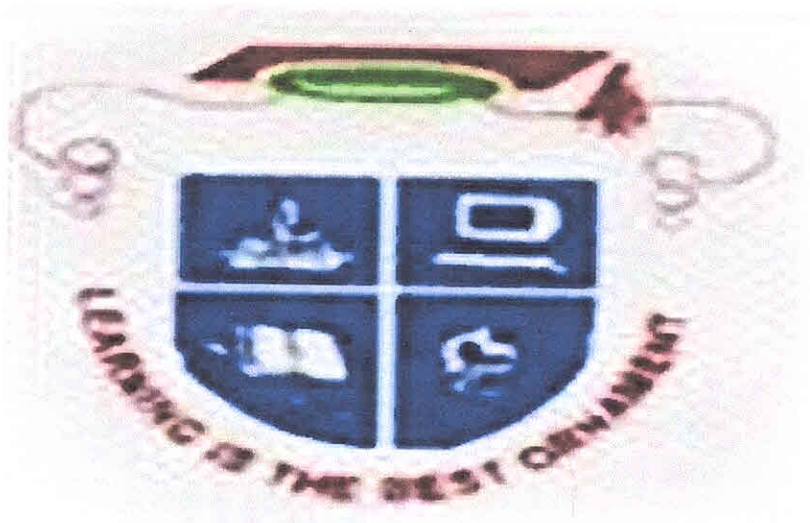


**GOVERNMENT DEGREE COLLEGE
FOR WOMEN (AUTONOMOUS),
BEGUMPET**

Affiliated to Osmania University
Re-Accredited With 'B' Grade by NAAC



**JIGNASA-STUDENT STUDY PROJECTS
2019-2020**

GOVERNMENT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS)

Begumpet
JIGNASA-2019

(I) DEPARTMENT OF CHEMISTRY

Topic: THE EFFECT OF TEMPERATURE ON DIFFERENT BRANDS OF COOKING OILS WITH VARIOUS TIME INTERVALS OF HEATING

Mentor: Dr.G. Pranitha

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2. K.Keerthi Prajwala -1085-17-445-021 –BZC –III year
3. B.Sumitra -1085-17-458-003 –BCM –III year
4. K.Bhavaya Sree-1085-17-458-008-BCM –III year
5. E.Priyanka-1085-17-489-009 –BtZC – III year

(II) DEPARTMENT OF MICROBIOLOGY

Topic: OCCURRENCE AND ANTIBIOTIC SENSITIVITY OF ESCHERICHIA COLI AND SALMONELLA SPP IN RETAIL CHICKEN MEAT FROM SELECTED MARKETS

Mentor: P.Radhika

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5. T. Sandhya - - 108518458049

(III) DEPARTMENT OF HISTORY

Topic: HUNTING PRACTICES AND WILDLIFE HISTORY OF HYDERABAD STATE UNDER NIZAM RULE(1850's-1940's)

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(IV) DEPARTMENT OF COMMERCE

(1) Topic: PROSPECTS AND BARRIERS OF E- COMMERCE IN INDIA

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(V) DEPARMENT OF BUSINESS MANAGEMENT

(1) Topic: "A STUDY ON IMPACT OF SOCIAL MEDIA ON TEENS MINDSET"

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(2) Topic: A COMPARATIVE STUDY OF UG COLLEGE STUDENTS PERCEPTION TOWARDS GOVT AND PRIVATE EDUCATIONAL INSTITUTIONS IN HYDERABAD

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Topic: TELANGANA LOO VEEBENA BHASHASAMKRUTHULU

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Topic : WOMEN EMPOWERMENT IN TELANGANA,SOCIO, CULTURAL ASPECTS
IN PRESENT SCENARIO

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Topic: PARTICLE SIZE OF RED BLOOD CORPUSCLES BY DIFFRACTION METHOD

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Govt. Degree College for Women, Begumpet, Hyderabad



JIGNASA-STUDENT STUDY PROJECT

(2019-20)

PROJECT TITLE

The Effect of Temperature on Different Brands of Cooking Oils with Various Time Intervals of Heating

Submitted By

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INTRODUCTION:

Edible oils are mostly plant-based oils, Generally used edible oils are Coconut oil, Corn oil, Cotton seed oil, Olive oil, Palm oil, Peanut oil, Canola oil, Safflower oil, Sesame oil, Soybean oil and Sunflower oil. Cooking oil is generally used to prepare various food items. Frying oil at high temperatures (approximately 180°C or above) is a very common processing method used to prepare different food items. Many factors will influence on the stability of oils like Temperature, Duration of heating, Oxygen, Storage conditions, Water and Nature of oil.

Edible oils mainly divided into three groups, those are saturated, monounsaturated and polyunsaturated oils. Saturated oils are solid at room temperature, Monounsaturated oils are liquid at room temperature which are olive oil and peanut oil and Polyunsaturated oils remain liquid at room temperature or chilled which include canola, sunflower, and walnut oils.

Saturated oils are considered to be relatively unhealthy because they can contribute to higher cholesterol levels and heart disease. Monounsaturated and polyunsaturated oils contain good fats and help to reduce levels of harmful cholesterol (low density lipoprotein - LDL) in the blood. In unsaturated oils double bond is always in cis form because cis bond is good for health and easy to metabolise. On over heating of oils cis bond gets converted to trans, which is not good for health.

In addition these few oils provides important nutrients like Olive oil is high in antioxidants, which can contribute to heart health and Walnut oil contains Omega 3 fats which can contribute to lower cholesterol.

Fats are highly susceptible for degradation due to having long carbon chains. Many physical changes occur in oils during heating and overtime frying like unpleasant taste, viscosity, flavour, colour.

The Manufacturing Process

Some vegetable oils, such as olive, peanut, and some coconut and sunflower oils, are cold-pressed. This method, which entails minimal processing, produces a light, flavorful oil suitable for some cooking needs. Most oil sources, however, are not suitable for cold pressing, because it would leave many undesirable trace elements in the oil, causing it to be odiferous, bitter tasting, or dark. These oils undergo many steps beyond mere extraction to produce a bland, clear, and consistent oil.

Cleaning and grinding

- Incoming oil seeds are passed over magnets to remove any trace metal before being dehulled, deskinning, or otherwise stripped of all extraneous material.
- The stripped seeds or nuts are then ground into coarse meal to provide more surface area to be pressed. Mechanized grooved rollers or hammer mills crush the material to the proper consistency. The meal is then heated to facilitate the extraction of the oil. While the procedure allows more oil to be pressed out, more impurities are also pressed out with the oil, and these must be removed before the oil can be deemed edible.

Pressing

- The heated meal is then fed continuously into a screw press, which increases the pressure progressively as the meal passes through a slotted barrel. Pressure generally increases the oil is squeezed out from the slots in the barrel, where it can be recovered.

Extracting additional oil with solvents

- Most oil seeds with more oil are pressed and solvent-treated. After the initial oil has been recovered from the screw press, the *oil cake* remaining in the press is processed by solvent extraction to attain the maximum yield.

Removing solvent traces

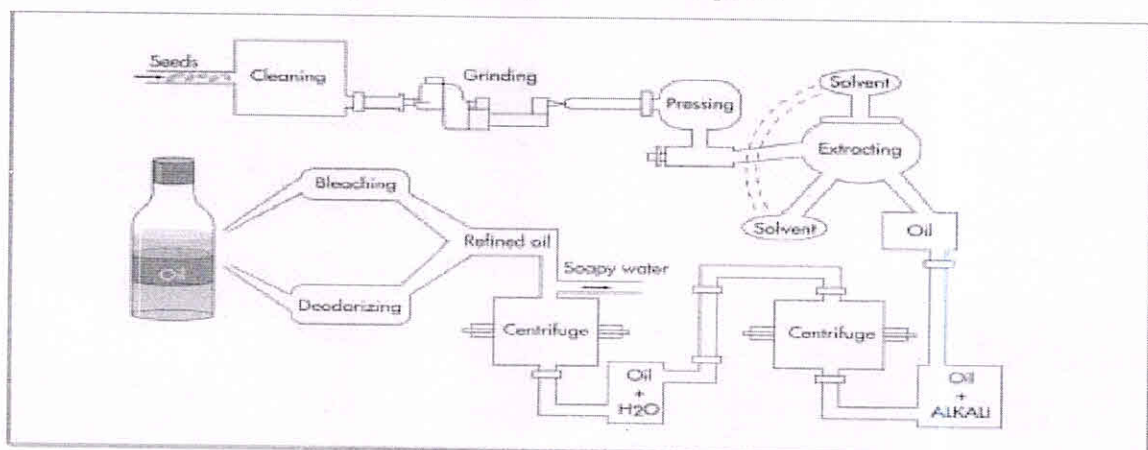
- 90% of the solvent remaining in the extracted oil simply evaporates, and, as it does, it is collected for reuse. The oil is boiled by steam, and the lighter hexane floats upward. As it condenses, it, too, is collected.

Refining the oil

- The oil is next refined to remove color, odor, and bitterness. Refining consists of heating the oil to between 107 and 188 degrees Fahrenheit (40 and 85 degrees Celsius) and mixing an alkaline substance such as sodium hydroxide or sodium carbonate with it. The oil is further washed to remove traces of soap and then dried.
- Oils are also degummed at this time by treating them with water heated to between 188 and 206 degrees Fahrenheit (85 and 95 degrees Celsius), steam, or water with acid. The gums, most of which are phosphatides, precipitate out, and the dregs are removed by centrifuge.
- Finally, the oil is deodorized. In this process, steam is passed over hot oil in a vacuum at between 440 and 485 degrees Fahrenheit (225 and 250 degrees Celsius), thus allowing the volatile taste and odor components to distill from the oil.

Packaging the oil

- The completely processed oil is then measured and poured into clean containers, usually plastic bottles for domestic oils to be sold in supermarkets, glass bottles for imports or domestic oils to be sold in specialty stores, or cans for imports.



STATEMENT OF THE PROBLEM:

The stability of oils depends upon various factors like Temperature, Duration of heating, Oxygen, Storage conditions and Nature of oil. In market various brands of cooking oils are available, but still we are in dilemma as to which oil is good for consumption. Hence we have taken this project to find out which oil is best for human body.

AIMS AND OBJECTIVES:

Aim of the project:

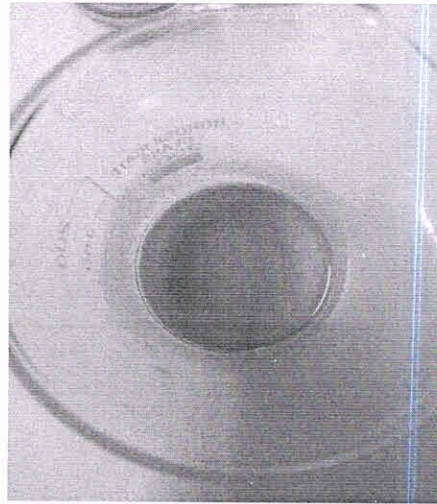
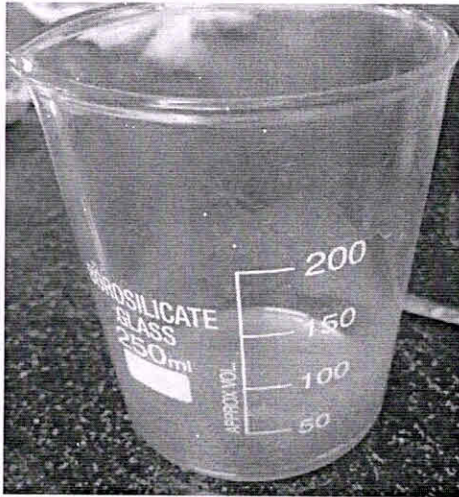
The main aim of this work is to determine the rancidity of different brands of cooking oils (Sunflower oil, Groundnut oil and Olive oil) at various temperatures and various time intervals of heating.

Objectives:

1. To study the effect of temperature on different brands of cooking oils.
2. To determine the rancidity of oils at various time intervals of heating.
3. To determine the rancidity of oils directly without heating, which is collected from vendor shop.

REVIEW OF LITERATURE:

Rancidity generally is the complete or incomplete oxidation or hydrolysis of fats and oils when exposed to air, light, or moisture or by bacterial action, resulting in unpleasant taste and odor.



Various methods exist to measure the rancidity of oils like Kreis Test, Oxidative rancidity, Hydrolytic rancidity, Peroxide Value (PV), p-Anisidine (p-AV), TBA Rancidity and Free Fatty Acids (FFA).

1. Oxidative rancidity results from the breakdown of unsaturated fatty acids in the presence of oxygen. Light and heat promote this reaction which results in the generation of aldehydes and ketones – compounds which impart off-odors and flavors to food products.

2. Hydrolytic rancidity can occur during the breakdown of triglycerides in the presence of water. As the fatty acids are separated from the triglyceride structure, they become more volatile due to their lighter molecular weight. This pathway is common for the development off-odors.

3. Peroxide Value (PV) testing determines the amount of peroxides in the lipid portion of a sample through an iodine titration reaction targeting peroxide formations. Peroxides are the initial indicators of lipid oxidation and react further to produce secondary products such as aldehydes.

4. **p-Anisidine (p-AV)** is a determination of the amount of reactive aldehydes and ketones in the lipid portion of a sample. Both compounds can produce strong objectionable flavors and odors at relatively low levels. The compound used for this analysis (p-Anisidine) reacts readily with aldehydes and ketones and the reaction product can be measured using a colorimeter.

5. **TBA Rancidity (TBAR)** also measures aldehydes (primarily malondialdehyde) created during the oxidation of lipids. This analysis is primarily useful for low-fat samples, as the whole sample can be analyzed rather than just the extracted lipids.

6. **Free Fatty Acids (FFA)** testing determines the amount of fatty acids that have been liberated from their triglyceride structure. A titration is performed on the extracted fat from a particular sample and the FFA content is determined through calculation of the amount of titrant used to reach the endpoint.

7. **Oxidative Stability Index (OSI)** indicates how resistant a sample is to oxidation. Samples are subjected to heat while air is injected – a process which accelerates oxidation reactions. The samples are monitored and the time required for the sample to reach an inflection point is determined.

8. **Kreis Test:** Chemical test for early detection of rancidity mainly aldehydes and ketones with characteristic odour.

Out of all the above methods Kreis test is easy method and easily can perform in laboratory to determine the rancidity of oils.

RESEARCH METHODOLOGY:

Three of the most commonly used cooking oils (Freedom sunflower oil, Groundnut oil and Olive oil) in Hyderabad were selected from the supermarket. 100 mL of each oil is subjected to different temperatures (50°C to 225°C) and subjected to various time intervals of heating (20 minutes to 120 minutes).

At each time interval of heating all the samples were collected, cooled to room temperature and then determined the rancidity by Kreis test. This chemical test is useful for early detection of rancidity, particularly aldehydes and ketones with characteristic odour which were formed due to degradation of oils on overheating and auto oxidation of double bonds. Oils have long carbon chains due to this easily undergo decomposition and produce aldehydes and ketones which react with phloroglucinol gives pink colour.

Chemicals required:

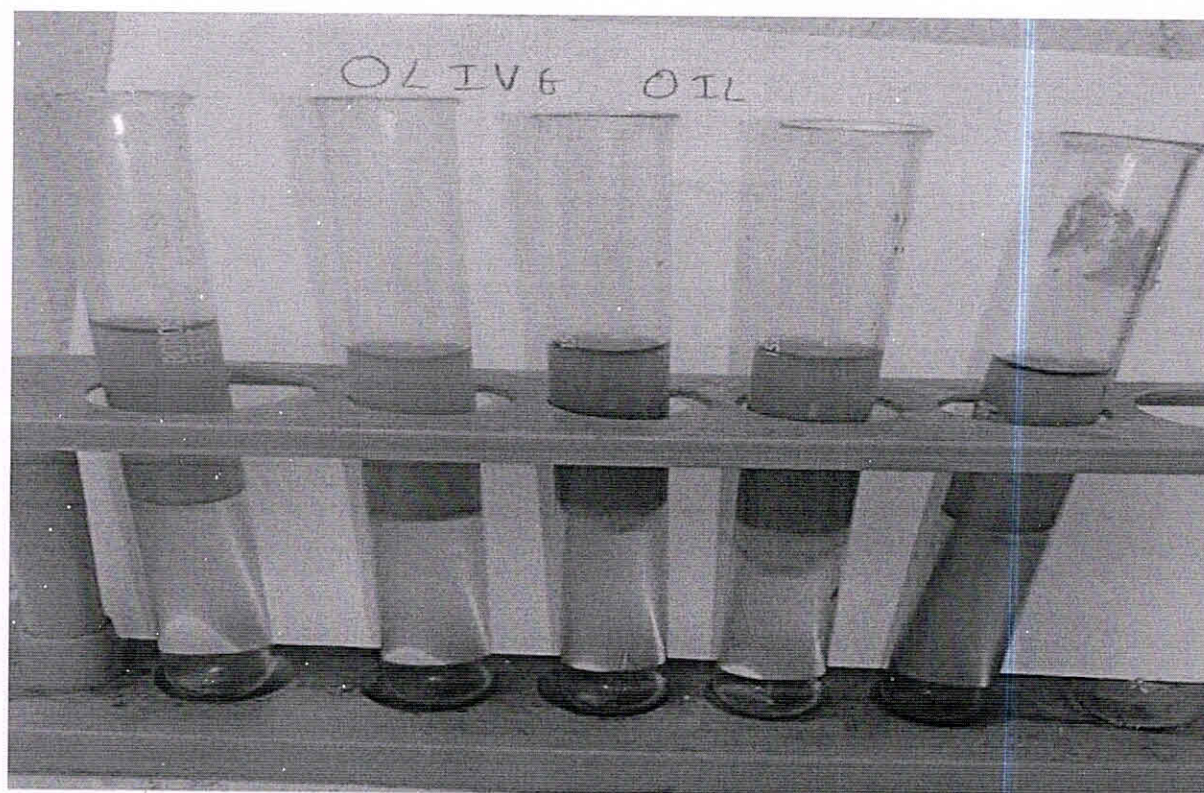
0.1% phloroglucinol (0.1g of phloroglucinol dissolved in 100 mL of diethyl ether, every time freshly prepared), conc.HCl, chloromethane, 30% trichloro-acetic acid in glacial acetic acid, ethanol and different brands of Cooking oils.

Kreis test: At each temperature 5 mL of each oil taken into test tube, cooled to room temperature and added 5 mL of 0.1% Phloroglucinol with proper shaking. To this solution added 5 mL of con.HCl and leave this solution for 10 min. Pink colour indicates for the positive rancidity.

ANALYSIS OF DATA:

kreis test was done for three different cooking oils Olive oil(120°C to 215°C), Groundnut oil(60°C to 220°C) and Freedom sunflower oil(50°C to 160°C) at different temperatures and various time intervals of heating(20min to 120 min). The results were shown in the following tables.

Name of oil	Duration of heating	Temperature	Observation	Inference (Rancidity)
Olive oil	20 min	120 ⁰ C	No colour change	-
	40 min	165 ⁰ C	No colour change	-
	60 min	200 ⁰ C	No colour change	-
	80 min	215 ⁰ C	No colour change	-
	100 min	215 ⁰ C	Light pink	+
	120min	215 ⁰ C	pink	+



40min
165 °C

60min
200 °C

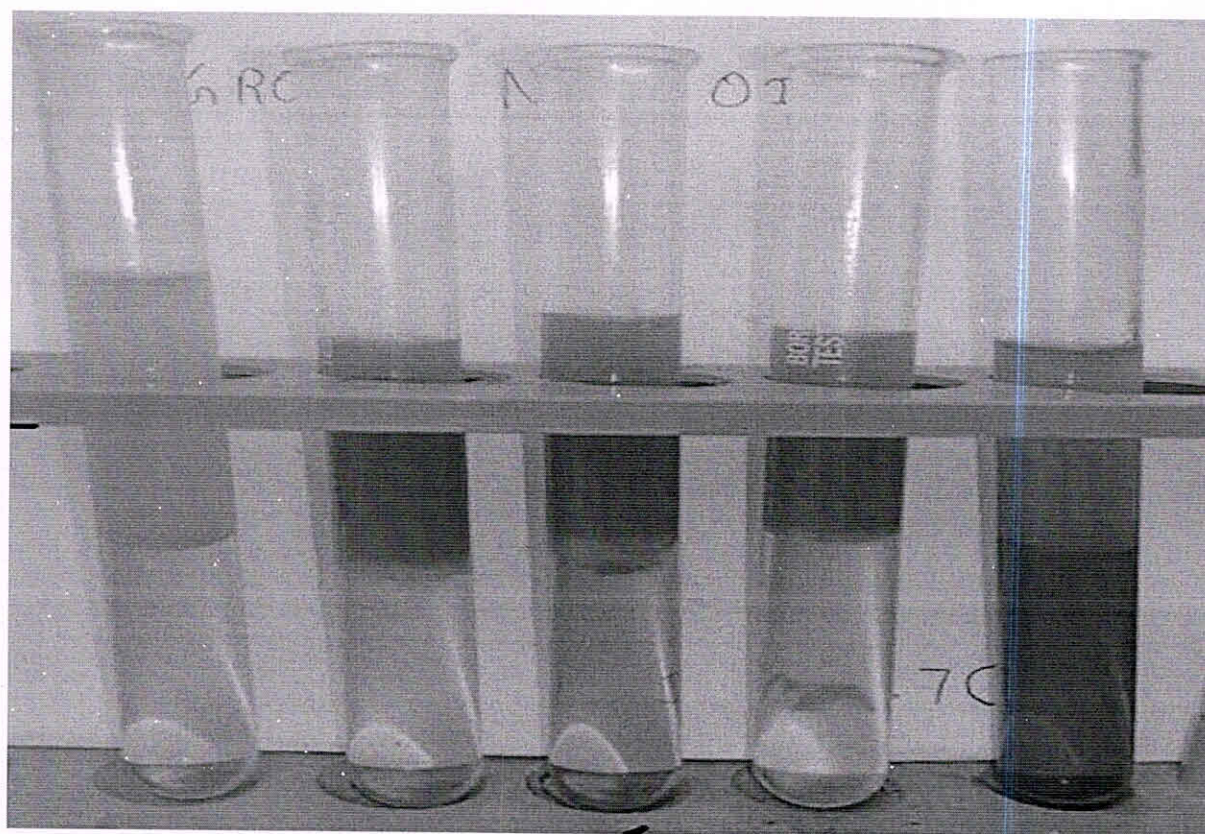
80min
215 °C

100min
215 °C

120min
215 °C

Olive oil rancidity test at different temperatures and various time intervals of heating

Name of oil	Duration of heating	Temperature	Observation	Inference (Rancidity)
Groundnut oil	20 min	60 ⁰ C	No colour change	-
	40 min	165 ⁰ C	No colour change	-
	60 min	200 ⁰ C	Light pink	+
	80 min	205 ⁰ C	Light pink	+
	100 min	210 ⁰ C	Light pink	+
	120min	220 ⁰ C	pink	+



20min
60 °C

60min
200 °C

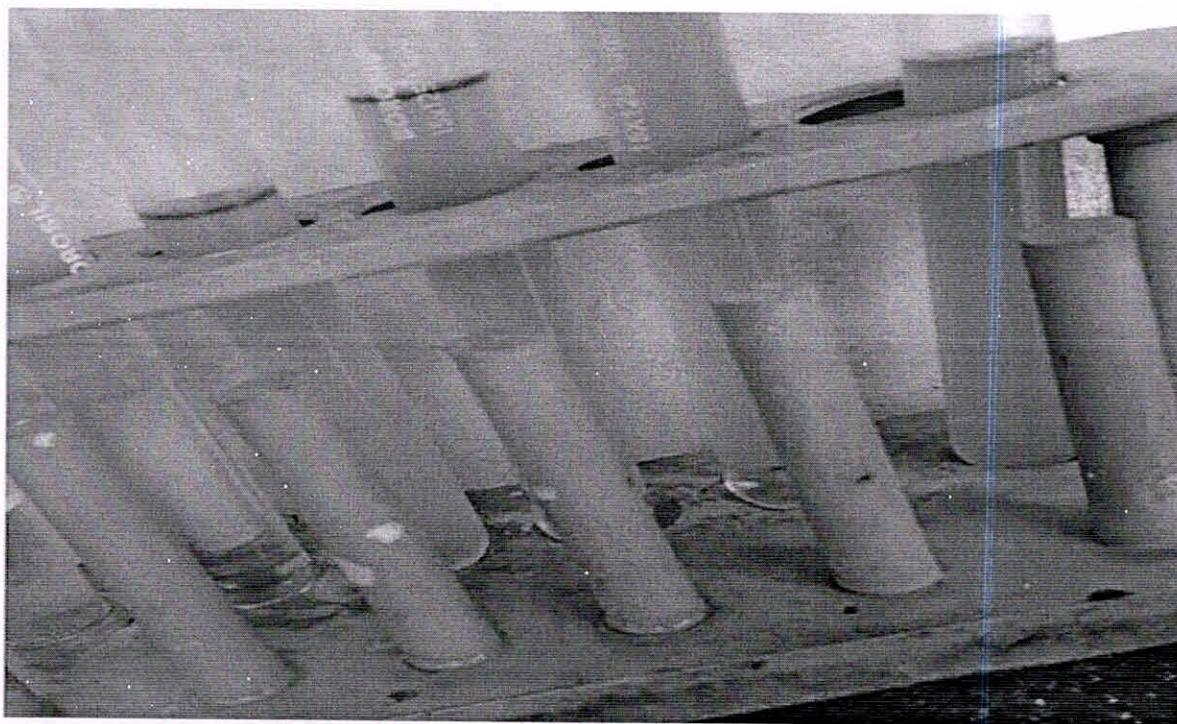
80min
205 °C

100min
210 °C

120min
220 °C

Ground nut oil rancidity test at different temperatures and various time intervals of heating

Name of oil	Duration of heating	Temperature	Observation	Inference (Rancidity)
Sunflower oil	20 min	50 °C	No colour change	-
	40 min	100 °C	No colour change	-
	60 min	160 °C	No colour change	-
	80 min	160 °C	Light pink	+
	100 min	160 °C	Light pink	+
	120min	160 °C	pink	+



40min
100 °C

60min
160 °C

80min
160 °C

100min
160 °C

120min
160 °C

Sunflower oil rancidity test at different temperatures and various time intervals of heating

As we all know about vendor shops, they all are using over frying oils to prepare variety of junk food items. To check the rancidity of oil, we have collected oil from chips vendor shop and did Kreis test of that oil without any further heating and result is pink colour indicates that oil was degraded. Which is shown in below figure.



Kreis test of vendor shop oil (left) and fresh oil (right) without heating

Further we are doing to quantify the pink colour with Lovibond titometer so that we can declare the degree of rancidity of oils and also want to do Gas Chromatography analysis to prove the adulteration in the edible oils.

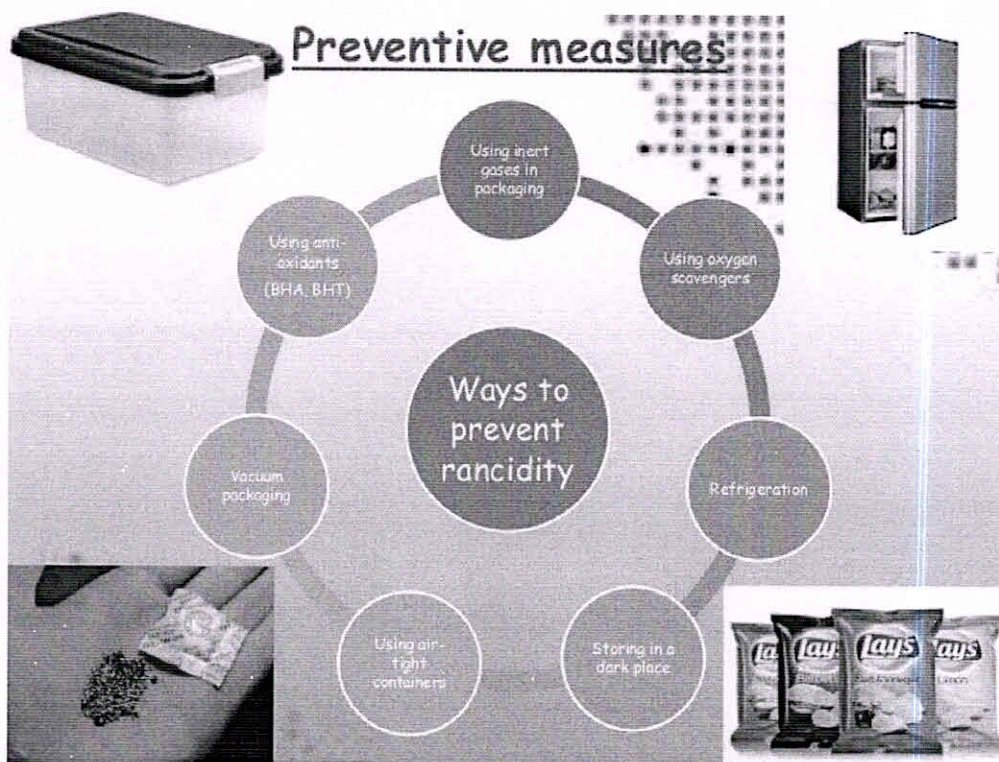
PREVENTION OF RANCIDITY

1. IN UNUSED OIL-

- Store cooking oils out of direct light, especially direct sunlight. Light can break down the oil molecules, causing a deterioration in flavor and eventually distinctly rancid tones.
- Find a cool place to store your cooking oils . The heat will shorten their shelf life.
- Replace the cap on your oil bottle after every use, as oxygen will also break down oils over time. Narrow bottles are better for oil than wide bottles, because they expose a smaller surface area to the air.
- Don't shake or agitate the oil if you can help it, because this introduces extra oxygen.

2.IN USED OILS-

- Reduce use of salt in fried foods. Salt breaks down the chemical bonds in the oil molecules and speeds deterioration.
- Avoid using liquids or liquid seasonings in frying oil, because liquids also break down the oil molecules. Liquid seasonings also tend to contain salt, which increases the damage.
- Foods tend to release their natural juices into the cooking fat when they are approaching doneness, so avoid overcooking.
- Filter used oil through several layers of cheesecloth or paper towel after use. Prop a funnel into the mouth of a glass jar or other storage container, and line the funnel with your filtering material. Pour the oil through the filter into the jar, while it is still warm. Date the jar and store it in a cool, dark place for reuse.



FINDINGS:

- Olive oil showed positive rancidity after heating for 100min at 215⁰C.
- Groundnut oil showed positive rancidity after heating for 60min at 200⁰C.
- Sunflower oil showed positive rancidity after heating for 80min at 160⁰C.
- Where as the oil which was collected from vendor shop showed positive rancidity without any heating. This shows that the oil is degraded which they are using repeatedly for preparation of junk food which causes severe health problems to the human body.

CONCLUSIONS:

- The results of our study revealed that as temperature increases, rancidity of cooking oils increases but it depends upon the nature of oil.
- Compared to Ground nut oil and Sunflower oil, Olive oil was found to be better for consumption.
- Oils which is used in fast food centers is not good for health.
- This method is very useful for quick analysis of rancidity of oils.
- It is an inexpensive method.
- Use preventive measures while using and storing oil to maintain the quality of oils.

SUGGESTIONS:

- Unsaturated oils (contain good cholesterol) are good for human health as compared to saturated oils (contain bad cholesterol) hence use unsaturated oils.
- Over frying and over processed oils will produce various harmful compounds hence should not be used.
- Poly unsaturated oils like omega 3, omega 6 and omega 9 are very essential for human body and should be used in our routine diet to reduce the heart diseases.

ACKNOWLEDGEMENT:

The Department of Chemistry, GDCW Begumpet has greatly thankful to the Commissioner, CCE, Telangana and Principal GDCW begumpet for their support.

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Government Degree College for Women, Begumpet, Hyderabad



JIGNASA STUDENT STUDY PROJECT

(2019-2020)

Project title

ISOLATION OF ANTIBIOTIC RESISTANT *ESCHERICHIA COLI* and *SALMONELLA SPECIES* FROM RETAIL CHICKEN MEAT SAMPLES

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- Reference. -pg.no 17-19.

Title – Isolation of antibiotic resistant *Escherichia coli* and *Salmonella spp.* in retail chicken meat from selected markets

Abstract: The present study was carried out to screen the antibiotic resistance in *Escherichia coli* and *salmonella* strains isolated from chicken meat marketed in the local markets of Hyderabad. A total of 07 samples were purchased from various supermarkets and examined for bacterial contamination with resistant *E. coli* and *salmonella*. 14 isolates were studied their antibiotic susceptibility, their growth on EMB agar, gram nature and their response to ImVIC tests. Majority of the isolates were found to be Gram negative short rods indicating that they may be *Salmonella* or *Escherichia coli*. For these isolates antimicrobial susceptibility tests were carried out using different antibiotics such as penicillin, streptomycin, amoxicillin and Gentamycin. It was observed that isolates have shown resistance to all the antibiotics except gentamycin (intermediate resistance). It means the isolates were showing multiple drug resistance where we found resistance to 3 antibiotics out of 4 which we used. The above isolates were then grown on EMB agar. We found that some have given metallic sheen and some gave grey coloured colonies. The present study provides an assessment of the occurrence of multidrug resistance of *E. coli* and *salmonella* from raw chicken meat collected from local markets.

• **REVIEW OF LITERATURE** A variety of pathogens can be found in chicken samples , such as *Actinobacillus*, *Bordetella*, *Campylobacter*, *Clostridium*, *Corynebacterium*, *Escherichia coli*, *Globicatella*, *Listeria*, *Mycobacterium*, *Salmonella*, *Staphylococcus*, and *Streptococcus* (Alexander et al., 1968; Lovett et al., 1971; Lu et al., 2003; Stern and Robach, 2003; Ngodigha and Owen, 2009; Bolan et al., 2010). Some of these bacteria such as *Salmonella*, *Campylobacter jejuni* and *Listeria monocytogenes* can potentially contaminate fresh produce or the environment and are frequently associated with food borne outbreaks (Chinivasagam et al., 2010; Wilkinson et al., 2011). The use of various antibiotics as feed supplements is a common practice in livestock production (Roe and Pillai, 2003). The prevalence of some antibiotic-resistant bacteria in chicken s can reach

more than 60% for selected microorganisms, while it should be noted that some bacteria, such as *Escherichia coli*, *Enterococcus*, and *Providencia*, are found to be multi-resistant to various antibiotics (Chen and Jiang, 2014). Moreover, as was observed by Khan et al. (2002). Susceptibility pattern of these isolates was determined against different antibiotics such as Ampicillin, Streptomycin, Erythromycin, Tetracycline, Chloramphenicol, Kanamycin, Tobramycin, and Rifampicin

Aim: To determine the presence of antibiotic resistant *E.coli* and *Salmonella spp.* in chicken meat from retail markets.

