

VASAVI EDUCATIONAL TRUST

V.E.T FIRST GRADE COLLEGE

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CONFERENCE SOUVENIR 2023 CONTEMPORARY EVOLUTION IN GENERAL EDUCATION AND INDUSTRY 5.0



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Preface

VET First Grade College is accredited by NAAC twice and progressing towards the 3rd cycle of accreditation. Accreditation of NAAC is an indication of quality sustenance in the area of education. IQAC initiates various academic activities at state, national and international level dispersing knowledge to students, research scholars and academicians. In this context, National Conference on "Contemporary Evolution in General education and Industry 5.0 which is a connect between education system and industry requirement. The conference theme and sub themes were shared digitally across the country inviting research articles from students, research scholars and Professors from College and University without ignoring industry experts. One's idea may be shared and preserved for a longer period either in the book or in the digital format in today's era. Hence this book is an initiative to come out with the collection of articles shared by the experts.

The process involved critical appraisal of Social Science, Science and language research and theory and publications of articles in ISBN, UGC care list and Conference Souvenir on the various themes on commerce and Management, Fashion Technology, Information Technology, the languages - English, Kannada, Hindi & allied fields. The education sector is in the evolutionary stage. The world is devising new pedagogies for teaching and learning in-line with industry 5.0. There has been a shift from industry 4.0 where the focus was on technologies to industry 5.0 which focuses on technologies working together with resilient people and inclusion of sustainability goals. In this direction, this conference aims to bring out the Contemporary Evolution in all fields of education

Need of the hour is to evolve and research is the only way forward in this direction to make humble contribution through publication and presentation. The IQAC cell of VET First Grade College in association with Bengaluru City University Principals' Association has worked out an approach to reach good number of Academicians and Research Scholars and Students from within the state and country as a whole, in which seven subjects with 41 thematic panels are classified, Panel members are nominated for seven subjects, for effective outcome of the conference.

VET First Grade College has received total 55 abstracts, 50 full papers with 41 articles published, in ISBN bearing number 978-93-5895-818-8 and 5 articles in UGC care list journal. The entire 55 abstracts have been published in "Conference Souvenir 2023" contributed by various authors & co-authors.

It is evident that the task taken up the college is gigantic. The presentation and article publication shall provide great platform to understand the challenges through changes leading to contemporary evolution and development for all the stake holders and ultimately benefitting the society at large.

Management Desk

Best Wishes from Management.



Excellence and perfection are the principles of education which guard and are the pillars of knowledge. This requires the support and a visionary to back such principles. One such visionary was Sri. B V Rathnaiah Setty who with like-minded and committed people established the Vasavi Educational Trust. This Group of Institution even today has a penchant practice to provide qualitative approach and nurturing students with value-based education to be prepared to face the challenges in the life ahead of them.

Change is evidence of life and in this regard V.E.T. First Grade College is organizing a One Day National Level Conference on “Contemporary Evolution in General Education and Industry 5.0” on 19th May 2023. This will provide an opportunity for several distinguished and noted resource persons from academia and industry to deliberate and interact with their knowledge to provide and share their experience and expertise.

I commend the efforts of Director & Principal Dr. R. Parvathi and her dedicated team for providing such an opportunity.

I wish the team great success and hope the deliberation will have a positive outcome.

B.R. Viswanath Setty
President
Vasavi Educational Trust

Management Desk



Dream it and you will achieve it!" When an enlightened group of individuals are sure that their futures are headed in right direction, VET First Grade College provides value added quality education bringing the same to life.

Vasavi Education Trust has always been inspired by the vision of the visionaries. The 21st century which belongs to knowledgeable era where acquisitions, possessions, application of knowledge are the important resources, the one day national conference titled "Contemporary Evolution in General Education & Industry. 5.0" will provide knowledge sharing platform to bring forth a renaissance in the field of education.

I appreciate the entire team of VET First Grade College under the able leadership of Dr. R. Parvathi and a grand success in deliberation.

Dr Manandi N Suresh
Hon. Secretary
Vasavi Educational Trust



PROF. LINGARAJA GANDHI Ph.D.,
VICE CHANCELLOR

No: BCU/VCPS/162/2023-24

Date: 16.05.2023

MESSAGE

The National Education Policy-2020 has opened up new vistas in the Contemporary Education. It has removed the barriers and compartments in the field of Higher Education. All these days, the orientation and focus of a student was decided at the time of admission to 11th standard of +2 levels. The present system of education provides opportunity for multidisciplinary education with multiple entry and exit options. The student has an option to study the blend of arts and science or commerce disciplines.

I am happy to learn that, the V.E.T. First Grade College in association with the Bengaluru City University Principals' Association is organising One Day National Conference on "Contemporary Evolution in General Education and Industry 5.0" which focuses on technologies working together with resilient people and includes sustainability goals. The well carved theme of the conference involves all the disciplines of Arts, Science, Commerce and management faculty.

An educational institution stands for imparting quality education through dedicated teachers and refurbishing their academic knowledge by organising such Seminars, Conferences Workshops etc. The V.E.T. College is known for imparting quality education and its commitment for the cause of education is par excellent.

I Congratulate the Management, Principal and staff of the college for organising this National Conference. I am sure the delegates will have a pleasant time in discussing and deliberating on the contemporary evolution issues. The proceedings coming out of the discussions and deliberations of this conference will be a source of reference to the teaching community.

I wish the Conference all Success.


(Prof. Lingaraja Gandhi)

Keynote Address

Hearty Greetings to all!



"Education innovation and technology are the key to unlock the potential of the future, creating new opportunities for learners and shaping the world we live in". It gives me immense pleasure to acknowledge the efforts of V E T First Grade College for organizing a National Conference on "Contemporary Evolution in General Education and Industry 5.0". This conference represents a unique opportunity to discuss and explore the challenges and opportunities facing the education and industry sectors in the face of rapid technological, economic, and social change.

To prepare our younger generation in this high-tech era, we need to re-imagine our education system. We need to move away from rote learning and standardized tests and focus on developing the skills that are essential for success in the 21st century.

I believe that this National Conference is an important step towards preparing our younger generation for the challenges and opportunities of the future. I am confident that by working together, we can create an education system and an industry that are truly fit for purpose in this century. The Topic of the conference, truly reflect on the need of the hour; I am sure that this Conference will have a tremendous impact on education system in variably in all disciplines.

I wholeheartedly appreciate the organizing committee for their exceptional efforts in planning and executing this conference. To the researchers and delegates who are participating in this conference, I would like to express my appreciation and encouragement to continue taking a leading role in learning, research, and technological advancements. Your contributions to the field are essential, and I am confident that our collective efforts will lead to significant progress and innovation in education.

I wish this conference every success, and I hope that the discussions and collaborations that take place here will lead to fruitful outcomes that benefit the society as a whole.

Dr M Pushpa Rani

Professor & Director

Department of Computer Science

Mother Teresa Women's University

Kodaikanal, Tamilnadu

Message



At the outset, I heartily congratulate the Management, Principal, and staff of VET First Grade colleges for having successfully completed 27 years of fruitful service in the field of education. During this period, the institution has shaped the careers of thousands of students thereby, contributing in a big way to the socio-economic development of the society in general and our state in particular. The national conference on "Contemporary Evolution in General Education and Industry 5.0" is highly relevant and timely when the country is witnessing a paradigm shift in the field of education at all levels and is set to implement a transformational education policy. Industry 5.0, also popularly known as Fifth industrial revolution, is an emerging trend in industrialization, wherein human work alongside advanced technology and Artificial intelligence. Enhanced resilience, sustainability and increased human focus are the major factors of industry 5.0

I sincerely wish that the Conference will serve as a platform to exchange knowledge on the theme among peers and experts and come out with implementable solutions.

I wish the conference great success.

Dr M. Jayappa
Special Officer,
Karnataka State Higher Education Council,
Bengaluru

Principal's Message



V E T First Grade College is supporting the vision and mission of Vasari Educational Trust since from the inception. NEP 2020 has come up with the pedagogical changes with practical learning process giving freedom of learning to students. In this context, the college has organized many workshops, seminars and deliberations with various stakeholders inviting the policy makers in the area of education.

For Adaptability of education in line with industry, the college is organising National Conference on “Contemporary Evolution in General Education and Industry 5.0” in association with Bengaluru City University Principals’ Association, addressing various themes and sub themes of Commerce and Management, Fashion Technology, Information Technology, Psychology, the languages - English, Kannada, Hindi & allied fields that are included in the panel of knowledge. These areas are just the skeleton to gain knowledge where the conference is the bridge between the education and industry in current scenario.

I acknowledge the unconditional support and encouragement given by the President Sri B R Viswanath Setty and Honorary Secretary Dr. Manandi N Suresh in organizing this National Conference. I would like to express my heartfelt thanks to Karur Vysya Bank for Platinum Sponsorship and also office bearers of the Principals Association and Primax Foundation for constant support.

It has been a team work and as a team I appreciate Vice Principal, HODs, Coordinators Faculty members and non-teaching staff members for giving their best to any task taken up at any given point of time. A warm and heartfelt thanks to Chief Guest, Keynote address, Plenary session chair, Panelist, delegates, author, co-author, participants and last but not the least my dearest students. I thank the publishers – Mamatha Designers for coming out with the ISBN book and Conference Souvenir.

I hope the conference, Souvenir and the ISBN book is a culmination of knowledge and exchange platform for all.

Dr R Parvathi

Principal & Academic Director

VET First Grade College

IQAC Message



The IQAC cell was established in V E T First Grade College with the motive of enhancing the quality of education in the institution and thereby benefitting the students to become abled citizens of tomorrow. The IQAC has been instrumental in organising Conferences at the state, national and international levels, many Faculty Development Programs for the development of faculty, seminars workshops and guest lectures from academia and industry to enable students to keep pace with the recent trends in education.

This National Conference titled “Contemporary Evolution in General education and Industry 5.0 is an effort by the IQAC cell in association with Bengaluru City University Principals’ Association to encompass the recent trends in the ever evolving Industry 5.0 – the fifth industrial revolution which focusses on technological innovation and advancements with emphasis on human centric practices and resilience ultimately leading to sustainability.

This conference brings together the academicians – faculty members, research scholars, post-graduation and under graduation students and the industry experts to deliberate and devise strategies for making the academia industry interface become strong and advantageous.

I would like to express my heartfelt gratitude to the Management and Principal for all their support, my colleagues for their immense support and cooperation, academicians from various colleges for their contribution to the existing base of knowledge through their research articles and industry experts for their valuable insights and viewpoints.

Dr B Rammya
IQAC Coordinator
Organising Secretary
National Conference 2023

Editorial Message

“Contemporary Evolution in General Education and Industry 5.0”

VET institutions have a rich history of organising intellectual programs which aims to bring together students, academicians, research scholars and corporate to exchange and share their rich learning, findings and experiences in various disciplines. As change is inevitable and nothing in this world is permanent except change, this conference finds its prominence. The objective of the conference is to identify the recent trends in the education system, to integrate general education with Industry 5.0 ensuring sustainability and to analyse and address the issues and challenges regarding the same. This book is a culmination of research articles from various research areas adding to the existing literature from researchers' viewpoint.

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Principal & Academic Director

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About the conference

National Conference on “Contemporary Evolution in General education and Industry” was held on 19th May 2023 in association with Bengaluru City University Principals’ Association, Bengaluru in the hybrid mode with participants opting offline and online mode. The conference aims to bring together students, academicians, researchers and corporates to exchange and share their experience about various disciplines.

The education sector is in the evolutionary stage, more so after the outbreak of Covid 19 Pandemic. The world is devising new pedagogies for teaching and learning in-line with industry 5.0. There has been a shift from industry 4.0 where the focus was on technologies to industry 5.0 which focuses on technologies working together with resilient people and inclusion of sustainability goals. In this direction, this conference aims to bring out the Contemporary Evolution in all fields of education like Commerce, Management, Fashion Design, Computer Application, Arts & Science with special emphasis on Industry 5.0. This conference also provides a platform for the delegates to discuss, deliberate and arrive at amicable and sustainable methodologies for general education. Research papers are invited from Academicians, Research scholars, P.G Students & Industry delegates. The conference will result in publication of abstracts/articles in Conference Souvenir / ISBN and also selected articles to be published in UGC Care list Journal.

