




# SAROJINI NAIDU VANITA MAHA VIDYALAYA

COLLEGE FOR WOMEN, AFFILIATED TO OSMANIA UNIVERSITY

(Sponsored and Managed Jointly by Osmania Graduates' Association and Exhibition Society)

NAAC Accredited 3rd Cycle

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S. No	Name of the faculty	No. of publications
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2	Salva Husna	1
3	Dr.Aarti Simha	1
4	V.Anuradha	1
5	Asmitha Yadav	1
6	Premlatha Menon	3
7	Dr.G.Y.Bhargavi	1
8	Vishwanath, B	1
9	Akhtar Sultana	1
	<b>Total:</b>	<b>11</b>

  
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## **An Empirical Study Of Work Life Balance On It Sector Employees In Hyderabad**

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### **Abstract**

*Work-life balance has been conceived in various ways. However, at the core of an effective work-life balance definition are two key everyday concepts that are relevant to each of us. They are Achievement and Enjoyment. As Hyderabad became IT hub, the present research paper is an attempt to identify the common factors leading to WorkLife Balance of IT sector employees in Hyderabad. The study had undertaken in five IT organizations in Hyderabad. Total 250 sample were collected from all five IT firms. Few dimensions related to work life balance like employee's personal needs, social needs, work related, compensation, team work and WLB strategies of the organizations were taken for the study.*

### **Keywords**

*Work Life Balance, Personal life, WLB strategies, Personal needs, and Social needs*

### **I. Introduction**

While in the pastoral and agrarian societies work and life were integrated, the industrial revolution brought about divorce between the two. Each had its own requirements, often in conflict with each other. Then the demand to have some balance between the two was voiced, especially by women employees. During the 1960s and 1970s, employers considered work life balance mainly an issue for working mothers who struggled with the demands of their jobs and raising children. During the 1980s, recognizing the values and needs of their women contributors, pioneering organizations such as Merck, Deloitte and Touche, and IBM began to change their internal workplace policies, procedures and benefits. The changes included maternity leave; employee assistance programmes (EAPs), flextime, home-based work, and child-care referral. During the 1980s men also began voicing work-life concerns. By the end of the decade, work-life balance was seen as more than just a women's issue, affecting men, families, organizations and cultures. The 1990s solidified the recognition of work-life balance as a vital issue for everyone-women, men, parents and non parents, singles and couples. This growing awareness of the central importance of the issue resulted in major growth in attempted work-life solutions during this decade.

## LA LANGUE DANS LA SOCIÉTÉ

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La société désigne un groupe plus ou moins étendu d'individus liés par un ensemble organisé de relations. Que celles-ci soient fonctionnelles ou personnelles, qu'elles relèvent de la sphère publique ou privée, elles font généralement appel à la médiation du langage. Dans les groupes humains, le social et le langagier s'interpénètrent dans de nombreuses situations qui vont du bavardage au discours et du tract au roman. Il est vrai que la faculté du langage est liée à divers centres cérébraux qui commandent aux différents organes de la phonation (de l'audition, de la lecture ou de l'écriture), mais tous ces centres ne contrôlent que des parties du langage, car la synthèse ne s'effectue qu'au niveau social de l'échange, de l'apprentissage, de la pratique effective du langage. Cela prouve bien que le langage est bien une fonction sociale, rendue pourtant possible par le fonctionnement biologique. Omniprésent dans la société, le langage est élaboré, préservé et modifié par les interactions sociales, et constitue une partie intégrante des représentations collectives. Inversement, le corps de la société est conditionné par le langage, puisque la communication sociale détermine d'une façon significative la conduite quotidienne des membres et constitue le tissu de l'organisation sociale. Le langage est par conséquent un phénomène social de premier ordre qui a pour condition la société dont il est l'instrument indispensable et sur laquelle il agit de façon continue. L'analyse de la relation entre société et langage permettra de mettre en évidence les fonctions et les enjeux sociaux de celui-ci. Phénomène fondateur de la société, il se transforme pourtant en facteur de division, d'où la nécessité d'une éthique de la communication.

