



**SOUNDARYA**  
INSTITUTE OF  
MANAGEMENT AND  
SCIENCE



## **CRITERION - 3**

# **RESEARCH, INNOVATIONS AND EXTENSION**

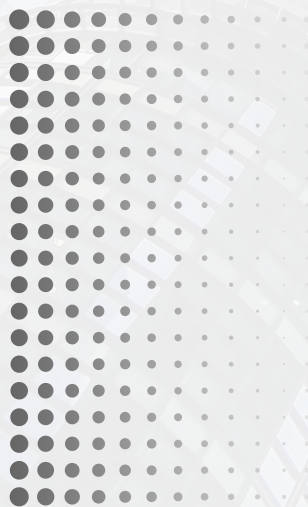
## **3.3 - Research Publication and Awards**

### **3.3.2**



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

---





**SOUNDARYA  
INSTITUTE OF  
MANAGEMENT &  
SCIENCE**

NAAC Reassessment

2024

**BOOKS FRONT PAGE WITH ISBN**

**TOTAL NO : 41**

## 2019-20

Sl. No.	Name of the teacher	Title of the book/chapters published	ISBN number	Name of the publisher	Website Link
1	HARITHA M	Business Dynamic and Entrepreneurship	78-93-5367-566-0	Vision Book House	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
2	SHIVKUNAR U GANCHARI	ANTHOLOGY ON INNER REFLECTIONS: Unfolds Experience and Experiential Learning	978-1649833228	Notion Press; 1st edition (7 August 2020)	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
3	SHIVKUNAR U GANCHARI	Anthology on Inner Reflections Part II	978-1649835659	Notion Press; 1st edition (14 August 2020)	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
4	KOUSHIK D R	1 SECOND LAZINESS: UNLEASH YOUR FULL POTENTIAL	978-1649514585	Notion Press; 1st edition (18 July 2020)	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>

## 2020-21

5	Anil Kumar.K.Y Prithvi Heggade M P	Book Chapter : Segment reporting practices in India - A Case study of Infosys Limited	978-93-90672-95-0	University Book House Pvt. Ltd., Jaipur	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
6	Nagashree R Pujari Sheetal B R	A study on Customer Satisfaction of M-wallet services provided by Phone-pay during Covid crisis	978-93-90672-95-1	University Book House Pvt. Ltd., Jaipur	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
7	Sunitha N	An emprical study on security measures for the banking services through digital mode	978-93-90672-95-2	University Book House Pvt. Ltd., Jaipur	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
8	Ramesh D	Marketing and Event management	9798885032353	phoenix	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
9	Basavaraju Okkunda	Hakkiarotha/eedited book	9788192484495	DR.D.R.Bendre RashtriyaSamra k trust	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>

2021-22					
10	Shivakumar U Ganachari	Remedial English Course	978-1-638068891	NOTIONPRESS	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
11	Shivakumar U Ganachari	Anthology on experiential learning	979-888986225-3	NOTIONPRESS	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
12	Shivakumar U Ganachari	Anthology on conversation with conscience	978-93-5515-015-8	NOTIONPRESS	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
13	Dr.Harish P.M	Unstoppable factors of basketball	978-93-5515-015-8	Book rivers	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
14	Thanuja V Prithvi Heggade	Role of Higher education in women empowerment	978-93-91941-94-9	Samiksha Publications	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
15	Dr.Harish p.m	socio economic	978-93-5515-255-8	bookrivers	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
2022-23					
16	SHIVKUNAR U GANCHARI	songs of shiv geetha	979-889133205-8	Xpress	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
17	Malar Velze.M,Nagshree.R Poojari, Dr.Shalini.B Dr.Jaya Durga,	Win in Silence	978-9395581-79-0	Mahi Publications	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
18	Dr.Prashanth Kumar C.P	Business Leadership Skills (3rd Author)	978-93-5540-393-3	kalyani Publishers	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
19	Mr.suresh reddy m s	Inter-relationship among cricket players	978-93-5842-128-6	book rivers	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
20	Dr.Roopashettigar	Emerging Trends in engineering,Managemen,Ars and science /chapter 23 /women in construction industry	978-93-91697-09-9	TECH PRESS	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
21	SHIVKUNAR U GANCHARI	Conscience Expressions	978-1-68538-478-4	NOTION PRESS	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
22	Basavaraju Okkunda	Mattihalara Kavya:srishti-Drisht/kalyanada hadi'samagra vikasaha raiva Marga'	978-81-9649-63-6-4		<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>



## 2023-24

23	Nikshap K	Soulscapes	979-8890666638	NOTION PRESS	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
24	Rekha C	The Design and Algorithms	978-93-95085-58-8	Skyward	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
25	Rekha C	Artificial Intelligence	978395085946	Skyward	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
26	Asha M H	Swaroopu mattu ana	979-888975098-7	NOTION PRESS	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
27	Mr.suresh reddy m s	Inter-relationship among cricket players	978-93-5842-128-6	BOOK Rivers	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
28	Dr Ashwini Sachin Sadavarte	Mridula Sinha vaicharik vividhata (Hindi)	978-81-959269-7-8	Akand Publishing House	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
29	Dr Ashwini Sachin Sadavarte	Mridula Sinha ka katha - sahithya ek avalokan (Hindi)	978-81-959-269-8-5	Akand Publishing House	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
30	Prof. Anuradha Sindhia,Manoj Kumar	Electronic Content Design	978395086001	Skyward	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
31	Dr.S.Shreemathi Giri	Environmental Goveranace in India/-Edited Book /5 chapters	978-81-19680-07-8	Academia	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
32	Dr.Roopa sheetigar	Intellectual Property rights	978-93-92917-67-7	Infinity Publications	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
33	Vaibhav S Arwade	Research methodology &IPR- Edited Book	978-81-969662-6-3	AN Publications	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>

		2023-24			
34	Vaibhav S Arwade	Prosperity blue print	979-8-89363-690-1		<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
35	Dr. Ashwini Sadavarte	Prem Chand: Sahitya Mai Vividha Vimarsha	978-93-92348-27-3	Hans Publication house	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
36	Dr. Roopa Shettigar	TEC Empresarial/The Impact of Diversity Management on Organizational Performance	ISSN 1659-2395		<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
37	Dr. Nagalakshmi G	Chromatographic methods in Research : a breif review of chromatographic methods for the quantification of Favipiravir	979-8-89113-193-4	NOVA Publications	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
38	Prof.Nagashree, Prof. Sheethal B R, Prof. Vibin Krishnan R, Harikirshna A V	Harnessing AI, Machine Learning and IOT for Intelligent Business ( book chapter/Customer Centric: Examining chatbot performance and fostering trust in the Digital.	978-3-03167889-9	Springer	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
39	Prof. Vibin Krishnan R, Prof.Nagashree, Harikirshna A V	Financial Markets and Services	978-9-35809743-6	RedUnicorn Publishhing	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
40	Ramya H S	Prasthutha sikshanada Pari kalpane-edited book chapter	978-93-5768-171-1	Manal Publications	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>
41	Dr. Shalini B, Sowmyashree Mrs. Nagashree, Dr. Jayadurga R, Sunitha	The Battle and The Rise Corporate Goverance in India	978-81-971922-2-7	Mahi Publications	<a href="https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf">https://simsbangalore.com/wp-content/uploads/2024/10/3.3.2-merged.pdf</a>

As per New CBCS Syllabus for 1<sup>st</sup> Semester, B.Com.,  
Bengaluru Central University, w.e.f. 2019-20

# Business Dynamics and Entrepreneurship

- Rekha M. P.
- Vibha V.
- **Samrta M.**



  
Principal  
Saindhava Institute of  
Management & Science  
Saindhava Nagar, Sion Road,  
Hegde Nagar, Bengaluru-72

*Vision book house*

ISO 9001:2015 CERTIFIED

# Business Dynamics and Entrepreneurship

*[As per New CBCS Syllabus for 1<sup>st</sup> Semester B.Com,  
Bengaluru Central University w.e.f 2019-20]*

**Rekha M. P.** MBA, M.Phil

Assistant Professor, Department of Management,  
Dayananda Sagar College of Arts, Science & Commerce, Bengaluru

**Dr. Vibha V.** MBA, M.Phil, PGDIPM, Ph.D

Assistant Professor, Department of Management,  
Jain University, Bengaluru

**Haritha M.** MBA, M.Com, Ph.D, M.Phil, Ph.D

Asst. Prof., Department of Commerce, PG Co-ordinator,  
Sri Siddaganga Institute of Management and Science, Bengaluru



*Vision book house*

NEW DELHI • BANGALORE



# ANTHOLOGY ON INNER REFLECTIONS

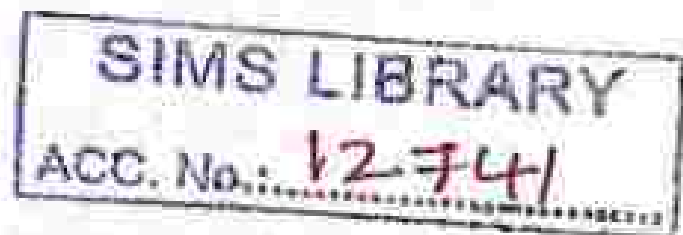


12741

SHIVAGEETHA  
[ SHIVAKUMAR GANACHARI ]

# ANTHOLOGY ON INNER REFLECTIONS

UNFOLDS EXPERIENCE AND  
EXPERIENTIAL LEARNING!!

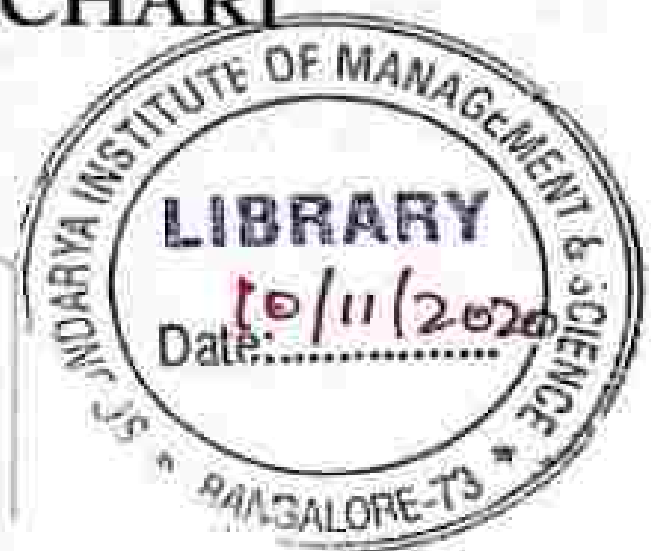


SHIVAKUMAR U  
GANACHARI

820 GAN



12741



**Xpress** Publishing  
An Imprint of Notion Press

12741



**Xpress** Publishing  
An imprint of Nalin Press

No.8, 3rd Cross Street, CIT Colony,  
Mylapore, Chennai, Tamil Nadu-600004

Copyright © Shivakumar U Ganachari  
All Rights Reserved.

ISBN 978-1-64983-322-8

This book has been published with all efforts taken to make the material error-free after the consent of the author. However, the author and the publisher do not assume and hereby disclaim any liability to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident, or any other cause.

While every effort has been made to avoid any mistake or omission, this publication is being sold on the condition and understanding that neither the author nor the publishers or printers would be liable in any manner to any person by reason of any mistake or omission in this publication or for any action taken or omitted to be taken or advice rendered or accepted on the basis of this work. For any defect in printing or binding the publishers will be liable only to replace the defective copy by another copy of this work then available.

# Contents

<i>Acknowledgements</i>	ix
<i>Preface</i>	xi
<i>Introduction</i>	xiii
1. Uniqueness	1
2. Delight	2
3. Invitation	3
4. Ultimatum	4
5. Unnathi	5
6. We	6
7. My Soul	7
8. Journey	8
9. Plague	9
10. Let My Country Awake	10
11. Unrivalled	12
12. Power	13
13. X Factor	14
14. Alas! Education	15
15. Liberty	16
16. Urge	17
17. Soundarya	18
18. Dictator	19
19. Dare	20
20. She	21
21. Blessed	22



# Contents

22. India	23
23. Leaders	24
24. Prayer For My Sister	25
25. My Teacher	28
26. Teacher	29
27. Admire	30
28. Am I Capable?	32
29. Conception	34
30. Equanimity	35
31. Wisdom	36
32. Equivocal	37
33. My Dear	38
34. Guru	39
35. Insight	40
36. Intuition	41
37. Panorama	42
38. Environment	43
39. East	44
40. Expression	45
41. Rejuvenate	46
42. Usage	47
43. Karma	48
44. Undying	49
45. Solitary	50

# Contents

46. Mother	51
47. Daughter	52
48. Feelings	53

#### Anthology on Inner Reflections

It is observed that equivocal ideas impractical approach of government functionary and the ministers while addressing the issues, gives a piece of evidence of our leader's capabilities.

The Picture is quite clear that a lack of coordination and conflict of interest has messed up the whole environment and the public is the ultimate scapegoat!

wrong diagnoses and prescriptions have damaged the base of the system of society and country at large! (wrong man in the right position and right man in the wrong position) How Long to debate? When will we act...?

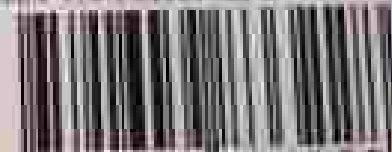
#### About the Author

The author/ poet is working as an Associate professor of English in the Soundarya Institute of Management and Science, Bengaluru. He has published a good number of poems, research articles in peer-reviewed, National, and International journals. He is a member of The Society of Classical poets, New York. He has completed a UGC sponsored project. He has published more than 30 creative writings in various magazines, newspapers, and edited books. The author actively involved in the research. He writes poems under the pen name of SHYAGEETHA.

**Xpress Publishing**  
www.xpresspublishing.com

Price: Rs. 149.00

ISBN: 978-1-6993-3322-4



9 781649 833228

# ANTHOLOGY ON INNER REFLECTIONS

PART 2

820 GAN



12748

SHIVAGEETHA

[ SHIVAKUMAR GANACHARI ]

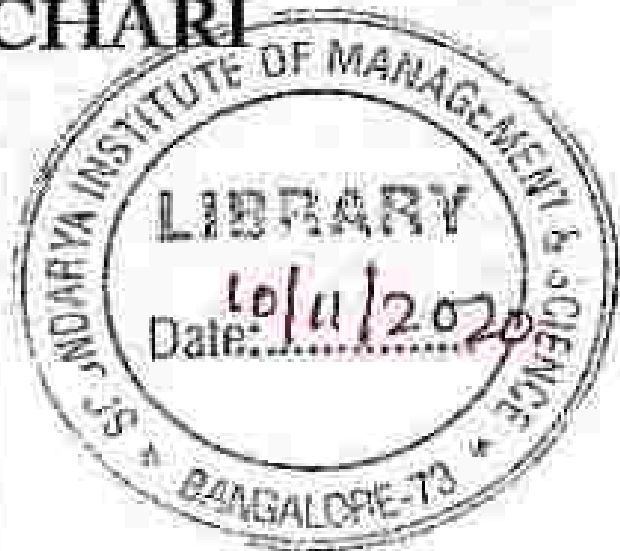


# ANTHOLOGY ON INNER REFLECTIONS PART II

OBSERVER OBSERVED ...

SIMS LIBRARY  
ACC. No.: 12748

SHIVAKUMAR U  
GANACHARI



820 GAN



12748

**Xpress** Publishing  
An Imprint of Nation Press

12748



**Xpress** Publishing  
An imprint of Trinity Press

No.8, 3rd Cross Street, CIT Colony,  
Mylapore, Chennai, Tamil Nadu-600004

Copyright © Shivakumar U Ganachari  
All Rights Reserved.

ISBN 978-1-64983-565-9

This book has been published with all efforts taken to make the material error-free after the consent of the author. However, the author and the publisher do not assume and hereby disclaim any liability to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident, or any other cause.

While every effort has been made to avoid any mistake or omission, this publication is being sold on the condition and understanding that neither the author nor the publishers or printers would be liable in any manner to any person by reason of any mistake or omission in this publication or for any action taken or omitted to be taken or advice rendered or accepted on the basis of this work. For any defect in printing or binding the publishers will be liable only to replace the defective copy by another copy of this work then available.

# Contents

<i>Foreward</i>	iv
<i>Preface</i>	xi
<i>Acknowledgements</i>	xiii
<i>Prologue</i>	xvii
1. Form	1
2. Attitude	2
3. Dignitarian	3
4. Debtor	4
5. Seed	5
6. Anxiety	6
7. Herd	7
8. Competency	8
9. Pursuit Of Truth	9
10. Futuristic	10
11. Introvert	11
12. River	12
13. Time	13
14. Classroom	14
15. Inclination	15
16. Trust	16
17. Untrodde	17
18. Raj Rishi	18
19. Affinity	19
20. Hover	20

# Contents

21. Precious	21
22. Never Ending...	22
23. Ending Time...	23
24. Crisis	24
25. Artificial	25
26. Prescription	26
27. Madness	27
28. Illusion	28
29. Measure	29
30. Legacy Behind...	30
31. Rhetoric	31
32. Chum	32
33. Mirth	33
34. Lofty Hill	34
35. Incarnation	35
36. Sycophancy	36
37. Societal	37
38. Sacrosanct	38
39. Persona	39
40. March 23!	40
41. Azada!!	41
42. Unsung Heroes...	42
43. Panorama	43
44. Hoax Tributes...	44

# Contents

45. Nativity	45
46. Retrospect	46
47. Blunder	47
48. Life Ahead	48
49. Mind Without Measure...	49
50. Perspiration	50
51. Perseverance	51
52. Secluded	52

## ABOUT THE AUTHOR

### MR. SATYAKUNAR U GANDHARI

The author / poet is working as an Associate Professor of English in Sardaia Institute of Management and Science, Bengaluru. He has rich experience in English language teaching and actively involved in the research. He has published a good number of poems, the research articles in peer-reviewed, National, and international Journals, who is also a member of The Society of Classical poets, New York. He has also completed the UGC sponsored project and published more than 30 creative writings in various magazines and newspapers. Writes poems under the pen name of SHIVAGEETHA. Notion Press Published Anthology on Inner Reflections part I (collection of 48 poems).

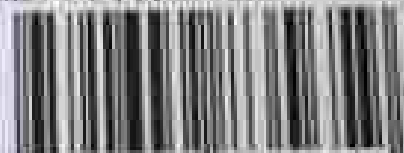
## ABOUT ANTHOLOGY ON INNER REFLECTIONS PART II

Inner reflections unfold the experience and experiential learning of the poet. In the fast-changing scenario projections photogenic, sycophancy rhetoric expressions are playing a pivotal role in shaping the career. Surface level knowledge shines through artificial expressions, communicative skills and psychological slavery has been the guiding force in getting the citations, rewards, and awards. Indeed, the scenario has snubbed the prompt and honest people who are living with values and human ethos. It also expresses the opportunistic mindset of present leaders, who use freedom fighters' names for political survival and tribute them on specific days...

The Anthology also highlights the political spectrum, the rise of bootleggers, in the name of societal identity, and the nexus between crooks and political leaders are gaining momentum. Above all Time always stands taller than the tallest and teaches required life lessons based on our attitude.

**XpressPublishing**  
An imprint of Notion Press

Price: Rs. 350.00  
ISBN: 978-1-949923-62-8



9 781649 835639





1 Second Laziness

English Paperback, 6 X 9 inches

₹149

DESCRIPTION

SPECIFICATIONS

MORE INFO

### Key Features

- Language: English
- Binding: Paperback
- Publisher: Notion Press
- Genre: Self-Help
- ISBN: 9781649514585
- Edition: 2020
- Pages: 54

### Book Details

Imprint: Notion Press

Publication Year: 2020

# 1 SECOND LAZINESS

UNLEASH YOUR FULL POTENTIAL



**KOUSHIK D R**



# Emerging Trends and Practices in **Business, Commerce and Management**

A BEHAVIORAL PERSPECTIVE

Dr. Ity Patni  
Dr. Somya Choubey  
Ms. Nishu Gupta  
Dr. Eti Khatri



*Published by:*  
**M/s University Book House (Pvt.) Ltd.**  
79, Chaura Baza, Jaipur-7  
Tel: (0141) 2311466, 2313583  
e-mail: [UBookHouse@ubh.com](mailto:UBookHouse@ubh.com)  
Website: [ubhjaipur.com](http://ubhjaipur.com)

ISBN: 978-93-90672-95-0

First Edition: December 2021

Copyright © Editors

*Laser Type Setting & Printer*

**Naha Graphic, Jaipur & Mahaveer Enterprises Delhi**

---

All rights reserved. No part of this work may be copied, adapted, altered or translated, stored in any retrieval system, computer system, photographic or other system or transmitted in any form or any manner whether electronic, mechanical, digital, optical, photographic or otherwise without a prior written permission of the copyright holder M/s University Book House (P) Ltd., Jaipur.

This book is sold subject to the condition that it, or any part of it, shall not be used in any way, in whole or in part, for advertising, promotional, or otherwise connected with the publisher's print system systems, in any form of trading, other of any other than that in which it is published and without a similar condition applying the condition being imposed on the subsequent purchaser(s).

Any breach of any of these rights or conditions will entail civil and criminal action without further notice.

While every effort has been made to avoid any mistake or omission, the publisher is being held for the resolution and understanding that neither the author nor the publisher or printer would be liable in any manner in any person for reasons of any mistake or omission in this publication or for any action taken or promised to be taken on advice rendered or accepted based on this work.

*Right of Publication reserved with the Publishers.*

**Disclaimer:** "Responsibility for the facts stated, opinions expressed, conclusions reached, and plagiarism, if any, in this book is strictly that of the author/contributor. The publisher and the editors of the book bear no responsibility."

## Contents

---

### *Preface*

iii

**1. Segment Reporting Practices in India: A Case Study of Infosys Ltd**

Mr. Anil Kumar KV

Mrs. Poojai Hegde MP

**2. A Study of the Impact of Big Data on Industry 4.0**

Dr. Anupam Kumar

**3. Influencer Marketing: Marketing's Next Big Thing**

Dr. Bhavna Prajapati

Mr. Arpit Gansani



# Emerging Trends and Practices in **Business, Commerce and Management**

A BEHAVIORAL PERSPECTIVE

Dr. Ity Patni  
Dr. Somya Choubey  
Ms. Nishu Gupta  
Dr. Eti Khatri



*Published by:*  
**M/s University Book House (Pvt.) Ltd.**  
79, Chaura Baza, Jaipur-7  
Tel. (0141) 2311466, 2313581  
e-mail: [UshBookHouse@ubh.com](mailto:UshBookHouse@ubh.com)  
Website: [ubhjaipur.com](http://ubhjaipur.com)

ISBN: 978-93-90672-95-0

First Edition: December 2021

Copyright © Editors

*Laser Type Setting & Printer*  
Naha Graphics, Jaipur & Mahaveer Enterprises Delhi

---

All rights reserved. No part of this work may be copied, adapted, altered or translated, stored in any retrieval system, computer system, photographic or other system or transmitted in any form by any system whether electronic, mechanical, digital, optical, photographic or otherwise without a prior written permission of the copyright holder M/s University Book House (P) Ltd., Jaipur.

This book is sold subject to the condition that it, or any part of it, shall not be used in whatever way for sale, re-sale, display, advertisement or otherwise circulated, without the publisher's prior written consent, in any form of trading, even if only other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser(s).

No breach of any of these rights or conditions will entail civil and criminal action without further notice.

While every effort has been made to avoid any mistake or omission, this publication is being sold on the condition and understanding that neither the author nor the publisher or printer would be liable in any manner to any person by reason of any mistake or omission in this publication or for any action taken or pursued as by law or otherwise rendered or accepted based on this work.

*Right of Publication reserved with the Publishers.*

**Disclaimer:** "Responsibility for the facts stated, opinions expressed, conclusions reached, and plagiarism, if any, in this book is entirely that of the author/contributor. The publisher and the editors of the book bear no responsibility."

---

## Contents

---

### *Preface*

iii

**Management Performance: A Case Study of the South African Post Office**

Mr. Esandile Socisoa

~~Dr. Anil Kataria~~

**5. A Study on Customer Satisfaction of M- Wallet Services Provided by PhonePe During Covid Crisis**

Mrs. Nagendra

~~Mrs. Sheetal B.R.~~

**4. eWOM: Effect of Audience Characteristics on Product Categories**

Ms. Neha Singh



# Emerging Trends and Practices in **Business, Commerce and Management**

A BEHAVIORAL PERSPECTIVE

Dr. Ity Patni  
Dr. Somya Choubey  
Ms. Nishu Gupta  
Dr. Eti Khatri



*Published by:*  
**M/s University Book House (Pvt.) Ltd.**  
79, Chaura Baza, Jaipur-7  
Tel. (0141) 2311466, 2333581  
e-mail: [U.B.H.Books@ubh.com](mailto:U.B.H.Books@ubh.com)  
Website: [ubhjaipur.com](http://ubhjaipur.com)

ISBN: 978-93-90672-95-0

First Edition: December 2021

Copyright © Editors

*Laser Type Setting & Printer*  
Naha Graphics, Jaipur & Mahaveer Enterprises Delhi

---

All rights reserved. No part of this work may be copied, adapted, altered or translated, stored in any retrieval system, computer system, photographic or other system or transmitted in any form by any system whether electronic, mechanical, digital, optical, photographic or otherwise without a prior written permission of the copyright holder M/s University Book House (P) Ltd., Jaipur.

This book is sold subject to the condition that it, or any part of it, shall not be used in advertising, for sale, re-sale, display, advertisement, or otherwise circulated, without the publisher's prior written consent, in any form of trading, cover or title other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser(s).

No breach of any of these rights or conditions will entail civil and criminal action without further notice.

While every effort has been made to avoid any mistake or omission, this publication is being sold on the condition and understanding that neither the author nor the publisher or printer would be liable in any manner to any person for payment of any mistake or omission in this publication or for any action taken or pursued as to which an advice rendered or accepted based on this work.

*Right of Publication reserved with the Publishers.*

**Disclaimer:** "Responsibility for the facts stated, opinion expressed, conclusions reached, and plagiarism, if any, in this book is entirely that of the author/contributor. The publisher and the editors of the book bear no responsibility."

---

## Contents

---

### *Preface*

iii

8. **E-Recruitment Strategies of Marketing Personnel in the Retail Industry in India - An Empirical Study**  
Dr. Sanjay Srivastava
9. **A Study on the Impact of Immunity Booster Products on Consumer Behaviour During COVID-19 Pandemic Situations in India**  
Dr. (Mrs.) Saumita Sushil Sawant  
Mrs. Aparna Sanjay Gier
10. **An Empirical Study on Security Measures for the Banking Services through Digital Mode**  
Mrs. Sancha N

# Marketing and Event Management

II Semester B.Com, Bangalore University  
(As per the CBCS syllabus 2020-21)



## *Includes*

- 111 Practice Cases
- Teachers' Corner
- Students' Corner

 **PHOENIX**  
PUBLISHING HOUSE

Dr. Karunakar Reddy  
Bannamathi V.K.

Ramesh D  
Virupakshi J.D.



---

# Marketing and Event Management

---

(As per New CBCS Syllabus 2020-21 for  
2<sup>nd</sup> Semester B.Com., Bangalore University)

**Dr. Karunakara Reddy**

MBA, M.Com, PhD

Professor and Programme

Director

Acharya Institute of Management

Shirdi

Bangalore

**Mr. Ramesh D**

MBA, M.Phil, (Ph.D)

Assistant Professor

Soujanya Institute of

Management & Science

Bengaluru

**Ms. Banumathi V K**

M.Com, MBA, PGDFM, M.Phil, NET

Assistant Professor

Jai Bahadur Shastri

Govt. First Grade College

Bengaluru

**Virupaksha J D**

M.Com, KBET (Ph.D)

Assistant Professor

Govt. First Grade College

Javngal



**PHOENIX**

PUBLISHING HOUSE

Phoenix Publishing House

Kousthubha Nilaya, Janatha Colony, Kalavara,

Kundapura, Udupi - 576222

E-mail: pphkundapura@gmail.com



(ಪಾಠಕ ಪಾಠಕ ಪರಿಚಯ ಪರಿಚಯ ಪಾಠಕ ಪರಿಚಯ ಪರಿಚಯ)

# ಹೆಚ್ಚು ಕಾರುತಿಡೆ...

ಪ್ರಕಾಶಕರು  
ಬಸವರಾಜ ಮೇನೂರ

91.8148

12769

ಧಾರವಾಡದ ಡಾ. ದ. ರಾ. ಬೇಂದ್ರೆ ರಾಷ್ಟ್ರೀಯ ಸ್ಮಾರಕ ಪ್ರಸ್ಥಾನ ಸಂಸ್ಥೆಯು ಬೇಂದ್ರೆ ಸಾಹಿತ್ಯದ ಅಧ್ಯಯನ, ಸಂಶೋಧನೆ, ಪ್ರಚಾರ ಮತ್ತು ಪ್ರಕಟಣೆಗೆ ಮೊದಲಿನಿಂದಲೂ ಹೆಚ್ಚು ಒತ್ತು ನೀಡುತ್ತ ಬಂದಿದೆ. ಬೇಂದ್ರೆ ಸಾಹಿತ್ಯ ಮತ್ತು ಬೇಂದ್ರೆಯವರಿಗೆ ಸಂಬಂಧಿಸಿದ ಮಾಹಿತಿ ಸಂಗ್ರಹಿಸುವುದರ ಜೊತೆಗೆ ಬೇಂದ್ರೆಯವರ ಬದುಕು ಬರಹವ ಕುರಿತು ಲೇಖಕರಿಂದ ಪುಸ್ತಕಗಳನ್ನು ಬರೆಯಿಸುವ ಯೋಜನೆಯನ್ನೂ ಪಾಲಿಸಿಬಂದಿದೆ. ಈ ಮಹತ್ವದ ಯೋಜನೆಯ ಅಡಿಯಲ್ಲಿ ಡಾ. ಬಸವರಾಜ ಡೋಗೂರ ಸಂಪಾದಿಸಿರುವ 'ಹಕ್ಕಿ ತಾರುತಿದ...' ಕೃತಿ ಪ್ರಕಟಗೊಳ್ಳುತ್ತಿದೆ.

ವಾರ ವಾರ ಬೇಂದ್ರೆ ಮೆಟ್ರೋ ಸರಣಿ ಮೂಲಕಿಯು ಲಾಕ್‌ಡೌನ್‌ನಲ್ಲಿ ಪ್ರಸ್ಥಾನ ಆಯೋಜಿಸಿದ ಅತ್ಯಂತ ಮಹತ್ವಾಕಾಂಕ್ಷಿಯ ಯೋಜನೆ. ಈ ಮೂಲಕ ಆರು ತಿಂಗಳ ಕಾಲ ನಿರಂತರವಾಗಿ ನಡೆಯಿತು. ಪ್ರಪಂಚದ ಯಾವುದೇ ಕವಿಯ ಕುರಿತೂ ಆರು ತಿಂಗಳ ಕಾಲ ಅನ್ವಾಹತವಾಗಿ ಉಪನ್ಯಾಸಗಳು ನಡೆದಿಲ್ಲ. ಈ ಸರಣಿಯಲ್ಲಿ ಮಂಡಿಸಲಾದ ಪ್ರಬಂಧಗಳನ್ನು ಎರಡು ಸಂಪುಟಗಳಲ್ಲಿ ಪ್ರಕಟಿಸಲಾಗುತ್ತಿದೆ. ಇದು ಮೊದಲನೆಯ ಸಂಪುಟ. ಬೇಂದ್ರೆಯವರ ಬದುಕು ಬರಹದೊಂದಿಗೇ ಸೃಜನಾತ್ಮಕ ಪ್ರಯೋಗದಲ್ಲಿ ಇನ್ನೊಂದಿಗೆ ಹೆಜ್ಜೆ ಹಾಕಿದ ಎರಡ್ಡಾಂಸರು, ಲೇಖಕರು, ಸಂಪಾದಕರು ಮತ್ತು ಅಧಿಕಾರಿಗಳು ಅಧಿನಂದನಾರ್ಹರು.

ಡಾ. ವಿ. ಎಂ. ಹಿರೇಮಠ  
ಅಧ್ಯಕ್ಷರು

₹220

ಡಾ. ದ.ರಾ. ಬೇಂದ್ರೆ ರಾಷ್ಟ್ರೀಯ ಸ್ಮಾರಕ ಪ್ರಸ್ಥಾನ  
ಧಾರವಾಡ



## Hakki Harutide...

Published on the eve of 125th birth anniversary of Dr. Da Ra Bendre

*Edited By :*

**Prof. Basavaraj Donur**

Registrar, Central University of Karnataka, Kalaboragi.

Ph: 9845634309, Basavarajdonurp@gmail.com

*Published by :*

**Dr. Da.Ra. Bendre Rastriya Smarak Trust**

Bendre Bhavan, Sadhanakeri, Dharwad-580008

Ph : 0836-2975327, Email: bendrebhavan@gmail.com

First Impression : 2021

Price : 220/-

Pages : xvi+254

Copies : 1000

Paper : 70 Gsm NSL Maplitho

Book Size : 1/8 Demi Size

Copyright : Dr. Da. Ra. Bendre Rastriya Smarak Trust

Cover Design : Sinchana Graphics

Printers : B. G. Printers, Dharwad.

### ಪಕ್ಕಿ ಹಾರುತಿದೆ...

ಡಾ.ರಾ.ಬೆಂದ್ರನವರ 125ನೆ ವರ್ಷದ ಸುಂದರವಾದ ಜನ್ಮದಿನದ ಸಂದರ್ಭದಲ್ಲಿ ಪ್ರಚುರಿಸಿದ ಪಕ್ಕಿ ಹಾರುತಿದೆ ಎಂಬ ಪುಸ್ತಕವನ್ನು ಬಿಡುಗಡೆ ಮಾಡಿ ಸಾರ್ವಜನಿಕ ಸಂಪನ್ಮೂಲಗಳ ಸಂರಕ್ಷಣೆಗೆ ಸಂಕೇತವಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುವ ಸಂಸ್ಥೆ

ಸಂಪಾದಕರು : ಶ್ರೀ ಬಸವರಾಜ ದೋಣವರ, ಕುಲಸಚಿವರು  
ಕರ್ನಾಟಕ ಕೇಂದ್ರೀಯ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಕಲಬುರಗಿ  
ದೂ. 9845634309

ಪ್ರಕಾಶಕರು : ಡಾ. ರಾ. ಬೆಂದ್ರೆ ರಾಷ್ಟ್ರೀಯ ಸ್ಮಾರಕ ಟ್ರಸ್ಟ್,  
ಬೆಂದ್ರೆ ಭವನ, ಸಾಧನಕೇರಿ, ಧಾರವಾಡ-580008,  
ಫೋನ್: 0836-2975327

ಪ್ರಥಮ ಮುದ್ರಣ : 2021

ಬೆಲೆ : 220/-

ಪುಟಗಳು : xvi+254

ಪ್ರತಿಗಳು : 1000

ಬಳಸಿದ ಕಾಗದ : 70 ಗ್ರಾಂ ಎಮ್

ಪುಸ್ತಕದ ಅಳತೆ : 1/8 ಡೆಮಿ

ಮುಖಚಿತ್ರದ ವಿನ್ಯಾಸ : ಸಿಂಚನಾ ಗ್ರಾಫಿಕ್ಸ್

ಮುದ್ರಣ : ಬಿ. ಜಿ. ಪ್ರಿಂಟರ್ಸ್, ಧಾರವಾಡ.



**WORKBOOK FOR**

**— REMEDIAL —**  
**ENGLISH**  
**COURSE**

**THE LANGUAGE LEARNING PERSPECTIVE**

**COMPILED BY**  
**MR. SHIVAKUMAR GANACHARI**  
**MR. JAGDEEP**

## ABOUT THE AUTHORS

### MR. SHIVAKUMAR GANACHARI

The author/ poet is working as an Associate Professor of English in the Boundarya Institute of Management and Science, Bengaluru. He has rich experience in English language teaching and actively involved research on ELT. He has published a good number of poems research articles in peer-reviewed, National, and International Journals. He is a member of The Society of Classical poets, New York. He has also completed the UGC sponsored project and published more than 30 creative writings in various magazines, newspapers. He writes poems under the pen name of SHIVABETHA. Notion Press Published, Anthology on Inner Reflections

### MR. JAGDEEP

Jagdeep has ground experience of teaching English in the second language learning environment. He provides teacher training, coaching for young learners and teaching material editing services. His educational background in English Language Education and Linguistics has given him a broad base from which to approach many topics. He especially enjoys preparing projects under Project-Based Learning (PBL) for learning English. Currently, he is dedicated to research study of PBL infused with Global Skills (GS) at The English and Foreign Languages University, Hyderabad.

## ABOUT THE WORKBOOK

- As we move to academic writing, it's necessary that students must be good at written communication. And to contribute this area this workbook contains enough ground level practice through suitable activities.
- As requirement of world of today, no option to better communication, one should be able to express ideas with clarity appropriate contents and skills of language.



David Donald O. Goodrich

# ANTHOLOGY of EXPERIENTIAL LEARNING

Endless Inquisitiveness...



Anthology on Experiential Learn...

English, Paperback, 54 Pages

₹110

DESCRIPTION

**SPECIFICATIONS**

MORE INFO

## Key Features

- Language: English
- Binding: Paperback
- Publisher: Notion Press, Inc.
- Genre: Poetry
- ISBN: 9781638068891
- Pages: 54

## Book Details

ISBN

Notion Press, Inc.

Shivakumar U Ganachari

# ANTHOLOGY ON CONVERSATION WITH CONSCIENCE...

INTERROGATION WITH SUBTLE WORDS ...!





# Shivageetha

Shivakumar U Ganachari Shivakumar U Ganachari is prolific writer and a poet, who has published a good number of poems, scholarly articles related to academics in peer reviews National and international journals. He has presented more than 35 research papers in National and International conferences. He is also a member of The Society of Classical Poets, New York and English Language Teachers Association India. As a researcher he has done a UGC sponsored project in the area of ELT: Options and Challenges at undergraduate Level in Rural North Karnataka. He has also published books on Anthology on Inner Reflections Part I & II and Anthology on Experiential Learning, Conscience Expressions ...

He is working as an Associate professor of English in Soundarya Institute of Management and Science, Bengaluru. He has been in teaching for the past 21 years, working in various capacities, apart from being a teacher as a resource person, a researcher and a coordinator. As a resource person, he has conducted workshops on ELT, Effective classroom delivery for high school teachers and also given radio talks on various issues.



Price Rs 160.00  
ISBN 979-888986225-3



9 798889 862253

Unstoppable factors of

# BASKETBALL



Dr. Harish P.M  
Dr. Virupaksha N.D

Unstoppable factors of

# BASKETBALL



Dr. Harish P.M  
Dr. Virupaksha N.D

Author who has worked in MA field of physical education and provide a useful analysis of current strategies. This book will interest an various aspects of SAKSHI for all readers.

**DR. P.M HARISH**

PHD IN EDUCATION / M.A. (PHYSICS)

DR. P.M HARISH is presently working as Physical Education Director in **SOUDHARA INSTITUTE OF MANAGEMENT AND SCIENCE** Mysuru, Karnataka. He holds Ph.D degree having done 12 years of experience as a Physical Education Director. He has worked in K.M.U and a good number of other reputed Karnataka colleges. He has participated in the field meet and many more local meetings. He has written and lectured multiple times being a guest speaker. He has also achieved great height in academics. Presented papers in National and International Seminars, published research papers in 3 journals, been a reviewer journal in many journals, chaired sessions and acted as a course manager and official in various conferences at different levels.

**DR. N.D VIRUPAKSHA**

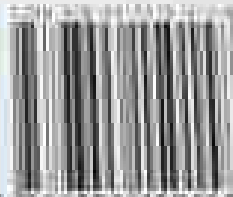
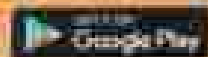
Director of Physical Education  
Department of Physical Education  
Sri Venkateswara University

DR. N.D VIRUPAKSHA is presently working as Director of Physical Education in the Department of Physical Education, **SRI VENKATESWARA UNIVERSITY** (Tirumala Tirupati). He holds a Ph.D degree in Physical Education. He is a veteran coach, teacher, guide, philosopher, and mentor for many young athletes and Physical Education Directors and Instructors across Karnataka state. Having with a rich experience of more than 27 years authored three refereed books, Edited and published more than 34 books, 50 research papers at various levels. He has successfully guided 13 doctorates and 12 M.Phil. degrees. Served in student life and an achiever in professional life. Represented Karnataka state in the Sessa Laksh team in national games held at Imphal, Manipal in 1999 and secured a bronze medal. A professor, in a brief career produced numerous athletes who represented the university and national sports events.



**BOOK RIVERS**  
BY RIVERS BOOKS

**BOOK AVAILABLE**



9788132770738

**₹ 399/-**

# ANORA: Aeon of New Organized Research and Academics

Volume III\*

Women's Space In Governance And Leadership: Achieving An Equal Future In the World

01 - 08 March 2022

Chief Editor

Dr. Indrajit Kumar Bhagat

Asst. Faculty of Commerce Yashwantrao Chavan College, Ambhanga  
Distric - Dist. Tq. - Maharashtra



Chapter 24	Review the Silent Warriors of Indian Agriculture	103
Chapter 25	Challenges of Women Entrepreneur in India	108
Chapter 26	Factors and Schemes Regarding Women Empowerment in India	111
Chapter 27	Government Initiatives for Women Employment in India	115
Chapter 28	How Schemes Encouraging Women Employment and Entrepreneurship	120
Chapter 29	Women and Covid-19: role in modern India and Entrepreneurship - A Case Study	128
Chapter 30	Government Schemes for the Development of Women in India	133
Chapter 31	Need and Necessity of Empowering the Women	136
Chapter 32	Review of current labor laws and the proposal of probable propositions to secure the Indian working women with special reference to MUM in Pimpri Chinchwad Municipal Corporation region	141
Chapter 33	Women Empowerment in India: The Unfulfilled Era	152
Chapter 34	Role of Higher Education in Women Empowerment - A Study	158
Chapter 35	Domestic Violence Experienced by Women in India During the Enforcement of Lockdown as a Result of The Covid-19 Pandemic	165

Publisher:

Sanskritika Publications, Panchsagar

Dist. Pimpri, Ambhanga, Maharashtra

Booker Panna, India

Phone: 98220, 98220

Dist. Panchsagar

Pin - Ambhanga - 411206

Maharashtra, India

Ms. No. 98220/201/98220/270

Printing: Shri Shri Printing Press, Panna

Cover Page: Sanskritika Publications

III of Edition: 01-08 March 2022

Typesetting:

Sanskritika Yashwantrao Chavan College

ISBN: 978-81-93411-88-0

Price: 400/-

District: Panna, Dist. Panna - Maharashtra  
ISBN No. 9788193411880/98220

### EDITORIAL BOARD

Dr. Vinita Shrivastava

Dr. Manoj Kumar

Dr. Sandhya Kumar

Dr. J. Anand Kumar

Dr. Mahesh Kumar

Dr. Shilpa Choudhary

Prof. Dr. Rajesh Kumar

Prof. Dr. Mahesh Kumar

Prof. Dr. Vinod Kumar

Dr. Deepak Kumar

Dr. Anand Kumar

### FOR REVIEW: REFEREE

Dr. Mahesh Kumar

Dr. Anand Kumar

Dr. J. Anand Kumar

Dr. Mahesh Kumar

Dr. Vinod Kumar



## SOCIO ECONOMIC STATUS OF T...

Paperback, Mr. Mageswari B F DE N D W...

₹180

SPECIFICATIONS

MORE INFO

### Key Features

- Binding: Paperback
- Publisher: Book Rivers
- Genre: Academic
- ISBN: 9789355152558
- Edition: 1, 2022
- Pages: 47

### Book Details

Publication Year: 2022 february

Number of Pages: 47



SHIVAGEETHA

# Songs of SHIVAGEETHA

NEVER ENDING EXPLORATION

# Shivageetha



Shivakumar U Ganachari is a prolific writer and poet, who has published a good number of poems and scholarly articles related to academics in peer-reviewed National and international journals. He has presented more than 18 research papers at National and International conferences. He is also a member of The Society of Classical Poets, New York and the English Language Teachers Association India. As a researcher, he has done a UGC-sponsored project in the area of ELT: Options and Challenges at the undergraduate level in Rural North Karnataka. He has also published books on Anthology on Inner Reflections Part I & Part II and Anthology on Experiential Learning and Conscience Expressions... He has published 6 Anthologies and a Remedial English Book. His research papers on Higher Education, the Accreditation process, and the National Education Policy were published in University News. At present, he is working as an Associate professor of English at Soundarya Institute of Management and Science, Bengaluru.

Price: Rs. 1200/-  
978-9371332058



9 789371 332058

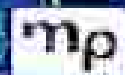


# WIN IN SILENCE

EPIPHANY OF  
**INDIAN  
STARTUPS**

*by*

**Prof. Malar veize M**  
**Prof. Nagashree R Pujari**  
**Dr. Shalini B**  
**Dr. R Jayadurga**



**mahi  
Publications**

# WIN IN SILENCE-

## *Epiphany of Indian Startups*

---

By

Prof. Malar velze M / 2023 / Book - 1

Prof. Nagashree R Pujari / 2023 / Book - 2

Dr. Shalini B / 2023 / Book - 3

Dr. R Jayadurga / 2023 / Book - 4

This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, resold, hired out, or otherwise circulated without the publisher's prior written consent in any form of binding or cover other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser and without limiting the rights under copyright reserved above, no part of this publication may be reproduced, stored in or introduced into a retrieval system, or transmitted in any form or by any means (electronic, mechanical, photocopying or recording) otherwise without the prior written permission of both the copyright owner and the above-mentioned publisher of this book.