Introduction:

Antibiotics are used for therapeutic and prophylactic purposes in animals and humans, and some have also been used as growth promoters to improve animal production. Antibiotics with similar structure are being used in medical and veterinary practices. Foods contaminated with antibiotic-resistant bacteria could be a major threat to public health via the transmission of antibiotic resistance determinants to other bacteria of human clinical significance. *Escherichia coli* is a candidate vehicle for such transfers because of its diversity and also because it survives as common flora in the gastrointestinal tracts of both humans and animals. *E. coli* are sensitive to selection pressure exerted by antibiotic usage and carry genetic mobile elements to achieve the transmission of antibiotic resistance determinants to other bacteria (Van den Bogaard and Stobberingh, 2000; Zhao et al., 2001b). Although the carriage of antibiotic resistance genes is not confined to commensal *E. coli* in the face of antibiotic selection, the capacity to threaten human consumers was significantly enhanced if foodborne strains carried virulence genes that qualified them as potential human pathogens (Orskov and Orskov, 1992; Schroeder et al., 2004). In India, poultry meat comprises a substantial portion of the diet.

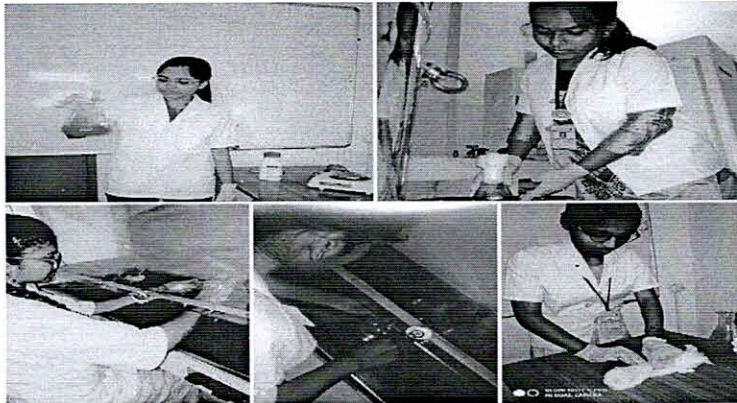
Increase in drug resistance to frequently used antimicrobial agents in human and animal production is a public health challenge globally. It is estimated that by 2050, drug resistant infections are likely to cause death of 10 million people annually, if the current trends of antimicrobial resistance persist. Regardless of this, global efforts to address

this have generally been slow and inadequate to combat antimicrobial resistance. Worldwide, there has been an increase in consumption of antibiotics. Currently, the world health organization has reported high levels of antimicrobial resistance, indicating a strong correlation with the scale of antibiotic consumption. The reports have indicated high antibiotic resistance levels in *Escherichia coli* and *Salmonella* among other bacteria.

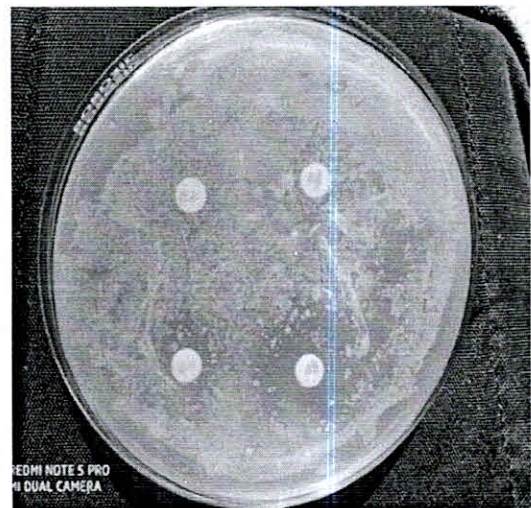
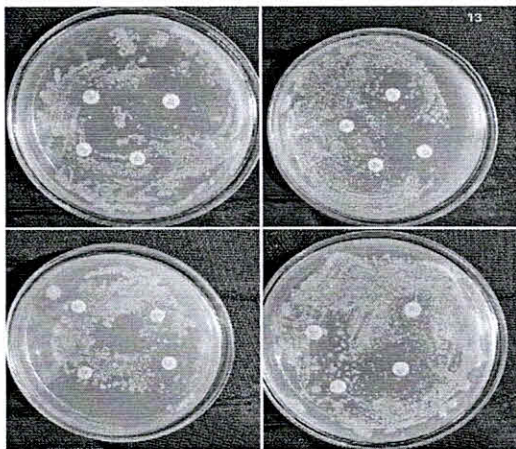
Materials and methods

- Collection of raw chicken samples.
- Preparation of nutrient agar media.
- Spreading of chicken samples on media.
- Sub- culture isolated selected colonies from nutrient media and placing antibiotics on disc and incubating it
- EMB agar preparation.
- Streaking on EMB agar, selected colonies.
 - Nutrient broth preparation.
 - Inoculation of selected colonies in broth.(Pure culture isolation).
 - IMVIC media preparation .
 - Inoculation and Incubation.
 - IMVIC test.

•Preparation of nutrient agar medium



•Antibiotic disc on plate



Antibiotic sensitivity test: Disc diffusion method was used to determine the susceptibility of isolates to antibiotics. The following antimicrobial agents; gentamycin (10 mcg), amoxicillin (10 mcg), penicillin (10 units) and tetracycline (30 mcg) were tested. Results were interpreted in accordance with zone of inhibition.

Collecting samples A total of 07 raw chicken samples (whole eviscerated carcasses) were

collected in the city of Hyderabad, India. The samples were collected from 07 retail markets and all samples were processed on the same day. Each sample was taken aseptically and inoculated onto nutrient agar plates placed with antibiotic discs. Colonies were isolated from each antibiotic discs from separate regions of multiple

plates were subcultured onto eosin–methylene blue agar. Colonies that showed a dark blue color with characteristic metallic sheen were selected from each of the agar plates and identified as *E. coli*.

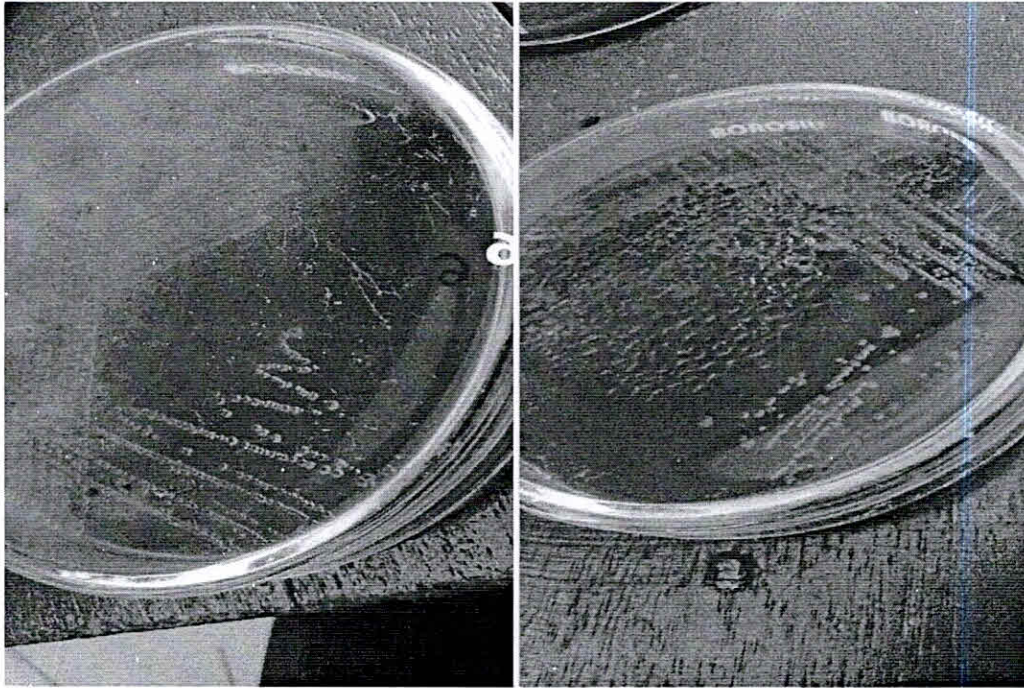
Antibiotic susceptibility testing: Antibiotic susceptibility of all *E. coli* strains was determined against four antimicrobial agents by the disc diffusion method according to Bauer et al. (1966). Antibiotics used were amoxicillin(10),penicillin(10),tetracycline(30),gentamycin(10).

Result :

A total of 07 chicken samples were selected randomly within Hyderabad. These samples were inoculated onto nutrient agar plates and checked for the growth. Abundant growth was obtained and the same was microscopically observed by gram staining method. Majority of the isolates were found to be Gram negative short rods. For these isolates antimicrobial susceptibility tests were carried out using different antibiotics such as penicillin, streptomycin, amoxicillin and Gentamycin. It was observed that isolates have shown resistance to all the antibiotics except gentamycin. It means the isolates were showing multiple drug resistance where we found resistance to 3 antibiotics out of 4 which we used. The above isolates were then grown on EMB agar. We found that all were lactose negative and given grey coloured colonies on EMB agar indicating the presence of *Salmonella* spp. Some isolates were lactose positive indicating the presence of *E.coli* spp. Biochemical tests were also conducted for these isolates and the results were in accordance with the above data.

From 07 chilled raw chicken meat samples collected in the city of Hyderabad. Two isolates from each positive sample was used for further analysis.

Colony formation



Sample .no	Gentamycin	Tetracyclin	Amoxicillin	Penicillin
1.	S	R	R	R
2.	I	R	R	S
3.	S	R	R	R
4.	S	R	S	R
5.	S	R	S	R
6.	S	R	R	R
7.	I	R	R	S
8.	R	R	R	R
9.	R	R	R	R

10.	R	R	R	R
11.	S	R	S	R
12.	R	R	R	R

13.	S	R	R	R
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•Biochemical test

•Principle of Indole Test

Tryptophan is an amino acid that can undergo deamination and hydrolysis by bacteria that express tryptophanase enzyme. Indole is generated by reductive deamination from tryptophan via the intermediate molecule indolepyruvic acid. Tryptophanase catalyzes the deamination reaction, during which the amine (-NH₂) group of the tryptophan molecule is removed. Final products of the reaction are indole, pyruvic acid, ammonium (NH₄⁺) and energy. Pyridoxal phosphate is required as a coenzyme.

•Principle of Methyl Red Test

Some bacteria have ability to perform mixed acid fermentation of glucose in MR-VP medium. The products of mixed-acid fermentation are a complex mixture of acids, particularly lactate, acetate, succinate and formate as well as ethanol and equal amounts of H₂ and CO₂. This causes the medium to acquire an acidic pH. Methyl Red is a pH indicator, which remains red in color at a pH of 4.4 or less.

Procedure

By using sterile inoculating loop, inoculate the unknown microorganism into the fresh, sterile

medium.

Leave the other broth uninoculated (this will be a control).

Incubate the inoculated tube at 35-37C for two to five days.

After incubation, obtain the broths from the incubator and add 5 drops of Methyl Red reagent to the broth

Observe the color.

•Principle of Voges–Proskauer (VP) Test

The Voges-Proskauer (VP) test is used to determine if an organism produces acetylmethyl carbinol from glucose fermentation. If present, acetylmethyl carbinol is converted to diacetyl in the presence of α -naphthol, strong alkali (40% KOH), and atmospheric oxygen. The α -naphthol was not part of the original procedure but was found to act as a color intensifier

by Barritt and must be added first. The diacetyl and guanidine-containing compounds found in the peptones of the broth then condense to form a pinkish red polymer.

•Procedure of Voges–Proskauer (VP) Test

1. Prior to inoculation, allow medium to equilibrate to room temperature.

2. Using organisms taken from an 18-24 hour pure culture, lightly inoculate the medium.

3. Incubate aerobically at 37 degrees C. for 24 hours.

4. Following 24 hours of incubation, aliquot 2 ml of the broth to a clean test tube.

5. Re-incubate the remaining broth for an additional 24 hours.

6. Add 6 drops of 5% alpha-naphthol, and mix well to aerate.

7. Add 2 drops of 40% potassium hydroxide, and mix well to aerate.

8. Observe for a pink-red color at the surface within 30 min. Shake the tube vigorously during the 30-min period.

• Citrate test

• Principle

Citrate utilisation test is used to detect the ability of an organism to utilize sodium citrate as a sole source of carbon and ammonium salt as a sole source of nitrogen. Bacteria that grow in the medium turn the medium alkaline. This is indicated by the change of color of bromothymol blue indicator from green to blue.

Procedure:

Inoculate Simmons citrate agar on the slant by touching a colony that is 18-24 hrs old with a straight wire. There is no need to stab the butt of the medium. Do not inoculate from the broth culture because the inoculum will be too heavy.

Incubate at 35°C-37°C for up to 7 days.

Observe the blue coloration.

Result :

A total of 07 chicken samples were selected randomly within Hyderabad. These samples were inoculated onto nutrient agar plates and checked for the growth. Abundant growth was obtained and the same was microscopically observed by gram staining method. Majority of the isolates were found to be Gram negative short rods. For these isolates antimicrobial susceptibility tests were carried out using different

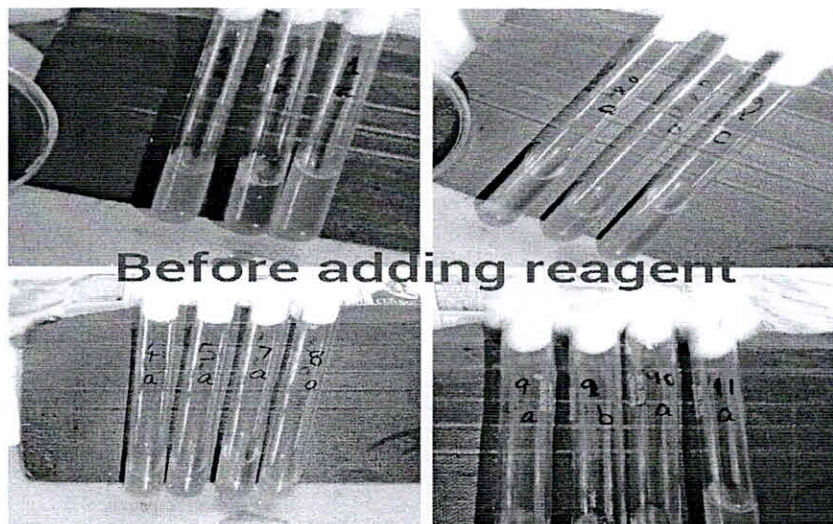
antibiotics such as penicillin, streptomycin, amoxicillin and Gentamycin. It was observed that isolates have shown resistance to all the antibiotics except gentamycin. It means the isolates were showing multiple drug resistance where we found resistance to 3 antibiotics out of 4 which we used. The above isolates were then grown on EMB agar. We found that all were lactose negative and given grey coloured colonies on EMB agar indicating the presence of *Salmonella spp.* Some isolates were lactose positive indicating the presence of *E.coli spp.* Biochemical tests were also conducted for these isolates and the results were in accordance with the above data.

From 07 chilled raw chicken meat samples collected in the city of Hyderabad. Two isolates from each positive sample was used for further analysis.

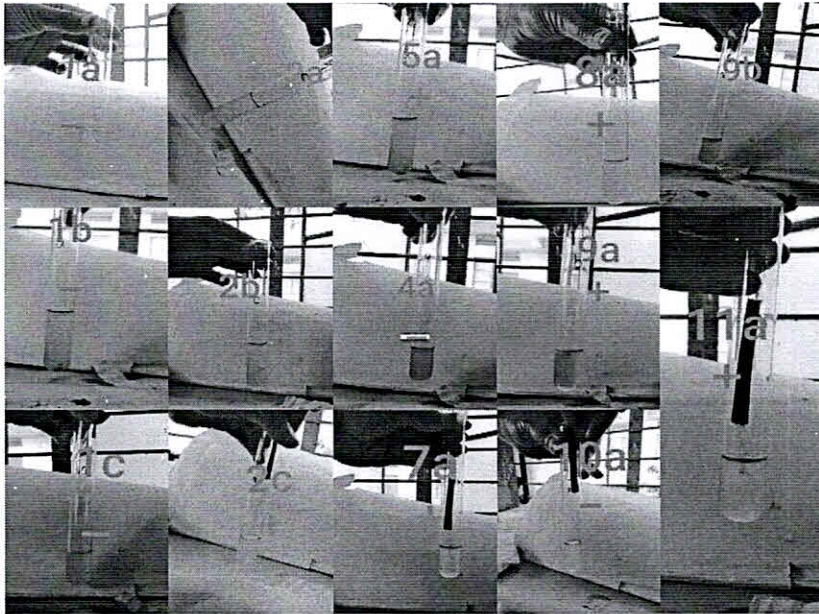
Biochemical tests-



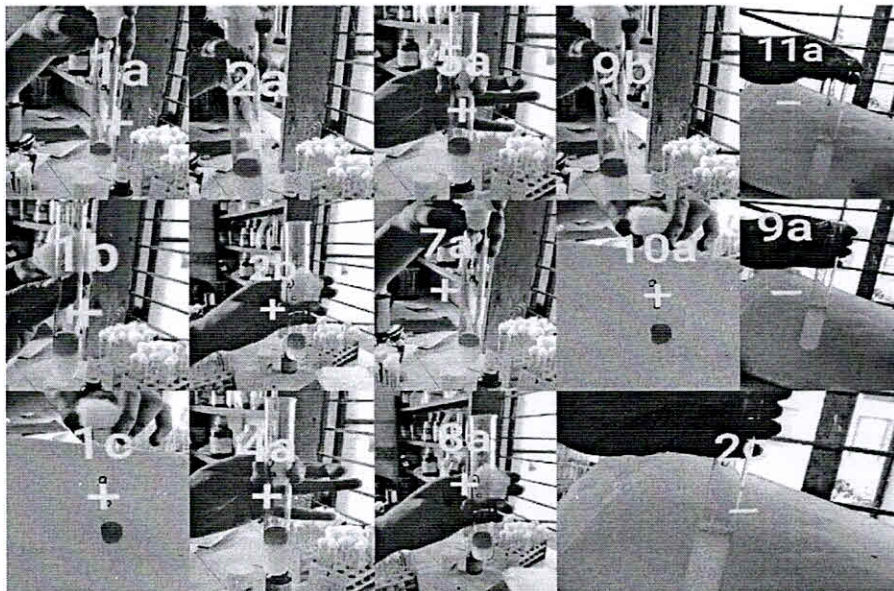
IMViC tests



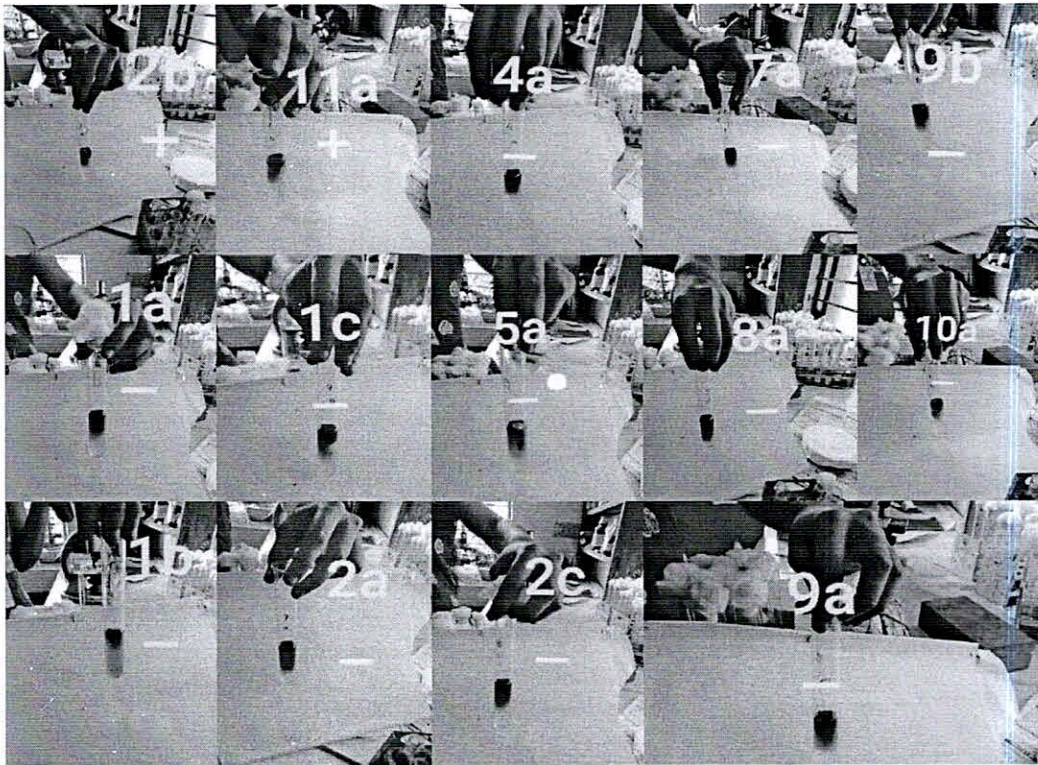
Indole test



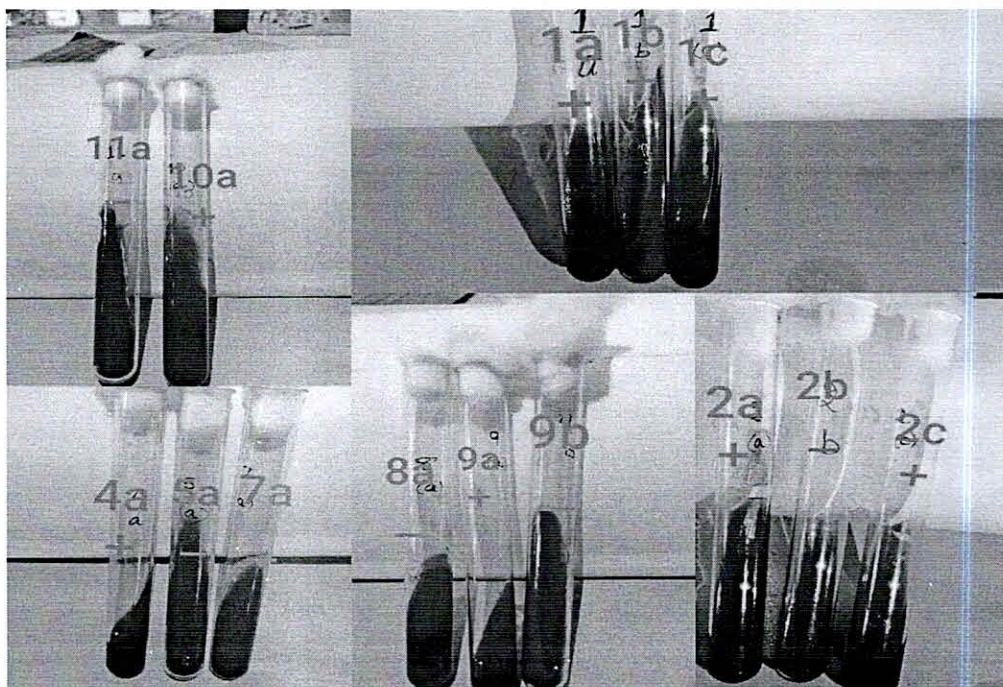
Methyl red test



Voges-proskauer test



Citrate test



Gram stainin g	EMB colony morphology	Pureculture isolation	Indole test	Methyl red test	Voges-proskauer test	Citrate test	s.no
Gram negative	Pinkish shiny colonies	1(a)	-	+	-	+	1
Gram negative	Grey colour colonies	1(b)	-	+	-	+	2
Gram negative	Orangish pink colonies	1(c)	+	-	-	+	3
Gram negative	Red shiny colonies	2(a)	+	-	-	-	4
Gram negative	Pink dried colonies	2(b)	-	+	+	-	5
Gram positive	Dry colourless colonies	2(c)	-	+	-	-	6
Gram negative	Grey colour colonies	4(a)	-	+	-	+	7
Gram negative	Green sheen colonies	5(a)	+	+	-	-	8
Gram negative	Green sheen colonies	7(a)	+	+	-	-	9
Gram negative	Green sheen colonies	8(a)	+	+	-	-	10
Gram negative	Red colour colonies	9(a)	+	-	-	+	11
Gram negative	Green sheen colonies	9(b),	+	+	-	-	12

Gram negative	Pinkish red colonies	10(a)	+	-	-	+	13
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Gram positive	Dry colourless colonies	11(a)	-	+	-	-	14
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Discussion

Throughout the world, microbiologists are encouraged to survey the antibiotic resistances of major pathogens to provide the people in charge of public health with epidemiological data helpful in making recommendations on the best use of antibiotics (Leflon-Guibout et al., 2000). Van et al. (2007) reported a similar rate of resistance of *E. coli* from meat samples.

Several studies have shown that the occurrence of resistance is closely related to the medical use of a drug, even though the association may be variable (Mouton et al., 1990; Baquero et al., 1991; Miranda et al., 2008). This association has also been demonstrated for antimicrobial agents used for growth promotion (Bager et al., 1997; Aarestrup and Carstensen, 1998; Aarestrup et al., 2000). At slaughter, resistant strains from the gut readily contaminate poultry carcasses, and as a result, poultry meats are often contaminated with resistant *E. coli* (Linton et al., 1977; Caudry and Stanisich, 1979; Nazer, 1980; Bensink and Botham, 1983; Chaslus Dancla and Lafont, 1985;

Jayarathne et al., 1990; Turtura et al., 1990; Van den Bogaard et al., 2001; Vaidya et al., 2005; Akond et al., 2009; Altekruuse et al., 2009). The high frequency of antibiotic resistance obtained in the present work is in agreement with that stated by Van et al. (2007, 2008). A high prevalence of multidrug resistance among generic *E. coli* has been previously reported in chicken in different countries (Kolar et al., 2001; Schroeder et al., 2003).

In the present study, resistance to other antibiotics such as penicillin, streptomycin, amoxicillin and Gentamycin. It was observed that isolates have shown resistance to all the antibiotics except gentamycin (intermediate resistance).

The results presented indicate that enteric bacteria in Indian raw chicken meat samples contain antibiotic resistance genes. In the light of recent epidemiological findings, it was found that urinary tract infections in humans may be associated with poultry consumption (Manges et al., 2007). These findings support the need for more rigorous surveillance and improved farming practices that can reduce the carriage of antibiotic resistance genes and thereby minimize the likelihood of horizontal gene transfers of these antimicrobial resistance genes to other microbes in the food chain. Further study is required on the role of chicken-borne bacteria as vectors in transmitting drug resistance. Attention needs to be paid to personnel hygiene in processing and handling of raw chicken and chicken products and to these likely sources of resistant bacteria. This investigation provides a profile of antibiotic resistance and markers in *E. coli* isolated from raw chicken meat commonly sold at the marketplace in the city of Hyderabad.

Conclusion:

The present study revealed that most of the isolates of *Salmonella* and *E.coli* showed antimicrobial resistance to multiple drugs. Multiple antimicrobial resistance might happened due to indiscriminate use of antibiotics, chemotherapeutics and or disperse of drug resistant microorganisms in the environment. The high prevalence of multidrug-resistant *Salmonella* and *E.coli* in chicken products reflects a reservoir of resistance in birds that can be transmitted to humans. If these resistance organisms to antibiotics persist, there will be a great problem of antimicrobial choice in near future. Proper efforts should be needed to reduce the prevalence of these microbes in layer farms, including the adoption of guidelines for the prudent use of antimicrobial agents in animals used for food.

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Project: Jignasa

Hunting Practices

and

Wildlife History of Hyderabad State Under Nizam Rule

(1850's-1940's)

By

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Introduction

The management of the natural resources is important for any country. Particularly in agrarian societies, natural resources like land, water and forest play a significant role. In India too, where economy is predominantly agrarian, people are dependent on its natural resources for their livelihood sustenance. The management and utilization of natural resources like forest, land and water is crucial. It has been observed by the historians that, since nineteenth century onwards the management of natural resources has been increasingly much visible under the control of the state. Though the state intervention was not unknown in the pre-colonial period, there was an ecological equilibrium in pre British India. The major difference between the pre-colonial and colonial period lies in the scale and magnitude of this intervention and everlasting impact on the nature. Many historians have noticed that the significance of the state as a leading, often an influential factor in shaping the policy towards the management and exploitation of natural resource in India. Studies have showed that the state started dominating nature and exploiting it to the maximum with its remarkable interventionist policies since the middle of the nineteenth century. During this time various problems associated with forests, water and irrigation, fisheries, famine drought and epidemics have become the centre of attention.

Wildlife encompasses all non-domesticated animals living in natural habitats and implies their conservation but in its widest scene wildlife includes all plants, animals and microorganisms in wilderness. It has a wide range of ecological, economic, and cultural importance in relation to the human existence. Ecologically and historically, wildlife has played a huge part in the day to day life of many cultures. As a part of religious ceremonies, community events, and community

bonding, wild animals still have a huge role in many countries. For example, spotted deer still play a huge role in the Bisnoi tribal rituals and beliefs.

India has a rich heritage of wildlife as well as a long history and tradition of conservation. The conservation ethics was imbibed in the sylvan surroundings of the Ashramas of our sages which were the seats of learning in the country's past. The first recorded game laws were promulgated by Koutilya in his Arthasasthra in the third century B.C. Indian mythology is equally profuse in references to our regard and love for wild animals. Different animals were associated with different gods and were thus provided with religious sanctity and ensured conservation. India is unique in the richness and variety of its wild life. The concern for wildlife is, however the concern for man himself. All forms of life human, animal and plant are so closely interlinked, that disturbance in one gives rise to imbalance in the others. If species of plants or animals become endangered they signify degradation in the environment which may threaten man's own existence.

Hypotheses

Major portion of the wildlife heritage of Hyderabad was wiped out during the Nizam rule. Unchecked hunting practices despite regulations on the wild game robbed the wildlife heritage. The interaction between human and wildlife results in negative impacts on human socio, economic and cultural life as well as conservation of wildlife population, environment.

Objectives

1. To study the nature of wildlife in princely state of Hyderabad
2. To examine hunting practices for livelihood, game and social status.
3. To understand the deforestation impact on wildlife

Review of literature

Wildlife history has been discussed by linking the aspects of the forestry, agriculture, tea plantation, timber, issues of tribes etc., But when talking about the wildlife, it not only means the conservation policies but also the existence of wildlife, hunting and its consequences and human-wildlife conflict in the past.

RamchandraGuha argued that the practice of colonial forestry largely an outgrowth of the revenue and started and strategic needs of the empire. The colonial period is seen as an ecological watershed, because it disturbed the relationship of forest based communities with the land. He also argued that the forest laws restricted small scale hunting by tribal peoples. But facilitated more organized Shikaars expedition by the British, which lead to a large scale slaughter of animals, in which white Shikhaars at all levels from the viceroy down to the lower echelons of the British Indian army participated.

Richard Grove argued that the colonial conservation plan was based on more humanist ground with was motivated by growing deforestation and drought in the colonies. The desiccation promoted the idea of forest conservancy. Though some officials was played their materialistic interest still there were some colonial officials who have credit to start the process of systematic forest conservation in India. The commitment of a section of colonial officials to conservation was more than significant than narrow materialist concerns.

Mahesh Rangarajan argued wild animals during the British rule in India, was considered as a curse to be wiped out. During the British rule, the practice of eradicating wild animals was new to India. Fencing the forest marked a divergent line between people and forest. The idea of the British government was to push back the Jungle land and to extend the area under cultivation so as to earn more revenue for British exchequer.

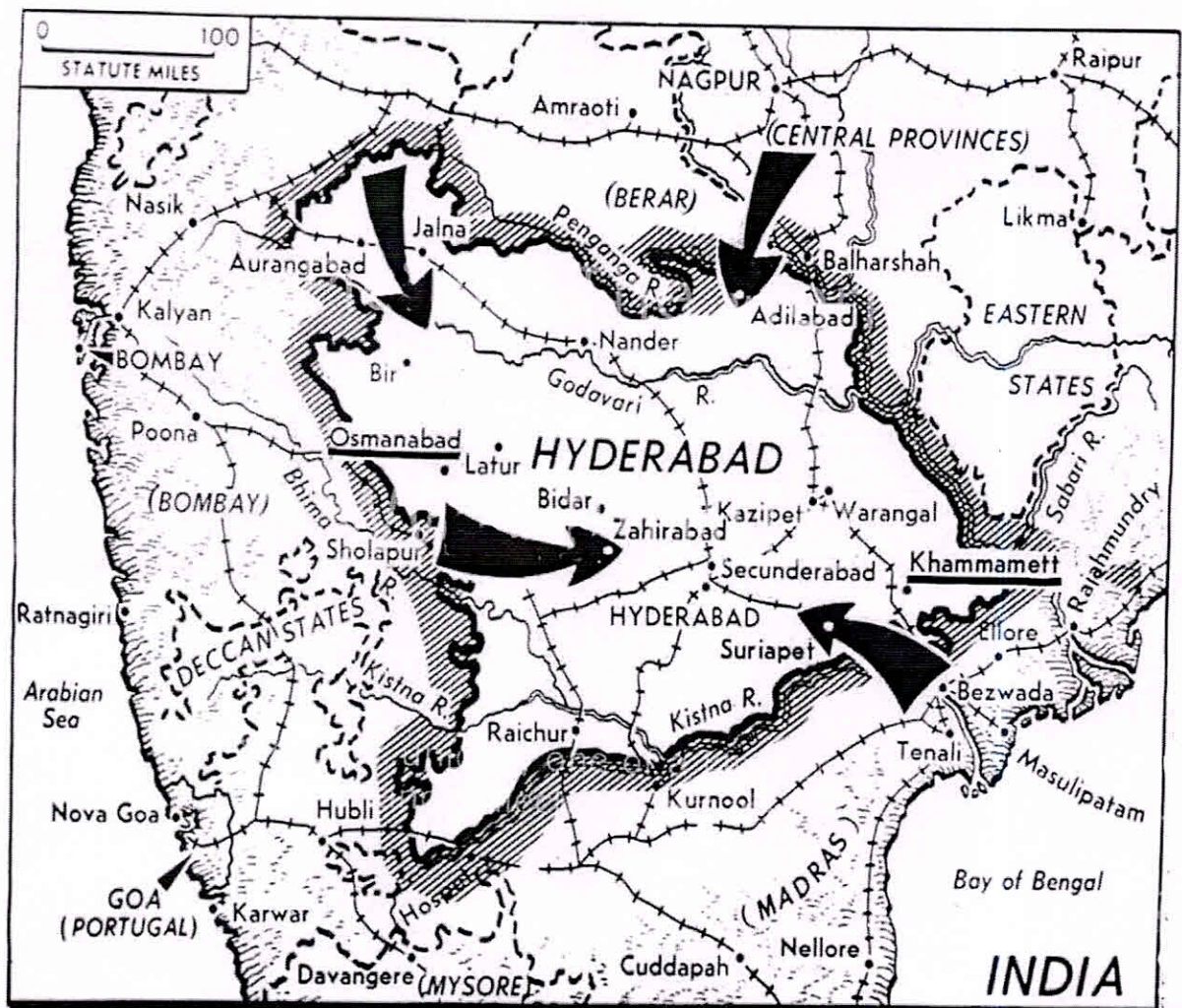
According to **M.S.S. Pandian** game hunting was one of the sites on which the colonial project tried to construct and affirm the difference between its superior self and the inferiorized native other. Hunting was an ideological marker which affirmed the colonizing white male as super masculine.