La société apparaît tellement dépendante de la communication que le langage semble constituer une de ses conditions nécessaires. Phénomène social par excellence, le langage est un outil de communication privilégié et un facteur efficace de socialisation.

### I – Langage et sociabilité

Tout d'abord, les liens entre société et langage sont très étroits, à tel point qu'il est difficile d'imaginer l'un sans l'autre. La philosophie grecque a perçu très tôt cette interdépendance. Aristote par exemple s'est attaché à montrer l'originalité de la société humaine par rapport à celles des animaux: « il est évident que l'homme est un animal politique plus que n'importe quelle abeille et que n'importe quel animal grégaire. Car comme nous le disons, la nature ne fait rien en vain ; or seul parmi les animaux l'homme a un langage » (Aristote, Politiques, I, 2). Certes, l'homme est seulement « plus politique » que les autres animaux, il n'est donc pas le seul à vivre en société. Par conséquent, la vie sociale n'est pas la propriété spécifique de l'homme, mais il y a une distinction essentielle entre société animale et cité humaine : alors que les animaux n'ont que « la voix... qui est le signe du douloureux et de l'agréable..., le langage (logos, qui signifie aussi raison) existe en vue de manifester

## L'enseignement de la langue et ses défis

### INTRODUCTION

L'enseignement est une pratique, mise en œuvre par un enseignant, visant à transmettre des compétences (savoir, savoir-faire et savoir-être) à un élève, un étudiant ou tout autre public dans le cadre d'une institution éducative. Cette notion se distingue de l'apprentissage qui renvoie lui à l'activité de l'élève qui s'approprie ces connaissances. L'activité d'enseignement donne lieu à un très grand nombre de travaux, dans des disciplines très variées comme la philosophie de l'éducation, la pédagogie, la psychologie du développement ou même l'éthologie, il existe peu de synthèses tirant parti de ces travaux pour en proposer une définition large, qui puisse s'appliquer à la fois aux domaines scolaire et non scolaire. Toutefois, la plupart des résultats des recherches dans ces différentes disciplines sont assez en accord sur la finalité de l'enseignement : il s'agit d'une transmission culturelle d'humains experts à naïfs, ou, comme le formulent D. Premack et A. Premack (1996), de « [...] réduire la disparité entre les actes du novice qui sont observés et les standards internes du pédagogue ». <sup>1</sup> Cette définition est très générale ; on pourrait par exemple préciser dans quelles conditions et surtout avec quelles habiletés l'enseignement est mis en œuvre. Parvenir à les détailler nous permettrait de mieux comprendre le processus d'enseignement, et donc de mieux pouvoir l'étudier.

### **L'Enseignement de la langue**

Beaucoup de langues différentes sont parlées et sont parfois les langues maternelles des élèves. Certaines sont des langues officielles, d'autres des langues régionales ou minoritaires et d'autres ne sont liées à aucun territoire particulier ou sont des langues de l'immigration. D'un point de vue pédagogique les résultats sont meilleurs quand des enfants sont enseignés dans leur langue maternelle mais ceci n'est pas toujours possible. À l'école, l'élève apprend plus d'une langue, c'est, donc, difficile de choisir une approche spécifique à enseigner une langue, surtout une langue étrangère.

Il convient de décrire rapidement les différentes focalisations méthodologiques qui ont été utilisées et sont, pour certaines, encore utilisées, tout au long de l'histoire. En premier lieu,

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<sup>1</sup> Premack D. & Premack A. J. (1996). « Why animals lack pedagogy and some cultures have more of it than others? ». In D. Olson & N. Torrance (dir.), *The handbook of education and human development*. Oxford : Blackwell,

nous trouvons la méthode grammaire-traduction, qui partait de langues aux structures grammaticales parfaitement organisées, pour apprendre à les traduire et même pour les parler uniquement grâce à la grammaire.

La méthode audio-linguistique de Skinner naît de la nécessité d'apprendre les langues étrangères de la part des dirigeants américains destinés en Europe durant la deuxième Guerre mondiale. Il s'agit, par conséquent, d'une méthode d'apprentissage rapide qui se base sur la répétition des phrases.

