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List of books and chapters for the C.Y 2019


S. No	Name of the teacher	Title of the book/chapters published	Title of the proceedings of the conference
1	Babitha Vishwanath	Corporate Social Responsibility – Financial and Social Performance	NA
2	Dr. V. V. N. LAXMI	Operations Management, MBA, First Year, Semester-II	Course Writer
3	Dr. V. V. N. LAXMI	Operations Management, MBA, First Year, Semester-II	Course Writer
4	Dr. V. V. N. LAXMI	Operations Management, MBA, First Year, Semester-II	Course Writer
5	Dr. Safia Binte Omer	Adoption and Use of Internet Banking with Special Reference to Select Public and Private Sector Banks	Innovations and Challenges in Banking
6	Dr. B. MADHAVI LATHA	Information Technology for Managers, MBA, First Year, Semester 1	Course Writer
7	Dr. B. MADHAVI LATHA	Information Technology for Managers, MBA, First Year, Semester 1	Course Writer
8	Mrs.V.Rajitha	NA	Trailblazer colloquium in communication composition and conversion-A Compendious convergence
9	Mrs.V.Rajitha	The idea and reality written by Dr.S.D.Subba Reddy	Editorial Note:2
10	Ms.V.Anuradha	The idea and reality written by Dr.S.D.Subba Reddy	NA


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18	Subba Rao Kachiraju	Language and Literature: Their Significance to the present day Society Seminar Compendium Vol-II	NA
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Babitha Vishwanath

**Corporate Social Responsibility -
Financial and Social Performance**

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In Indian Business environment, Corporate Social Responsibility (CSR) is relatively a young subject compared to the developed economies. Of late it is gaining substantial attention among Corporates, Government, Non-Government organisations and Academia. Till recently, work in this field has been restricted to understanding the perception of various stakeholders and issues they consider as part of CSR. Of late few companies are presenting sustainability and/or CSR reports. Primary data analysis indicates that NTPCians preference for the social, environment and financial performance is the same among the three levels of managers. This study used ESG scores estimated by India Index Services and Products Limited and financial data from Capital Line Limited. The statistical techniques used for analysing the secondary data include trend analysis, correlation, cluster analysis, correspondence analysis and confirmatory factor analysis. With these techniques, the secondary data is analysed and the research hypotheses are tested. The results show that there is no significant linkage between financial and social performance from 2005 to 2009, with and without the lag effect.

CSR - Financial and Social Performance



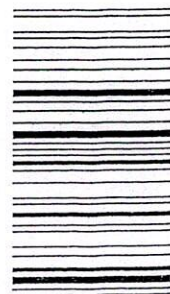
Babitha Vishwanath is currently Associate Professor, Department of Business Management, Sarojini Naidu Vanita Maha Vidyalyaya, Hyderabad, India. She has two decades of postgraduate teaching experience to her credit. She has received a Swiss Government Excellence Scholarship for postdoctoral research. She holds an MBA, PhD and Post-Doctoral degrees

98

Babitha Vishwanath

Corporate Social Responsibility - Financial and Social Performance

Vishwanath



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Chapter 1 Introduction

1.1 Background:

Corporate Social Responsibility (CSR) has evolved as a result of the awakening of the business conscience and consciousness towards the environment and society at large. It is considered to be one of the remarkable business advances of the 20th century, wherein business, society and the environment are interlinked. According to Marquina (2007), the growth of Corporate Social Responsibility could be outlined in the following five stages: Germinal, Emergent, Development, Generalisation and Audit. In the Indian business environment, it is relatively a young subject in comparison to the developed economies. Of late it is gaining substantial attention among the business corporates, Government, Non-Government Organisations and the academia too. The focus is now on the rating of the companies based on their CSR performance.

According to Mészáros (2004) *"CSR is an appropriate tool to balance the powers and responsibility of the business sector as a whole in any given society."* Corporate Social Responsibility has evolved during the middle of the 20th century. Academicians and business leaders have attempted to identify and articulate the impact of businesses on society. As time passed, more and more organisations endeavoured to initiate CSR initiatives. In the 1980s and the early 90s, organisations were driven by regulations concerning environmental issues, which led to the generation of the first environmental reports. Currently, most organisations are focussing on human rights, fair trade, local economic development, non-discriminatory employment practices and the reduction of waste and emissions.

In the modern world, corporations have emerged as dominant players in economic development; with unparalleled financial strength and gigantic growth, which were possible due to deregulation, liberalisation, privatisation and globalisation. To view the modern corporation in a strictly economic sense is to ignore reality, and to suggest that its responsibilities include only economic obligations is myopic (Warlick et al., 1985).



