



# SKILL DEVELOPMENT FOR INCLUSIVE GROWTH



## Editors

**Captain. Dr. P. Sundara Pandian**

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**Virudhunagar Hindu Nadars' Senthikumara Nadar College (Autonomous)**

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**Virudhunagar- 626001**

**Tamilnadu, India**

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**V.H.N.SENTHIKUMARA NADAR COLLEGE (Autonomous)**

**DEPARTMENT OF COMMERCE**

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- ❖ Majority 40.10% of the respondents are earning the monthly income Rs 10001 to 15000 only
- ❖ It is inferred that the level of awareness made through on Are you Aware about Make in India them is high as it has mean score 3.34
- ❖ It is inferred that the make in India theme Indian Economy will made Strong through Make in India is high as it has mean score 4.10

#### 9.1 CONCLUSION

The youth of the nation was accepting the theme Make in India theme and also accept that this is an opportunity before us and we must cash it. Our youth are confident that we can stand globally with strong economy along with our Indian brand through Make in India. Youth are looking for jobs creativity and are also still hopeful about overall development of India, through Make in India. But majority of youth are in favour of agriculture development through Make in India. Central Government is successful to create awareness among the youth, who are our future.

\*\*\*

#### 4. A STUDY ON PROBLEMS AND CHALLENGES OF SKILL DEVELOPMENT IN INDIA

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Principal, V.H.N.S.N. College, (Autonomous), Virudhunagar

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#### INTRODUCTION

India is seen as a hugely "unskilled" country with little over 2% of its total workforce having gone through some kind of formal skill training, which is much lower compared to 68 percent in the UK and 52 percent in the US. Whatever may be the current availability of skilled workforce, the country has the enormous potential to tap into its youth. When Prime Minister Narendra Modi launched the Skill India Mission on July 15, 2015 with much fanfare and ambitious targets on the World Youth Skills Day, it not only gave fresh vigour and impetus to the previous efforts but also came as glimmer of hope. The Mission has set the target of providing skill training to 400 million people until 2022. Since then, the Government of India has taken several steps and initiatives to make this policy a resounding success. Several schemes have been launched, including Pradhan Mantri Kaushal Vikas Yojna (PMKVY), Skill Loan Scheme (SLS), Rural India Skill (RIS), Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP), etc. However, there are many challenges that Skill India Mission faces, the most important being insufficiency of funds to implement as ambitious and humungous a scheme such as this. In the latest budget, Finance Minister, Arun Jaitley, has announced Rs 17,273 crore, which is 16% higher than the previous year's budgetary allocation after revised estimates. However, experts feel that it is still not sufficient, given the targets the Mission has set for itself. More so, a major chunk of it goes into PMKVY and leaves very little for the related schemes. Critics also say that this paltry budgetary allocation, if divided by the number of targeted beneficiaries, leads to a per capita expenditure that is too little to inspire any confidence about the success of this Mission.

**Skill India** is a campaign launched by Prime Minister Narendra Damodardas Modi on 15 July 2015 which aim to train over 40 crore(400 million) people in India in different skills by 2022. It includes various initiatives of the government like "National Skill Development Mission", "National Policy for Skill Development and Entrepreneurship, 2015", "Pradhan Mantri Kaushal Vikas Yojana (PMKVY)" and the "Skill Loan scheme".

Various initiatives under this campaign are:





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- 1. Provide grant towards for skill certification to boost employability and productivity of youth by motivating them for skill training.
- 2. Reward individuals undergoing skill training by substantial incentives at an amount necessary extent of Rs. 10,000 per student.
- 3. To launch an initiative worth an approximate total cost of Rs. 10 billion.

**Entrepreneurship development for Skill India**

A class of courses aimed at imparting skill based skills for entrepreneurship are the available under Skill India. These include:

- 1. Entrepreneur Development Program - General Category
- 1. Entrepreneur Development Program - Women
- 1. Cluster Based Opportunities
- 1. Counseling, Retraining and Redevelopment Schemes

**CONCLUSION**

What shape 'Skill India' will take and what it will do only time can tell. But as India it seems to be a good initiative - providing skills to people, especially because India is one of the few countries all across the world whose working age population will be very high, five years down the line, going by its ever-increasing growth of population, as per the World Bank. It is also high time new measures are taken to improve the physical and mental development of the youths of the country so that some of them continue unemployed and the country's unemployment problem also gets reduced. To make India internationally competitive and to boost its economic growth further, a skilled workforce is essential. As more and more India moves towards the Knowledge economy, it becomes increasingly important for it to focus on advancement of the skills and these skills have to be relevant to the emerging economic environment. For transforming its demographic dividend, an efficient skill development system is the need of the hour. Therefore to achieve its ambitious skilling target, it is imperative to have holistic solutions of the challenges instead of piecemeal interventions.

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**16. THE NEED FOR SKILL DEVELOPMENT IN THE INDIAN SCENARIO AND ITS DEVELOPMENT POLICY**

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**INTRODUCTION**

Youth population is increasing explosively particularly in developing countries as a result of rapid urbanization. This increase is bringing large number of social and economic problems. For instance the impacts of job and training availability, and the physical, social and cultural quality of urban environment on young people are enormous, and affect their health, life-styles, and well-being. Besides this, globalization and technological developments are affecting youth in urban areas in all parts of the world, both positively and negatively. At the beginning of the twenty-first century, the world's young population numbers more than it ever had. There are over a billion young people between the age of 15 and 24, of which 85 per cent live in developing countries and mainly in urban environments. Many of these young people are in the process of making, or have already made, the transition from school to work. During the last two decades all around the world, these young people, as new workers, have faced a number of challenges associated with globalization and technological advances in labour markets. The continuous decrease in the manufacturing employment has made many of the young people facing three options: getting jobs in the informal economy with insecurity and



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# **LITERATURES IN ENGLISH: A CRITICAL PERSPECTIVE**

**J. Samuel Kirubahar  
L. Anushya Devi  
M. Meena Devi  
Y. Vidya**

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## A RE-READING OF SHAKESPEARE'S *HAMLET*

Dr.S.Kanakaraj

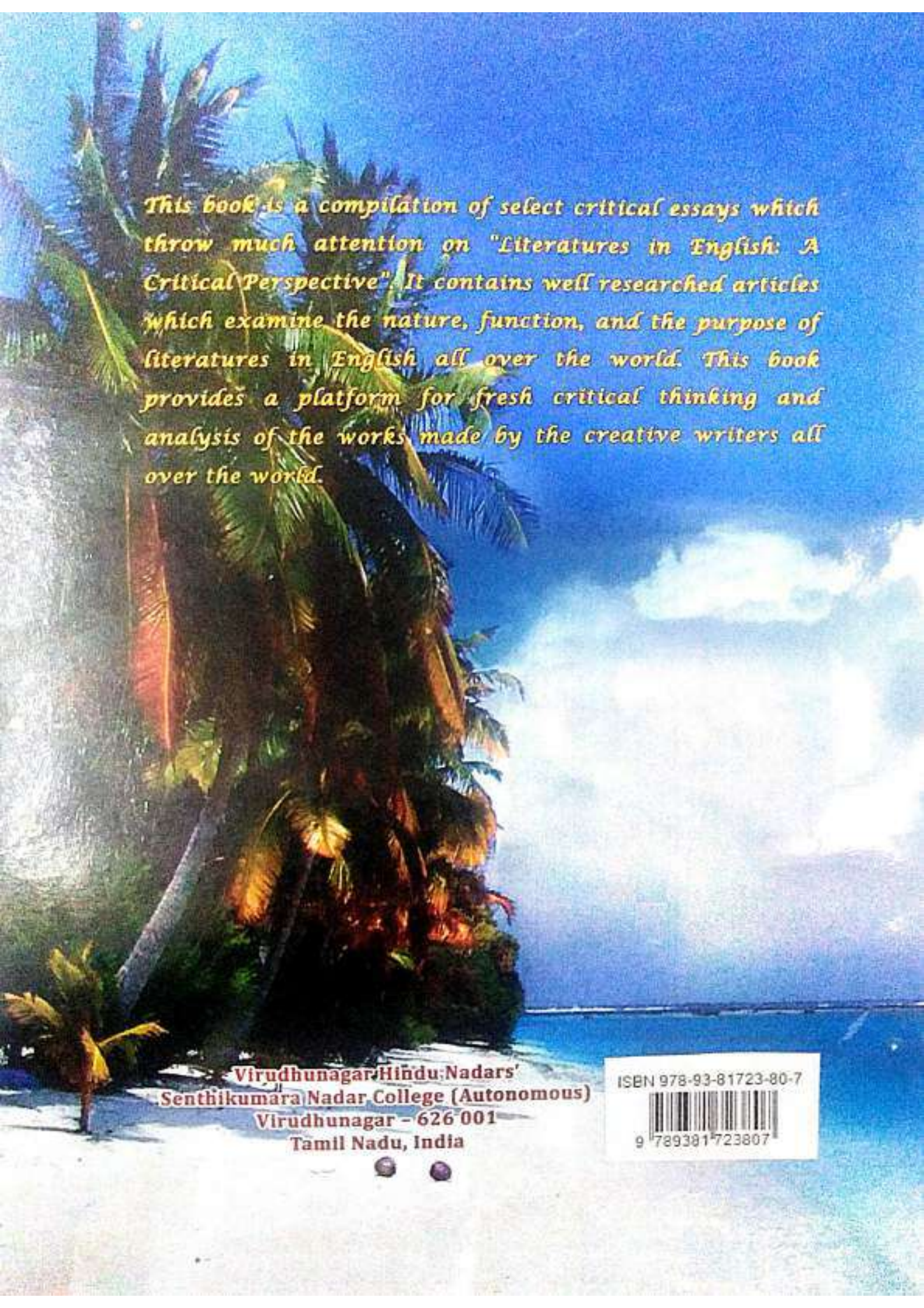
During my college days, my Professor gave us a piece of information about Shakespeare's Hamlet and about Rev. Bagshaw. The latter made a pointed statement in the early 40's of the previous century. While addressing a gathering of college students it seems, he said: "Tears are truly international, while laughter is parochial". He was speaking on the place of the theatre arts in University education to a large audience in Guntur, then the educational centre of the Andhra Christian college, he had produced some Shakespearen and some modern dramas. He had observed that modern dramas, especially the comedies fell flat even when the audience consisted of the elite of the town and, the students of the college.

Shakespeare was a hot favourite and among the Shakespearen plays, the four great tragedies were always well received. If there was a demand from the public it was always for Hamlet. Low whispered conversations would always mar the atmosphere during the production of other plays, but Hamlet always gripped the audience in a death like silence. In the cases of other plays, but always mar the atmosphere during the production of other plays, but Hamlet always gripped the audience in a death-like silence. In the cases of other plays, as soon as the final curtain came down, the spectators would immediately rise up to the exit doors, But in the case of Hamlet, the stage light would go out, the proscenium curtain will come down, the auditorium lights would come on brightly but the audience will continue to sit in absolute silence for a minute or two and then begin moving out almost noiselessly. One cannot easily explain this magical spell cast over the audience by Hamlet.

My story could be traced back to the first decades of previous century, when in certain towns and cities, High schools and Colleges, in the anniversaries included the production of plays as part of their evening entertainment. In school functions there would be plays in Tamil and in Colleges they were bold enough to go for plays in Tamil and in Colleges they were bold enough to go for plays in English. Enterprising schools would go for Tamil translations of Shakespeare's plays. A hot favourite was Amaladityan, the Tamil translation of Hamlet by the famous Tamil playwright, PammalSambandaMudaliyar. In the first half of this century his plays, original as well as translations were popular among professional and amateur troupes of players.

There was an unforgettable staging of Hamlet in 1939. Directed and produced by Dr. Macphail of Madras Christian College the boys of





*This book is a compilation of select critical essays which throw much attention on "Literatures in English: A Critical Perspective". It contains well researched articles which examine the nature, function, and the purpose of literatures in English all over the world. This book provides a platform for fresh critical thinking and analysis of the works made by the creative writers all over the world.*

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## FEMINIST PERSPECTIVES IN MARGARET LAURENCE'S THE STONE ANGEL

Dr.S.Kanakaraj

Margaret Laurence's *The Stone Angel* is a classic work that can be safely categorized as a bildungsroman fiction, where the protagonist grows and gains maturity. Laurence projects Hager, the central character as her alter ego to voice her feminist perspectives and as such the novel turns out to be a fine illustration of feminist critique.

Hager remains one of the emergent women like Lorraine Hansberry's Beneatha, Alice Walker's Celie and Meridian Hill and Tony Morrison's Sula. This then is Laurence's main objective to educate, cheer, and instruct the suspended women. Hager believes that the Jeremiahs of feminist ideology could lead the suspended women like her mother to shed their duciling, inferiority complexes both, and fear psychosis and emerge as empowered women.

Hager has her measure of stresses and strains and tensions and anxieties. Her desire is to lead a life of individuality, with self-respect, honour and dignity and with a deep sense of independence and ladylike niceties.

Her life passes through three generations. The first generation includes that of her domineering father, her docile mother, her industrious brother Mathew at her work thy brother Daniel. The second generation is that of Hager, her none-too refined husband Brampton Shipley, her friends and her son Martin and his wife Doris, and her blue-eyed son John and his lady love Ariene. The third generation revolves around Hager's grand children Stephen and Christina.

Her son Marvin and his calculative wife Doris want to jeopardize her individuality. But she rebels and rushes to the shadow Point with her pension point, to escape their invidious design to pace her in the poor Home for the Aged. But she is traced and branded as a patient suffering from dementia and is placed in an hospital. She hates to be pitied or taken care of. It is precisely because she is a woman with a deep sense of independence.

Stager's father, Janson Currie, plays the role of a domineering patriarch, much to the chagrin of Hager who always has a deep sense of individualism, independence, dynamism and pragmatism. Jason Currie uses freely the foot ruler on his sons and even on his last girl chid, Hager. Though enraged she never gives up and cries before her father, which only infuriates him more. When Aunt Doth's projects Jason as a God fearing man, she belittles that statement though grudgingly which only couches



*This book is a compilation of select critical essays which throw much attention on "Literatures in English: A Global Perspective". It contains well researched articles which examine the nature, function, and the purpose of literatures in English all over the world. This book provides a platform for fresh critical thinking and analysis of the works made by the creative writers all over the world.*

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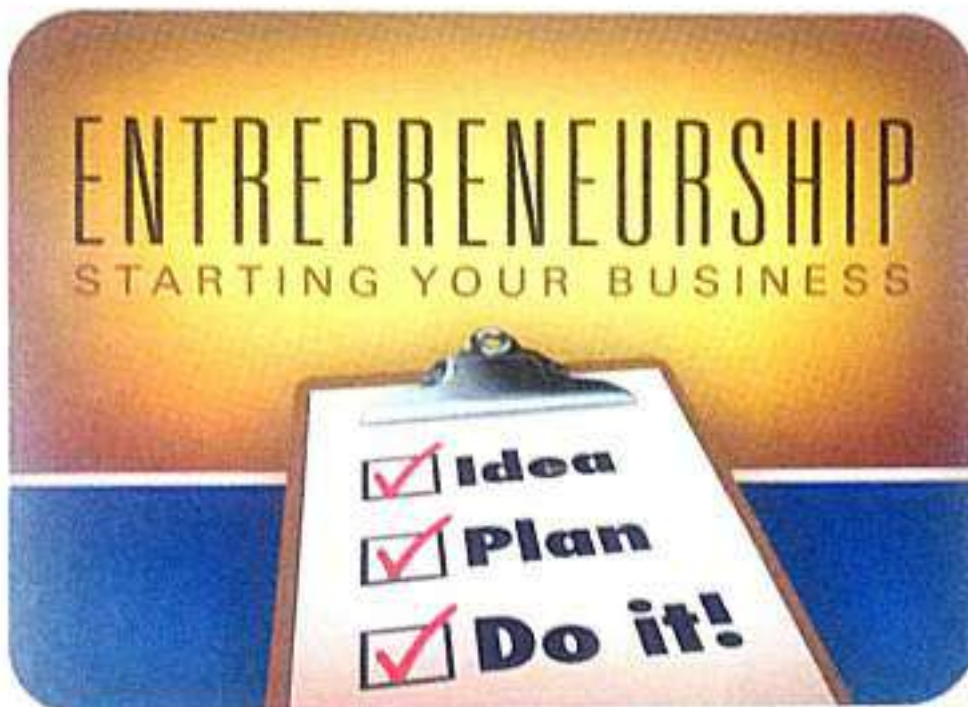


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# WOMEN EMPOWERMENT AND ENTREPRENEURSHIP



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# SKILL DEVELOPMENT FOR INCLUSIVE GROWTH



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## I. SKILL DEVELOPMENT IN INDIA AND ITS CHALLENGES

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### INTRODUCTION

India needs to equip its workforce with employable skills and knowledge so that they can contribute substantively to the economic growth. The advantage of well-designed, superior quality skills training may lead to better paid work and does not concentrate in low-wage and low-skill work. India's workforce in formal and informal sector is still plagued with several challenges, like low productivity, inequitable access to education, gender and geographic constraints, lack of quality skills training, etc. despite efforts made by National Skill Development Corporation (NSDC). Therefore it can be clearly stated that Modi's 'Skill India' programme is indeed the need of the hour. Where 1 out of every 3 individual in the age group of 15-29, who have completed at least their graduation are found to be unemployed, vocation training and skill development is the only medium by which the youth can be empowered and unemployment and poverty can be kept at a bay. According to the report by Deloitte, Most countries in the Asian region will be grappling with the elderly population rising from 365 million in 2017 to more than 520 million in 2027. However India with 65% of its population below 65 years of age has the potential to rise as an economic superpower, but only if its youth is highly skilled and re-skilled to handle new technologies. India is among the handful of south Asian countries that sits on the Demographic Gold Mine. India has a median population age of 27.3 years compared to that of 35 years for China and around 47 years for Japan. It is estimated that India has around 390 million millennial and about 440 million in the (Gen-Z cohort)(Business Line, dt 19.09.2017). About 12 million people are added to the working age population every year says the report, 'Demographics fuelling Asia's shifting balance of power' released (Deloitte Report). The proportion of the population aged 60 years and over will rise in the more developed regions from 22 per cent in 2010 to 33 per cent in 2050. With a population of 1.3 billion, of which about 0.8 billion in the working age, youthful India is surely going to paint the world red! About 10 lakh people enter labour market every month with the right skills they can earn a dignified living. In a scenario where job creation is at low, the ministry has been questioned about the placement status. It is a great responsibility to explore all possible grid system, information systems, to transform the technology advent that the country is using in conventional jobs into new age skills to enable a more efficient outcome of the Government Skill India programmes and schemes.

India today is taking initiative to rebuilt, reinvent and reenergize!. The golden 'Growth' era in the demographic dividend context is no longer a progression of thoughts but a reality that reflects youthful India's firm strides towards overall economic development. The focus towards both job generation and skill development, is leading the nation to greener "Demographic Dividend" pastures. The vision of 2020 is taking shape. In this era of knowledge based economy, skilled and employment ready manpower is utmost important. Among the measures recommended to deal with rising shortages in workforce in the Asian region an attempt is made in increasing skill development. There are various initiatives which have been launched - Skill India to hone skilled power, career centers to connect the dots in the employment zone, Make in India to create entrepreneurial capabilities & generate more employment facilities, jobs etc. 'Skill India' aims at providing skill development to 40.02 crore youth of India by 2022, covering every Indian village for which various training programmes and schemes have already been



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## LINGUISTICS, PSYCHOLOGY AND ENGLISH TEACHING

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### ABSTRACT

This article covers the aspects of language teaching and how a language is taught as mother tongue, second language, foreign language etc. Teaching English became a professional and academic field a half century ago. Many researches for teacher education and teacher training have been conducted in order to raise the English teachers' as well as the foreign language teachers' knowledge and capabilities in carrying out effective lessons in classrooms of English learning. It also includes certain learning theories like behaviorism, cognitivism etc.

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**Key Words:** language, behaviorism, cognitivism, pedagogy

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Language Teaching Methods have to analyze, thoroughly the strength and weakness of the various language teaching methods erstwhile tried. Several distinctions have been made in the area of language pedagogy, taking English as atypical case because of its world-wide use. Distinction have been made between mother tongue teaching or teaching of first language and second language teaching, between second language teaching and foreign language teaching.

#### (a) Mother tongue teaching/learning

The goals of teaching the mother tongue (i.e. the first language) are different from those of teaching a second language / target language. In a sense, the first language is not taught, but caught: a child picks up the first language from the speakers in the immediate environment and is learnt naturally. Learning the first language is like one of the basic instincts which cannot be suppressed: any normal child (i.e. one without any biological or neurological defects) will learn how to listen, understand and speak the language that is used in his/her social environment. Linguists say that the innate language learning ability of the human mind enables the child to learn the language by constructing the grammar of the language in his /her mind in a natural way.

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**ETHNIC REMOTENESS AND SANDWICH CULTURE IN AMULYAMALLADI'S  
THE MANGO SEASON**

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**ABSTRACT**

Diasporic literature, in general deals with alienation, displacement, nostalgia and quest for identity. In an endeavor to integrate the adopted culture while maintaining the inheritance, the dispersal fraternities develop a dual identity, and their culture becomes a sandwich culture. All these universal places of cultural displacement are on exhibit in *The Mango Season*, the novel by AmulyaMalladi. *The Mango Season* is very realistic in its presentation of dilemmas experienced by Priya, the protagonist. The novel describes the home coming event of the female teenager, Priya who hides her engagement to a black American man from her traditional Brahmin family. The conflict is between satisfying the claims of the Indian Priya and the American Priya. This paper endeavors to portray the psychological push and pull of the cultural clashes, dilemmas and remoteness faced by the foreign returned Priya in her homeland. The characters depicted in this novel are well drawn and the clashes of cultures portrayed are not only genuine, but tear-jerking, as well.

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**Key words:** Diaspora, cultural displacement, dilemma, patriarchal society, dual identity

---

Diasporic writer AmulyaMalladi explores especially the cultural dilemmas, displacement and cultural clashes suffered by immigrants in the various parts of the world. The experience of being caught between two cultures with cultural dilemmas and clashes has remained a prominent theme of her writings. *The Mango Season* is a panorama of Indian tradition. It deals with an Indian who moves to America and lives a multi-cultural existence, which goes against the ideology of her extended family. It is about an Indian woman who hides her engagement to a black American man from her traditional Brahmin family. Malladi artfully places Priya in a situation between two opposite worlds. She has to go with either dogmatic tradition of her family or her heartfelt emotion. AmulyaMalladi demonstrates all the commonplaces of cultural conflicts in this novel. For instance, ideological conflicts, clash of an olden way of life with the western ideas, diverse caste system, patriarchal norms, arranged

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JAYA: A SILENT AND DUTIFUL WIFE IN SHASHI DESHPANDE'S  
*THAT LONG SILENCE*

Dr. J. Alexander, Associate Professor & Head, Dept of English(SF)  
V. H. N. Senthikumara Nadar College, Virudhunagar

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ABSTRACT

Right from the evolution of human beings, gender discrimination exists and this across time is not viewed alike. The ugly social manifestations are looked upon in different ways based on culture, tradition, religion, gender differences and lifestyle. Indian women have fallen victims of this cruel social perspectives. Indian culture projects and asserts that women should be submissive to men all over their life irrespective of the imperfections of men. Many an Indian woman-writer in English has attempted to root out these atrocities against women. The present paper focuses on how women suffer a lot even in their own homes and families. It is an unwritten law that woman should be obedient to her husband and it becomes a routine. They are not privileged to cherish their own rights independently. This paper aims at bringing out the silent cries of a pathetic literary character JAYA from Shashi Deshpande's *That Long Silence*.

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**Keywords:** social perspectives, gender discrimination, victims, atrocities, rights

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*That Long Silence* deals with the self-analysis of Jaya, who passes through a maze of self-doubts and fears towards the affirmation of her female self. In her preoccupation to play the role of a successful wife and mother, Jaya realizes that she has lost her hold of her own talent as a writer. Jaya represents the predicament of a self-conscious, educated woman who in spite of having a realization of the oddity of life finds herself helpless against the stronghold of tradition. The unfolding of the narrative in the novel *That Long Silence* has become a process to catch the conscience, beyond self-imposed silence. Jaya, after her marriage with Mohan, follows all his decisions without any choice of her own. She bears two children Rahul and Rati and the third child is aborted. When Mohan is found guilty of embezzlement and is expecting Jaya's implied consent in the whole affair, her inner self revolts. She keeps trying to break That Long Silence. Jaya in the process of narrating the story of different characters unconsciously discovers a voice for her own silence. It is not only the question of the silence of Jaya but also of the silence of entire womankind.



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TRACKING OF IDENTITY IN SHASHI DESHPANDE'S  
"THAT LONG SILENCE"

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VHN Senthikumara Nadar College (Autonomous), Virudhunagar.

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ABSTRACT

Shashi Deshpande is a notable feminist writer who has enriched Indian English Literature with her contribution. She brings out the depiction of Indian woman, middle class married women in particular. Her novels include *The Dark Holds No Terrors* (1980), *Roots and Shadows* (1983), *That Long Silence* (1988), *The Binding Vine* (1993), *A Matter of Time* (1996), and *Small Remedies* (2000), *Moving on* (2004). The novel taken for study is *That Long Silence* which presents the problems and concerns of the middle class Indian women. The protagonist loses her self-identity on her pathway of leading a marriage life with her husband. She craves to identify herself and tries to make a stand regarding her selfhood.

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**Keywords** identity, women, struggle, silence

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Shashi Deshpande is a notable feminist writer who has enriched Indian English Literature with her contribution. She brings out the depiction of Indian woman, middle class married women in particular. Her novels include *The Dark Holds No Terrors* (1980), *Roots and Shadows* (1983), *That Long Silence* (1988), *The Binding Vine* (1993), *A Matter of Time* (1996), and *Small Remedies* (2000), *Moving on* (2004). She presents the problems and concerns of the middle class Indian women.

Shashi Deshpande's novels are about human relationships, especially between father and daughter, husband and wife and mother and daughter. In all the relationships, woman occupies the centre and the story moves through her consciousness. Her novels reflect the lives of suffocated women in search of a refuge from suffering. While searching for a solution to their private problems, the female protagonists move from the self to the sufferings of the other women. This paves way for an assertion and recognition of their self-hood.

Shashi Deshpande's Indian women are placed between tradition and modernity, family and profession, culture and nature. In Shashi Deshpande's novels, she involves different types of suffering women characters. Her success mantra is subtlety. To the first type belongs the mother

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## MARXISM IN ARAVIND ADIGA'S *THE WHITE TIGER*

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### ABSTRACT

Marx, who is the founder of modern communism, has articulated the history of working-class movement in *The communist Manifesto* and the economic theories in *Das Kapital*. He reacts against capitalism and takes the world by surprise through his theory 'Marxism' better known as communism. For Marx, matter is more important than spirit. It is matter that determines everything in life. The productive forces make the foundation or the substructure on which the superstructure with religion, moral and politics rests. Surplus value, class struggle, dialectic materialism, classless society and withering away of the state are the popular terms in the Marxist parlance. Aravind Adiga's *The White Tiger* is a Marxist text to a great extent.

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Key words: Communism, Proletarians, Capitalism, Indian economy

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Marx, who is the founder of modern communism, has articulated the history of working-class movement in *The communist Manifesto* and the economic theories in *Das Kapital*. He reacts against capitalism and takes the world by surprise through his theory 'Marxism' better known as communism. For Marx, matter is more important than spirit. It is matter that determines everything in life. The productive forces make the foundation or the substructure on which the superstructure with religion, moral and politics rests. Surplus value, class struggle, dialectic materialism, classless society and withering away of the state are the popular terms in the Marxist parlance. Aravind Adiga's *The White Tiger* is a Marxist text to a great extent.

Entrepreneurs are the one who wants to be the master of their own. They never wish to be a slave. Subjugation is the only thing which they detest. But India has many entrepreneurs when compared to that of China. This shows the thirst of Indians who want to be independent from the subjugation of others. Most of these upcoming entrepreneurs are from the darker side of India. In Marx's perspective those people are regarded as proletarians. Need of wealth, comfort and luxurious life style drives them mad and it insinuates them to achieve it in a tricky way. Balam,



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## PORTRAYAL OF THE VOICELESS: AN OVERVIEW OF MAHESH DATTANI'S STAGE PLAYS

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### ABSTRACT

This paper was drawn to study how Dattani presents the Societal construct of gender, role of patriarchy, the plight of homosexuals, the institution of marriage and the hyper-masculinity. Dattani tackles what he calls the "invisible issues" of the Indian society, issues unknown, but of which one would rather not talk about; issues one would conveniently cover with a rug and act as though they do not exist. Dattani, in his plays, forces man to confront these issues. He tries to shake men out of their complacency and for this honesty in his plays have earned critical and public acclaim all over India and abroad too. The paper includes seven stage plays by Mahesh Dattani. They are as under: *Where There's a Will* - 1988, *Dance Like a Man* - 1989, *Java* - 1990, *Bravely Fought the Queen* - 1991, *Final Solutions* - 1992-93, *On a Muggy Night in Mumbai* - 1998, *Thirty Days in September* - 2001.

**Keywords:** male carnage, patriarchal social setup, self condemned, martial law, discrimination

### Introduction

Mahesh Dattani is the genuine voice of the urban middle class society of India. He is the first Indian playwright writing in English to be awarded the Sahitya Akademi award. His plays focus on issues that are both contemporary and timeless. The family is at the centre of Dattani's dramatic concern using which he unravels the complicated dynamics of human relationships. No issue is either sacrosanct or taboo to be dealt with in the plays of Dattani. The disarming honesty in which he analyses the human condition is worthy of commendation. His work probes tangled attitudes in contemporary India towards communal differences, consumerism and gender.

Dattani has directed and starred in several well-known English and Hindi plays, including his own, and has also written or co-written several Hindi and English screenplays. He also

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**WOMAN AS QUEEN: FEMINIST IMAGINATION IN *THE PRINCESS* AND  
*ALLI KATHAI*: A COMPARATIVE STUDY**

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ABSTRACT

Before its becoming a way of life, Feminism has remained a mode of thought since antiquity. It has undergone many years of experimentation and progress accumulating information. Radical thinkers have long back recognised and incorporated it as a new mode of thinking and living in their works. In all their past literature, what we see now is their anticipation of futuristic trends in feminist thought. The objective of this paper is to make a comparative analysis of Tennyson's *The Princess* and *Alli Kathai*—one belonging to the British culture and the other to the Tamil, from a feminist point of view. These texts envelope their women protagonists in royal imagery. They belong to a time when feminism was just a mode of thought and so lack the radical stance and any kind of theoretical leaning. In fact, the texts arrive at a gender compromise towards their conclusions that will remind students of feminist literary theory of the initial stages of the feminist struggle.

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**Keywords:** antiquity, anticipation, imagery, feminism

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The advent of Feminism in recent years justifies their anticipation to study when two different texts, *The Princess* and *Alli Kathai*, belonging to British and Tamil cultures respectively the objective of this paper. Dating back to a century and a half, these texts envelope their women protagonists in royal imagery, make them take extreme stances to their relationship with their men only to arrive at a gender compromise at the end.

A study of the English and Tamil cultures with their literary histories, more than a century old, reveals no common feature in their social conventions. But the two texts in concern record an unauthorised feminism which was constantly threatened by male chauvinism. This idea is exploited by the authors of *The Princess* and *Alli Kathai* whose



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## LITERATURE IN GENERAL ENGLISH CLASSROOM OF INDIA

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### ABSTRACT

Language no matters but literature matters everything of the world. It may be an language, the literature show the life and growth of the world and people. So literature is the whole of language. UGC announced that the syllabus of English teaching should have literature to teach the skills and elements. As per this all the types of educational institutions follow this from kinder garden to higher education. This paper wish to show how the literature can be handled in General English/Part II language classrooms of India.

**Keywords:** Literature, General English Classroom.

### Introduction

Robert Dekeyser (1998) and Richard Schmidt (2001) suggest that learners must pay attention to any language to learn it properly. They say when the learners 'pay attention' to listening or observing context of a language it is accepted to say 'using cognitive resources to process information'. Noticing is the essential point in language learning. Noticing creates the awareness of the target language in this way Schmidt (1990, 2001) says second language learners could begin to acquire a language feature by getting awareness of it in the input. There are a lot of activities to acquire second language among them one is learning through literature

### Literature as a Teaching- Learning Tool in SLA Classroom

Literary texts provide additional familiarity with multi linguistic uses, forms and conversations of the written mode. It contains irony, satire, exposition, arguments, narrative and illustration and so on. Along with learning language the literature will give cultural enrichment, language enrichment, and personal involvement. There is less possibilities for the learners to visit all the countries but the literature indirectly makes the learners understand the culture of a particular country. It gives the way of life of that country. A novel, play or short story is created in various contexts so the characters of the literary works have different personality of social background. Through a literary work the learners can learn the history

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### BIBLICAL ALLUSIONS IN PAULO COELHO'S *THE ALCHEMIST*

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#### ABSTRACT

The aim of this article is to bring out the biblical allusions that are used by Paulo Coelho in his seminal work *The Alchemist*. The allusions help the readers to understand the text in a better way. Coelho is expert in using biblical verses in his works. Even though he refers to biblical verses, he uses them only to match his ideas. His views are not in line with the Bible and not exposing the real meaning of what is written. Here the researcher highlights some biblical allusions used by Coelho in his famous work *The Alchemist*.

**Keywords:** Bible, allusions, treasure, dream, truth.

Paulo Coelho, the Brazilian writer is admired for using rich symbolism in the depiction of the spiritually motivated journeys taken by his characters. He is known for his rebellious nature against the conventions of his Roman Catholic upbringing. His novel deals with the spiritual reawakening in mankind.

*The Alchemist* is the seminal book of Paulo Coelho. It was published in 1988, which also became an international best seller at that time. It has been translated into 67 languages. The author, Paulo Coelho, has received some achievements for this novel such as *Yves Saint Laurent Gold Book Award British (2004)* and *Best Fiction Corine International Award German (2002)*. *The Alchemist* by Coelho is an inspiring novel. There are many lessons which can be learnt from this novel. It also has inspired some people such as Bill Clinton, Will Smith, and Madonna.

*The Bible* is often named a wisdom treasury, a source of eternal verities, moral and spiritual values. *The Bible* consists of many books and authors are prophets, priests, sages, and apostles. They wrote the bible by the inspiration of God. *Bible* confirms it in this verse: "All scripture is given by inspiration of God..." (*King James Version, II Timothy 3:16, 1035*). *The Bible* is divided into two sections, each now called in English a "testament". The word "testament" in the *Bible* has a special meaning: It is not only the precept bequeathed for the followers, to the future generations, but it also treated as the agreement between God and people on rescue of the mankind and terrestrial life in general.



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## POWER SYNDROME OF AURANGZEB IN INDIRA PARTHASARATHI'S *AURANGZEB*

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### ABSTRACT

The portrayal of Aurangzeb in the play *Aurangzeb* as a "tragic hero of the Mughal Empire". In this play, Aurangzeb has a dream of "one country, one language and one religion". Most of the kings' fall occurs only by their dreams of changing idealistic nation. And the war of succession to the throne is unending in the world. The war between Aurangzeb and his brother Dara was not only for throne but for religious orthodoxy and liberalism also. In the play, Aurangzeb articulates and fights to establish an Islamic fundamentalist state whereas Dara projects himself as a philosopher - statesman striving to preserve a pluralist society and nation. Shah Jahan dreams about a black marble, Aurangzeb dreams of "one nation, one language, one religion" and Dara thinks of religious pacifism. Shah Jahan has fallen ill and a war of succession has become imminent among his four sons. The artifice stands between the transfer of power and authority and the main contenders to the throne are Dara and Aurangzeb. Shah Jahan wants an assurance from his sons that his dream plan of building black marble would be fulfilled.

**Key words:** power, loneliness, idealism, trauma, hallucination

In the play, Shah Jahan lives in the past, Dara in the future and Aurangzeb in the present. The historical milieu of the play provides the basis for an exploration of the mind of its protagonists where hidden uncertainties and fears come to the fore and as the situation becomes more grim. Aurangzeb, the most energetic son of Shah Jahan defeated one by one of his brothers to ascend the throne. As far as possible, he disposed all his rivals to make a peaceful reign. He ruled for almost fifty years. He stretched his empire from Kashmir in the north to Jinji in the south and from the Hindukush in the west to Chittagong in the east. He proved to be a hardworking ruler and never spared himself or his subordinates in the tasks of government.

Among four of Shah Jahan's sons, Dara was his favourite son. He considered Dara as his rightful successor. Dara was given golden chair next to the throne and his mansab rose progressively till in 1658 he received the unprecedented rank. He was nominated as Shah Jahan's successor and the nobles were asked to obey him as their future sovereign. But then

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QUEST FOR IDENTITY IN SHOBHAA DE'S SOCIALITE EVENINGS

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ABSTRACT

Shobhaa De's *Socialite Evenings* gives the picture of the marginalization of Indian women in the hands of their husbands. The novel gives the message of a woman who tries to escape from her failed marriage. The lack of mutual understanding and respect and the sense of sacrifice are clearly portrayed. The protagonist, Karuna, remains dissatisfied of her marriage life due to the emptiness and hollowness and searches for her identity. The novel suggests self-introspection, meditation, and ceaseless effort for a peaceful and harmonious life. This paper aims to explain the emotional and psychological needs of a woman who is unable to satisfy her quest for her self-identification and also gives the picture of the modern urban woman who is subjugated and suppressed in the meaningless marriage.

**Keywords:** Identity, Subjugation, Suppression, Self-respect, Marginalization.

Shobhaa De has earned a particular attention towards psychological insight and existential concern towards women. She has become the symbol of highlighting the different perspectives of women's freedom and liberation, and the way she narrates each and every aspect of human relationship in general, especially man-woman relationship in particular, is different. Her chief contribution consists of exploring the moral strength of women characters and their struggles with their own identity. She writes about the upper class society in India. She has dealt with issues related to women. To project the urban culture, she has changed the traditional picture of submissive and self-sacrificing women, with a new picture of bold and liberated urban women. She is renowned for her bold style of writing. She portrayed the lives of bored housewives and their loveless husbands and family. Her novel mirrors the life style of the elite and the middle class urban world.

De's novels characterize the new Indian woman's voice. The 'New woman' wants to explore the self-identity; to seek freedom in all phases of her life, to reinstate the conventional



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## LINGUISTIC ANALYSIS OF CULTURE IN JHUMPA LAHIRI'S *THE NAMESAKE*

Dr. M.Meena Devi, Assistant Professor of English,  
V.J.N.Senthikumara Nadar College, Virudhunagar

### ABSTRACT

The relationship between language and culture is deeply rooted and language is used to maintain and convey culture. Literature, especially concerned with diasporic elements, depicts culture and history of nations in which people find themselves entangled with. The immigrants, as they come into contact with other culture and language, witness that their language and culture get into a sort of transformation. Jhumpa Lahiri, in her fiction, often illustrates the lives of the Indian immigrants who are in a dilemma as to pursue their old traditions or accept the new values and cultures. This paper is an attempt to analyse Lahiri's *The Namesake* and identify some of the characteristic relations or bonds that exist between any language and culture.

**Keywords:** Diasporic writing, Indian Poetics, Immigrants, Indian Diaspora, Marginalized, Cultural dislocation, Hybridity, Identity Crisis.

The relationship between language and culture is deeply rooted and language is used to maintain and convey culture and culture ties. The whole intertwining of this relationship starts at one's birth. From birth, the child's life, opinions and languages are shaped by what it comes in contact with. Language always carries meanings and references beyond itself. The meanings of a particular language represent the culture of a particular social group. Our values and speech shapes our identity and personality. The differences between two cultures are reflected perfectly in their languages. Language and culture are complement to each other through various forms such as, gestures, behaviour, attitudes, discipline, work and history.

Literature, in the present scenario, serves as the source that awakes us about globalization and multiculturalism and by and large it is, recognized as a byproduct of culture. It reflects reality and captivates the readers and makes them aware of the contemporary world and its issues. Literature, especially concerned with diasporic elements, depicts culture and history of nations in which people find themselves entangled with. The immigrants, as they come into contact with other culture and language, witness that their language and culture get into a sort of transformation. There has been a constant question among them regarding the definition of 'home' and 'nation'.

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**THEME OF SELF- REALISATION IN MARGARET LAURENCE'S  
THE STONE ANGEL**

Dr P.Jessintha, Assistant Professor, Department of English(SF)

V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar

**ABSTRACT**

Canadian literature in its modern phase is young and green. Although Canada is one nation and one state, it has a bewildering variety of literature. It is a commonly known fact that Canada has two 'home cultures', French and British, and that is quite vulnerable to the dominating American culture to the immediate South. Also, Canada has absorbed over the decades a very large number of outsiders. The fact that the French and the British culture exist side by side, with ongoing foreign influences. The fact that Canadian literature, especially fiction, has shown a vitality of its own. In the seventies and the eighties, Canadian writing was stimulated by a renaissance of interest in literature and culture, with a special focus on women's writing. The Canadian novel takes an altogether new turn in the 1960s with the appearance of Women novelists like Margaret Atwood and Margaret Laurence who tend to write more about women. Margaret Laurence is one of the very important women writers of Canada. She is known for the typical feminine sensibility nourished on Canadian culture expressing itself in her delicate style. In all her novels she has portrayed aspects of human life, which transcend the specificities of Canadian culture and attain the height of universality. According to Margaret Laurence, a woman has to fulfill the role for which she is created on this earth. Every woman is restless, insecure and feels out of touch with the world around her until she reaches this stage of self-realization. Thus Laurence has presented the theme of self-realization very effectively in the Stone Angel.



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## RELIGIOUS ASPECTS IN NISSIM EZEKIEL'S SELECT POETRY

Mr. D. SUNDAR SINGH, Assistant Professor, Department of English (H),  
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### ABSTRACT

In this paper I shall discuss the religious aspects in the poems of Nissim Ezekiel who is basically a Jewish man lived in India. He brings out God and religious aspects in most of his poems. He also satirizes Jewish communities like rituals and other things which Jesus himself has condemned. Ezekiel's poems come from the truth of life and from the felt experiences of his own life. He is an interpreter of heart and its emotions, lover of his surroundings and a believer of the concept that all life is one. A sensuous perception of the physical world and a spiritual abstraction out of that world, a carving prayer and a temptation for irony, a passion for this world and a restless desire after the world beyond are the main themes of his poems.

**Keywords:** God, Spiritual, Jewish, Heaven, Bride, Marriage, Prayer.

### Introduction

Nissim Ezekiel, a widely recognized poet of India has started writing his verse in this world language. He is one of the major poets in the modern Post-World War II phase of Indo-  
Anglian poetry. To him poetry is not a gift to be adorned but a craft to be studied seriously. His clarity of thought, clinical precision of words and phrases, and employment of imagery, deserve a systematic study, in order to evaluate his poetry in its proper perspective. There is clearly a very close connection between his life and his poetical works. Nissim Ezekiel undoubtedly one of the best poets of the post - independence India, has acquired considerable importance as a poet whose writings are records of life. He deserves the importance attributed to him for his service to the literary field as a poet, as a critic of art and poetry.

He writes poetry to understand and organize his own self as well as the total self of humanity. To do this he has to be elementary without taking down. His personal life also fits with these kinds of need. He is a Jew, born in India. He has spent most of his life and growth in abroad. His language is English, his environment is Indian. His religious background is Jewish and his city is Bombay, which with its complexity and further troubles him in his total living.

# *ENVIRONMENTAL SCIENCES*



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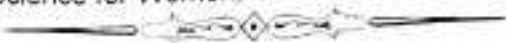
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## CHAPTER I

**FUNDAMENTALS OF ENVIRONMENTAL SCIENCES**

*The environment is everything that isn't me.*

*- Albert Einstein*

**DEFINITION**

Environment includes biotic factors (man, plants, animals, microbes etc) and abiotic factors such as light, air, water, soil, etc., Environment science is a multi-disciplinary science because it consists of various branches of studies like chemistry, physics, medical science, life science, agriculture, public health, sanitary engineering etc. Environmental science aims to connect the knowledge from all sciences that is required to solve environmental problems.

Environmental studies is a multidisciplinary academic field systematically studies human interaction with the environment which influence life on earth, including atmospheric conditions, food chains, the water cycle, etc.

**PRINCIPLES OF ENVIRONMENTAL SCIENCES**

- Environmental system includes water, air, soil and organism, which associate with the flows of material, energy and information.
- The components, structures and functions of environmental system are diverse. Environmental system consists of abiotic things (air, water bodies, soils and rocks) and organisms (plants, animals and microorganisms).
- Human beings obtain useful substance and energy from environmental system continuously and emit wastes and unnecessary energy into the system.
- The dynamics of the environmental system characterizes a nature that the system state is changing with time. Environmental system change is constant.

**SCOPE OF ENVIRONMENTAL SCIENCES**

The scopes are summarized as follows:

- The study creates awareness among the people to know about various renewable and nonrenewable resources of the region. The endowment or potential, patterns of





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## CHAPTER – IV

# SKILLS FOR EFFICIENCY

### RISE OF LEGENDS

**Narayana Murthy**

**Infosys**

**Achievements**

- CIF Chanchlani Global Indian Award-2014
- Sayaji Ratna Award -2013
- Padma Vibhushan -2008
- Padma Shri -2000



He served as Research Associate under a faculty at IIM Ahmedabad and then later served as chief systems programmer. Murthy and six software professionals founded Infosys in 1981 with an initial capital injection of Rs 10,000, which was provided by his wife Sudha Murthy. He is the co-founder of Infosys, and has been chairman, chief executive officer (CEO), president, and chief mentor, before retiring and taking the title chairman emeritus.

### **INTRODUCTION**

“Skills for efficiency” refers to the ability or dexterity that has to be developed by an individual to have a sustainable employment and a successful career. Any individual deciding to be self-employed or employed under an organization has to develop this particular ability or skill in order to be successful. Preparing for interview does not refer to the personality development program or preparing for online aptitude test. All those are just a beginning and not an end by itself. It is all about ethics, character and attitude as a whole. This will bring about a massive change in the career. A candidate must not get prepared for the interview. The candidate has to get moulded for the employment and shaped for the career. Any candidate must know about the skills possessed by oneself. If more skills are to be developed and good habits are to be inculcated, the candidate has to take up a long term skill development endeavor. These skills





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*Job application Portals - Exam portals for various jobs - Applying for a Job - Preparation of Resume.*

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*Don'ts for an interview*

**COMMUNICATION SKILLS****S.Nagasudha**

*Principles of Effective communication - Types of communication - verbal, non-verbal, written, email, talking on phone. Non-verbal communication - characteristics, components - Para-language. Body language - Barriers to*

*communication and dealing with barriers. Handling nervousness/discomfort*

**LISTENING AND WRITING SKILLS****Dr. R. Shobana Devi**

*Listening-hearing and listening, effective listening, barriers to effective listening, guidelines for effective listening. Triple- A Listening - Attitude, Attention & Adjustment.*

*Writing Skills - Preparation of Letter, Memo, Minutes, Reports - Improving writing skills*

**ETIQUETTE IN WORKPLACE****K.Managayarkarasi & P.JerlinRupa**

*Telephone etiquette - Email etiquette - Social etiquette - Meeting etiquette - Corporate etiquette*

**IT literacy****R.Prem Sankar**

*Parts of Computer and Peripherals - Basic Computer Operations - Performing Basic File Operations - Working with word document and Spreadsheet document - Usage of mobile applications*

## CHAPTER VII

# LISTENING AND WRITING SKILLS

### RISE OF LEGENDS

#### **Colonel Harland David Sanders**

September 9, 1890 – December 16,  
1980

#### **Kentucky Fried Chicken**

#### **Achievements**

6,000 KFC outlets in 48 countries worldwide, with \$2 billion (\$6.2 billion today) of sales annually.



He held a number of jobs in his early life, such as steam engine stoker, insurance salesman and filling station operator. He began selling fried chicken from his roadside restaurant in North Corbin, Kentucky, during the Great Depression. During that time Sanders developed his "secret recipe" and his patented method of cooking chicken in a pressure fryer. Colonel Sanders was rejected 1009 times before finding a taker for his chicken recipe. The first KFC franchise was opened in South Salt Lake, Utah in 1952. In 1964, then 73 years old, he sold the company to a group of investors led by John Y. Brown Jr. and Jack C. Massey for \$2 million

### **LISTENING**

Listening is one of the most important skills a person can possess. It is the ability to accurately receive and interpret messages in the communication process. It is important to listen to all useful communication. Without the ability to listen effectively, messages are easily misunderstood. As a result, communication breaks down and the sender of the message can easily become







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**R.Revathy**

*Career Plan - difference between job and career - Job roles available - awareness of Industries*

*Job application Portals - Exam portals for various jobs - Applying for a Job - Preparation of Resume.*

*Interview - Manners, Etiquette, Dress code - Do's & Don'ts for an interview*

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## CHAPTER - IX

### IT LITERACY

#### RISE OF LEGENDS

**Bhavish Aggarwal**

28 August 1985

**OLA**

**Achievements**

Youngest richest Indians – 2015

Awarded the 'Best Start-up of the year', by 'IAMAI' (2017)

In January 2011 he co-founded Ola Cabs with Ankit Bhati in Bengaluru. The idea for a cab company struck Aggarwal when he had a bad experience with a taxi, which led him and Ankit Bhati to co-found Ola Cabs in 2011. In four years, the duo went on to become India's richest in 2015. Now Ola has profit of Rs 746 crore for the year ending March 2020



#### PARTS OF COMPUTER AND PERIPHERALS

##### Computer

**Computer** (Common Operating Machine Particularly Used for Technology, Education and Research) plays a vital role in day-to-day activities of humans in all instances. A computer is an **electronic machine** that processes information (data) for users to fulfil their utility, education and business needs. For processing the information, it receives the data in the form of **input** from users, processes the data and produces the result as **output** to the users.

##### Basic Parts of Computer & Peripherals

The basic parts of a computer system are classified into four broad categories such as,

**Input Devices**

**Processing Devices**

**Storage Devices**

**Output Devices**





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## CHAPTER - X

### BASICS OF ENGLISH GRAMMAR

#### RISE OF LEGENDS

#### **Jack Ma**

10 September 1964

#### **Alibaba Group**

#### **Achievements**

- In September 2005, the World Economic Forum selected Ma as a "Young Global Leader".
- Businessweek also selected him as a "Businessperson of the Year" in 2007.
- In 2017, Fortune ranked Ma second on its World's 50 Greatest Leaders list.



In 1994, Ma heard about the Internet and also started his first company Hangzhou Haibo Translation Agency. In early 1995, he went to the US with his friends, who helped introduce him to the Internet. In April 1995, Ma and He Yibing (a computer teacher) opened the first office for China Pages, and Ma started their second company. In 1999, he quit and returned to Hangzhou with his team to found Alibaba, a China-based business-to-business marketplace site.

#### **PARTS OF SPEECH**

Language consists of words. Words are divided into groups according to the functions they perform. These groups are known as parts of speech and there are eight parts of speech. Every word in the English language falls into one of these groups.

The parts of speech are eight in number.

- |           |                |                |                 |
|-----------|----------------|----------------|-----------------|
| 1. Noun   | 2. Adjective   | 3. Pronoun     | 4. Verb         |
| 5. Adverb | 6. Preposition | 7. Conjunction | 8. Interjection |

#### **1. Noun**

A Noun is a word used as the name of a person, a place or thing.

**Example:** Ganesh, Mumbai, Chair





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★★★★★

# CHAPTER XI

## PERFECT YOUR ENGLISH

### RISE OF LEGENDS

#### Sachin Bansal and Binny Bansal

Sachin Bansal - August 5, 1981

#### Flipkart

#### Achievements

- In 2013 Sachin Bansal was awarded the Economic Times Award and 'Entrepreneur of the year'.
- In 2015 Sachin Bansal was named as the 86th richest person in India by Forbes India.
- In 2016 Time Magazine included Bansal and his co-founder in the 100 most influential people in the world list.



Sachin Bansal and Binny Bansal in 2007 started an Indian e-commerce company based in Bangalore. The company initially focused on book sales, before expanding into other product categories such as consumer electronics, fashion, home essentials & groceries, and lifestyle products. Flipkart is significantly dominant in the sale of apparel (a position that was bolstered by its acquisition of Myntra). Flipkart also owns PhonePe, a mobile payments service based on the Unified Payments Interface (UPI).

### ARTICLES

A, An and the are called articles

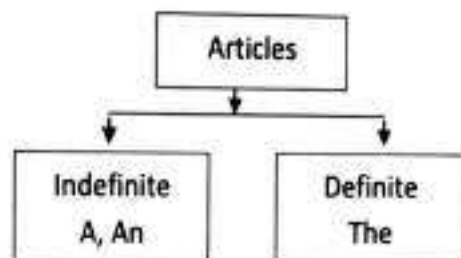
Articles are divided into two.

- Indefinite Article
- Definite Article

#### a) Indefinite Article

'A' and 'An' are called **Indefinite Articles**.

Indefinite Articles do not specify a particular person, place or thing. For instance,







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## CHAPTER - XII

# NUMERICAL ABILITY

### RISE OF LEGENDS

#### **Arokiaswamy Velumani** **Thyrocare Technologies Ltd** **Achievement**

- Scientist - Bhabha Atomic Research Centre (BARC)



After graduating in 1978, He began with a job in 1979 at Gemini Capsules, a small pharmaceutical company in Coimbatore, Tamil Nadu as a shift chemist. After three years, He then worked at Bhabha Atomic Research Centre (BARC) first as a laboratory assistant, staying for 14 years. During this time he pursued his Master's and Doctor's degree and rose to the rank of scientist. He set up his own thyroid testing laboratory, Thyrocare, in 1996. He introduced a franchisee model in his diagnostic laboratory and offered affordable testing services. Thyrocare became the largest thyroid testing laboratory, with a network of more than 1000 outlets across India, Nepal, Bangladesh and the Middle East. Velumani is also the founder and managing director of Nuclear Healthcare Ltd. (NHL) a radiology diagnostics company.

