movements that took place and are still taking place all over the world against gender inequality. Hence, the main thrust of this essay is to argue that use of terms such as “Feminazi” must be seen as a hate speech and the social media administrators must make provisions to screen this behaviour. Also, it is imperative to raise awareness about the pitfalls of using such a term out of its socio-historical context and that too with feminism. In addition, the paper strives to study and analyse the reasons and motives behind this prevalent cyberbullying attitude in both male and female users while drawing upon some famous examples to support the main argument.

***

Sakshi Sundaram
PhD Scholar, GGSIPU, Dwarka
Proceedings of the
International Conference on Emerging Trends in
E-Business, E-Commerce, E-Government and
Social Sciences 2018
SYSTEMIC FAILURES:
WILL BANK FRAUDS INDIA EVER STOP?

SIVA PRASAD RAVI

Abstract: India has become the fastest growing economy in the world. The banking industry in India has also been growing at a phenomenal rate since economic liberalization in 1991. But unfortunately, bank frauds are also growing, only at a much faster rate. The latest is the fraud at India’s second largest government owned bank, Punjab National Bank (PNB). PNB was defrauded by a group of unscrupulous business men to the tune of \$2 billion (₹12 600 crores). This paper is a case study based analysis of this huge fraud that went on undetected for seven years from 2011. From this study it is evident that banking system, regulators and the government in India have not learned from the past. This paper tries to identify the causes that allow such frauds and what needs to be done to prevent them.

Keywords: Bank Fraud, Economy, Punjab National Bank, Banking System, Regulators.

***

Siva Prasad Ravi
Nipissing University, Canada
CROUCHING TIGERS VS REJOICE JACKALS
DISCUSSION ON SCHOLARLY VS PREDATORY OPEN ACCESS JOURNALS

DR. HARI SUNDAR GOVINDARAMAN

Abstract: Over the past several years, the need for publishing has been on the rise and the aspect of publishing research papers in quality journals are also in high demand. While it is a known fact that as researcher or research scholars, one needs to publish their research papers in quality journals, there has been a huge rise on the number of predatory journals too. These journals attract people by way of their excellent marketing methods and quick publication process and have open access facility for a particular price for each research paper. The basic motive of such journals being financial gain, a large number of entry level researchers as well as good amount of publication seekers fall prey to these journals. Mostly the middle income countries are also prey for this. While some of the Universities mainly some private universities have listed these journals in their journal list, the lack of awareness as well as lack of publication awareness as well as lack of a national machinery to monitor scholarly publishing helps these journals to thrive well in the market.

***

Dr. Hari Sundar Govindaraman
Associate Professor, ChinmayaVishwavidyapeeth, Ernakulam, Kerala
IMPA C T OF TELECOM TECHNOLOGY REVOLUTION ON E-COMMERCE INDUSTRY IN INDIA

KHUSHBOO NIYARTA

Abstract: In today’s competitive world, communication has become an integral part of the growth, success and efficiency of any business, nation or individual. One of the major impacts caused by telecommunication revolution is witnessed in the E-commerce industry. When telecommunication technologies are applied e-commerce, the business gets an opportunity of reducing its operational cost. With the advent of faster data availability through 4G network and a variety of smart phones in market, consumers are increasingly adapting to e-commerce. This paper makes an attempt to understand the relationship between telecom technology advancement and changes in electronic buying behaviour of customers. Paper dwells further to understand how the launch of 4G service of telecommunication has made it simpler for consumers to buy products and book services online. Paper also incorporates performance of major telecom players and how their subscribers engage into e-commerce activities. Research also includes futuristic approach of Telecom players in relation to E-Commerce. For the efficient research work, descriptive and exploratory research design has been used. Primary data has been collected by surveys and interactions with different subscribers, whereas secondary data has been collected through various published work, annual reports of service provider, etc. Paper concludes with the findings that consumers subscribed to 4G services have best experience while shopping online. There has been a change in their buying behaviour after advent of 4G technology. The future scope of this study is wide as it is important to understand change in buying behaviour of consumers for both telecom service providers and E-commerce players.