La méthode directe part de l'idée qu'une langue peut s'apprendre de la même façon qu'un enfant apprend à parler. Dès le début, on plonge l'élève dans l'utilisation orale de la langue pour qu'il apprenne à travers l'écoute et l'imitation, en ne donnant que très peu d'importance à la langue écrite et à la grammaire.

Enfin, la méthode communicative est considérée comme la plus efficace, puis qu'il ne faut pas oublier que la finalité de l'apprentissage d'une langue est l'amélioration de la compétence communicative. On part évidemment du principe que toute langue constitue un phénomène social qui est utilisée pour les échanges de messages entre individus d'un groupe déterminé, échanges qui doivent être fondamentaux, et, en conséquence, la base de la pratique de l'étudiant.

Bien que le professeur soit assez libre de choisir la méthode qu'il trouve la plus adéquate, il est conseillé de savoir prendre le meilleur parti de chacune d'entre elles. Néanmoins, l'enseignement communicatif est aujourd'hui la méthode de référence et comme résultat, notre pratique doit être bâtie sur ces trois bases : motivation, mise en contact et usage. Les apprenants se motivent pour l'étude d'une langue quand ils découvrent des besoins qu'ils peuvent arriver à satisfaire par un certain apprentissage.

En plus, un cours de langue devrait créer les conditions optimales pour développer les connaissances socioculturelles des apprenants, c'est-à-dire des règles de comportement social et leurs conséquences linguistiques, qui comprennent la connaissance du discours et de la parole, et la connaissance de la grammaire, du vocabulaire et de la phonologie de la langue cible.

Les problèmes, qui sont observés en classe de langue, sont liés à la personnalité de chaque apprenant et à son attitude à l'égard de la formation.

# 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.



**COMMERCE** & 72

JANUARY 01 - JUNE 30, 2019  
VOL 12. ISSUE 1 & 2  
ISSN NO. 0976-4097

# **BUSINESS RESEARCHER**

A PEER REVIEWED JOURNAL





# COMMERCE AND BUSINESS RESEARCHER

Vol.12

Issue 1& 2

January 01- June 30 2019

**A QUARTERLY PEER REVIEWED  
RESEARCH PUBLICATION**

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*Published by*

**RESEARCHERS' FORUM**  
Department of Commerce and Management  
University of Kerala, Thiruvananthapuram




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ISSN No: 0976-4097

Vol.12

Issue 1 & 2

January 01- June 30 2019

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Views expressed in the articles are those of authors and do not necessarily represent the view of the Researchers' Forum



## WORKPLACE CIVILITY

\*Prof. T. Krishna Kumar & \*\*Premlatha Menon

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### ABSTRACT

The present paper titled "Workplace Civility" deals with various issues which deals with civility. Encouraging civility in the workplace is becoming one of the fundamental corporate goals in our diverse, hurried, stressed lifestyle. The main objectives of the study are to provide the concept of civility and its importance at workplace and to study the methods to promote civility at workplace. The paper also deals with the concept of incivility and its cost at workplace. The study is mainly conceptual based with qualitative approach.

### INTRODUCTION

A workplace is a location where someone works for his or her employer, a place of employment. Such a place can range from a home office to a large office building or factory (Paul Jackson and Reima Suomi, 2004). Civility is a formal politeness and courtesy in behavior and speech as defined by Oxford dictionaries. Workplace civility can be defined as "behaviors that help to preserve the norms for mutual respect in the workplace; civility reflects concern for others" (Anderson, 1999). Civility is being kind, courteous and polite avoiding overt rudeness. It is simply stated as the Golden Rule (P.M. Forni).

Civility in the workplace can be defined as behaviors that show respect toward another person, makes them feel valued and contributes to the mutual respect, effective communication and team collaboration. At workplace employees work hard to achieve the goals of the organization and in turn to derive job satisfaction. Therefore it is important to cultivate a climate of civility within the workplace. Failure to do so can have negative impact on organizations, both in terms of morale and productivity. A civil workplace is good for workers, since the workers quality of life is improved in such environment and also good for customers since the quality of the service they receive happier and more relaxed service providers is improved (Forni, 2002). It has become increasingly important for employers to encourage civility in the workplace so that the employees work in a civilized environment.

