PREFACE

Dear Associates

Welcome to each and every one of you congregated for the prestigious IMRF’s 132th International Gathering - Proceedings of the International Conference on the Impact of Digitization on Language, Business & Social Sciences 2019 organized by St. Pious X Degree & PG College for Women, Hyderabad, Telangana in collaboration with IMRF Institute of Higher Education & Research 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 with its Academic Chapters in many 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.

IMRF with its collaborative organizations, 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 978-93-86435-73-6 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 St. Pious X Degree & PG College for Women, Hyderabad, Telangana for their ever dynamic support and cooperation. Gratitude is attitude!

With effusive thanks,

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Proceedings of the International Conference on
THE QUID PRO QUO OF DIGITIZATION AND THE GLOBALIZATION OF OUR SOCIETY: ITS CHALLENGES AND IMPLICATIONS FOR A NEW SUSTAINABLE DEVELOPMENT

PROF. DR. G. KUPPURAM

Abstract: The present note addresses the increasing role of data in electronic commerce and the digital economy, in the context of digital and data divides within and between countries. In a data-driven economy digitization and globalization gives rise to quid pro quo: new opportunities for wealth creation and for addressing development challenges, but it also raises various potential concerns related to, for example, data privacy and security, cross-border data flows, market concentration and taxation. Transforming these opportunities and challenges into inclusive trade and development requires adequate policy responses at the national and international levels.

Changing the Change: Globalization, digitization, and biotechnologization are integrally connected in this new millennium and are the champions of change. Globalization and technology share a causal relationship, each gaining from and building on the other. Digitization, the “bones and sinews” of globalization, has taken our lives out of the temporal and into the imaginary and unseen. Reality is no longer defined in terms of things we can see, feel, and measure; now reality is defined by ideas and by the ability of people to generate and communicate ideas. Added to these components is biotechnologization, an outcome of technology, whose global impact is measured by its usefulness — and threat. All three factors form a trinity of promise yet potentially malevolent possibilities.

A novel aspect of the digital economy is the aggregation of large amounts of data in the cloud. Digitalization allows data to flow from all corners of industry and society, not only from sensors built into production lines, but also from electric meters, security cameras, customer service call logs, online clicks, point-of-sale registers, status updates on social media and post reactions (such as “likes”). Access to and analyses of data are becoming crucial for the competitiveness and expansion of companies across sectors. Manufacturers and exporters increasingly depend on data analytics, not only because they have digitized their operations, but also because they use support services that require access to data, such as shipping and logistics, retail distribution and finance.

Somewhere in Kenya, a girl logs on for a personalized math lesson from UK based Khan Academy. Thousands of Syrian refugees rely on Facebook updates for the latest information to guide their journey through Europe. A multinational energy giant launches plans to use sensors on 4,000 oil wells around the world to monitor production remotely. A manufacturer in Australia buys components from a Chinese supplier on Alibaba, and a clinical trial in India transmits patient data to US pharmaceutical researchers. The world has become more intricately connected than ever before. Back in 1990, the total value of global flows of goods, services, and finance amounted to $5 trillion, or 24 percent of world GDP. There were some 435 million international tourist arrivals, and the public Internet was in its infancy. Fast forward to 2014: some $30 trillion worth of goods, services, and finance, equivalent to 39 percent of GDP, was exchanged across the world’s borders. International tourist arrivals soared above 1.1 billion.

And the Internet is now a global network instantly connecting billions of people and countless companies around the world. Flows of physical goods and finance were the hallmarks of the 20th-century global economy, but today those flows have flattened or declined. Twenty-first-century globalization is increasingly defined by flows of data and information. This phenomenon now underpins virtually all cross-border transactions within traditional flows while simultaneously transmitting a valuable stream of ideas and innovation around the world.

The purpose of the study is to systematize the challenges of the public economic security in the context of the development of global digitalization. The paper shows that the priority task of economic security, particularly notable in the rapidly changing conditions of today’s globalized world, is to predict the challenges and threats of general digitalization. And pointing out to the features of the digital economy development, which include the intellectual assets, the increase of the relevance of data, network management, wide Internet penetration as well as global data exchange. In the conditions of the digital economy, the issues of economic security on system, structural and sectoral problems, as well as the problems of enterprises and individuals are grouped. The main problems of economic security are the
issues of digital inequality, a lack of own element base, changes in the labor market, industrial intelligence, personal data manipulation, etc and tools have been used for solving the issues of digital society. These tools include digital platforms for the development of shared economy, as well as cloud technologies and methods for processing large databases. The Network Readiness Index is a tool for monitoring the development of network digital society. We have formulated the principles for constructing systems for the development of skills, which allow solving the problems of the public economic security in the conditions of digitalization which also includes the rational use of resources combining short-term and long-term development goals, lifelong learning, consistency, unified approach to management at different levels as well as involvement of stakeholders in the process of digitalization. Its outcome can be useful to public authorities for the development of the principles of digital economy management, as well as to the representatives of scientific community for the study of the economic security issues in the conditions of digital society development.

**Keywords:** Digitization, Digitalization, Digital Economy, Neologism (Newly Coined Word Or Expression) Globalization, Digital Divide, Quid Pro Quo (A Favour Given In Return For Something), Stakeholders, Data Science, Digilect, Transformation, Automation, Internet.

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Prof. Dr. G. Kuppuram  
Visiting Professor, Department of Human Evolutionary Biology and Applied Archaeology,  
School of Science, Turkana University, Lodwar, Kenya
RESEARCH METHODOLOGY &
IMPLICATIONS IN HUMANITIES AND SOCIAL SCIENCES

PROF. PRAMOD K NAYAR

Abstract: This talk argues that "ethical" research and academic integrity are necessary characteristics of Research Methodology. It outlines the key ethical principles when we study literature, society and culture and offers a set of 'problematic' research methods and methodologies employed in literary studies. It concludes with a note on 'ethical research and a better world'.

***
Professor Pramod K Nayar
HOD, Dept. of English, School of Humanities,
University of Hyderabad, Hyderabad, Telangana
STRATEGIC PERSPECTIVE OF DIGITAL TRANSFORMATION RESULTING IN COMPETITIVE ADVANTAGE

PROF. S. PARTHASARADHI

Abstract: Strategic Perspective envisages a corporate enterprise to sustain competitive advantage by harnessing its discovering and developing its core competencies vis-à-vis its competitors on continuous basis. Digital transformation enables one such cutting edge in the hands of corporate to safeguard its strategic competitiveness. The Digital Transformation not only enables growth but can eventually outrun the market leaders. The strategic predisposition of digitalization is not merely developing software and siloed information storage; rather it should focus on business applications in all the functional areas, which in turn brings under its fold cloud, social big data and artificial intelligence. The paper focuses on how digital transformation gives competitive advantage in addressing following strategic issues and their outcome:

- Transform customer experience:
- Drives database insights:
- Encourages collaboration across departments:
- Digital Congruence:
- Increasing agility of Innovation:
- Updated skill sets & knowledge:
- Foster a digital culture:
- Consolidates process and operation.