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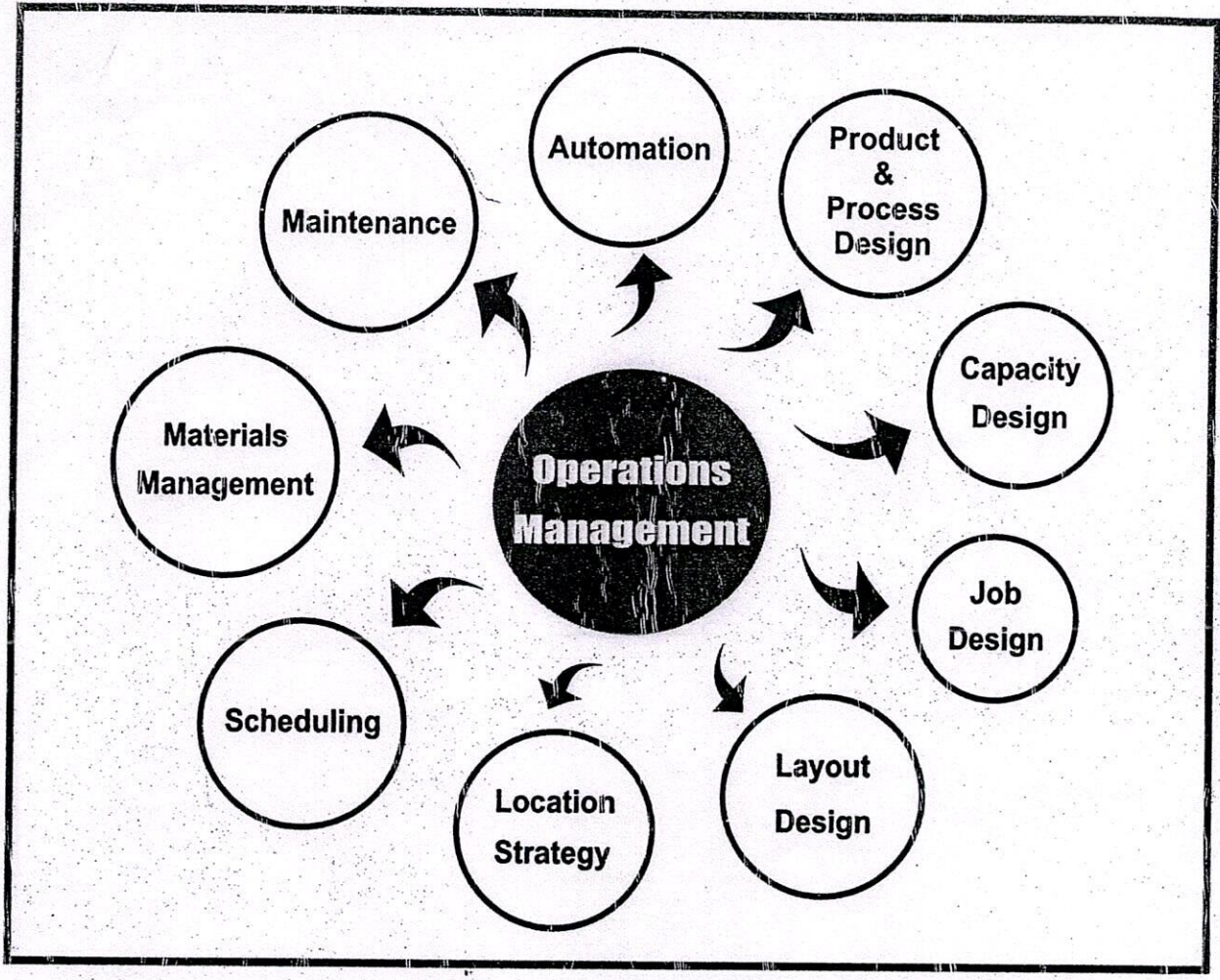
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Osmania University
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Dr. B. R. Ambedkar Open University
Hyderabad.

COURSE COORDINATOR

Sri V. Chakravarthy
Academic Associate
Dept. of Business Management
Dr. B. R. Ambedkar Open University
Hyderabad.

WRITERS

Prof. B. Krishna Reddy (Retd.) (Units: 12,16 &19)
Dept. of Business Management
Osmania University
Hyderabad.

Prof. G. V. K. Acharyulu (Units: 6, 9 & 18)
School of Management Studies
University of Hyderabad
Hyderabad.

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Dept. of Management Studies
Mahatma Gandhi University
Nalgonda.

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Sarojini Naidu Vanita Maha Vidhyalaya
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Dept. of Business Management
University College for Women, Koti
Hyderabad.

Dr. G. Surendra (Units:14,15 & 20)
Dept. of Business Management
Rayalaseema University, Kurnool.

Sri Pramod K. Mishra (Units: 8 & 17)
School of Management Studies
University of Hyderabad, Hyderabad.