## PERCENTAGE

It is a number or ratio that represents a fraction of 100. It is often denoted by the symbol %.

### Formulae

- To convert a Fraction into a Percent :

To convert any fraction  $\frac{1}{m}$  to rate percent, multiply it by 100 and put

% sign, that is  $\frac{1}{m} \times 100\%$

- To convert a Percent into a Fraction :

To convert a percent into a fraction, drop the percent sign and divide the number by 100





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**Competitive Examinations**      **391**

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## CHAPTER - XIII

# ANALYTICAL SKILLS

### RISE OF LEGENDS

**Mahesh Gupta**  
**Kent RO Systems Ltd.**

#### **Achievements**

- Revolutionizing the water purification industry in India
- PURE WATER MAN of India



He began his early career in 1978 with prestigious Indian Oil. In 1988 he bid goodbye to the oil sector giant and with a minimal seed capital at his disposal, ventured into the business of manufacturing instruments for oil testing and checking its pilferage under the brand name KENT OIL METERS. In 1998, Mr. Mahesh Gupta entered the Healthcare segment and launched the first domestic RO water purifier. Kent sells more than 225,000 reverse osmosis purifiers every year. About 80% of its revenues are from its reverse osmosis purifiers. The company has sold over a million units to date.

### **ANALYTICAL SKILLS**

Analytical skills refer to the ability to collect and analyze information, problem solving, and decision making. Employees who possess these strengths can help solve a company's problems and improve its overall productivity and success. Analytical skills might sound technical, but we use these skills in everyday work. Analytical skills are in demand in many industries and are commonly listed requirements in job descriptions.

Analytical skills are important because it allows you to find solutions to common problems and make decisions about what actions to take next. Understanding problems and analyzing the situation for viable solutions is a key skill in every position at every level. Developing this ability can improve the work, help to achieve company goals and eventually support one's personal career goals. Many jobs including computer programming, architecture, teaching and customer service, regularly require the use of analytical skills.





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## CHAPTER - XIV

# VERBAL REASONING

### RISE OF LEGENDS

**Verghese Kurien**

26 November 1921 – 9 September 2012

**AMUL**

**Achievements**

- Father of the White Revolution
- Milkman of India
- Padma Vibhushan-1999
- International Person of the Year-1993
- Krishi Ratna -1986
- Padma Bhushan -1966
- Padma Shri -1965
- Ramon Magsaysay Award -1963



He started the Milk Cooperative movement in the region registered under the name of Kaira District Cooperative Milk Producers Union Ltd (KDCMPUL), which was later renamed to now popular "Amul". He worked towards bringing a White Revolution in India and executed the much needed programme of "Operation Flood".

### VERBAL REASONING

It is the ability to understand and logically work through concepts and problems expressed in words. Verbal reasoning tests how well a candidate can extract and work with meaning, information and implications from text. It contains verbal classification, analogy, series completion, coding and decoding, direction sense test.

#### CLASSIFICATION

##### Alphabet / Letter classification

In this type identify an alphabet or a group of alphabets that are different from other items.





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## CHAPTER - XV

### LOGICAL REASONING

#### RISE OF LEGENDS

#### **Karsanbhai Khodidas Patel**

#### **Nirma**

#### **Achievements**

- The Federation of Association of Small Scale Industries of India (FASII), New Delhi, awarded him the 'Udyog Ratna' award.(1990)
- Padma Shri Award(2010)
- Ranked 30 by Forbes magazine for the list of India's richest persons.(2019)



He started as a lab technician, first in the New Cotton Mills, Ahmedabad and then moved on to working at Geology and Mining Department of the state Government. Karsanbhai Patel, started out mixing detergents in his backyard and selling them door-to-door on his bicycle. He continued this protocol for the next three long years and gradually grew his customer base as well. In 1972, he set up shop at small workshop in an Ahmedabad suburb. And within no time, Nirma established itself in Gujarat and Maharashtra! By 1985, Nirma washing powder had become one of the most popular, household detergents in many parts of the country. By the year 1999, Nirma had become a major consumer brand which offered a wide range of detergents, soaps and personal care products. And because these were made without some phosphates, Nirma was also more environment friendly than the rest.

#### **RANKING TEST**

In this, total number of persons and rank of a person from his left or right or from the bottom or from the top is given generally. The student have to be found out the rank of a person from the other direction and also total number of persons.





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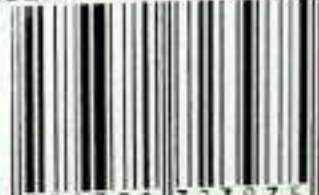


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# மதிப்புக் கல்வி



மதிப்பாளர்கள்  
முனைவர். பா.சுந்தர பாண்டியன்  
முனைவர். த.செல்வசங்கரன்  
பேரா. சோ.ஹரிபாண்டிராஜன்

வி. இ. நா. செந்திக்குமார் நாடார் கல்லூரி (குன்னாட்சி)  
(தேசியத் தர மதிப்பீட்டில் 'A' தரம் பெற்றது)  
குறைந்த கட்டணத்தில் உயர்தரக் கல்வி  
விருதுநகர், தமிழ்நாடு, இந்தியா



ESTD 1947

# மத்ப்புக் கல்வீ

பதிப்பாளர்கள்

முனைவர் பா.சுந்தர பாண்டியன்

முனைவர் த.செல்வசங்கரன்

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குறைந்த கட்டணத்தில் உயர்தரக் கல்வி

விருதுநகர்



## நூல் விபரம்

நூல் தலைப்பு	:	மதிப்புக் கல்வி
முதற்பதிப்பு	:	ஜூலை 2020
பதிப்பு மற்றும் வெளியீடு	:	வி.இ.நா.செந்திக்குமார நாடார் கல்லூரி (தன்னாட்சி), விருதுநகர்.
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(இந்நூலில் இடம் பெற்றுள்ள கட்டுரைக் கருத்துகளுக்கு அந்தந்தக் கட்டுரையாளர்களே முழுப் பொறுப்பாவார்கள்)

## கூறு 2 மனித மதிப்புகள்



இந்த உலகில் நம் கண் முன்னால் காணும் ஒவ்வொருவரையும் நேசிக்கவில்லையென்றால் கண்ணுக்குத் தென்படாத கடவுளிடம் எவ்வாறு அன்பைச் செலுத்த இயலும் - அன்னை தெரசா

இந்த உலகில் வாழ மனிதர்களுக்கு வெவ்வேறு சாதனங்கள் தேவை. இருப்பினும், இந்த உலகில் எதுவும் இலவசமாக கிடைக்காது. ஒருவர் திருப்தி அடைய சரியான விலையைச் செலுத்த வேண்டும். ஏனெனில், எல்லாவற்றிற்கும் ஒரு விலை உள்ளது. எவ்வாறாயினும், தேவைகளின் அடிப்படையில் காரணிகளை மதிக்க வேண்டும். தேவைகள், நமது மதிப்பின் அடிப்படையில் இருக்கும். முதலாவதாக, உணவு, நீர், காற்று, தங்குமிடம் மற்றும் ஆடை போன்ற அடிப்படைத் தேவைகள் உள்ளன. அவை இல்லாமல் உலகில் உயிர்வாழ்வது சாத்தியமில்லை. எவ்வாறாயினும், இந்தத் தேவைகள் பூர்த்தி செய்யப்பட்டவுடன், மனிதன் தனது உயர்ந்த தேவைகளை சமூகத் தேவைகள், பாதுகாப்புத் தேவைகள் அல்லது சுயமாக்கல் தேவை என்று வகைப்படுத்தி அவற்றைப் பூர்த்தி செய்ய நகர்கிறான். இருப்பினும், ஒவ்வொரு நபரும் ஒரே பாதையை பின்பற்றுவதில்லை. அவர் தேர்ந்தெடுக்கும் பாதை நபரின் உள்ளார்ந்த மதிப்புகளை தீர்மானிக்கின்றன. இந்த உள்ளார்ந்த மதிப்புகள் அவனது இயல்பு மற்றும் அவனது வளர்ப்பால் பெறப்படுகின்றன.

இதனை,

"எந்த குழந்தையும் நல்ல குழந்தைதான்  
மண்ணில் பிறக்கையிலே..  
பின் நல்லவராவதும் தீயவராவதும்  
அன்னை வளர்ப்பதிலே"

என்ற புலமைப்பித்தன் பாடல் வரிகள் உறுதி செய்யும் வண்ணம் உள்ளது. அந்த உயரிய மனித மதிப்பினை இங்கு காண்போம்



# மதிப்புக் கல்வி



மதிப்பாளர்கள்  
முனைவர். பா. சுந்தர பாண்டியன்  
முனைவர். த. சிசல்வசங்கரன்  
பேரா. சோ. ஹரியாண்டிராஜன்



வி. இ. நா. செந்திக்குமார நாடார் கல்லூரி (தன்னாட்சி)  
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விருதுநகர், தமிழ்நாடு, இந்தியா

# மத்ப்புக் கல்வி

பதிப்பாளர்கள்

முனைவர் பா.சுந்தர பாண்டியன்

முனைவர் த.செல்வசங்கரன்

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குறைந்த கட்டணத்தில் உயர்தரக் கல்வி

விருதுநகர்



## நூல் விபரம்

நூல் தலைப்பு	:	மதிப்புக் கல்வி
முதற்பதிப்பு	:	ஜூலை 2020
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அச்சிட்டோர்	:	முத்து பிரிண்டர்ஸ், விருதுநகர்.

(இந்நூலில் இடம் பெற்றுள்ள கட்டுரைக் கருத்துகளுக்கு அந்தந்தக் கட்டுரையாளர்களே முழுப் பொறுப்பாவார்கள்)

## தொழில் சார்ந்த மதிப்புகள்



உழைப்பவர்களின் கையில் தான் உலகம் இருக்கின்றது  
பிறர் உழைப்பில் வாழ்பவன் ஒரு நாளும் முன்னேற  
முடியாது  
- மகாத்மா காந்தியடிகள்

### அறிமுகம்

மதிப்புக்கல்வி என்பது மனிதனின் மனநலம் மற்றும் உடல் நலத்தின் வளர்ச்சிக்கு உதவும் கல்வி முறையாகும். மேலும், மானுட நடத்தை விதிகளை ஒழுங்குபடுத்தும் ஒழுக்கநெறிமுறைக் கல்வியாகும். தொழில்மதிப்பு என்பது அதனோடு சேர்ந்த ஒரு செயல்முறைப் பயிற்சியாகும். தொழில் மதிப்புக் கல்வியைக் கற்ற ஒருவன் அத்திறன்களைத் தனி மற்றும் பொது மேம்பாட்டிற்குப் பயன்படுத்துவான். அத்திறன் மேம்பாடே தொழில் மதிப்புக் கல்வியாகும். 'ஏட்டுச் சுரைக்காய் கறிக்கு உதவாது' என்ற முன்னோர்வாக்கு தொழில் மதிப்புக் கல்வியின் தேவையை நமக்கு உணர்த்துகின்றது. கற்றறிந்த வாழ்வியல் நெறிகளை செயல்முறைபடுத்தும் திறன் மேம்பாடே தொழில் மதிப்பாகும்.

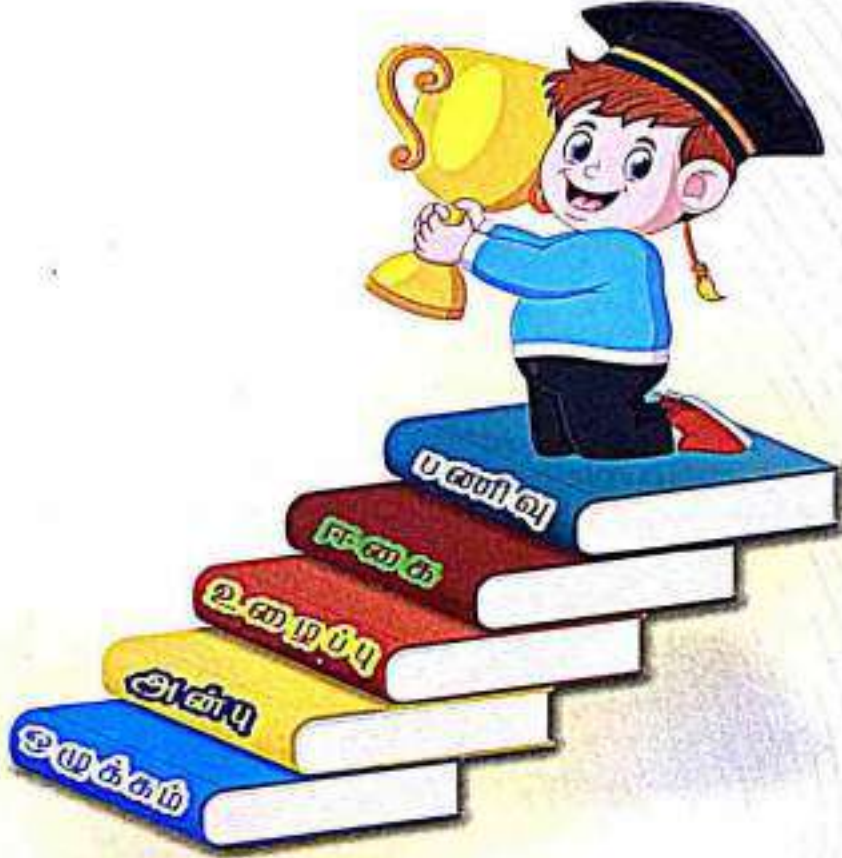
### தொழில் சார்ந்த மதிப்புகளின் தேவைகள்



தொழில் சார்ந்த மதிப்புகள் என்பது பணியிடத்தில் கடைப்பிடிக்கும் சிறந்த வணிகப் பண்பாகும். மக்கள் தொகைப் பெருக்கமுள்ள நமது நாட்டில் மனிதவளத்தைத் தொழில் மேம்பாட்டிற்குப் பயன்படுத்துதல் அவசியமாகும். தொழில்களைத் தொடங்குவோர், தொழில் மதிப்புகளைக் கடைப்பிடித்தால் அவரது தொழில் சீரிய முறையில் நடைபெறும். அத்தகைய தொழில் மதிப்புகளைக் கற்கும் மாணவர்கள், பின்னாளில் சிறந்த தொழில்முனைவோராக உருவெடுப்பர். சமுதாயத்தின் வளர்ச்சிக்கு உறுதுணையாக அமையும் தொழில் சார்ந்த மதிப்புகள் பின்வரும்



# மதிப்புக் கல்வி



பதிப்பாளர்கள்  
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விருதுநகர், தமிழ்நாடு, இந்தியா



E:TD 1947

# மத்ப்புக் கல்வீ

பதிப்பாளர்கள்

முனைவர் பா.சுந்தர பாண்டியன்

முனைவர் த.செல்வசங்கரன்

பேரா. சோ.ஹரிபாண்டிராஜன்



வி.இ.நா. செந்திக்குமார நாடார் கல்லூரி (தன்னாட்சி)

(தேசியத் தர மதிப்பீட்டில் "A" தரம் பெற்றது)

குறைந்த கட்டணத்தில் உயர்தரக் கல்வி

விருதுநகர்



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9. **மதிப்புகளில் உள்ள முரண்கள்**

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அறிமுகம் - முரண்களின் வகைகள் - முரண்களை உருவாக்குவதில் மதிப்புகளின் பங்கு - முரண்களுக்கான காரணங்கள் - முரண்களைப் புரிந்து கொள்ளுதல் - சமூக எதார்த்தங்களைப் புரிந்து கொள்ளுதல் - முரண்களின் தாக்கமின்றி சமூகத்தில் இணக்கமாக வாழ்தல்.

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10. **மதிப்புகளை தொடர்ந்து வலியுறுத்தும் யுக்திகள்**

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பாடத்திட்டங்கள் வழி மதிப்புகளைத் தொடர்ந்து வலியுறுத்துதல் - பாடத்திட்டம் சாராத இதர துறைகள் வாயிலாக வலியுறுத்துதல் - இலக்கியங்கள் வழி வலியுறுத்துதல் - மதிப்புணர்ச்சியை கதைகள் வாயிலாக வளர்த்தல் - நாடகங்கள் வழி - திரைப்படத் துணுக்குகள் வழி - விளையாட்டுக்கள் வாயிலாக மதிப்புகளை வளர்த்தல்.

**முனைவர் க.ஸ்ரீதர்**

துறைத்தலைவர், முதுகலைத்தமிழ்

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7. உலக மதிப்புகள் முனைவர் சு.தங்கமாரி,  
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9. மதிப்புகளில் உள்ள முரண்கள் முனைவர் வீ.ச.அசோக்குமார்,  
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வி.இ.நா.செந்திக்குமார் நாடார் கல்லூரி(தன்னாட்சி), விருதுநகர்.
10. மதிப்புகளை தொடர்ந்து வலியுறுத்தும் யுக்திகள் முனைவர் க.ஸ்ரீதர்,  
துறைத்தலைவர், முதுகலைத்தமிழ்,  
வி.இ.நா.செந்திக்குமார் நாடார் கல்லூரி(தன்னாட்சி), விருதுநகர்.

மதிப்புக் கல்விக்குரிய பாடங்களை எழுதிய மேற்காணும் பேராசிரியர்களுக்கு நன்றி தெரிவித்துக் கொள்கிறோம்.

## கூறு 9 மதிப்புகளில் உள்ள முரண்கள்



நம்பிக்கை கொண்டவர்கள் ஒவ்வொரு  
பிரச்சினையிலும் உள்ள வாய்ப்புகளையே  
காண்கிறார்கள்

- வின்ஸ்டன் சர்ச்சில்

மானுடவியல்

மானுடவியல் என்பது ஒரு முறைப்படியான அறிவியலாகும். ஆக்ஸ்போர்டு பல்கலைக் கழகத்தில் கி.பி.1884 ஆம் ஆண்டு சர் எட்வர்ட் பர்னாண்டைலர் என்பவர் மானுடவியல் துறைக்குப் பொறுப்பேற்றார். அதன் பின்னர் மானுடவியல் ஆய்வுகள் உலகெங்கும் வேரூன்றத் தொடங்கின. தத்துவக் கூறுகளின் தொகுப்பாக அவை வளரத் தொடங்கின. அதன் மூலம் மனிதனையும், அவனது சமூக அமைப்புகளையும் குறித்த சிந்தனைகள் பெருகத் தொடங்கின. தொடக்க காலத்தில் மேற்கத்திய வரலாற்று நிகழ்ச்சிகளும் தத்துவ சிந்தனைகளுமே அடித்தளமாய் அமைந்திருந்தன. அவற்றின் மூலம் மனிதனின் தோற்றம், தன்மை, அவர்களுக்கு இடையேயான வேறுபாடு போன்ற வினாக்கள் எழுப்பப்பட்டு ஆராயப்பட்டன. இத்தகைய மானுடவியலின் தோற்றமும், வளர்ச்சியும் உலக வரலாற்றோடு ஒன்றிணைந்து காணப்பட்டது.

சிந்தனையாளர்கள்

மானுடவியல் சிந்தனையாளர்கள் பிற நாடுகளுக்குப் பயணம் செய்து புதிய மக்கள் இனத்தவரைக் கண்டு ஒப்புமை நோக்கில் தம் கருத்துக்களைத் தெரிவித்தனர். அதில் முதன்மையானவர் கிரேக்க நாட்டைச் சேர்ந்த செனோபேன்ஸ் என்பார். அவர் முதன் முதலில் 'மனித சமுதாயம் என்பது மக்களால் ஏற்படுத்திக் கொள்ளப்பட்ட அமைப்பு' என்றார். பின்னர் டெமோகிரிட்டஸ் "மனிதன் காட்டில் வாழ்ந்த காலத்தில் தன்னந்தனியாக உணவு ஈட்டவோ, கொடிய விலங்குகளிடமிருந்து காப்பாற்றிக் கொள்ளவோ இயலவில்லை, ஆகவே ஒன்று சேர்ந்து வாழ முற்பட்டனர், இவ்வாறு சமுதாய





**முனைவர். பா. சுந்தர பாண்டியன் M.Com, M.A., M.B.A., M.Sc., M.A., M.Phil, PGDCA, PGDMIR, DLLAL, Ph.D.**

வணிகவியல் மற்றும் மேலாண்மைத் துறையில் கடந்த 30 ஆண்டுகளுக்கு மேலாக சிறந்த எழுத்தாளராக, சிந்தனையாளராக அறியப்படுகிறார். இவர் 2011ல் இருந்து தற்பொழுது வரை விருதுநகர் இந்து நாடார்கள் செந்திக்குமார நாடார் கல்லூரியின் முதல்வராக சிறப்பாகச் செயலாற்றி வருகிறார். கடந்த 10 ஆண்டுகளில் கல்லூரிக்குப் பல்வேறு ஆராய்ச்சி

நிறுவனங்களிடம் இருந்து பத்துகோடிக்கும் மேலாக பல்வேறுபட்ட ஆராய்ச்சிகளுக்கு பணம் வாங்கித் தந்து கல்லூரி மேம்பாட்டிற்கு உதவியுள்ளார். 43 ஆய்வு நிறைஞர் மாணவர்களையும், 13 முனைவர் பட்ட ஆராய்ச்சி மாணவர்களையும் உருவாக்கியுள்ளார். இதுவரை 40 புத்தகங்களை எழுதியுள்ளார் என்பது சிறப்பான அம்சமாகக் கருதப்படுகிறது. தேசிய, பன்னாட்டு அளவிலான கருத்தரங்கில் கலந்து கொண்டு, 226 ஆய்வுக் கட்டுரைகளை எழுதி ஆய்வுத்திறனில் தனித்திறன் பெற்றவராகத் தன்னை வெளிப்படுத்தி நிற்கிறார். UGC-ன் Major Research Project ஐ முடித்துள்ளார். தமிழக அரசின் உயர் கல்வித்துறை வழங்கும் சிறந்த ஆசிரியருக்கான விருதினை 2007-2008 கல்வி யாண்டில் பெற்றுள்ளார். விருதுநகர் இந்து நாடார்கள் செந்திக்குமார நாடார் கல்லூரி வழங்கிய சிறந்த ஆசிரியருக்கான விருதினை 2008-2009 கல்வியாண்டில் பெற்றுள்ளார். நேரு குழுமத்தினரால் வழங்கப்படும் வந்தான் சாதனையாளர் என்ற விருது இவருக்கு வழங்கப்பட்டுள்ளது. PEARL என்ற கல்வி மேம்பாட்டு நிறுவனம் வழங்கிய சிறந்த நிர்வாகி என்ற விருதினை 2007 ல் பெற்றுள்ளார். UGC, TANCHE மற்றும் NAAC ஆகிய அமைப்புகளின் நிதி உதவியுடன் மாணவர்களும், ஆசிரியர்களும் பயன் பெறும் வண்ணம் பல்வேறு கருத்தரங்குகளை நடத்தியுள்ளார். மலேசியாவின் கோலாம்பூரில் Emerging Trends In Science and Social Science என்ற தலைப்பில் 02.05.2019, 03.05.2019 ஆகிய தேதிகளில் நடைபெற்ற பன்னாட்டு கருத்தரங்கில் தலைவராகச் செயல்பட்டுள்ளார். NAAC தர மதிப்பீட்டுக் குழுவின் ஒரு உறுப்பினராக இருக்கிறார்.



**முனைவர். த. செல்வராஜன் M.A, M.Phil, Ph.D.**

தற்பொழுது விருதுநகர் இந்து நாடார்கள் செந்திக்குமார நாடார் கல்லூரியில் உதவிப் பேராசிரியராக தமிழ்த்துறையில் பணியாற்றி வருகிறார். ஆசிரியப் பணி அனுபவம் 16 ஆண்டுகள். இக்கால இலக்கியத்தில் நவீனக் கவிதைகள் எழுதுவதில் ஆர்வம் மிகுந்தவராகக் காணப்படுகிறார். இதுவரை 3 கவிதைப் புத்தகங்களை வெளியிட்டுள்ளார்.

உயிர்மை, காலச்சுவடு, புதியகாற்று, மணல்வீடு, சிற்றேடு, தடம் விகடன், ஆனந்தவிகடன் ஆகிய பல்வேறு இதழ்களிலும், உயிரோசை, பதாகை, கனலி, அரு ஆகிய இணைய இதழ்களிலும் இவரது கவிதைகள் வெளிவந்துள்ளன. 18 ஆய்வுக் கட்டுரைகளை எழுதியுள்ளார். 5 ஆய்வு நிறைஞர் மாணவர்களை உருவாக்கி உள்ளார். ஒரு ஆய்வு மாணவர் இவரிடம் முனைவர் பட்ட ஆய்வு செய்துவருகிறார். JCI Virudhunagar Focus 2016 ஆம் ஆண்டு Excellence In Teaching Award என்ற விருதினையும், இதயம்-G நிறுவனம் 2020 ல் சிறந்த ஆசிரியருக்கான விருதினையும் வழங்கியுள்ளன.



**பேராசிரியர். சோ. ஹரிபாண்டியராஜன் M.A, B.Ed., M.Phil.**

தற்பொழுது விருதுநகர் இந்து நாடார்கள் செந்திக்குமார நாடார் கல்லூரியில் உதவிப் பேராசிரியராக முதுகலைத் தமிழ்த்துறையில் பணியாற்றிவருகிறார். ஆசிரியர்ப் பணி அனுபவம் 9 ஆண்டுகள். 7 முதுகலை மாணவர்களது ஆராய்ச்சிக்கு வழிகாட்டியுள்ளார். தேசிய, பன்னாட்டு அளவிலான கருத்தரங்கில் கலந்து கொண்டு 12 ஆய்வுக் கட்டுரைகளை சமர்ப்பித்துள்ளார். 3

ஆண்டுகளாக கல்லூரியில் தேசிய பேரிடர் மேலாண்மைக் குழுவின் ஒருங்கிணைப்பாளராகச் செயல்பட்டு வருகிறார். மேலும் கல்லூரி நுண்கலைமன்றம் சார்பாக இயங்கிவரும் செந்தி-பேச்சரங்கத்தினை ஒருங்கிணைத்து வருகிறார். பதிப்பாசிரியராக இருந்து ISBN எண்ணுடன் 3 புத்தகங்களை வெளியிட்டுள்ளார்.

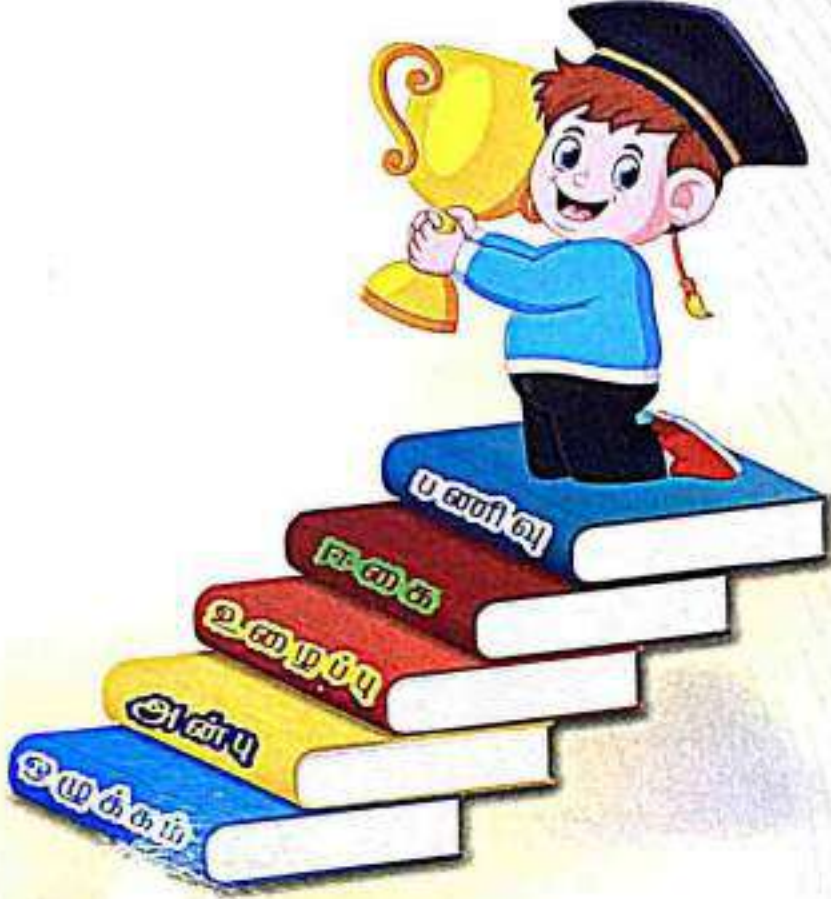
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# மதிப்புக் கல்வி



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பேரா. சோ.ஹரிபாண்டிராஜன்



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# மதிப்புக் கல்வி

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முனைவர் பா.சுந்தர பாண்டியன்

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குறைந்த கட்டணத்தில் உயர்தரக் கல்வி

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அச்சிட்டோர்	:	முத்து பிரிண்டர்ஸ், விருதுநகர்.

(இந்நூலில் இடம் பெற்றுள்ள கட்டுரைக் கருத்துகளுக்கு அந்தந்தக் கட்டுரையாளர்களே முழுப் பொறுப்பாவார்கள்)



9. **மதிப்புகளில் உள்ள முரண்கள்**

165-193

அறிமுகம் - முரண்களின் வகைகள் - முரண்களை உருவாக்குவதில் மதிப்புகளின் பங்கு - முரண்களுக்கான காரணங்கள் - முரண்களைப் புரிந்து கொள்ளுதல் - சமூக எதார்த்தங்களைப் புரிந்து கொள்ளுதல் - முரண்களின் தாக்கமின்றி சமூகத்தில் இணக்கமாக வாழ்தல்.

**முனைவர் வீ.ச.அசோக்குமார்**

உதவிப்பேராசிரியர், முதுகலைத்தமிழ்

வி.இ.நா.செந்திக்குமார் நாடார் கல்லூரி(தன்னாட்சி), விருதுநகர்.

10. **மதிப்புகளை தொடர்ந்து வலியுறுத்தும் யுக்திகள்**

194-215

பாடத்திட்டங்கள் வழி மதிப்புகளைத் தொடர்ந்து வலியுறுத்துதல் - பாடத்திட்டம் சாராத இதர துறைகள் வாயிலாக வலியுறுத்துதல் - இலக்கியங்கள் வழி வலியுறுத்துதல் - மதிப்புணர்ச்சியை கதைகள் வாயிலாக வளர்த்தல் - நாடகங்கள் வழி - திரைப்படத் துணுக்குகள் வழி - விளையாட்டுக்கள் வாயிலாக மதிப்புகளை வளர்த்தல்.

**முனைவர் க.ஸ்ரீதர்**

துறைத்தலைவர், முதுகலைத்தமிழ்

வி.இ.நா.செந்திக்குமார் நாடார் கல்லூரி(தன்னாட்சி), விருதுநகர்.

## மதிப்புகளைத் தொடர்ந்து வலியுறுத்தும் யுக்திகள்



ஒருவன் தன்னிடம் பிறர் எப்படி நடந்து கொள்ள வேண்டுமென எதிர் பார்க்கிறானோ அப்படி எல்லோரிடமும் தான் நடந்து கொள்வதே ஒழுக்கமாகும்  
- பெரியார்

### பாடத்திட்டங்கள் வழி மதிப்புகளை வலியுறுத்தல்

உலகில் சிறந்த கல்விமுறையைக் கொண்டிருக்கும் பின்லாந்தில் ஏழு வயதில்தான் ஒரு குழந்தை கல்வி கற்கத் தொடங்குகிறது. பதினாறு வயதில் முதல் தேர்வை எதிர்கொள்கிறார். இதைத் தொடர்ந்து இவர் தனக்கான துறையைத் தேர்ந்தெடுத்துப் பயில்வார். ஆனால் நம்நாட்டில் 2½ வயதில் கல்வி மற்றும் தேர்வுப் பயணம் தொடங்குகிறது. 16 மற்றும் 18 வயதில் தனக்கான துறையைத் தேர்ந்தெடுத்துப் பயில வேண்டும். இதற்குப் பந்தையக் குதிரையைப் போன்று மதிப்பெண்ணைப் பெறுவதற்கு (மெக்காலே கல்வி முறையில்) நித்தம் நித்தம் மனனம் செய்து ஒப்புவிக்கும் பயிற்சியை மேற்கொள்ள வேண்டும். இக்கல்வியை நாலடியார், "கல்வி கரையில் கற்பவர் நாள்சில" என்கிறது. ஒளவையார், "கற்றது கைம்மண்ணளவு கல்லாதது உலக அளவு" என்று குறிப்பிட்டு உள்ளார்.

மனிதன் தன் வாழ்வில் நாலில் ஒரு பங்கு அல்லது நாலில் இரு பங்கைக் கல்விக்காகச் செலவிடுகின்றான். இவ்வளவு முக்கியத்துவம் வாய்ந்த கல்வி அவனது வாழ்வை வளமாக்குகிறதா? அர்த்தமுடையதாக்குகிறதா? என்று ஆராய்ந்தால் தெளிந்த பதில் கிடைப்பதில்லை. இச்சூழலில் "ஏட்டுச் சுரக்காய் கறிக்கு உதவாது" என்ற சொல்லடையே நினைவிற்கு வருகிறது. கல்வி நிறுவனங்கள் குறிப்பிட்ட ஒரு துறையின் செயல்பாட்டை / நுட்பத்தை / அறிவை மட்டுமே போதிக்கின்றன; போதிக்கவும் முடியும். ஆனால் மனிதனுக்குத் தன்னைச் சுற்றி அன்றாடம் நிகழும் நிகழ்வினை எதிர்கொள்ளும் ஆற்றல் வேண்டும். உலகின் போக்கிற்கேற்ப தன்னை வடிவமைத்துக் கொள்ளும் திறன் வேண்டும். இதற்கு மனிதன் தன் மதிப்பையும், உலக



**முனைவர். டாக்டர். கந்திரா பாண்டியன் B.Sc., B.A., M.Sc., M.A., M.Phil., Ph.D., P.G.D., P.G.W., D.Lit., Ph.D.**



வணிகவியல் மற்றும் வேளாண்மைத் துறையில் கடந்த 30 ஆண்டுகளுக்கு மேலாக சிறந்த எழுத்தாளராக, சிந்தனையாளராக அறியப்படுகிறார். இவர் 2011ல் இருந்து தற்பொழுது வரை விருதுநகர் இந்து நபர்கள் செந்திக்கூடா நபர் கல்லூரியின் மூத்தவராக சிறப்பாகச் செயலாற்றி வருகிறார். கடந்த 10 ஆண்டுகளில் கல்லூரிக்குப் பல்வேறு ஆயாச்சி நிறுவனங்களிடம் இருந்து பத்தகோடுக்கு மேலாக பல்வேறுபட்ட ஆயாச்சிகளுக்கு பணம் வாய்க்கித் தந்து கல்லூரி மேம்பாட்டிற்கு உதவிபுள்ளார். 43 ஆய்வு நிறைவுப் பாணவர்களையும், 13 முனைவர் பட்ட ஆயாச்சி பாணவர்களையும் உருவாக்கியுள்ளார். இதுவரை 40 பத்தகங்களை எழுதியுள்ளார் என்பது சிறப்பான அம்சமாகக் கருதப்படுகிறது. தேசிய, பன்னாட்டு அளவிலான கருத்தாங்கில் கலந்து கொண்டு, 225 ஆய்வுக் கட்டுரைகளை எழுதி ஆய்வுத்திறனில் தனித்திறன் பெற்றவராகத் தன்னை வெளிப்படுத்தி நிற்கிறார். UGC-ன் Major Research Project-ல் 2 முடித்துள்ளார். தமிழக அரசின் உயர் கல்வித்துறை வுங்கும் சிறந்த ஆசிரியருக்கான விருதினை 2007-2008 கல்வி பாண்டில் பெற்றுள்ளார். விருதுநகர் இந்து நபர்கள் செந்திக்கூடா நபர் கல்லூரி வுங்கிய சிறந்த ஆசிரியருக்கான விருதினை 2008-2009 கல்விபாண்டில் பெற்றுள்ளார். நேடு குழுத்தினால் வுங்கியும் வுங்கிய சாதனையாளர் என்ற விருது இவருக்கு வுங்கியும்பட்டுள்ளது. PEARL என்ற கல்வி மேம்பாட்டு நிறுவனம் வுங்கிய சிறந்த நிர்வாகி என்ற விருதினை 2007 ல் பெற்றுள்ளார். UGC, IANCHE மற்றும் NAAC ஆகிய அமைப்புகளின் நிதி உதவியுடன் பாணவர்களும், ஆசிரியர்களும் பணம் பெறும் வண்ணம் பல்வேறு கருத்தாங்குகளை நடத்தியுள்ளார். பஸேசியாவின் கோளாழ்ப்பில் Emerging Trends In Science and Social Science என்ற தலைப்பில் 02.05.2012, 03.05.2013 ஆகிய தேதிகளில் நடைபெற்ற பன்னாட்டு கருத்தாங்கில் தலைவராகச் செயல்பட்டுள்ளார். NAAC து பதிப்பீட்டுக் குழுவின் ஒரு உறுப்பினராக இருக்கிறார்.

**முனைவர். து. செல்வராங்குடன் B.A., M.A., Ph.D.**



தற்பொழுது விருதுநகர் இந்து நபர்கள் செந்திக்கூடா நபர் கல்லூரியில் உதவிப் பேராசிரியராக தமிழ்த்துறையில் பணியாற்றி வருகிறார். ஆசிரியப் பணி அனுபவம் 16 ஆண்டுகள். இக்கால இடைக்கியத்தில் நவீனக் கவிதைகள் எழுதுவதில் ஆர்வம் மிகுந்தவராகக் காணப்படுகிறார். இதுவரை 3 கவிதைப் பத்தகங்களை வெளிப்படுத்துள்ளார். உயிரியல், காலக்கவடு, பதியகாற்று, பணவயீடு, சிற்றேடு, தாய் பிசுடன், ஆனந்தவிசுடன் ஆகிய பல்வேறு இதுக்களிலும், உயிரோடை, பதாங்க, காவலி, அரு ஆகிய இணைய இதுக்களிலும் இவரது கவிதைகள் வெளிவந்துள்ளன. 12 ஆய்வுக் கட்டுரைகளை எழுதியுள்ளார். 5 ஆய்வு நிறைவுப் பாணவர்களையும் உருவாக்கியுள்ளார். ஒரு ஆய்வு பாணவ இவரிடம் முனைவர் பட்ட ஆய்வு செய்துவருகிறார். JCI Virudhunagar-ல் 2016 ஆம் ஆண்டு Excellence In Teaching Award என்ற விருதினையும், இதயம்-G நிறுவனம் 2020 ல் சிறந்த ஆசிரியருக்கான விருதினையும் வுங்கியுள்ளன.

**பேராசிரியர். கோ. ஹரிபாண்டியராசன் B.A., M.A., Ph.D.**

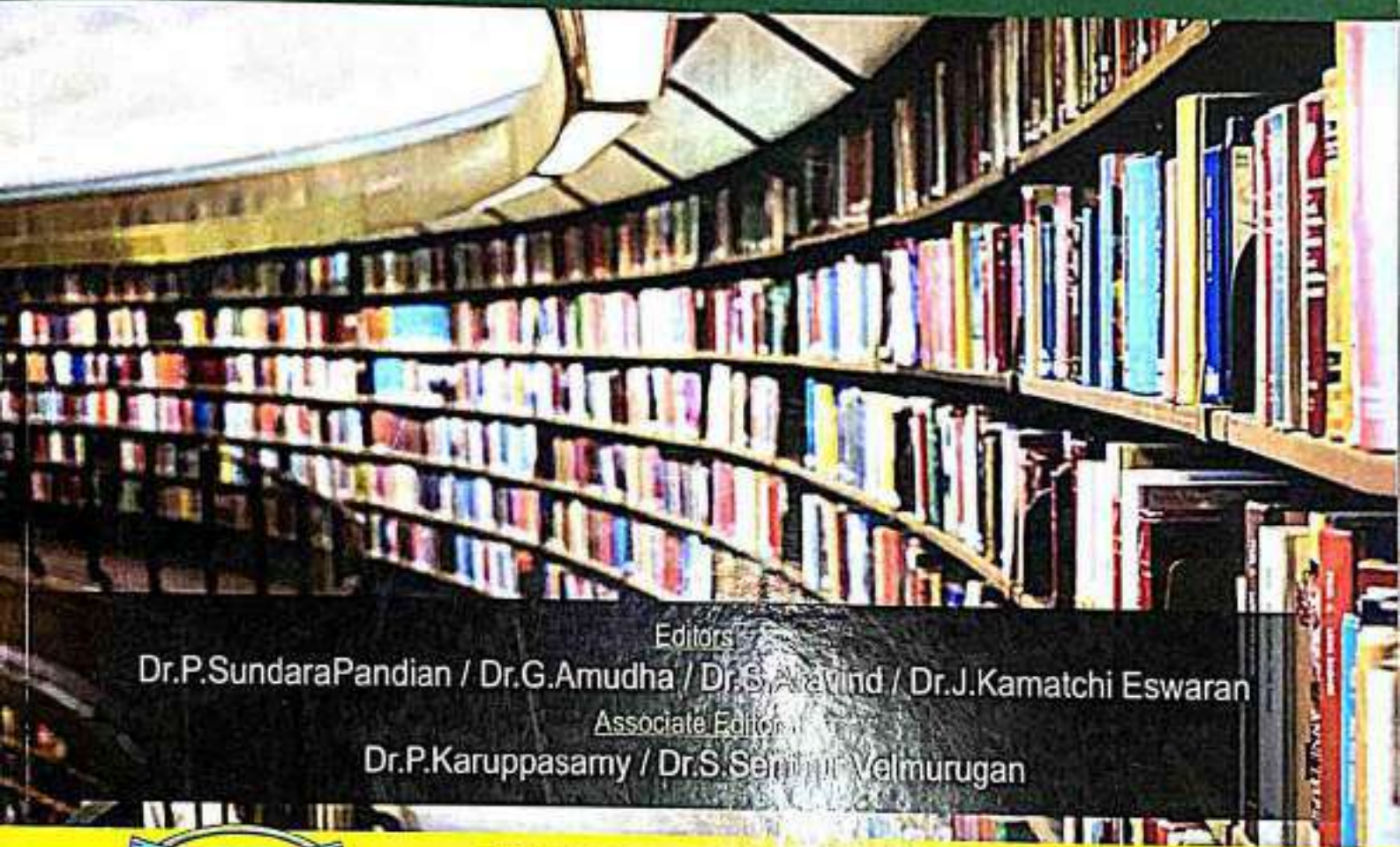


தற்பொழுது விருதுநகர் இந்து நபர்கள் செந்திக்கூடா நபர் கல்லூரியில் உதவிப் பேராசிரியராக மூலகளைத் தமிழ்த்துறையில் பணியாற்றிவருகிறார். ஆசிரியப் பணி அனுபவம் 9 ஆண்டுகள். 7 மூலகளை பாணவர்களது ஆயாச்சிக்கு வழிகாட்டியுள்ளார். தேசிய, பன்னாட்டு அளவிலான கருத்தாங்கில் கலந்து கொண்டு 12 ஆய்வுக் கட்டுரைகளை வுங்கியித்துள்ளார். 3 ஆண்டுகளாக கல்லூரியில் தேசிய பேரீடர் வேளாண்மைக் குழுவின் ஒருங்கிணைப்பாளராகச் செயல்பட்டு வருகிறார். மேலும் கல்லூரி வுண்களையன்றும் சார்பாக இயங்கிவரும் செந்தி-பேச்சுவகத்தினை ஒருங்கிணைத்து வருகிறார். பதிப்பாசிரியராக இருந்து ISBN எண்ணுடன் 3 பத்தகங்களை வெளிப்படுத்துகிறார்.

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# **BIBLIOTHERAPY FOR ALL** **AN INNOVATIVE PRACTICE IN** **LIBRARY**



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Dr.P.SundaraPandian / Dr.G.Amudha / Dr.S.Aravind / Dr.J.Kamatchi Eswaran

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**BFA-001**

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## **A BIOGRAPHICAL VIEW OF LITERATURE IN BIBLIOTHERAPY**

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**Dr.S.Manohari,**

Librarian, Kamaraj College of Engineering & Technology, Virudhunagar

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### **INTRODUCTION**

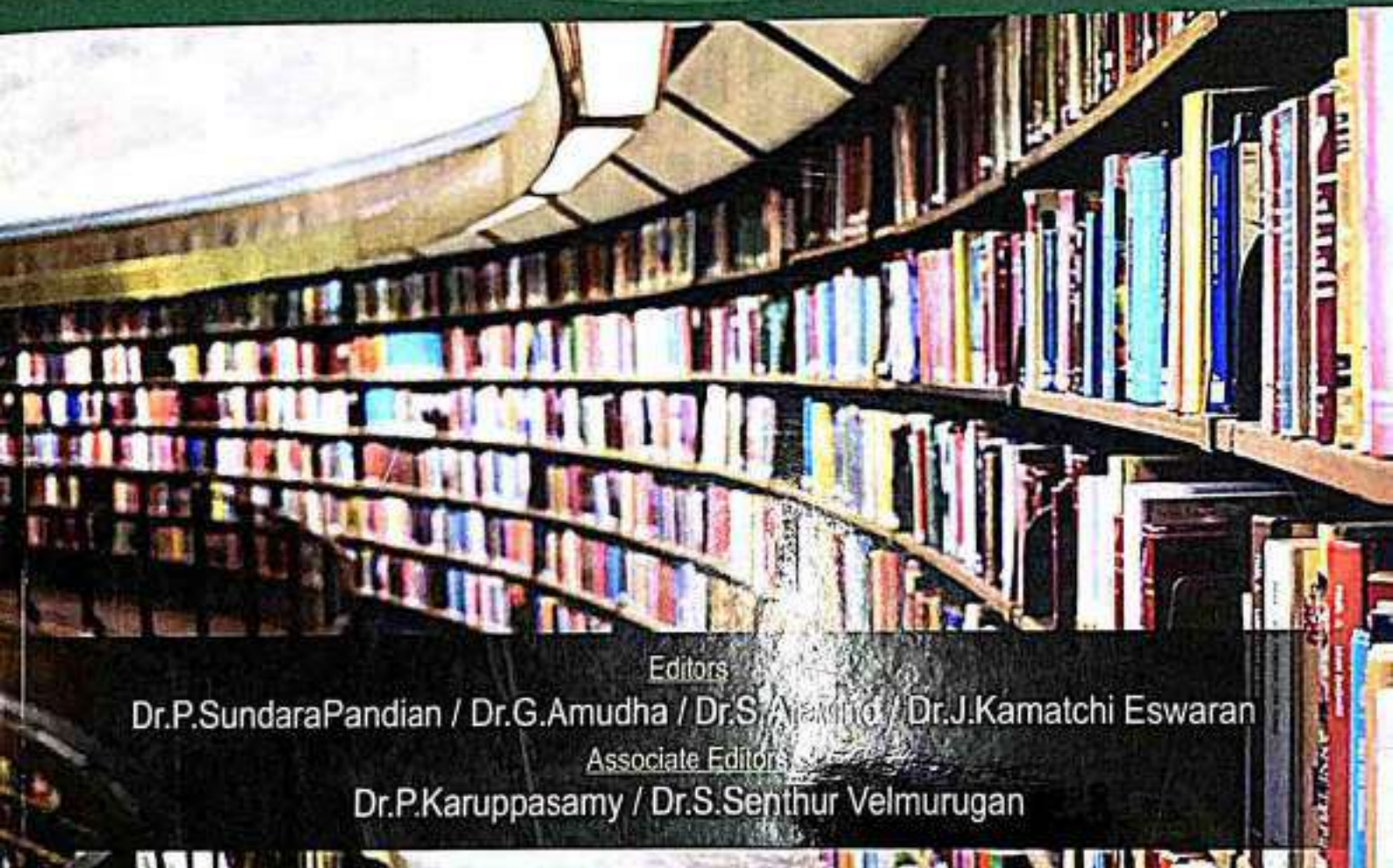
The high level of human expectation in the 21st century also directly affects the psychology of human of this century. That's why; people are increasingly in need of support and help from others. In this century, where psychological problems such as anxiety, stress, low motivation, etc. are on the highest level, the search for a solution to these problems that reduce the quality of life of the individual leads to finding new treatment methods.

The developments in psychology in the 21st century, it can be said that individual searches have increased significantly. Bibliotherapy, which emerges as a result of people searching for their own solutions to their own problems, aims to find solutions to psychological problems through the use of literature. Hence, literary works, which can also be used to increase morale and motivation, take an important place in bibliotherapy.

Feelings such as love, hatred, compassion, etc. are real even in fairytales with extraordinary possibilities. For this reason, the works that describe the human being open a new door into different worlds of the individual and affect the depths of his soul. Considering this fact, it can be said that it goes back very early in the history that people have been interested into books, solve their problems through them and try to treat the soul by using them. For this reason, the exact explanation of what bibliotherapy is and knowing its history will also be the answer to the question of why we should use books more.



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**Authors Name : Dr. P.Sundara Pandian, Dr. G.Amudha  
Dr. S.Aravind, Dr. J.Kamatchi Eswaran,  
Dr. P.Karuppasamy, Dr. V.Senthur Velmurugan**

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BFA-003

## நூல்கள் வாசிப்பும் மேம்பட்ட வாழ்வும்

முனைவர். இரா.ஜீவா,  
தமிழ்த்துறை (உதவிப்பேராசிரியர்),  
வி.இ.நா.செ.நா.கல்லூரி (தன்னாட்சி), விருதுநகர்

### முன்னுரை:

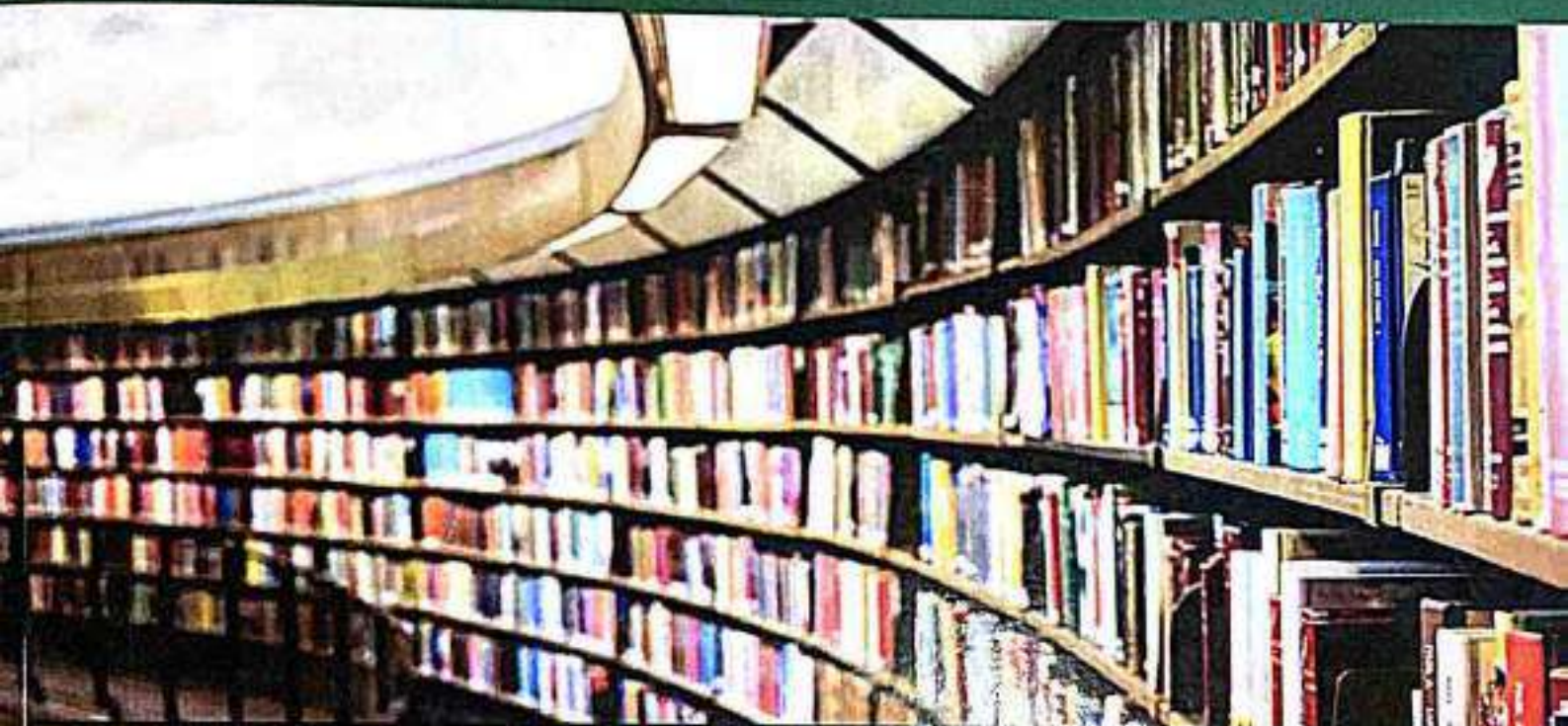
இன்றைய குழந்தைகள் அனைவருக்கும் நூல்களை வாசிப்பது குறித்தும் அதன் நன்மைகள் குறித்தும் தெரியப்படுத்தி நூல்களை பயில தூண்டுதல் வேண்டும். நூல்கள் என்பது காரிருளில் செல்பவர்களுக்கு பேரொளியாகவும், வழி தவறியவர்களுக்கு ஓர் வழிகாட்டியாகவும் திகழ்கின்றன. உலகின் பெரிய மாமேதைகள் அனைவருமே புத்தகம் வாசிக்கும் பழக்கத்தின் மூலம் உருவானவர்களே. இன்றைய நாளில் நூல்கள் வாசிப்பு என்பது மிகவும் குறைந்து உள்ளது. நமது ஒய்வு நேரங்களை பயனுள்ளதாகக்கிக் கொண்டு அறிவை மேம்படுத்த நூல்களே மிகச் சிறந்த கருவியாக உள்ளன. ஒருவர் பயிலும் சிறந்த நூல்களே அவர்களின் சிறந்த நண்பனாக ஆகின்றது. நூல்கள் என்றால் தேவையற்ற நூல்களை வாசிப்பது அல்ல அறிவியல் நூல்கள், மாமேதைகளின் சரித்திர நூல்கள், சமய நூல்கள் போன்ற அறிவுப் பசிக்கு தீனிபோடும் நூல்களை பயில்தல் வேண்டும். அவை பற்றிய விரிவான கருத்தை இக்கட்டுரையின் மூலம் ஆராய்வோம்.