These Strategic perspectives of Digital Transformation ultimately results in:

- Customers delightment
- high productivity;
- substantial increase in efficiency;
- reduction in cost;
- Quantum jump in Sales and Revenue
- Product and market differentiation
- Corporate effectiveness

Thus digital transformation brings in distinctive competence in Business to have competitive edge and grow in all dimensions.

***

Prof. S. Parthasaradhi
St Pious X PG(MBA) College for Women, Hyderabad, Telangana
DIGITIZATION -- ITS ROLE IN ECONOMIC DEVELOPMENT AND GROWTH.

PROF. K KALIDAS

Abstract: Digital data and Artificial Intelligence have become critical resource and source of wealth in the modern digital economies. The economic policy makers need to understand how the economy is performing in terms of its objectives before crafting an optimal economic policy and strategy for its growth and development. Digitization has made it possible to get a spectacle of economic performance almost on a real time basis as to which sector or industry faring how in order to fine tune economic policy to accomplish its goals.

Apart from the data on the economy, vast data on the community, artifacts, weather, natural resources and other things of community interest can also be generated and disseminated on a continual basis to server the interest of the community which also in an indirect way contributes to economic prosperity. Community data can also be made accessible with proper regulations to the various stakeholders of the society in business, health, education to boost the sectoral productivity and efficiency.

To derive the above-mentioned advantages of digital economy, it is incumbent upon the government to evolve digital policy on an urgent basis to lead the country geopolitically and geoeconomically and not to become hostage to giant digital corporations like Google, Amazon.com, Uber etc., in the absence of a robust national digital policy. The national digital policy can provide the guidelines for the legal digital framework which can address such digital matters as data-classification, data ownership, data sharing, data trust, and server location.

India has proved its mettle as a leading software developer and exporter. There is an urgent need to evolve a comprehensive national digital policy to acquire a distinctive competitive advantage in Digitization of the economy by leveraging its skilled human power in the domain area.

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A STUDY ON IMPACTS OF DIGITALISATION ON U.K BUSINESSES

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Abstract: Digital transformation provides an opportunity for businesses to reduce costs and improve the bottom line. However, the digitalisation is also characterised by errors and delays that negatively impact on the costs of operations. The present article provides an insight into the impacts of digitalisation among the businesses in the UK. Based on the analysis of extant literature, the constant changes in the business environment create the need for valuable business models and approaches to digitalisation that will benefit the business. This enquires the impacts of digitalisation among UK businesses a valuable research issue.

Keywords: Digitalisation, Digital Impact, Insight, Transformation.

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LITERATURE – THE LIFE ON STAGE!

BHARAT KOKILA ECHOING INDIAN PANORAMA; THE FATHER OF ENGLISH DRAMA MORALIZING THE VIGNETTES OF LIFE

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Abstract: Literature is depiction of life, reality, truth, facts, expression of emotions, culture and ideas having human values, inspiring men of every age and country. Therefore, it is the history and the only history, of the human soul. According to the French critic Hippolyte Taine, the three ingredients of any work of art is ‘Race’ the spirit of the age in which the literary men lived, ‘milieu’ the environment or the circumstance and ‘moment’ the force of past and present cultural tradition. Literature is mirror of life reflecting the culture of the ages and inculcating human values through its main branches like prose, poetry, drama and fiction. It is characterised by its artistic, aesthetic, suggestive and permanent qualities to touch the soul of man and occupy the human mind. The didactic purpose of any literature is to entertain and teach moral values.

As said earlier, literature reveals the culture and tradition of the people. Culture is the ideas, customs and social behaviour of a particular people or society. This is well seen in the poems of Sarojini Naidu highlighting the culture of India, Langston Hughes and Wole Soyinka on the social stigma of Africa, Wordsworth on the rural and social background of England; Novels of Jane Austen on 18th C England and Arthur Miller on the idea of American Dream.

Human Values are the virtues which transform us into good human beings with positive human behaviour and actions. They act as guiding principles in our lives. These values are well exemplified in Shakespeare’s plays, novels of R. K. Narayan and poems of Robert Frost.

Thus Literature exhibits vignette of life, culture of the society and the moral values moulding our lives into meaningful and tasteful, making the world a better place to live in.

Keywords: Milieu, Culture, Ethos, Kaleidoscopic Shade, Sarojini Naidu.

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DIGITALIZATION IMPACT ON MENTAL HEALTH

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Abstract: Mental Health spot’s on our Cognitive, Behavioral, Emotional, Social, Environmental well being- what we think, feel and how we behave depend upon this system of mind and body cycle. Technology is one of the outstanding invention created by Mankind for human benefits. Right from Calculators to Radio, T.V, Telecommunication, Computers, Rockets to 21st century upgrading to smart phones, Robots, Humans and its curious cognition has never rest upon developing many such active pieces of innovation to help mankind reach worlds out of world. So does this curious mind actually over taking its limits in enhancing Artificial intelligence power in damaging natural intellect with its on demand discovery known as “Digitalization”. The aim of the paper is to find out whether Digitalization has an Impact on Mental Health.

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IMPACT OF DIGITALIZATION ON DEMOCRACY

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Abstract: Democracy is the government, of the People, by the People and for the People. It is important to elect a person for the government. As India is the young county which comprises the largest segment of the youth population. In today’s world global standards of governance are emerging. Citizens of developing countries are demanding better performance on the part of their governments. A digital democracy has made a strong demand and plead to the people to improve democracy right from the start. To improvised the digital democracy in the field of information, online and decision making. Digitization helps majorly in dispensing off cases quickly and in providing Justice by the Judiciary which is an important pillar of democracy. Various initiatives by the government to provide affordable, accessible Medicare at low costs for the people from all walks of life. It has great value in the modern, complex and industrialized society. Education is the reason for literacy. This paper endeavors to feature the effect of Digitalization of Democracy in India and to show political growth and government influence on public after digitalization.

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IMPACT OF INFORMATION LITERACY IN HIGHER EDUCATION

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Abstract: Information Literacy forms the basic quality in Higher education to learn new things and access the data and to have expertise in Research. The undergraduates should have the foundation of Information Literacy to achieve the thorough learning, understanding and evaluating the things that they have learnt in their regular traditional and conventional way in classrooms or in their laboratories practically. When the world is after virtual transactions, virtual classrooms and virtual practical labs to have the perception of the real when we do not have the sufficient resources, it is necessary for the staff and students in higher education to find the suitable solution. In the same way when there are many unwanted things are abundant and uncontrolled data in the internet the need of Information literacy is very much necessary and it plays a great role in higher education. The students and staff should inculcate the habit of lifelong learning of Information literacy to get through the day to day developments and competitions in Learning Management. This paper is about the impact of Information Literacy in higher education.

Keywords: Assessment, Higher Education, Information Literacy, Information Technology, Librarians.