Methodology and Sources

The study uses Historical method. The sources would be forest, agricultural and revenue proceedings in the departments of Daftar-I- Diwani, Daftar-I-Qanungo, Daftar-I-Peskarietc, Nizam government annual administrative reports, journals, literature, gazetteers. Anthropological works of Haimendorf, Salim Ali's Memories of Hyderabad Visits, and memoirs of colonial officials would be consulted along with photographs of Raja Deenadayal and paintings.

Nature of Wildlife in Princely state of Hyderabad:

Forest in the Hyderabad state was part of the great deciduous belt, occupying a large portion of peninsular India. According to H.G.Champion and S.K.Seth's classification, the forests of the state came under the group 'South tropical deciduous forests' and 'South tropical Thorn forests'. Based on the topography, rain fall and geological formation the forests of Hyderabad state were located in the valleys of the Godavari and the Krishna rivers along north western side of the state.



The main forests of Hyderabad state were situated in the districts of Warangal, Khammammett, Karimnagar, Adilabad and Nizambad. However there was also considerable 'inferior' forest growth in Medak, Mahaboobnagar, Nalgonda, Aurangabad, Nanded, Parbani, Gulbarga and Raichur districts. Tigers, musk deers, wild dogs, leopards, wolves, jackal, forest cat, sloth bear, Sambhar, Nilghai, Chinkara, Chital and four horned Antelopes and various bird species were found here. The present research tries to explore the Nature of wildlife situation, human wildlife conflict and conservation policies under Ashafjahi rule in Hyderabad state, during 1724 to 1948.

Hunting practices for livelihood, game and social status:

Hunting is a serious threat to wildlife worldwide. Hunting for livelihood, game and trade in, animal parts is a major threat to wildlife across the tropics. Local communities living in the vicinity of forests depend on native wildlife for food, trade, cultural purposes and income. With growing human populations, increased accessibility to remote forests and adoption of modern hunting methods and guns, the problem of hunting has become severe. In many places species are being extracted far above sustainable limits because of market demands for wild meat. In areas where hunting is prevalent, wildlife populations have severely declined in biomass.

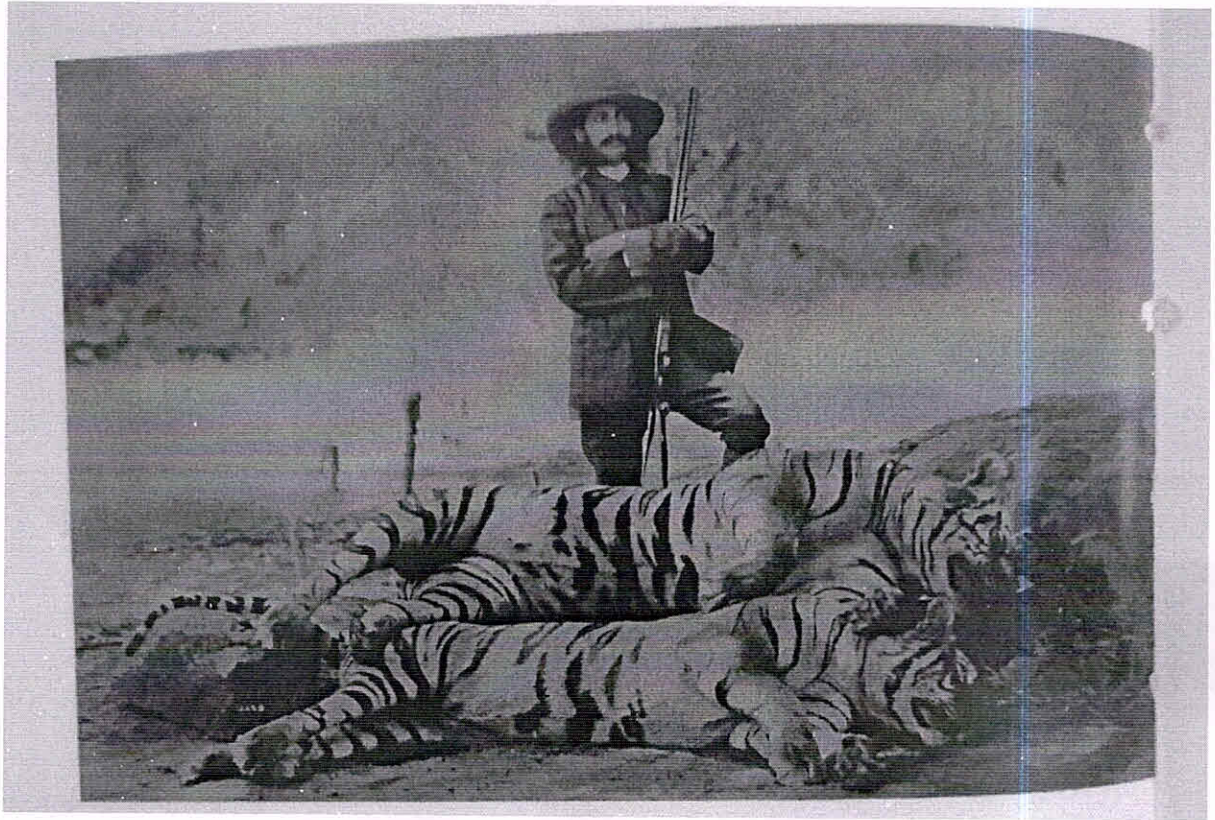
Hunters did not follow a fixed hunting schedule but hunted when convenient, although some hunting trips carried out for cultural or ritualistic reasons may follow a schedule, for example during village festivals and functions. During these periods hunting trips occur more often. Winter was the preferred hunting season for most hunters and early in the morning the preferred time to hunt.

Hunting in Hyderabad: Just as important as the Nizam's reputation as an avid Hunter, which he cultivated throughout his tenure, was his status as a generous host of lavish big game hunts and of Hyderabad as a desired destination for such hunts. During the sixth NizamMahbubAlikhan's reign Hyderabad received more royal visitors than any other princely state. In the year 1891 and 1910, in addition to the official tours by viceroys, Hyderabad hosted 16 foreign visits. In the first three months of 1891 alone, Hyderabad hosted two such visits: first Czarevitch of Russia, Nicholas II, and then, on a separate trip, the Grand Duke Alexander of Russia.

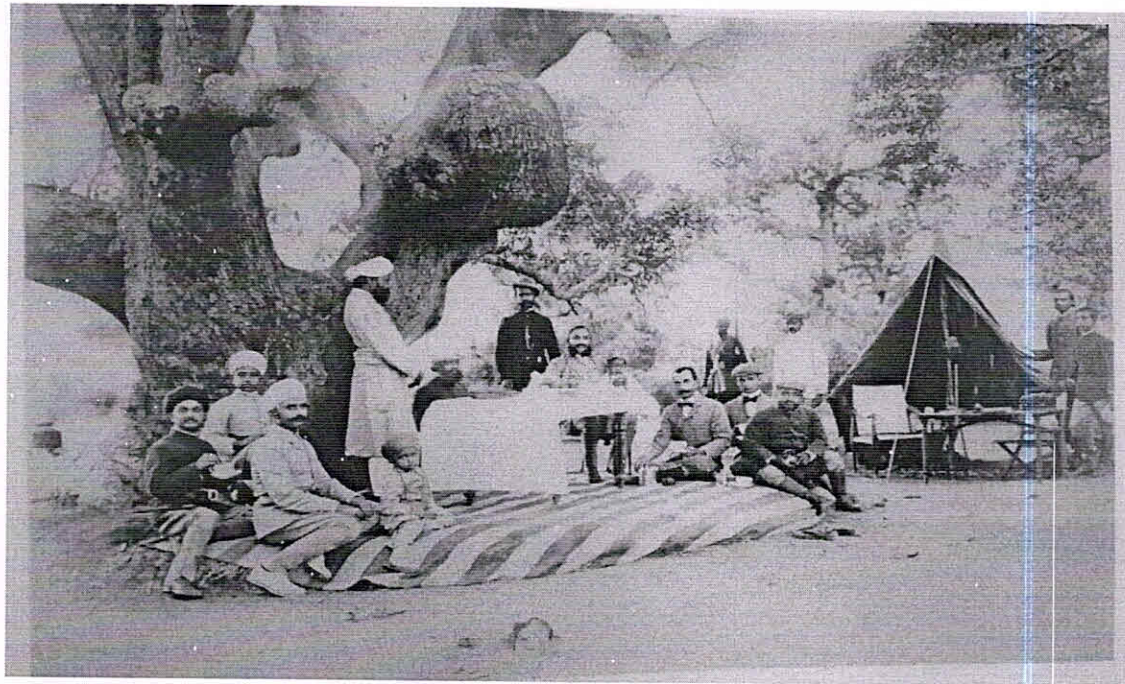
These royal visits formed part of an emerging international aristocratic culture; one that began around the 1860's and reached its peak 1910. The culture emphasized travel, hunting and material displays of wealth. Its developments related directly to 19th century technological advances in modes of travel and

firearms, which together led to important changes in hunting practices. The technical developments made guns much more accurate, allowing hunters to shoot large numbers of animals with ease, in turn fostering an increased sense of competition. People gained international reputation for their shooting skills. The sporting tours became one of the most popular forms of state visits. During this period Hyderabad state was witness to the killing of hundreds of tigers, big cats and, deer in thousands. Unchecked hunting practices despite regulations on the wild game robbed the wildlife heritage.

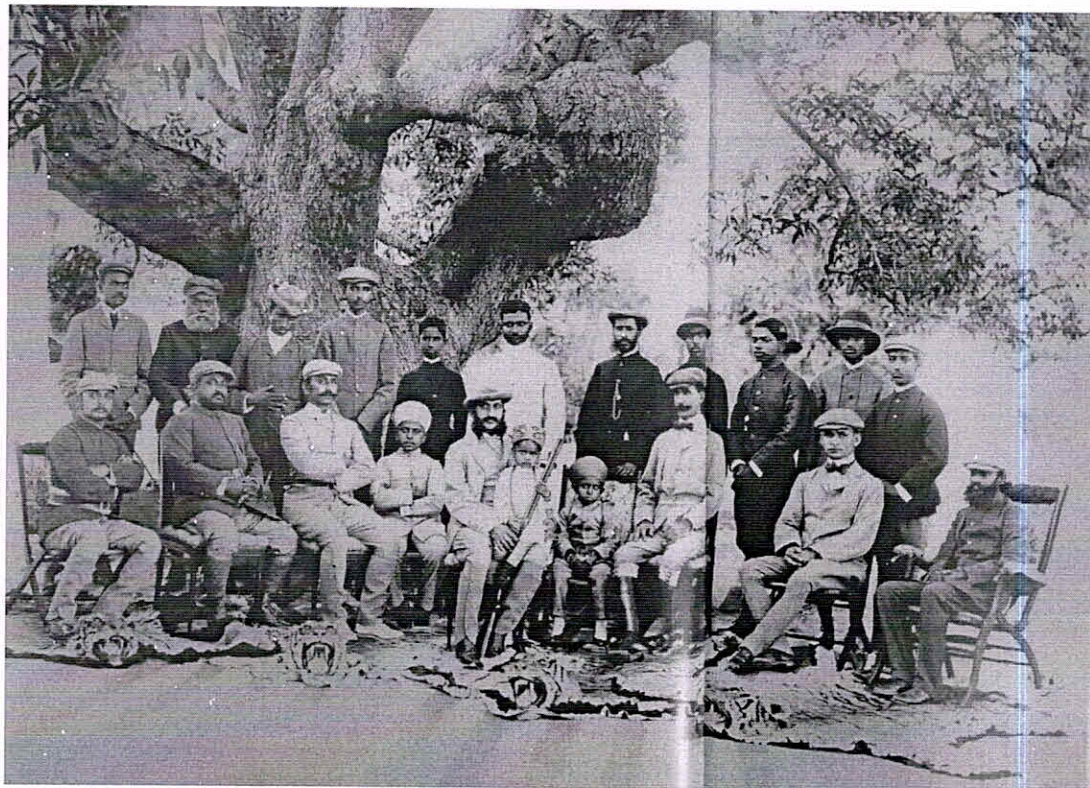
Wildlife expert *Salim Ali*, who toured the city during 1931-32 as part of Hyderabad ornithological survey, had described the city as an ideal game country. In one of his essays published by the Bombay Natural History Society in 1937, Saleem Ali wrote: "Hyderabad state at one time, not so very long ago, provided some of the finest big game shootings, especially tigers, in India. And even at the present day in spite of the penetration and colonization of vast tracts of forest land and the consequent depletion of wildlife, there still exist in the dominion parts which are in no wise inferior to best that can be found elsewhere within the Indian empire. Some idea of the abundance of tigers in the last century can be found obtained from the fact that the famous shikari Col. Nightingale (who died in Bolaram in 1868) alone killed during his service over 300 tigers, the majority of which were in Hyderabad territory.



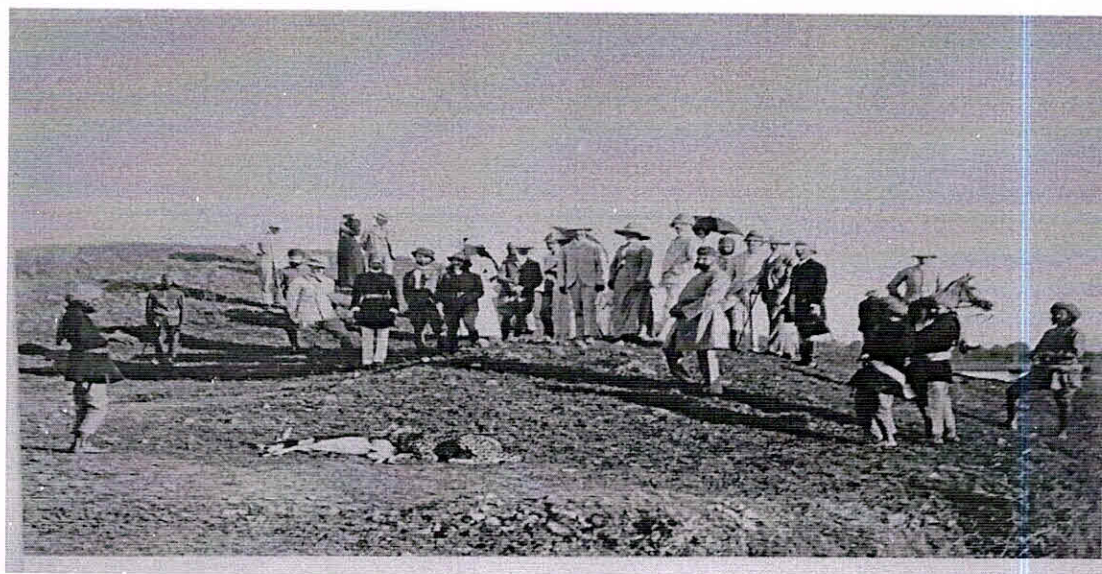
The NizamMahbub Mir Ali Khan of Hyderabad Posed with Tiger Trophies, June 1894



The NizamMahbub Mir Ali Khan of Hyderabad, at Shikaar Camp, 1899



NizamMahbub Mir Ali Khan and party, at Shikaar Camp, with Tiger skins, 1899



Cheetah Hunt at Saroornagar, Nov 1892, from visit of Lord and Lady Lansdown to Hyderabad.



Colonial Officials and Sikharies along with pet Cheetah and hunted deer, Mar 1899



The grand Duke of Alexander of Russia and Companions, after hunted Cheetah, 1891 March.



The Lady and Lord Curzon with wounded Tiger, April, 1902, in Hyderabad State

The deforestation impact on wildlife:

Plants and animals are integral to forest ecosystems and provide countless ecosystem services to humans. As important as forests are both environmentally and economically, many of our global forests are severely affected by deforestation. **Deforestation is one of the leading causes of climate change and species extinction.** Deforestation in developing nations is primarily due to a competitive global economy, where poorer countries sell their natural resources to pay their debts to wealthy countries. The poor in these countries also utilize the land for farming and sustenance. Deforestation has real consequences for animals. The most serious impacts of deforestation on animals are listed below.



Habitat loss: Deforestation can lead to a direct loss of wildlife habitat as well as a general degradation of their habitat. The removal of trees and other types of vegetation reduces available food, shelter, and breeding habitat. Wildlife habitats become fragmented, where native species must live on remaining habitat islands that are surrounded by disturbed land that is being used for agriculture and other uses. Animals may also encounter dangerous situations such as increased human-wildlife conflicts and being hit by vehicles when they attempt to migrate between habitat fragments. **Changing climate:** Trees play a vital role in controlling climate. Because forests store a large amount of the world's carbon dioxide, when forest trees are burned, the carbon that they were storing gets released into the atmosphere. Climate change leads to new weather patterns, changing levels of precipitation and temperature fluctuations. These climatic changes can have many negative impacts, not only on local populations, but also on wildlife populations around the world as global climate change alters the habitat they depend on. **Starvation:** When trees are destroyed, an integral piece of the forest ecosystem disappears suddenly. All animals, in one way or another, get energy from plants. Plants make energy from the sun and herbivores eat plants. Carnivores eat herbivores, which gained their energy from plants. If no plants are present, there is no food in

the ecosystem and animals starve. **Increased interactions with us:** Deforestation usually means that we are claiming areas which we haven't previously inhabited. This means that there will be more interaction between wildlife that lives there and us. Generally, wildlife interaction with us is negative and can have disastrous consequences for the animals.

Conclusion:

wildlife history is a remarkable mix of events and people, of forests and species, of exploitation and protection, land and populations. It is also about nature and how people feared and respected it or then tried to totally dominate it. During this time a market for wild game developed and many hunters harvested hundreds and even thousands of animals to sell. Animals were harvested for meat, hides, furs, feathers, decoration, and trading. Eventually laws were passed that protected animals from market hunting, yet more problems still existed. The rapid expansion of settlements throughout the country were beginning to change and limit the kinds and amounts of habitat available for species of wildlife. They plowed prairies, mined mountains, drained wetlands, damned rivers, and built towns. All these activities, along with unregulated hunting had begun to take its toll on many wildlife species. Predators like wolves, coyotes, mountain lions, foxes, and weasels were shot on site because perceived as a threat to domestic chickens, sheep, and cattle, as well as game animals. By the late 1800's and early 1900's many areas were seeing rapid decline in the numbers of big game such as Tiger, Cheetah, wild buffalos, and deer etc. After wild populations continued to suffer, a great deal of research by biologists and social scientists found that habitat was one of the most crucial factors in wildlife survival. Efforts then began to increase to obtain and enhance habitat and extirpated species were reintroduced. In recent decades, government of India enacted strong and effective wildlife conservation and management policies and ensuring sustainable wildlife populations in healthy ecosystems. the system of national parks and protected areas, first established in 1935, was substantially expanded. In 1972, India enacted the Wildlife Protection Act and Project Tiger to safeguard crucial habitat; further federal protections were promulgated in the 1980s. Along with over 515 wildlife sanctuaries, India now hosts 18 biosphere reserves, 10 of which are part of the World Network of Biosphere Reserves; 26 wetlands are registered under the Ramsar Convention.

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PROSPECTS AND BARRIERS OF E- COMMERCE IN INDIA

INTRODUCTION

Nowadays peoples of India are most likely to buy and sell products and services over the electronic system, or in other words, we can say that now in Indian society, people are modernized using reliable and comfortable that using of e-commerce

[1]. Uses of e-commerce directly link to the customer with manufacturer, stakeholders, marketers, government, and service providers. That is called Electronic commerce (e-commerce). E-commerce junction for customer choice and convenient with the help of internet

[2]. The vendor or merchant who sells or buy products or services directly connect with the customer and allows payment through bank debit/credit cards or

direct payment through online banking payment system

[3]. For the buyer, it is a new and friendly channel to buy and sell products through online. However, an e-commerce portal having the most freedom, and as well as privacy for customers to use the internet and do the window shopping for products, make reconciliation of different models, evaluate their prices and customer satisfactory comments comparison .

[4]. As well as in India most of the government organization is using electronic communications technologies to connect with the

customer, to fulfill their need and for solving the raising problems day by day

[5]. Nowadays in India various social e-commerce junction available for the customer. In last we can say that e-commerce is the powerful equipment in our busy lives to fulfill all the needs through fastest way and comfortably from the home or our working place.

Definition:



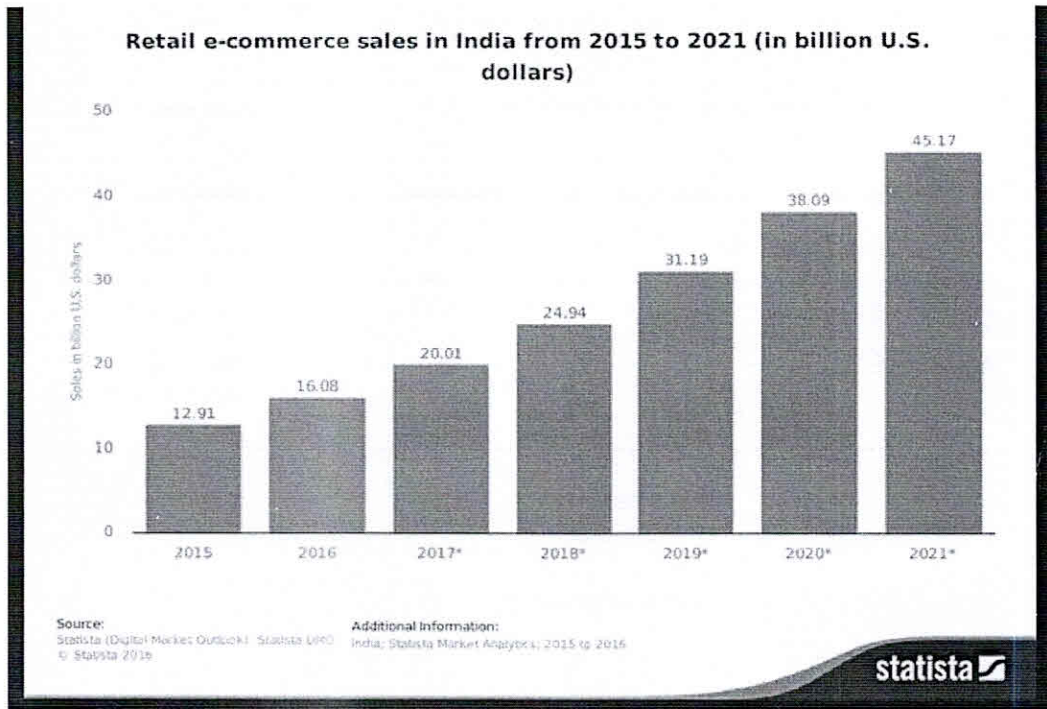
The buying & selling of products & services by businesses & customers through on electronic medium, without using any paper documents. E-commerce is widely considered the buying & selling of products over the internet, but any transaction that is completed solely through electronic measures can be considered e-commerce.

Objectives

The objectives of present study are:

1. To analyze the present trends & opportunities of ecommerce in India.
2. To examine the barriers of e-commerce in India.
3. To find out the growth factors of e-commerce in India.

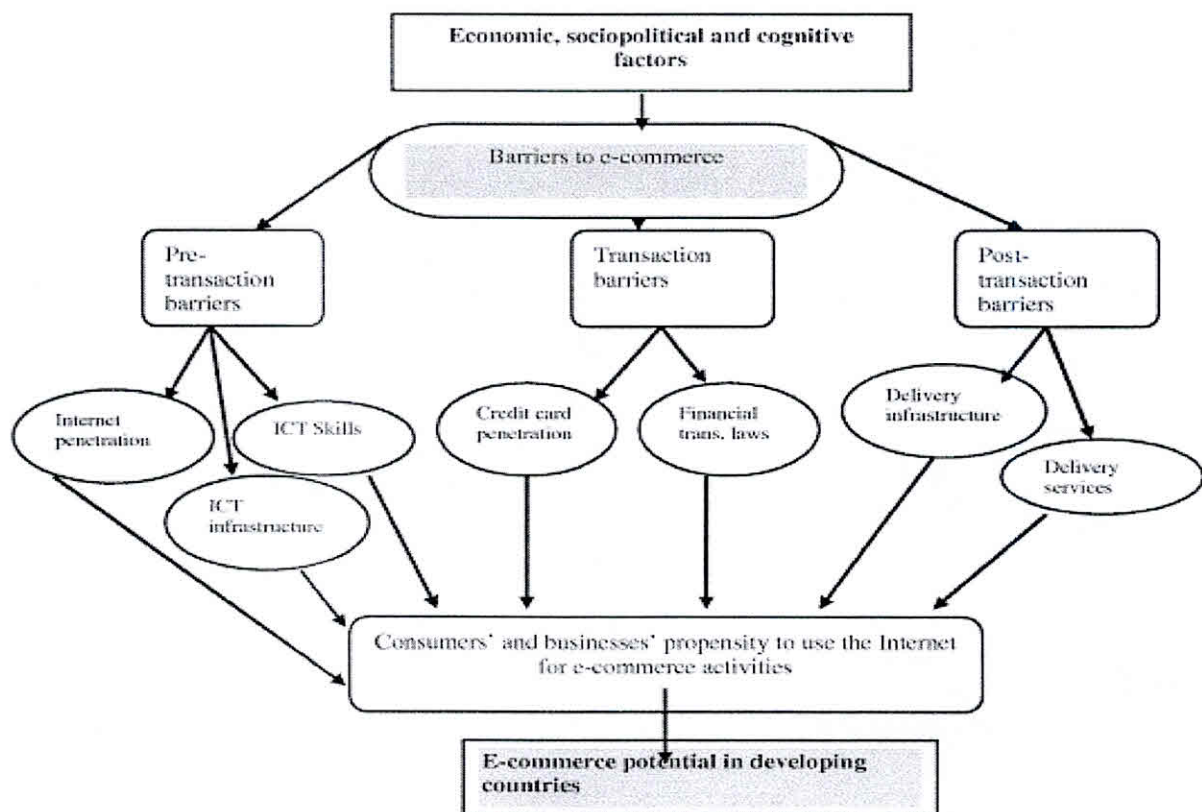
PRESENT SCENARIO OF E-COMMERCE IN INDIA



According to Rawat, ASSOCHAM Secretary General as per the survey in India 75% youth, in the age of 15-34 years, using online services or user in India, and India is an example of the youngest demography globally [10]. As per given age distribution, this may expect to be a continuing tendency in coming years. The growth among categories focused on younger generations in last one year, it is not very surprising to see [13]. It is observed that maximum online shoppers in India are youth, and their age is between 15-24 years including females and

males both. Recently in India, increasing of internet subscribers is beneficial for e-commerce growth in India.

State of Indian E- commerce trends and Opportunities



The concept and launching of e-commerce are not new. It has started its journey from few decades immediately after launching information highway i.e. internet. Both the customers and traders are now using the benefit of e-commerce . It is getting popular day by day with increasing its trust to general people. It takes its position social networking sites. People can easily know about the

product description, quality, and price by their mobile phone, laptop or other devices . Then they can take purchase decision quickly due to its availability of information and convenience. Like other developed and developing countries, Indian e-commerce market is being popular day by day. It bears a positive trend of development which is contributing to the national economy. It creates a lot of job opportunity to educated jobseeker which helps to reduce unemployment rate .

3.4 The Critical Health of the Sector

Losers and gainers According to a study by Accel Partners, online shopping of physical goods in India will grow to US\$ 8.5 billion in 2016 and the number of online shoppers in India will be more than double to 40 million. The internet user base is predicted to increase to 300 million by 2015 . Does that mean that e-commerce is here to stay, and every small and big fish will survive? That might not be the case. The ones that show potential to succeed are international deep-pocket incumbents who have experience, concepts, and variety of offerings, and tend to grow at a fast pace as compared to the other existing players in the Indian market. Even Indian e-commerce players are trying hard to bring in similar concepts as their international competitors . They are trying to bring impending and imminent consolidation, which is evident from the probable mergers of India.

a)Technology and Market:

Key market and technology trends that we believe will define e-commerce in near future include: Brand loyalty Price has been the dominating factor in the Indian market and the customer is not hesitant in changing brands frequently to avail the lucrative offers presented by

competing brands. There is a lot that e-commerce players in India would have to do to make their customers feel special to retain them, as the loyalty erodes fast when the shopper is confronted with promotions and deals . Knowing what your customers want and offering them accordingly can possibly drive this, which is possible by using big data techniques to predict consumer preference and behavior.

b) Logistic Shipment:

online retailers in India, which leads them to build their own strategies in the absence of established systems to handle cash-on-delivery and same-day shipments. Online market leaders are choosing to build their own logistics such as Flipkart, who has launched eKart that is open to its rivals as well [20]. The Indian market is yet not comfortable to adopt payments through credit or debit cards. Cash-on-delivery accounts for up to 60 percent of transactions, according to Internet and Mobile Association of India and audit firm KPMG.

Overdependence on the cash-on-delivery mode of payment remains worrisome as the transactions add about 3 percent additional costs. Also, the additional processes required for cash-on-delivery orders, longer payment cycle, higher instances of returns and associated costs are hurting margins.

c) Experience of Customers :

Improving customer experience with varied offerings and options with the advent of technology, online retailers are devising attractive delivery options such as same-day delivery or delivery within an hour to door of consumers

which gives advanced customer services [21]. To further improve customer experiences, we might also see the adoption of international practices such as digital or experiential stores and showrooms, pop-up and fulfillment stores and drones that will fascinate the Indian market. The other technologies that will affect these trends and help shape the e-commerce business include:

d) Applications of Big data :

To gain, retain and attain more customers, online retailers would have to leverage technology to the fullest, and by developing strategies through analytics produced using big data will help in making customers feel special and increase brand loyalty . With the increasing adoption large amount of data on consumers, which can be further utilized to do target-based marketing and advertising.

e) Application of Mobile:



Brands have taken the mobile advertising route and are

gradually picking up. Online retailers have realized the potential increase of online shoppers through their mobile phones in future. And as consumers grow more comfortable with using mobile devices for browsing and shopping, they are now more open to getting messages from brands via their mobiles. Businesses are implementing strategies for integrating mobile into their marketing campaigns and before they do that, they will have to make efforts to optimize legacy websites for mobile in order to improve customer experience . This is where the responsive design will come into play. Fixing the mobile clicks is imperative as an unresponsive design may lead to the customer abandoning the site in a few seconds causing a low conversion rate and poor return on investments.

f) Using Social Media:

Another important consideration is the social aspect and marketers have realized its importance very well. Product and service feedback via social media channels have an impressionable effect on the minds of the larger customer base .

ADVANTAGES OF E-COMMERCE TO CONSUMERS

i) Inventory Cost Minimizing:

E-commerce can reduce inventory costs through just in produce and forecast demand properly. It also helps to maintain huge inventories or expensive retail showrooms through the adoption of modern IT facilities . It can help to do marketing through various social marketing

sites.

ii) Providing Better Customer Service:

Customer Relationship Management (CRM) is a vital part of business. If customer get more satisfaction, they will visit the business again and again. E-commerce is an approach which is able to deliver proper services to customer according their demand which increase customer satisfaction. High-quality customer relationship is an important tool for retaining customers in the e-commerce environment. Customer Relationship Management Solution requires e-commerce for better business and establishing a better customer relationship. It can enhance customer loyalty which is important for the company.

iii) Reducing Distribution Cost:

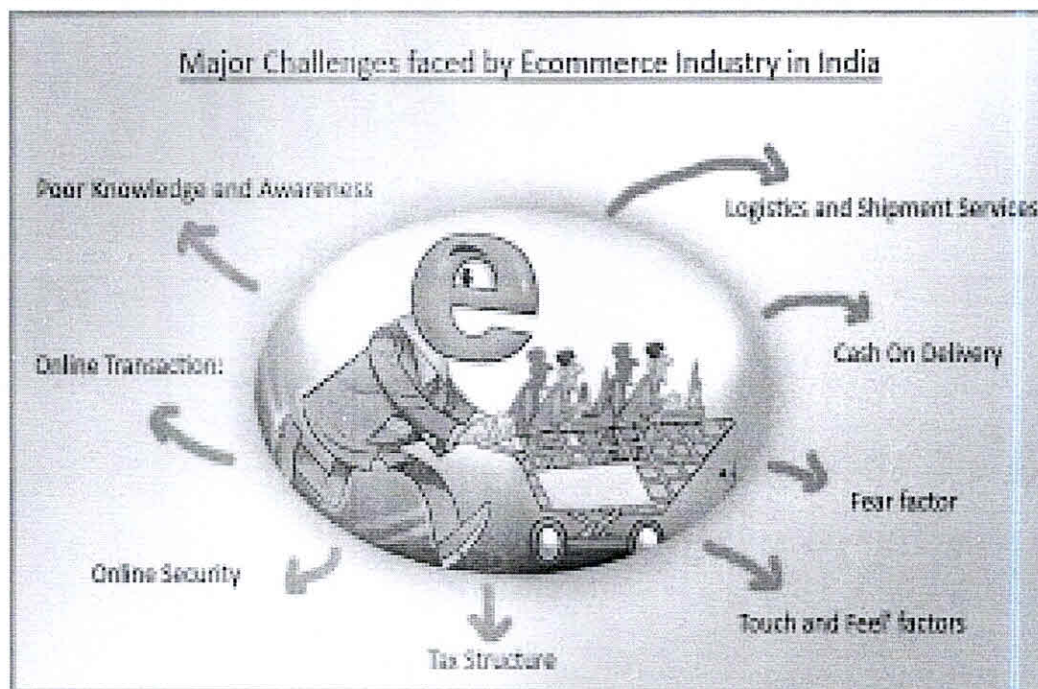
E-commerce reduces distribution costs since it easily conveys message through online. It can easily explain the product feature to its customer . As a result, it reduces distribution cost. It is known from so many scholarly articles that e-commerce is helpful for reducing distribution and other related costs.

iv) Globalizing Business :

Since e-commerce is based on internet, so it can reach easily to a mass customer within short time. Various social networking is using for marketing of various products under e-commerce, as a result it gains a new extent to increase its market. It helps business globalize E-commerce by minimizing costs enables companies' especially small ones to make information on its products and services available to all the potential customers spread over worldwide . This is well confirmed by Amazon. Com. is founded by Jeff Bezos, the largest bookstore in the net by taking away a large amount of

sales from the traditional booksellers. In India, the experience of reinfusion-on-the-net presents the similar case.