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ISSN 0975-1351

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# ECONOMIC CHALLENGER

An International Journal

73

No. : 21 Issue 84 July - September 2019





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# REVERSE MENTORING - A WAY TO PROGRESS

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## ABSTRACT

The present paper, titled "Reverse Mentoring," is an innovative way to exchange learning and facilitate across the generational relationship. It involves the pairing of a younger generation acting as a mentor to share expertise with an older person. The objective of the study is to understand the concept of reverse mentoring. Another is about the strategies to be successful in reverse mentoring, and finally, the study also discusses the advantages and drawbacks of reverse mentoring. The study is mainly conceptual and is based on a qualitative approach.

## INTRODUCTION

Traditionally organizations use mentoring for the development of career path and performance improvement for junior employees. It is usually the onus of a senior, older and experienced executive to mentor a junior employee (Morris, 2017). The challenges that organizations are facing are rapid, and the need to keep up with the changes to remain competitive has flipped the traditional mentoring approach (Casey, 2017).

There is a realization within organizations that, most senior executives or employees lack the necessary information technology and social media application knowledge and skills (Murphy, 2012, Deshwal, 2015). The young and inexperienced employees have superior information technology knowledge and skills which are critical for the attainment of organizational goals. During the 1990s, Jack Welch former Chief Executive Officer of

General Electric (GE) came up with the idea of using young and inexperienced employees to impart skills and knowledge to older and senior executives (Murphy, 2012). This led to the birth of reverse mentoring (Alcorn, 2016) which has been widely adopted by some big organizations such as IBM, Microsoft, AXA, Hewlett Packard, Cisco, Ogilvy, and Mather, Hartford Financial Services, Procter and Gamble, Time Warner, British Broadcasting Corporation (BBC) and British Telecommunications (BT).

Mentorship is the development process in many occupations: Master - Apprentice, Physician-Intern, Teacher- Student, etc. But today, due to the rapid changes in technology and to remain competitive in the market, the mentoring approach has changed. There is a realization that the senior employees in the organization lack the necessary, updated skills and knowing what the youngsters of today have. The young and inexperienced employees have superior



# Su Gyaan<sup>TM</sup>

Management Journal of Siva Sivani Institute of Management

ISSN : 0975-4032

Volume: XI

Issue - 2

July - December, 2019

Global Impact Factor (GIF) for 2012 - 0.421 & 2013 - 0.493

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Knowledge Management in  
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NH-44, Kompally, Secunderabad- 500 100.

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**EDITORIAL : JULY - DECEMBER 2020**

As we approach the end of another year, there have been many challenges that we have seen and discussed in all walks of life. We learned of a SARS COVID-19 virus outbreak in Wuhan, China. What happened there did not remain there; it began to spread across the globe. We must all be alert and cautious in our movements, and keep an eye on the news from the government. Meanwhile, the XIth volume and IInd issue of the journal covering the months of July to December 2019, has some intriguing conceptual and research papers covering a wide range of disciplines, including economics, finance, human resources, and technology.

The first paper, titled “conscious capitalism,” investigates the dangers of previous capitalism and the trends that have emerged as a result. Concern for society, its subjects, and therefore the world are recurring themes of corporate social responsibility today, which is one example of conscious capitalism. Conscious capitalism is on the rise, particularly in the years following Covid-19, and implications for long-term businesses are being drawn.

The second paper focuses on Afghanistan’s corruption as a top priority. Corruption is one of the most pervasive social ills of our day. Nobody wants it, and no one is able to get away from it. Its tentacles reach into every aspect of life, including business, politics, administration, and everyday life. Fundamentalism, insurgency, and, of course, corruption are all problems that Afghanistan, one of our friendly neighbours, faces. The author went into great detail about the complexities of corruption in this study, as well as the consequences for dealing with corruption in light of the current state of the Afghan economy.

The stock market’s dynamics are constantly evolving and are a major source of concern for all. As a result, the third paper, titled “Optimal Portfolio Construction Using Sharpe’s Single Index Model – A Study of Select Stocks from the Bombay Stock Exchange (BSE),” looks at the output of 20 S&P BSE indexed companies. In this paper, five companies were suggested for investment.