Inquiries for bulk sales may be solicited at [mahibookpublication@gmail.com](mailto:mahibookpublication@gmail.com)

First Edition: 2023

ISBN: 978-93-95581-79-0

Price: RS. 399/-

#### **Mahi Publication**

Office No.1, Krishnasagar Society, Nr. Shivsagar sharda Mandir Road,  
Ahmedabad 380007

Phone: +(91) 798 422 6340

Website: [www.mahipublication.com](http://www.mahipublication.com)

E-mail: [mahibookpublication@gmail.com](mailto:mahibookpublication@gmail.com)

Copyright © 2023/MAHI PUBLICATION

# CONTENTS

AUTHOR'S PERSPECTIVE	4
PREFACE	5
<b>CHAPTER 1</b>	
<b>THE EMERGENCE OF THE INDIAN STARTUP ECOSYSTEM</b>	<b>11</b>
1.1 INTRODUCTION	11
1.2 OVERVIEW OF THE INDIAN STARTUP ECOSYSTEM:	11
1.3 FACTORS DRIVING THE GROWTH OF THE INDIAN STARTUP ECOSYSTEM	15
1.4 HISTORICAL OVERVIEW OF INDIAN STARTUP ECOSYSTEM	16
1.5 FACTORS CONTRIBUTING TO THE GROWTH OF THE ECOSYSTEM:	18
1.6 COMPARATIVE ANALYSIS WITH OTHER COUNTRIES	19
1.6 CHALLENGES FACED BY THE INDIAN STARTUP ECOSYSTEM	21
1.7 OPPORTUNITIES IN THE INDIAN STARTUP ECOSYSTEM	23
1.8 FUTURE OF THE INDIAN STARTUP ECOSYSTEM	24
1.9 INSTANCES OF ECOSYSTEM SUPPORT FOR STARTUPS IN INDIA	26
1.10 FUTURE OUTLOOK FOR THE INDIAN STARTUP ECOSYSTEM	27
1.11 KEY TAKEAWAYS	28
1.12 CONCLUSION	29
<b>CHAPTER 2</b>	
<b>SECRETS OF SUCCESSFUL ENTREPRENEURS</b>	<b>30</b>
2.1: INTRODUCTION OF SUCCESSFUL ENTREPRENEURS	30
2.2: FACTORS OF A SUCCESSFUL ENTREPRENEURS	31
2.3: TOP 10 INSPIRING INDIAN ENTREPRENEURS' SUCCESS STORIES FROM INDIA (2022)	40

2.3:	CHARACTERISTICS OF SUCCESSFUL ENTREPRENEURS WITH EXAMPLES	
2.5:	INSPIRING SUCCESSFUL STORY OF LIJAT PAPAD DRIVEN BY 45000 WOMEN	50
2.6:	MEET ENTREPRENEURS WHO FOUNDED THEIR BUSINESS DURING COVID-19 PANDEMIC	55
2.7:	SUGGESTION FROM SUCCESSFUL ENTREPRENEURS	58
2.8:	KEY TAKE AWAYS	63
		64

## CHAPTER 3

### CRISIS MANAGEMENT IN START UP ENTERPRISES

3.1:	INTRODUCTION TO CRISIS MANAGEMENT	66
3.2:	CRISIS MANAGEMENT AND STARTUPS	66
3.3:	THE IMPORTANCE OF CRISIS MANAGEMENT FOR STARTUPS	68
3.4:	DEVELOPING A CRISIS MANAGEMENT PLAN	69
3.5:	IDENTIFYING AND PRIORITIZING STAKEHOLDERS DURING CRISIS MANAGEMENT	70
3.6:	COMMUNICATING PROACTIVELY AND TRANSPARENTLY	71
3.7:	TAKING SWIFT AND DECISIVE ACTION	74
3.8:	LEARNING FROM THE EXPERIENCE	75
3.9:	CASE STUDIES	76
3.10:	SURVIVAL OF STARTUPS DURING THE PANDEMIC	77
3.11:	KEY TAKEAWAYS	84
		85

## CHAPTER 4

### LAB TO MARKET-TECHNOLOGY START-UP

#### ENTREPRENEURSHIP

4.1	INTRODUCTION TO TECHNOLOGY START-UP ENTREPRENEURSHIP	87
4.2	DEFINITION OF TECHNOLOGY START-UP ENTREPRENEURSHIP	87
4.3	IMPORTANCE OF TECHNOLOGY START-UP ENTREPRENEURSHIP	88
		88

4.4	CHARACTERISTICS OF SUCCESSFUL TECHNOLOGY START-UPS	89
4.5	THE ROLE OF TECHNOLOGY STARTUPS IN ECONOMIC GROWTH	92
4.6	CHALLENGES FACED BY STARTUPS USING TECHNOLOGY	93
4.7	OVERVIEW OF TECHNOLOGIES IN STARTUP ENTREPRENEURSHIP	94
4.8	APPLICATIONS OF VARIOUS TECHNOLOGIES IN STARTUP ENTREPRENEURSHIP	95
4.9	ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING	96
4.10	INTERNET OF THINGS	97
4.11	VIRTUAL AND AUGMENTED REALITY	98
4.12	ROBOTICS	99
4.13	BLOCKCHAIN	101
4.14	CLOUD COMPUTING	102
4.15	CYBER SECURITY	103
4.16	PERSPECTIVE OF TECHNOLOGY -DISADVANTAGE TO THE STARTUP ENTREPRENEURSHIP	104
4.17	CASE STUDIES OF SUCCESSFUL TECHNOLOGY STARTUP ENTREPRENEURSHIP	105
4.18	REAL-LIFE EXAMPLES OF SUCCESSFUL TECHNOLOGY STARTUPS	106
4.19	CONCLUSION AND FUTURE OUTLOOK	107
4.20	FUTURE TRENDS AND OPPORTUNITIES	108

## REFERENCES

REPORTS:	111
WEBSITES:	111
RESEARCH PAPERS AND ARTICLES:	112
BOOKS	116

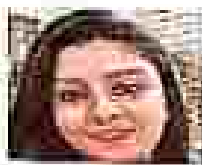
## AUTHORS PROFILE



**Prof. Malavika** An experienced academician with 14+ years of teaching UG and PG Economics and Management programs. Skilled in class management, curriculum development, research guidance, personnel management, and student assessment. Successfully achieved 100% results by introducing new teaching methods, mentored a state-level business plan competition, and conducted professional meetings for promoting students' educational and social development. Currently, heading the BBA and BBA-Javaan Department at

Soundarya Institute of Management and Science, Bangalore. Currently pursuing PhD in Economics from The University of Technology, Jaipur.

**Prof. Nagashree B Rajal** is an experienced and knowledgeable academician with a strong background in commerce, accounting, and finance. She is pursuing a Doctoral Degree in Technology and Banking from Annamalai University. She is currently working as an Assistant Professor at Soundarya Institute of Management and Science in Bangalore. Nagashree has a track record of presenting papers, publishing articles and most teacher winning awards. She has 10+ years of Academic experience with IIST to her credit.



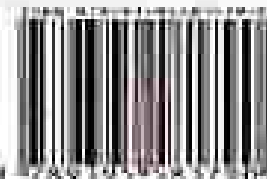
**Dr. Shailini** is presently working as an Associate Professor and IQAC Head at Soundarya Institute of Management and Science. She has previously worked in various roles at REVA University, Unnavaan College, Acharya Institute of Graduate Studies, IP Morgan and at Umcah and Co (Auditing firm). Her academic interests are in the areas of Corporate Governance, Entrepreneurship and Startups, Auditing, Business Ethics and so on. She has participated in several national and international seminars, conferences, workshops, and events, and has published articles in Scopus and Peer-reviewed journals.

**Dr. R Jayashree** is currently working as an assistant professor at Soundarya Institute of Management and Science. She has previously worked in various roles at KJ Somaiya Institute, Tamilnadu, IIT Institute and Acharya Bangalore B-School, both located in Bangalore, Karnataka. She was born in Tamilnadu, India in 1983 and became a Member of International Association of Engineers (IAENG) and Computer scientist at Hong Kong from 2018. She obtained her PhD degree in Computer Science from Harpagam Academy of Higher Education, Cambridge in 2019. She has actively participated and in several national and international seminars, conferences, workshops, FDP, and events related to her field of expertise. Additionally, she has published articles in Scopus and UICC Core List, indicating that her research has been recognized in the academic community. She has also obtained a Design patent in IPR, which highlights her innovative approach towards her research work.



**mp mahi Publication**

Office No.1, Krishnangaar Society,  
Nr. Shivangar shares Maind Road,  
Ahmedabad-380017  
Phone: +91 798 432 6349  
Website : [www.mahipublication.com](http://www.mahipublication.com)  
Email : [mahipublication@gmail.com](mailto:mahipublication@gmail.com)



9 789171 281710

₹399/-

As per National Education Policy-2020 (NEP)

# BUSINESS LEADERSHIP SKILLS

Bhavya Bhanu  
Jyothi M N  
Prashanth Kumar C. P.  
Geetha S.R





Prashanth's Karmady/2023/Book-2

*As Per National Education Policy-2020 (NEP)*

# **BUSINESS LEADERSHIP SKILLS**

*(For BBA, 4<sup>th</sup> Semester students of Universities of Karnataka state)*

**DR. BHAVYA BHANU**

HOD and Associate Professor,  
Department of Management Studies  
Maharani Lakshmi Ammanni College for Women Autonomous  
Malleshwaram, Bengaluru

**DR. JYOTHI M N**

Associate Professor  
Department of Commerce and Management  
East West College of Management  
GEL layout, Bangalore

**DR. PRASHANTH KUMAR C.P.**

Assistant Professor, Department of Post Graduation in Commerce,  
Soundarya Institute of Management and Science, Sidedahalli,  
Nagasandra (P), Bangalore.

**GEETHA S.R**

Assistant Professor,  
Department of Commerce and Management  
Nagarjuna College of Management Studies



**KALYANI PUBLISHERS**

LUDHIANA – NEW DELHI – NOIDA (U.P.) – HYDERABAD – CHENNAI

KOLKATA – CUTTACK – GUWAHATI – KOCHI – BENGALURU



# **KALYANI PUBLISHERS**

## **Head Office**

B-1/1892, Rajinder Nagar, Ludhiana-141 008 • Ph : 0161-2760031, 2745268  
E-mail : kalyanbooks@yahoo.co.in Website : www.kalyanipublishers.co.in

## **Administration Office**

477/23, Ansari Road, Daryaganj, New Delhi-110 002 • Ph : 011-23271469, 23274303  
E-mail : kalyani\_delhi@yahoo.co.in, kalyani\_delhi@kalyanipublishers.in

## **Works**

B-18, Sector-9, NOIDA (U.P.)

## **Branches**

- 1, Mahalaxmi Street, T. Nagar, Chennai-600 017 • Ph : 044-24344684  
Gopabandhu Lane, behind Govt. Bus Stand, Badambadi, Cuttack-753 012 (Odisha) • Ph : 0671-2311591  
4-3-25/2/A, Behind HVS Public School, Raghunath Bagh  
Sultan Bazar, Hyderabad-500 095 • Ph : 040-24760100  
10/2B, Ramanath Mazumdar Street, Kolkata-700 009 • Ph : 033-22416024  
Arusatiya, 1st Floor, Surjewali Road, Pan Bazar, Guwahati-781 001 • Ph : 0361-2731274  
Kerall Parambi House, Convent Road, Kochi-682 035 • Ph : 0484-2667188  
No.24 & 25, 1st Floor, Harjeed Shah Complex, Gubbinpet Main Road, Bengaluru-560 002

Every effort has been made to avoid errors or omissions in this publication; in spite of this, errors may creep in. Any mistake, error or discrepancy noted may be brought to our notice, which shall be taken care of in the next edition. It is notified that neither the publisher nor the author or seller will be responsible for any damage or loss of action to any one, of any kind, in any manner, therefore, it is suggested that to avoid any doubt the reader should cross-check all the facts, law and contents of the publication with original Government publication or notifications.

For binding mistake, misprints or for missing pages, etc., the publisher's liability is limited to replacement within one month of purchase by simple addition. All additional expenses in this connection are to be borne by the purchaser.

₹ 30002.00

68 + 132 + 140 Pages • 201 × 90 • 17.5 Forms

© 2023, Authors

Gautam Graphic Printers  
(MISC-3613-III LCT4-II)

PRINTED IN INDIA

Process World India, G-9B, Sec-63, NOIDA

# CONTENTS

S.No.	CHAPTER	PAGES
1.	<b>INTRODUCTION TO BUSINESS LEADERSHIP</b>	1.1 – 1.25
	Introduction, Meaning and Definition of leadership, leadership goals, objectives of leadership, evolution and growth of leadership, Nature and characteristics of leadership, functions of leadership, techniques of effective leadership, importance of leadership, Dark traits of leadership and overcoming dark traits of leadership.	
2.	<b>LEADERSHIP FROM MANAGEMENT PERSPECTIVE</b>	2.1 – 2.13
	Introduction, Roles of leadership, Formal Vs Informal Leadership, Authority Vs Leadership, Leader Vs Manager, Leader Vs Mentor, levels of leadership, traits of an ethical leader, personal values and ethical behaviour in leadership.	
3.	<b>LEADERSHIP - THEORETICAL PERSPECTIVE</b>	3.1 – 3.39
	Leadership Theories: Great Man theory, Trait theory, Situational Leadership theory, Transactional leadership, Transformational Leadership theory, Blake and Mouton's Managerial Grid  Team Decision: Team Decision Making, Power and Influence in teams, Leadership and team empowerment: Challenges in team decision making, Role of leader in decision making, Likert's Management System, Fielder's Contingency Model.	
4.	<b>LEADERSHIP STYLES AND SKILLS</b>	4.1 – 4.30
	Introduction, factors affecting leadership style, leadership style- autocratic leadership, bureaucratic leadership, democratic leadership, charismatic leadership, laissez-faire leadership, transformational leadership.  Leadership Skills: Importance of leadership skills, Components of leadership skills, Importance of emotional management skills in leadership.	

**CHAPTER**

**S.No.**

	Components of emotional management skills, Personal values and ethics- Ethical leadership, Advantages of ethical leadership in organization-Traits of ethical leader, Conflict resolution leadership traits, Skills for conflict management.  Public Relations skills - Qualities of public relation leaders, levels of skills for leadership in public relation.	P. 6
<b>5.</b>	<b>EMERGING TRENDS IN LEADERSHIP</b>	51-1
	Women leadership-levels of women leadership, Limitations of women leadership, challenges faced by women leaders, opportunities for women leadership, Transgender Leadership - challenges faced by transgender leaders, E-Leadership- qualities of E-leadership, Challenges faced in E-leaders, role of E-leadership, Difference between traditional and e-leadership.	
	<b>CASE STUDIES</b>	1-

For BBA, 4th Semester Students of Universities  
of Karnataka State



ಕರ್ನಾಟಕ ಕಾಲೇಜುಗಳಿಗಾಗಿ  
ಪ್ರಸಿದ್ಧ ಡಿಸ್ಟ್ರಿಬ್ಯೂಟರ್ಸ್ ಆಗಿ  
www.kalyanipublishers.com

53862-05

₹ 125.00

ISBN: 978-81-304-393-3



9 789393 403933

# INTER-RELATIONSHIP AMONG CRICKET PLAYERS

"The Relationship of Lung Capacity and General Endurance of  
Mysore Male Cricket Players"



Mr. Suresh Reddy M S  
Dr. Harish P M  
Mr. Sandeep C R

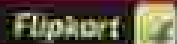


Anil Suresh Bandyal M A, a distinguished personality with a Master's in Physical Education from the renowned University of Mysore. Beyond his academic achievements, Anish has left an indelible mark in the world of sports as a National Level Handball Player. Drawing from his vast experience and expertise, he now embarks on a new journey as an author, sharing insights and knowledge through his written work. With a passion for handball and a desire to nurture upcoming talents, Anish's book promises to be a valuable resource for aspiring players and coaches alike. Through his words, readers will undoubtedly discover the passion and dedication that have defined his remarkable career in sports.



BOOK RIVERS

BOOK AVAILABLE



₹ 185/-



**CHIEF EDITORS**

- Dr. R. Rajkumar
- Dr. B. Ramesh
- Mr. Suresh D.
- Dr. A. Kadirvel
- Dr. M. Mekala

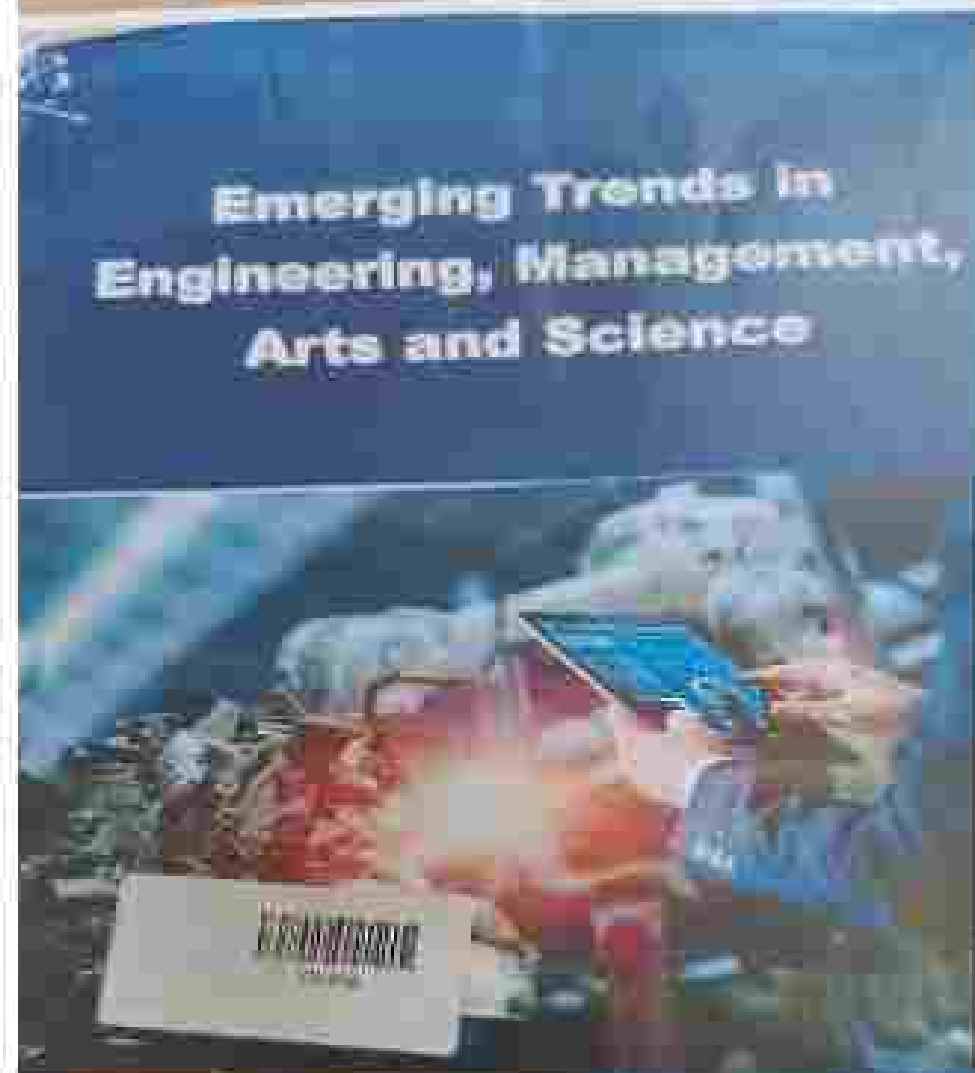
**EDITORS**

- Dr. Kavita Khatana
- Dr. Neeta Dhruva Sharma
- Dr. R. Madhusudhanan
- Dr. Roopa Shettigar
- Dr. Joy Mukhopadhyay

## Emerging Trends in Engineering, Management, Arts and Science

₹1,795

- Chief Editors: Dr. R. Rajkumar Dr. B. Ramesh Mr. Suresh D. Dr. A. Kadirvel Dr. M. Mekala
- Editors: Dr. Kavita Khatana Dr. Neeta Dhruva Sharma Dr. R. Madhusudhanan Dr. Roopa Shettigar Dr. Joy Mukhopadhyay
- Binding: Hardcover
- Edition: 2023
- ISBN: 978-93-91697-09-9
- Language: English
- Publisher: TECH PRESS



## Emerging Trends in Engineering, Management, Arts and Science

**CHIEF EDITORS**

- Dr. R. Rajkumar
- Dr. B. Ramesh
- Mr. Suresh D.
- Dr. A. Kadirvel
- Dr. M. Mekala

**EDITORS**

- Dr. Kavita Khatana
- Dr. Neeta Dhruva Sharma
- Dr. R. Madhusudhanan
- Dr. Roopa Shettigar
- Dr. Joy Mukhopadhyay





## Conscience Expressions...

English, Paperback, U Bhavakumar

₹120

DESCRIPTION

SPECIFICATIONS

MORE INFO

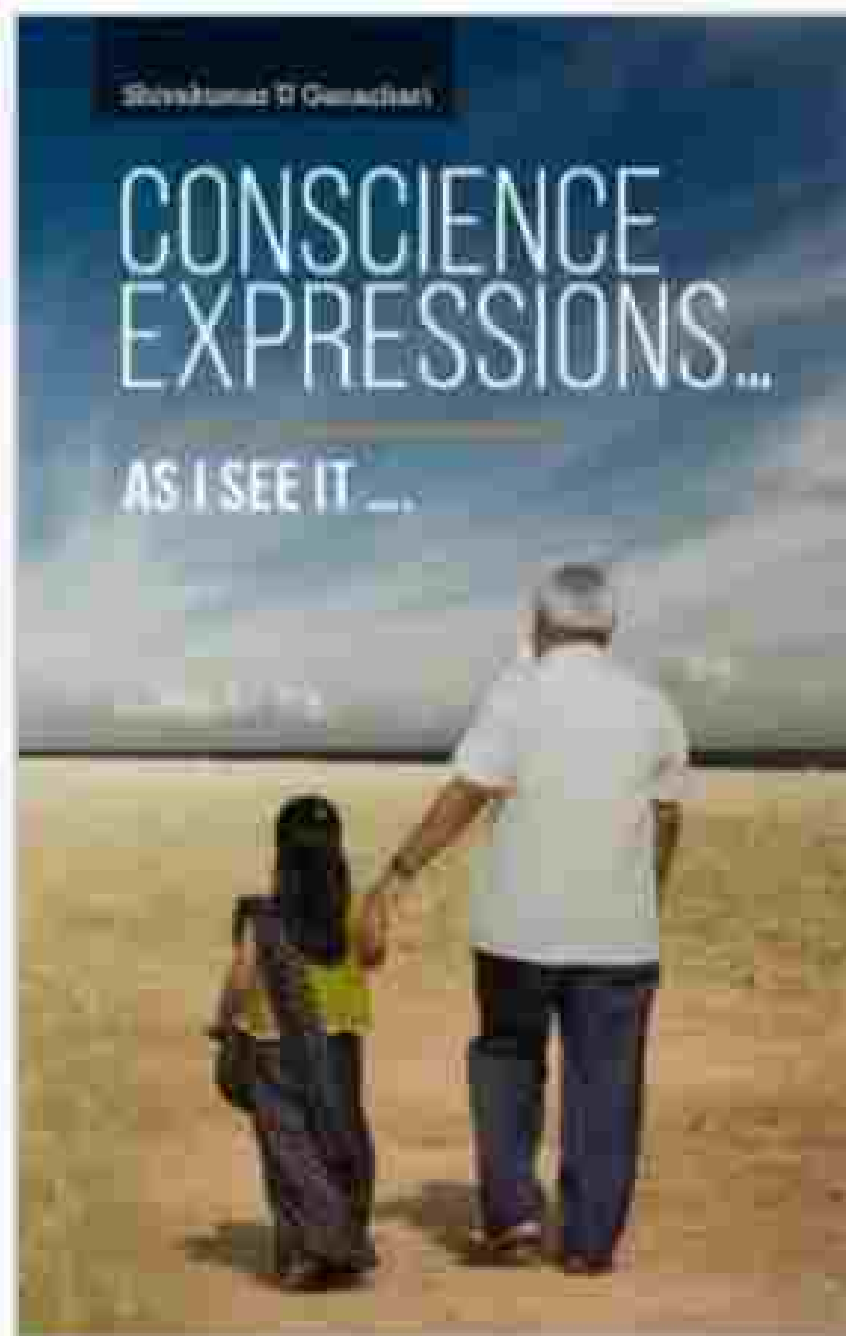
### Key Features

- Language: English
- Binding: Paperback
- Publisher: Notion Press
- Genre: Poetry
- ISBN: 9781685384784
- Pages: 78

### Book Details

Imprint:

Notion Press





ಮೈತ್ರಿ  
ದ್ವೈತ್ಯ

ಮಟ್ಟಹಾಳರ ಕಾವ್ಯ  
ಶ್ವೈತ್ಯ-ದ್ವೈತ್ಯ



ಸಂಪಾದಕರು:

- ◆ ಡಾ. ಗೋವಿಂದರಾಜ ಪಾಂಡುರಾಜ್
- ◆ ಡಾ. ಅನಿರಾಜ್ ಕೆ.ಎಸ್

ನಿಜವಿಂಗದ ಮಟ್ಟಹಾಳರ ಕಾವ್ಯಕ್ಕೆ ಜೀವನಾನುಭವದ ಹರವು ಇದೆ. ಬದುಕನ್ನು ಇತ್ಯಾತ್ಮಕ ದೃಷ್ಟಿಯಿಂದ ನೋಡುವ ಬಗೆಯಿಂದಾಗಿ ಈ ಅನುಭವಕ್ಕೆ ಒಂದು ಜಂಜುಲಮಾನತೆ ಇವರ ಕಾವ್ಯದಲ್ಲಿ ರೂಪುಗೊಂಡಿದೆ.

ಮಟ್ಟಹಾಳ ಅವರಿಗೆ ಇರುವ ಜೀವನದ ಬಗೆಗಿನ ಇತ್ಯಾತ್ಮಕ ದೃಷ್ಟಿಕೋನದಿಂದಾಗಿಯೇ ಅವರು ಕನ್ನಡದ ವಿಭಿನ್ನ ಕಾವ್ಯಭಾಷೆಯ ಅಭಿವ್ಯಕ್ತಿ ಮತ್ತು ಧೋರಣೆಗಳನ್ನು ಒಂದು ಸಮಗ್ರ ದೃಷ್ಟಿಕೋನದಿಂದ ಗ್ರಹಿಸುವ ಶಕ್ತಿಯನ್ನು ಗಳಿಸಿಕೊಂಡಿದ್ದಾರೆ. ಆಧುನಿಕ ಕನ್ನಡ ಕಾವ್ಯದ ವಿಭಿನ್ನ ಭಾಷಾ ಲಯಗಳು ಇವರ ಕಾವ್ಯದಲ್ಲಿ ವೈರುಧ್ಯವಿಲ್ಲದೆ, ಸಹಜವಾಗಿ ಅರಳಿಕೊಂಡಿದ್ದು, ಅವು ತಮ್ಮದೇ ಆದ ವಿಶಿಷ್ಟತೆಯನ್ನು ರೂಪಿಸಿವೆ. ಉದಾಹರಣೆಗಾಗಿ ಇವರ ಕಾವ್ಯದಲ್ಲಿ ಬಂಜಾಯದ ಉತ್ಕರ್ಷಕತೆ ಇದೆಯಾದರು, ಅದು ಜೀವನವನ್ನು ಕಟ್ಟುವ ಕ್ರಿಯೆಯ ಲಯಕ್ಕಾಗಿ ಹಾಕೋರೆಯುತ್ತದೆ. ಇವರ ಹಲವು ಕವನಗಳಲ್ಲಿ ನವೋದಯದ ಲಯ ಕಂಡುಬರುವುದನ್ನು ಓದುಗರು ಗುರುತಿಸಬಹುದು. ಆದರೆ ಈ ಲಯವು ತನ್ನ ಸಮುದಾಯ ಪ್ರಜ್ಞೆಯ ಅಧಿಷ್ಠಾರದಿಂದಾಗಿ ವ್ಯಕ್ತಿ ವಿಶಿಷ್ಟ ಪರಿಮಿತಿಯನ್ನು ದಾಟುತ್ತದೆ. ಭಾವೋದ್ವೇಗದ ಲಯಕ್ಕೆ ಇಲ್ಲಿ ಕಡಿವಾಣ ದೀನುವುದರಿಂದ ನವೋದಯದ ಕಾವ್ಯ ಭಾಷೆಯ ಮಿತಿಯನ್ನೂ ಇದು ದಾಟುತ್ತದೆ.

ಮಟ್ಟಹಾಳರ ಕಾವ್ಯವು ಆಧುನಿಕ ಕನ್ನಡ ಕಾವ್ಯ ಪರಂಪರೆಯ ಸುತ್ತವನ್ನು ಮೈಗೂಡಿಸಿಕೊಂಡಿದ್ದು, ತನ್ನದೇ ಆದ ತಾತ್ವಿಕತೆ ಮತ್ತು ಕಾವ್ಯಲಯ ಕೃಷಿವೃದ್ಧರ ಕಡೆಗೆ ಕೇವಲ ಪ್ರಯತ್ನ ಮಾಡುವುದನ್ನು ಇವರ ಬಹುಪಾಲು ಕವನಗಳಲ್ಲಿ ಗುರುತಿಸಬಹುದು. ಈ ದೃಷ್ಟಿಯಿಂದ ಇವರ ಕಾವ್ಯಭಾಷೆಯಲ್ಲಿ ಹೊಸ ಲವಲವಿಕೆ ಕಾಣುತ್ತದೆ. ಮಟ್ಟಹಾಳರ ಸ್ವಭವನೀಲ ವ್ಯಕ್ತಿತ್ವ ಇಲ್ಲಿ ಸಾರ್ವಜನಿಕವಾಗಿ ಅರಳಿಕೊಂಡಿದೆ. ಆಧುನಿಕ ಕನ್ನಡ ಕಾವ್ಯಭಾಷೆಯ ಹಲವು ಸ್ತರಗಳಲ್ಲಿ ಮಟ್ಟಹಾಳರನ್ನು ಕೇಳುವಂತೆ ಇರುವ ವಿಶಿಷ್ಟ ಧ್ವನಿ.

◆ ಬಸವರಾಜ ಕಲ್ಕುಡಿ



ಅನು ಕ್ರಮಶಃ  
ವೈಕಲ್ಯ

# ಮಟ್ಟಹಾಕರ ಕಾವ್ಯ: ನೃಷಿ-ನೃಷಿ

ಸಂಪಾದಕರು:

ಡಾ. ಗುರುಪಾದ ಮಂಗುಡ್ಡಿ  
ಡಾ. ಶ್ರೀಪಾದ ಶೆಟ್ಟಿ

ಅನು ಪ್ರಕಾಶನ

# 59, 9ನೇ ತರಾವು, ಸುಬ್ರಮಣ್ಯ ಬೆರೆಡ  
ಬೆಂಗಳೂರು 3ನೇ ಹಂತ  
ಮೈಸೂರು - 570 017



# Mattihalara Kavya : Srishti - Drishti

Edited by :

**Dr. Gurupad Mariguddi**

'Kavishila', Mahadev Nagar

Sankeshwar-591314

Ph. : 9449465617

**Dr. Shreepad Shetty**

'Sunada', Prabhat Nagar, Honnavar (U.K) 581334

Ph.: 7975935393

Published by :

**Anu Prakashana**

# 59, 9th Cross, Subramanya Nagar

Hebbal 3rd Stage, Mysore - 570 017

ISBN : 978-81-964963-6-4

Pages : xiv + 250 + 4 = 268

First Impression : 2023

© : Author

Copies : 600

Price : Rs.335-00

Used Paper : Maplito

ಪುಟಗಳು : xiv + 250 + 4 = 268

ಮೊದಲ ಮುದ್ರಣ : 2023

ಪ್ರತಿಗಳು : 600

© : ರಚನೆಗಾರರು

ಬೆಲೆ : ರೂ.335-00

ಮುದ್ರಣದ ವಿನ್ಯಾಸ : ಸಿ.ಕೆ. ಪಂಜಾಬಿ, ಹಂಪಿ

ಅಕ್ಷರ ಮುದ್ರಣ : ಉನ್ನತಿ ಗ್ರಾಫಿಕ್ಸ್, ಮೈಸೂರು

ಮುದ್ರಣ : ಪ್ರಿಂಟ್ ಸೆಲ್ಸ್, ಮೈಸೂರು



೧೧.	ಎಲ್ಲರವು : ಮಾನವೀಯ ಕಥನ - ಡಾ. ಮಹಾನಂದಾ ಪಾಟೀಲ	56
೧೨.	ನನ್ನವು ಯಲ್ಲವು ಎಲ್ಲರವು- ಕವಿತೆ ಕುರಿತು - ಡಾ. ವಿನಯ ಒಕ್ಕುಂದ	61
೧೩.	ಕವಿಕಾದ್ಯದ ಪ್ರತಿಗೊಂಡ ಭಾವಗೀತೆ - ಡಾ. ಅಶೋಕ ನರೋಡೆ	65
೧೪.	ಬಸವಿ ದನಗಳು ಕವಿತೆಯ ವಿಶ್ಲೇಷಣೆ - ಡಾ. ಸೀ.ಬಿ. ಯಶೀಶ್ವರ	70
೧೫.	'ಮುಟ್ಟುವ ಮಹಾಕೂರ' ಚಿನ್ನನ ಮಾದರಿ - ಡಾ. ಶಿವಾನಂದ ಕಳಗಿನಮನಿ	75
೧೬.	ಯೋಧರಿಗೆ ಶರಣ - ಡಾ. ಶ್ರೀನಾಥ ಶೆಟ್ಟಿ	83
೧೭.	ಮುಂಗಾರು ಮಳೆ : ಆವರೋಹನ - ಡಾ. ಶ್ರೀಧರ ಹೆಗಡೆ ಭದ್ರನ್	88
೧೮.	ಇತಿಹಾಸ ಮೆಲುಕಿನ 'ಕಲ್ಯಾಣದ ಪಾದಿ' - ಡಾ. ಸಂಗಮೇಶ ಎಸ್. ಗಣಿ	94
೧೯.	'ಕಲ್ಯಾಣದ ಪಾದಿ' ಸಮಗ್ರ ವಿಕಾಸದ ರಾಜಮಾರ್ಗ - ಪ್ರೊ. ಬಸವರಾಜ ಒಕ್ಕುಂದ	99
೨೦.	ಕವಿಯ ಕಣ್ಣಿನಲ್ಲಿ 'ಬಗವೇಶನ್ ರಾಮ' - ಪ್ರೊ. ಬಿ.ಡಿ. ರಾಜಣ್ಣ ತಗ್ಗಿ	110
೨೧.	'ಮಹಿಳೆಯವೆ ಮೇಲುಗೈ' - ಸ್ತ್ರೀತ್ವದ ಹೊಸ ಎಚ್ಚರ - ಡಾ. ಕುಭಾ ಮರವಂತೆ	119
೨೨.	ಭೀಮಾವತಾರ ಕವಿತೆಯ ವಿಶ್ಲೇಷಣೆ - ಡಾ. ಸವೀನ ಮಂಡಗದ್ದೆ	127
೨೩.	ಮಾತಂಗಿಯ ಮಗನ ಅಳಲು-ವಿರುವೆರುಗಳ ಸಮಗೋಷುವ ಕನಕ - ಡಾ. ಎಂ.ಡಿ. ಒಕ್ಕುಂದ	135

## 'ಕಲ್ಯಾಣದ ಪಾದಿ' ಸಮಗ್ರ ವಿಕಾಸದ ರಾಜಮಾರ್ಗ

- ಶ್ರೀ ಬಸವರಾಜ ಒಕ್ಕಂದ

ಕುಿಯಾಗಿ, ವಿಮರ್ಶಕರಾಗಿ, ಸಂಶೋಧಕರಾಗಿ, ವಾಗ್ವಿಯಾಗಿ, ವ್ಯಾಖ್ಯಾನಕರಾಗಿ, ಸಮರ್ಥ ಅಡಳಿತಗಾರರಾಗಿ ಇವೆಲ್ಲವುಗಳಿಗೆ ಮೀರಿ ಸ್ನೇಹಬೇಡಿಯಾಗಿ ಡಾ. ಎಜಲಿಂಗಪ್ಪ ಮಟ್ಟಹಾಳರು ಸಾಹಿತ್ಯಕ ವಲಯದಲ್ಲಿ ಪರಿಚಿತರು. ಅವರ ಬಹುಮುಖೀ ವ್ಯಕ್ತಿತ್ವದ ಸ್ವಚನಶೀಲತೆ-ಕ್ರಿಯಾಶೀಲತೆಗಳ ಹಿಂದೆ ಕವಿಯ ಅಂತಃಕರಣ ಪ್ರಧಾನವಾಗಿದೆ. ಅವರ ಅಂತಃಕರಣದ ಮಿಡಿತದೊಳಗೆ ಸ್ವಂತ ಬದುಕಿನಲ್ಲಿ ಅನುಭವಿಸಿದ ನೋವಿನ ಸೆರೆಗಳಿವೆ; ಕೋಸರಿಕೊಂಡು ಮೇಲೆದ್ದು ನಿಲ್ಲುವ ಹೋರಾಟದ ಫಲಗಳಿವೆ. ಅವರ 'ಒಂದು ಕಾಲನ ಕಥೆ'ಯಂತಹ ರಚನೆಗಳು ರೂಪಕವಾಗಿ ಕವಿಯ ಬದುಕಿಗೆ ಕನ್ನಡಿ ಹಿಡಿಯುವುದು ಗಮನಾರ್ಹ. ಆ ಕವಿತೆಯ ಒಂದು ನುಡಿ ಹೀಗಿದೆ -

ಮಾನ್ಯನಲ್ಲಿ ಸೂತರಂಜ  
ಪಳವಳಿ ನನಗಿಲ್ಲ  
ಸೆಲದ ನೆತ್ತಿ ೩೯ ಕೆಳದು  
ಕಾಲ್ಪಿತೆ ಹೊತ್ತು ನಿಂತೆ

ಸ್ವಾನುಭವದ ಬೇರುಗಳಿರುವ ವ್ಯಕ್ತಿತ್ವ ಮಾತ್ರ ಇಂಥ ನಾಯಕನನ್ನು ಬರೆಯಲು ಸಾಧ್ಯ. ಯಾರೊಂದಿಗೆ ಹೋರಾಡುತ್ತಿರುವೆವೋ ಅವರನ್ನು ವೈರಿಗಳಾಗಿ ದ್ವೇಷಿಸದೆ ಒತೆಗೆ ಕರೆದೊಯ್ಯುವ ಪ್ರೀತಿ ಬುದ್ಧಿ, ಬಸವ, ಗಾಂಧಿ, ಅಂದೇಷ್ವರರಂತಹ ಮಹಾನುಭಾವರಲ್ಲಿ ಪ್ರಕಟಗೊಂಡು ಯೋಚನೆಯನ್ನು ಪಬ್ಬಲು ತವಕಿಸುವಂತಹದು. ಅಂತಹ ವಿಶಾಲ ಭೂಮಿಕೆಯ ಎಳೆಗಳು ಮಟ್ಟಹಾಳರ ಸಂವೇದನೆಯಲ್ಲಿ ಪಾಸುಹೊಕ್ಕಾಗಿರುವುದರಿಂದ 'ಕಲ್ಯಾಣದ ಪಾದಿ'ಯಂತಹ ಕವಿತೆಯ ಸೃಷ್ಟಿ ಅವರಿಂದ ಸಾಧ್ಯವಾಗಿದೆ. ನೈದ್ವಾಂಶಿಕ ಹಾಗೂ ತಾತ್ವಿಕ ಆಸಕ್ತಿಗಳಿಂದ ರೂಪುಗೊಳ್ಳುವ ಬದ್ಧರಚನೆಗಳ ಕೃತಕತೆ ಇಂಥಲ್ಲಿ ಕಾಣದು. ಸ್ವಾನುಭವದ ಬೇರುಗಳಿಂದ ಚಿಗುರೊಡೆದು ಬೆಳೆಯುವ 'ಕಾಲ್ಪನೆ'ಗಳ ಕಸುಪು-ರಸವಂಶಿಕೆಗಳೇ ಬೇರೆ. ಮಟ್ಟಹಾಳರ ಪಂಪಾರು ರಚನೆಗಳಲ್ಲಿ ಈ ಸತ್ತ್ವವನ್ನು ನಾನು ಕಂಡಿದ್ದೇನೆ. ಅವರೊಬ್ಬ ಉಪೇಕ್ಷಿತ ಗಮನಾರ್ಹ

ಕವಿ. ಕಡವಾಗಿಯಾದರೂ ಕನ್ನಡ ನಿರ್ಮಾಣ ಅವರನ್ನು ಗುರುತಿಸುತ್ತಿರುವುದು ಸಂಶೋಧನದ ಸಂಗತಿ.

ಕನ್ನಡ ಸಾಹಿತ್ಯ ವರಂಪರೆಯಲ್ಲಿ ಮತ್ತೆ ಮತ್ತೆ ಸಂವಾದ-ವಾಗ್ವಾದಗಳ ಮೂಲಕ ಅನುಸಂಧಾನಗೊಳ್ಳುತ್ತಿರುವ, ಸಕಲಪಂಥೀಯರಿಗೂ ಸಮಾನವಾಗಿ ಸಮ್ಮತವಿರುವ ಒಂದು ಶಕ್ತಿ ಕೇಂದ್ರ ವಚನಚಳವಳಿ. ಪ್ರಾಯಶಃ ಅನುಭಾವಿಗಳಿಂದ ಹಿಡಿದು ಧೌತಿಕವಾದಿಗಳ ವರೆಗೆ ಛಿನ್ನ ಕಾಲಘಟ್ಟಗಳ ಸೃಜನಶೀಲ ಪರಂಪರೆಯನ್ನು ವಚನಚಳವಳಿ ಪ್ರಣಾಮಿಸಿದಷ್ಟು ಯಾವ ಸಂದರ್ಭವೂ ಪ್ರಣಾಮಿಸಿರಲಾರದು. ಇದು ಚಾರಿತ್ರಿಕ ಸತ್ಯ ವಚನ ಸಾಹಿತ್ಯವನ್ನು ಅಧರಿಸಿ ರಚನೆಗೊಳ್ಳುತ್ತ ಒಂದ ವಿಚಿತ್ರ ಕಾಲಘಟ್ಟಗಳ ಸೃಜನಶೀಲ ಹಾಗೂ ಸೃಜನೇತರ ಕೃತಿಸರಣಿಯೇ ಇದಕ್ಕೆ ಸಾಕ್ಷಿ. ವ್ಯಕ್ತ ಹಾಗೂ ಸಮುದಾಯಗಳ ಸಮಗ್ರ ವಿಹಾಸವನ್ನು ಲೌಕಿಕ ಪೈಪೋಟಿ ರಹಿತವಾಗಿ ಕಾಲ-ದೇಶಾತೀತವಾಗಿ ಅನ್ವಯಿಸುವಂತೆ ಪ್ರತಿಪಾದಿಸುವ, ಪ್ರಯೋಗಿಸುವ ವಿಕಮ್ಪಾ ಮೂದರಿ ಶಿವರಣರಾಯ, ವಚನ ಚಳವಳಿಯದು. ಅಧುನಿಕ ಸಂದರ್ಭದಲ್ಲಿಯೂ ಕಾವ್ಯ, ಕಥೆ, ಕಾದಂಬರಿ, ನಾಟಕ, ವಿಮರ್ಶೆ, ಸಂಶೋಧನೆ ಇವೇ ಮೊದಲಾದ ಪ್ರಕಾರಗಳಲ್ಲಿ ಮತ್ತೆ ಮತ್ತೆ ಪ್ರತಿಫಲನಗೊಳ್ಳುತ್ತಿರುವುದು ವಚನ ಸಾಹಿತ್ಯದ ಹಿಂದು ಎಷ್ಟು ಜನ ಶೋಧಿಸಿಕೊಂಡರೂ ಬೆಳೆಯುತ್ತ ಸಾಗುವ ಬತ್ತದ ಒರಕೆ. ಬಿಲುಮಿ ಅದು. ಸುಪ್ರಸಾಗರದ ಗುಪ್ತ ಖಜಾನೆ. ಇಂಥ ಸಾಗರವನ್ನು ಕೊಡದಲ್ಲಿ ಒರಕು ಕೊಡುವ ಪ್ರಯತ್ನವೇ ಮಟ್ಟಹಾಳರ 'ಕಲ್ಯಾಣದ ಹಾದಿ'.