CHALLENGES OF E-COMMERCE IN INDIA



Customers consider online transactions are turnover and safety to be the second biggest challenge faced by e-commerce companies in India. Present days news about online fraud, tricky coupons, fake ads, spam e-mail and scam of credit card information being stolen has dynamic customer confidence in this system. As per present scenario, most of the customers in India prefer to buying stuff on (COD) cash on delivery basis. Due to lack of

confidence security system, most of the customer using COD service . Developing Electronic Commerce solutions successfully across the Organization means building reliable, scalable systems for:

i) Poor Infrastructural Problems:

Infrastructure is an essential part of e-commerce business. It is not possible to continue the business without a good infrastructure. The Internet is an essential tool for e-commerce infrastructure. Since e-commerce needs continuous uninterrupted internet, so it is necessary to ensure it. Infrastructure is not only essential for the trader but also essential for the buyer. The major e-commerce infrastructures are available computers, mobile and electronic devices of buyer and seller, available internet service providers and internet penetration rate, quality and speed of internet connectivity, internet security, and online payment gateway . Now the traders of various part of India faces poor e-commerce infrastructure, though the penetration rate is 60% in urban areas and 20.26% in rural areas. The growth rate of penetration is increasing day by day. But the logistics and supply chain infrastructure and financial infrastructure are not up to mark for conducting e-commerce business in India.

ii) Lack of proper Cyber Laws :

Cyber security is a vital tool for maintaining trust in the e-commerce business. The appropriate cyber law is necessary to maintain the cyber security in the country. So, it is not possible to conduct e-commerce business smoothly without implementing timely and appropriate

cyber law in India . But cyber law is not up to mark in India, it needs reform and makes law according to the types of offense for its proper implementation. The cyber law should be standard so that individual property rights, the privacy of data and content, data protection should be reserved with its commercial and criminal areas of law.

iii)Lack of privacy and security:

The privacy and information of buyer and trader should be secure for maintaining a trustworthy business relation. Because sometimes data may be used by the criminal groups for hacking customer and traders money which decrease the trust of e- commerce business. Lack of privacy and security is a big challenge for e- commerce business in India. Privacy has been and continues to be a significant issue of concern for both current and prospective electronic commerce customers. Privacy consists of not being interfered with, having the power to exclude individual privacy is a moral right. In addition to privacy concerns, other ethical issues are involved with e- commerce. The internet offers unprecedented ease of access to a vast array of goods and services. The rapidly expanding arena of largely unregulated cyberspace medium have however prompted concerns about both privacy and data security. Manufactures competing with intermediaries online Dis intermediation, eliminating the intermediary such as retailers, Wholesalers, Outside sales by setting up a website to sell directly to customers.

iv)lack of Digital Illiteracy:

Digital illiteracy is a top requirement for adopting e-commerce. But in India, the digital literacy rate is not satisfactory which creates a barrier for smooth development of e-commerce in India. Through e-commerce requires a group of top-level of IT professional for software development. Infrastructure development customization of software according to customers demand, and negotiate global level e-commerce service providers but top-level IT professionals. So, it is a major challenge for a country like India to engage IT expert and researcher to engage spreading the e-commerce market.

v) Virus Problem :

A computer virus is a threat to e-commerce. There are thousands of viruses manufactures who continuously develop a various to steal the information of various level of people. Indian e-commerce is not out of the influence of the harassment. A computer virus is a tough problem for execution of e-commerce in India. The government should take initiative to implement the anti virus related program for the smooth running of e-commerce in India.

vi) Localization in – terms of place and language:

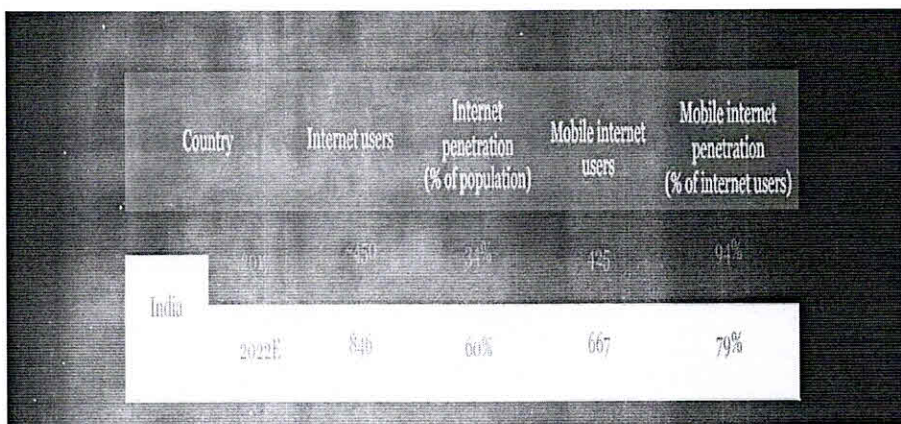
India is a big country in terms of population and area. So, e-commerce business in one province is not enough to deliver their product to other areas because of carrying cost, time and other related risks. So, localization is necessary to deliver the product timely which can stimulate the e-commerce business easily. But unfortunately, it is not up to the mark in India. Internet based e-commerce besides, great advantages.

vii) Consumers 's Perceptions:

Consumers 's perception is an important element for e-commerce business. E-service replacements may seem unfamiliar, artificial and non- authentic in comparison to traditional service processing methods. Consumers may believe that new internet- based processing methods expose them to new potential risks the dangers of online fraud, identity theft and phishing swindles means schemes to steal confidential information.

Distinct categories of e-commerce:

E-commerce, which primarily refers to buying, selling, marketing and servicing of products or services over internet is classified into B2B (Business to Business), B2C (Business to Consumer) and C2C (Consumer to Consumer) and C2B(Consumer to Business). Four distinct categories of electronic commerce can be identified as follows:



Country	Internet users	Internet penetration (% of population)	Mobile internet users	Mobile internet penetration (% of internet users)
India	450	34%	125	94%
2021E	846	60%	667	79%

• **Business-to-business (B2B):** B2B transactions are largely between industrial manufacturers, partners, and retailers or between companies. Business-to-Business refers to the full spectrum of e-commerce that can occur between two organizations. Among other activities, B2B ecommerce includes purchasing and procurement, supplier management, inventory management, channel management, sales activities, payment management, and service and support. According to Outlook Business magazine (May 20, 2008), the total B2B transactions in India in the year 2008 are likely to be US\$100 billion and B2B marketplaces could account for \$15 to \$20 billion out of that. India's largest B2B portal Tradeindia, maintained by Infocom Network Ltd, also stated that e-commerce transactions in India show a growth rate of 30 percent to 40 percent and will soon reach the \$100 billion mark. In near future, e-commerce is going to play a major role in multimedia, entertainment and fashion industry. The foreign branded companies are eager to take full advantage of the growing Indian market and are trying to create market for their products over the net. Gucci Co. an Italian iconic fashion and leather goods label is eager to make its hold in India with Business to business transactions.

• **Business-to-Consumer (B2C):** B2C transactions take place directly between business establishments and consumers. Although business-to-business transactions play an important part in e-commerce market, a share of e-commerce revenues in developing countries like India is generated from business to consumer transactions. Business-to-Consumer e-commerce refers to exchanges between businesses and consumers, e.g., Amazon.com, Yahoo.com and Schwab.com. Similar transactions that occur in

business-to business e-commerce also take place in the business-to-consumer context. For instance, as with smaller business-to-business, transactions that relate to the “back office” of the customer (i.e., inventory management at the home) are often not tracked electronically. However, all customer-facing, or “front office” activities are typically tracked. These include sales activities, consumer search, frequently asked questions and service and support. Railway and Airlines have played a vital role in e-commerce transactions in India. Travel portals are exploding in India. Recently, Make My Trip.com has shown Rs 1000 crores of turnover. Travel alone constituted 50% of Rs 4800 crore online market in 2007-08. In India, online services like ticketing, banking, tax payment, bill payment, hotel room booking, entertainment, online games, matrimonial sites, job sites, etc. are showing signs of development in business-to-customer transactions. There has been tremendous boost in the online business with the stock exchange coming online. Online valentine gifts and Diwali gifts are also becoming popular along with the birthday cakes. No doubt, the total value of the B2B transactions is much larger than that of the B2C transactions, because typically B2B transactions are of much greater value than B2C transactions. It seems that the B2C market in India will take time to grow as compared to the B2B market

- **Consumer-to-Consumer (C2C):** C2C sites don't form a very high portion of web-based commerce. Most visible examples are the auction sites. Basically, if some one has something to sell, then he gets it listed at an auction sites and others can bid for it. Consumer-to-Consumer exchanges involve transactions between and among consumers. These exchanges may or may not include third-party involvement as in the case of the auction-exchange eBay.

• **Consumer-to-Business (C2B):** Consumers can band together to form and present themselves as a buyer group to businesses in a consumer-to-business relationship.

Growth and Prospects of E-Commerce in India:

	\$ billion	Growth (%)
2015	0.6	—
2016	0.9	45
2017	1.3	40
2018	2.3	77
2019	3.7*	60-65

E-commerce in India is still in budding stage but it offers extensive opportunity in developing countries like India. Highly intensed urban areas with very high literacy rates, an enormous rural population with fast increasing literacy rate, a rapidly growing internet user base, technology advancement and adoption and such other factors make India a dream destination for e-commerce players. Moreover, stumpy cost of personal computers, an emergent installed base for Internet use and a progressively more competitive Internet Service Provider (ISP) market has added fuel to the fire in augmenting e-commerce growth in Asia's second most populous nation. India's eCommerce industry is on the growth curve and experiencing a surge in growth. The Online Travel Industry is the biggest segment in eCommerce and is flourishing largely due to the

Internet-savvy urban population. The other segments, categorized under online non-travel industry, include e-Tailing (online retail), online classifieds and Digital Downloads (still in a blossoming stage). The online travel industry has some private players such as Makemytrip, Cleartrip and Yatra as well as a strong government presence in terms of IRCTC, which is a successful Indian Railways initiative. The online classifieds segment is broadly divided into three sectors; Jobs, Matrimonial and Real Estate. Mobile Commerce is also growing rapidly and proving to be a stable and secure supplement to eCommerce due to the record growth in mobile user base in India, in recent years. Growth drivers and barriers are present in equal measures for new eCommerce ventures. A description by the Internet and Mobile Association of India has exposed that India's e-commerce market is mounting at an average rate of 70 percent annually and has grown over 500 percent since 2007. The current estimate of US\$ 6.79 billion for year 2010 is way ahead of the market size in the year 2007 at 1.75 billion.

Facilitators of e-commerce in India:

The products and services are listed with appropriate sub-headings to make it easy for a serious information-seeker to find what he wants. Allied services provided by them: Message boards, chat rooms, forums, etc. B. Banks:

1) Net banking/phone banking: This is an online banking facility available for savings account holders as well as current account holders. Some of the special Net banking services are: Demat accounts for sale/purchase of stocks and shares, Foreign Exchange

services, Direct/Instant payment of bills on the account-holder's behalf, Financial Planning & advice, Electronic Funds Transfer, Loans to account-holders.

2) Credit/Debit Cards- Banks facilitate E-commerce by providing the most vital trade instrument, namely the Credit or Debit Card, without which E-commerce would be impossible.

Category of e-commerce and its trendy uses in India:

i) Today, E-commerce is an essence in Indian society and it has become an integral part of our daily life. There are websites providing any number of goods and services. There are those, which provide a specific product along with its allied services Multi-product e-commerce. These Indian E-commerce portals provide goods and services in a variety of categories. To name a few: Apparel and accessories for men and women, Health and beauty products , Books and magazines, Computers and peripherals, Vehicles, Software, Consumer electronics, Household appliances, Jewelry, Audio/video, entertainment, goods, Gift articles, real estate and service.

ii) Online Trading in Stocks & Shares and e-commerce- Online stock trading activity is gaining momentum in India. Services offered by the online stock trading companies include online buying and selling of stocks and shares, market analysis and research, details of companies, comparison of companies, and research on equity and mutual funds, customer services through email and chat. Online trading also has an added advantage of real time stock trading without calling or visiting the broker's office. Major online stock

trading websites in India include: ICICIDirect.com, Sherkhan.com, Indiabulls.com, 5Paisa.com, Motilal Oswal Securities, HDFC Securities, Reliance Money, IDBIPaisaBuilder, Religare, and Kotak Securities.

iii) Real estate and e-commerce- There are a number of real estate portals and sites that provide information to users regarding the property they wish to buy/sell. This information includes properties available for sale/purchase, the cost, location, etc. They provide information on new properties as well as properties for resale. One can deal directly with developer through consultant. Allied services: Housing Finance, Insurance companies, Architects & Interior Designers, NRI services, Packers & Movers. Some of the popular real estate portals include: Indiaproperty.com, 99acres.com, Magicbricks.com, and Makaan.com.

iv) Travel & tourism and e-commerce- Use of e-commerce in India is increasing in the travel segment. India has a rich history and heritage and e-commerce is instrumental, to a large extent, in selling India as a product, encouraging Indians as well as foreigners to see its multifaceted culture and beauty. The tourist destination sites are categorized according to themes like: Adventure - trekking, mountain climbing etc, Eco-Themes pertains to jungles, flora and fauna. Online travel industry is expected to be worth US \$6 billion in 2010. IRCTC is the most successful eCommerce initiative in India. It has contributed Rs 340 Million to the total eCommerce business of Rs 900 Million. The Indian Travel Ministry has introduced a travel portal called Incredible India. This portal is a big success as tourists can easily contact travel agents, tour operators and hoteliers easily. This portal has also caused a surge in medical tourism to India. By the year 2010, the medical tourism market in India is expected to be

around US\$ 2 million. Other travel portals include Makemytrip, Yatra, Cleartip, and Travelguru. Makemytrip has targeted revenue of Rs 230 Million for the financial year ending March 2010.

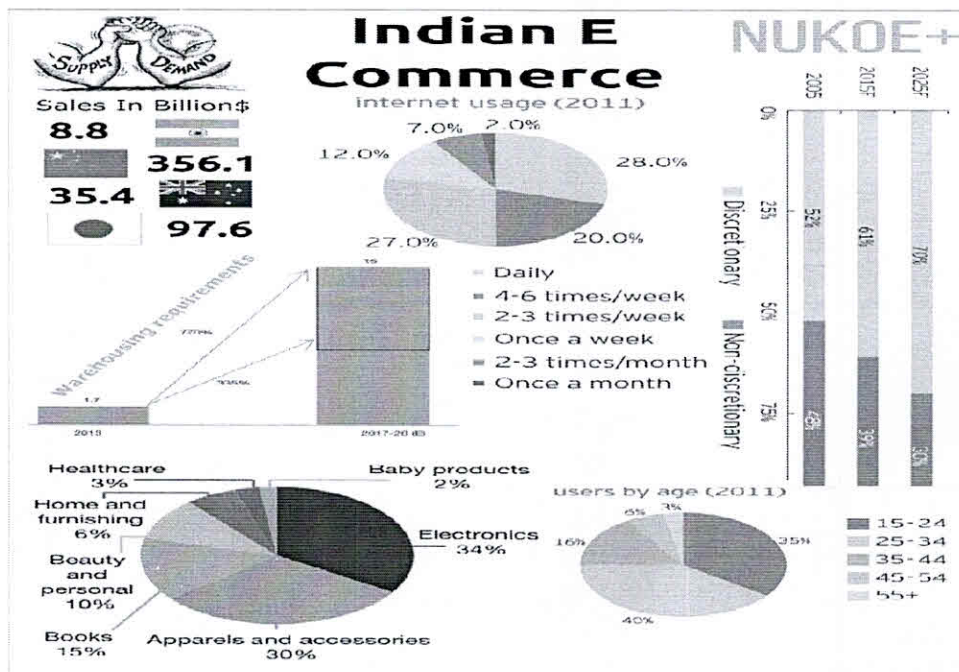
V) Gifts and e-commerce- In the bygone days, one had to plan what to gift a loved one, trudge across to your favorite shop, and browse for hours before purchasing a gift. The gifts are categorized as: Collectibles like paintings and sculptures, Luxury items like leather goods, perfumes, jewelry boxes, etc, household curios and carpets, etc, Toys & games, Chocolates, Flowers, Woodcraft & metal-craft.

vi) Hobbies and e-commerce- The most popular hobbies from time immemorial are reading, music and films. The books cover a wide range of topics like Business, Art, Cookery, Engineering, Children's Stories, Health, Medicine, Biographies, Horror, Home & Garden, etc.

vii) Matrimony and e-commerce- Matrimony e Commerce portals provide the seekers appropriate information regarding the prospective matches, region of their residence, their religion, caste, etc. Allied services are also provided to the listed members. It is said that marriages are made in heaven, but in the world of E-commerce they are made on marriage portals. One can search for a suitable match on their websites by region of residence (India or abroad), religion or caste. Allied services for registered members: Astrological services, Information on Customs and Rituals, Legal issues, Health & Beauty, Fashion & Style, Wedding Planners. These services include: astrology, information on customs and rituals, legal issues, health and beauty, fashion, wedding planners, etc. - commerce- Another area where e Commerce is widely used is that of employment. Internet has simplified the process of search for 'right people on the right job'. There are a number of web portals

and sites that match a prospective employer's requirements with that of candidates applying for that job.

Techniques to improve e-commerce business in India:



In the recent past, the India Government has significantly liberalized foreign direct investment ("FDI") in India. As per the regulations formed under the Foreign Exchange Management Act, 1999, ("FEMA") FDI is allowed on an automatic basis, (i.e. without any prior approval of the Ministry of Commerce and Industry) upto a certain limit or fully, in most sectors. In July 2000, vide Press Note No. 7 (2000 Series), the Government has also allowed 100% FDI in

e-commerce activities. However, this investment is subject to the following conditions:

i). FDI is allowed only in companies engaged in B2B e-commerce activities and not in retail trading;

ii). 26% of the FDI has to be divested in favour of the Indian public within a period of five years, if the companies are listed in other parts of the world. Therefore, companies engaged in B2C e-commerce activities cannot obtain FDI on an automatic basis. They would have to seek prior approvals from the Foreign Investment Promotion Board under the Ministry of Commerce and Industry, which would consider such applications on a case-to-case basis. The government of India has passed the Information and Technology Act to keep a check on the transactions carried on via the electronic media and to make the process of Ecommerce safe and reliable. The Act imposes heavy penalties and punishment on those who try to misuse this channel for personal benefit or to defraud others. The law has also established the authentication of the electronic records. Increase in the Cyber crimes in e-commerce is causing concern among the credit card users in India. Now, the government has opened Cyber Crime Police Station

The following are some pathways to enhance "Online Customers" in India:

- Security is promised.
- Selling Brand articles
- Establishing trust and winning confidence.
- Providing easy guidance

- Clear information regarding delivery time.
- Articles ordered and the article delivered should not vary.
- Giving discount offer and other gift items.
- Limited personal information.
- Providing value added service at lower prices.
- Full information regarding the product is simple words.
- Innovative products.
- Social shopping phenomenon
- Providing price comparison.
- Transparent information regarding the product.
- Indian customers want to buy things that do not cost them much.

Conclusion:

The bursting of the dotcom bubble has made several companies apprehend that doing business on the Internet is not as easy as it sounds. Undoubtedly, the power of the Internet to reach any part of the world holds terrific potential for enhancing international trade and boosting global economy. However, just as every coin has a flip side; it has been observed that doing business on the Internet also has risks and legal issues associated with it. The rapid pace of e-commerce development has generally left the legal system struggling to keep up and gasping for breath. In much the same way as companies doing ecommerce must invent new business procedures and rules, the legal system is trying to

adapt existing laws to fit new settings where it is simply unclear how these laws will apply. In the midst of this legal turmoil, India is one of the few countries across the globe that has enacted an e-commerce legislation. However, much more is needed to effectively regulate the tangled web. Effective risk management strategies coupled with adequate legal documentation will go a long way in protecting e-commerce companies. Although the Internet is a goldmine, without adequate legal protection, it could become a landmine. Nevertheless, with the rapid expansion of internet, e-commerce is set to play a very important role in the 21st century, the new opportunities that will be thrown open, will be accessible to both large corporations and small companies. The role of government should be to provide a legal framework for e-commerce so that while domestic and international trade are allowed to expand their horizons, basic rights such as privacy, intellectual property, prevention of fraud.

Methodology:

Research methodology: The Process used to collect information & data for the purpose of making business decisions. The methodology may include publication research, interview, surveys & other research techniques & could include both present & historical information.

Research design: The researcher has used only secondary data that has been collected from various articles, journals, books, websites etc. It have been used to study the evaluation, conceptual framework, definition, key players, present trends, future prospectus & barriers of e-commerce. The researcher also used quantitative

research that is the systematic empirical investigation of variables phenomena via statistical & mathematical, theories pertaining to phenomena All the data included is the secondary base & proper references have been given wherever necessary.

Result & discussion: India has an internet user base of about 354 million as of June 2015. Despite being third largest user base in world, the penetration of e-commerce is low compared to markets like the United States, United Kingdom or France but is growing much faster, adding around 6 million new entrants every month. The industry consensus is that growth is at an inflection point. In India, cash on delivery is the most preferred payment method, accumulating 75% of the e-retail activities. Demand for international consumer products (including long-tail items) is growing much faster than in-country supply from authorized distributors and e-commerce offerings. As of first Quarter, 2015, seven Indian e-commerce companies have managed to achieve billion-dollar valuation. Viz. Flipkart, Snapdeal, InMobi, Quikr, Amazon India, OlaCabs, and Paytm.

REVIEW OF LITERATURE OF PROSPECTS AND BARRIERS OF E- COMMERCE IN INDIA

An attempt has been made to put forward a brief review of literature based on few of the related studies undertaken worldwide in the area of e-commerce as follows. Elizabeth Goldsmith and Sue L.T. McGregor (2000) analyzed the impact of e-commerce on consumers, public policy, business and education. A discussion of public policy initiatives, research questions and ideas for future research are given. Andrew D. Mitchell (2001) examined the key issues that electronic commerce poses for Global trade, using as a starting point the General Agreement on Trade in Services (GATS), the World Trade organization (WTO) agreement most relevant to e-commerce. Nir B.kshetri(2001) This paper attempts to identified and synthesized the available evidence on predictors of magnitude, global distribution and forms of e-commerce. The analysis indicated that the twin forces of globalization and major revolutions in ICT are fuelling the rapid growth of global e-commerce. Jackie Gilbert Bette Ann Stead (2001) reviewed the incredible growth of electronic commerce (e-commerce) and presented ethical issues that have emerged. Security concerns, spamming, Web sites that do not carry an "advertising" label, cybersquatters, online marketing to children, conflicts of interest, manufacturers competing with intermediaries online, and "dinosaurs" were discussed. Mauricio S. Feather man, Joseph S. Valacich& John D. Wells (2006) examined whether

consumer perceptions of artificiality increase perceptions of e-service risk, which has been shown to hamper consumer acceptance in a variety of online settings. Young Jun Choi¹, Chung Suk Suh(2005) examined the impact of the death of geographical distance brought about by e-marketplaces on market equilibrium and social welfare. Prithviraj Dasgupta and Kasturi Sengupta(2002) examined the future and prospects of ecommerce in Indian Insurance Industry. (Arvind panagariya,2000) examined Economic issues raised by e-commerce for the WTO and developing countries. E-commerce offers unprecedented opportunities to both developing and developed countries.

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TITLE:

A STUDY ON IMPACT OF SOCIAL MEDIA ON TEENS MINDSET.

INTRODUCTION

The word "Social Media" means collection of applications (Facebook, Twitter, WhatsApp, LinkedIn, or YouTube etc.) and websites that link people to share information and aware people about any event through social networking. People belonging to different age groups use social media. The realm of Social Networking Sites is increasingly emerging as the subject of research in the field of social sciences. Scholars in many fields have begun to investigate the various aspects of Social Networking Sites.

DESCRIPTION OF RESEARCH PROBLEM

The social media have become essential part of the lives of millions of people throughout the world. The booming of social media platforms such as Facebook, Twitter, LinkedIn and YouTube across countries and languages have led to the creation of a digital world. The social media have become effective instruments of social mobilization, economic development, political reformation, environment protection, crisis management, disaster management and participatory development in the present times.

OBJECTIVES:

- ❖ To study the social networking aspects.
- ❖ To study the impact of social media on "teenagers".
- ❖ To study responses from parents and teenagers about the growing impact of social media. on "teenagers".

METHODOLOGY

[A] SAMPLE SIZE:

a structured questionnaire has being administered to students and parents of 100 each making a simple size of 200.

[B] SAMPLING TECHNIQUES:

Random sampling method was used.

[C] TOOLS AND TECHNIQUES:

Simple percentages are used to analysis the data.

[D] DATA:

The following data collection method was used.

1. Primary data through structural questionnaire.
2. Secondary data from various journals, books, reports etc..

LIMITATION:

- (1) For students only girls students are considered.
- (2) Sample is taken from towns & city of Hyderabad

ANALYSIS OF STUDENT DATA AND FINDINGS

According to the analysis the persons between the ages 16-20 use the social media and mostly used social networking site is google. And most of the persons use at least one social networking site. and mostly 52 % of teenagers are using social networking approximately 2 to 3 hours .according to the analysis most of the people use social media to communicate with friends. according to the analysis social media is positively effected on their personal life. According to the analysis social media is the best way for teachers to reach students. social networking sites effects welfare to our country. according to the analysis social media effects study time in negative way.

ANALYSIS OF PARENT DATA AND FINDINGS

parents think that youth use social media in both positive and negative way. parents think that social media changed the way of learning mostly parents think that social media is a tool to communicate. parents think that people are more empathetic considerate relationship oriented. parents think that the most well-known downside of social media is addiction it creates. parents think that social media increase the emotions. parents think that social media effects the child development.

SUGGESTIONS:

Knowing how to navigate the online social networking world is crucial for parents and teens. Being educated and talking about online experiences can help reduce any negative impacts on youth mental health and well-being.

CONCLUSION:

To be fair and honest we need to mention that social media has its positive outcomes and has its drawbacks as well. "The dark side of social media is that, within seconds, anything can be blown out of proportion and taken out of context. And it is very difficult not to get swept up in it all" (Formichetti. to society.)

This study investigates the effects of social media on youth. While using social media, users have to remember the cultural values, social norms, and Islamic values.

- On the basis of analysis, the major recommendations
- Adolescence should use their time wisely instead of wasting their precious time on other social networks like Whatsapp, Twitter, Facebook, and Youtube .

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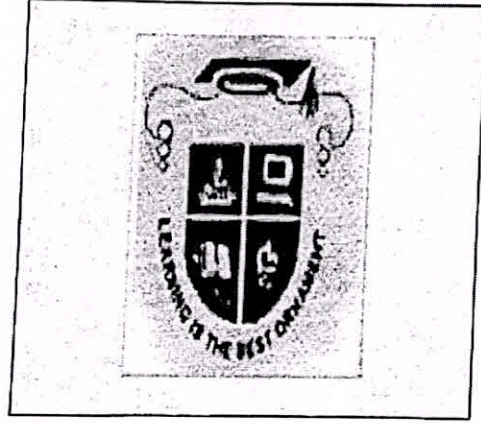
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తెలంగాణ లో విభిన్న భాషా
సంస్కృతులు



JIGNASA

STUDENT STUDY PROJECT

2019-2020

STUDENT STUDY PROJECT WORK IN TELUGU

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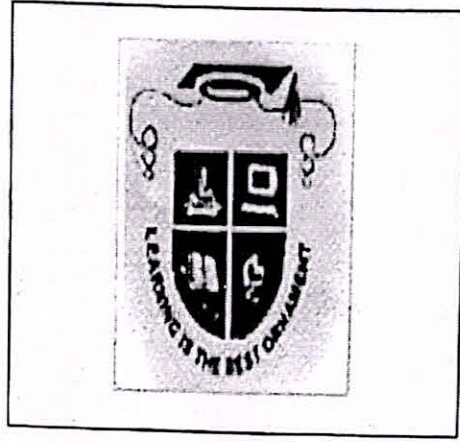
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CERTIFICATE

This is to certify that the student study project report entitled "Telangana lo Vibhinna Bhasha Samskruthulu" in the subject of Telugu.

Padma
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PRINCIPAL

ప్రస్తుత దేశకాల పరిస్థితుల పెత్తనం కోసం దోరాడుతున్నారు.

'సలం తున్నవాడి దే రాజ్చం' అన్నట్లు రాజకీయ పరిస్థితుల సెలకొన్నారు.

ఆంధ్ర భాష ఆధిపత్యం క్రందికి అన్ని భాషలు చేరిపోయే పరిస్థితి దాఫ్ఫిరించింది. ఇటువంటి స్థితిలో అస్తీత్వం కల్పించుటా ఉంచాల

అంటే మూల్యభాషను తెలంగాణ యూనిసు కాపాడుకోవలసిన

అవసరము ఉంది. తెలంగాణ భాషా సంస్కృతుల మీద దాడి చేసిన

వివిధ భాషలు, సంస్కృతులను వివరించడమే ఈ ప్రాజెక్టు ఉద్దేశ్యము.

ఈ స్వీటి ప్రాజెక్టును అయిదు విభాగాలుగా వివరించాలి ప్రయత్నం చేశాము.

1. తెలంగాణ భాషా సంస్కృతులు - పుస్తక పాఠాలు

2. తెలంగాణ భాషపై ఉర్దూ పాఠశాల భాషల ప్రభావము

3. సాహిత్య సమాలోచనం

4. తెలంగాణా జనజీవనం పై ఇతర రాష్ట్రాల ప్రభావం

5. తెలంగాణ భాషా సంస్కృతుల పరిరక్షణ.

తెలంగాణ భాషా సంస్కృతులు అనేవి అమృతపు ఊటలు. ఎంతమీద

చాదుకున్నా ఇంకా ఉరుతునే పూటాయి, అమృతాన్ని పాముతునే దుదాయి.

I. తెలంగాణా భాషా సంస్కృతులు - పూర్వపరిణామాలు :-

భారత దేశం విద్యను వికాసం, వికాసంలో విద్యను లా
ఉంటుంది. దేశము ఒకటి, ప్రజలు విద్యను మతాలవారు విద్యను సంస్కృతు
లను, ఆచార వ్యవహారాలను అచరించేవారు. మతాల విన్నీ టిప్పు
మానవత్వం ఒకటి అని నిరూపించే దేశం మన భారత దేశము.

భారతదేశం సహజ వనరులతో సుసంపన్నమైన దేశం. మన దేశ
సంపదము గురించి కథలు కథలు గా విన్న వివిధ దేశాల వారు మన దేశాన్ని
సందర్శించాలని, మన దేశ సంపదను చేరుకోవాలని కోవాలని పథకాలు
పన్నేవారు.

క్రీ.శ. 1498 మే 22 వ తేదీన కాలకట్టే సమద్ర తీరంలో
వాస్కో డ గామా అడుగుపెట్టిన రోజు మన దేశం సహజమైన ప్రకాంతత
అమాయకులైన ప్రజలతో అందమైన ప్రకృతితో ఆవిర్భవించిన
అహారధృతుల వాల్లతో జీవిస్తుంటుంది. ఎప్పుడైతే వాస్కో డ గామా
మన దేశంలో కాలపెట్టాడో, మనం ప్రపంచానికి తెలిసిపోయాం. ఇక
మన దేశానికి రావడానికి ప్రపంచానికి వారి ఊరికి వచ్చింది. మళ్ళీ
సహజంగా ఉండే ఈ క్షయ సహాయం మన చుంకితనము. సంపదలను

పేర్లు. మనలను బానిసలుగా మార్చివేశారు. మతమార్పిడిలు విచ్చలవిడి
 గా జరిగాయి. మన భాష, సంస్కృతి, ఆచార వ్యవహారాలలో చాల
 మార్పు వచ్చింది. వ్యాపార చేసుకొని వెళ్ళాలని వచ్చిన విదేశీయులు
 మన దేశ సంపదను డోచుకొని, మనలను బానిసలుగా మార్చుకున్నారంటే
 మనం ఎంత అమానుషులమో అర్థమవుతుంది.

మన సందుకులు, కానాచి ల స్థానంలో 'అల్కాం' వచ్చి చేరింది.
 చల్లని 'చల్ల' వెనట్టియోలు 'చాయ్' చప్పరించడం మొదలుపెట్టారు మన షుక్కు.
 భారతీయుల ఆలోచనల్ని పెంచేది, దంతాలకు చిగుళ్ళకు చాచిచ్చి ముఖ
 సాందర్భాన్ని పెంచే తాంబూలమ్ స్థానంలో పోనాకు చేరిపోయింది.

"చాయ్ చటుక్కునా తాగరా భాయ్" అని 'చుయాను' గా
 పాడుకున్న ఈ చాయ్ మన దేశంలో అర్జీవేసుకున్న తోరు గమనిస్తాం.
 గ్రామ పూటలలో యోగ్యు పెట్టి పెద్ద డికికాలో నల్గు పెట్టివారు. మనలు
 తున్న నల్గుల్లో చాయ్ పట్టా వేసి మరిగించేవారు. డికా డ్రిన్ తో
 చక్కెర వేసి చక్కెర గుర్రెపాలు వేసి కమ్మటి చాయ్ తయారు
 చేసేవారు. అలా తయారైన తేనీ ఇంటింటికి డిచితంగా
 అందించేవారు. మన వాళ్ళకు తే తాగడం ఎలవాటైన

అంగర్ల అమృతం మొదల పెట్టారు. మొదట్లో వారి ప్రాధాన్యం
 ఎలా తరచూ వాడుకలవాలి చూపించారు. తర్వాత శ్రీ విద్యాన్ని
 అలవాటుగా మార్చినారు. తర్వాత తోపాడినీ అమ్మి నామూచెను
 కున్నారు. జనాతి నుండి ఈనాటి వరకు చాచి అనేది ఒక అలవాటుగా,
 ఒక అతని మర్త్యాదగా మారిపోయింది.