Keywords: E-Commerce, Telecommunication, 4G Network, Online Buying.

***

Khushboo Niyarta
Assistant Professor, Dept. of Business Administration,
Government (PG) Commerce College, Kota, Rajasthan
kniyarta@gmail.com
THE RISE OF E-COMMERCE INDUSTRY IN THE INDIAN RETAIL SCENARIO: A QUALITATIVE STUDY

JAYANT SANYAL

Abstract: The Indian Retail sector today seems to reap the benefits of favourable foreign investment climate, strong economic growth coupled with a boom in consumption. India has acquired the top spot in the Annual Rankings of the top 30 retail destinations displacing China from the top, as per the Global Retail Development Index (GRDI) report 2017. One of the key drivers of this development has been the rise of electronic commerce/e-commerce. The number of digital buyers (defined as internet users who have made at least one purchase via any digital channel within the past year, including online, mobile and tablet purchases) in India had increased from 54.1 million in 2014 to 130.4 million in 2016 with a projected 329 million digital buyers expected to buy goods and services online by 2020. A look at the share of e-commerce sales in proportion to total retail sales reveals that the share of e-commerce sales to total retail sales is projected to grow up to 4.4% by 2019 from 1.7% in 2015. The Indian e-commerce industry as per estimates is expected to become the second largest e-commerce industry by 2034 propelled by a rise in internet penetration reflected in rise in number of internet users in India from 481 million in 2017 to 829 million by 2021 as per some other estimates. This paper is an attempt to study the rise of electronic/e-commerce in the Indian Retail Sector. This paper attempts to take a qualitative view of the growing role of e-commerce in the overall retail sector in India, by developing a profile of e-commerce industry in India in the backdrop of the retail industry in India and tries to identify the critical factors that are contributing towards the rise of e-commerce industry in India. The research methodology adopted for the achievement of objectives is qualitative with thrust on collection and analysis of secondary data. The findings of the paper may encourage further research on the potential of e-commerce industry in India and changes in purchase behaviour of retail consumers in the wake of growing internet penetration in India.

Keywords: Digital Buyers, E-Commerce, India, Internet Penetration, Indian Retail Sector.

***

Jayant Sanyal
Assistant Professor, BCIPS,
Opposite Sector 11 Metro Station Dwarka, New Delhi, India
STRATEGIC EFFECT OF PERSONAL VALUES IN PURCHASE OF ORGANIC FOOD PRODUCTS

DR. HARI SUNDAR GOVINDARAMAN, DR. D. SUDHARANI RAVINDRAN

Abstract: It is a known fact that these days, very high residue of pesticides in food products is alarming and organically grown agricultural source is an alternative to this menace. What motivate and discourage people to buy or not to buy organic products are of considerable interest with regard to the health concerns of people. This study has aimed at getting insights of personal values such as egoistic, altruistic and biospheric values which can affect the purchase of organic products in Ernakulam district of Kerala. The finding suggests that biospheric value orientation along with altruistic values influence individuals to buy organic food products.

***

Dr. Hari Sundar Govindaraman
Associate Professor and Head of the Department,
Contemporary Knowledge Systems,
ChinmayaVishwavidyapeeth, Ernakulam, Kerala
Email: harisundar.govindaraman@cvv.ac.in
Dr. D. SudharaniRavindran
Professor, PSG IM, Coimbatore
THE CORNERSTONE TO AVOIDING E-COMMERCE PROBLEMS:
KEEPING IT CONVENIENT