ಕರ್ನಾಟಕದ ಬೇರೆ ಬೇರೆ ಕಡೆಗೆ ಕಲ್ಯಾಣ ಎಂಬ ಹೆಸರಿನ ಊರುಗಳಿವೆ ಪಾಲುಕ್ಕರ ರಾಜಧಾನಿಯಾಗಿ ೨೫೦ ವರ್ಷಗಳ ಕಾಲ ಅಳಲ್ಪಟ್ಟ ನಗರ ಬಹು ಜಿಲ್ಲೆಯ ಕಲ್ಯಾಣ. ಪಾಲುಕ್ಕರ ಸಾಮಂತನಾಗಿದ್ದ ಬಜ್ಜಳನ ಆಳ್ವಿಕೆಯ ಸಂದರ್ಭದಲ್ಲಿ ಇದು ರಾಜಧಾನಿ. ಆ ಕಾಲದಲ್ಲಿಯೇ ವಚನ ಚಳವಳಿ ಬಸವಣ್ಣನವರ ನೇತೃತ್ವದಲ್ಲಿ ನಡೆಯಿತು. ಆ ನಂತರದಲ್ಲಿ ಅದು ಬಸವಕಲ್ಯಾಣವಾಗಿ ಪ್ರಖ್ಯಾತವಾಯಿತು. ಜನಮಾನಸದಲ್ಲಿ ಉಳಿಯಿತು, ಬೆಳೆಯಿತು. ಇತ್ತೀಚಿನ ವರ್ಷಗಳಲ್ಲಿ ಹೈದರಾಬಾದ್ ಕರ್ನಾಟಕ ಎನಿಸಿದ್ದ ಪ್ರದೇಶಭೃ ಕಲ್ಯಾಣ ಕರ್ನಾಟಕ ಎಂದು ನಾಮಕರಣಗೊಂಡು ಸರ್ಕಾರದ ಹಿಂದುಳಿದವರ ಕಲ್ಯಾಣ ಯೋಜನೆಗೆ ಸಾಂಕೇತಿಕ ಪದವಾಯಿತು. ಕಲ್ಯಾಣವೆಂದರೆ ಬೆಳವಣಿಗೆ, ಅಭಿವೃದ್ಧಿ, ಯೋಗಕ್ಷೇಮ, ಹಿತಜೊತನೆ, ಪುಭಗೋರಿಕೆ ಎಂಬ ಅರ್ಥಗಳಿವೆ. ಕಲ್ಯಾಣವೆಂದರೆ ಮದುವೆ ಎಂಬ ಅರ್ಥವೂ ಸಾಮಾನ್ಯ ಬಸವಣ್ಣನವರು ಮಾಡಿಸಿದ ಪರಳಯ್ಯ ಮಧುವರಸರ ನೆಂಟಸ್ತಿಕೆಯ ಮದುವೆಯೇ ಸಾಂದರ್ಭಿಕವಾಗಿ ಇಲ್ಲಿ ತಳು ಹಾಕಿಕೊಂಡಿದೆ. ಆ ಮದುವೆ ಕಲ್ಯಾಣ ಕ್ಷಾಂತಿಯ ತಿಳಿರಾವಸ್ಥೆ, ಪರ್ಣವ್ಯವಸ್ಥೆಯ ಸ್ಥಿತಿ ಇತಿಹಾಸದ ಚಕ್ರಕ್ಕೆ ತರಲಾರು ಚಾಲನೆ ನೀಡದ



ಕೂ ಅದು, ಕ್ಷಿಪ್ರ ಕಲ್ಯಾಣ ಎಂಬ ದುರಂತ ಮಹಾಲಿನ ಅರೋಹಣ ಕಲ್ಯಾಣಕ್ಕೆ  
 ಸರೂವಾದ ಪಾರಿತ್ರಿಕ ಸಂದರ್ಭವದು. ಪಾತಿ ವಿನಾಶ ಪ್ರಕ್ರಿಯೆಯ ಉದ್ಭಾಟನೆ. ಆ  
 ಕಾಲವನ್ನು ಸೋಲಾ-ಗಿಲುವಿನ ಸರಕ ರೇಖಾತ್ಮಕ ತೀರ್ಮಾನದ ಮೂಲಕ  
 ಅಳಿಯಲಾಗದು. ಜನಸಮುದಾಯದ ಮನೋಭೂಮಿಕೆಯನ್ನು ಪರಿವರ್ತನೆಗೆ  
 ಪದಗೋಳಿಸುತ್ತ ಸಾಗುವ ನಿರಂತರ ಪ್ರಕ್ರಿಯೆಯಲ್ಲಿ ಅದರ ಮಹತ್ವ  
 ವೇದ್ಯವಾಗುವಂತಹದು. ಕಲ್ಯಾಣ ಪದದ ಎಲ್ಲ ಅರ್ಥಗಳನ್ನು ಸೂಚಿಸುತ್ತರೇ ಅದನ್ನು  
 ಸಮಗ್ರ ವಿಕಾಸದ ರೂಪವಾಗಿಸಿದ್ದು ವಚನ ಚಳವಳಿಯ ಸಂದರ್ಭವೇ. ಮಟ್ಟಹಾಕಲು  
 ಈ ಸಂಕೀರ್ಣ ಅರ್ಥಸಾಧ್ಯತೆಯ ಪದಗಳನ್ನು 'ಕಲ್ಯಾಣದ ಹಾದಿ' ಕವಿತೆಯಲ್ಲಿ ಅತ್ಯಂತ  
 ಅರ್ಥಪೂರ್ಣವಾಗಿ ಅಡಗಿಸಿದ್ದಾರೆ. ಬೆಳಗಿಸಿದ್ದಾರೆ. ಕಲ್ಯಾಣದ ಹಾದಿ ಸಮಸ್ತರೂ  
 ಸಮಾನವಾಗಿ ಬೆಳೆಯುವ ಹಾದಿಯೂ ಹೌದು, ವ್ಯಕ್ತಿಯ ಸಮಗ್ರ ಮುಖಗಳ  
 ದಳವಣಿಗೆಯೂ ಹೌದು. ಆಧುನಿಕ ಸಂದರ್ಭದ ಜಾಗತೀಕರಣ ಲಂಬಕೋನಾತ್ಮಕ  
 (Vertical) ಬೆಳವಣಿಗೆಯನ್ನು ಮೋಷಿಸುತ್ತದೆ. ೫ ರಿಂದ ೧೦ ಪ್ರತಿಶತ ಜನರು  
 ಏಕವರ್ಣಿಯ ಹಾದಿಯಲ್ಲಿದ್ದರೆ ಉಳಿದ ಪ್ರತಿಶತ ೯೦ರಷ್ಟು ಜನರು ಬದಲನ ರೇಖೆಯ  
 ಏವಿಧ ಹಂತಗಳಲ್ಲಿರುತ್ತಾರೆ. ಅದರ ಶರಣರದು ನೆಕಲರು ಸಮಾನ ಸ್ಥಿತಿಯಲ್ಲಿರುವ  
 ಸಮತು (Horizontal) ರೇಖೆಯ ಬೆಳವಣಿಗೆ. ಆಧುನಿಕೋತ್ತರ ಸಂದರ್ಭದಲ್ಲಿ  
 ದ್ರಾಕ್ಷೆ ಪಡೆಯುತ್ತಿರುವ ಬೇಕೀ ಮೂಲದ ನೈವ ಬೆಳವಣಿಗೆ ಇದು. ಕಳೆದ  
 ಶತಮಾನದಲ್ಲಿ ಗಾಂಧೀಜಿಯವರಿಂದ ಪ್ರಯೋಗಿಸಲ್ಪಟ್ಟ 'ಹಿಂದ್ ಸ್ವರಾಜ್'ದಲ್ಲಿ  
 ವ್ಯಕ್ತವಾದಿಲ್ಲದ್ದು ಸಾರ್ವೋದಯದ ಚಿಂತನೆ, ೮೦೦ ವರ್ಷಗಳ ಹಿಂದೆ ತರಣರಿಂದ  
 ಪ್ರಕಟವಾದ ಪಾಂಗೊ ಪ್ರಯೋಗಿಸಲ್ಪಟ್ಟ 'ಕಲ್ಯಾಣದ ಪಾದಿಯೇ ಆಗಿದೆ. ಈ  
 ಕೋನಿಯದಾದ ಕಲ್ಯಾಣದ ಪಾದಿಯಲ್ಲಿ ಬಸವಣ್ಣನ ಹೆಚ್ಚೆಯ ಸಮಗ್ರ ಹಾಗೂ ಅದಕ್ಕೆ  
 ಮೂಲಕವಾಗಿ ಶರಣರ ಪೆಟ್ಟಿಗೆ ಪ್ರತಿಧ್ವನಿಯನ್ನು ಕವಿ ಕೇಳಿಸಿಕೊಳ್ಳುತ್ತಾನೆ. ಅದು  
 ಕವಿತೆಯ ಮೊದಲ ನುಡಿಯಲ್ಲಿ ಪ್ರಕಟಗೊಂಡಿದ್ದು ಓದುಗರನ್ನು ಸಹಯಾತ್ರಿೆಯಲ್ಲಿ  
 ಸೇರಿಸಿಕೊಂಡು ಮುಂದುವರೆಯುವಂತಿದೆ.

ಕಲ್ಯಾಣ ಹಾದಿಗೆ ಕೊನೆಯಲ್ಲ ಬಸವಣ್ಣ  
 ನಿನ್ನ ಬೆಳ್ಳಿಯ ಸದ್ದು ಎಲ್ಲ ಕಡೆಗೆ  
 ಪಾದಿಯುಳ್ಳವರೇ ಕರಣ ಪುಷ್ಪದ ಕೆರಳು  
 ಗದ ಗದದ ವರಿನ ಕಲ್ಯಾಣದೇಗೆ

ಬಸವಣ್ಣ ವಚನ ಚಳವಳಿಯ ಕೊನೆಯ ಹಂತದಲ್ಲಿ ಕೂಡಲ ಸಂಗಮದಲ್ಲಿ  
 ಲಭ್ಯವಾಗುತ್ತಾನೆ. ಅಲ್ಲಿಂದ ಮುಂದೆ ಅದರ ಪರಿಣಾಮಗಳು ವಿವಾದವೆಂಬುದು  
 ಬಸವಣ್ಣನಿಗೂ ಗೊತ್ತಿಲ್ಲ. 'ಅವಧಿ ಅಳಿಯತ್ತು, ಕ್ಷಿಪ್ರ ಕಲ್ಯಾಣ' ಎಂಬುದು ಮಾತ್ರ  
 ಅವನಿಗೆ ಗೊತ್ತು. ಅಳಿದದ್ದು ಸ್ಥಾಪರ ಮಾತ್ರ. ಅಳಿವಿಲ್ಲದ ಜಂಗಮವಾಗಿ ಕಲ್ಯಾಣವು

'ಕಲ್ಯಾಣ ಪಾದ' ಸಮಗ್ರ ವಿಕಾಸದ ಉಪಮಾಣ

ಕಾಲದೊಂದಿಗೆ ಯಾತ್ರೆ ಹೊರಟ ಪರಿಯನ್ನು ಕವಿ ಈ ಕಾಲದ ಪ್ರತಿನಿಧಿಯಾಗಿ ನಿಂತು ಬಸವಣ್ಣನದುರಿಗೆ ಆಪ್ತವಾಗಿ ನಿರೀಡಿಸಿಕೊಂಡಂತೆ ಕವಿಕೆಯ ಆರಂಭವಿದ ಕಲ್ಯಾಣದಲ್ಲಿ ನಡೆದ ಸಮಾಜೋಧಾರ್ಮಿಕ ಚಳವಳಿಗೆ ಬಸವಣ್ಣ ನಿರೀಡಿಸಿದ್ದು ಅದು ಲಕ್ಷಾಂತರ ಜನರ ಬದುಕನ್ನು ರೂಪಿಸಿತ್ತು. ಅವನು ರೂಪಿಸಿದ ಮಾಯೆ ಬದುಕಿನ ಭಾಗವೇ ಆಗಿ ಭಿನ್ನ ಪ್ರಮಾಣದಲ್ಲಿ ಸಮುದಾಯದ ನಡೆ-ನುಡಿಗಳನ್ನ ದಾಖಲೆಯಾಗಿ, ಪ್ರೇರಣೆಯಾಗಿ ಜಂಗಮರೂಪಿ ವ್ಯಾಖ್ಯಾನವಾಗಿ ಮುಂದುವರಿದಿತ್ತು. ಭೌತಿಕವಾಗಿ ಅವನು ಇಲ್ಲವಾದರೂ ಅವನ ಹೆಜ್ಜೆ ಸಪ್ತಳ ಎಲ್ಲೆಡೆಗೂ ಕೇಳುತ್ತವೆ ಎಂಬುದು ಈ ಪ್ರಭಾವದ ಜೀವಂತ ಮುಂದುವರಿಕೆಯೇ ಆಗಿದೆ. ಬಸವಣ್ಣ ಕೇವಲ ವಚನಗಳನ್ನು ಸೃಷ್ಟಿಸಲಿಲ್ಲ; ವಚನಕಾರರನ್ನೂ ಸೃಷ್ಟಿಸಿದ ಎಂಬ ಮಾತಿದೆ. ಹಿರಾಣ್ಯ ಕಲ್ಯಾಣದ ದಾರಿಯಲ್ಲಿ ಅವರಲ್ಲಿ ಫಲಭೂತ ವ್ಯಕ್ತಿಗಳಾಗಿ ನಿಂತಿದ್ದಾರೆ ಎಂಬ ಕಲ್ಪನೆ ಅವರ ವ್ಯಕ್ತಿತ್ವ ಹಾಗೂ ವಚನಗಳು ಸಾಮಾನ್ಯರನ್ನು ರೂಪಿಸುತ್ತ ಸಾಗುವ ಪ್ರಕ್ರಿಯೆಯನ್ನು ಮಾರ್ಮಿಕವಾಗಿ ಸೂಚಿಸುತ್ತದೆ. ಪಾತಿ, ಮತ, ಪಂಥ, ಲಿಂಗಗಳ ಭೇದವಿಲ್ಲದ ವಿಕಾಸದ ಮಾರ್ಗದಲ್ಲಿ ಸ್ವತಃ ಆ ತರೀಹದಗಳೇ ಮಾದರಿಗಳಾಗಿರುವುದು ಎಲ್ಲ ಕಾಲಕ್ಕೂ ಪ್ರೇರಣೆಯೇ ಎಂಬ ಭಾವವನ್ನೂ ಇಲ್ಲಿ ಕಾಣಬಹುದು. ಮುಂದಿನ ಪರಿ ಈ ಭಾವವನ್ನು ಇನ್ನಷ್ಟು ವಿಚಿತಗೊಳಿಸುತ್ತದೆ.

ಹೂದಟ್ಟು ಹೆಣ್ಣಾಗಿ ಉದುರಿ ಜೀವಿಸುವ ಪುರುಷ  
 ಜೀವಿಸುತ್ತಿರುವವರ ಜೀವರೋಷ  
 ಜೊಡೆ ಜೊಂಜಿಗಳಲ್ಲಿ ಒಂದೆ ರೀತಿಯ ಜೀವಿ  
 ದೀನು ಕೀಳನ ಕೊಳೆಗೆ ತೂಪಲದ ಜೀವ

ಜೀವಸೃಷ್ಟಿಯಲ್ಲಿ ಅಡಕವಾಗಿರುವ ಜೀವಭೌತಿಕ ಶಾಸ್ತ್ರೀಕತೆ ಹಾಗೂ ಅಧಿಭೂತ ಅಂದರೆ ಆಧ್ಯಾತ್ಮಿಕ ಶಾಸ್ತ್ರೀಕತೆಗಳೆರಡನ್ನೂ ಈ ಸಾಲುಗಳು ಸೂಚಿಸುತ್ತವೆ. ಸಸ್ಯವೊಂದು ಹುಟ್ಟಿ ಬೆಳೆದು, ಹೂಬಿಟ್ಟು, ಹೆಣ್ಣಾಗಿ ಉದುರಿದರೂ ಮತ್ತೆ ಜೀವಿಸುವ ಅಥವಾ ಬೀಜಸೃಷ್ಟಿಯ ಮೂಲಕ ಪುನರಾವರ್ತನಗಳೊಳ್ಳುವ ಪ್ರಕ್ರಿಯೆ ಪ್ರಕೃತಿಯಲ್ಲಿ ಸಾಮಾನ್ಯವಾದುದು. ಇದು 'ಸ್ವಾವರಕ್ಕಳವೃಂಟು ಜಂಗಮಕ್ಕಳವಿಲ್ಲ' ಎಂಬ ಕರಣ ಶಾಸ್ತ್ರೀಕತೆಯನ್ನು ಸರಳ ಹೋಲಿಕೆಯ ಮೂಲಕ ಕಟ್ಟಿಕೊಡುತ್ತದೆ. ಮಾನವನ ಅಸ್ತಿತ್ವ ಸ್ವರೂಪವನ್ನು ಇದು ಸಂಕೇತಿಸುತ್ತದೆ.

ಪುನರಪಿ ಜನನಂ ಪುನರಪಿ ಪುರಾಣಂ  
 ಪುನರಪಿ ಜನನಂ ಪುನರಪಿ ಪುನರಪಿ

ಎಂಬ ಶಂಕರರ ಜೀವಾತ್ಮ ಸಂಬಂಧದ ಆದ್ಯಂತ ಶಾಸ್ತ್ರೀಕತೆಯ ಸೂಕ್ಷ್ಮವನ್ನು ಇಲ್ಲಿ ಹೌಲನಿಕವಾಗಿ ಗಮನಿಸಬಹುದು. ಕರಣರ ಶಕ್ತಿವಿಕಿಷ್ಣಾದ್ಯಂತದ ಸಹಜ

ನಿಯೋಜನೆಯೂ ಇಲ್ಲಿ ಅಪ್ರಯತ್ನವಾಗಿ ವ್ಯಕ್ತಗೊಂಡಿರುವುದನ್ನು ಗಮನಿಸಬಹುದು. ಇದು ಕೇವಲ ಕಾತ್ಯಕ ಚಿತ್ತಾಸೆಯಾಗಿ ಮೂಡಿದ್ದಲ್ಲ, ಬದಲಾಗಿ ಸಾಮಾಜಿಕ ಮತ್ತು ವಾಸ್ತವೀಯ ಪಾಸ್ತವಗಳನ್ನು ಒಳಗೆ ಹುಟ್ಟಿದ ಶರಣರ ಇಹದ ನಿಶ್ಚಯವನ್ನು ಗುರುತಿಸುವ ವಿಚಿತ ಉದ್ದೇಶದಿಂದ ಮೂಡಿದ್ದು. ಇಹದ ಕಟು ವಾಸ್ತವಗಳಲ್ಲಿಯೇ ಪರವನ್ನು ಅರಳಿಸುವ ಗುರಿ ಶರಣರದಾಗಿತ್ತು. ಮನುಷ್ಯ ತನ್ನ ಸ್ವಾರ್ಥಗಳಿಗೆ, ಪಟ್ಟಭದ್ರ ಹಿತಾಸಕ್ತಿಗಳಿಗೆ ಸಹಜೀವಿಗಳನ್ನು ಕ್ರೂರವಾಗಿ, ಅಮಾನವೀಯವಾಗಿ ನಡೆಸಿಕೊಳ್ಳುವ ವ್ಯವಸ್ಥೆಯ ನೀಚತನವನ್ನು ತೆರೆದು ತೋರಿ ಖಂಡಿಸುವ, ಹೋಗಲಾಡಿಸಿ ಸಮಾನತೆಯ ಅಂವನ್ನು ಮೂಡಿಸುವ ಪ್ರಮುಖ ಆಸಕ್ತಿ ಅವರ ಚಳವಳಿಯದಾಗಿತ್ತು. 'ಬೋಗಿ ಬೋಗಿಗಳಲ್ಲಿ ಒಂದೇ ಬೇರಿನ ಬೆಳೆ' ಎಂಬ ಸಾಲು ಧರ್ಮ, ಕಾತಿ, ರಿಂಗ, ದೇಶ, ಭಾಷೆ ಮೊದಲಾದವುಗಳು ಭಿನ್ನವಾದರೂ ಮಾನವ ಜನಾಂಗದ ಮೂಲ ಒಂದೇ ಎಂಬ ಆಶಯವನ್ನು ವ್ಯಾಪಿಸುತ್ತದೆ. ಇಂಥ ಭೇದಗಳು ಇಂದು ಇನ್ನಷ್ಟು ತೀವ್ರವಾಗುತ್ತಿರುವ ಸಂದರ್ಭದಲ್ಲಿ ಶರಣರ ಚಿಂತನೆಗಳು ದಾರಿ ತೋರಬಲ್ಲವೆಂಬ ಆಶಯ ಕವಿಯದು. ಮೇಲು ತೀಳು ಭಾವನೆಗಳು ಇಂದು ಹುಟ್ಟುತ್ತಿರುವ ಮಾನವ ಕ್ಷಯಗಳ ಮಾರಿನ್ಯಕ್ಕೆ ಹಾಗೂ ಅದು ಉಂಟು ಮಾಡಿರುವ ಅರೋಗ ಕರೋಗಗಳಿಗೆ 'ಕೂಡಲದ ಒಳಕೆ' ಪರಿಹಾರ ಎಂಬುದು ಕವಿಯ ನಿಲುವು. ಬಸವಣ್ಣನಾದಿಯಾಗಿ ಶರಣ ಸಮುದಾಯದ ನಡೆ-ನುಡಿಗಳೊಂದಾದ ಬಗೆ ಹಾಗೂ ಎಲ್ಲಿ ವಿರೋಧಗಳನ್ನು ಪರಸ್ಪರ ಚರ್ಚೆಯ ಮೂಲಕ ಬಗೆಹರಿಸಿಕೊಳ್ಳುವ ಸಾಧ್ಯತೆಯನ್ನು ಶರಣರ ಮೂಲಕ ಕಲಿಯಬೇಕೆನ್ನುವ ನಿರೀಕ್ಷೆ ಇಲ್ಲಿಯದು. ವೈವಿಧ್ಯತೆ ಪ್ರಕೃತಿಯಲ್ಲಿಯೇ ಇದ್ದು ಪರಸ್ಪರ ಒಂದರಕೆ ಹಾಗೂ ಒಟ್ಟು ವ್ಯವಸ್ಥೆಯ ಬೇಪಂತಿಕೆಗೆ ಅನಿವಾರ್ಯವಾದುದು ಎಂಬ ನಿಲುವು ಹೊಂದಿಕೊಂಡು ಬಾಳಬೇಕಾದ ಆಗತ್ಯವನ್ನು ಸೂಚಿಸುತ್ತದೆ. 'ಕೂಡಲದ ಒಳಕೆ' ಎಂಬ ನುಡಿಗಟ್ಟಿನಲ್ಲಿಯೇ ಶ್ಲೋಕ ಇದನ್ನೇ ಮೋಪಿಸುತ್ತದೆ.

ಪ್ರಾಚೀನ ಕಾಲದಿಂದಲೂ ಕಾತಿ ವ್ಯವಸ್ಥೆ ಭಾರತೀಯ ಸಮಾಜದ ಶಾಪವೆನಿಸಿ ಅನೇಕ ಅಮಾನವೀಯ ಸಮಸ್ಯೆಗಳಿಗೆ ಕಾರಣವಾಗಿರುವುದು ಚಾರಿತ್ರಿಕ ಸತ್ಯ. ಭಾರತದಲ್ಲಿ ಒನ್ನವತ್ತಿದ ಬಹಳಷ್ಟು ಮಹಾನುಭಾವರು ಈ ಕಾತಿ ಶಾರತಮ್ಯವನ್ನು ಬೇರಿಸಮೇತ ತಿಟ್ಟುಹಾಕಲು ಪ್ರಯತ್ನಿಸಿದ್ದಾರೆ. ಅಂತಹ ಪ್ರಯತ್ನಗಳಲ್ಲಿ ಬಸವಣ್ಣನವರ ಪ್ರಯೋಗ ಅತ್ಯಂತ ಶರಣಾಮಕಾರಿಯಾದುದು. ನಡನ ಚಳವಳಿಯನ್ನು ಬಹುಮುಖ್ಯವಾಗಿ ಹಾಕಿವಿರೋಧಿ ಚಳವಳಿಯೆಂದೇ ಕರೆಯಬಹುದಾಗಿದೆ. ಇದಕ್ಕೆ ಬಸವಣ್ಣನವರು ರೂಪಿಸಿದ ಹೋರಾಟದ ಮಾದರಿ ಅನ್ಯಾದೃಶವಾದುದು. ಸರ್ವಕಾತಿಯ ಜನರು ಪರಸ್ಪರದಲ್ಲಿ ಮುಕ್ತವಾಗಿ ಒಡನಾಡುವುದು, ಸಹಪಂಕ್ತಿ ಭೋಜನ, ಅಂತರ್ಜಾತಿ ವಿವಾಹ ಮೊದಲಾದವುಗಳನ್ನು ಹಂತ ಹಂತವಾಗಿ ನಡೆಸುವ ಯೋಜನೆ ಅವರದಾಗಿತ್ತು.

'ಶರಣರ ಕಾತಿ' ಸಮಗ್ರ ವಿಚಾರದ ಅಂಶವಾಗಿ

ಮಾದಾರ ಚಿನ್ನಯ್ಯನನ್ನು ಕುರಿತು ಬಸವಣ್ಣನವರ ವಚನಗಳಂತೂ ಅವರ ನಿಷ್ಠೆಯನ್ನೂ ಸಾಕ್ಷಿ ಇಂಥ ಸಂಗತಿಗಳನ್ನು ಕವಿತೆಯಲ್ಲಿ ಅಳವಡಿಸುವ ಮಟ್ಟಣಾಳರು ಜಾತಿವ್ಯವಸ್ಥೆಯ ಕುರಿತು ವಚನ ಚಳುವಳಿಯ ಆಶಯಕ್ಕೆ ಸ್ವತಃ ಬಸವಣ್ಣ ಜೀವಂತ ಮಾದರಿಯಾಗಿದ್ದು ಬರಿಯನ್ನು ಸೂಕ್ತವಾಗಿ ಗುರುತಿಸಿದ್ದಾರೆ.

ಮಾದಾರ ಚಿನ್ನಯ್ಯ ದನೆಯ ದುಗ ಜಾನೆಯ  
ಬಸವಣ್ಣನವರ ಮಾತು ಬೋಧಿಸಿರಲಿ

ಒಂದೆಡೆಗೆ ಬಿಟ್ಟುಕೊಂಡು ಮಂತ್ರಿಯಾಗಿದ್ದು ಇನ್ನೊಂದೆಡೆಗೆ ವಚನ ಚಳುವಳಿಯ ನೇತಾರನಾಗಿದ್ದು, ಕರ್ಮದ ವ್ಯವಸ್ಥೆಯ ಆಧಾರಕ್ಕೆ ತನ್ನನ್ನೇ ಅಸ್ತವಾಗಿ ಪ್ರಯೋಗಿಸಿಕೊಳ್ಳುವುದರ ಹಿಂದಿನ ಪ್ರಾಮಾಣಿಕತೆ ಹಾಗೂ ನಿಷ್ಠೆಯನ್ನು ಬೋಧಿಸಿರಲಿ ಎಂದಿರುವುದು ಯಥಾರ್ಥವಾಗಿದೆ. ಕಾಲದ ಪರಿಪಕ್ವತನದ ಶರಣ ಬಳಗದ ಒಡನಾಟದಲ್ಲಿ ತೊಡಗುವ ಬಸವಣ್ಣನ ಶರಣ ಪ್ರೀತಿ, ವಿರೋಧಗಳ ಬೀಜಗಳಿ ಗುರುತಿಸಿದವನ್ನು ನೆನಪಿಸುವ ಹಾಗೆ ಮುಂದಿನ ಸಾಲುಗಳಿವೆ. ಜಾತಿವಾದಿಗಳು, ಶ್ರೀಮಂತರು ಹಾಗೂ ರಾಜರುಗಳ ಬದುಕಿನ ಬೋಧನೆಗಳನ್ನು ವಿವರಿಸುವ ಬಸವಣ್ಣನ ಲೋಕ ನಿಷ್ಠೆಯ ಕೆಳಗಿನ ನುಡಿಯಲ್ಲಿ ಪ್ರಕಟವಾಗಿದೆ.

ನಿಗದಿ ಮಾಡುವವರ ಕೂಡ ಬಿಡುವ ಬದಲ  
ಕಾತಿ ಸೂತಕಗಳ ಜನಮು ಬಾಲಾಡಿ  
ಕನೆ ಒಂದೆಡೆಯೇ ಕೊಂಬುವರ ಜೀವನ  
ಒಂದೆಡೆ ಬಿಡುವವರ ಜಾತಿ ಜಾತಿ

ಬಸವಣ್ಣನವರ ವಚನಗಳ ಸಾರವನ್ನೇ ಕಾವ್ಯಾತ್ಮಕವಾಗಿ ಎರಕ ಕೊಯ್ದಿರುವುದನ್ನು ಇಲ್ಲಿ ಗುರುತಿಸಬಹುದು. ಮಟ್ಟಣಾಳರು ವಚನಸಾಹಿತ್ಯವನ್ನು ಅತ್ಯಸಾಧ್ಯ ಮೂಡಿಸಿರಂತ ಪರಿ ಇದು.

ಕಟ್ಟುಕಟ್ಟು ದುಡುಕು ಉಂಟು  
ಜಗದ ಕಲ್ಯಾಣಕ್ಕೆ ಕಾರ್ಯವೆ  
ನಡಿಗೆ ನಡೆಯೇ ಸಾಕ್ಷಿ ಉಳಿದದ್ದು ತೊಡು  
ಕೊಟ್ಟುಕೊಟ್ಟು ಕರಣೆ ಜಾಲ

ಕೂಡಲಸಂಗನ ಶರಣರ ಮಾತು ಕಟ್ಟುಕಟ್ಟುಗಳೂ ನಿಶ್ಚಯದಂತೆ ಎಂದೂ ಹೇಳುವ ಬಸವಣ್ಣ, ಶರಣರು ನುಡಿದು ಸೂತಕಗಳನ್ನು ಎಂಬುದನ್ನು ಅಲ್ಲಮರ ಮೂಲಕ ಅನುಭವ ಮಂಟಪದಲ್ಲಿಯೇ ಅನುಭೂತಗೊಳಿಸುವುದು ಎಂತಹ ವಚನ ಬೋಧಿಸಿರಲಿ ಎಂದಾಗುವ ಆಧ್ಯಾತ್ಮಿಕ ನೆಲೆಯೂ ಕಟ್ಟುಕಟ್ಟುಗಳ ಸಂಬಂಧವೆಂದೆ

ಸ್ವರೂಪವೇನಿರಲಿಲ್ಲ. ಅದು ಮನುಷ್ಯರ ಉಸಿರಾಟವೆಂದಿರುವುದು ಕವಿಯ ಸ್ವಲ್ಪಗೊತ್ತಿಗೆ ಮತ್ತು ಸೂಕ್ತ ಅಭಿವ್ಯಕ್ತಿಗೆ ನಿರರ್ಹನವೆನ್ನಬಹುದು. ಕರಣರ ಆಧ್ಯಾತ್ಮಿಕ ಅನುಭಾವಿಕ ಅನುಭವಗಳು ವಿರಕ್ತಿಯತ್ತ ಗಾಢವಾದ ಬೀಜವನ್ನು ಎದುರಿಸುವಂತಹವಲ್ಲ. ಬದಲಾಗಿ ಜಗದ ಕಲ್ಯಾಣಕ್ಕೆ ಪೂರಕವಾಗುವ ಆಚರಣೆಗಳ ಮೂಲಕ ಕ್ರಿಯಾಶೀಲವಾಗಿರುವುದನ್ನು ಕವಿ ಇಲ್ಲಿ ಗುರುತಿಸಿದ್ದಾರೆ. 'ಮಾಡುವಂತಿರಬೇಕು ಮಾಡದಂತಿರಬೇಕು ಮಾಡುವ ಮುಖದಲ್ಲಿ ತಾನಿಲ್ಲದಂತಿರಬೇಕೆಂಬ ನಿರಾಡಂಬರ ಭಕ್ತಿಯ ಸ್ವರೂಪವನ್ನು ಈ ಸಾಲುಗಳು ನಿರ್ವಹಿಸುವಂತಿವೆ. 'ನುಡಿಗೆ ಒಳಗಾಗಿ ನಡೆಯದಿದ್ದರೆ ಓಡಿಬಿಡೆ' ಲಿಂಗ ಭಾಷಿಸರ್ಪವಾಗುವುದೆಂಬ ಅಶಯವನ್ನೂ ಇಲ್ಲಿ ಪ್ರಭಾವವಾಗಿ ಪ್ರತಿನಿಧಿಸಿರುವುದು ಕಂಡುಬರುತ್ತದೆ. ನಡೆಯದಿದ್ದರೆ ಹುಸಿವಾಂಡಿತ್ಯ 'ನುಡು ಶೌವ ಕಾಣಿಕೆಯೇ' ಎಂದು ಸಾರುವ ಶರಣರ ಧ್ವನಿಯನ್ನು ಕವಿ ಇಲ್ಲಿ ಕೇಳಿಸಿದ್ದಾನೆ. ಅದು ಸಾಧನೆಗೆ ಕಂಟಕವಾಗುವ ತಾಪವಾಗುವ ಎಚ್ಚರಿಕೆಯೂ ಶರಣರದೇ. ವೈಯಕ್ತಿಕ ಹಂತದಲ್ಲಿ ನಡೆ-ನುಡಿಗಳು ಒಂದಾಗುವ ಸಾಧನೆ ಇಲ್ಲದಿದ್ದರೆ ಎಂಥ ತೋರಾಟದ ಮಾತುಗಳನ್ನು ಬರೆದರೂ ಬರ್ಬರಿಸಿದರೂ, ಅವು ನುಡು ತೊಡೆ ಸುಖ ಎಂಬ ಶರಣರ ನೈಜ ಹೋರಾಟದ ಪ್ರಾಥಮಿಕ ಅಗತ್ಯವನ್ನು ಸೂಚಿಸಿರುವ ರೀತಿ ಇಲ್ಲಿ ಪರಿಣಾಮಕಾರಿಯಾಗಿ ಮೂಡಿದೆ.

ತಾತ್ಕಾಲಿಕ ಭಿನ್ನಾಭಿಪ್ರಾಯಗಳನ್ನು ವೈಯಕ್ತಿಕ ನೆಲೆಗೆ ಆವಾಹಿಸಿಕೊಂಡು ಈರ್ಷ್ಯೆ, ಅಸೂಯೆಗಳ ಮೂಲಕ ಪರಸ್ಪರ ಕಾಲಿಳಿಯುವ, ಊನ ನಡೆಸುವ ಗುಂಪುಗಾರಿಕೆಯ ವೈಪರೀತ್ಯಗಳ ಕಾಲದಲ್ಲಿ ಶಾವಿಂದು ಬದುಕುತ್ತಿದ್ದೇವೆ, ಎಲ್ಲ ಭಿನ್ನತೆಗಳನ್ನು ನಿವಾರಿಸಿಕೊಂಡು ಹೇಗೆ ಸಾಮರಸ್ಯ ಸಾಧಿಸಬೇಕು ಎಂಬುದಕ್ಕೆ ಅನುಭವ ಮಂಟಪದಲ್ಲಿ ನಡೆಯುತ್ತಿದ್ದ ಹೆಜ್ಜೆಗಳು ಅಚ್ಚುತ್ತವೆ ನಿರರ್ಹನ ಇದನ್ನು ಕವಿ ಅತ್ಯಂತ ಮಾರ್ಮಿಕವಾಗಿ ವ್ಯಕ್ತಪಡಿಸಿರುವುದನ್ನು ಕೆಳಗಿನ ನುಡಿಯಲ್ಲಿ ಕಾಣಬಹುದು.

ಅನುಭವ ಮಂಟಪದೇ ಮನವನಿಗೆ ಹೋಟದೆ  
 ಕಾರಣವಾಗ ನಡಿಯ ಬಾಟ  
 ಅಲ್ಲವನ ಕೈಯೊಳಗೆ ಅರದ ರೀವಟಗೆ  
 ಕೆಲ ವರಾತ್ಕರ ವ್ಯವಯ ಬಾಟ

ಪ್ರಕಾಶಪುಸ್ತಕದ ಹೆಸರಿನಲ್ಲಿ ಇಂದು ನಡೆಯುತ್ತಿರುವ ವಿಧಾನಸಭೆಗಳಲ್ಲಿ ಸಂಸತ್ತಿನಲ್ಲಿ ಸ್ಪರ್ಧಿಸಿಕೊಂಡಿರ, ಅಧಿಕಾರೀಂದ್ರಿತ ತರ್ಕಗಳ ಮೂಲಕ ಕಿಸರೆರೂಪವಾದ ಅನಿರೀತೆಗಳನ್ನು ಕಾಣುತ್ತೇವೆ. ಕೃತಕ ಬುದ್ಧಿಮತ್ತೆಯ ದುರಂತವಿದು. ಅದರ ಅನುಭವ ಮಂಟಪ ಧಾವನಾತ್ಮಕ ಬುದ್ಧಿಮತ್ತೆಯ ಸಂಸತ್ತು ಅದು ಹೃದಯ ಕೇಂದ್ರಿತ, ಸಕಲ ಮಾನವರ ಕಲ್ಯಾಣ ಕೇಂದ್ರಿತ ಬಹುಪದ ವೈವಿಧ್ಯ-ವೈರುಧ್ಯಗಳನ್ನು ಸರ್ವಸಾಮಾನ್ಯತೆಯ

'ಕಲ್ಯಾಣ ಕಾಲ' ಸುಬ್ರಹ್ಮಣ್ಯಂ ವಿಶವಾಸ ರಾಜಮಾರ್ಗ

ವಿಕತೆಯಲ್ಲಿ ಸಮಾವೇಶಗೊಳಿಸುವ ಪೃಥಯಭಾವದ ಲೋಕವಾಸ್ತವ. ಅದು ಸುರೇಶಾತೀತವಾಗಿ ಹೊರಟ ಮರವಣಿಗೆ. ನೋಡುವ ಕಣ್ಣು ಕೇಳುವ ಕಿವಿ, ಬಯ್ಯು ಸಂಕಲ್ಪಗಳು ಹಾಗೂಕವಾಗಿರಲೇಕಪ್ಪೆ. ಐದೂ ಜ್ಯೋತಿರ್ಲಿಂಗ ಸ್ವರೂಪಿಯಾದ ಅಲ್ಲಮನ ದೇವಟಗೆ ಅಲ್ಲಿ ಬೆಳಗುತ್ತಿದೆ. ಅದು ಸಕಲ ಜೀವಾತ್ಮರಲ್ಲಿ ಅಜಗಿದವ ಪೃಥಯದ ಅರಿವನ್ನು ಕಿಡಿಯಾಗಿ ಹೊತ್ತಿಸಬಲ್ಲದು. ಅದನ್ನು ಕಂಡು, ನೀಳಿ ಹಾಡುತ್ತಿರುವುದು ಮೆಟ್ಟಿಹಾಳರ ಕಾವ್ಯ ಕಂಠ. ಬೇಂದ್ರೆಯವರು ತಮ್ಮ 'ಬೇವನ ಕಲ್ಯಾಣ' ಎಂಬ ಕವಿತೆಯಲ್ಲಿ ಇಂಥದೇ ಪುಡುಕಾಟ ನಡೆಸಿರುವುದನ್ನು ಇಲ್ಲಿ ಗಮನಿಸಬೇಕು.

ಮರಾದ ಪಯಿ ತೀರೊ ಕುಳಿಡೊ  
 ಕೆರೊರ ಪಾಯಿ ಪುಡುಕೊಡಿ !  
 ಕುಡುಕದ ಕಣ್ಣು ಕಂಡಿತ್ಯ  
 ಗಂಗಾಗೌರಿ ಗೋಟಕೆ !

ಹುಟ್ಟಿದ ಜೀವಿಗಳೆಲ್ಲ ಮರಣ ಖಚಿತ. ಸೀಮಿತ ಅವಧಿಯಲ್ಲಿ ಸಂಭವಿಸುವ ಸೂಚನೆಯನ್ನು ಹೊತ್ತು ಕಣ್ಣೆದುರು ಹಾಸಲಾದ ಮಡಿಬಟ್ಟೆ ಅದು. ಇದರ ಅರಿವಿದ್ದೂ ಲೋಕದ ಜಂಜಡದಲ್ಲಿ ಮುಳುಗುತ್ತೇವೆ. ಇದನ್ನು ಮೀರುವ ಹಾದಿಯೊಂದೇ. ಅದು ಶರಣರು ಹಾಸಿರುವ ಅಮರತ್ತದ ಒಪ್ಪೆ. ಅದನ್ನು ಕಾಣಲು ಕರುಣದ ಕಣ್ಣು ಬೇಕು. ದೈವ ಕೃಪೆಯಿಂದ ತಮ್ಮೊಳಗೇ ಅರಳುವ ಕಣ್ಣು ಅದು. ಗಂಗೆ ಗೌರಿಯರ ತಿವನನ್ನು ಕಂಡಂತೆ ಕಂಡಾಗ ಅದು ಕಾಣುತ್ತದೆ. ಅದು ಶರಣಸತಿ ಲಿಂಗವೆ ಛಾವ. ಅದನ್ನು ಬೇಂದ್ರೆ ಮುಂದಿನ ನುಡಿಯಲ್ಲಿ ಅದರ ದ್ವಂದ್ವ ಸ್ವರೂಪ ಅರಿವಿನೊಂದಿಗೆ ಬಿಂಬಿಸಿರುವುದನ್ನು ಕಾಣಬಹುದು.

ಪಂಪಂದೇವ ಅರುದಿಗೆ ಕಣ್ಣು  
 ಕೈಲಾಸಂಪೋಡು ಮುಗಿಟ ಮುಡ್ಡು !  
 ಜಗ್ಗ ಜಗ್ಗೂ ಒಂದೆ ಹಣ್ಣು  
 ಶಿವಶಿಂಗಾರದ ಪ್ಲೂಟಕೆ !

ನಮ್ಮಲ್ಲಿ ಮುಗಿಲಿಗೆ ಮುದ್ದಿಡುವ ಅನಂತದ ಅರಿವಿನ ಕೈಲಾಸದ ಸಾಕ್ಷಾತ್ಕಾರ ಸೆಳಕು ಒಮ್ಮೊಮ್ಮೆ ಮೂಡುತ್ತದೆ. ಅತ್ಯಸಾಕ್ಷಿ-ಪರಮಾತ್ಮ ಸಾಕ್ಷಿಯಾಗಿ ಅದು ನಮ್ಮೊಳಗೆ ಇರುವಂತಹದೇ. ಅದನ್ನು ಮರೆಮಾಚಿ ನಾವು ಲೋಕದ ಸಂಜನ್ನು ಬಾಣ್ಣುಪ್ಪೆರಂಜಿ ಮಗ್ಗಲಾಗುತ್ತೇವೆ. ಅನಂತದೊಂದಿಗೆ ಬೆರೆಯುವ ಆಕಾಂಕ್ಷಿಯೊಂದಿಗೆ ಜನ್ಮಜನ್ಮಗಳ ಯಾತ್ರೆಯಲ್ಲಿ ವಾಲ್ಮೀಕಿಬಿಟ್ಟೇವೆ. ಯಾವ ಜನ್ಮದಲ್ಲಾದರೂ ಹಂಪರಿಸುವ ಆಣ್ಣು ಮಾತ್ರ ಒಂದೇ. ಅದು ಶಿವಶಿಂಗಾರದ ತೋಟದಲ್ಲಿ ಬೊರಕುವಂತಹದು. ಅಂದರೆ ಅಕ್ಕ ತೊಡಗಿದ ಶಿವಕಾಮನೆಯ ಅಧ್ಯಾತ್ಮಿಕ ಪ್ರಣಯದ ದಾರಿಯದು. ದೇವಲಿಂಗ

ಮಕ್ಕಳರೋಗ ವೇರಿಲ್ಲ ಕಾಣಿಯೋ ಎಂದ ಕರಣರ ದಾರಿಯೂ ಅದೇ. ಅದುವೇ  
'ಕಲ್ಯಾಣದ ಹಾದಿ'. ಮಟ್ಟಹಾಳದ ಕಾಣಲಿಳಿಸಿದ 'ಕಲ್ಯಾಣದ ಹಾದಿ'. ನನ್ನ 'ನಂದಿ  
ವಾಹನ' ಕವಿತೆಯಲ್ಲಿಯೂ ಇಂತಹದೇ ಆಶಯದ ತಿಳಿತವಿರುವುದು ನನಗಿಗೆ  
ನೆನಪಾಗುತ್ತಿದೆ.

ಕರಣರ ರಕ್ತ ಸೂತಕದ ಕೀಳೆಯಲ್ಲ  
ಕೆಟ್ಟ ಕಲ್ಯಾಣವೇ ಕೆಟ್ಟವಾಗಿ  
ಜಾಗರಣೆ ಎಲ್ಲಾ ನೆಲವಜೂಳಿಸಿದೆ  
ಛೇದನ ಭಾವರೋಕದಲಿ ಮೊಪ್ಪಿಕೊಂಬ

ಕರಣರ ಸಾವು ಸಾವಾಗಿದ್ದರೆ ನಾವು ಅವರನ್ನಿಂದು ನೆನೆಯುತ್ತಿರಲಿಲ್ಲ. ಕೆಟ್ಟ  
ಕಲ್ಯಾಣ ತಪ್ಪವಾಗಿ ಜೀವನ ಪ್ರವಾಹದಲ್ಲಿ ತೇಲುತ್ತಿರುವುದರಿಂದಲೇ 'ಕಲ್ಯಾಣದ  
ಹಾದಿ' ಎಂದಂದಿಗೂ ಮಾದರಿಯಾಗಿ ಸಹಸ್ರ ಕವಿಗಳಿಂದ ಮುರುಜೀವ ಶಲಯುವುದು  
ಸಾಧ್ಯವಾಗುತ್ತಿದೆ. 'ಕಲ್ಯಾಣವೆಂಬ ಪ್ರಣತಿಯಲ್ಲಿ ಬಸವಣ್ಣನೆಂಬ ಜ್ಯೋತಿ' ಜಗದ  
ಕಲ್ಯಾಣಕ್ಕೆ ದಾರಿ ತೋರುತ್ತಲೇ ಇರುತ್ತದೆ. ಇಂಥ ಸಮಗ್ರ ನೋಟದ ಚರ್ಚೆಗೆ  
ಅವಕಾಶ ಒದಗಿಸಿದ ಮಟ್ಟಹಾಳರನ್ನು ಅಭಿನಂದಿಸುವೆ.

❖❖



# SOULSCAPE

A symphony of words that speaks to the soul.

*Nikshep K*



# SOULSCAPES

A SYMPHONY OF WORDS THAT  
SPEAKS TO THE SOUL

NIKSHEP K

# Contents

<i>Foreword</i>	ix
<i>Preface</i>	xiii
<i>Acknowledgements</i>	xv
1. A New Beginning	1
2. Love In The Halls	3
3. Love At First Sight	4
4. The Magic Of Love	5
5. Classroom Daydreams	7
6. Finally, A Dream Come True	8
7. First Date	10
8. Late Night Conversations	12
9. Love Found Me	14
10. Love Makes You Do	16
11. Conversations By The Lake	17
12. Home	18
13. The Last Ride	19
14. The Fall Of A Dream	21
15. The Unreachable Sky	23
16. Fading Echoes: A Painful Goodbye	25
17. Embraced By The Rib Cage	27
18. The Flight Of The Angelic Dove	29
19. The Test Of Life	31
20. Wedding Trip With Friends	33
21. Helpless	35

# Contents

22. The Unheard Plea	37
23. Someone I Used To Know	38
24. Nidhi	40
25. Dancing In Sorrows	42
26. A Cup Of Coffee	44
27. Illusions	45
28. Catalysts Of Growth	47
29. Fragments	48
30. Running Away From Pain	49
31. Pain, Love, And Hope	51
32. Enduring Pain	53
33. Deleting You	55
34. The Bittersweet Nature Of Love	56
35. Love's Journey	58
36. Two Loves' Quest	60
37. Love Is Understanding	61
38. Love's Depths	63
39. Choosing Love	64
40. Lessons From You	66
41. Colour Of Love	68
42. Words Unleashed	69
43. The Journey	71
44. Life As It Comes	73
45. Forgotten Pain	75

# Contents

46. Is This All Worth It	76
47. Love's Sacrifice	78
48. My Password	79
49. Whom To Blame?	81
50. End Of The Journey	83

# SOULSCAPES

Dear readers,

If you have experienced the roller-coaster of emotions that come with love, heartbreak, and pain, you know how overwhelming and consuming those feelings can be. It can feel like you're the only one going through it, and that no one can understand the depth of your pain. However, I want to assure you that you are not alone.

In fact, countless people before you have experienced similar struggles, and many more will continue to do so. But despite the universality of these experiences, they can still feel isolating and devastating in their intensity.

That's why I want to offer you some hope and encouragement. This anthology may not have all the answers to your questions or the solutions to your problems, but it can provide you with the strength to keep going and the assurance that you're not alone.

Maybe you've been through a breakup or a divorce and you're struggling to move on. Maybe you've experienced rejection or unrequited love. Maybe you're struggling with trust issues or a fear of vulnerability. Whatever the source of your pain, it's valid and it matters.

But I want to remind you that you are strong and resilient. You have the ability to overcome this pain and find happiness and fulfillment again. It may not happen overnight, and it may not look exactly how you imagined, but it is possible.

So as you read this book, know that you are not alone in your struggles. Many others have been where you are, and many more will come after you. But by sharing our stories and emotions, we give us the strength to keep going and the hope for a brighter future.

## About the Author

Nikahap K is an accomplished Assistant Professor in English at the esteemed Soundarya Institute of Management and Science in Bengaluru-73. Graduating with a Master's Degree in English from REVA University, Bengaluru. As an active participant in academic discourse, he has presented numerous papers at both national and international conferences, showcasing his expertise in diverse fields. In recognition of his scholarly acumen, Nikahap has also published a significant paper on Queer Representation in an esteemed International Journal.

Driven by an insatiable thirst for knowledge, Nikahap aspires to pursue a Ph.D. in English, further honing his expertise and making invaluable contributions to the field.

Price: Rs 200.00  
979-8890666383



9 798890 666383

As per the New

NEP Syllabus

# THE DESIGN AND ANALYSIS OF ALGORITHMS

An Illustrative Approach

As per the New NEP Syllabus for BCA 1<sup>st</sup> Semester Course of  
Bangalore City University & Bangalore University

Srikanth S  
Rekha C



Rekha/2023/Bca/501  
SKYWARD PUBLISHERS & DISTRIBUTORS  
CONTACT: 080-26603535

# THE DESIGN AND ANALYSIS OF ALGORITHMS

-An Illustrative Approach

As per the New NEP Syllabus for BBA 4<sup>th</sup> Semester Course of  
Bangalore City University and Bangalore University

Authored By

**Srikanth. S**

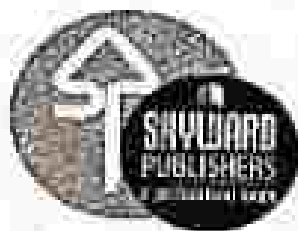
&

**Prof. Rekha. C**

MCA, M.Phil, B.Ed., ADST(P), IASST

HOD in Department of Computer Science,  
Soundarya Institute of Management and Science,  
Bangalore.