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TRANSLATION OF STRATEGIC ELECTRONICS TECHNOLOGY:
DYNAMIC CHALLENGES

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Abstract: Translation is an important branch of 'Applied Linguistics'. In our Indian education system applicability of knowledge with relation to knowledge have very important and vital role. Our new 'National Education Policy Draft' has given significant focus to 'Technical Translation'. So, in order to equip with technical domains 'Translation Study' subject have a very big challenges and opportunities ahead. Now a days, translation is becoming one of the most dynamic and challenging discipline day by day. The invention of internet, together with the latest technological developments in communication and digital materials has entirely changed the traditional method of translation. Daily new concepts are emerging in the electronics institutions. Annual Report translation of any strategic sector institutes or public sector, as well as private sector needs an extra ordinary exposure. It requires and also expects the basic knowledge of technical domains, technical projects, statutory terminology of the accounts and audits and also overview of the respective corporation.

In any annual report translation, translator should be very accurate, brief and clear about the concepts and 'Vision & Mission' of Corporation. Translator should be well thorough with the products and projects of the corporation. While translating he/ she should maintain the balance between language aspect of text and technical aspect of products and projects. In this paper various aspects of Annual Report translation have been discussed in details and mostly practical aspects of translation have also been touched. Application of the paper has not been confined with only 'Annual Report' but same principle applies to various 'Technical Reports' also. This paper aims to attract the interest of research scholars, students and professionals of translation study towards practical translation. In today's advanced technological world, this is one of the most emergent and challenging issue in the field of translation study. In this paper various important issues in the field of technical translation will be discussed in details.

Keywords: Nuclear, Aerospace, Defence, Security, IT and Telecommunication, Notes, Semantic, Equivalence, e-Governance, Borrowing, Descriptive equivalent and Couplets.
IMPACT OF DIGITIZATION ON SANSKRIT LANGUAGE, LITERATURE AND LEARNING

GOGIKAR PRAKASH

Abstract: Sanskrit is a language of ancient India with a 3500-year history. Sanskrit language created a cultural bond across the subcontinent. Digitization which refers to the conversion of simple text, pictures of sound into a digital form that can be processed by a computer. This has only made language more easily accessible to many people. Foundations like Sanskrit Promotion foundation, Sanskrit Bharathi strive for the popularizing the language. To reach the younger generation here are many aids like Sanskrit dictionaries, Sanskrit digital libraries. Even in entertainment field Sanskrit language is being popularized by Sanskrit movies, You Tube and radios. Speaking of technical field even NASA is carrying out research on this language. In this way digitization has made the language more popular and accessible to learning to everyone.

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THE IMPACT OF ONLINE SHOPPING ON BRAND SELECTION AND PURCHASE DECISION OF THE MILLENNIALS – A MARKETING PERSPECTIVE

PUPPALA HARSHANYA

Abstract: In today’s global millennial competitive environment there arises a need to understand the way business is gauged and integrated with technology thus paving a path for the sustenance of the organizations at large. This paper attempts to showcase the impact of online shopping on the brand selection and purchase decisions of the millennials, who are social, smart and tech savvy: tagged as they love to buy helping us to understand their motives and buying patterns.

The research article emphasizes on the Rossiter & Percy grid giving a scope to the wide spectrum of the findings and their relationship between brand selection of the products at the low and high risk versus informational and transformational purchase situations and their involvement in the purchase decisions on an online platform.

For this study, a survey was conducted in which the participants were drawn from the university level & young professionals with a sample size of 100 in convenience sampling method, the data was collected through a self-administered questionnaire and it was analyzed through statistical techniques like chi square test to assess the relationship between online shopping and brand selection in the given purchase situations of the millennials. Finally, the research article includes the findings and suggestions that may contribute to the marketeers involved in virtual business, besides enriching the knowledge in that topical area.

Keywords: Online Shopping, Millennials, Brand Selection, Purchase Decisions.

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MOBILE GOVERNANCE IN INDIA

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Abstract: Information and Communication Technology (ICT) is the most indispensible fastest growing sector in the world. The government can use ICT to provide better services to the citizen as well as in the government departments. The government can interact with the citizen through a service called e-governance portal which is based on internet. E-Governance usage is increased in urban area, but has failed in the rural area due to the lack of proper infrastructure and illiteracy. The government can combine internet and mobile technologies to implement government services more effectively. Mobile devices and its subscription are comparatively higher than the Internet usage in India. The high penetration of mobile devices and the high speed broad band technologies like UMTS (Universal Mobile Telecommunications System), wireless networks offer various opportunities in the government administration to provide better service to the citizen. E-Governance has already improved to speed-up of public utility services, but mobile services with their 24X7 –functionality can facilitate mobile governance to establish a direct contact with the citizens. This paper discusses the various initiatives of e-governance and m-governance in India.

Keywords: ICT, M-Governance, E-Governance.

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Abstract: Block chain technology is both an economic and a technological innovation providing the platform to record transactions and share data between participating parties in a more efficient, transparent and verifiable manner. Blockchain technology could emerge as a disruptive innovation that streamlines financial transactions and reduces their cost. Through this digitalization process, it could transform financial transactions and introduce new possibilities for established financial institutions as well as for new entrants. Blockchain technology to become a mainstream reality would require the incumbents and startups to overcome technological, regulatory and adoption challenges. Despite its potential, Blockchain technology is still fragmented. Financial industry managers lack guidance on how to plan and prepare for the impact of Blockchain technology on the operation of financial transactions. Against that backdrop, this paper explores the asserted and potential impacts on financial transactions with emphasis on asset verification, record keeping, data privacy, and transaction costs. This paper contributes to understanding the changes in the financial sector using the Blockchain and the opportunities and challenges in adopting such technology.

Keywords: Block Chain Technology, Financial Transactions, Asset Verification, Record Keeping, Data Privacy, Transaction Costs.
INTRODUCTION OF GST – SUCCESS OR FAILURE

D. SANGEETA

Abstract: When GST has introduced there has been serious jittery feeling among the tax payers but now as the days are passing, there is a general acceptance; that this may not be the most perfect single tax system but its working and wherever there have been loopholes, were resolved and won the confidence of Indians as a year and half has been passed out. Every consumer from Kashmir to Kanyakumari pays the same tax. There has been streamline in distribution system – production, supplychain, storage – to make GST Taxes more effective; which comes under one nation one tax. All taxes were subsumed into GST and there is a free flow of tax credits and there is no cascading effect due to tax on tax. It also ensured a single law for the whole Country. What has worked was the compliance process, i.e due to Information technology, Multiple registration requirements, refund problems for exports, etc. Still there are many reforms yet to come on the way of seamless flow of Input Tax Credit, other fuel items, Constitutional amendments, classification disputes, simplification of GST Returns in new format and IT related changes. This paper also studies how various measures will going to help to achieve a common objective of “One Nation One Tax” by effective implementation of GST. Undoubtedly GST has received positive as well negative responses. But various further steps will bring out the true sense of “one Nation One Tax”.

Keywords: GST, Single Tax System, One Nation One Tax.

