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Indian Experience

Dr. J. Narasimha Rao  
Dr. A. Nakula Reddy  
Dr. A.K. Vasudeva Chary

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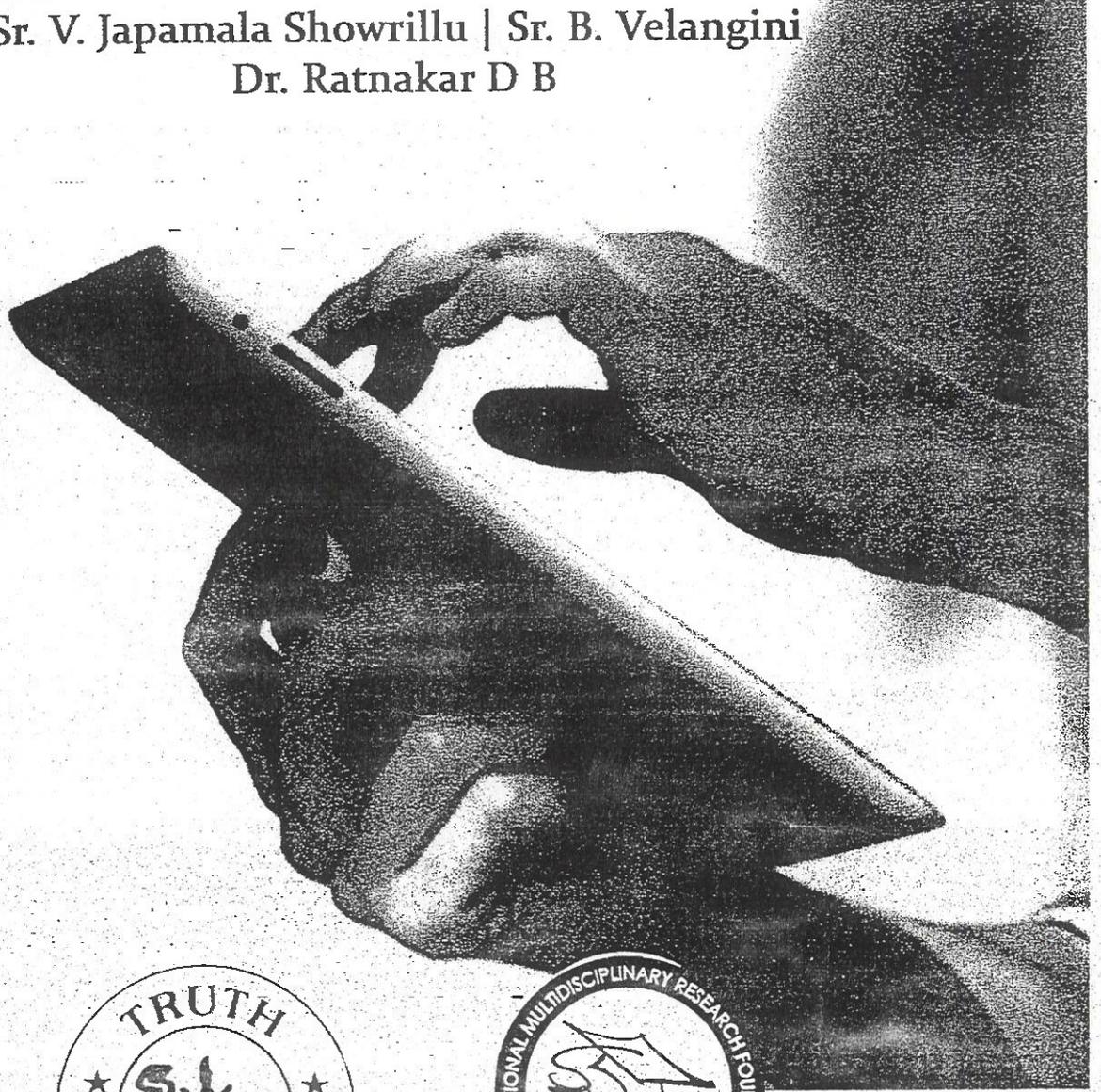
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“भारतीयसंस्कृतेः स्वरूपम्-ध्रुवोपाख्यानम्”

डॉ. मुक्ता वाणी

**Abstract:** भारतवर्षस्य संस्कृतेः महद् वैशिष्ट्यं वर्तते। इमां संस्कृतिम् अनुसृत्यैव भारतीयानां सभ्यता-जीवनशैली आचारव्यवहारश्च विश्वपटले पाश्चात्यदेशिभ्यः पृथक् अन्यतमस्थानं च प्रापयति।