COMPLIMENTARY COPY  
NOT FOR SALE



**Skyward Publishers**

41/27, 7<sup>th</sup> Cross, 3<sup>rd</sup> Main Road, Channarayana  
Bangalore-11. Phone : 080-26603535 / 43706620,  
Mob: 9611185999  
E-mail: skywardpublishers@gmail.com  
Website: www.skywardpublishers.com

**A Text Book of THE THEORY AND SYSTEMS OF ALGEBRA** - By the late Sir H. F. BLYTHE, M.A., F.R.S.  
REVISED BY A. CHITTENDEN, M.A., F.R.S.E., F.R.S., F.R.I.C., F.R.M.S., F.R.S., F.R.S.E., F.R.S.M., F.R.S.N., F.R.S.O.

7. 500PP.

**Copyright** - The work of the late Sir H. F. Blythe is reproduced, subject to all copyright notices, by permission of the publishers, Cambridge University Press, from the first edition, published in 1902. The publishers are not responsible for any errors or omissions in the work, or for any damage or loss of any kind, or for any consequences arising from the use of the work, or for any loss of any kind, or for any consequences arising from the use of the work, or for any loss of any kind, or for any consequences arising from the use of the work.

ISBN: 0-521-00000-0

THE NUMBER: 2012

Pages: 412

Price: £ 25.00

Published by:

**Keywords Publishers**  
#111, 7th Cross, 3rd Main Road, Changanassery,  
Kottayam 24, Phone: 088-25602535 / 0911-43706620,  
Mob: 9611185699  
E-mail: [keywordspublishers@gmail.com](mailto:keywordspublishers@gmail.com)  
Website: [www.keywordspublishers.co.in](http://www.keywordspublishers.co.in)



# CONTENTS

<b>Unit - I</b>	<b>Introduction to Algorithm</b>	<b>1.1 - 1.20</b>
<b>Chapter - 1</b>		
1.1	What is an Algorithm?	1.2
1.2	The Notion of the Algorithm	1.3
1.3	Characteristics of an Algorithm	1.4
1.4	What is Design and Analysis of Algorithms? Why We Need to Study?	1.4
1.5	Algorithm Examples	1.5
1.6	Fundamentals of Algorithmic Problem Solving	1.11
1.7	Problem Types	1.14
1.8	Fundamental Data Structures	1.16
1.8.1	Classification of Data Structures	1.19
1.8.2	Primitive Data Structures	1.19
1.8.3	Non-Primitive Data Structures	1.20
1.8.4	Operations on Data Structures	1.24
1.8.5	Abstract Data Type (ADT)	1.24
1.8.6	Importance of Data Structures in Designing Algorithm	1.24
1.9	Review Questions	1.25
<b>Chapter - 2</b>	<b>Fundamentals of the Analysis of Algorithm Efficiency</b>	<b>2.1 - 2.42</b>
2.1	The Analysis Framework	2.1
2.1.1	Space Complexity	2.2
2.1.2	Time Complexity	2.8
2.1.2.1	Measuring in Input's Size	2.7
2.1.2.2	Units for Measuring Running Time	2.7
2.1.3	Orders of Growth	2.11
2.1.4	Worst Case, Best Case and Average Case Efficiencies	2.12
2.2	Asymptotic Notations	2.15
2.2.1	Big O Notation (O)	2.16
2.2.2	Omega Notation ( $\Omega$ )	2.19
2.2.3	Theta Notation ( $\Theta$ )	2.19
2.2.4	Comparison of O, $\Omega$ and $\Theta$ Notations	2.22
2.2.5	Using Limits for Comparing Orders of Growth	2.22
2.3	Basic Efficiency Classes	2.24
2.4	What is Iterative and Recursive Algorithms?	2.25
2.5	Mathematical Analysis of Non-Recursive Algorithms	2.26
2.5.1	General Plan for Analyzing the Time Efficiency of Non-recursive Algorithms	2.26
2.5.2	Finding the Largest Element in an Array	2.27
2.5.3	Checking the Uniqueness in an Array	2.27

2.5.4	Matrix Multiplication	2.29
2.5	Mathematical Analysis of Recursive Algorithms	2.30
2.5.1	General Plan for Analyzing On-Time Complexity of Recursive Algorithms	2.31
2.5.2	Recursion Tree Method	2.31
2.5.3	Tree of Recursion Problem	2.32
2.5.4	Recursion Series	2.34
2.6	Empirical Analysis of Algorithms	2.37
2.6.1	General Plan for the Empirical Analysis of Algorithms Using Difficult	2.37
2.6.2	Advantages and Disadvantages of Empirical Analysis of Algorithms	2.39
2.6.3	Difference between Theoretical & Empirical Analysis	2.40
2.7	Review Questions	2.40

### Part - II

## Chapter - 3 Brute Force Method & Exhaustive Search 31 - 131

3.1	Introduction	32
3.2	Brute Force Method	32
3.2.1	Selection Sort	33
3.2.2	Bubble Sort	39
3.2.3	Sequential Search or Linear Search	314
3.2.4	Brute-Force String Matching	319
3.2.5	Advantages and Disadvantages of Brute-Force Method	320
3.3	Exhaustive Search	320
3.3.1	Graph Traversal	321
3.3.2	Depth First Search (DFS)	321
3.3.3	Breadth First Search (BFS)	327
3.3.4	Advantages and Disadvantages of Exhaustive Search	332
3.4	Review Questions	332

## Chapter - 4 Decrease and Conquer 41 - 134

4.1	Decrease-and-Conquer	42
4.2	Decrease-by-a-Constant	44
4.2.1	Insertion Sort	44
4.2.2	Topological Sorting	45
4.2.3	Algorithm for Generating Combinatorial Objects	416
4.2.3.1	Generating Permutations	416
4.2.3.2	Generating Subsets	419
4.3	Decrease-by-a-Constant-factor	423
4.3.1	Binary Search	425
4.3.2	False-Coin Problem	429
4.3.3	Russian Peasant Multiplication	430

- 4.3.4 Josephus Problem
- 4.4 Advantages and Disadvantages of Decrease and Conquer Technique
- 4.5 Review Questions

## **Chapter - 5 Divide and Conquer**

- 5.1 Divide and Conquer Technique
- 5.2 Merge Sort
- 5.3 Quick Sort
- 5.4 Binary Tree Traversal and Related Properties
  - 5.4.1 What is Binary Tree?
  - 5.4.2 Properties of Binary Tree
  - 5.4.3 Binary Tree Traversals
- 5.5 Strassen's Matrix Multiplication
- 5.6 Advantages and Disadvantages of Divide and Conquer Technique
- 5.7 Review Questions

## **Part - III**

## **Chapter - 6 Space and Time Tradeoffs**

- 6.1 Space and Time Tradeoffs
  - 6.1.1 Precomputing or Input Enhancement
  - 6.1.2 Prestructuring
- 6.2 Sorting by Counting
- 6.3 Input Enhancement in String Matching
  - 6.3.1 Horspool's Algorithm (Simplified Version of Boyer Moore Algorithm)
  - 6.3.2 Boyer Moore Algorithm
- 6.4 Hashing
  - 6.4.1 Hash Table
  - 6.4.2 Hash Function
  - 6.4.3 Hash Collision
  - 6.4.4 Choosing a Hash Function
  - 6.4.5 Collision Resolution
    - 6.4.5.1 Open Addressing
    - 6.4.5.2 Collision Resolution by Chaining
  - 6.4.6 Time and Space Complexity of Hashing
- 6.5 Review Questions

## **Chapter - 7 Dynamic Programming**

- 7.1 What is Dynamic Programming?
- 7.2 Divide and Conquer Vs Dynamic Programming

7.3 Applications of Dynamic Programming	7.3
7.4 The Process of Solving Problems Using Dynamic Programming	7.4
7.5 Computing a Binomial Co-efficient	7.5
7.6 Principle of Optimality	7.9
7.7 Optimal Binary Search Tree	7.10
7.8 The Knapsack Problem	7.15
7.9 Memory Functions 7.21	
7.10 Warshall's Algorithm	7.26
7.11 Floyd's Algorithm (All Pairs Shortest Path Algorithm)	7.32
7.12 Advantages and Disadvantages of Dynamic Programming	7.40
7.13 Review Questions	7.41

## Chapter - 8 Greedy Technique

8.1 - 8.34

8.1 Introduction to Greedy Technique	8.2
8.1.1 Characteristics of Greedy Technique	8.3
8.1.2 Central Abstraction For Greedy Method or General Procedure	8.3
8.1.3 Difference Between Dynamic Programming and Greedy Technique	8.4
8.1.4 Applications of Greedy Technique	8.4
8.2 Minimum Spanning Tree	8.5
8.2.1 Prim's Algorithm	8.7
8.2.2 KRUSKAL'S Algorithm	8.12
8.2.3 Difference Between Prim's and Kruskal's Algorithm	8.17
8.3 Dijkstra's Algorithm (Single Source Shortest Path Algorithm)	8.18
8.4 Huffman Trees and Huffman Codes	8.27
8.4.1 Data Compression	8.27
8.4.2 Fixed Length Codes	8.27
8.4.3 Variable Length Codes	8.28
8.4.4 Prefix Codes	8.29
8.4.5 Meaning of Huffman Trees and Huffman Codes	8.30
8.4.6 Huffman Algorithm	8.30
8.5 Advantages and Disadvantages of Greedy Technique	8.34
8.6 Review Questions	8.35

## Part - IV

### Chapter - 9

## Limitations of Algorithm Power

9.1 - 9.20

9.1 Introduction	9.2
9.2 Lower-bound Arguments	9.3
9.2.1 Trivial Lower Bounds	9.4
9.2.2 Information Theoretic Arguments	9.5
9.2.3 Adversary Arguments	9.6

9.2.4	Problem Reduction	91
9.3	Decision Trees	94
9.3.1	Decision Trees for Sorting Algorithms	94
9.3.2	Decision Trees for Searching a Sorted Array	94
9.4	P, NP and NP-Complete Problems	94
9.4.1	The Class P Problems	94
9.4.2	The Class NP Problems	94
9.4.3	The Class NP Complete Problems	94
9.5	Review Questions	97

## Chapter - 10 Coping with the Limitation of Algorithm Power

10.1 - 10.29

10.1	Introduction	101
10.2	Backtracking	102
10.2.1	General Backtracking Methods and Algorithms	104
10.2.2	N-Queens Problem	104
10.2.3	Hamiltonian Circuit Problem	104
10.2.4	Sum of Subsets	104
10.3	Branch and Bound	104
10.3.1	The Assignment Problem	104
10.3.2	Knapsack Problem	104
10.3.3	Travelling Salesman Problem	104
10.4	Review Questions	104

## Appendix A Lab Programs using C

A.1 - A.29

## Appendix B Lab Programs using Python

B.1 - B.24

## Appendix C Model Question Papers

C1 - C4

- Model Question Paper - 1
- Model Question Paper - 2
- Model Question Paper - 3

## ABOUT THE AUTHORS



Mr. Srikanth S is currently working as a Director in IT Services Company. He has worked as Software Engineer, Project Leader, Technical Leader, Corporate Trainer and Project Manager in various MNC companies. He has worked as HOD of BCA B/ICA department in ERN Adarsh College and worked as Guest Faculty in various colleges in Bangalore. He has 23 years of experience in Academic and IT Profession. He trains huge number of students in Programming languages like C, C++, Data Structures, Java, Python, DBMS, Oracle, Web Programming and UML. The author has written more than 15 technical text books in the field of computer science & mathematics and all his books have been well received by both student and teachers community. He is a passionate about creative and innovative content creation.

Prof. Rekha.C is currently working as Head of the Department in the department of Computer Science at Saundarya Institute of Management and Science, Bangalore University, Bangalore. She has 21 years of experience in teaching. She is well known for her innovative teaching practices amongst the student and teaching community. She has guided more than 50+ innovative projects both at UG and PG levels. She is a great orator and has delivered talks on emerging technologies & quality education w.r.t NAAC in various workshops and conferences. Her area of interest includes Algorithm designing, Data Structures, Automata theory, Artificial Intelligence, Cyber Security & Neural networks. Presently she is also an Executive member of Computer Society of India – Bangalore Chapter.



## Our Other Books for BCA

1. Discrete Structures
2. Data Structures Using C
3. Problem Solving Techniques
4. Programming in C
5. Mathematical Foundations
6. Computer Fundamentals
7. Environmental Studies
8. Computer Architecture
9. Java
10. Database Management Systems
11. Discrete Mathematical Structures
12. Data Structures Using C
13. Operating Systems
14. Computer Networks
15. Python Programming
16. Database Management Systems
17. C# and DOT NET Framework
18. Computer Communication & Networks
19. Software Engineering
20. Internet Technologies

## Skyward Publishers

# 157, 3rd Main, 7th Cross  
Chamrajpet, Bangalore - 18  
Ph : + 91 80 2660 2525 / 42704620  
Mob : + 91 96111 85999  
Email : skyward.publishers@gmail.com  
Website : www.skywardpublishers.com

ISBN : 978-83-88064-88-4



₹ 375.00/-

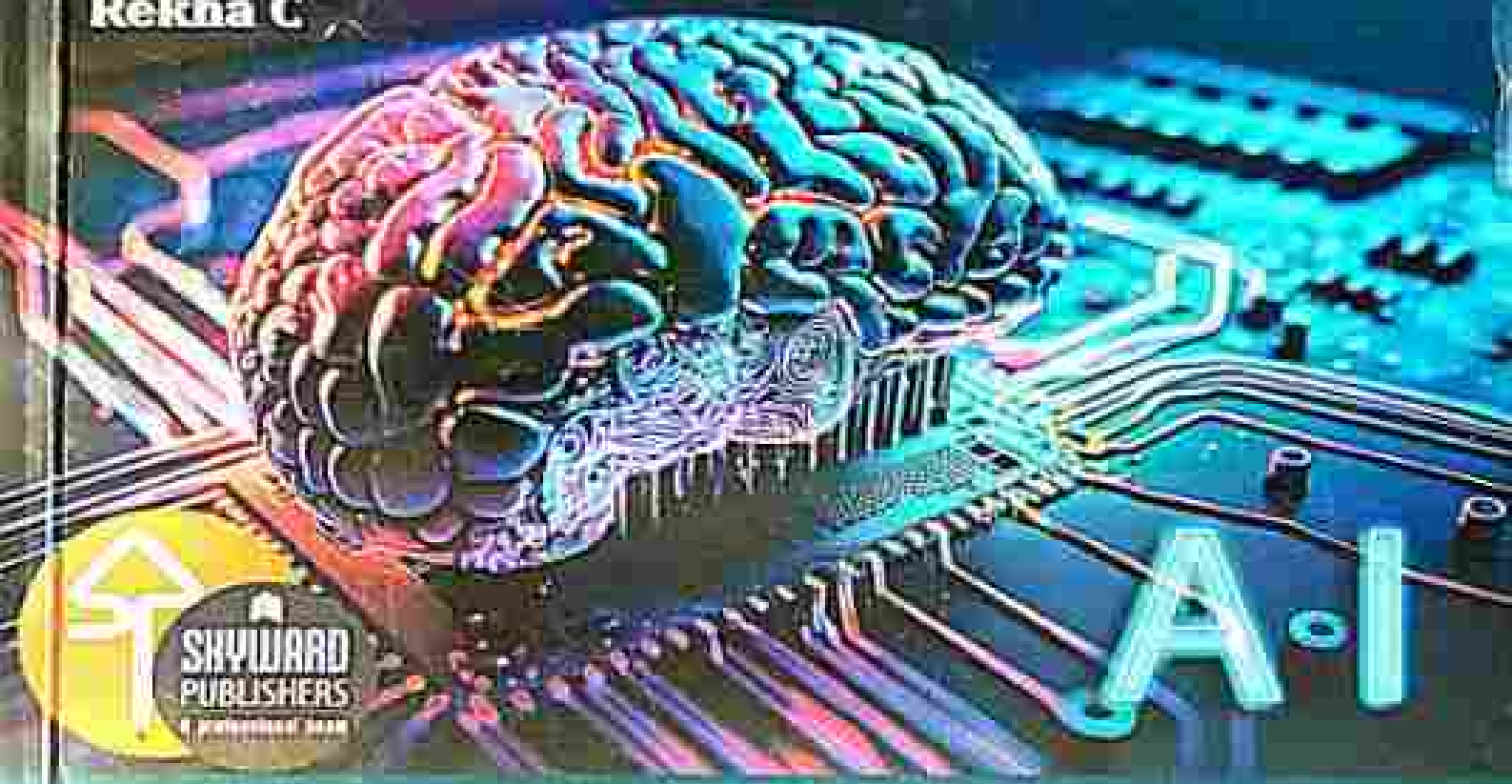
As per the New

NEP Syllabus

# ARTIFICIAL INTELLIGENCE

As Per the New NEP Syllabus for BOA 5<sup>th</sup> Semester Course of  
Bangalore City University & Bangalore University

Rekha C



Rekha/2023/Book-2

COMPLIMENTARY COPY  
NOT FOR SALE

# ARTIFICIAL INTELLIGENCE

As per the New NEP Syllabus for BCA 5<sup>th</sup> Semester Course of  
Bangalore City University and Bangalore University

Authored By

**Prof. Rekha. C**

MCA, M.Phil, D.TE, ADSE(P&D), R.S.M.T

HOD in Department of Computer Science  
Sondarya Institute of Management and Science,  
Bangalore.

FOR BULK ORDERS & DISCOUNT  
CONTACT: + 91-9611185999



**Skyward Publishers**

11/27, 7th Cross, 3rd Main Road, Channarayana  
Bangalore-18. Phone : 080-26602525 / 43706620,  
Mob: 9611185999  
E-mail: skywardpublishers@gmail.com  
Website: www.skywardpublishers.com.in



A Text Book of "Artificial Intelligence" - As per the New NEP Syllabus for 5<sup>th</sup> Semester BCA Course  
Bengaluru City University & Bangalore University by Rekha C.

© Author

*Copy Right: No part of this book may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, without the previous permission of the copyright holders. Every effort has been made to avoid errors or omissions in this publication. In spite of this, some errors might have crept in. Any mistake, error or discrepancy noted may be brought to our notice which shall be taken care in the next edition. The publisher shall not verify the originality, authenticity, ownership, non-infringement of the data, content, and information. The Authors are the sole owners of the copyrights of the Work, it shall be Author's sole responsibility to ensure the lawfulness of the content and publisher is not responsible for any copyright issues. It is notified that publisher will not be responsible for any damage or loss of access, any one, of any kind, in any manner, there from all disputes are subject to Bengaluru jurisdiction only.*

*Disclaimer: Skyward Publishers has exercised due care and caution in collecting all the data before publishing the book. In spite of this, if any omission, inaccuracy or printing error occurs with regards to the data contained in this book, Skyward Publishers will not be held responsible or liable. Skyward Publishers will be grateful for your suggestions which will be of great help for other readers.*

ISBN : 978-93-95085-94-8

First Edition : 2023

Price : ₹ 150/-

Published by:

Skyward Publishers

#157, 7th Cross, 3rd Main Road, Chamaraipet,

Bengaluru-III, Phone : 080-26603535 / 080-43706620,

Mob: 9611185999

E-mail: skywardpublishers@gmail.com

Website: www.skywardpublishers.co.in

# CONTENTS

## Unit - 1

### Chapter - 1

#### INTRODUCTION TO AI

1.1 - 1.20

1.1	What is Intelligence ?	1.2
1.2	What is Artificial Intelligence ?	1.3
1.3	History of AI	1.7
1.4	Artificial Intelligence Disciplines	1.10
1.5	Types of Artificial Intelligence	1.12
1.6	Advantages of Artificial Intelligence	1.14
1.7	Disadvantages of Artificial Intelligence	1.17
1.8	Top Technologies used in Artificial Intelligence	1.17
1.9	Review Questions	1.20

### Chapter - 2

#### INTELLIGENT AGENTS

2.1 - 2.12

2.1	What is an Agent ?	2.2
2.2	Agents & its Environment	2.3
2.3	Good Behaviour : The Concept of Rationality	2.5
2.4	The Nature of Environment	2.6
2.5	The Structure of Intelligent Agents	2.8
2.6	PEAS Representation	2.10
2.7	Review Questions	2.12

### Chapter - 3

#### Problem Solving Agents

3.1 - 3.50

3.1	Problem Solving Techniques in AI	3.2
3.1.1	Problem-solving agent	3.2
3.1.2	Problem Definition	3.2
3.1.3	Steps performed by Problem-solving agent	3.2
3.1.4	Example Problems	3.3
3.1.4.1	Toy Problems	3.3
3.1.4.2	Real World Problems	3.5
3.2	Search Algorithms in Artificial Intelligence	3.8
3.2.1	Search Algorithm Terminologies	3.8
3.2.2	Properties of Search Algorithms	3.9
3.2.3	Types of Search Algorithms	3.9
3.3	AND-OR graphs	3.26

3.4 Types of Algorithms in Adversarial Search	3.36
3.4.1 Minimax Algorithm	3.36
3.4.2 Alpha-Beta Pruning	3.39
3.5 Review Questions	3.40

<b>Unit - 4</b>	<b>Knowledge Based Agent</b>	<b>4.1 - 4.36</b>
-----------------	------------------------------	-------------------

4.1 What is Knowledge ?	4.2
4.2 Knowledge-Based System	4.2
4.3 Knowledge-Based System in Artificial Intelligence	4.3
4.3.1 Knowledge Base	4.3
4.3.2 Inference Engine	4.4
4.4 Actions performed by the Knowledge based Agent	4.4
4.5 Various levels of Knowledge-based Agent	4.5
4.6 Approaches to designing a Knowledge-based Agent	4.5
4.7 The Wumpus World in Artificial Intelligence	4.6
4.7.1 Knowledge base for Wumpus World in Artificial Intelligence	4.9
4.8 What is Logic?	4.8
4.9 Propositional Logic in Artificial Intelligence	4.11
4.9.1 The Basic Idea of Propositional Logic	4.11
4.9.2 How Propositional Logic in Artificial Intelligence Represents Data to Machine ?	4.11
4.9.3 Logical Equivalence	4.14
4.10 First order logic in Artificial Intelligence	4.15
4.10.1 Basic Elements of First-Order Logic	4.15
4.10.2 Rules of Inference in First-Order Logic	4.17
4.10.3 Unification in First-Order Logic	4.18
4.10.4 Resolution in First-Order Logic	4.20
4.10.5 Inference Engine	4.21
4.10.6 Truth Maintenance System (TMS)	4.24
4.11 Review Questions	4.25

<b>Unit - 5</b>	<b>Knowledge in Learning</b>	<b>5.1 - 5.18</b>
-----------------	------------------------------	-------------------

5.1 What is Learning ?	5.1
5.2 Types of Learning	5.2
5.2.1 Rule Learning	5.2
5.2.2 Learning by taking Advice	5.4

5.2.2	Learning in Problem Solving	5.6
5.2.2.1	Learning by Parameter Adjustment	5.6
5.2.2.2	Learning with Macro-operations	5.7
5.2.2.3	Learning by Chunking	5.8
5.2.2.4	The Utility Problem	5.9
5.2.3	Learning from examples (Induction Learning)	5.9
5.2.3.1	Winston's Learning Program	5.10
5.2.3.2	Decision Trees	5.14
5.3	Review Questions	5.17

## Part - III

### Chapter - 6

## Introduction to Planning

6.1 - 6.18

6.1	What is Planning?	6.2
6.1.1	Types of Planning	6.3
6.2	The Blocks World Problem	6.4
6.3	Components of Planning System	6.6
6.4	What is Uncertainty in AI?	6.9
6.4.1	Reasons for Uncertainty in Artificial Intelligence	6.10
6.5	Nonmonotonic Logics	6.10
6.6	Probabilistic Reasoning in AI - A way to deal with Uncertainty	6.12
6.6.1	What is Bayes Theorem in AI?	6.12
6.6.2	Challenges to probabilistic approaches	6.13
6.7	Fuzzy Logic	6.13
6.7.1	Architecture	6.14
6.7.2	Membership function	6.14
6.7.3	Advantages of Fuzzy Logic System	6.15
6.7.4	Disadvantages of Fuzzy Logic Systems	6.15
6.7.5	Application	6.16
6.8	Review Questions	6.18

### Chapter - 7

## Robotics

7.1 - 7.15

7.1	Robot Defined	7.2
7.1.1	Types of Robots	7.2
7.1.2	Components of Robots	7.4
7.1.3	Laws of Robotics	7.5

- 7.1.4 Applications of Database
- 7.1.5 Advantages of Database
- 7.1.6 Disadvantages of Database
- 7.1.7 Other Characteristics
- 7.2 Computer Vision
- 7.2.1 What is Computer Vision?
- 7.2.2 Computer Vision Techniques
- 7.3 Review Questions

## Unit - IV

### Chapter - 8

## Natural Language Processing

8.1-8.2

- 8.1 Introduction
  - 8.1.1 Time line of NLP
  - 8.1.2 Components of NLP
  - 8.1.3 Ambiguity in NLP
  - 8.1.4 Steps to build an NLP pipeline
  - 8.1.5 Advantages of NLP
  - 8.1.6 Disadvantages of NLP
  - 8.1.7 Applications of NLP
- 8.2 Five Phases of NLP
  - 8.2.1 Lexical or Morphological Analysis
  - 8.2.2 Syntax Analysis or Parsing
  - 8.2.3 Semantic Analysis
  - 8.2.4 Discourse Integration
  - 8.2.5 Pragmatic Analysis
- 8.3 Review Questions

### Chapter - 9

## Expert System

8.1-8.2

- 9.1 Introduction
- 9.2 Architecture of Expert System
- 9.3 Characteristics of an Expert System
- 9.4 Advantages of Expert System
- 9.5 Limitations of Expert System
- 9.6 Applications of Expert System
- 9.7 Building an Expert System

9.7.1	Case-1 : Medical Expert system on Wilson's Disease identification	9.7
9.7.2	Case-2 : Internet-based Expert System	9.8
9.7.3	Case-3 : Mobile Phone-based e-health System	9.9
9.7.4	Case-4 : Web Based Expert System: A Web Engineering Application Category	9.10
9.8	Review Questions	9.15

<b>Chapter - 10</b>	<b>Machine Learning</b>	<b>10.1 - 10.29</b>
---------------------	-------------------------	---------------------

10.1	Introduction	10.2
10.2	Difference between Machine Learning and Traditional Programming	10.2
10.3	Machine Learning Life Cycle	10.3
10.4	Types of Machine Learning	10.7
10.4.1	Supervised Machine Learning	10.7
10.4.2	Un Supervised Machine Learning	10.9
10.4.3	Reinforcement Learning	10.12
10.5	Few Case Studies on Machine Learning	10.15
10.6	Review Questions	10.19

<b>Chapter - 11</b>	<b>Neural Networks</b>	<b>11.1 - 11.16</b>
---------------------	------------------------	---------------------

11.1	Introduction	11.2
11.1.1	What is Artificial Neural Network?	11.2
11.1.2	Architecture of Artificial Neural Network :	11.3
11.1.3	Types of Artificial Neural Networks	11.4
11.1.4	Advantages of Artificial Neural Network (ANN)	11.5
11.1.5	Disadvantages of Artificial Neural Network	11.5
11.1.6	Applications of Artificial Neural Networks	11.6
11.1.7	Example of Neural Network in Texas Flow	11.6
11.2	Deep Learning	11.8
11.2.1	Difference between Deep Learning and Machine Learning	11.9
11.2.2	Important Components of a Deep Neural Network:	11.10
11.3	Deep Learning Algorithms	11.10
11.3.1	Convolutional Neural Networks (CNN)	11.10
11.3.2	Recurrent Neural Networks (RNN)	11.12
11.3.3	Long Short-Term Memory (LSTM)	11.13
11.4	Review Questions	11.16

## ABOUT THE AUTHOR



**Prof. Rakha.C** is currently working as IOAC-Head and Assistant Professor in department of Computer Science at Sreevidya Institute of Management and Science, Bangalore University, Bangalore. She has 21 years of experience in teaching. She is well known for her innovative teaching practices amongst the student and teaching community. She has guided more than 50+ Innovative projects both at UG and PG levels. She is great a orator and has delivered talks on emerging technologies & quality education w.r.t NAAC in various workshops and conferences. Her area of Interest includes Algorithm designing, Data Structures, Automata Theory, Artificial Intelligence, Cyber Security & Neural networks. Presently she is also an Executive member of Computer Society of India – Bangalore Chapter.

## ABOUT THE SKYWARD PUBLISHERS

Skyward Publishers is one of the leading and fast growing academic publisher with a team of professionals aims to bring out quality academic books affordable to students and to carve a niche in education industry for both quality and content. We are one of the leading publisher in Commerce, Management and Computer Science books. The Skyward Publishers is committed to excellence in quality of content, excellence in the attention to detail and excellence in presentation.

## Our Other Books for BCA

- |                               |                                       |                             |
|-------------------------------|---------------------------------------|-----------------------------|
| 1. Discrete Structures        | 10. Database Management Systems       | 20. Software Engineering    |
| 2. Data Structures Using C    | 11. Discrete Mathematical Structures  | 21. Internet Technologies   |
| 3. Problem Solving Techniques | 12. Data Structures Using C           | 22. Data Analytics          |
| 4. Programming In C           | 14. Operating Systems                 | 23. Web Programming         |
| 5. Mathematical Foundation    | 15. Computer Networks                 | 24. Quantitative Techniques |
| 6. Computer Fundamentals      | 16. Python Programming                | 25. Data Mining             |
| 7. Environmental Studies      | 17. Database Management Systems       | 26. Cyber Security          |
| 8. Computer Architecture      | 18. C# and DOT NET Framework          | 27. Computer Graphics       |
| 9. Java                       | 19. Computer Communication & Networks |                             |

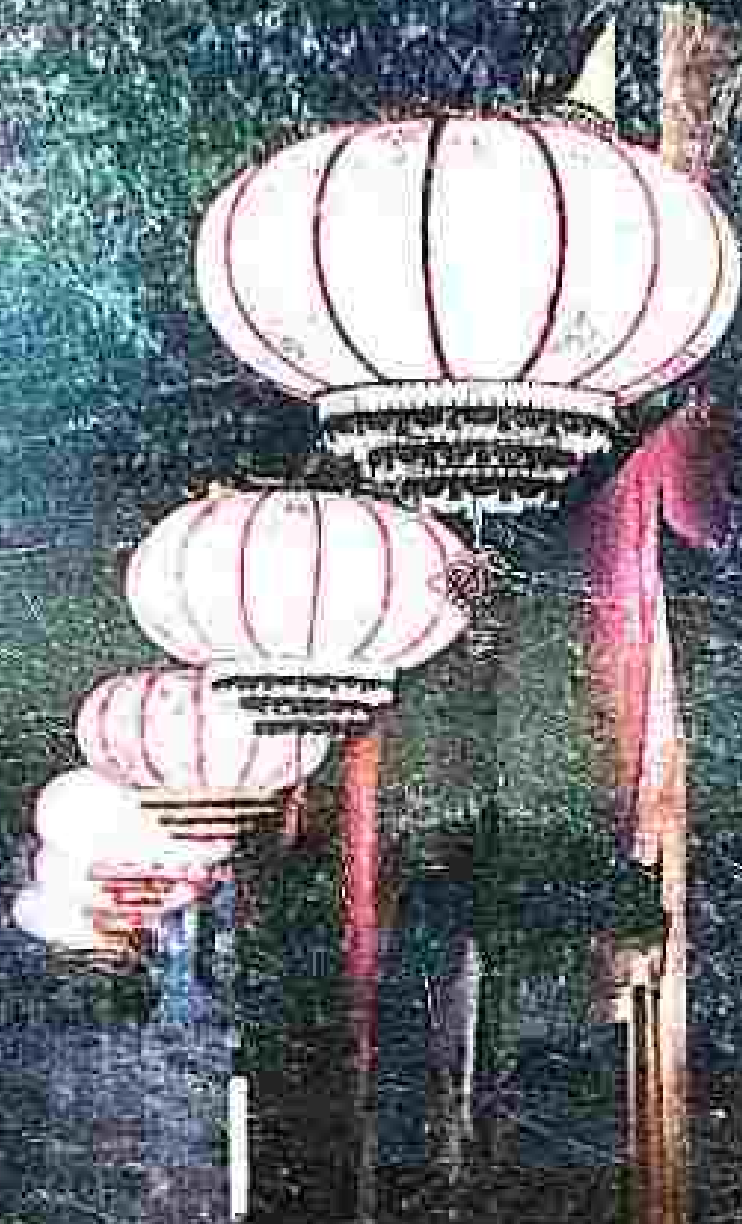


## Skyward Publishers

# 157, 3rd Main, 7th Cross  
Chamrajpet, Bangalore - 18  
Ph : + 91 80 2660 2535 / 43705620  
Mob : + 91 96111 88999  
Email : skyward.publishers@gmail.com  
Website : www.skywardpublishers.co.in



ಕರ್ನಾಟಕದ ಬಿನಪದ ಮಹಿಳಾ ಕಥನಕಾವ್ಯಗಳ  
ಸ್ವರೂಪ ಮತ್ತು ಅನನ್ಯತೆ



ಡಾ. ಆಶಾ ಎಂ.ಎಚ್



Asha/2023/Book-1

ಕರ್ನಾಟಕದ ಜನಪದ ಮಹಿಳಾ ಕಥನಕಾವ್ಯಗಳ  
ಸ್ವರೂಪ ಮತ್ತು ಅನನ್ಯತೆ  
(ಪೀಠಿಕೆ, ಪ್ರವರ್ತನಾ ಸಾಹಿತ್ಯದ ಮಹಾಪ್ರಬಂಧ)

ಡಾ. ಅಶಾ ಎಂ.ಎಚ್

ನೋಟನ್ ಪ್ರೆಸ್‌ನಲ್ಲಿ

 notionpress

2023

ಕರ್ನಾಟಕದ ಜನಪದ ಮಹಿಳಾ ಕಥನಕಾವ್ಯಗಳ ಸ್ಮರಣೀಯ ಮತ್ತು ಅನನ್ಯತೆ;  
ಡಾ. ಆಶಾ ಎಂ.ಎಚ್ - ಸಂಕೀರ್ಣದಾ ಕೃತಿ(ಎಂ.ಬಿ.ಡಿ ಮನವಿಪ್ರದರ್ಶ)

ಪ್ರಕಾಶಕರು

ನೋಟಸ್ ಪ್ರೆಸ್ ದೀದಿಯಾ ಪ್ರೆಸ್‌ವೆಟ್ ಲಿಮಿಟೆಡ್

ನಂ.೨ ರೆಡ್ ಕ್ರಾಸ್ ರೋಡ್

ಎಗ್‌ಮೋಡ್, ಬೆಂಗಳೂರು

ತಮಿಳುನಾಡು-೬೦೦೦೦೮

ಮಿಂಚೆಂಟ್ : [publish@notionpress.com](mailto:publish@notionpress.com)

ದೂರವಾಣಿ : 9790944066, 9790944067

೧) : ಲೇಖಕರು

ಮೊದಲ ಮುದ್ರಣ : ೨೦೨೩

ಪುಟ : ೨೬೦+XXVI = ೨೯೬

ಬೆಲೆ: ರೂ.೪೦೦/-

ಇಮೇಲ್‌ನಂ : 979-888975098-7

ರಕ್ಷಾ ಪುಟ ವಿನ್ಯಾಸ :

ನೋಟಸ್ ಪ್ರೆಸ್ / ಡಾ.ಆಶಾ ಎಂ.ಎಚ್.

ಛಾಯಾಚಿತ್ರ ಚೋದನೆ :

ಡಾ. ಆಶಾ ಎಂ.ಎಚ್.

ಮುದ್ರಕರು :

ನೋಟಸ್ ಪ್ರೆಸ್



ಡಾ. ಆಶಾ ಎಂ.ಎಲ್ ಅವರು 'ಕೂಗುಗಳ ಜನರ ಮಹಿಳಾ ಕಥನಗಳನ್ನು ಕ್ಷುಬ್ಧ ಮತ್ತು ಅಸಹ್ಯತೆ' ಎಂಬ ಈ ಸಂಕೋಚನಾ ಅಧ್ಯಯನದ ಮೂಲಕ ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯದಿಂದ ಡಾಕ್ಟರೇಟ್ ಪದವಿ ಪಡೆದಿದ್ದಾರೆ. ಇವರು ಡಿ.ಆರ್.ಎಲ್. ಬಿಜ್ಜವೇತನದೊಂದಿಗೆ ಯಶಸ್ವಿಯಾಗಿ ಕೂಡಿಸಿರುವುದು ವಿಶೇಷ ಮಹಿಳೆಯರು ಕುರಿತು, ಸ್ವಾತಂತ್ರ್ಯ, ಇದಂಚು ಮೊದಲಾದ ಸ್ವಾತಂತ್ರ್ಯ ಪ್ರವರ್ಧಕಗಳನ್ನು ಪ್ರಯೋಗದಲ್ಲಿ ವಿವಿಧ ಸಂಕೋಚನಗಳಲ್ಲಿ ತೊಡಗಿಸಿಕೊಂಡಿಲ್ಲ ಎಂಬ ಮಾತು ಕೇಳಿ ಬರುತ್ತದೆ. ಇದನ್ನು ಮುಂದುವರಿಸುವಂತೆ ಇಷ್ಟಿಲ್ಲದ ಕಥನಗಳಲ್ಲಿ ಈ ನಿಟ್ಟಿನ ಪ್ರಯತ್ನಗಳು ಸಾಕಷ್ಟಿರುವುದಕ್ಕೆ ಅವರೇ ನಿರೀಕ್ಷಿಸಿ ಡಾ. ಆಶಾ ಅವರ ಈ ಸಂಕೋಚನ ಈ ಸಂಕೋಚನೆಯನ್ನು ಅವರು 'ಜನಜನ ಸಮೀಪ'ದ ಪ್ರಮುಖ ಪ್ರಕಾಶನದ 'ಮಹಿಳಾ ಕಥನಗಳನ್ನು' ವಿಷಯದಲ್ಲಿ ಕೈಗೊಂಡಿರುವುದು ಗಮನಾರ್ಹ. ಸಂ. ಪೌರಣಿಕ ವರದಿಯೊಂದು ಅನಿವಾರ್ಯ ಸಂಕೋಚನ ಕಥನ ಪ್ರಯೋಗದ ಕ್ಷೇತ್ರವಾಗಬೇಕೆಂದಿಗಾಗಿ ಆಕರಗಳನ್ನು ಸಂಗ್ರಹಿಸಿದ ಸಂದರ್ಭದಿಂದ ತೊಡಕಿ, ವಿವಿಧ ಪ್ರದೇಶಗಳಿಗೆ ತಿರುಗಿ ಅವರಿಗಿಂತ ಪರಿಣಿತ ಹಾಗೂ ಜನರ ಸಮೀಪ ಧ್ವನಿ ಮುದ್ರಿಸಿದ ಮೂಲಕ ಪಠ್ಯಗಳನ್ನು ಸಂಗ್ರಹಿಸಿರುವುದು ಹಾಗೂ ಪ್ರಾದೇಶಿಕ ಭವ್ಯತೆಗಳನ್ನೆದುರಿಸುವುದಾದ ಉದಾಹರಣೆಗಳ ಜಾತಿ ಒಡಿಸಿ ಲಿಖಿತ ಪಠ್ಯಗಳನ್ನು ಸ್ವತಂತ್ರವಾಗಿರುವುದು ಸುಲಭವಲ್ಲ. ಇದರ ಸಂಸ್ಕೃತಿಯ ಜೀವನದಾದ ಈ ಪಾಠಗಳ ಲೋಕೋಪಯೋಗದಲ್ಲಿ ಸಮುದಾಯಗಳ ಒಳದೇಶದ ಕೈವಿ ಪರಿಶ್ರಮ ಉಪಯುಕ್ತವನ್ನು ಕೇಳಿಕೊಂಡು ವಿಶ್ಲೇಷಿಸುವ ಕಾರಣ ಅವರ ಪ್ರಯತ್ನವನ್ನು ಅನೇಕಿಸುವಂತಹದು. ಡಾ. ಆಶಾ ಅವರ ಈ ಸಂಕೋಚನ ಉದ್ದಕ್ಕೂ ಅಂತಹ ನಿಜವಾಗಿಯೇ ಕ್ರಮ ಹಾಗೂ ಧ್ಯಾನ ಎನ್ನುವ ಕಾರಣವೆಂಬ.

ಮೆಚ್ಚು ಪಡೆದ ಪ್ರಾಥಮಿಕ ಶಿಕ್ಷಣ ಹಂತದ ಮುನ್ನದ ಮಕ್ಕಳ ಕೃತಿ, ಅಲ್ಲಿಂದ ಮುಂದೆ ಪದವಿ ಪಡೆಯುವವರೆಗೆ ಒದಗಿಸಿದ ಮೆಂಟಲಿಟಿ ಮೇಲಮೇಲೆಗಳಾಗುವುದು ಮೋಕ್ಷವಾದ ಹಾಗೂ ಸ್ವಾತಂತ್ರ್ಯದ ಪದವಿ ಪಡೆದ ಮಕ್ಕಳ ಸಂಕೋಚನ ಕೈಗೊಂಡ ಮೆಂಟಲಿಟಿ ಮೆಚ್ಚು ಅನುಭವಗಳ ಮುಖಪುಟಗಳಿಂದ ಪಟ್ಟಿ ಇವು ಅವರದು. ಆ ಪಟ್ಟಿ ಪ್ರಾಥಮಿಕ ಬದುಕಿನ ಮೆಚ್ಚುಗಳಾದ ಸಹನೆ, ಸಹಕಾರ, ಮೆಚ್ಚು ಸಂವಾದ, ಸಂವಾದವಾಗಿಯೇ ಪಾಠವನ್ನು ಮೊದಲಾದ ಸಹಕಾರ ಹಾಗೂ ಮೆಚ್ಚುಗಳಿಂದಲೇ ಅವರಿಂದ ಈ ವಿಷಯದ ಅಮ್ಮಿ ಹಾಗೂ ಈ ವಿಷಯಕ್ಕೆ ನ್ಯಾಯ ಸಾಧ್ಯವಾಗಿದೆ. ಸಾಂಪ್ರದಾಯಿಕ ಸಾಂಪ್ರದಾಯಿಕ ವ್ಯವಸ್ಥೆಯಲ್ಲಿ ಮಹಿಳೆಯ ಬದುಕಿನ ನಿರೀಕ್ಷಾಪೂರ್ವಕ ಸಂಕೋಚನದ ಬದುಕಿನ, ಮೆಚ್ಚು ಬದುಕು, ಮೆಚ್ಚು, ಸಹಕಾರ, ಅನ್ವೇಷಣೆ ಮುಂತಾದ. ಅತ್ತೆ-ಸೂತೆ, ಉದಿರಿ-ಮೈಯನ, ಸುತೆ-ಮಾತೆಯೇ, ಮದುವೆ ಯುಜನವನ್ನು ಮೊದಲಾದವುಗಳನ್ನು ಸಮಸೂಚನ ಸಂದರ್ಭದ ಮಹಿಳಾ ಸ್ವಾತಂತ್ರ್ಯ-ಸಮಸೂಚನಗಳ ಮೆಚ್ಚುಗಳಲ್ಲಿ ತೊಗಿ ಮೊದಲಿರುವುದು ಅವರ ಮೆಚ್ಚು ಸಂಕೋಚನಾ ವ್ಯವಸ್ಥೆಗೆ ಸಾಕ್ಷಿ ಎನ್ನಬಹುದು. ಮೆಚ್ಚುಗಳೆಂದರೆ ಮೆಚ್ಚು ಕೆ. ಅಭಯ್ ಅಮಾಲ್, ಮೆಚ್ಚುಮಾಪಕವಾದ ಮೆಚ್ಚು, ಗಂಭೀರ ಹಾಗೂ ಮೆಚ್ಚು ಲಿಂಗವು ಗೋಪಾಲ ಅವರ ಅಧ್ಯಯನಗಳನ್ನು ಕನ್ನಡಿ ನಿರೀಕ್ಷೆಗಳ ಒಕ್ಕಲೆಯಲ್ಲಿ ಗಮನಿಸಬಹುದು. ಸನ್ನ ಸಮೋಚ್ಚೇದನೆಯಾಗಿ ಪತ್ತಿರದಿಂದ ಕಂಡಿರುವುದರಿಂದ ಮೊದಲ ಮೂರುಗಳನ್ನು ಧ್ಯಾನದಿಂದ ಬರೆಯುವ ಸಾಧ್ಯವಾಗಿದೆ. ಡಾ. ಆಶಾ ಅವರನ್ನು ಅಧ್ಯಯನಿಸುತ್ತ ಅವರ ಮೆಚ್ಚು ಪ್ರತಿ ಹಾಗೂ ಅಧ್ಯಯನಾತ್ಮಕಗಳು ಒಗ್ಗಿ ಮುಂದುವರಿದು ಅವರಿಂದ ಇನ್ನಷ್ಟು ಸಾಧನೆಗಳು ಕಂಡುಬರುವಂತಾಗಲಿ ಎಂಬ ಸಾಧ್ಯತೆ.

ಮೆಚ್ಚುಮಾಪಕ ಮೆಚ್ಚು  
 ಮೆಚ್ಚುಮೆಚ್ಚು, ಕನ್ನಡ ವಿಭಾಗ  
 ಸೌಂದರ್ಯ ಇನ್ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್  
 ಅಂಡ್ ಟ್ರೇನಿಂಗ್ ಮಂಗಳೂರು

Price Rs 400.00  
 979-888975098-7



9 798889 750987

# INTER-RELATIONSHIP AMONG CRICKET PLAYERS

"The Relationship of Lung Capacity and General Endurance of  
Mysore Male Cricket Players"



Mr. Suresh Reddy M S  
Dr. Harish P M  
Mr. Sandeep C R

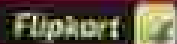


Anil Suresh Bhat M.S., a distinguished personality with a Master's in Physical Education from the renowned University of Mysore. Beyond his academic achievements, Anil has left an indelible mark in the world of sports as a National Level Handball Player. Drawing from his vast experience and expertise, he now embarks on a new journey as an author, sharing insights and knowledge through his written work. With a passion for handball and a desire to nurture upcoming talents, Anil's book promises to be a valuable resource for aspiring players and coaches alike. Through his words, readers will undoubtedly discover the passion and dedication that have defined his remarkable career in sports.