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LEARNING MANAGEMENT SYSTEM (LMS) – A REVOLUTIONARY HR TRAINING TOOL

P. MADHAVI LATHA

Abstract: Every organization perceives a need for the continuous services of trained employees for performing the mundane and complex activities in a systematic way. The fast changing technological developments make the knowledge of the employees obsolete making it imperative to organizations to keep the workers abreast of the changing developments which can be both expensive and a time-taking process. The globalized activities of the organization with a dispersed employee base makes things much difficult to achieve this. E-Learning is an excellent tool in the hands of the HR team. The present age of computerized and internet based tools have revolutionized the training process to a large extent which is both economical and time saving. A Learning Management System (LMS) can be defined as a holistic, end-to-end software solution for the planning, execution, documentation, tracking, and reporting of knowledge or skill-based courses and training programs. The various training needs of an organization are met with the satisfactory implementation of robust and effective E-Learning software. Organizational learning today needs to provide anytime-anywhere learning solutions for a workforce that is diverse, remote and spread out. Virtual and in-office staff can come together via the web software to meet, clarify doubts, brainstorm and get trained. This paper aims to present the different E-Learning sources available online and enlists their benefits for organizations as well as employees.

Keywords: E-Learning software, Technological developments, computerized and internet based training tools.

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E-RECRUITMENT – TRENDS & STRATEGIES

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Abstract: Recruitment is a function of Human Resource Management by which an organization can attract the potential candidates and select the most appropriate employees for the organization. The buzzword and the latest trends in recruitment field is E-Recruitment, also known as online recruitment, it is the use of technology or the web based tools to assist the recruitment process. The tool can be a job website like naukri.com, the organization’s corporate web site or its own intranet. The internet has caused the largest change to the recruitment landscape in the past decade acting as conduit between employers and job seekers. Companies and recruitment agents have moved much of their recruitment process online so as to improve the speed by which candidates can be matched with live vacancies. Using Database technologies, Online job advertising boards and Search engines, employers can now fill posts in a fraction of the time. E-recruitment strategies provide many advantages like centralized platform, less paper work, streamline workflow, etc. But at the same time it offers disadvantages like low internet penetration in rural India, preventing face-to-face communication, authenticity of the resumes, etc. This paper weaves together a summary about E-Recruitment and provides a backdrop to its trends. It also addresses the effectiveness of online recruitment, its methods and describes how its benefits can influence the recruitment decision making of the organization.

Keywords: Human Resource Management, E-Recruitment, Database Technologies, Online Job Advertising, Search Engines, Corporate Website

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ROLE OF DIGITILISATION IN COLLECTION OF GST ON E-SALES

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Abstract: In India the indirect tax structure was facing numerous hitches. To overcome all this, Goods and Services Tax (GST) came into force from July 1, 2017 replacing number of other taxes that was applied till June 30, 2018. The one of the objective was to remove cascading effects of taxes and to regulate the unorganized sectors. The outcome of the act is to Make compliance easy by providing all tax payer services like registration, returns, payment etc. online and Same tax structure across country making One Nation, One tax. Digitalization has a wide range of implications for taxation, impacting tax policy and tax administration at both the domestic and international level. The implementation of Goods and Services Tax, coupled with a digital economy will help Indian economy “look much cleaner and bigger,”.

The Indian e-commerce industry has been on an upward growth and is expected to surpass the US to become the second largest e-commerce market in the world by 2024. The E-commerce market is expected to reach Rs 13,97,800 crore (US$ 200 billion) by 2024 from Rs 2,69,076.5 crore (US$ 38.5 billion) in 2018. This paper is an attempt to study the Increasing digitalization and its growth in e-sales. To explore the efficient and effective collection of GST on sales. Explore the efficient and effective collection of GST on the sales with digitilisation in comparison of with without digitalization and to identify the glitches and to put forward some remedies for better collection of tax under GST the challenges for GST collection and competitiveness and the and focuses on other roles for digital platforms than the full GST liability to assist with collection of GST on online sales. The particular challenge of cross-border supplies of goods.

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A TEACHER STUDY ON THE USE OF STUDENTS' FIRST LANGUAGE IN THE ENGLISH LANGUAGE CLASSROOM

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Abstract: In an English language classroom, the students find it difficult to express themselves in English. They may be a homogenous group with one common L1 or heterogeneous with different L1 backgrounds, but rather prefer L1 (mother tongue) to L2 (here, English) to interact among themselves or with the teacher. The teacher can either encourage or restrict the use of L1 in the classroom. The use of mother tongue might help the students to link their ideas to speech more often, but can hinder their overall L2 acquisition at the same time. The present study focuses on how using the mother tongue in an L2 classroom may or may not help the students learning English acquire considerable proficiency in the target language. While they can be encouraged to use any language to ideate, their exposure to L2 is crucial in its acquisition, to comprehend and express themselves appropriately in the same. A classroom study was conducted to assess the competency level of the students and the method of teaching English they were exposed to. It was observed that the students who speak and write English appropriately with good proficiency have not learnt the language using L1. On the other hand, those who find it difficult to express themselves in English were found to use their mother tongue quite frequently and their lexical and syntactic understanding was also found to be inappropriate. However, the study also found that students prefer to use their mother tongue in classroom, feel comfortable if the teacher understands their L1 and disagree with an ‘English only policy’ in the classroom. Yet, they agree that dictionaries and other learning tools in L1 should not be used in the English classroom.

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INNOVATIVE LIBRARY SERVICES IN DIGITAL ERA

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Abstract: The main aim of any library is to the pursuit of knowledge by connecting patrons to the information resources that contribute to the intellectual development of future responsible citizens. The purpose of this paper is to identify the potential sources of innovative library services and point out how they can be used to improve the overall library service to maintain quality in an effective way in this digital environment. The present paper discussed the innovative practices applied in hybrid environment by the library professionals to attract more patrons towards their library collection awareness and services, to use effectively and achieve their academic and research goals. In this paper authors are attempted to express some innovative services based on empirical research, Authors feel that it can provide a valuable frame for practicing and implement at the libraries.

Keywords: Academic Libraries, Technological Innovations, Innovative Services, Library Service, Digital Library Services, Service Design, Information Services.

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DIGITISATION: A COMPARISON OF THE URBAN - RURAL INDIA

MALATHI DEVI

Abstract: According to the German Economist, Klaus Schwab, digitisation is considered to be the third industrial revolution. Digitisation also has meant moving from electronic technologies to becoming electronically widespread, accessible and the delivery of services to the doorstep. However this process of digitisation has also been sometimes categorically criticised as ‘digital divide’ referring to those countries, economies that have widespread use of e-resources, technologies versus those whose vast populations are illiterate, poor and lack access to empowerment.

According to Vamsi Vakulabharanam, inequality amongst nations despite high rates of economic growth is a concern. An urban-rural divide exists in India in several spheres such as life-expectancy, food consumption, illiteracy, access to amenities, infant mortality rates. There exists an urban-rural divide and this became a criticism of the economic reforms ushered in the early 1990’s.