Commerce and management focuses on sustainable finance, banking, market, supply chain management, Corporate social responsibility etc. Fashion technology emphasizes on fashion with sustainability element in it, the changing face of fashion and textile industry. Information technology plays a vital role in today’s era with applications on internet of things in the light of Industry 5.0. Languages stress on importance of various languages in the industry 5.0. Psychology concentrates on psychological aspects required for resilient and people centric approaches in industry 5.0. All sub themes ultimately focusing on the sustainability which is one of the key pillars of Industry 5.0.

The objectives of the conference are

- To identify the recent trends in educational system
- To integrate General Education with industry 5.0, ensuring sustainability
- To analyze and address the issues and challenges with respect to General Education in sustainable Industry 5.0.

About Bengaluru City University Principals' Association

The Bangalore University First Grade College Principals' Association (BUFGCPA) was founded in 80's as a professional association dedicated solely to support the cause of quality education and in bringing several positive reforms in the field of higher education. After trifurcation of Bangalore University it has been named as Bengaluru City University Principals Association with the same Vision & Mission. The office bearers of the association are experienced and senior most Principals of various Private and Aided Degree Colleges, who strive mainly for the betterment of Education System.

Sub Themes

Commerce & Management:-

- Social Commerce/Q-Commerce
- Customer Relationship Management
- Sustainable innovations in Banking finance supply chain Marketing & Entrepreneurship
- Artificial Intelligence for financial service
- Block chain technology
- Human machine connectivity
- Investing in diversity, quality and inclusion
- Knowledge Management, Green Management
- Corporate Social Responsibility
- Collaboration of Academics with industry

Fashion Technology

- Fashion design Education and Sustainability
- Future of Fashion Education
- Industry 5.0 technologies revolutionizing Fashion
- Industry 5.0 – the future of Fashion and Textiles

Computer Science

- Cyber Security
- Network Security
- Transformational AI
- Internet of things and Industry 5.0
- Cloud computing.

English

- Impact of language on Society & Culture
- Language & Industry 5.0
- Innovation in Language, Teaching & Learning
- Language & Commerce in human cognition, translation and other aspects
- Influence on Contemporary Literature

Psychology

- Pathways to developing a carrier Art Therapy
- Community based Art Therapy and community Arts
- Natural Arts False expressions
- Some aspects of using expressive Arts Therapies in Education and Rehabilitation
- A story of healing relationship the person centered Approach in expressive Arts therapy.

Kannada

10ನೇ ಶತಮಾನದ ಕನ್ನಡ ಸಾಹಿತ್ಯ – ಒಂದು ಮರುಟದು

ಪ್ರಬಂಧ ಮಂಡನೆಯ ವಿಷಯಗಳು :-

- ಪಂಪನ ವಿಕ್ರಮಾರ್ಜುನ ವಿಜಯದಲ್ಲಿ ರಾಜಕೀಯ ನೆಲೆಗಳು
- ಪಂಪನ ಕೃತಿಗಳಲ್ಲಿ ದೇಶಿ ಮತ್ತು ಮಾರ್ಗಗಳ ಸಮನ್ವಯತೆ
- 10ನೇ ಶತಮಾನದ ಚಂಪೂ ಪರಂಪರೆಯ ವಿನ್ಯಾಸ
- ರನ್ನನ ಗದಾಯುದ್ಧದಲ್ಲಿ ದುಃಖದ ಪ್ರಸಂಗಗಳು
- ಅಜಿತನಾಥಪುರಾಣದಲ್ಲಿ ರನ್ನನ ಮತ್ತು ಇತರೆ ಐತಿಹಾಸಿಕ ವ್ಯಕ್ತಿತ್ವಗಳ ಚಿತ್ರಣ
- ಹಿಂಸೆ ಅಹಿಂಸೆಗಳ ಜಿಜ್ಞಾಸೆಯು ವಡ್ಡಾರಾಧನೆಯಲ್ಲಿ ಚಿತ್ರಣಗೊಂಡಿರುವ ಸ್ವರೂಪ
- ನಾಗವರ್ಮನ 'ಕರ್ನಾಟಕ ಕಾದಂಬರಿ'ಯಲ್ಲಿ ಸೌಂದರ್ಯದ ನೆಲೆಗಳು
- ಆದಿಪುರಾಣ, ಅಜಿತನಾಥಪುರಾಣ, ಶಾಂತಿಪುರಾಣ ಕೃತಿಗಳಲ್ಲಿ ಜೈನ ಮೀಮಾಂಸೆ
- ವಿಕ್ರಮಾರ್ಜುನ ವಿಜಯ ಮತ್ತು ಸಾಹಸಭೀಮ ವಿಜಯದ ತಾತ್ವಿಕ ನಿಲುವುಗಳು

Hindi

सामान्य शिक्षा और उद्योग 5.0 में समकालीन मूल्यांकन उप विषयः:

- शिक्षा उद्योग में चुनौतियाँ: कोविड के बाद की वास्तविकता चुनौतियाँ शिक्षको और शिक्षा उद्योग सामना करती हैं।
- शिक्षा उद्योग में चुनौतियों का सामाधान करने के लिए उतोलन प्रोद्योगिकी।
- शिक्षा क्षेत्र द्वारा सामना करने वाली कुछ सबसे महत्वपूर्ण तकनीकी चुनौतियाँ हैं।

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ORIGIN & SIGNIFICANCE OF MYTHOLOGICAL THEMES IN MYSORE TRADITIONAL PAINTING

Santosh Kumar D.S, Research Scholar, College of Fine Arts, Bangalore University, Assistant Professor, Vogue Institute of Art& Design, Bangalore

Abstract:

Mythology themes in Mysore traditional painting is one of the primary sources from which narratives are derived throughout history. The Latin meaning of myth is "handing over the narration from one generation to another generation" in addition, various fields such as: social values, science, and philosophy can also be considered narrative sources. On the one hand, mythology shows the existence of social order and a worldview perspective. On the other hand, mythology can be used as a means to explain unsolvable mysteries. The word 'mythology' comes from the word 'myein' meaning "to tell secret information" in antiquity, and the word "mythos" is the narrative of such secret information. The sum of such cumulative narratives is one of the most critical factors that enable social memory formation. The mythological themes depicted in Mysore traditional painting is to understand the socio-political significance of these narratives are illustrations and narrations of Bhagavata Parana, Ramayana, Mahabharata, Shiva Purana, and Devi themes highlight the textual knowledge of the artist of that period.

Keywords: Mythology, Mysore Painting, Sociopolitical, Themes, Traditions

Corporate Social Responsibility with special reference to Community Development under Industry 5.0 – A conceptual paper

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Abstract:

In India CSR is made mandatory by the Government. Every corporate needs to put into operation the policy, which is concerned with Corporate Social Responsibility. The main idea of this paper is to acquire knowledge about corporate Social Responsibility undertaken by the corporates in view of Industry 5.0. Corporate social responsibility (CSR) defines profitable standpoint and development done by the Company and is in one way giving back to society. This paper aims to understand the nuances of CSR and specially with reference to community development and how it would impact the society and industry at large in the new reign of Industry 5.0. It is

necessary to identify the areas which need to be improved and initiate measures to bring about advancement. Corporate Social Responsibility has rendered a significant contribution in bringing about community development.

Keywords: Corporate Social Responsibility, Community Development, Industry 5.0

Green Banking: A Study on Emerging Trends in Sustainable Banking

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Abstract

This paper aims to explore the emerging Green banking trends in view of Industry 5.0 with a focus on banks. Since the banking industry has a sizable influence on the economy, it is essential that banks adopt sustainable practices to lessen their environmental impact. An increasing trend in the banking industry is "green management," which emphasises environmentally friendly methods. The use of green management techniques can assist banks economically and environmentally. This paper examines the new developments in green management in the banking industry and how they affect the economy and the environment. This paper is conceptual paper and has used secondary source of data. This paper summarizes the green banking initiatives in few private and public sector banks and also the issues and challenges faced by them. The study found that there has been a tremendous improvement in the green banking trends that are been successfully implemented in the banking system.

Keywords: Green banking, sustainability, banking, environmental, finance

CUSTOMER RELATIONSHIP MANAGEMENT IN BANKING INDUSTRY- A CONCEPTUAL REVIEW

MONISHA.V¹, CHANDANA.K. S², PREETHI INAMPUDI³

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Abstract:

Due to cutthroat competition in the banking sector, the struggle is to gain large market share and attract largest number of clients. Taking into consideration inadequately discerned offer of banks, acceptable customer relationship operation is an elementary tool for achieving good business results. The present paper focused on the CRM factors that impact successful implementation in order to achieve long term mutual relationship between banks and the users are discussed. CRM is very essential factor, especially in current scenario as there is a rapid change in banking industry to survive and become successful.

Keywords: CRM, banking industry, segmentation, trust, customer satisfaction.

SUCCESSFUL IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY BY BEST TWO INDIAN COMPANIES

Veena V Savekar, HOD of Commerce, SRN Adarsh College
Chandana M, Assistant Professor, SRN Adarsh College

Abstract

Profit Maximization is the only objective of any organization, which may create a negative impression in the minds of the people and may affect the survival of the organization in the market. In today's world, everyone is running all over to make ends meet and pay bills. It is getting more and more competitive every passing day for sure. Probably unwillingly, everyone is occupied in chasing targets and handling their issues that we forget that there is a world around that is not as privileged as we are. Corporate Social Responsibility (CSR), directly or indirectly, help in making this contribution. Through CSR, companies in India that fall in certain criteria have to make a contribution towards the betterment and welfare of the society and the country's CSR and sustainability programs, policies and practices survey reveal that Indian firms CSR has become more important as per companies act 2012 and answerable to the government about their CSR expenditure. This study explains the importance of corporate social responsibility by analysing the CSR policies and practices of best two companies in India. The companies such as Reliance Limited from conglomerate industry and Infosys from Information Technology sector has been selected for the study as they stand in top position by following CSR. The successful implementation of CSR by these two companies are interpreted in different ways to come out with the ideal CSR policies which can be suggested to other companies in India.

Keywords: Corporate Social Responsibility, Welfare, Technology, Indian companies, Policies

A Survey on Artificial Intelligence Applications in Current World

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Abstract:

Artificial Intelligence (AI) has completely taken over our daily lives and is a revolutionary force. It is a special fusion of machines and minds. Artificial intelligence has gradually grown over the last few years, establishing roots in practically every industry. AI-based innovations and improvements have been made recently. The use of AI is not restricted to a single field; it may be found in everything from a small detail to a ground-breaking invention. Numerous tools and technologies have been created, creating a new world, and there may even be some future advances. As a result, it offers an automated route leading to a promising future. We have provided a thorough analysis of all inventions and current trends in Artificial intelligence

Keywords: component; - Artificial Intelligence, Innovations, Advancements, Automated, Trends.

An outline of the methods for administered AI

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Abstract

In the field of machine learning, numerous supervised learning techniques have been introduced over the past ten years. Numerous supervised learning methods have been used to process and analyze a wide range of data. The ability of supervised learning to use annotated training data is one of its main features. The alleged marks are class names in the arrangement interaction. There is different calculations that are utilized in the directed learning strategies. This paper sums up the crucial viewpoints of two or three regulated strategies. This review paper's primary objective and contribution are to provide an overview of machine learning and machine learning methods.