**BOOK RIVERS**  
 Pioneering the Digital Book Revolution

**BOOK AVAILABLE ON**



**₹ 185/-**



# मृदुला बिन्हा

वैचारिक विविधता



डा. अश्विनी सचिन सवास्ती

मृदुला बिन्हा एक विद्वान्मयी, विचारशील और अत्यंत प्रतिभाशाली महिला हैं। वे अपने लेखों और वार्ताओं के माध्यम से समाज के अनेक मुद्दों पर चर्चा करते हैं। उनका लेखन स्पष्ट, संक्षिप्त और प्रभावशाली होता है।

उनका लेखन अत्यंत विचारशील और प्रभावशाली है। वे अपने लेखों के माध्यम से समाज के अनेक मुद्दों पर चर्चा करते हैं। उनका लेखन स्पष्ट, संक्षिप्त और प्रभावशाली होता है।

उनका लेखन अत्यंत विचारशील और प्रभावशाली है। वे अपने लेखों के माध्यम से समाज के अनेक मुद्दों पर चर्चा करते हैं। उनका लेखन स्पष्ट, संक्षिप्त और प्रभावशाली होता है।

उनका लेखन अत्यंत विचारशील और प्रभावशाली है। वे अपने लेखों के माध्यम से समाज के अनेक मुद्दों पर चर्चा करते हैं। उनका लेखन स्पष्ट, संक्षिप्त और प्रभावशाली होता है।

उनका लेखन अत्यंत विचारशील और प्रभावशाली है। वे अपने लेखों के माध्यम से समाज के अनेक मुद्दों पर चर्चा करते हैं। उनका लेखन स्पष्ट, संक्षिप्त और प्रभावशाली होता है।





मृदुला निरुद्धा  
का कथा-साहित्य  
एक अवलोकन







As per the New NEP SYLLABUS

# ELECTRONIC CONTENT DESIGN

As Per the New NEP Syllabus for BCA 8<sup>th</sup> Semester Course of  
Bangaluru City University & Bangalore University

Anurodha Sindhia  
Manoj Kumar N

Edited & Reviewed by  
Srikanth S



Anuradha / 2024 / Book - 2  
Manoj / 2024 / Book - 2  
COMPLIMENTARY COPY  
NOT FOR SALE

# ELECTRONIC CONTENT DESIGN

As per the New NEP Syllabus for BCA 6<sup>th</sup> Semester Course of  
Bangalore City University and Bangalore University

Author(s)

**Anuradha Sindhia**

*Assistant Professor*

Dept. of Computer Science

Saundarya Institute of Management and  
Science, Bengaluru

**Manoj Kumar N**

*Assistant Professor*

Dept. of Computer Science

Saundarya Institute of Management and  
Science, Bengaluru

Editor(s)

**Srikanth S**

FOR BULK ORDERS & DISCOUNTS  
CONTACT +91 9611183999



**Skyward Publishers**

#157, 7th Cross, 3rd Main Road, Channarayana,  
Bengaluru-18. Phone : 080-43706620 / 080-26603535

Mob: 9611183999

E-mail: skywardpublishers@gmail.com

Website: www.skywardpublishers.com

A Text Book of "Electronic Content Design" - by Anuradha Sindhu, Manoj Kumar N & Srikanth Saa per the New NEP Syllabus for VI Semester BCA, Bengaluru City University & Bangalore University.

© Authors

**Copy Right :** All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher. Unauthorized reproduction or distribution of this book, or any portion of it, may result in severe civil and criminal penalties, and will be prosecuted to the maximum extent possible under the law. This includes the transmission of this book in digital form such as images or PDF files. Any such activities will be considered a violation of Indian Copyright Laws and are highly punishable.

Every effort has been made to avoid errors or omissions in this publication. In spite of this, some errors might have crept in. Any mistake, error or discrepancy noted may be brought to our notice which shall be taken care in the next edition. The publisher shall not verify the originality, authenticity, ownership, non-infringement of the data, content, and information. The Authors are the sole owners of the copyright of the Work. It shall be Authors sole responsibility to ensure the lawfulness of the content and publisher is not responsible for any copyright issues. It is notified that publisher will not be responsible for any damage or loss of action any time, of any kind, in any manner, there from all disputes are subject to Bengaluru jurisdiction only.

**Disclaimer:** Skyward Publishers has exercised due care and caution in collecting all the data before publishing the book. In spite of this, if any omission, inaccuracy or printing error occurs with regards to the data contained in this book, Skyward Publishers will not be held responsible or liable. Skyward Publishers will be grateful for your suggestions which will be of great help for other readers.

**First Edition : 2024**

**Price : ₹ 250.00**

**Published by:**

**Skyward Publishers**

#157, 7th Cross, 3rd Main Road, Channarayana  
Bangalore-18. Phone : 080-26693535 / 43706670.

Mob: 9011105999

E-mail: skywardpublishers@gmail.com

Website: www.skywardpublishers.co.in

**DTP By:**

Mary & Nirmala, Skyward Team

# CONTENTS

<b>Unit - 1</b>	<b>Introduction to E-Learning</b>	<b>11 - 146</b>
1.1	Introduction to E-Learning	12
1.1.1	Meaning and Definitions of E-Learning	12
1.1.2	Features (or) Characteristics of E-Learning	13
1.2	History of E-Learning	14
1.3	The Evolution of E-Learning Technologies	15
1.4	Types of E-Learning	17
1.5	Benefits of Online Learning	115
1.6	Drawbacks of Online Learning	116
1.7	Best Practices of Online Learning	117
1.8	Future of E-Learning	119
1.9	Overview on Learning Management System (LMS)	120
1.9.1	Features of Learning Management System (LMS)	122
1.9.2	Types of Learning Management System (LMS)	123
1.9.3	Advantages and Disadvantages of LMS	124
1.10	Technologies of E-Learning	125
1.11	Online Course	127
1.11.1	Key Characteristics and Components of Online Courses	128
1.11.2	Classification of Online Courses Based on Various Parameters	129
1.11.3	Which Online Course is Right for Me?	131
1.11.4	Designing Effective Online courses	132
1.11.5	Advantages and Disadvantages of Online Courses	134
1.12	Tools to create an Online Course	135
1.12.1	Latest Tools to create Online Courses	136
1.13	Need for Millennial learners	140
1.13.1	Characteristics of Millennial Learners	140
1.13.2	Needs of Millennial Learners in Online Education	140
1.14	21st Century Skills and E-learning Trends	141
1.14.1	21 <sup>st</sup> Century Skills	141
1.14.2	E-Learning Trends	142
1.15	Real-World Case Studies	143
1.16	Review Questions	144
<b>Unit - 2</b>	<b>E-Content Designing and Development</b>	<b>21 - 244</b>
2.1	Introduction to E-Content	22
2.1.1	Features of E-Content	23
2.1.2	Benefits of E-Content	23
2.2	Design and Development of E-Content	24
2.2.1	Stages in the Design and Development of E-Content	24
2.2.2	Key Design Principles	27
2.2.3	Challenges in Designing and Developing E-Content	211

2.3	Standards of E-Content	214
2.4	Learning Objects of E-Content	217
2.4.1	Types of Learning Objects	218
2.4.2	Key Features of Learning Objects	219
2.5	Reusability of E-Content	220
2.5.1	Key Principles of Reusability of E-Content	220
2.5.2	Features of Timeliness of E-Content are	221
2.6	Phases of e-Content development	222
2.6.1	Analysis Phase	223
2.6.2	Design Phase	223
2.6.3	Scripting Phase	224
2.6.4	Prototyping Development Phase	224
2.6.5	Testing Phase	225
2.6.6	Deployment Phase	225
2.6.7	Maintenance Phase	226
2.7	Instructional Models	227
2.7.1	ADME Instructional Model	231
2.7.2	ASSURE Instructional Model	231
2.8	An Overview of Content Authoring Tools	231
2.8.1	Latest Content Authoring Tools	231
2.9	Review Questions	241

**Unit - 3** **Visual Design and User Experience**

**3.1 - 3.16**

3.1	Introduction to Visual Design	32
3.1.1	Importance of Visual Design in E-Content Design	32
3.1.2	Basics of Visual Design	35
3.2	Principles of Visual Design	37
3.3	Visual Hierarchy	38
3.3.1	Key Elements (or) Building Blocks of Visual Hierarchy	38
3.3.2	How to Create a Strong Visual Hierarchy?	39
3.3.3	Importance of Visual Hierarchy in E-Content Design	41
3.4	Typography	41
3.4.1	Key Concepts in Typography	42
3.4.2	The Rule (or) Importance of Typography	43
3.4.3	Enhancing E-content Readability with Typography	44
3.5	Color Theory	45
3.5.1	Understanding the Basics of Color Theory	46
3.5.2	Key Concepts of Color Theory	47
3.5.3	Advantages and Disadvantages of Color Theory	49
3.6	User Experience (UX) Design	50
3.6.1	Key Elements of User Experience (UX) Design	51
3.6.2	User Experience (UX) Principles	52
3.6.3	Importance of Benefits of User Experience Design	54
3.6.4	Challenges (or) Drawbacks of User Experience Design	55
3.6.5	User Experience Design Process	56

3.6.6	Creating Exceptional User Experiences Through User-Centered Design	3.28
3.7	Wireframing	3.31
3.7.1	Key Components of Wireframing	3.33
3.7.2	Types of Wireframes	3.35
3.7.3	Tools for Wireframing	3.35
3.7.4	Wireframing Process	3.36
3.7.5	Importance (or) Benefits of Wireframing	3.37
3.7.6	Challenges (or) Limitations of Wireframing	3.38
3.8	Mockups	3.39
3.9	Prototyping	3.41
3.9.1	Key Elements or Components of Prototyping	3.42
3.9.2	Types of Prototypes	3.43
3.9.3	Prototyping Process	3.44
3.9.4	Importance of Prototyping	3.46
3.9.5	Advantages and Disadvantages of Prototyping	3.46
3.10	Wireframes Vs Mockups Vs Prototypes	3.47
3.11	Graphic Design For Digital Media	3.48
3.11.1	Image Editing	3.48
3.11.2	Resolution	3.53
3.11.3	File formats	3.59
3.12	Review Questions	3.63

4.1	Introduction	4.2
4.2	HTML Basics	4.2
4.2.1	Features or Characteristics of HTML	4.3
4.2.2	Structure of HTML	4.4
4.2.3	How HTML Works?	4.5
4.2.4	Basic HTML Tags	4.6
4.2.5	Paragraphs	4.7
4.2.6	Line breaks	4.7
4.2.7	Headings	4.7
4.2.8	What is an Attribute?	4.8
4.2.9	Image Tag	4.8
4.2.10	Creating Hyperlinks	4.8
4.2.11	Lists	4.9
4.2.12	Tables	4.10
4.3	CSS Basics	4.12
4.3.1	Features of CSS	4.12
4.3.2	Basic CSS Syntax	4.13
4.3.3	Levels of Style Sheets	4.14
4.3.4	Properties of Style Sheets	4.15
4.4	Importance of HTML and CSS for E-Content Development	4.16

4.5	Designing for Different Screen Sizes and Devices	4.17
4.5.1	Importance and Benefits of Responsive Web Design	4.18
4.5.2	Challenges Or Limitations of Responsive Web Design	4.19
4.5.3	Responsive Design Techniques	4.19
4.5.4	Core Principles (or) Strategic Approach for Effective Responsive Web Design	4.24
4.6	Multimedia Content Creation	4.25
4.6.1	Key Elements of Multimedia Content Creation	4.25
4.6.2	Creating Multimedia Elements (Images, Audio, Video)	4.26
4.6.3	Integrating Multimedia Elements into Web Pages Using HTML	4.28
4.6.4	Importance (or) Benefits of Multimedia Content Creation	4.40
4.6.5	Challenges (or) Limitations of Multimedia Content Creation	4.41
4.7	Social media platforms and content planning	4.42
4.7.1	Major Social Media Platforms	4.43
4.7.2	Importance of Content Planning on Social Media Platforms	4.44
4.7.3	Process of Content Planning for Social Media Platforms	4.44
4.7.4	Developing a Social Media Content Calendar	4.45
4.8	Content Management Systems (CMS)	4.49
4.8.1	Features of CMS	4.49
4.8.2	How CMS Works?	4.50
4.8.3	Types of CMS	4.51
4.8.4	Popular CMS Platforms	4.52
4.8.5	WordPress	4.53
4.8.6	Advantages and Disadvantages of CMS	4.54
4.9	Search Engine Optimization (SEO)	4.55
4.9.1	SEO Basics	4.56
4.9.2	How SEO Works?	4.58
4.9.3	Best Practices of SEO	4.59
4.9.4	Advantages and Disadvantages of SEO	4.60
4.10	Copyright and Ethics in Digital Content	4.61
4.10.1	Importance	4.62
4.10.2	Challenges of Copyright Protection in the Digital Age	4.62
4.10.3	Copyright Laws	4.63
4.10.4	Fair Use	4.65
4.10.5	Ethical Considerations	4.66
4.11	Content Evaluation and Feedback	4.67
4.11.1	Importance of Content Evaluation and Feedback	4.67
4.11.2	Methods and Techniques for Content Evaluation and Feedback	4.68
4.11.3	Using Feedback for Content Improvement	4.69
4.12	Usability Testing and User Feedback Collection	4.69
4.13	Review Questions	4.72



## ABOUT THE AUTHORS



**Prof. Anurodha Sindha** holds the position of Assistant Professor in the Department of Computer Science of Saundarya Institute of Management and Science, Bangalore. With a rich experience spanning over 13 years, she demonstrates exceptional proficiency in various Computer Science domains such as Problem Solving Techniques using C, Data Structures, DBMS, Computer Architecture and the Design and Analysis of Algorithms, among others. Prof. Anurodha has made substantial contributions to academia, evidenced by her numerous publications, including one featured in the esteemed UGC Core List. In 2021, she served as a Board of Examinations (BOE) Member for Bangalore University, showcasing her dedication to educational excellence.

**Mr. Manoj Kumar N** is an assistant professor of Computer Science at Saundarya Institute of Management and Science, Bangalore. He is well versed in Python programming, Problem Solving using C, OOPs using Java, Cyber Security, Android Application Development, Web Technologies...so on. He has been contributing his expertise knowledge as a faculty member of Computer Science for the last 9 years. His good number of research papers was published in several national international and UGC Core Journals. Mr Manoj Kumar is also good at training UPSC aspirants. For the last 9 years, he has been rendering an exceptional contribution to the lives of students both in academics and competitive examinations. His quest for learning and exploring opportunities and knowledge is a testimony of Mr Manoj Kumar's book.



## EDITOR & REVIEWER



**Mr. Srikanth S** is currently working as a Director in IT Services Company. He has worked as Software Engineer, Project Leader, Technical Leader, Corporate Trainer and Project Manager in various MNC companies. He has worked as HOD of BCA & MCA department in SRM Adrish College and worked as Guest Faculty in various colleges in Bangalore. He has 23 years of experience in Academic and IT Profession. He trains huge number of students in Programming languages like C, C++, Data Structures, Java, Python, DBMS, Oracle, Web Programming and JSP. The author has written more than 15 technical text books in the field of computer science & mathematics and all his books have been well received by both student and teachers community. He is a passionate about creative and innovative content creation.

## Our Other Books for BCA

1. Operation Research
2. Mobile Application Development
3. Machine Learning
4. Software Testing



## Skyward Publishers

# 157, 3rd Main, 7th Cross  
Chamaraipet, Bangalore - 18  
Ph: + 91 80 2660 3533 / 43706600  
Mob: + 91 96111 85989  
Email: skyward.publishers@gmail.com  
Website: www.skywardpublishers.co.in





# **Environmental Governance in India**



Edited by

**K. Damodaran . B. Balaji . Rajagopal N**

# **Environmental Governance in India**

*Editor's Name*

**K. Damodaran**

**B. Balaji**

**Rajagopal N**



**Academic Publication  
Delhi**

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, mechanical or photocopying, recording and otherwise, without prior written permission of the authors and the publisher.

**Published by**

**Academic Publication**

B-578, Street No-8,

Near Shanti Palace, 1st Post,

Sonia Vihar, Delhi- 110090

Tel.: 9971384665, 9811966603

E-mail: [academicpublicationsdelhi@gmail.com](mailto:academicpublicationsdelhi@gmail.com)

E-mail: [academic2014@gmail.in](mailto:academic2014@gmail.in)

**Ghaziabad office**

C-21 Nishant Colony Pavi Loni

Saduk Pur Ghaziabad-201002

First Edition Published, December 2023

ISBN : 978-81-19680-07-8

Laser Typesetting by : Tamalika Computers

Printed at : Replika Press Pvt. Ltd.

**PUBLISHED IN INDIA**

Published by Academic Publication, Delhi-110090

# Contents

---

<b>Preface</b>		<b>9</b>
<b>Chapter 1</b>	<b>Are Households in the Highest Arsenic Concentrated District of Bihar Ready to Pay for Safe Drinking Water?</b>	<b>11</b>
	<i>Sushil Kumar, Dr. Diprimayee Nayak</i>	
<b>Chapter 2</b>	<b>An Analysis of Urban Sustainability and Service Delivery in Kerala: A Municipal Corporation Level Analysis</b>	<b>27</b>
	<i>Vimal V</i>	
<b>Chapter 3</b>	<b>Are the Geometric Growth of Carbon Emissions and Population Increasing the Demand for Renewable Energy?</b>	<b>53</b>
	<i>M. Sagunthala, Dr. K. Sadaxivam</i>	
<b>Chapter 4</b>	<b>Assessment Of Air Quality Index During Air Pollution In Tamil Nadu</b>	<b>61</b>
	<i>M. Puankodi, D. Janagam</i>	
<b>Chapter 5</b>	<b>Black Clam Fishery For Sustainable Empowerment In Vembanad Eco-System: A Participatory Assessment</b>	<b>75</b>
	<i>S. Soma, Dr. R. Shanthi</i>	
<b>Chapter 6</b>	<b>Carbon Footprints - A Study On The Relationship Between Age And Carbon Footprints</b>	<b>83</b>
	<i>Dr. Adeline S. Ms. Nandita</i>	
<b>Chapter 7</b>	<b>Climate Change And Methane Management</b>	<b>99</b>
	<i>Dr. S. Shreeemathi Giri, Reddy V. Unaneswar</i>	

Chapter 8	Decentralisation of Power Generation Systems in India and Transition to a Hydrogen Based Economy <i>Dilites M Justine, Dheeraj Kamal</i>	109
Chapter 9	Environmental Challenges And Economic Growth: With Special References To Houseboat Tourism Sector In Kerala <i>Aswathy M J</i>	125
Chapter 10	Environmental Friendly Technologies: An Overview <i>Dr. S. Shreemathi Giri, R. Sanjana, Teju R Yadav</i>	133
Chapter 11	Environmental Impacts Of Tourism <i>Dr. P. Ragu</i>	141
Chapter 12	Environmental Pollution: The Role Of Green Finance <i>B. Meera, Dr. V. Leela</i>	153
Chapter 13	Sustainable Development: A Conceptual Study <i>Alphonsamma Francis</i>	161
Chapter 14	Technology A Pathway To Sustainable Development <i>V. Joshi, Dr. N. Rajalingam</i>	171
Chapter 15	Paradigm Shift To Antropocene Production Model <i>Gopalakrishnan M</i>	179
Chapter 16	Impact Evaluation Of Soil Health Card Scheme In Sustaining Soil Health In Tamil Nadu <i>Tony T Shaji</i>	189
Chapter 17	Fish Depletion in India: An Urgent Call for Environmental Governance in India 205 <i>Sathya Prakash P, Dr. Smittha Xavier</i>	
Chapter 18	Rural-Urban Disparity in Water and Sanitation Facilities in Kerala <i>Dr. Anitha V, Bhagya S</i>	215
Chapter 19	The Impact of Green Banking on Digital Transaction <i>R. Dhevi, Dr. N. Rajalingam</i>	225
Chapter 20	Waste And Waste Management Of Silk <i>Dr. S. Shreemathi Giri, A. S. Poornima</i>	237
Chapter 21	Green Marketing: Consumer Behaviour And Environmental Concern <i>Lavanya K, Dr. V. Leela</i>	245

<b>Chapter 22</b>	<b>Environmental Injustice and Impact on Tribal Health: A Case Study of Coca Cola Plant, Plachimada</b>	<b>255</b>
	<i>Ranjini. C</i>	
<b>Chapter 23</b>	<b>Wet Land Conservation And Management</b>	<b>279</b>
	<i>Dr. S. Shreemathi Giri, H. Dhauushree</i>	
<b>Chapter 24</b>	<b>Environmental Impacts of immigrants in India with special reference to Co<sub>2</sub> emissions 291</b>	
	<i>C. Aruna, Dr. C. Muniyandi</i>	
<b>Chapter 25</b>	<b>Health Care Industry And Environment - A Survey Report 299</b>	
	<i>Dr. S. Shreemathi Giri, P. Lakshmi Priya, P. Ashwini</i>	
<b>Chapter 26</b>	<b>Environment and Economic Development: An Overview</b>	<b>311</b>
	<i>S. Sitarama Murthy</i>	
<b>Chapter 27</b>	<b>Poultry Production in India and its Impacts on Climate Change - A Review Paper</b>	<b>325</b>
	<i>A. Parkavi, Dr. V. Valthianathan</i>	
<b>Chapter 28</b>	<b>A Study on the Air Quality Impacts of the Petroleum Industry in India</b>	<b>339</b>
	<i>Swetha S R, Dr. T Rajendra Prasad</i>	
<b>Chapter 29</b>	<b>A Call For Disaster Risk Management: A Study Based On Recent Environmental Disasters In Kerala</b>	<b>351</b>
	<i>Mr. Nijil Jacobi, Dr. Bindu Balagopal</i>	
<b>Chapter 30</b>	<b>Educating Sustainable Development Approaches among the Students of Kerala: A Study</b>	<b>365</b>
	<i>Sijo Varghese</i>	
<b>Chapter 31</b>	<b>Solid Waste Conundrum And Imbalance of Environment In Coimbatore District: Economic Recycling Through Artificial Intelligence</b>	<b>373</b>
	<i>Dharani. A, Subiksha Merin.s, Dr. B. Chithirafajan</i>	
	<b>Editor and Contributors</b>	<b>379</b>



**Dr K. Damodaran** has been an Associate Professor in the Department of Economics, CUTN. He has completed his P.G., M.Phil., PhD, and M.B.A at Annamalai University, and his research specialisation is Environmental Economics. He is a Gold Medallist in M.A., Economics. He got Gold Medal for Best Student in Economic Journalism from the Southern India Chamber of Commerce and India (SICCI) in 2005. He has published thirty-eight articles in National and International journals. He has

published five centre page articles in the leading daily of Tamil Nadu and one piece in The Hindu Open Page. He has published nine books wherein, three reference books and six edited books.



**Dr. B. Balaji** has been an Assistant Professor at the Central University of Tamil Nadu for five and a half years. Teaching Macroeconomics, Econometrics, Money and Banking, and Data Analysis to undergraduate and postgraduate students. Before being awarded Dr.S.Radhakrishnan Post-Doctoral Fellowship (PDF) for Humanities and Sciences by the University Grants Commission (DSRPDF) Department of Economics, Pondicherry University, Pondicherry, from February 2015, he worked as a

Senior Research Associate MHRD Chair in IRPs on projects related to Cultural Economics & Environmental issues in Indian Institute of Management, Bangalore, for one and half years. He was also Awarded K. N. Raj Training and Fellowship Programme (TIPE) from February 20th to March 3rd, 2023 by the Centre for Development Studies, Thiruvananthapuram, Kerala. He has five research publications, and all the research papers focus primarily on macroeconomic issues in India in different contexts.



**Prof. Rajagopal. N** works in the Department of Economics at the Central University of Tamil Nadu, Tamil Nadu. He has got 24 years of teaching and research experience. He is awarded Post-Doctoral Fellowship (PDF) from the Indian Council of Social Science Research (ICSSR), New Delhi. He published more than 40 articles in reputed journals, including Scopus Indexed. He consistently engages in research and publications. He received major research projects funded by ICSSR and National Commission for Women (NCW), New Delhi.

Dr Rajagopal did his PhD from Gandhigram Rural University in 'Health Care Utilisation'. His research is in Development Studies (Healthcare, Financial Inclusion and Self-Help Groups, Tribal Studies, etc.).

₹ 2595/-



**ACADEMIC PUBLICATION**

[www.academicpublication.in](http://www.academicpublication.in)







# **INTELLECTUAL PROPERTY RIGHTS**

**DR. ROOPA SHETTIGAR**

---

**INTELLECTUAL PROPERTY RIGHTS**

*by: Dr. Roopa Shettigar*



**INFINITY PUBLICATION PVT. LTD.**

76-77, Infinity Site, 88, Navamuvada, Lunawada-389230

Contact No. 76988 16988

Registration No. GJ31D0000132



Text © Authors, 2024

Cover page ©RED'SHINE Studios, Inc, 2024



All rights reserved. No part of this publication may be reproduced or used in any form or by any means- photographic, electronic or mechanical, including photocopying, recording, taping, or information storage and retrieval systems- without the prior written permission of the author.



ISBN: 978-93-92917-67-7

ISBN-10: 93-92917-67-8

DIP: 18.10.9392917678

DOI: 10.25215/9392917678

Price: ₹ 600/-

April, 2024 (First Edition)



The views expressed by the authors in their articles, reviews etc, in this book are their own. The Editor, Publisher are not responsible for them. All disputes concerning the publication shall be settled in the court at Lunawada.



[www.infinitypublication.com](http://www.infinitypublication.com) | [info@infinitypublication.com](mailto:info@infinitypublication.com)

PRINTED IN INDIA | TITLE ID: 9392917678

## CONTENTS

SR. NO.	UNIT NAME	PAGE NO.
1	INTRODUCTION TO THE IPR REGIME	1
2	PATENTS	60
3	TRADEMARKS	129
4	COPYRIGHTS	146
5	GEOGRAPHICAL INDICATION OF GOODS	186
6	INDUSTRIAL DESIGNS	205
*	REFERENCE	212

## SECRET/ITER/AMR/100

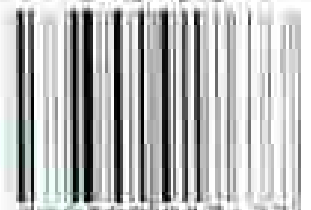


SECRET/ITER/AMR/100

SECRET/ITER/AMR/100

SECRET/ITER/AMR/100

SECRET/ITER/AMR/100



SECRET/ITER/AMR/100



# **Research Methodology and IPR**

**(For MBA, M.Phil., B.Ed., M.Ed., MCA, CA, CS as per the Latest UGC & PG  
Syllabus for all Universities)**



**Dr. Manjula Sanjay Koti  
Dr. Muhammed Basheer  
Prof. Vaibhav S Arwade**



**AN Publications**

Vaibhav 2024 / Book - 2

## **Research Methodology and IPR**

(For MBA, M.Phil., B.Ed., M.Ed., MCA, CA, CS as per the Latest UGC & PG Syllabus for all Universities)

**Dr. Manjula Sanjay Koti**

Professor & Head,  
Department of MCA  
DayanandaSagar Academy of Technology and  
Management, Bangalore.

**Dr. Muhammed Basheer**

Assistant Professor  
Mathematics Department  
University of Technology and Applied sciences  
UTAS-Nizwa

**Prof. Vaibhav S Arwade**

Assistant Professor  
Department of M. Com  
Soundarya Institute of Management and Science,  
Bangalore, Karnataka

### **AN PUBLICATIONS**

ISO Certified International Publisher, Regd in MSME Govt. of India  
No: 29, Moorthy Street, Balavinayagar nagar,  
Tiruvallur-602001,  
Tamilnadu, India

**Title: Research Methodology and IPR**

**Authors: Dr. Manjula Sanjay Kofi , Dr.Muhammed Basheer , Vaibhav S Arwade**

**ISBN: 978-81-970660-9-2**

**Published 2024 by AN PUBLICATIONS**

**© AN PUBLICATIONS**

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means (electronic, mechanical, photocopying, recording or otherwise), without the prior written permission of the publisher and Author.

The contents of this book is expressed by the authors and they are the responsible for the same.

**AN Publications**

**No:29, Moorthy street, Balavinayagar Nagar,**

**Tiruvallur-602001, Tamilnadu, India.**

S.No	Unit / Module	Topic	Page No.
1.	Module 1	INTRODUCTION RESEARCH METHODOLOGY	6
2.		DEFINITION	9
3.		MEANING OF RESEARCH	10
4.		CHARACTERISTICS OF RESEARCH:	11
5.		OBJECTIVES OF ENGINEERING RESEARCH	12
6.		NATURE OF RESEARCH	13
7.		MOTIVATION IN ENGINEERING RESEARCH	14
8.		TYPES OF ENGINEERING RESEARCH	15
9.		ENGINEERING RESEARCH PROCESS	17
10.		FINDING AND SOLVING A WORTHWHILE PROBLEM	21
11.		ETHICS IN ENGINEERING RESEARCH	23
12.		ETHICS IN ENGINEERING RESEARCH PRACTICE	24
13.		TYPES OF RESEARCH MISCONDUCT	26
14.		ETHICAL ISSUES RELATED TO AUTHORSHIP	28
15.	Module 2	LITERATURE REVIEW AND TECHNICAL READING	31
16.		NEW AND EXISTING KNOWLEDGE	31
17.		BIBLIOGRAPHIC DATABASES	35
18.		EFFECTIVE SEARCH: THE WAY FORWARD	38
19.		INTRODUCTION TO TECHNICAL READING	40
20.		CONCEPTUALIZING RESEARCH	42



21.		CRITICAL AND CREATIVE READING	43
22.		TAKING NOTES WHILE READING	45
23.		READING MATHEMATICS AND ALGORITHMS	46
24.		READING A DATASHEET	46
25.		ATTRIBUTES AND CITATION:	48
26.		CITATIONS: FUNCTIONS AND ATTRIBUTES	48
27.		IMPACT OF TITLES AND KEYWORDS ON CITATION	51
28.		KNOWLEDGE FLOW THROUGH CITATION	52
29.		CITING DATASETS	53
30.		STYLES FOR CITATION	54
31.		ACKNOWLEDGMENT AND ATTRIBUTION	54
32.		WHAT SHOULD BE ACKNOWLEDGED	55
33.		ACKNOWLEDGEMENTS IN BOOKS / DISSERTATION	57
34.		DEDICATION OR ACKNOWLEDGEMENTS	58
35.	Module – 3	INTELLECTUAL PROPERTY RIGHTS, PATENTS AND PROCESS OF PATENTING	59
36.		INTRODUCTION TO INTELLECTUAL PROPERTY	59
37.		ROLE OF IP IN THE ECONOMIC AND CULTURAL DEVELOPMENT OF THE SOCIETY	61
38.		IP GOVERNANCE	62
39.		IP AS A GLOBAL INDICATOR OF INNOVATION	63
40.		HISTORY OF IP IN INDIA	65

41.	MAJOR AMENDMENTS IN IP LAWS AND ACTS IN INDIA	70
42.	PATENTS	76
43.	CONDITIONS FOR OBTAINING A PATENT PROTECTION	76
44.	TO PATENT OR NOT TO PATENT AN INVENTION	77
45.	RIGHTS ASSOCIATED WITH PATENTS	78
46.	ENFORCEMENT OF PATENT RIGHTS	78
47.	INVENTIONS ELIGIBLE FOR PATENTING	79
48.	NON-PATENTABLE MATTERS	79
49.	PATENT INFRINGEMENTS	81
50.	AVOID PUBLIC DISCLOSURE OF AN INVENTION BEFORE PATENTING	81
51.	PROCESS OF PATENTING	82
52.	PRIOR ART SEARCH	82
53.	CHOICE OF APPLICATION TO BE FILED	84
54.	PATENT APPLICATION FORMS	85
55.	JURISDICTION OF FILING PATENT APPLICATION	86
56.	PUBLICATION	87
57.	PRE-GRANT OPPOSITION	87
58.	EXAMINATION	88
59.	GRANT OF PATENT	88
60.	VALIDITY OF PATENT PROTECTION	89

61.		POST GRANT OPPOSITION	89
62.		COMMERCIALIZATION OF A PATENT	90
63.		NEED FOR PATENT ATTORNEY / AGENT	91
64.		CAN A WORLDWIDE PATENT BE OBTAINED?	92
65.		DO I NEED FIRST TO FILE A PATENT IN INDIA	93
66.		PATENT RELATED FORMS	93
67.		FEE STRUCTURE	94
68.		TYPES OF PATENT APPLICATIONS	94
69.		COMMONLY USED TERMS IN PATENTING	95
70.		NATIONAL BODIES DEALING WITH PATENT AFFAIRS	96
71.		UTILITY MODELS	97
72.	<b>MODULE 4:</b>	<b>COPYRIGHTS AND RELATED RIGHTS AND TRADEMARKS</b>	99
73.		COPYRIGHTS AND RELATED RIGHTS	100
74.		CLASSES OF COPYRIGHTS	100
75.		COPYRIGHTS OF THE AUTHOR	102
76.		COPYRIGHT INFRINGEMENTS	104
77.		COPYRIGHT INFRINGEMENT IS A CRIMINAL OFFENCE	104
78.		COPYRIGHT INFRINGEMENT IS A COGNIZABLE OFFENCE	105
79.		FAIR USE DOCTRINE	105

80.	COPYRIGHTS AND INTERNET	106
81.	NON-COPY RIGHT WORK.	107
82.	COPYRIGHT REGISTRATION	108
83.	JUDICIAL POWERS OF THE REGISTRAR OF COPYRIGHTS	109
84.	FEE STRUCTURE	110
85.	COPYRIGHT SYMBOL	111
86.	VALIDITY OF COPYRIGHT	111
87.	COPYRIGHT PROFILE OF INDIA	112
88.	COPYRIGHT AND THE WORD "PUBLISH"	112
89.	TRANSFER OF COPYRIGHTS TO A PUBLISHER	113
90.	COPYRIGHTS AND THE WORD 'ADAPTATION'	114
91.	COPYRIGHTS AND THE WORD 'INDIAN WORK'	114
92.	JOINT AUTHORSHIP	115
93.	COPYRIGHT SOCIETY	115
94.	COPYRIGHT BOARD	116
95.	COPYRIGHT ENFORCEMENT ADVISORY COUNCIL (CEAC)	117
	INTERNATIONAL COPYRIGHT AGREEMENTS, CONVENTIONS AND TREATIES, INTERESTING COPYRIGHTS CASES.	117
	TRADEMARK	119
	WHO CAN APPLY FOR A TRADEMARK	120
	DESIGNATION OF TRADEMARK SYMBOLS	121

	CLASSIFICATION OF TRADEMARKS	121
	REGISTRATION OF A TRADEMARK IS NOT COMPULSORY	122
	VALIDITY OF TRADEMARK	123
	TYPES OF TRADEMARK REGISTERED IN INDIA	123
	TRADEMARK REGISTRY	124
	PROCESS FOR TRADEMARKS REGISTRATION	125
	FAMOUS CASE LAW: COCA-COLA COMPANY VS. BISLERI INTERNATIONAL PVT. LTD.	127
<b>MODULE 5:</b>	<b>INDUSTRIAL DESIGN, GEOGRAPHICAL INDICATIONS AND CASE STUDIES ON PATENTS</b>	128
	INDUSTRIAL DESIGNS	129
	ELIGIBILITY CRITERIA	129
	ACTS AND LAWS TO GOVERN INDUSTRIAL DESIGNS	130
	DESIGN RIGHTS	131
	ENFORCEMENT OF DESIGN RIGHTS	131
	NON-PROTECTABLE INDUSTRIAL DESIGNS IN INDIA	132
	PROTECTION TERM	132
	PROCEDURE FOR REGISTRATION OF INDUSTRIAL DESIGNS	133
	DURATION OF THE REGISTRATION OF A DESIGN	135
	IMPORTANCE OF DESIGN REGISTRATION	135
	APPLICATION FORMS	136

<b>CLASSIFICATION OF INDUSTRIAL DESIGNS</b>	<b>136</b>
<b>DESIGNS REGISTRATION TRENDS IN INDIA</b>	<b>137</b>
<b>INTERNATIONAL TREATIES</b>	<b>138</b>
<b>FAMOUS CASE LAW: APPLE INC. VS. SAMSUNG ELECTRONICS CO.</b>	<b>138</b>
<b>OWNERSHIP OF GI</b>	<b>140</b>
<b>RIGHTS GRANTED TO THE HOLDERS</b>	<b>140</b>
<b>REGISTERED GI IN INDIA</b>	<b>140</b>
<b>IDENTIFICATION OF REGISTERED GI</b>	<b>141</b>
<b>CLASSES OF GI</b>	<b>142</b>
<b>NON-REGISTERABLE GI</b>	<b>142</b>
<b>PROTECTION OF GI</b>	<b>143</b>
<b>COLLECTIVE OR CERTIFICATION MARKS</b>	<b>144</b>
<b>ENFORCEMENT OF GI RIGHTS</b>	<b>144</b>
<b>PROCEDURE FOR GI REGISTRATION DOCUMENTS</b>	<b>145</b>
<b>DOCUMENTS REQUIRED FOR GI REGISTRATION</b>	<b>147</b>
<b>GI ECOSYSTEM IN INDIA</b>	<b>149</b>

# Authors



**Dr. Manjula Sanjay Koti** received her Master of Computer Applications, from Bapuji Institute of Engineering & Technology, Davangere, Karnataka, India in 1999. She received her M.Phil and Ph.D., from Bharathiar University, Coimbatore, India in 2008 and 2015. She has 22 years of experience and currently she is working as Professor and Head in the Department of MCA, Dayananda Sagar Academy of Technology & Management, Bengaluru, India.



**Dr. Muhammed Basheer** have been working since 2007 in the University as Mathematics lecturer. After his completion n of Mac, immediately started working in different firms in the field of education. He has proven the ability in the field of research also, as he published more than 17 papers in the field of education/ Mathematics/IT/OR/Stats and technology-science in national and international journals. He has been received 5 patents from Government of India.



**Prof. Vaibhav S Arwade**, a dynamic educator with over 12 years of teaching expertise coupled with three years of corporate immersion. With a unique International stint, he contributed his skills to Indian companies in West Africa, spanning Ghana, Gambia, Burkina Faso, Benin, and Togo. Beyond the classroom, he's a compassionate soft skills trainer, impacting over 10,000 underprivileged students across India.



**AN Publications**

No 29 Meorthy Street

Salavinayagar nagar ,Tiruvallur-602001

Contact 9087236988

**An ISO Certified International Publisher, Regd in MSME ,Govt.of India**

# PROSPERITY BLUEPRINT

## MASTERING PERSONAL WEALTH MANAGEMENT

### CULTIVATING FINANCIAL FREEDOM AND SECURITY FOR A LIFETIME



PROF. VAIBHAV S ARWADE  
PROF. ANITA M TONGLI  
DR. PRASHANTH KUMAR C.P  
DR. G. KALPANA  
DR. M. KAVITHA



Vaibhav/2024/Book-1  
Pragyanth Kumar/2024/Book-1

# PROSPERITY BLUEPRINT – MASTERING PERSONAL WEALTH MANAGEMENT

---

*Cultivating Financial Freedom and Security for a Lifetime*

**PROF. VAIBHAV S ARWADE**

# CONTENTS

<i>Editors Message</i> .....	5
<i>Acknowledgments</i> .....	7
<i>Author Profiles</i> .....	9
<i>Preface</i> .....	13
<b>Module No. 1</b> <b>Wealth Management and Financial Planning</b> .....	15
<b>Module No. 2</b> <b>Estate Planning and Tax Planning</b> .....	54
<b>Module No. 3</b> <b>Asset Allocation Strategies</b> .....	101
<b>Module No. 4</b> <b>Retirement Planning and Employee Benefits</b> .....	135
<b>Module No. 5</b> <b>Insurance Product in Wealth Management</b> .....	189



**Prof. Mahesh S. Aravale**, a distinguished academic, possesses 12 years of teaching experience complemented by three years of corporate involvement. With a comprehensive skill set, he is well-versed in utilizing the Indian community to drive value, spanning Global, Local, Business Process, and Value Beyond the Classroom. He is a frequent speaker at various forums, conferences, and seminars. He has authored several books, including *Global Business Process: A Practical Approach*, *Business Process Management: A Practical Approach*, and *Business Process Management: A Practical Approach*. He received the TVET Award for Best Faculty for Services Award for Exceptional Services for *Business Process Management* from IIT Bombay, Mumbai, India. Prof. Aravale is a frequent contributor, having presented more than 12 research papers at national and international conferences and authored two award-winning books. **Current setting:** as an Assistant Professor at the Department of Management Studies at Sree Siddaganga Institute of Management and Science, Mysuru. He continues to engage and support students with his presence for value-based and social service.

**Undergraduate:** B.Com. (Hons.)  
**Postgraduate:** M.Com. (Hons.)  
**Current setting:** as an Assistant Professor at the Department of Management Studies at Sree Siddaganga Institute of Management and Science, Mysuru.



**Prof. Asha Singh** is currently a faculty member at Sree Siddaganga Institute of Management and Science, Mysuru. She has a B.Com. from the University of Mysore, Mysuru and pursued her M.Com. in Commerce from the University of Mysore, Mysuru. She has a Ph.D. in Commerce from the University of Mysore, Mysuru. She has been a faculty member at Sree Siddaganga Institute of Management and Science, Mysuru for over 10 years. She has authored several books, including *Business Process Management: A Practical Approach*, *Business Process Management: A Practical Approach*, and *Business Process Management: A Practical Approach*. She has also been a frequent speaker at various forums, conferences, and seminars. **Current setting:** as an Assistant Professor at the Department of Management Studies at Sree Siddaganga Institute of Management and Science, Mysuru.

**Undergraduate:** B.Com. (Hons.)  
**Postgraduate:** M.Com. (Hons.)  
**Current setting:** as an Assistant Professor at the Department of Management Studies at Sree Siddaganga Institute of Management and Science, Mysuru.



**Dr. Panchajanya Kumar G.H.** is an accomplished academician with a robust professional career in the Commerce of the PG Department of Commerce at Sree Siddaganga Institute of Management and Science, Mysuru. With a distinguished educational journey encompassing M.Com., M.Phil., and Ph.D., Dr. Kumar brings a wealth of knowledge and expertise to his role.

**Undergraduate:** B.Com. (Hons.)  
**Postgraduate:** M.Com. (Hons.), M.Phil., Ph.D.  
**Current setting:** as an Assistant Professor at the Department of Management Studies at Sree Siddaganga Institute of Management and Science, Mysuru.

His professional journey is marked by a dynamic blend of industry experience spanning over 2 years and a commendable teaching record of 14 years across diverse disciplines. Dr. Kumar's scholarly contributions are evidenced by over 25 research papers published in national journals and presented at both national and international conferences. Additionally, he has authored 02 textbooks, further solidifying his reputation as a thought leader in academia.

Beyond his scholarly pursuits, Dr. Kumar actively engages in shaping educational paradigms through his involvement as a guest speaker and a Board of Examinations (BOE) member for various institutions. His commitment to fostering research, outcome-based education, and experiential learning is evident through his proactive participation in various initiatives.

Dr. Kumar's influence extends beyond the confines of his institution, as evidenced by his frequent presentations at conferences nationwide. His extensive experience in academia serves as a testament to his dedication and proficiency in advancing the fields of education and research.



**Dr. G. Kalpana** is an Assistant Professor at Guru Nanak College, with 13+ years of teaching experience in Commerce, Corporate Secretaryship, and Marketing Management. She has guided numerous students in academic projects and also Author of Books for Thesis. During her tenure at Mohamed Sulek College of Arts & Science, University of Madras in November 2019, students achieved century marks in "Securities Law & Market Operations" and "Company & Financial Frauds II". Her B.Com. (Hons.) research methods in business & ethics at Dibrugarh for B.Com. (Hons.) research for her been appointed as an external examiner for Madras university, (M.B.A) Tamil Nadu open university, (M.COM & ICAI) vels university (B.B.A), New college (B.A) in Chennai/ Felina college, for M.B.A. VIVA VICTA & BOARD OF STUDIES Madras. She has received Best Faculty Award from Mohamed Sulek college of Arts & Science, in Chennai for B.Com. (Hons.) during 2017 to 2021. Recently acted as an Research Person for 4 Virtual National seminar titled as *Entrepreneurship, Research Methodology & for Emotional Empathy for students*. She has presented & presented in Honor of various national & international conferences.



**Dr. M. Kavitha** is currently serving in Guru Nanak College, Chennai as a Selection Grade Assistant Professor and Research Supervisor in the Program and Research Programme of Commerce. She is the Deputy Dean of Guru Nanak Centre for Skill Development. She has 20 years of teaching, Research and Administrative experience. She is a leading Research Supervisor. Under her guidance, 9 candidates have been awarded Ph.D. 2 candidates submitted the thesis and 6 candidates are pursuing Ph.D. To her credit, she has published 43 articles in the leading peer-reviewed journals, magazines and Core Listed journals. She is a Reviewer journal, Guest Speaker, Chief Guest in Conferences, Seminars, FDPs and Hands-on training for more than 25 events. Her specialisation includes Information Technology, Marketing Management, Human Resource Management, Finance and Taxation. Her current research interests are Knowledge Management, Social Media Marketing, Influencer Marketing, Performance Management. She is the recipient of Best Outstanding Academic International award winner-2020, Research Excellence Award winner-2021, Research and Development Award 2023, Research Supervisor Excellence Award 2023. Her expertise in education and her contributions to the students' community from under graduation till Doctoral Programmes is highly appreciable.

Her expertise in education and her contributions to the students' community from under graduation till Doctoral Programmes is highly appreciable.



Price: ₹ 310  
ISSN: 2793-8463 (ISSN-E)



9 798893 636901



## सेंट क्लॉरेट महाविद्यालय

सेंट क्लॉरेट महाविद्यालय की स्थापना वर्ष 2005 में क्लॉरेटियन मिशनरी द्वारा बैंगलूर में की गई। क्लॉरेटियन मिशनरी कैथोलिक चैप्टिक परंपराओं का अनुसरण करती है। यह संकाय अंतर्राष्ट्रीय स्तर पर 88 देशों में स्थित 2 विश्वविद्यालयों एवं 150 कैथोलिक संस्थाओं का संचालन करती है। सेंट क्लॉरेट महाविद्यालय शिक्षा के क्षेत्र में उत्तरोत्तर प्रगति करता हुआ विद्यार्थियों के सर्वांगीण विकास के लिए बनीष्ठ है। यहाँ विज्ञान, वाणिज्य, प्रबंधन, कानून, सूचना प्रौद्योगिकी, कलाकर्म एवं अन्य आदि विषयों में उच्चशिक्षा प्रदान की जाती है।



**हंस पब्लिकेशन हाउस**  
बंगलूर - नई दिल्ली



www.hanspublications.com

आज का समय  
साहित्य में विविध विमर्श



# प्रेम चंद्र

## साहित्य में विविध विमर्श



प्रधान संपादक :  
**डॉ. सुप्रिया सिंह**  
**श्री राजीव गौड़**  
सह संपादक :  
**डॉ. अतुल कुमार पाण्डेय**  
**डॉ. आशीष**

## THE IMPACT OF DIVERSITY MANAGEMENT ON ORGANIZATIONAL PERFORMANCE

Dr. Roopa Shattigar

HOD & Associate Professor, Department of M.B.A, Somdarya Institute of Management and Science, Bangalore

### Abstract

On these days converging business environment, diversity control has become an essential strategy for corporations trying to improve productiveness and competitiveness. This article explores the complex relationship among diversification and corporate effectiveness. Using present studies and empirical information on range management techniques, we can more and more see that they affect critical components of organizational effectiveness: the take a look at identified some of ways wherein range control improves performance improve. First, it describes how Enhance encourages creativity and productivity through connecting people with distinct perspectives and backgrounds. These techniques foster original ideas and concepts, facilitating organizational creativity and alternate. Diversification has turn out to be an important method for companies searching for to enhance productivity and competitiveness in today's changing commercial enterprise environment. This article examines the complicated dating between diversification and company effectiveness. Drawing on present studies and empirical facts on variety control strategies can be broadly seen as affecting essential elements of organizational effectiveness: the examine recognized several strategies a variety management improves performance. First, it describes how Enhance encourages creativity and productivity by using connecting people with extraordinary perspectives and backgrounds. These strategies foster original thoughts and ideas, facilitating organizational creativity and exchange. The study also indicates how range improves organizational choice making. Teams make higher selections by means of integrating distinct perspectives and questioning assumptions, which reduces the chance of team consensus and will increase ordinary results. Exploring the Significance of Diversity in Talent Acquisition and Retention. Prioritizing diversity and inclusion within the organization creates an environment where employees feel appreciated and engaged, which increases productivity, reduces waste and attracts talent more diversity exploring the impact of diversity in depth on stakeholder relations and corporate reputation. Organizations can improve their brand image, increase customer loyalty and strengthen their relationships with employees, customers and communities by enhancing diversity and inclusion.