COVER DESIGN

Sri G. V. Swamy

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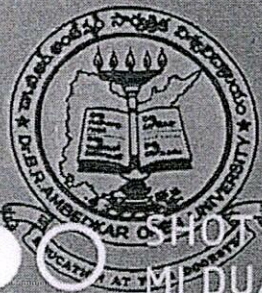
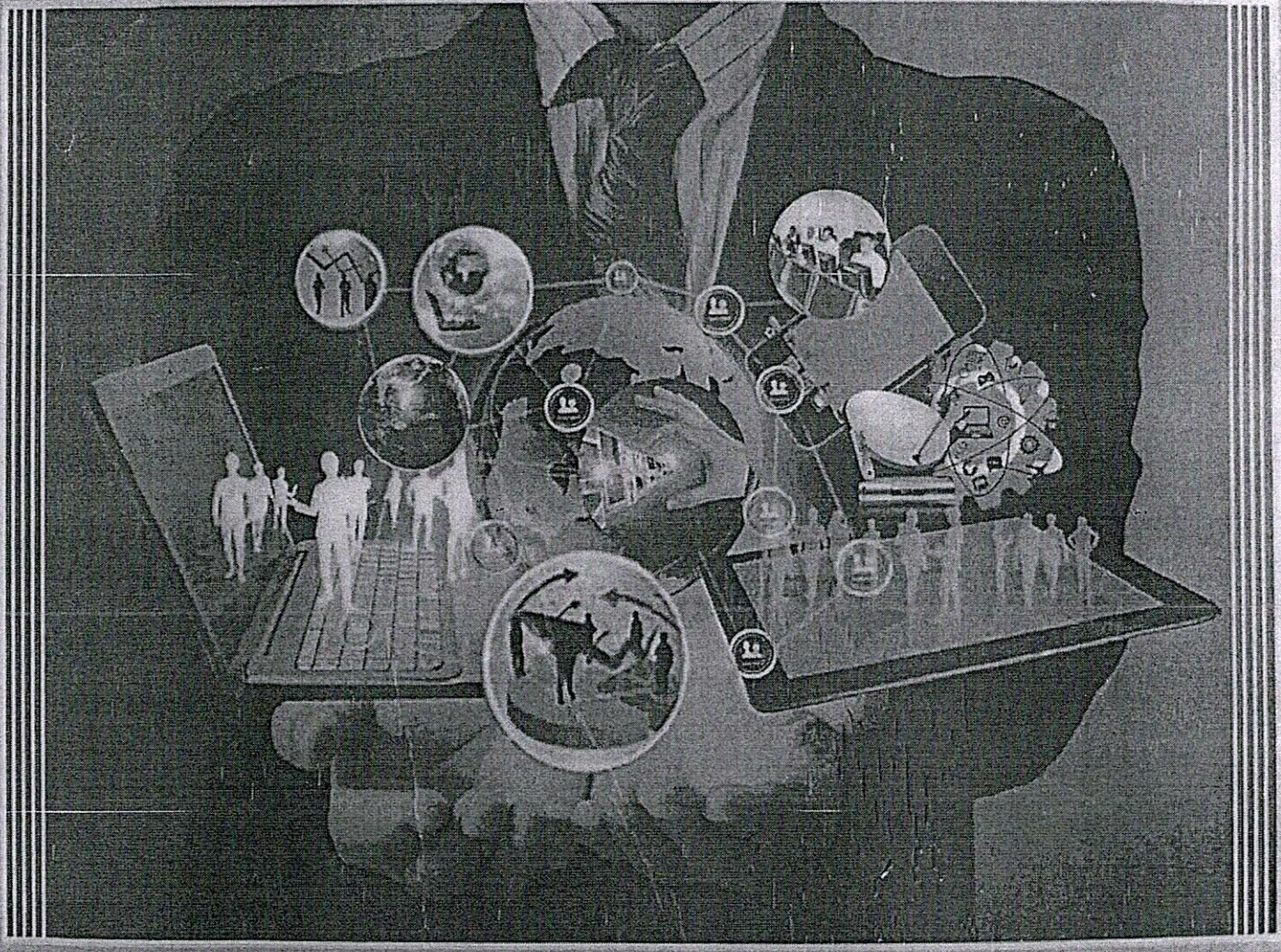
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Prof. B. Krishna Reddy (Retd.)
Department of Business Management
Osmania University
Hyderabad.

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Prof. Y. S. Kiranmayi
Head, Dept. of Business Management
Dr. B. R. Ambedkar Open University
Hyderabad.

COURSE COORDINATORS

Dr. K. P. Sastry
Senior Academic Associate
Dept. of Business Management
Dr. B. R. Ambedkar Open University
Hyderabad.

Sri V. Chakravarthy
Academic Associate
Dept. of Business Management
Dr. B. R. Ambedkar Open University
Hyderabad.

COVER DESIGN

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WRITERS

Prof. G. V. K. Acharyulu (Units: 1, 3, 5 & 11)
School of Management Studies
University of Hyderabad
Hyderabad.

Dr. D. Venkata Srinivas Kumar (Units: 6, 7, 9, 10 & 16)
School of Management Studies
University of Hyderabad
Hyderabad.

Dr. G. Surendra (Units: 8, 17 & 20)
Dept. of Business Management
Rayalaseema University
Kurnool.

Dr. P. J. Renuka (Units: 4 & 13)
Pendekanti Institute of Management
Hyderabad.

Dr. B. Madhavi Latha (Units: 14 & 15)
Dept. of Business Management
Sarojini Naidu Vanita Maha Vidyalaya
Hyderabad.

Sri A. Subhash Reddy (Units: 2 & 12)
Pendekanti Institute of Management
Hyderabad.

Sri K. S. R. Sarma (Units: 18 & 19)
Pendekanti Institute of Management
Hyderabad.

Dr. B. R. Ambedkar Open University, Hyderabad.

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The Ideal and Reality

Dr. Subba Reddy

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Dr. Subba Reddy

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Phone : 0866-2436643
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Editorial Note: I

The novel begins with Indian democracy and Mahatma's death, the Novel outdoes theory as well as history in terms of its subtle treatment of socialism, which is directly indicated, and yet casually mentioned, the cumulative effect of which sustains the reader's interest for all its vividness of description and range of human experiences. The blending of students of different cultures and religion and the students also getting close with one another and acclimatizing themselves with a new atmosphere and the way the students are drawn into various organizations like, CVP and SSS are vividly described in the Novel. How the students get involved with their friends and begin to trust others, and the atmosphere where in they pour out and share their woes and get solace, which makes their Intimacy stronger and enables them to start a new beginning in life, and with their rejuvenated energy, pursue their targets afresh.