MEETU KAUL

Abstract: The e-commerce landscape is shifting dramatically across the world, with an increased adoption of smart phones giving rise to a new level of consumer experience. With more telecom & broadband internet providers jumping into the competition to provide more internet data at fewer prices, consumers would not mind surfing the internet for their needs anymore. This would also allow e-commerce companies to showcase their services to the consumers in a broad size. India is a huge market that is growing rapidly. Logistics and infrastructure in e-retailing becomes the very backbone of the fulfillment network and the basis on which stringent service level expectations are set and met, and customer mind-space among competing alternatives is won. India’s e-commerce market is estimated to reach US$200 billion in the next decade. Flipkart/Walmart and Amazon will continue to be the most popular e-commerce brands in India.  
Wal-Mart-buyout of homegrown Flip kart impacts growth of online retail in India,It is the country’s largest acquisition and the world’s biggest purchase of an ecommerce company. Their growth is continuing to advance at an incredible rate, and they’re changing the ways in which independent merchants have to sell, think and operate online.

Keywords: E-Commerce, Internet, Infrastructure, Logistics, Online Retail.

***

MeetuKaul
Independent Consultant New Delhi India
EXPONENTIAL GROWTH IN INDIAN E-BUSINESS & E-COMMERCE INDUSTRY

DR. ARVIND D. JAHAGIRDAR

Abstract: The E-commerce market is thriving and poised for robust growth in Asia. There are players who made a good beginning. Their success depends on their understanding of the market and offering various types of features. This paper gives an overview of the future of E-commerce in India and discusses the future growth segment in India’s E-commerce. Also find out various factors that would essential for future growth of Indian E-commerce. And represent the various opportunities for retailers, wholesalers and producers and for people. In this paper we found that the overall E-commerce will increase exponentially in coming years in the emerging market of India.
Electronic commerce has unleashed another revolution that is altering the manner businesses acquire and trade. Services and products. Electronic commerce is electronic commerce and refers to goods and services through electronic media. E-commerce is showing great expansion in India. Availability of PC at nominal cost and additionally increasing use of Internet is one of the reasons for this. Among the business community there is mounting consciousness in India on the opportunities offered by electronic commerce. For e-commerce in India the future looks very intense smooth the stock. Market coming online that provides a portfolio of equity and online status with a delay of fifteen minutes in prices.

***

Dr. Arvind D. Jahagirdar
Asst. Professor, Garware College of Commerce, Pune-4
E-GOVERNANCE IN INDIA: AN ANALYSIS

DR. ANITA KUMARI

Abstract: History defines your rooting’s. Today is the history for tomorrow. Make a difference and become the part of glorious history. The term difference (Governance and politics) here means speedy economic, social, ideological, cultural, ethical, scientific development, innovation, raise in standard of living with minimal expenditure or maximum utilization of national resources, recognition at international platform etc. Today the accountability to make the difference is rendered to the government.

Governments are in the race to give better, clear and transparent facilities as the best output (policies) to the inputs (demands). One of the supportive instruments for the government in delivering is Information and Communications Technology (ICT). ICT is the efficient storage, retrieval and processing of data, exchange and utilization of information which can be availed by citizen from anywhere, anytime. It provides means for faster and better measures to governments for supply of facilities. Example (via internet): Filling of CBSE-Net form online, booking of train tickets, providing recommendation to bills published on Rajyasabha website etc.

Inculcation of this facility in governance results in the new strategical innovation in politics called the ‘e-governance’. ‘e-governance’ refers to the delivery of national or local government information and services via the Internet or other digital means to citizens or businesses or other governmental agencies. ‘e-governance’ is a one-stop Internet gateway to major government services. ‘e-governance’ effect in the functioning of the public authorities at all stages of the democratic process (electronic democracy) including the provision of public services (electronic public services) like employment, scholarships, public opinion in legislation, education, women security, banking-taxation, promotion research and development etc. This lays down the foundation to speedy flow of the activities, countering the delay and complexities in public service, by machines and internet, with core storage of data for future references and verifications. It is also denoted as the SMART governance. SMART implies ‘Simple, Moral, Accountable, Responsive and Transparent’ governance. Indian government has flown miles, cutting the toughest winds in the era or development in comparison to nations with 200 years old constitution like USA and has vanished the difference of standard and progress.