Keywords: supervised learning, machine learning, classifications, training data, learning strategies

CONTEMPORARY TRENDS IN TEACHING AND LEARNING ENGLISH AS THE GLOBAL LANGUAGE

Dr. Kavyashree Vijayalaxmi Gadag , Guest Lecturer, Department of English, GFGC, Bengaluru

Abstract

As English Language is considered as the global language, no one can go away from it. English, a Lingua Franca, it has stretched its wings in all firms like Education, Medicine, Science, Commerce etc. Nowadays "English" is not just considered as the language to express or read literature genres like poetry, novel, drama etc. But now it's a means to express and learn about modern inventions - gadgets, devices. English acts as a bridge which connects individual with the world. As years rolled on, Teaching English Language has Changed [ELT] from traditional teaching method it had been upgraded to the new teaching method, through electronic media. It has become basic necessity to adapt change. In present era English is not treated just as a second language or one among other subjects but it is used actively to communicate throughout the world. Even the developing country like India too had adapted new scenario, methodologies, bygone methods, new teaching methods, using new devices, ICT, etc. In this competitive world ,many students take exams like GRE-[The Graduate Record Examination]IELTS-[International English Language Testing System] TOEFL-[Test of English as a Foreign Language]Which helps students to immigration and study in abroad universities, to attempt these test learning English language is must. Students must have good Listening and speaking skills. If one wants to speak fluently, he or she should learn to pronounce clearly then perfection comes with it.

Keywords: Contemporary, teaching, learning, trends

Imparting an Open Elective Course of Gender Studies to the Undergraduate Students

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Abstract:

Gender inequality still lurks as a persistent problem around the world. So there is always a striving towards creating awareness among both men and women for the betterment of the society. Teaching undergraduate students about the issues related to gender inequality helps understand the way in which gender politics works in their personal and professional lives. They

also learn to respect one another as individuals and wean away from the traditional roles imposed on them. The course aims to highlight and spread knowledge about gender issues to the undergraduate students. This article also discusses the way in which this course is designed. The main aim of the course is to make the students understand the issues relating to gender inequality. It also draws the responsibility of the instructors to teach the concepts and theories of Gender using dialogic strategy. In this context it gives the opportunity for the students to express their ideas and also state their disagreements with the practices they abide with. Therefore the teacher should have the ability to intervene and create suitable ambience for learning through the application of negotiation strategies. This would go a long way in promoting a healthy and democratic learning atmosphere.

Keywords: Gender Studies, Sex, Gender, Awareness, Violence

Innovation in Language learning and teaching

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Abstract:

Innovation in language learning and teaching plays an important role in colleges and schools. Every learner has different ways of learning, hence adaptation of new skills are essential. One must know the current trends of learning and teaching methods. Progress and inclusive learning is important in today's teaching. Some of the techniques of teaching methods: Personalized learning, Project based learning, asking open ended questions, Flipping the classroom, Creative teaching, Audio and video tools, real world learning, Brain storm, Classes outside the Classroom, Role play. With the association of teacher's forum we can conduct seminars and workshops to discuss the problems of pupils their understanding ways, pedagogy to adopt; to improve academic goals. Learning assessment should be done periodically.

Keywords: importance of innovation, Language acquisition, and foreign language learning challenges. Innovative Methods of teaching,

Fashion Design Education and Sustainability

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Abstract

Fashion design education and sustainability are becoming increasingly interconnected as the fashion industry faces pressure to address its impact on the environment and society. Here are some ways in which fashion design education can incorporate sustainability. Curriculum: Fashion design programmes may include sustainability into their curricula by providing classes on themes including sustainable materials, ethical manufacturing, circular design, and zero-waste methods. Students may learn how to design and create more sustainably produced apparel as well as about the environmental and social effects of the fashion industry. Materials: By offering resources and advice on where to get them, fashion design programmes may promote the use of sustainable materials. Teaching students how to use recycled and repurposed materials into their projects is another option. Collaboration: In order to give students practical experience and exposure to sustainable fashion practises, fashion design programmes can partner with businesses and organisations that promote sustainable fashion. Critique: To encourage students to think about the environmental and social implications of their ideas, fashion design programmes might incorporate sustainable fashion as a criterion in design reviews. Advocacy: Students in fashion design programmes may be encouraged to take up the cause of sustainability in the fashion sector. Students can learn how to advocate for sustainable fashion practises and convey the value of sustainability to stakeholders and customers.

The creation of a more ethical and sustainable fashion business depends on integrating sustainability into fashion design education. We can provide the upcoming generation of fashion designers the information and skills necessary to build a more sustainable future for the industry by educating students about sustainable practice's, materials, and manufacturing techniques.

Keywords: Curriculum, Advocacy, Collaboration, Materials, Critique, Sustainability.

A study on Social responsibility and pressure in business

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Abstract:

From increased productivity to attracting top talent, there are many benefits to adding social responsibly initiatives within an organization. Social responsibility can affect the public image of a business which can impact profits and long term success. This paper mainly focuses on social responsibility and pressure in business. The information needs to be collected by gathering secondary data. Secondary data can be collected through research conducted by previous authors and based on journals and various websites. This paper throws light on importance, types, impact of CSR and its pressure on business.

Keywords: Social responsibility, business, CSR impact, pressure

CUSTOMER SATISFACTION A TOOL FOR EFFECTIVE CUSTOMER RELATIONSHIP MANAGEMENT

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Abstract:

The significance of customer satisfaction as a tool for efficient customer relationship management (CRM) is covered in this abstract. In review of literature specially focused on the role of CRM in building customer satisfaction. Businesses must now prioritise customer satisfaction in order to keep clients and enhance their entire experience in light of the fiercer market competition. The abstract focuses on the advantages of utilising customer satisfaction as a metric to assess the efficacy of a company's CRM initiatives. It also looks at the many methods and tactics that companies may employ to raise client satisfaction and build a strong clientele. The summary is concluded by highlighting how crucial it is to prioritise customer happiness as a crucial element of an effective CRM strategy. Customer relationship management (CRM) system deployment may significantly contribute to obtaining high levels of customer satisfaction, which is a crucial component of any successful firm. CRM places a strong emphasis on getting to know consumers and their requirements, keeping track of client interactions, and offering individualised service to forge

lasting connections. This abstract explores the significance of customer happiness in the context of CRM and emphasises the most important tactics that companies can take to boost customer satisfaction while using CRM systems effectively. Businesses may boost customer satisfaction by putting a focus on the customer experience and applying CRM best practises, which will result in greater customer loyalty, retention, and eventually revenue growth.

Keywords: Customer relationship management, Relationship marketing, Customer loyalty Customer satisfaction.

IMPACT OF MOBILE CRM ON REMOTE AND FIELD SALES –A STUDY IN BENGALURU SOUTH.

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(1) VI Sem B.COM, VET First Grade College.

(2) VI Sem B.COM, VET First Grade College.

(3) HOD of Commerce, VET First Grade College.

Abstract

Mobile CRM is a technology that allows employees to access customers information in real time, increasing productivity ,collaboration and professionalization. Using technology, tools, and tactics to enhance customer experience, loyalty, and revenue growth, mobile CRM is a business strategy that focuses on managing customer interactions and relationships. In order to manage customer interactions and track their preferences, requirements, and behaviour, the article emphasizes the value of CRM for enterprises. It also illustrates how mobile CRM enables staff to update records, manage customer interactions, and access customer data in real-time while on the road, boosting productivity and efficiency. The article discusses the significance of mobile CRM for field and remote sales personnel. Several studies investigating the effects of mobile CRM on sales performance, sales collaboration, customer satisfaction, retention, and loyalty are included in the review of the literature. The article's conclusion states that remote CRM can be significantly impacted by mobile and field sales teams, enabling them to provide better service to customers, collaborate more effectively with other teams, and increase sales performance.

Keywords: CRM, Mobile CRM, Field sales, Customer, productivity, Bank.

ACCOUNTING AND BLOCKCHAIN TECHNOLOGY - FROM DOUBLEENTRY TO TRIPLE ENTRY

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Abstract

Any organisation, whether public or private, must maintain a bookkeeping system for their operations. For any firm, among many other responsibilities, budgeting, the presentation of their accounts, and transparency in the purchase and sale of goods and services are essential. Legislation in effect double-entry accounting system requires records to be kept. The actual accounting system still gives potential for errors, whether they are deliberate or unintentional, according to current practices, despite all the regulatory requirements. Over time, this leads to the emergence of the phenomena of financial fraud. From this vantage point, the current article explores how upgrading to blockchain technology and switching from a double-entry to a triple- entry accounting system can significantly lessen the possibility of error and fraud.

Keywords: Double entry book keeping; blockchain technology; triple entry, cryptographically sealed receipt; shared ledger

An Analysis of social media strategy enabling global business

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Shwetha R, ASST PROFESSOR, VET FIRST GRADE COLLEGE

Abstract

Social media is just the name behind the apps like Facebook, Instagram, twitter etc as most of the people on the globe are into these apps advertisements through these apps have become high in the recent days these platforms help to grow the business on a better scale some at free of cost and some with expenses (cost effective marketing). After the period of demonetization and digitalization many new features have come up and many have fallen Due to the growth of internet these ways are now commonly used for growth and profits of business. This study is mainly focus on roles of social media marketing across the globe and to know the size of social communities and target audience. The present study is focuses on secondary data.

Keywords: Social Media, Digitalization, Social Media Optimization, Digital Marketing, Cost Effective Marketing.

Equating Matrices in Real Life: A Study of Application of Matrices in Various Niches

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Harshitha S, Ruchi Singh Lohith – Student V E T First Grade College

Abstract

An array of numbers arranged in rows and columns is referred to as a matrix. The integers make up the matrix's elements or entries. Matrix analysis is widely used in the fields of engineering, physics, economics, and statistics, in addition to many other sciences. Matrix applications are crucial in computer graphics, where they have been used to explain picture rotations and other transformations. Matrix use is not just limited to the study of mathematics. The idea is frequently applied in applications in science, engineering, and computing as well. Symbols or integers are arranged in rows and columns in rectangular arrays called matrices. This paper intends to look into the application of matrices in real life in various fields – graphics, engineering, computers, science, programming, and others. One of the most important aspects of learning for students is the capacity to use their knowledge in practical situations. As long as you inspire kids to keep getting better, you can get them interested in what they are learning and care about what is happening in the classroom. You can communicate more effectively when you use examples from real-world situations in your discussions. Real-world connections also entail information-based learning, which enables pupils to make connections and comprehend ideas more clearly. For their pupils to have the best chances in the real world, schools need to work together with business professionals and community partners. Real-world learning helps students become more prepared for and aware of their professional options by involving them in actual, pertinent challenges, projects, and experiences.

Keywords: *Matrices, graphics, engineering, computers, applications.*

Impact of language on society and culture

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Abstract:

Language is our primary source of communication. Through language we share our ideas and thoughts with others. Language is what separates us from animals and makes us human. In India the importance of speaking and writing in English has recently increased considerably because English has become popular in the fields of business, academics, science, computation, education, transportation, politics, entertainment etc. English is already established as the lingua franca. The prevailing view in India seems to be that unless students learn English, they can only work in limited job sectors.

Keywords: - Literature, Culture, Society, English language

Comparative study on google search engine and Chat GPT – A conceptual study

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Dr. R Parvathi, Principal and Academic director, VET First Grade College

Dr. B.Rammya, Assistant Professor, Department of management, VET First Grade College

Abstract

This study aims to provide a comparative analysis of the Google search engine and Chat GPT, a natural language processing (NLP) model developed by Open AI, in terms of their conceptual differences and potential applications in various domains. The paper reviews relevant literature to provide a background on the advancements in artificial intelligence (AI) and the development of Chat GPT and Google's contributions to AI research. The study also discusses potential applications and challenges in the implementation of Chat GPT and Google's AI-based products and services. The comparative analysis provides insights into the strengths and limitations of the two models and their potential implications for future research and development in the field of AI.

Key words:- Google search engine, Chat GPT, Artificial intelligence, research and development.

Impact of CSR on the Business with special reference to IT Companies

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³ Assistant Professor, V E T First Grade College

Abstract

Milton Friedman's often cited pronouncement that the "social responsibility of business begins and ends with increasing profits" which means that social issues are the one of the best issues left for the business is just a misnomer. This paper aims to understand the impact of CSR activities on business with special reference to IT companies – 2 companies selected for the study. The objectives of the study are to identify the CSR activities of the selected companies, to analyze the amount of CSR expenditure of the selected companies and to examine whether CSR expenditure impacts business. This paper made use of secondary source of data for the purpose of study. The data was collected from annual reports and research papers indexed in google scholar. The study found that selected companies are spending a decent amount on CSR, and it is having an impact on the performance of the business.

