



# SAROJINI NAIDU VANITA MAHA VIDYALAYA


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## List of books and chapters for the C.Y 2020

S. No	Name of the teacher	Title of the book/chapters published	Title of the proceedings of the conference
1	Sana Tabassum	Zindagi ek Ehsaas	NA
2	Sana Tabassum	Zindagi ek Ehsaas	NA
3	Sana Tabassum	Zindagi ek Ehsaas	NA
4	Sana Tabassum	Zindagi ek Ehsaas	NA
5	SAIRA SIDDIQUI	Zindagi ek Ehsaas	NA
6	SAIRA SIDDIQUI	Zindagi ek Ehsaas	NA
7	SAIRA SIDDIQUI	Zindagi ek Ehsaas	NA
8	Prabha Shukla	Impact of Lockdown on Education, Economy & Environment in India	Impact of Lockdown on Education, Economy & Environment in India
9	Dr. VEENAPANI	BOOK - BUSINESS MANAGEMENT PRACTICES - EMERGING TRENDS VOL II	BOOK
10	Dr. VEENAPANI	Business Management Practices – Emerging Trends Vol III	EDITED BOOK
11	Dr. Akhtar sultana	NA	Computer in teaching/learning pandemic
12	Dr.B.Madhavi Latha	Operations Research	NA
13	Dr.B.Madhavi Latha	Proceedings of the National Seminar on Emerging trends: Oppotunities and challenges n business management	Proceedings of the National Seminar on Emerging trends: Oppotunities and challengesn business management
14	Dr.B.Madhavi Latha	Operations Research	NA
15	SHASHI KANTHA	Business Management Practices - Emerging Trends, Volume III	NA
16	Mrs. E.Sajitha	Business Management Practices- Emerging Trends	NA
17	Dr. V. V. N. Laxmi	Operations Research	Course Material for MBA II Year, Semester III


  
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19	Dr. V. V. N. Laxmi	Operations Research	Course Material for MBA II Year, Semester III
20	Mrs .SWETHA DIXIT	Impact of lockdown on education, economy of India	impact of lockdown on education, economy and environment of india
21	K. Subba Rao	Impact of Lockdown on Education, Economy & Environment in India	Impact of Lockdown on Education, Economy & Environment in India
22	Dr. VEENAPANI	Emerging trends in Finance	NA
23	V.Rajitha	NA	Communication Skills in the Globalized world
24	V.Anuradha	NA	Communication Skills in the Globalized world
25	D.Swapna	NA	Communication Skills in the Globalized world
26	M.Supriya	NA	Communication Skills in the Globalized world
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28	K.Mani	NA	Communication Skills in the Globalized world
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30	SAIRA SIDDIQUI	NA	
31	Sana Tabassum	NA	
32	Prabha Shukla	2020 SEHCM Conference Proceeding Book	E-International Conference on Socio-economic and Health Challenges Due to Covid-19 and Mitigation Strategies
33	K. Subba Rao	2020 SEHCM Conference Proceeding Book	E-International Conference on Socio-economic and Health Challenges Due to Covid-19 and Mitigation Strategies

  
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37	Dr.T.Sudha Rani	B.Sc Third Year Semester-V Cell Biology and Genetics	NA

  
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98. Neeha Muneer
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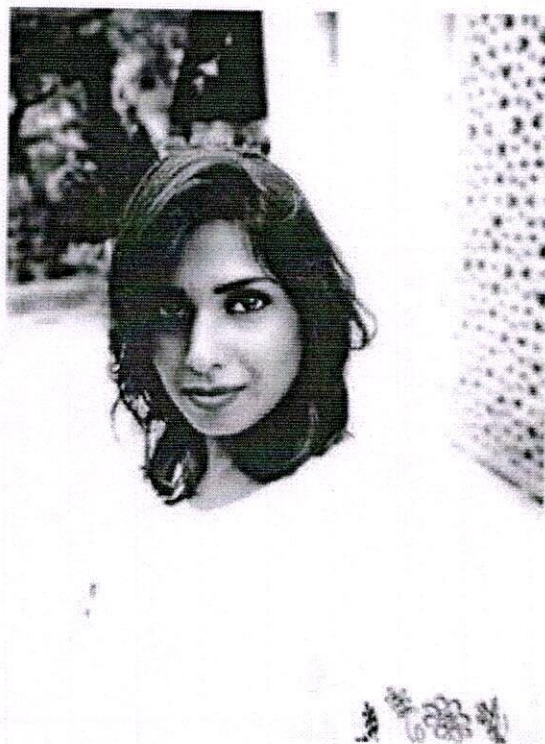
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# Sana Tabassum



"Sana Tabassum, is a budding writer. She currently works as a lecturer in Hyderabad. Apart from teaching she savour the flavours of books, movies & music.

She strongly believes that, "fortune favours those who attempt to take risks."

She found her passion for writing in 2018 & since then there is no looking back. Her poetry was also published in the college magazine.

She explores different genres & portrays her musings through quotes & poems.

Instagram Id @wordbeans

Her works can be read on:

<https://www.yourquote.in/sana93tabassum>"

## **A Life's Mystical Quest**

As I wandered across the unfathomed path,  
in peace I couldn't bath  
at a hermit's abode I stationed,  
and he revealed the secret of our devastation.  
It's only the Temptation  
that's the sole answer of all disappointment,  
to which there's ain't no ointment.  
and then, to the vales I headed.  
Astonished with its tranquillity,  
I yearned to lodge there forever.  
In the meads, where there's so much peace,  
the nature at its own self, dost not bother what so ever goes  
along...  
I learnt the life's lesson,  
it ain't matter where you belong...  
it's only the nature's beauty that lasts long.



## A City Tale

In the city of tales  
I tracked your trails  
wandering across the lanes  
I prayed not to lose my sane  
I hoped to find you somewhere  
so I started looking in every square  
the city filled with your air  
and to live without you was quite unfair  
my search continued and never stopped  
to every door I shamelessly knocked  
I still hope to meet you again  
and trust me it's not an easy bargain.  
"

Sana 41

## Dreams Unfathomed

Sailing across my dreams  
I reached the hidden shore,  
where I strived to unlock a secret door  
I wandered across and took glimpse of the beauty,  
but something pulled me back and reminded me of my duty  
my dream shattered as the reality reflected in  
I hope to travel again in that trance,  
where harsh realities are  
things of past

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## Hues Of Life

Life has mysterious hues  
sometimes pink  
other times blue

night is the eternal companion  
of the day  
and so are mortals,  
never departed with their peaks and troughs

lets sojourned in the withered land,  
to learn our goofs  
then begin a quest for an abode,  
where courage is not blasphemed





You  
today at 3:29 pm



“Zindagi Ke Ehsaas”

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You  
today at 3:29 pm

43, 44, 45



Zindagi Ek Ehsaas

## Saira Siddiqui



"Saira Siddiqui, is an epigrammatist. At present she is working as a lecturer in Hyderabad. Apart from teaching, she enjoys trying new recipes.