‘ध्रुवोपाख्यानम्’ एतत् गद्यकाव्यं भक्तिरसप्रपूर्णम्। अस्य पाठस्य कथावस्तुः अत्यन्तरोचकः मनोरञ्जकः च पाठनसमये छात्राः ध्यानेन श्रुण्वन्ति। अस्य पाठस्य उद्देश्यम् यत् पञ्चवर्षीयः बालकः ध्रुवः पित्रा अपमानितः तिरस्कृतः सन् अपि स्वतः प्रभावात् राज्यसम्पादनम् अकरोत्।

‘ध्रुवः’ शब्दस्य अर्थः एव सुदृढः स्थिरः अचलः सुनिश्चितः इति। तथैव आधुनिकयुगे अपि छात्राः स्थितप्रजाः भवेयुः इति ‘ध्रुवोपाख्यानम्’ पाठस्य आशयः। अस्य पाठस्य मूचनमपि कर्तुं शक्नुमः। Project निर्माणार्थं तथा Assignment कृतेऽपि एषः अत्युत्तमः। एवं ‘ध्रुवोपाख्यानम्’ पाठः धार्मिक-आध्यात्मिक-नैतिक भावान् प्रेरयितुं अतीव सक्षमः।

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डॉ. मुक्ता वाणी

असोसिएट प्रोफेसर ऑफ संस्कृत,

विवेकानन्द गवर्नमेण्ट डिग्री कॉलेज, विद्यानगर, हैदराबाद.

  
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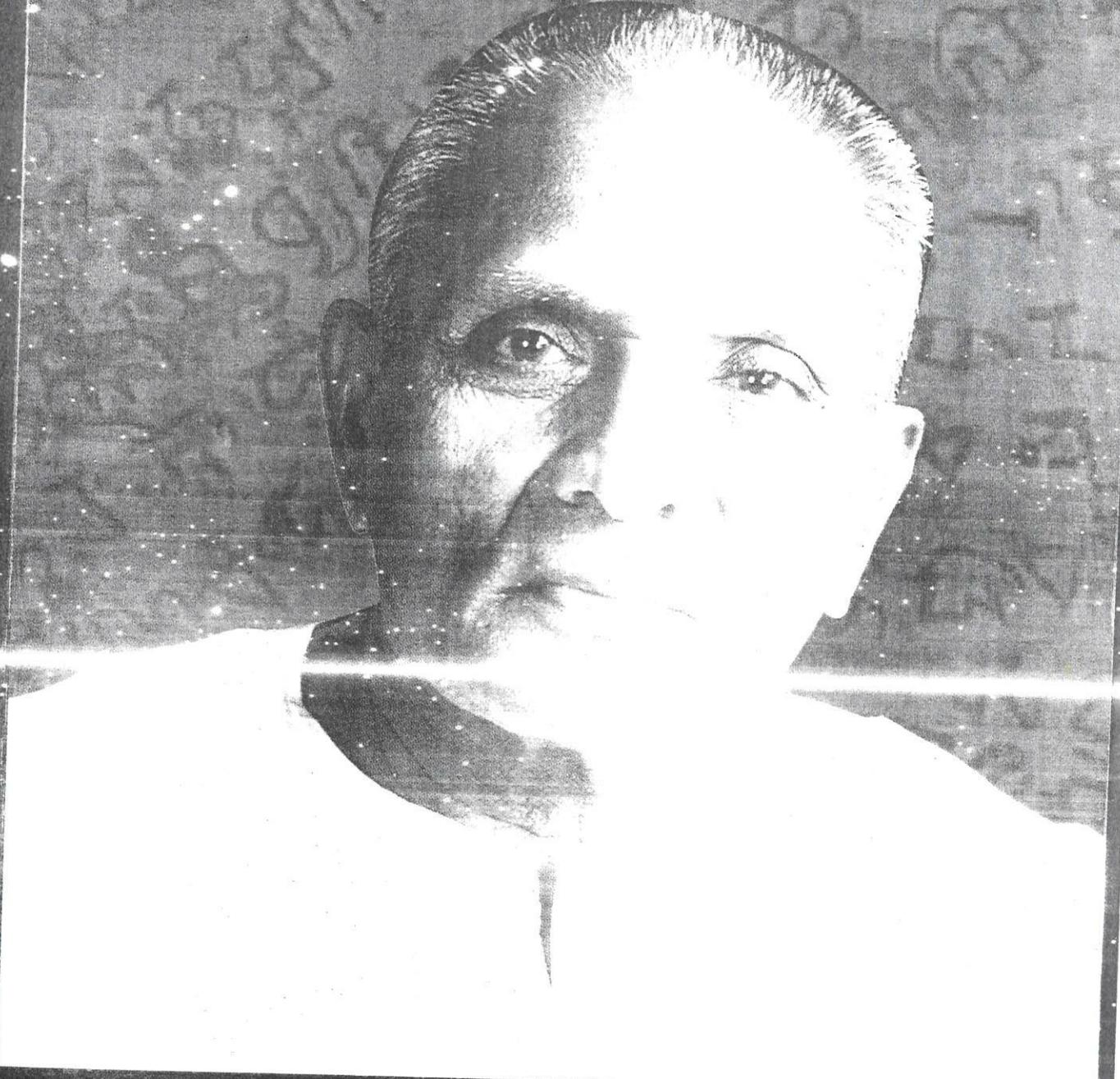
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# శిలాక్షరం