Technology is constantly evolving, and its introduction and dissemination in various functional areas of management in general, and human resources in particular, necessitate careful consideration. As such, this issue included a research paper titled “The Adoption of Human Resource Data System on HRM Practices in Select Indian Organizations.” This paper examines the degree to which HR information systems have penetrated various HR feature verticals.

Evaluating service quality is a major concern for a wide range of organisations, including educational institutions. A good example is the library facilities provided by higher education institutions. Carefully, a research paper in services management is selected which is titled “Measuring User’s Perception of Library Service Quality in Select University Libraries of Haryana and Punjab States, India: A LibQUAL+TM Study” proposes a new method of evaluating service quality and the implications for improving it.

Finally, knowledge management in India’s higher education institutions, particularly those of national repute, contributes to the planning and execution of KM initiatives in other institutions. Therefore, the paper “Knowledge Management in Indian Educational Institutions” provides such details.

All of those papers were chosen with care in the hopes that our readers will gain more from reading and learning from them. We would like to hear your open and honest thoughts on these articles, as well as the journal, in order to maintain your interest in future issues. We also invite conceptual, technical, empirical, book reviews and cases, etc., with an emphasis on indigenous management. Your contributions are eagerly awaited.

Wishing you all an enlivening and thought-provoking experience.

Happy Reading!

Editor

SUGYAAN



# CONSCIOUS CAPITALISM: A NEW WAVE IN THE BUSINESS

**\*Premlatha Menon**

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## ABSTRACT

*Business is the activity of making one's living or making money by producing or buying and selling products (such as goods and services). Simply it is any activity or enterprise entered into for profit. Capitalism is often thought of as an economic system in which private actors own and control property in accord with their interests, and demand and supply freely set prices in markets in a way that can serve the best interests of society. The present paper "Conscious Capitalism" deals with the concept of conscious capitalism and the changes taking over in the businesses. Many businesses today are becoming conscious capitalist giving importance not to profit but to ethics, values, culture and morals. More importance is given to all the stakeholders who are directly and indirectly involved in the business. When the stakeholders are happy, the business grows organically. Healthy stakeholders lead to a healthy business system. The paper also deals with the benefits from conscious capitalism in the context of post covid-19 environment.*

**Key words:** *Conscious Capitalism, Conscious leadership, Conscious culture, Corporate Social Responsibility*

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## Introduction

Capitalism has always had its share of critics. The criticism levied on capitalism is instability and unreliable growth, pollution, inhumane treatment of workers, inequality and mass income disparity. Capitalism may not be perfect, but it is the greatest system of social cooperation created thus far. Businesses should grow. Competition has increased. Many business firms have come up. Today the trend is changing. Businesses are moving towards value-based approach. Businesses are working to make the world a better place and more importantly add real value to the daily lives of people. John Mackey, co-CEO of Whole Foods Market, is an example of the new order of those great business leaders who practice conscious capitalism. Business is a deeply human institution, but its purpose is not to make as much money as possible. Business and ethics should go hand in hand.

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# Seasonal Prevalence of Parasitic Helminths in Backyard Chicken in Kodad Region, Suryapet (Dt.), Telangana

J. Prasanna Kumari<sup>1</sup>, Dr. G. Y. Bhargavi<sup>2</sup>

**Abstract:** The present study deals with the seasonal prevalence of helminth parasites in *Gallus domesticus* at different seasons. The present study was concentrated only on the prevalence cestode (*Rallientina*) and nematode (*Ascaridia*). The survey was conducted during the annual cycle June 2012 to May 2013 from different sampling station to estimate the seasonal prevalence of parasitic helminths. For this study the population size (n=320) in kodad, suryapet district observed as 265 chicken were infected. A simple salt floatation method was employed for examination of parasitic helminths. The overall prevalence found 265 (82.81%) during the annual cycle. Which of these, nematode species of *Ascaridiagalli*, and cestode species of *Rallientinatetragona* reported. The seasonal prevalence of parasitic helminths was highest during summer (93.26%), followed by rainy (84.80%) and lowest during winter (71.30%). The average helminth parasites found in the domestic chicken were cestodes 86(26.77%), nematodes 123 (38.49%) and mixed infection 56 (17.15%). The percentage of seasonal prevalence of cestode (summer: 29.62%, Rainy: 26.60% and winter: 24.09%), nematode (summer: 41.16%, rainy: 38.22% and winter: 36.09%) and mixed infection (summer:20.36%, Rainy: 17.18% and winter: 14.85%). The results are discussed in relation to ecological parameters of parasitic helminths whose prevalence is found highest during summer followed by rainy and lowest during winter.