The objectives of this paper are firstly to explain the impact of digitisation on urban and rural India. Secondly the paper seeks to identify the paradoxes, challenges and barriers to digitisation in India. Thirdly it analyses conceptually and in an exploratory manner the pre-existing notion of ‘digital divide’ in urban versus rural India. Digitisation through the launch of several services by the union government in India includes, BHIM, e-granthalya, e-patashala, e-panchayat and the Accessible India Campaign, have sought to make digitisation universal.

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DIGITAL ECONOMY INFLUENCE ON SCHOOL EDUCATION IN INDIA

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Abstracts: Digital Economy is the umbrella term given to all the economic and social activities performed by people utilizing Information and Communication Technologies. Digital Economy is helping India to cross borders and accelerate the economic growth of the country. It is encouraging the Indians to raise their standards and be on par with the developed and developing countries. The world around a common man has become digitalized. Anything and Everything person deals in a day-to-day life is in digital format. Digitalization has become the way of life. Take the example of online shopping, e-payment of utility bills, money transfer from one account to another, ICT enabled education, e-learning, business done through video conferencing and the list is endless. The world has become smaller due to Internet and digitalization. The human beings have realized the benefits of digitalization. They understand that digitalization of a process or transaction is faster, economical and secure. This is driving the citizens of the country to progress towards Digital Economy. Digital Economy is the umbrella term given to all the economic and social activities performed by people utilizing Information and Communication Technologies. Digital Economy is helping India to cross borders and accelerate the economic growth of the country. It is encouraging the Indians to raise their standards and be on par with the developed and developing countries. It is aiding India to make a mark on the global market. “Digital India” is an initiative by the Government of India in driving the nation towards Digital Economy. This paper deals with initiatives taken by the Government of India towards “Digital India” with respect to school education and understands the impact which can be created by the successful implementation of the programme in rural areas. A conceptual framework has also been framed based on the literature reviews.

Keywords: Digital India, ICT, E-Learning, Rural areas, Education, Initiatives, Schemes.

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E-GOVERNANCE: A TOOL FOR ACHIEVING GOOD GOVERNANCE

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Abstract: From the earliest civilisation to the present national and international scenario, the need for good governance has always been indispensable and assumed utmost significance for efficient and effective administration which provides the foundation to a democratic framework of the country. Good governance is an essential requirement for the success of democracy. In India, digital governance has been legalised by the Information Technology Act of 2000. This Act is a watershed in conceptualising administrative reforms in India. More importantly e-governance is certainly an attack on red-tapism. It is an instrument for achieving 'good governance especially with regard to improving efficiency, transparency and making interface with government user-friendly'. E-governance involves new styles of leadership, new ways of debating and deciding policy and investment, new ways of accessing education, new ways of listening to citizens and new ways of organising and delivering information and services. In this way it is a tool for bringing citizens closer to government and administration. The ultimate goal is to bring about simple, moral, accountable, responsive and transparent (SMART) governance. The present paper is an attempt to analyse the role of e-governance in enabling good governance.

Keywords: Digital Governance, E-Governance, Good Governance, Information Technology, Information Communication Technology.

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ENGLISH LANGUAGE IN THE ERA OF GLOBALISATION

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Abstract: The present paper explores the importance of English Language in the globalized world. Globalization has impacted the political, social, economic and cultural constructs of its societies. Due to globalization, English language has played a pivotal role in every field of study. Technology has been the important tool which has been instrumental in bringing about globalization; and English, assuming the status of a global language, has become the more important of the two areas for global literacy. The language has paved its way into the international domains of politics, business, communication, entertainment, media and education. In the era of globalization, English language is closely linked with employability and employers consider communication skills to be one of the important skills for effective performance at work. The learning of English language has opened doors for personal, professional and cultural development. Thus, the knowledge of English language has expedited the economic globalization and created opportunities for more markets globally. The paper will also talk about the innovative pedagogy and need based curriculum that an English language teacher needs to incorporate in her classroom to make the learners equipped with the holistic language skills in the period of globalization.

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EXPLORING THE THEME OF HUMAN VALUE CRISES IN POETRY

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Abstract: This article presents a critical study of the poem titled "The Cold Within" written by an American poet James Patrick Kinney in the 20th century. The main aim of the article is to explore the theme of human value crises in the poem. This article provides a significant critique of the value crises like selfishness of human beings, prejudice, malice among human beings, which ultimately leads to the destruction of human beings in the poem. Even though the poem was written in 20th century, the themes and ideas of the poem remain relevant and are extremely valuable for all human beings all over the world even today. The poem is simple yet powerful reminder that if we selfishly hold on to the world's resources, and the wealth that it has to offer, if we persist in discriminating on grounds of race, religion, caste, gender and ethnicity, we are lost.

The role of Literature is to reflect the society. It is the mirror of society. A person uses a mirror to correct his/her faults or to see how he/she is looking. And the purpose of mirror is to reflect the image of its user. It is in the same way Literature aims at correcting or bringing a change in the society by reflecting a true picture of it. It gives the scope of self-reflection to the people living in that society. A small attempt is made in this article to inculcate the concept of selflessness and to remove selfish individualism which aims at the destruction of human race in the poem 'The Cold Within'.

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IMPORTANCE OF LEARNING FOREIGN LANGUAGES IN THE MÉLANGE OF CULTURES IN THE CONTEXT OF A GLOBAL VILLAGE

M. CHAITANYA

Abstract: In the current era of globalization, where one can experience the world in just a click, learning foreign languages has become essential. Language barriers can result in alienation among people; therefore, it is vital for us to be able to converse in more than one language. Learning foreign languages enhances one’s ability to adapt to multiculturalism and also helps to grab the plethora of opportunities available around us in the field of education, profession, travel, etc. Gone are the days where one language was adequate in order to sustain in the world. On the contrary, today, learning foreign languages is more of a need than a choice. The more languages one knows, the more one connects to the diverse cultures and people from across the globe. Learning a foreign language is a challenge, as it is not acquired like the first language. There are numerous ways to learn languages and thanks to globalization, which makes learning languages simpler, yet complicated owing to the abundance of information and resources available. This paper carries out an exploration of globalization, cultural diversity, dire need to learn a foreign language and the challenges associated with language learning. French being the official language for more than 25 countries, with estimated 60 million individuals using it in their daily conversation, is one of the most widely spoken languages around the world. The author of this paper would like to highlight the challenges in learning French and other foreign languages in countries where these languages are not spoken. Furthermore, the author of this paper would like to emphasis the role of foreign languages in the current era of multiculturalism in the world around and its importance.

Keywords: Barriers, Cultural Diversity, Challenges, French, Globalization, Language-Learning, Multiculturalism, Resources, Stereotype.