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సంపాదకులు : డా. భిన్నూరి మనోహరి

  
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“आधुनिके युगे किमर्थं वेदाध्ययनम्?”

डॉ. मुक्ता वाणी शास्त्री  
असोसिएट प्रोफेसर  
संस्कृत-विभागः  
विवेकानन्द गवर्नमेंट डिग्री महाविद्यालय,  
विद्यानगर, हैदराबाद-44

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3. उपसंहारः

वेदशब्दस्यार्थं महत्वञ्च—

देवीयाः देवोपमाः देवगिरायाः अविरलधारणां प्रवाहिताः वेदाः ज्ञानविज्ञानस्य निधयः भारतीयसंस्कृतेः मूलाधारग्रन्थाश्च। वेदशब्दस्यार्थः ज्ञानं विज्ञानञ्च यतुर्वेदभाष्यकारा विद्वदरसिकाः आचार्यसायणमहाभागाः तैत्तिरीयसंहिताभाष्यस्य भूमिकायां वेदशब्दस्य व्याख्या एव प्रकारेण प्रस्तुतयन्तः—

“इष्टप्राप्त्यनिष्टपरिहारयोः अलौकिकमुपायं यो ग्रन्थो वेदयति स वेदः।”

वेदोद्धारकः महर्षिदयानन्दः वेदशब्दस्य व्युत्पत्तिम् एवमकरोत्—

“विद् ज्ञाने, विद् सत्तायाम्, विद्लु लाभे, विद् विचारणे एतेभ्यो ‘हलश्च’ इति सूत्रेण करणाधिकरणकारकयोर्धञ्प्रत्यये कृते वेदशब्दः साध्यते। विदन्ति जानन्ति विद्यन्ते भवन्ति, विन्दन्ति विन्दन्ते लभन्ते, विन्दते विचारयन्ति सर्वे मनुष्याः सर्वाः सत्यविद्याः यैर्येषु वा तथा विद्वांसश्च भवन्ति ते वेदाः।”

(ऋ. भा. भू. पृ. 22)

आनन्दतीर्थमहोदयाः वेदशब्दस्यार्थं श्लोकरूपेण उद्धृतवन्तः—

“नेन्द्रियाणि नानुमानं वेदा ह्येवेन वेदयन्ति।

तस्मादाहुर्वेदा इति पिप्पलादश्रुतिः।।”

(विष्णुतत्त्वनिर्णयः)

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# Emerging Trends in INSURANCE, BANKING & TOURIS

  
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*[Signature]*  
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## **EVOLUTION OF THE INDIAN TOURISM AND HOSPITALITY SECTOR -AN OVERVIEW**

**Dr. K Anjaneyulu,**

Associate Professor of Commerce, Vivekananda Govt. Degree college, Vidyanagar, Hyd

### **Introduction:**

Indian culture and Civilisation is more than 5500 years old. In Asia, Chinese civilisation claims to be the oldest with 12000 years civilisational History in the name of "Dragon seed". Coming to Indian Heritage even in ancient script, there is a mention about important Tourist and Pilgrimage sites like Kashi(Varanasi), Kamakya (Guwahati), Sri AnanthaPadmanabha (Trivendram), Meenakshi Amman Temple( Madurai), Srirangam (Karnataka) and Dhanushkoti (Rameshwaram).

In ancient India tourism evolved from the temple cities and locations in the name of Shiva and Vaishnava clan. Indian Mythology in modern times, from the modern society connected to not only Hindu Temples and religious places, but also Muslim and Christian Holy Places. State Governments all over India developed Heritage sites, Temple complexes and Islamic/ Christian Holi places as the Tourist Attractions. Further, emerging and contemporary Tourism Areas spread into Medial Tourism, Eco-Tourism, Spiritual Tourism and other Event based (Ex. Dandia Garbha dance)Tourism.