She believes that, "Through the writing one can express the unknown facts."

On the advice of her best friend she started writing and since 2019, she is been expressing herself through her quotes & poems.

Her works can be read on: [www.yourquote.in/sairasiddiqui](http://www.yourquote.in/sairasiddiqui)"



You  
today at 3:29 pm

45, 43, 47 Saira Siddiqui



Zindagi Ek Ehsaas

### Medicine Of Life

To brighten up your life  
I've advise for the naive  
Take it everyday like a pill  
Then only you can stand still  
Swallow, to sharpen your brain  
Then remove the dust of pain  
I'm sure you'll feel better."

45

### Chaotic Life

Life is not at ease  
So as mood  
Mind is not at peace  
So as actions  
Heart is not healed  
So as relations  
Eyes are empty  
So as emotions  
Now everything is upside  
down as you are not  
around."



You  
today at 3:29 pm

43,44,45



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### **Unapologetic Life**

Start the journey of life  
then make yourself realize  
when you freeze the past  
then you can do the blast  
life is given to celebrate  
time has come to accelerate  
not to demote but to promote,  
panic may stop you to float.  
have a grip over the mind  
put the doubts in the mixer & grind  
not everyone is meant to be there in life  
their leaving is a lesson to imbibe.  
be your own inspiration & identify  
the life is to be led by & not to say good bye

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# Business Management Practices -Emerging Trends

## Volume III

*Dr.G.Vani*  
*Dr.M.Ganesh Babu*  
*Dr.B.Karthikeyan*  
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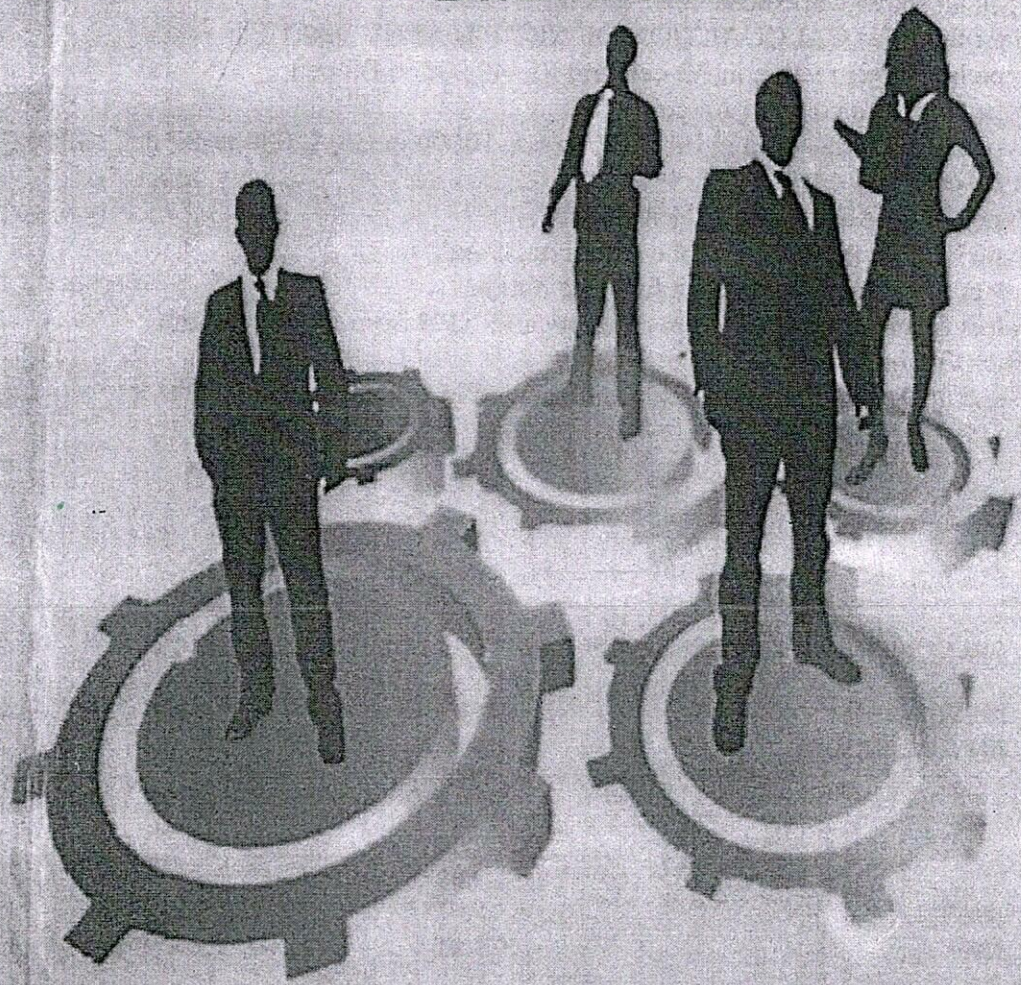
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## **Emerging Trends**

### **Volume -III**

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# **Emerging Trends in Finance**

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**Dr. Sachin U. Chavan**



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Professor, Department of management  
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**Business Management Practices**  
**Emerging Trends**  
**Volume - III**

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*Dr. Badruddin*





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# ROLE OF ENVIRONMENTAL LAWS IN ATTAINING SUSTAINABILITY

Mrs. Shashi Kantha

Asst. Professor, Department of Business Management, Sarojini Naidu Vanita Maha Vidyalaya, Nampally, Hyderabad-500001.

## ABSTRACT

*"We do not inherit this earth from our ancestors; we have borrowed it from our children".*

This phrase is pertinent to explain the concept of Sustainability Development, it is our prime responsibility to provide to our future generation better environment, by taking proper care of it and hand it over to them. Rate at which resources of environment are depleted is of great concern. Very functioning of biological system is a threat to human life. Thus there is need to have Environmental Laws to protect resources. Environmental governance advocates sustainability as the supreme consideration in managing all human activities - political, social and economic. The concept of sustainability relies on sustainable development. There are three pillars on which sustainability relies they are economic, environmental and social sustainability. This article covers need for attaining sustainability and role played by environmental laws of attaining sustainability, which is an area of critical importance for the humanity and the protecting planet.

## Introduction:

Global environment problems that have resulted from the decrease in biological diversity, extinction of species and problems which destroy the functioning of global biological systems threatening the continuity of human life. Deforestation activities, global warming resulted from the use of energy sources particularly fossil fuel, pollution of the air and lands, deterioration of fresh water sources, change in climate, environmental pollution, has brought along global principles, ideals, ethics and international cooperation in the name of creating a collective consciousness, so that the quality of the environment is maintained at a level that protects the health of human individuals, species, and ecosystems. Environmental governance advocates sustainability as the supreme consideration in managing all human activities - political, social and economic. The concept of sustainability relies on sustainable development. The principle of "leaving no one behind", which was the agenda emphasizing a holistic approach to achieving sustainable development for all.