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THE NEED FOR VALUES IN THE CONTEMPORARY SOCIETY: ROLE OF LITERATURE

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Abstract: People love literature because they believe that it holds a mirror to society and because it is didactic in nature to some extent. Undoubtedly, while reading literary works presented in various genres, it is evident that it conveys profound lessons of life, and it serves as a source of abundant knowledge on the cultures and values of people from all across the world and their diversities. There is an immediate need to nurture values and pass it on to the new generation because morals and values seem to be receding away with the rapid advancements in the field of technology. There is a dire need to rewire, relearn and reaffirm the strength of the values that we received from our family, elders, society and scriptures. Human values are quintessential in one's life. The need for value education has become crucial as we continue to witness the increasing violent activities, behavioural disorders, chaos and lack of unity in the society. Value education enables us to focus on the higher purposes of life leading to harmony and peaceful co-existence. It also shapes the future of every individual and the society at large. Value education also creates opportunities for perpetual training that could be a strong foundation for a value-based society. Moreover, it may also minimise the generation gap and create more harmony and understanding between people of different generations. English literary texts have been, since ages, serving as a strong base for values and morals which need to be inculcated irrespective of the age, region, culture and social background. Therefore it is suggested that the curriculum designers incorporate more value-oriented literary works for study from lower classes of school itself, so that there is adequate training in morals and ethics.

Keywords: Behavior, Co-Existence, Contemporary Society, Culture, Diversity, Education, Generation Gap, Harmony, Higher Purpose, Imbibe, Perpetual Learning, Scriptures, Technology, Values.

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INDIA IS A LARGE COUNTRY AND THE HOME OF A LONG AND RICH CIVILIZATION-A STUDY

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Abstract: India is a large country and the home of a long and rich civilization. In industrial production it ranks among the top ten nations, although 70% of its population lives off the land. India is a colossus among South Indian nations. Population is a major concern, not only in terms of its size, or densities, but also in its growth rate that has averaged 2% per year to the nation's population. India as a geographic expression has its base in the territorial layout of the subcontinent, and the distribution of physical features within it. During the sixteenth and seventeenth centuries, European powers encroached upon India through the Ocean routes. The Himalayas form an extensive and complex mountain system, the hub of which lies in Central Asia in the Pamir Knot. In structure and relief, the Himalayas offer a sharp contrast to the Deccan Plateau. Its topography is youthful, rugged and dissected, containing V-shaped valleys in highly folded and faulted structures resulting from their uplifts and compressions and the erosional processes prevailing on their surfaces whereas relief of the Deccan Plateau is slight and the rock structures stable and old. The Indian civilization, like those of the Mesopotamian, Assyrian, Egyptian and Chinese Civilizations, is ancient, has had a continuous, although not entirely recorded, history dating back to several centuries before the Christian era. The advent of the Indo-Aryan marks the beginning of Indian history. The Vedic literature (1400-700 B.C) is our primary source of information regarding the behavior of these migrations. Between 1750 and 1803, the British consolidated power in the Indo-Gangetic plains and the coastal areas. As India stepped into a new era of independence, it faced enormous challenges of reconstruction and development. India’s cultural landscape can be linked to a Kaleidoscope revealing the interplay of several religions, sects, creeds, languages, races and ethnic groups.

Keywords: Civilization, Population, Production, Seasons, Cultural Patterns, Etc.

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THE RISE OF CYBER BULLYING IN INDIA: INADEQUACY OF LAWS, RIGHTS AND REGULATIONS

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Abstract: The harassment or bullying caused by the digital devices like smartphones, laptops, computers etc. is called Cyber bullying. It generally occurs on social media where people can commonly participate and share their contents and thoughts openly and sometimes even without disclosing their identity. Cyber bullying can be done by making hateful, defamatory, negative and nasty comments or false information about any person through posting, sending and sharing it on social/ online platform or by sending messages to the individual. It causes humiliation and character assassination of the person who is being targeted.

The incidents of cyber bullying in India has been increasing dramatically due to affordable data services and easy access to social media. Our country has witnessed an alarming rise in the cases reported against cyber bullying. Though various steps have been taken by the government to report cyber bullying and online defamation or harassment but all in vain, it is only getting worse with every passing day. Despite the fact that cyber bullying has turned out to be a massive threat to the society, it is shocking to see that India does not have any special Anti-Cyber Bullying Law.

Keywords: Digital Devices, Social Media, Harassment, Online Platform And Anti-Cyber Bullying Law.

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TANGLED RELATION BETWEEN LITERATURE AND PHILOSOPHY

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Abstract: The relation between philosophy and literature has been intimate since the two fields became distinct practices. Philosophers have used various literary forms in expressing their views: Parmenides and Lucretius wrote poems while Plato, Augustine, Berkeley and Hume used dialogues, and Montaigne and Emerson used the essay. Some philosophers, Nietzsche, for example, preferred literary expressions outright, where as some philosophers, such as Sartre and Simon de Beauvoir, gave their philosophical views a parallel, literary treatment in their novels and plays. What is the difference between literary philosophy, such as Nietzsche’s prose works, and philosophical literature, such as Dostoyevsky’s novels? One of the best ways to distinguish literary philosophy from philosophical literature is to refer to institutions or social practices. Roman Ingarden asserts in The Cognition of the Literary Work of Art that the differences between scientific works and literary works are irreconcilable. He speaks of scientific works and literary works but his argument may be used in making a distinction between philosophy and literature. However, ‘philosophical literature’ is also a complex term, for philosophy and literature interact in various ways. Mainly, here in this study of tangled relation between literature and philosophy, I can rely on Anthony Quinton’s distinction between ‘philosophy through literature’ and ‘philosophy in literature.’

Keywords: Scientific Knowledge, Literary Knowledge, Philosophy, Literature, Literary Treatment, Social Practices, Philosopher-Poets, Philosopher-Novelists.

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TRADITIONAL AND MODERN INDIAN WOMEN WRITERS: A STUDY OF MEERA BAI'S AND SAROJINI NAIDU'S POEMS FROM THE TRADITIONAL AND MODERN STANDPOINT

DR. MAITHRY SHINDE

Abstract: The Indian society has been an epitome of a strong value and culture system. In the context of the woman’s agency, history reveals narratives and stories that are reflective of both progression and regression. From the background of civilization’s evolving patterns the woman’s standpoint can be viewed from multifarious perspectives, given the social, religious and political structures. The Indian woman has been a part of these polarities—the traditional and the modern. However, to limit them to a certain period or time, and to straightjacket them as either traditional or modern would be to debate on the notions of what is traditional and what is modern. The advancements of the established generalizations and ideologies allow our rhetoric to gain a wider perspective and build on concepts that befits the contemporary times and also apply them for future study. This paper attempts to deliberate thoughts on the traditional and modern, considering women’s writings of history and also of the modern like Meera Bai and Sarojini Naidu and viewing them through the prism of the traditional with its modern implication and also the modern with its traditional inference.