### நூல்கள் வாசிப்பின் பயன்கள்:

நூல்கள் வாசிப்பதன் மூலம் சிந்தனைத்திறன் மேலோங்கும், சொல்வளமும், கற்பனை வளமும் பெருகும், எது குறித்தும் எவரிடமும் தயக்கமின்றி பேச முடியும். தனிமையில் சிக்குண்டு தவிப்பதை தவிர்த்துவிடும். மனஅழுத்தத்தை குறைக்க முடியும், உலகின் பல கலாசார மற்றும் அறிவியல் தகவல்களை நம்மால் அறியமுடியும். நம் அறிவை விரிவுபடுத்திக் கொள்ள முடியும்.



# BIBLIOTHERAPY FOR ALL AN INNOVATIVE PRACTICE IN LIBRARY



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Dr.P.SundaraPandian / Dr.G.Amudha / Dr.S.Aravind / Dr.J.Kamatchi Eswaran

Associate Editors

Dr.P.Karuppasamy / Dr.S.Senthur Velmurugan



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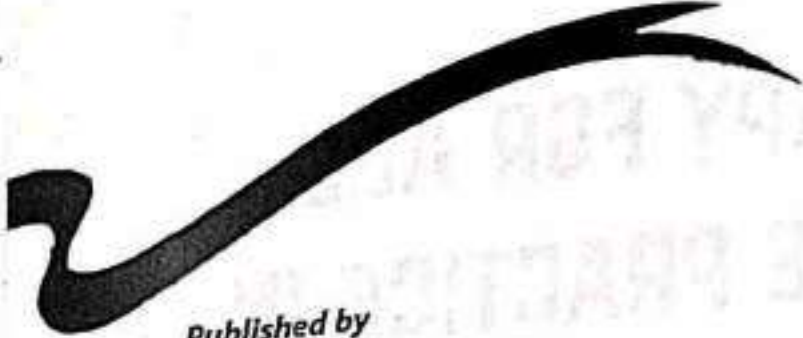
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**BFA-004**

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## **OVERVIEW OF THE IMPACT OF TECHNOLOGY IN LIBRARY IN DIGITAL ERA**

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Dr. J.Kamatchi Eswaran\*

\*Assistant Professor, Department of Commerce,  
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### **Introduction**

The term "digital covers the creation and distribution of all types of information over networks, digital library that delivers scientific, technical, and business information to users with a personal computer, Internet access, and one of the common worldwide Web browsers. The Library without Walls focuses on creating a network of knowledge systems that facilitate scientific communication and collaboration. We are living in the information age where the information is basic requirement to everybody because without information we cannot do anything in a proper way.

Now day's information literacy is the key of knowledge where the libraries help us for getting their information. Library has provided several new media, new modes of studies, organizing, retrieving the information so that mean library strategically provides information to all users. Information Professional accomplishes this through the development, deployment, and management of information resources and services. So the main faction of the library in the digital era likes a communicator of information and for that libraries have become increasingly aware that their digital collections. Information and communication technology has revolutionized the concepts of libraries so each and every library slowly getting digitized. However, the main purpose of digital libraries remains consistent with that of traditional libraries in that the purpose of digital libraries is to organize, distribute, and preserve information resources just as it is for traditional libraries.



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**BFA-005**

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**A STUDY ON IMPACT OF USE OF INFORMATION TECHNOLOGY IN  
ACADEMIC LIBRARIES**

---

R.Sivajothi,

Assistant Professor, Department of Management Studies, V.H.N.S.N.College  
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Dr.J.Kamatchi Eswaran,

Assistant Professor, Department of Commerce, V.H.N.S.N.College (Autonomous),  
Virudhunagar**INTRODUCTION**

The Topic 'Advances in search engine technology' focuses as a broad range of activities related to the assessing user needs, evaluation of the present data collection, weeding out, and storing parts of the data and planning for resource sharing. Advancement in search engine technology is not any single activity or group of activities; it is a planning and decision making process. In recent years, information

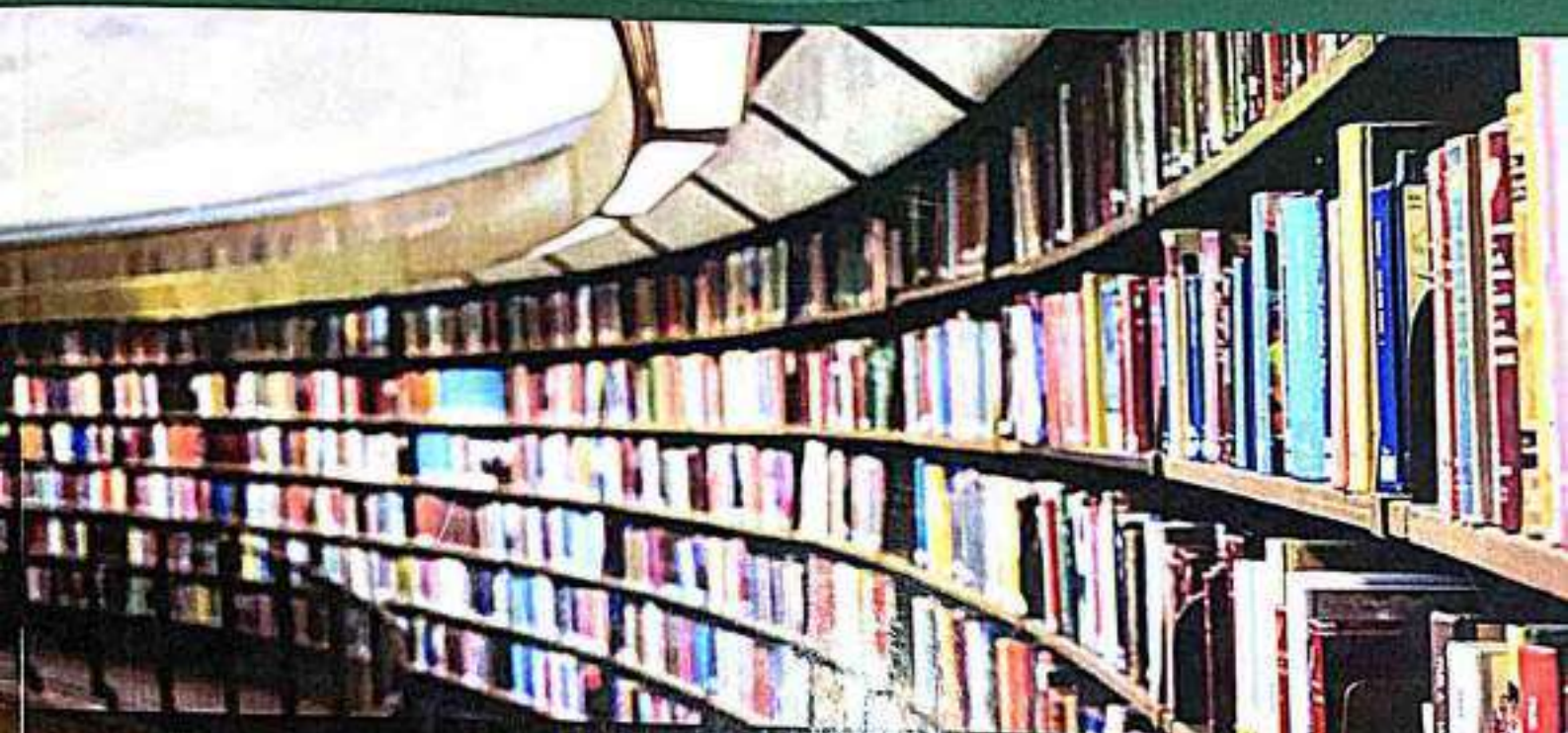
technologies have advanced to such an extent that their impact on libraries is significant. Particularly, development regarding digital libraries, Internet, electronic publications, CD-ROMs, etc., have forced the librarians to change the way they are now functioning. An attempt has been made in this paper to discuss the impact of recent advances in IT on search engine.

**CHALLENGES IN ACADEMIC INDIAN LIBRARIES**

There are various major challenges that every librarian faces in Academic Indian Libraries. Some of the more serious challenges facing the development of Indian libraries



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## **BIBLIOTHERAPY: CONCEPTS, BENEFITS AND PROCESS**

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### ***Introduction***

When dealing with personal issues such as anxiety and depression or coping with grief, sometimes it can be difficult to make sense of what is happening in your mind and body. Bibliotherapy aims to bridge this gap by using literature to help you improve your life by providing information, support, and guidance in the form of reading activities via books and stories.

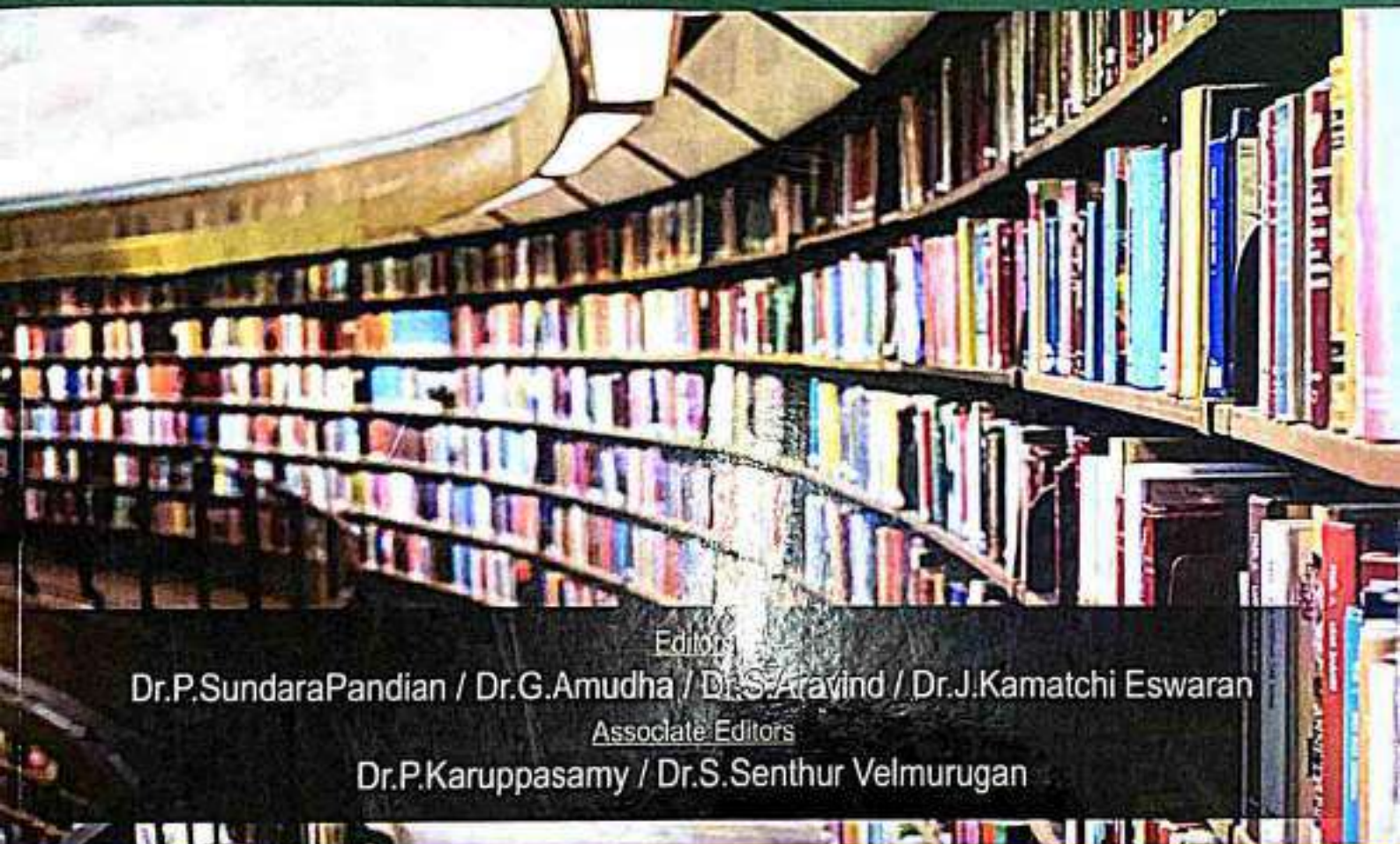
### ***History of Bibliotherapy***

Storytelling, creative writing, and reading have long been recognized for their therapeutic potential. The use of literature as a healing method dates back to ancient Greece, when Grecian libraries were seen as sacred places with curative powers. In the early nineteenth century, physicians like Benjamin Rush and Minson Galt II began to use bibliotherapy as an intervention technique in rehabilitation and the treatment of mental health issues. During World Wars I and II, bibliotherapy was used to help returning soldiers deal with both physical and emotional concerns.

In a 1916 article published in *The Atlantic Monthly*, Samuel Carothers defined bibliotherapy as the process of using books to teach those receiving medical care about their conditions, and *Dorland's Illustrated Medical Dictionary*, published in 1941, officially



# **BIBLIOTHERAPY FOR ALL** **AN INNOVATIVE PRACTICE IN** **LIBRARY**



*Editors:*

Dr.P.SundaraPandian / Dr.G.Amudha / Dr.S.Aravind / Dr.J.Kamatchi Eswaran

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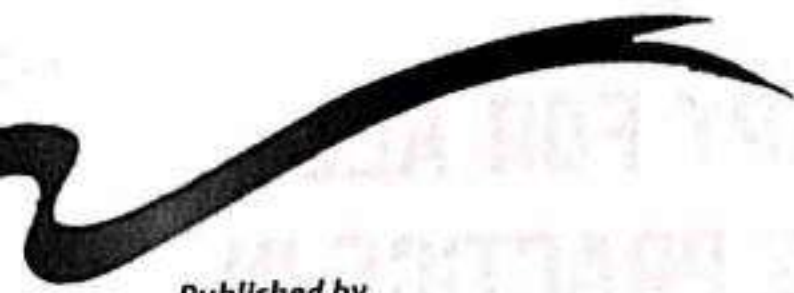
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**BFA-010****BOOK READING- DOES IT REDUCES STRESS?**

P. Geetha,

Assistant Professor in Commerce, V.H.N.S.N. College (Autonomous), Virudhunagar.

**INTRODUCTION**

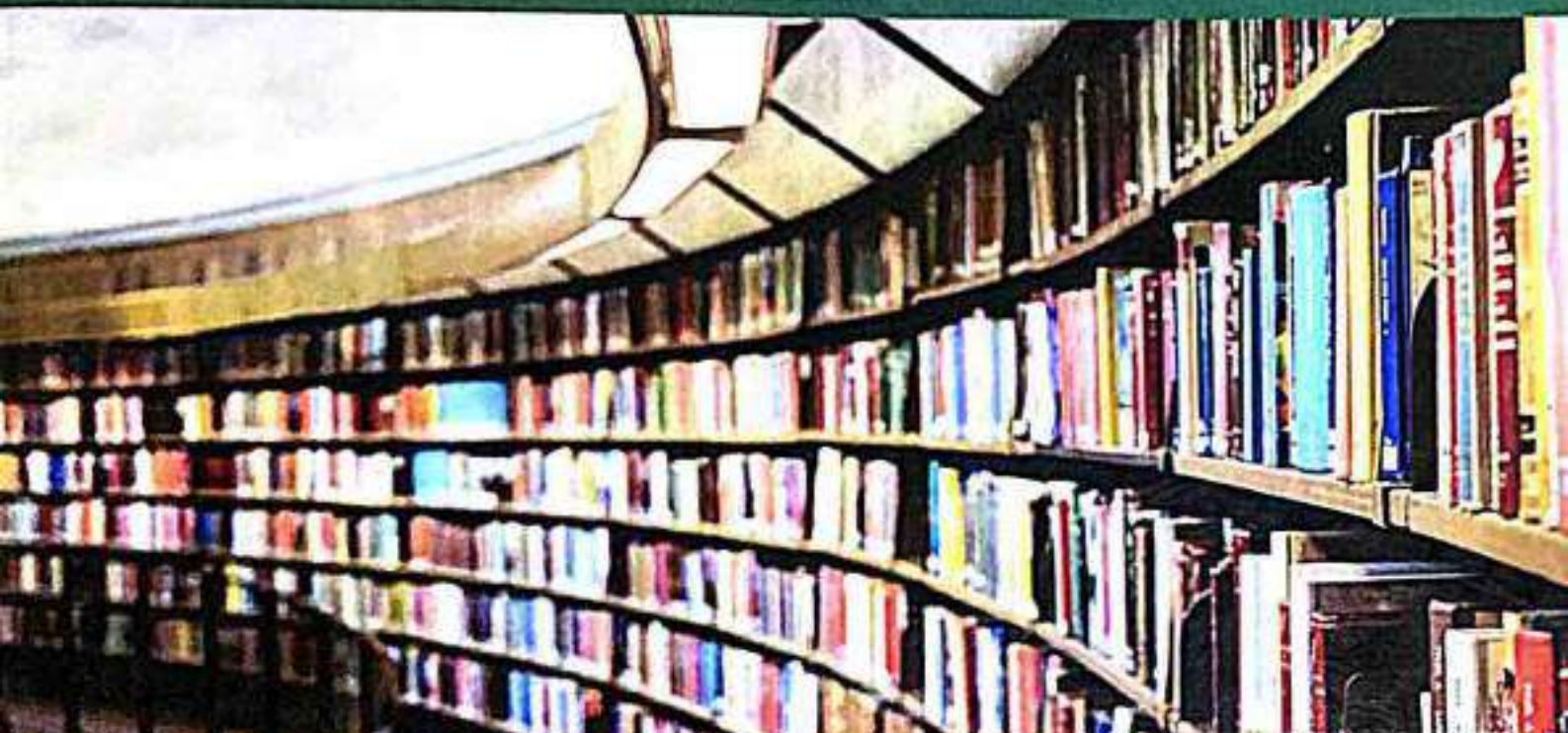
Stress is a feeling of emotional or physical tension. It can come from any event or thought that makes you feel frustrated, angry, or nervous. Stress is your body's response to changes in your life. There are many causes of stress which couldn't be avoided but managed. Reading is the best way to relax and even six minutes can be enough to reduce the stress levels by more than two thirds, according to new research. And it works better and faster than other methods to calm frazzled nerves. Psychologists believe this is because the human mind has to concentrate on reading and the distraction of being taken into a literary world eases the tensions in muscles and the heart. It's practically impossible to avoid stress in today's hectic world. With so many tasks seeking for our attention, it's easy to feel overwhelmed and overworked. According to a recent study, six minutes of sustained reading each day can reduce a person's stress level by 68 percent, thereby helping individuals to clear their minds and minimize bodily tension. We shall discuss how books and reading habits helps us in reducing stress levels and managing anxiety.

**WHAT IS STRESS?**

Stress is a feeling of emotional or physical tension. It can come from any event or thought that makes you feel frustrated, angry, or nervous. Stress is your body's reaction to a challenge or demand. In short bursts, stress can be positive, such as when it helps you avoid danger or meet a deadline. But when stress lasts for a long time, it may harm your health. Your body reacts to stress by releasing hormones. These hormones make your brain more alert, cause your muscles to tense, and increase your pulse. In the short term, these reactions are good because they can help you handle the situation causing stress. This is your body's way of protecting itself.



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**BFA-011****BENEFITS OF READING**

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III BA English, VHNSN College, Virudhunagar.



Reading maketh a full man, conference a ready  
man, and writing an exact man.

(Francis Bacon)

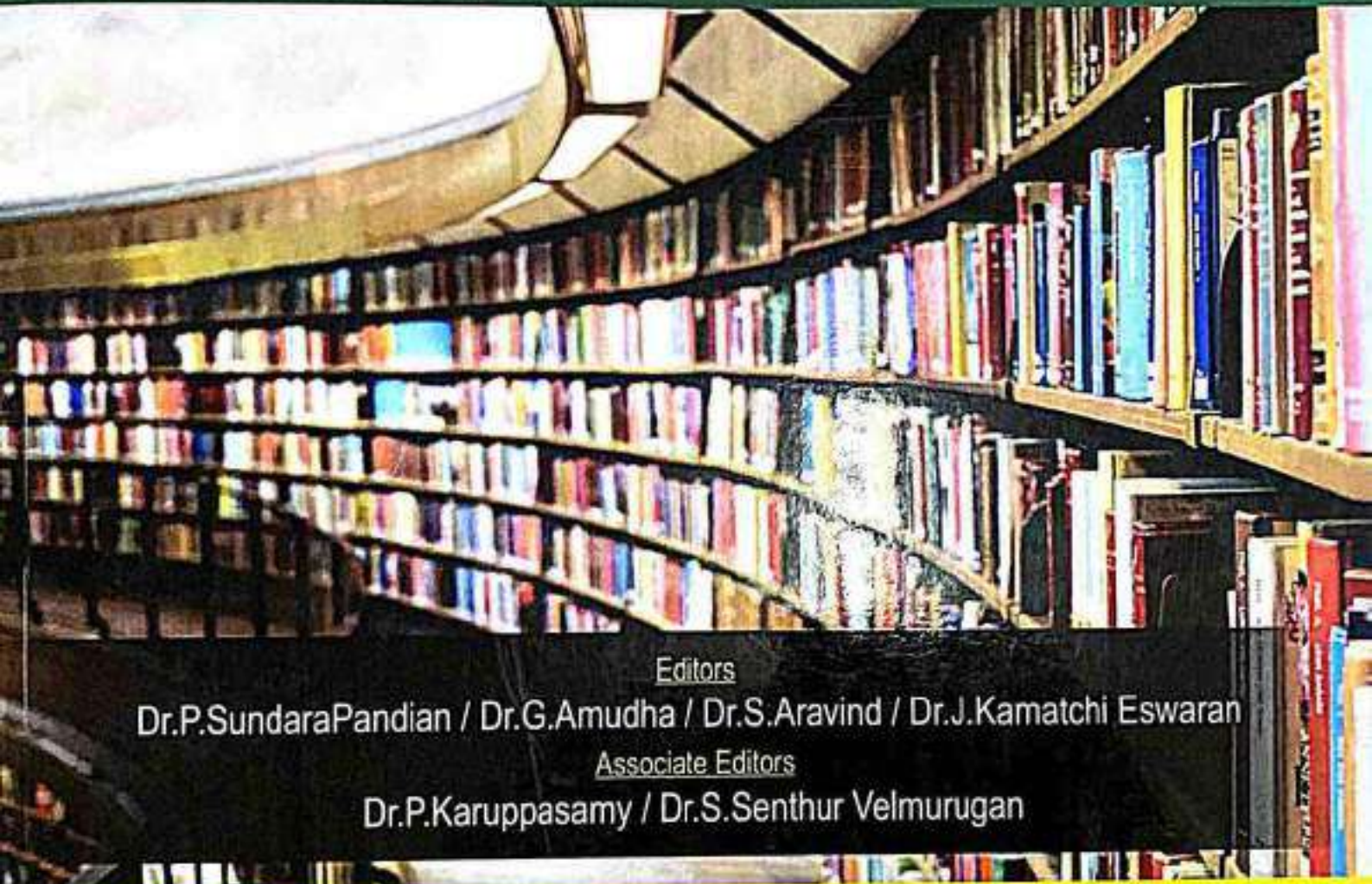
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“Reading maketh a full man”, a famous word said by great English philosopher Sir Francis Bacon. Because he knows the value of reading, without reading we can't know the anything. Not only bacon all the great leader around the world suggests reading books daily. Because one good book equal to one good friend. Through reading we can learn lots of things. Examples, learn new words, strengthen our writing ability, and improve our memory power and so one. It is easy to enjoy books when you are merely reading for pleasure. Reading is a great way to improve yourself all around.

Book not only consists of words, paragraph, or lines it's an emotion, feeling, imagination of one person. From books we can observe another person life experience. Books can hold and keep all kinds of information, stories, thoughts and feelings unlike anything else in this world. It is a timeless form of entertainment and information. Reading bought us to another world through imagination. Some books keep us enthusiastic to know “what should happen



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**BFA-013****READERS PSYCHOLOGY:  
UNDERSTANDING PERCEPTIONS OF BIBLIOTHERAPY WITH  
SPECIAL REFERENCE TO VIRUDHUNAGAR DISTRICT**

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**Introduction**

All of us know very well about the consumer. Consumer is buyer or customer in day-to-day life. In library terms consumer is known as user. Consumer expects the quality of product from the seller. This concept is applicable to the profit and service oriented organizations. The librarian is also expecting to provide the quality of products to the users. It is not easily to identify the user needs because shy readers have not been entered the library and some other users have diverted the mind by various ways. So, the librarian must be organizing the psychological orientation programme. This programme helps to improve the user confidence.

**Example**

If some men like to go the mind way, angry will be created automatically. So they affected the following way.

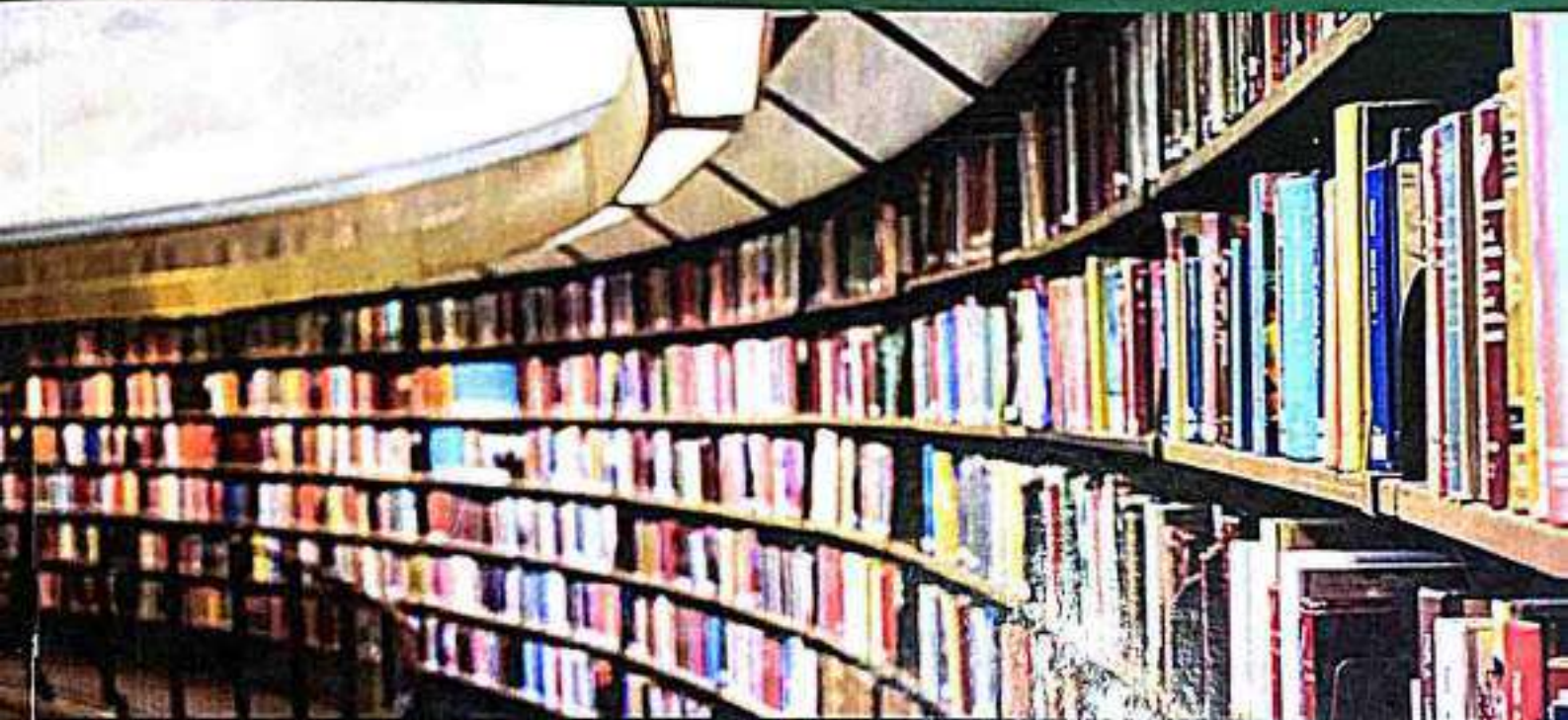
Driving+ Angry = Dangerous

Studying+ Angry = Loss of Marks

Working+ Angry = Loss of the relationships with colleagues



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**BFA-014****THE BOARD OF PRESSURES AND STRESS ON LIBRARY PROFESSIONALS IN 21ST CENTURY**

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**INTRODUCTION**

Pressures and Stress are the changes that our bodies experience as we adjust to our continuously changing environment. The rapid adoption of information and communication technologies and their extensive use in learning institutions and system administration has introduced new library and information services. The introduction of different learning modes and expansion of academic programs have also resulted in the librarian, facing more challenges as compared to his predecessors. It is the fact the librarians have exposed to a considerable amount of pressure and stress in their work. Many factors are responsible to create stress; like staff problem, inadequate budget allocation and management support, too much responsibility with secondary duties & heavy workload, working with changing technology, changing users' demands, etc. According to Pantry (2007)4 library workers deal with constantly changing technology, shrinking budgets, outsourcing, excessive workload, and burnout, all of which can precipitate internal stress and conflict. Libraries are also vulnerable to stress from external sources as a result of their accessibility to the general public, welcoming atmosphere, and service ethic.



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Authors Name : Dr. P.Sundara Pandian, Dr. G.Amudha  
Dr. S.Aravind, Dr. J.Kamatchi Eswaran,  
Dr. P.Karuppasamy, Dr. V.Senthur Velmurugan

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**BFA-015**

## Digital Library – An Overview

Selvanathan.S,

Assistant Professor of Commerce (SF), VHNSN College (Autonomous), Virudhunagar

### Introduction

Librarians should lead the way in technology use among fellow residents and gain more time for the most important activity: helping patrons. Since the main mission of most libraries is to offer equality of access to information for every citizen, then why not be a trendsetter in digital use and implement innovative technologies and services in libraries. This chapter presents a range of relevant and useful innovative technologies and services to implement in the libraries. We focus on the technology's applicability for the library and not on the potential budgetary impacts of said technologies i.e., Big Data, RFID technology, QR code technology, Social Media use in library service etc.

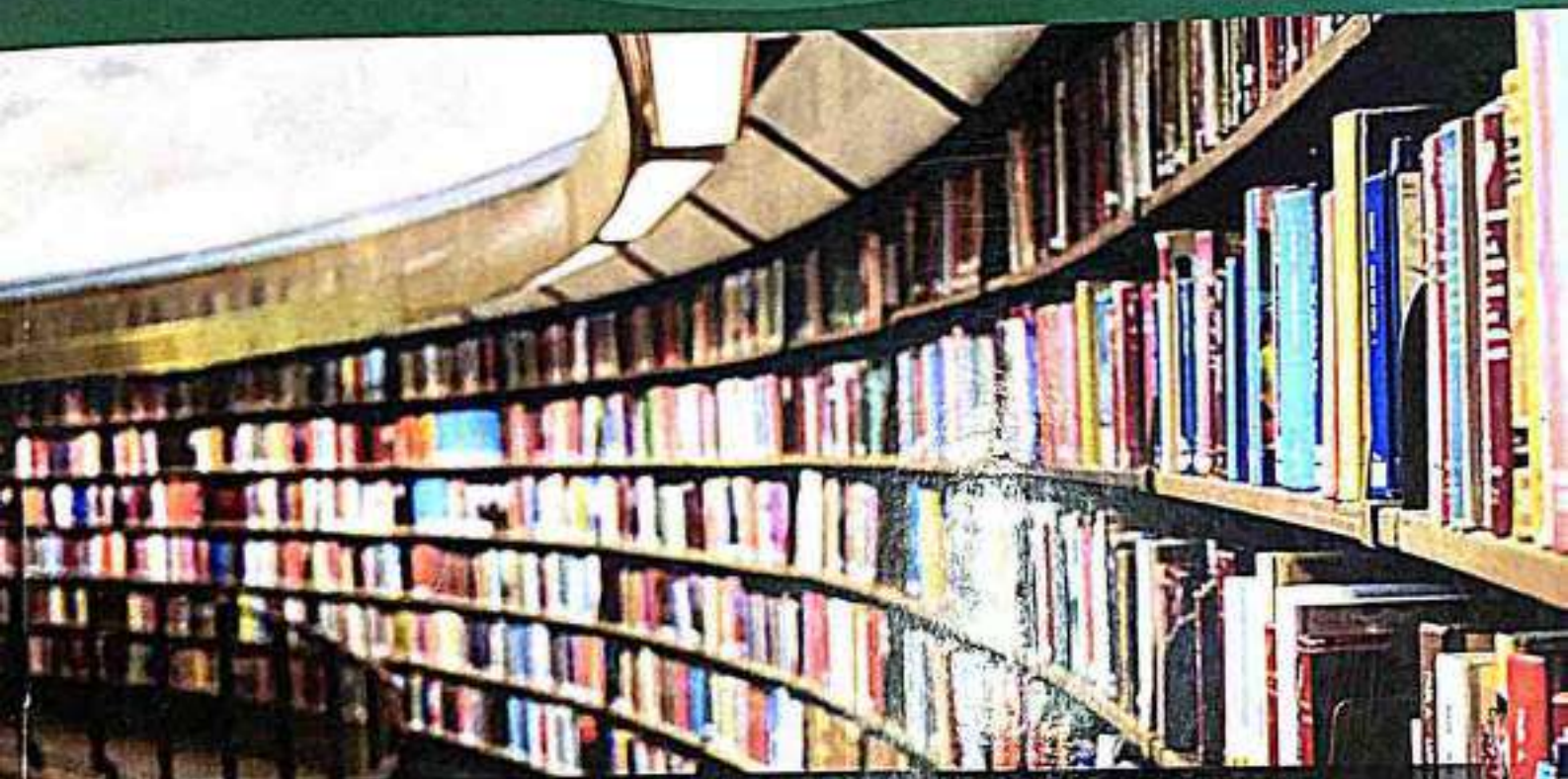
### Innovative Research in Library and Information Science

#### SOCIAL MEDIA

The growing use of social media such as LinkedIn, Facebook, Twitter, Google+ etc. by users in the 21st century social media play a vital role in libraries and providing new challenges for libraries to keep up to with the growing needs of their users. This paper describes the role of social media in libraries. In this digital era, data can be accessed from anywhere, at any time without borders. Social media involves social relations amongst people who have some type of relationship or affiliation. It encompasses Blogs, Facebook, Social marks, Podcasting, Mash-up, YouTube, RSS, Flickr, Tag Cloud, Folksonomy, Wikis, MySpace, Twitter, among others. It may be conceptualized as socio-technical arrangements incorporating technologies that support such activities. Social media ethical concerns include identity, privacy, surveillance, friending, and user exploitation. At present, the



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Associate Editors

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**BFA-022****ACCOMPANIED EDUCATION FOR YOUTH THROUGH  
ACADEMIC LIBRARIES (AEYAL)**

M. Selvam, Ph.D Research Scholar, Bharathiyar University, Coimbatore – 641043

Dr. G. Amudha, Librarian, VHNSN College (Autonomous), Virudhunagar - 626001

**1. EXISTING SYSTEM: AN INTRODUCTION**

The SHAPE is a holistic mentoring programme for the undergraduate students in Sacred Heart College (Autonomous). The Salesian System of Education has a unique way of mentoring, which is by accompanying the young by Salesians and teachers. They help the young people to take responsibility for their own development in the following dimensions of growth: Physical, Intellectual, Psychological, Social, Spiritual and Skill development.

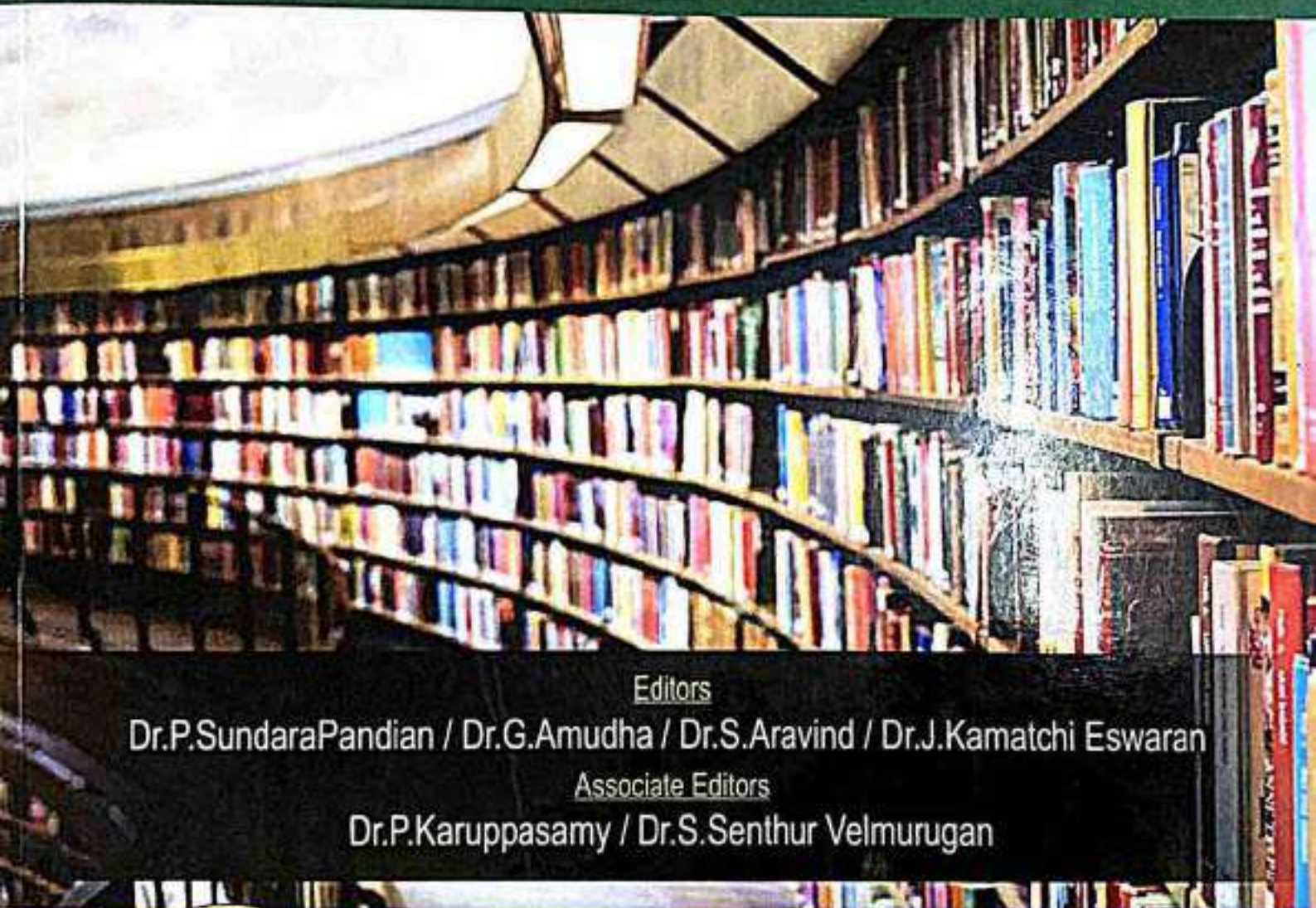
The SHAPE is designed for a staff member to guide a group of about 15 to 20 students to take responsibility for their own growth. The respective staff will accompany the allotted students in their journey of shaping themselves. It is not a substitute for the counseling programme.

All the first year undergraduate students are compulsorily part of the SHAPE programme. The second and third years are encouraged to continue with the programme.

Psychological techniques such as Catching oneself, Disputing irrational beliefs, Changing one's language, Cognitive homework, Self-verbalization, Behaviour change, Relaxation training, Scheduling activities, Graded exposure, Systematic desensitization are practiced. The factors that serve as an obstacle to students' academic performance identified are Financial difficulties, Day-to-day stress, Anxious about future, Physical illness, Inferiority complex, Low self-esteem, Peer pressure, Experimentation which leads to self-destructive behaviours, Helplessness, Hopelessness, Media addiction, Identity issues, Self-Injury/



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**BFA-023****BIBLIOTHERAPY FOR ALL : AN INNOVATIVE PRACTICE IN LIBRARY**

Dr. M. Annalakshmi, Assistant Professor of Mathematics,  
V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar

**Introduction**

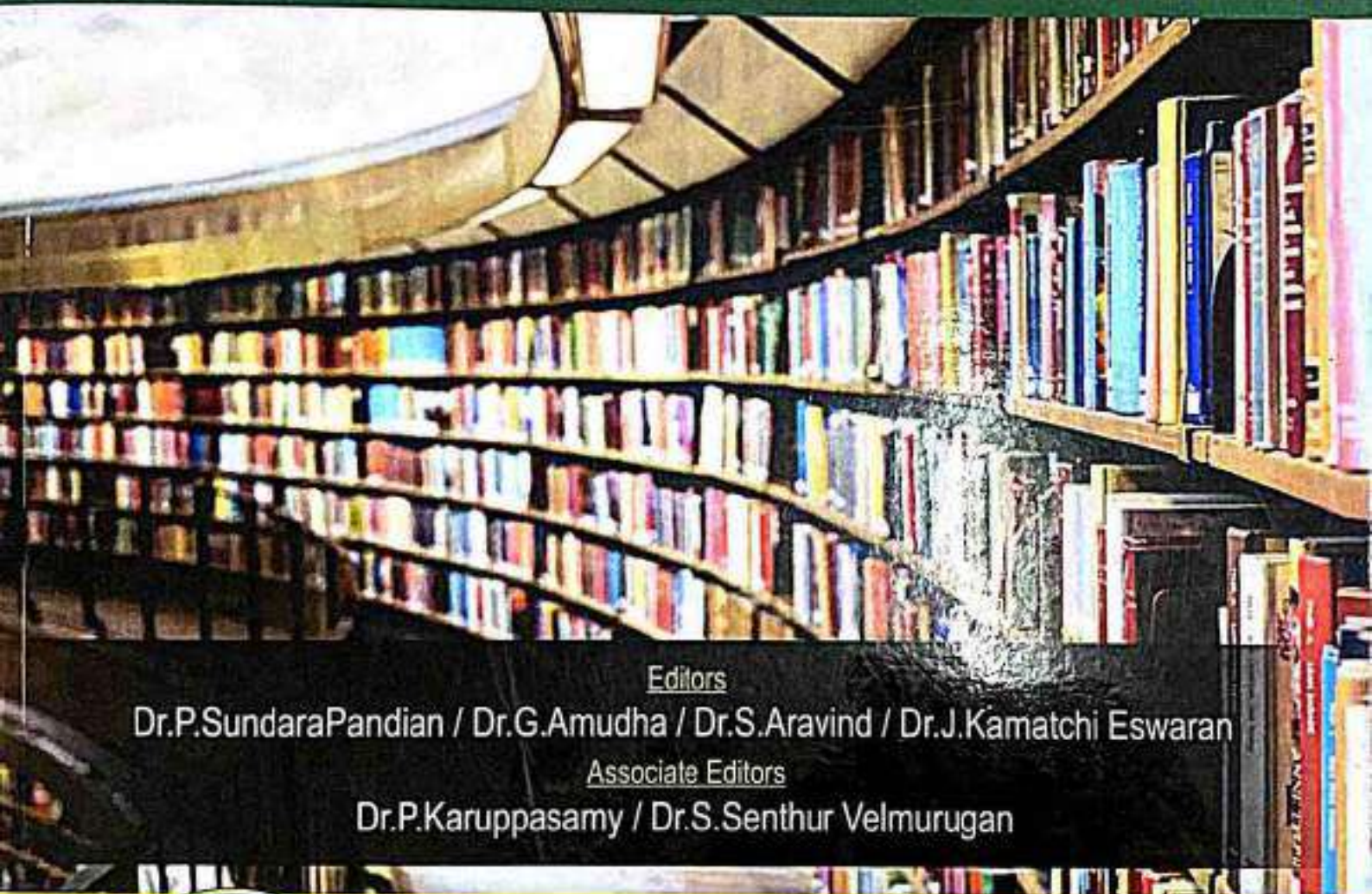
Bibliotherapy, a therapeutic approach that uses literature to support good mental health, is a versatile and cost-effective treatment option often adapted or used to supplement other types of therapy. It is also a pedagogical tool used by teachers and librarians to increase the academic capabilities of their students. The ancient Greeks recognized the healing power of books for the mentally unwell. The therapy first became popular in the 1930s, when G.O. Ireland classified bibliotherapy as a legitimate therapy wherein a person could organize his/her thoughts through external means. Today, bibliotherapy is employed by educators, helping professionals, librarians, and even parents.

**Bibliotherapy for youth**

Bibliotherapy allows you to gain insight into the personal challenges dealing with and helps you develop strategies to address the most concerning issue. It can also help to promote problem solving, understanding and self awareness. The most important step when using bibliotherapy with students is to match appropriate books with the students and his / her various problems. The book should be at an appropriate reading and developmental level for the children. Many kids suffer from a short attention span hence reading books will refocus their attention because there is nothing more relaxing than sitting outside in the garden with a good book to read. All students can benefit from bibliotherapy because they are likely to come across similar situations during the school years



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**BFA-026**

## **STRESS MANAGEMENT TECHNIQUES**

**Dr. J.Kalaisigamani,**

Assistant Professor of Economics, Department of Commerce (SF), V.H.N.S.N College,  
Virudhunagar. ksmpleasant@gmail.com

### **Introduction**

Stress is a reality of everyday life— at work, at home, and on the road. Sometimes we can feel especially stressed because of a bad interaction with someone, too much work, or everyday hassles like getting stuck in traffic. Negative stress can keep us from feeling and performing our best — mentally, physically and emotionally. But no one's life is completely stress-free. It's important to know how to manage the stress in our life.

### **Important to Manage Stress**

Living with high levels of stress, we are putting our entire well-being at risk. Stress wreaks havoc on your emotional equilibrium, as well as our physical health. It narrows our ability to think clearly, function effectively, and enjoy life.

Effective stress management helps break the hold stress has on our life, so we can be happier, healthier, and more productive. The ultimate goal is a balanced life, with time for work, relationships, relaxation, and fun and the resilience to hold up under pressure and meet challenges head on. But stress management is not one-size-fits-all. That's why it's important to experiment and find out what works best for our environment.

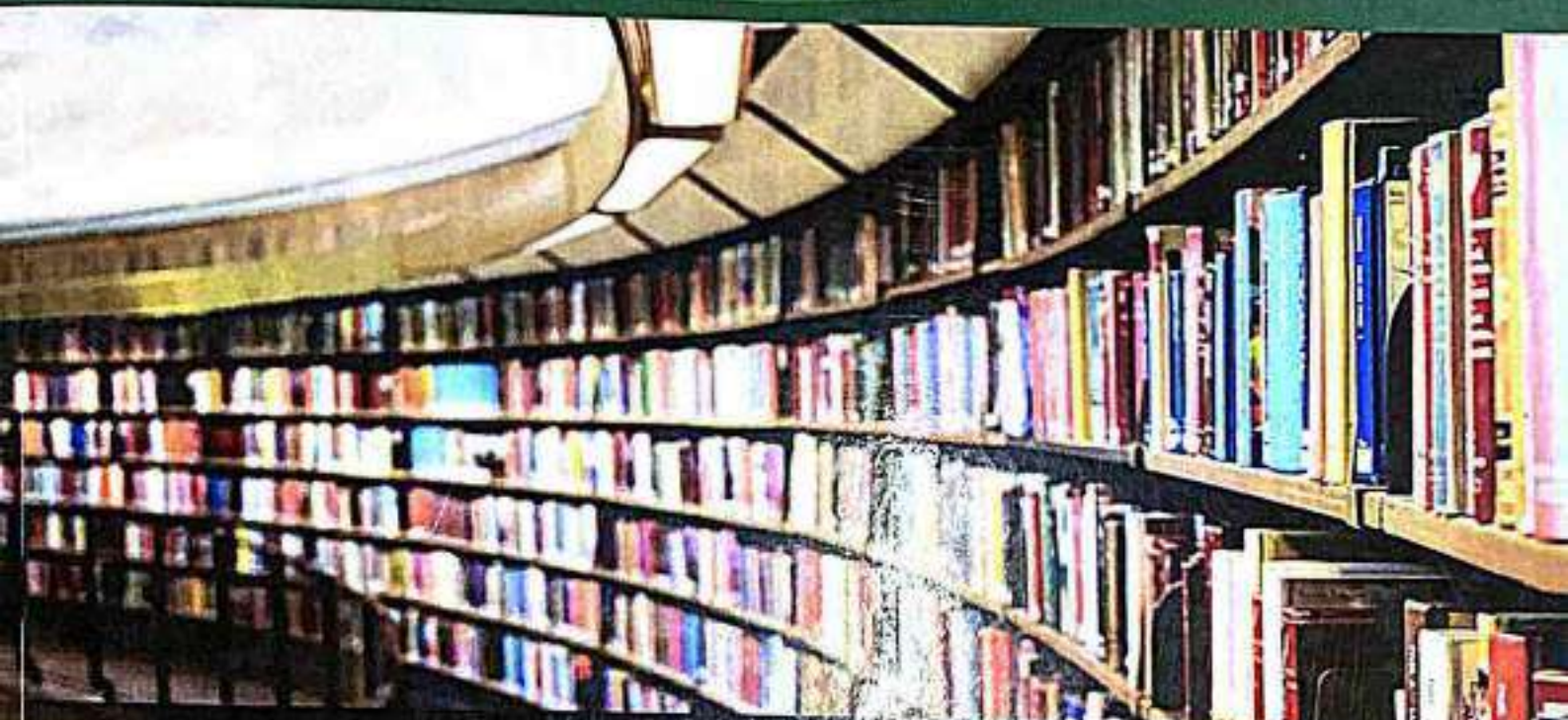
### **Techniques to Manage Stress**

#### **Positive Self-Talk**

Self-talk can be positive or negative. Negative self-talk increases stress. Positive self-talk can help you calm down and control stress. With practice, we can learn to shift negative thoughts to positive ones.



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**BFA-029**

## **COPING OF STRESS AND BURNOUT OF WOMEN POLICE PERSONNEL**

Dr. P.Sundara Pandian, Principal\*,

Dr. R.Shobana Devi, Assistant Professor of Commerce\*,  
\*VHNSN College (Autonomous), Virudhunagar

### *Stress and Burnout*

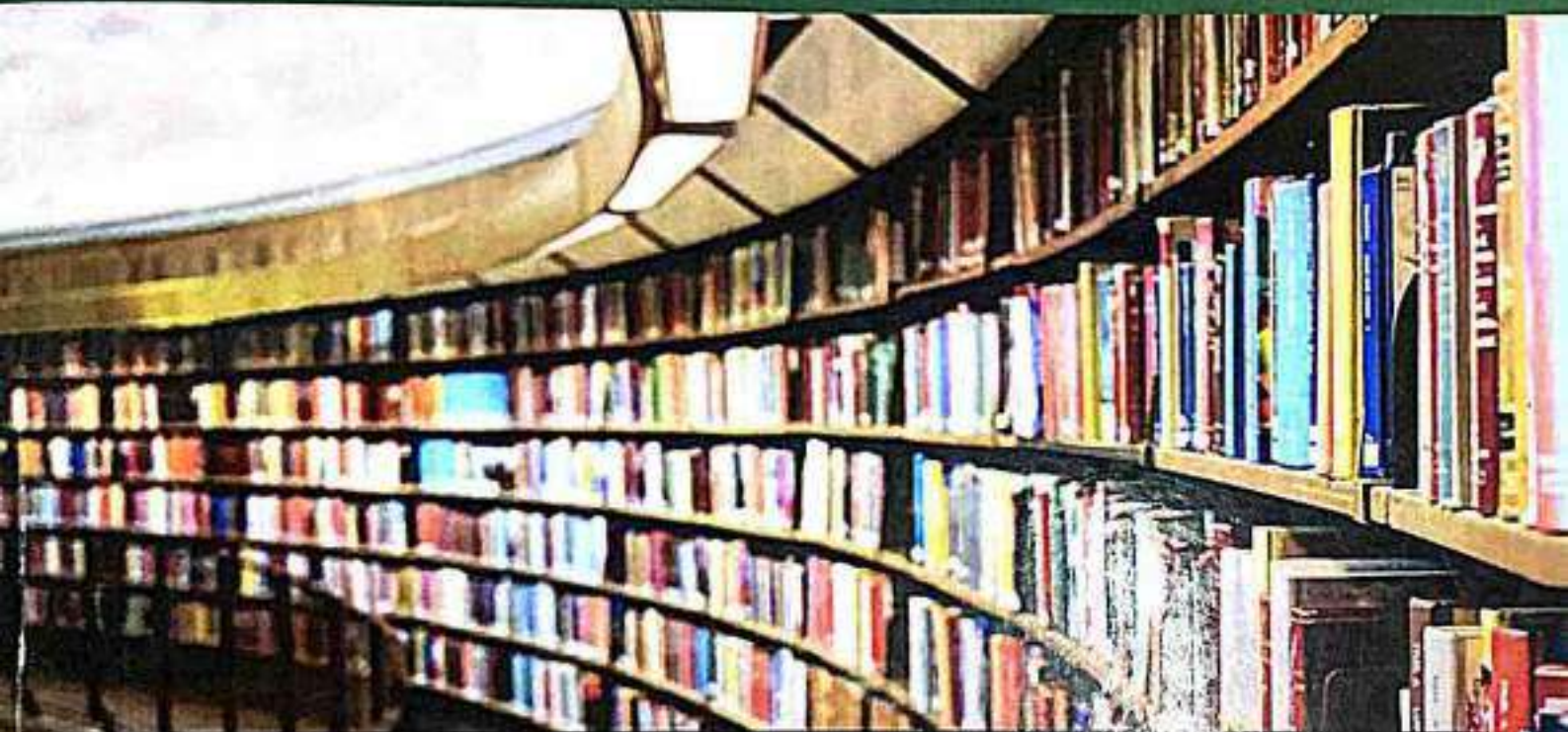
Law enforcement is generally considered as a stressful occupation by many researchers. Unlike most professions, law enforcement officers experience a variety of psychological and physical experiences. They are exposed to both operational and organizational stressors in their job. The police job makes great demands on the mental, emotional and physical capabilities of the officers, often so stressful that they begin to destroy the individual officer.