Keywords: Corporate Social Responsibility, IT, business, performance

A DETAILED STUDY ON IMPACT OF SUPPLY CHAIN MANAGEMENT ON CUSTOMER SERVICE.

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Abstract:-

In this competitive world, it is a tedious task for the companies to attract customers and to differentiate themselves from the competitors to prove that they are best. Supply chain management is the most important strategy tool which company can utilise to the maximum extent coordinate all the activities to produce quality products which enhances customer services.

The study's objectives are to determine how supply chain management affects customer service, how it has a big impact on business sales, and what managers involved in SCM think. It also discusses their interactions with dealers, consumers, and suppliers in order to boost sales and customer satisfaction in this business. The study is based on a variety of supply chain management theoretical and practical studies. The majority of studies in this area concentrated on the overall structure of the supply chain, its

components, and technical aspects, whereas the current paper describes aspects related to the management of the supply chain and its impact on sales management and customer service. From the perspectives of senior managers and customers, this study considers an important aspect, and it is seen as a serious contribution to achieving a scientific addition. The purpose of the study is to determine supply chain management, its effects on customer service, how supply chain management affects sales, and the opinions of corporate managers on supply chain management. The goal of the study is to achieve a thorough understanding of how supply chain management components affect business relationships with suppliers, dealers, and customers in terms of customer service requirements and service quality.

Keywords:- Supply chain, supply chain management, customer service.

Impact of language on society and culture

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Abstract:

Language is our primary source of communication. Through language we share our ideas and thoughts with others. Language is what separates us from animals and makes us human. In India the importance of speaking and writing in English has recently increased considerably because English has become popular in the fields of business, academics, science, computation, education, culture, society, transportation, politics, entertainment etc. English is already established as the lingua franca. The prevailing view in India seems to be that unless students learn English, they can only work in limited job sectors.

Keywords:- The role of English in modern India, literature influence on Culture and Society.

The Techno Era - In the Future of Fashion Education

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VET FIRST GRADE COLLEGE

Ms. BHARATHI.P.S,
HOD, B.Sc-FAD,

Ms. SHILPA.R
Asst. Prof, B.Sc-FAD,

Abstract

Fashion education is always changing to meet up with the changes and needs of the industry and students. It's constantly evolving and challenging the students, to think ahead. The future of the students is crucial, hence it is to be guided in right direction, understand the political, social concepts that will impact the industry going forward. It is of prime importance that lecturers keep in touch, grow and collaborate with industry to ensure that fashion is never stationary. One of the new trends in fashion education is putting more emphasis on fashion that is good for the environment and people. For many years, the fashion business has relied heavily on education. In order to thrive in this industry, it equips aspiring designers and knowledgeable experts. This paper aims to study the future of fashion education and the fashion industry.

Keywords: Education, Fashion, Future, Industry, Innovation, Trend.

Sustainable Fashion Education- its importance in present scenario

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Ms. Shilpa.R
Asst. Prof, B.Sc-FAD

Ms. Ambily.I.P
Asst. Prof, B.Sc-FAD

Abstract

Fashion education has a major role in making fashion sustainable. Fashion education should create awareness among the aspiring fashion students to practice sustainability and implement sustainable fashion approaches. In the recent years, there has been an increasing awareness in the fact that fashion industries are unsustainable and environmentally harmful. Sustainability practices are the need of the hour and fashion education curriculums can be used as an effective tool for structuring fashion education. Fashion students are the future fashion designers and practitioners. They play an important role in shaping the fashion industry. The present study aims to identify the ways in which sustainability can be built into fashion curriculums. The methodology used in this article is through the information review of previous studies and data collection through questionnaire to know the importance of curriculum and role of fashion students in changing the fashion system.

Keywords: Fashion education, sustainability, sustainable fashion, curriculum.

FUTURE OF FASHION AND TEXTILES

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VET FIRST GRADE COLLEGE

Abstract

Fashion and textile Industry are one of the largest industries in the world and has been the second highest economy producer to our country which has always been the forerunner in innovation and research with latest developments day in a day out in all relevant and connecting field from production, to manufacturing to marketing to e-commerce. It's been ruling the market, like technology even their industry is moving at a varied speed surpassing all industries in all parameters.

Artificial Intelligence (AI) predicts style, trends, clothes can be worn using VR, a row of innovations shows fashion industry in completely automated, personalized and speeding up in innovation at a faster rate.

AR and VR are ruling the fashion industry with technology entering the stores , there are automated warehouses, 3D scanners, Digital stylists, novel fabrics, virtual fashion smart wearable and many more it has left no stone unturned but sealing its height into technology driven.

Keywords: Fashion, Augmented reality, virtual reality, smart wearable, E – textiles.

A study of leadership styles and their impact on an organization: A complete conceptual study

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Abstract: A leader is a person who influences a group of people towards the achievement of a goal while leadership is the art of motivating a group of people to act towards achieving a common goal. Different leadership styles will result in different impact to organization. The leader has to choose the most effective approach of leadership style depending on situation because leadership style is crucial for a team success. By understanding these leadership styles and their impact, everyone can become a more flexible and better leader.

Keywords: Autocratic, Authoritative, Democratic, Coaching and Affiliate.

**A CONCEPTUAL STUDY ON ORIGIN OF CORPORATE SOCIAL
RESPONSIBILITY AND ITS GLOBAL EFFECTS**

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VI-SEM B.COM STUDENTS, VETFGC

Mrs. Preethi Inampudi, Assistant Professor, Department of Management,
VETFGC

Abstract

The Corporate Governance is integrated with a philanthropic responsibility and virtue to be abide by its ethics. It is a global phenomenon which is established to build an influential society within the collective. The major conception of corporate system depends on the economic factors of a government which directly or indirectly associates with business for its own development. All the multi-national companies, private sectors and other regional firms are aware of their duties and strategies to carry out effectively in order to pursue a prolonged destination in the market by expanding their brand reputation in business. This emerges a competition between the corporate companies to achieve progression and increase their stake, as no business can take such a risk by ignoring their designated responsibilities. And predominantly it is initiated for ideal recognition in the society. The excess corporate wealth is subsided into contributions for social welfare by a fundamental law to control their economic system, as taxes collected by the government from the public is not sufficient for development. Every business owes financial responsibility towards the nation and its economy, as far as the foreign exchange remains effective at wide range in the corporate sector to achieve globally coordinated financial order. This Article exhibits the origin, purpose, regulation and characteristics of the corporate social responsibilities. It is a content gathered report which is written for educating and presenting the core details of this subject of matter. An extent view on corporate system is undertaken based on the facts of business conduct.

Keywords:-corporate governance, philanthropic responsibility, multi-national companies, foreign exchange, corporate social responsibilities.

A STUDY ON ARTIFICIAL INTELLIGENCE IN MARKETING

Deepika KR, Dayananda Sagar Business Academy

Abstract:

Man-made consciousness is an excitement of human knowledge in machines that are customized to think and carry on like people. Layers of structured algorithms are used to build an AI that can learn and make smart decisions on its own. Algorithms and technologies made to make machines smart. Understanding the audience and cultivating the data are the two most important aspects of applying AI to marketing. Man-made consciousness, Information examination are the way to comprehend the premium, needs of the client as per the need how we use artificial intelligence in Promoting programming is to make it more brilliant to pursue it anticipate and seeing as most ideal choice. Today promoting simply in our general lives are truly uses of AI which could presumably characterize better making forecasts of future result in view of verifiable information Computer based intelligence assists the organizations with canning anticipate future outcomes and change their advertising methodologies. Man-made intelligence covers a tremendous scope of capacities, for example, Talk Bot, voice and picture acknowledgment, Feeling investigation, Email clicks, Discussions, Shopping propensities and Saw pages. The purpose of this paper is to investigate how artificial intelligence can be used in marketing to transform marketing performance and businesses. Toward the finish of the paper makes a humble endeavor to distinguish those areas which have shown great worthiness for man-made intelligence in promoting simulated intelligence showcasing assists showcasing groups with going past standard segment information to find out about buyer inclinations on a granular individual level. Using predictive analytics, which combine machine learning, algorithms, models, and data sets to predict future behavior, AI marketing tools enable marketing teams to make the most of this data. This enables marketing teams to comprehend the kind of products that a customer is looking for and suggest products to that customer.

Keywords: Artificial Intelligence – AI, Account Based Marketing- ABM, Natural Language Processing-NLP

**The journey of a client in healing of relationship through Art Therapy–
A person centered Approach**

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Abstract

This case study aims to advance ideas on how client-therapist mutuality develops in person-centered psychotherapy. A case study on a 42-year-old woman who sought treatment after experiencing trauma in her interpersonal relationships has been used. Verbatim session notes and research interviews between the therapist (first author) and research supervisor (second author) were utilised to collect data for a reflective, theory-building case study approach. The development of mutuality is examined in relation to three main therapeutic processes. First, the growth of shared empathy within the relationship; then, the identification of techniques for disconnecting from and avoiding the relationship. Client agency and mutuality are discussed third. The study concludes that mutuality is an important concept in person-centered psychotherapy and that it naturally arises when Rogers' therapeutic conditions are present.

Keywords: Mutuality, mutual empathy, strategies for disconnection, client agency, case study

Collaboration of Academics with Industry

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Abstract

Education means something to learn, to know, and to lead out. It is a word derived from the Latin words Educere, Educatum, and Educare. At present age of Technological marvels, the educational system has brought about a dramatic change to the faces of global economies in terms of modernization to technological advancement. The viral trends have spread its tentacles and influenced the educational community both positively and negatively. Trends in education are teaching and learning methods being highly applicable and bringing great value to people. Some of the trends to be focused are - Data-informed Decision-making skills among management students, navigating the uncharted territory, learning of a breadth of skills and many more.

Keywords: Academics, learnings, technology, data

HUMAN MACHINE CONNECTIVITY WITH REGARD TO AGRICULTURAL FIELD

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Abstract:

The human machine relationship was introduced as per the needs and wants of humans and with the technology and intelligence what was there at that particular time. As of now the technology is updated we can see the updated machines which the farmers using in recent days and with the digital technology the real time actionable insights for improving crop yield, controlling pests, assisting in soil screening, providing actionable data for farmers, and reducing their workload of the farmers. In regard to Commerce, it helps Agriculture a lot for Argo-commodities such as cattle, corn, dairy products, wheat, rice, soyabeans and many more, with the recently invented machines it made easy to produce or to make the agricultural products into many conversions like, sugar, cocoa, grains, coffee, cotton, and vegetable oil and many more.

India had a sizable and diverse agricultural sector as of 2011, which contributed an average of 10% of export revenue and 16% of GDP. India has the second-largest amount of arable land in the world, behind the United States, at 159.7 million hectares (394.6 million acres). It has the greatest gross irrigated crop area in the world, with 82.6 million hectares (215.6 million acres). Numerous crops, including wheat, rice, pulses, cotton, peanuts, fruits and vegetables, are among those produced in India in the top three countries worldwide. India produced the most milk, had the biggest herds of buffalo and cattle, and had one of the biggest and fastest-growing poultry industries in the world as of 2011.

Keywords: Less time consumption, Upgradation of technology, increases income, reduce human efforts, Efficiency, Safe to use

A STUDY ON CUSTOMER RELATIONSHIP AND MANAGEMENT FOR SUSTAINABLE BUSINESS MODEL INNOVATION WITH REFERENCE TO AMAZON

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Abstract

Customer Relationship Management (CRM) is a combination of strategy and technology to build and improve business relationships with customers. The CRM system goals are threefold- to acquire and nurture leads, increase sales conversion, and improve customer satisfaction and retention. Customer Relationship Management is a technology for managing all your company's relationships & interactions with customers and potential customers. Customer Relationship Management includes various strategies and techniques to maintain healthy relationship with the organization's existing as well as potential customers. Organizations must ensure customers are satisfied with their products and services for higher customer retention. Customer Relationship Management helps to track information and interactions between your company and your customers. This system is accessed and edited by multiple people to improve the customer experience, automate parts of the sales cycle, and improve communication. Organizations must ensure customers are satisfied with their products and services for higher customer retention. Customer Relationship Management refers to the study of needs and expectations of the customers and providing them the right solutions.