The paper highlights upon the basics of ‘e-Governance’. It will deal with the limits and the actual status of the implementation in various states in India, with a comparative analysis and respective solution.

***

Dr. Anita Kumari
Assistant Professor, School of Law,
University of Petroleum and Energy Studies
Email: myself_anni@yahoo.co.in
A CRITICAL STUDY ON AIR POLLUTED INDIAN CITIES

GURPREET KAUR BRAR

Abstract: Air pollution has remained high and largely unchanged in the past six years. According to the World Health Organisation (WHO), India has 14 out of the 15 most polluted cities in the world in terms of PM 2.5 concentrations. Air pollution threatens us all, but the poorest and most marginalised people bear the brunt of the burden. Major sources of air pollution from particulate matter include the inefficient use of energy by households, industry, the agriculture and transport sectors and coal-fired power plants. There is a need for more publicity, transparency and online readily available data which will help in reducing air pollution. Air pollution needs to be brought under control with urgent and effective action. Air pollution extracts an enormous price in terms of health, particularly of children. Combating it must become a governance priority.

Keywords: Air pollution, Delhi, PM 2.5, WHO.

***

Gurpreet Kaur Brar
Teaching Faculty, PURC. Muktsar, Panjab
AGE OF CONSENT: HOW CONSENSUAL?

DR. PANKAJ DWIVEDI, VIKRAM SRIVASTAVA

Abstract: The paper dwells on the issue of the age of consent with regards to sexual relationship. The paper attempts to look at the issues separately such as “Consent”, “Marital Rape and Deemed Consent”, “Age”, “Puberty and Peer Relationships”, “International Legal Position and the Indian Stances”, and tries to present factually the positions for the reader to develop their own ideas of exceptions and court judgments and the scope for exceptions especially in concern to peer relationships among adolescents.

Keywords: Consent, Law, Marital Rape, Sexual.

***

Dr. Pankaj Dwivedi
Head of Department, School of Law and Legal Affairs,
Noida International University, Greater Noida, India

Vikram Srivastava
Phd Scholar, School of Law and Legal Affairs,
Noida International University, Greater Noida, India
ASSESSING THE ECOTOURISM PLANNING AND MANAGEMENT STRATEGIES FOR THE LOCAL COMMUNITY OF PHAWNGPUI NATIONAL PARK, MIZORAM, INDIA

LALROSANGA, MANOHAR SAJNANI

Abstract: The concepts of community improvement negligibly affect public policy talk while the propounded methodologies in the diary writing with differing objectives frequently create subtle results. In this paper, the contextual investigation of Phawngpui National Park and its neighborhood community improvement endeavors to deliver these deficiencies to give clearness of objective and reason and to distinguish issues and need regions for policy bolster. The paper assesses the reasonability of ecotourism for practical community advancement by utilizing an effect think about strategy. The paper underscores on multidiscipline reconciliation and community interest to guarantee congruity of community advancement. The recommended strategy is to set up public approaches to encourage nearby community investment for the reactions on the progressions experienced, with the goal that public policy can react viably to the progressions and needs as to guarantee manageable development of development.

Significant of the Study: This study is significant because the recommended strategy is to set up public approaches to encourage nearby community investment for the reactions on the progressions experienced, with the goal that public policy can react viably to the progressions and needs as to guarantee manageable development of development.

It is very important to study the area as a whole in prior to the planning and management strategies since there has been no systematic investigation in this area. This study would also assist managerial decision making process.

Method of solution: Ecotourism gives off an impression of being a practical alternative for sustainable development and conservation of rich culture and condition of this region. Development of ecotourism in this delicate biotic and social circumstance will thusly be testing. It would require creative inputs. Its unbelievable magnificence, social diversity and geographical location offer extraordinary possibilities for and sustainable development for the whole region.