భారతదేశం ఉష్ణమండలం. పాశ్చాత్యదేశాలు శీతలమండలాలు.
 వారి వాతావరణ పరిస్థితుల కారణంగా శరీరం ఉష్ణత పెంచుకోవడం
 కొరకు కొంత పరిమితిలో మద్యం వున్నట్లనేవారు. మన దేశకాల
 పరిస్థితులకు విరుద్ధంగా మద్యమే, మత్తుపదార్థాలు చిరిచిగా
 అమృతం వున్నాయి. ఈ దుర్వ్యసనవల్ల వచ్చే కుటుంబాలు 'బజారు'న
 పడుతున్నాయి.

విదేశాలలోని కుటుంబ వ్యవస్థ మన కుటుంబ వ్యవస్థ వలె
 ఉండుట కుటుంబ వ్యవస్థ ఉండదు. చిన్నకుటుంబాలు గా వ్రంట్, కుటుంబం
 లోని వారందరూ ఏదో ఒక ఉపాధిలో ఉండారు. పిల్లలు ఉన్నత
 విద్యను అభ్యసించే టుప్పుటికి తమ ఇళ్ళ మీద తామే నిలబడవలసి
 వుండేది. ఆ ఇంట్లో అందరూ సహించుచో ఏనిలోనే ఉండారు. కనుక
 ఇంతటి ఏనికొసం విక్రవ సాతం మిషన్స్ వైనల్లో బిభారపడుతారు.

తాను. బద్దకలు, పజ్జాలు, నేతల యానాయాలు, చక్కెర ద్రావణాలు
వారికి అందుబాటులో వుండాయి. అదే సరిస్థితి మన దేశంలోను
వేళ్ళూ సుటుంది.

'అన్నం పరబ్రహ్మ స్వీరూపమ్' అనేది మన సంస్కృతి. మనం
తీసుకునే ఆహారం మనకు సత్వగుణాన్ని, రజోగుణాన్ని, తమో
గుణాన్ని కలిగిస్తాయని, ఆయా గుణాల మన జీవన గమనాన్ని
నేర్పొకొస్తాయని నమ్మే మనం... ఇప్పుడు విదేశీ ఆహార పదార్థాలను
యథేచ్ఛగా స్వీకరిస్తున్నాము, అనేక ప్రోత్సాహములను కొని
తీర్చుకుంటున్నాము.

ఇక తెలంగాణ భాష గురించి చూచినట్లైతే, మనం ఇప్పుడు
మాట్లాడుతున్న భాషలో చాలా దరతు అక్షరేశ్చారాలే వుండాయి. అవి ఎలా
వచ్చాయి అనే ప్రశ్నకు విదేశీయులు మన దేశానికి రావడం వల్లనే
అనే సమాధి వాడుతుంది ఐదుతుంది. సాహిత్య సాహిత్యంగా
నిరూపించాలంటే పంచమ వేదమున ప్రస్తుతం పుడుతున్న
మహాభారతమే ఐదుకు కుద్దోని గా నిలుస్తుంది. ప్రముఖాంధ్రమహా

ఈ ప్రాస అనే మాట చారిత్రక పదము. అల్లా టట్టిక్ ఖిల్జీ ఢిల్లీని
 ముట్టడించి ఉత్తర భారతదేశాన్ని వశం చేసి పెన్నాడు. మహమ్మద్
 బాన్ తుగ్లక్, గోరీ విదర్శిన వారు మనదేశాన్ని యోచనాని తోయారు.
 యోతూ యోతూ వాళ్ళ మతాన్ని తినిపాలను మన మీద రుద్ది
 యోయారు. ఉత్తర భారతదేశం, దక్షిణ భారతదేశం అనే త్రేడా
 తెలియక భారతదేశం అంటూ టుర్కు, అరబ్, పాకిస్థాన్
 ప్రాబల్యం పెరిగిపోయింది. వారు గిల్జును, గోలకొండను రానిధానిగా
 చేసికొని దేశముఖులను ప్రతినిధులుగా పెట్టి పరిపాలన సాగించారు.
 పరిపాలకుల వల్ల మన నిర్లక్ష్య వ్యవహారంల వంట మాన్పి వచ్చింది.
 మన భాషల చారిత్రక పదాలు, ఉర్దూ పదాలు, అరబ్బీ పదాలు విన్నీ
 చొరినవి. వాటిలో కొన్ని మాత్రం పదాలను గమనిద్దాము.

మజ్హాబ్, ఏకానా, దస్తావేజు, గస్తీ, కుత్బులు, వజీరు, దర్బారు, నజరు,
 రోజీదు, ఖజానా, ఇనాం, చాక్రాన్, ఏజీట్, ఏద్వాలీ, ఆల్ఫీ, దరఖాస్తే,
 జమీన్, వతన్ దార్, ఆచీన్ సాబ్, ఇలాకా, సర్ నామా, ఇలాక
 పెదక్షిత పదాలు ఆనాటి ప్రభుత్వ కార్యాలయాలలో వాడే పదాలు.
 ఇవి ఇప్పటికీ మనం అవసరమైన సోపా చొడుతున్నాము.

చూడండి. రుమాయి, దస్తీ, బరఖా, అంగి, ఫరదా, రజాయి, యాహ్న్
 (బూద్లు), పైతాయిల (సాఫ్ట్) దర్జా, రోహ్, సహర్, ఛాతే, హాలా, కండుర్
 (దర్జాల్ మెక్కు చెల్లంపు), రమజాన్ (పండుగ), నమాజు, మస్జిదు, షకీరు,
 నవాలు, గళిబ్, ఆకాశి, షీఖాళి, షేజార్, బజారు, ఫులావు, అబ్బానో,
 బగారా, తూల్ఫా, షీర్ ఖాల్కా, షేర్కా, హాళిమ్, హాళిస్, నెహలీ,
 నసగనాలు, షాదిఖానా, జుదా (ప్రతికూతురు బద్దలు), రస్మాన్
 (కూడ కార్ఖాల్లీ చాస్ తోతు ఇథానం) మెహంబ్, కాలత్, నావత్,
 ఆఖానా (అర్క + అజా), బారానా (బారో + అజా), యాకోమ్, రూషాయి,
 యాది, లషకర్, కారజ్, దుకాన్, మకాన్, నేర్, సవాసేర్
 ఇలా విన్నో ఏదాలనాలకల మీద నిత్యం శిక్షే వీసేళి ఏసాలు.

తెలంగాణలో ముస్లిం దర్గాలకు వివేకాలు మెక్కుతారు. కఠోకలు
 నెరవోరిన తర్బాత కుదుర్ చాస్ యాదును త్రోసి చుడ్డాలకు
 బంధువులకు ఖోజనం పెడతారు. తమ పిల్లలకు తుర్కజేప్రండ్ల పేర్లు
 పెట్టుకుంటారు. ముస్లింల రమజాన్ పండుగలో షీర్ ఖాల్కా
 పంపితే, హిందువులు దసరా కు బగారన్నం మారాసం తూర పంపితారు.

పరిపాలనాకు. జనవల్లభుడు జైనమతాన్ని వృద్ధిచేసినాడు. జైనుల కులంలోనే జేములవాడ రాజేశ్వర స్వామి వారి జేవాలయం, బద్ది హావమా గుడి నిర్మించి మతసామరస్యాన్ని చాడుకున్నారు. 'జనవల్లభుడు రాసిన "కుర్వల శాసనం" వియద్ద మొదటి తెలంగాణ శాసనము. ఈయన పంపకవి సోదరుడు. సుమతీ కతక కర్త బద్దిన జేములవాడు నాళ్ళు కాలము వాడే. వరంగల్ లోనే వేలికొంభు గుడి, కంభుని గుడి, పద్మాక్షి జేవాలయం ఆనాటి శిల్పకళను, వాస్తు శాస్త్రాన్ని ప్రకటింపజేసాయి. తెలంగాణ రాష్ట్ర జాతర 'మేవారం' జాతర కాకతీయుల కాలం నుండి రుదుర్పడుతున్నారు.

కాకతీయుల తర్వాత అరబ్బులు, తుర్కీలు, నవాబులు మన తెలంగాణను పరిపాలించారు. వారి పరిపాలనలో మన భాషా సంస్కృతులు వన్నీ మాద్బులకు గురైనవి. అప్పజావీ వంశస్థులు పరిపాలనానష్టము తెలంగాణలో చూడు భాషలు వ్రాడేవి. కోట్ల వ్రావహారాలలో, కోట్ల ఆర్డులలో, సాక్షుల అభిప్రాయ సేకరణలో యాతకక భాషను టిపయోగించేవారు. రెవిన్యూ, బండబస్తు (ప్రోత్రిసు)శాఖలలో డిర్క్టర్ టిపయోగించేవారు. గ్రామస్థాయిలో పఠాల్, ఏడ్పూరీలు

తెలంగాణలోనే పాఠశాలలు, ఉర్దూ, తెలుగు మూడు భాషలు ఉండేవి.

దొకంటా రాలకొయ సాంఘిక పరిస్థితులు వ్యవహార భాష మేకనే కాకుండా విద్యమీద కూడా ప్రభావంచూపుతాయి. తెలంగాణ పలుకబడినది విశ్వవిద్యాలయము అను ఉస్మానియా విశ్వవిద్యాలయం లో 'ఉర్దూ' నిర్బంధ విద్యగా వుండేది. ప్రొఫెసరుల నుండి స్నాతకోత్తరం వరకు ఉర్దూ మీడియం వదువే ఉండేది. అలా చదివిన వారికి ఉద్యోగాలు వచ్చేవి. సామాన్య ప్రజానీకం మాత్రమే ప్రాథమిక, మాధ్యమిక తరగతులు పిల్లలకు (optional) గా తెలుగు నేర్చుకునే వారు. క్రీ.శ. 1835 లో ఆంగ్లేయులు ఉర్దూ భాషను రాజభాషగా ప్రకటించి ఆ భాషను బలం చేకూర్చారు.

1. తెలుగుపై ఉర్దూ పాఠశాలల ప్రభావము - డా॥ కె. గోపాలకృష్ణ రావు

ఆంధ్ర సారస్వత పరిషత్తు ప్రచురణ జనవరి 1968.

జన మాతా ఇబ్రహీం కులీకుతుబ్ చాహ్ తెలుగు కవులను ఎంత
 ఆదరించాడు. ఛాన్నగంటి తెలగన, అద్దంకి నంగాధర కవి మొదలైన
 ఎందరి నుండి కవులను చాహించాడు. కవుల ద్వారా తెలుగు సాహిత్యానికి
 నీల బెట్టాడు. యయాతి - చంద్ర, సంవత్సర పాశ్చాత్య నమలల
 తెలంగాణ సంస్కృతి కద్దిస్తోంది. కవుల గజళ్ళు, రుబాయిల
 నవాబులకు విప్పించి వారిని ఆనంద పుచ్చారు. ఆనాటి
 కవుల రచనలలో సంస్కృతము, ప్రాకృతము, హిందీ, తుర్కీ,
 అరబ్బీ, పారసీ, టర్కీ వదాల అక్షరాలు ఉంటాయి. ఈ నన్నయ
 మహాభారతం రచించినాటికే పారసీ భాషా వదాలు కావ్యాలలోకి
 వచ్చుకు వచ్చినట్లు తెలుపే పద్యమును చూడండి.

అవిరళ క్షుణ్ణిత నానార్థ గంధస్థల, గజ, సహస్రంబు, గనక రత్న
 రచితమైన తురగ సారణి సహితంబైన రథ సహస్రంబును రక్షణశూన్య
 జాలయ్యిత స్త్రీ సహస్రంబు గంభవ విజితా సహస్రంబు, జిత్రలలత
 గణ సౌష్ఠ్య నేమాణు గాడిదలను సింధు బాహ్యక కాంక్షజ "పారసీక"

దర్శన యుక్తులైన దశలక్ష్మి షానాథ్
వరుల నరణమిచ్చె మునుండు .

ఈ పద్యాలకు వినుకులు, కుర్రాలు, రథాల అవయవ గాఢిదులను కూడా
అరణం నా ఇల్లునట్లు తెలుస్తుంది. చారిత్రక పదము కూడా నన్నయ
ప్రయోగించాడు. కనుక అరబ్బు, చారిత్రక సంస్కృతాని తెల్పేటట్లు
పద్యమిది .

నన్నెచోడుని 'కుమార సంభవం' లో 'కైఫ్ర' అనే పదము ఉంది.
ఇది చారిత్రక భాషా పదం. కైఫ్ర, తరవారి, బాపె అనౌచిదాలు ఉర్దూ పాఠశా
ప్రభావం వల్లనే సాచిత్రం అ ప్రయోగించారని తెలుస్తుంది.

ఆక్షర త్రాసు, తక్కడపదములను, ఆక్షర శిష్టాక్షర కేతన
త్రాసు, తరాలు పదములను తమ కావ్యములకు ప్రయోగించినారు.
త్రనాథుడు క్రొవొల్లిరామలింగం 'గుల్లాము' పదము ఉపయోగించినాడు.
ఇది గులామీ అనే చుట్టి పదానికి రూపాంతరం.

1. శ్రీవేద వేంకటరాయ శాస్త్రి - నన్నెచోడుని కవిత్వము 1963

2. నన్నె కవిత్వమును అక్షరశాస్త్రములు - సాచిత్రాసంగ్రహం హిసెయరు 1962 .

పాడుకుండున్న మనం ఈ పాటల 'అసలు', మరచారు ఏదాని పాఠశా, డిర్లు ఏవారే. ప్రతినిత్యం మనం మాట్లాడే 'రోజూ' అనేమాట కోట్ల అనే పాఠశాల ఏదాని నుండి విద్వంసి. ఇట్లనే బజారు, బోలారు, బిలమ్, కమర్, కుల్లూ, జరి, బలూర్, గిరవు, నిఘానా, విదత్తిన ఏదాని సాహిత్యంల సాహిత్యంలకున్నాయి.

తెలుగుల అలసారి సాహిత్యం అకాడమీ అవార్డు పొందిన తెలంగాణ సాహిత్యవేత్త సురదరం ప్రతాపరెడ్డిగారు 'వెజ్జినాని పాట' అని రంధం వంశం ను వ్రాశారు. అందులకు అర్హులు, పాఠశా, అరబ్బి ఏదాని పాట అసలు అసలు మనవాళ్ళు పట్టకట్టాల కనులకు కెట్టి నట్టచూపించారు కవి.

" వి యి గ్రాహారమో రామ రామో, యకెవ్వారిలో చెప్పినా యోమి లాభంబు, మా రాత బుట్లంబి. రెడ్లొక్కరే తొది కాదు ఏట్వారి యోలీసు పాట్లీలు, తోసేలవా రంటుం, పెయిద్దు మనంట, తాలూకు దారంట, కచ్చెలి బంట్రితులంట, అమీను సాటు యింకా తమాస్సిన యోద్దార్లు వస్తారు. జోగాలి గాన్ని పకడ్డావు మంటారు. గుట్టానిక మందురక మంటారు. బుచ్చాల వానింట సౌజా మ సాలాల ఏట్టిచక రమ్మంటు చెప్తారు. కోమల్ల అలి వీకులాట్రితే తప్పింది కాదయ్యూ. వాళ్ళయ్యూ కుంటి రోఫ వాళ్లలో గుడ్లులాడా తె,

కలస్తూ ముత్యము తుక్కాన చేదంట, గీదంట అద్దారు. మోజాల లో
 యావు వాయంగ కౌద్దారు. వుక్కలు తొగాలె మాకగ్గి పెట్టండి అంటారు.
 పానీపీలా వంటి నోట్లకి నల్లన్నీ యోసేది మేమేకదా, వారి పెండ్లలు
 యేం చెప్పుమన్నాను చెయ్యాలి. మా చేత గాదంటి నర్తర్న చేయిస్తమంటారు
 పొడ్డస్తమానం యిదే యొట్టి చేయిస్తే మేమొట్లు నక్కాలె, తైదంబలో యంత
 యోయినరూ, దూపకూ అట్టి రంబంబ మంటేను, కౌపింనుకా మేకచే
 దంట బహు లభంగంట యేమేమి అద్దారు. యీ నౌకలో నూకు
 నాలంటే మమోంగ చెద్దారు. మా ఘోర్న బల్గా మేమిట్టి యోద్దార్లయై
 మంది కొంపల్ బటాయంబ యంటాము లేకుంటి ఈ బల్గా మాకెందు
 కౌస్తాది మాలాగ ఎట్టెల మోస్తే తమానా తెలస్తొంది కానూను....
 సర్కేది మమ్మల్ని పీడించెదాస్కెన.... అట్లయితే కానూను మాకైతే యేమైన
 ఉండా మళితేద చెప్పండి. లేకుంటే యీ నౌకలో మీరే చేస్తొండి మాకొప్పు
 సిల్లాము సిల్లామయా."

ఈ పంశకముల ప్రతి పదము ఉర్దూ లేదా సారశక ఏదము, తైదంబల,
 మాప ఏదాల మన పుల్లీకులను గుర్తు తెస్తాయి.

తెలంగాణ రాష్ట్రానికి మహారాష్ట్ర, కర్ణాటక, ఒరిస్సా, తమిళనాడు, కేరళ తదితర రాష్ట్రాల సరిహద్దు రాష్ట్రాలగా వున్నాయి. ఆంధ్రప్రదేశ్ రాష్ట్రం ఖాష, సంస్కృత సంప్రదాయాలు మన రాష్ట్రం మీద తప్పకుండా ఏడ్చాయి. సరిహద్దు రాష్ట్రాలలోని సంస్కృత ప్రాంతాలకు రెండు రాష్ట్రాల మిశ్రమ ఖాష వుంటుంది. సంస్కృత ప్రాంతాల ప్రజల మాటలు, ఆహారపుటలవల్ల ప్రత్యేకతను కలిగి వుంటాయి.

తెలంగాణ ఖాష ఎన్నో రకాలగా రూపుదిద్దుకున్నది. ఈ మాట్లాడు పరిశీలించడానికి చారిత్రక అంశాలు, ప్రాంతీయ అంశాలు, సాంఘిక అంశాలును దృష్టిలో పెట్టుకొని పరిశోధించవలసి వుంటుందని ప్రోఫెసర్లు ప్రోత్సహించారు. తెలుగు ఖాషా చరిత్ర అ గ్రంథం లు చెప్పారు. అదిలాబాద్, నిజామాబాద్, కామారెడ్డి జిల్లాలు మహారాష్ట్ర, కర్ణాటక రాష్ట్రం ల ఖాషా పాఠాలు కలుస్తాయి. మహబూబ్ నగర్ నిజామాబాద్, జిల్లాల జిల్లాల కర్ణాటక రాష్ట్రానికి వాడుకగా వున్నాయి. కనుక ఈ జిల్లాల్లో ఆ రాష్ట్ర కన్నడ ఖాషా పాఠాలు వ్యావహారికం కలిసిపోయి వుంటాయి. ఉదా: ఆయి (అమల), అాయి (అక్క), ఆజి (నానమ్మ), మావునీ (పెద్దమ్మ), వాలలహోలి (అక్క అక్క), కుల్లి (కుళ్లి), పంకా (పూన్), తంతెయ (మొట్టె),

అత్తై అత్త	అత్తై అత్తై	అత్త
కుత్తైకి కుత్తై	కుత్తై	కుత్తైక బాంబెగ గొంతు
అల్లుడు	అల్లయ	అల్లుడు
గొత్తు	గొత్తు	గుర్తు
సనీవారం / సనారం	సనీ వారం	సనీవారం
అయిత్వారం/ అయితారం	అయిత్వారం	అనివారం/అయితారం (వట్టిల్ల వట్టిమ్మంబి)
బానా	శాసే	బాల శానా
బోషకా/ బోషక	బోషక	బోషక బోషక (పండ్లలో వరుస బద్దలకోసం బియ్యం టెంపునే బోషక అంటారు)
పెయి/పమి/ పామి/పమి	పెయి	పెయి పళరం (పెయి కడుగు అనే మాట స్త్రీనాసికి వాడతారు)
పైదాల	పాగదాల	పాగదాల పైదాల (మగ్గివ్వం)
అంకరీ/ అంకరీ	అంకరీ	అంకరీ అంకరీ (అంతా అంకరీ-అనేమాట వారా పత్రకల్ల చూస్తుంటారు)

ఇది కొన్ని పదాల మాత్రమే. మనం మాట్లాడే చాలశాతం అక్షర
సృష్టాల్లో చూడవచ్చును. ఇవైతే యథా ఆధంగా మాట్లాడుతున్నాము.

తెలంగాణ భాష సుమారు 4400 సంవత్సరాల నాటిది. సమీరియా ను ఏరివేయబడిన అమెరికా దేశాల్లో అనేకానీ గ్రంథాలయాలకు ఉన్న మట్టి బ్రహ్మల రాతల్లో తెలుగు ఉంది అనే తేల్చినాడు. బౌద్ధవాద్యులకు ఏతలేయ ప్రామాణ్యం, మత్స్య ప్రామాణ్యం, మహాభారతం, వాత్సయన కామ సూత్రాలలో, భరతుని నాట్యశాస్త్రం, కౌటిల్లినీ అర్థశాస్త్రం, అంధకాద్వైక ఫలం అంధక వ్యాఖ్య మొదలైన గ్రంథాలకు గల అంధక శబ్దము 'కింధ్ర' శబ్దంగా మారింది.

బౌద్ధ వాద్యులకు శోనావరి నదికి తెలుగు అనే పేరుంది. తెలుగుది స్పష్టమైన నీటి వల్ల ఏరివేయబడిన ప్రాంతం అంతా మాగారంగా (నారవంతంగా) మారింది. మంచి పంటలు పండుతూ ఆ ప్రాంతమంతా సుఖంగా సుభిక్షంగా ఉంది. తెలుగుది పేరులో ఆ ప్రాంతం తెలుమాగారం గా పిలువబడింది. క్రమంగా వాడుకలో తెలుమాగారం → తెలంగాణం → తెలుగులు → తెలుగులు గా విస్తరించింది.

భాషకు గల ఉచ్చారణనే యాస. భాషకు ఆత్మీయత ఉంది. ఆత్మీయత అంటే విదేశీ భాషలకు వేరు వేరు, ఆ పదంలో మనకు ఉన్న అనుబంధం జ్ఞాపకానికి రావడం. మన తెలంగాణ భాష ఆత్మీయత.

మీ అమెరికా వెళ్ళిన ప్రాంతాలకు పంపిణీ చేసిన కార్డులు, కంప్యూటర్ వంటివి
 చేసిన పంపిణీ కార్డులు కలిగి నక్కావోనీ, కెట్టిలయియాపిట్టలు తుడుపుతున్న
 పక్షులకు ప్రాంతాలకు కలిగి పెట్టి, పక్షులను రక్షించాలి, వాళ్ళు అమ్మో,
 ఎల్లయాయలు వాళ్ళులాగ్గా దుంచే వాళ్ళు మీది పక్షులకు వేస్తోంది,
 పక్షులు ప్రాంతాలకు ఎల్లయాయ మీతరంగానే జిలకర నలనీ వేస్తోంది.
 ఇవన్నీ తుడుపుతుంటే ఒక తమకటి వాసిన కేరి కేరంత యువం
 యస్తుంది. మరొకటి అడిగితే కిందికి దించి పప్పుగుళ్ళతోనే
 రుక్మిణి, నవ్వుల మీద ఇనుప గుంటగంటి పెట్టి కుసుమ నానెహోనీ
 జిలకర, ఒక్కయిరపకాయలు, ఎల్లయాయలొనీ తాల్చి పెడితే
 ఎంతో కమోగుంటుంది. మా వాడుకట్టుకు గిన్నెల పచ్చి కాళ్ళుకొనీ
 ప్రాంతాలకు పంపిణీ అడుగుతూ వచ్చి ఉన్నా. ఇది మన తెలంగాణ
 శాఖలకునే మాధుర్వం యాసతని ఆత్మీయతే.

తిండ్ల ప్రాంత ప్రాంతాలకు తిండ్ల ప్రాంతాలకు ఎక్కువైనట్లైతే మనకు
 ఉద్ధా ప్రాంతాలకు వచ్చినా. మన దిక్కు ఒక మాటంది "నీనా థంకే
 డొషనా నోపతో కరకే డొషనా" అని బికవ్వాకీ క్రిల్లిగా తెలవాలి
 అంటే వెంటపూడి నూస్తేనే తెలుస్తుందిన అర్థం.

ఉంది. మమీక డాట్ కల్చర్ మంది అమూనాన్ని నిలబెట్టడానికి కాపాడి
 నిలబెట్టడానికి. మన కెట్టూ బాట్టూ మన ఆచారాలు వ్యవహారాలు
 పాటించాలి. యువత తొనానికి వెన్నెముక (Backbone) వంటిది.
 యువత నిశ్శక్తిగా నడిస్తేనే సౌఖ్యం పురోగమిస్తుంది. యువతరాన్ని
 మన పోతనం నేర్పుతుంటుంది. కనుక నేటిబాలలకు శిక్షణ ప్రపంచం.
 తారాకి మనం మన భాషను యాసను నోట్లించడం కాదు మనం
 మాట్లాడితే వారు అనుకరిస్తారు కాబట్టి మనం మనం మన
 భాష మాట్లాడుదాం.

మన మాతృభాషలో మన యాసలు రేవులు, రచయితలు తమ
 రచనలను రాయాలి. తెలంగాణ భాషావిద్యాలను గ్రంథస్థం చేయాలి.
 తెలంగాణ ఏదజాలానికి నిర్మించువులను రాయాలి. తెలంగాణకు
 పుట్టిన కవులు, రచయితలు రచనలను వెలుకొనని ముద్రించాలి
 అందించాలి. మన ప్రాంత కవులను ఆదరించి వారి సాయాన్ని
 గౌరవించాలి.

సాధ్యమే ఇతర భాషలలో సాధికారత వస్తుంది. నేడు ఆంధ్రభాష

ప్రపంచాన్ని విలుతుంది. ఆంధ్రభాష ప్రభావం ఆన్నిభాషలమీద ఉన్నట్టి మన భాషమీద కూడా ఉంది. ఆ ప్రభావంనుండి భయపడి రాలాలంటే మాతృభాషమీద పట్టు ఆవసరం. ఈ సందర్భంలో స్వామి వివేకానంద చెప్పిన కొన్ని సూక్తిల గుర్తుచేసుకుందాం.

"మనభావాలను మాతృభాషలో వ్యక్తం చేయటాని చిచ్చుర్ణి మాధ్యమిక భాషలో వ్యక్తం చేయటేడు అనేది తుదరం ఒప్పుకునే సత్యం.

మనకు మన భావాన్ని వ్యక్తం చేసుకునే హక్కు ఉంది. అన్నభాషల పెత్తనం వల్ల, మన భాషను మర్చిపోతున్నాము. మనదాన్ని అతలాకుతలం చేస్తున్న సమస్యల్లో అన్న భాషల ప్రభావం కూడా ఒకటి. మన ఎదుగుదలను నిరంధించే ప్రతికూల పరిస్థితుల మధ్య తనోంటి పంపించడమే జీవితం. వీణ్ణియతా గుణాన్ని అలవర్చుకుంటేనే నాయకత్వ యొగ్గుత వస్తుంది.

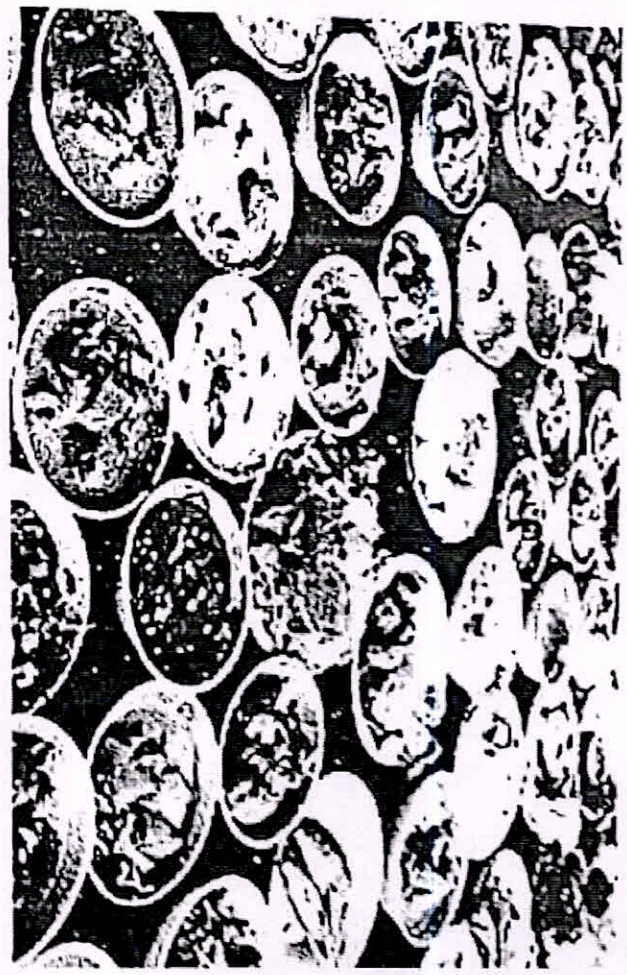
ఈ సందర్భంగా సామి వివేకానందుని సూక్తిలను గుర్తు తెచ్చుకొని

పాపంబవలసి న ఆవసరం ఉంది.

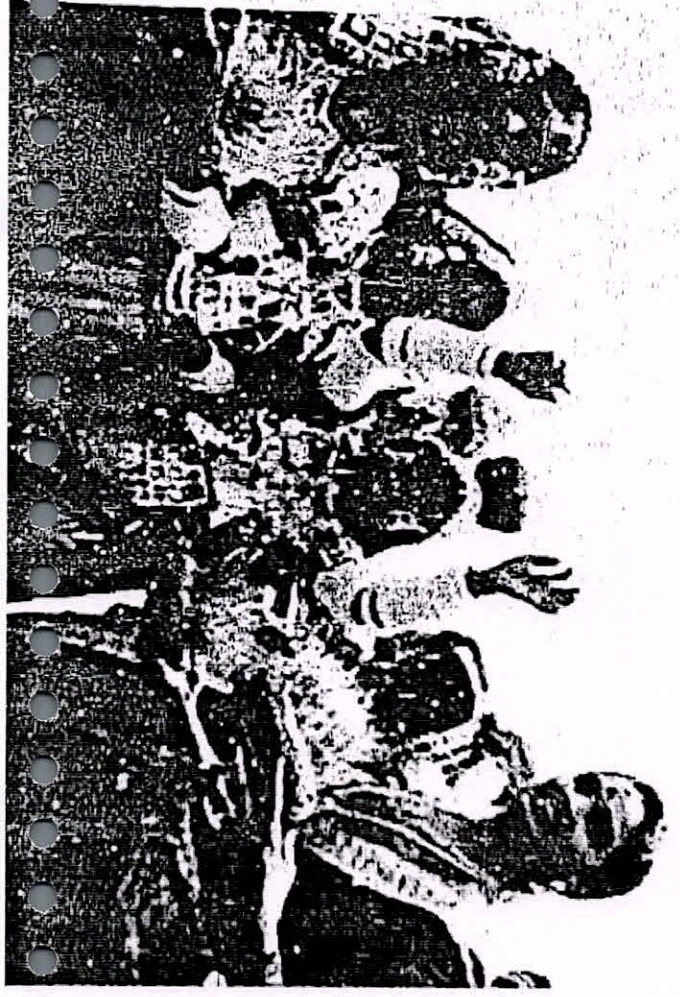
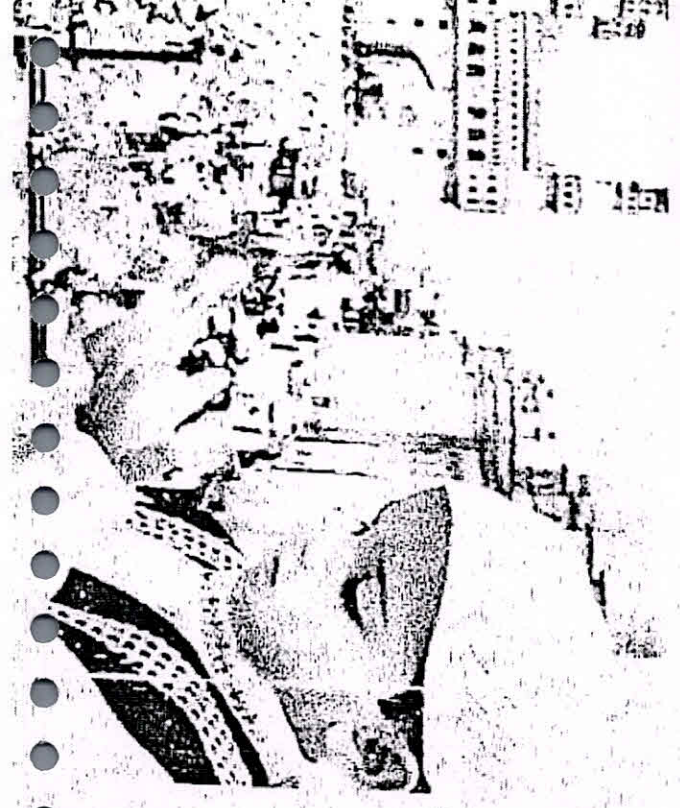
అక్షయం ;



శ్రీనివాస పరిషత్

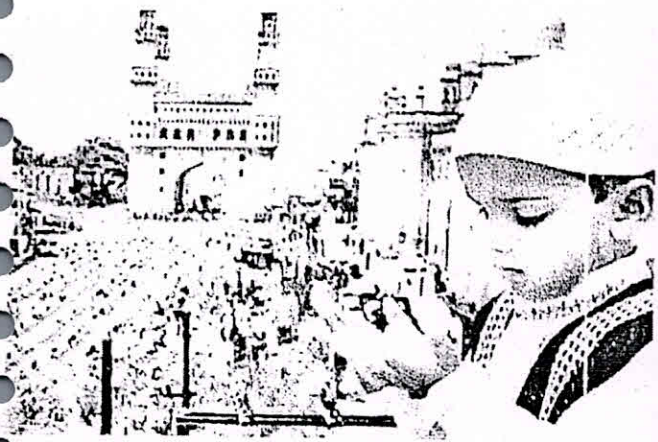


శ్రీ ఆలంగానానా కుటుంబం



హానాల పండుగ

మొత్తలంగాణా రూమల



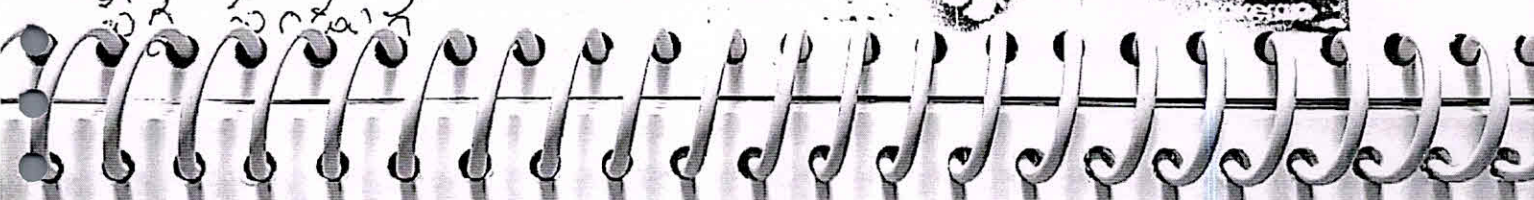
లంబోన్ పండుగ



అబ్బ పండుగ



అబ్బ పండుగ



COMMISSIONERATE OF COLLEGIATE EDUCATION
GOVERNMENT OF TELANGANA, HYDERABAD.