## Objectives of study:

- Define key concepts of Sustainability; and its three pillars on which the concept of sustainability is built.
- Provide an overview of and identify need for attaining Sustainable development.
- Major Environmental Laws of India for protection of environment.
- Role of Environmental Laws in attaining Sustainability.

## Concept of Sustainability:

Sustainability means the ability to sustain, continue or maintain meeting human's need without harming future generation. It is all about creating value to stake holders by reducing harm to environment and providing quality of life to society within the limits of what nature provides us, which can be achieved by is changing business practices and policies with changes in need of the planet. Renewing resources at a rate equal to or greater than rate at which they are consumed is sustainability which is an essential ingredient for a company's long-term success.

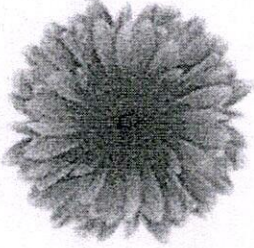


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


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Sajitha

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**BUSINESS MANAGEMENT PRACTICES -EMERGING TRENDS - Volume II**  
**A STEP TOWARDS CIRCULAR ECONOMY: WASTE TO WEALTH**

**Mrs. E. Sajitha**

Asst. Professor, Department of Business Management, Sarojini Naidu Vanita Maha  
Vidyalaya

**ABSTRACT**

Today's economy is mostly based on linear consumption, encompassing the three main steps: production – consumption– disposal. Primary resources such as crude oil and metals are extracted and processed into final products like electrical equipments, packaging material and other consumer goods. On other side, Circular Economy is an economic system wherein components that loses its value to least are processed further for value addition. It focuses on optimum utilisation of available resources by 3R- Reduce, Reuse and Recycle concept. As resources are becoming scarce with the increase in global population and exploitation, there is huge scope in the sector of Waste Management. Having no many global leaders in this sector, the companies that creates proper infrastructure with best business models for handling urban waste can attract huge profits. There is huge scope for the company to become pioneer in Circular economy having control on entire gamut of recyclable waste in India benefitting Indian Recycling Industry as a whole. Thus, making use of available resources efficiently is one step solution for sustainability with various eco-friendly products and value addition processes. The present paper gives us the insights of Circular Economy, Waste to Wealth (economic aspect), Wellbeing out of Waste (social aspect) and Business model highlighting few business opportunities in Waste Management.

Keywords: Circular Economy, Recyclable Waste

**INTRODUCTION**

**Circular Economy Definition-**

According to Kenniskaarten (Jan, 2020), Circular Economy is an economic system of closed loops in which raw materials, components and products lose their value as little as possible, renewable energy sources are used and systems thinking is at the core. Waste Circular Economy/Waste Management focuses on 3R concept i.e, Reduce (minimum use of raw materials), Reuse (maximum reuse of products and components) Recycle (high quality reuse of raw materials). It represents a systemic shift building long-term resilience, business generation, economic opportunities, environmental and societal benefits.

**Waste Management Business: Need, Scope and Relevance-**

- India is a growing economy with soaring urban population, rising living standards, increasing consumption levels with generation of more waste.
- India generates about 62 MMT of waste per annum and only 30% is recycled. Waste Management business potential in India is estimated as 15 Billion US Dollars by 2025 and annual growth is around 7 %.
- National importance and is aligned with Swachh Bharat Mission, a flagship initiative of GOI.
- Starting new businesses connected and integrated to the waste management creates huge employment and contribution to GDP.
- It contributes to various other businesses like Papers and Speciality Paper Divisions (PSPD), Foods, Personal care controlling on entire gamut of recyclable waste.
- Strong support from the Central & State Governments especially Telangana, AP, Karnataka, Delhi, Tamilnadu, etc



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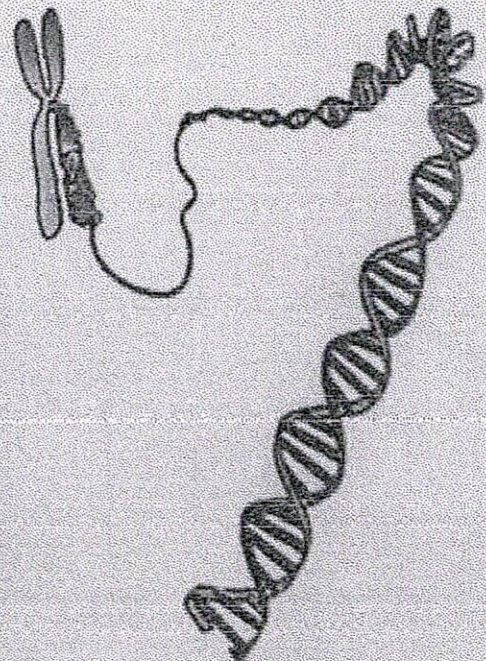
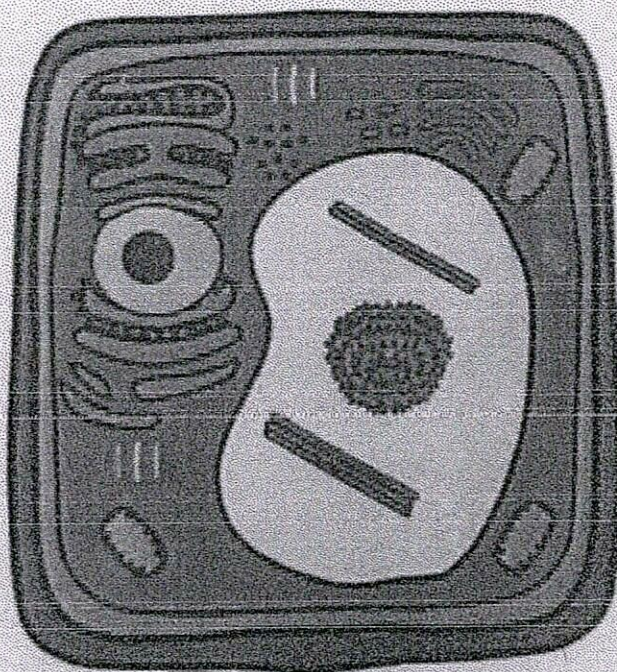
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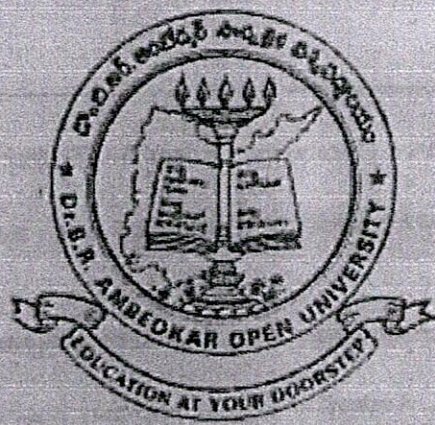
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*We may forgo material benefits of civilization, but we cannot forgo our right and opportunity to reap the benefits of the highest education to the fullest extent as the education is the greatest material benefit*