Important Findings:
- The viability test endorses the use of ecotourism improvement in upper east district of India and affirms the need regions for policy support.
- The impact considers gets ready for reducing the dangers and make prepared for vision arranging and administration. The imagined objective is then set to be proficient through a framework under facilitated approach of public policy.
- The investigation visit affirms nonattendance of target of supportability and lacking vision arranging and administration.
- It is routinely affirm that nonattendance of necessity of forest laws is a critical purpose behind stress than the adjacent penchant for pursuing. These affirm the criticality of public policy intervention for vision arranging and administration and for making an elucidation of the vision decisively.
- It is only through public policy response to the movements that congruity can be ensured and just by including the community that the response on the movements can be tended to.
- Community venture is earnest in summoning responses on the movements. The proposition is to have an arrangement of public policy for empowering nearby community participation, recorded as underneath.

***

Lalrosanga
Amity Institute of Travel and Tourism, Amity University, Noida, Uttar Pradesh, India

Manohar Sajnani
Amity Institute of Travel and Tourism, Amity University, Noida, Uttar Pradesh, India
LEADING MARKETING STRATEGIES 
AND TECHNIQUES FOR E-COMMERCE TRENDS

M.L.ASHOKA, HAMID REZA KEIHANI

Abstract: Trends in ecommerce marketing change with digital technology which engage with customers and their needs. This paper also addresses to study essential strategies to improve marketing in e-commerce companies. Present study discusses how the e-commerce strategies could be applied to a real company using the integrated model via empirical, descriptive, and analytical-review method. A 14 key strategy-outline design to approach online sale and lead e-marketers and organization to success. The results show that a guide strategies to develop and grow e-commerce business.

Keywords: Costumer, E-commerce, Marketing, Trends.

***

M.L.Ashoka
Faculty and Research Guide, P.G Dept. of Commerce, Manasagangotri, Mysore, India
Hamid Reza Keihani
Ph.D. Student Dept. of Commerce, University of Mysore, Mysore, India
THE MODERATING ROLE OF PERSONALITY TYPE AND AGE OF USERS ON THE INTENTION TO USE MOBILE SHOPPING APPLICATIONS

MAIDUL ISLAM

Abstract: This study was carried out to know the distinct feature of the preceding event of m-shopping selection by mobile applications with the age of the customer and the type of personality. The preceding event for shopping-through-mobile-applications were perceived risk, perceived usefulness, perceived ease-of-use and perceived enjoyment. Contentment in utilizing an information system and personal innovativeness were also regarded to have important effect on the intention to use mobile shopping applications. In the study, personality types were divided in two categories which are Hedonic and Utilitarian. All of Respondents were university students from first grade to forth grade. Questionnaire consisted of 41 questions and was distributed through SNS and in a class room. Totally, 133 responses were taken for this study. ANOVA was utilized to analyze responses about these variables between personality types and grade groups. Structural Equation Modeling was also utilized to know the reasons that have impact on the intention to use mobile shopping applications. The moderating roles of personality types and grade groups on the intention to use mobile shopping applications were studied.

Keywords: Mobile Shopping Applications, Intention To Use, Personality, Hedonic, Utilitarian, Grade Group.

***

Maidul Islam
Assistant Professor, Dept. of E-Trade,
Keimyung University, Daegu, South Korea
ASSESSMENT OF IMPACT OF CLIMATE CHANGE ON RICE PRODUCTION IN FAIZABAD (U.P.)

MOHD. AZFAR, RAVITA, R.K. TRIPATHI, NITIN TANWAR

Abstract: The effects of weather variables have been studied on rice yield in Faizabad district of U.P. using time series data. The weekly data on weather variable covering the period from 1990-91 to 2009-10 for maximum temperature, minimum temperature, relative humidity, wind velocity, sunshine hour, rainfall and number of rainy days have been utilized for the proposed study. The pattern of weather variables in different crop growth phases have also been worked out. The results revealed that the maximum and minimum temperature has played important role for yield in every phase and relative humidity is showing the mixed pattern. Rainfall of first phase is most important for the yield and deficiency of rainfall in early growth phase adversely affects the yield. Similar results were indicated by graphically representation for number of rainy days. For the years, where yield is at maximum level the early growth phase of the crop has plenty of rainfall and less wind velocity in maturity phase. No specific trend of the crop yield has been found with the pattern of sunshine hours during different phases of crop growth.