JIGNASA-2019

STUDENT STUDY PROJECT

छात्र अध्ययन परियोजना

कवि वृन्द के नैतिक दोहे: छात्र व्यक्तित्व में प्रेरक

**KAVI VRIND KE NAITIK DOHE: CHHATR VYAKTITVA
MEIN PRERAK**



Government Degree College for Women (Autonomous)
Begumpet, Hyderabad-500016
Affiliated to Osmania University, Re-Accredited with 'B+' Grade by NAAC



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विषय सूची (list of contents) :

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(preface)

2. कवि वृंद का परिचय

(introduction of the poet Vrind)

3. कवि वृंद के नैतिक दोहों का महत्व

(importance of the moral couplets of the poet Vrind)

4. नैतिक शिक्षा की उपयोगिता

(Usefulness of moral education)

5. कवि वृंद के नैतिक दोहे : छात्र व्यक्तित्व में प्रेरक

(moral couplets of Vrind poet : motivational in student personality)

6. निष्कर्ष

(conclusion)

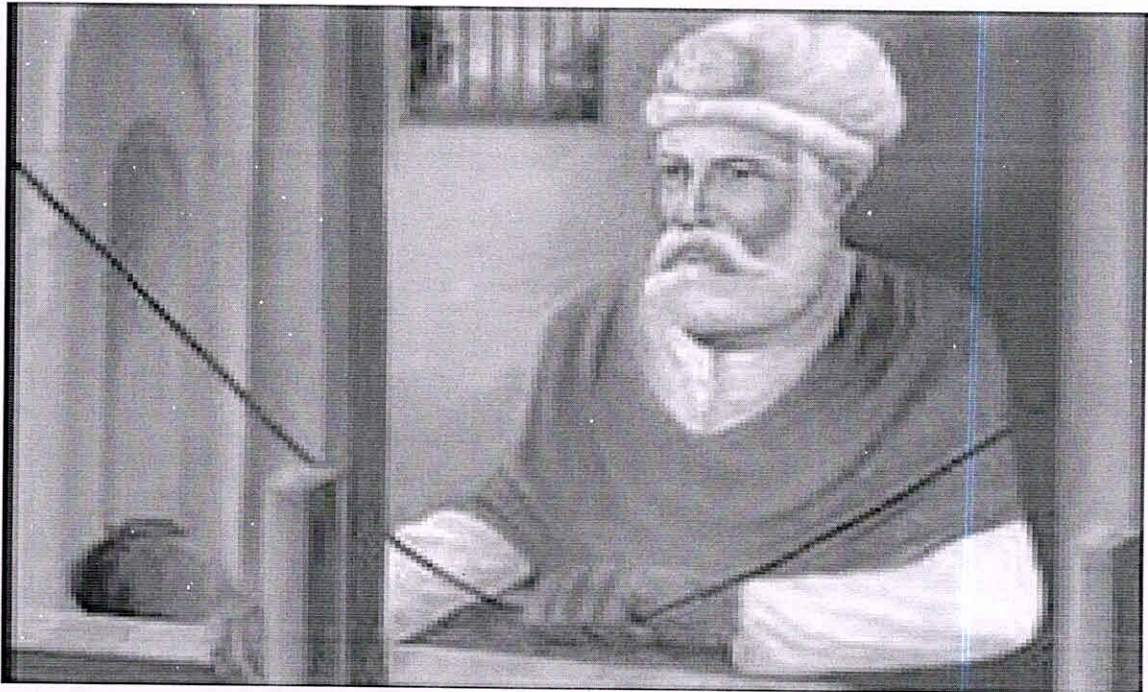
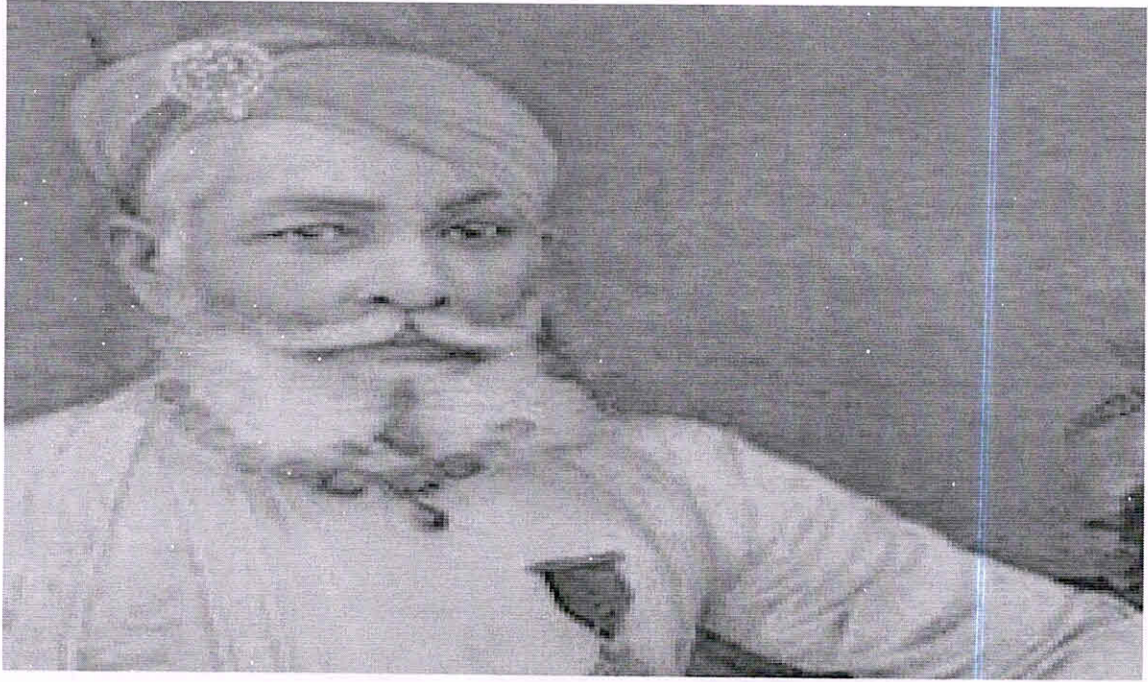
प्रस्तावना (preface) :-

वर्तमान युग में हम सभी प्रकार की सुख सुविधाएं प्राप्त करके भी निराश और दुखी जीवन बिता रहे हैं। हम में आत्म संतोष की भावना नहीं है। इसका कारण यही है कि हम में नैतिक मूल्यों का अभाव है। हमारे परिवार बिखर रहे हैं।

भाई- बंधु एक दूसरे से लड़ाई झगड़े कर रहे हैं। सब स्वार्थ के वशीभूत होते जा रहे हैं। नैतिक मूल्यों की कमी के कारण व्यक्तियों के चरित्र में गिरावट आ रही है इसलिए साहित्य और साहित्यकारों की पुस्तकें हमें पढ़ना चाहिए।

हिंदी साहित्य में बहुत से श्रेष्ठ कवि हुए हैं जिन्होंने नैतिक शिक्षा से समाज को सदाचरण का संदेश दिया है। कवि वृंद भी ऐसे ही एक प्रबुद्ध नीतिकार श्रेष्ठ कवि हैं। जो युगों के बीत जाने के बाद आज के समय में भी प्रासंगिक हैं। इनकी नैतिक शिक्षाओं एवं उपदेशों की वर्तमान समय में भी हमें उतनी ही ज़रूरत है जितनी की इनके जीवन कालीन परिवेश में थी।

कवि वृन्द



कवि वृंद का परिचय (introduction of the poet Vrind) :-

रीतिकालीन हिंदी कवियों में कविवर वृंद का नाम सुविख्यात है। इनका पूरा नाम वृंदावनदास था। वृंद के पूर्वज बीकानेर के रहने वाले थे। परंतु इनके पिता रूपजी जोधपुर के राज्यांतर्गत मेड़ता में जा बसे थे। वहीं सन् 1643 में वृंद का जन्म हुआ था। वृंद की माता का नाम कौशल्या और पत्नी का नाम नवरंगदे था। दस वर्ष की आयु में यह काशी आए और ताराजी नामक एक पंडित के पास रहकर वृंद ने साहित्य, दर्शन, नीति आदि विविध विषयों का ज्ञान प्राप्त किया। मेड़ता वापस आने पर जसवंत सिंह के प्रयास से औरंगजेब के कृपा पात्र नवाब मोहम्मद खां के माध्यम से वृंद का प्रवेश शाही दरबार में हो गया।

दरबार में "पायो निधि पर्यौ चाहे मिसिरी की पुतरी" नामक समस्या की पूर्ति करके इन्होंने औरंगजेब को प्रसन्न कर दिया। उसने वृंद को अपने पौत्र अजीम-ओ-शान का अध्यापक नियुक्त कर दिया जब अजीम-ओ-शान बंगाल का शासक हुआ तो वृंद उसके साथ चले गए। सन् 1707 में किशनगढ़ के राजा राजसिंह ने अजीम

-ओ- शान से वृंद को मांग लिया। सन् 1723 ई.वी. में किशनगढ़ में ही वृंद का देहावसान हो गया।

रचनाएं:- वृंद की ग्याराह (11) रचनाएं प्राप्त हैं। समेतशिखर छंद, भाव पंचाशिका, श्रृंगार शिक्षा, पोन पच्चीसी, हितोपदेश संधि, वृंद सतसई, वचनिका, सत्य स्वरूप, यमक सतसई, हितोपदेशाटक, भारत कथा। वृंद ग्रंथावली नाम से वृंद की समस्त रचनाओं का एक संग्रह डॉ. जनार्दन राव चेले द्वारा संपादित होकर 1971 ईस्वी में प्रकाशित हुआ।

हिंदी कवियों में वृंद के समान सुंदर दोहें बहुत कम कवियों ने लिखे हैं। उनके दोहों का प्रचार शहरों से लेकर गांव तक में खूब हुआ है। उनके नीति संबंधी दोहे जनसाधारण में अत्याधिक प्रसिद्ध हैं। इन दोहों में लोक व्यवहार के अनेक अनुकरणीय सिद्धांत हैं। इन्होंने सरल, सरस और विदग्ध सभी प्रकार की काव्य रचनाएं की हैं। युगों बाद भी इनका साहित्य यथावत् महत्व रखता है।

वृंद के नैतिक दोहों का महत्व (importance of the moral couplets of the poet vrind):-

आधुनिक युग में विद्यार्थी शिक्षा तो उच्च से उच्चतर प्राप्त कर रहे हैं। परंतु हमारी संस्कृति और भाषा को हम उतना महत्व नहीं दे रहे हैं, जितना कि देना चाहिए। बिना हमारी भाषा, साहित्य और संस्कृति के हमारा व्यक्तित्व अधूरा रहेगा। जीवन का यदि सर्वांगीण विकास करना है तो साहित्यकारों के नैतिकता संबंधी साहित्य को पढ़ना और उसका अनुसरण जीवन में करना होगा। जब हम हिंदी साहित्य और उसके कवियों के काव्य पर दृष्टि डालते हैं तो हमारे दृष्टिपटल पर कई एक कवि आते हैं। उन्हीं में से एक सुक्ति और नीति के श्रेष्ठ कवि वृंद जी हैं।

जिनके मूल्यवान दोहे हमारी जिह्वा पर तो हैं, परंतु हम जानते नहीं कि किसका दोहा हमारे मुख से निकल रहा है। जैसे-करत- करत अभ्यास के जड़मति होत सुजान। रस्सी आवत जात ते सिल पर परत निशान।।याविद्या धन उद्यम बिना, कहौ जु पायै कौन ।बिना डुलाए ना मिलै,ज्यों पंखा का पौन।।इत्यादि। वृंद जी के नैतिक शिक्षा

संबंधी दोहे जीवन के लिए अत्यंत महत्वपूर्ण और प्रभावित करने वाले हैं। उनसे हम ईमानदारी, कर्तव्यनिष्ठा, परोपकार, मानवीय संवेदना तथा उद्दात आचरण आदि नैतिक मूल्यों को अपनाकर अपने जीवन को सही दिशा दे सकते हैं। अपने व्यक्तित्व का सर्वांगीण विकास करने में वृंद जी के दोहे अत्यंत प्रेरक सिद्ध हो सकते हैं।

नैतिक शिक्षा की उपयोगिता (Usefulness of moral education) :-

नैतिक शिक्षा की उपयोगिता व्यक्ति, समाज और राष्ट्र इन सभी के लिए महत्वपूर्ण है। छात्र जीवन में नैतिक शिक्षा का विशेष स्थान और उपयोगिता होती है। क्योंकि यह काल शिक्षा अर्जन का समय होता है। इस समय हम जो सीख लेते हैं, हमारे मस्तिष्क में वह बातें स्थाई रूप से जम जाती है। नैतिक शिक्षा के द्वारा विद्यार्थी अपने व्यक्तित्व को सुंदर और चरित्रवान बना सकते हैं। नैतिक शिक्षा से मंडित विद्यार्थी का भविष्य उज्ज्वल एवं गरिमामय बनता है। देश के भावी नागरिक होने के नाते विद्यार्थियों से समस्त राष्ट्र को नैतिक आचरण का लाभ मिलता है। इस बात के जीवंत उदाहरण हमारे महापुरुष महान नेता, साहित्यकार स्वयं रहे हैं। जिन के पद चिन्हों पर चल कर हम खुद भी अपनी पहचान बना सकते हैं। यदि हम उच्च शिक्षा भी प्राप्त कर लें और हम में नैतिकता के गुण नहीं हैं तो हम चरित्रवान और अच्छे व्यक्तित्व के धनी नहीं हो सकते अतः नैतिक आचरण जीवन में अत्यंत आवश्यक है।

कवि वृंद के नैतिक दोहे : छात्र
व्यक्तित्व में प्रेरक (moral
couplets of Vrind poet :
motivational in student
personality.)::-

5.1. अपने सामर्थ्य अनुसार कार्य करना (हैसियत में रहना) :

वर्तमान युग मनुष्य को अपनी चकाचौंध में फंसा लेता है और हम अपनी स्थिति जाने बिना उसकी ओर खींचे चले जाते हैं। अपने सामर्थ्य से अधिक की चाह में कर्ज़ लेकर उसका ब्याज चुकाते हुए दिखावे के स्तर की जिंदगी गुजारते हैं। जिसका अंत में दुखद परिणाम भोगना पड़ता है। हमारे साथ सारा परिवार चिंतित व दुःखी हो जाता है। इसलिए कवि वृंद कहते हैं-

1)

"अपनी पहुँच बिचारि कै, करतब करिये दौर।
तेते पाँव पसारिये, जेती लांबी सौर ॥"

अर्थात् मनुष्य को अपनी स्थिति जान लेना चाहिए। अपनी आमदनी के अनुसार सोच समझकर खर्च करना चाहिए। जितना हम कमाते हैं उसी के भीतर हमारा खर्च होना चाहिए। अपने सामर्थ्य शक्ति को जानकर काम करना चाहिए। अपनी ताकत से अधिक कार्य करने पर असफलता ही हमारे हाथ आती है। हमें अपने पैर चादर में उतने ही फैलाने चाहिए जितनी लंबी हमारी चादर है। उससे अधिक यदि हम पैर फैलाने का प्रयास करेंगे तो हमारे पांव चादर के बाहर निकल आएंगे यानी अपना काम बनने की अपेक्षा बिगड़ जाएगा। एक सुंदर कहावत की सूक्ति द्वारा कवि ने जीवन जीने की वैचारिक पद्धति हमें बता दी है। जिसके पालम से हम अपने जीवन में सही रास्ता पाकर सफल हो सकते हैं।

5.2. परिश्रम से विद्यार्जन करना:

विद्यार्थी जीवन बहुत मूल्यवान होता है। यह समय शिक्षा प्राप्ति तन मन धन लगाकर करने का है। यदि हमें देश, मां-बाप और स्वयं अपना नाम ऊंचा करना है तो कठिन मेहनत और परिश्रम से पढ़ाई लिखाई करनी होगी।

यह समय अन्य आदतों या नक़ल करके परीक्षा लिखने के विचार में बिता दिया जाए तो दोबारा ऐसा स्वर्णिम शिक्षा प्राप्ति का अवसर मिलना मुश्किल है। कविवर वृंद कहते हैं-

2)

"विद्या धन उद्यम बिना, कहो जु पायै कौन ।
बिना डुलाए ना मिलै, जो पंखा का पौन ॥"

विद्या रूपी धन सहजता से प्राप्त नहीं होता है। उसके लिए कठिन परिश्रम करना पड़ता है। पढ़ाई लिखाई बिना परिश्रम के संभव नहीं है। विद्या रूपी धन विरासत से मिलने वाली संपत्ति नहीं है। बिना कुछ कोशिश किए धन दौलत मिल सकती है। लेकिन विद्या रूपी धन नहीं। इसे बिना मेहनत किए प्राप्त नहीं किया जा सकता। जिस प्रकार पंखे की डंडी पकड़कर उसे हिलाए बिना हवा नहीं मिलती, उसी प्रकार बिना पढ़े - लिखे, अभ्यास करें हम शिक्षा रूपी धन को प्राप्त नहीं कर सकते हैं। इसके लिए बहुत परिश्रम करना पड़ता है। तब जाकर हम शिक्षित और योग्य बनते हैं।

इस तरह एक सहज वस्तु पंखे के माध्यम से कवि ने बहुत गहरी बात हमें समझाई है कि बिना चलाएं पंखा हवा नहीं देता उसे भी हमें संतुलित शक्ति से हिलाना पड़ता है। तब जाकर शीतल हवा हमारे ऊष्ण शरीर को प्राप्त होती है।

5.3. बात कहने का ढंग विनम्र, मधुर और मीठा होना चाहिए :-

वर्तमान युग परिवेश में हम देख रहे हैं कि आजकल बच्चों और युवाओं में शिष्टाचार एवं विनम्रता की कमी दिन-ब-दिन बढ़ती जा रही है। धीरे धीरे हम अपनी संस्कृति को भूल कर पाश्चात्य संस्कृति के अंधानुसरण की ओर बढ़ रहे हैं। इसी दौड़ में बड़े बुजुर्गों, साथी मित्रों, अनुजों सबसे क्रूर वार्तालाप कर रहे हैं। हमारे मस्तिष्क में केवल अपने ही मतलब की बातें चलती रहती है। जब कोई दूसरा हमसे किसी बात की संभावना रखता है तो हम क्रुद्ध हो जाते हैं। हमारा स्वर और तेवर बदल जाते हैं। जिससे हमारे व्यक्तित्व को आगे जाकर हानि उठानी पड़ती है। अपने व्यक्तित्व निर्माण के लिए दूसरों के साथ मधुर और अच्छी बात करना बहुत जरूरी है। कवि वृंद किस तरह से बात करना चाहिए, बातचीत का ढंग कैसा हो। इसकी पद्धति सरल शब्दों में उचित उदाहरण के साथ इस तरह बता रहे हैं-

3.1)

**"बात कहने की रीति में, है अंतर अधिकाय।
एक वचन तै रिस बढ़ै, एक वचन तै जाय ॥"**

वृंद जी कहते हैं कि बात कहने की पद्धतियां अलग अलग होती हैं। कुछ सोच विचार किए बिना वार्तालाप करने से दूसरों के मन को ठेस लग सकती है। एक ही बात को विनम्र शब्दों में मधुरता के साथ कहा जा सकता है और उसी बात को कठोरता के साथ भी कह सकते हैं। विनम्र और मधुरता के साथ कहने पर मित्रता और क्रोध के साथ कठोर शब्द कहने से शत्रुता की भावना उत्पन्न होती है। अतः हमारे बोलने का ढंग मधुर और मीठा होना चाहिए। जिससे कि सामने वाले का क्रोध शांत हो जाए। तभी तो एक अन्य दोहे में वृंद जी कहते हैं -

3.2)

**" मधुर वचन ते जात मिटे, उत्तम जन अभिमान
तनिक सीत जलसो मिटे, जैसे दूध उफान ॥"**

5.4. ज्ञान बांटने से ज्ञान में अभिवृद्धि :-

मनुष्य को संसार में जितना हो सके सद्गुणों को सीखना और अधिक से अधिक ज्ञान प्राप्त करना चाहिए। यही नहीं उसे अपने संचित ज्ञान से दूसरों को लाभान्वित भी करना चाहिए। यह एक उत्तम और विचित्र गुण है। जितना हम ज्ञान बांटेंगे हमारा ज्ञान उतना अधिक बढ़ता जाएगा। दूसरों को सिखाते हुए हम स्वयं काफी कुछ नई-नई ज्ञान की बातें सीखते जाएंगे। वृंद कहते हैं –

4)

“सरस्वति के भंडार की, बड़ी अपूर्व बात।

ज्यों खरचै त्यों- त्यों बढ़ै, बिन खरचै घट जात ॥ ”

अर्थात् सरस्वती यानी ज्ञान के भंडार की एक विशेषता है कि इसे जितना साझा किया जाए। यह उतना ही बढ़ता जाता है। यदि ज्ञान व जानकारी दूसरों से बांटी ना जाए तो निरंतर घटती चली जाती है। इस तरह कवि वृंद ज्ञानी व्यक्ति को अपना ज्ञान दूसरों तक पहुंचाने की नैतिक शिक्षा देते हैं। धन का भंडार बांटने से घट जाता है पर ज्ञान रूपी धन का भंडार बांटने से और अधिक बढ़ जाता है।

5.5. जीवन में अभ्यास जरूरी :-

संसार में कोई भी मनुष्य निपुण नहीं है। प्रत्येक में कुछ ना कुछ अभाव है। मनुष्य का यह कर्तव्य है कि वह कर्म करता जाए। जो उसे नहीं आता है उसे सीखने का प्रयास करें। अभ्यास साधना को वह हर क्षेत्र के कार्य में अपना संगी बना ले। फिर जीवन में वह कुछ ना कुछ अवश्य बनेगा। उसका प्रयास व्यर्थ नहीं जाएगा। विद्यार्थी को भी कठिन विषय से निराश नहीं होना है। यदि वह परिश्रम से पढ़ाई करें तो कठिन विषय भी उसके लिए एक दिन सरल अवश्य बन जाएगा। कवि वृंद कहते हैं कि –

5)

**"करत करत अभ्यास ते, जड़मति होत सुजान।
रसरी आवत जात तै, सिल पर होत निसान।।"**

वृंद कहते हैं कि अभ्यास या साधना से असाध्य कार्य भी सिद्ध हो जाते हैं। निरंतर अभ्यास से मंदबुद्धि लोग बुद्धिमान, अज्ञानी लोग ज्ञानी बन जाते हैं। साधना ही

सफलता की कुंजी है। साधना के बिना कोई काम नहीं होता है। सृष्टि में असंभव कार्य भी साधना के द्वारा संभव हुए हैं। कुएं के पत्थर पर से बार-बार डोल की रस्सी के रगड़े जाने से उस रस्सी का निशान कठोर पत्थर पर बन जाता है। उसी प्रकार बार-बार कोशिश करने से मनुष्य का दिमाग चुस्त होता है। साधना के द्वारा मूर्ख भी पंडित बन जाता है। इस तरह कवि वृंद ने अभ्यास की महत्ता को पत्थर की लकीर से प्रमाणित किया है।

5.6. नकली वेश धारण की व्यर्थता :-

आज हम अपने चारों दिशाओं में देख रहे हैं। बहुत से लोगों का व्यक्तित्व दोहरा है। बाहर से कुछ और भीतर से कुछ और होते हैं। हमें अपनी वास्तविकता में रहना चाहिए। नकली वेशभूषा बनाने की आवश्यकता कायरों और कमजोरों को होती है। जो वीर और मजबूत व्यक्तित्व के धनी होते हैं। उन्हें नकली वेश धारण करने की जरूरत नहीं पड़ती है। हमें बनावटी नहीं बनना चाहिए जैसे हम हैं वैसे ही ठीक हैं। कवि वृंद इस संदर्भ में कहते हैं कि-

6)

**"भेष बनावै सूर कौ, कायर सूर न होय।
खाल उढ़ावै सिंह की, स्यार सिंह न होय।।"**

कविवर वृंद जी कहते हैं कि कोई अपने को शूरवीर कहलाते हुए वेश धारण करने से वीर नहीं बन सकता है। युद्ध क्षेत्र में मालूम हो जाता है कि कौन वीर है और कौन कायर। डरपोक मनुष्य वीर के रूप में वेश बनाने से कोई प्रयोजन नहीं। बाह्य आडंबर या कोरी बातों से कोई भी वीर नहीं बन सकता है जैसे एक सियार सिंह का चमड़ा ओड़ने से सिंह नहीं बन सकता। उसी प्रकार कोई भी

व्यक्ति नकली व्यक्तित्व अपनाकर वेश बदलकर असली नहीं हो सकता।

अतः वेश बदलकर जीना व्यर्थ है।

इस प्रकार उक्त दोहे के माध्यम से वृंद जी ने मनुष्य को अपनी वास्तविकता में रहने की सलाह दी है। वीर की सिंह से और कायर की सियार से तुलना की गई है।

5.7. धन लिप्सा में न पडना :-

वर्तमान युग में सभी धन के पीछे दौड़ भाग रहे हैं। धन का महत्व हमारे जीवन में आवश्यकता तक ही सीमित है। उससे अधिक कुछ नहीं। जीवन का वास्तविक धन मन का संतोष और पुण्य कर्म हैं। इसलिए मनुष्य को धन के पीछे जरूरत से अधिक नहीं दौड़ना चाहिए। धन-संपत्ति, रुपया- पैसा चंचल होते हैं। आज हमारे पास है और यही कल दूसरे के हाथों में चला जाता है। मनुष्य को जीवन में रुपये-पैसे की लालसा में पढ़कर चरित्र को बिगाड़ना नहीं चाहिए। कवि वृंद ने धन की अशाश्वता पर लिखा है।—

7)

"धन अरु गेंद जु, खेल को दोऊ एक सुभाय।
कर में आवत छिन में, छिन में करते जाय।।"

वृंद कहते हैं जीवन में धन, खेल में गेंद के बराबर है। जैसे खेल में गेंद हमारे हाथ आते हुए, दूसरे के हाथ चला जाता है। ठीक उसी प्रकार धन-संपत्ति भी हमारे पास नहीं टिकता। एक क्षण में आता है और दूसरे क्षण में चला जाता है। यदि हम संपत्ति को रोकने या अपने पास ही

जकड़ कर रखने का प्रयत्न करे तो भी उसका हमारे हाथों में रुके रहना असंभव है। इसलिए धन संपत्ति को अपने जीवन का उद्देश्य नहीं बनाना चाहिए।

इस प्रकार वृंद जी ने सरल उदाहरण धन और गेंद की तुलना के द्वारा हमें जीवन की गुण बात समझा दी है कि संपत्ति प्राप्ति के पीछे मनुष्य को अपना मूल्यवान जीवन बर्बाद नहीं करना चाहिए।

5.8. परोपकार और दान - पुण्य के कर्म

करना:-

मनुष्य को जीवन में केवल स्वयं का ध्यान नहीं रखना है प्रत्युत दूसरों के काम आना जरूरी है। हम समाज के अंग हैं। बिना समाज के हमारा जीना असंभव है। इसलिए चाहे हमारे अपने हो या पराए, सबके लिए भलाई के कर्म हमको करना है। यदि हमारी आर्थिक स्थिति सुदृढ़ है तो हमें दूसरों के लिए काम आना होगा। आर्थिक सहायता की आवश्यकता जिन लोगों को है, उन्हें हम अवश्य सहायता दें।

मानवता का धर्म भी हमें परोपकार की शिक्षा देता है इसलिए कवि वृंद ने अपने नैतिक दोहे में दूसरों की मदद करने की बात निम्न शब्द में इस प्रकार कही है -

8)

"दान दीन को दीजै, मिटै दरिद्र की पीर।

औषध ताकों दीजै, जाके रोग शरीर।।"

अर्थात् कवि वृंद कहते हैं कि हमें दीन दुखी गरीब लोगों को दान देना चाहिए। ताकि उनकी गरीबी मिट सके। जिस प्रकार बीमारी से पीड़ित रोगी व्यक्ति को औषधि देने से उसके रोग का निदान होता है। उसी प्रकार गरीबों की सहायता करने से उनकी गरीबी दूर हो सकती है।

उक्त दोहे में कविवर वृंद ने नैतिक शिक्षा देते हुए जरूरतमंद, निस्सहाय लोगों की मदद करने को कहा है। ऐसा करने से हमारा जीवन सार्थक होगा। ईश्वर भी ऐसे लोगों को पसंद करता है, जो दूसरों के काम आते हैं और दूसरों की सहायता करते हैं।

5.9. सच और झूठ के अंतर की पहचान :-

संसार में प्रत्येक चीज़ के दो पक्ष होते हैं। सत्य के साथ असत्य जुड़ा रहता है। इसीलिए किसी की बात पर बिना उसका निरीक्षण किए विश्वास नहीं करना चाहिए। तत्पश्चात हमें सत्य का साथ देना चाहिए और असत्य से दूर रहना ही उचित है। कवि वृंद कहते हैं-

9)

**"अंतर अंगुरी चार को, सांच झूठ में होय।
सब माने देखी कहीं, सुनी न माने कोय।।"**

वृंद जी कहते हैं सत्य और असत्य घटना के बीच में बहुत अंतर होता है। किसी के कुछ बोलने पर हमें जांच पड़ताल करनी चाहिए कि वह बात सच है या कि झूठ है। उसके बाद ही उस बात को स्वीकार करना चाहिए। बुद्धिमान लोग जब तक अपनी आंखों से कुछ देते नहीं तब तक कानों से सुनी बातों पर भरोसा नहीं करते। कानों से सुनी बात की तुलना में आंखों से देखी बात ही सत्य और पक्की बात होती है।

इसलिए हमेशा सत्य कथन को मानना और जीवन में सच का साथ देना चाहिए।

इस तरह वृंद जी के उक्त दोहे से हमें यह सीख मिलती है कि किसी की सुनी सुनाई बातों पर कदाचित विश्वास नहीं करना चाहिए बल्कि सच और झूठ के बीच का फ़र्क अर्थात् आंख और कान की दूरी(चार अंगुली) के अंतर को पहचानने की समझ रखना चाहिए।

5.10. धैर्य से कार्य करना :-

मनुष्य को किसी कार्य के करते समय उत्तेजना से काम नहीं लेना चाहिए। धीरे-धीरे सोच-विचार करने के बाद ही कोई काम करना चाहिए। तभी उस कार्य में उसे सफलता प्राप्त होती है। वृंद कहते हैं-

10)

**"कारज धीरै होतु है, काहे होत अधीर।
समय पाय तरुवर फलै, केतक सींचो नीर।।"**

अर्थात् किसी कार्य के लिए आपके व्याकुल होने से कोई काम शीघ्र होने वाला नहीं। जिस प्रकार किसी पेड़ को अधिक पानी देने से ऋतु से पहले फल नहीं लगते। उसी प्रकार समय से पहले कुछ नहीं हो सकता।

समय अनुसार ही हर काम संभव है। हमें अपना काम पूरी ईमानदारी और धीरज से करना चाहिए। जल्दबाजी से हमेशा काम बिगड़ जाता है। उसमें कमियां रह जाती हैं। वह काम निपुण नहीं हो पाता। इसलिए धैर्य के साथ सोंच-

विचार करके योजनाबद्ध रूप से काम करना चाहिए तभी उस कार्य की सफलता निश्चित होती है। पेड़, ऋतु, फल, पानी आदि उदाहरण देकर कवि ने प्रभावपूर्ण नैतिक शिक्षा दी है।

5.11. बुद्धिमता से शत्रु का सामना करना :-

जीवन में हमारा सामना विविध प्रकार की प्रवृत्तियों के लोगों से होता है। आवश्यक नहीं कि सभी हमारे मित्र बनें। कुछ ऐसे लोग भी हमारे संपर्क में आते हैं जो कारण-अकारण हमारे शत्रु बन जाते हैं। ऐसे में हमें निराश नहीं होना चाहिए। उनका सामना बुद्धिमता से करना चाहिए। क्योंकि बुद्धि-बल का प्रयोग कर के हम अपने को उनसे बचा सकते हैं और उन्हें परास्त कर सकते हैं। कवि वृंद कहते हैं-

11)

**"जाकौ बुधि-बल होत है, ताहि न रिपु को त्रास।
घन-बूंदें कह करि सके, सिर पर छतना जास।।"**

अर्थात् वृंद जी मानते हैं कि बुद्धिमान व्यक्ति को कभी शत्रु से डरने की आवश्यकता नहीं होती। क्योंकि उनके पास हर प्रकार के यत्न का उपाय रहता है। बादल और वर्षा की बूंदे भला उस व्यक्ति का क्या बिगाड़ सकती है। जिसके सर पर छत रहती है। अतः वर्षा यदि घनघोर भी

हो रही है और हम किसी भवन के भीतर हैं तो उस घनघोर वर्षा का प्रभाव हमारे शरीर पर नहीं पड़ता ।
इस प्रकार कवि ने सरल शब्दों में शत्रु से बचाव का तरीका घन, बूंदे और छत का उदाहरण देकर सुगम शैली में समझाया है।

5.12. जीवन में सबल बनना आवश्यक :-

यह संसार इतना निर्दयी है कि कमजोर व्यक्ति को जीवन निर्वाह नहीं करने देता है। समाज में उसका शोषण होता है। कमजोर निस्सहाय लोगों का कोई साथ नहीं देता। सब उन्हें दुत्कार देते हैं। उन्हें निराशा का मुंह देखना पड़ता है। इसलिए जहां तक हो सके मनुष्य को कठिन परिश्रम करके शक्तिशाली एवं सबल बनने का प्रयास करना होगा। तभी जाकर इस पाषाण तुल्य संसार का सामना करने में समर्थ बनेंगे। वृंद कहते हैं कि-

12)

**"सबै सहायक सबल के, कोउ न निबल सहाय।
पवन जगावत आग को, दीपहिं देते बुझाय।।"**

अर्थात् वृंद जी कहते हैं संसार के सभी लोग शक्तिशाली लोगों के सहायक बनकर उन्हीं का साथ देते हैं। कोई भी निर्बल कमजोर व्यक्ति का साथ नहीं देता। भले ही वह सच्चा हो। हवा आग को जलाकर और अधिक दहकाती है। वहीं कमजोर दीपक को बुझा देती है।

इसीलिए हमें मजबूत ताकतवर और सबल बनना है। ऐसा

शिक्षा प्राप्त करके ही संभव है। यदि हम शिक्षित ना बने तो हमारा भविष्य कमज़ोर पड़ जाता है। वृंद ने पवन का व्यवहार आग और दीपक के साथ भिन्न-भिन्न बताकर हमारी आंखें खोल दी है।

निष्कर्ष :-

कविवर वृंद जी के नैतिक दोहों के अध्ययन के पश्चात हम इस निष्कर्ष पर पहुंचते हैं कि विद्यार्थियों के लिए नैतिक शिक्षा अत्यंत महत्व रखती है। वृंद के दोहों में दी गई नैतिक शिक्षा को अपनाकर हम विद्यार्थी अपने व्यक्तित्व को संवार सकते हैं, उसे और अधिक सुंदर और आकर्षक बना सकते हैं। क्योंकि नैतिक शिक्षा मानव व्यक्तित्व के उत्कर्ष का संस्कारित जीवन तथा समाज हित का प्रमुख साधन है। इससे भ्रष्टाचार, स्वार्थपरता, प्रमाद, लोलुपता, छल, कपट तथा असहिष्णुता आदि दोषों का निराकरण होता है। हम सच्चे और अच्छे व्यक्तित्व के धनी होकर अपना और अपने देश का नाम संसार में उजागर कर सकते हैं।

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EXEMPLIFYING ROMANCE IN JOHN KEATS POETRY



JIGNASA
STUDENT STUDY PROJECT
2019-2020

EXEMPLIFYING ROMANCE IN JOHN KEATS POETRY

STUDENT STUDY PROJECT WORK IN ENGLISH

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Re-Accredited with 'B+' Grade by NAAC**



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GOVERNMENT DEGREE COLLEGE FOR WOMEN (A),
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CERTIFICATE

This is to certify that the student study project report entitled
“EXEMPLIFYING ROMANCE IN JOHN KEATS POETRY”
in the subject of English

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EXEMPLIFYING THE ROMANCE IN JOHN KEATS POETRY

ABSTRACT

Romanticism is known as the Romantic Era. It is an artistic literary, musical and intellectual movement that was originated in the late 18th century in Europe. The characteristics of Romanticism were the glorification of all the past and nature, preferring the medieval rather than classical by its emphasis on emotion and individualism. It also gave a partial reaction to the 'Industrial Revolution' but also to the Age of Enlightenment and the scientific rationalization of nature including major imprint on historiography. They are innumerable qualities of romanticism existing since poetry was written.