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LITERATURE, CULTURE & HUMAN VALUES IN SELECTED POSTMODERN FICTION

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Abstract: Literature and society are intimately associated with one another. In fact literature is the ‘mirror of society’ which exposes the stark reality of our day-to-day lives - that is the good practices, value system and the realization of human values through mistakes. Culture, on the other hand, constructs values, norms and tries to inculcate the same in human being to build ‘character’. And human values are assessed through the good or bad practices of human being in the society. However, the multifaceted and mutual association between literature and values still requires to be studied in detail. This study examines the position of literature, culture and human values in the illustration, distribution and building of values and norms.

Keywords: Literature, Value, Culture, Norms and Practices.

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INDIAN CONSTITUTION AS A SACRED LAW-A STUDY

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Abstract: Every State or a Nation must have a Constitution. Constitution is very necessary as the Head is with the Brain for all living beings. Constitution is the basic fundamental and sacred/holy Law of the State. The word Constitution is derived from the Latin word 'Constitute' which means form, establish or organize. Accordingly almost all recognized states establish governments comprising both written and unwritten elements. It is said that Constitution is the collection of principles through which the powers of the government is executed. The Constitution helps in conducting the smooth administration of the State. It controls every organization and individual in the society. Where there is Constitution, there is law and justice. Indeed, the absence of constitution may lead to misuse of powers by politicians and bureaucrats. The Constitution helps to provide various rights to citizens. And also it prescribes various duties to citizens. Constitution never allows any kind of immoral activities in government system. Indian Constitution has its own recognition. The constituent assembly was established in 1946. The members of the constituent assembly were elected by the British province and Princely States. The total membership of the constituent assembly was 385. Those members represented all sections of the society in India. Pandit Jawaharlal Nehru, Sardar Vallabhai Patel, Rajendra Prasad, Sarojini Naidu, Kripalini, Dr. B. R. Ambedkar, H.V. Kamath and other were the members of the Constituent assembly. Dr. B. R. Ambedkar was the chairman of the Drafting committee of the Indian Constitution. The Indian constitution was adopted on 26th November-1949, and it came into force on 26th January-1950. We the citizens of India have promised to live for Justice, Liberty, Equality and Fraternity. People are the real sources of all political authority, politicians, bureaucrats and others. Therefore, India is sovereign both internally and externally. And Indian constitution is based on social justice and equality.

Keywords: Constitution, Assembly, Parliament, Court, Local Bodies Etc.

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"भारतीयसंस्कृतेः स्वरूपम्-ध्रुवोपाख्यानम्"

डॉ. मुक्ता वाणी

Abstract: भारतवर्षस्य संस्कृतेः महद् वैशिष्ट्यं वतशेते। इमा संस्कृतिम् अनुमूप्ये भारतीयानां सम्यता-जीवनशैली आचार्यवहारश्रेणिः विश्वपतले पाश्चात्यदेशियाः पृथक् अन्यतमस्थानां च प्राप्ये।
'ध्रुवोपाख्यानम्' एतत् गद्यकाव्यं भक्तितस्यभावः। अस्य पाठस्य कथावस्तु: अत्यन्तरोधकः। मनोर्जकः च पाठशालाये प्राप्ये। ध्यानेन श्रुण्विता। अस्य पाठस्य उद्धेष्यम् यत् प_चवर्णीय: बालक: ध्रुवः रित्रा अपमानितः। तिरस्कृतः सन् अपि स्वत:। प्रभावात् राज्यसम्पादनम् अकृतः।
'ध्रुवः' शब्दस्य अर्थः एव सुहळ: स्थिरः। अयोध्याये सुनिश्चितः। इति। तत्मूख आधुनिक्युरोऽपि छात्राः। रित्रा रित्रा: भवेयुः। इति 'ध्रुवोपाख्यानम्' पाठस्य अश्रायः। अस्य पाठस्य म_चन्द्रमणि करुः शक्नुः। Project निर्माणार्थ तथा Assignment कृतेष्ठः। अत्युत्तमः। एवं 'ध्रुवोपाख्यानम्' पाठः धार्मिक-आध्यात्मिक-नैतिक भावावशेषवितुः अतीवः सक्षमः।

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A STUDY ON IMPACT OF DIGITAL TECHNOLOGY ON SOCIETY

DR. K. AILAIAH, K. RAVINDER

Abstract: Digitization is the process of converting information into a digital i.e. computer-readable format, in which the information is organized into bits. The result is the representation of an object, image, sound, document or signal usually an analog signal by generating a series of numbers that describe a discrete set of its points or samples. The result is called digital representation or more specifically, a digital image, for the object and digital form for the signal. In modern practice, the digitized data is in the form of binary numbers, which facilitate computer processing and other operations, but, strictly speaking, digitizing simply means the conversion of analog source material into a numerical format; the decimal or any other number system that can be used instead. Digital technology means that devices can be more compact, faster, lighter and more versatile. Huge amounts of information can be stored locally or remotely and moved around virtually instantaneously. Even the term "information" has expanded to include media such as photos, audio and video and no longer refers to just words and numbers. The invention of the computer was a very important point. Communication is thus enhanced and companies can communicate more easily with foreign countries. Research is also simplified. For companies, progress is saving in time and therefore in money. Exchanges are faster especially with the internet. Digital technology has transformed nearly every aspect of modern life. Travel, work, shopping, entertainment and communications are just some of the areas that have been revolutionized in recent decades. It's now rare to find an electronic device or piece of machinery that doesn't incorporate digital technology in some way.

Keywords: - Digitization, digital image, Digital technology, analog source, entertainment.

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POSITIVE AND NEGATIVE EFFECTS OF DIGITAL LIFE-AN OBSERVATION

DR. K. AILAIHA, K. RAVINDER

Abstract: Digital technologies have a huge impact on society. Digitization is affecting every industry on areas like financial policy, employment and competition. Digitization is not a new phenomenon. For many years, this concept has encompassed technological developments in general, especially in information technology. The impact of digital economy is being felt in many areas. For instance, some of the services and products that were previously analogue, such as travel arrangements, music, film, translations and media are becoming digital.

In the case of public means of transportation such as taxis, companies like uber using digital technology to develop new business models and communicate in new ways with customers. New services are also developing within a number of industries. An example is the use of crypto currencies in the financial services sector and the use of digital payment services like paypol and Skrill among others. Due to digitization, things such as vehicles, machines, household appliances and clothes among others, are equipped with built in computers and sensors. This has significantly raised our living standards. Although the rates of inflation and unemployment are high, people are eating better, living more comfortably and dressing better.

Keywords: Digitization, Financial Policy, Digital Economy, Digital Payment, Household Appliances.

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TECHNIQUES FOR TEACHING CHILDREN WITH LEARNING DISABILITIES AND EMOTIONAL PROBLEMS

P. SWAPNA PRIYA

Abstract: Child psychiatrists and other mental health professionals play a key role in recognizing, diagnosing, and planning treatment for children and adolescents with learning disabilities. A review of educational issues related to diagnosis and educational interventions for the preschooler, elementary school child, and adolescent is presented.

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TO BUILD SELF CONFIDENCE AMONG STUDENTS.