Tourism creates employment to the youth in rural and urban centres of Attractions. Tourism adds to the GDP of the states and standard of the living of the people dependent on this as a source of income.

Tourism also created communal Harmony helps to cultural transformation and Linguistic Enrichment when foreign Tourists arrive, foreign exchange income, Harmonious International relations, UNESCO Recognition for the sites and surrounding Nations with similar attraction emerge as Tourist Circuits. Income from such International Tourist Circuits will be spent on their preservations and shared by partner Nations.

In modern times, this field has infused life into star Hotel Industry, clubs, Resorts and several other state sponsored Musical Events (Rajastan Festival, Gujarat Festival) to entertain the Tourists coming from other Countries with regard to Sky-based Events, Bungy Jump, Paragliding, Helicopter Mobility, Forest and Mountian based Trekking along with the Wild Sanctuaries and Zoological parks linked Tourism is flourishing. Sea-ports like Goa, Kochin, Visakapatnam, Kandla, Culcutta etc. Have launched water based games, Cruise Movements having facilities like Dance, Music, Gambling, Food Festivals and Bar facilities accelerated the Tourism Sector.

### **A Review of Literature:**

There is a plethora of literature on the issue of training and development in tourism sector. Moreover, over the past few decades, tourism industry has shifted to service-oriented trends and it has become a hub of employment service in many countries. Keeping the fact in views we have reviewed a few of research observations about the need of training and development in tourism industry

**Tharenou and Others (2007)** in their study of Canada tourism have explored and used quantitative data from Statistic Department and Workplace and Employee Survey of fourteen industries over the seven years from 1999-2005. The findings of their study pointed out that twelve of the fourteen industries indicated a positive correlation between training expenditure and productivity in the study area. Nevertheless, the finding emphasized the need of maintaining training efforts to get the best results in future. Moreover, the study suggested that the training should be considered as a normal cost occurrence for good turnover in any business whether it may be tourism industry.

## EVALUATION OF EMPLOYABILITY SKILLS IN TOURISM AND HOSPITALITY SECTOR IN INDIA –A BROAD VIEW

S. Nagamani : Assistant Professor of commerce Vivekananda Govt. Degree college, Vidyanagar, Hyd

### Introduction:

There are various definitions of 'employability', the one adopted here is that of YorkeM. (2006).  
Employability in Higher Education: What it is — What it is not. York: Higher Education Academy:

*"a set of achievements — skills, understandings and personal attributes — that make graduates more likely to gain employment and be successful in their chosen occupations, which benefits themselves, the workforce, the community and the economy."*

Graduate employability is a key issue for Higher Education. A strong Association is possible between employer and graduate perceptions of the relative priorities amongst employability skills. Skills such as enthusiasm, dependability and team-working scored higher than subject knowledge skills, whilst commercial awareness, negotiation and networking were given lowest priority. Overall skills of new graduate employees were rated less highly by their employers than by the graduates themselves. Employability is a critical issue for both government and Higher Education Institutions (HEIs). With the expansion in HE and recent economic downturn, there is intense competition for jobs in the graduate employment market. The Summer Graduate Recruitment Survey 2009, Association of Graduate Recruiters (2009) AGR Graduate Recruitment Survey - 2009 Summer Review. (Available at [www.agr.org.uk](http://www.agr.org.uk)) indicated that on average there were 48 applications per graduate vacancy. This reflects the severity and depth of Employment problem

### Literature Review:

One of the key reasons why many students invest in university education is to improve their employment prospects. According to YorkeM. (2006) in their study titled "Employability in Higher Education: What it is — what it is not. York: Higher Education Academy" opined that achievement of good academic qualifications is highly valued, it no longer appears sufficient to secure employment

Additionally, employers expect students to have well developed employability skills, so that they can make an immediate contribution to the workplace when recruited (e.g. Confederation of British Industry (2008) Taking Stock).

Thus, whilst some employers screen job applications on the basis of degree classification, such achievements are much less important at the short-listing stage. Moreover, in some cases employers initially use criteria other than the honours degree to assess applications; often requiring applicants to undertake a series of skills activities and psychometric tests, and to produce a personality profile (Graduate Prospects Ltd. (2009) *Job applications: Selling your skills.*) Some employers adopt such practices for purposes of ensuring equal opportunities, of widening access and of recognising a more diverse group of potential employees.