Keywords: business relationship, customer retention, customer satisfaction, company's relationships

A STUDY ON HUMAN MACHINE CONNECTIVITY IN HRM

Ramya Janardhan (Assistant professor) - Dayanada Sagar Business Academy, Bangalore.

Abstract

The term HMI (human machine interface) is technology to deliver adequate HR services within enterprises. Human resource management or HRM is concerned for the people who work for an organization. It is a humanistic method of personnel administration that encourages productive employee behavior. The managers treat the workers with due respect and make use of their resources to grow their businesses with help of technologies. HRM is a system that promotes dignity among employees and the development of

human resources in the firm. Executives or experts in HR department began looking for technologically advanced devices that could help in making decisions. Main and primary objective is using technology in making decisions which results in the effective operation of the company.

Machine interface in Human Resource Management is the use of IT in HR procedures to facilitate simple interactions between employees and companies. It maintains data on electronic payroll, individual personnel information, performance management, training, hiring, and strategy orientation on the technological equipment.

Over time, information technology has been improved and developed. Because of this, many organizations work to develop and effectively communicate their visions. It is now necessary to establish the effective relationships with the human resource to the rapid growth of electronic management revolution. It is important to choose the correct employees for correct positions. They have made a big difference through their performances despite being an early adopter of computing technology. The human resource (HR) function has spent the last ten years catching in to different business in terms of making use of information technology in the process.

Keywords: HUMAN MACHINE INTERFACE, E-HRM, HR functions- E-Recruitment, E-selection, E-On boarding, E-training, development, and performance evaluation

Human Machine Connectivity – Mobile addiction-A comparative study of students and working professionals at J P Nagar, Bengaluru

Dr R Parvathi, Principal and Academic Director, V E T First Grade College

Dr B Rammya, IQAC Coordinator, V E T First Grade College

Lokeshwari D V, Assistant Professor, V E T First Grade College

Preethi Inampudi, Assistant professor, V E T First Grade College

Abstract

Today's world is completely on mobile phones. Smart phones have occupied our lives in such degrees that it has become one kind of addiction and a new phobia Nomophobia has been coined which refers to the fear of running and operating our lives without mobile or smart phones. The objective of this study is to understand whether mobiles have become an indispensable part of students and working professional's day-to-day lives, to analyse the relationship between age and mobile addiction among students and working professionals and to evaluate the relationship between gender and mobile addiction among students and working professionals. The data was collected using a structured questionnaire and the statistical tools were used for

analysis. The study concluded that irrespective of occupation, the respondents are passionate and addicted to their mobile phones.

Keywords: Mobile, Addiction, Profession, Connectivity

The Impact of language on Society and Culture through the lens of Generations

Arjun.V.C

Abstract:

Language has been defined as a way to communicate thoughts, feelings and emotions to the other, but through ages we have seen the development as well as fading of languages. But a language is a part of a particular culture of a community where a group of people tend to participate. It's intertwined with the society and its culture. Culture therefore does not exist in isolation but is a part and parcel of the changes in the societal forces and its usage. Language is used to maintain, convey and spread cultures through different sections of geography. As we can see today, India is a multilingual country which has more than 100 languages and thousand different cultures and traditions, yet we have accepted all the practices and are now becoming cosmopolitan in nature. This amalgamation of culture is definitely because of the diachronic ways of language. The paper sees language as a logical relation to hold and spread culture to the society through the lens of generations which have contributed to the Society.

Keywords: Language, Multilingual, Culture and Society, Cosmopolitan, Diachronic.

The Future of Fashion Education in India

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Abstract:

The fashion sector in India is expanding at a fast rate, and as a result, there is a rising need for fashion experts with the appropriate level of expertise. In order to satisfy this need, it is very necessary to put in place a fashion education system that is both robust and up to date. This study investigates fashion education in India at the present time and analyses prospective

tactics for enhancing and reshaping the industry's future for the nation. Since ancient times, clothing and appearance have played an important role in all aspects of Indian society. With the rise of the fashion industry and increasing demand for skilled professionals, fashion education in India has gained significant attention. This research paper focuses on investigating the current state of fashion education in India and to provide an analysis of the trends and difficulties that the fashion industry is now experiencing.

Keywords: Fashion education, India, Curriculum, Fashion Industry, Sustainability.

VACHANA LITERATURE: A REFLECTION OF 12TH CENTURY WORLD-VIEW

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Abstract

Vachana literature, a unique genre in Kannada literary landscape is a very prominent genre which impacted the 12th century Karnataka. The word Vachana is derived from the Sanskrit word, *Vach*, meaning a word, a promise. The society was custom-ridden and abounded in Vedic practices. It strongly believed in Karma theory, (theory of fatalism) and was greatly influenced by Upanishads. Although the precepts of these ancient lore was noble they were distorted by the priestly caste to their advantage and the lower castes were meted out with all kinds of humiliation and atrocities for their ascribed status. The prevailing rigid practices would impinge the liberty of the masses and deny a decent life. The society had snatched the self-respect of the laity and would impose all menial jobs to them, make them serve the other three upper castes. On the one hand Sanskrit was the language of the elites and Vedic education was imparted to upper castes. On the other hand even general education was denied to lower castes which in turn led the masses to follow superstitious beliefs. Thus whatever the way Vedas and Upanishads were deciphered or interpreted by the priestly caste, it would be reckoned as the truth, the ultimate truth.

Keywords: Vedas and Upanishads, Sanskrit, superstitious, liberty, General education.

A STUDY ON CORPORATE SOCIAL RESPONSIBILITY AND ENVIRONMENTAL SUSTAINABILITY WITH REFERENCE TO BENGALURU URBAN PRIVATE COMPANIES

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Abstract

Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives (“triple-bottom-line-Approach”), while at the same time addressing the expectations of shareholders and stakeholders. In this sense it is important to draw a distinction between management concept, and charity, sponsorships or Philanthropy. Even though the latter can also strengthen Companies brand, the concept of CSR clearly goes beyond that. The study “Corporate Social Responsibility and Environmental Sustainability in Bengaluru Urban Private Companies” has tried to comprehend the concept of Corporate Social Responsibility and Environmental Sustainability, identified and compared the corporate social responsibility practices and environmental pro-activeness of Bengaluru Private Companies as well as of the various sectors under study, analyzing the factors through which companies can enhance corporate social responsibility and environmental sustainability practices. This study identifies many problems in implementing the CSR initiatives and also to take time bound conventional measures the study extends recommendations for serious deliberation to expand CSR in the company’s core business. Corporate have visibly shown their ability to make a considerable difference in the society and developing the overall quality of the life, there are many factors which are required to be taken care of which will place the Bengaluru Private companies social development on a faster track .

Keywords: Corporate Social Responsibility, Private companies, Environmental pro-activeness, Risk management, Customer loyalty.

A comparative study on Corporate Social Responsibility undertaken by selected private companies in India

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Abstract:

Live and support others to live is the best slogan for corporate social responsibility. Corporate Social Responsibility is a self-enhanced model by the companies regulating the profits to a proper channel of benefit for the society. The benefits are not only conferred to the society but also to the company in the manner of recognition and creating positive impact towards the company by the customers. CSR can be explained by types. The detailed information of the types of CSR is available. The objective of the study is to know the CSR initiatives and to study the different CSR initiatives undertaken by the selected private organizations. To compare among different selected private companies regarding the CSR initiatives taken. To find among which company has contributed more towards CSR in 2022. The companies selected are: Reliance, TCS, and Infosys.

Data is collected through secondary sources. The paper contains the comparative study on the CSR initiative focused by the various private companies mainly focusing on Reliance Industries Limited, TATA Consultancy Services and Infosys. A large number of health and wellness, water sanitation, education, rural development, healthcare, art and culture, environment, infrastructure related initiatives are focused by these companies. The study is regarding the comparison made among these companies about their CSR initiatives and its contribution made for the year.

Keywords: CSR meaning and types, CSR initiatives, Contribution by the companies to CSR initiatives.

CLOUD COMPUTING NETWORKING: CHALLENGES AND OPPORTUNITIES FOR INNOVATIONS

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Abstract

Cloud computing is the upcoming Technology in IT sectors. Company like Google, Amazon, and Microsoft gives further merchandise to cloud computing. Cloud computing is the net primarily based computing that shares resources, facts. It offers offerings like PaaS (Platform as a service), SaaS (Software as a service) and IaaS (Internet as a service). The offerings and resources are shared through a manner of virtualization that runs more than one operation applications on cloud computing. This speak offers the survey on the traumatic conditions on safety issues in some unspecified time in the future of cloud computing and describes a few requirements and protocols that gives how protection can be controlled. "Cloud computing" is the call for the recent fashion of shifting software program software and computing sources to a web, shared-company model. This article quickly defines cloud computing, discusses unique fashions, explores the advantages and downsides.

Keywords: cloud, private, public, AWS, hybrid, cloud

Use of Active Learning Strategies to check effectiveness in Language Learning

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Abstract:

Background: English has become a segment of all the disciplines Especially in the man of education, knowledge, and the practice of language must be needed. India is multilingual and English has been chosen as the official language of the country, but it is a former language thus there were some issues in concern with language usage. Prior research showed the problems of the language in various states of India. The present paper is about the problems.

English language in Gujarat state

Keywords: Strategies, Active learning, effectiveness, language

THE FUTURE OF FASHION EDUCATION - AN OVERVIEW

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Abstract

A few decades ago, the students could only think of being doctors or engineers as their only career options. Students who were not eligible to be a doctor or an engineer in any way used to work hard for other professions like banking, teaching, etc., but it was very rare for us to see them trying hard to do something in the field of fashion, like being a fashion designer. Even if they wanted to do something in this field, they usually did not acquire a proper degree in fashion technology. For most of them, being a fashion designer meant opening their own boutique after having trained in sewing. But with a boom in the fashion industry and so many colleges opening in recent times offering fashion technology as one of their main subjects, this is not the case anymore. Now students like to study the field of fashion thoroughly before they call themselves fashion designers. Having seen it already happen, the concern now is whether the education given in the institutes is enough for them to prepare for the industry. With so many changes happening all around us and also in the fashion industry, it does not seem appropriate to say that fashion education is doing justice to the students. This article is all about focusing on the need for fashion education and its future.

Keywords: Fashion, Education, Fashion industry, Profession, Fashion designer.

EXPLORING THE FUTURE OF FASHION EDUCATION: TRENDS, CHALLENGES, AND OPPORTUNITIES

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Abstract:

The future of fashion education is likely to see a shift towards a more diverse and inclusive curriculum that reflects the changing needs of the industry and society. With the increasing importance of sustainability and ethical fashion practices, fashion schools may focus on incorporating these topics into their programs. Additionally, the use of technology and digital platforms is expected to play a significant role in fashion education, providing students with new tools and techniques for design and production. Collaborations between fashion schools and industry leaders

may also become more common, providing students with real-world experience and networking opportunities. Overall, the future of fashion education is likely to be dynamic and responsive to the evolving needs of the industry and society, fostering creativity, innovation, and sustainability.

Keywords: Ethical fashion, real-world experience, dynamic, fostering creativity, innovation.

FASHION DESIGN EDUCATION AND SUSTAINABILITY

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Abstract

In the present technological world, fashion designers have a part in making the trend more trendy. Fashion designers can have a key role to play in making fashion more sustainable, as they are able to influence and contribute to all dimensions of fashion impact (economic, environmental, Social, and cultural) which are both positive and negative according to the people's mind set. Fashion design education should be seen as a chance to make aspiring designers aware of the challenges and potential of design for sustainability and make them ready with the knowledge and skills necessary to implement sustainable fashion approaches. Starting from this premise, the approach to various sustainability themes was examined in the particular national context of post-secondary schools offering majors in Poland, one which so far has not been researched in any depth. The authors conducted interviews and analyzed the Publications, documents, web pages, and Face book profiles of such schools. Their activities were Examined and classified in respect of the main dimensions of comprehensive fashion education: Art, craftsmanship, and business. The analysis provides a picture of the current situation and a Review of the specific features of sustainable fashion education in both the global and Polish contexts. This is a global challenge, which in the Polish case is additionally exacerbated by insufficient and uncoordinated public support, problems related to the institutional context of private and public schools, and the low level of sustainability awareness among consumers.