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**BFA-029**

## **COPING OF STRESS AND BURNOUT OF WOMEN POLICE PERSONNEL**

Dr. P.Sundara Pandian, Principal\*,

Dr. R.Shobana Devi, Assistant Professor of Commerce\*,

\*VHNSN College (Autonomous), Virudhunagar

### *Stress and Burnout*

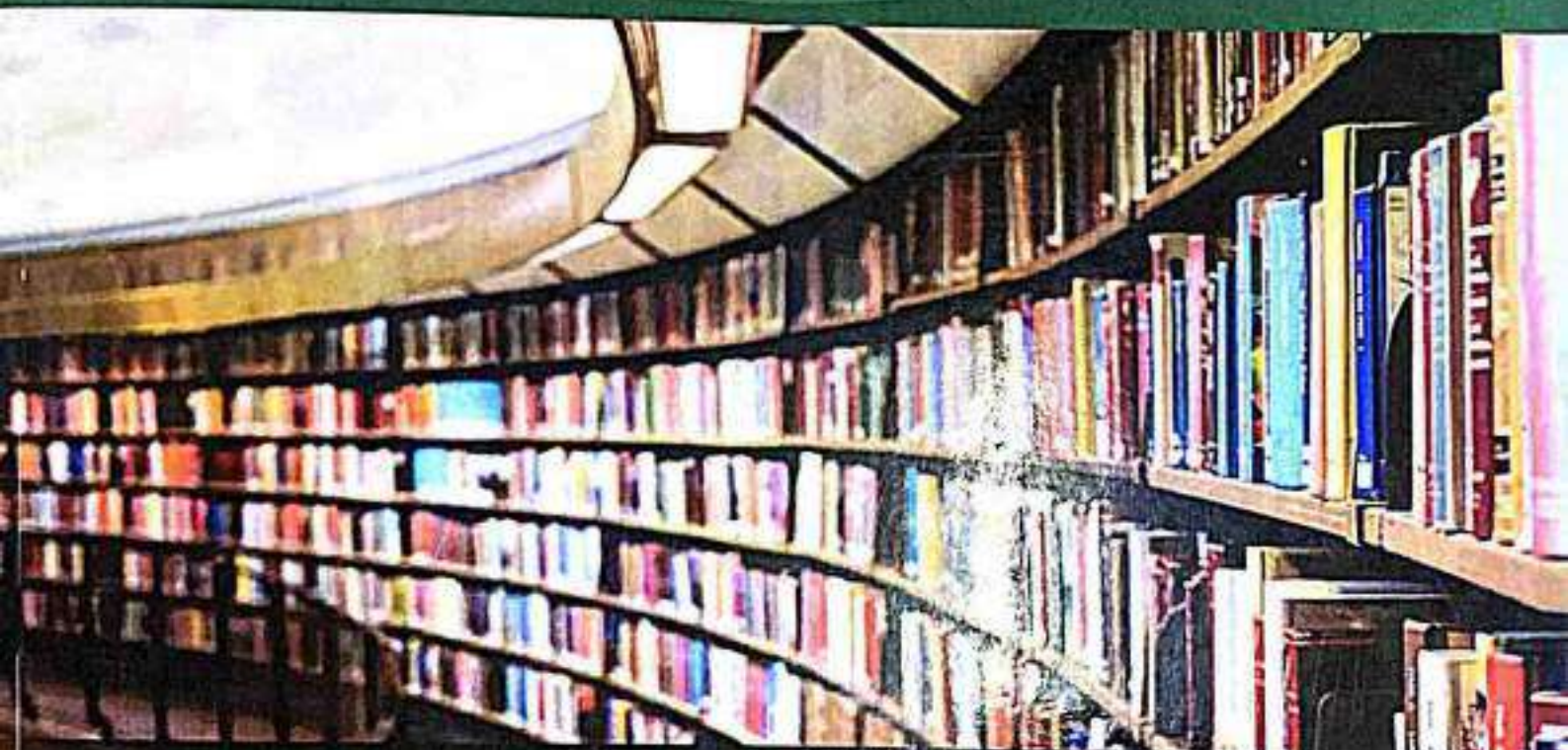
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**BFA-032****MOTIVATION TECHNIQUES:  
AN INNOVATIVE PRACTICE**

Dr. P.Mahalakshmi,

Assistant Professor in Mathematics, VHNSN College, Virudhunagar

Dr. R.Regina,

Librarian, SBK College, Aruppukottai

Dr. R.Kavitha,

Asst. Librarian, Mother Teresa Women's University, Kodaikanal

**Introduction**

Management is a man-made action. It includes planning, organizing, staffing, directing, controlling, reporting and budgeting. It is the method to direct the people. It is the art of stimulating interest in the pupils where there is no such interest. It has to achieve the goals. This concept is mainly applicable in management concept but the researcher has to apply this concept in the library.

**Concepts of Motivation**

Motivation is derived from the word 'motive' which means to improve towards a preferred goal. It is the set of factors that leads people to behave in different situations. It is important in every library to achieve the individual as well as organization goals

**Definition of Motivation**

According to Woodsworth, "Motivation is a state of the individual which disposes him for certain behaviour and for seeking goals."

According to Johnson, "Motivation is the influence of general pattern of activities indicating the behaviour of the organism."



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**BFA-034****USERS' PERCEPTION TOWARDS TQM IN MANONMANIAM  
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**Introduction**

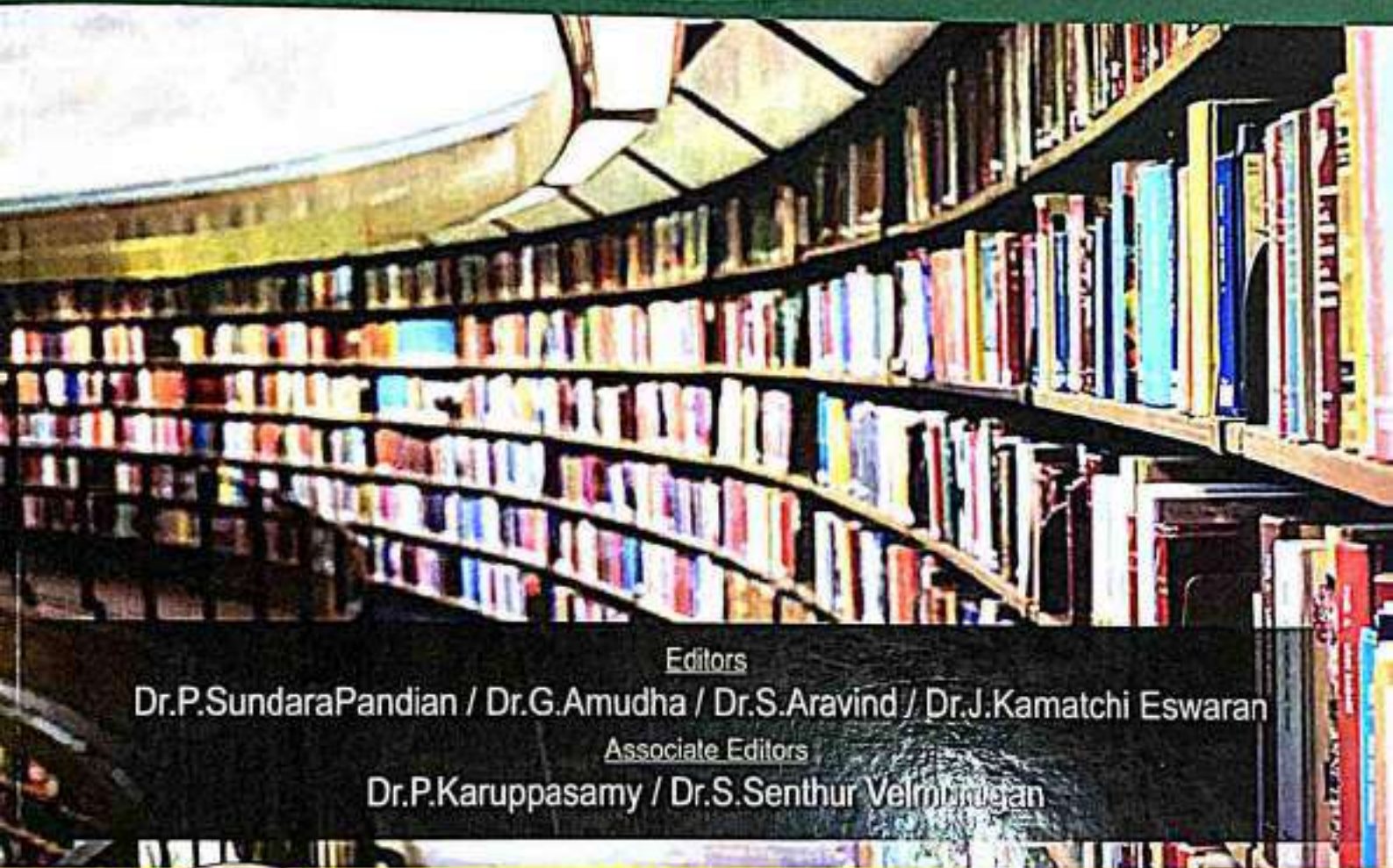
Libraries are gateways to knowledge and culture and play a fundamental role in shaping a society. The resources and services they offer create opportunities for learning, support literacy and education. They help to shape the new ideas and perspectives that are central to a creative and innovative society. It ensures an authentic record of knowledge created and accumulated by past generations without libraries it would be difficult to advance research and human knowledge or preserve the world's cumulative knowledge and heritage for future generation. As a man is known by the company he keeps, a society is known by number of good libraries. They take the knowledge of the past and present and lay down it for the future. Libraries are the collectors and stewards of the heritage of every country. They are the organisers of the knowledge in the books they collect. Adding value by cataloguing, classifying and describing them. Every library contains a wealth of materials representing the history of its nation, acquired over the years. These materials cover a range of forms- books, newspapers, manuscripts, films, photographs and maps.

**IMPORTANCE OF LIBRARIES**

Libraries represent different things to different people, allowing everyone to borrow books, access the internet or do research. It renders great service to the society. Library play a fundamental role in a society. It helps everyone to promote the progress of knowledge. It is



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eEmail : mahajai1979@gmail.com

**INTRODUCTION**

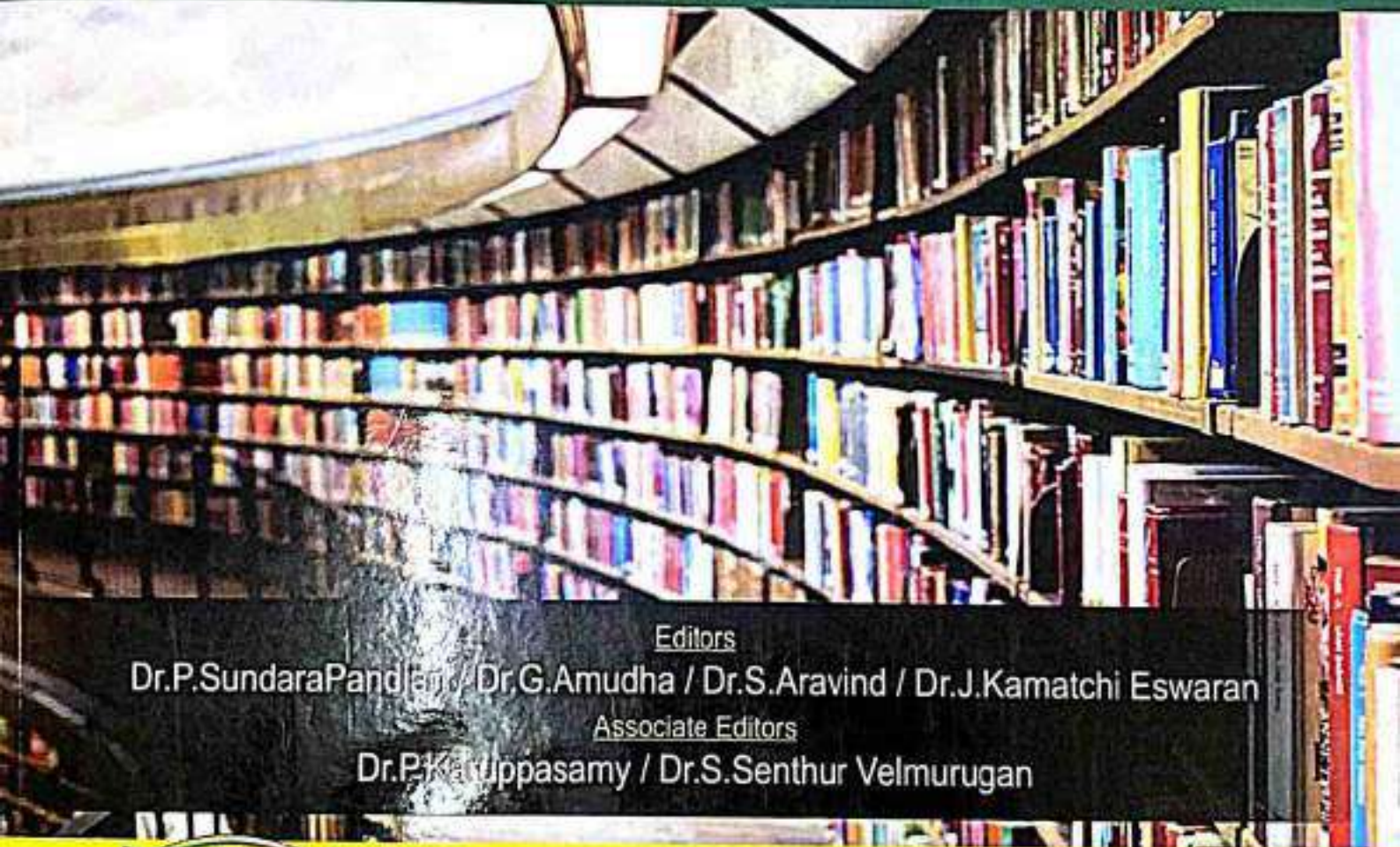
Today's children are the citizens of tomorrow in the development of knowledge societies. They are in need of coaching and educating to become a part of literate and an intelligent nation. Books can be used as a very good strategy to develop a nation's economy and culture. For example, at the National Library of Malaysia, a unit was created to take charge of the reading promotion activities. This is to motivate and encourage the society about the importance of reading habits in Malaysian culture. The role is to support the aim of the National Library's effort to instill and inculcate reading habit among Malaysian and to make reading as a cultural habits for Malaysian. Towards the knowledge and literacy society, reading habits are an essential aspect. Reading is a way for success in education and lifetime. It is a process of lifelong learning and must have the continuity. Besides schools, libraries (school, public and university libraries) are also play important roles to promote reading habit among children. A survey in 2006 with a sample of 60,441 respondents, reveals the literacy has slightly decreased to 92 percent from 93 percent in 1996.

***Definition of bibliotherapy***

Bibliotherapy refers to the use of books from a list created under the guidance of a subject expert in order to address a therapeutic need. Although the practice has received growing attention in recent years, the term bibliotherapy itself was first coined a century ago, and the underlying belief that books can provide healing benefits to readers is one that dates



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**BFA-053**

## **HEALTH PROBLEMS FACED BY WOMEN MANAGERS IN IT SECTOR - WITH SPECIAL REFERENCE TO TAMILNADU**

**Dr. P.Sundara Pandian,**  
Principal, VHNSN College (Autonomous), Virudhunagar.

**S. Muthulakshmi,**  
Assistant Professor, Department of Commerce,  
VHNSN College (Autonomous), Virudhunagar.

### **Introduction**

Women have worked as long as men. This is evident from the cave drawings that show women toiling in fields and over fires. From the Upanishads to the Bible, from Talmud to the Koran, numerous passages call upon individuals to lead balanced lives. Numerous world bodies including the International Labour Organization (ILO) have in recent years prescribed balance coupled with honouring worker's right to create the right working atmosphere, especially in countries that have latched on the service bandwagon. The concept of work life balance is based on the notion that paid work and personal life should be seen as competing priorities than as complementary elements of full life.

Although very little is known about the physical health consequences, some evidence indicates that the challenges associated with balancing the roles of worker and wife/parent undermine women's mental and physical health.

### **Objective**

1. To know the health issues of women managers working in IT Sector.





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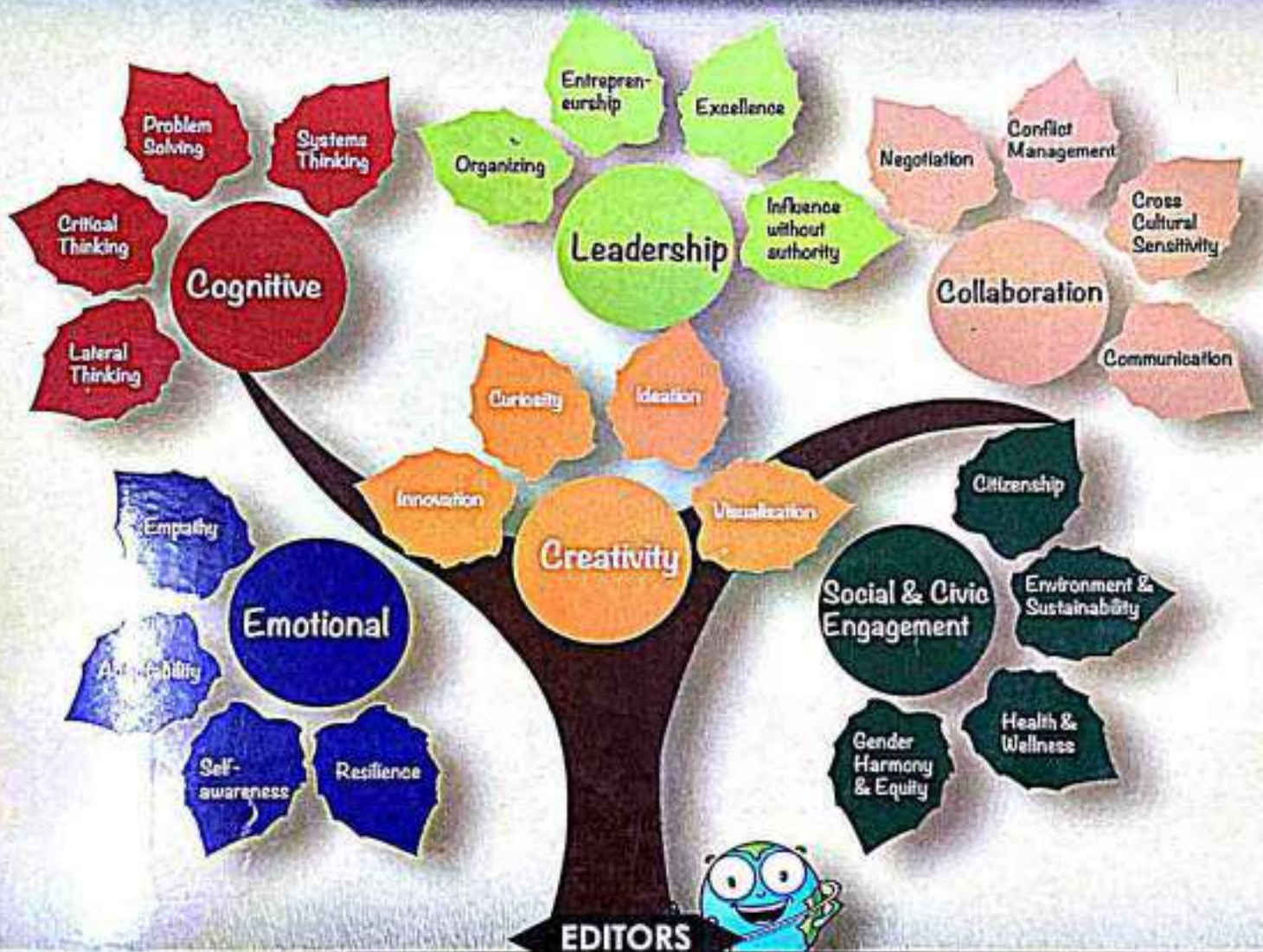


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## CHAPTER - I

### LIFE SKILLS



*"Formal learning can teach you a great deal, but many of the essential skills in life are the ones you have to develop on your own"*

**-Lee Lacocca**

### INTRODUCTION

Each and every individual wants to live a happy and healthy life. To achieve this, he or she needs to be skillful. These skills are developed by an individual from his lifetime experiences, even from his childhood till death. Experiences are the most powerful tools for life skills.

Although human beings are regarded as living creatures on earth, his life skills distinguish him from other creatures. These skills help him to improve day by day. Any skill that is helpful in our life can be considered as a life skill. These skills are not the same in all places. It differs from persons to persons, most probably; the place where he lives and where he works decides his life skills. For example, the skills of a person who lives in rural places are completely different from someone from the city. Tying shoelaces, swimming, driving a car, and using a computer are the most useful life skills for many people. The word 'life skills' is used to indicate any of the skills that are required to deal effectively with the challenges of our life.

### DEFINITION

World Health Organization has defined life skills as – "The living skills or abilities for adaptive and positive behavior that enable individuals to deal effectively with the demands and challenges of everyday life" (W.H.O. 1997)

Adaptive means the flexible approach of a person in different circumstances. Positive behavior helps a person to look forward even in his difficult situations and leads a ray of hope and opportunities to find solutions to his problems. This can be explained through seed germination. When a seed sown on a field it adapts the nature of the ground and its life skills lead it to grow forward in any difficult





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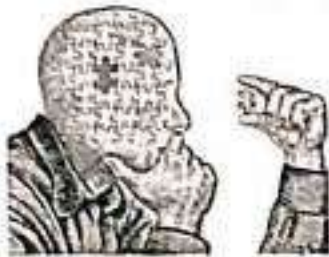
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## CHAPTER - II

### SELF-AWARENESS



*"Being self-aware is not the absence of mistakes, but the ability to learn and correct them"*

*-Daniel Chidiac*

#### INTRODUCTION

The process of understanding and accepting one's own beliefs, feelings, state of mind, standards, different approaches, inspirations, biases, strengths, and boundaries and recognizing how they affect others is called self-awareness. Everyone has different approaches to know his inner feelings, thoughts, and realities. Understanding of self can help people to differentiate their ethics, beliefs, and personal boundaries.

Self-awareness is an awareness of one's personality or individuality. It is not to be confused with consciousness. While consciousness is being aware of one's environment and body and lifestyle, self-awareness is the recognition of that awareness. Self-awareness is how an individual consciously knows and understands his character, feelings, motives, and desires.



Self-awareness is one of the first components of the self-concept to emerge. While self-awareness is central to who you are, it is not something that you are acutely focused on at every moment of everyday life. Instead, self-awareness becomes woven into the fabric of who you are and emerges at different points depending on the situation and your individuality.

#### DEFINITION

Dubrin defined self-awareness as, "Insightfully processing feedback about oneself to improve one's effectiveness".





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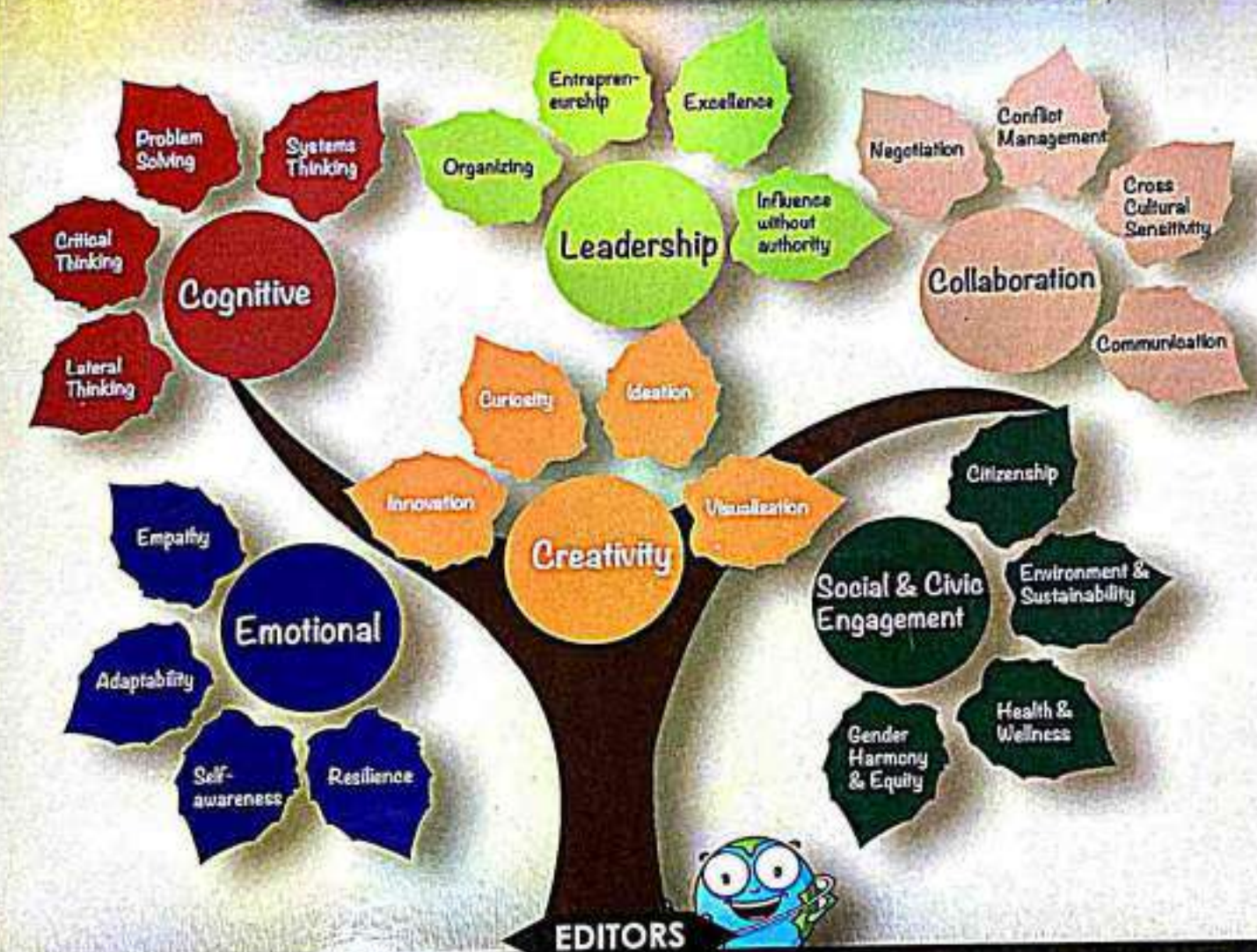
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### SELF-ESTEEM



*“Successful people have fear, successful people have doubts, and successful people have worries. They just don’t let these feelings stop them.”*

**-T.Haru Eker**

### INTRODUCTION

Everyone in the world is the creature of God Almighty. God Almighty creates every one with special and specific talents. But, attitudes, moral values, beliefs and culture decide the personality pattern of every one. Whatever the personality type the human beings possess, they appreciate their talents by themselves as well as want to be appreciated by others. This type of character is known as self-esteem. It is also known as self-respect or self-worth. Self-esteem is an inner self-respect. It is a term used to describe a person’s own dimension of his/her self-worth. It is considered as a filter by using people who can react with everything happens in their life. It plays a dominant role in success and motivating energy throughout the life of the people. It is necessary for every one because it leads the life of the human beings in the right path.

Parents have the responsibility to build the self-esteem of the children from birth. If they do not take proper care, it will negatively affect the self-esteem of from them their childhood. When the children grow, their self-esteem will be strengthened or weakened depending upon the care of the parents, neighbours, relatives and friends.

Positive self-esteem replaces negative thoughts into positive thoughts and achieves the targets. A person with positive self-esteem is a friend of himself/ herself. Negative self-esteem creates a feeling of defeat or depressed. This makes the people to engage in wrong choices and breaks the relationship with friends, relatives and neighbours. It is more dangerous of having high level self-esteem as well as low level self-esteem. It is essential for the people to balance between these two levels.

# ● LIFE SKILLS EDUCATION ●

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**Dr.R.PALANIAPPAN**  
**Dr.R.SHOBANA DEVI**



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## CHAPTER - IV

# SELF-MOTIVATION



*"If you can't fly, then run,  
If you can't run, then walk,  
If you can't walk, then crawl,  
But whatever you do,  
You have to keep moving forward."*

*-Martin Luther King Jr.*

### INTRODUCTION

Everyone in the world have needs, wants and desires. These are inter-related and driving force of an individual to act. Everyone may get encouragement and assistance from other people to meet the needs which is known as motivation but the bulk of the duty in achieving a purposeful life lies within us. That is called self-motivation. Motivation is a state of mind. It is the process of stimulating people to actions to accomplish the goals. It is a psychological phenomenon which depends on the needs and wants of the individuals. Motivation is a continuous process since it is based on unlimited needs. The best kind of motivation is self-motivation. To overcome the hurdles of life, self-



motivation plays a big role. People who achieved extraordinary success in life are people who are extremely self-motivated. They live a passionate life, they work tirelessly on their goals, and they are always on the move no matter what happens. Self-motivated people come from all walks of life. They can be anyone who is driven with a clear purpose and equipped with a burning desire to achieve their dreams.

Self-motivation is accomplishing what needs to be done without the need for prompting, supervision, influence or push from others. Self-motivation is an ability to do what needs to be done, without influence from other people or situations.

Self-Motivation





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## CHAPTER - V

# PERSONALITY DEVELOPMENT



*“Personal development is a major time-saver. The better you become, the less time it takes you to achieve your goals.”*

*—Brian Tracy*

### INTRODUCTION

The formation and development of personality is the humane process. It takes input from deep rooted causes and the simple daily routine. Various authors have thought about various stages of personality.

Sigmund Freud was a famous neurologist and particularly known for Psychoanalysis. Psychoanalysis means study and analysis of psychology based on the various cues such as friends, family, society and such other environmental cues. Psychoanalysis is the concept developed in the school of thought of Sigmund Freud. According to him the personality of a particular person is the collective phenomenon accumulated right from the childhood stage till the adult stage until the personality is accepted by the self and being practiced on a regular basis. Personality is the whole set of behavior, belief and customs.



Sigmund Freud believed that there are five psycho sexual stages which any person goes through and which also determines the persona of an individual. These stages happen in a particular individual person's life in a sequential pattern. Each stage has influence on the person's character and behavior. Again the end of fifth stage does not mean that the growth of personality is over. On the other hand, the





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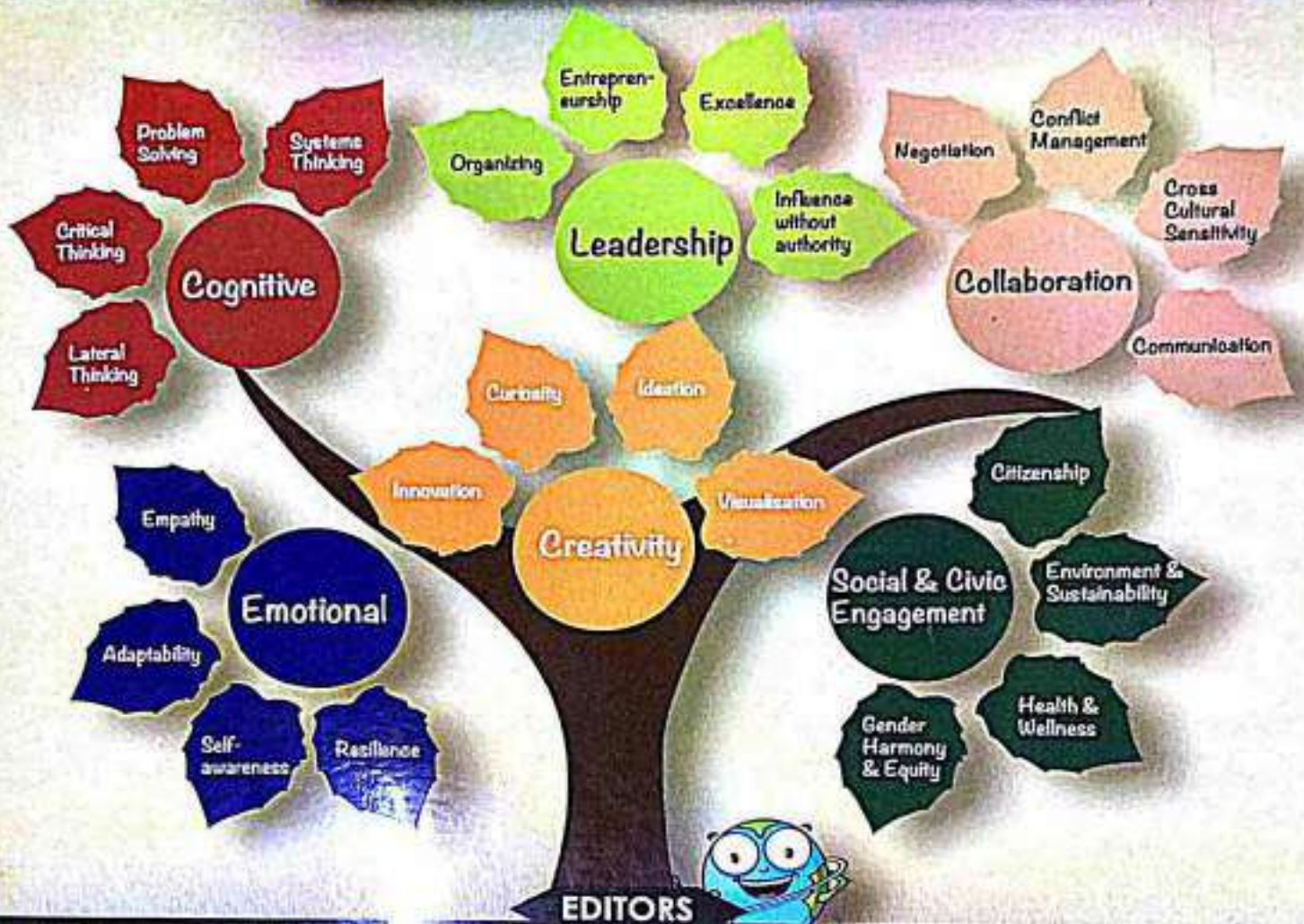
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## CHAPTER - VII

# INTERPERSONAL SKILLS



*"I speak to everyone in the same way, whether he is the garbage man or the president of the university"*

*-Albert Einstein*

### INTRODUCTION

Interpersonal skills are the skills that we use every day when we communicate and interact with other people, both individually and groups. It includes a wide range of skills, but particularly communication skills such as listening and effective speaking.

It is no exaggeration that the interpersonal skills are the foundation for success in life. People with strong interpersonal skills tend to be able to work well with other people including in teams or groups, formally and informally. They communicate effectively with others who may be family, friends, colleagues, customers or clients. They also have better relationship at home and at work.

### WHAT ARE INTERPERSONAL SKILLS?

Interpersonal skills are sometimes referred to as social skills, people skills, soft skills or life skills.

### DEFINITION OF INTERPERSONAL SKILLS

"The skills that we need and used to communicate and interact with other people".

Inter personal skills covers:

#### 1. Communication Skills Include:

- **Verbal Communication:** What we say and how we say it.
- **Non-verbal communication:** What we communicate without words, for example, through body language, or tone of voice
- **Listening skills:** How we interpret both the verbal and non-verbal messages sent by others.







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## CHAPTER - VIII

# GOAL SETTING AND DECISION MAKING



*"Goal setting is not only about choosing the rewards you want to enjoy, but also the costs you are willing to pay"*

*- James Clear*

### GOAL SETTING

Goals are the first step towards planning for the future, and play a fundamental role in the development of skills in various facets of life, from work to relationships and everything in between. They are the target at which we aim our proverbial arrow. When you set goals in your life, big or small, they bring meaning to your life. They give you something to work toward, something to hope for, and something to dream about. Understanding the importance of goals and the techniques involved in setting achievable goals paves the way for success.

Goal setting helps you to be proactive rather than active. Goal setting strategy is an important training for all target people, including small business owners. This is the first step towards achievement. Many people don't set goals or objectives for their life and instead simply just walk through life aimlessly waiting for time to run out. They believe there will always be a tomorrow, or they can always work toward those goals 'later'. They deny the fact that we have this limited time to make an impact with our lives.

Goal setting at an initial stage can be termed as aim. A person with strong and determined aim makes a strong and determined decision in life. He takes up his life with more ease and happiness. He has a self-satisfaction in his decision and believes that he would definitely succeed in his career. His decision will not be affected by any external factors.

Many of us still don't have the answer for what is aim? If this question is asked to a student, he still hesitates to answer. A student who has a nil answer to this question, has a nil development in his career. He has many confusions and flaws in his development. His decision making process will be easily influenced by the people





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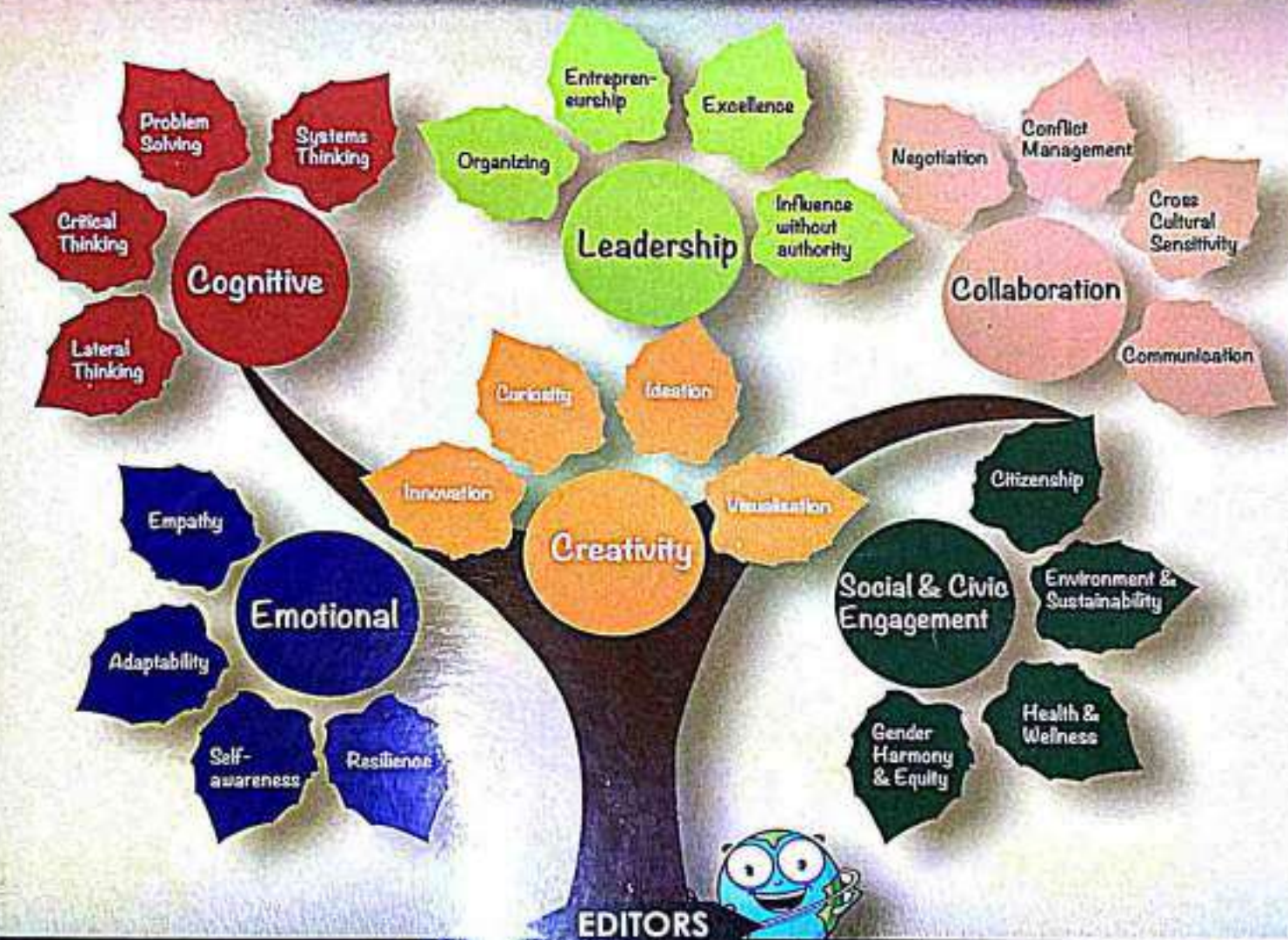
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## CHAPTER - XI

# STRESS MANAGEMENT



*"You can't always control what goes on outside, but you can always control what goes on inside"*

*- Wayne Dyer*

### INTRODUCTION

An anecdote widely circulated in social media would help in laying the foundation for educating oneself about stress, variety of stress and how to cope up with it in real life. One day a teacher entered the classroom holding a glass half filled with water. She raised the glass and everybody in the class expected that she would ask if the glass was half empty or full. Instead, she inquired, "How heavy is this glass of water?" Students made variety of guesses ranging from 100 gram to 300 gram. After observing them for few minutes, she replied, "The absolute weight doesn't matter. It depends on how long I am able to hold this glass of water. If I hold it for a minute then it's not a problem. If I hold it for an hour, I will definitely have an ache in my arm and if I hold it for a day, my arm will feel numb. In each case, the weight of the glass doesn't change, but the longer I hold it, the heavier it becomes."

Stress and worry in life are like the glass of water. Thinking about all the difficulties and worries for sometime would not mean anything significant but keeping on ruminating about them will make one feel incapable and paralysed. Remember that one must put the glass down. Decluttering is the right way to begin with stress management. Ships are safe at ports but they are not meant for that purpose and a true sailor is born on the sea and not at the safe harbour. Similarly every individual feels safe at home wrapped in the comfort zone but is that the purpose of the life one chooses to live? Every one of us has got a goal to achieve and for that we have to face several situations or incidents in life. Every circumstance creates challenges and worries and life becomes successful only when the person is able to manage such situations with the aid of the various coping mechanism.





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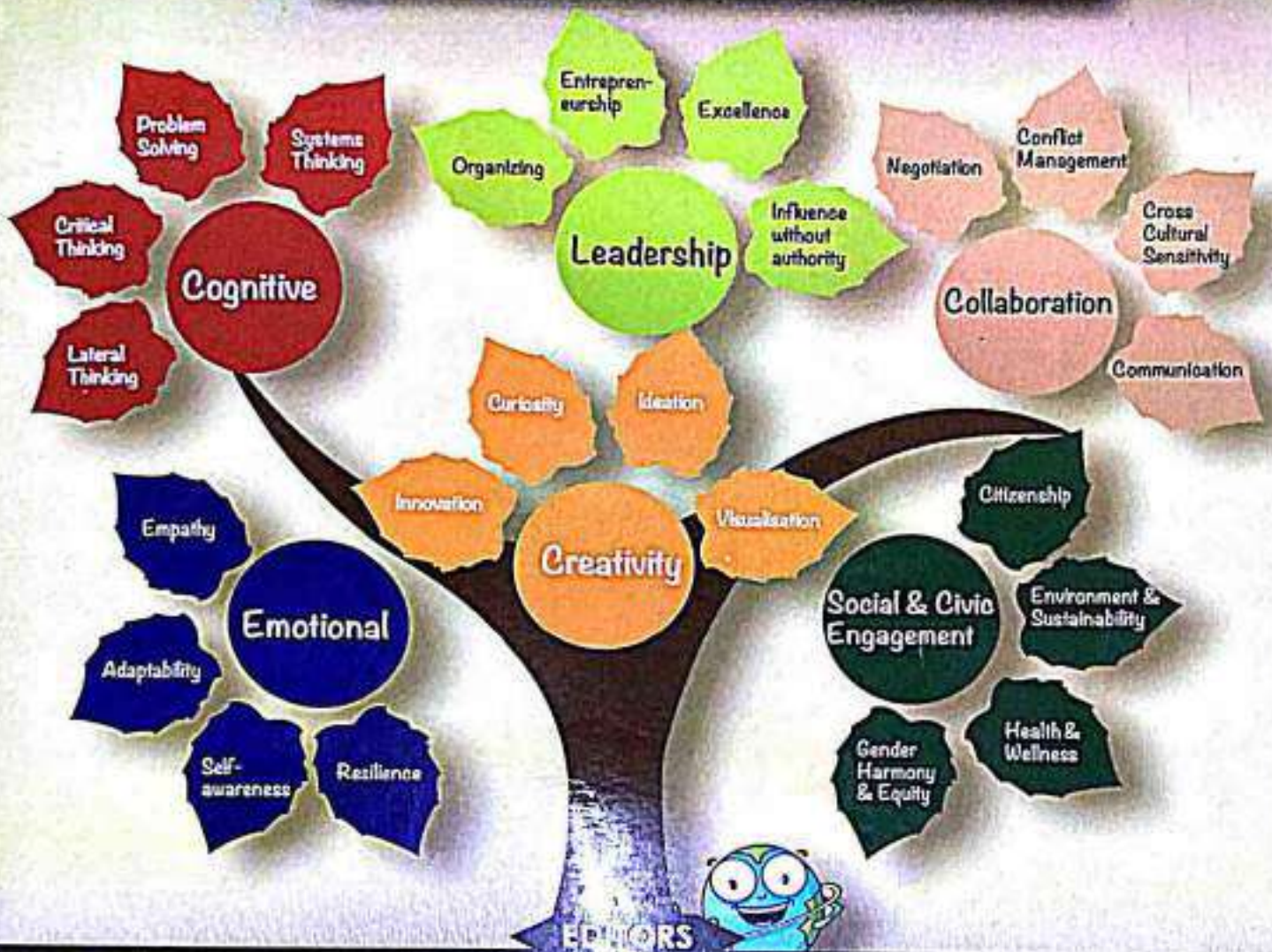
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## CHAPTER - XII

# COPING WITH EMOTIONAL THREATS AND PROBLEM SOLVING



*"When solving problems, dig at the roots instead of just hacking at the leaves."*

*-Anthony J.D'Angelo*

### EMOTIONAL THREAT

Any activity of an individual or any situation which threatens or disturbs us emotionally is called emotional threat. Emotional threat is a dangerous attempt made by a manipulator to control the victim and manipulate their activity by blackmailing them emotionally.

Emotional threatening is considered as a psychological abuse since it deals with emotions of the victims. Emotional threatening is done by an individual in order to meet his / her demands. The primary victims of emotional threats are people who are emotionally weak. However, emotionally strong people are also prey of these threats since it is human nature to be emotional.

### Dynamics in Emotional Threats

The dynamics in emotional threatening between the threatener and the victim is simply coined by the word FOG, which means fear, obligation and guilt. Emotional blackmails / threats circulate around these dimensions. Fear arises to the victim when he / she is getting threatened by the manipulator to fulfil his/ her demands. Now the victim is obligated to do what the manipulator / threatener wants. Then the victim feels guilty either for neglecting the demands of the threatener or for fulfilling the demands of the threatener, in case if fulfilling the demands harms any other person.





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## CHAPTER - XIV

### TIME MANAGEMENT

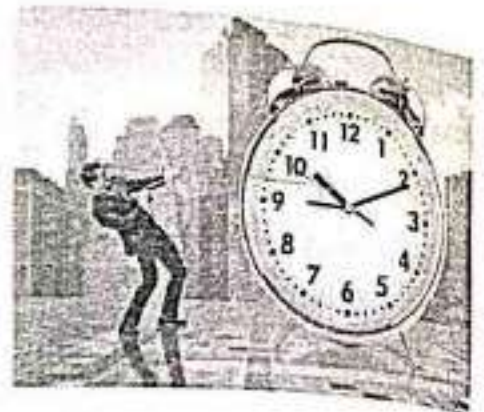


*"Time management requires self-discipline, self-mastery and self-control more than anything else."*

*-Brain Tracy*

#### MEANING AND IMPORTANCE

Time Management is the process of planning and exercising conscious control over the amount of time spent on specific activities, especially to increase effectiveness, efficiency or productivity. Time management may be aided by a range of skills, tools and techniques used to manage time when accomplishing specific tasks, projects and goals complying with a due date.



Initially, time management referred to just business or work activities, but eventually the term broadened to include personal activities as well. A time management system is a designed combination of processes, tools, techniques and methods.

Time Management becomes necessary because,

- available time is limited
- time cannot be stored
- one's goals are usually multiple, sometimes conflict, and not all goals are of equal priority
- goals cannot be accomplished without the application of effort, which requires the use of time
- it improves decision making ability
- it reduces stress
- free time is necessary





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★★★★★



## CHAPTER - XV

# EFFECTIVE COMMUNICATION



*“For effective communication think about how your speech is perceived than in what you are actually saying.”*

*-Byron Rivers*

### WHAT IS COMMUNICATION?

Communication is obtained from the Latin word ‘Communicare’ which indicates the meaning ‘to share’. It is the pursuit of delivering information, ideas and attitudes between senders and recipients using some other medium (speech, email and phone). Communication is a continuous, by-pass and dynamic process, where the sender creates information in a particular form (facts, figures, pictures) and passes it to reach the one or more persons to whom the information is to be delivered through the medium. Diagram of Communication Process is shown in figure 1.

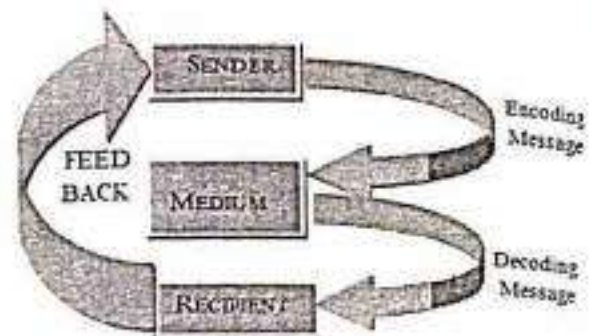


Fig. 1. Communication Process Diagram

### FEATURES OF COMMUNICATION

- Two-way communication
- Information sharing and understanding
- Verbal and Non-Verbal Communication
- Circular flow
- Goal oriented
- Continuous process
- Pervasive activity





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# GLIMPSES OF ENGINEERING AND TECHNOLOGY IN THE MODERN WORLD



## Editors

*Muthuchelian* ♦ *P.Sundara Pandian* ♦ *N.Jeyakumaran*  
*J.Pandiarajan* ♦ *M.Monisha*



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# ADVANCES AND TRENDING RESEARCH IN THE FIELD NANOTECHNOLOGY FOR ITS WIDE APPLICATIONS IN OTHER AREAS OF SCIENCE

# 1

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**Abstract** - In today's scenario, health issues, scarcity of nutrition sources, high cost for the basic needs has become the major problems that humans are facing and most of the death cases are the end result of health problems. This basic need urge human for the technological innovation, which paves a way for the efficiency enhancement and nanotechnology act as a single solution in almost all the basic areas that need to be addressed. The current work is a consolidation of trending application of nanotechnology in various fields that covers microbes, plants, animals and products. It involves increasing the efficiency and bio compatibility of the many biological process by the nanoparticles like enhancement of plant growth, anti-microbial activity, diagnosis of diseased condition, delivery of drug to the target, improvement in bioprocessing and many more application at nanoscale.

**Keywords** - Nanotechnology, bio compatibility.

## INTRODUCTION

Nanotechnology is a process of manipulating and controlling individual atoms and molecules in a system. It plays an important role in the production of nano-scale products with enhanced strength, light weight, control over light spectrum and chemical reactivity on target molecule than their large-scale counter parts. Nanoscience deals with the particle that gets assemble in billionth of a meter, the nanoparticles that are being created possess flexible nature, high mechanical strength, penetrating capacity, non-reactive nature if it is designed as a shell or carrier to deliver the molecule to a recipient cell. Nanotechnology can use both bottom up approach and top down approach. The tremendous driving force of nanoparticles for its diffusion makes it unique. It involves the construction of atoms with engineering technology. The evolution of nanoparticles begins with passive nanostructures followed by active nanostructures then the nanosystems and currently the advanced molecular nanosystems by nanolithography.

Some nanoparticles occurs naturally in the environment as certain volcanic ash, ocean spray, fine sand and dust, and even in biological matter. It can be created incidentally or by synthesizing with engineering and technology. Most of the human activities generate nanoparticles but with poor control on shape and size of the particles. It's being unnoticed by humans. Every day activities like running diesel engines, large-scale mining, and even starting a fire can produce incident nanoparticles. On the other hand, engineered nanoparticles have good control over its structure as well as it's the physical and chemical properties.