Students, along with their studies, start businesses to help themselves, and others to attain economic independence. The students think that their efforts in this direction not only support them financially and help their friends get employment soon after finishing their educational pursuits.

The rift between the organizations grows even under coordinated activity since the members indoctrinated with a particular ideology of an organization continue to think of suppressing the other with muscle power ignoring all the democratic norms which the others countered effectively. Since this trend continued among the organizations to a state of irreconcilability and ends up in disaster.

The author beautifully delineated, unique social atmosphere wherein the individuals are forced to do what they never intended to, and the circumstances that surround him doesn't allow him to come out of it. That's how some students ruin their career in life for want of proper guidance to retrieve themselves from their vicious circle.

In spite of the extreme circumstances, some youngsters to see the true Nationalism, and the ideal concept of socialism in Mahatma's philosophy and the genuine spirit of National Anthem in Tagore's poem, where the mind is without fear....

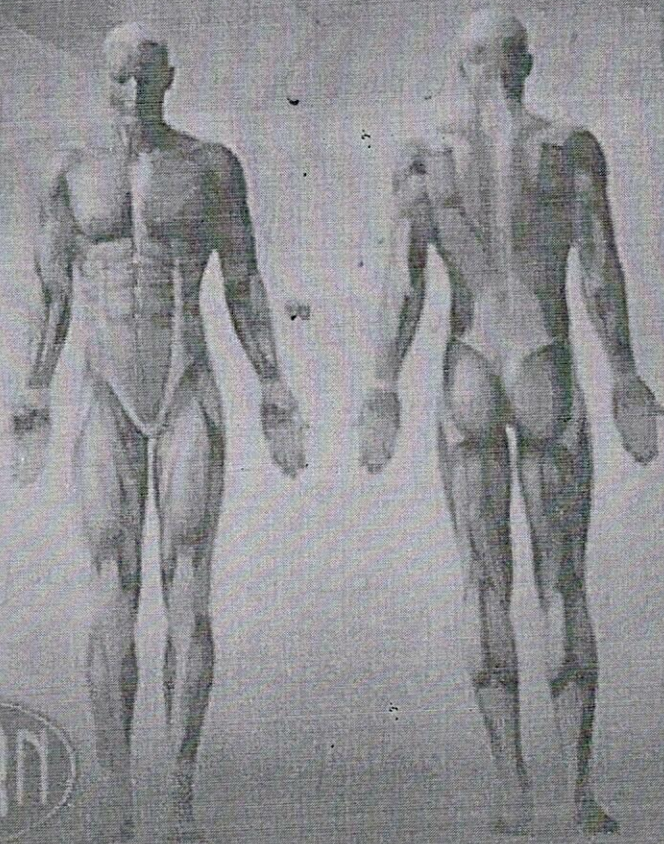
Ms. V. ANURADHA M.A (English)

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M.Sc. Ph.D., B.Ed. MBA

Head, Department of Zoology

S.N. Vanita Mahavidyalaya

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KEDAR NATH RAM NATH

MEERUT

1.1 DIGESTION

The food materials taken into the alimentary canal are in insoluble and macromolecular form and have to be converted into micromolecular and soluble form. The normal diet includes components such as carbohydrates, proteins, lipids, vitamins, minerals and water. Disintegration of naturally occurring food stuffs into smaller molecules or assimilable forms is the process of digestion.

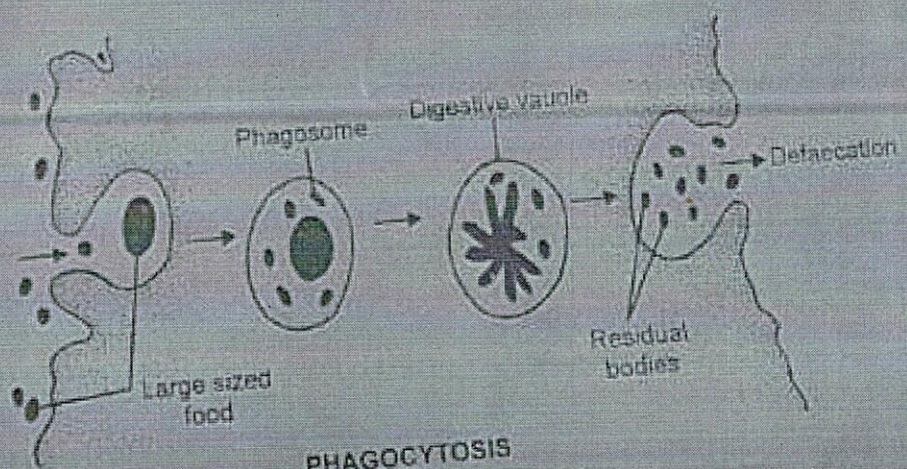
1.1-1 Definition

Digestion is defined as a process that involves physical and chemical breakdown of insoluble complex food materials into soluble simple food materials. Digestion involves splitting of food molecules by hydrolysis into smaller molecules that can be absorbed through the epithelium of the gastrointestinal tract. During digestion the macromolecules are split into micromolecular soluble form as under:

Carbohydrate → Glucose
 Proteins → Amino Acids
 Lipids → Fatty acids + Glycerol

Types of digestion: Digestion is of two types.