**Keywords:** Domestic chicken, Parasitic helminths, nematodes, cestodes, seasonal prevalence, ecological parameters

## 1. Introduction

Intensive rising of poultry in commercial forms inevitably exposes flock to the various diseases which causes mortality and loss to the farmers. Diseased birds can also be hazardous to the human health; there may be possibilities of damage to the human body due to intake of diseased birds. In India, huge loss of birds due to disease is being faced by farmers due to management related problems. Poultry carry heavy infections of varied types of parasites, i.e, helminths, protozoans, viruses and arthropods etc. Intestinal parasitic helminths have a serious impact on poultry health, productivity, quality and quantity of meat.

Helminth parasites of poultry birds are commonly divided into three main groups, cestodes, nematodes and trematodes. The nematodes constitute the most important group of helminth parasites of poultry both in number of species and the extent of damage they cause: the main genera include *Ascaridia*, *Heterakis* and *capillaria*. Cestode species include *Rallientina* and *Cotrugonia*. Round worms are common in poultry, water fowl and wild birds. Species of roundworms that affect poultry include large roundworms also known as Ascarids, species of small roundworms *Capillaria* spp., also known as capillary worms or thread worms and caecal worms. Roundworms cause significant damage to the organs the infest. Most roundworms affect the digestive tract and others affect the trachea and eyes. Most tapeworms are host specific, with chicken tapeworms affect only chicken. The tapeworm is responsible for stunted growth of young chicken, emaciation of adult and decreased egg production.

The prevalence and intensity of parasitic helminths may be influenced by several factors, such as climatic conditions (temperature and humidity) may alter the population dynamics the parasites, resulting in dramatic changes in the prevalence and intensity of helminth infections(2). Many insects that may act as vectors for helminths are also

favoured by high temperatures and to some extent humidity. These factors may explain the wide range and distribution of cestode and nematode species in poultry birds, especially during the tropical rainy season(3). Hence considering the economic importance of the disease caused by parasitic helminths in backyard chicken which in turn effect on total production causing high economic loss to the farmers as well as Nation too. Keeping in view the severity of the parasitic helminths a systematic work has been undertaken to determine the overall and seasonal prevalence of the parasitic helminths.

## 2. Materials and Methods

The data for seasonal prevalence of the parasitic helminths is collected from backyard chicken procured from different parts of kodad region, of Suryapet district, Telangana. The survey was conducted during the annual cycle to determine the seasonal prevalence of parasitic helminths from different parts of Kodad region, the samples were obtained from various household small poultry farms and market of poultry. The study area included different parts of kodad region there is a rainy season from June to September and a dry (Winter and Summer) season from October to May. For the present study backyard chicken in all seasons with more or less periodicity, under household management systems.

The chicken were sacrificed by cervical dislocation and the birds were examined according to Permin and Hansen(4). The chicken intestines were collected from slaughter throughout the year in season from different parts of kodad. The intestines of the chicken were brought to the laboratory for examination. To identify the gastrointestinal helminths, the whole digestive tract was removed carefully and sub divided into oesophagus, crop, proventriculus, gizzard, intestine, caeca and cloaca. All sections were opened longitudinally with a pair of scissors. After opening the intestine, the mucosa was scrapped and the pro ventricular



## Are We Moving Beyond Voluntary CSR? Exploring Theoretical and Managerial Implications of Mandatory CSR Resulting from the New Indian Companies Act

Lucia Gatti<sup>1</sup> · Babitha Vishwanath<sup>2</sup> · Peter Seele<sup>3</sup> · Bertil Cottier<sup>4</sup>

Received: 19 October 2016 / Accepted: 2 December 2017 / Published online: 20 January 2018  
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### Abstract