The report also discusses how diversity management is critical to maintaining ethical standards and regulatory compliance. Organizations can cultivate a culture of fairness and equity to reduce the risk of legal and reputational challenges by implementing robust strategies for different processes in summary, factors implementation is an important policy as well as an ethical

requirement for businesses hoping to succeed in today's international market. Organizations can improve productivity and competitiveness by harnessing creativity, Enhanced decision-making, leading to the full potential of a diverse workforce.

**Keywords:** felony compliance, efficacy, recognition, skills retention, innovation, variety management, organizational overall performance, and worker engagement.

## I. INTRODUCTION:

Diversity has become an important strategy for companies looking to increase productivity and survive competitively in today's fast-paced corporate Diversity of employees. This journey lays the groundwork for exploring the significant impact that different strategies can have on different factors of organizational effectiveness.

Diversity strategies are critical to the success of incumbent companies because they can help increase choice, stimulate innovation, attract and retain top performers Understanding the broader consequences of boundary management, including family including participation, hard work, and adherence to criminal and ethical standards.

The need to manage diversity has evolved over time in today's global economic system, where demographics, business dynamics, and social expectations are constantly changing as organizations that plan through resources discover more if difficult Seeing emphasizes the importance of innovation, talent management, choice, and by examining the complex effects of diversity across domains, organizations build culture inclusive diversity by isolating strategies for gaining practical insights.

Diversity management has proven critical to organizational performance in the current business environment, characterized by rapid technological advances, changing customer tastes, and increased sense of corporate social responsibility If diversity is consumed diversity better than identifying the most effective differences based primarily on race, gender, ethnicity and ethnic origin. This also includes creating an inclusive environment where a compassionate approach is valued and assimilation is central to the workplace. These results lay the foundation for more detailed research on how managed services affect critical business decisions such as productivity, creativity, employee engagement, and ultimately financial outcomes.

## II. LITERATURE REVIEW:

Study, research and perspective on how diversity management affects overall organizational performance. Academic research has scrutinized the mechanisms by which policies influence many aspects of organizational effectiveness, providing insight into related hypotheses. The expertise of diversity management as a strategic necessity for modern-day corporations lies at the core of this literature. Workforce range and organizational overall performance metrics like creativity, choice-making great, and financial results had been shown to definitely correlate

in several studies. For instance, studies by using Cox and Blake (1991) and Thomas (1992) highlight how various groups can promote creativity and innovation by means of such as quite a number of viewpoints and techniques. Similar to this, studies by way of Jehn et al. (1999) and Herring (2009) emphasizes how variety improves decision-making methods through reducing the possibility of groupthink and elevating the possibility of contemplating other factors of view.

Additionally, researchers like Richard et al. (2009) and Cox et al. (2014) have proven how variety control strategies, such inclusive management and diversity schooling, raise worker engagement, retention, and normal effectiveness of the corporation. The literature does, but, additionally understand the problems and complications that come with coping with range, which include subconscious prejudice, resistance to exchange, and the requirement for chronic evaluation and improvement of variety tasks. The research emphasizes range management's transformative capacity in boosting organizational performance and competitiveness in modern-day numerous and dynamic corporate environment, in spite of those barriers.

Recent studies have elevated at the essential studies through exploring the mechanisms by means of which variety control programs affect the overall performance of groups. The mediating and moderating elements that influence the relationship among diversity and overall performance outcomes have drawn greater interest from academics. Examples of studies that have demonstrated how corporate lifestyle can aid or hinder the completion of diversity applications consist of Kalev et al. (2006) and Pelled et al. (1999), Van Knippenberg and Schippers (2007) and Harrison and Klein (2007)

also contributed to this area of study, has checked out how organizational shape and leadership style affect how variety influences crew dynamics and choice-making methods.

Furthermore, the literature has grown to consider the intersectionality of diversity dimensions, acknowledging that people have quite a few social identities that overlap and interact in intricate methods. Academics like Thomas and Ely (1996) and Cox and Ngonso (1990) have highlighted the significance of addressing much less evident components of range like cognitive diversity and diversity of thought, in addition to more apparent dimensions like race and gender.

Furthermore, researchers are focusing greater on the worldwide putting and investigating how cultural variances and cross-cultural interactions affect how a lot variety management technique are. Studies conducted with the aid of Thomas and Inkson (2009) and Marnowski and Chudoba (2000) have introduced attention to the necessity of culturally adaptive strategies to range management that take into consideration the exceptional cultural norms and values of diverse regions and nations.

In well-known, studies on how diversity control impacts organizational overall performance remains developing and offers insightful statistics approximately the complex dynamics of place

of job range. This frame of studies gives a radical expertise of how businesses can use variety to gain their strategic targets and improve their competitiveness in an ever-changing world turning into dedicated to cultivating a workplace that's becoming more diverse, globalized via fixing theoretical perspectives, empirical findings, and sensible implications.

### III. Hypothesis Development:

When developing hypotheses for Exploring the Influence of Diversity Management Strategies on Organizational Performance researchers wish to offer predictions that can be positioned to take a look at on how special components of organizational success are associated with the range management strategies. A simple hypothesis suggests that effective diversity management positively impacts an organization's overall performance, which includes the things like economic effects, worker engagement, creativity, and the caliber of decision-making. Adding to this, theories may additionally look into mediating variables, implying that employee attitudes closer to variety, corporate way of life, and management style all Facilitate communication between diversity management and business results. Furthermore, researchers may position forth moderation hypotheses, which contend that the degree to which range management and overall performance outcomes are correlated is moderated through the contextual traits such as organizational length, enterprise kind, and geographic location. An extra method to growing hypotheses is to research intersectionality, which posits that during order for range management practices to fully affect organizational overall performance, they ought to take into the account intersecting identities of employees, together with race, gender, ethnicity, age, sexual orientation, and incapacity fame. Lastly, theories would possibly center on cultural edition, setting forth the idea that diversity control applications designed to appreciate cultural variances and promote intercultural expertise will result in higher profits in corporate effectiveness. Researchers growth our knowledge of how diversity management influences organizational performance in state-of-the-art various and dynamic running environments by empirically evaluating these theories.

The complex relationship between organizational business strategy and diversity management can be further examined with other theories. Researchers could also consider, for example, whether firms with more schooling applications would have higher employee satisfaction and retention costs than those with little or no schooling. Furthermore, theories may muddle on how inclusive leadership promotes a modern and innovative tradition, affirming that groups under the direction of inclusive leaders might show off higher ranges of innovative conduct and generate extra imaginative answers to troubles. Additionally, it's far viable for researchers to hypothesize that agencies with numerous forums of administrators will perform better financially than people with homogeneous boards, indicating a wonderful dating among board diversity and shareholder cost. These theories, which can be supported by theory and empirical statistics, provide vital insights into the complicated courting among range control and organizational overall performance. They



can also serve as a roadmap for destiny research tasks and assist with strategic choice-making in numerous workplaces.

#### IV. Research Methodology:

To investigate "Diversity Management's Effect on Organizational Performance," an in-depth study approach may be used. The studies will set the scene for the study by way of defining the importance of variety control in contemporary organizations and the way it is able to affect performance results inside the first phase. After that, a robust theoretical framework explaining the dynamics behind the relationship between range management techniques and organizational effectiveness could be advanced, based totally on the body of current literature. A thorough take a look at layout will then be created, outlining the method (qualitative, quantitative, or combined-techniques), facts collection techniques, and pattern processes. To capture a number of views and organizational contexts, the information amassing section will employ an aggregate of surveys, interviews, and archive information evaluation. Then, if you want to extract massive insights, analytical methods ranging from statistical analyses to qualitative coding may be used. In order to in addition our information of how diversity management influences organizational overall performance, the research will in the end finish with a synthesis of findings, implications for theory and practice, and guidelines for similarly observa



**Figure 1. Key Challenges in Diversity Management**

Figure 1 - When illustrating the primary obstacles in variety management, a center challenge is encircled by using peripheral circles that stand for wonderful barriers. "Diversity Management," the determines important image, is placed at its center. Challenges along with implicit bias, a loss of inclusive regulations, communicate limitations, stereotyping, reluctance to exchange, tokenism, management commitment, and cultural competency are indicated by using the out of doors earrings surrounding it. Drawing linkages among the primary concept and each issue demonstrates how they're associated with one another and the way variety management impacts and is affected by these demanding situations. This association offers a radical overview of the problematic dynamics concerned in efficiently managing variety.

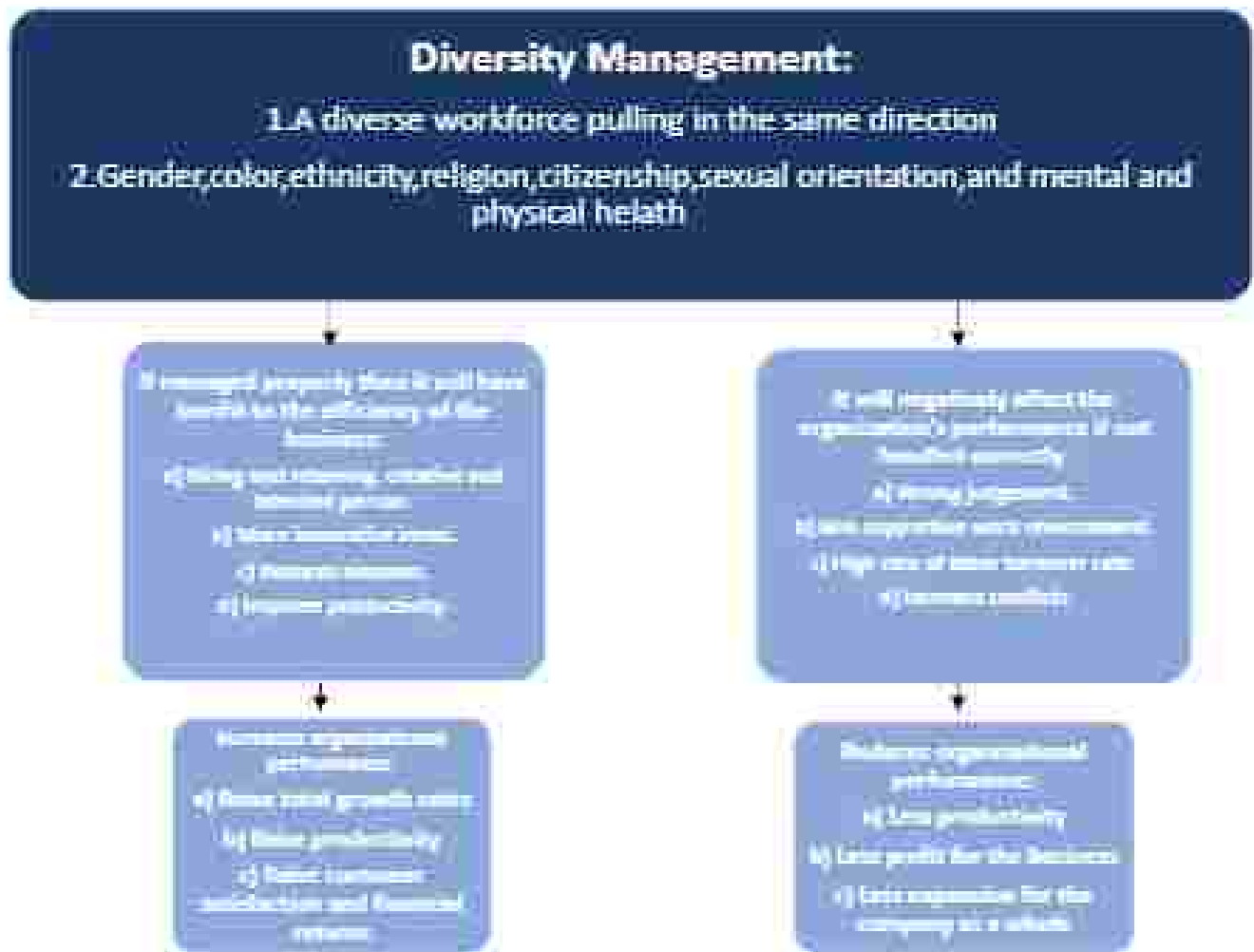
The investigation "Impact of Diversity Management on Organisational Performance" could be carried out using a rigorous research method that includes essential elements. The research will start with a comprehensive introduction with a purpose to outline the take a look at backdrop, the importance of range management in present day organizational settings, and any capacity implications for overall performance indicators. After that, a sturdy theoretical framework explaining the underlying mechanisms and theories governing the relationship between variety

management techniques and organisational effectiveness could be developed based on an intensive examination of the literature.

Building in this framework, a specific studies design will be created, consisting of the choice of suitable methodologies, strategies for accumulating information, and sampling plans in step with the observer's goals. Diverse viewpoints and organisational contexts will be recorded the usage of an aggregate of quantitative surveys, qualitative interviews, and evaluation of historical records. Then, so one can extract extensive insights, rigorous statistics analysis strategies—from statistical analyses to thematic coding—may be used. Ultimately, the observe will produce a thorough synthesis of the consequences, supplying implications for idea and exercise and establishing the door for extra studies on this essential vicinity.

The person investigating "The Impact of Diversity Management on Organisational Performance" calls for a methodical and exhaustive method to investigate. The studies will begin with a comprehensive preface that clarifies the significance of variety management in modern-day organisational environments and its possible outcomes for enhancing overall performance. After that, a thorough literature analysis can be achieved to offer a solid theoretical framework to be able to support the relationship between range management techniques and the performance of organisations.

Building in this theoretical framework, a properly-thought-out research layout could be put into practice, including the choice of appropriate-processes, gear for gathering information, and pattern strategies suitable to the observer's goals. A thorough draw slice of various viewpoints and organisational contexts might be won via a combination of quantitative surveys, qualitative interviews, or examination of archive information. To extract huge insights, rigorous statistics-evaluation strategies may be used, ranging from statistical analyses to qualitative coding. The research will ultimately come to a near with a summary of the findings that offers realistic implications for idea and practice and opens the door for other studies on this crucial discipline of have a look at.



**Figure 2: Diversity Management**

Figure 2- One way to organize a visual depiction of range control is to have a middle concept encircled by using associated components. Its essential characteristic is "Diversity Management," that is at the center. The complex community of guidelines, schooling, leadership dedication, and staff involvement that surrounds this center highlights the complexity of range control. The relationships among these factors is probably represented with arrows or lines, emphasizing how they work together to promote an inclusive and various workplace tradition. This association offers a complete perspective on variety management, highlighting its complexity and significance for the overall performance of companies.

## V. Data Analysis and Results:

### 1. Statistical Relationship Analysis: Quantitative Data Analysis:

Statistical techniques like regression and correlation evaluation could be used on this stage of the research to measure the connections among organizational performance measures and variety.

control guidelines. We will compare the degree to which range management initiatives may also account for variances in organizational overall performance via regression analysis. Furthermore, correlation evaluation will take a look at the course and electricity of the hyperlinks among precise performance metrics and diversity management projects.

### 2. Analyzing Qualitative Data: Discovering Patterns and Perspectives:

We will explore the rich testimonies that members have shared thru cognizance groups, interviews, and open-ended survey questions via qualitative statistics analysis, which incorporates topic evaluation and content material analysis. Through the identification of recurrent issues, styles, and insights, technique to obtain a more profound comprehension of the processes involved, qualitative research seeks to aid of which range management influences the overall performance of groups. The impact of diversity on innovation, teamwork, worker morale, and organization tradition are some possible themes.

### 3. Incorporation of Results: Comparing Viewpoints:

A complete expertise of the effect of diversity control on organizational performance might be made possible by using the synthesis of quantitative and qualitative results. We can affirm and deepen our expertise of the hyperlinks determined within the quantitative analysis by triangulating facts from several sources. Furthermore, this integration will provide a nuanced point of view at the elaborate interactions between numerous control strategies and one of a kind component organizational success.

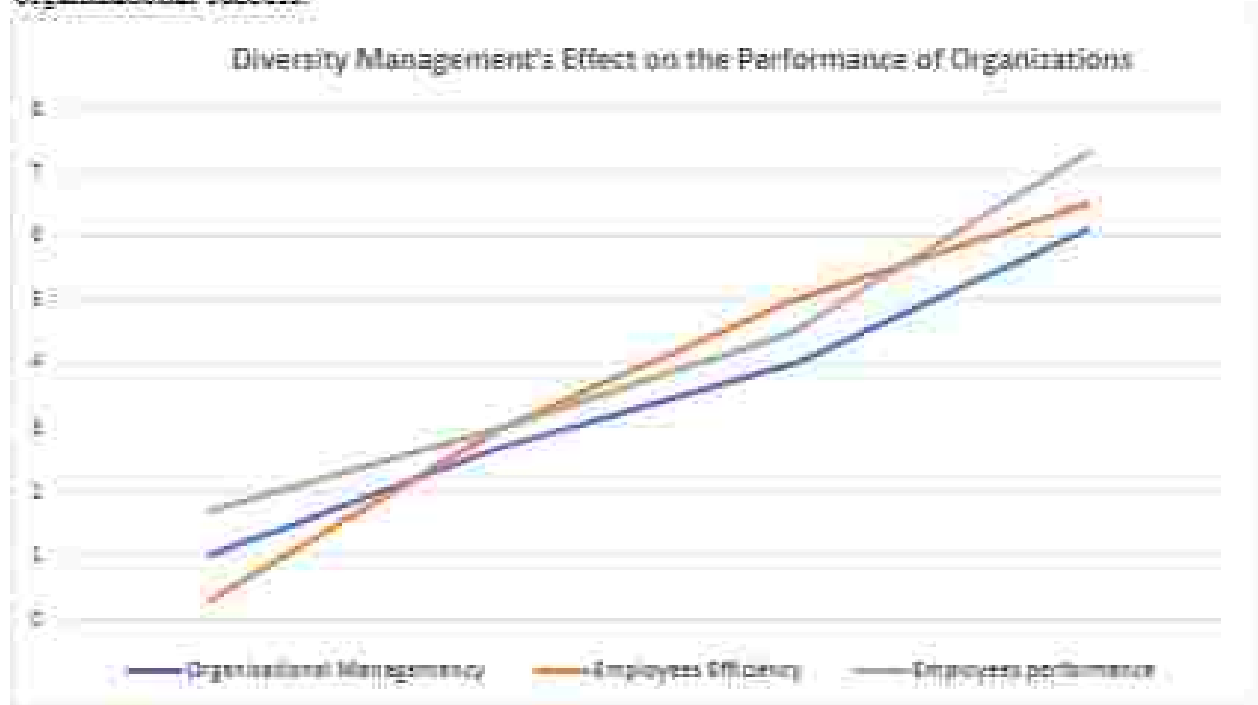


Figure3. Diversity Management's Effect impact on how well businesses operate

Figure 3- Fundamental theme, "Effect of Diversity Management," is probably surrounded by way of critical additives in a succinct discern arrangement that suggests how range control affects organizational overall performance. These components ought to consist of organization subculture, innovation, morale among personnel, teamwork, and organizational performance measures. The effect of variety control on those KPIs might be represented with the aid of arrows linking each element to the primary subject. Furthermore, the image should have representations of each qualitative and quantitative statistics evaluation techniques on both sides, highlighting the all-encompassing method used to recognize this courting. This association makes it simpler to recognize how range management techniques effect one-of-a-kind facets of organizational performance by way of providing a visual description of the way they are associated.

#### 4. Statistical Association in Quantitative Data Analysis:

Using state-of-the-art statistical techniques together with regression evaluation and correlation, we inspect measurable connections among organizational overall performance measures and diversity management techniques. We can determine how a great deal version in diversity management practices account for changes in organizational performance by using regression analysis.

Correlation analysis, alternatively, exhibits the path and degree of relationships between unique diversity packages and overall performance metrics. We hope to pick out patterns and trends that show how variety control influences organizational outcomes by using the image of those statistical gear.

#### 5. Analysis of qualitative data: Demonstrating an aesthetic view:

Thematic and content analysis are methods of qualitative research that allow for detailed analysis of participant data obtained through focus groups, interviews, or open-ended survey questions on the mouth. Through recurring themes and disclosures, this qualitative approach reveals the complex ways in which diversity management strategies impact organizational performance. Themes can include topics such as materials the story of new development, cultural integration, and successful communication. They offer qualitative depth to go along with quantitative data.

#### 6. Integrating Results: Combining Viewpoints:

Integrating data from other sources provides a squared view of the effectiveness of interdisciplinary programs, allowing for better analysis of findings. This integrated approach improves our understanding on how diversity efforts influence organizational effectiveness is improved by blending statistical outcomes with qualitative data.

#### 7. Results Analysis: Results and possible recommendations:

We recognize the importance of our findings for conceptual, action, and destiny processes in research throughout the discussion section. We provide concrete answers for companies looking

to improve their category management strategies through quantitative trends in qualitative insight. These indicators may include unique ways of using diverse employees to achieve an inclusive workplace climate, increase leadership levels, or increase creativity and responsiveness in the marketplace. At the level, testing a it further seeks to contribute to evidence-based choices and aims to enhance performance in a positive manner by managing a range of different factors, seeks to encourage organizational change.

## VI. Findings and Discussion:

### Results: Knowledge Gained thru Data Analysis:

A thorough examination of the quantitative and qualitative statistics has yielded several crucial conclusions on Diversity Management's Effect on the Performance of Organizations. Our examines quantitative findings showed a strong courting amongst some of overall performance indicators and precise range control techniques. For example, groups with complete variety training applications confirmed extended worker engagement and satisfaction. In a comparable vein, corporations with several management groups installed extended creativity and versatility, giving them a competitive aspect inside the market.

Through qualitative interviews, members emphasized how range manipulate tasks have a profoundly excellent effect at the dynamics and way of lifestyles of companies. Throughout cognizance agencies and interviews, topics like greater creativity, higher conversation, and elevated teamwork saved developing. Workers established a feel of inclusion and belonging, which encouraged elevated determination to the targets of the organization. Diverse viewpoints were moreover viewed as beneficial equipment for trouble-fixing and decision-making, which produced greater revolutionary and a success answer.

### Talk: Consequences and Future Courses:

The findings take a look at have important implications for overall organizational performance and diversity management considerations in addition to exercises. First and foremost, as a way to tell true integration and equity in firms, our results highlight the importance of a broader range of business practices beyond the simple compliance of the past emphasize. Organizations can enhance talent pools and improve business outcomes through investments such as inclusive career change, diversity training and mentoring.

Furthermore, our results suggest that diversity is a strategic business need as well as an ethical one. Apart from employee engagement and morale, companies that embrace diversity and inclusion also gain a competitive advantage in terms of innovation and market responsiveness for this reason, organizations should view diversity management as a priority it leads to long-term success and is delivered primarily by incorporating it into their standard organizational structure.

In the future, this discipline may look at the innovation and discover the best ways that which range control influences exceptional elements of organizational overall performance. Furthermore, a good way to evaluate the lengthy-time period impacts of variety applications on organizational consequences, longitudinal research could reveal the have an impact on of those initiatives over the years. Through greater research into the intricate counting between diversity control and organizational performance, we will affect widespread exchange within the course of extra efficient and inclusive work environments.

## VII. Future Research Areas:

Researching how diversity control impacts organizational overall performance is a fascinating and essential topic, especially given the diverse and global body of workers of these days. The following are some viable subtopics and techniques to examine inside this discipline of take a look at:

### Effectiveness of Diversity Management Practices:

Examine the ways wherein different range management strategies would possibly develop range, fairness, and inclusivity in groups. Examining regulations, schooling plans, hiring and recruitment procedures, and mentorship packages are a few examples of how to do this.

### Organizational Performance Metrics:

Examine the consequences of diversity control on profitability, creativity, productivity, employee happiness, retention rates, and ordinary effectiveness of the organization. Look for relationships among more a bit overall performance results and various teams.

### Employee Engagement and Satisfaction:

Examine the effects that diversity management has on workers' commitment to the enterprise, activity happiness, and degree of involvement. Examine elements such as opportunities for professional growth amongst different personnel, the inclusiveness of the corporation subculture, and the perception of equity.

### Effect on Creativity and creativity:

Analyze the connection between diversity management and organizational creativity. Think about the methods that a variety of viewpoints, experiences, and backgrounds influence revolutionary hassle-solving, product introduction, and market adaptability.

### Organizational Climate and Culture:



Evaluate how management contributes to the improvement of an inclusive and various place of work tradition. Examine how the tradition, norms, and values of the business enterprise have an effect on range control initiatives and the outcomes they produce.

### **Market and Reputation:**

Examine the impact of range control on an organization's marketplace competitiveness, brand photo, and reputation. Examine stakeholder family members, customer perceptions, and feasible financial effects of an inclusive and diverse place of business tradition.

### **Comparative Studies:**

Examine groups with differing tiers of variety control implementation in evaluation to one another. Examine how distinct industries, locations, and organization sizes compare in phrases of performance effects, employee reports, and organizational practices.

### **Challenges and obstacles:**

Identify specific challenges, barriers and resistance to effective implementation of diversity strategy in industry. Identify potential barriers to diversity and inclusion efforts, such as unconscious bias, lack of leadership support, and ineffective organizational capacity.

### **Rules and Regulations:**

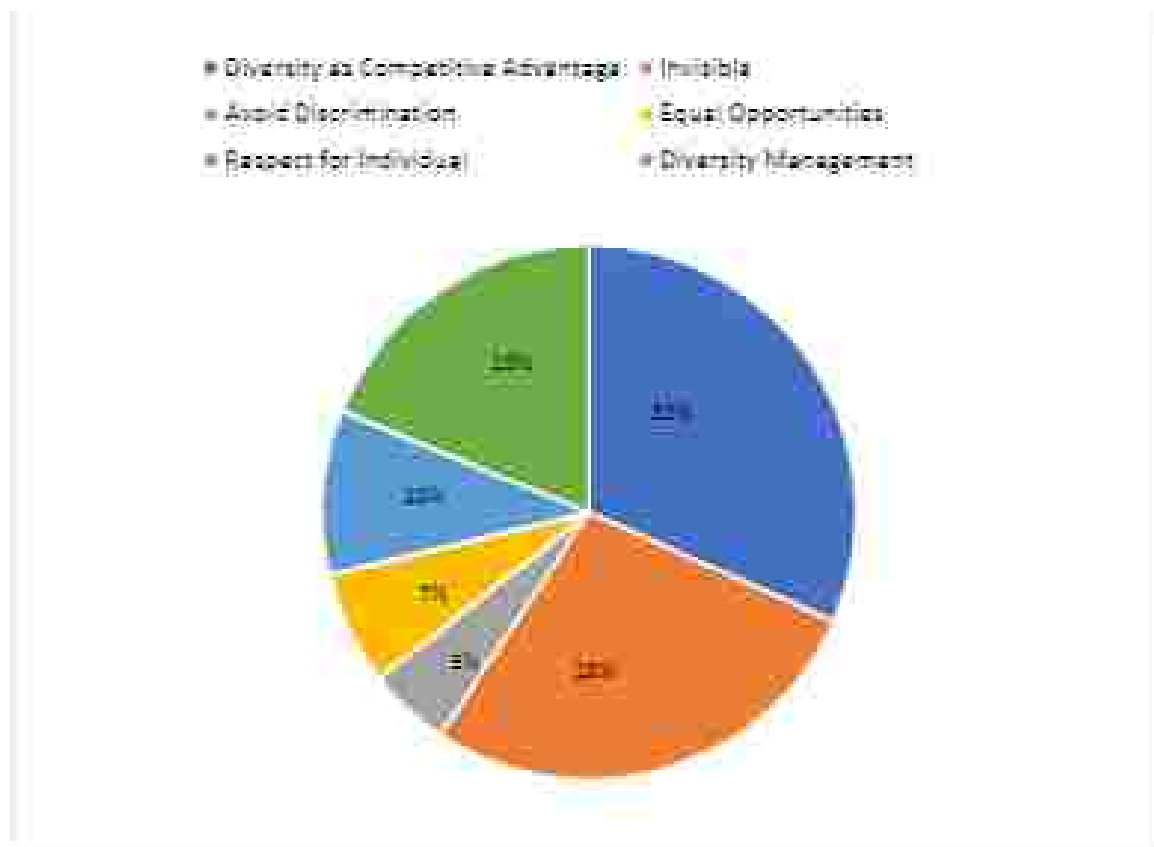
Research rules and regulations relating to diversity management, such as those relating to affirmative action, anti-discrimination and diversity reporting. Companies figure out how to meet these responsibilities and aim for optimal business outcomes.

### **Case studies and longitudinal research:**

Use case studies and longitudinal research to track how diversity management systems in companies change over time. Identify the best strategies for long-term success and look at the long-term impact on business results.

By exploring these areas of research, students can gain an important comprehension of the intricate connection between diversity management and organizational effectiveness, providing useful recommendations for diversity-oriented companies will be used as a strategic advantage.

## **VIII Conclusion:**



**Figure4: Enhancing Organizational Performance through Diversity Management**

In summary, the study of how diversity strategy affects organizational performance highlights the importance of designing inclusive workplaces for today's diverse workforce. Reviewing literature and detailed findings, we get several key findings:

First, there is evidence that diversity management policies—including practices, rules, and cultural norms—improve organizational performance through diversity and affect self-monitoring. Research often shows that teams deliver better performance in terms of productivity, profitability, creativity, and employee satisfaction, among other metrics.

Second, effective diversity management needs to foster a culture of ownership where everyone feels appreciated, acknowledged and urged to impart their distinct expertise and viewpoint. It goes beyond just sharing tokens and locations. Organizations that prioritize diversity can tap into a vast talent pool and harness the creativity, intelligence and problem-solving skills that come naturally to teams. Champions in the areas of diversity, equality, and inclusion serve as role models for the company as a whole, fostering a culture that sees diversity as a strategic asset rather than just a legal requirement for free encouragement.

There are certainly benefits to range control initiatives, but there are drawbacks as properly. The introduction of inclusive workplaces is frequently hampered through resistance, cultural limitations, and unconscious biases internal corporations. A multidimensional method, including leadership dedication, extensive training applications, accountability measures, and ongoing evaluation of range metrics, is needed to conquer these challenges.

Looking in advance, the research indicates that organizations have to do not forget diversity control as ongoing investment as opposed to a band-aid answer. Research the usage of longitudinal studies and case analyses indicates that consistent initiatives to advance inclusivity and range are successful in the long run by improving organizational competitiveness, resilience, and variation in an extra various environment.

## References:

1. Nguyen, N. T., Yadav, M., Pande, S., Bhanot, A., & Hasan, M. F. (2022). Impact of diversity management on organizational performance in hotel organizations: a conceptual framework. *International Journal of System Assurance Engineering and Management*, 13(Suppl 1), 186-196.
2. Mulu, A., & Zewdie, S. (2021). The effect of diversity management on organizational performance: The case of Ethio-Telecom South West Region. *European Journal of Business and Management Research*, 8(2), 134-139.
3. Choi, S., & Rainey, H. G. (2010). Managing diversity in US federal agencies: Effects of diversity and diversity management on employee perceptions of organizational performance. *Public Administration Review*, 70(1), 109-121.
4. Onke, F., Massah, O. B., & Mwalekwa, F. K. (2022). Effects of workplace diversity management on organizational effectiveness: A case study.
5. Lu, C. M., Chen, S. J., Huang, P. C., & Chien, J. C. (2015). Effect of diversity on human resource management and organizational performance. *Journal of Business Research*, 68(4), 857-861.
6. EGELAN, A. (2018). *Effects of Diversity Management on Organizational Performance: A Case Study of Narsok County* (Doctoral dissertation, MUA).
7. Sabharwal, M. (2014). Is diversity management sufficient? Organizational inclusion to further performance. *Public personnel management*, 43(2), 197-217.
8. Oshunakin, F., Ademiju, A., Ogunmaike, O. O., Ighadama, F., & Akintayo, D. I. (2019). The effects of diversity management and inclusion on organizational outcomes: A case of multinational corporation. *Business: Theory and Practice*, 20(3), 93-102.
9. Ogbu, A. I., Kiforin, A. A., & Ukpara, W. I. (2014). The effect of workforce diversity on organizational performance of selected firms in Nigeria. *Mediterranean Journal of Social Sciences*, 5(10), 231-236.

10. Yadav, M., & Rajak, R. (2022). Impact of diversity management practices on learning organization and organizational performance in hotel industry. *International Journal of System Assurance Engineering and Management*, 13(Suppl 1), 81-91.
11. Ganyu, C. R. (2015). Effect of workforce diversity management on employee performance in the public sector in Kenya. *Journal of Resources Development and Management*, 13(2), 9-15.
12. Armstrong, C., Flood, P. C., Guthrie, J. P., Liu, W., MacCurtain, S., & Miramza, T. (2010). The impact of diversity and equality management on firm performance: Beyond high performance work systems. *Human Resource Management*, 49(6), 977-993.
13. Sastryang, L., & Othman, K. (2019). Work force diversity and its impact on organisational performance. *Al-ABQARI Journal of Islamic Social Sciences and Humanities*.
14. Blouch, R., & Azeem, M. F. (2019). Effects of perceived diversity on perceived organisational performance: Mediating role of perceived organisational justice. *Employee Relations: The International Journal*, 41(5), 1079-1097.
15. Al-Shamian, N., & Doblas, D. M. P. (2019). Workforce Diversity Management towards Organizational Performance: The Case of AlAqun Group, Kingdom of Bahrain. *International Journal of Engineering and Management Research*, 9.
16. Ahmad, S., Mehfuз, S., Mebarek-Oudina, F., & Beg, J. (2022). RSM analysis based cloud access security broker: a systematic literature review. *Cluster Computing*, 25(5), 3733-3763.
17. Ahmad, S., Shakeel, I., Mehfuз, S., & Ahmad, J. (2023). Deep learning models for cloud, edge, fog, and IoT computing paradigms: Survey, recent advances, and future directions. *Computer Science Review*, 49, 100568.
18. Ahmad, S., Mehfuз, S., & Beg, J. (2021). Enhancing security of cloud platform with cloud access security broker. In *Information and Communication Technology for Competitive Strategies (ICTCS 2020) Intelligent Strategies for ICT* (pp. 325-335). Springer Singapore.
19. Urooj, S., Lata, S., Ahmad, S., Mehfuз, S., & Kalafbi, S. (2023). Cryptographic data security for reliable wireless sensor network. *Alexandria Engineering Journal*, 72, 37-50.
20. Ahmad, S., Mehfuз, S., & Beg, J. (2022). Assessment on potential security threats and introducing novel data security model in cloud environment. *Materials Today: Proceedings*, 62, 4909-4915.
21. Okafor, C. E., Iversolor, S., Ani, O. I., Ahmad, S., Mehfuз, S., Ekwueme, G. O., ... & Chikalu, O. P. (2023). Advances in machine learning-aided design of reinforced polymer composite and hybrid material systems. *Hybrid Advances*, 2, 100026.
22. Ahmad, S., & Mehfuз, S. (2024). Efficient time-oriented latency-based secure data encryption for cloud storage. *Cyber Security and Applications*, 2, 100027.
23. Ahmad, S., Mehfuз, S., & Beg, J. (2023). Hybrid cryptographic approach to enhance the mode of key management system in cloud environment. *The Journal of Supercomputing*, 79(7), 7377-7413.

24. Ahmad, S., Mehfiuz, S., & Beg, J. (2021). Cloud security framework and key management services collectively for implementing DLP and IRM. *Materials Today: Proceedings*, 62, 4828-4836.
25. Ahmad, S., Mehfiuz, S., & Beg, J. (2020, December). Securely work from home with CASB policies under COVID-19 pandemic: a short review. In *2020 9th International conference system modeling and advancement in research trends (SMART)* (pp. 109-114). IEEE.
26. Tătăranu, E., Diaconescu, S., Ivănescu, C. G., Sârbu, I., & Stancatu, M. (2016). Clinical, immunological and pathological profile of infants suffering from cow's milk protein allergy. *Romanian journal of morphology and embryology = Revue roumaine de morphologie et embryologie*, 57(3), 1031-1035.
27. Ciogradi, C. I., Sârbu, I., Iiescu Halitchi, C. O., Benciu, D., & Sârbu, K. (2021). Fertility of Cryptorchid Testis-An Unolved Mystery. *Genes*, 12(12), 1894. <https://doi.org/10.3390/genes12121894>
28. Ciogradi, C. I., Filip, F., Sârbu, I., Iiescu Halitchi, C. O., Munteanu, V., & Candusa, I. L. (2022). The Impact of Water and Other Fluids on Pediatric Nephrolithiasis. *Nutrients*, 14(19), 4161. <https://doi.org/10.3390/nu14194161>
29. Ciogradi, C. I., Benciu, D., Stupu, C. A., Iiescu Halitchi, C. O., & Sârbu, I. (2022). Quality of Life in Pediatric Patients with Continent Urinary Diversion-A Single Center Experience. *International journal of environmental research and public health*, 19(13), 9628. <https://doi.org/10.3390/ijerph19139628>
30. Popa, S., Apostol, D., Bică, O., Benciu, D., Sârbu, I., & Ciogradi, C. I. (2021). Prenatally Diagnosed Infantile Myofibroma of Sartorius Muscle-A Differential for Soft Tissue Masses in Early Infancy. *Diagnostics (Basel, Switzerland)*, 11(12), 2389. <https://doi.org/10.3390/diagnostics11122389>
31. Mohammed, A. H. (2021). Fish Schooling And Sorensen Trust Based Wireless Sensor Network Optimization. *International Journal*, 9, 6.
32. Mohammed, A. H. DDoS Malicious Node Detection by Jaccard and Page Rank Algorithm in Cloud Environment.
33. Mohammed, A. H. (2021). Invasive Weed Optimization Based ransom-Ware Detection in Cloud Environment.
34. Purohit, S.: (2023). California Geographical Society, 96162, California, United States. *Journal of Environmental Science and Public Health*, 7, 176-184.
35. Purohit, S. Role of Industrialization and Urbanization in Regional Sustainable Development-Reflections from Tier-II Cities in India.
36. Purohit, M. S. (2012). Resource management in the desert ecosystem of Nagaur district\_ An ecological study of land \_agriculture\_ water and human resources (Doctoral dissertation, Maharaja Ganga Singh University).
37. Faisal, I., Rama, V. S. B., Rey, S., & Nath, S. (2022). Modelling of Electric Vehicle Using Modified SEPIC Converter Configuration to Enhance DC-DC Converter Performance Using MATLAB. In *Smart Energy and Advancement in Power Technologies: Select*

- Proceedings of ICSEAPT 2021, Volume 2 (pp. 643-653). Singapore: Springer Nature Singapore.
38. Faisal, L., Rama, V. S. B., Yang, J. M., Wajid, A., & Ghurui, S. K. (2022, May). Performance and Simulation Analysis of IPMSyncRM (Internal Permanent Magnet Synchronous Reluctance Motor) for Advanced Electric Vehicle Design. In 2022 3rd International Conference for Emerging Technology (INCET) (pp. 1-6). IEEE.
  39. Faisal, L., Rama, V. S. B., Yang, J. M., Wajid, A., & Ghurui, S. K. (2022, May). Performance and Simulation Analysis of IPMSyncRM (Internal Permanent Magnet Synchronous Reluctance Motor) for Advanced Electric Vehicle Design. In 2022 3rd International Conference for Emerging Technology (INCET) (pp. 1-6). IEEE.
  40. Mohd, R., & Faisal, L. (2022). Smart Agricultural Practices using Machine Learning techniques For Rainfall Prediction: A case Study of Valkenburg station, Netherlands. *Mathematical Statistician and Engineering Applications*, 71(4), 3451-3462.

Nagalakshmi

Obrien

Complimentary Copy

CHROMATOGRAPHIC  
METHODS AND RESEARCH



Nagalakshmi / Book chapter / 01 / 2023

<b>Chapter 3</b>	<b>Bioanalytical Methods Based on Liquid Chromatography for the Therapeutic Drug Monitoring of Combined Therapies of Antibiotics in Pediatric Septic Major Burns ..... III</b> Silvia Regina Cavani Jorge Santos, Thais Vieira Camargo, Leonard de Vinci Kanda Kupa, Ronildo Morales Junior, Claudia Garcia Messiano, Vivieisa Kasubeck de Souza, Frederico Ribeiro Pires, Alino Sandro, Gabriela Aparecida Ferreira, Edvaldo Vieira do Campos, João Manoel da Silva Junior, Débora Cristina Sanchez Pinto and David de Souza Gomez
<b>Chapter 4</b>	<b>Liquid Chromatography-Tandem Mass Spectrometry for Simultaneous Piperacillin-Meropenem Serum Measurements in Septic Burns for Effectiveness ..... 131</b> Paschoalino Romano, Párcio de Almeida Rezende Ehmig, Mate Yves Chalorn, Maria Severina dos Santos, Marcio Santos Garcia, Kupa Leonard de Vinci Kappa Kanda, Nairo Massakazu Sumita, Nilo José Coelho Duarte, Alino Sandro, Gabriela Aparecida Ferreira, João Manoel da Silva Junior, Thais Vieira do Camargo, Ronildo Morales Junior, David de Souza Gomez and Silvia Regina Cavani Jorge Santos
<b>Chapter 5</b>	<b>A Brief Review of Chromatographic Methods for the Quantification of Favipiravir ..... 149</b> I. M. Nandorsha, G. Nagalakshmi, K. Umasha, D. C. Vallur, T. M. Veerusha and D. H. Manjunatha

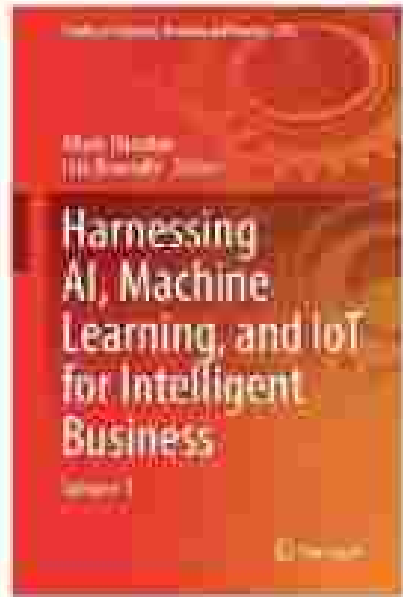


Were showing you items that ship to the US. To see items that ship to a different country, change your delivery address.

Change Country

International Kindle Paperwhite

Books Amazon & Technology Career Center



### Harnessing AI, Machine Learning, and IoT for Intelligent Business: Volume 1 (Studies in Systems, Decision and Control, 555) 2024th Edition

By Alan Tanian (Editor), Vito Di Lorenzo (Editor)

See all titles and authors

The lowest price Guarantee

This book is a comprehensive guide that explores the integration of artificial intelligence (AI), machine learning (ML), and the Internet of Things (IoT) in the realm of business, management and finance. The convergence of AI, ML, and IoT has revolutionized various industries, and business management and finance are no exception. This book addresses the growing need for understanding the practical implications of these technologies in the context of financial management. It equips both academic and industry professionals with the knowledge and skills necessary to navigate the changing landscape and effectively harness these technologies to gain a competitive edge.

This book delves into the transformative potential of these technologies and provides valuable insights into their application in decision-making, risk management, financial analysis, and strategic planning. It offers a holistic perspective on how organizations can leverage AI, ML, and IoT to drive innovation, enhance operational efficiency, and achieve sustainable growth in the digital age.

Report an issue with this product or order

ISBN-10	ISBN-13	Editor	Publisher	Publication date
978-3-031-13133-9	978-3-031-13134-6	Springer	Springer	October 18, 2024

Price \$82.97 - \$297.97 Hardcover \$215.99

What's new from \$215.99 to \$82.97

-5% 1313

Get Free Delivery

\$14.99 Delivery

See more

This title will be released on October 18, 2024

Quantity 1

Buy Now

Buy from Amazon.com Buy from Amazon.com Buy from Amazon.com Buy from Amazon.com Buy from Amazon.com

Get a gift receipt for easy returns

Add to List



# FINANCIAL MARKETS & SERVICES

PROF. VIBIN KRISHNAN R  
PROF. NAGASHREE  
PROF. HARI KRISHNA A V

---

## ABOUT THE AUTHORS



Prof. Vibin Krishna R is currently working as an Assistant Professor in the Department of Business Administration at Sreevidya Institute of Management and Science, Bangalore-73. He has Pursued Post graduation degree in Commerce and cleared Karnataka State Eligibility Test (KSET). Fond towards research has made him to register for Doctorate of Philosophy in Commerce at Annamalai University. He has 2 years of corporate and 4 years of teaching and learning experience. He has been invited as resource person in various institutions and companies on personality development and other training programs. He has presented research papers at national and international conferences and his research papers are published in various journals.



Prof. Nagaashree R Pujari is an experienced and knowledgeable academician with a strong background in commerce, accounting, and finance. She has published a book on Win It Silence Epitaphy of Indian Startup. She is pursuing a Doctoral Degree in Technology and Banking from Annamalai University. Previously she has headed Department of Commerce at KLES Arts and Commerce College, Badag. Currently working as an Assistant Professor at Sreevidya Institute of Management and Science in Bangalore. Nagaashree has a track record of presenting papers at the National and International levels, publishing articles in Scopus and Web of Science, filing patents, and Best Teacher winning awards. She has 12+ years of Academic experience with KJET to her credit.



Prof. Hari Krishna A V has received M. Com degree with Accounting and Taxation specialization and Post Graduate degree Under Business Administration at Bangalore University. Presently pursuing his Ph.D. in Annamalai University. He has published more than 6 papers in UGC Care, Scopus and peer-reviewed journals. He as an academician and educationist having 5 years of teaching experience. Attended more than 50 plus workshops, seminars, International and national conferences. He also specialized in accounting subjects like Advanced Corporate Accounting, Cost Accounting, Management accounting, Indian Accounting Standards. He is Presently Working as Assistant Professor, Department of Commerce in Sreevidya Institute of Management and Science Bangalore-73.