**Prof. Dr. K. MUTHUCHELIAN** is currently serving as Pro Vice Chancellor in Dayananda Sagar University, Bengaluru, Karnataka (formerly Vice Chancellor, Podyar University, Salem, Tamilnadu). He is a world renowned biology scientist with more than 30 years of teaching and research experience at different hierarchical levels. He has published more than 220 research articles, 25 books, 42 book chapters and more than 500 popular scientific articles in leading SCI journals and magazines to attain his  $h$  index 23. He served as Chairman of NAAC Peer Team visits in many institutions across India and active member for different panels and committees in UGC, DST, MNRES and MoEF&CC. He received 40 prestigious International and National awards to his academic credentials.



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# Innovative Developments in Arts, Social and Management Sciences: Challenges & Opportunities

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# Chapter 1

## IMPACT OF COVID-19 ON PERSONAL FINANCIAL PLANNING OF MIDDLE CLASS HOUSEHOLDS IN VIRUDHUNAGAR TOWN, TAMIL NADU

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**Abstract** - The corona virus disease (COVID-19) pandemic, which evolved in the city of Wuhan, China, has rapidly spread to different countries. The sudden occurrence of corona virus disease 2019 (COVID-19) has produced a global health crisis that has a profound impact on our day to day life, businesses, world trade and movements and is obstructing the global economy as a whole. In recent weeks, this virus has created a significant economic impact of the corona virus on financial markets and industries such as manufacturing, hospitality, tourism and travel which, in turn, affects many people, especially the middle class population, which is the key constituent for the economic development of India. Though the central and state governments have declared economic measures to preserve jobs and assure wages to support the middle class, there is still a lack of clarity on how could these measures be employed and how people are going to deal with a loss of income in the short-term. With unemployment numbers growing up due to the COVID-19 outbreak, this study was conducted to understand how the individual and family finances of middle income group and their lifestyle have been impacted by the corona virus. The main objective of this current study was to measure the people's preparedness for an emergency occurrence, the corona virus impact on people's finances and the concerns that people have depending on the corona virus outbreak. In short, this survey helps to better understand the financial risks and lifestyle changes which have resulted from COVID-19.

**Keywords** - COVID-19, Corona virus, Financial Planning, Investment, Personal Finance, Middle Class, Indian Economy

### INTRODUCTION

The pandemic of Corona Virus (COVID-19) strike India recently. When the global focus has been on testing, finding a cure and preventing this transmission; people are going through a multitude of problems financially in adjusting to the current lifestyles. COVID-19 is considered as a trend accelerator that forces people to accept new tools and accelerates the consumer behavior shifts. Freedom literally means different things to different people. But covid-19 has restrained many of the people's freedom. While the nation has entered the unlock phases, many restrictions still persist. For many people, it has taken away their sense of financial freedom, because of a sudden job loss or pay cut, or the miserable economic backdrop. However, people are paying more attention to manage their finances.

These COVID-19 recessions causes financial difficulties for many in the short term, but drive changes in consumer behavior in the form of personal finance in

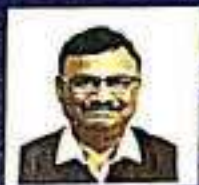




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## E-GOVERNANCE - A PARADIGM SHIFT THROUGH A CULTURAL TRANSFORMATION

Dr.R.Thanga Ganesh<sup>1</sup> (✉) & Dr.K.Pushpa Veni<sup>2</sup>

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**Abstract** - An approval of the national e-Governance plan 2006 in India brings a cultural change in simplifying the governing process towards citizen, business, and employee and within the government itself. Electronic mode services can provide a high degree of privacy, save service users from dealing with service providers, privacy policies and reduce the service provider's requirement. A new public administration policy aims to provide digital services for every common man through e-Governance centre. E-Governance centre is a market place for accessing government services with transparent, efficient, reliable services with affordable cost. The researchers have attempts to study people's satisfaction on service location of e-Governance centre in the study area. The success of e-Governance is purely depends upon the availability of services in its location.

**Keywords** - E-Governance, Digital services, New public administration, Location-based services, Indian Economy

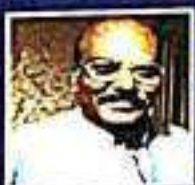
### INTRODUCTION

Digital India was launched by the Prime Minister of India Narendra Modi on 1<sup>st</sup> July 2015 with an objective of connecting rural areas with high-speed Internet networks and improving digital literacy. The vision of Digital India programme is inclusive growth in areas of electronic services, products, manufacturing and job opportunities etc. E-Governance is an IT enabled front-end delivery system. Service location of e-Governance represents the service delivery area designed by its employer for e-Governance centre. E-governance is the services of existing government practice with a new technology. The development of the digital services will reflect new dimensions of impact in the society. The Government directing all the people to access electronic services for the people's standard of living. The Director of electronic service delivery is the authorized chair person. According to the direction of chair person, the e-Governance employees will perform their job and maintain the e-Governance centre. E-Governance system creates an opportunity to enhance a quality of life by distributing the government services and schemes electronically to the end users. It entails the access and delivery of essential public utility services, social welfare schemes, health care, financial, educational, skill up gradation and agricultural service are available at a single web portal. E-Governance centre is the service delivery points enabled with structure, facilities with Information and Communication Technology (ICT) for the electronic service delivery. It is acting as a change agent to promote entrepreneurship and enable community in digital





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# Chapter 7

## FINANCIAL LITERACY AMONG WOMEN - A CORNERSTONE OF FINANCIAL HEALTH

Rukmini Murugesan<sup>1</sup> & Dr.V.Manohar<sup>2</sup> (✉)

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**Abstract** - The Covid-19 epidemic is the first and foremost human disaster in 2020. More than 200 countries and territories have confirmed effective medical cases, caused by corona virus declared a pandemic by the WHO. As we have already acknowledged that India is a developing economy, it is stated as an economy passing through demand depression and high unemployment. The world is reeling under the corona virus pandemic. Many people are experiencing job losses as companies across globe shut production. This paper undertakes the assessment of a rapidly growing body of economic research on financial literacy in the corona virus pandemic period. We start with an overview of theoretical research which casts financial knowledge as a form of investment in financial health. Next we draw on recent impact of covid-19 on financial health of the society. In this context we focused on the importance of financial literacy among women in today's time. This is followed by remedies by the government in the form of policies to mitigate the consequences of Corona pandemic. Final section of thought on strategies suggested to a layman in-order to handle this financial depression.

**Keywords** - Covid-19, Financial knowledge, Financial Literacy, Financial health

### INTRODUCTION

Financial literacy means having financial knowledge and skills to manage money wisely. If we go for definition it is a vast concept which differs for different people. In general, we can say that financial literacy is the combination of financial attitude, financial behavior and financial knowledge of people in understanding their all financial resources impact of their decision on financial stability. This plays a very crucial role in economic and financial crisis like corona pandemic in the current period.

### Problem Statement

The Covid-19 epidemic is the first and foremost human disaster disturbed the routine of the whole world. Lock-down made the entire world to be locked among four walls and struggling to lead their daily activities. Hence this paper to presents the emergent need of the financial literacy which is a best investment financial health. That to among women nourishes the society financially specially low and middle income groups.





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# Chapter 9

## BLUE OCEAN STRATEGIC MOVES TO OVERCOME STARTUPS FAILURES

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**Abstract** - The new startups should start blue ocean strategy to retain their space in the market. They should reset the market boundaries in the palpable market. The starting point is buyer utility. Business people have to see is there any undeniable reason for the target mass of people to buy the product. If this is absent there is no blue ocean strategy. In this case the businessman have two options, one is to park the idea or rethink it until one reach an affirmative answer. New businesses are advised to evaluate competitors, benchmark, and then follow suit, with minor changes that give them a competitive edge — like cost differentiation. This Blue Ocean Strategy, an approach that challenges everything that you thought you knew about the requirements for entrepreneurial success.

**Keywords** - Business focuses, blue ocean strategy

### INTRODUCTION

Business focuses more on competition with the increase in the products and less on innovation. The problem is that business firms prepare less for tomorrow. As one knows, consumer preferences are consistently changing for two reasons. Firstly new products keep popping up which distracts the consumer and secondly consumers get more in order on all the products marketed. In this case it is advisable that business do not go behind the competitors but be adaptive and innovative for tomorrow. Corporate people have to focus on corporate strategies which need stress innovation and not replication. Two concepts are involved in business one is red ocean strategy and blue ocean strategy. These strategies are explained below.

### RED OCEAN STRATEGY

Red ocean is a bloody ocean where the competitors battle with one another in the market. The business people fight with the same customers. The only campaign followed by the businessmen is price differentiation. They concentrate only on margin issues, problems with customer retention and growth problems. Therefore the hard work put in by the businessmen do not earn the desired results. Building brand uniqueness is difficult. These companies often lack a strategy. The company lends poor substitute products and imitate other companies products. Thus the business is tied up to large inventory and many products which do not sell are out-dated. Red oceans believes in six assumptions, on which most companies hypnotically build their strategies. They are





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# Chapter 11

## A STUDY ON PROBLEMS OF WOMEN LABOURERS WORKING IN FIREWORKS INDUSTRIES -USING MDS

Dr.S.Muthulakshmi<sup>1</sup> (✉) & Dr.T.Vijayakumar<sup>2</sup>

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**Abstract** - The most common reported health problem to labourers employed in the fireworks are related to overexertion, contact with objects or equipment, falls, bodily reaction or exertion, or being struck by an object. As an employer, he should take every possible opportunity to show his labourers that you are committed to health and safety practices by becoming actively involved. The objective of the paper is, to analyze the women labourers problems using Multi-Dimensional Scaling Techniques. 300 samples were collected using random sampling method. The data were collected from Sivakasi block of Virudhunagr district of Tamilnadu. The data were collected during the period of January 2019 to March 2019.

**Keywords** - Women Labourers problems, MDS and Fireworks industries

### INTRODUCTION

The most common reported health problem to labourers employed in the fireworks are related to overexertion, contact with objects or equipment, falls, bodily reaction or exertion, or being struck by an object. As an employer, he should take every possible opportunity to show his labourers that you are committed to health and safety practices by becoming actively involved.

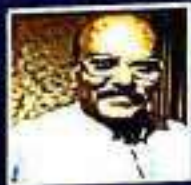
A health and safety management system identifies, assesses, eliminates and controls workplace hazards. These systems should reduce the incidence of injury and illness at the workplace. When creating a health and safety management system, the scope and complexity varies depending on the type of workplace and the nature of the work performed. Although health and safety management systems may vary in their content, application and evaluation, their goal is the same - to prevent work-related incidents, injuries, illnesses and fatalities. The objective of the paper is, to analyze the women labourers problems using Multi-Dimensional Scaling Techniques.

The remaining part of the this study is organized as follows: After a brief introduction in Section -I, Data and methodology are outlined in Section - II, Section - III presents the analysis and findings of the study and Section - IV gives conclusion of the study.





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# Chapter 14

## APPLICATIONS OF MULTIPLE REGRESSION TECHNIQUES FOR MODEL BUILDING

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**Abstract** - Regression analysis is a set of statistical methods used for the estimation of relationships between a dependent variable and one or more independent variables. It can be utilized to assess the strength of the relationship between variables and for modeling the future relationship between them. Regression analysis includes several variations, such as linear, and nonlinear. The most common models are simple linear and multiple linear. Based on the above background the objective of the paper is to explain multiple regression techniques using simple example. A sample of 15 teachers were selected from the private college and their respective details like, experience in years, books published, journals published etc., were collected for the purpose of the study. SPSS has been used to build the regression model.

**Keywords** - Regression, Model building and Applications of regression model

### INTRODUCTION

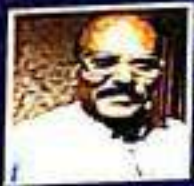
The term "regression" was coined by Francis Galton in the nineteenth century to describe a biological phenomenon. Regression is often thought of as a "Relationship between two things" Since two variables are used it is called as Bivariate data. **Bivariate data** refers to two sets of variables that can change and are compared to find relationships. Regression can be thought as the "relationship" between any two things. For example, imagine when a person stay on the ground the temperature is 70°F. If the person starts climbing a hill and as the person climbs, the person realizes he is feeling colder and the temperature is dropping. When that same person reaches the hilltop which is 500 meters above the ground level the temperature is 60°F. Thus it can concluded that the height above the sea level influences temperature. Hence, there is a relationship between height and temperature. This is termed as "regression" in statistics. The temperature depends on height and hence is the "dependent" variable, whereas height is the "independent" variable. There may be various factors influencing the temperature such as humidity, pressure, even air pollution levels etc. All such factors have a relationship with the temperature which can be written mathematically as an equation.

Regression analysis is a set of statistical methods used for the estimation of relationships between a dependent variable and one or more independent variables. It can be utilized to assess the strength of the relationship between





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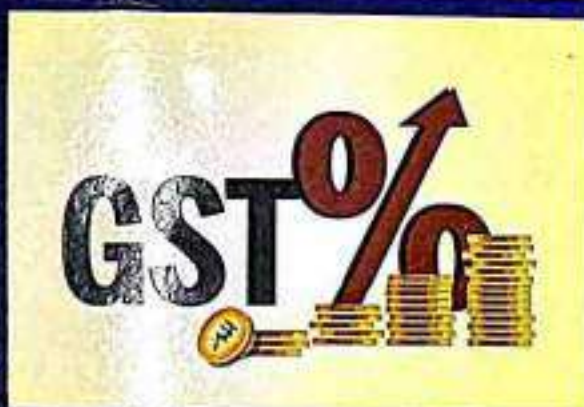
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# Chapter 16

## RUDIMENTS OF EXPERIMENTAL METHOD IN SECOND LANGUAGE RESEARCH

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**Abstract** - Multiple factors like age, gender, anxiety, motivation, proficiency levels etc. contribute to second language performance in learners. Second language research aims to examine the subject of causation that foster or hinder the acquisition of second language in natural and classroom setting. Experimental research is a useful methodology to address a causal relationship. The chapter explores the principles and procedures adopted in experimental method for conducting second language research. The chapter also discusses the various experimental designs, their pros and cons including their limitations in second language research.

**Keywords** - Intervention, Variable, Construct, Hypothesis, Manipulation and Control, Randomization, Comparison Groups, Pretest, Posttest, Inference

### INTRODUCTION

Second language learning is influenced by several cognitive and social factors. Second language researchers intend to study the potential effect of one variable on another. Experimental research is a useful methodology to address a causal relationship. It permits researchers to control the influence of factors that are not of interest and to vary a factor under study across groups to understand a causal relationship. It also aims to test whether an assumption is supported by empirical data. Experimental method in second language research should follow a robust design to investigate whether certain factors like types of instructions, input, or interactions can facilitate or inhibit language learning.

### OBJECTIVES OF SECOND LANGUAGE RESEARCH

The objectives of second language research are:

- ❖ To explore individual and environmental aspects related to language learning or use.
- ❖ To describe characteristics of language learning process.
- ❖ To explain how language learning develops and why it differs among different individuals.
- ❖ To predict language learners' future learning behaviors, steps, performance or success.
- ❖ To test language learning or use and to evaluate the effectiveness of language instruction
- ❖ To apply current knowledge or theory in classroom practice.





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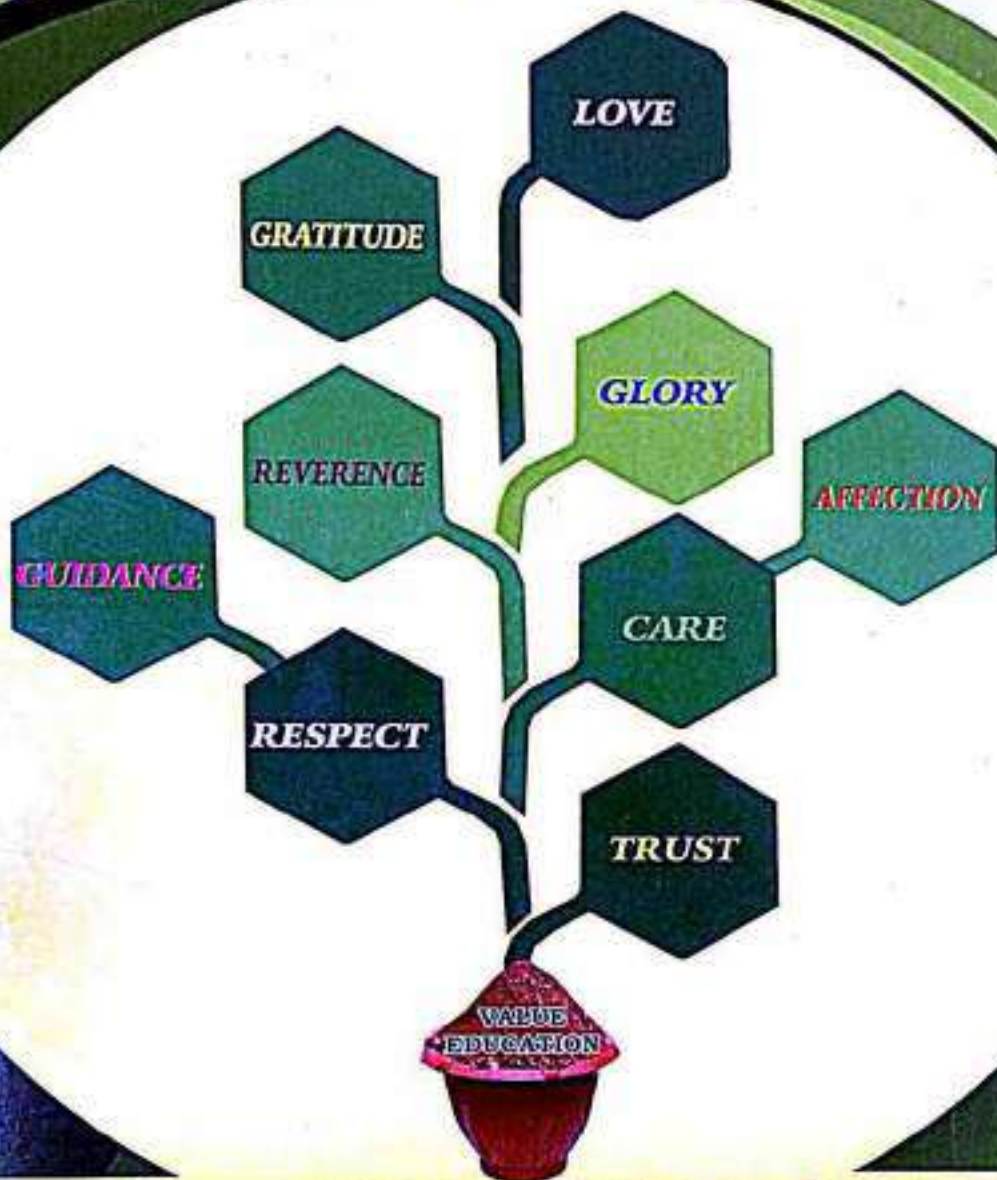
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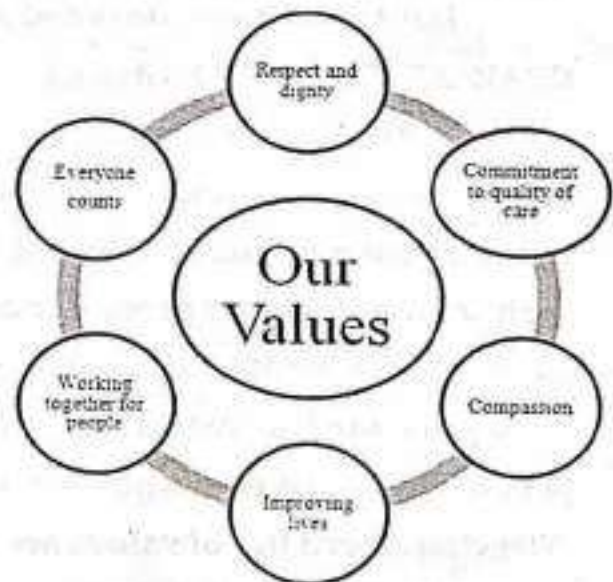
## INTRODUCTION

*"The value of life is not based on how long we live, but how much we contribute to others in our society"*

**- Buddha**

Values are generally regarded as the moral standards of human behaviour in society. The word 'value' is derived from the Latin word 'valio', which first refers to strength and health, and then by natural change, which means useful and adequate. The word 'valor' in French is excellent. Humans need different things to live in this world. However, nothing in this world is free. There is a price for everything and one has to pay the right price to satisfy. We value things in terms of our needs, and our needs depend on our value system. First, there are basic necessities such as food, water, air, shelter and clothing, without which the survival of the body is not possible.

Once these requirements are met, man moves to meet higher needs, such as social needs, security needs, or self-fulfillment. However, not every person follows the same path because one's path depends on the intrinsic values of the person. These intrinsic values are derived by one's nature and one's upbringing. The impact of family, community, nation and individual makes him unique as one creates a unique set of values for each individual. These values determine the person's preference and lifestyle. Values shape the person's personality and determine the development of the individual, family, community, nation and humanity.







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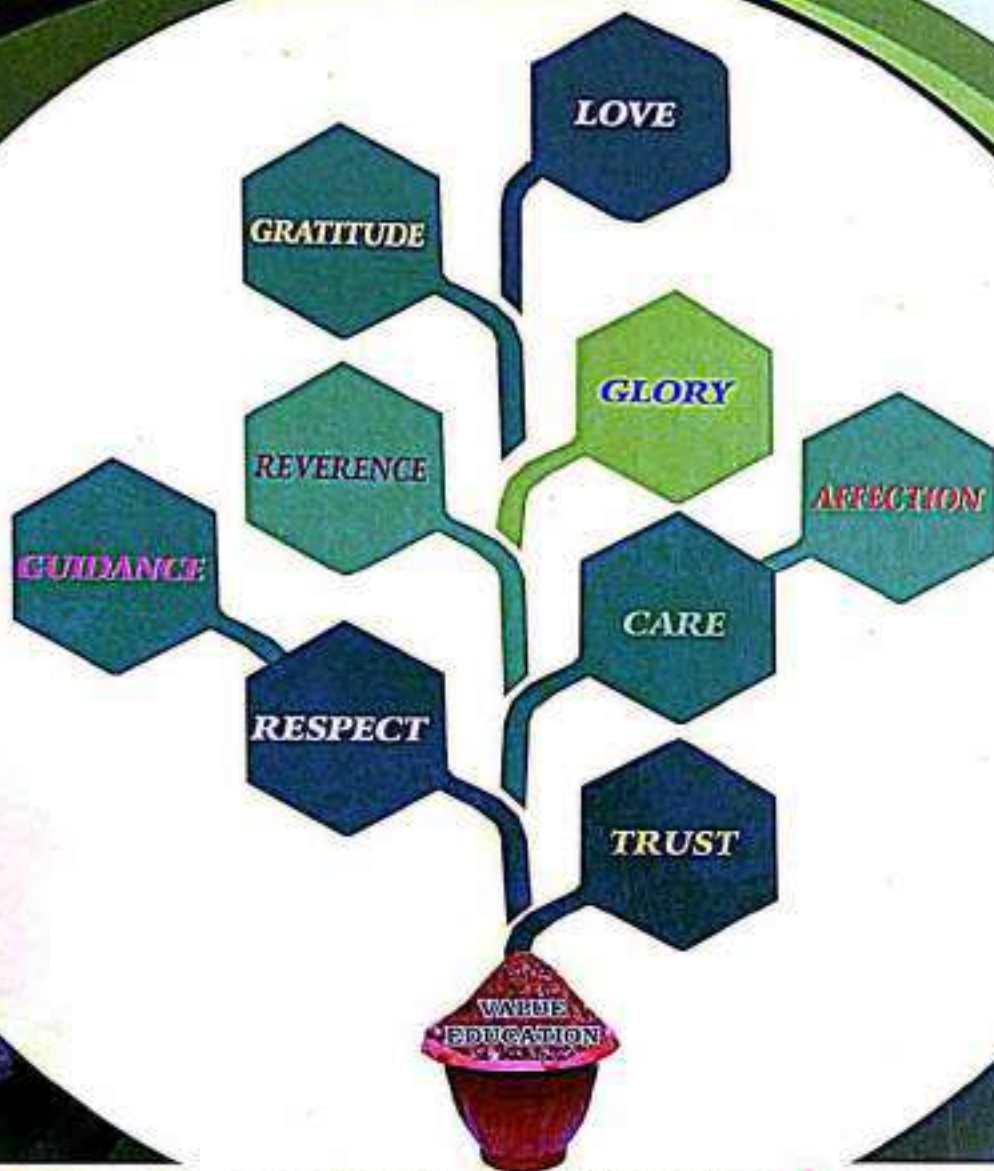
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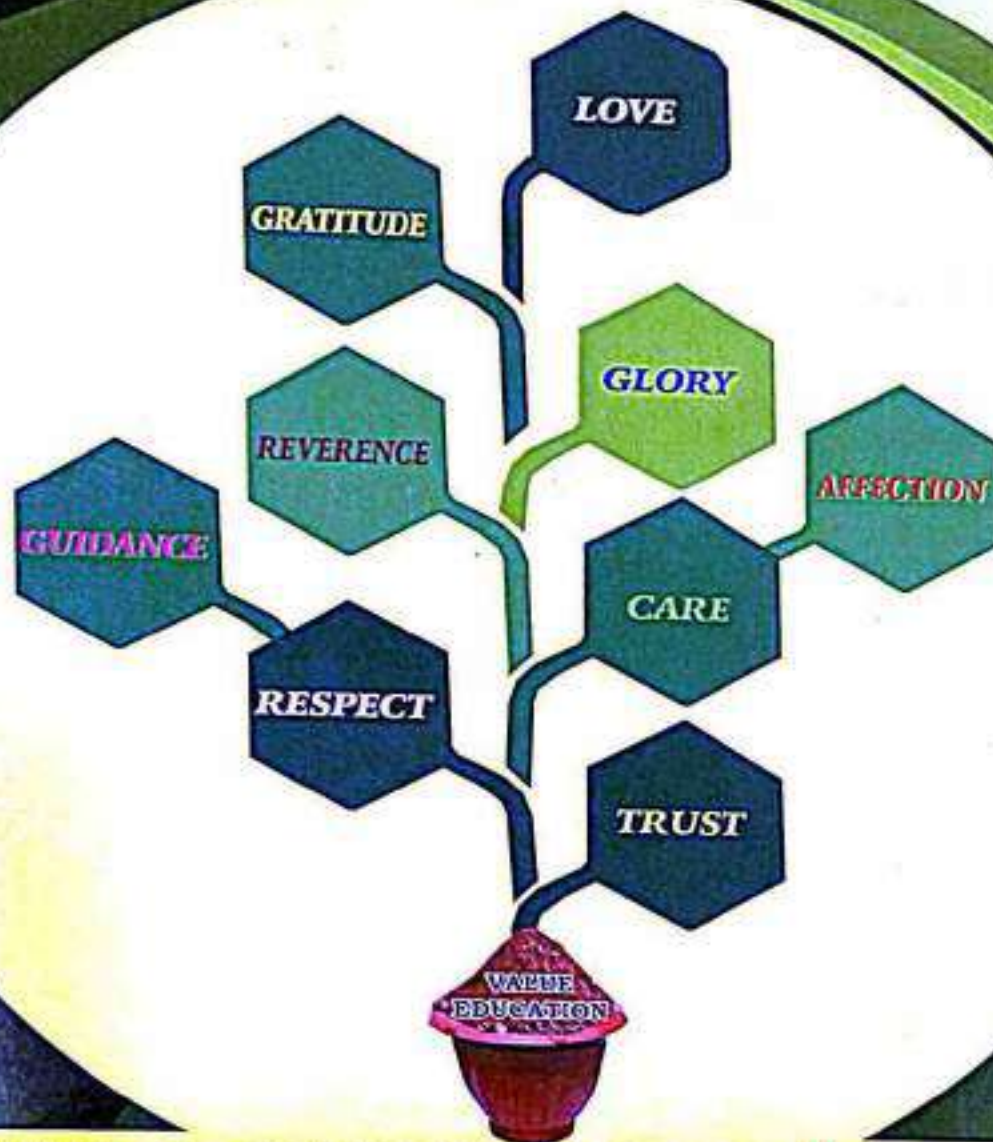
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## CHAPTER - VI

## PROFESSIONAL VALUES

*Always do the right. It will gratify some people and astonish the rest.*

- Mark Twain

### PROFESSIONAL VALUES

Success in one's career results notably from a set of virtues called professional values. The first set of values namely (i) collegiality (ii) loyalty and (iii) respect for authority addresses employee-employer relations within an organization. The second set of values namely (i) confidentiality (ii) conflict of interest and (iii) occupational crime addresses employee-public interaction outside the work place.

#### Collegiality

Collegiality is a kind of connectedness grounded in respect for professional expertise and in a commitment to the goals of the profession. It includes a disposition to support and cooperate with one's colleagues.

#### Professional Values

- Altruism—concern for the welfare and well being of others
- Autonomy—the right to self determination
- Human dignity—respect for the inherent worth and uniqueness of persons
- Integrity—acting in accordance with a code of ethics and accepted standards of practice
- Social justice—fair treatment regardless of economic status, race, ethnicity, age, citizenship, disability, or sexual orientation

The central elements of collegiality are respect, commitment, connectedness and cooperation. *Respect* is valuing one's peers for their professional expertise and their devotion to the social goods promoted by the profession. *Commitment* means sharing a devotion to the moral ideals of the profession. *Connectedness* is an awareness of being part of a cooperative undertaking created by shared commitments and expertise. *Cooperation* refers to voluntary arrangement in which two or more employees engage in a mutually beneficial exchange instead of competing with each other.





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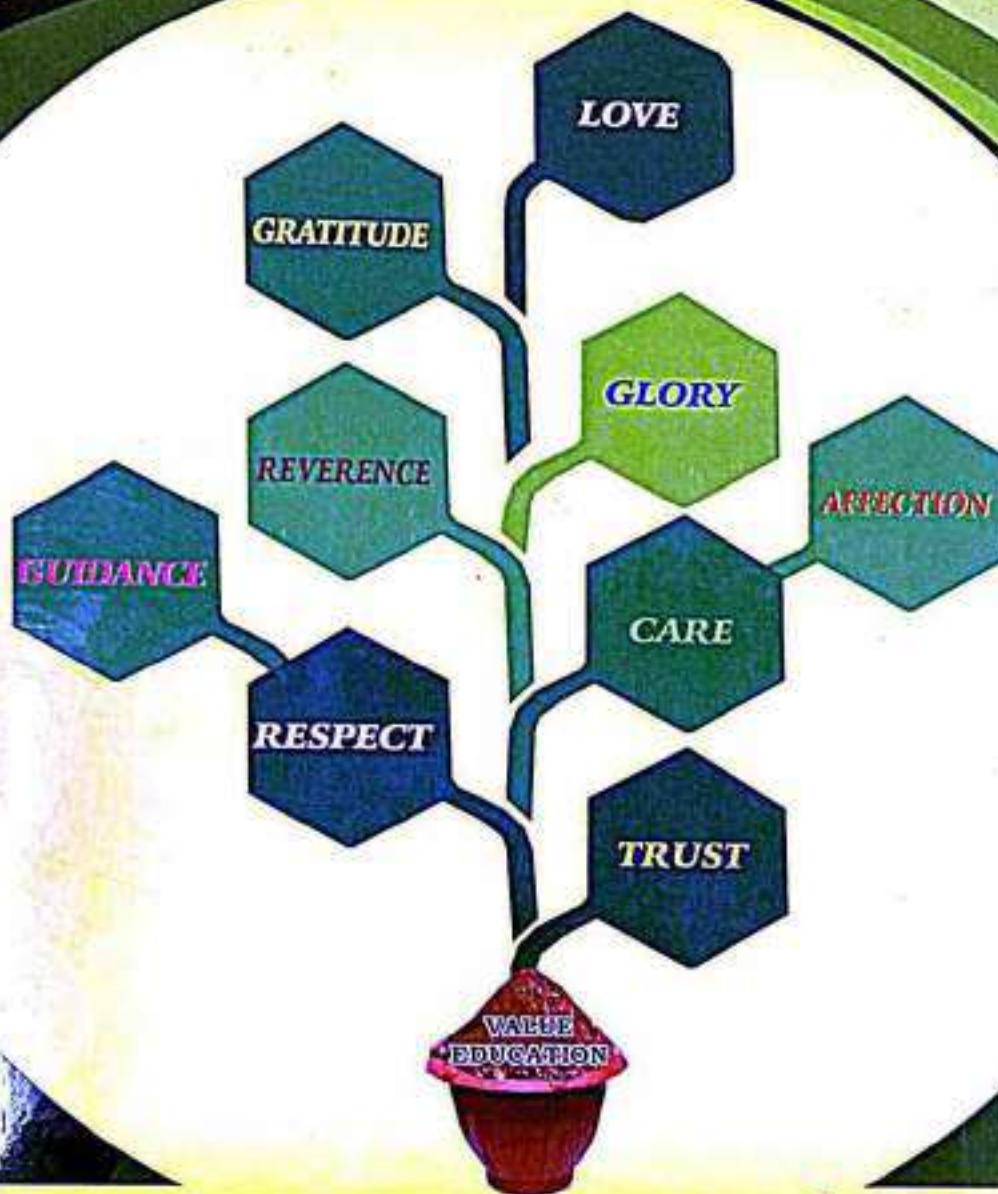
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## CHAPTER - VIII

## SPIRITUAL VALUES

*Every man lives in two realms: the internal and the external. The internal is that realm of spiritual ends expressed in art, literature, morals, and religion. The external is that complex of devices, techniques, mechanisms, and instrumentalities by means of which we live.*

*- Martin Luther King, Jr.*

## WHAT ARE SPIRITUAL VALUES?

'Spirituality' is based and founded on the basic facts of physics, namely the indivisibility and totality and integrality of the Cosmos. The perception and experience of this fact of the oneness of Cosmos leads to the feeling of oneness, oneness of purpose, in essence, identity of interest. When this identity of interest becomes the fountain - head of thought, expression, and action, the person concerned does not continue any longer to be an isolated, selfish being contending against all but he is transformed into one who lives for the good of all. This applies to individuals as also to groups and nations. Unguided by 'spirituality' would be instruments of selfishness, elemental urges for acquisition, for power, for destroying what comes in the way of these urges. Guided by 'spirituality' would be instruments of the constructive forces of life, of health, of good and noble living.



Spiritual values are the integrative values of human soul consisting of altruistic, humanistic, personal, divine, and affective values leading to spiritual growth of personality. Altruistic values refer to values promoting spiritual growth of personality such as Truthfulness, Kindness, Repentance, Reliance on God, Modesty, Unity, and Charity, and Love. Humanistic values refer to values





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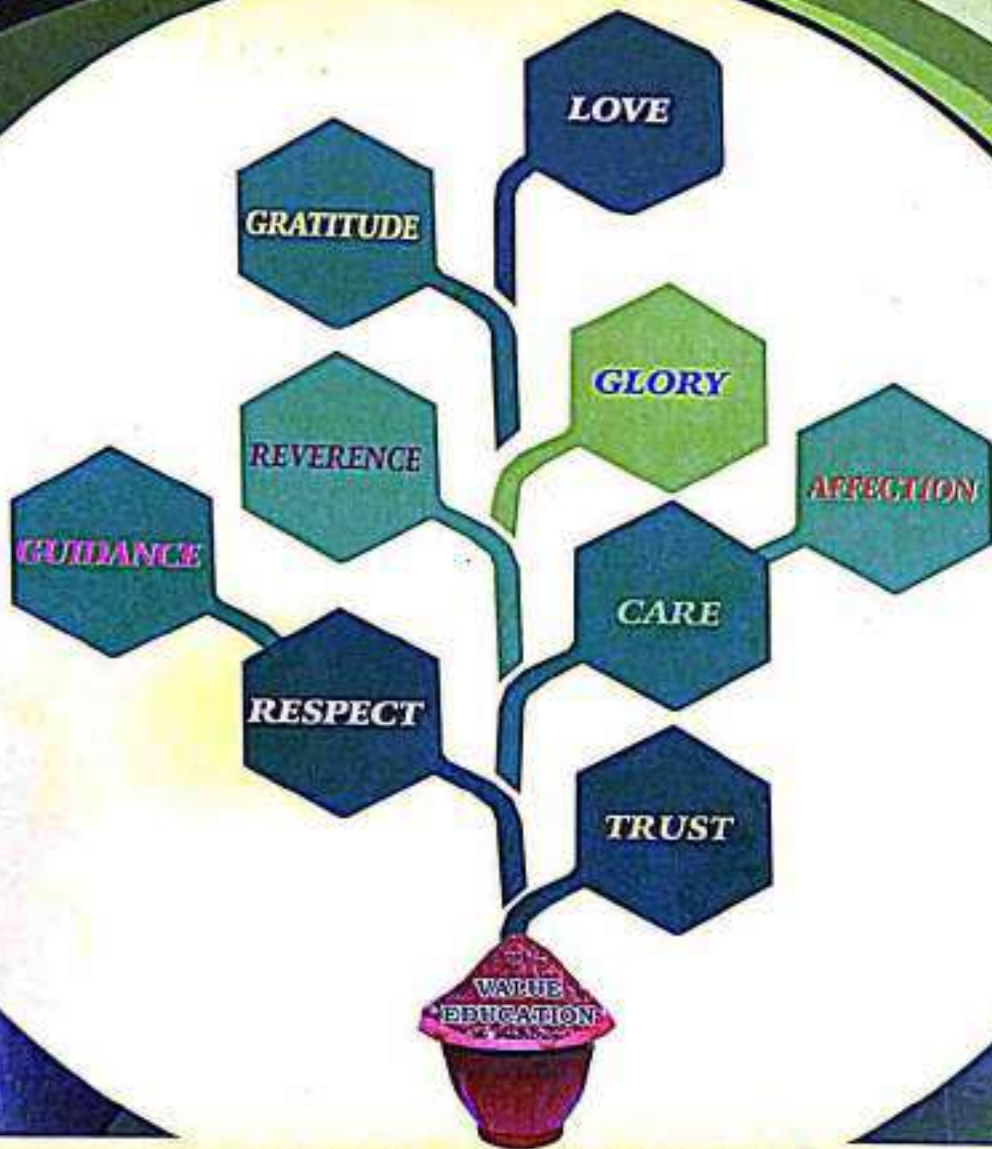
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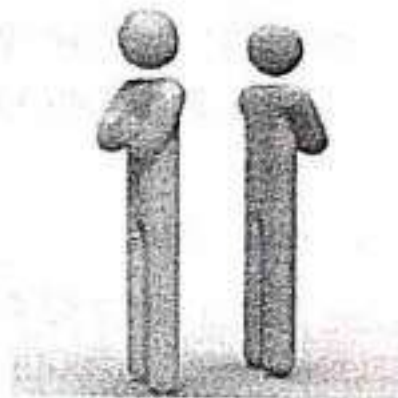
## CONFLICT OF VALUES

*"Peace is not absence of conflict, it is the ability to handle conflict by peaceful means."*

**- Ronald Reagan**

Conflict is a difference of opinion created by differences in long-held beliefs and views. The conflict cannot be easily resolved with facts because the differences are belief-based and not fact-based.

Presented with logical and convincing arguments, people can be persuaded to change their opinions, but logic and persuasion are not effective for changing core values. From differences between individuals to differences between nations, value conflicts challenge the traditional methods of conflict resolution. One effective method of resolution is to appeal for agreement on a value that is prized more highly and ingrained more deeply than the one in dispute. Sometimes people will have conflicts because they have fundamental disagreement on fundamental values.



### TYPES OF CONFLICT

#### Personal Conflict

Personal conflict occurs on personal level. It arises when the ideals and aims of two individuals clash with each other and sometimes clash occurs within the individual. A personal conflict is an ethical decision that has to be made. For instance, a person has to decide whether he has to report about the jewel he found or to keep it for himself.

#### Racial Conflict

Racial conflict is mostly due to the difference in colour and race. Some races consider themselves superior to other races and there are also races which





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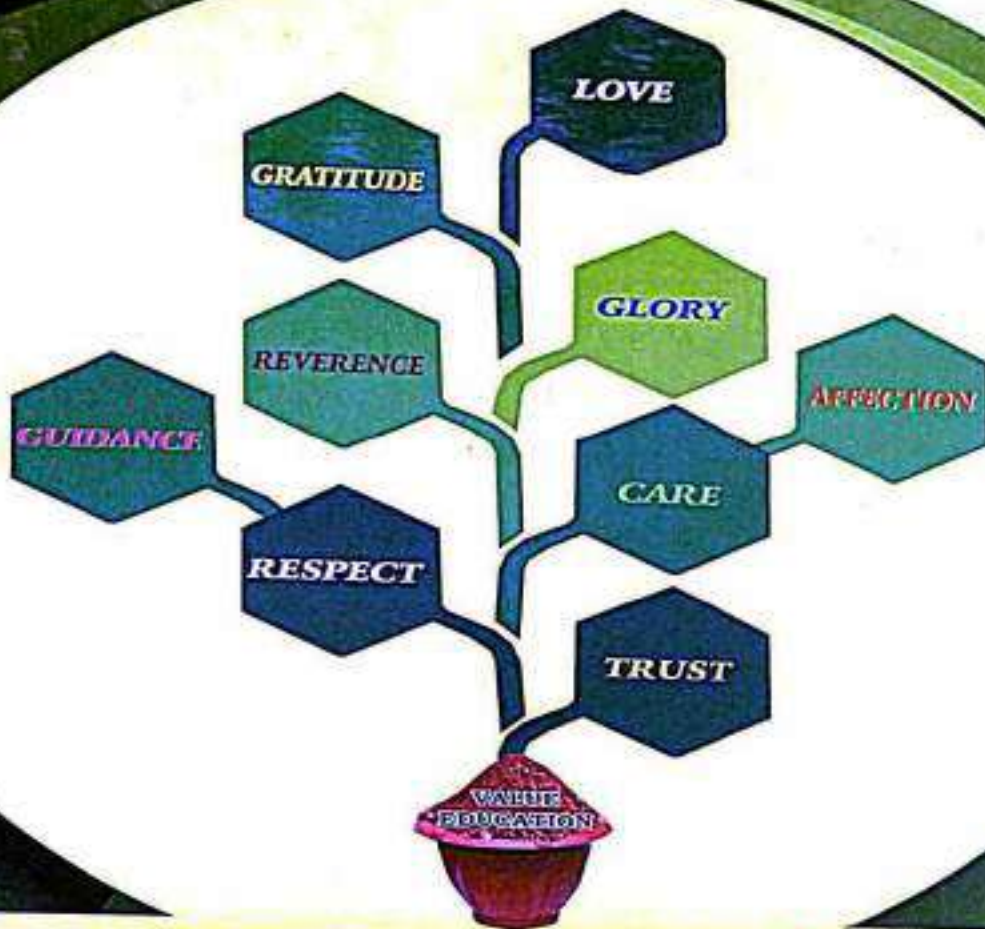
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Dr.P.SUNDARA PANDIAN  
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***VIRUDHUNAGAR HINDU NADARS'  
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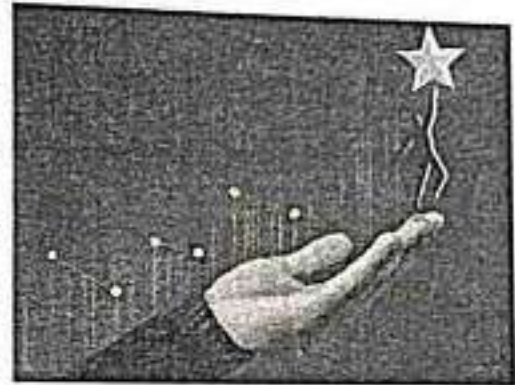
## STRATEGIES TO INCULCATE VALUES THROUGH EDUCATION

*We want that education by which character is formed, strength of mind is increased, the intellect is expanded, and by which one can stand on one's own feet.*

*-Swami Vivekananda*

### INTRODUCTION

The prime concern of education is to evolve the good, the true and the divine in man so as to establish a moral life in the world. It should essentially make a man pious, perfect and truthful. The welfare of humanity lies neither in scientific or technological advancements nor in acquisition of material comforts, rather in enriching the character of human beings. Education is an effective and pervasive phenomenon for all round individual development and social transformation. This alone can sustain culture and civilization. A balanced development of mind and body in harmony with the spirit is the key to the enrichment of human personality and an outcome of value-based education, which helps humanity to transcend to a higher level of consciousness. Our children must from their infancy be taught the dignity of labour. Thus, the true meaning of education is harmonious development of head, heart and hand i.e., enlightenment of mind, compassion and dignity of labour. Moral and spiritual training is an essential part of education. If education is to help us to meet the moral challenge of the age and play its part in the life of the community, it should be liberating and life giving. It must give a basic meaning to one's existence and equip us with the ability to overcome spiritual inertia and foster spiritual sensitivity. Educational institutions should produce men and women who will move together to develop common ideals and purposes, love each other and co-exist to create an ideal society.







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# மதிப்புக் கல்வி



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வி. இ. நா. செந்திக்குமார் நாடார் கல்லூரி (குன்னாட்சி)  
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குறைந்த கட்டணத்தில் உயர்தரக் கல்வி  
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# மத்ப்புக் கல்வீ

பதிப்பாளர்கள்

முனைவர் பா.சுந்தர பாண்டியன்

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விருதுநகர்

## நூல் விபரம்

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## கூறு 2 மனித மதிப்புகள்



இந்த உலகில் நம் கண் முன்னால் காணும் ஒவ்வொருவரையும் நேசிக்கவில்லையென்றால் கண்ணுக்குத் தென்படாத கடவுளிடம் எவ்வாறு அன்பைச் செலுத்த இயலும் - அன்னை தெரசா

இந்த உலகில் வாழ மனிதர்களுக்கு வெவ்வேறு சாதனங்கள் தேவை. இருப்பினும், இந்த உலகில் எதுவும் இலவசமாக கிடைக்காது. ஒருவர் திருப்தி அடைய சரியான விலையைச் செலுத்த வேண்டும். ஏனெனில், எல்லாவற்றிற்கும் ஒரு விலை உள்ளது. எவ்வாறாயினும், தேவைகளின் அடிப்படையில் காரணிகளை மதிக்க வேண்டும். தேவைகள், நமது மதிப்பின் அடிப்படையில் இருக்கும். முதலாவதாக, உணவு, நீர், காற்று, தங்குமிடம் மற்றும் ஆடை போன்ற அடிப்படைத் தேவைகள் உள்ளன. அவை இல்லாமல் உலகில் உயிர்வாழ்வது சாத்தியமில்லை. எவ்வாறாயினும், இந்தத் தேவைகள் பூர்த்தி செய்யப்பட்டவுடன், மனிதன் தனது உயர்ந்த தேவைகளை சமூகத் தேவைகள், பாதுகாப்புத் தேவைகள் அல்லது சுயமாக்கல் தேவை என்று வகைப்படுத்தி அவற்றைப் பூர்த்தி செய்ய நகர்கிறான். இருப்பினும், ஒவ்வொரு நபரும் ஒரே பாதையை பின்பற்றுவதில்லை. அவர் தேர்ந்தெடுக்கும் பாதை நபரின் உள்ளார்ந்த மதிப்புகளை தீர்மானிக்கின்றன. இந்த உள்ளார்ந்த மதிப்புகள் அவனது இயல்பு மற்றும் அவனது வளர்ப்பால் பெறப்படுகின்றன.

இதனை,

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பின் நல்லவராவதும் தீயவராவதும்  
அன்னை வளர்ப்பதிலே"

என்ற புலமைப்பித்தன் பாடல் வரிகள் உறுதி செய்யும் வண்ணம் உள்ளது. அந்த உயரிய மனித மதிப்பினை இங்கு காண்போம்



# மதிப்புக் கல்வி



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விருதுநகர், தமிழ்நாடு, இந்தியா



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## தொழில் சார்ந்த மதிப்புகள்



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பிறர் உழைப்பில் வாழ்பவன் ஒரு நாளும் முன்னேற  
முடியாது  
- மகாத்மா காந்தியடிகள்

### அறிமுகம்

மதிப்புக்கல்வி என்பது மனிதனின் மனநலம் மற்றும் உடல் நலத்தின் வளர்ச்சிக்கு உதவும் கல்வி முறையாகும். மேலும், மானுட நடத்தை விதிகளை ஒழுங்குபடுத்தும் ஒழுக்கநெறிமுறைக் கல்வியாகும். தொழில்மதிப்பு என்பது அதனோடு சேர்ந்த ஒரு செயல்முறைப் பயிற்சியாகும். தொழில் மதிப்புக் கல்வியைக் கற்ற ஒருவன் அத்திறன்களைத் தனி மற்றும் பொது மேம்பாட்டிற்குப் பயன்படுத்துவான். அத்திறன் மேம்பாடே தொழில் மதிப்புக் கல்வியாகும். 'ஏட்டுச் சுரைக்காய் கறிக்கு உதவாது' என்ற முன்னோர்வாக்கு தொழில் மதிப்புக் கல்வியின் தேவையை நமக்கு உணர்த்துகின்றது. கற்றறிந்த வாழ்வியல் நெறிகளை செயல்முறைபடுத்தும் திறன் மேம்பாடே தொழில் மதிப்பாகும்.

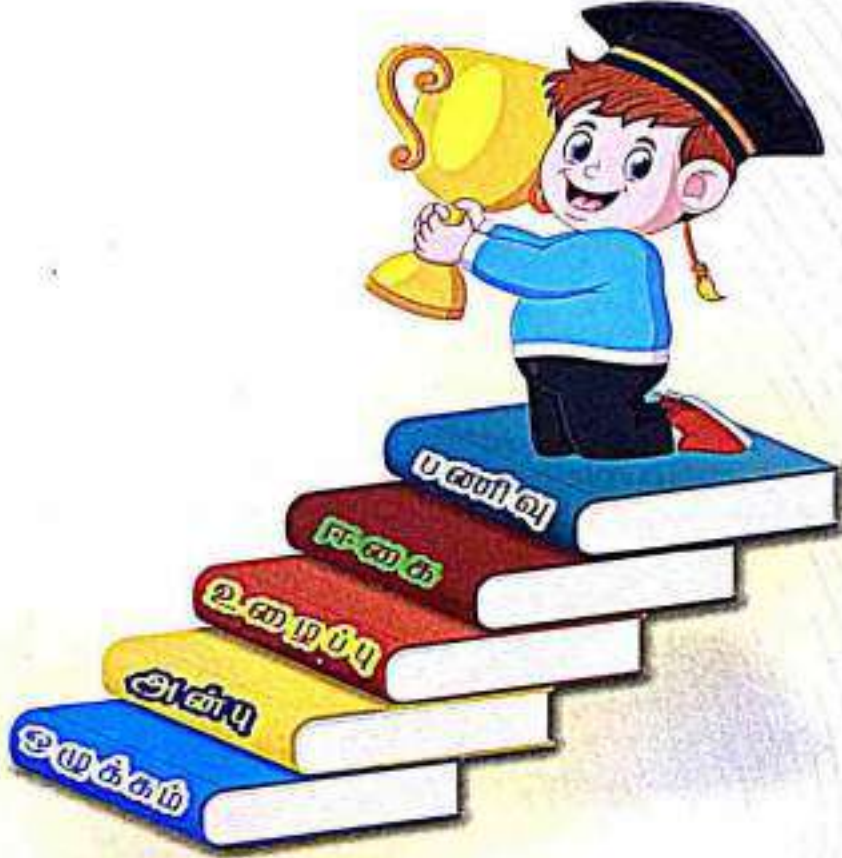
### தொழில் சார்ந்த மதிப்புகளின் தேவைகள்



தொழில் சார்ந்த மதிப்புகள் என்பது பணியிடத்தில் கடைப்பிடிக்கும் சிறந்த வணிகப் பண்பாகும். மக்கள் தொகைப் பெருக்கமுள்ள நமது நாட்டில் மனிதவளத்தைத் தொழில் மேம்பாட்டிற்குப் பயன்படுத்துதல் அவசியமாகும். தொழில்களைத் தொடங்குவோர், தொழில் மதிப்புகளைக் கடைப்பிடித்தால் அவரது தொழில் சீரிய முறையில் நடைபெறும். அத்தகைய தொழில் மதிப்புகளைக் கற்கும் மாணவர்கள், பின்னாளில் சிறந்த தொழில்முனைவோராக உருவெடுப்பர். சமுதாயத்தின் வளர்ச்சிக்கு உறுதுணையாக அமையும் தொழில் சார்ந்த மதிப்புகள் பின்வரும்



# மதிப்புக் கல்வி



பதிப்பாளர்கள்  
முனைவர். பா.சுந்தர பாரிழயன்  
முனைவர். த.செல்வசங்கரன்  
பேரா. சோ.ஹரிபாண்டிராஜன்

வி. இ. நா. செந்திக்குமார நாடார் கல்லூரி (குன்னாட்சி)  
(தேசியத் தர மதிப்பீட்டில் 'A' தரம் பெற்றது)  
குறைந்த கட்டணத்தில் உயர்தரக் கல்வி  
விருதுநகர், தமிழ்நாடு, இந்தியா



E:TD 1947



# மத்ப்புக் கல்வீ

பதிப்பாளர்கள்

முனைவர் பா.சுந்தர பாண்டியன்

முனைவர் த.செல்வசங்கரன்

பேரா. சோ.ஹரிபாண்டிராஜன்



வி.இ.நா. செந்திக்குமார நாடார் கல்லூரி (தன்னாட்சி)

(தேசியத் தர மதிப்பீட்டில் "A" தரம் பெற்றது)

குறைந்த கட்டணத்தில் உயர்தரக் கல்வி

விருதுநகர்

## நூல் விபரம்

நூல் தலைப்பு	:	மதிப்புக் கல்வி
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அச்சிட்டோர்	:	முத்து பிரிண்டர்ஸ், விருதுநகர்.