DenholmJ. (2004) MorleyL., ErautM., AynsleyS., MacDonaldD. and ShepherdJ. (2006) In their studies, it was believed that graduates with good employability skills may otherwise be missed because they have not attained good academic qualifications. *Higher Education Quarterly*, 61 (3), 229-249) also Establishing the needs of employers and related organisations for information about the quality and standards of higher education provision and student achievement in England.

To identify the desired skills required for graduate employment and considerable agreement has been found amongst different employers (irrespective of the nature of the employment) on the skills valued most. However, it is important to ascertain whether students have similar views to employers.

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PRINCIPAL

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Vidyanagar, Hyderabad-44.

14. Dr. L.K. Prasad, Soil Scientist, Central Tobacco Research Institute (C.T.R.I.), Rajahmundry, East Godavari District, A.P., India.
15. Dr. T. Anuradha, Assistant Professor, Department of Geography, Osmania University, Hyderabad, T.S., India
16. Sri Duggirala Ramachandram Scientist G. Tobacco Board, Government of India, Guntur, Andhra Pradesh.

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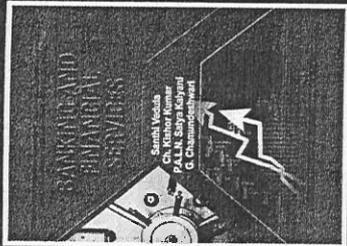
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## SANTHI VEDULA

M.Com., MBA, M.A. (Eng), M.Phil.  
Faculty,

AMS College of Arts, Science & Commerce,  
OU Road, Nallakumta,  
Vidya Nagar, Hyderabad.

## DR. CH. KISHOR KUMAR

M.Com. MBA, Ph.D.

Head and Assistant Professor of Commerce,  
Vivekananda Govt. Degree College,  
Vidyanagar, Hyderabad.

## P.A.L.N. SATYA KALIYANI

MBA, M.Phil. Ph.D.

Dean, Academics,

St. Mary's Centenary Degree College,  
St. Francis Street,  
Secunderabad.

## G. CHAMUNDESHWARI

M.Com., MBA, Ph.D.

Associate Professor, Department of Commerce,  
Aurora Degree & PG College,  
Chilkadpally, Hyderabad.

  
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(ATMA), strategic research extension plan, strategic extension work plan, farmers' schools; periodic soil testing reports providing soil test health cards to the farmers; extensive use of information and communication technology tools and web based interventions like AGRISNET; interactive services from the Agricultural University - Kisan call centres operated by the BSNL inter-active voice recorded system etc.; e-agrilabs to test the fertilizer and pesticide applications; Mec- Seva applications for farmers; farm mechanization support system at the gram panchayats and capacity building of farmers for their effective use. Rashtriya Krishi Vikas Yojana, a flagship programme with 100 percent Central Government support is a major Extension initiative.

#### 4.14 Horticulture

One of the significant contributor to the Telangana GSDP and yet one of the growth engines in the farm sector is Horticulture. According to 2013-14 data, total area under Horticulture crops covers is 10.86 lakhs hectares and crops production is 112.56 lakh mis. major, fruit crops in Telangana are Maugo, Citrus, Banana, Guava and Papaya. Major vegetable crops are Tomato, Brinjal, Bhendi and Gourds. Important spices are Chillies, Turmeric and Coriander. Other plantation crops are coconut, cashew and oil palm. In order to get more production by adoption of modern technologies there are many orientation programs being conducted for farmers.

## Impact of Labour Welfare Measures on the Financial Performance of Textile Industry- A Case Study of Surya Laxmi Cotton Mills

Dr. Ch. Kishore Kumar

Assistant professor of commerce,  
Vivekananda Govt. Degree college, Vidya nagar, Hyderabad.

### Introduction

Welfare means activities undertaken by the State or Central Government for an employee and an association of workers for improvement of their workers living standards.

Labour welfare means working out things for the well-being of the workers, knowing their wants and enabling them to fulfill their wants.

According to the International Labour Organization report — Workers welfare may be understood as services, facilities and amenities which may be established in or in the vicinity of undertaking to perform their work in congenial surrounding and to avail themselves of facilities which improve their health conditions and to bring high morale.

### Labour Welfare Measures

There is no conceptual clarity in so far as a precise definition of the terms of fringe benefits and labour welfare are concerned. In fact a large number of items, irrespective of their nature, are lumped under fringe benefits and welfare programmes. However, the Oxford dictionary defines labour welfare as — efforts to make life worth living for workman!

As for The International Labour Organization (ILO Regional Conference scribed welfare means—Services, facilities and amenities, which may be established outside or in the vicinity of undertakings to enable the persons employed there in to work in healthy and congenial surroundings and to provide them with amenities conducive to good health and high morale.



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