₹ 600/-



HVD UNICORN SITE 5 - 234 Ball's Road Bangalore  
Yash Vithalappa, Founder - 2017  
www.hvdunicorn.co.in | info@hvdunicorn.co.in



ಕೃಷಿ - ೨

# ಮನಾಲ್

(ಕೃಷಿ ಮತ್ತು ಮತ್ಸ್ಯ ಇಲಾಖೆ)

ಕೃಷಿ

ಇ. ಲಂಡನ್ ಅಂಡ್ ಇನ್‌ಫೊ

೨೦೨೨



೨೦೨೨

# MANAL

A collection of research articles

Published by:

Manal Publications

As per the request of

Dr. Chandrababu Naidu, Chief Minister of Andhra Pradesh

by

Dr. Rajarama Raju Nagasankar

Email : [rajuraju72@gmail.com](mailto:rajuraju72@gmail.com)

Cell : 9886472852

All rights © Author

Pages : 151  
Paper : 70 GSM F 5 Weight  
Size : 8 1/2 x 11 cm  
Copies : 1000  
First Impression : 2022  
ISBN : 978-93-8796-273-1

Price : 300

Cover design and book layout

Printed at :

2) P a c e

aman - మధురగా ఉండే వంట

అనుబంధం : 1

అనుబంధం : 2 - అనుబంధం, అనుబంధం - అనుబంధం

అనుబంధం : 3

అనుబంధం : 4 - అనుబంధం అనుబంధం

అనుబంధం : 5

అనుబంధం : 6

అనుబంధం : 7 - అనుబంధం అనుబంధం

అనుబంధం : 8 - అనుబంధం, అనుబంధం, అనుబంధం, అనుబంధం



References

1. Emmons, T.A., & McCullough, M.E. (2003). Counting blessings versus burdens: an experimental investigation of gratitude and subjective well-being in daily life. *Journal of Personality and Social Psychology*, 84(2), 377.
2. Jane Gillen, L., Jacobs, N., Janssens, W., Peeters, S., Rydstedt, J., Luchini, L., & Slabota, J. (2020). Gratitude and health: An updated review. *The Journal of Positive Psychology*, 15(1), 741-752.
3. Tiffany Baiter/Miscel, Ph.D. (2022, October 2). What is gratitude and why is it so important? [Psychology.com](https://www.psychology.com)

11- 2023-10-28

2023-10-28

The first part of the document discusses the importance of gratitude in daily life. It highlights how gratitude can lead to increased happiness and well-being. The second part of the document discusses the benefits of gratitude for mental health. It explains how gratitude can help reduce stress and anxiety. The third part of the document discusses the benefits of gratitude for physical health. It explains how gratitude can lead to better sleep and improved immune function. The fourth part of the document discusses the benefits of gratitude for relationships. It explains how gratitude can lead to stronger bonds with others. The fifth part of the document discusses the benefits of gratitude for children. It explains how gratitude can help children develop a positive outlook on life. The sixth part of the document discusses the benefits of gratitude for the elderly. It explains how gratitude can help the elderly live more meaningful lives. The seventh part of the document discusses the benefits of gratitude for students. It explains how gratitude can help students stay motivated and focused on their studies. The eighth part of the document discusses the benefits of gratitude for athletes. It explains how gratitude can help athletes perform better and recover faster from injuries. The ninth part of the document discusses the benefits of gratitude for business professionals. It explains how gratitude can lead to increased productivity and success. The tenth part of the document discusses the benefits of gratitude for healthcare workers. It explains how gratitude can help healthcare workers cope with stress and burnout. The eleventh part of the document discusses the benefits of gratitude for people with chronic illnesses. It explains how gratitude can help people with chronic illnesses live more full and meaningful lives. The twelfth part of the document discusses the benefits of gratitude for people with mental health conditions. It explains how gratitude can help people with mental health conditions manage their symptoms and live more fulfilling lives. The thirteenth part of the document discusses the benefits of gratitude for people who are experiencing loss or grief. It explains how gratitude can help people who are experiencing loss or grief find meaning and purpose in their lives. The fourteenth part of the document discusses the benefits of gratitude for people who are struggling with addiction. It explains how gratitude can help people who are struggling with addiction overcome their addiction and live healthier lives. The fifteenth part of the document discusses the benefits of gratitude for people who are struggling with financial difficulties. It explains how gratitude can help people who are struggling with financial difficulties find solutions and move forward with their lives. The sixteenth part of the document discusses the benefits of gratitude for people who are struggling with social isolation. It explains how gratitude can help people who are struggling with social isolation build meaningful connections with others. The seventeenth part of the document discusses the benefits of gratitude for people who are struggling with self-doubt. It explains how gratitude can help people who are struggling with self-doubt build self-confidence and achieve their goals. The eighteenth part of the document discusses the benefits of gratitude for people who are struggling with procrastination. It explains how gratitude can help people who are struggling with procrastination become more organized and productive. The nineteenth part of the document discusses the benefits of gratitude for people who are struggling with lack of motivation. It explains how gratitude can help people who are struggling with lack of motivation find inspiration and pursue their dreams. The twentieth part of the document discusses the benefits of gratitude for people who are struggling with negative thoughts. It explains how gratitude can help people who are struggling with negative thoughts replace those thoughts with positive ones. The twenty-first part of the document discusses the benefits of gratitude for people who are struggling with negative emotions. It explains how gratitude can help people who are struggling with negative emotions feel happier and more peaceful. The twenty-second part of the document discusses the benefits of gratitude for people who are struggling with negative actions. It explains how gratitude can help people who are struggling with negative actions make positive choices and live more virtuous lives. The twenty-third part of the document discusses the benefits of gratitude for people who are struggling with negative relationships. It explains how gratitude can help people who are struggling with negative relationships build healthier ones. The twenty-fourth part of the document discusses the benefits of gratitude for people who are struggling with negative environments. It explains how gratitude can help people who are struggling with negative environments create more positive ones. The twenty-fifth part of the document discusses the benefits of gratitude for people who are struggling with negative world events. It explains how gratitude can help people who are struggling with negative world events find hope and optimism for the future.

Das ist die Aufgabe der Verwaltung  
 und der Rechtsprechung. Die Legislative  
 ist diejenige, die die Gesetze erlassen  
 und die Verwaltung ist diejenige, die  
 die Gesetze ausführt. Die Rechtsprechung  
 ist diejenige, die die Rechtsprechung ausführt.  
 Die Legislative ist diejenige, die die  
Gesetze erlassen. Die Verwaltung ist  
 diejenige, die die Gesetze ausführt.  
 Die Rechtsprechung ist diejenige, die  
 die Rechtsprechung ausführt.

Die Legislative ist diejenige, die die  
Gesetze erlassen. Die Verwaltung ist  
 diejenige, die die Gesetze ausführt.  
 Die Rechtsprechung ist diejenige, die  
 die Rechtsprechung ausführt.

Die Legislative ist diejenige, die die  
Gesetze erlassen. Die Verwaltung ist  
 diejenige, die die Gesetze ausführt.  
 Die Rechtsprechung ist diejenige, die  
 die Rechtsprechung ausführt.

Die Legislative ist diejenige, die die  
Gesetze erlassen. Die Verwaltung ist  
 diejenige, die die Gesetze ausführt.  
 Die Rechtsprechung ist diejenige, die  
 die Rechtsprechung ausführt.

Die Legislative ist diejenige, die die  
Gesetze erlassen. Die Verwaltung ist  
 diejenige, die die Gesetze ausführt.  
 Die Rechtsprechung ist diejenige, die  
 die Rechtsprechung ausführt.







# Transaction Successful

12:30 pm on 29 Nov 2023

## Paid to



**JB Kapsa**

9686472152

**₹1,000**

Banking Name: Basavaraja M



Transfer Details



Transaction ID

T2311291230333981452891



Debited from



XXXXXX4371

**₹1,000**

UTR: 369939439365



Send Again



View History



Split Expense



Share Receipt



Contact PhonePe Support



Powered by





## ಮನಾಲ್ ಪ್ರಕಾಶನ ನಾಗಸಮುದ್ರ

"ಮನಾಲ್ ಪ್ರಕಾಶನ" ನಾಗಸಮುದ್ರ ಕಾಲಿ ಮೊಳಕುಬ್ಬಿದ ಕಾ. ಚಿತ್ರಕರ್ಮ ಚಿತ್ರ 577535 ಮೊ. 9686472152  
 ಕುಮಾರ್ ಜಿ basavarajam72@gmail.com

### ಲೇಖನಗಳ ಆಹ್ವಾನ

### ಮನಾಲ್ ಪ್ರಕಾಶನದ ಎರಡನೆಯ ಸಂಚಿಕೆಗೆ

ಸಂವಿಧಾನದ ಸಹಕಾರ ದಿಂದ ಈಗಾಗಲೇ ಹತ್ತು ಪುಸ್ತಕಗಳನ್ನು ಪ್ರಕಟಿಸಿ ಯಶಸ್ವಿಯಾಗಿ, ಎಲ್ಲಾ ಲೇಖಕರ ಸಹಕಾರ ಮತ್ತು ಒತ್ತಾಯದ ಮೇರೆಗೆ ಮನಾಲ್ ಪ್ರಕಾಶನವನ್ನು ಪ್ರಾರಂಭ ಮಾಡಿ ಈಗಾಗಲೇ ಮೊದಲನೆಯ ಸಂಚಿಕೆಯನ್ನು ಹೊರತಂದಿದ್ದೇವೆ. ವಿದ್ಯಾರ್ಥಿ ವಿತ್ತರು, ಗೆಳೆಯರು, ಓದುಗರು, ಹುಡ್ಕುಪ್ಪಿಂದ ಲೇಖನಗಳನ್ನು ಬರೆದು ಕೊಟ್ಟ ಸಹಕಾರದಿಂದ ಎಲ್ಲರಿಗೂ ಉಪಯುಕ್ತವಾದವುಗಳನ್ನು ಸಲ್ಲಿಸುತ್ತ ಎರಡನೆಯ ಸಂಚಿಕೆಯ ಈ **ISBN (978-93-5768-171-1)** ಸಂಖ್ಯೆಯ ಮೂಲಕ ಲೇಖಕಿಗಳಿಗೆ ಆಹ್ವಾನ ನೀಡಲಾಗಿದೆ.

ಸಮಾಜ ವಿಜ್ಞಾನ ಮತ್ತು ಕನ್ನಡ ಸಾಹಿತ್ಯ (ಸಮಾಜಶಾಸ್ತ್ರ, ಆರ್ಥಿಕಶಾಸ್ತ್ರ, ರಾಜ್ಯಶಾಸ್ತ್ರ, ವ್ಯಾಜ್ಯಶಾಸ್ತ್ರ, ಇತಿಹಾಸ, ಕನ್ನಡ ಸಾಹಿತ್ಯ, ವ್ಯಾಜ್ಯ ಇತರೆ ವಾಣಿಜ್ಯ) ವಿಷಯಗಳ ಸಂವಿಧಾನ ಲೇಖನಗಳನ್ನು ಪ್ರಕಟಿಸಿಕೊಡುತ್ತೇವೆ. ಹಾಗೂ ಲೇಖಕಿಗಳಿಗೆ ಆಹ್ವಾನ ನೀಡಲಾಗಿದೆ. ಲೇಖನಗಳನ್ನು **ISBN** ಸಂಖ್ಯೆಯ ಮುಸ್ತಕದತ್ತಿ ಪ್ರಕಟಿಸಲಾಗುವುದು. ಲೇಖಕರಿಗೆ ಪ್ರತಿಪತಿ **ಎರಡು ಪುಸ್ತಕಗಳನ್ನು** ನೀಡಲಾಗುವುದು.

- ಪ್ರತಿ ಲೇಖಕರ ಪ್ರತಿಪತಿಗೆ ರೂ. 1000/- ನೀಡಲಾಗುವುದು.
- ಲೇಖನ ಕಳುಹಿಸಲು ಕೊನೆಯ ದಿನಾಂಕ : **ನವೆಂಬರ್ 30, 2023**
- ಆರಾಧನೆ ತಿಂಗಳ ಮೊದಲನೇ ವಾರದಲ್ಲಿ ಪುಸ್ತಕಗಳನ್ನು ನೀಡಿಗೆ ತಯಾರಿಸಲಾಗುವುದು.
- ಲೇಖನ ಕಳುಹಿಸಬೇಕಾದ ಕು-ಮೇಲ್ ವಿಳಾಸ : **basavarajam72@gmail.com**

#### ನಿಯಮಗಳು:

1. ಲೇಖನ ಕನ್ನಡ ಭಾಷೆಯಲ್ಲಿಯೇ ಇರಲಿ.
2. ಲೇಖನಗಳು ಸುಡಿ ಸಂಪೂರ್ಣವಾಗಿ ಬಳಸಿ, Microsoft Word ಕನ್ನಡದಲ್ಲಿ.
3. ಲೇಖನಗಳು 800 ರಿಂದ 900 ಪದಗಳನ್ನು ಮೀರಬಾರದು.
4. ಲೇಖನಗಳನ್ನು ನೀರವಾಗಿ ಪ್ರಕಟಿಸುವುದರಿಂದ ಅಕ್ಷರ ಮೊದಲು ಬರಲಿ.
5. ಲೇಖನಗಳು ಕಲ್ಪನೆಯಾಗಿ ಅರಬ್ಬಿ, ಕೊನೆಯಲ್ಲಿ, ಇದೇ: ಸಾಮಾನ್ಯ ಗ್ರಂಥಗಳನ್ನು ಒಳಗೊಂಡಿರಬೇಕು.
6. **ಬರಹಗಳು ಸ್ಪಷ್ಟ, ನಿರಂತರವಾಗಿರಬೇಕು, ಮೊದಲನೆಯದಾಗಿರಲಿ.**
7. ಅಕ್ಷರಗಳ ಲೇಖನಗಳಾಗಿರಬೇಕು.
8. **ಲೇಖಕರು ಕು-ವಿಳಾಸ, ಮೊಬೈಲ್ ಸಂಖ್ಯೆ ಮತ್ತು ಕು- ಮೇಲ್ ವಿಳಾಸಗಳನ್ನು ಕಲ್ಪನೆಯಾಗಿ, ಸ್ಪಷ್ಟವಾಗಿ ಲೇಖಕರು ಕೊನೆಯ ಪುಟದಲ್ಲಿ ಗಮನಿಸಬೇಕು.**

ಪ್ರಧಾನ ಸಂಪಾದಕರು : ಕಾ. ಬಸವರಾಜ ಎಂ. ನಾಗಸಮುದ್ರ ಸಹ ಸಂಪಾದಕರು : ಕಾ. ಬೈ. ಕುಮಾರ್, ಕಾ. ಮಹಾದೇವ ಎಸ್. ಕಾ. ನಾಗರೇಗಿ, ಶಿವ್ಕುತಿ ಆರ್. ವಿಜಯ್ ಕೆ. ಎಂ.ಪಿ ತಿನ್ನೇರುತ್ತ

ಪುಸ್ತಕ ಮುದ್ರಣದ ಕಛೇರಿ  
 ನಾಗಸಮುದ್ರ ಮತ್ತು ಪ್ರಕಾಶನ  
 ಕಾ.ಎಂ. ಬಸವರಾಜ

9686472152

# THE BATTLES AND THE RISE-CORPORATE GOVERNANCE IN INDIA

by

Dr. Shalini B  
Mrs. Nagashree R. Pujari  
Dr. Jayadurga R  
Mrs. Sowmyashree A  
Mrs. Sunitha N

98.55

I N D I A

15.25

49.55

38.62

mp

mahi  
Publication

# The Battles and The Rise-Corporate Governance in India

---

By

Dr. Shalini B / 2024 / Book - 1

Associate Professor

Sapthagiri NPS University, Bengaluru

Mrs. Nagashree R. Pujari / 2024 / Book - 1

Assistant Professor,

Soundarya Institute of Management and Science, Bengaluru

Dr. Jayadurga R / 2024 / Book - 1

Assistant Professor

Christ University, Bengaluru

Mrs. Sowmyashree A / 2024 / Book - 1

Assistant Professor

Presidency University, Bengaluru

Mrs. Sunitha N / 2024 / Book - 1

Assistant Professor

Soundarya Institute of Management and Science, Bengaluru



Mahi  
Publication



This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, re-sold, hired out, or otherwise circulated without the publisher's prior written consent in any form of binding or cover other than that in which it is published or without a similar condition including this condition being imposed on the subsequent purchaser and without limiting the rights under copyright reserved above, no part of this publication may be reproduced, stored in or introduced into a retrieval system, transmitted in any form or by any means (electronic, mechanical, photocopying, recording) otherwise without the prior written permission of both the copyright owner and the above-mentioned publisher of this book.

Inquiries for bulk sales may be solicited at [mahibookpublication@gmail.com](mailto:mahibookpublication@gmail.com)

First Edition: 2024

ISBN: 978-81-971922-2-7

PRICE : 399/-

**MAHI PUBLICATION**

153, Bariya Street, Near Shree Swaminarayan Mandir,  
B/H Jain Derasar, Ambli, Dholera, Ahmedabad, Gujarat - 382463

Phone: +(91) 90238 45578

Website: [www.mahipublication.com](http://www.mahipublication.com)

E-mail: [mahibookpublication@gmail.com](mailto:mahibookpublication@gmail.com)

Copyright © 2024/MAHI PUBLICATION

# CONTENT

PREFACE	3
DEDICATION	4
CHAPTER 1	7
<b>EVOLUTION OF CORPORATE GOVERNANCE</b>	
CHAPTER 2	27
<b>E-GOVERNANCE</b>	
CHAPTER 3	44
<b>CORPORATE SOCIAL RESPONSIBILITY</b>	
CHAPTER 4	65
<b>COMPANIES (AMENDMENT) ACT, 2019</b>	
CHAPTER 5	74
<b>CORPORATE GOVERNANCE AND INDIAN KNOWLEDGE SYSTEM</b>	
REFERENCE:	84



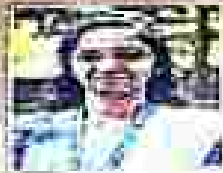
...the first time I had a chance to see the world through the eyes of someone else. It was a humbling experience, and I was grateful for the opportunity to learn from her. She was a woman of great strength and resilience, and I was inspired by her ability to overcome adversity. Her story was a testament to the power of the human spirit, and it was a privilege to share it with her. I was honored to be a part of her journey, and I will always cherish the memories we shared together. Her legacy lives on in the hearts of those who have known her, and I am proud to have been a part of it.



...the first time I had a chance to see the world through the eyes of someone else. It was a humbling experience, and I was grateful for the opportunity to learn from her. She was a woman of great strength and resilience, and I was inspired by her ability to overcome adversity. Her story was a testament to the power of the human spirit, and it was a privilege to share it with her. I was honored to be a part of her journey, and I will always cherish the memories we shared together. Her legacy lives on in the hearts of those who have known her, and I am proud to have been a part of it.



...the first time I had a chance to see the world through the eyes of someone else. It was a humbling experience, and I was grateful for the opportunity to learn from her. She was a woman of great strength and resilience, and I was inspired by her ability to overcome adversity. Her story was a testament to the power of the human spirit, and it was a privilege to share it with her. I was honored to be a part of her journey, and I will always cherish the memories we shared together. Her legacy lives on in the hearts of those who have known her, and I am proud to have been a part of it.



...the first time I had a chance to see the world through the eyes of someone else. It was a humbling experience, and I was grateful for the opportunity to learn from her. She was a woman of great strength and resilience, and I was inspired by her ability to overcome adversity. Her story was a testament to the power of the human spirit, and it was a privilege to share it with her. I was honored to be a part of her journey, and I will always cherish the memories we shared together. Her legacy lives on in the hearts of those who have known her, and I am proud to have been a part of it.



...the first time I had a chance to see the world through the eyes of someone else. It was a humbling experience, and I was grateful for the opportunity to learn from her. She was a woman of great strength and resilience, and I was inspired by her ability to overcome adversity. Her story was a testament to the power of the human spirit, and it was a privilege to share it with her. I was honored to be a part of her journey, and I will always cherish the memories we shared together. Her legacy lives on in the hearts of those who have known her, and I am proud to have been a part of it.







## CERTIFICATE OF APPRECIATION

This is to certify that **Prof. Rekha. C** of **Soundarya Institute of Management and Science** has participated and presented the paper titled **A Study on the Role of Academic Library Among Digital Natives** in the **National Conference on Contemporary Research Advancements in Computer Technology** in association with **ICT Academy** held on **17<sup>th</sup> March 2023**.

**IQAC Director**

**Vice Principal**

**Principal**

Rekha/NC-02/2023

Prema Venkatraman - 2023 - 03 - 05



SCIENCE SOCIETY

# CERTIFICATE OF PRESENTATION

International Conference on Aviation Management and  
Information Technology (ICAMIT-2023)

5th March 2023, Dharamsala, India

This is to certify that Prema Venkatraman

of Souandrya Institute of Management and Science has done his/her

2023

excellence in presenting the research paper titled "Are Electric Planes the answer to Sustainable Fuel and Solution to

"the Impact on Environment"

on 5th March 2023 at Dharamsala, India .

Dr. Alena Whitfield  
President



Ananya S  
Co-ordinator

Paema - Workshop - 01 - 2023



**CHRIST**  
UNIVERSITY  
BANGALORE - INDIA


**INTERNATIONAL CONFERENCE ON NAVIGATING UNCERTAINTY:  
FINANCE FOR SUSTAINABLE GROWTH**

ORGANISED BY:  
SCHOOL OF BUSINESS AND MANAGEMENT  
CHRIST (DEEMED TO BE UNIVERSITY), BANGALORE

**CERTIFICATE OF PARTICIPATION**

This is to certify that Prof. Pruma Venkataraman  
of SIMS has participated in  
the **Pre-Conference workshop for International Conference on  
Navigating Uncertainty: Finance for Sustainable Growth** held on 08  
November 2023 at CHRIST (Deemed to be University), Bangalore Kengeri  
Campus.

  
**DR. SRIKANTH P**  
Convener

  
**DR. JAIN MATHEW**  
Dean  
School of Business and Management

  
**FR. THOMAS K V**  
Director





**PRESTIGE**  
INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR  
AN AUTONOMOUS INSTITUTE ACCREDITED WITH UGC NAAC GRABE 'A'



SPONSORED BY

All India Council for Technical Education, New Delhi

## XIV INTERNATIONAL CONFERENCE ON

Industry 4.0 : Optimising Operations and Shaping the Future of Business

11-12 FEBRUARY, 2023

## CERTIFICATE OF APPRECIATION

This is to certify that Prof./Dr./Mr./Ms.

Vaibhav Arwade, Research Scholar

University of Technology, Jaipur

has Presented / Participated / Volunteered / Rapporteur / Co-Rapporteur

on "Study of Sustainable & Green manufacturing  
& its influence on socio, economic, and  
Environmental Prospects"

**Dr. Nishant Joshi**  
Conference Chairman  
Director, PIMR Gwalior

**Dr. Navita Nathani**  
Conference Convener  
Deputy Director (Management)

**Dr. Gaurav Jaiswal**  
Organizing Secretary  
Sr. Assistant Professor



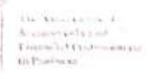
RANKED  
AMONGST TOP 125  
MANAGEMENT INSTITUTIONS IN INDIA  
BY NIRF, MINISTRY OF EDUCATION GOVT. OF INDIA



CO-HOSTED BY  
ASSOCIATION OF  
INTERNATIONAL BUSINESS &  
PROFESSIONAL MANAGEMENT,  
INDONESIA

ACADEMIC PARTNER





# CERTIFICATE OF PARTICIPATION

THIS IS TO CERTIFY THAT

Prof Aishwarya Jeevakumar CR

HAS PRESENTED A PAPER ON

A COMPARATIVE STUDY OF ONLINE ADVERTISING ON RURAL CONSUMERS  
BEFORE AND AFTER PANDEMIC

AT THE

## INTERNATIONAL CONFERENCE 2023

ON "SHARED VALUE CREATION IN THE CONTEXT OF SUSTAINABILITY - STRATEGIES, CHALLENGES AND OPPORTUNITIES", ORGANIZED BY DEPARTMENT OF COMMERCE, CHRIST (DEEMED-TO-BE UNIVERSITY) IN COLLABORATION WITH IMA AND CISI ON 09 AND 10 MARCH 2023

DR. SHERIL ALMEIDA  
Conference Convener,  
Department of Commerce

DR. KARTHIGAI PRAKASAM  
Head, Department of  
Commerce

DR. TOMY K KALLARAKAL  
Dean, School of Commerce,  
Finance and Accountancy

PRINCIPAL  
Soundarya Institute Of Management  
Soundarya Nagar, Side  
Nagasandra Post, Bangalore

Scienc  
073.





**PRESTIGE**  
INSTITUTE OF MANAGEMENT & RESEARCH, QUALITY  
AN INTERNATIONAL NETWORK OF RESEARCHERS, MANAGERS & LEADERS



SPONSORED BY

All India Council for Technical Education, New Delhi

## XIV INTERNATIONAL CONFERENCE

ON

Industry 4.0 : Optimising Operations and Shaping the Future of Business

11-12 FEBRUARY, 2023

### CERTIFICATE OF APPRECIATION

This is to certify that Prof./Dr./Mr./Ms.

Aishwarya Jeerankumar, Assistant Professor  
Soundarya Institute of Management and Science, Bangalore  
has Presided / Participated / Volunteered / Rapporteur / Co-Rapporteur

"The Development of Green Advertising."

"A study on the expansion of green  
advertising."

**Dr. Nishant Joshi**  
Conference Chairman  
Director, PIMA Gwalior

**Dr. Navita Nathani**  
Conference Convener  
Deputy Director (Management)

**Dr. Gaurav Jaiswal**  
Organizing Secretary  
Sr. Assistant Professor



RANKED  
AMONGST TOP 111  
MANAGEMENT INSTITUTIONS IN INDIA  
BY NIRF, MINISTRY OF EDUCATION GOVT. OF INDIA



CO-INITIATOR  
ASSOCIATION  
INTERNATIONAL BUSINESS  
PROFESSIONAL MANAGEMENT  
INDONESIA



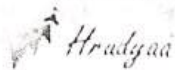
ACADEMIC PARTNER  
emerald  
PUBLISHING

PRINCIPAL

Soundarya Institute Of Management & Science  
Soundarya Nagar, Sidedahalli,  
Vegasandra Post, Bangalore - 560 073



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY  
COLLEGE OF SCIENCE AND HUMANITIES  
DEPARTMENT OF COMMERCE  
3rd INTERNATIONAL CONFERENCE  
IN ASSOCIATION WITH



### CERTIFICATE OF PRESENTATION

This is to certify that Dr./Mr./Ms. PROF. AISHWARYA . L . R of SOONDARYA INSTITUTE OF MANAGEMENT 71 SLEEPKE has presented a paper titled A STUDY ON SIGNIFICANCE OF ONLINE PAYMENT ON RURAL CONSUMERS WITH REFERENCE TO BENGALURU in 3rd International Conference Organized by Department of Commerce, College of Science and Humanities, SRM Institute of Science and Technology, Ramapuram, held on the 27th & 28th March, 2023.

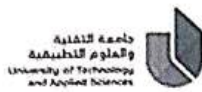
*J. Benneyy*  
CONVENOR

*X. Chitu*  
HOD

*M. K. S. S. S.*  
DEAN



Aishwarya - Award - 01 - 2023.



**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY  
FACULTY OF MANAGEMENT  
VADAPALANI**

**Best Paper Award**

This is to certify that **PROF. AISHWARYA** of **SOUNDARYA INSTITUTE OF MANAGEMENT AND SCIENCE.**  
..... has presented a paper titled **A STUDY ON THE MEDIA CONSUMPTION PATTERNS - TO VIVIDLY INVESTIGATE HOW THE MEDIA CONSUMPTION HABITS OF CONSUMERS CHANGED BEFORE AND AFTER THE PANDEMIC WITH SPECIAL REFERENCE TO BENGALURU .**  
and won Best Paper Award at **3<sup>rd</sup> International Conference on Reinventing Business Practices Start-ups and Sustainability (ICRBSS - 2023)** held on 2<sup>nd</sup> and 3<sup>rd</sup> November 2023.

  
CONVENER



  
DEAN(FOM)





Organizer

# CERTIFICATE OF PARTICIPATION



Co-Organizer



THIS IS TO CERTIFY THAT

*Aishwarya Tevakumar C.R., Asst. Prof. Soundarya Inst. of Mgmt. & Science Bengaluru*  
has attended the 6<sup>th</sup> One Day International Conference on "CHANGING BUSINESS SET-UP & ECONOMIC ENVIRONMENT IN THE BACKDROP OF COVID-19" held on 7<sup>th</sup> June, 2023 at Mini Auditorium 2, Putra Business School, Malaysia. Organized by Primax Foundation, Bengaluru, Karnataka, India as Main Organizer and Putra Business School, Malaysia as Co-organizer.

He / She has Presented (~~Offline~~ / Online) / Contributed a paper entitled *Comparative Study between Government and Private Colleges in Online learning with Special References to Bengaluru*

*T. Rajeswari*  
Prof. T. Rajeswari  
President  
Primax Foundation  
Bengaluru, Karnataka, India

*K.V. Ramanathan*  
Dr. K.V. Ramanathan  
Director  
Primax Foundation  
Bengaluru, Karnataka, India

*Kosga Yagapparaj*  
Dr. Kosga Yagapparaj  
Professor of Business and Finance  
Malaysia

*Vinod B. Patel*  
Dr. Vinod B. Patel  
Former Professor & Head  
Dept. of Business & IM  
Veer Narmad South Gujarat University Surat  
Gujarat, India

Ecellence

Happiness comes from giving happiness...



Chinmaya  
Vishwavidyapeeth  
Deemed to be University

Rashmi - FC - 01 - 2023

School of Philosophy, Psychology and Scientific Heritage,  
Chinmaya Vishwa Vidyapeeth & CIF Centre at CVV

*cif*  
CHINMAYA  
INTERNATIONAL  
FOUNDATION

## First International Conference on Indian Psychology and Mental Health

### *Certificate of Paper Presentation*

This is to certify that

**Rashmi R. Sharma**

has actively participated and presented the paper titled

**Ahamkara - Boon or Bane for Well-Being**

in the International Conference on Indian Psychology and Mental Health  
held from 1st to 3rd December 2023 at Chinmaya Vishwa Vidyapeeth, Warriam Road, Ernakulam

*Sunitha Grandhee*

Dr. Sunitha Grandhee  
Convener

*Dr. Satheesh Varma*

Dr. Satheesh Varma  
Coordinator

Kashmi - NC - U -



**SURANA COLLEGE  
AUTONOMOUS**

Re-accredited by NAAC with A+ | Affiliated to Bangalore University  
Recognised under section 2(f) & 12(B) of UGC

75  
Azadi Ka  
Amrit Mahotsav

Indian Council of  
Social Science Research



# NATIONAL SEMINAR (RESIDENTIAL)

Rebuilding Bharat through Indigenous and Innovative Practices

A WAY FORWARD TOWARDS VISHWA GURU

June 8<sup>th</sup> - 9<sup>th</sup>, 2023

Organized by  
**SURANA COLLEGE (AUTONOMOUS)**, Bangalore  
Department of Sanskrit in association with  
**Surana Research and Consultancy Cell**

## Certificate of Participation

This is to certify that Dr./Mr./Ms. RASHMI . R. SHARMA

has delivered the presentation in the National Seminar on "Rebuilding Bharat Through  
Indigenous & Innovative Practices: A Way Forward Towards Vishwa Guru" held on 8<sup>th</sup> -9<sup>th</sup> June 2023  
at SURANA COLLEGE (Autonomous), Bangalore.

He / She presented a paper titled Understanding Self : Journey towards holistic  
mental well being  
We highly appreciate his/her active participation and presentation towards successful completion of this program.

Dr. Padmaja D S  
Program Convevor

Dr. Vanishree M R  
Dean-Research & Consultancy

Dr. D N S Kumar  
Principal & Academic Director





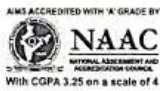
## CERTIFICATE OF APPRECIATION

This is to certify that Mr. Swamy MR of Soundarya Institute of Management and Science has participated and presented the paper titled A Review Study on Processing Images of Wild Animals using IoT and Edge Computing in the National Conference on Contemporary Research Advancements in Computer Technology in association with ICT Academy held on 17<sup>th</sup> March 2023.

**IQAC Director**

**Vice Principal**

**Principal**



SCHOOL OF  
COMMERCE &  
FINANCE

## Certificate of Appreciation

This is to certify that Dr./Prof. *✓* Hari Krishna A.V of SIMS  
participated / presented a paper titled Impact of AI in banking Industry

at the National Conference on "Emerging Trends and Challenges in Commerce & Management"  
(ETCCM - 2023) organised by School of Commerce & Finance on 6th & 7th July, 2023.

*[Signature]*  
Dr. B.A. Karunakara Reddy  
Conference Secretary

*[Signature]*  
Dr. Jayaprakash Reddy  
Chairperson

*[Signature]*  
Dr. Kerron G Reddy  
Founder Principal & CEO, AIMS

[www.theaims.ac.in](http://www.theaims.ac.in)





## CERTIFICATE OF APPRECIATION

This is to certify that **Mr. Swamy MR of Soundarya Institute of Management and Science** has participated and presented the paper titled **A Review Study on Processing Images of Wild Animals using IoT and Edge Computing** in the **National Conference on Contemporary Research Advancements in Computer Technology** in association with ICT Academy held on **17<sup>th</sup> March 2023**.

**IQAC Director**

**Vice Principal**

**Principal**

# Deep Learning for Attack Detection in Industrial IoT Edge Devices

<sup>1</sup> Yatish S J, Assistant Professor,  
Department of BCA, Soudarya Institute  
of Management and Science, Bangalore,  
Karnataka, India. [yatishsjphd@gmail.com](mailto:yatishsjphd@gmail.com)

<sup>2</sup> Viji Vinod, HOD, Computer  
Applications, Dr.M.G.R Educational and  
Research Institute, Chennai, Tamilnadu,  
India. [hod-mca@dmgrdu.ac.in](mailto:hod-mca@dmgrdu.ac.in)

<sup>3</sup> Dr Soumitra Subodh Pande, Manager,  
Ericsson Global India Pvt Ltd, Bangalore,  
Karnataka, India.  
[soumitra.pande@gmail.com](mailto:soumitra.pande@gmail.com)

<sup>4</sup> V Lakshmi Narayana, Associate  
Professor, Humanities and sciences,  
Vardhaman College of Engineering,  
Shamshabad, Hyderabad, Telangana, India.  
[vnarayana@vardhaman.org](mailto:vnarayana@vardhaman.org)

<sup>5</sup> Neerav Nishant, Assistant Professor,  
Department of Computer Science and  
Engineering, School of Engineering, Babu  
Banarasi Das University, Lucknow, Uttar  
Pradesh, India, [contactnn01@gmail.com](mailto:contactnn01@gmail.com)

<sup>6</sup> Sivagurunathan P T, Assistant Professor,  
Department of Electronics and  
Communication Engineering,  
M.Kumarasamy College of Engineering,  
Karur, Tamilnadu, India.  
[siva043@gmail.com](mailto:siva043@gmail.com)

**Abstract** – In recent times, system controllers are being fully deployed via the Industrial Internet of Things (IIoT), which significantly enhances the economy and manufacturing industry. Digital security concerns are also brought on by this evolution unfortunately. Due to the fact that a large portion of the value of IIoT systems are located at the edge level, attackers may find these as attractive targets. So, it is crucial to monitor edge system components and spot harmful activity using an effective diagnostic model in order to protect them. This study suggests a deep learning-based attack detection model that can be trained and tested using data gathered from a gas pipeline system. Improved Random Neural Network and Long Short Term Memory Networks are incorporated for the attack detection purposes. The proposed model achieves an accuracy of 97.8% and outperforms the other existing detection models.

**Keywords**— Attack detection, Industrial Internet of Things, Edge devices, Deep Learning.

## I. INTRODUCTION

A significant transformation in the manufacturing industry was brought about by the Industrial Internet of Things (IIoT). The idea of Industry 4.0 and the IIoT can be strongly connected [1]. With the goal of boosting domestic businesses, this notion is quickly launching innovative developments in the creation of company concepts, industrial plants, logistical services, and many other strategic activities. Thousands of Smart devices, sophisticated interoperability, and cutting-edge security measures are all present in IIoT networks. The global internet's integration with all of these gadgets and technological advances gives industrial operations a lot of governance adaptability. Sustainable procurement also improves an industry's efficiency and quality control. In recent years, IIoT has been utilized by a variety of industries, including manufacture, food production, agribusiness, and network monitoring [2].

Modern enterprises can now gather and analyze enormous amounts of data to make wise business decisions because to the plethora of sensing devices, controlling equipments, and actuating devices. Additionally, it identifies bottlenecks and abnormalities in intelligent manufacturing environments. IoT-enabled gadgets and sensing devices, on the other hand, are seen as resource-

restricted gadgets with confined energy, memory, and transmission resources [3]. In order to act as a bridge between cloud hosts and sensing devices, edge endpoints such as desktops, laptops, tiny servers as well as portable gadgets are used. These gadgets collect data from detectors and send it, after any essential preparation, to the nearby servers [4].

The industry's influx of IoT peripheral devices has, however, given rise to a number of security and privacy issues that pose a significant risk to the safety and credibility of the IIoT technology. These edge gadgets may offer opportunities for intrusion. A compromised IoT device may send false information to cloud-based servers or permit leakage of sensitive corporate data, investment plans, and industrial transcripts [5]. Logistic failures, investment risks, and brand harm could result from this. One of the most significant obstacles in contemporary manufacturing sectors is ensuring cyber security in the IIoT environment. It involves safeguarding information exchange and personal anonymity, securing edge devices from computer viruses, and preventing intrusion attempts [6].

By implementing sophisticated and strong security methods, the IIoT can increase its reliability, anonymity, and trustworthiness. An intrusion detection system (IDS) is one of the most frequently employed techniques in the context of IIoT protection. Networks are inspected for malicious activity or policy breaches using IDS. IDSs can be divided into two groups namely depending on the anomaly and signature [7]. The IDS based on the signature searches for particular orientations to find malicious activities. Although it can detect new types of attacks, these methods are efficient only at spotting recognized attack types. An excellent ability of intrusion detection system that is based on the anomaly is to identify novel and unidentified assaults. The detection model for novel and varied nature attacks employs machine learning as well as deep learning classifiers for this purpose.

A botnet is a sizable malware system made up of numerous associated infected systems that the attacker may remotely and automatically operate. In a typical botnet, the attacker can access and command its IIoT-based devices by executing malicious orders from a prompt and enable server in the role of the central controller [8]. A bot





SPONSORED BY  
All India Council for Technical Education, New Delhi

# XIV INTERNATIONAL CONFERENCE

ON

Industry 4.0 : Optimising Operations and Shaping the Future of Business

11-12 FEBRUARY, 2023

## CERTIFICATE OF APPRECIATION

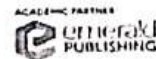
This is to certify that Prof./Dr./Mr./Ms.

*Aafaq Ahmed, Assistant Professor*  
*Sourdaya Institute of management & science*  
has Presented / Participated / Volunteered / Rapporteur / Co-Rapporteur  
*A review of investment patterns*  
*and technical analysis of selected*  
*IT stocks listed in NSE*

**Dr. Nishant Joshi**  
Conference Chairman  
Director, PIMR Gwalior

**Dr. Navita Nathani**  
Conference Convener  
Deputy Director (Management)

**Dr. Gaurav Jaiswal**  
Organizing Secretary  
Sr. Assistant Professor





SEMINAR ROOM



**ERCOMET**  
2023  
Emerging Research in Commerce,  
Management, Economics and Technologies

**Nagarjuna Degree College  
School of Management - MBA**

In association with Seminar Room &  
National Institute of Personnel Management - Karnataka Chapter

### CERTIFICATE OF PRESENTATION

..... Anuradha Sindhia, ..... Assistant Professor  
from ..... Soundarya Institute of Management and Science  
has presented a paper entitled..... Effects of Climate Change on Agricultural Production and Rural Livelihood  
.....  
in the Two-Day International Conference on **"Post Pandemic Recovery in Business and its Impact on Various Stake Holders – Strategies, Issues and Challenges"** held on 12<sup>th</sup> and 13<sup>th</sup> of April, 2023.

Dr. Vijayakumar R S  
Conference Co-ordinator, Department of MBA  
Nagarjuna Degree College

Dr. Vala Chanshyam Kantilal  
Co-ordinator, Department of MBA  
Nagarjuna Degree College

Dr. Harish Babu S  
Principal, Nagarjuna Degree College and  
Director of Management Studies, NCI

Dr. S. G. Gopala Krishna  
Sr. Director  
Nagarjuna Group of Institutions

[www.nagarjunadegreecollege.co.in](http://www.nagarjunadegreecollege.co.in)

Rekha/IC-01/2023

**AIP**

Proceedings of International Conference on Smart Grid and Electric Vehicle  
3<sup>rd</sup> & 4<sup>th</sup> April 2023.



**HINDUSTAN**  
INSTITUTE OF TECHNOLOGY & SCIENCE  
(DEEMED TO BE UNIVERSITY)

## **Fuzzification : A Systematic approach in attaining an absolute grading system with unbiased and implementing outcome based education**

*Prof. REKHA C I*

### **Abstract.**

Evaluating the learning outcomes of students is the key to realizing the purpose of education. Grading is an exercise in professional judgment on the part of teachers. It involves the collection and evaluation of evidence on students performance over a specified period of time. In this paper, we have proposed a course learning outcome (CLO) and program learning outcome (PLO) based student performance evaluation technique using the fuzzy logic system. We have considered tutor marking assessment (TMA) as C1 component and Practical assessment test (PAT) as C2 component where these components are further consisting of assignments, programming, logic designing, unit test, record work etc., as evaluation parameters. The course teachers and moderators set question papers assigning marks based on CLOs and the course teachers track the earned marks. Then, the ratios to the earned marks and the assigned marks considering by the CLOs in the TMA and PAT are computed and fuzzified. The defuzzification stage returns the attainment of the CLOs of the courses. Finally, the PLOs are also demonstrated using the CLOs. This technique removes the biasedness, unfairness of absolute grading systems.

**Keywords:** absolute grading system, course learning outcome, program learning outcome, Fuzzy logic

SEMINAR ROOM



**EROMET**  
2023  
Emerging Research in Commerce,  
Management, Economics and Technologies

**Nagarjuna Degree College  
School of Management - MBA**

In association with Seminar Room &  
National Institute of Personnel Management - Karnataka Chapter

**CERTIFICATE OF PRESENTATION**

Mrs. Nagasuma C V

from **Soundarya Institute of Management and Science**

has presented a paper entitled

**LATEST DEVELOPMENTS IN HYPERSPECTRAL IMAGING AND  
CHEMOMETRICS FOR FOOD QUALITY ASSESSMENT – A REVIEW**

in the Two-Day International Conference on **"Post Pandemic Recovery in Business and its Impact on Various Stake Holders – Strategies, Issues and Challenges"** held on 12<sup>th</sup> and 13<sup>th</sup> of April, 2023.

**Dr. Vijayakumar R S**  
Conference Co-ordinator, Department of MBA  
Nagarjuna Degree College

**Dr. Vala Ghanshyam Kantilal**  
Co-ordinator, Department of MBA  
Nagarjuna Degree College

**Dr. Harish Babu S**  
Principal, Nagarjuna Degree College and  
Director of Management Studies, NGI

**Dr. S. G. Gopala Krishna**  
Sr. Director  
Nagarjuna Group of





# CENTRAL UNIVERSITY OF TAMIL NADU

Department of Economics, Thiruvarur, Tamil Nadu- 610 005

National Conference on

ENVIRONMENTAL GOVERNANCE IN INDIA : AN AUDIT FOR MOVING FORWARD

16<sup>th</sup> & 17<sup>th</sup> March 2023

## *Certificate*

This is to Certify that Dr./Mr./Ms... *S. Shreemathi Gini* ....., Dept. of Science, *Soundarya* .....,  
*Institute of Management and Sciences, Bengaluru, India* .....,  
has Presented a paper entitled *Healthcare industry and environment - A survey report* .....

..... in  
the National Conference on Environmental Governance in India: An Audit for Moving Forward organised by the  
Department of Economics, Central University of Tamil Nadu, Neelakudi, Thiruvarur, during 16<sup>th</sup> and 17<sup>th</sup> March, 2023

*K. Damodaran*  
Dr.K.Damodaran  
Organising Secretary

*N. Rajagopal*  
Dr.N.Rajagopal  
Head Of Department



## CERTIFICATE OF APPRECIATION

This is to certify that **Prof. Rekha. C** of **Soundarya Institute of Management and Science** has participated and presented the paper titled **A Study on the Role of Academic Library Among Digital Natives** in the **National Conference on Contemporary Research Advancements in Computer Technology** in association with **ICT Academy** held on **17<sup>th</sup> March 2023**.

**IQAC Director**

**Vice Principal**

**Principal**

Rekha/NC-02/2023



## CERTIFICATE OF APPRECIATION

This is to certify that Prof. Rekha. C of Soundarya Institute of Management and Science has participated and presented the paper titled **Study on Vulnerability in Wireless Mobile Data and the Efficacy to Assess and Mitigate the Security Approaches** in the National Conference on **Contemporary Research Advancements in Computer Technology** in association with ICT Academy held on 17<sup>th</sup> March 2023.

**IQAC Director**

**Vice Principal**

**Principal**

Rekha / NC-01 / 2023





## CERTIFICATE OF APPRECIATION

This is to certify that **Prof. Rekha. C** of **Soundarya Institute of Management and Science** has participated and presented the paper titled **Study on Vulnerability in Wireless Mobile Data and the Efficacy to Assess and Mitigate the Security Approaches** in the **National Conference on Contemporary Research Advancements in Computer Technology** in association with **ICT Academy** held on **17<sup>th</sup> March 2023**.

**IQAC Director**

**Vice Principal**

**Principal**

Rekha / NC-01 / 2023

SEMINAR ROOM



**ERGOMET**  
2023  
Emerging Research in Commerce,  
Management, Economics and Technologies

**Nagarjuna Degree College  
School of Management - MBA**

In association with Seminar Room &  
National Institute of Personnel Management - Karnataka Chapter

**CERTIFICATE OF PRESENTATION**

Mr Manoj Kumar N ✓

from Soundarya Institute of Management and Science

has presented a paper entitled

Effects of Climate change on Agricultural Production and Rural Liveolihoods

in the Two-Day International Conference on "Post Pandemic Recovery in Business and its Impact on Various Stake Holders – Strategies, Issues and Challenges" held on 12<sup>th</sup> and 13<sup>th</sup> of April, 2023.

Dr. Vijayakumar R S  
Conference Co-ordinator, Department of MBA  
Nagarjuna Degree College

Dr. Vaia Ghanshyam Kantilal  
Co-ordinator, Department of MBA  
Nagarjuna Degree College

Dr. Harish Babu S  
Principal, Nagarjuna Degree College and  
Director of Management Studies, NGI

Dr. S. G. Gopala Krishna  
Sr. Director  
Nagarjuna Group of





### CERTIFICATE OF APPRECIATION

This is to certify that **Mr. Anantharamu. S** of **Soundarya Institute of Management and Science** has participated and presented the paper titled **A Study on the Role of Academic Library Among Digital Natives** in the **National Conference on Contemporary Research Advancements in Computer Technology** in association with **ICT Academy** held on **17<sup>th</sup> March 2023**.