(இந்நூலில் இடம் பெற்றுள்ள கட்டுரைக் கருத்துகளுக்கு அந்தந்தக் கட்டுரையாளர்களே முழுப் பொறுப்பாவார்கள்)



9. **மதிப்புகளில் உள்ள முரண்கள்**

165-193

அறிமுகம் - முரண்களின் வகைகள் - முரண்களை உருவாக்குவதில் மதிப்புகளின் பங்கு - முரண்களுக்கான காரணங்கள் - முரண்களைப் புரிந்து கொள்ளுதல் - சமூக எதார்த்தங்களைப் புரிந்து கொள்ளுதல் - முரண்களின் தாக்கமின்றி சமூகத்தில் இணக்கமாக வாழ்தல்.

**முனைவர் வீ.ச.அசோக்குமார்**

உதவிப்பேராசிரியர், முதுகலைத்தமிழ்

வி.இ.நா.செந்திக்குமார் நாடார் கல்லூரி(தன்னாட்சி), விருதுநகர்.

10. **மதிப்புகளை தொடர்ந்து வலியுறுத்தும் யுக்திகள்**

194-215

பாடத்திட்டங்கள் வழி மதிப்புகளைத் தொடர்ந்து வலியுறுத்துதல் - பாடத்திட்டம் சாராத இதர துறைகள் வாயிலாக வலியுறுத்துதல் - இலக்கியங்கள் வழி வலியுறுத்துதல் - மதிப்புணர்ச்சியை கதைகள் வாயிலாக வளர்த்தல் - நாடகங்கள் வழி - திரைப்படத் துணுக்குகள் வழி - விளையாட்டுக்கள் வாயிலாக மதிப்புகளை வளர்த்தல்.

**முனைவர் க.ஸ்ரீதர்**

துறைத்தலைவர், முதுகலைத்தமிழ்

வி.இ.நா.செந்திக்குமார் நாடார் கல்லூரி(தன்னாட்சி), விருதுநகர்.

நூல் ஆசிரியர்கள்

1. அறிமுகம் முனைவர் பா.நாகஜோதி,  
முதுகலைத் தமிழ்த்துறைத் தலைவர், வே.வ.வன்னியப்பெருமாள்  
பெண்கள் கல்லூரி (தன்னாட்சி), விருதுநகர்.
2. மனித மதிப்புகள் பேரா ச.வே.செல்வம்,  
உதவிப் பேராசிரியர், முதுகலைத் தமிழ்,  
வி.இ.நா.செந்திக்குமார நாடார் கல்லூரி(தன்னாட்சி), விருதுநகர்.
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முதுகலைத் தமிழ்த்துறைத் தலைவர்,  
அய்யநாடார் ஜானகி அம்மாள் கல்லூரி (தன்னாட்சி), சிவகாசி.
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விருதுநகர்.
5. பண்பாடு மற்றும் சமய மதிப்புகள் முனைவர் பா.பொன்னி,  
துறைத்தலைவர், தமிழ்த்துறை, எஸ்.எப்.ஆர் கல்லூரி  
(தன்னாட்சி), சிவகாசி.
6. தொழில் சார்ந்த மதிப்புகள் முனைவர் வே.தனுஜா,  
உதவிப் பேராசிரியர்,  
எஸ்.ஆர்.என்.எம் கல்லூரி (தன்னாட்சி), சாத்தூர்.
7. உலக மதிப்புகள் முனைவர் சு.தங்கமாரி,  
உதவிப் பேராசிரியர், முதுகலைத்தமிழ்,  
வி.இ.நா.செந்திக்குமார நாடார் கல்லூரி (தன்னாட்சி), விருதுநகர்.
8. ஆன்மிக மதிப்புகள் முனைவர் பெ.பழனிராஜன்,  
உதவிப் பேராசிரியர், தமிழ்த்துறை  
மதுரை காமராசர் பல்கலைக்கழகக் கல்லூரி, மதுரை.
9. மதிப்புகளில் உள்ள முரண்கள் முனைவர் வீ.ச.அசோக்குமார்,  
உதவிப்பேராசிரியர், முதுகலைத்தமிழ்,  
வி.இ.நா.செந்திக்குமார நாடார் கல்லூரி(தன்னாட்சி), விருதுநகர்.
10. மதிப்புகளை தொடர்ந்து வலியுறுத்தும் யுக்திகள் முனைவர் க.ஸ்ரீதர்,  
துறைத்தலைவர், முதுகலைத்தமிழ்,  
வி.இ.நா.செந்திக்குமார நாடார் கல்லூரி(தன்னாட்சி), விருதுநகர்.

மதிப்புக் கல்விக்குரிய பாடங்களை எழுதிய மேற்காணும் பேராசிரியர்களுக்கு நன்றி தெரிவித்துக் கொள்கிறோம்.



## கூறு 9 மதிப்புகளில் உள்ள முரண்கள்



நம்பிக்கை கொண்டவர்கள் ஒவ்வொரு  
பிரச்சினையிலும் உள்ள வாய்ப்புகளையே  
காண்கிறார்கள்

- வின்ஸ்டன் சர்ச்சில்

மானுடவியல்

மானுடவியல் என்பது ஒரு முறைப்படியான அறிவியலாகும். ஆக்ஸ்போர்டு பல்கலைக் கழகத்தில் கி.பி.1884 ஆம் ஆண்டு சர் எட்வர்ட் பர்னாண்டைலர் என்பவர் மானுடவியல் துறைக்குப் பொறுப்பேற்றார். அதன் பின்னர் மானுடவியல் ஆய்வுகள் உலகெங்கும் வேரூன்றத் தொடங்கின. தத்துவக் கூறுகளின் தொகுப்பாக அவை வளரத் தொடங்கின. அதன் மூலம் மனிதனையும், அவனது சமூக அமைப்புகளையும் குறித்த சிந்தனைகள் பெருகத் தொடங்கின. தொடக்க காலத்தில் மேற்கத்திய வரலாற்று நிகழ்ச்சிகளும் தத்துவ சிந்தனைகளுமே அடித்தளமாய் அமைந்திருந்தன. அவற்றின் மூலம் மனிதனின் தோற்றம், தன்மை, அவர்களுக்கு இடையேயான வேறுபாடு போன்ற வினாக்கள் எழுப்பப்பட்டு ஆராயப்பட்டன. இத்தகைய மானுடவியலின் தோற்றமும், வளர்ச்சியும் உலக வரலாற்றோடு ஒன்றிணைந்து காணப்பட்டது.

சிந்தனையாளர்கள்

மானுடவியல் சிந்தனையாளர்கள் பிற நாடுகளுக்குப் பயணம் செய்து புதிய மக்கள் இனத்தவரைக் கண்டு ஒப்புமை நோக்கில் தம் கருத்துக்களைத் தெரிவித்தனர். அதில் முதன்மையானவர் கிரேக்க நாட்டைச் சேர்ந்த செனோபேன்ஸ் என்பார். அவர் முதன் முதலில் 'மனித சமுதாயம் என்பது மக்களால் ஏற்படுத்திக் கொள்ளப்பட்ட அமைப்பு' என்றார். பின்னர் டெமோகிரிட்டஸ் "மனிதன் காட்டில் வாழ்ந்த காலத்தில் தன்னந்தனியாக உணவு ஈட்டவோ, கொடிய விலங்குகளிடமிருந்து காப்பாற்றிக் கொள்ளவோ இயலவில்லை, ஆகவே ஒன்று சேர்ந்து வாழ முற்பட்டனர், இவ்வாறு சமுதாய





**முனைவர். பா. சுந்தர பாண்டியன் M.Com, M.A., M.B.A., M.Sc., M.A., M.Phil, PGDCA, PGDMIR, DLLAL, Ph.D.**

வணிகவியல் மற்றும் மேலாண்மைத் துறையில் கடந்த 30 ஆண்டுகளுக்கு மேலாக சிறந்த எழுத்தாளராக, சிந்தனையாளராக அறியப்படுகிறார். இவர் 2011ல் இருந்து தற்பொழுது வரை விருதுநகர் இந்து நாடார்கள் செந்திக்குமார நாடார் கல்லூரியின் முதல்வராக சிறப்பாகச் செயலாற்றி வருகிறார். கடந்த 10 ஆண்டுகளில் கல்லூரிக்குப் பல்வேறு ஆராய்ச்சி

நிறுவனங்களிடம் இருந்து பத்துகோடிக்கும் மேலாக பல்வேறுபட்ட ஆராய்ச்சிகளுக்கு பணம் வாங்கித் தந்து கல்லூரி மேம்பாட்டிற்கு உதவியுள்ளார். 43 ஆய்வு நிறைஞர் மாணவர்களையும், 13 முனைவர் பட்ட ஆராய்ச்சி மாணவர்களையும் உருவாக்கியுள்ளார். இதுவரை 40 புத்தகங்களை எழுதியுள்ளார் என்பது சிறப்பான அம்சமாகக் கருதப்படுகிறது. தேசிய, பன்னாட்டு அளவிலான கருத்தரங்கில் கலந்து கொண்டு, 226 ஆய்வுக் கட்டுரைகளை எழுதி ஆய்வுத்திறனில் தனித்திறன் பெற்றவராகத் தன்னை வெளிப்படுத்தி நிற்கிறார். UGC-ன் Major Research Project ஐ முடித்துள்ளார். தமிழக அரசின் உயர் கல்வித்துறை வழங்கும் சிறந்த ஆசிரியருக்கான விருதினை 2007-2008 கல்வி யாண்டில் பெற்றுள்ளார். விருதுநகர் இந்து நாடார்கள் செந்திக்குமார நாடார் கல்லூரி வழங்கிய சிறந்த ஆசிரியருக்கான விருதினை 2008-2009 கல்வியாண்டில் பெற்றுள்ளார். நேரு குழுமத்தினரால் வழங்கப்படும் விருதுநகர் சாதனையாளர் என்ற விருது இவருக்கு வழங்கப்பட்டுள்ளது. PEARL என்ற கல்வி மேம்பாட்டு நிறுவனம் வழங்கிய சிறந்த நிர்வாகி என்ற விருதினை 2007 ல் பெற்றுள்ளார். UGC, TANCHE மற்றும் NAAC ஆகிய அமைப்புகளின் நிதி உதவியுடன் மாணவர்களும், ஆசிரியர்களும் பயன் பெறும் வண்ணம் பல்வேறு கருத்தரங்குகளை நடத்தியுள்ளார். மலேசியாவின் கோலாம்பூரில் Emerging Trends In Science and Social Science என்ற தலைப்பில் 02.05.2019, 03.05.2019 ஆகிய தேதிகளில் நடைபெற்ற பன்னாட்டு கருத்தரங்கில் தலைவராகச் செயல்பட்டுள்ளார். NAAC தர மதிப்பீட்டுக் குழுவின் ஒரு உறுப்பினராக இருக்கிறார்.



**முனைவர். த. செல்வராஜன் M.A, M.Phil, Ph.D.**

தற்பொழுது விருதுநகர் இந்து நாடார்கள் செந்திக்குமார நாடார் கல்லூரியில் உதவிப் பேராசிரியராக தமிழ்த்துறையில் பணியாற்றி வருகிறார். ஆசிரியப் பணி அனுபவம் 16 ஆண்டுகள். இக்கால இலக்கியத்தில் நவீனக் கவிதைகள் எழுதுவதில் ஆர்வம் மிகுந்தவராகக் காணப்படுகிறார். இதுவரை 3 கவிதைப் புத்தகங்களை வெளியிட்டுள்ளார்.

உயிர்மை, காலச்சுவடு, புதியகாற்று, மணல்வீடு, சிற்றேடு, தடம் விகடன், ஆனந்தவிகடன் ஆகிய பல்வேறு இதழ்களிலும், உயிரோசை, பதாகை, கனலி, அரு ஆகிய இணைய இதழ்களிலும் இவரது கவிதைகள் வெளிவந்துள்ளன. 18 ஆய்வுக் கட்டுரைகளை எழுதியுள்ளார். 5 ஆய்வு நிறைஞர் மாணவர்களை உருவாக்கி உள்ளார். ஒரு ஆய்வு மாணவர் இவரிடம் முனைவர் பட்ட ஆய்வு செய்துவருகிறார். JCI Virudhunagar Focus 2016 ஆம் ஆண்டு Excellence In Teaching Award என்ற விருதினையும், இதயம்-G நிறுவனம் 2020 ல் சிறந்த ஆசிரியருக்கான விருதினையும் வழங்கியுள்ளன.



**பேராசிரியர். சோ. ஹரிபாண்டியராஜன் M.A, B.Ed., M.Phil.**

தற்பொழுது விருதுநகர் இந்து நாடார்கள் செந்திக்குமார நாடார் கல்லூரியில் உதவிப் பேராசிரியராக முதுகலைத் தமிழ்த்துறையில் பணியாற்றிவருகிறார். ஆசிரியர்ப் பணி அனுபவம் 9 ஆண்டுகள். 7 முதுகலை மாணவர்களது ஆராய்ச்சிக்கு வழிகாட்டியுள்ளார். தேசிய, பன்னாட்டு அளவிலான கருத்தரங்கில் கலந்து கொண்டு 12 ஆய்வுக் கட்டுரைகளை சமர்ப்பித்துள்ளார். 3

ஆண்டுகளாக கல்லூரியில் தேசிய பேரிடர் மேலாண்மைக் குழுவின் ஒருங்கிணைப்பாளராகச் செயல்பட்டு வருகிறார். மேலும் கல்லூரி நுண்கலைமன்றம் சார்பாக இயங்கிவரும் செந்தி-பேச்சரங்கத்தினை ஒருங்கிணைத்து வருகிறார். பதிப்பாசிரியராக இருந்து ISBN எண்ணுடன் 3 புத்தகங்களை வெளியிட்டுள்ளார்.

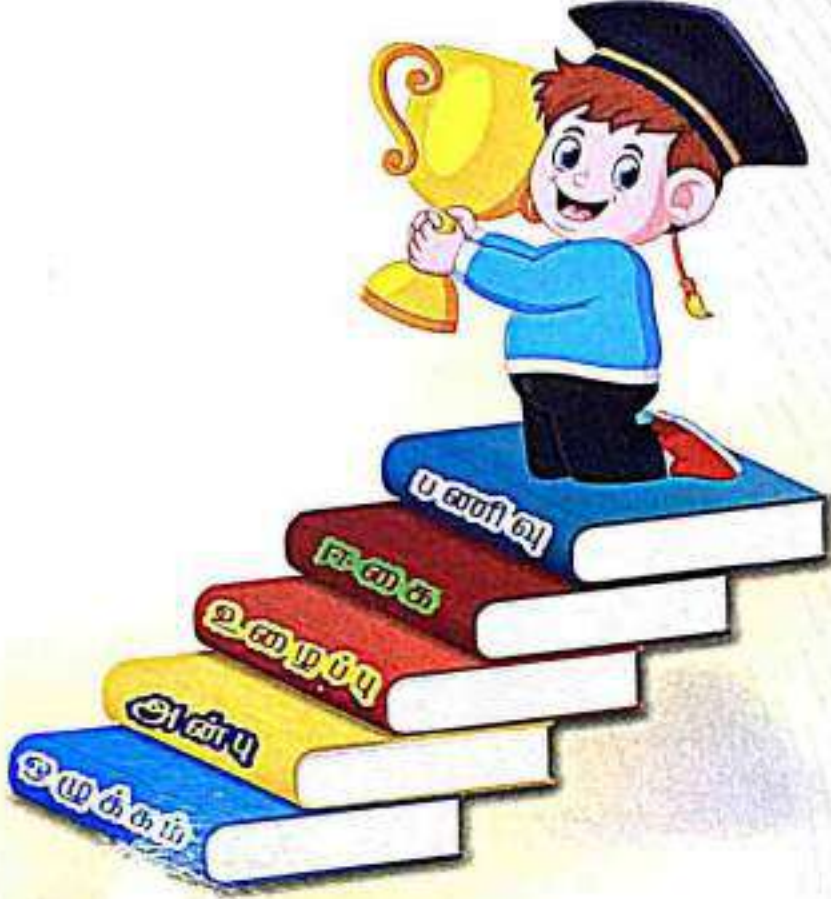
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# மதிப்புக் கல்வி



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முனைவர். பா.சுந்தர பால்முயன்  
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பேரா. சோ.ஹரிபாண்டிராஜன்



வி. இ. நா. செந்திக்குமார நாடார் கல்லூரி (தன்னாட்சி)  
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# மதிப்புக் கல்வி

பதிப்பாளர்கள்

முனைவர் பா.சுந்தர பாண்டியன்

முனைவர் த.செல்வசங்கரன்

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குறைந்த கட்டணத்தில் உயர்தரக் கல்வி

விருதுநகர்



## நூல் விபரம்

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அச்சிட்டோர்	:	முத்து பிரிண்டர்ஸ், விருதுநகர்.

(இந்நூலில் இடம் பெற்றுள்ள கட்டுரைக் கருத்துகளுக்கு அந்தந்தக் கட்டுரையாளர்களே முழுப் பொறுப்பாவார்கள்)

9. **மதிப்புகளில் உள்ள முரண்கள்**

165-193

அறிமுகம் - முரண்களின் வகைகள் - முரண்களை உருவாக்குவதில் மதிப்புகளின் பங்கு - முரண்களுக்கான காரணங்கள் - முரண்களைப் புரிந்து கொள்ளுதல் - சமூக எதார்த்தங்களைப் புரிந்து கொள்ளுதல் - முரண்களின் தாக்கமின்றி சமூகத்தில் இணக்கமாக வாழ்தல்.

**முனைவர் வீ.ச.அசோக்குமார்**

உதவிப்பேராசிரியர், முதுகலைத்தமிழ்

வி.இ.நா.செந்திக்குமார் நாடார் கல்லூரி(தன்னாட்சி), விருதுநகர்.

10. **மதிப்புகளை தொடர்ந்து வலியுறுத்தும் யுக்திகள்**

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பாடத்திட்டங்கள் வழி மதிப்புகளைத் தொடர்ந்து வலியுறுத்துதல் - பாடத்திட்டம் சாராத இதர துறைகள் வாயிலாக வலியுறுத்துதல் - இலக்கியங்கள் வழி வலியுறுத்துதல் - மதிப்புணர்ச்சியை கதைகள் வாயிலாக வளர்த்தல் - நாடகங்கள் வழி - திரைப்படத் துணுக்குகள் வழி - விளையாட்டுக்கள் வாயிலாக மதிப்புகளை வளர்த்தல்.

**முனைவர் க.ஸ்ரீதர்**

துறைத்தலைவர், முதுகலைத்தமிழ்

வி.இ.நா.செந்திக்குமார் நாடார் கல்லூரி(தன்னாட்சி), விருதுநகர்.



## மதிப்புகளைத் தொடர்ந்து வலியுறுத்தும் யுக்திகள்



ஒருவன் தன்னிடம் பிறர் எப்படி நடந்து கொள்ள வேண்டுமென எதிர் பார்க்கிறானோ அப்படி எல்லோரிடமும் தான் நடந்து கொள்வதே ஒழுக்கமாகும்

- பெரியார்

### பாடத்திட்டங்கள் வழி மதிப்புகளை வலியுறுத்தல்

உலகில் சிறந்த கல்விமுறையைக் கொண்டிருக்கும் பின்லாந்தில் ஏழு வயதில்தான் ஒரு குழந்தை கல்வி கற்கத் தொடங்குகிறது. பதினாறு வயதில் முதல் தேர்வை எதிர்கொள்கிறார். இதைத் தொடர்ந்து இவர் தனக்கான துறையைத் தேர்ந்தெடுத்துப் பயில்வார். ஆனால் நம்நாட்டில் 2½ வயதில் கல்வி மற்றும் தேர்வுப் பயணம் தொடங்குகிறது. 16 மற்றும் 18 வயதில் தனக்கான துறையைத் தேர்ந்தெடுத்துப் பயில வேண்டும். இதற்குப் பந்தையக் குதிரையைப் போன்று மதிப்பெண்ணைப் பெறுவதற்கு (மெக்காலே கல்வி முறையில்) நித்தம் நித்தம் மனனம் செய்து ஒப்புவிக்கும் பயிற்சியை மேற்கொள்ள வேண்டும். இக்கல்வியை நாலடியார், "கல்வி கரையில் கற்பவர் நாள்சில" என்கிறது. ஒளவையார், "கற்றது கைம்மண்ணளவு கல்லாதது உலக அளவு" என்று குறிப்பிட்டு உள்ளார்.

மனிதன் தன் வாழ்வில் நாலில் ஒரு பங்கு அல்லது நாலில் இரு பங்கைக் கல்விக்காகச் செலவிடுகின்றான். இவ்வளவு முக்கியத்துவம் வாய்ந்த கல்வி அவனது வாழ்வை வளமாக்குகிறதா? அர்த்தமுடையதாக்குகிறதா? என்று ஆராய்ந்தால் தெளிந்த பதில் கிடைப்பதில்லை. இச்சூழலில் "ஏட்டுச் சுரக்காய் கறிக்கு உதவாது" என்ற சொல்லடையே நினைவிற்கு வருகிறது. கல்வி நிறுவனங்கள் குறிப்பிட்ட ஒரு துறையின் செயல்பாட்டை / நுட்பத்தை / அறிவை மட்டுமே போதிக்கின்றன; போதிக்கவும் முடியும். ஆனால் மனிதனுக்குத் தன்னைச் சுற்றி அன்றாடம் நிகழும் நிகழ்வினை எதிர்கொள்ளும் ஆற்றல் வேண்டும். உலகின் போக்கிற்கேற்ப தன்னை வடிவமைத்துக் கொள்ளும் திறன் வேண்டும். இதற்கு மனிதன் தன் மதிப்பையும், உலக



**முனைவர். டாக்டர். கந்திரா பாண்டியன் B.Sc., M.A., M.Ed., M.A., M.Phil., Ph.D., PGC, PGD, D.Lit., Ph.D.**



வணிகவியல் மற்றும் வேளாண்மைத் துறையில் கடந்த 30 ஆண்டுகளுக்கு மேலாக சிறந்த எழுத்தாளராக, சிந்தனையாளராக அறியப்படுகிறார். இவர் 2011ல் இருந்து தற்பொழுது வரை விருதுநகர் இந்து நபர்கள் செந்திக்கூடா நபர் கல்லூரியின் மூத்தவராக சிறப்பாகச் செயலாற்றி வருகிறார். கடந்த 10 ஆண்டுகளில் கல்லூரிக்குப் பல்வேறு ஆயாச்சி நிறுவனங்களிடம் இருந்து பத்தகோடுக்கு மேலாக பல்வேறுபட்ட ஆயாச்சிகளுக்கு பணம் வாங்கித் தந்து கல்லூரி மேம்பாட்டிற்கு உதவிபுள்ளார். 43 ஆய்வு நிறைவுப் பணவர்களையும், 13 முனைவர் பட்ட ஆயாச்சி பணவர்களையும் உருவாக்கியுள்ளார். இதுவரை 40 பத்தகங்களை எழுதியுள்ளார் என்பது சிறப்பான அம்சமாகக் கருதப்படுகிறது. தேசிய, பன்னாட்டு அளவிலான கருத்தாங்கில் கலந்து கொண்டு, 225 ஆய்வுக் கட்டுரைகளை எழுதி ஆய்வுத்திறனில் தனித்திறன் பெற்றவராகத் தன்னை வெளிப்படுத்தி நிற்கிறார். UGC-ன் Major Research Project-ல் 2 முடித்துள்ளார். தமிழக அரசின் உயர் கல்வித்துறை வுங்கும் சிறந்த ஆசிரியருக்கான விருதினை 2007-2008 கல்வி பண்டில் பெற்றுள்ளார். விருதுநகர் இந்து நபர்கள் செந்திக்கூடா நபர் கல்லூரி வுங்கிய சிறந்த ஆசிரியருக்கான விருதினை 2008-2009 கல்விபண்டில் பெற்றுள்ளார். நேடு குழுத்தினால் வுங்கியும் வுங்கிய சாதனையாளர் என்ற விருது இவருக்கு வுங்கியும்பட்டுள்ளது. PEARL என்ற கல்வி மேம்பாட்டு நிறுவனம் வுங்கிய சிறந்த நிர்வாகி என்ற விருதினை 2007 ல் பெற்றுள்ளார். UGC, IANCHE மற்றும் NAAC ஆகிய அமைப்புகளின் நிதி உதவியுடன் பணவர்களும், ஆசிரியர்களும் பணம் பெறும் வண்ணம் பல்வேறு கருத்தாங்குகளை நடத்தியுள்ளார். பஸேசியாவின் கோலம்பூரில் Emerging Trends In Science and Social Science என்ற தலைப்பில் 02.05.2012, 03.05.2013 ஆகிய தேதிகளில் நடைபெற்ற பன்னாட்டு கருத்தாங்கில் தலைவராகச் செயல்பட்டுள்ளார். NAAC து பதிப்பீட்டுக் குழுவின் ஒரு உறுப்பினராக இருக்கிறார்.

**முனைவர். து. செல்வராங்குடன் B.A., M.A., Ph.D.**



தற்பொழுது விருதுநகர் இந்து நபர்கள் செந்திக்கூடா நபர் கல்லூரியில் உதவிப் பேராசிரியராக தமிழ்த்துறையில் பணியாற்றி வருகிறார். ஆசிரியப் பணி அனுபவம் 16 ஆண்டுகள். இக்கால இடைக்கியத்தில் நவீனக் கவிதைகள் எழுதுவதில் ஆர்வம் மிகுந்தவராகக் காணப்படுகிறார். இதுவரை 3 கவிதைப் பத்தகங்களை வெளிப்படுத்தியுள்ளார். உயிரியல், காலக்கவடு, பதியகாற்று, பணவயீடு, சிற்றேடு, தாய் பிசுடன், ஆனந்தவிசுடன் ஆகிய பல்வேறு இதுக்களிலும், உயிரோடை, பதாங்க, காவலி, அரு ஆகிய இணைய இதுக்களிலும் இவரது கவிதைகள் வெளிவந்துள்ளன. 18 ஆய்வுக் கட்டுரைகளை எழுதியுள்ளார். 5 ஆய்வு நிறைவுப் பணவர்களின் ஆயாச்சி உள்ளார். ஒரு ஆய்வு பணவ இவரிடம் முனைவர் பட்ட ஆய்வு செய்துவருகிறார். JCI Virudhunagar-ல் 2016 ஆம் ஆண்டு Excellence In Teaching Award என்ற விருதினையும், இதயம்-G நிறுவனம் 2020 ல் சிறந்த ஆசிரியருக்கான விருதினையும் வுங்கியுள்ளன.

**பேராசிரியர். கோ. ஹரிபாண்டியராசன் B.A., M.A., M.Phil.**

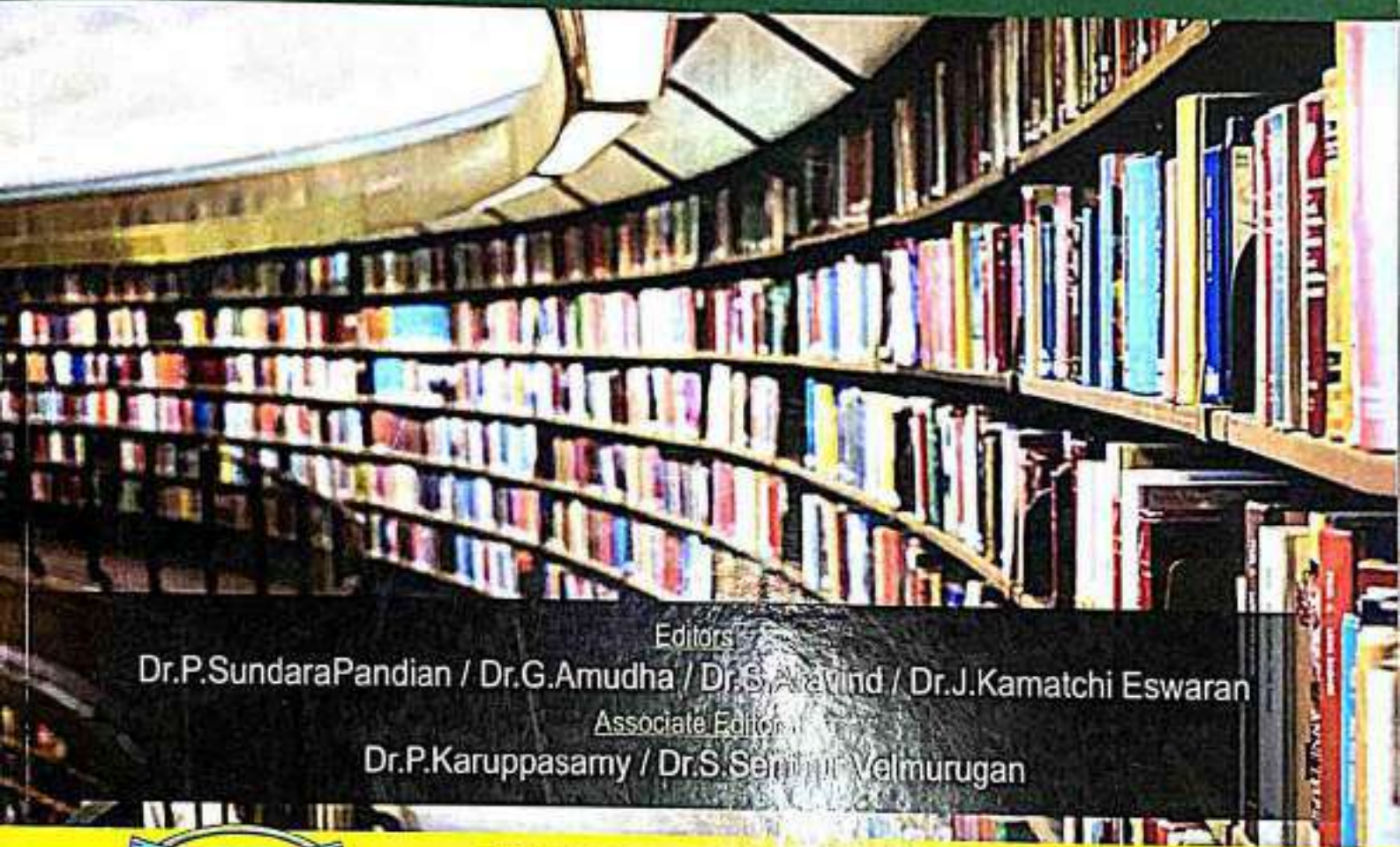


தற்பொழுது விருதுநகர் இந்து நபர்கள் செந்திக்கூடா நபர் கல்லூரியில் உதவிப் பேராசிரியராக மூலகலைத் தமிழ்த்துறையில் பணியாற்றிவருகிறார். ஆசிரியப் பணி அனுபவம் 9 ஆண்டுகள். 7 மூலகலை பணவர்களது ஆயாச்சிக்கு வழிகாட்டியுள்ளார். தேசிய, பன்னாட்டு அளவிலான கருத்தாங்கில் கலந்து கொண்டு 12 ஆய்வுக் கட்டுரைகளை வுங்கியித்துள்ளார். 3 ஆண்டுகளாக கல்லூரியில் தேசிய பேரீடர் வேளாண்மைக் குழுவின் ஒருக்கிணையாளராகச் செயல்பட்டு வருகிறார். மேலும் கல்லூரி பணவகலையன்றும் சார்பாக இயங்கிவரும் செந்தி-பேச்சுவகத்தினை ஒருக்கிணைத்து வருகிறார். பதிப்பாசிரியராக இருந்து ISBN எண்ணுடன் 3 பத்தகங்களை வெளிப்படுத்தியுள்ளார்.

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**BFA-001**

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## **A BIOGRAPHICAL VIEW OF LITERATURE IN BIBLIOTHERAPY**

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**Dr.S.Manohari,**

Librarian, Kamaraj College of Engineering & Technology, Virudhunagar

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### **INTRODUCTION**

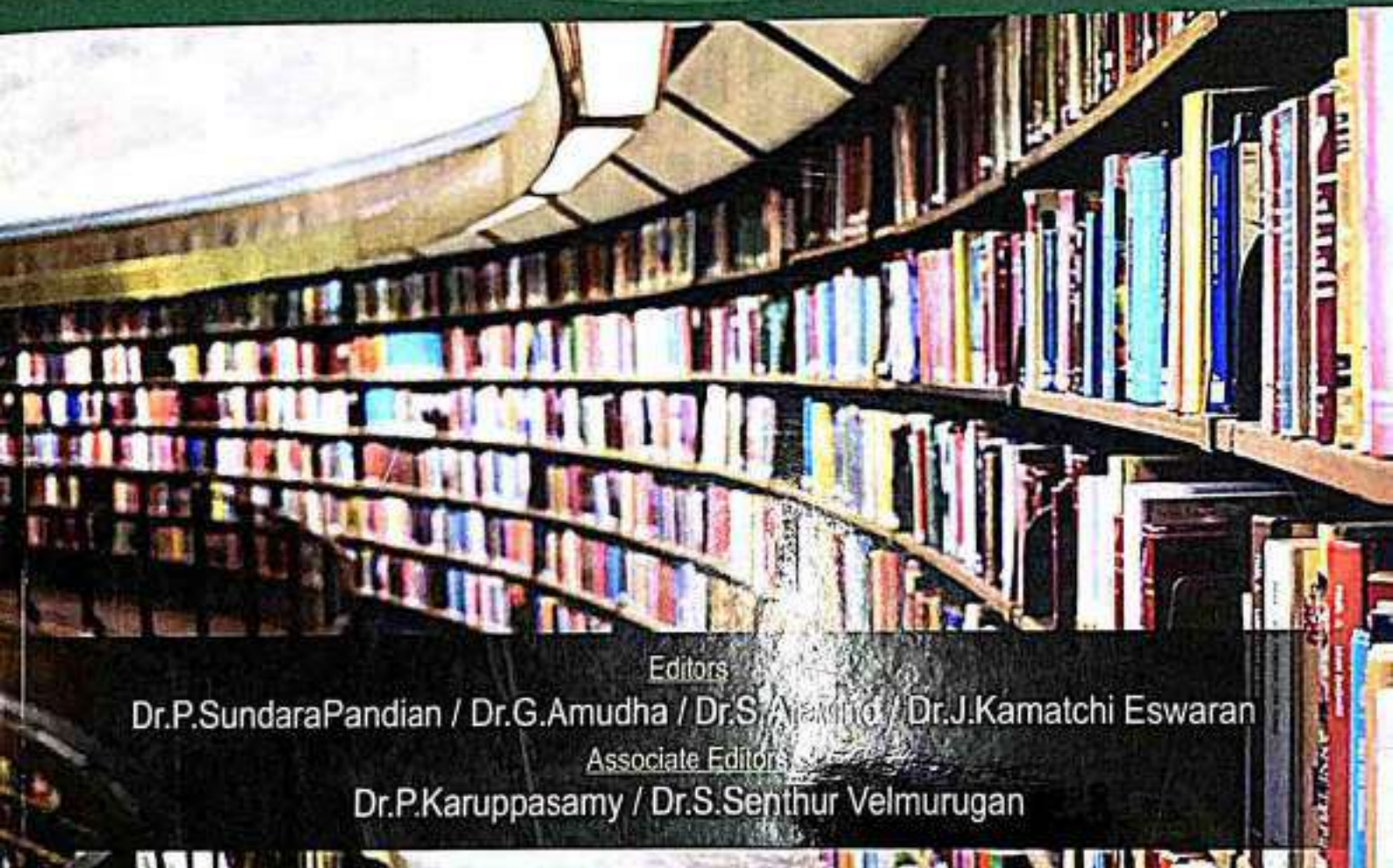
The high level of human expectation in the 21st century also directly affects the psychology of human of this century. That's why; people are increasingly in need of support and help from others. In this century, where psychological problems such as anxiety, stress, low motivation, etc. are on the highest level, the search for a solution to these problems that reduce the quality of life of the individual leads to finding new treatment methods.

The developments in psychology in the 21st century, it can be said that individual searches have increased significantly. Bibliotherapy, which emerges as a result of people searching for their own solutions to their own problems, aims to find solutions to psychological problems through the use of literature. Hence, literary works, which can also be used to increase morale and motivation, take an important place in bibliotherapy.

Feelings such as love, hatred, compassion, etc. are real even in fairytales with extraordinary possibilities. For this reason, the works that describe the human being open a new door into different worlds of the individual and affect the depths of his soul. Considering this fact, it can be said that it goes back very early in the history that people have been interested into books, solve their problems through them and try to treat the soul by using them. For this reason, the exact explanation of what bibliotherapy is and knowing its history will also be the answer to the question of why we should use books more.



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**Authors Name : Dr. P.Sundara Pandian, Dr. G.Amudha  
Dr. S.Aravind, Dr. J.Kamatchi Eswaran,  
Dr. P.Karuppasamy, Dr. V.Senthur Velmurugan**

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BFA-003

## நூல்கள் வாசிப்பும் மேம்பட்ட வாழ்வும்

முனைவர். இரா.ஜீவா,  
தமிழ்த்துறை (உதவிப்பேராசிரியர்),  
வி.இ.நா.செ.நா.கல்லூரி (தன்னாட்சி), விருதுநகர்

### முன்னுரை:

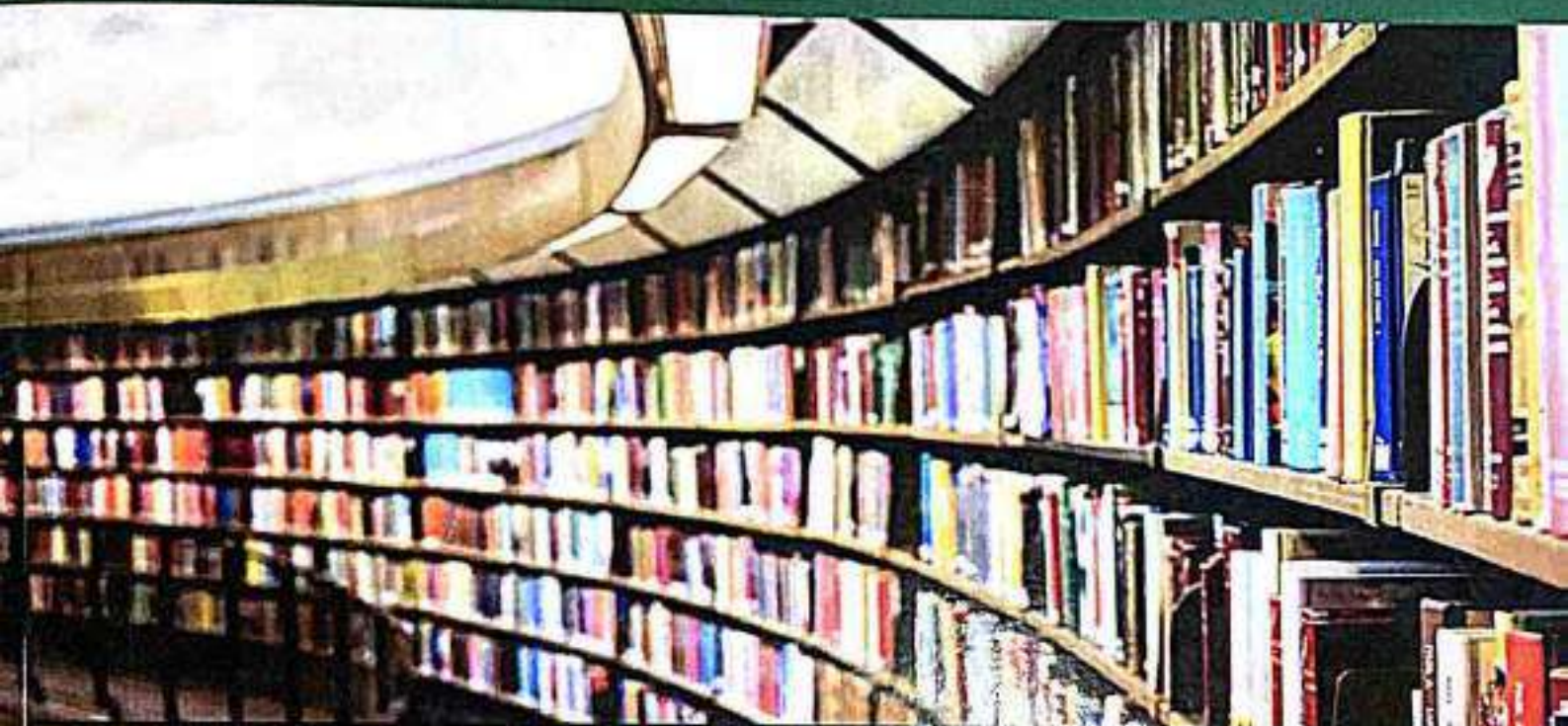
இன்றைய குழந்தைகள் அனைவருக்கும் நூல்களை வாசிப்பது குறித்தும் அதன் நன்மைகள் குறித்தும் தெரியப்படுத்தி நூல்களை பயில தூண்டுதல் வேண்டும். நூல்கள் என்பது காரிருளில் செல்பவர்களுக்கு பேரொளியாகவும், வழி தவறியவர்களுக்கு ஓர் வழிகாட்டியாகவும் திகழ்கின்றன. உலகின் பெரிய மாமேதைகள் அனைவருமே புத்தகம் வாசிக்கும் பழக்கத்தின் மூலம் உருவானவர்களே. இன்றைய நாளில் நூல்கள் வாசிப்பு என்பது மிகவும் குறைந்து உள்ளது. நமது ஒய்வு நேரங்களை பயனுள்ளதாகக்கிக் கொண்டு அறிவை மேம்படுத்த நூல்களே மிகச் சிறந்த கருவியாக உள்ளன. ஒருவர் பயிலும் சிறந்த நூல்களே அவர்களின் சிறந்த நண்பனாக ஆகின்றது. நூல்கள் என்றால் தேவையற்ற நூல்களை வாசிப்பது அல்ல அறிவியல் நூல்கள், மாமேதைகளின் சரித்திர நூல்கள், சமய நூல்கள் போன்ற அறிவுப் பசிக்கு தீனிபோடும் நூல்களை பயில்தல் வேண்டும். அவை பற்றிய விரிவான கருத்தை இக்கட்டுரையின் மூலம் ஆராய்வோம்.

### நூல்கள் வாசிப்பின் பயன்கள்:

நூல்கள் வாசிப்பதன் மூலம் சிந்தனைத்திறன் மேலோங்கும், சொல்வளமும், கற்பனை வளமும் பெருகும், எது குறித்தும் எவரிடமும் தயக்கமின்றி பேச முடியும். தனிமையில் சிக்குண்டு தவிப்பதை தவிர்த்துவிடும். மனஅழுத்தத்தை குறைக்க முடியும், உலகின் பல கலாசார மற்றும் அறிவியல் தகவல்களை நம்மால் அறியமுடியும். நம் அறிவை விரிவுபடுத்திக் கொள்ள முடியும்.



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Dr.P.SundaraPandian / Dr.G.Amudha / Dr.S.Aravind / Dr.J.Kamatchi Eswaran

Associate Editors

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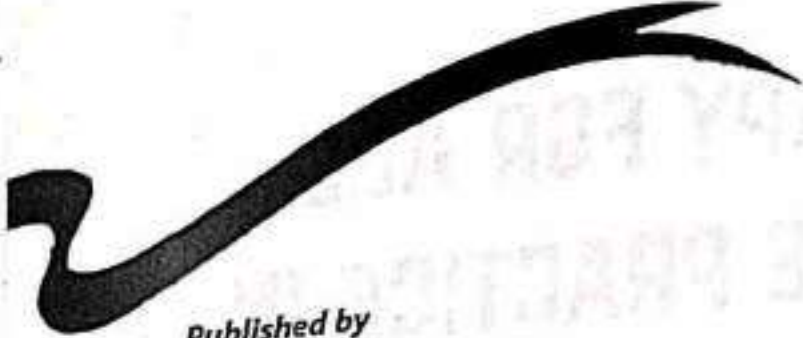
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**BFA-004**

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## **OVERVIEW OF THE IMPACT OF TECHNOLOGY IN LIBRARY IN DIGITAL ERA**

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### **Introduction**

The term "digital covers the creation and distribution of all types of information over networks, digital library that delivers scientific, technical, and business information to users with a personal computer, Internet access, and one of the common worldwide Web browsers. The Library without Walls focuses on creating a network of knowledge systems that facilitate scientific communication and collaboration. We are living in the information age where the information is basic requirement to everybody because without information we cannot do anything in a proper way.

Now day's information literacy is the key of knowledge where the libraries help us for getting their information. Library has provided several new media, new modes of studies, organizing, retrieving the information so that mean library strategically provides information to all users. Information Professional accomplishes this through the development, deployment, and management of information resources and services. So the main faction of the library in the digital era likes a communicator of information and for that libraries have become increasingly aware that their digital collections. Information and communication technology has revolutionized the concepts of libraries so each and every library slowly getting digitized. However, the main purpose of digital libraries remains consistent with that of traditional libraries in that the purpose of digital libraries is to organize, distribute, and preserve information resources just as it is for traditional libraries.



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**BFA-005**

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**A STUDY ON IMPACT OF USE OF INFORMATION TECHNOLOGY IN  
ACADEMIC LIBRARIES**

---

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Dr.J.Kamatchi Eswaran,

Assistant Professor, Department of Commerce, V.H.N.S.N.College (Autonomous),  
Virudhunagar**INTRODUCTION**

The Topic 'Advances in search engine technology' focuses as a broad range of activities related to the assessing user needs, evaluation of the present data collection, weeding out, and storing parts of the data and planning for resource sharing. Advancement in search engine technology is not any single activity or group of activities; it is a planning and decision making process. In recent years, information

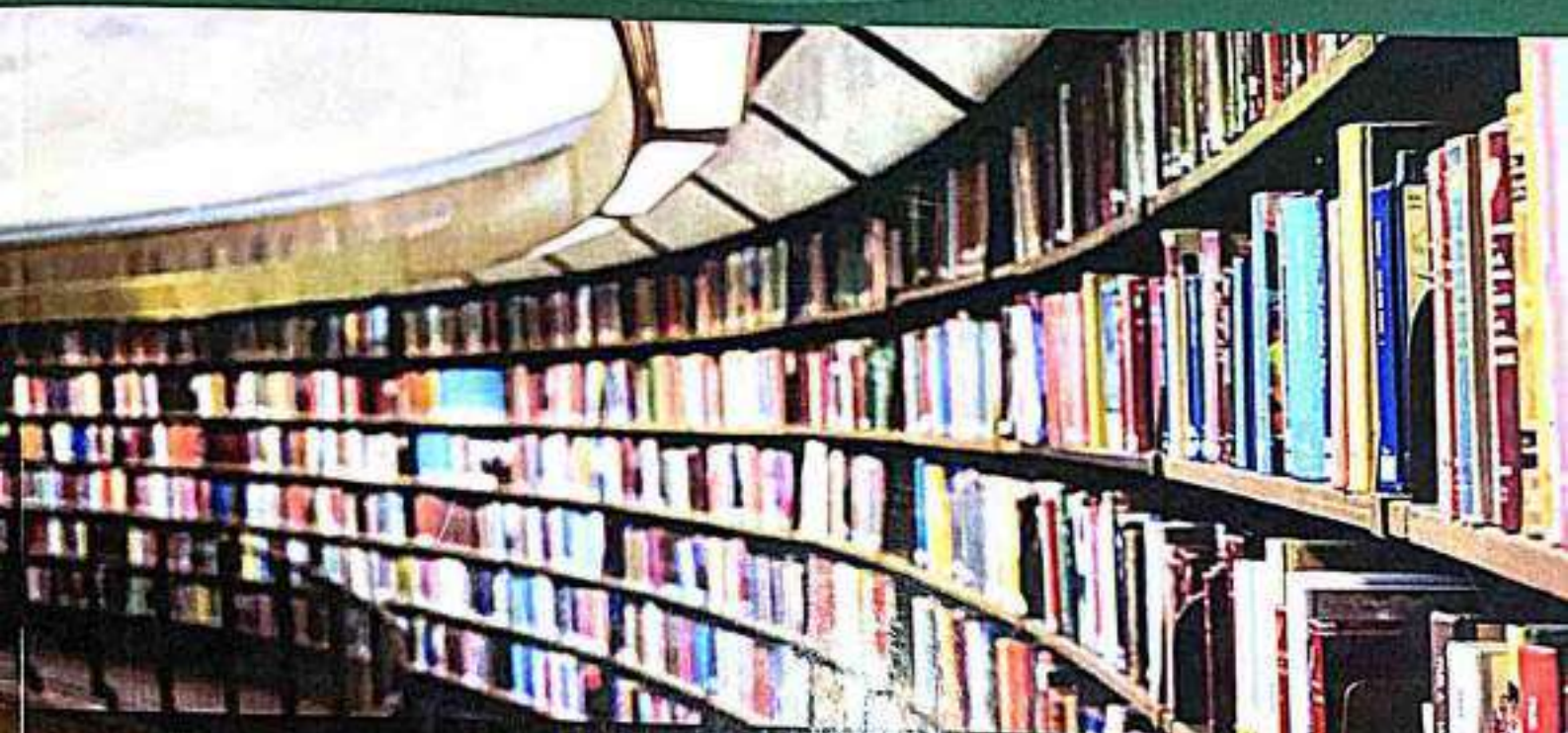
technologies have advanced to such an extent that their impact on libraries is significant. Particularly, development regarding digital libraries, Internet, electronic publications, CD-ROMs, etc., have forced the librarians to change the way they are now functioning. An attempt has been made in this paper to discuss the impact of recent advances in IT on search engine.

**CHALLENGES IN ACADEMIC INDIAN LIBRARIES**

There are various major challenges that every librarian faces in Academic Indian Libraries. Some of the more serious challenges facing the development of Indian libraries



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**BFA-007**

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**BIBLIOTHERAPY: CONCEPTS, BENEFITS AND PROCESS**

---

Mr. S.Arun Dinesh Raj,  
Research Scholar (Ph.D.) MKU Madurai.

Dr. G.Amudha  
Librarian, VHNSN College (A). Virudhunagar

**Introduction**

When dealing with personal issues such as anxiety and depression or coping with grief, sometimes it can be difficult to make sense of what is happening in your mind and body. Bibliotherapy aims to bridge this gap by using literature to help you improve your life by providing information, support, and guidance in the form of reading activities via books and stories.

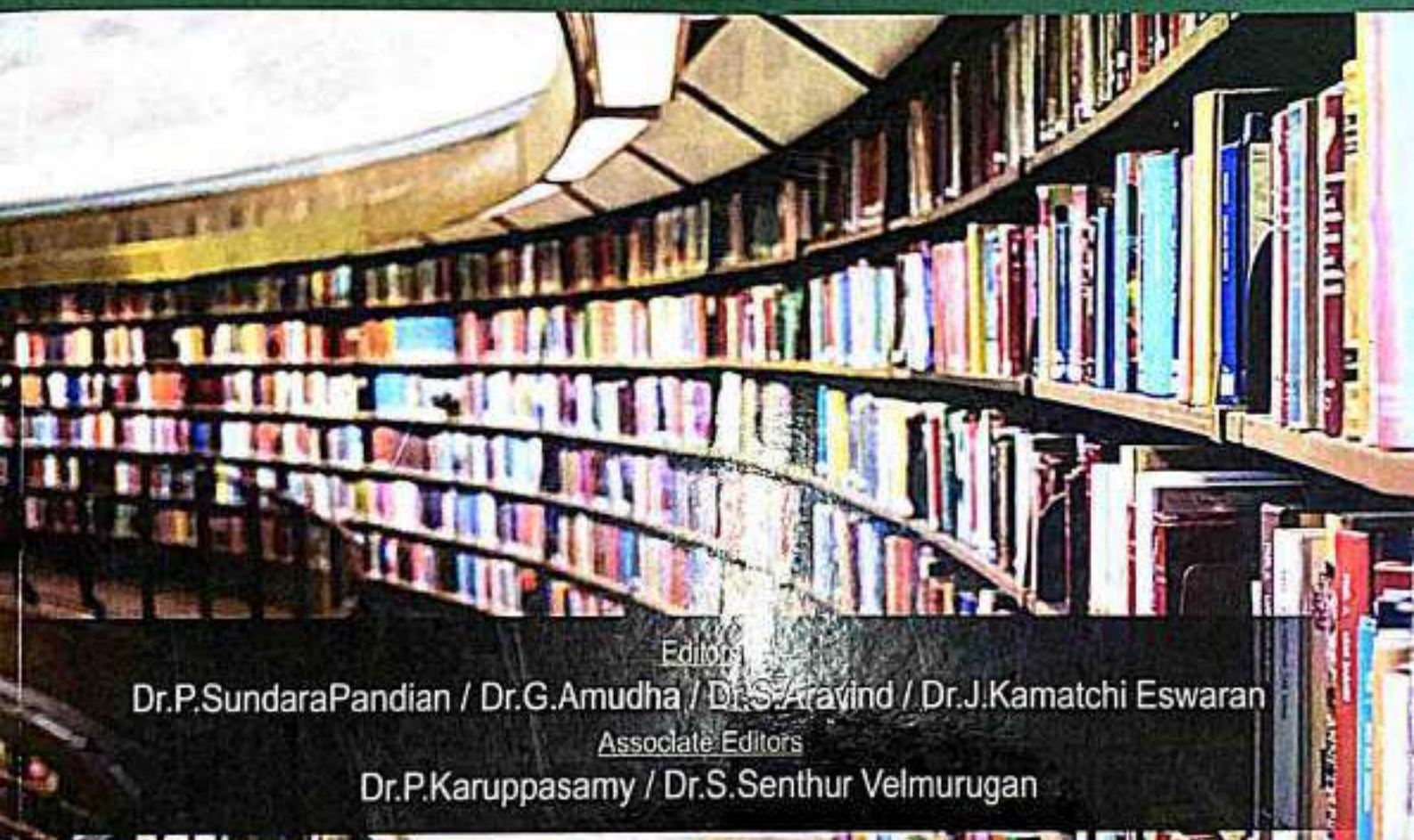
**History of Bibliotherapy**

Storytelling, creative writing, and reading have long been recognized for their therapeutic potential. The use of literature as a healing method dates back to ancient Greece, when Grecian libraries were seen as sacred places with curative powers. In the early nineteenth century, physicians like Benjamin Rush and Minson Galt II began to use bibliotherapy as an intervention technique in rehabilitation and the treatment of mental health issues. During World Wars I and II, bibliotherapy was used to help returning soldiers deal with both physical and emotional concerns.