1. Intracellular digestion: When the process of digestion takes place inside the cell, it is known as intracellular digestion. This type of digestion is



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On the whole, the language is simple and easy to understand, and it sustains the interest of the reader all through.

Ms. V. RAJITHA, M.A (English)

Senior Lecturer.

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Prof. (Dr.) Vijayalakshmi Kanteti
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Adoption and Use of Internet Banking with Special Reference to Select Public and Private Sector Banks

Dr. B. Archana

*Assistant Professor,
Department of Business Management,
Osmania University, Hyderabad.
E-mail: archana_boda@yahoo.co.in*

Mrs. Safia Binte Omer

*Associate Professor,
Department of Business Management,
Sarojini Naidu Vanita Maha Vidyalaya,
Nampally, Exhibition Grounds, Hyderabad.
E-mail: Safia_khalid04@yahoo.com*

ABSTRACT

In the present competitive scenario, banking system is facing challenges with tough competition and advancement of technology. It has become difficult to survive in the service sector in general and banking in particular. It is important for all sector banks to provide quality of services to their target customers to retain and keep them satisfied. The present research attempted to study customer's adoption and usage of Internet banking services. The research was planned with the objective to assess the extent of use and customer's perception towards internet banking services in public and private sector banks. A total of 220 customers from SBI Bank and ICICI Bank in twin cities of Telangana were selected using simple random sampling technique. Responses of customers were analysed with the help of Chi-square test to study the significant difference in usage of Internet banking services. The result of the study clearly shows that the usage of Internet banking services differs according to different sector banks.

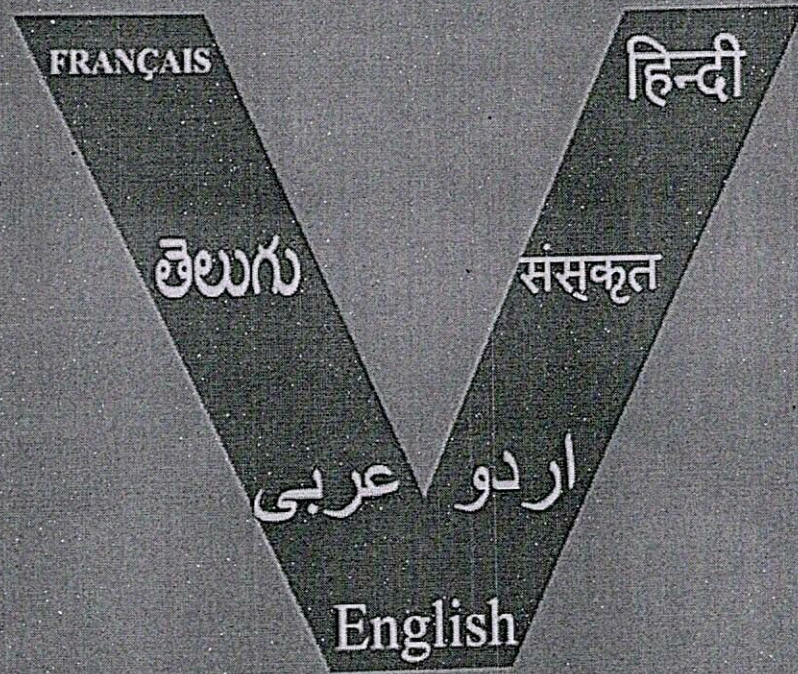
Keywords: Internet banking, adoption, usage, perception.

INTRODUCTION

Banking and the financial services industry are rapidly globalising and experiencing intense competition in marketplace after marketplace around the planet, not just between banks, but also involving security dealers, insurance companies, credit unions, finance companies and thousands of other financial service competitors (Peter and Sylvia, 2010). In banking, in the past, the technology strategy was considered as subordinate to business strategy. But now with so much advancement in technology, it has become as important as business strategy. Technology has provided an altogether new way of interacting and providing service to bank customers rather than merely replicating activities of the bank employees (Godse, 2005). With the advent of Information Technology (IT) and cyber devices, like any other social sector, the banking sector is also undergoing a rapid transformation. Technology has become central to banking. This is one of the major reasons why new private and multinational banks have been able to survive, thrive and adapt in an increasingly competitive space (D. Muraleedharan, 2013a). Banks are able to leverage on low-cost channels such as ATMs and Internet banking to the optimum levels contributing to reduced operating costs. Banks

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Saira Sidd
2019

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MULK RAJANAND'S NOVEL UNTOUCHABLE

* SAIRA SIDDIQUI

Mulk Raj Anand, India's most controversial novelist, was born in 1905 in Peshawar now in Pakistan, but then in the North West Frontier Province of India. His father was a Coppersmith who matriculated and rose to the position of the Head Clerk in Dogra Regiment of the British Army. His mother came from a peasant family. They had five sons of whom four survived, the novelist himself being the third.

"Anand's *Untouchable* deals with the curse of caste system". It starts with the outcastes' colony on the outskirts of the town of Bulasha, close to the cantonment. The outcaste' colony was a group of mud-walled houses that clustered together in two rows, under the shadow of both of the town and the cantonment. There lived the scavengers, the leather-workers, the washermen, the barbers, the water-carriers, the grass-cutters and other outcastes from Hindu society.