Although the literature on corporate social responsibility (CSR) has discussed the scope and meaning of CSR extensively, confusion still exists regarding how to define the concept. One controversial issue deals with the changing legal status of CSR (i.e., the voluntary vs. mandatory nature of the concept). Based on a review of CSR definitions and meta-studies on CSR definitions, we find that the majority of definitions leans toward voluntary CSR. However, some recent regulatory amendments toward mandatory CSR have called into question the established idea of CSR as merely a managerial tool of self-regulation. In this paper, we juxtapose the evolution of CSR in India against the scholarly literature discussing voluntary-versus-mandatory CSR to understand the recent shift toward a new conceptualization of CSR as a form of co-regulation that includes elements of both voluntary and mandatory regulation. The Indian Companies Act 2013 (Section 135) is a remarkable example in that it replaced an older version from 1956, taking a bold step toward the integration of voluntary and mandatory aspects in the application of CSR. We present practical implications of the Indian case for businesses and discuss implications for CSR theory development; we particularly consider the evolution of the business and society relationship from a voluntary soft law approach to CSR to an increasingly hard law approach and transitory hybrid forms in-between like soft-hard law and hard-soft law.

**Keywords** Corporate social responsibility · Mandatory-versus-voluntary CSR · India · Institutional theories · CSR compliance

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### Introduction

In the last decades, corporate social responsibility (CSR) issues have received an increasing attention, with academics, media, civil society, and, more recently, even politicians and regulators emphasizing the importance of CSR. Economists and management scholars, as well as business ethicists, have debated the meaning of CSR, its implementations, and its performance measurement. However, despite these debates, in both the corporate world and the academic world, confusion remains regarding how to define the concept. One controversial issue in the current discussion deals with the regulation of CSR. Although most definitions argue for the voluntary nature of CSR (for a meta-study, see Dahlsrud 2008) and link CSR to actions not prescribed by law (e.g., “CSR is beyond that which is required by law,” McWilliams and Siegel 2001, p. x), some recent cases of mandatory and legal CSR have called into question the voluntary nature of the concept (Waagstein 2011). A significant



June - July - 2018

دینی، علمی و ادبی رسالہ

ISSN 2320 - 6373

ماہنامہ  
سچ سچ  
نظام آباد



Rs. 40/-



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The TAMHEED Nizamabad

ISSU (6/7) .June/July.2018 Vel: (8)

شمارہ (۷/۶) جون/جولائی ۲۰۱۸ء جلد (۸)

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## زاہدہ حنا اپنے فن کے آئینے میں

ڈاکٹر اختر سلطانہ صدر شعبہ اُردو ویتا مہاویالیہ نمائش میدان ناپٹلی حیدرآباد

اہدہ حنا کی شخصیت کسی تعارف کی محتاج نہیں ہے وہ عصر حاضر کی ایک بہترین افسانہ نگار مانی جاتی ہیں۔ ان کے افسانے عصر حاضر کے آئینہ دار ہیں۔ ہندو پاک میں وہ یکساں طور پر مشہور و مقبول ہیں۔ افسانوی کے علاوہ انہوں نے ناولیں بھی لکھی ہیں۔ مضامین پر مشتمل تصانیف بھی منظر عام پر آچکی ہیں۔ اس کے علاوہ ایک عمدہ خاتون کالم نگار کے طور پر بھی اپنی پہچان بنائی ہے۔ جس طرح وہ اُردو ادب میں ایک معتبر نام کے طور پر جانی مانی جاتی ہیں اسی طرح ہندی سہتیہ میں بھی وہ ”سرورسریٹھ لیکھیرکا“ کے طور مانی جاتی ہیں۔ اس طرح اُردو اور ہندی دونوں زبانوں میں انہوں نے اپنا ایک مقام پیدا کیا ہے۔ زاہدہ حنا کی پیدائش آزادی سے کچھ قبل ہندوستان میں ہوئی لیکن ملک کے بڑار کے بعد ان کا خاندان پاکستان منتقل ہو گیا۔ زاہدہ حنا کا کہنا ہے کہ وہ ۱۵/۱۵ اکتوبر ۱۹۴۶ء میں سہرام، بہار میں پیدا ہوئیں۔ اور جب وہ صرف سوا سال کی تھیں تب ان کے والد محمد عبدالنیر ہندوستان سے ہجرت کرتے ہوئے کراچی، پاکستان میں سکونت اختیار کر لی۔