In a 1916 article published in *The Atlantic Monthly*, Samuel Carothers defined bibliotherapy as the process of using books to teach those receiving medical care about their conditions, and *Dorland's Illustrated Medical Dictionary*, published in 1941, officially



# **BIBLIOTHERAPY FOR ALL** **AN INNOVATIVE PRACTICE IN** **LIBRARY**



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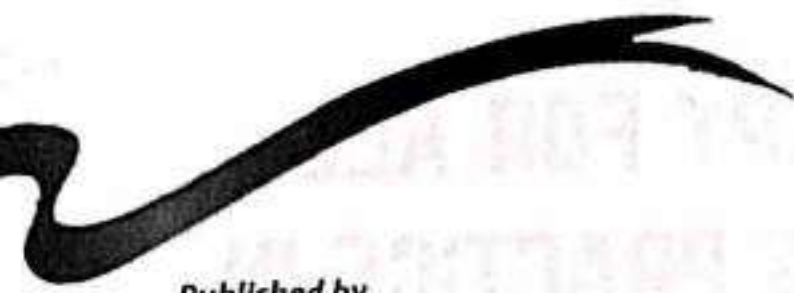
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**BFA-010****BOOK READING- DOES IT REDUCES STRESS?**

P. Geetha,

Assistant Professor in Commerce, V.H.N.S.N. College (Autonomous), Virudhunagar.

**INTRODUCTION**

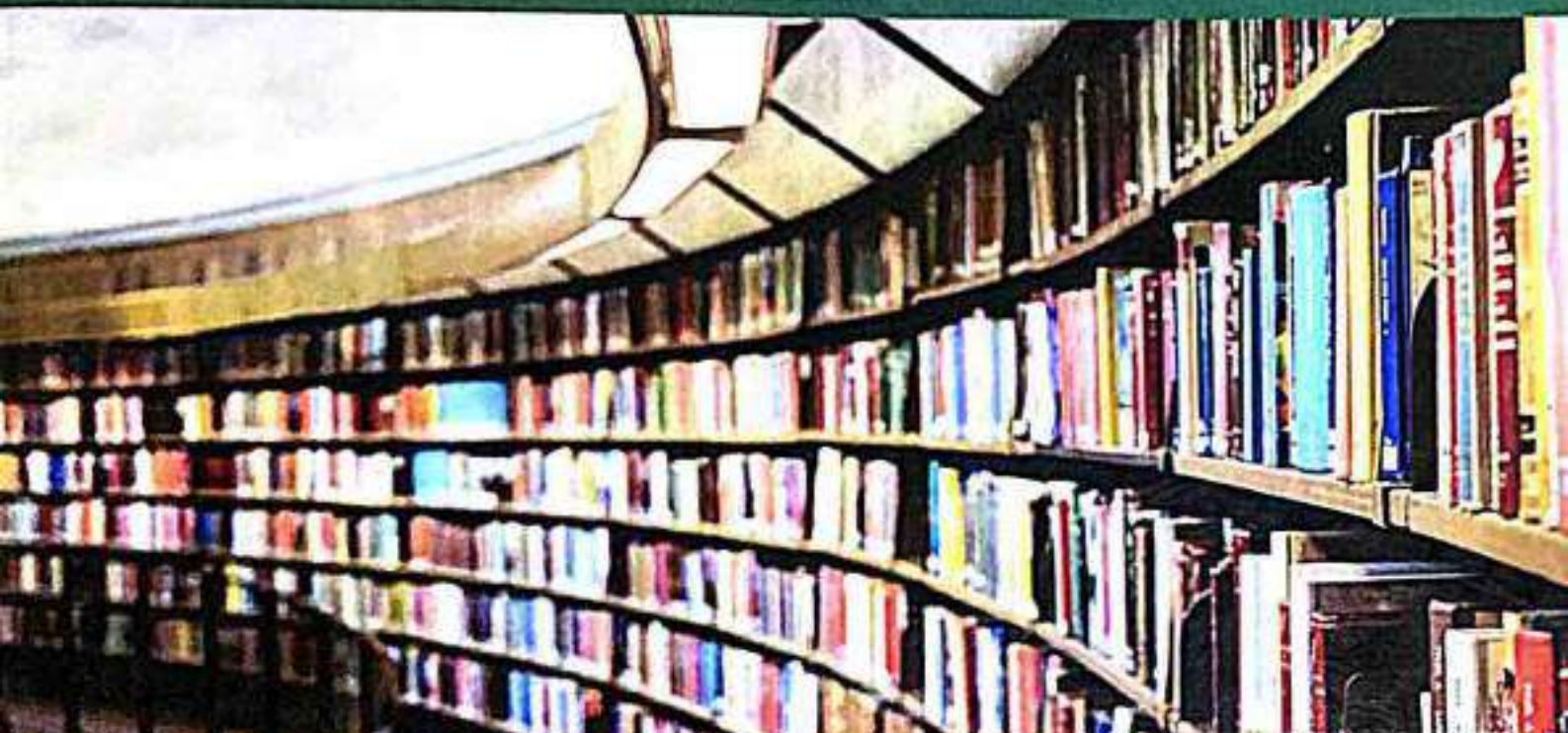
Stress is a feeling of emotional or physical tension. It can come from any event or thought that makes you feel frustrated, angry, or nervous. Stress is your body's response to changes in your life. There are many causes of stress which couldn't be avoided but managed. Reading is the best way to relax and even six minutes can be enough to reduce the stress levels by more than two thirds, according to new research. And it works better and faster than other methods to calm frazzled nerves. Psychologists believe this is because the human mind has to concentrate on reading and the distraction of being taken into a literary world eases the tensions in muscles and the heart. It's practically impossible to avoid stress in today's hectic world. With so many tasks seeking for our attention, it's easy to feel overwhelmed and overworked. According to a recent study, six minutes of sustained reading each day can reduce a person's stress level by 68 percent, thereby helping individuals to clear their minds and minimize bodily tension. We shall discuss how books and reading habits helps us in reducing stress levels and managing anxiety.

**WHAT IS STRESS?**

Stress is a feeling of emotional or physical tension. It can come from any event or thought that makes you feel frustrated, angry, or nervous. Stress is your body's reaction to a challenge or demand. In short bursts, stress can be positive, such as when it helps you avoid danger or meet a deadline. But when stress lasts for a long time, it may harm your health. Your body reacts to stress by releasing hormones. These hormones make your brain more alert, cause your muscles to tense, and increase your pulse. In the short term, these reactions are good because they can help you handle the situation causing stress. This is your body's way of protecting itself.



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**BFA-011****BENEFITS OF READING**

Ms. K. Abirami,  
III BA English, VHNSN College, Virudhunagar.



Reading maketh a full man, conference a ready  
man, and writing an exact man.

(Francis Bacon)

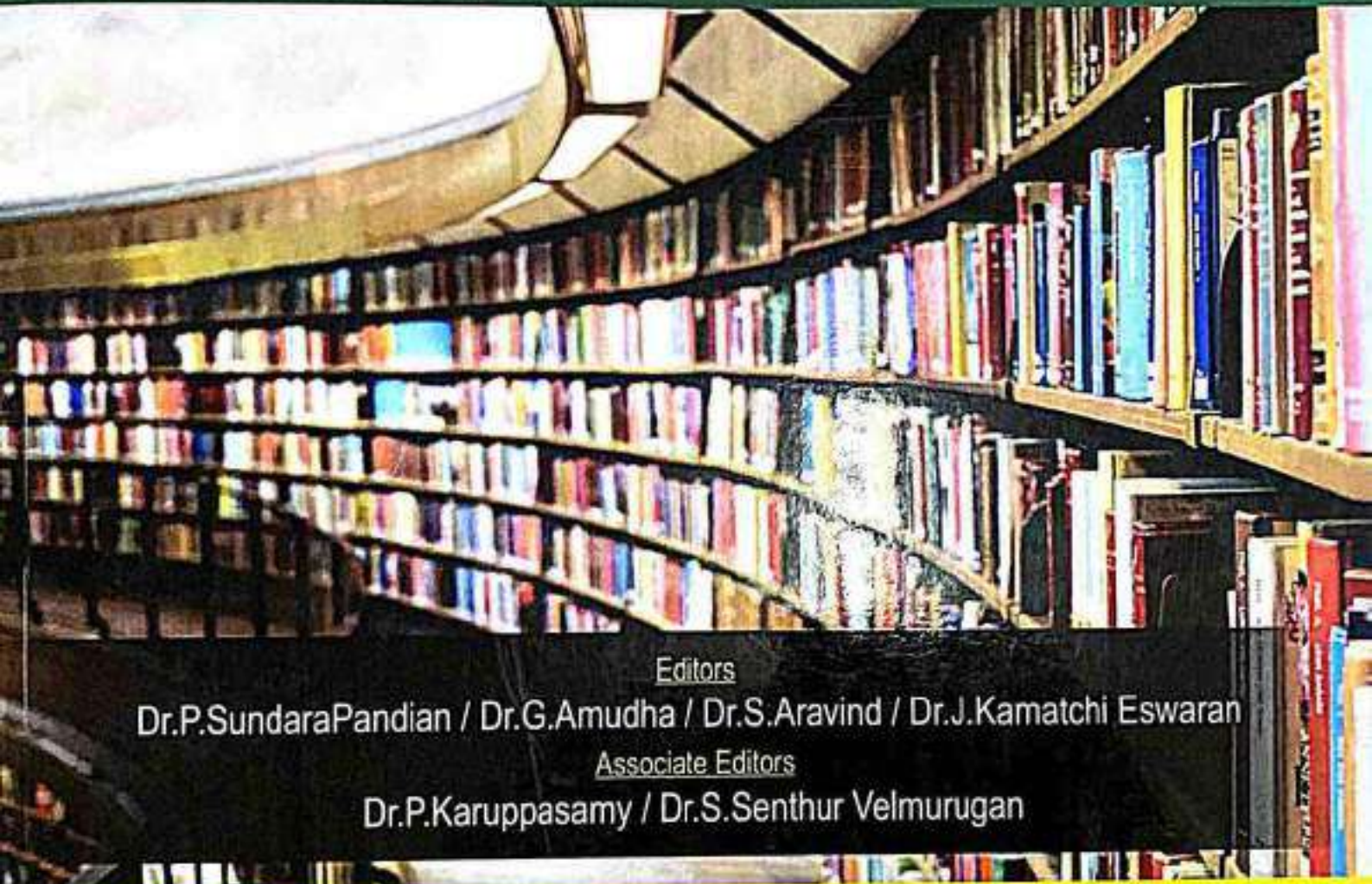
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“Reading maketh a full man”, a famous word said by great English philosopher Sir Francis Bacon. Because he knows the value of reading, without reading we can't know the anything. Not only bacon all the great leader around the world suggests reading books daily. Because one good book equal to one good friend. Through reading we can learn lots of things. Examples, learn new words, strengthen our writing ability, and improve our memory power and so one. It is easy to enjoy books when you are merely reading for pleasure. Reading is a great way to improve yourself all around.

Book not only consists of words, paragraph, or lines it's an emotion, feeling, imagination of one person. From books we can observe another person life experience. Books can hold and keep all kinds of information, stories, thoughts and feelings unlike anything else in this world. It is a timeless form of entertainment and information. Reading bought us to another world through imagination. Some books keep us enthusiastic to know “what should happen



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**BFA-013****READERS PSYCHOLOGY:  
UNDERSTANDING PERCEPTIONS OF BIBLIOTHERAPY WITH  
SPECIAL REFERENCE TO VIRUDHUNAGAR DISTRICT**

Dr. P.Karuppasamy and Dr. G. Amudha\*\*

\*Library Assistant.

The Standard Fireworks Rajaratnam College for Women, Sivakasi.

\*\*Librarian, VHNSN College, Virudhunagar

**Introduction**

All of us know very well about the consumer. Consumer is buyer or customer in day-to-day life. In library terms consumer is known as user. Consumer expects the quality of product from the seller. This concept is applicable to the profit and service oriented organizations. The librarian is also expecting to provide the quality of products to the users. It is not easily to identify the user needs because shy readers have not been entered the library and some other users have diverted the mind by various ways. So, the librarian must be organizing the psychological orientation programme. This programme helps to improve the user confidence.

**Example**

If some men like to go the mind way, angry will be created automatically. So they affected the following way.

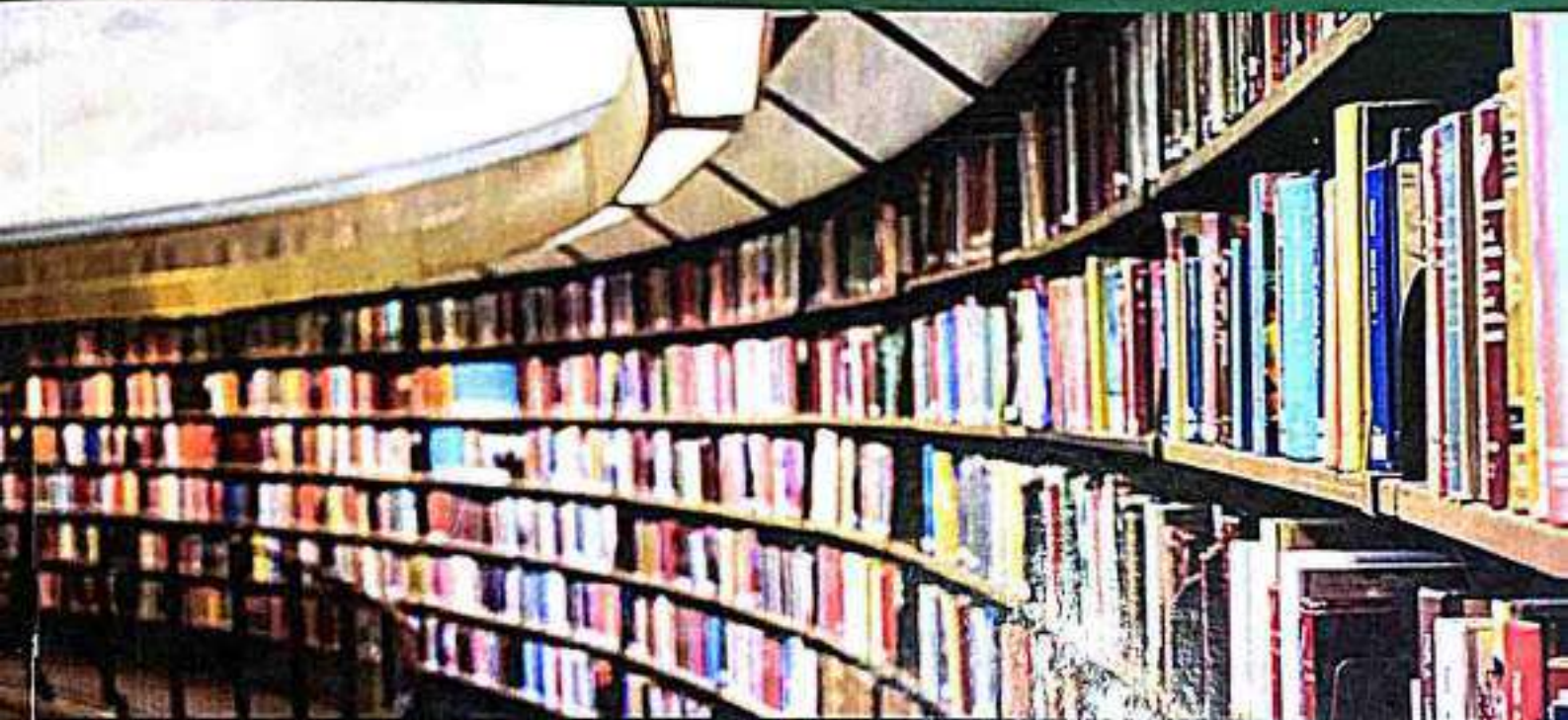
Driving+ Angry = Dangerous

Studying+ Angry = Loss of Marks

Working+ Angry = Loss of the relationships with colleagues



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**BFA-014****THE BOARD OF PRESSURES AND STRESS ON LIBRARY PROFESSIONALS IN 21ST CENTURY**

Dr. V.Senthur Velmurugan,  
Librarian, AAA College of Engineering and Technology, Sivakasi

Dr. G.Amudha,  
Librarian, VHNSN College (Autonomous), Virudhunagar

**INTRODUCTION**

Pressures and Stress are the changes that our bodies experience as we adjust to our continuously changing environment. The rapid adoption of information and communication technologies and their extensive use in learning institutions and system administration has introduced new library and information services. The introduction of different learning modes and expansion of academic programs have also resulted in the librarian, facing more challenges as compared to his predecessors. It is the fact the librarians have exposed to a considerable amount of pressure and stress in their work. Many factors are responsible to create stress; like staff problem, inadequate budget allocation and management support, too much responsibility with secondary duties & heavy workload, working with changing technology, changing users' demands, etc. According to Pantry (2007) 4 library workers deal with constantly changing technology, shrinking budgets, outsourcing, excessive workload, and burnout, all of which can precipitate internal stress and conflict. Libraries are also vulnerable to stress from external sources as a result of their accessibility to the general public, welcoming atmosphere, and service ethic.



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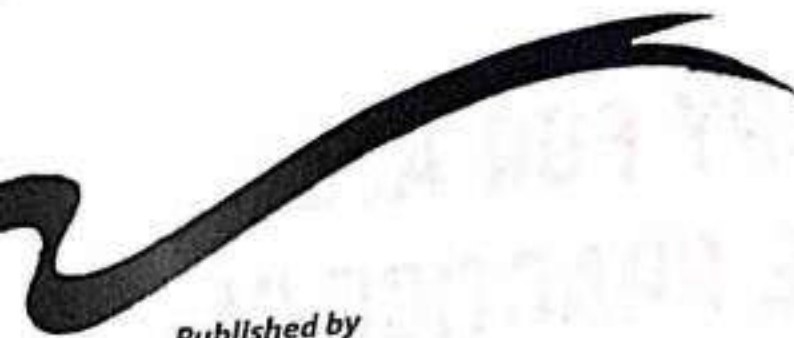
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Dr. S.Aravind, Dr. J.Kamatchi Eswaran,  
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**BFA-015**

## Digital Library – An Overview

Selvanathan.S,

Assistant Professor of Commerce (SF), VHNSN College (Autonomous), Virudhunagar

### Introduction

Librarians should lead the way in technology use among fellow residents and gain more time for the most important activity: helping patrons. Since the main mission of most libraries is to offer equality of access to information for every citizen, then why not be a trendsetter in digital use and implement innovative technologies and services in libraries. This chapter presents a range of relevant and useful innovative technologies and services to implement in the libraries. We focus on the technology's applicability for the library and not on the potential budgetary impacts of said technologies i.e., Big Data, RFID technology, QR code technology, Social Media use in library service etc.

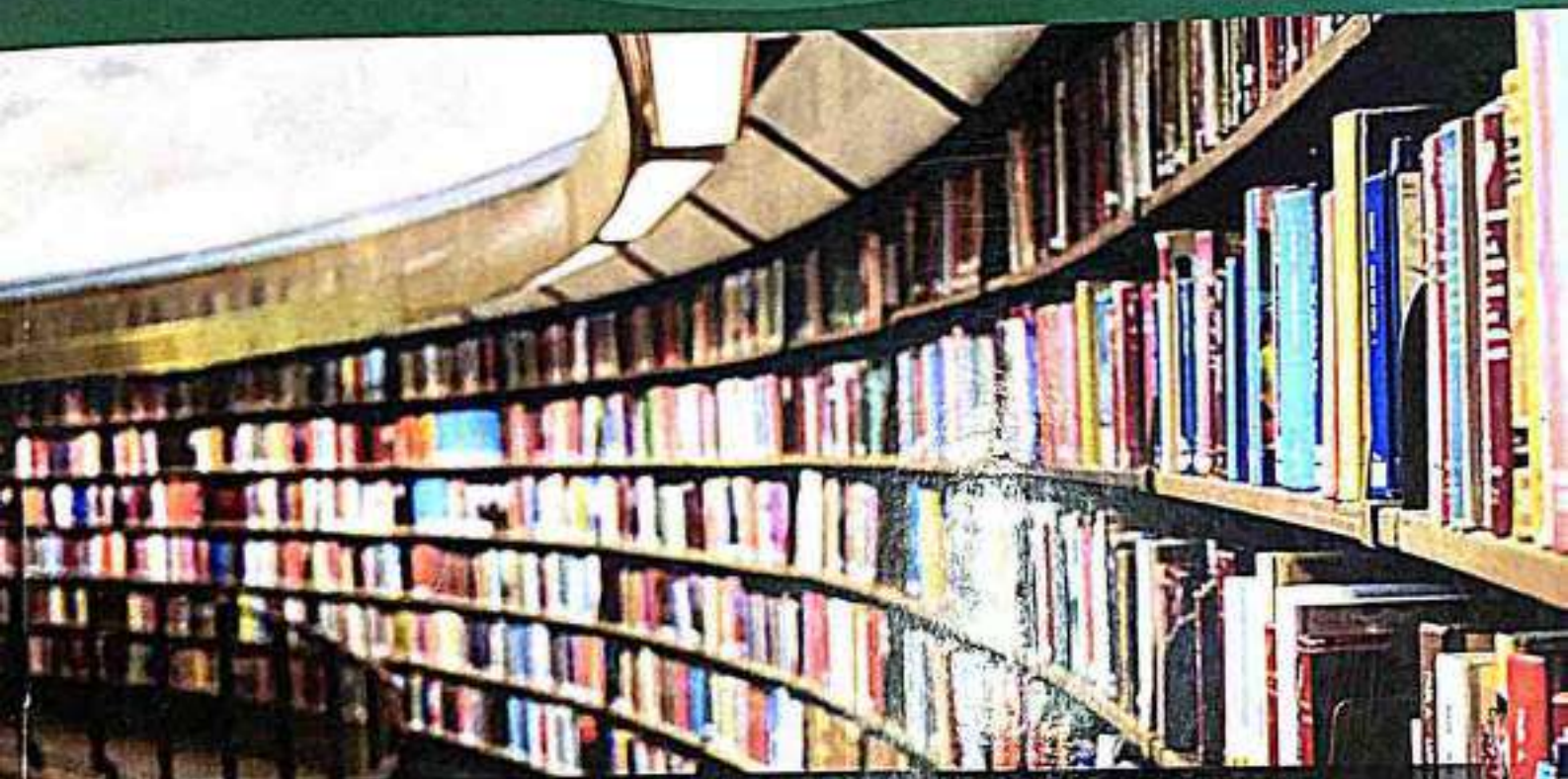
### Innovative Research in Library and Information Science

#### SOCIAL MEDIA

The growing use of social media such as LinkedIn, Facebook, Twitter, Google+ etc. by users in the 21st century social media play a vital role in libraries and providing new challenges for libraries to keep up to with the growing needs of their users. This paper describes the role of social media in libraries. In this digital era, data can be accessed from anywhere, at any time without borders. Social media involves social relations amongst people who have some type of relationship or affiliation. It encompasses Blogs, Facebook, Social marks, Podcasting, Mash-up, YouTube, RSS, Flickr, Tag Cloud, Folksonomy, Wikis, MySpace, Twitter, among others. It may be conceptualized as socio-technical arrangements incorporating technologies that support such activities. Social media ethical concerns include identity, privacy, surveillance, friending, and user exploitation. At present, the



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**BFA-022****ACCOMPANIED EDUCATION FOR YOUTH THROUGH  
ACADEMIC LIBRARIES (AEYAL)**

M. Selvam, Ph.D Research Scholar, Bharathiyar University, Coimbatore – 641043

Dr. G. Amudha, Librarian, VHNSN College (Autonomous), Virudhunagar - 626001

**1. EXISTING SYSTEM: AN INTRODUCTION**

The SHAPE is a holistic mentoring programme for the undergraduate students in Sacred Heart College (Autonomous). The Salesian System of Education has a unique way of mentoring, which is by accompanying the young by Salesians and teachers. They help the young people to take responsibility for their own development in the following dimensions of growth: Physical, Intellectual, Psychological, Social, Spiritual and Skill development.

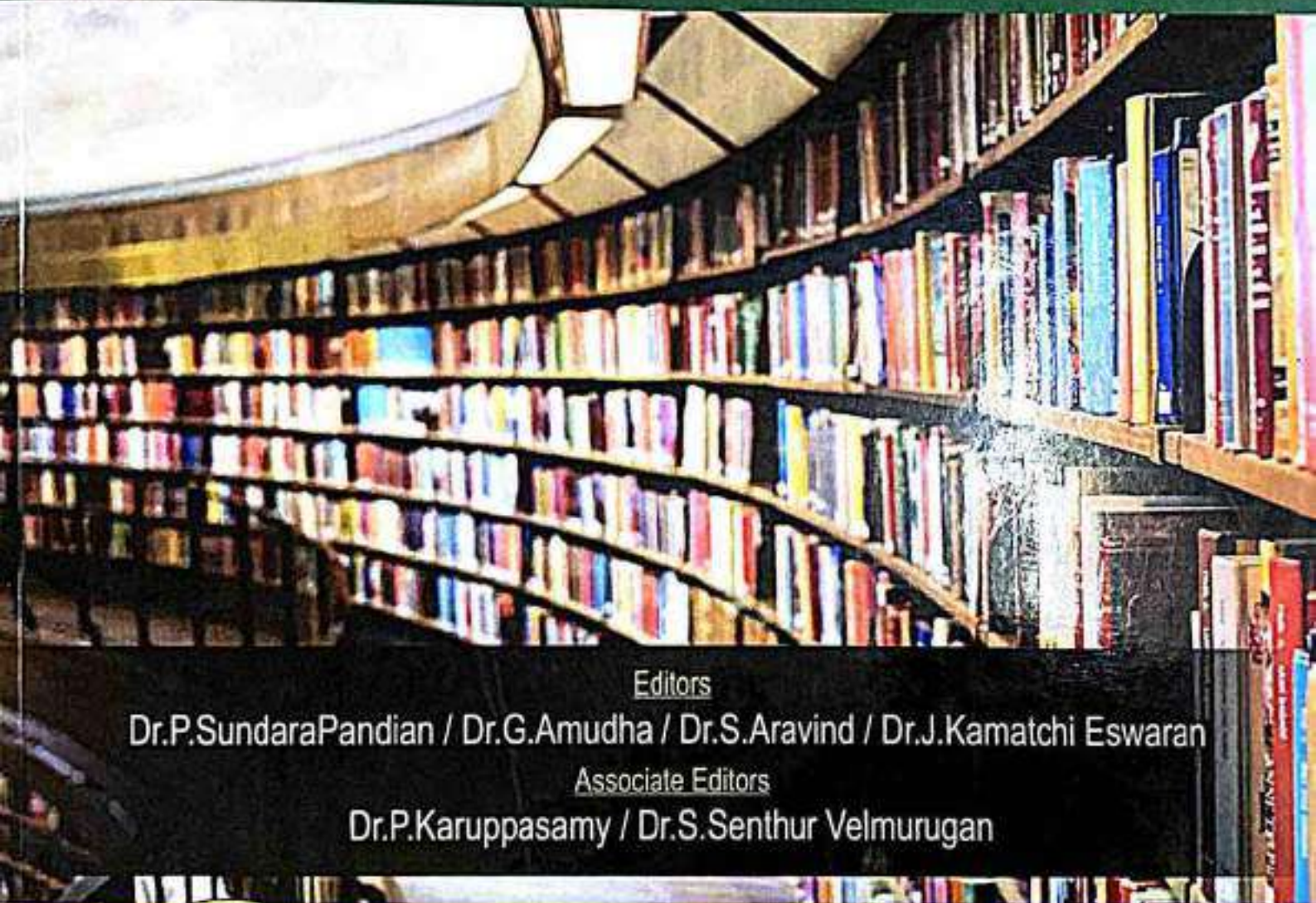
The SHAPE is designed for a staff member to guide a group of about 15 to 20 students to take responsibility for their own growth. The respective staff will accompany the allotted students in their journey of shaping themselves. It is not a substitute for the counseling programme.

All the first year undergraduate students are compulsorily part of the SHAPE programme. The second and third years are encouraged to continue with the programme.

Psychological techniques such as Catching oneself, Disputing irrational beliefs, Changing one's language, Cognitive homework, Self-verbalization, Behaviour change, Relaxation training, Scheduling activities, Graded exposure, Systematic desensitization are practiced. The factors that serve as an obstacle to students' academic performance identified are Financial difficulties, Day-to-day stress, Anxious about future, Physical illness, Inferiority complex, Low self-esteem, Peer pressure, Experimentation which leads to self-destructive behaviours, Helplessness, Hopelessness, Media addiction, Identity issues, Self-Injury/



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**BFA-023****BIBLIOTHERAPY FOR ALL : AN INNOVATIVE PRACTICE IN LIBRARY**

Dr. M. Annalakshmi, Assistant Professor of Mathematics,  
V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar

**Introduction**

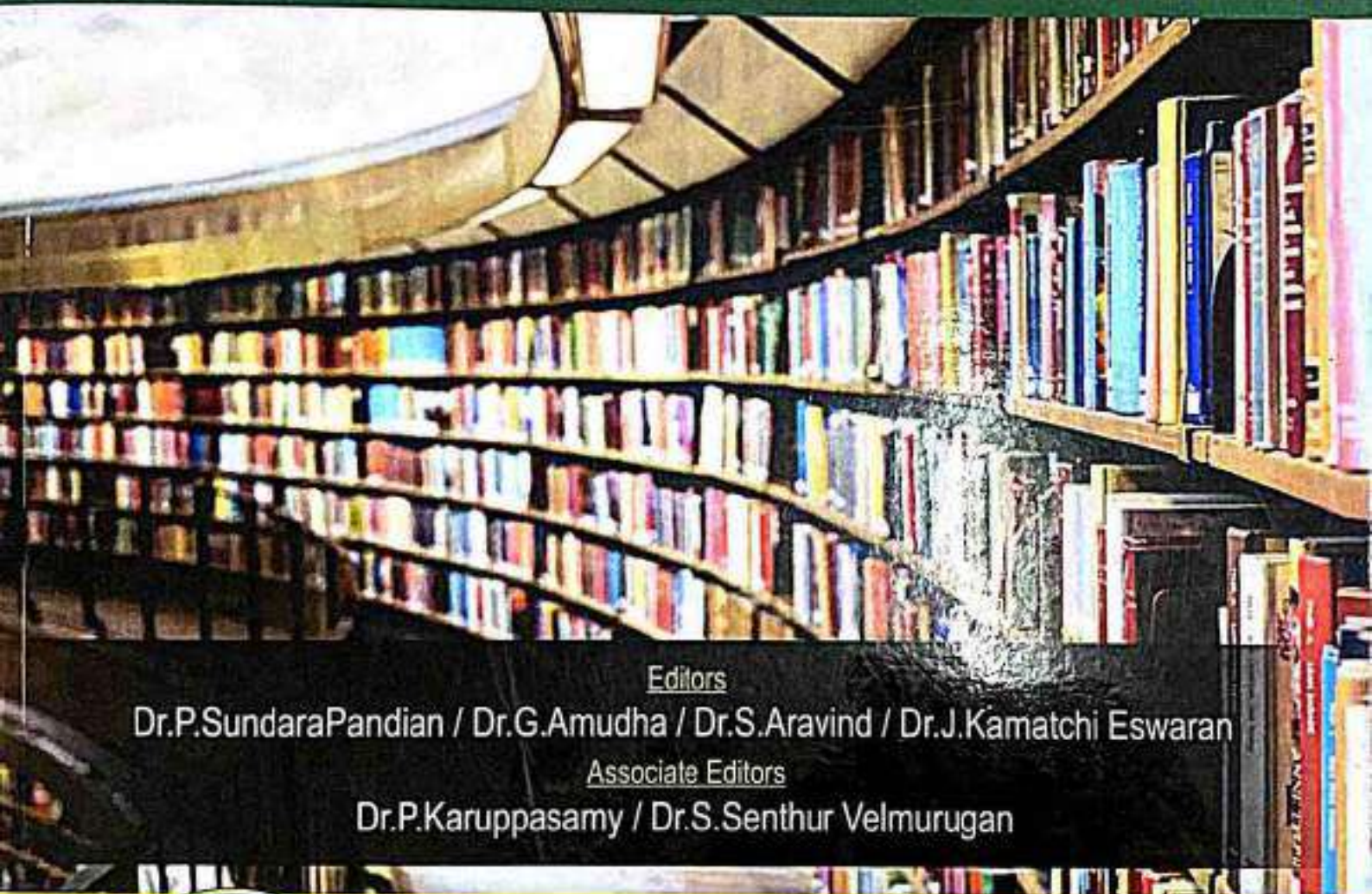
Bibliotherapy, a therapeutic approach that uses literature to support good mental health, is a versatile and cost-effective treatment option often adapted or used to supplement other types of therapy. It is also a pedagogical tool used by teachers and librarians to increase the academic capabilities of their students. The ancient Greeks recognized the healing power of books for the mentally unwell. The therapy first became popular in the 1930s, when G.O. Ireland classified bibliotherapy as a legitimate therapy wherein a person could organize his/her thoughts through external means. Today, bibliotherapy is employed by educators, helping professionals, librarians, and even parents.

**Bibliotherapy for youth**

Bibliotherapy allows you to gain insight into the personal challenges dealing with and helps you develop strategies to address the most concerning issue. It can also help to promote problem solving, understanding and self awareness. The most important step when using bibliotherapy with students is to match appropriate books with the students and his / her various problems. The book should be at an appropriate reading and developmental level for the children. Many kids suffer from a short attention span hence reading books will refocus their attention because there is nothing more relaxing than sitting outside in the garden with a good book to read. All students can benefit from bibliotherapy because they are likely to come across similar situations during the school years



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**BFA-026**

## **STRESS MANAGEMENT TECHNIQUES**

**Dr. J.Kalaisigamani,**

Assistant Professor of Economics, Department of Commerce (SF), V.H.N.S.N College,  
Virudhunagar. ksmpleasant@gmail.com

### **Introduction**

Stress is a reality of everyday life— at work, at home, and on the road. Sometimes we can feel especially stressed because of a bad interaction with someone, too much work, or everyday hassles like getting stuck in traffic. Negative stress can keep us from feeling and performing our best — mentally, physically and emotionally. But no one's life is completely stress-free. It's important to know how to manage the stress in our life.

### **Important to Manage Stress**

Living with high levels of stress, we are putting our entire well-being at risk. Stress wreaks havoc on your emotional equilibrium, as well as our physical health. It narrows our ability to think clearly, function effectively, and enjoy life.

Effective stress management helps break the hold stress has on our life, so we can be happier, healthier, and more productive. The ultimate goal is a balanced life, with time for work, relationships, relaxation, and fun and the resilience to hold up under pressure and meet challenges head on. But stress management is not one-size-fits-all. That's why it's important to experiment and find out what works best for our environment.

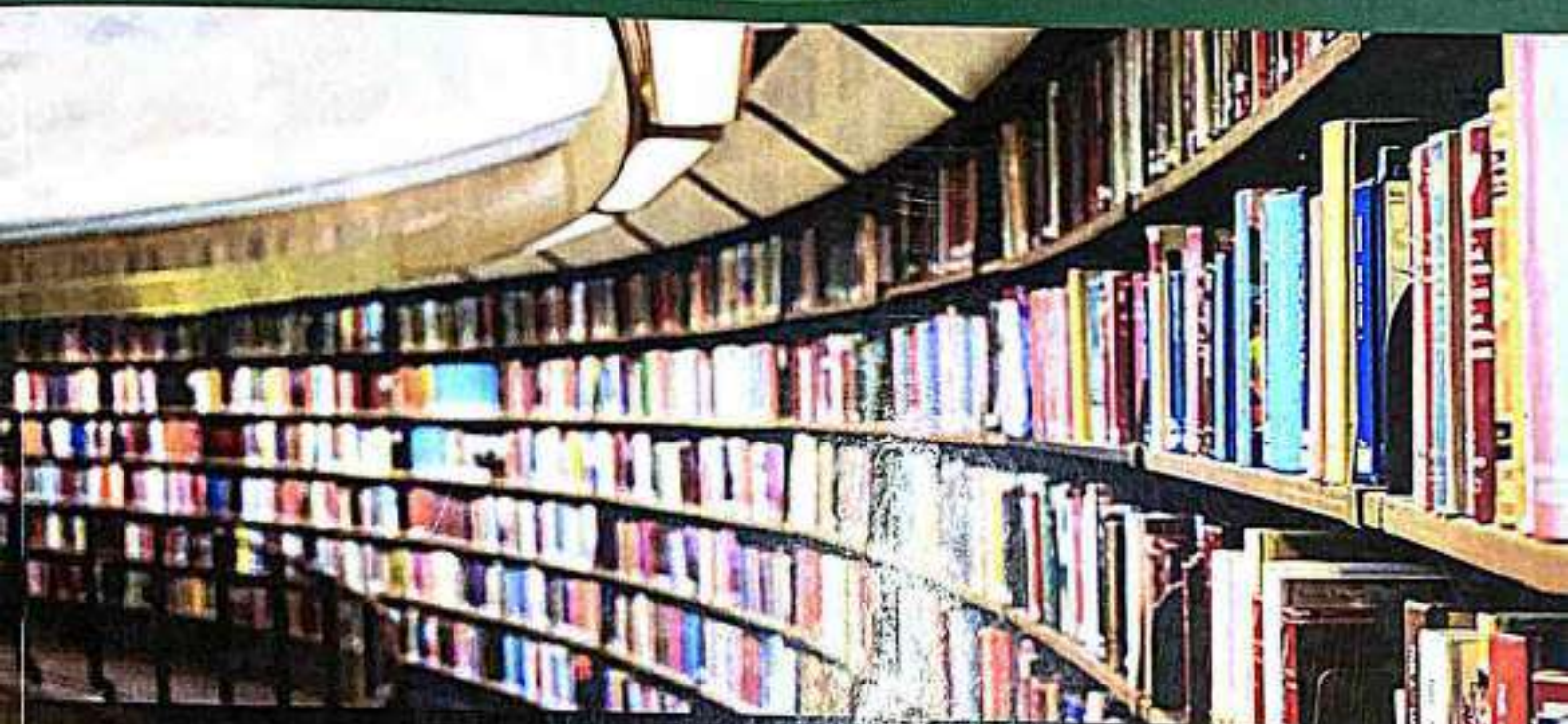
### **Techniques to Manage Stress**

#### **Positive Self-Talk**

Self-talk can be positive or negative. Negative self-talk increases stress. Positive self-talk can help you calm down and control stress. With practice, we can learn to shift negative thoughts to positive ones.



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## **COPING OF STRESS AND BURNOUT OF WOMEN POLICE PERSONNEL**

Dr. P.Sundara Pandian, Principal\*,

Dr. R.Shobana Devi, Assistant Professor of Commerce\*,  
\*VHNSN College (Autonomous), Virudhunagar

### *Stress and Burnout*

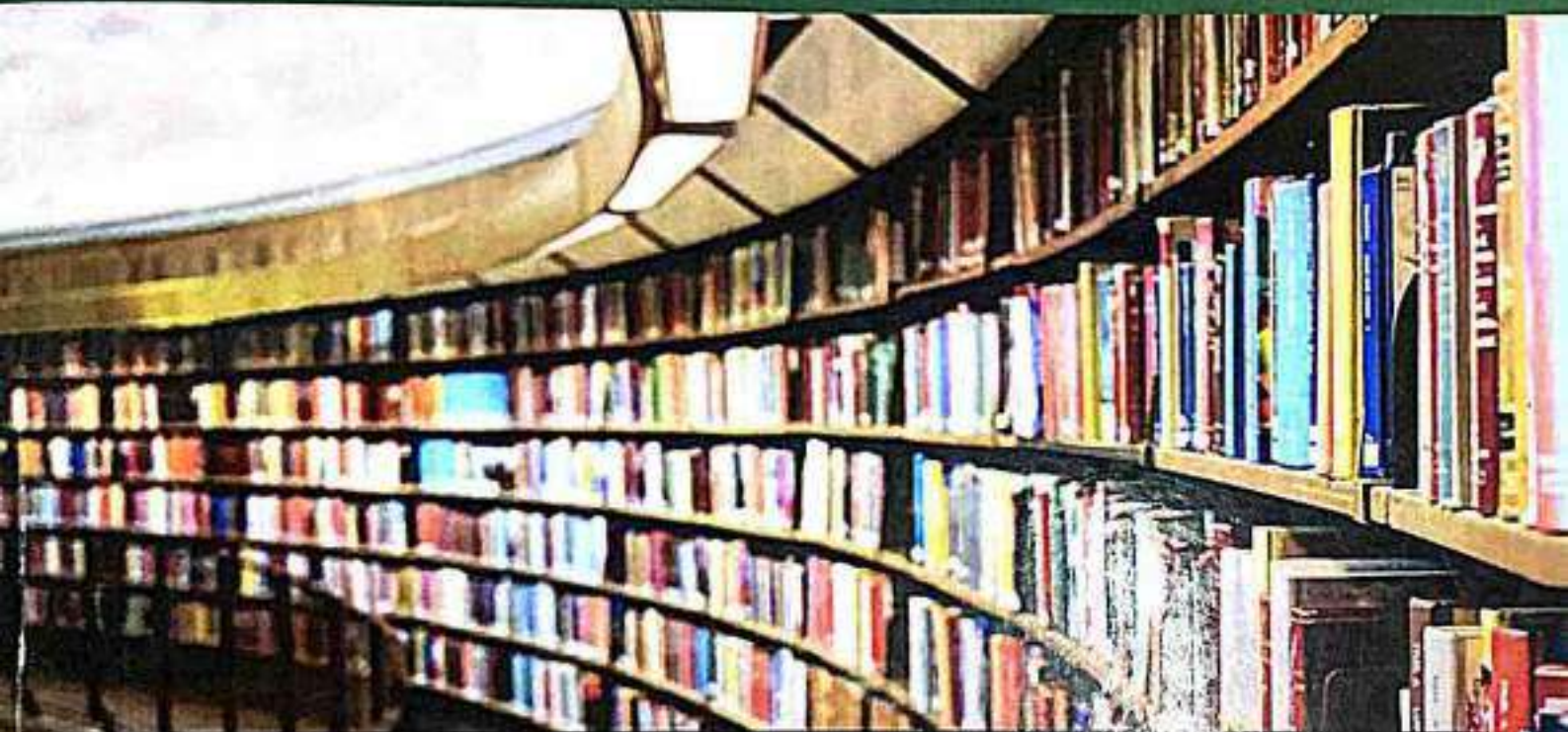
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Women are viewed with scepticism or worse by their male counterparts in spite of the fact that women have been doing police work for over one hundred years. The public is, however, considerably more positive and frequently welcoming of their presence. In recent



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**BFA-029**

## **COPING OF STRESS AND BURNOUT OF WOMEN POLICE PERSONNEL**

Dr. P.Sundara Pandian, Principal\*,

Dr. R.Shobana Devi, Assistant Professor of Commerce\*,

\*VHNSN College (Autonomous), Virudhunagar

### *Stress and Burnout*

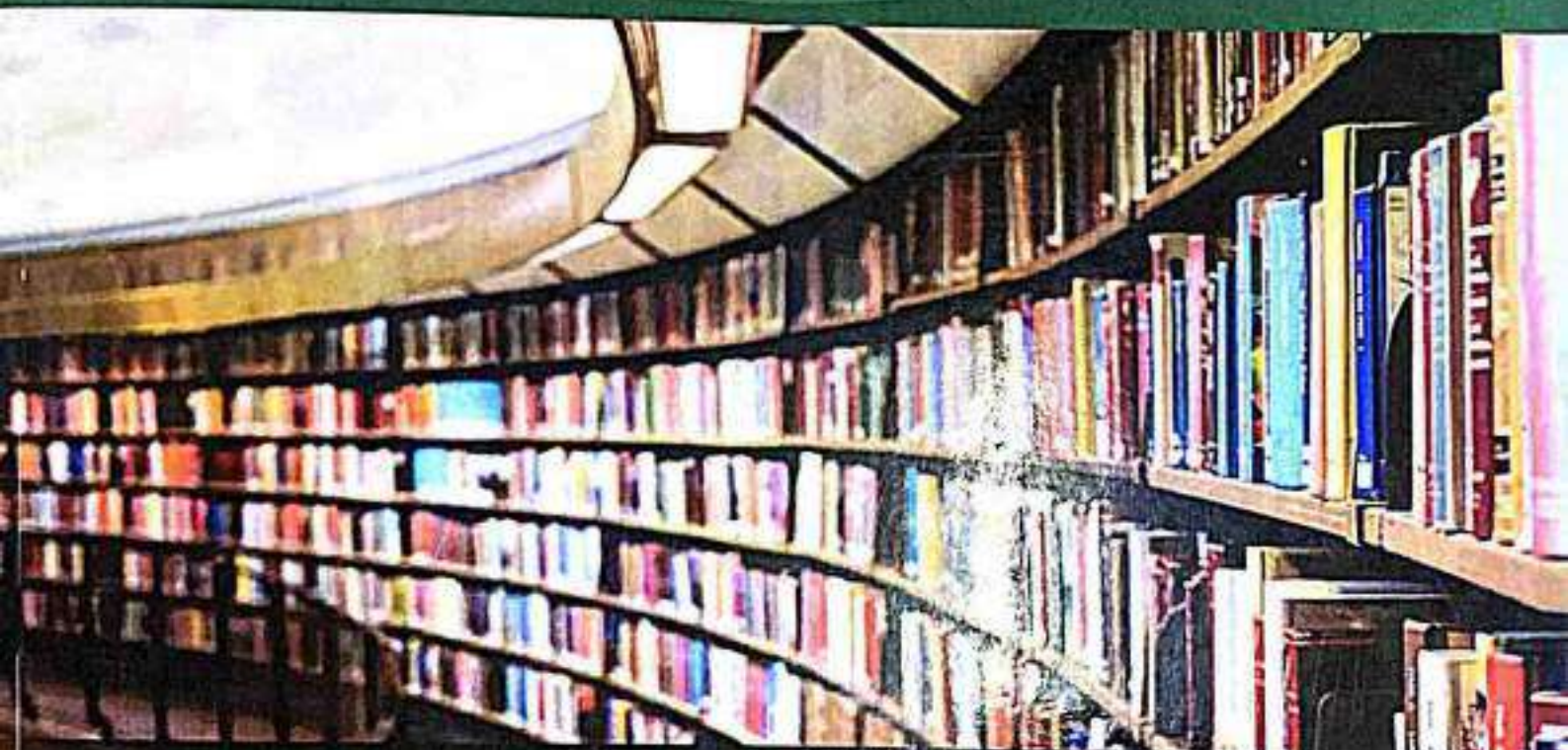
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**BFA-032****MOTIVATION TECHNIQUES:  
AN INNOVATIVE PRACTICE**

Dr. P.Mahalakshmi,

Assistant Professor in Mathematics, VHNSN College, Virudhunagar

Dr. R.Regina,

Librarian, SBK College, Aruppukottai

Dr. R.Kavitha,

Asst. Librarian, Mother Teresa Women's University, Kodaikanal

**Introduction**

Management is a man-made action. It includes planning, organizing, staffing, directing, controlling, reporting and budgeting. It is the method to direct the people. It is the art of stimulating interest in the pupils where there is no such interest. It has to achieve the goals. This concept is mainly applicable in management concept but the researcher has to apply this concept in the library.

**Concepts of Motivation**

Motivation is derived from the word 'motive' which means to improve towards a preferred goal. It is the set of factors that leads people to behave in different situations. It is important in every library to achieve the individual as well as organization goals

**Definition of Motivation**

According to Woodsworth, "Motivation is a state of the individual which disposes him for certain behaviour and for seeking goals."

According to Johnson, "Motivation is the influence of general pattern of activities indicating the behaviour of the organism."



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Dr. A. Johnson Navaraj,

Senior Librarian, Govt. Polytechnic College, Nagercoil

Dr. G. Amudha,

Librarian, VHNSN College (Autonomous), Virudhunagar

**Introduction**

Libraries are gateways to knowledge and culture and play a fundamental role in shaping a society. The resources and services they offer create opportunities for learning, support literacy and education. They help to shape the new ideas and perspectives that are central to a creative and innovative society. It ensures an authentic record of knowledge created and accumulated by past generations without libraries it would be difficult to advance research and human knowledge or preserve the world's cumulative knowledge and heritage for future generation. As a man is known by the company he keeps, a society is known by number of good libraries. They take the knowledge of the past and present and lay down it for the future. Libraries are the collectors and stewards of the heritage of every country. They are the organisers of the knowledge in the books they collect. Adding value by cataloguing, classifying and describing them. Every library contains a wealth of materials representing the history of its nation, acquired over the years. These materials cover a range of forms-books, newspapers, manuscripts, films, photographs and maps.

**IMPORTANCE OF LIBRARIES**

Libraries represent different things to different people, allowing everyone to borrow books, access the internet or do research. It renders great service to the society. Library play a fundamental role in a society. It helps everyone to promote the progress of knowledge. It is



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**BFA-037****A STUDY ON BIBLIOTHERAPY**

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eEmail : mahajai1979@gmail.com

**INTRODUCTION**

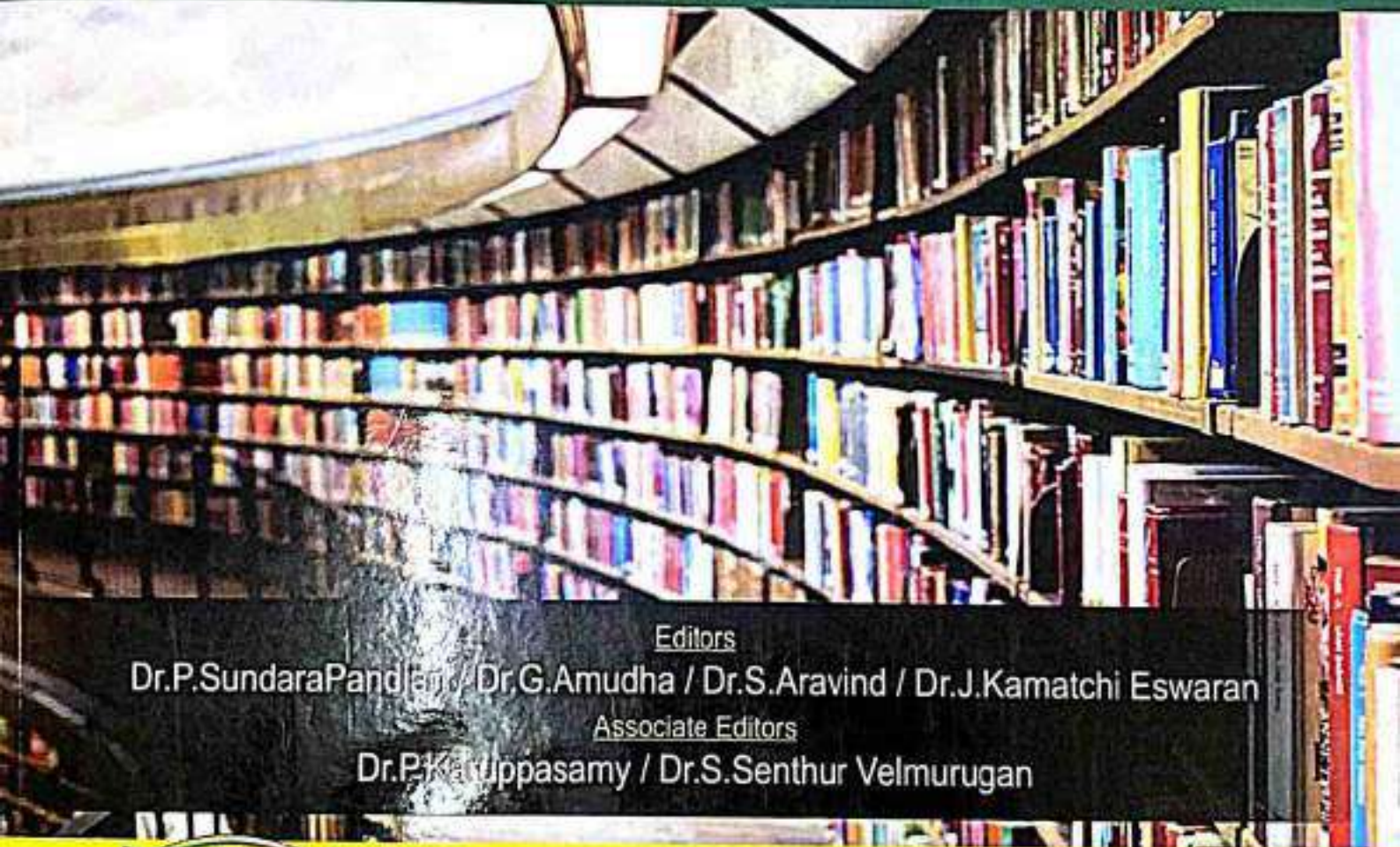
Today's children are the citizens of tomorrow in the development of knowledge societies. They are in need of coaching and educating to become a part of literate and an intelligent nation. Books can be used as a very good strategy to develop a nation's economy and culture. For example, at the National Library of Malaysia, a unit was created to take charge of the reading promotion activities. This is to motivate and encourage the society about the importance of reading habits in Malaysian culture. The role is to support the aim of the National Library's effort to instill and inculcate reading habit among Malaysian and to make reading as a cultural habits for Malaysian. Towards the knowledge and literacy society, reading habits are an essential aspect. Reading is a way for success in education and lifetime. It is a process of lifelong learning and must have the continuity. Besides schools, libraries (school, public and university libraries) are also play important roles to promote reading habit among children. A survey in 2006 with a sample of 60,441 respondents, reveals the literacy has slightly decreased to 92 percent from 93 percent in 1996.