NABILA FATIMA

Abstract: Self-confidence is a combination of a state of mind and a strong feeling of self-belief which is commonly used when one needs self-assurance especially in one’s personal judgment, power, ability etc. It is that voice which comes from inside and gives us a boost to do something which fears you. For students, confidence plays a key aspect of their school life. Higher the self-confidence, more the chances of success. It keeps you going when you face failure in your life. It helps you to focus on the areas which laid you down. It gives a spark to your mind to improve and excel in the next try. If you are deficient in this much-needed ability then, there are chances that you would be dominated by pessimism. The absence of confidence can be the reason for your sorrow and dissatisfaction.

The techniques of developing self-confidence by following the below-explained ways- Work out, Avoid Overconfidence. Over-confidence has become the reason behind the failure of many practice. A person lacks confidence when he/she is in a doubtful situation and that state of mind is natural during that phase. And the most prominent problem which the youth face today is the absence of a goal. They do not know what they are passionate about and what they want to achieve in life. The picture is blurred and hence they are confidence deficient. Setting a goal and working towards it gives a sense of satisfaction in life. So, just begin the process of introspection and get rid of this problem.

Keywords: Self Belief, Self Assurance, Focus.
IMPACT OF THE BLOCK CHAIN TECHNOLOGY ON THE PROCESS EFFICIENCY OF FINANCIAL MARKETS – A STUDY

S. GAUTAMI

Abstract: This research has been emphasized on the adoption of the block chain technology in the financial markets has been studied with the help of primary data from the investors perspective. The study examined the investors’ perception on the adoption of the block chain technology with the t test and the result indicated that the block chain technology is broadly scalable one and will be effectively utilized to take the competitive advantage. The structure equation model has been framed to know the impact of the block chain technology on the process efficiency of the financial markets and the result reveals that the reduction of the settlement time period with the smart contracts. It is found that process efficiency will be improved significantly in the financial markets. This paper is useful to the users of the block chain technology, capital markets regulators, market intermediaries, investors and various government stake holders of financial markets.

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MODERN TECHNIQUES IN TEACHING LANGUAGE

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Abstract: This article analyses the need of the modern and innovative techniques of teaching English Language and how they are different from the traditional methods. The article will give the readers insight about how the modern techniques can effectively help the learners to acquire the Language and its skills. The need of modern students have surpassed teachers’ best strategies and hence few of the modern techniques in teaching language mentioned in this article can yield success. While traditional approach do provide a substantial base for effective language teaching, its important to understand that these techniques don’t always address student’s current need. Infact the communication approach, still widely considered as the latest and greatest approach, is already due for a makeover of its own. To teach language modern techniques like task-based approach, the project – based approach, the lexical syllabus and use of internet and smart phones are far better and helpful and fetch desired outcomes.

Keywords: Innovation, riveting, competency, overarching, reinforce, advancement.

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చిత్రాల సాశుధి - కార్మిక వహించం

వర్ణనాం:

మనిషి ఏకాంగ సాంస్కృతిక సమాధానంలో, కార్మిక చిత్ర సాశుధిని ఒక కార్మిక పరిస్థితిగా గొట్టించుకునే మార్గం ప్రపంచంలో సాధక గాని వారి సాధనా సాధనాల యొక్క పరిస్థితిలో అనేకంటే యొక్క ఇంధనం. ప్రతిభకుడి సాంప్రదాయం మాత్రమే కార్మిక వహించంలో యొక్క పరిస్థితిలో అంటారు. మనిషి, పంచాయతి, ఇతరుల సాంస్కృతిక కళలు, చదివ__, కళలు, స్థానిక సాంస్కృతిక గొట్టించిన పరిస్థితిలో మనిషి సదా మనిషి ద్వారా సాగించిన పరిస్థితిలో మనిషి చదివులు, పంచాయతి, స్థానిక సాంస్కృతిక గొట్టించిన పరిస్థితిలో మనిషి సదా మనిషి ద్వారా సాగించిన పరిస్థితిలో మనిషి చదివులు, పంచాయతి, స్థానిక సాంస్కృతిక గొట్టించిన పరిస్థితిలో మనిషి సదా మనిషి ద్వారా సాగించిన పరిస్థితిలో మనిషి చదివులు, పంచాయతి, స్థానిక సాంస్కృతిక గొట్టించిన పరిస్థితిలో మనిషి సదా మనిషి ద్వారా సాగించిన పరిస్థితిలో మనిషి చదివులు, పంచాయతి, స్థానిక సాంస్కృతిక గొట్టించిన పరిస్థితిలో మనిషి సదా మనిషి ద్వారా సాగించిన పరిస్థితిలో మనిషి చదివులు, పంచాయతి, స్థానిక సాంస్కృతిక 

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వర్ణనాం:

మనిషి, పంచాయతి, ఇతరుల సాంస్కృతిక కళలు, స్థానిక సాంస్కృతిక గొట్టించిన పరిస్థితిలో మనిషి సదా మనిషి ద్వారా సాగించిన పరిస్థితిలో మనిషి చదివులు, పంచాయతి, స్థానిక సాంస్కృతిక గొట్టించిన పరిస్థితిలో మనిషి సదా మనిషి ద్వారా సాగించిన పరిస్థితిలో మనిషి చదివులు, పంచాయతి, స్థానిక సాంస్కృతిక 

మరియు అందరో
A PROGRESSIVE PERSPECTIVE OF DIGITIZATION IN LANGUAGE EDUCATION

DR. E. RAM BHASKAR RAJU

Abstract: A suitable level of competence in ‘Language’ especially the English Language is ever more valued. Is technology a tool for language learning, or is language learning a tool with which people can access technology? The situation calls for the introduction of a developmental approach to integrating technology in language education, based on the consideration of both the product and the process. Learning through technology or digitization can be defined as learning facilitated and supported through the use of ICT. To say, ICT can increase students’ motivation, accelerate the knowledge process and facilitate information access. In this sense, we need to prepare students for this new world. We must change what and how we teach in order to match what students need to know and where and when they learn. We need to bring technology into learning in meaningful ways so that we engage and motivate learners to achieve the required knowledge and expertise. Nobody doubts the ever-growing need for English as a global language and for improving ELT research and practice. Given the current global status of English, further enhanced by Information and Communication Technologies, the English language teachers, more than any other curriculum stakeholders, find themselves charged with the responsibility of adapting their views and practices to meet the challenges of this brave new world. If we want to be empowered, autonomous learners, we need to revisit our assumptions about Language Teaching and Learning and the strategies for the delivery of Curriculum with proper planning. These teachers need to be curriculum-savvy. They are not expected to perform with any degree of success without apprehending their position in the whole curriculum and understanding the constraints that shape their roles and determine their actions. A teacher-oriented curriculum framework for humanizing the Language Education using technologies duly inviting student-centric environment in Language Education through a constructive approach to enable Teachers of Language orient themselves professional concerns to meet the complex challenges of classroom instruction with implementation of Language Teaching Planning accordingly.

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