John Keats is recognized as the central figure in the Romantic Movement. His poetry is filled with personal observations of deep and extreme feelings on life with a variety of themes which includes Art, Culture and love give a deep understanding of reality. There is a magical flow of uniqueness representing the art of life and nature in his poetry that people who didn't identify. Further representation tries to trace out some of his brightest and enormous works that exemplify romance through his poetry.

INTRODUCTION

Romantic Era is also known as Romanticism which was an artistic, literary, musical and intellectual movement that originated in Europe toward the end of the 18th century. It is the period from 1800-1850.

CHARACTERISTICS OF THE ROMANTIC ERA

Romantic literature includes a force on the writers or narrator's emotions and inner world celebration of nature, Beauty, and Imagination. Romantic Era is shaped by modern views of Art, Literature, and Music. It transformed the world into the New Golden Age imagination

ROMANTICISM

A moment that originated in the late 18th century, in Arts and Literature which emphasizing inspiration subjective and primary of an individual. It started by Wordsworth but it continued till the 19th century by 'P.B. Shelly' and 'John Keats'.

CHARACTERISTICS OF ROMANTICISM

- *Primitivism*
- *Love of nature*
- *Beauty*
- *Individualism*
- *Interest in the gothic*
- *Heroism*

ROMANCE IN JOHN KEATS POETRY

Romance in John Keats's poems does not define the romance between humans. It describes,

- *Nature*
- *Beauty*
- *Literature*

- **NATURE:** *John Keats is a true lover of nature and admirer of nature. His poems are enriched with nature's beauty he shows nature as something pure and uncorrupted and therefore, almost spiritual.*
- **BEAUTY:** *In Romantic poetry, the 'Aesthetic' most broadly that which concerns beauty and art.*
- **LITERATURE:** *Keats belongs to literary moment called Romanticism. He was Romantic poet because of this theory of literature and life.*

JOHN KEATS



He was a well known English Romantic poet. He was born on 31st October 1795 in Moorgate City of London in the United Kingdom and completed his graduation in February 1821, in Rome, Papal States.

Although his poems were not generally well-received by critics during his lifetime, his reputation grew after his death and by the end of the 19th century he has become one of the most beloved of all "English Poets"

Though he became the epitome of the young beautiful, doomed poet of English Romanticism. Keats struck everyone who knows with his tremendous energy, robust good sense of humor, and zest for living.

His father's death had a profound effect on the young boy's life. In a more abstract sense, it shaped Keats' understanding of the human condition, both its suffering and its loss. This tragedy and others helped ground Keats' later poetry—one that found its beauty and grandeur from the human experience. In 1817 Keats published his first volume of poetry. Keats published 'Endymion,' a mammoth four-thousand line poem based on the Greek myth of the same name.

EXPLANATION: John Keats is well known for his, romantic poem and poetry. His explanation of poems and writings are fabulous, whereas he involves neither in politics nor social life. He writes poems for the sake of poetry and known as the true poet and romantic poet has some characteristics like a true poet, a quest for love, love of past, escapist, quest for nature, supernatural elements, finds peace and harmony in imagination, wants to think no more of despair

If he is romantic poet then for sure he is an escapist. Who tries to forget the worries and hardships in reality and gets peace in his imagination, lives as his wish without any despair, but even though reality is reality so he intended to indulge in most of his time in poetry and in his imaginations .

The influences touch the mind of readers and makes them feel elated .any sensitive and wise can sense the poem and Keats himself says that-

"Poetry should be great and unobtrusive a thing which enters into one's soul and does not startle it" and he also mentions that a poet must not live for himself hence, must feel for others .he must do good as being a poet -not being a reformer nor moralist he further states that-

"if a sparrow comes before my window, I take part in its existence and pick about the gravel, a poet has no identity is continually in, for and filling some other body "

According to him he forgets even the World around him when he pursues beauty, He also admires it, try to flee for the essence of nature and charms of nature and every fundamental part of his poem illustrates his love for nature he says

"Beauty is truth and truth is beauty and that is all ye know on Earth and all is all ye need to know "

ODE ON A GRECIAN URN

He sees romance in the wind, forest, leaves, flowers, clouds, birds and many more objects in one of his letters to his brother George he says that 'he lacks the sort of poetic vision that he craves but at the same time describes 'what he might see if he were a true poet.

"And should I ever see (vision), I will tell you such tales as a must with amazement spell you "

His writing style, thoughts, sensuousness, sensitiveness, escapism, classicism, Romanticism .He is a pagan who doesn't believe in religion, since he believes in immortality. He loves past and no one wants to forget their old memories and same for Keats also, but he is special he loves to be in the past with the great imagination he experiences being himself in an Ancient Era. He writes wonderful poems about Greeks sculpture and medieval concepts in any series of poems of his collection. He is afraid that he is Escapist and says

- "Youth grows pale and specter thin and dies "

Some of the classic poems of John Keats are Endymion, Hyperion, and Lamia, etc., His poetry is full of past memories and autobiography and every ode of Keats compares beauty and pain he finds pleasure picturizing himself in the fictional characters he developed.

He quests for nature when he describes the Earth; he finds something new every day. When he commences on the clouds he describes the vastness, when he describes the Oceans he describes the Calm and Peace, Nature and he symbolizes Nature and Love for Nature.

He is special among all the romantic poets for contrasting and comparing objects like mortality and immortality, beauty by pains and sorrows. Every ode of Keats compares beauty and pain and he finds pleasure in suffering. Has sharp regard between beauty and despair the dramatic quality of Keats poems has meaning has a depth of the ocean and even more than this in simple word, dramatic quality in Keats poetry has an unexpected series of action.

According to him

"A thing of beauty is a joy forever: Its loveliness increases; it will never Pass into nothingness; but still will keep a bower quiet for us, and a sleep Full of sweet dreams, and health, and quiet breathing...."

We can't find the lover such as Keats who is a keen observer and deep thinker. Instead, he never sees but feels the presence and tries to spend most of time in poetry.

-*"My imagination is a monastery and I am its monk. John Keats"*.

CONCLUSION: John Keats lived only for 25 years and 4 months yet poetic achievement is extraordinary John Keats reveals the beauty in everything around him he reveals the beauty of stars of the sky to the flowers of wood. As he describes the objects living and non-living creatures around himself and the way of description are romantic which attracts the reader it gives delight to every scene he was a painter of words and also expresses the taste and smell of the objects hence his poems have sensuousness.

Keats is a worshiper of beauty and finds beauty everywhere ... He is a painter of words ...

Different tastes like in Ode tonight to nightingale he describes different kinds of wines and the idea of their intoxication.

There is the perfume of every flower mingled ...

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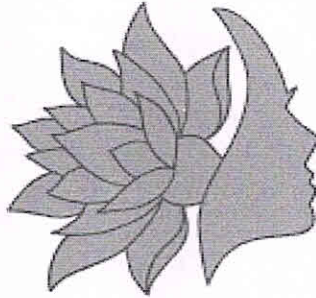
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PROJECT: JIGNASA (2019-2020)

Title of the project

WOMEN EMPOWERMENT IN TELANGANA:

Socio - cultural aspects in present scenario



Department of political science

GOVERNMENT DEGREE COLLEGE FOR WOMEN (A),

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INTRODUCTION:

Women's empowerment is the way or a social action in which women elaborate and recreate. Empowerment can be defined in many ways; however women's empowerment means accepting and allowing women in decision-making process like participating in political and economical spheres. Empowerment is the process that creates power in individuals over their own lives, society, and in their communities. The growing conscience is to accept women as individuals capable of making rational and educated decisions about them as well as the society, increasing and improving the economic, political and legal strength of the women, to ensure equal-right as men, achieve internationally agreed goals for development and sustainability, and improve the quality of life for their families and communities. Nobel Laureate Malala Yousafzai famously quoted "I raise up my voice not so I can shout, but so that those without a voice can be heard...we cannot succeed when half of us are held back.", and that sentiment precisely outlines the basis of new age women empowerment.

Honorable Chief Minister of Telangana State, Mr.K.Chandrasekhar Rao is keen on providing women equal growth opportunities in all spheres of life and protection of women was ensured in the state. He said that the government is spending Rs 40,000 crores on as many as 35 welfare schemes. He cited a CAG report quoting that Telangana state stood first in revenue growth in the country by recording 17.82 per cent rate in the financial year 2016-17. The Government is implementing various schemes for Girl Child, pregnant women, mothers, ward members, Anganwadi workers, women health volunteers, women living in rural and tribal areas, ex-servicemen, physically handicapped, nursing women, Lactating mother, widows/destitute, old age women, women self-help groups, women entrepreneurs and Adolescent Girls. Telangana Government has initiated various schemes in order to:

- encourage women empowerment
- promote development and empowerment, gender equality and gender justice of women
- ensure women's social, economic and political empowerment, fulfillment of their rights, promote their participation and leadership
- protect women from domestic violence

For women development and protection

Hypothesis

Gender equality and empowerment of women is recognized globally as a key element to achieve progress in all areas. Ever since the government of India and also state governments had been initiated many policies, programmes and goals to help women by conferring on them human rights which are universal, indivisible, interdependent and inter related. In spite of many policies and time bound measurable goals, statistics speak of deplorable state of women in our country that is a cause of concern. In terms of every indices of development and socio-economic status, women have fared worse than men, in all regions and in all strata of the population.

OBJECTIVES OF THE STUDY

- To examine the hindrances of WomenEmpowerment
- To know the importance of WomenEmpowerment
- To study ways to EmpowerWomen
- To know the schemes for Women Empowerment by TelanganaGovernment

RESEARCH METHODOLOGY

Data is collected from various web sources, media reports, press releases and articles published in newspapers and websites.

Review of literature:

which is a significant phase of a research, will enable the researcher to have an insight into the earlier contributions made to the topic or subject under research, the dimensions of the subject covered, the shortfalls of the research, the unexplored fields on the subject etc., Further, a look into the earlier studies would also serve as a back ground material Proceedings of the Fourth American Academic Research Conference on Global Business, Economics, Finance and Social Sciences (AAR18New York Conference) ISBN: 978-1-943579-41-9 New York - USA. April 13-15, 2018. Paper ID: N879 5 www.globalbizresearch.org for a researcher to understand the topic under study. Some of the leading contributions made to the subject under study are as follows: Manikyamba (1990) in her study of Andhra Pradesh concludes that Socio-Economic background in general and political background in particular are important determinants of shaping's the nature and level of participation of women members in political institutions. S. Padma (1996) in her study of village Panchayats in Odessa observes that women entered in to politics due to mandatory provision of reservation for pressure from their family members or pressure from their village community. Dilip K. Ghosh (1997) in his study entitled "Grassroot women Leaders: Who are They? A Study in West Bengal District", has highlighted the significance of seventy-

third constitutional Amendment, which enabled the rural women to take part in grass root politics. Manu Ilasker (1997), in his work "Women Panchayat Members in Kerala-A Profile", has depicted the picture of the socio-economic background and political motivation of women who become panchayat members in the village Panchayats of Thiruvananthapuram District. R.Arun (1997) in a case study of Madhya Pradesh has observed that in most cases women representatives are housewives, first time enter into politics and most of them are illiterate educated up to primary level. S. Pay (2001) in her field notes in Meerut District observes that the women representatives contest for election due to family pressures and also the decision of their community and not because of their own interest. Siva's (2002), in his Article has focused on the significant achievement of the provisions of the 73rd Amendment Act concerning reservation of seats and political offices in favour of women and the disadvantaged section of rural community. Seema Bhattacharya (2011) in her work states that, Women reservation has led only to formal and not real empowerment of women in the Panchayats. She states that, the patriarchal so was suggestions, has been comparing the women representations in PR's, to depend upon the made members of the family.

IMPORTANCE OF WOMEN EMPOWERMENT

❖ WOMEN HAVE THE RIGHT TO EQUAL PAY:

According to provisions listed under the Equal Remuneration Act, one cannot be discriminated on the basis of sex when it comes to salary, pay or wages.

❖ RULING OUT UNDER-EMPLOYMENT AND UNEMPLOYMENT:

Around 50 percent of the world population consists of the women population. Unemployment of women in places of work cause great problems around world, because true potential is left from being harnessed.

❖ RECOGNISING THAT WOMEN ARE EQUALLY INTELLIGENT:

It is important to realise and understand that women in modern era are not equally competent but often times even ahead of men in several socio-economic fields, thus making their presence in work front extremely important.

❖ A STOREHOUSE OF IMMENSE TALENT:

Women take up the same responsibilities as men and do a wonderful job in showcasing their talents when given an opportunity to.

❖ **TO PROMOTE AN OVERALL DEVELOPMENT OF SOCIETY:**

Gender shouldn't be an unreasonable determining factor. This is not only advantageous to women but also society for adequate development.

❖ **TO GRANT WOMEN ECONOMIC INDEPENDENCE:**

Every individual requires living an independent life free of domination and subjugation.

❖ **TO REDUCE SCOPE DOMESTIC VIOLENCE AND SEXUAL EXPLOITATION:**

When independence is acquired all sorts of mistreatment can be dodged. Mistreatment includes domestic violence and sexual exploitation even in marriage.

❖ **TO GET RID OF POVERTY:**

Pressure on one individual to earn a family's living can be too much to bear, so it is right to share the burden among one another to gradually uproot the poverty.

❖ **TO FACILITATE NATIONAL DEVELOPMENT:**

Women have exhibited potential in national and international levels. Women like Sakshi Malik (wrestler), Dipa Karmakar (gymnast) and Manushi Chhillar (miss world) have all portrayed extraordinary potential and rose to international recognition even, let aside national.

❖ **REALISE THE ADVANTAGEOUS PROSPECT OF WOMEN OVER MEN:**

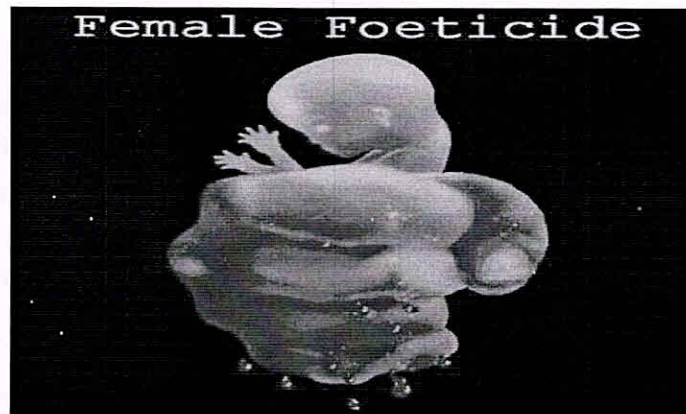
Certain jobs can't reach up to their best capacities without participation of women. It is the very sentiment of nurturing, softness, and warmth in women that is necessary in fields like NGO's, nursing, and teaching and other.

HINDRANCES

- Selective abortion and female infanticide
- Dowry and Bride burning
- Domestic Violence
- Child Marriages
- Sexual Harassment
- Gender Discrimination
- Trafficking of women

Female foeticide

- The problem is most pronounced in northern India, Uttar Pradesh, Bihar, Rajasthan and Madhya Pradesh which account for two-thirds of the total excess deaths.
- In Uttar Pradesh excess female mortality was calculated at 30.5 per cent, while in Bihar the rate is 28.5, in Rajasthan 25.4, and in Madhya Pradesh 22.1



Dowry and Bride burning

- An increasing number of bride-burnings or dowry murders have been reported from India. These are cases of married women being murdered, usually burned to death, by husbands or in-laws whose demands for more dowry from the bride's family remain unmet.
- It reflects a diminishing of the power Indian women traditionally exercised through their fertility.

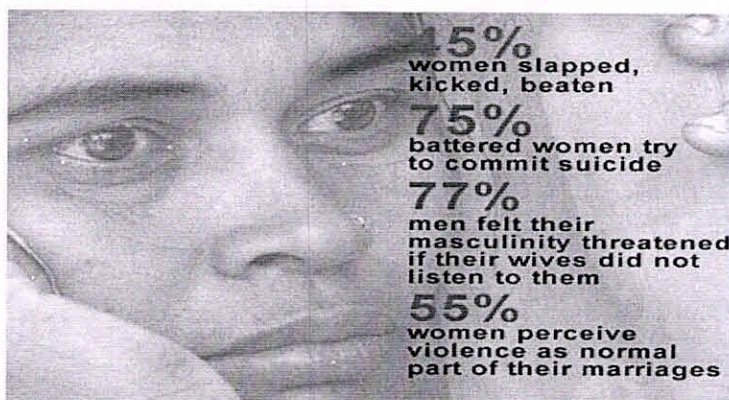


Domestic violence

- We define domestic abuse as an incident or pattern of incidents of controlling, coercive, threatening, degrading and violent behaviour, including sexual violence, in the majority of cases by a partner or ex-partner, but also by a family member or career. It is very

common. In the vast majority of cases it is experienced by women and is perpetrated by men.

- Domestic abuse can include, but is not limited to, the following:
- Coercive control (a pattern of intimidation, degradation, isolation and control with the use or threat of physical or sexual violence)
- Psychological and/or emotional abuse.
- Physical or sexual abuse
- Financial or economic abuse
- Harassment and stalking
- Online or digital abuse



Child marriages

- 71 child marriage cases were reported between April and October this year, while 87 were reported between April 2018 and March 2019, officials say
- 1 in 5 girls in the world are said to be married before 18.
- Over 650 million women alive today were married as children.
- 12 Million. Girls are married before the age of 18 each year.



Marriage before arrival of right age

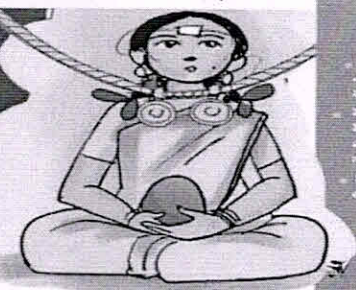
(article published on 15/11/2019)

ఈ డు రాకముందే లగ్నాలు

రాష్ట్రంలో వందలో 17 మంది చిన్నారి పెళ్లికూతుళ్లు..

హైదరాబాద్, వెలుగు:
రాష్ట్రంలో చిన్నారి పెండ్లికూతుళ్ల సంఖ్య మూడు రెట్టలు పెరిగింది. అందువల్ల లేక కొందరు పెళ్లిళ్లు, త్వరగా పెండ్లి చేసి అరుపు దిండుకొనేవారు మరణించే వారు పెళ్లిళ్లు. ఈ మరణముందే చిన్నారి అల్లులను తోడు కట్టించి అల్లారింటికి పంపడం వల్ల మరణించి దీనిని నివారించే ముందే మరణం చేసి కల్యాణం పొంది మూడు రెట్టలాంటి స్త్రీమణులు అల్లులు తారిన తెలిసినా పెళ్లిళ్లు పట్టించుకోవడం లేదు. త్వరగా పెళ్లి చేసుకోవడం తమకు పరిష్కారం అనే దోహదోత్పన్న మహిమార్గం. అన్ని వివాహాలను అపొందుతూ గత మూడేళ్లలో ప్రైవేట్ పెళ్లి 1098 లోలో 3,414 లోలో పెళ్లి వచ్చాయి. రాష్ట్రంలో పెళ్లికి అర్హులైన వారు 366 పెళ్లిళ్లు అంది కాదు. గత మూడేళ్లలో గత మూడేళ్లలో పెళ్లికి అర్హులైన వారు 366 పెళ్లిళ్లు అంది కాదు. గత మూడేళ్లలో గత మూడేళ్లలో పెళ్లికి అర్హులైన వారు 366 పెళ్లిళ్లు అంది కాదు.

- రాష్ట్రంలో అరుగుతున్న పెళ్లిళ్లు 1.7% వైదొలగిపోయాయి
- సాగుకాని మూడు వేలకు పైగా పెళ్లిళ్లు కేటగి
- ప్రైవేట్ పెళ్లి 1098కు ముందుగా అనేక సంఖ్యలలో పెళ్లికి అర్హులైన వారు 366 పెళ్లిళ్లు అంది కాదు.



అనారోగ్య సమస్యలు పెరుగుతున్నట్లు రాష్ట్ర హెల్త్ డివిజన్ అధికారులు తెలిపారు. దేశంలో గత ఏడాది ప్రైవేట్ పెళ్లికి అర్హులైన వారు 366 పెళ్లిళ్లు అంది కాదు. గత మూడేళ్లలో గత మూడేళ్లలో పెళ్లికి అర్హులైన వారు 366 పెళ్లిళ్లు అంది కాదు.

ప్రైవేట్ పెళ్లికి అర్హులైన వారు 366 పెళ్లిళ్లు అంది కాదు.
గత మూడేళ్లలో గత మూడేళ్లలో పెళ్లికి అర్హులైన వారు 366 పెళ్లిళ్లు అంది కాదు. గత మూడేళ్లలో గత మూడేళ్లలో పెళ్లికి అర్హులైన వారు 366 పెళ్లిళ్లు అంది కాదు.

నిచ్చింది. దీనితో సులభంగా పెళ్లి లాగా పెళ్లిళ్లు అనుకుంటున్నారంటే దీనిని పెళ్లిళ్లు మాత్రం గుర్తు వచ్చేవారు కాదు. అందుకు ముందు పెళ్లికి అర్హులైన వారు 366 పెళ్లిళ్లు అంది కాదు. గత మూడేళ్లలో గత మూడేళ్లలో పెళ్లికి అర్హులైన వారు 366 పెళ్లిళ్లు అంది కాదు.

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1. Burdenof Family Responsibilities.
2. Emotional and Physical Problems

Sexual harassment

- Sexual harassment is a type of harassment technique that relates to a sexual nature. Harassment can occur in many different social settings such as the workplace, the home, school, churches, etc. Harassers or victims may be of any gender.
- The perpetrator can be anyone, such as a client, a co-worker, a parent or legal guardian, relative, a teacher or professor, a student, a friend, or a stranger.
- Within the workplace there is a big diversity of workers from different backgrounds. Similarities and difference among employees in terms of ages, culture background, physical abilities and disabilities.
- #MeToo INDIA from 2004-2017 total 2535 cases was registered over the four years ending july-27, 2018. That is two cases reported everyday as per government data tabled in the loksabha on July 27, 2018.

Gender inequality

- The only way out of the gender inequality problem is expanding women's rights, freedoms, desire to get education and work.
- According to the census of India 2011, literacy rate of females is 65.46% compared to males which is 82.14%
- 6 widespread examples of gender inequality in our society
- Education. ...
- Economic independence. ...
- Illiteracy. ...
- Infant life expectancy. ...
- Access to medical care. ...
- Human trafficking.

Encourage her hidden talent

(Article published on 16/11/2019)

చేయితిరిగిన కళాకారిణి!

ప్లోరోసిస్ తో శరీరం సహకరించకున్నా అద్భుత చిత్రాలు

- » 13 ఏళ్లుగా మంచానికే పరిమితమైన సువర్ణ
- » తల్లిదండ్రులు కూలీలు. వింఛనే జీవనాధారం
- » ఆదుకుంటామని హామ్ ఇచ్చిన కేటీఆర్
- » చిత్రాలను అమ్మి పాట్ల పోసుకుంటున్న వైనం
- » సహాయం చేయాలని కవితకు ఎన్నారై ఫౌండేషన్ విజ్ఞప్తి

మర్రిగూడ, నవంబరు 15: ప్లోరోసిస్ తో ఆమె చేయి తిరిగిపోయింది. కానీ ఆది ఆమెలోని చేయి తిరిగిన కళాకారిణికి అడ్డంకి కాలేకపోయింది. 13 ఏళ్లుగా మంచానికే పరిమితమైన ఆమె. చిత్రలేఖనంలో ప్రతివకే మంచి గుర్తింపు తెచ్చుకుంది. ఆమె పేరు రమావత్ సువర్ణ. నర్సిగొండ జిల్లా ఖుడాబక్ష్ పల్లి పంచాయతీ పరిధిలోని సాయిబంద తండాకు చెందిన ఆమె పుట్టుక తోనే ప్లోరోసిస్ బారినపడింది. పడేళ్ల పయనులో వ్యాధి తీవ్రత

పెరిగి మంచానికే పరిమితమైంది. ఈ దశలో ఆమె సోదరుడు చిత్రలేఖనం నేర్పించాడు. అతడు కూడా ప్లోరోసిస్ తో చనిపోయాడు. అయినా సువర్ణ పట్టువదలేదు. సాధన చేసి అద్భుతమైన చిత్రాలను గీసింది. స్థానిక విద్యార్థులకు ఆ చిత్రాలను అమ్మడం ప్రారంభించింది. ఈ విషయం తెలిసిన ఎన్నారై ఫౌండేషన్ అధ్యక్షుడు జి.ఎం. సుధీర్ సువర్ణకు డబ్బు సామగ్రి అందజేశారు. బ్రాండ్ తెలంగాణ పేసెయిక్ పేజీ ద్వారా ఆమె చిత్రాలను అమ్మి మరొక డబ్బు సమకూర్చారు. అయితే, సువర్ణకు దివ్యాంగుల పిండనే జీవనాధారం. తల్లిదండ్రులు వ్యవసాయ కూలీలు. గతంలో ప్రభుత్వం తరఫున అనుకుంటామని మంత్రి కేటీఆర్ జ్యురీ ద్వారా హామ్ ఇచ్చినా అవరణకు నోచుకోలేదు. ఈ నేపథ్యంలో సుధీర్, మాజీ ఎంపీ కవితను కలిగారు. తెలం



ప్లోరోసిస్ బాధితురాలు సువర్ణ, ఆమె గీసిన కవిత చిత్రం

గాణ జాగృతి తరఫున చిత్రలేఖనంలో శిక్షణ ఇప్పించాలని కోరారు. సువర్ణకు చిత్రలేఖనంలో శిక్షణ, మెరుగైన వైద్యం అందేలా చూస్తానని కవిత హామ్ ఇచ్చినట్లు సుధీర్ తెలిపారు.

1. Her talent is worthy and irreplaceable.
2. Sky is the limit and no wall can stop a girl.

No limits for gaining Education

(article published on 16/11/2019)

పెళ్లయినా సరే.. అమ్మాయిలు చదువు ఆపొద్దు

» కొనసాగించాలి.. భర్తలు సహకరించాలి

» మెడిసిన్ చదువుతుండగానే నాకు పెళ్లయింది

» నా భర్త ప్రోత్సాహంతో పూర్తి చేశా: తమిళసై

బర్నత్ పుర/హైదరాబాద్, నవంబరు 15 (ఆంధ్ర జ్యోతి): జీవ, సాంకేతిక శాస్త్రాలపై విస్తృతమైన పరిశోధనలు జరగాలని రాష్ట్ర గవర్నర్ తమిళిసై సౌందర్ రాజన్ పిలుపునిచ్చారు. పరిశోధనల పరిణామాలను అన్ని వర్గాలకు అందినప్పుడే సార్వకాలిక ఉంటుందన్నారు. దీనిపై బయోటెక్నాలజీపై విద్యార్థులు ప్రత్యేక దృష్టి సారించాలని, ముఖ్యంగా అమ్మాయిలు పెళ్లి చేసుకున్న తర్వాత కూడా తమ చదువును కొనసాగించాలని సూచించారు. ఇందుకు భర్తలు పూర్తి సహకారం



రాజ్ కేభవన్ లో గవర్నర్ తమిళిసైతో హిమాచల్ ప్రదేశ్ గవర్నర్ దత్తాత్రేయ భట్

అందించాలని కోరారు. 'జీవసాంకేతిక శాస్త్రంలో ప్రస్తుత స్థితిగతులు-బయోప్యూట్ ఉపయోగాలు' అంశంపై నిజాం కళాశాలలో శుక్రవారం రెండు

రోజుల జాతీయ సదస్సును ఆమె ప్రారంభించారు. 'పుత్తీర్ణిత్వా నేను వైద్యురాలిని. మెడిసిన్ లో చేరిన మొదటి సంవత్సరంలో నాకు వివాహమైంది. భర్త సౌందర్ రాజన్ ప్రోత్సాహంతో వైద్యవిద్యను పూర్తి చేసి మంచి డాక్టర్ గా గుర్తింపు పొందాను' అని గవర్నర్ గుర్తుచేశారు. నేటి అమ్మాయిలు వివాహమైన తర్వాత చదువు ఆపేస్తున్నారని, ఇది మంచి పద్ధతి కాదన్నారు. మార్పులకు అనుగుణంగా పరిశోధనలు జరిపి వాటిని ప్రజలకు అందించాలని కోరారు. మానవ జీవితం జీవ సాంకేతిక శాస్త్రంతో ముడిపడి ఉందని, సూతన పరిశోధనలు, అవిష్కరణలు నేటి సమాజానికి ఉపయోగపడాలని, అధ్యాపకులు దీనిపై ప్రత్యేక దృష్టి సారించి ఆ దిశగా విద్యార్థులను ప్రోత్సహించాలని గవర్నర్ కోరారు.

1. Women should continue her studies.
2. Her husband should support her in this regard.
3. Telangana state governor Tamilisai Soundararajan

Trafficking of women

- More than 63 million women are “missing” statistically across India, and more than 21 million girls are unwanted by their families.
- HYDERABAD: While the NCRB 2017 report shows Telangana as having the most number of trafficking cases with 184, police and activists claim that the number of actual instances has come down over the past three years.



✓ **FEMALE SEXUAL ASSAULT VICTIMS HAVE THE RIGHT TO KEEP THEIR IDENTITY ANONYMOUS:**

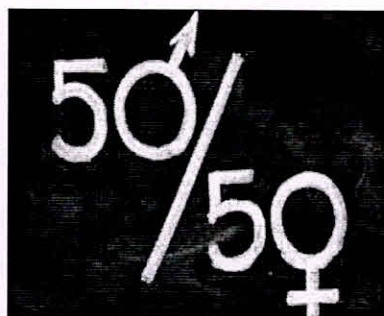
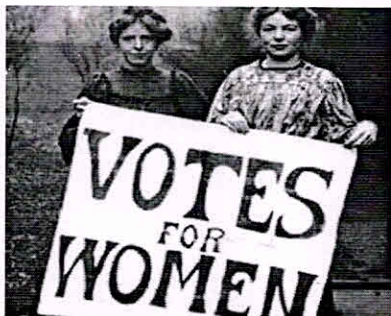
To ensure that her privacy is protected, a woman who has been sexually assaulted may record her statement alone before the district magistrate when the case is under trial, or in the presence of a female police officer.

✓ **WOMEN HAVE THE RIGHT TO GET FREE LEGAL AID:**

Under the Legal Services Authority Act, female rape victims have the right to get free legal aid or help from legal Services Authority who has to arrange a lawyer for her.

✓ **WOMEN HAVE RIGHT NOT TO BE ARRESTED AT NIGHT:**

Unless there is an exceptional case on the orders of a first class magistrate, a woman cannot be arrested after sunset and before sunset.



✓ **WOMEN HAVE THE RIGHT TO REGISTER VIRTUAL COMPLAINTS:**

The law gives women the provision for filing virtual complaints via e-mail, or writing her complaint and sending it to a police station from a registered postal address.