**IQAC Director**

**Vice Principal**

**Principal**



MAHARANI LAKSHMI AMMANI COLLEGE FOR WOMEN AUTONOMOUS  
Malleswaram 18<sup>th</sup> Cross, Bengaluru



# SAMAGATHA 2023



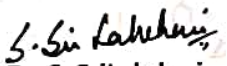
SCIENCE ASSOCIATION

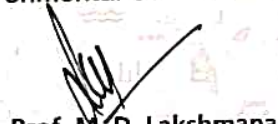
In collaboration with


KARNATAKA STATE COUNCIL FOR SCIENCE AND TECHNOLOGY, IISc, BENGALURU

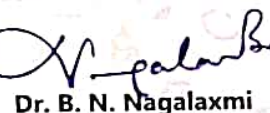
## CERTIFICATE OF MERIT

This is to certify that Mr./Ms./Dr. S. Shrumathi of Soundarya  
Institute of Management and Science College has presented Oral / Poster  
titled "Diabetes and Climate Change- An Overview"  
at National Conference on "Environmental Sustainability: New Perspectives and Paradigms" on 21<sup>st</sup> June 2023.

  
Dr. S. SriLakshmi  
Convenor  
HoD, Dept. of Botany

  
Prof. M. D. Lakshmana  
Convenor  
HoD, Dept. of Physics

  
Dr. Babitha B.  
Science Co-Ordinator  
Dept. of Biotechnology

  
Dr. B. N. Nagalaxmi  
Patron  
Principal

SEMINAR ROOM



**ERCOMET**  
2023  
Emerging Research in Commerce,  
Management, Economics and Technologies

**Nagarjuna Degree College  
School of Management - MBA**

In association with Seminar Room &  
National Institute of Personnel Management - Karnataka Chapter

### CERTIFICATE OF PRESENTATION

Anuradha Sindhia, Assistant Professor  
from Soundarya Institute of Management and Science  
has presented a paper entitled Effects of Climate Change on Agricultural Production and Rural Livelihood  
in the Two-Day International Conference on "Post Pandemic Recovery in Business and its Impact on Various Stake Holders – Strategies, Issues and Challenges" held on 12<sup>th</sup> and 13<sup>th</sup> of April, 2023.

Dr. Vijayakumar R S  
Conference Co-ordinator, Department of MBA  
Nagarjuna Degree College

Dr. Vala Ghanshyam Kantilal  
Co-ordinator, Department of MBA  
Nagarjuna Degree College

Dr. Harish Babu S  
Principal, Nagarjuna Degree College and  
Director of Management Studies, NGI

Dr. S. G. Gopala Krishna  
Sr. Director  
Nagarjuna Group of Institutions

[www.nagarjunadegreecollege.co.in](http://www.nagarjunadegreecollege.co.in)





International Conference on Contemporary Challenges  
in Science, Engineering and its Applications  
[IC3SEA 2023 Proceedings]  
Study World College of Engineering, Coimbatore,  
Tamilnadu, India.  
05<sup>th</sup> -06<sup>th</sup> May 2023



## Designing An Effective Performance Management System In The Age Of Remote Work Involving The Ethics Of Hr Through Artificial Intelligence

Roopa Shettigar,  
*Department of MBA, Soundarya Institute of Management and Science, Bengaluru, Karnataka, India,*  
roopashettigar@soundaryainstitutions.in  
Vilis Pawar,  
*Global Business School and Research Centre, Dr. D. Y. Patil Vidyapeeth, Pune, India,* pvilis@gmail.com  
A.Ravisankar,  
*Department of Management Studies, Erode Sengunthar Engineering College- Autonomous, Erode-638057, Tamilnadu, India,* a.ravisankaresec@gmail.com  
Gangu Naidu Mandala,  
*Department of Business Management, Central Tribal University of Andhra Pradesh, India,*  
dr.gnmandala@gmail.com

**Abstract**— As remote work becomes increasingly prevalent, organizations need to develop effective performance management systems that not only measure employee performance but also account for the ethical considerations of human resources (HR). Artificial intelligence (AI) can play a vital role in the development of such systems. In the era of remote work, effective performance management systems require establishing clear expectations and goals for workers, giving them constant feedback, and gauging their performance using objective standards. Organizations must, however, deal with the particular issues that remote work raises, such as the need for trustworthy communication channels and strategies for keeping staff members interested and motivated. This abstract describes a research paper that explores the use of deep learning and decision tree algorithms to design effective performance management systems that incorporate the ethics of HR in the age of remote work. The paper argues that with the rise of remote work, traditional performance management systems may not be effective, and HR departments need to adapt to ensure that they are supporting their employees fairly and ethically. The paper proposes a system that uses deep learning algorithms to analyze employee data and decision tree algorithms to make fair and ethical decisions. The paper concludes by arguing that this system can help HR departments to better support their employees and ensure that they are achieving their full potential in a remote work environment.

**Keywords**—human resource, artificial intelligence, management system, deep learning, decision tree algorithm

OUR GROUP OF INSTITUTIONS IN  
 DUBAI | PUNE | MALTA | SRI LANKA | QATAR

INTERNSHIP AT  
**DUBAI**

OUR COURSES:  
AI & DS, IT, CSE,  
ECE, EEE, MECH

COUNSELLING **CODE 2770**  
FOR MORE DETAILS  
**+91 99 44 911 933**  
[www.studyworldindia.com](http://www.studyworldindia.com)

1/2A-1, Alagu Nachlamman Kovil Road, Palathurai, Madukkarai, Coimbatore - 641105, Tamilnadu.



9789359156972

Edition: I

Copyright @ Study World College of Engineering

SEMINAR ROOM



**EROMET**  
2023  
Emerging Research in Commerce,  
Management, Economics and Technologies

**Nagarjuna Degree College**  
**School of Management - MBA**  
In association with Seminar Room &  
National Institute of Personnel Management - Karnataka Chapter

**CERTIFICATE OF PRESENTATION**


Mrs. Anuradha Sindhia


from Soundarya Institute of Management and Science

has presented a paper entitled


Review on Latest Development on Hyperspectral imaging and chemometrics for food quality assessment

in the Two-Day International Conference on "Post Pandemic Recovery in Business and its Impact on Various Stake Holders – Strategies, Issues and Challenges" held on 12<sup>th</sup> and 13<sup>th</sup> of April, 2023.

  
Dr. Vijayakumar R S  
Conference Co-ordinator, Department of MBA  
Nagarjuna Degree College

  
Dr. Vela Ghanshyam Kantilal  
Co-ordinator, Department of MBA  
Nagarjuna Degree College

  
Dr. Harish Babu S  
Principal, Nagarjuna Degree College and  
Director of Management Studies, NGI

  
Dr. S. G. Gopala Krishna  
Sr. Director  
Nagarjuna Group of





# CERTIFICATE

## OF PARTICIPATION

THIS CERTIFICATE IS PRESENTED TO

**Yuvaraj Halage**

has participated and presented in the  
INTERNATIONAL IZMIR CONGRESS ON  
HUMANITIES AND SOCIAL SCIENCES  
on July 29-31, 2023 and **orally presented** the  
paper entitled,



29-31 Temmuz 2023 tarihlerinde İzmir'de  
gerçekleşen ULUSLARARASI İZMİR SOSYAL VE  
BEŞERİ BİLİMLER KONGRESİ'NE katılarak  
aşağıda başlığı belirtilen çalışmayı **sözlü sunum**  
(İngilizce) olarak sunmuştur.

**"ENHANCING FINANCIAL INCLUSION THROUGH ADOPTING ANALYTICS  
IN BANKING"**

Dr. Dheval SAHIJA  
Organization Committee Member

Given this on July 29-31, 2023 at İzmir, Türkiye.



**PRESTIGE**  
INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR  
AN AUTONOMOUS INSTITUTE ACCREDITED WITH UGC ARIE GRADE 'A'



SPONSORED BY  
All India Council for Technical Education, New Delhi

## XIV INTERNATIONAL CONFERENCE

ON

Industry 4.0 : Optimising Operations and Shaping the Future of Business

11-12 FEBRUARY, 2023

### CERTIFICATE OF APPRECIATION

This is to certify that Prof./Dr./Mr./Ms.

*Vibin Krishnan R.*

*Saundarya Institute of Management & Science, Bengaluru*  
has Presented / Participated / Volunteered / Rapporteur / Co-Rapporteur

*An Overview of Masala*

*Bands in India*

*Nishant Joshi*

**Dr. Nishant Joshi**  
Conference Chairman  
Director, PIMR Gwalior

*Navita Nathani*

**Dr. Navita Nathani**  
Conference Convener  
Deputy Director (Management)

*Gaurav Jaiswal*

**Dr. Gaurav Jaiswal**  
Organizing Secretary  
Sr. Assistant Professor



BANKED  
AROWGET TOP 111  
MANAGEMENT INSTITUTIONS IN INDIA  
BY NIRF, MINISTRY OF EDUCATION GOVT. OF INDIA



CO-HOSTED BY  
ASSOCIATION OF  
INTERNATIONAL BUSINESS &  
PROFESSIONAL MANAGEMENT,  
INDONESIA



ACADEMIC PARTNER



Vibin/IC/02/2023.



**PRESTIGE**  
INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR  
AN AUTONOMOUS INSTITUTE ACCREDITED WITH UGC RAAC, GRADE B



SPONSORED BY  
All India Council for Technical Education, New Delhi

## XIV INTERNATIONAL CONFERENCE

ON

Industry 4.0 : Optimising Operations and Shaping the Future of Business

11-12 FEBRUARY, 2023

## CERTIFICATE OF APPRECIATION

This is to certify that Prof./Dr./Mr./Ms.

Vibin Krishnan R. Research scholar  
(Bangalore, University), SIMS  
has Presented / Participated / Volunteered / Rapporteur / Co-Rapporteur  
Technical analysis of Banking  
stocks listed in National  
stock Exchange

**Dr. Nishant Joshi**  
Conference Chairman  
Director, PIMR Gwalior

**Dr. Navita Nathani**  
Conference Convener  
Deputy Director (Management)

**Dr. Gaurav Jaiswal**  
Organizing Secretary  
Sr. Assistant Professor



RANKED  
AMONGST TOP 125  
MANAGEMENT INSTITUTIONS IN INDIA  
BY NIRF, MINISTRY OF EDUCATION GOVT. OF INDIA



CO-HOSTED BY  
ASSOCIATION OF  
INTERNATIONAL BUSINESS &  
PROFESSIONAL MANAGEMENT,  
INDONESIA



ACADEMIC PARTNER  
emerald  
PUBLISHING



Vibin/IC/01/2023



Organizer

# CERTIFICATE OF PARTICIPATION



Co-Organizer



THIS IS TO CERTIFY THAT

*Vibin Krishnan.R, Asst. Prof. Soundarya Institute of Mgmt. & Science, Bengaluru*  
has attended the 6<sup>th</sup> One Day International Conference on "CHANGING BUSINESS SET-UP & ECONOMIC  
ENVIRONMENT IN THE BACKDROP OF COVID-19" held on 7<sup>th</sup> June, 2023 at Mini Auditorium 2,  
Putra Business School, Malaysia. Organized by Primax Foundation, Bengaluru, Karnataka, India as Main  
Organizer and Putra Business School, Malaysia as Co-organizer.

He / She has Presented (Offline / Online) / Contributed a paper entitled *Role of Cyber Security on Financial  
Institutions and its Implications for Investment Decision Making*



*T. Rajeswari*  
Prof. T. Rajeswari  
President  
Primax Foundation  
Bengaluru, Karnataka, India

*Ramy*  
Dr. K.V. Ramanathan  
Director  
Primax Foundation  
Bengaluru, Karnataka, India

*Dr. Kosga Yagappara*  
Dr. Kosga Yagappara  
Professor of Business and Finance  
Malaysia

*Vinod B. Patel*  
Dr. Vinod B. Patel  
Former Professor & Head  
Dept. of Business & IM  
Veer Narmad South Gujarat University Surat  
Gujarat, India

*Happiness comes from giving happiness...*



Shreeemathi Gili - Award - 01 - 2023

## 8th Global Summit On Medicinal & Aromatic Plants



November - 8-10, 2023, Grand Mercure Bangkok Atrium, Bangkok, Thailand

### Best Paper Award

This is to certify that Dr. S. Shreeemathi Gili  
has been awarded Best Oral/ Poster Presentation during the 8th Global Summit on Medicinal & Aromatic Plants (GOSMAP-2023) organised by V Sivaram Research Foundation, India at Grand Mercure Bangkok Atrium, Bangkok, Thailand on November 8-10, 2023.



Prof. Dr. V. Sivaram  
Chairman GOSMAP-8, 2023  
V Sivaram Research Foundation, India

Dr. R. Shubharani  
Secretary GOSMAP-8, 2023  
V Sivaram Research Foundation, India

Assoc. Prof. Dr. Korawinwich Boonpisuttinant  
Local Coordinator  
Rajamangala University of Technology, Thanyaburi, Thailand



# CENTRAL UNIVERSITY OF TAMIL NADU

Department of Economics, Thiruvarur, Tamil Nadu- 610 005

National Conference on

ENVIRONMENTAL GOVERNANCE IN INDIA : AN AUDIT FOR MOVING FORWARD

16<sup>th</sup> & 17<sup>th</sup> March 2023

## *Certificate*

This is to Certify that Dr./Mr./Ms... *S. Shreemathi Giri* ... , Dept of Science ... *Soundarya* ...  
..... *Institute of Management and Sciences, Bengaluru, India* .....  
has Presented a paper entitled ... *Healthcare industry and environment - A survey report* ...  
..... in  
the National Conference on Environmental Governance in India: An Audit for Moving Forward organised by the  
Department of Economics, Central University of Tamil Nadu, Neelakudi, Thiruvarur, during 16<sup>th</sup> and 17<sup>th</sup> March, 2023

*Dr. K. Damodaran*  
Dr.K.Damodaran  
Organising Secretary

*Dr. N. Rajagopal*  
Dr.N.Rajagopal  
Head Of Department



Sl. No	Author/s	Title of the Paper	Page No.
37.	R.Dhevi and Dr.N.Rajalingam	The Impact of Green Banking on Digital Transaction	21
38.	Dr. P. Uma Maheswari Rathinakumar and Sivasankari Ganesan	The Power of The Sustainable Energy And It's Development In The Growing Need For Innovative Solutions	21
39.	B. Meera and Dr. V. Leela	Environmental Pollution: The Role of Green Finance	22
40.	M.Poonkodi and Dr.D.Janagam	Assessment of vehicular Pollution during COVID-19 Salem district In Tamil Nadu	23
41.	Sushil Kumar and Dr. Diptimayee Nayak	Are households in the highest arsenic concentrated district of Bihar ready to pay for safe drinking water?	23
42.	Dr. S. Shreemathi Giri and Poornima A S	Waste And Waste Management of Silk	24
43.	M.Sagunthala and Dr.K.Sadasivam	Are the Geometric Growth of Carbon Emissions and Population Increasing the Demand for Renewable Energy	24
44.	C.Aruna and Dr.C.Muniyandi	Environmental Impacts of Immigrants in India with special reference to Co2 emissions	25
45.	A. Parkavi and V.Vaithianathan	Poultry Production in India and its Impacts on Climate Change - A Review Paper	25
46.	Dillies M Justine and Dheeraj Kamal	Decentralisation of Power Generation Systems in India and Transition to a Hydrogen Based Economy	26
47.	Dr. S. Shreemathi Giri and Dhanushree .H	Wet Land Conservation and Management	26
48.	Nijil Jacobi and Dr. Bindu Balagopal	A Call for Disaster Risk Management: A Study Based on Recent Environmental Disasters in Kerala	27
49.	Dr.R.Dharmadurai and P.Mohan	Environmental Impact of Conventional and Organic Agricultural Practices	27
50.	Swetha S R and Dr. T Rajendra Prasad	A Study on The Air Quality Impacts of The Petroleum Industry in India	28
51.	Dharani. A, Subiksha Merin.S and B. Chithirairajan	Solid Waste Conundrum and Imbalance of Environment in Coimbatore District: Economic Recycling Through Artificial Intelligence	29
52.	Dr. S. Shreemathi Giri, Lakshmi Priya and Ashwini P	Health Care Industry and Environment - A Survey Report	29
53.	Dr. S. Shreemathi, Giri Sanjana R and Teju R Yadav	Environment Friendly Technologies	29

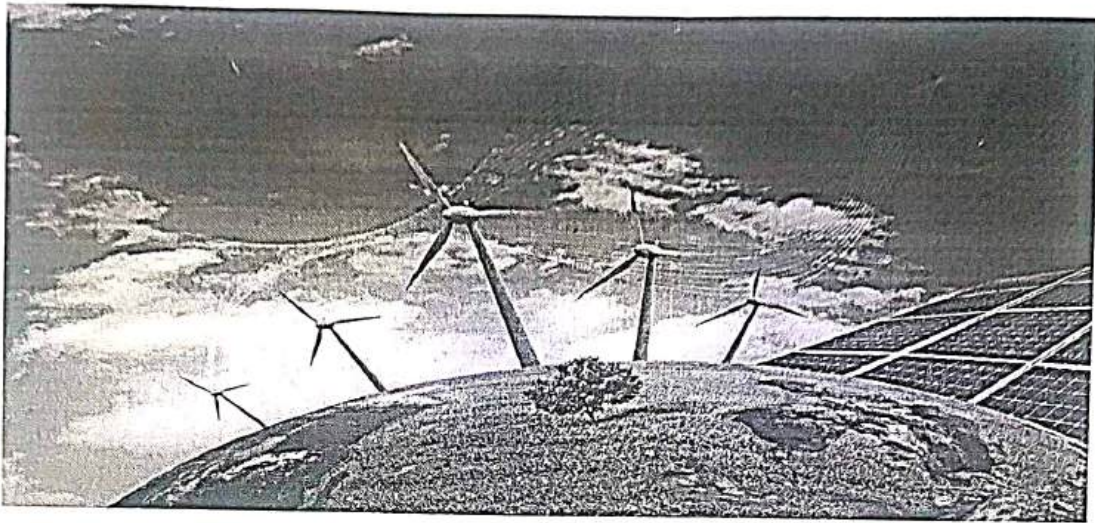
Sl. No	Author/s	Title of the Paper	Page No.
19.	Adeline S	Carbon Footprints – A Study on The Relationship Between Age and Carbon Footprints	10
20.	M. Senthilkumar	Economic burden of Air Pollution In India	11
21.	Gopalakrishnan M	Paradigm Shift to Anthropocene Production Model	11
22.	Dr.P. Ragu	Environmental Impacts of Tourism	12
23.	Jadhav Deepak Ramesh and Lokhande Vaishnavi Rambhau	An overview of Energy Resources in India	12
24.	Dr. Jenni K.Alex and Amal Philip	Sustainable Development - An Apparatus for Cut Shorting the Overwhelming Environmental Degradation: A Study on Major Sustainable Development Initiatives in India	13
25.	S. Soma and R. Shanthi	Black Clam Fishery for Sustainable Empowerment in Vembanad Eco- System: A Participatory Assessment	13
26.	Salva K K and Zareena Begum Irfan	Assessment of India's 2030 Target for Electricity Demand using Multi-Criteria Decision-Making Method	14
27.	Dr. Anitha V and Bhagya S	Rural-Urban Disparity in Water and Sanitation Facilities in Kerala	15
28	Dr.S.Chinnammai and Seena K M	Analysis of constraints influencing sustainable transportation: A case of EV adoption	16
29.	Mrs. Inthumathy S and Dr. N Rajalingam	Analysis On Sustainable Business Start Ups and Their Challenges at Tirunelveli District	16
30.	P. Hemamalini and Dr. S. Shanthi	Health And Environmental Problems in India	17
31.	Dr. S. Chinnammai and M. Jamuna	Study On Environmental Impacts and Production Performances of Organic Farming In Tamil Nadu	17
32.	S. Amala Nathira and Dr.P. Ravi	Lohas – An Elucidative Study Among Millennial Students	18
33	Dr. S. Shreemathi Giri Gnaneeswar Reddy V	Climate Change – Methane Management	18
34.	Sathya Prakash P and Dr. Sinitha Xavier	Fish Depletion in India: An Urgent Call for Environmental Governance in India	19
35.	Lavanya. K and Dr. V. Leela	Green Marketing: Consumer Behaviour and Environmental Concern	19
36.	Mr Gouri Sanker Mishra and Dr. Swati Sulagna	A Conceptual Framework to Integrate Disaster Risk Reduction and Development	20



Saemathi Civi - NC - 01 to 05 - 2023 .

**National Conference**  
on  
**ENVIRONMENTAL GOVERNANCE IN INDIA**  
**AN AUDIT FOR MOVING FORWARD**

**March 16 & 17, 2023**



**SOUVENIR**



Organised by  
**Department of Economics,**  
**School of Social Science and Humanities**  
**Central University of Tamil Nadu, Neelakudi**  
**Thiruvarur, Tamil Nadu- 610 005.**

SEMINAR ROOM



**EROMET**  
2023  
Emerging Research In Commerce,  
Management, Economics and Technologies

**Nagarjuna Degree College  
School of Management - MBA**

In association with Seminar Room &  
National Institute of Personnel Management - Karnataka Chapter

**CERTIFICATE OF PRESENTATION**

Manoj Kumar.N

from Soundarya Institute of Management and Science

has presented a paper entitled

Review on Latest Development on Hyperspectral imaging and chemometrics for food quality assessment

in the Two-Day International Conference on "Post Pandemic Recovery in Business and its Impact on Various Stake Holders – Strategies, Issues and Challenges" held on 12<sup>th</sup> and 13<sup>th</sup> of April, 2023.

Dr. Vijayakumar R S  
Conference Co-ordinator, Department of MBA  
Nagarjuna Degree College

Dr. Vala Ghanshyam Kantilal  
Co-ordinator, Department of MBA  
Nagarjuna Degree College

Dr. Harish Babu S  
Principal, Nagarjuna Degree College and  
Director of Management Studies, NGI

Dr. S. G. Gopala Krishna  
Sr. Director  
Nagarjuna Group of



Organizer

# CERTIFICATE OF PARTICIPATION



Co-Organizer



THIS IS TO CERTIFY THAT

Nagashree R Pujari, Asst. Prof. Soundarya Institute of Mgmt. & Science, Bengaluru  
has attended the 6<sup>th</sup> One Day International Conference on **CHANGING BUSINESS SET-UP & ECONOMIC**

**ENVIRONMENT IN THE BACKDROP OF COVID-19** held on 7<sup>th</sup> June, 2023 at Mini Auditorium 2,  
Putra Business School, Malaysia. Organized by Primax Foundation, Bengaluru, Karnataka, India as Main  
Organizer and Putra Business School, Malaysia as Co-organizer

He / She has Presented (~~Offline~~ / Online) / Contributed a paper entitled Rural Marketing: Study on the  
Strategies Adopted and Issues Faced by Marketers

T. Rajeswari  
Prof T Rajeswari  
President  
Primax Foundation  
Bengaluru, Karnataka, India

Dr K V Ramaniathan  
Dr K V Ramaniathan  
Director  
Primax Foundation  
Bengaluru, Karnataka, India

Dr Kosga Yagappara  
Dr Kosga Yagappara  
Professor of Business and Finance  
Malaysia

Dr Vinod B Pater  
Dr Vinod B Pater  
Former Professor & Head  
Dept. of Business & IM  
veer Narmad South Gujarat University Surat  
Gujarat, India

Happiness comes from giving happiness.





COMMERCE &  
FINANCE

## Certificate of Appreciation

This is to certify that Dr./Prof. Nagashree R. Pujari of SIMS  
participated / presented a paper titled Impact of AI on banking Sector

at the National Conference on "Emerging Trends and Challenges in Commerce & Management"

(ETCCM - 2023) organised by School of Commerce & Finance on 6th & 7th July, 2023.

  
Dr. B.A. Karunakare Reddy  
Conference Secretary

  
Dr. Jayaprakash Reddy  
Chairperson

  
Dr. Kerron G Reddy  
Founder Principal & CEO, AIMS

[www.theaims.ac.in](http://www.theaims.ac.in)

75  
Azadi Ka  
Amrit Mahotsav



**SURANA COLLEGE  
AUTONOMOUS**

It is accredited by UAC, with A+ | Affiliated to Bangalore University  
Recognised under section 2(F) & 12(B) of UGC

Indian Council of  
Social Science Research

# NATIONAL SEMINAR (RESIDENTIAL)

Rebuilding Bharat through Indigenous and Innovative Practices

A WAY FORWARD TOWARDS **VISHWA GURU**

June 8<sup>th</sup> - 9<sup>th</sup>, 2023

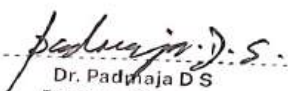
Organized by  
**SURANA COLLEGE (AUTONOMOUS)**, Bangalore  
Department of Sanskrit in association with  
**Surana Research and Consultancy Cell**

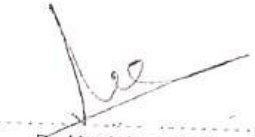
## *Certificate of Participation*

This is to certify that Dr./Mr./Ms. Ramya . H . S

has delivered the presentation in the National Seminar on "Rebuilding Bharat Through  
Indigenous & Innovative Practices: A Way Forward Towards Vishwa Guru" held on 8<sup>th</sup> -9<sup>th</sup> June 2023  
at SURANA COLLEGE (Autonomous), Bangalore.

He / She presented a paper titled Women participation in Nation building.....  
We highly appreciate his/her active participation and presentation towards successful completion of this program.

  
Dr. Padmaja DS  
Program Conveyor

  
Dr. Vanishree MR  
Dean-Research & Consultancy

  
Dr. D N S Kumar  
Principal & Academic Director



Organizer

# CERTIFICATE OF PARTICIPATION

PIJTPU

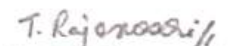
Co-Organizer



THIS IS TO CERTIFY THAT

Swamy. M. R., Asst. Prof., Soundarya Institute of Mgmt. & Science, Bengaluru  
has attended the 6<sup>th</sup> One Day International Conference on "CHANGING BUSINESS SET-UP & ECONOMIC  
ENVIRONMENT IN THE BACKDROP OF COVID-19" held on 7<sup>th</sup> June, 2023 at Mini Auditorium 2,  
Putra Business School, Malaysia. Organized by Primax Foundation, Bengaluru, Karnataka, India as Main  
Organizer and Putra Business School, Malaysia as Co-organizer.

He/She has Presented (Offline/Online)/Contributed a paper entitled Role of Cyber Security on  
Financial Institutions and its Implications for Investment Decision Making

  
Prof. T. Rajeswari  
President  
Primax Foundation  
Bengaluru, Karnataka, India

  
Dr. K.V. Ramanathan  
Director  
Primax Foundation  
Bengaluru, Karnataka, India

  
Dr. Kosga Yagappan  
Professor of Business and Finance  
Malaysia

  
Dr. Vinod B. Patel  
Former Professor & Head  
Dept. of Business & IM  
Veer Narmad South Gujarat University  
Gujarat, India



SEMINAR ROOM



**EROMET**  
2023  
Emerging Research In Commerce,  
Management, Economics and Technologies

**Nagarjuna Degree College  
School of Management - MBA**

In association with Seminar Room &  
National Institute of Personnel Management - Karnataka Chapter

**CERTIFICATE OF PRESENTATION**

Megha Potdar

from Soundarya Institute of Management and Science


has presented a paper entitled

**DIGITAL LIBRARY AS CONTENT PROVIDERS FOR E-LEARNING IN CAMPUSES: A STUDY**


in the Two-Day International Conference on **"Post Pandemic Recovery in Business and its Impact on Various Stake Holders – Strategies, Issues and Challenges"** held on 12<sup>th</sup> and 13<sup>th</sup> of April, 2023.

  
Dr. Vijayakumar R S

Conference Co-ordinator, Department of MBA  
Nagarjuna Degree College

  
Dr. Vala Ghanshyam Kantilal

Co-ordinator, Department of MBA  
Nagarjuna Degree College

  
Dr. Harish Babu S

Principal, Nagarjuna Degree College and  
Director of Management Studies, NGI

  
Dr. S. G. Gopala Krishna

Sr. Director  
Nagarjuna Group of Institutions

[www.nagarjunadegreecollege.co.in](http://www.nagarjunadegreecollege.co.in)

## A STUDY ON THE ROLE OF ACADEMIC LIBRARY AMONG DIGITAL NATIVES

**Ms. Jenisha.C**

Asst. Professor, Computer Science Department, Soundarya Institute of Management and Science  
[jenishac@soundaryainstitutions.in](mailto:jenishac@soundaryainstitutions.in)

**Mr. Anantharamu S .**

Head Librarian, Soundarya Institute of Management and Science  
[sims.library@soundaryainstitutions.in](mailto:sims.library@soundaryainstitutions.in)

**Prof. Rekha.C**

HOD-Computer Science, Soundarya Institute of Management and Science  
[sims.hod.bca@soundaryainstitutions.in](mailto:sims.hod.bca@soundaryainstitutions.in)

### Abstract

We have come to the new generation so called as digital native generation, People do not need to go to the library for searching knowledge or information. Information can be searched through the gadgets on hands which is connected to the internet. Then question comes, is the library still important? What should the library do? It is no wonder that most of the libraries have been decreasing its number of visitors as well as its number of books that out of the shells. This paper describes the characteristics of the digital native, people habit in learning and reading books. It also summarizes some discussions among the heads of the university, students, professor and research scholars. The results of the discussion show that library need to be changed so that they can accommodate the needs of the digital natives. It is not only the place for borrowing books, but also the place for doing discussion, watching videos and listening to audios, and of course the online materials must be provided to encounter the decreasing visitors.

**Keywords:** *digital native, academic library, statistics*

### 1. INTRODUCTION

In the 21st century, academic libraries have a new role in sharing information. Libraries are not piles of books anymore; the general library environment has been changed from analogue to digital. Library automation systems have helped libraries to provide easy access to their collections through the use of computerized library softwares such as Koha, OPALS, Invenio, NewGenLib, CODEACHI, Librarian and soon. The dissemination of knowledge has always been one of academic libraries primary goals as long as they have served as learning institutions,



*Yatish & Swamy*



### CERTIFICATE OF APPRECIATION

This is to certify that **Mr. Yatish** of **Soundarya Institute of Management and Science** has participated and presented the paper titled **A Review Study on Processing Images of Wild Animals using IoT and Edge Computing** in the **National Conference on Contemporary Research Advancements in Computer Technology** in association with **ICT Academy** held on **17<sup>th</sup> March 2023**.

*[Signature]*

**IQAC Director**

*[Signature]*

**Vice Principal**

*Br. Rose Mary Balappa*

**Principal**





Kristu Jayanti College  
AUTONOMOUS Bengaluru



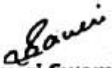
Department of Political Science  
International Conference


**VIBRANT DEMOCRACY: VISION BEYOND THE BALLOT BOX**

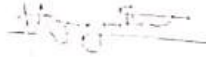
Certificate of Appreciation

This is to certify that Dr./ Mr./ Ms. Ramya HS  
from Soundarya Institute of Management & Science has Presented/Participated a paper titled  
Role of youth in Democracy  
in the International Conference organised by the Department of Political Science, Kristu Jayanti College  
Autonomous, Bengaluru on 06<sup>th</sup> & 07<sup>th</sup> March 2024.

  
Dr. Deekshith Kumar M  
Event Coordinator

  
Dr. Kaveri Swami  
Convener

  
Dr. Gopukumar. AV  
Dean, Faculty of Humanities

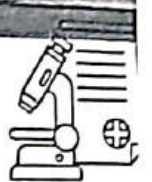
  
Fr. Dr. Augustine George  
Principal



**PRESIDENCY COLLEGE**

(AUTONOMOUS)

BENGALURU - 560 024, KARNATAKA, INDIA  
AFFILIATED TO BENGALURU CITY UNIVERSITY, APPROVED BY AICTE, DELHI & RECOGNISED BY THE GOVT. OF KARNATAKA  
RE-ACCREDITED BY NAAC WITH 'A+' GRADE



**NATIONAL SEMINAR ON ROLE OF TECHNOLOGY AND MEDIA FOR  
A SMART AND SUSTAINABLE FUTURE**

*This is to certify that*

Prof./Mr./Ms./Dr. RAMYA H.S of SOUNDARYA INSTITUTE OF  
MANAGEMENT & SCIENCE  
has presented a research paper entitled \_\_\_\_\_

Technology and it's sustainable role in Journalism  
(UID0038)  
in the 1<sup>st</sup> National Seminar on "The role of Technology and Media for a Smart and Sustainable Future" organized by  
the Department of Computer Applications and Humanities, Presidency College(Autonomous), Bangalore on 15<sup>th</sup> March,  
2024.



Dr. Suchithra R  
Principal



Dr. Alli A  
Head of  
Department(DCA)



Ms. Noreen Alexeena Datta  
Head of  
Department(Humanities)





**PRESTIGE**  
INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR  
NIRF | NAAC 'A' GRADE | AUTONOMOUS



## XV<sup>TH</sup> INTERNATIONAL CONFERENCE

Fostering Industry Academia Partnership for Driving Innovation and Strategizing Trade & Industry

06-07 JANUARY, 2024

### CERTIFICATE OF APPRECIATION

This is to certify that Prof./Dr./Mr./Ms.

*Aafaq Ahamed*

*HoD, Soundarya Institute of Mgmt. and Sc., Bangalore*

has Presented / Participated / Volunteered / Rapporteur / Co-Rapporteur

*Sustainability in the Digital Age: The Impact on  
Artificial Intelligence on Customer Relations in Indian Banking  
Sector (Bangalore North)*

**Dr. Abhijeet S. Chauhan**  
Co-Organizing Secretary  
Assistant Professor

**Dr. Chanda Gulati**  
Co-Organizing Secretary  
Associate Professor

**Dr. Abhay Dubey**  
Organizing Secretary  
Associate Professor

**Dr. Tarika Singh**  
Deputy Director  
PIMR, Gwalior

**Dr. Nishant Joshi**  
Conference Chairman  
Director, PIMR Gwalior



Kristu Jayanti College

AUTONOMOUS Bengaluru

Reaccredited A++ Grade by NAAC | Affiliated to Bengaluru North University



DEPARTMENT OF COMMERCE (UG)

International Conference

on

EMBRACING DIGITAL TRANSFORMATION IN BUSINESS FOR SUSTAINABLE GROWTH

Certificate of Appreciation

This is to certify that Dr./Mr./Ms./Prashanth Kumar C. P. of Soundarya Institute of Management & Science has participated and presented a paper titled CUSTOMER PERCEPTION TOWARDS AI CHATBOTS IN BANKING: THE ERA OF CUSTOMER & BANK CONNECTEDNESS at the International conference on "Embracing Digital Transformation in Business for Sustainable Growth" organised by the department of commerce (UG), Kristu Jayanti College, Autonomous, Bengaluru on 29<sup>th</sup> and 30<sup>th</sup> January 2024.

Dr. Mathiyarasan M  
Conference Convener

Dr. Vijayakumar R  
Head, Department of Commerce (UG)

Dr. Aloysius Edward J  
Dean  
Faculty of Commerce and Management

Fr. Dr. Augustine George  
Principal





Vidyavardhaka Sangha (R), Mysuru



# VIDYAVARDHAKA FIRST GRADE COLLEGE

Sheshadri Iyer Road, Mysuru - 570001

PG Centre, Department of Studies in Commerce, Vidyavardhaka Research Foundation & IQAC

In Association with

Centre for Educational & Social Studies (CESS) - (Recognized by ICSSR, Ministry of Education, Govt. of India, New Delhi)

## Certificate of Participation One Day National Level Seminar

on  
"Role of Higher Education in Advancing Sustainable Development Goals"  
(Hybrid Mode)

This is to certify that Mr./Ms./Prof./Dr. Jasper Benarji, Assistant Professor  
Soundarya Institute of Management and Science College Bangalore  
He/She Participated and Presented a paper titled Role of Higher Education Institutions  
in Promoting Awareness on Environmental Protection.

in One Day National Level Seminar on  
"Role of Higher Education in Advancing Sustainable Development Goals"  
held on 8<sup>th</sup> June, 2024

ISBN Number : 978-81-956870-2-2

Dr. S Poornima  
Seminar Secretary

Dr. Gowrisha  
Professor & Director, CESS

Dr. S Mari Gowda  
Principal



Ashwin - NC - 02 - 2024



**ST PAULS COLLEGE**  
Affiliated to Bangalore University **BENGALURU**  
NAAC Accredited | AICTE Approved



Indian Council of  
Social Science Research

A Two-Day Multidisciplinary National Seminar  
**Redefining Equality: Gender and the Complex  
Landscape of Human Rights Challenges**

Organised by  
**INTERNAL QUALITY  
ASSURANCE CELL**

Sponsored by  
**INDIAN COUNCIL OF  
SOCIAL SCIENCE RESEARCH\***

**CERTIFICATE OF PRESENTATION**

This is to certify that Dr./Mr./Ms. डॉ. आश्विनी सुचिन सुदाकर  
has presented a paper titled पारंपरिक कथाओं में स्त्रियों की भूमिका  
at "A Two-Day Multidisciplinary National Seminar on Redefining Equality:  
Gender and the Complex Landscape of Human Rights Challenges," organized by  
Internal Quality Assurance Cell on May 30 & 31, 2024, at ST PAULS COLLEGE, Bengaluru.

Dr. SHAILAJA M  
HOD, Dept. of Humanities

Dr. PRASHANTH V  
HOD, PG Dept. of JMC

Dr. V BABU  
HOD, Commerce & Management

Rev. Fr. Dr. THOMAS. MJ  
Principal



# VIDYAVARDHAKA FIRST GRADE COLLEGE

Sheshadri Iyer Road, Mysuru - 570001

Department of Studies in Commerce, Vidya Vardhaka Research Foundation & IQAC

In Association with

Centre for Educational & Social Studies (CESS) - (Recognized by ICSSR, Ministry of Education, Govt. of India, New Delhi)

## Certificate of Participation

### One Day National Level Seminar

on

### "Role of Higher Education in Advancing Sustainable Development Goals"

(Hybrid Mode)

This is to certify that Mr./Ms./Prof./Dr. Rajic Taj V., Assistant Professor,  
VTU, Chikkaballapur, Soudarya Institute of management and science  
He/She Participated and Presented a paper titled "Need Assessment of four  
year Integrated Courses"

in One Day National Level Seminar on

### "Role of Higher Education in Advancing Sustainable Development Goals"

held on 8<sup>th</sup> June, 2024

ISBN Number : 978-81-956870-2-2

Dr. S Poornima  
Seminar Secretary

Dr. Gowrish  
Professor & Director, CESS

Dr. S Mari Gowda  
Principal

Rajic Taj - MC-01-2024

1622  
Dr. S. SHREEMATHI GIRI  
Head  
Research And Innovation  
Soudarya Institute of Management & Science



Gender Rafic Taj - NC - 02 - 2024

**ST PAULS COLLEGE**

Affiliated to Bangalore University **BENGALURU**  
NAAC Accredited | AICTE Approved

Indian Council of  
Social Science Research

A Two-Day Multidisciplinary National Seminar  
**Redefining Equality: Gender and the Complex  
Landscape of Human Rights Challenges**

Organised by  
**INTERNAL QUALITY  
ASSURANCE CELL**

Sponsored by  
**INDIAN COUNCIL OF  
SOCIAL SCIENCE RESEARCH**

**CERTIFICATE OF PRESENTATION**

This is to certify that Dr./Mr./Ms. RAFIC. TAJ. V

has presented a paper titled CO- EDUCATION : IMPACT OF TECHNOLOGY ON GENDER PERFORMANCE

at "A Two-Day Multidisciplinary National Seminar on Redefining Equality:  
Gender and the Complex Landscape of Human Rights Challenges," organized by  
Internal Quality Assurance Cell on May 30 & 31, 2024, at ST-PAULS COLLEGE, Bengaluru.

Shailaja M  
**Dr. SHAILAJA M**  
HoD, Dept. of Humanities

Prashanth V  
**Dr. PRASHANTH V**  
HoD, PG Dept. of JMC

V. Babu  
**Dr. V BABU**  
HoD, Commerce & Management

Thomas MJ  
**Rev. Fr. Dr. THOMAS. MJ**  
Principal



PG DEPARTMENT OF CRIMINOLOGY AND FORENSIC SCIENCE  
SCHOOL OF SOCIAL WORK, ROSHNI NILAYA, MANGALURU

IN COLLABORATION WITH  
CODE F SOLUTIONS PVT LTD, NAGPUR, MAHARASHTRA  
&  
DEPT. OF FORENSIC SCIENCE AND CRIMINOLOGY, IAHS,  
SRINIVAS UNIVERSITY, MUKKA, MANGALURU

# CERTIFICATE

IS PRESENTED TO

Ms. Likhitha . V . K

for actively participating and presenting paper on

"EXPLORING THE ROLE OF GRASSROOTS LEVEL WORKERS IN CURTAILING  
CRIME : AN INSIGHT INTO THE RELATIONSHIP BETWEEN FAMILY & CRIMINAL  
BEHAVIOR"  
in two-days international convention CRIFO 2K24 on the theme

**"Forensic Criminology: The Confluence of Science and Legal Practices"**

held at School of Social Work, Mangaluru on 6th and 7th March 2024.

Prof. Pavana Krishnamoorthy  
Dean, IAHS,  
Srinivas University

Mr. Shubham Shahu  
Director,  
Code F Solutions Pvt Ltd

Dr. Saritha D'Souza  
HOD, MSc Criminology  
and Forensic Science

Dr. Sophia N Fernandez  
Principal,  
School of Social Work

No Hard copy of Research Paper  
Correct

Ramesh - Ic - 01 - 2024

# SHRI KRISHNASWAMY COLLEGE FOR WOMEN

(Affiliated to University of Madras)

Accredited By NAAC with B+ Grade and 2(f) Status under UGC Act

Managed by Krishnaswamy Educational Trust (Regd.)  
Anna Nagar, Chennai-40.



Departments of Commerce  
In Association with The Madras Chamber of Commerce and Industry (MCCI)

## CERTIFICATE

This is certify that **Dr. RAMESH. D** of **Soundarya Institute of Management and Science, Bengaluru** for his Paper titled of "**Bangalore's IT Sector: Some Economic Repercussions**" presented during the **Two Days International Conference on embracing Transformation: Metaverse Shifts, Leadership Evolution and Sutainable Business** held on **March 12th & 13th , 2024.** at **Chennai**".

**DR. ANITA RAJENDRAN**  
Principal

**SHRI. K.B.K RAJMOHAN**  
Director

**SHRI K.B. ARUN**  
Director

**SHRI K.B. KRISHNANAND**  
Director





**PRESTIGE**  
INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR  
NIRF | NAAC 'A' GRADE | AUTONOMOUS



## XV<sup>TH</sup> INTERNATIONAL CONFERENCE

Fostering Industry Academia Partnership for Driving Innovation and Strategizing Trade & Industry

06-07 JANUARY, 2024

### CERTIFICATE OF APPRECIATION

This is to certify that Prof./Dr./Mr./Ms.

Vaibhav S. Arwade, Soundarya Inst. of Mgmt & Res.

Bangalore, Technical Session - 2

has Presented / Participated / Volunteered / Rapporteur / Co-Rapporteur

"Customer Perception on Green Banking  
Practices - a review of selected Banks in India"

**Dr. Abhijeet S. Chauhan**  
Co-Organizing Secretary  
Assistant Professor

**Dr. Chanda Gulati**  
Co-Organizing Secretary  
Associate Professor

**Dr. Abhay Dubey**  
Organizing Secretary  
Associate Professor

**Dr. Tarika Singh**  
Deputy Director  
PIMR, Gwalior

**Dr. Nishant Joshi**  
Conference Chairman  
Director, PIMR Gwalior



**CHRIST ACADEMY**  
INSTITUTE FOR ADVANCED STUDIES

AFFILIATED TO BANGALORE UNIVERSITY ||| BENGALURU - 83 |||

DEPARTMENT OF SCIENCE

# CERTIFICATE

This is to certify that Ms. Rashmi R Sharma of Soundarya Institute of Management and Science has presented the paper titled, Mediating effect of social media on the relation between moral identity and prosocial behavior at the *National Conference on Social and Community Psychology*, organized by the Department of Science, Christ Academy Institute for Advanced Studies on April 25 & 26, 2024.

**Dr. Beena Daliya R**  
Co- Convenor  
Associate Professor,  
CAIAS

**Dr. Sangeetha George K**  
Convenor  
Head, Department of  
Science, CAIAS

**Fr. Anthony Davis CMI**  
Principal, CAIAS



**ST PAULS COLLEGE**  
Affiliated to Bangalore University **BENGALURU**  
NAAC Accredited | Managed by Society of St Paul



**THIRD NATIONAL CONFERENCE**  
**MEDIA NEXUS - 2024**

PROMOTING EQUITY, RESILIENCE AND SOCIAL TRANSFORMATION

In Association with  
**DEPT. OF JMC** | **DEPT. OF COMMUNICATION**  
**ST PAULS COLLEGE** | **BANGALORE UNIVERSITY**

**BEST PAPER AWARD**

awarded to

DR S D ARVINDA

for the paper titled CULTURAL ACTIVISM THROUGH SOCIAL MEDIA

Presented at the Third National Conference "MEDIA NEXUS - 2024:  
Promoting Equity, Resilience, and Social Transformation,"  
organized by the Department of Journalism and Mass Communication,  
on April 17, 2024, at ST PAULS COLLEGE, Bengaluru.

**DR. PRASHANTH V**  
Conference Chair & Head,  
Dept. of JMC, ST PAULS COLLEGE

**Rev. Fr. Dr. SHAIJU JOSEPH**  
Vice Principal

**Rev. Fr. Dr. THOMAS. MJ**  
Principal



Rafic Taj - Recd/Accred - 01 - 2024



**BANGALORE UNIVERSITY**

Accredited by NAAC with A++ Grade

**DEPARTMENT OF EDUCATION**

Jnanabharathi Campus, Bengaluru - 560 056

*This is to certify that*

Prof./Dr./Mr./Mrs./Ms./..... Rafic Taj V.....

has Chaired a technical session/acted as Rapporteur/Participated/Presented a paper entitled

Technical Session - 09

..... in the

**INTERNATIONAL CONFERENCE ON  
"GLOBAL TRENDS AND CHALLENGES IN TEACHER EDUCATION"**

on 5<sup>th</sup> and 6<sup>th</sup> April, 2024 Organised by

**Department of Education, Bangalore University, Bengaluru, Karnataka, India**

Prof. Narayana Swamy.M  
Organising Secretary

Shri Sheik Latheef  
Registrar

Prof. Dr. Jayakara S M  
Vice-chancellor





16/6/22



# VIDYAVARDHAKA FIRST GRADE COLLEGE

Sheshadri Iyer Road, Mysuru - 570001

Department of Studies in Commerce, Vidya Vardhaka Research Foundation & IQAC

In Association with

Centre for Educational & Social Studies (CESS) - (Recognized by ICSSR, Ministry of Education, Govt. of India, New Delhi)

## Certificate of Participation One Day National Level Seminar

on  
"Role of Higher Education in Advancing Sustainable Development Goals"  
(Hybrid Mode)

This is to certify that Mr./Ms./Prof./Dr. Rajiv Taj V., Assistant Professor  
V.T.U. Chikkaballapur, Soudarya Institute of Management and Science  
He/She Participated and Presented a paper titled "Need Assessment of four  
year Integrated Courses"

in One Day National Level Seminar on  
"Role of Higher Education in Advancing Sustainable Development Goals"  
held on 8<sup>th</sup> June, 2024  
ISBN Number : 978-81-956870-2-2

Dr. S Poornima  
Seminar Secretary

Dr. Gowrisha  
Professor & Director, CESS

Dr. S Mari Gowda  
Principal

Rajiv Taj - M-01-2024