-Dr. B.R. Ambedkar

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# IMPACT OF LOCKDOWN ON EDUCATION, ECONOMY & ENVIRONMENT IN INDIA





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**CHARACTERISATION AND COMPARISON OF ONLINE TEACHING AIDS****Subba Rao Kachiraju<sup>1\*</sup>, Prabha Shukla<sup>2</sup>, Swetha Dixit<sup>3</sup>**<sup>1</sup>Associate Professor in Physics and Electronics, SN Vanita MahaVidyalaya, Hyderabad.<sup>2,3</sup>Assistant Professor in Computer Science, SN Vanita MahaVidyalaya, Hyderabad.\*Corresponding author Email ID: [srkachiraju@gmail.com](mailto:srkachiraju@gmail.com)

---

**Abstract**

*Covid19 has affected Teaching Learning process throughout the world. As a knee jerk reaction Schools, Colleges and Universities across the world shifted to online teaching without properly assessing the effectiveness and feasibility. Not much research has been done about the effectiveness and its long term consequences on student growth and mental health. Before pandemic sending child to school was the best way to educate. Due to social distancing it may not be possible to send children to school or college every day in future. As a replacement many online Teaching & Learning tools have emerged. This chapter tries to categorise deferent Teaching Learning tools available. The changing scenario of education and post Covid19 prospects also discussed.*

---

**1. Introduction**

In this century with evaluation of World Wide Web and smart phone everything has become online. First online shopping was started way back in 1972 (Teletext). After that all most all services and sales became online. The term e-learning is coined in in 1999 in a seminar on CBT. Sebastian Thrun and Peter Norvig who developed the first MOOC in 2011 when they taught their artificial intelligence course at Stanford that drew 160,000 online registrants. But online teaching hasn't picked up until 2013. Udacity and Coursera were the first companies to launch online courses.

In India few scholars consider Distance education as first step in remote learning which is launched in 1985 by Andhra Pradesh Open University (now B R Ambedkar Open University).The first online undergraduate and graduate courses were initiated by several universities and schools. In the late 1980s some Educational institutes turned to commercial courses and offered through the then-new satellite technology. Conducting classes over Television became a norm with few specially establishing TV channels for education.

But it has got a boost when internet and smart phones became affordable. Without any ambiguity, the future of learning will be more online compared classroom teaching



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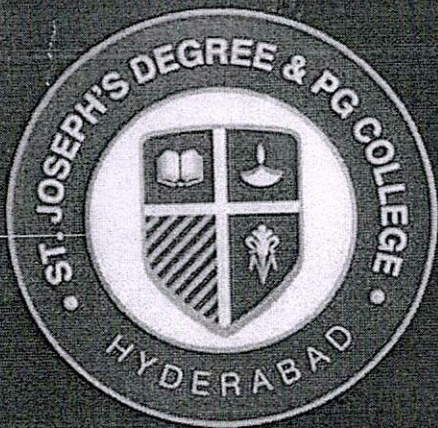
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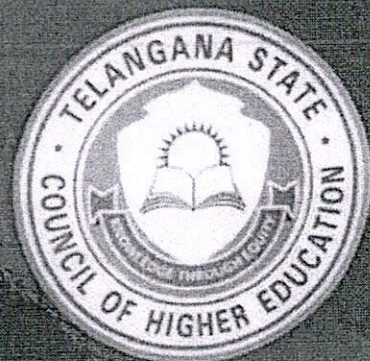
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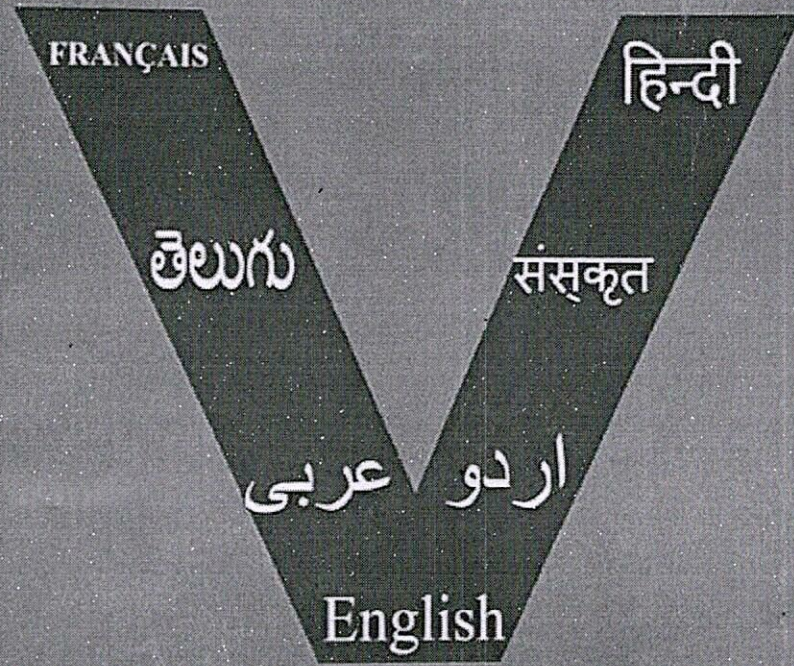