Bakha, the main protagonist lives with his father Lakha, his younger brother Rakha, and his young attractive and beautiful sister Sohini, in the dirty colony of Bulashah. He is a young and able-bodied boy of eighteen, and his father is the Jamedar of the sweepers. Their cottage is very small, dark and dank. Bakha's mother died long ago when he was a mere child. The father is old, he does nothing except coughing and abusing his children. He has to work in all weathers, from early in the morning till late in the evening. He has, in addition to it, to endure all humiliation so frequently inflicted on sweepers in the caste-ridden Hindu society.

Bakha is a very sensitive boy. He is uncommon in many ways. While other sweepers like Lakha accepted the caste-realities. Bakha, the representative of the progressive section of the untouchables, simmers with discontent and dreams of social justice. He is full of the spirit of revolt. His mind is preoccupied with his humiliating lot in a caste-ridden, conservative society. The novel gives us an account of his inner anguish. It is a fine, 'stream of consciousness' novel. "This novel technique is used by Anand in *Untouchable* where, like in *Mrs. Dalloway* and *Ulysses*, the events of the single day in the life of the hero are covered..... The mind of the protagonist moves backward and forward without any limitation of time and space."²

The novel begins with an autumn morning in Bakha's life. He is in bed. It is so early that the sun has yet not risen. He feels much uneasy. Although he is putting on the regulation overcoat, breeches, puttees, and ammunition boots, the biting cold wind reaches right to his skin. He regards the use of quilt as un Sahib like. He has been much influenced by the Tommies (English soldiers) who have always treated him like a human being, and wants to dress like them. In imitating the Tommies' way of life, he has also taken to cigarette smoking. His craze for Angrezi fashion has earned him the nickname Pilpali Sahib. "It is the glamour of the Western culture that Bakha is enamoured of. The racial identity of the 'Whiteman', as contrasted to that of the 'black man' is established at the out set."³

While turning in bed with cold, he hears Lakha coughing, and abusing him loudly to get up. He ignores the call for some time. His father's abuses are a routine matter with him. Abuses have only created a growing

*Lecturer in English, SNVMV Exhibition Ground

Mariya Sheema

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Exploitation of Children in Charles Dickens's *Oliver Twist*

Mariya Sheema

Lecturer, M.A. B.Ed.

Sarojini Naidu Vanita Maha Vidyalaya

Charles Dickens is remembered today as not only one of the greatest novelists of Victorian era but of English literature. He has appealed to all kinds of readers all over the world since his first novel was published in 1836. His works were not limited to certain age group or any section of the society, they were universal. At a same time, the reader finds out that it bears the noticeable signs of present age, influence of past literary traditions and models, of cultural and social influences were noteworthy in his writings. Dickens was the first writer since Shakespeare, to reach such a large audience with such different backgrounds. As one critic said about Dickens, "There is no such contemporary writer whose works are read so generally through the whole house, who can give pleasure to the servants as well as the mistress, to the children as well as to the master".

Dickens enjoyed wide and ardent appeal throughout his career; John Forster begin Dickens biography with, "the most popular novelist of the century, and one of the greatest humourists that England has produced." (*Life of Charles Dickens*). Today, Dickens is the subject of a steady stream of books and thesis in all the scholarly journals. The list of Dickens admirers is full of great literary figures like John Mortimer, John Irving notably- Vladimir Nabokov, who is in the 1950's told his students at Cornwell "if it were possible I would like to devote the fifty minutes of every class meeting to mute meditation, concentration and admiration of Dickens." In the words of Edmund Wilson in 1938 "Dickens's readership has remained huge; discussion of his work had fallen largely to "Doddering 'Dickens-fanciers' bent on proving.

Charles Dickens was born in 1812 to John Dickens and Elizabeth Barrow in a small house on Mile End Terrace in Portsea. His father, John Dickens worked as a clerk and mother a normal housewife. Dickens was fifteen months old junior to his sister; and was followed by eight siblings. Sr. Dickens received regular pay raises that should have allow him to manage the family comfortably, but he was never able to manage his finances. In 1821 Sr. Dickens was transferred to Chatham, a following year the whole family moved to Camden Town, London leaving behind the ten old year Dickens to complete his school term. After three months Charles reunited with his family. Charles didn't admire the city. In London, his life changed completely. There was no school to attend because of financial crisis. No one in his family paid attention in educating Charles who was a book lover. Eventually he found solace and comfort in reading books without attending school. He did not escape into books. He started to wonder the streets and lanes of Camden, used to take long walks for hours. His walks gave him a detailed knowledge of the city, which made the novels that he set in London more realistic. Dickens knowledge of London was so thorough that one can get an

English: A Language that Reformed the Culture

Sana Tabassum

Lecturer of English, Sarojini Naidu Vanita Maha Vidyalaya

E-mail: sana93tabassum@gmail.com

ABSTRACT

Globalisation has a massive impact on language learning. While globalisation allowed the interchanging and intermixing of worldviews, cultures and ideas, it also has had a dramatic impact on education and language learning. Globalisation has changed the conditions under which foreign languages (FLs) are taught, learned and used especially English language. English is widely spread and considered as a 'global language' and hence, it is considered as a "Lingua Franca".