نثری ادب کے حوالے سے کہا جائے تو انہوں نے بہترین ناولیں لکھیں، عمدہ افسانے تخلیق کئے اور مضامین بھی بہت خوب لکھتی ہیں۔ ان تمام کے باوجود ایک بہترین کالم نگار بھی ہیں وہ بنیادی طور پر کہانی نگار ہیں لیکن ناولوں اور افسانوں کے با نسبت ان کے تحریر کردہ کالموں کی تعداد زیادہ ہے ایک اندازے کے مطابق وہ اپنے تحریر کردہ کالموں کی تعداد بتاتے ہوئے کہتی ہیں کہ:-

”کالم جو ہے کہ یوں سمجھئے کہ میں اُردو، ہندی اور سندھی لکھے ہیں ملا کر تین ہزار سے کچھ زیادہ ہی ان



کی تعداد بنتی ہے۔“ ۱

زاہدہ حنا پابندی سے اخبارات کے لئے کالم لکھتی آرہی ہیں۔ سب سے پہلے انہوں نے اس وقت کالم لکھا تھا جب ان کی عمر صرف بیس سال کی تھی۔ اس تعلق سے وہ خود کہتی ہیں کہ:-

”اگر کسی روز نامہ کی تاریخ لکھی جائے تو اس حوالے سے میں یہ کہہ سکتی ہوں کہ میں اردو میں کالم لکھنے والی پہلی لڑکی تھی جس نے لکھنا شروع کیا۔ اس وقت مری عمر بیس برس تھی۔“ ۲

زاہدہ حنا کو بچپن سے ہی کہانی سننے اور کہانیاں پڑھنے کا بہت شوق رہا۔ وہ اپنی ماں سے کہانیاں سنا کرتی تھیں۔ اور گھر میں ادبی ماحول تھا۔ ہر طرح کی کتابیں ہوتی تھیں انہیں پڑھنے لکھنے پر کوئی پابندی عائد نہیں تھی۔ وہ گھر بیٹھے بھی کہانیاں وغیرہ پڑھ لیتی تھیں۔ وہ اپنے ایک انٹر ویو میں کہتی ہیں کہ ”مجھے کتابیں پڑھنے کا مرض رہا۔“ انہیں شروع سے ادبی ماحول نصیب ہوا تھا۔ جس طرح انہیں پڑھنے کا شوق رہا اسی طرح انہیں کہانیاں لکھنے کا شوق بھی بچپن سے ہی رہا۔ ان کے والد ابوالخیر بھی انہیں اچھے، اچھے مضامین و انشائیے لکھنے کی تاکید کرتے تھے۔ جب وہ اخبار، ”خاتون“ اور ”مشرق“ میں کالم لکھا کرتی تھیں تب وہ انہیں پڑھ کر بہت خوش ہوا کرتے تھے۔ ”زاہدہ حنا“ جب نو برس کی تھیں تو انہوں نے ایک کہانی لکھی تھی جیسے وہ ضائع کر دی تھیں لیکن جب وہ تیرا برس کی ہوئیں تب ان کی تحریر پہلی مرتبہ اسکول میگزین میں چھپی تھی اس تعلق سے انہوں نے اپنے ایک انٹرویو میں ”سمینہ حنا“ جو اس پروگرام کی میزبان تھیں بتایا کہ:-

”میں نے نو برس کی عمر میں لکھنا شروع کیا تھا۔ پہلی کہانی ۹ برس کی عمر میں لکھی رومانی کہانی تھی میں نے اپنی سہیلی کو دکھایا تو کہنے لگی ”اماں نے دیکھا تو جوتے پڑیں گے۔“ چونکہ ہیرو کا جو نام تھا وہ چچا کا نام میں نے اسے فوراً پھاڑ دیا۔۔۔ مجھے لگا کہ میں لکھ سکتی ہوں۔ اس طرح لکھنے کا