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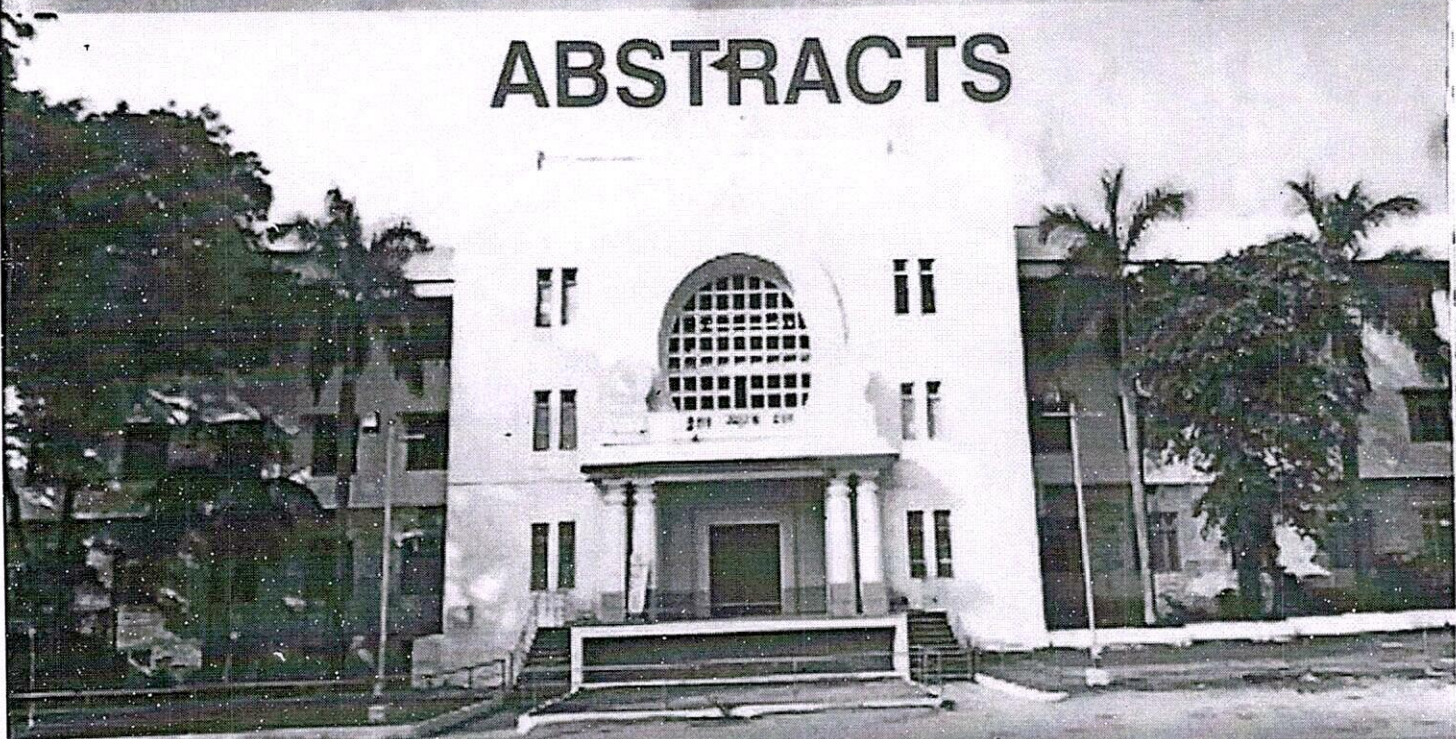
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Date: 1st February, 2020

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## **Ramachandra Guha's *India After Gandhi* – A Critical Review**

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### **Abstract**

Ramachandra Guha reconstructs the past 60 years of Indian history that witnessed the possibility of disastrous disintegration of the nation or its transformation to a totalitarian society or a military dictatorship. In his paean to the violence marred independent India, he presents the political complexities revolving around caste, language, class, and religion, the conflicts arising out of which, the founders of modern India had to cope with. The pains, struggles, humiliations and glories of the world's largest and least likely democracy and the extraordinary factors holding it together are given a detailed treatment in the book peopled with larger-than-life characters. Notwithstanding the prominence attributed to Nehru-Gandhi dynasty in the narrative, Guha did not neglect the other historical actors, albeit briefly, who also set India on course for a democracy that functions, despite imperfections and corruption. Guha offers a panoramic view of the fight of a young nation against the veritable elements threatening secularism, its dangerous but nevertheless great gamble with democracy and the rise of populism. Selflessness and foresight of some, pettiness and fanaticism of some others, revolts for secession, linguist processions, theocratic and socialist movements, poverty and hunger, rights of minorities, even the cinema and cricket, all find their description in the volume.



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4	V.Rajitha	Ramachandra Guha's India After Gandhi	Faculty	Sarojini Naidu College
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## SHOBHA DE'S LIBERATED WOMEN

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### ABSTRACT

Shobha De's women are liberated ones rebelling against the established traditional norms of the patriarchal society. De's women are liberated in the sense that they often dare to step out of the confines of their homes, marriages, and families. They stand for complete freedom to women from all types of patriarchal restraints. They tirelessly struggle for their inordinate ambitions with all their strengths in the male dominated society. In their efforts to assert themselves, sometimes they turn the applecart of patriarchal order upside down. They retaliate, revolt and shape their destiny by living for themselves. They don't believe in suffering submissively, they leave no stone unturned to reach the peak of joy and success. Brimming with hope and zeal, they lay hands on hope in starry nights of their life. The present study aims to show how liberated the women depicted by De are.

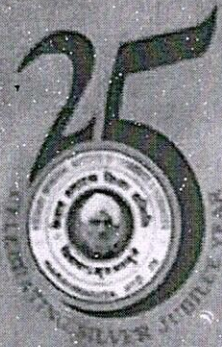
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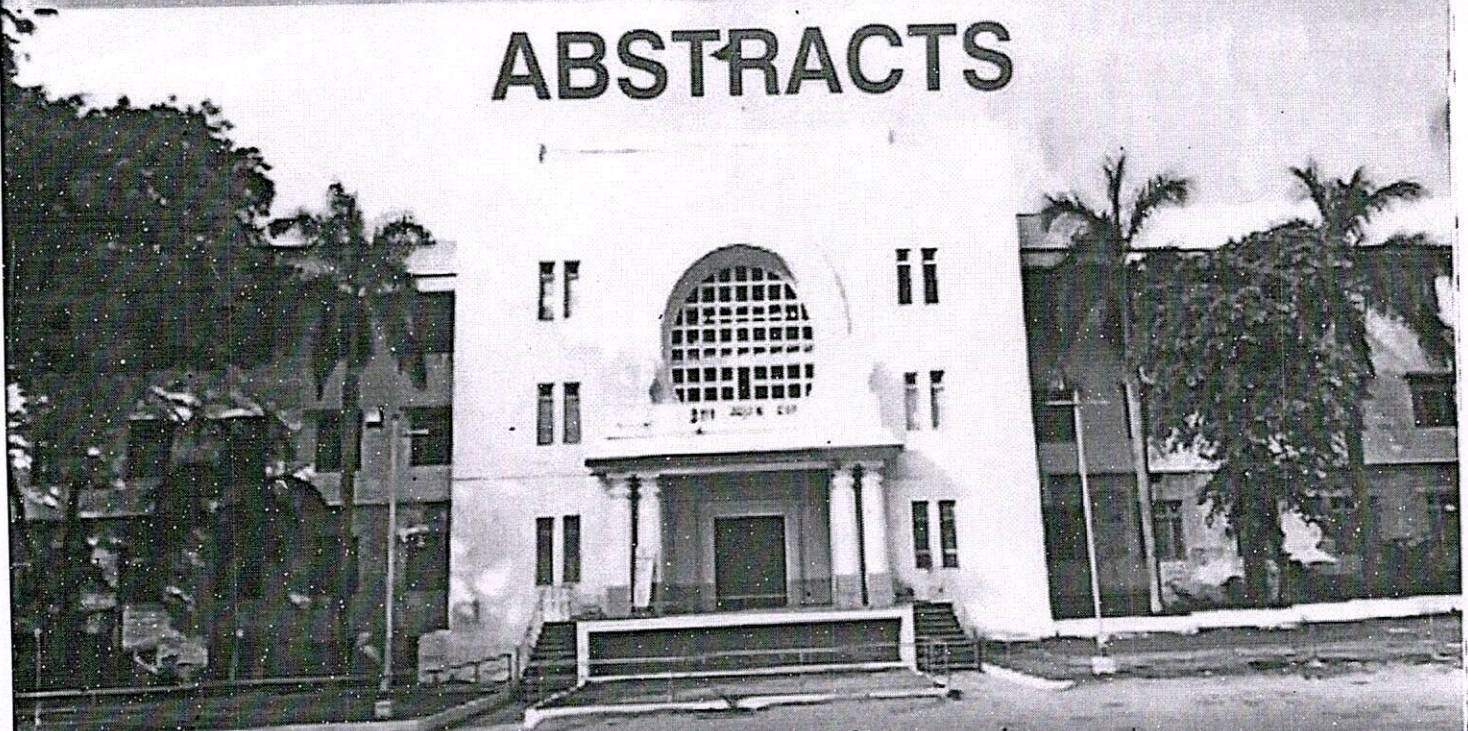
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1	Nalla Indira	World Englishes	Faculty	Sindhu Degree College
2	D.T. Madhavi latha	Role of English Communication Skills	Faculty	Badruka College
3	Sonam Thakur	Global Standard Language	Faculty	Sarojini Naidu College
4	M. Pramitha	Commn.Skills in Local & Global Context	Faculty	Reddy College
5	Angela Chrifina	Language of Business	Faculty	St.Mary's College
6	Adeeba Nishanth	Imp. Of Commun.Skills	Faculty	Sarojini Naidu College
7	M. Supriya	Imp. Of Commun.Skills	Faculty	Sarojini Naidu College
8	V. Supraja	Eng.Commun.Skills in Local&Global	Faculty	Keshav Memorial College
9	R. Parthasarathy Vihhal	Eng.Lang.& Culture Interface	Research Scholar	Ps.Telugu University
10	K. Anupama, Dr. Bhagavathi	Eng.Lang.& Culture Interface	Faculty	Reddy College