✓ **WOMEN HAVE THE RIGHT AGAINST INDECENT REPRESENTATION:**

Depiction of a woman's figure (her form or any body part) in any manner that is indecent, derogatory, or is likely to deprave, corrupt or injure the public morality or morals, is a punishable offence.

✓ **WOMEN HAVE THE RIGHT AGAINST BEING STALKED:**

SECTION 345D of the IPC makes way for legal action to be taken against an offender if he/she follows a woman or monitor the use by a woman of the internet, email or any other form of electronic communication.

✓ **WOMEN HAVE A RIGHT TO ZERO FIR:**

An FIR that can be filed at any police station irrespective of the location where the incident occurred it comes under,zero FIR can later be moved to the police station in whose jurisdiction the case falls under.



GOVERNMENT SCHEMES IN TELANGANA FOR WOMEN

❑ **KALYANA LAKSHMI AND SHAADI MUBARAK SCHEME:**

Telangana government has implemented kalyanalakshmi and shaadimubarak scheme from 2nd october 2014 to provide financial assistance to sc/st and muslims girls marriage respectively. Previously the amount was Rs.51116 but this amount is increased to Rs.75116.The government has also included brides from backward classes and economically backward sections to provide scheme benefits at par with the brides.

❑ **KCR KIT SCHEME:**

KCR Kit scheme was announced by Telangana government in its 2017-18 budget for pregnant women and new born baby allocating Rs.605 crores. State government provides a kit containing essential items for pregnant women and new born baby.

The kit has 26 items comprising of soaps, baby oil, baby bed, mosquito net, dresses, sarees, hand bag, towel and napkins, powder, diapers, shampoo and toys for kid etc. The items provided in the Rs. 15,000 worth KCR kit would be useful for the new born for up to 3 months.

❑ **FINANCIAL ASSISTANCE TO PREGNANT WOMEN-Rs. 12000:**

The state government under the KCR kit scheme provides financial assistance of Rs. 12000 to working pregnant women to cover the wage loss. The amount would be provided in three installations. An additional Rs. 1000 would be given to pregnant women if the baby happens to be a girl.

❑ **PENSION SCHEME FOR SINGLE WOMEN:**

Telangana is first in the country to start pension scheme from April 2017 for single women from poor families to provide them financial support. Rs. 1000 will be provided whose annual income is below Rs 2 lakh.



OTHER SCHEMES IN TELANGANA STATE FOR WOMEN EMPOWERMENT

- AROGYA LAKSHMI SCHEME
- SHE TEAMS
- SHE CABS
- SUPPLEMENTARY NUTRITION PROGRAMME
- STREE NIDHI
- BHAROSA-support centre for women and children
- PENSION TO BEEDI WORKERS
- HOUSING SCHEME FOR POOR
- E-PANCHAYAT SERVICES
- LAND DISTRIBUTION FOR DALITS
- FINANCIAL ASSISTANCE TO VICTIMS OF ATROCITIES

FINDINGS

- Place women as in less and give them decision making roles.
- More job opportunities for women.
- Invest in women's entrepreneurial ideas, emotionally and financially.
- Taking action against unpaid labour work.
- Mentoring women professionally and personally.

SLOGANS

- ❖ Educate a woman to educate the next generation.
- ❖ Women are made to beloved and respected not to be raped.
- ❖ The progress of nation will be blocked if women are locked.
- ❖ A happy woman indicates a happy and healthy family.

CONCLUSION AND SUGGESTIONS:

Women empowerment has to begin with women's active participation. Unless women take a decisive part in the social, political and economic life of the country the very development of the country will be lop-sided. Women empowerment helps to make the society and world a better place to live in and march forward on way to inclusive participation. Newly formed Telangana State has become a role model for other states in motivating self-help groups, early childhood education, health and nutrition for pregnant women and newly born to improve quality of life.

**GOVERNMENT DEGREE COLLEGE FOR
WOMEN (A),
BEGUMPET, HYDERABAD**

WORKING OF A TORCH LIGHT

Department of Electronics

JIGNASA STUDY PROJECT

Name of the mentor : Dr.P.Indira

Names of the students : 1.Ch.Pravalika

2.A.Divya Sri

3.K.Susmitha

4.K.Shirisha

5.M.Meghana

Working of a torch light

Abstract:

Designing of a torch light by using LED of 10 watts, battery, battery connector, connecting wires, switch, heat sink paste.

Project Work:

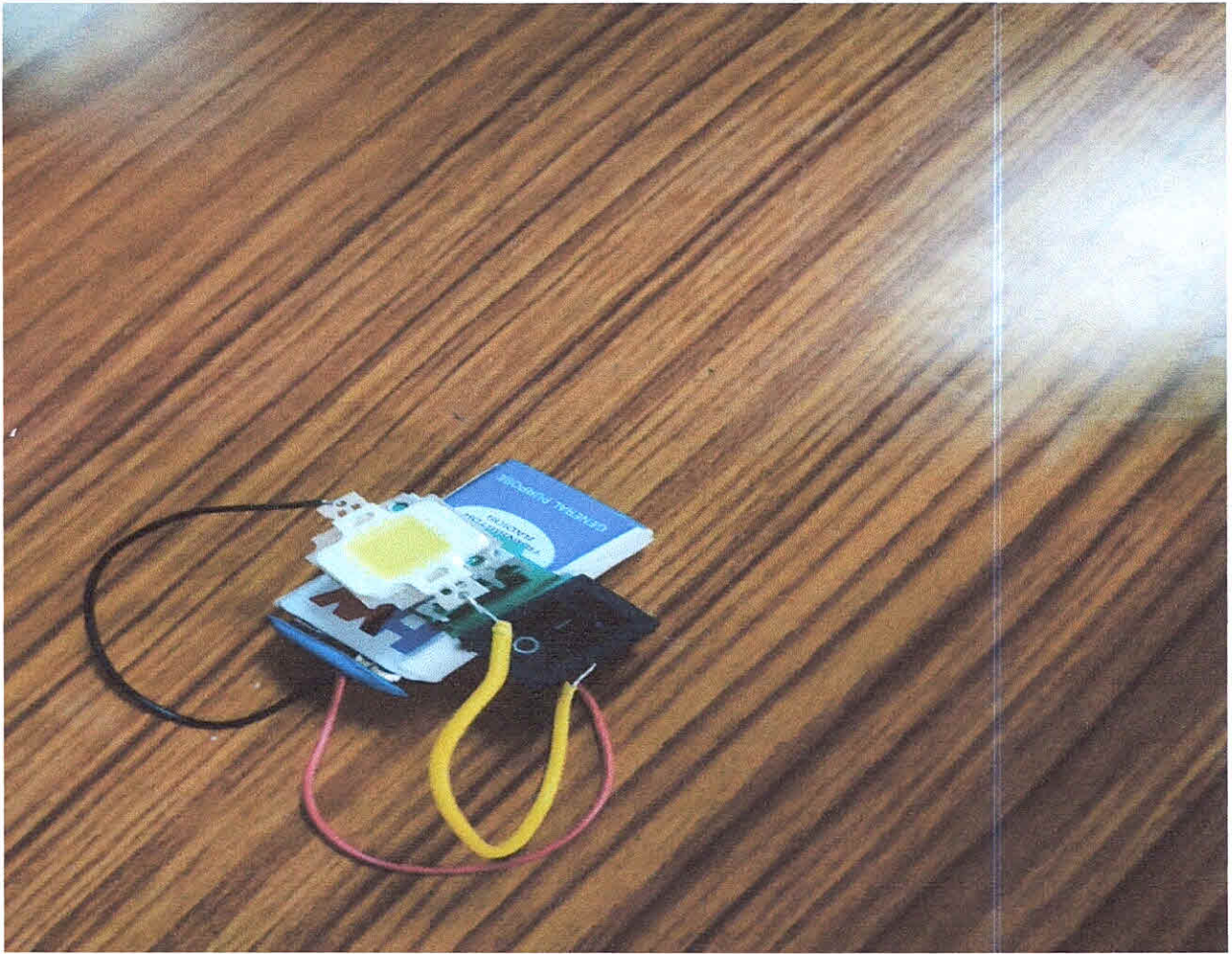
- Place LED on the card board sheet.
- Connect the battery to the battery connector.
- Attach the switch to one side of the battery and LED to the adjacent side of the battery with heat sink paste.
- Now connect positive end of the battery to negative terminal of the LED and the negative end of the battery to the positive terminal of the switch.
- Now take a piece of connecting wire and connect one end to the positive terminal of the LED and the other end to the negative terminal of the switch.
- Now to test the battery ,let us on the switch. We can observe that the LED bulb of 10 watts glows.

Precautions:

- We should be carefull and wear gloves while applying the heat sink paste.
- Also while connecting the wires.

Result:

The LED bulb glows when we on the switch.



PARTICLE SIZE OF RED BLOOD CORPUSCLES BY DIFFRACTION

Chandini Gond, Keertana.P, Keerthi Reddy, Prasanna.D, Kavya.Y
1085-18-441-010, 1085-18-441-042, 1085-18-441-038, 1085-18-441-014,
1085-18-441-054

Shanmukhi Jyothi.D¹, ThoyajakB.²

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Government Degree College for Women(A), Begumpet

Aims and Objectives: To determine the particle size of human RBC by laser diffraction technique.

Hypothesis: The slight changes within the physiology of erythrocytes at the cellular level square measure documented within the legacy of this optical phenomenon study. Using this technique one can make a distinction within the morphologies of erythrocytes. The size and shape of blood cells are determined usually by microscope. This method, besides being tedious, cannot be extended to a large number of cells and samples. In view of this, a simple and quick method has been developed for determining the average size and shape of blood cells by employing laser diffraction technique. Blood samples were collected from normal healthy persons. The laser diffraction method is very rapid and simple for assessing the average size of the cells.

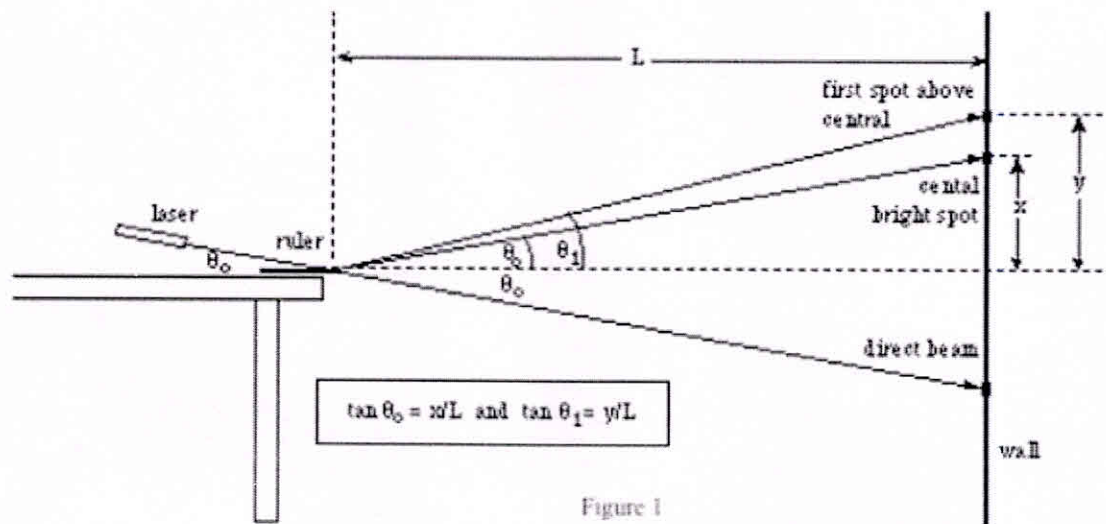
Review of Literature: Laser diffraction analysis, also known as laser diffraction spectroscopy, is a technology that utilizes diffraction patterns of a laser beam passed through any object ranging from nanometers to millimeters in size to quickly measure geometrical dimensions of a particle. This process does not depend on volumetric flow rate, the amount of particles that passes through a surface over time. Laser diffraction analysis is based on the Fraunhofer diffraction theory, stating that the intensity of light scattered by a particle is directly proportional to the particle size.^[4] The angle of the laser beam and particle size have an inversely proportional relationship, where the laser beam angle increases as particle size decreases and vice versa.

Laser diffraction analysis is accomplished via a red He-Ne laser, a commonly used gas laser for physics experiments that is made up of a laser tube, a high-voltage power supply, and structural packaging. Alternatively, blue laser diodes or LEDs of shorter wavelength may be used. Angling of the light energy produced by the laser is detected by having a beam of light go through a suspension and then onto a sensor. A lens is placed between the object being analyzed and the detector's focal point, causing only the surrounding laser diffraction to appear. The sizes the laser can analyze depend on the lens' focal length, the distance from the lens to its point of focus. As the focal length increases, the area the

laser can detect increases as well, displaying a proportional relationship. A computer can then be used to detect the object's particle sizes from the light energy produced and its layout, which the computer derives from the data collected on the particle frequencies and wavelengths.

Research Methodology: The laser diffraction method is very rapid and simple technique. A well defined diffraction pattern is readily obtained on the screen, the radii and widths of which could be easily measured if the pattern formed on a graph paper. The screen can also be calibrated (radii/axial lengths versus particle size) for a given distance, D so that the average size of the diffracting cells can be obtained directly without involving any calculations. The size of the diffraction patterns is inversely proportional to the particle size. The width of the diffraction pattern is a function of the variations in the size of the particles. Similarly the sharpness of the minima depends upon the consistency in cellular size and shape. All mammalian blood cells are of uniform shape and hence the diffraction pattern produced by these cells is very sharp and clear. However, laser diffraction method is very rapid and simple for assessing the average size of the cells and at a glance. picture of diffraction of light by small particles. The method not only simple but also elegant, readily handled and can be easily demonstrated to a large gathering at a time especially to moderately sophisticated health science students which would provide them to look at physical optics as a set of relevant phenomena. This could also be used with advantage as a diagnostic tool for assessing if there is more than normal variation in the size distribution of human RBC from the width of the diffraction ring. The mean diameter of RBC of normal human obtained by this method is $7.12 \mu\text{m}$.

The specimen, a drop of blood smudgy on the plate glass (a skinny layer), is placed between the optical device and also the screen. He-Ne optical device whose power is $P=2\text{MW}$ is employed for the optical phenomenon. Laser beam passing through the blood specimen the beam of light forms a superb optical phenomenon image on the screen (picture 1). The slide with erythrocytes in a very single layer has been provided by a laboratory. once being placed on the apparatus between the optical device and also the screen, the slide need to be turned towards the sunshine supply. The slide ought to be rapt till a pointy and clear image of optical phenomenon rings is made, then the radius/diameter, r , of the primary(and the second) optical phenomenon circle(s) is measured, moreover because the distance from the optical device to the screen L .



Analysis of data: The angle of diffraction is given by $\tan \theta = r / D$ where r = radius of the first circle; D = distance between slide and the screen. The mean diameter(d) of the blood cells was calculated using the equation taking into account the wavelength of the laser light. The **Rayleigh criterion** for the diffraction limit to resolution states that two images are just resolvable when the center of the diffraction pattern of one is directly over the first minimum of the diffraction pattern of the other. The first minimum is at an angle of $\theta = 1.22\lambda/D$, so that two point objects are just resolvable if they are separated by the angle.



Picture 1

From the Rayleigh's criterion the size or diameter(d) of the cell can be written as $d = 1.22 \lambda / \tan \theta = 1.22 \lambda D/r$, where $\lambda = 6328 \text{ \AA}$. By replacing $\tan \theta$ the equation for erythrocyte diameter d is obtained: $d = n \cdot \lambda \cdot L/r$
 1. r – radius of the black circle, L – distance between the microscope slide and the screen (millimeter paper), λ the laser light wavelength (632,2nm) ; n = 1.22;2.23;3.24 is used for the rings.

Findings:

S.No.	Distance between Source and screen (D)	radius of first circle(r)	diameter(d) =1.22 λ D/r
1.	2	2.14	7.2
2.	3	3.21	7.2
3.	4	4.28	7.32
4.	5	4.92	6.84
5.	6	5.38	6.98

Conclusions:

The laser diffraction method is very rapid and simple technique. A well defined diffraction pattern is readily obtained on the screen, the radii and widths of which could be easily measured if the pattern formed on a graph paper. The screen can also be calibrated (radii/axial lengths versus particle size) for a given distance, D so that the average size of the diffracting cells can be obtained directly without involving any calculations. The size of the diffraction patterns is inversely proportional to the particle size. The width of the diffraction pattern is a function of the variations in the size of the particles. Similarly the sharpness of the minima depends upon the consistency in cellular size and shape. All mammalian blood cells are of uniform shape and hence the diffraction pattern produced by these cells is very sharp and clear. However, laser diffraction method is very rapid and simple for assessing the average size of the cells and at a glance picture of diffraction of light by small particles. The method not only simple but also elegant, readily handled and can be easily demonstrated to a large gathering at a time especially to moderately sophisticated health science students which would provide them to look at physical optics as a set of relevant phenomena. This could also be used with advantage as a diagnostic tool for assessing if there is more than normal variation in the size distribution of human RBC from the width of the diffraction ring. The mean diameter of RBC of normal human obtained by this method is 7.12 μm.

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- [6]. C. Ramakrishna Rao, Kaleemed Jaleeli 1 , B.S. Bellubbi1 & Adeel Ahma

GOVERNMENT DEGREE COLLEGE
FOR WOMEN (AUTONOMOUS),
BEGUMPET

Affiliated to Osmania University
Re-Accredited With 'B' Grade by NAAC



JIGNASA-STUDENT STUDY PROJECT
2019-2020

PROJECT TITLE

*A comparative study of UG college students
perception towards government and
private institutes in Hyderabad*

Submitted by

- P.VASUDHA(1085-19-684-044)
- K.DIVYA(1085-19-684-025)
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UNDER THE SUPER VISION OF

Ms.S.Praveena

Lecturer in Commerce

ACKNOWLEDGEMENT

I would like to express my sincere thanks to DR. G YADGIRI principal and Mrs. SAJIDHA MAM, Department of Commerce, GOVT. DEGREE & P.G COLLEGE FOR WOMEN, BEGUMPET, HYDERABAD (Osmania University for giving us valuable suggestions in carrying out the project and having helped me every stage of my project work.

I convey my sincere gratitude to my parents and friends for their continuous support in accomplishment of this project work.

I take this opportunity to thank one and all that helped me directly or indirectly for the completion of my project.

K DIVYA

P SRAVANI

P VASUDHA

M LAVANYA

P MEENAKSHI

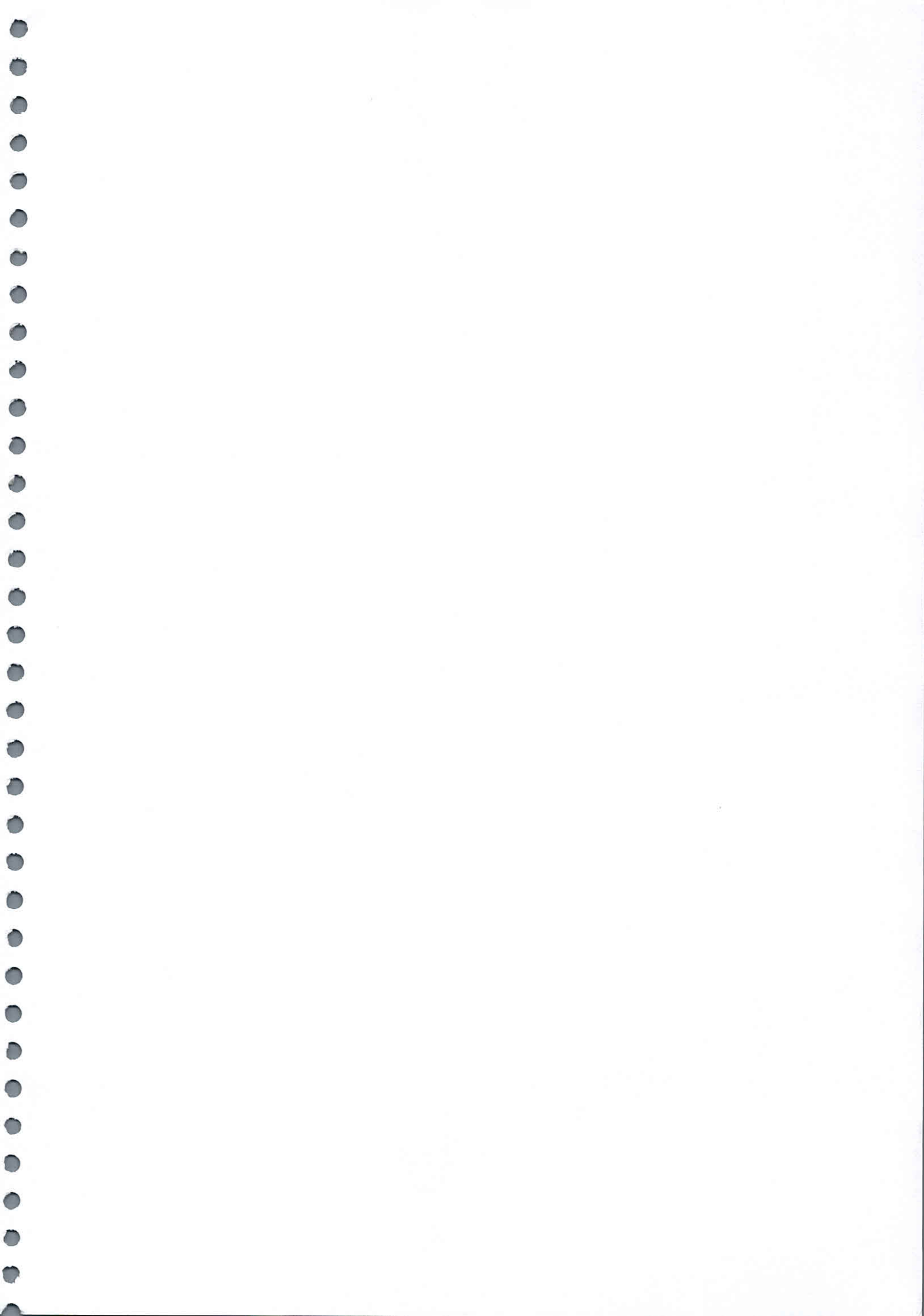
N MAHESHWARI

CERTIFICATION

This is to certify that the project report entitled A
COMPARATIVE STUDY OF UG COLLEGE STUDENTS
PERCEPTION TOWARDS GOVERNMENT AND PRIVATE
INSTITUTES IN HYDERABAD was conducted by the
following BBA First year General students

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- P SRAVANI(1085-19-684-042)
- P VASUDHA(1085-19-684-044)
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- N MAHESHWARI(1085-19-684-040)

Signature of the Guide
(Ms. S. PRAVEENA)



A COMPARATIVE STUDY OF
UG COLLEGE STUDENTS
PERCEPTION TOWARDS
GOVT AND PRIVATE
EDUCATIONAL INSTITUTES
IN HYDERABAD

INTRODUCTION

This chapter presents the introduction of comparative study of UG college students perception towards government and private institutes in Hyderabad, Objectives of the Study, Statement of the problem, Scope of the Study, Research Methodology, Analysis of the Data.

INTRODUCTION

The debate between the comparison of private and government educational institutes will go on till eternity. Both have their significance in their respective fields. Both types of institutes have much to nurture and reproduce the future champions of India. In recent years, with the increase of private institutes in Hyderabad, there has been a decline in a number of students in government institutes. Does it mean government institutes are not better? Many of them feel that the private institutes are better over government institutes, is that true?

OBJECTIVES OF THE STUDY

- Why the government institutions are getting declined?
- What are the causes of the rapid growth of private institutions in Hyderabad?
- Are private institutions are providing better and qualitative education compared to government?

STATEMENT OF THE PROBLEM

In the present study, we proposed to and analyze the students perception towards government and private UG educational institutions in Hyderabad. The primary objective of this research is to study the reasons for declining of government educational institutions. To analyze and examine the comparison between government and private UG Colleges in Hyderabad. During the course of study, we try to find out the various reasons for declination of government colleges and help to develop the educational institutions for improving their impact on public.

SCOPE FOR THE STUDY

The following are the scope of the study

- ✓ The scope of the study is confined to analyze the effect of private and government institutes on students
- ✓ This study covers all the aspects of educational institutes

- ✓ This study also observes the most effective sector of students
- ✓ This study is conducted in Hyderabad

RESEARCH METHODOLOGY

MEANING

Research methodology is a way to systematically solve the research problem. The data has been collected through primary sources. Research methods are used to provide a systematic approach to research and helps in ordering the data collected in order to analyze it and conclude whether it answered a particular question by the respondents

A structured questionnaire has been administered to students of private and government of 50 each making a simple size of 100. Random sampling method was used. Simple percentages are used to analyze data

- Primary data:
The primary data is collected through standard questionnaire. Close type questions are given to respondents
- Sample size:
For the study, a sample of 100 respondents were chosen. 50 respondents are from private and the other 50 respondents are from government institutes

ANALYSIS OF STUDENT DATA

A)Private institutes

Table-1:

S.NO	Quality of education	number	percentage
1.	Very good	14	28%
2.	Good	25	50%
3.	Neutral	9	18%
4.	Bad	1	2%
5.	Very bad	1	2%

As per table: It is shown that quality of education in private institutes is good [50%]

Table-2:

S.NO	Quality of maintenance And facilities	Number	Percentage
1.	Very good	5	10%
2.	Good	25	50%
3.	Neutral	12	24%
4.	Bad	7	14%
5.	Very bad	1	2%

As per table: It is shown that quality of maintenance and facilities in private institutes is good [50%]

Table-3:

S.NO	Medium of instruction	Number	Percentage
1.	English	50	100%
2.	Telugu	0	0%

As per table: It is shown that the medium of instruction of private institutes is English [100%]

Table-4:

S.NO	Teaching system and Faculty	Number	Percentage
1.	Very good	23	46%
2.	Good	23	46%
3.	Neutral	3	6%
4.	Bad	1	2%
5.	Very bad	0	0%

As per table: It is shown that teaching system and faculty of private institutes is equally good [50%] and very good[50%]

Table-5:

S.NO	Infrastructure of the Institute	Number	Percentage
1.	Very good	2	4%
2.	Good	33	66%
3.	Neutral	13	26%
4.	Bad	2	4%
5.	Very bad	0	0%

As per table: It is shown that infrastructure of the institute is good[66%]

Table-6:

S.NO	Security measures taken by the management	Number	Percentage
1.	Very good	10	20%
2.	Good	27	54%
3.	Neutral	10	20%
4.	Bad	3	6%
5.	Very bad	0	0%

As per table: It is shown that security measures taken by the management is good[54%]

Table-7:

S.NO	Administrative policies	Number	Percentage
1.	Very good	6	12%
2.	Good	32	64%
3.	Neutral	11	22%
4.	Bad	1	2%
5.	Very bad	0	0%

As per table: It is shown that the administrative policies is good[64%]

Table-8:

S.NO	Availability of books and journals in library	Number	Percentage
1.	Very good	11	22%
2.	Good	30	60%
3.	Neutral	7	14%
4.	Bad	2	4%
5.	Very bad	0	0%

As per table: It is shown that the availability of books and journals in library is good[60%]

Table-9:

S.NO	Maintenance of canteen	Number	Percentage
1.	Very good	3	6%
2.	Good	11	22%
3.	Neutral	20	40%
4.	Bad	13	26%
5.	Very bad	3	6%

As per table: It is shown that the maintenance of canteen is neutral[40%]

Table -10:

S.NO	Availability of sports facilities	Number	Percentage
1.	Very good	27	54%
2.	Good	22	44%
3.	Neutral	1	2%
4.	Bad	0	0%
5.	Very bad	0	0%

As per table: It is shown that the availability of sports facilities is very good [44%]

Table -11:

S.NO	Maintenance of rest Rooms	Number	Percentage
1.	Very good	1	2%
2.	Good	9	18%
3.	Neutral	19	38%

4.	Bad	17	34%
5.	Very bad	4	8%

As per table: It is shown that the maintenance of restrooms is neutral[38%]

Table-12:

S.NO	Are classrooms furnished and ventilated	Number	Percentage
1.	Yes	41	82%
2.	No	9	18%

As per table: It is shown that maximum classrooms are furnished and ventilated[82%]

Table-13:

S.NO	Do you think private educational institutes are better	Number	Percentage
1.	Yes	26	52%
2.	No	24	48%

As per table: It is shown that the 50% of students think private institutes are better and 48% is not

Table-14:

S.NO	Job opportunities / Placements	Number	Percentage
1.	Yes	49	98%
2.	No	1	2%

As per table: It is shown that job opportunities/placements are max provided[98%]

Table-15:

S.NO	Strict rules and regulation	Number	Percentage
1.	Yes	33	66%
2.	No	17	34%

As per table: It is shown that the rules and regulations are followed strictly[66%]

Table-16:

S.NO	Availability of modern technologies	Number	Percentage
1.	Yes	34	68%
2.	No	16	32%

As per table: It is shown that there is availability of modern technologies[68%]

Table-17:

S.NO	How frequently do you play sports/games	Number	Percentage
1.	Week	22	44%
2.	Month	3	6%
3.	Sometimes	24	48%
4.	Not at all	1	2%

As per table : It is shown that sports played sometimes[48%] or once in a week[44%]

Table -18:

S.NO	Cost of education fee per annum	Number	Percentage
1.	High (above 3,00,000)	2	4%
2.	Medium (50,000 – 1,00,000)	47	94%
3.	Low (15,000 or below)	1	2%

As per table: It is shown that the cost of education is medium, between 50,000 - 1,00,000[94%]

B) Government institutes

Table-1:

S.NO	Quality of education	number	percentage
1.	Very good	20	40%
2.	Good	20	40%
3.	Neutral	9	18%
4.	Bad	1	2%
5.	Very bad	0	0%

As per table: It is shown that quality of education in government institute is very good[40%] and good[40%]

Table-2:

S.NO	Quality of maintenance And facilities	Number	Percentage
1.	Very good	17	34%
2.	Good	18	36%

3.	Neutral	12	24%
4.	Bad	2	4%
5.	Very bad	1	2%

As per table: It is shown that the quality of maintenance and facilities are good[36%] and very good[34%]

Table-3:

S.NO	Medium of instruction	Number	Percentage
1.	English	46	92%
2.	Telugu	4	8%

As per table: It is shown that the medium of instruction is English[92%] and telugu[8%]

Table-4:

S.NO	Teaching system and Faculty	Number	Percentage
1.	Very good	14	28%
2.	Good	28	56%
3.	Neutral	7	14%
4.	Bad	1	2%
5.	Very bad	0	0%

As per table: It is shown that teaching system and faculty is good[56%]

Table-5:

S.NO	Infrastructure of the Institute	Number	Percentage
1.	Very good	18	36%
2.	Good	19	38%
3.	Neutral	8	16%
4.	Bad	5	10%
5.	Very bad	0	0%

As per table: It is shown that the infrastructure of the institute is good[38%] and very good[36%]

Table-6:

S.NO	Security measures taken by the management	Number	Percentage
1.	Very good	20	40%
2.	Good	24	48%
3.	Neutral	6	12%
4.	Bad	0	0%
5.	Very bad	0	0%

As per table: It is shown that the security measures taken by the management is good[48%] and very good[40%]

Table-7:

S.NO	Administrative policies	Number	Percentage
1.	Very good	13	26%
2.	Good	23	46%
3.	Neutral	9	18%
4.	Bad	4	8%
5.	Very bad	1	2%

As per table: It is shown that the administrative policies are good[46%]

Table-8:

S.NO	Availability of books and journals in library	Number	Percentage
1.	Very good	20	40%
2.	Good	19	32%
3.	Neutral	7	14%
4.	Bad	3	6%
5.	Very bad	1	2%

As per table: It is shown that the availability of books and journals in library is very good[20%]

Table-9:

S.NO	Maintenance of canteen	Number	Percentage
1.	Very good	11	22%
2.	Good	10	20%
3.	Neutral	16	32%
4.	Bad	11	22%
5.	Very bad	2	4%

As per table: It is shown that the maintenance of canteen is neutral[32%]

Table -10:

S.NO	Availability of sports facilities	Number	Percentage
1.	Very good	17	34%
2.	Good	20	40%
3.	Neutral	4	8%
4.	Bad	8	16%
5.	Very bad	1	2%

As per table: It is shown that the availability of sports facilities are good[40%]

Table -11:

S.NO	Maintenance of rest Rooms	Number	Percentage
1.	Very good	10	20%
2.	Good	21	42%
3.	Neutral	6	12%
4.	Bad	9	18%
5.	Very bad	4	8%

As per table: It is shown that the maintenance of rest rooms is good[42%]

Table-12:

S.NO	Are classrooms furnished and ventilated	Number	Percentage
1.	Yes	46	92%
2.	No	4	8%

As per table: It is shown that the classrooms are furnished and ventilated[92%]

Table-13:

S.NO	Do you think private educational institutes are better	Number	Percentage
1.	Yes	42	84%
2.	No	8	16%

As per table: It is shown that the 84% of students think private institutes are better and 16% is not

Table-14:

S.NO	Job opportunities / Placements	Number	Percentage
1.	Yes	49	98%
2.	No	1	2%

As per table: It is shown that job opportunities/placements are provided[98%]

Table-15:

S.NO	Strict rules and regulation	Number	Percentage
1.	Yes	37	74%
2.	No	13	26%

As per table: It is shown that the rules and regulations are followed strictly[74%]

Table-16:

S.NO	Availability of modern technologies	Number	Percentage
1.	Yes	40	80%
2.	No	10	20%

As per table: It is shown that there is availability of modern technologies[80%]

Table-17:

S.NO	How frequently do you play sports/games	Number	Percentage
1.	Week	13	26 %
2.	Month	8	16%
3.	Sometimes	21	42%
4.	Not at all	7	14%

As per table: It is shown that sports played sometimes[42%] and once in a week[26%]

Table -18:

S.NO	Cost of education fee per annum	Number	Percentage
1.	High (above 3,00,000)	0	0%
2.	Medium (50,000 – 1,00,000)	0	0%
3.	Low (15,000 or below)	50	100%

As per table: It is shown that the cost of education is low, between(15,000or below)[100%]

SUGGESTIONS

- The better infrastructure can help them to have a practical approach to education.
- Make studies more skill-oriented, interactive and hands on rather than theoretical and based on rote-learning.
- Restrooms should be maintained tidy and water facility

CONCLUSION

As per the conclusion, students prefer private institute due to its infrastructure, quality of education and other comfortable facilities. And the students who are financially weak prefer government institutes. If the private and government institutes have made some changes in their system in their individual aspects then government institutes can also be increased as private.