Keywords: Education for sustainability, Sustainable design education, Fashion schools and Sustainability

INDUSTRY 5.0 – THE FUTURE OF FASHION AND TEXTILES

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Abstract:

Industry 5.0 is the next generation of manufacturing, characterized by the integration of advanced technologies with human skills to create personalized products. The fashion and textile industry Is also adapting to this new wave of production by incorporating innovative technologies such as automation, 3D printing, and augmented reality. Industry 5.0 focuses on sustainability, ethical practices, and circular economy, which align with the goals of the fashion industry to reduce waste, pollution, and energy consumption. The future of fashion and textiles will see the development of intelligent fabrics, wearable technology, and smart garments, which will enhance the user experience and provide real-time data on health and fitness. Industry 5.0 will also enable small- scale production, reducing the need for mass-produced items, and creating a more personalized and unique market for consumers. This paper examines the implications of Industry 5.0 on the fashion and textile industry, highlighting the benefits and challenges of this new paradigm shift, and the potential for new business models and opportunities.

KEYWORDS: Innovative technologies, ethical practices, paradigm shift, mass-production, health and fitness.

A Study On Socio Economic Impact Of Dudhsagar Tourism On Local Community Of Collem Village Of Goa

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Abstract

Goa is known as the tourism hub in India. Goa comes across lakhs of tourist visiting Goa every year . Tourism industry is one of the revenue generating industry for Goa. Beyond beaches on of the major attraction for tourist on Goa is Dudhsagar Waterfall .Dudhsagar Waterfall is major attraction for tourist visiting Goa. Number of tourist visit Collem village every year to travel to Dudhsagar waterfall. Dudhsagar waterfall being major attraction and number of tourist visiting Collem village and this boosts the economy of

Collem village .Dudhsagar Tourism has generated employment for local community of Collem village whereas there also exist some of negative factors due to Dudhsagar Tourism such as Increase in traffic and more litter area. This Study Focuses on Socio Economic factors of Dudhsagar Tourism which have Positive and Negative Impact on the Local Community of Collem Village. This Study is conducted in Collem village considering a sample size of 109 respondents by questionnaire and data is being analysed using regression analysis.This study highlights the effect of tourism industry on the local community of Collem village of Goa.

Keywords: Dudhsagar, Collem , Socio Economic , Goa , Tourism

Impact of Language on Society and Culture

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Abstract

Language is an essential part of the society and culture. Language is the tool that people interact each other. Language is the way that people can show their culture because they communicate through it. The transferring and passing of lifestyle is happening through language and it's the language which shows the differences of cultures. As the money is the key and medium role holder of power in changing the economic and political systems the language is the medium of the life-world, respectively can language be so powerful to play a role in changing the systems as well. People have often tried to bring the world closer to the life world by making it a more human place, and they have tried to do so through language, because on the whole they do not have a great deal of worldly power, but only the words they speak. Language has the capacity to change society. But even if I do not want to short change the media of money and power, I believe the role language plays needs more focused attention. Language is a very complex phenomenon, and it is easy to become overwhelmed by its complexities.

Key Words: Language, Culture, Identity, Transfer, Interaction

ಪಂಪನ ಕೃತಿಗಳಲ್ಲಿ ದೇಶಿ ಮತ್ತು ಮಾರ್ಗಗಳ ಸಮನ್ವಯತೆ

ನಾರಾಯಣಸ್ವಾಮಿ ಎಸ್. ಜಿ.

ಉಪಪ್ರಾಂಶುಪಾಲರು,

ವಿ.ಇ.ಟಿ. ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಜಿ.ಪಿ.ನಗರ, ಬೆಂಗಳೂರು

ಆದಿಕವಿ ಪಂಪ ಹತ್ತನೆಯ ಶತಮಾನದ ಪ್ರಮುಖ ಕನ್ನಡದ ಕವಿ ತನ್ನ ಕಾಲದ ಮತ್ತು ತನ್ನ ಪೂರ್ವಕಾಲದ ಕನ್ನಡ ಭಾಷೆಯ ಸೊಗಡನ್ನು ಅತ್ಯಂತ ಸಮರ್ಥವಾಗಿ ತನ್ನ ಕೃತಿಗಳಾದ ಆದಿಪುರಾಣ ಮತ್ತು ವಿಕರ್ಮಾರ್ಜುನ ವಿಜಯ ಎಂಬ ಚಂಪೂ ಕಾವ್ಯಗಳಲ್ಲಿ ಗದ್ಯ ಮತ್ತು ಪದ್ಯ ಸ್ವರೂಪದ ಕನ್ನಡ ಭಂದಿಸಿನ ಮತ್ತು ಸಾಹಿತ್ಯ ಪ್ರಕಾರದ ಬರವಣಿಗೆಯ ಕ್ರಮವನ್ನು ಸಮೀಕರಣಗೊಳಿಸಿ ಭಾಷೆಯ ಬಂಧವನ್ನು ಶ್ರೀಮಂತಗೊಳಿಸಿದ್ದಾನೆ. ಅದೇ ರೀತಿಯಾಗಿ ಪಂಪ ಪೂರ್ವಕಾಲದ ಸಂಸ್ಕೃತ ಭೂಯಿಷ್ಣವಾದ ಪರಂಪರೆಯನ್ನು ಕಾವ್ಯ ಮೀಮಾಂಶೆಯ ಮೌಲ್ಯಗಳನ್ನು ಅತ್ಯಂತ ಅಚ್ಚುಕಟ್ಟಾಗಿ ತನ್ನ ಕಾಲದ ವರ್ತಮಾನದ ಭಾಷೆಗೆ ಅಳವಡಿಸುವ ಮುಖಾಂತರವಾಗಿ ಕನ್ನಡ ಮತ್ತು ಸಂಸ್ಕೃತ ಭಾಷೆಯ ಚೈತನ್ಯವನ್ನು ಎಲ್ಲಿಯೂ ಚ್ಯುತಿ ಬರದ ಹಾಗೆ ಉತ್ತಮ ಭಾಷಾ ಸಾಮರಸ್ಯವನ್ನು ಕಸಿಗೊಳಿಸುವ ಮುಖೇನ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ ತನ್ನ ಮೇರು ಕಾವ್ಯಗಳಲ್ಲಿ ಅನಾವನರಣಗೊಳಿಸಿದ್ದಾರೆ.

ಹತ್ತನೇ ಶತಮಾನದ ಚಂಪೂ ಪರಂಪರೆ

ಡಾ. ರಂಗಸ್ವಾಮಿ.ಹೆಚ್.ಟಿ.,

ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು

ವಿ.ಇ.ಟಿ. ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಬೆಂಗಳೂರು

ಕನ್ನಡ ಭಾಷೆಯ ದೃಷ್ಟಿಯಿಂದ ಹತ್ತನೇ ಶತಮಾನ ಮಹತ್ವದಾಗಿದ್ದು, ಪಂಪ, ರನ್ನ, ಜನ, ನಾಗವರ್ಮ, ಪೂನ್ನ, ನಾಗಚಂದ್ರ, ನೇಮಿಚಂದ್ರ, ಆಂಡಯ್ಯ ಮುಂತಾದ ಕವಿಗಳ ಕಾವ್ಯದ ರಚನೆಯ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಕನ್ನಡದ ಚಂಪೂ ಸಾಹಿತ್ಯರೂಪ ಸಂವೃದ್ಧಿಯಿಂದ ಬೆಳೆಯಿತ್ತು. ಹಿಲ್ಮಿಡಿ ಶಾಸನದಿಂದಿಡಿದು ಇಂದಿನವರೆಗೆ ಅವ್ಯಾಹತವಾಗಿ ಬೆಳೆದಿರುವ ಕನ್ನಡ ಸಾಹಿತ್ಯ ತನ್ನದೇಯಾ ಮಹತ್ವದ ಇತಿಹಾಸವನ್ನು ಒಳಗೊಂಡಿದೆ. ಚಂಪೂ ಪದ್ಯ ರಚಿಸುವ ವಿನ್ಯಾಸಕ್ಕೆ ಸಂಬಂಧಿಸಿದ ಪರಿಭಾಷೆ ಚಂಪೂ ರೂಪ ಬಂದು ವಿಶಿಷ್ಟವಾದ ಕಾವ್ಯ ಪ್ರಕಾರವಾಗಿದೆ. ಪದ್ಯದ ಜೊತೆ ಜೊತೆಗೆ ಗದ್ಯವನ್ನು ಒಳಗೊಂಡಿರುವ ದೀರ್ಘವಾದ ಕಾವ್ಯವೇ ಚಂಪೂ ಕಾವ್ಯ. ಹಾಗೇ ನೋಡುವುದಾದರೆ ಚಂಪೂ ರೂಪದಲ್ಲಿ ಗದ್ಯಕ್ಕಿಂತ ಪದ್ಯವೇ ಹೆಚ್ಚಾಗಿರುವುದು ಈ ರೂಪಕದ ವಿಶಿಷ್ಟವಾದ್ದು. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಹತ್ತನೇ ಶತಮಾನದ ಮತ್ತು ಹನ್ನೆರಡನೇ ಶತಮಾನದ ಮಧ್ಯಭಾಗವನ್ನು ನಾವುಗಳು ಚಂಪೂ ಸಾಹಿತ್ಯವೆಂದು ಕರೆಯುತ್ತೇವೆ. ಇದಕ್ಕೆ ಹಲವಾರು ಲಕ್ಷಣಗಳು ಇದ್ದಾವೆ ಎಂದು ಅಲಂಕಾರ ಶಾಸ್ತ್ರಜ್ಞರು ಹೇಳಿದ್ದಾರೆ. ಪದ್ಯ ಭಾಗದಲ್ಲಿ ಅನೇಕ ವಿಧದ ಪದ್ಯ ಜಾತಿಗಳನ್ನು ಕವಿಗಳು ಕಾವ್ಯ ರಚನೆಯಲ್ಲಿ ಬಳಸಿದ್ದಾರೆ. ಸಂಸ್ಕೃತದ ಬಗೆ ಬಗೆಯ ವೃತ್ತಗಳು ಕನ್ನಡ ಚಂಪೂ ಕಾವ್ಯದಲ್ಲಿ ಬಳಕೆಗೊಂಡಿದ್ದರೂ ಅವುಗಳಲ್ಲಿ ಮುಖ್ಯವಾಗಿ ಆರು ಹೆಚ್ಚಾಗಿ ಬಳಕೆಯಾದವು ಅವುಗಳನ್ನೇ 'ಖ್ಯಾತ ಕಣಾಟಕಂ' ಎಂದು ಕರೆದರು ಆ ಆರು ಪದ್ಯ ಜಾತಿಗಳೆಂದರೆ, ಚಂಪಕ ಮಾಲೆ, ಉತ್ಪಲಮಾಲೆ, ಮತ್ತೇಭವಿಕ್ರೀಡಿತ, ಶಾರ್ದೂಲ ವಿಕೀಡಿತ, ಸ್ತಗ್ಧರೆ, ಮಗಾಸ್ತಗ್ಧರೆ ಎಂಬ ಹೆಸರಿನವು. ಇವುಗಳ ಜೊತೆಗೆ ತ್ರಿಪದಿ, ಅಕ್ಕರ, ರಗಳೆಗಳೂ ಪ್ರಯೋಗ ಗೋಡುವೆ ಎಂಬುದನ್ನು ಕಾಣಬಹುದು. ಅದರಲ್ಲಿಯೂ ಕನ್ನಡ ಚಂಪೂ ಕಾವ್ಯಗಳ ವೈಶಿಷ್ಟ್ಯವೆಂದರೆ ಅತೀ ಹೆಚ್ಚು ಭಾಗ ಕಂದ ಸ್ವಲ್ಪಭಾಗ ವೃತ್ತಗಳು ಹಾಗೂ ಗದ್ಯ ಭಾಗಗಳಿಂದ ಕೊಂಡಿರುತ್ತವೆ.