Keywords: Weather Variables, Time Series Data, Rice Yield, Pattern of Weather Variables.

***
Mohd.Azfar
Department of Agricultural Statistics, NDUA&T Kumarganj, Faizabad (U.P.) 224229
Ravita
Department of Mathematics and Statistics, CCS HAU, Hisar, Haryana 125004
ritulaura@gmail.com
R.K. Tripathi
Department of Agricultural Statistics, NDUA&T Kumarganj, Faizabad (U.P.) 224229
Nitin Tanwar
Department of Mathematics and Statistics, CCS HAU, Hisar, Haryana 125004
TOURISM INDUSTRY: A BOON FOR ECONOMIC DEVELOPMENT

DR. R. H. PAVITHRA

Abstract: India is called as subcontinent due to existence of lot of diversity and it offers several types of tourist destinations. It has various attractive beaches, forests, wildlife and landscapes for ecotourism, rivers and snow peaks for adventure tourism, centres of worship for pilgrimage tourism etc. The Indian handicrafts, particularly jewellery, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists. It is roughly surveyed that nearly forty per cent of the tourist expenditure on shopping is spent on above mentioned items. This research paper makes an attempt to look into the inward and out flow of tourist from India and foreign visitors to India, it also examines the employment opportunities created by tourism sector in Karnataka and it focuses on the problems and gives proposals to solve the mentioned problems.

***

Dr. R. H. Pavithra
Assistant Professor, Department of Economics,
Karnataka State Open University,
Mukthagangotri, Mysore, Karnataka, India
ECO/SUSTAINABLE/RESPONSIBLE TOURISM PRACTICES BY RESORTS OF RAJASTHAN: A CONTENT ANALYSIS OF WEBSITES

VANDITA HAJRA, ATREYEE GANGULY

Abstract: One of the fastest growing trends in the worldwide tourism industry is ecotourism. The intrinsic value that environment possesses always outweighs its value as a tourism asset. The three elements, namely political acceptability, social responsibility and sound environment along with a perfectly balanced quality and quantity in regards to the development and promotion of tourism can ensure the quality tourism as agreed upon by environmental experts. Though tourism and environment has garnered support to develop symbiotically, yet most of the planning models lay greater stress on development of tourism, leaving behind concerns towards environmental protection. In this context, ‘eco tourism’ is being promoted as a means of ‘giving nature value’ and hence of achieving sustainable tourism. The term ‘eco tourism’ has been defined in many ways and is usually used to describe tourism activities which are conducted in harmony with nature. It is a form of tourism which fosters environmental principles with an emphasis and visiting and observing natural areas; the emphasis on tourism as much as this can be separated from recreation is deliberate. In this paper an effort is made to assess whether or not the resorts of an Eco Tourism destination, Rajasthan, in India are taking responsibilities in terms of conservation and sustainability. A content analysis of the resorts’ websites has been undertaken for this study. Both the quality and quantity of the content of resorts website were examined in order to determine how resorts are using their websites to communicate eco and sustainable tourism practices to guests. Websites play an important role in providing information required by the customer. Present days customers are also more responsible towards environment and they look for those resorts which have minimal impact on the surrounding environment. It will also help the resorts to distinguish their products from their competitors and to effectively market their products.

Keywords: Responsible Tourism Practices by Resorts of Rajasthan, Rajasthan Resorts and Sustainable Tourism Practices, Responsible Tourism in Rajasthan, Sustainable Tourism in Rajasthan, Eco Tourism in Rajasthan.

***

VanditaHajra
Assistant Professor, Amity Institute of Travel & Tourism,
Amity University Kolkata;
AtreyeeGanguly
Student of M.A. Tourism Administration,
Amity Institute of Travel & Tourism, Amity University Kolkata
vandita.hajra@gmail.com