This paper focuses on how globalisation and the British Raj has affected the process of English language learning and how this Global Language has intertwined with the native languages of India and influenced the Indian culture and educational learning.

The introduction of English education in India has a long history. During the early period of British administration, the East India Company did not bother to promote the education among the Natives of India. Their interest always focused on commercial gain by trade and commerce, thinking little about the progress, prosperity and enlightenment of its subjects. The very idea the company followed that, 'if the Natives required education they must come to England for it.'

The year 1813 brought a turning point in the Indian education system when, the parliament in England announced 'the sanction of the sum of 10,000 euros to the education of the natives, at all the three presidencies' i.e. (Calcutta, Bombay and Madras). Lord Hastings in the year 1817, after he had broken the power of the Marathas for the first time announced that, 'the Government of India did not wish to consider to keep the Natives in the state of ignorance, in order to retain its own power.' With this announcement the Calcutta School-Book Society and the

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St. Joseph's Degree & PG College, Autonomous -affiliated to Osmania University was established by Hyderabad Archdiocese Society (HAES) in the year 1997. The College is Re-accredited by NAAC with 'A' grade. St. Joseph's Degree & PG College within the span of 20 years has emerged as one of the top colleges in twin cities of Telangana State.

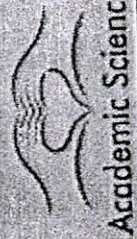
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Social entrepreneurship as innovative, social value creating activity that can occur within or across the nonprofit, business, or government sectors. Social entrepreneurs are the drivers who bring social innovation and transformation in various fields including education, health, environment and enterprise development to builds strong and sustainable organizations. They are the change drivers who focus carrying business activity on underserved or un served sector of the society not for profit. Social Entrepreneurs have high standards, particularly in relation to their own organization's efforts and in response to the communities with which they engage. Data, both quantitative and qualitative, are their key tools, guiding continuous feedback and improvement; which can be contributed by social media.

Concept of Social Entrepreneurship

- To understand the concept of Social Entrepreneurship.
- To know how Social Entrepreneurship are different from Commercial Entrepreneurship
- Role of social media for social entrepreneurship.

Objectives of Study

Today it is more evident that more than two third of time in a day is spend by a person in India on Social media like Face book, Twitter, LinkedIn, Whatsapp Instagram and YouTube, etc. Each day about 100 million Indians are engaged in social media, more than the population of Germany. Thus in a country like India, Social media can be a powerful tool to get information about the target audience. Social media is used in a weapon in bringing innovation in society. Social Enterprise Alliance defined Social Enterprise as, "Organizations that address a basic unmet need or solve a social problem through a market – driven approach". Social entrepreneurship is an emerging concept of modern India. Change is desired in every field of economy, education, health, environment and enterprise development, etc; which can be contributed by Social entrepreneurs in which social media can play a significant role.

Introduction

Social media has become a part of our life through which we can share information, ideas, opinion. It makes people stay connected and makes possible interaction among them Social media help in exploring innovation in social economy. Rightly quoted by Haskell Wexler who was renowned as one of the most inventive cinematographers in Hollywood and an outspoken political firebrand, "I think that we should remember that social change can happen when people join together with some strength", role played by social media in bringing change in the society seems to be more evident. This study attempts to examine the role of social media in social entrepreneurial scope that exists in our country.

Abstract

"I think that we should remember that social change can happen when people join together with some strength".

Haskell Wexler

Nampally, Hyderabad

Sarojini Naidu Vanita Maha Vidyalaya,

Asst. Professor,

Mrs. Shashi Kantha,

Role of Social Media for Social entrepreneurship

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SANSKRIT AS NATURAL LANGUAGE PROCESSOR

Subba Rao Kachiraju¹, Prabha Shukla²

1. Associate Professor in Physics, S.N.VanitaMahaVidyalaya, Hyderabad.
E-mail: kachiraju_s@hotmail.com
2. Assistant Professor in Computer Science, S.N.VanitaMahaVidyalaya, Hyderabad.
E-mail: prabharavishukla@gmail.com

ABSTRACT

The Computer is basically used to accomplish a given task. The task is given to the computer using a programming language. The language used to write program has been English for long time. This is one of main reason for the dominance of English. Even though English is not best suited for writing the programs/instructions, the influence of English speaking countries made it indispensable. It is time to explore the languages other than English which are better suited as Natural Language Processors. This is an attempt to look in to Sanskrit as a programming language. Here the specific characteristics of Sanskrit language which are also requirements of NLP are presented with suitable examples. The pros and cons are also discussed.

Keywords: *Sanskrit, NLP, Panini, Ashtadhyayi.*

1. Introduction:

A computer program is written in an editor and given to a compiler or interpreter depending on the language. The compiler reads whole program at a time and interpreter line by line. The process of analyzing a "string of symbol" either in Natural Language or Computer Language as per the rule of formal grammar is called PARSING. While reading and interpreting the program there should not be any ambiguity, Computer should get the same meaning as programmer intended. But English is not a language which conveys always same meaning. For example

- Sarah gave a bath to her dog wearing a pink t-shirt.
- **Ambiguity:** Is the dog wearing the pink t-shirt?