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**ENGLISH & EMPLOYABILITY**  
**RELEVANCE OF COMMUNICATION IN ENGLISH FOR PROFESSIONAL JOBS**

**D.SWAPNABAI**

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**ABSTRACT**

English is today the world's most important language having Scope of Employment. The better the Skill an individual has in English the higher their scope of employability increases. The retention & career enhancement are the challenges post securing an employment. Effective communication skill in English is one of the biggest factors affecting this. The English for employability recognizes the critical role that English plays in taking the learner closer to success both social & professional over the years; English language has gained an edge over other languages as it is a progressive language both dynamic & flexible. English language learners are studying English with the aim of getting down to the nitty-gritty of the language they need for their profession. An engineer, a lawyer, a nanny, a nurse, a police officer, a cook or a sales person all need to communicate in English for their professional jobs.



## THE IMPORTANCE OF COMMUNICATION SKILLS IN GLOBAL & LOCAL CONTEXT

### ABSTRACT

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Communication plays a vital role in every individual's life. One of the major personality traits is effective and excellent communication skills. Although it is not largely dependent on any particular language but it enables every individual in any professional field must possess good command over English language to excel in their lives and it is the key to success. In the past and the present scenario English language is being taught and studied in India. Indians are still far away of using the tools of speaking and listening English language effectively English is considered as one of our official languages that's the reason it has become applicable to all. In a globalized world, effective communication is very essential when friends, relatives and colleagues need to connect from all over the world, it is easy to view the importance of global communications in today's world. Developing communication skills can help various aspects of our life from our professional career to social gatherings and family life. Communication can be defined as one of the process of understanding and sharing information accurately. Hence, this paper is focused on the globalized world.

**Key words:** tools of speaking and listening, official languages, globalized world.



**ENGLISH COMMUNICATION SKILLS IN LOCAL AND GLOBAL CONTEXT: 'A GLOBAL STANDARD LANGUAGE'.**

'A definition of language is always, implicitly or explicitly, a definition of human beings in the world'.  
-Raymond William.

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**ABSTRACT**

The charm and power of English is to tempt one into using it and appreciating its currency in the global standard language is simply over whelming. This is because English is tied to all that one dream of for good life: job, money, career, oversee travel and following globalization and the promise of exiting opportunies in a rapidly expanding standard language.

Since it has so wide spread for and wide it has developed of varieties and varieties within globalization can bring about standardization but or of now every country claims that it has its own varieties. American were the first to claim that their was the American language a distinctive variety of English. Canadians claim their English is Canadian. Australians too claim that their English is Australian. There are also other varieties like Indian English, Nigerian English, South African English etc. Each variety has got expressions denoting its own culture and each local culture has also contributed words and expressions to the global stock of English. There are also the other varieties and are very dynamic like black English or Ebonics, pidgin English, creoles etc . In short English has become a salads bowl- each ingredient claims an identity and a separate colour of its own but they are all basically English, the power of globalization, the Internet and the electronic media may bring about same kind of standardization.

As a result of globalization and information explosion the English language has become very native and innovative. Many new words have been borrowed and absorbed in English. This has enriched English vocabulary and has enhanced it value. The main objective of this paper is an communication skills in English, and to make aware of its importance.

**Key Note:** Ebonics, pidgin English, creoles



## IMPORTANCE OF COMMUNICATION SKILLS IN LOCAL AND GLOBAL CONTEXT

Adeeba Nishanth  
Lecturer in English  
Vanitha Mahavidyala

### ABSTRACT

English has become a global language as well as being an official language in many countries. English language achieves a genuine global status when it develops a special role that is recognized in many countries. Language exists only in the brains, mouths, hands and eyes of its users. Now what comes under global context? what do they mean? Identities and relationships, personal and cultural expression etc., Whereas Local context can be family, school, community or even country while global context refer to International or Universal frame works.

What are communication skills? We have combined them with social skills because communication is strongly linked with our interpersonal relationships. Communication is not only the ability which connects us but also allows us to understand a variety of written or oral forms. Learners inability to understand a given instruction could be due lack of competence in the given Language. Do these situations occur again and again just because of our ignorance or lack of communication skills. This paper deals with the importance of Communication skills in Local and Global contexts.

Key Words: Identities and relationships, personal and cultural expression, Local context: family, school



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## CRITICAL THINKING AND ITS USAGE IN ENGLISH LANGUAGE

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### ABSTRACT

This paper aims to discuss the ability to think clearly and use English language effectively by identifying arguments, ideas, reasoning and information to solve problems among the learners. The learners of a language should not be confused with the 'being argumentative' or 'being critical' of other learners. Methodology and constructing tasks may require knowledge to improve our theories to enhance work processes and develop the social institution as well as the learners.