ರನ್ನನ ಗದಾಯುದ್ಧದಲ್ಲಿ ದುಃಖದ ಪ್ರಸಂಗಗಳು

ಸಂಗೀತ ಬಿ.ಪಿ,

ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು

ವಿ.ಇ.ಟಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು

ಜಿ.ಪಿ ನಗರ ಬೆಂಗಳೂರು 560078

ರತ್ನತ್ರಯರಲ್ಲಿ ಒಬ್ಬನೆನಿಸಿಕೊಂಡ ರನ್ನ ಶಕ್ತಿಕವಿಯಾಗಿ ಕನ್ನಡ ಸಾಹಿತ್ಯಕ್ಕೆ ಪಂಪನ ನಂತರ ಒಂದು ಅಪರೂಪದ ವಿಶಿಷ್ಟ ಶಕ್ತಿಯಾಗಿ ಉಳಿದು ಬೆಳೆದು ಬಂದಿದ್ದಾನೆ. ಸಿಡಿಲಚಕ್ಕೆ ಎಂದು ಕೂಡ ವಿಮರ್ಶಕರಿಂದ ಕರೆಸಿಕೊಂಡಿದ್ದಾನೆ. ರನ್ನ ಪಂಪನನ್ನೇ ಅನುಸರಿಸಿ ಪಂಪ ಆದಿಪುರಾಣ ಬರೆಯುವಾಗ ರನ್ನ ಅಜಿತನಾಥ ಪುರಾಣ ಬರೆಯುತ್ತಾನೆ. ಮತ್ತೆ ಅದೇ ಮಾರ್ಗದಂತೆ ಪಂಪ ವಿಕ್ರಮಾರ್ಜುನ ವಿಜಯ ಬರೆಯುವಾಗ ರನ್ನ ಸಾಹಸ ಭೀಮ ವಿಜಯ ಬರೆಯುತ್ತಾನೆ. ಪಂಪ ಅನುಸರಿಸುವ ಮಹಾಭಾರತವನ್ನೇ ತಾನು ಅನುಸರಿಸಿ ಗದಾಸೌಪ್ತಿಕ ಪರ್ವಗಳನ್ನು ಇಟ್ಟುಕೊಂಡು ತನ್ನ ಕಾವ್ಯವನ್ನು ಮುಂದುವರೆಸುತ್ತಾನೆ. ಆದರೆ ತನ್ನ ಕಾವ್ಯ ಕೊನೆ ಪರ್ವಗಳನ್ನು ಕೇಂದ್ರೀಕರಿಸಿಕೊಂಡಿದ್ದಾಗಿಯೂ ಕನ್ನಡ ಸಾಹಿತ್ಯಲೋಕದಲ್ಲಿ ಮೊದಲ ಬಾರಿಗೆ ತನ್ನ ಕಾವ್ಯವನ್ನು ಸಿಂಹಾವಲೋಕನ ಕ್ರಮದಿಂದ ಇಡೀ ಮಹಾಭಾರತವನ್ನು ಹೇಳುತ್ತಾನೆ. ಇದನ್ನು ಇಂಗ್ಲೀಷ್‌ನಲ್ಲಿ ಫ್ಲಾಷ್ ಬ್ಲಾಕ್ ತಂತ್ರ ಎನ್ನಬಹುದೋ ಅನ್ನುವುದನ್ನು ಪ್ರಚುತಪಡಿಸಿದವನು ರನ್ನ ಎನ್ನುವುದು ಬಹಳಮುಖ್ಯ. ಜಾತಿಯಿಂದ ವೈಶ್ಯನಾಗಿದ್ದುಕೊಂಡು ಕಾವ್ಯದ ಕಲಿಕೆಯನ್ನು ನಿರಾಕರಿಸಿದ ವ್ಯವಸ್ಥೆಯ ಮಧ್ಯೆ ಇದ್ದುಕೊಂಡು ಹಠಕ್ಕೆ ಬಿದ್ದು ಅಕ್ಷರ ಕಲಿತು ಕಾವ್ಯ ಬರೆದ ರನ್ನನನ್ನು ಶಕ್ತಿಕವಿ ಎಂದು ಕುವೆಂಪು ಕರೆದದ್ದು ಅರ್ಥಪೂರ್ಣವಾಗಿಯೇ ಇದೆ. ರನ್ನ ಪಂಪನಂತೆ ತನ್ನ ಕಾವ್ಯದಲ್ಲಿ ಅಲ್ಲಿ ಅರ್ಜುನ ಇದ್ದಹಾಗೆ ಇಲ್ಲಿ ಭೀಮನ್ನು ನಾಯಕನನ್ನಾಗಿ ಮಾಡಿಕೊಂಡು ಪರ್ಯಾಯವಾಗಿ ದುರ್ಯೋಧನನ್ನು ಪ್ರತಿನಾಯಕನನ್ನಾಗಿ ರೂಪಿಸಿಕೊಂಡಿದ್ದಾನೆ. ಇದೇ ಸಂದರ್ಭದಲ್ಲಿ ನಾವು ನೆನಪು ಮಾಡಿಕೊಳ್ಳಬೇಕಾದ ಮಾತೆಂದರೆ ಪಂಪನಿಂದ ಶುರುವಾದ ಪ್ರಾಚೀನ ಕನ್ನಡ ಸಾಹಿತ್ಯದಲ್ಲಿ ಖಳನಾಯಕನರ ಪರಂಪರೆ ಇಲ್ಲ ಇರುವುದೆಲ್ಲ ಪ್ರತಿನಾಯಕರು ಎನ್ನುವುದನ್ನು ಗಮನಿಸಬಹುದು. ಹಾಗಾಗಿ ಅಲ್ಲಿ ಕರ್ಣನಂತೆ ಇಲ್ಲಿಯೂ ರನ್ನನು ಗದಾಯುದ್ಧದಲ್ಲಿ ದುರ್ಯೋಧನನ್ನು ಪ್ರತಿನಾಯಕನನ್ನಾಗಿ ರೂಪಿಸುತ್ತಾನೆ.

ರನ್ನನ ಗದಾಯುದ್ಧದಲ್ಲಿ ದುಃಖದ ಪ್ರಸಂಗಗಳು

ಡಾ.ಪುಷ್ಪಲತಾ ಎಂ.ಎಸ್

ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು

ಮಹಾರಾಣಿ ಲಕ್ಷ್ಮಿ ಅಮ್ಮಣ್ಣಿ ಮಹಿಳಾ ಕಾಲೇಜು

ಮಲ್ಲೇಶ್ವರಂ, ಬೆಂಗಳೂರು-12

ರನ್ನ ಕನ್ನಡ ಸಾಹಿತ್ಯಕ್ಕೆ ವರದಾನ ಕವಿ. ಪಂಪನನ್ನು ಬಿಟ್ಟರೆ ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಉತ್ತುಂಗ ಶಿಖರದಲ್ಲಿ ನಿಲ್ಲುವ ಮತ್ತೊಬ್ಬ ಕವಿ ಎಂದರೆ ರನ್ನ. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಚಂಪೂ ಪ್ರಕಾರವನ್ನು ಸಮರ್ಥವಾಗಿ ತನ್ನ ಕಾವ್ಯಗಳಲ್ಲಿ ಬಳಸಿದ ಕವಿಗಳಲ್ಲಿ ಪ್ರಮುಖನು ರನ್ನ. ಪಂಪನ ಹಾದಿಯನ್ನೇ ಅನುಸರಿಸಿದ ಕವಿ, ರತ್ನತ್ರಯರಲ್ಲಿ ಒಬ್ಬ ಎನಿಸಿದ ಕವಿ, ಕವಿಚಕ್ರವರ್ತಿ ಎಂಬ ಬಿರುದನ್ನು ಪಡೆದ ಕವಿ, ನಮ್ಮ ಪ್ರಾಚೀನ ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಹೆಮ್ಮೆಯ ಕವಿ ರನ್ನ. ಇವನು ಚಾಲುಕ್ಯ ಚಕ್ರವರ್ತಿ ತೈಲಪ ಮತ್ತು ಅವನ ಮಗ ಸತ್ಯಾಶ್ರಯ ಇರಿವಬೆಡಂಗನ ಆಸ್ಥಾನಕವಿಯಾಗಿದ್ದನು. ಜೈನ ಕವಿಯಾಗಿದ್ದ ರನ್ನನು 'ಅಜಿತನಾಥಪುರಾಣ' ಮತ್ತು 'ಗದಾಯುದ್ಧ' ಮುಂತಾದ ಐದು ಕೃತಿಗಳನ್ನು ರಚಿಸಿದ್ದಾನೆ. ಕವಿರತ್ನ ಎಂಬ ಬಿರುದನ್ನು ಪಡೆದಿದ್ದ ರನ್ನನ ಪ್ರತಿಭೆಗೆ ಮೆರುಗನ್ನು ನೀಡಿದ ಕಾವ್ಯವೆಂದರೆ ಅದುವೇ 'ಗದಾಯುದ್ಧ'.

ರನ್ನನ ಗದಾಯುದ್ಧದಲ್ಲಿ ಭಾರತಕತೆಯನ್ನೆಲ್ಲಾ ಸಂಗ್ರಹವಾಗಿಸಿ ಸಿಂಹಾವಲೋಕನ ಕ್ರಮದಿಂದ ಹೇಳಲಾಗಿದೆ. ಈತನ ಶೈಲಿಯಲ್ಲಿ ಶಕ್ತಿಯಿರುವುದರಿಂದಲೇ ಕುವೆಂಪುರವರು ರನ್ನನನ್ನು 'ಶಕ್ತಿಕವಿ' ಎಂದೇ ಕರೆದಿದ್ದಾರೆ. ರನ್ನನು ಪಂಪಭಾರತದ ಹದಿಮೂರನೇ ಆಶ್ವಾಸದ ಗದಾಯುದ್ಧದ ಪ್ರಸಂಗವನ್ನು ತನ್ನ ಕಾವ್ಯದಲ್ಲಿ ತಂದಿದ್ದಾನೆ. ಸಂಸ್ಕೃತ

ನಾಟಕಗಳಾದ ಭಟ್ಟನಾರಾಯಣನ 'ವೇಣೀಸಂಹಾರ' ಮತ್ತು 'ಊರುಭಂಗ'ಗಳ ಪ್ರಭಾವವನ್ನು ಈತನ ಗದಾಯುದ್ಧ ಕಾವ್ಯದಲ್ಲಿ ಕಾಣಬಹುದಾಗಿದೆ. ಇರಿವಬೆಡಂಗ, ಅಕಳಂಕ ಚರಿತ ಎಂಬೆಲ್ಲಾ ಬಿರುದನ್ನು ಹೊಂದಿದ್ದ ಸತ್ಯಾಶ್ರಯನನ್ನು ಕಾವ್ಯದ ನಾಯಕನಾದ ಭೀಮನೊಡನೆ ಸಮೀಕರಿಸಿದ್ದಾನೆ. ಈ ಕಾರಣದಿಂದಲೇ ತನ್ನ ಕಾವ್ಯದಲ್ಲಿ ಯುದ್ಧವಾದ ನಂತರ ಪಟ್ಟವಾಗುವುದು ಭೀಮನಿಗೆ.

ರನ್ನನ ಗದಾಯುದ್ಧದಲ್ಲಿ ದುಃಖದ ಭೀಕರ ಚಿತ್ರಣ

ಡಾ. ಸುಧಾಕರ್ ಹೆಚ್.

ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕ

ಕನ್ನಡ ವಿಭಾಗ

ಮಹಾರಾಣಿ ಲಕ್ಷ್ಮಿ ಅಮ್ಮಣ್ಣಿ

ಮಹಿಳಾ ಕಾಲೇಜು, ಸ್ವಾಯತ್ತ

ಮಲ್ಲೇಶ್ವರಂ, ಬೆಂಗಳೂರು-12

ರತ್ನತ್ರಯರಲ್ಲಿ ಒಬ್ಬನಾದ ರನ್ನ, ದಾನ ಚಿಂತಾಮಣಿಯ ಪೋಷಾಹದಿಂದ ಹಾಗೂ ದೊರೆ ತೈಲಪ ಹಾಗೂ ಸತ್ಯಾಶ್ರಯನ ಆಸ್ಥಾನದಲ್ಲಿ ಕವಿಯಾಗಿದ್ದನು. ಹತ್ತನೆ ಶತಮಾನದಲ್ಲಿ ಆದಿಪುರಾಣದ ಕರ್ತೃ ಪಂಪ ಮಹಾಕವಿಯಿಂದ ಪ್ರಾರಂಭವಾದ ಜೈನ ಕಾವ್ಯವು ಮತ್ತು ಪರಂಪರೆಯನ್ನು ಮತ್ತೊಬ್ಬ ಶ್ರೇಷ್ಠ ಕವಿ ರನ್ನನು ಮುಂದುವರಿಸಿದನು. ತನ್ನ 'ಅಜಿತನಾಥ ಪುರಾಣ' ಮತ್ತು 'ಸಾಹಸಭೀಮ ವಿಜಯ' (ಗದಾಯುದ್ಧ)ದಲ್ಲಿ ತನ್ನ ಪ್ರತಿಭೆಯನ್ನು ತೋರಿಸಿದ್ದಾನೆ. ಪಂಪನು ಭಾರತವನ್ನು ಹದಿನಾಲ್ಕು ಆಶ್ವಾಸಗಳಲ್ಲಿ ಬರೆದಿದ್ದಾರೆ, ರನ್ನನು ಮಹಾಭಾರತದ ಕೊನೆಯಲ್ಲಿ ಅಂದರೆ ಯುದ್ಧಾಂತ್ಯದಲ್ಲಿ ಬರುವ ದುರ್ಯೋಧನ ಮತ್ತು ಭೀಮ ಇಬ್ಬರೂ ಮಾಡುವ ಗದಾಯುದ್ಧದ ಪ್ರಸಂಗವನ್ನು ಮಾತ್ರ ಆಯ್ದುಕೊಂಡು ತನ್ನ ಕಾವ್ಯಕ್ಕೆ ಭೀಮನನ್ನು ನಾಯಕನನ್ನಾಗಿಸಿ ಅವನ ಹೆಸರನ್ನೇ ತನ್ನ ಕಾವ್ಯಕ್ಕೆ ನಾಮಕರಣ ಮಾಡಿದ್ದಾನೆ. ಆದರೆ ಭೀಮನ ಪರಮ ವಿರೋಧಿಯಾದ ದುರ್ಯೋಧನನನ್ನು ತನ್ನ ಕಾವ್ಯದಲ್ಲಿ ಛಲದಂಕಮಲ್ಲ, ಅಭಿಮಾನಧನ, ಶೂರ ಎಂದೆಲ್ಲಾ ಹೊಗಳಿದ್ದಾನೆ.

शिक्षा उद्योग: तकनीकी संस्थानों में समस्याएँ एवं चुनौतियाँ

-प्रस्तुत कर्ता: डा० दारा योगानंद, सहायक आचार्य, एम्स इंस्टिट्यूट्स, 1क्रास, 1 स्टेज, पीण्या, बंगलुरु-560058,

सार

आज हम भारत को शिक्षा के क्षेत्र में आगे बढ़ते हुए देख रहे हैं। दुनिया के श्रेष्ठ 100 सबसे उत्तम शिक्षण संस्थानों में भारत के आई.आई.एस.सी. (IISC), आई0आई0टी (IIT) आई.आई.एम. (IIM) जैसे संस्थानों के नाम देख सकते हैं। जो अपनी तकनीकी और मैनेजमेंट की पढ़ाई के लिए विश्वभर में प्रसिद्ध हैं। मगर इन शैक्षणिक संस्थानों के अलावा भारत में कई ऐसे संस्थान भी हैं जो धीरे-धीरे अपनी गुणवत्ता के आधार पर नाम कमा रही हैं। लेकिन इनके विकास की दर बहुत ही धीमी है। कारण है अनुसंधान और अनुसंधानकर्ता। जो संस्थाएँ छात्रों को शिक्षा और कौशल दोनों देना चाहते हैं वह समस्या है बुनियादी ढाँचे की, उपकरणों की, वित्त की और अनुभवी शिक्षक की। वही कही-कही तो शुल्क इतना ज्यादा है कि मध्यवर्गीय परिवार से आये छात्र इतनी बड़ी रकम नहीं दे पाते। वे या तो छात्र वृत्ति पर निर्भर रहते हैं, या फिर उनके मां बाप बैंको से पढ़ाई के लिए ऋण लेते हैं। साथ ही इस क्षेत्र में कई ऐसे पहलुएँ भी हैं जिस कारण ये शिक्षण संस्थान तकनीक के मामले में पिछड़ रहे हैं। कही आधुनिकतम कम्प्यूटरो की कमी है, तो कही इंटरनेट नहीं है, या प्रयोगशालाओं की कमी पाई गई है। ऐसे हालत में तकनीकी पढ़ाई कैसे की जा सकती है। सबसे जरूरी है औद्योगिक क्षेत्र और शिक्षा का क्षेत्र के बीच सामंजस्य की कमी।

गर्भावस्था में भारतीय संस्कार में उपलब्ध मंत्र और अन्य आध्यात्मिक तत्व

भूमिका:- जप, तप, प्रायश्चित, मंत्रोच्चारण और ध्यान द्वारा शरीर के प्रकृति को संतुलित किया जा सकता है। आयुर्वेद जीवन का विज्ञान है। इसका मूलभूत सिद्धांत है प्रकृति के साथ रहें।

मनुष्य ब्रह्मांड का एक लघु रूप है और पंच भूतों से बना है। एक नए जीव की उत्पत्ति स्त्री के जीवन में तथा पूरे परिवार के लिए एक हर्षदायी घटना है और हार्थिक अभिनंदन का पात्र भी। यह अवस्था एक नाजूक, महत्वपूर्ण समय भी होता है। आगे की पीढ़ी बुद्धिमान, स्वास्थ्य और हर तरह से सकारात्मक सोच के साथ इस संसार में सार्थक जीवन जिए यह कामान हो तो गर्भधारण के पूर्व ही तैयारी करना आवश्यक है। इसके लिए हमारे संस्कार में उपलब्ध अनेक उपायों में से कुछ प्रस्तुत हैं।

सामान्य शिक्षा और उद्योग 5.0 में समकालीन मूल्यांकन

शिक्षा उद्योग में चुनौतियां कोविड के बाद की वास्तविकता चुनौतियां शिक्षकों और शिक्षा उद्योग सामना करती है।

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सामान्य शिक्षा और उद्योग में समकालीन मूल्यांकन और मूल्यांकन भारत में बहुत महत्व का विषय है, क्योंकि देश शिक्षा की गुणवत्ता में सुधार करने और एक कुशल कार्यबल तैयार करने का प्रयास करता है जो आधुनिक अर्थव्यवस्था की मांगों को पूरा कर सके। छात्रों के सीखने के परिणामों में सुधार लाने के उद्देश्य से नई नीतियों और कार्यक्रमों की शुरुआत के साथ, हाल के वर्षों में भारत में शिक्षा क्षेत्र में महत्वपूर्ण परिवर्तन हुए हैं। इसी तरह, उद्योग ने भी नई तकनीकों को अपनाने और एक कुशल कार्यबल की आवश्यकता के साथ महत्वपूर्ण बदलाव देखे हैं जो नौकरी बाजार की बदलती मांगों के अनुकूल हो सकते हैं। अब, हम इन क्षेत्रों में मौजूद चुनौतियों और अवसरों पर प्रकाश डालते हुए भारत में सामान्य शिक्षा और उद्योग में समकालीन मूल्यांकन और मूल्यांकन प्रथाओं की जांच करेंगे। यह भारत में शिक्षा और उद्योग की वर्तमान स्थिति में अंतर्दृष्टि प्रदान करेगा और शिक्षा की गुणवत्ता बढ़ाने और एक कुशल कार्यबल तैयार करने के लिए मूल्यांकन और मूल्यांकन प्रथाओं में सुधार के लिए सिफारिशें प्रदान करेगा जो देश के आर्थिक विकास में योगदान कर सकते हैं।

विषय :- सामान्य शिक्षा और उद्योग 5.4 में समकालीन मूल्यांकन

रंजिनी के एस

ज्ञान ज्योति डिग्री कॉलेज

येलाहांका न्यू टाउन

बेंगलुरु

शिक्षा उद्योग में चुनौतियां

शिक्षा एक ऐसा फक्र है जो व्यक्तियों को उनके जीवन के सभी पहलू को में सशक्त बनासा है यहां उनसे ध्यान कौशन तकनीकों और दुनिया से बारे में उसी दृष्टि को विकसित करता है यह नैतिक अनैतिक मूल्यों को विकसित करने में ही माधव करता है इन सब के अलावा कुछ आशीष संभावनाओं के साथ-साथ रोजगार अवसर काफी हद तक पढ रहे हैं इस कोई संदेश नहीं है कि किसी देश का विकास उसकी शिक्षा प्रणाली की गुणवत्ता पर निर्भर करता है शिक्षक शैक्षिक खेत में पर्याप्त निवेश जनशक्ति ही दशक था और उत्पादकता बढ़ाने में मदद करेगा आखिरकार सु शिक्षित लोग आर्थिक विकास की गति को तेज करने में मदद करते हैं जिसके परिणाम देश का विकास होता है।

सामान्य शिक्षा और उद्योग 5.0 में समकालीन मूल्यांकन

शिक्षा उद्योग में चुनौतियों का समाधान

भारत में शिक्षा गुणवत्ता : चुनौतियाँ और समाधान

छात्रा : श्रुति लमानी, और पूजा एम

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प्रस्तावना

देश में जब शिक्षा का अधिकार अधिनियम लागू हुआ तो 6 से 14 वर्ष के बच्चों के लिये यह मौलिक अधिकार बन गया। इसके अलावा शिक्षा क्षेत्र में सुधार लाने के लिये केंद्र और राज्य सरकारों द्वारा विभिन्न योजनाएँ और कार्यक्रम चलाए जा रहे हैं। इसके बावजूद शिक्षा के क्षेत्र में चुनौतियों का अंबार लगा है तथा ऐसे उपायों की तलाश लगातार जारी रहती है ,जिनसे इस क्षेत्र में क्रांतिकारी परिवर्तन लाए जा सकें। मानव संसाधन के विकास का मूल शिक्षा है जो देश के सामाजिक-आर्थिक तंत्र के संतुलन में एक महत्वपूर्ण भूमिका निभाती है।



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ABOUT VET FGC

VET First Grade College established in the year 1996 is one of the units of Vasavi Educational Trust situated in Jayaprakash Nagar popularly known as J P Nagar. It is an established residential area located in the South of Bangalore and it has good Metro connectivity along with bus facility.

VET FGC has completed 27 years of glorious service in the field of education, is a private self-financing institution permanently affiliat-

ed to Bengaluru City University, recognised by UGC and included under 2(f) in 2012 and 12 (B) in 2016. College offers Six UG Programs and one PG Programs.

The college has maintained high quality in academic pursuits, it has state of art campus, infrastructure, well equipped lab and ICT enabled learning. The institution gives equal importance to sports, curricular, extracurricular activities which aids in overall development of students. College in its pursuit of enriching knowledge to students gives due importance in conducting various activities throughout the year in a well-balanced manner without affecting the academic curriculum.

As a quality enhancement IQAC initiates quality culture in the Institute by imbibing rich research culture amongst staff & students through its publication, e-newsletters, annual magazine "Dhrusthi", wall magazine "Prakashanam", "Vanijya Dhara & Vanijya Milana" - Commerce forum, Faccio - fashion club are some of the platform provided for students to unveil their hidden talents. The conscious and consistent measures are followed to promote academic and holistic development and excellence.



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