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Nagalarasu

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DIGITAL PRESENTATION IN LOCAL LANGUAGES

Swetha Dixit¹, M. Nagalakshmi², Prabha Shukla³, Subba Rao Kachiraju⁴

1, 2, 3. Assistant Professor in Computer Science, S.N.VanitaMahaVidyalaya, Hyderabad.

Mail id for Correspondence: : swetha.d0916@gmail.com.

4. Associate Professor in Physics and Electronics, S.N.VanitaMahaVidyalaya, Hyderabad.

E-mail: kachiraju_sg@hotmail.com

ABSTRACT

India has many Languages and believes in Unity in diversity. There are many local languages spoken in our country besides regional languages. Very few people in India speak efficient English. People with good knowledge in their subjects and professions lack communication skills in English. Digital presentations have become part and parcel of professional life. People can use Digital Translators to blossom in their profession. Lack of presentation skills is hampering the growth of many professionals. This is because of the reason that most of digital presentations are based on English. For those well versed in local languages presentations have become a nightmare. Compared to English very less number of tools are available for local language presentations. Translators and presentation tools are available in the market according to the needs and requirement of the users. Here few useful tools with advantages and disadvantages are presented for presentations in local language. Promotion of mother tongue is must for "DIGITAL INDIA" to be successful.

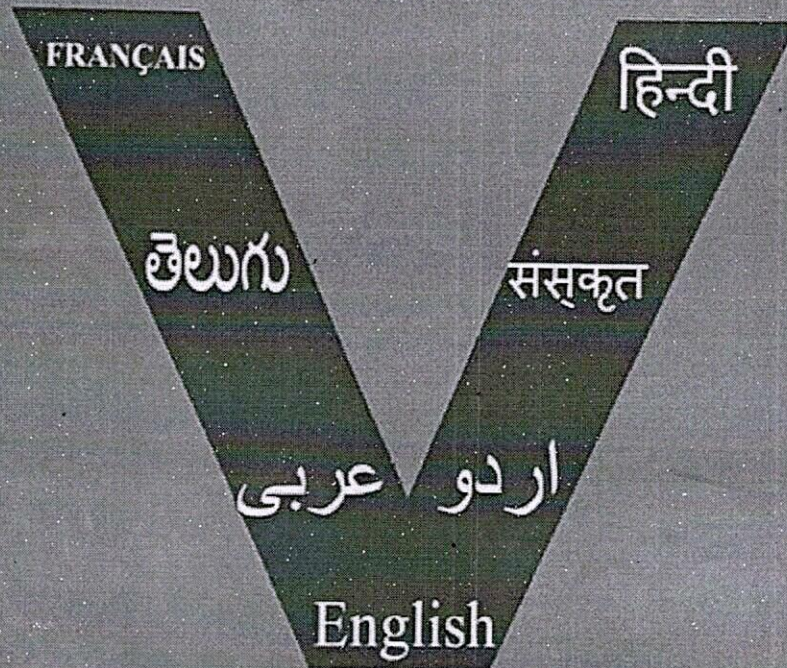
1. Introduction:

India is rich in Languages. It is a versatile country with many Local Languages. As per 2018 senses are 19,500 languages are there in India. Different language has got different scripts and is varies from each other. In the larger context the soul of all Indian languages is same.

Through digital presentation the content and component can be presented dynamically using pictures, colours, animation, charts, videos etc. Digital presentation aids us to present our thought very clearly.

According to IMRB if regional languages are made available online then 10.72 million rural populations will opt for internet which in turn will increase the reach to 43% of

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 "Language and Literature:
 Their Significance to the Present-Day Society"
 (Seminar Compendium: Volume - II)



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Contribution of Rabindranath Tagore to English Literature

D.SWAPNA BAI
LECTURER IN ENGLISH.
SAROJINI NAIDU VANITHA MAHA VIDYALAYA,
PH.NO 8106816356.
HYDERABAD

Abstract

One of India's most cherished renaissance figures, Rabindranath Tagore (1861-1941) put us on the literary map of the World. When his *Gitanjali* was awarded the Nobel prize for literature in 1913. A poet's poet, he is a maker of not only Modern-Indian literature but also the modern Indian mind. Myriad-minded, he was a poet, short story writer, novelist, dramatist, essayist, painter and composer of songs. Gandhi called him the 'Great Sentinel'. His worldwide acclaim as social, political, religious and aesthetic thinker, innovator in education and a champion of the one World wide makes him a living presence.

The youngest of thirteen surviving children, Tagore was born in the Jorasanko mansion in Calcutta, India to parents Debendranath Tagore (1817-1905) and Sarada Devi (1830-1875). The Tagore family came into prominence during the Bengal Renaissance that started during the age of Hussein Shah (1493-1519). The original name of the Tagore family was Banerjee. Being Brahmins, their ancestors were referred to as 'Thakurmahai' or 'Holy Sir'. During the British rule, this name stuck and they began to be recognised as Thakur and eventually the family name got anglicised to Tagore.

WORKS

Known mostly for his poetry, Tagore wrote novels, essays, short stories, travelogues, dramas, and thousands of songs. Of Tagore's prose, his short stories are perhaps most highly regarded; he is indeed credited with originating the Bengali-language version of the genre. His works are frequently noted for their rhythmic, optimistic, and lyrical nature. Such stories mostly borrow from deceptively simple subject matter: commoners. Tagore's non-fiction grappled with history, linguistics, and spirituality. He wrote autobiographies. His