Critical thinking enhances language and presentation skills in learning and how to analyse the language and logical structure of texts. It also improves comprehensive abilities and promotes creativity as a tool for self-evaluation. A thinker will always be concerned to remain well informed. The intellectual process of conceptualizing, applying, analyzing, evaluating the gathered information and update the students with the intellectual tools like: concept and principles that enable them to access and improve thinking. As English is an 'International language' it has become mandatory subject for students from Elementary School up to university level.

English teaching skills deals mainly with the complex structures of the language, long reading passages, too technical vocabulary items etc., meaningful activities in which students can discuss and share ideas rarely exist due to no proper guidance for understanding hence, critical thinking should be used while learning English language in collaboration.

Keywords: Methodologies in use, comprehensive abilities, tool for self-evaluation, principles, structure of language, vocabulary and collaboration etc.



# KESHAV MEMORIAL INSTITUTE OF COMMERCE AND SCIENCES

NARAYANAGUDA, HYDERABAD-29.

## PAPER PRESENTATIONS IN SESSION II

CHAIR PERSON : Dr.Jacqueline

S.No	Name of the Paper Presenter	Title of the Abstract	Faculty/ Research Scholar	College/University
1	R.Srilatha	English and Technology	Faculty	A.V.College
2	B.NaliniKumari	English and Technology	Faculty	Govt.Plytechnic,Siddipet
3	K.Kavitha	English and Technology	Faculty	Dr.B.R.AmbedkarCollege
4	K.Mami	The Impact of English Lang. On Technology	Faculty	Sarojini Naidu College
5	P.Shireesha	Google Products and English Class	Faculty	A.V.College
6	Madhuri Thaide	English and Technology	Faculty	Keshav Memorial College
7	Waheeda Begum	Synchronization of English and Employability	Faculty	Institute of Aeronautical Eng
8	Dr.Sabitha,Dr.Sravan Jyothi,K.Ramakrishna Reddy,Raja Ramakrishna Reddy	Advent of English Communication Skills in India and Its Impact on Employability	Faculty	
9	Dr.P.Bindumadhavi,G.Sreedevi	Communication Catalyzes Employability Skills	Faculty	NRI Institute of Technology,VIZ
10	Sana Tabassum	English - a Key to Professional Success	Faculty	Sarojini Naidu College
11	Dr.Sumitra Jaiswal	Role of Eng.Lang...	Faculty	Reddy College
12	D.Swapna Bai	Relevance of Communication in English	Faculty	Sarojini Naidu College
13	G.Persis Sunitha	Language Learning Strategies	Faculty	A.V.College
14	N.V.Partha sarathy	English & Employability	Faculty	Keshav Memorial College

24.



## THE IMPACT OF ENGLISH LANGUAGE ON TECHNOLOGY

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### ABSTRACT

This paper aims to focus on the impact of English Language on technology. Language is a gift of God to the humanity, it makes the growth of Civilisation and it develops the society. Language can be learnt through audios and pictures can be shown to the learners for better understanding the topic clearly. Language which is no exception with the advent of technology and rise of the internet, the English language became a crucial part of the spread of technology, the vocabulary associated with the technology distributed in English. Example; learners learn the English language without learning number of words and phrases that are associated with technology and popular culture. It has become part of the process how to learn and speak English fluently.

The words and phrases have emerged with the rise of technology and social media which you do not need to explain, smart phone mainly exist due to the influence of the Internet apps. Wi-Fi, blog, projectors, language labs, computer etc.

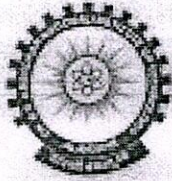
Keynotes: language, vocabulary, technology, audios, pictures, etc.



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Conference Proceeding Book

E-International Conference  
on

**Socio-economic and Health Challenges  
Due to Covid-19 and Mitigation Strategies  
(SEHCM - 2020)**

*Editors :*

•Dr. Lakhwinder Pal Singh •Dr Sonia Chawla •Dr Sushendra Kumar Mishra

**Centre for Continuing Education  
Dr. BR Ambedkar National Institute of Technology  
Jalandhar-144011, Punjab, INDIA**



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## ADOPTION OF ONLINE LEARNING BY STUDENTS- A CASE STUDY

Dr. D. Shobhana<sup>a</sup>, Subba Rao Kachiraju<sup>b</sup>, Prabha Shukla<sup>c</sup>

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*Abstract*-Creating an environment conducive for Teaching and Learning is very important. Traditional Educational Institutions provided required facilities for teachers as well as students. The whole world went in to lockdown due to COVID 19 pandemic, and Educational Institutions were no exception to it. To continue Teaching – Learning process every one turned to online teaching without proper knowledge or data about the infrastructure requirement for teachers and students. This survey conducted two months apart was basically to know about the facilities, like devices, internet facility, mobile data availability to students, to attend online classes. Sarojini Naidu Vanita Maha Vidyalaya established in 1962 is a premier educational Institute located in the heart of Hyderabad, Telangana State, India, is one of the few colleges which offers Intermediate (+2), Under Graduate and Post Graduate Education under one roof. The college provides Hostel facility to 400 girl students. With the advantage of having students from Intermediate to PG level and age group from 14 to 21 years. The composition of the students makes this survey more relevant. The results of this survey will provide valuable insight about the infrastructure available to students and the shortfalls for online learning. The variation in the first and second survey results indicates the difficulties faced by the students in procuring the required devices and data for attending online classes. The results and analysis is presented in graphical form for easy comprehension.

**Keywords:** Online Class, Traditional Class, SWAYAM



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*Abstract*-Creating an environment conducive for Teaching and Learning is very important. Traditional Educational Institutions provided required facilities for teachers as well as students. The whole world went in to lockdown due to COVID 19 pandemic, and Educational Institutions were no exception to it. To continue Teaching – Learning process every one turned to online teaching without proper knowledge or data about the infrastructure requirement for teachers and students. This survey conducted two months apart was basically to know about the facilities, like devises, internet facility, mobile data availability to students, to attend online classes. Sarojini Naidu Vanita Maha Vidyalaya established in 1962 is a premier educational Institute located in the heart of Hyderabad, Telangana State, India, is one of the few colleges which offers Intermediate (+2), Under Graduate and Post Graduate Education under one roof. The college provides Hostel facility to 400 girl students. With the advantage of having students from Intermediate to PG level and age group from 14 to 21 years. The composition of the students makes this survey more relevant. The results of this survey will provide valuable insight about the infrastructure available to students and the shortfalls for online learning. The variation in the first and second survey results indicates the difficulties faced by the students in procuring the required devises and data for attending online classes. The results and analysis is presented in graphical form for easy comprehension.

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**Best Practices in Online Teaching**  
**Subba Rao Kachiraju<sup>1</sup>, Prabha Shukla<sup>2</sup>**

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**Abstract**

Digital Learning and Online Classes has become a norm due to Lockdown of the Education Institutions and social distancing restrictions imposed because of COVID19. Effective teaching learning activity is the result of classroom discipline, student participation, knowledge and skill of the teacher and classroom environment. Many teaching methods were formulated based on research in Education, Student Psychology and social aspects. Some work has been done on blended teaching model, where online and regular teaching is combined. Complete online teaching is new to the educational institutions, teachers, managements, students and parents. Online teaching is an experiment and a challenge to teachers. All the traditional methods like class room tests to assess students, monitoring students' attention, giving the home work to check after class activity cannot be used in an online class. There is need to invent and adopt new methods.

This paper suggests few best practices for effective teaching learning in an online class. Most of our traditional classes are teacher centered. But the success of digital class room depends on Teacher, Student, and Family Members of the student and teacher. Social and environmental factors will also have an influence. Ofcourse it also depends on the quality of the devises used by Student and Teacher. Teacher and Student adoptability to the digital classes is another important factor. Delivery of the content in digital class room is totally different from traditional class room. Teachers were not trained for this. Teacher has to learn and unlearn few things for effective teaching. With six months of online teaching experience based on trial and error method, few best practices which can be adopted for the success of online classes are presented in this paper. The most common problems faced by the teachers in a digital classroom will be solved by implementing these practices.

**Keywords:** Digital Classroom, Online Classroom, Traditional Classroom, COVID19.



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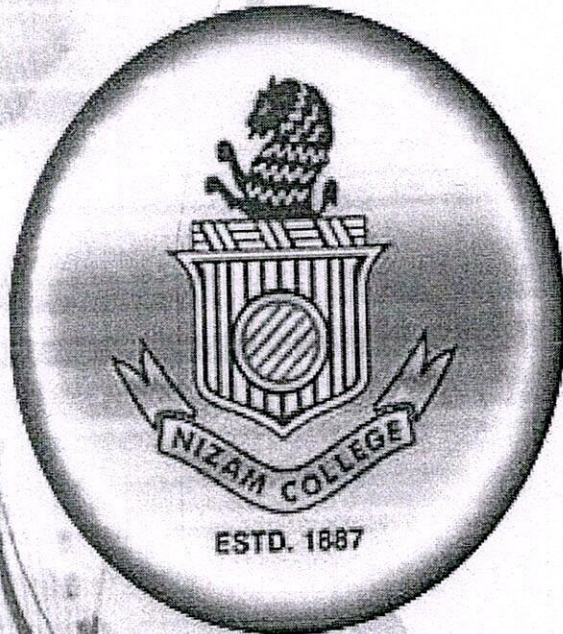
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## Best Practices in Online Teaching Subba Rao Kachiraju<sup>1</sup>, Prabha Shukla<sup>2</sup>

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### Abstract

Digital Learning and Online Classes has become a norm due to Lockdown of the Education Institutions and social distancing restrictions imposed because of COVID19. Effective teaching learning activity is the result of classroom discipline, student participation, knowledge and skill of the teacher and classroom environment. Many teaching methods were formulated based on research in Education, Student Psychology and social aspects. Some work has been done on blended teaching model, where online and regular teaching is combined. Complete online teaching is new to the educational institutions, teachers, managements, students and parents. Online teaching is an experiment and a challenge to teachers. All the traditional methods like class room tests to assess students, monitoring students' attention, giving the home work to check after class activity cannot be used in an online class. There is need to invent and adopt new methods.

This paper suggests few best practices for effective teaching learning in an online class. Most of our traditional classes are teacher centered. But the success of digital class room depends on Teacher, Student, and Family Members of the student and teacher. Social and environmental factors will also have an influence. Ofcourse it also depends on the quality of the devises used by Student and Teacher. Teacher and Student adoptability to the digital classes is another important factor. Delivery of the content in digital class room is totally different from traditional class room. Teachers were not trained for this. Teacher has to learn and unlearn few things for effective teaching. With six months of online teaching experience based on trial and error method, few best practices which can be adopted for the success of online classes are presented in this paper. The most common problems faced by the teachers in a digital classroom will be solved by implementing these practices.

**Keywords:** Digital Classroom, Online Classroom, Traditional Classroom, COVID19.





## Online teaching tools to enhance effectiveness of educational system and student-teacher interface: A brief review on its Current challenges and future opportunities

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### Abstract

There has been a Digital Revolution in the recent years in all the walks of life in India with a motive to electronically empower the available services to citizens by improving the infrastructural facilities. The field of education is also not far behind to witness the impact of online education, challenging the physical classroom teaching, for the design, development and delivery of education at all levels. The Information Technologies compounded with the digital innovation tools thus revolutionizing the conventional chalk-talk teaching with ample demand for the online teaching and learning management systems. The online teaching has created new avenues in communication techniques, levels of comprehension, competence and creativity with a net result of improved effectiveness and efficiency in teaching and learning modes. There are several advantages of online teaching methods such as access to the teaching class from anywhere with press of a button, better student-teacher interface, repeatability of the class any time and any number of times and improving skills making it more student-friendly. This imperatively requires both the teacher and student to be digi-literate (digitally literate) so that they have complete knowledge of the online tools being used in imparting knowledge in a virtual class. As also, it would require availability of a stable internet connectivity, any smart and/or electronic devices, proper weather conditions, motivation presence of the students, exemplary creative skills of a teacher to make class interesting and interactive, so on. In the present scenario where the whole world is affected by the unusual pandemic Covid-19 situation, the online teaching tools have suddenly gained momentum as the best alternative for blackboard teaching technique. The data indicates that the largest population of the world have ever since been engaged dramatically in this not-so-newly-found digital classes. This has also enhanced the insurmountable surge for the online courses offered by the top universities of the world, attracting the students from across the globe. The present article makes an attempt to explore the role of online teaching mode to augment the effectiveness of teaching and learning while also investigating the challenges posed by it and understand the future of the digital class teaching methodology.

Keywords: online teaching tools, education, student-teacher interface, digital class





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## ENGLISH: A KEY TO PROFESSIONAL SUCCESS

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### ABSTRACT

The domination of the English language globally is undeniable. Its importance is not only seen in the international communications, but also includes- business, tourism, science and technology, education, computer technology, media and internet. British colonialism in the 19th century and technological progress in the 20th century were undoubtedly, the main causes for the spread of English language throughout the world.

With the advent of globalisation in the late 19th century and early 20th century, the connectivity of the world's economies and cultures grew quickly. The spread of English language and its usage in different arenas could be credited to the spread of globalisation and making it a 'Lingua Franca' i.e., a 'global language'. Hence, the non-native speakers of English language are outnumbering the native speakers.

Communication is an important aspect in terms of conveying information. The business world i.e., the economic sector requires rapid and fluent communication skills. As English language plays a vital role in the contemporary world, employers tend to hire candidates with fluent skills in English language.

This paper focuses on the importance of English language in the economic sector as the knowledge of English language is the key factor of the employability skills. Hence, the paper discusses its efficient usage in the workplaces.

Key words: Lingua Franca, globalization, employability skills