***Definition of bibliotherapy***

Bibliotherapy refers to the use of books from a list created under the guidance of a subject expert in order to address a therapeutic need. Although the practice has received growing attention in recent years, the term bibliotherapy itself was first coined a century ago, and the underlying belief that books can provide healing benefits to readers is one that dates



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**BFA-053**

## **HEALTH PROBLEMS FACED BY WOMEN MANAGERS IN IT SECTOR - WITH SPECIAL REFERENCE TO TAMILNADU**

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Principal, VHNSN College (Autonomous), Virudhunagar.

**S. Muthulakshmi,**  
Assistant Professor, Department of Commerce,  
VHNSN College (Autonomous), Virudhunagar.

### **Introduction**

Women have worked as long as men. This is evident from the cave drawings that show women toiling in fields and over fires. From the Upanishads to the Bible, from Talmud to the Koran, numerous passages call upon individuals to lead balanced lives. Numerous world bodies including the International Labour Organization (ILO) have in recent years prescribed balance coupled with honouring worker's right to create the right working atmosphere, especially in countries that have latched on the service bandwagon. The concept of work life balance is based on the notion that paid work and personal life should be seen as competing priorities than as complementary elements of full life.

Although very little is known about the physical health consequences, some evidence indicates that the challenges associated with balancing the roles of worker and wife/parent undermine women's mental and physical health.

### **Objective**

1. To know the health issues of women managers working in IT Sector.





**Dr. P. Sundara Pandian** M.Com., M.B.A., M.Sc., M.A., M.Phil., PGDCA., PGDMIR., Ph.D. is a writer and thinker on Commerce and Management subjects for more than a quarter of a century. He is the Principal of V.H.N.S.N College (Autonomous), Virudhunagar. He has produced 43 M.Phil., and 10 Ph.D scholars. He has credit in authoring 40 books and published 215 research articles in National, International Journals and in edited books. He was the recipient of Best Teacher Award by Tamilnadu Council for Higher Education in the year 2007-2008. Best Teacher Award by VHNSN College (Autonomous) for the year 2008-2009 and Best NSS Programme Officer Award by Government of Tamilnadu in the year 2004-2005. He is the recipient of Nehru Life Time Achievement Award from Nehru Groups of Institutions. He has also won Best Administrator Award from PEARL foundation for Educational Excellence in the year 2017. He has organized a number of UGC, TANCHE and NAAC sponsored programme for the benefit of faculty members and students. He has acted as Organizing Chairman in International Conference on "Emerging Trends In Science and Social Science" on 2nd & 3rd May, 2019 held at Kuala Lumpur, Malaysia. He is one of the accreditation Member in NAAC Peer Team.



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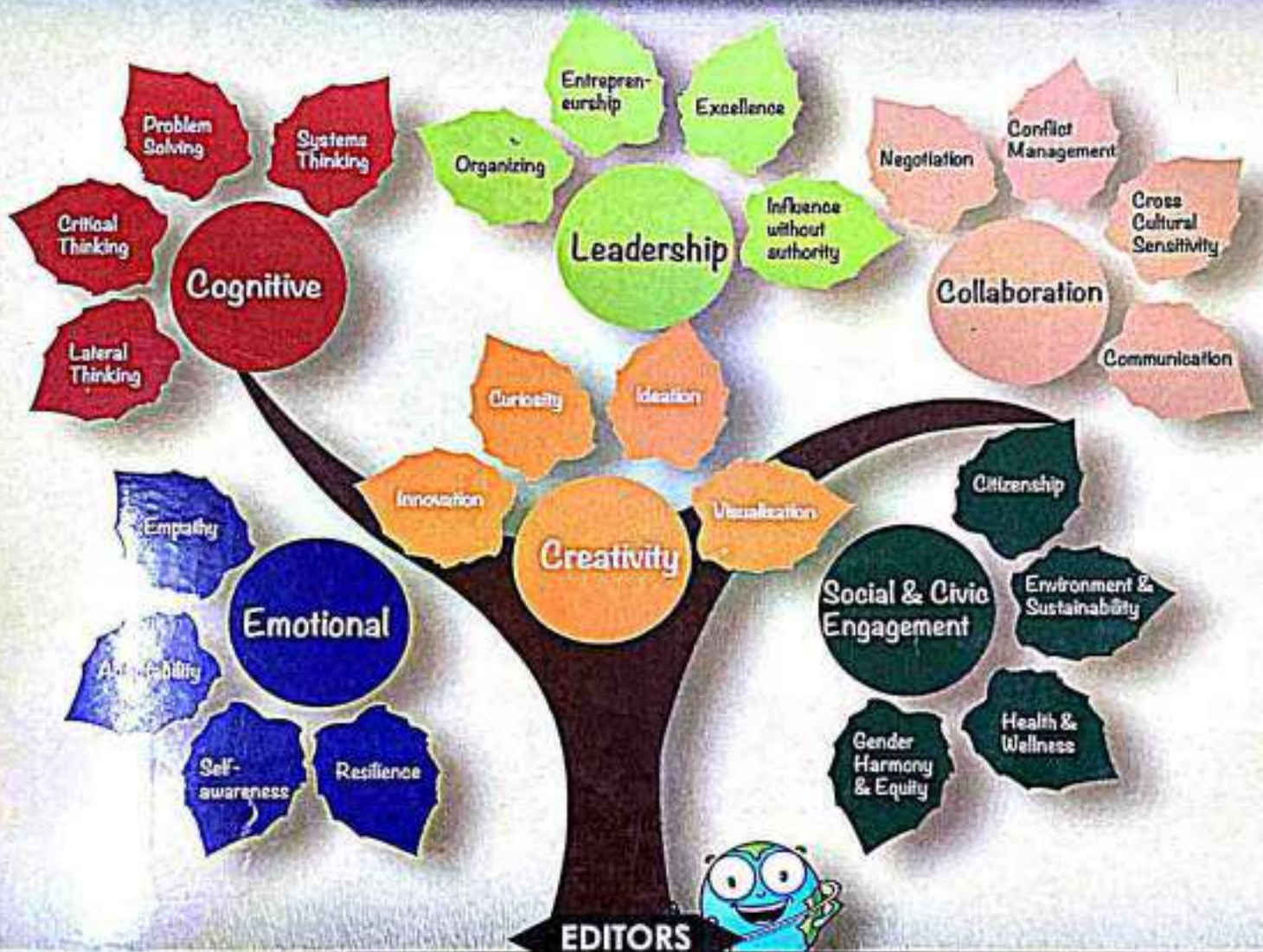


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**Dr.R.PALANIAPPAN**

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## CHAPTER - I

### LIFE SKILLS



*"Formal learning can teach you a great deal, but many of the essential skills in life are the ones you have to develop on your own"*

*-Lee Lacocca*

### INTRODUCTION

Each and every individual wants to live a happy and healthy life. To achieve this, he or she needs to be skillful. These skills are developed by an individual from his lifetime experiences, even from his childhood till death. Experiences are the most powerful tools for life skills.

Although human beings are regarded as living creatures on earth, his life skills distinguish him from other creatures. These skills help him to improve day by day. Any skill that is helpful in our life can be considered as a life skill. These skills are not the same in all places. It differs from persons to persons, most probably; the place where he lives and where he works decides his life skills. For example, the skills of a person who lives in rural places are completely different from someone from the city. Tying shoelaces, swimming, driving a car, and using a computer are the most useful life skills for many people. The word 'life skills' is used to indicate any of the skills that are required to deal effectively with the challenges of our life.

### DEFINITION

World Health Organization has defined life skills as – "The living skills or abilities for adaptive and positive behavior that enable individuals to deal effectively with the demands and challenges of everyday life" (W.H.O. 1997)

Adaptive means the flexible approach of a person in different circumstances. Positive behavior helps a person to look forward even in his difficult situations and leads a ray of hope and opportunities to find solutions to his problems. This can be explained through seed germination. When a seed sown on a field it adapts the nature of the ground and its life skills lead it to grow forward in any difficult





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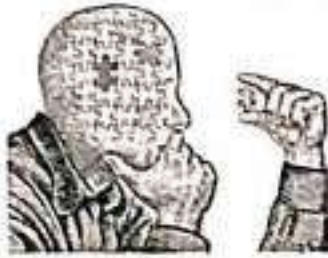
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## CHAPTER - II

### SELF-AWARENESS



*"Being self-aware is not the absence of mistakes, but the ability to learn and correct them"*

*-Daniel Chidiac*

#### INTRODUCTION

The process of understanding and accepting one's own beliefs, feelings, state of mind, standards, different approaches, inspirations, biases, strengths, and boundaries and recognizing how they affect others is called self-awareness. Everyone has different approaches to know his inner feelings, thoughts, and realities. Understanding of self can help people to differentiate their ethics, beliefs, and personal boundaries.

Self-awareness is an awareness of one's personality or individuality. It is not to be confused with consciousness. While consciousness is being aware of one's environment and body and lifestyle, self-awareness is the recognition of that awareness. Self-awareness is how an individual consciously knows and understands his character, feelings, motives, and desires.



Self-awareness is one of the first components of the self-concept to emerge. While self-awareness is central to who you are, it is not something that you are acutely focused on at every moment of everyday life. Instead, self-awareness becomes woven into the fabric of who you are and emerges at different points depending on the situation and your individuality.

#### DEFINITION

Dubrin defined self-awareness as, "Insightfully processing feedback about oneself to improve one's effectiveness".





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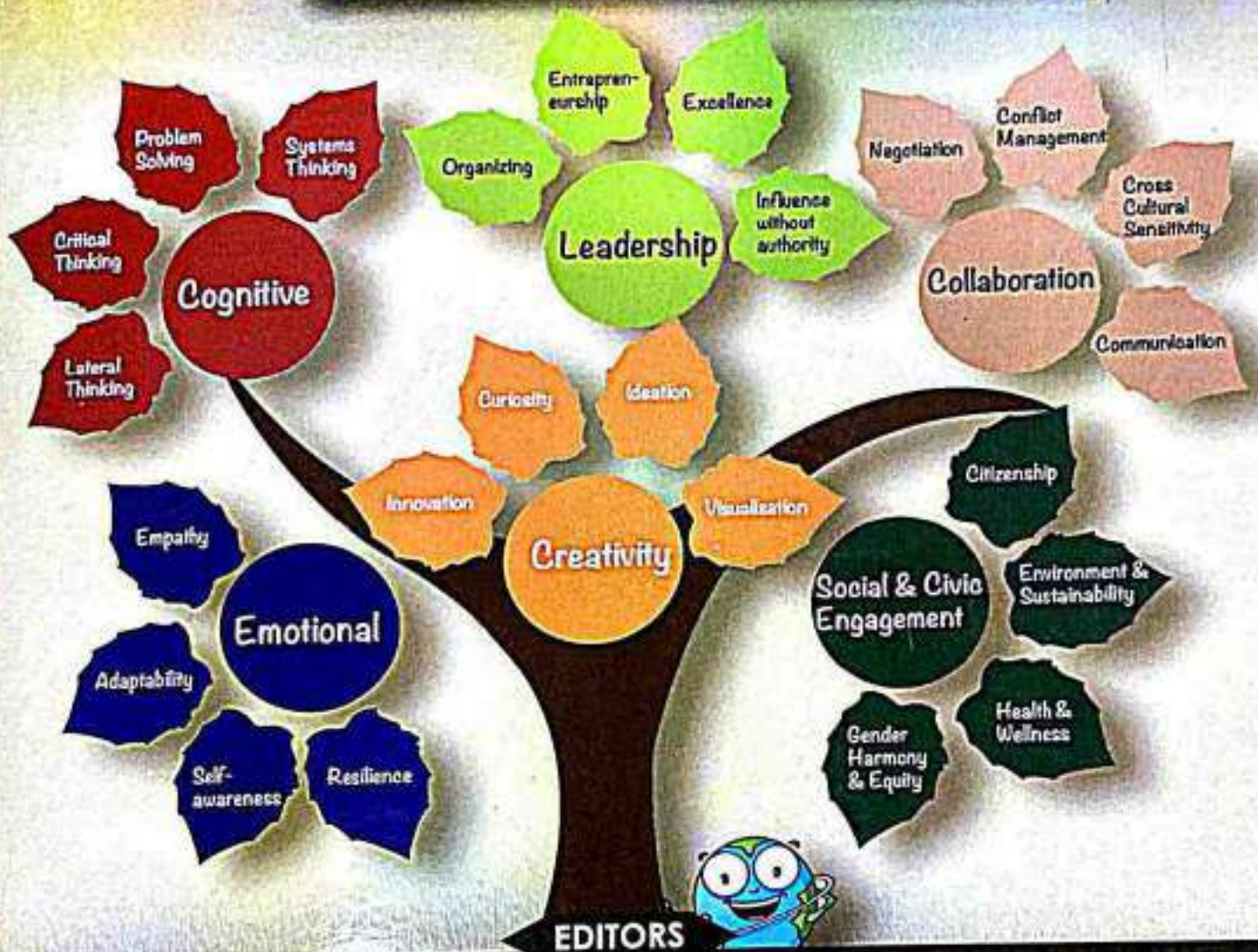
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## CHAPTER - III

### SELF-ESTEEM



*“Successful people have fear, successful people have doubts, and successful people have worries. They just don’t let these feelings stop them.”*

**-T.Haru Eker**

### INTRODUCTION

Everyone in the world is the creature of God Almighty. God Almighty creates every one with special and specific talents. But, attitudes, moral values, beliefs and culture decide the personality pattern of every one. Whatever the personality type the human beings possess, they appreciate their talents by themselves as well as want to be appreciated by others. This type of character is known as self-esteem. It is also known as self-respect or self-worth. Self-esteem is an inner self-respect. It is a term used to describe a person’s own dimension of his/her self-worth. It is considered as a filter by using people who can react with everything happens in their life. It plays a dominant role in success and motivating energy throughout the life of the people. It is necessary for every one because it leads the life of the human beings in the right path.

Parents have the responsibility to build the self-esteem of the children from birth. If they do not take proper care, it will negatively affect the self-esteem of from them their childhood. When the children grow, their self-esteem will be strengthened or weakened depending upon the care of the parents, neighbours, relatives and friends.

Positive self-esteem replaces negative thoughts into positive thoughts and achieves the targets. A person with positive self-esteem is a friend of himself/ herself. Negative self-esteem creates a feeling of defeat or depressed. This makes the people to engage in wrong choices and breaks the relationship with friends, relatives and neighbours. It is more dangerous of having high level self-esteem as well as low level self-esteem. It is essential for the people to balance between these two levels.



# ● LIFE SKILLS EDUCATION ●

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**Dr.R.PALANIAPPAN**  
**Dr.R.SHOBANA DEVI**



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## CHAPTER - IV

# SELF-MOTIVATION



*"If you can't fly, then run,  
If you can't run, then walk,  
If you can't walk, then crawl,  
But whatever you do,  
You have to keep moving forward."*

*-Martin Luther King Jr.*

### INTRODUCTION

Everyone in the world have needs, wants and desires. These are inter-related and driving force of an individual to act. Everyone may get encouragement and assistance from other people to meet the needs which is known as motivation but the

bulk of the duty in achieving a purposeful life lies within us. That is called self-motivation. Motivation is a state of mind. It is the process of stimulating people to actions to accomplish the goals. It is a psychological phenomenon which depends on the needs and wants of the individuals. Motivation is a continuous process since it is based on unlimited needs. The best kind of motivation is self-motivation. To overcome the hurdles of life, self-



motivation plays a big role. People who achieved extraordinary success in life are people who are extremely self-motivated. They live a passionate life, they work tirelessly on their goals, and they are always on the move no matter what happens. Self-motivated people come from all walks of life. They can be anyone who is driven with a clear purpose and equipped with a burning desire to achieve their dreams.

Self-motivation is accomplishing what needs to be done without the need for prompting, supervision, influence or push from others. Self-motivation is an ability to do what needs to be done, without influence from other people or situations





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## CHAPTER - V

# PERSONALITY DEVELOPMENT



*“Personal development is a major time-saver. The better you become, the less time it takes you to achieve your goals.”*

*—Brian Tracy*

### INTRODUCTION

The formation and development of personality is the humane process. It takes input from deep rooted causes and the simple daily routine. Various authors have thought about various stages of personality.

Sigmund Freud was a famous neurologist and particularly known for Psychoanalysis. Psychoanalysis means study and analysis of psychology based on the various cues such as friends, family, society and such other environmental cues. Psychoanalysis is the concept developed in the school of thought of Sigmund Freud. According to him the personality of a particular person is the collective phenomenon accumulated right from the childhood stage till the adult stage until the personality is accepted by the self and being practiced on a regular basis. Personality is the whole set of behavior, belief and customs.



Sigmund Freud believed that there are five psycho sexual stages which any person goes through and which also determines the persona of an individual. These stages happen in a particular individual person's life in a sequential pattern. Each stage has influence on the person's character and behavior. Again the end of fifth stage does not mean that the growth of personality is over. On the other hand, the





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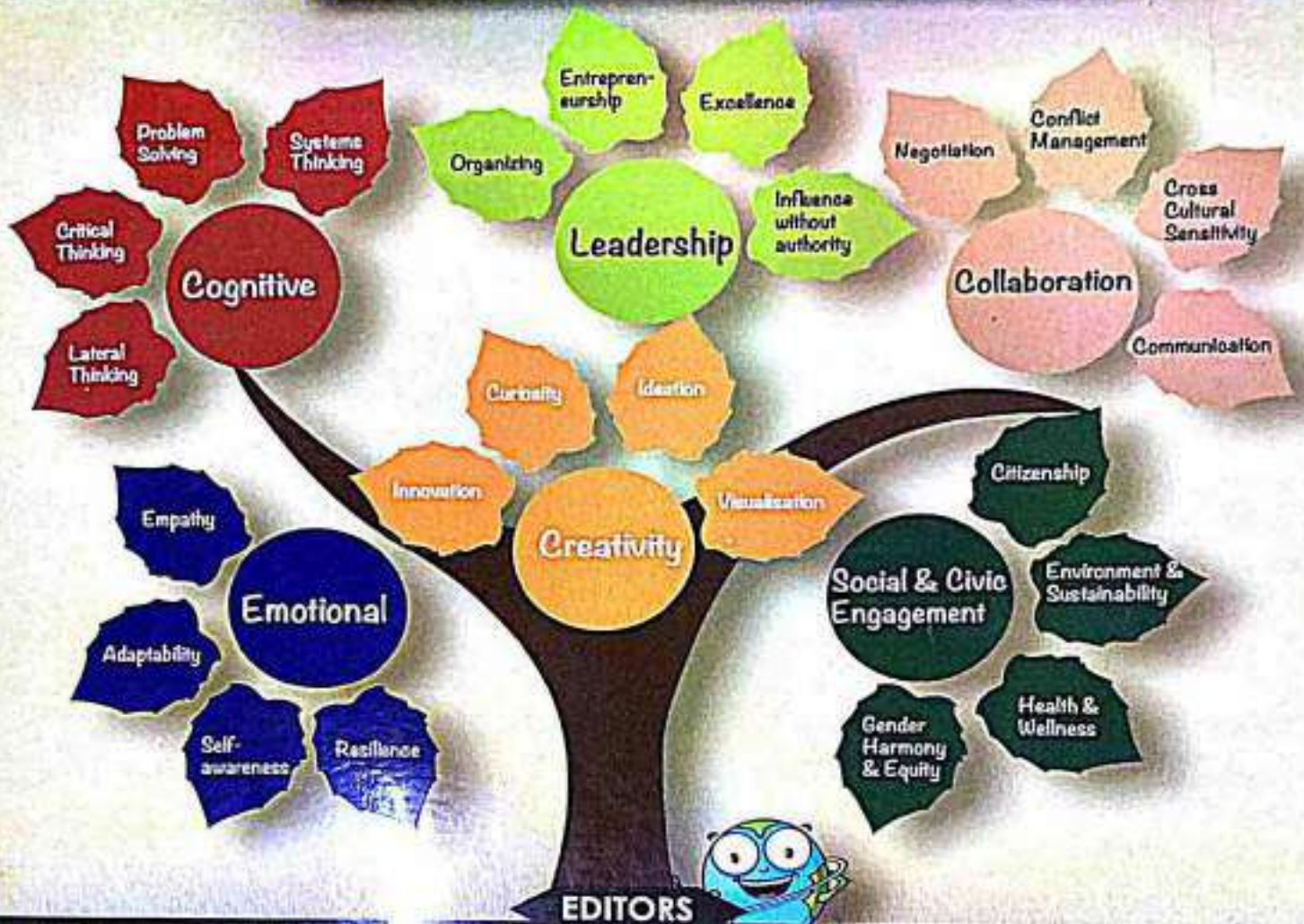
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## CHAPTER - VII

# INTERPERSONAL SKILLS



*"I speak to everyone in the same way, whether he is the garbage man or the president of the university"*

*-Albert Einstein*

### INTRODUCTION

Interpersonal skills are the skills that we use every day when we communicate and interact with other people, both individually and groups. It includes a wide range of skills, but particularly communication skills such as listening and effective speaking.

It is no exaggeration that the interpersonal skills are the foundation for success in life. People with strong interpersonal skills tend to be able to work well with other people including in teams or groups, formally and informally. They communicate effectively with others who may be family, friends, colleagues, customers or clients. They also have better relationship at home and at work.

### WHAT ARE INTERPERSONAL SKILLS?

Interpersonal skills are sometimes referred to as social skills, people skills, soft skills or life skills.

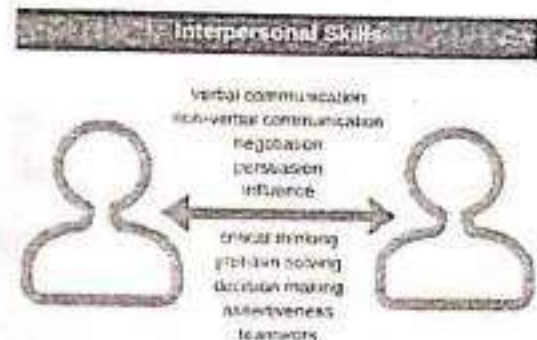
### DEFINITION OF INTERPERSONAL SKILLS

"The skills that we need and used to communicate and interact with other people".

Inter personal skills covers:

#### 1. Communication Skills Include:

- **Verbal Communication:** What we say and how we say it.
- **Non-verbal communication:** What we communicate without words, for example, through body language, or tone of voice
- **Listening skills:** How we interpret both the verbal and non-verbal messages sent by others.







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# GOAL SETTING AND DECISION MAKING



*"Goal setting is not only about choosing the rewards you want to enjoy, but also the costs you are willing to pay"*

*- James Clear*

### GOAL SETTING

Goals are the first step towards planning for the future, and play a fundamental role in the development of skills in various facets of life, from work to relationships and everything in between. They are the target at which we aim our proverbial arrow. When you set goals in your life, big or small, they bring meaning to your life. They give you something to work toward, something to hope for, and something to dream about. Understanding the importance of goals and the techniques involved in setting achievable goals paves the way for success.

Goal setting helps you to be proactive rather than active. Goal setting strategy is an important training for all target people, including small business owners. This is the first step towards achievement. Many people don't set goals or objectives for their life and instead simply just walk through life aimlessly waiting for time to run out. They believe there will always be a tomorrow, or they can always work toward those goals 'later'. They deny the fact that we have this limited time to make an impact with our lives.

Goal setting at an initial stage can be termed as aim. A person with strong and determined aim makes a strong and determined decision in life. He takes up his life with more ease and happiness. He has a self-satisfaction in his decision and believes that he would definitely succeed in his career. His decision will not be affected by any external factors.

Many of us still don't have the answer for what is aim? If this question is asked to a student, he still hesitates to answer. A student who has a nil answer to this question, has a nil development in his career. He has many confusions and flaws in his development. His decision making process will be easily influenced by the people





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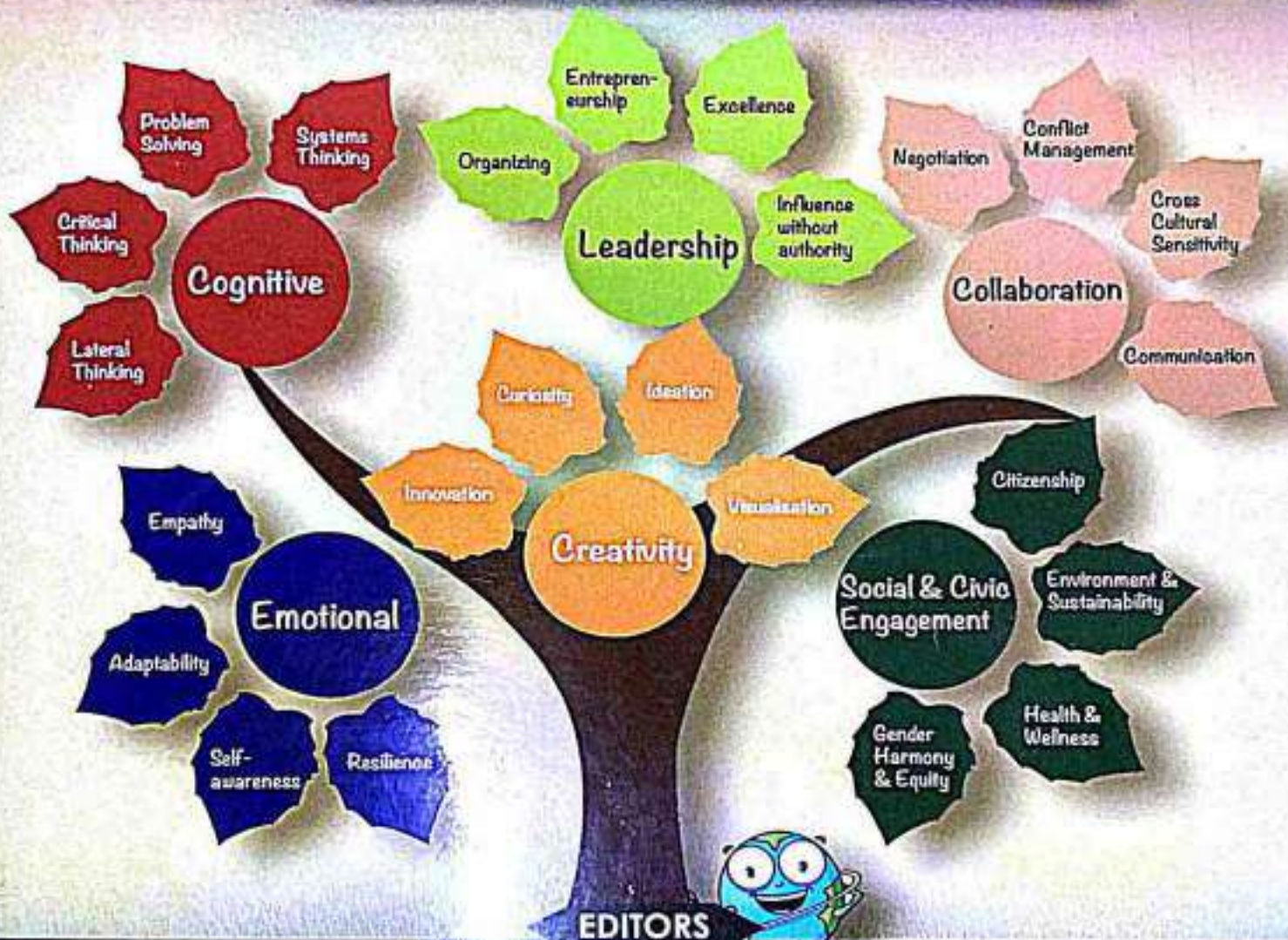
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# LIFE SKILLS EDUCATION



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## CHAPTER - XI

# STRESS MANAGEMENT



*"You can't always control what goes on outside, but you can always control what goes on inside"*

*- Wayne Dyer*

### INTRODUCTION

An anecdote widely circulated in social media would help in laying the foundation for educating oneself about stress, variety of stress and how to cope up with it in real life. One day a teacher entered the classroom holding a glass half filled with water. She raised the glass and everybody in the class expected that she would ask if the glass was half empty or full. Instead, she inquired, "How heavy is this glass of water?" Students made variety of guesses ranging from 100 gram to 300 gram. After observing them for few minutes, she replied, "The absolute weight doesn't matter. It depends on how long I am able to hold this glass of water. If I hold it for a minute then it's not a problem. If I hold it for an hour, I will definitely have an ache in my arm and if I hold it for a day, my arm will feel numb. In each case, the weight of the glass doesn't change, but the longer I hold it, the heavier it becomes."

Stress and worry in life are like the glass of water. Thinking about all the difficulties and worries for sometime would not mean anything significant but keeping on ruminating about them will make one feel incapable and paralysed. Remember that one must put the glass down. Decluttering is the right way to begin with stress management. Ships are safe at ports but they are not meant for that purpose and a true sailor is born on the sea and not at the safe harbour. Similarly every individual feels safe at home wrapped in the comfort zone but is that the purpose of the life one chooses to live? Every one of us has got a goal to achieve and for that we have to face several situations or incidents in life. Every circumstance creates challenges and worries and life becomes successful only when the person is able to manage such situations with the aid of the various coping mechanism.





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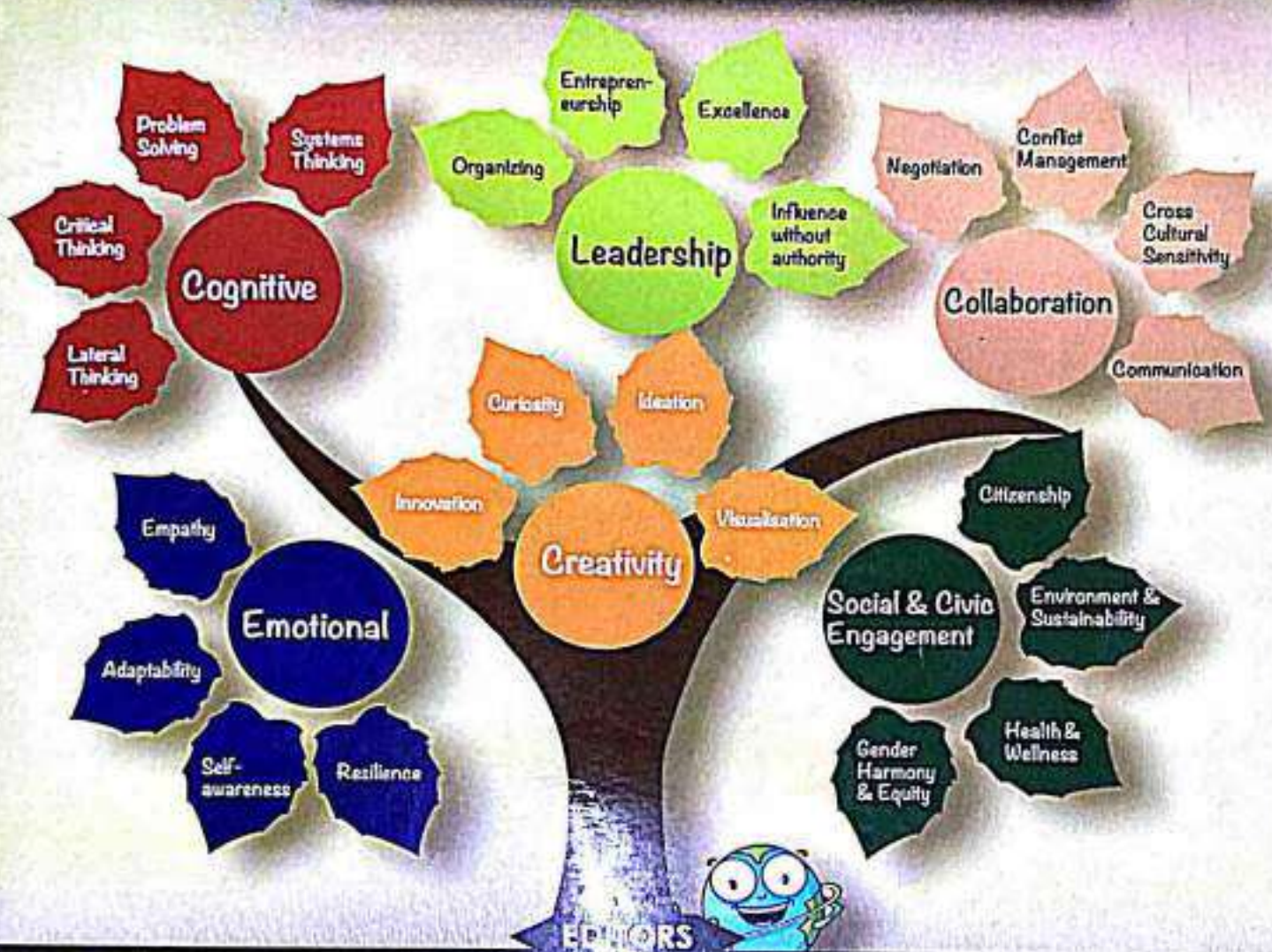
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## CHAPTER - XII

# COPING WITH EMOTIONAL THREATS AND PROBLEM SOLVING



*"When solving problems, dig at the roots instead of just hacking at the leaves."*

*-Anthony J.D'Angelo*

### EMOTIONAL THREAT

Any activity of an individual or any situation which threatens or disturbs us emotionally is called emotional threat. Emotional threat is a dangerous attempt made by a manipulator to control the victim and manipulate their activity by blackmailing them emotionally.

Emotional threatening is considered as a psychological abuse since it deals with emotions of the victims. Emotional threatening is done by an individual in order to meet his / her demands. The primary victims of emotional threats are people who are emotionally weak. However, emotionally strong people are also prey of these threats since it is human nature to be emotional.

### Dynamics in Emotional Threats

The dynamics in emotional threatening between the threatener and the victim is simply coined by the word FOG, which means fear, obligation and guilt. Emotional blackmails / threats circulate around these dimensions. Fear arises to the victim when he / she is getting threatened by the manipulator to fulfil his/ her demands. Now the victim is obligated to do what the manipulator / threatener wants. Then the victim feels guilty either for neglecting the demands of the threatener or for fulfilling the demands of the threatener, in case if fulfilling the demands harms any other person.





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### TIME MANAGEMENT

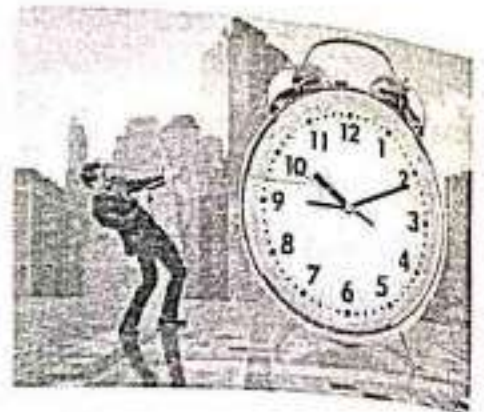


*"Time management requires self-discipline, self-mastery and self-control more than anything else."*

*-Brain Tracy*

#### MEANING AND IMPORTANCE

Time Management is the process of planning and exercising conscious control over the amount of time spent on specific activities, especially to increase effectiveness, efficiency or productivity. Time management may be aided by a range of skills, tools and techniques used to manage time when accomplishing specific tasks, projects and goals complying with a due date.



Initially, time management referred to just business or work activities, but eventually the term broadened to include personal activities as well. A time management system is a designed combination of processes, tools, techniques and methods.

Time Management becomes necessary because,

- available time is limited
- time cannot be stored
- one's goals are usually multiple, sometimes conflict, and not all goals are of equal priority
- goals cannot be accomplished without the application of effort, which requires the use of time
- it improves decision making ability
- it reduces stress
- free time is necessary





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★★★★★

## CHAPTER - XV

# EFFECTIVE COMMUNICATION



*"For effective communication think about how your speech is perceived than in what you are actually saying."*

*-Byron Rivers*

### WHAT IS COMMUNICATION?

Communication is obtained from the Latin word 'Communicare' which indicates the meaning 'to share'. It is the pursuit of delivering information, ideas and attitudes between senders and recipients using some other medium (speech, email and phone). Communication is a continuous, by-pass and dynamic process, where the sender creates information in a particular form (facts, figures, pictures) and passes it to reach the one or more persons to whom the information is to be delivered through the medium. Diagram of Communication Process is shown in figure 1.

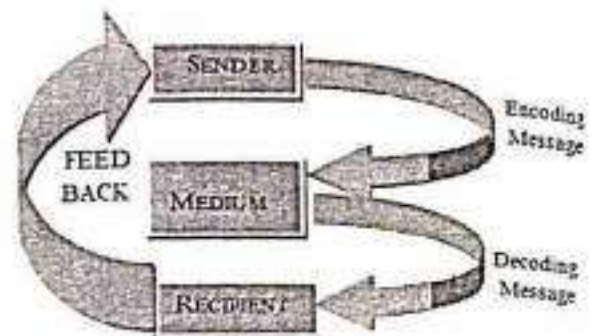


Fig. 1. Communication Process Diagram

### FEATURES OF COMMUNICATION

- Two-way communication
- Information sharing and understanding
- Verbal and Non-Verbal Communication
- Circular flow
- Goal oriented
- Continuous process
- Pervasive activity





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# GLIMPSES OF ENGINEERING AND TECHNOLOGY IN THE MODERN WORLD



## Editors

*Muthuchelian* ♦ *P.Sundara Pandian* ♦ *N.Jeyakumaran*  
*J.Pandiarajan* ♦ *M.Monisha*



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# ADVANCES AND TRENDING RESEARCH IN THE FIELD NANOTECHNOLOGY FOR ITS WIDE APPLICATIONS IN OTHER AREAS OF SCIENCE

# 1

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**Abstract** - In today's scenario, health issues, scarcity of nutrition sources, high cost for the basic needs has become the major problems that humans are facing and most of the death cases are the end result of health problems. This basic need urge human for the technological innovation, which paves a way for the efficiency enhancement and nanotechnology act as a single solution in almost all the basic areas that need to be addressed. The current work is a consolidation of trending application of nanotechnology in various fields that covers microbes, plants, animals and products. It involves increasing the efficiency and bio compatibility of the many biological process by the nanoparticles like enhancement of plant growth, anti-microbial activity, diagnosis of diseased condition, delivery of drug to the target, improvement in bioprocessing and many more application at nanoscale.

**Keywords** - Nanotechnology, bio compatibility.

## INTRODUCTION

Nanotechnology is a process of manipulating and controlling individual atoms and molecules in a system. It plays an important role in the production of nano-scale products with enhanced strength, light weight, control over light spectrum and chemical reactivity on target molecule than their large-scale counter parts. Nanoscience deals with the particle that gets assemble in billionth of a meter, the nanoparticles that are being created possess flexible nature, high mechanical strength, penetrating capacity, non-reactive nature if it is designed as a shell or carrier to deliver the molecule to a recipient cell. Nanotechnology can use both bottom up approach and top down approach. The tremendous driving force of nanoparticles for its diffusion makes it unique. It involves the construction of atoms with engineering technology. The evolution of nanoparticles begins with passive nanostructures followed by active nanostructures then the nanosystems and currently the advanced molecular nanosystems by nanolithography.

Some nanoparticles occurs naturally in the environment as certain volcanic ash, ocean spray, fine sand and dust, and even in biological matter. It can be created incidentally or by synthesizing with engineering and technology. Most of the human activities generate nanoparticles but with poor control on shape and size of the particles. It's being unnoticed by humans. Every day activities like running diesel engines, large-scale mining, and even starting a fire can produce incident nanoparticles. On the other hand, engineered nanoparticles have good control over its structure as well as it's the physical and chemical properties.





**Prof. Dr. K. MUTHUCHELIAN** is currently serving as Pro Vice Chancellor in Dayananda Sagar University, Bengaluru, Karnataka (formerly Vice Chancellor, Podyar University, Salem, Tamilnadu). He is a world renowned biology scientist with more than 30 years of teaching and research experience at different hierarchical levels. He has published more than 220 research articles, 25 books, 42 book chapters and more than 500 popular scientific articles in leading SCI journals and magazines to attain his  $h$  index 23. He served as Chairman of NAAC Peer Team visits in many institutions across India and active member for different panels and committees in UGC, DST, MNRES and MoEF&CC. He received 40 prestigious International and National awards to his academic credentials.



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# Innovative Developments in Arts, Social and Management Sciences: Challenges & Opportunities

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# Chapter 1

## IMPACT OF COVID-19 ON PERSONAL FINANCIAL PLANNING OF MIDDLE CLASS HOUSEHOLDS IN VIRUDHUNAGAR TOWN, TAMIL NADU

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**Abstract** - The corona virus disease (COVID-19) pandemic, which evolved in the city of Wuhan, China, has rapidly spread to different countries. The sudden occurrence of corona virus disease 2019 (COVID-19) has produced a global health crisis that has a profound impact on our day to day life, businesses, world trade and movements and is obstructing the global economy as a whole. In recent weeks, this virus has created a significant economic impact of the corona virus on financial markets and industries such as manufacturing, hospitality, tourism and travel which, in turn, affects many people, especially the middle class population, which is the key constituent for the economic development of India. Though the central and state governments have declared economic measures to preserve jobs and assure wages to support the middle class, there is still a lack of clarity on how could these measures be employed and how people are going to deal with a loss of income in the short-term. With unemployment numbers growing up due to the COVID-19 outbreak, this study was conducted to understand how the individual and family finances of middle income group and their lifestyle have been impacted by the corona virus. The main objective of this current study was to measure the people's preparedness for an emergency occurrence, the corona virus impact on people's finances and the concerns that people have depending on the corona virus outbreak. In short, this survey helps to better understand the financial risks and lifestyle changes which have resulted from COVID-19.

**Keywords** - COVID-19, Corona virus, Financial Planning, Investment, Personal Finance, Middle Class, Indian Economy

### INTRODUCTION

The pandemic of Corona Virus (COVID-19) strike India recently. When the global focus has been on testing, finding a cure and preventing this transmission; people are going through a multitude of problems financially in adjusting to the current lifestyles. COVID-19 is considered as a trend accelerator that forces people to accept new tools and accelerates the consumer behavior shifts. Freedom literally means different things to different people. But covid-19 has restrained many of the people's freedom. While the nation has entered the unlock phases, many restrictions still persist. For many people, it has taken away their sense of financial freedom, because of a sudden job loss or pay cut, or the miserable economic backdrop. However, people are paying more attention to manage their finances.

These COVID-19 recessions causes financial difficulties for many in the short term, but drive changes in consumer behavior in the form of personal finance in

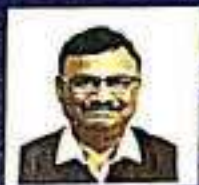




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## E-GOVERNANCE - A PARADIGM SHIFT THROUGH A CULTURAL TRANSFORMATION

Dr.R.Thanga Ganesh<sup>1</sup> (✉) & Dr.K.Pushpa Veni<sup>2</sup>

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**Abstract** - An approval of the national e-Governance plan 2006 in India brings a cultural change in simplifying the governing process towards citizen, business, and employee and within the government itself. Electronic mode services can provide a high degree of privacy, save service users from dealing with service providers, privacy policies and reduce the service provider's requirement. A new public administration policy aims to provide digital services for every common man through e-Governance centre. E-Governance centre is a market place for accessing government services with transparent, efficient, reliable services with affordable cost. The researchers have attempts to study people's satisfaction on service location of e-Governance centre in the study area. The success of e-Governance is purely depends upon the availability of services in its location.

**Keywords** - E-Governance, Digital services, New public administration, Location-based services, Indian Economy

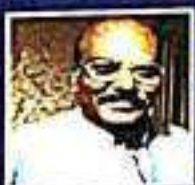
### INTRODUCTION

Digital India was launched by the Prime Minister of India Narendra Modi on 1<sup>st</sup> July 2015 with an objective of connecting rural areas with high-speed Internet networks and improving digital literacy. The vision of Digital India programme is inclusive growth in areas of electronic services, products, manufacturing and job opportunities etc. E-Governance is an IT enabled front-end delivery system. Service location of e-Governance represents the service delivery area designed by its employer for e-Governance centre. E-governance is the services of existing government practice with a new technology. The development of the digital services will reflect new dimensions of impact in the society. The Government directing all the people to access electronic services for the people's standard of living. The Director of electronic service delivery is the authorized chair person. According to the direction of chair person, the e-Governance employees will perform their job and maintain the e-Governance centre. E-Governance system creates an opportunity to enhance a quality of life by distributing the government services and schemes electronically to the end users. It entails the access and delivery of essential public utility services, social welfare schemes, health care, financial, educational, skill up gradation and agricultural service are available at a single web portal. E-Governance centre is the service delivery points enabled with structure, facilities with Information and Communication Technology (ICT) for the electronic service delivery. It is acting as a change agent to promote entrepreneurship and enable community in digital





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# Chapter 7

## FINANCIAL LITERACY AMONG WOMEN - A CORNERSTONE OF FINANCIAL HEALTH

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**Abstract** - The Covid-19 epidemic is the first and foremost human disaster in 2020. More than 200 countries and territories have confirmed effective medical cases, caused by corona virus declared a pandemic by the WHO. As we have already acknowledged that India is a developing economy, it is stated as an economy passing through demand depression and high unemployment. The world is reeling under the corona virus pandemic. Many people are experiencing job losses as companies across globe shut production. This paper undertakes the assessment of a rapidly growing body of economic research on financial literacy in the corona virus pandemic period. We start with an overview of theoretical research which casts financial knowledge as a form of investment in financial health. Next we draw on recent impact of covid-19 on financial health of the society. In this context we focused on the importance of financial literacy among women in today's time. This is followed by remedies by the government in the form of policies to mitigate the consequences of Corona pandemic. Final section of thought on strategies suggested to a layman in-order to handle this financial depression.

**Keywords** - Covid-19, Financial knowledge, Financial Literacy, Financial health

### INTRODUCTION

Financial literacy means having financial knowledge and skills to manage money wisely. If we go for definition it is a vast concept which differs for different people. In general, we can say that financial literacy is the combination of financial attitude, financial behavior and financial knowledge of people in understanding their all financial resources impact of their decision on financial stability. This plays a very crucial role in economic and financial crisis like corona pandemic in the current period.

### Problem Statement

The Covid-19 epidemic is the first and foremost human disaster disturbed the routine of the whole world. Lock-down made the entire world to be locked among four walls and struggling to lead their daily activities. Hence this paper to presents the emergent need of the financial literacy which is a best investment financial health. That to among women nourishes the society financially specially low and middle income groups.





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# Chapter 9

## BLUE OCEAN STRATEGIC MOVES TO OVERCOME STARTUPS FAILURES

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**Abstract** - The new startups should start blue ocean strategy to retain their space in the market. They should reset the market boundaries in the palpable market. The starting point is buyer utility. Business people have to see is there any undeniable reason for the target mass of people to buy the product. If this is absent there is no blue ocean strategy. In this case the businessman have two options, one is to park the idea or rethink it until one reach an affirmative answer. New businesses are advised to evaluate competitors, benchmark, and then follow suit, with minor changes that give them a competitive edge — like cost differentiation. This Blue Ocean Strategy, an approach that challenges everything that you thought you knew about the requirements for entrepreneurial success.

**Keywords** - Business focuses, blue ocean strategy

### INTRODUCTION

Business focuses more on competition with the increase in the products and less on innovation. The problem is that business firms prepare less for tomorrow. As one knows, consumer preferences are consistently changing for two reasons. Firstly new products keep popping up which distracts the consumer and secondly consumers get more in order on all the products marketed. In this case it is advisable that business do not go behind the competitors but be adaptive and innovative for tomorrow. Corporate people have to focus on corporate strategies which need stress innovation and not replication. Two concepts are involved in business one is red ocean strategy and blue ocean strategy. These strategies are explained below.

### RED OCEAN STRATEGY

Red ocean is a bloody ocean where the competitors battle with one another in the market. The business people fight with the same customers. The only campaign followed by the businessmen is price differentiation. They concentrate only on margin issues, problems with customer retention and growth problems. Therefore the hard work put in by the businessmen do not earn the desired results. Building brand uniqueness is difficult. These companies often lack a strategy. The company lends poor substitute products and imitate other companies products. Thus the business is tied up to large inventory and many products which do not sell are out-dated. Red oceans believes in six assumptions, on which most companies hypnotically build their strategies. They are





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# Chapter 11

## A STUDY ON PROBLEMS OF WOMEN LABOURERS WORKING IN FIREWORKS INDUSTRIES -USING MDS

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**Abstract** - The most common reported health problem to labourers employed in the fireworks are related to overexertion, contact with objects or equipment, falls, bodily reaction or exertion, or being struck by an object. As an employer, he should take every possible opportunity to show his labourers that you are committed to health and safety practices by becoming actively involved. The objective of the paper is, to analyze the women labourers problems using Multi-Dimensional Scaling Techniques. 300 samples were collected using random sampling method. The data were collected from Sivakasi block of Virudhunagr district of Tamilnadu. The data were collected during the period of January 2019 to March 2019.

**Keywords** - Women Labourers problems, MDS and Fireworks industries

### INTRODUCTION

The most common reported health problem to labourers employed in the fireworks are related to overexertion, contact with objects or equipment, falls, bodily reaction or exertion, or being struck by an object. As an employer, he should take every possible opportunity to show his labourers that you are committed to health and safety practices by becoming actively involved.

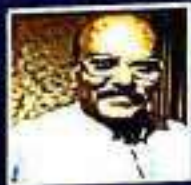
A health and safety management system identifies, assesses, eliminates and controls workplace hazards. These systems should reduce the incidence of injury and illness at the workplace. When creating a health and safety management system, the scope and complexity varies depending on the type of workplace and the nature of the work performed. Although health and safety management systems may vary in their content, application and evaluation, their goal is the same - to prevent work-related incidents, injuries, illnesses and fatalities. The objective of the paper is, to analyze the women labourers problems using Multi-Dimensional Scaling Techniques.

The remaining part of the this study is organized as follows: After a brief introduction in Section -I, Data and methodology are outlined in Section - II, Section - III presents the analysis and findings of the study and Section - IV gives conclusion of the study.





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# Chapter 14

## APPLICATIONS OF MULTIPLE REGRESSION TECHNIQUES FOR MODEL BUILDING

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**Abstract** - Regression analysis is a set of statistical methods used for the estimation of relationships between a dependent variable and one or more independent variables. It can be utilized to assess the strength of the relationship between variables and for modeling the future relationship between them. Regression analysis includes several variations, such as linear, and nonlinear. The most common models are simple linear and multiple linear. Based on the above background the objective of the paper is to explain multiple regression techniques using simple example. A sample of 15 teachers were selected from the private college and their respective details like, experience in years, books published, journals published etc., were collected for the purpose of the study. SPSS has been used to build the regression model.

**Keywords** - Regression, Model building and Applications of regression model

### INTRODUCTION

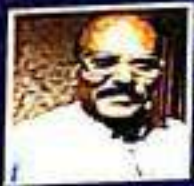
The term "regression" was coined by Francis Galton in the nineteenth century to describe a biological phenomenon. Regression is often thought of as a "Relationship between two things" Since two variables are used it is called as Bivariate data. **Bivariate data** refers to two sets of variables that can change and are compared to find relationships. Regression can be thought as the "relationship" between any two things. For example, imagine when a person stay on the ground the temperature is 70°F. If the person starts climbing a hill and as the person climbs, the person realizes he is feeling colder and the temperature is dropping. When that same person reaches the hilltop which is 500 meters above the ground level the temperature is 60°F. Thus it can concluded that the height above the sea level influences temperature. Hence, there is a relationship between height and temperature. This is termed as "regression" in statistics. The temperature depends on height and hence is the "dependent" variable, whereas height is the "independent" variable. There may be various factors influencing the temperature such as humidity, pressure, even air pollution levels etc. All such factors have a relationship with the temperature which can be written mathematically as an equation.

Regression analysis is a set of statistical methods used for the estimation of relationships between a dependent variable and one or more independent variables. It can be utilized to assess the strength of the relationship between





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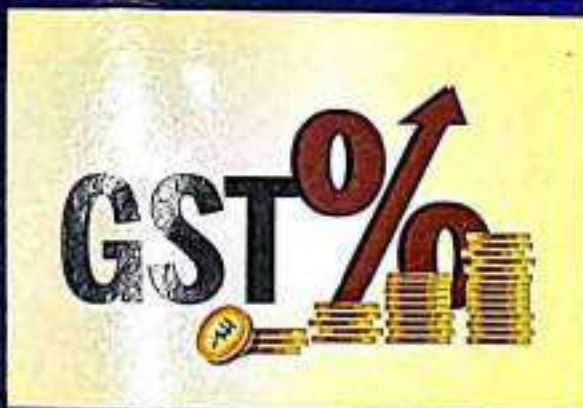
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# Chapter 16

## RUDIMENTS OF EXPERIMENTAL METHOD IN SECOND LANGUAGE RESEARCH

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**Abstract** - Multiple factors like age, gender, anxiety, motivation, proficiency levels etc. contribute to second language performance in learners. Second language research aims to examine the subject of causation that foster or hinder the acquisition of second language in natural and classroom setting. Experimental research is a useful methodology to address a causal relationship. The chapter explores the principles and procedures adopted in experimental method for conducting second language research. The chapter also discusses the various experimental designs, their pros and cons including their limitations in second language research.

**Keywords** - Intervention, Variable, Construct, Hypothesis, Manipulation and Control, Randomization, Comparison Groups, Pretest, Posttest, Inference

### INTRODUCTION

Second language learning is influenced by several cognitive and social factors. Second language researchers intend to study the potential effect of one variable on another, Experimental research is a useful methodology to address a causal relationship. It permits researchers to control the influence of factors that are not of interest and to vary a factor under study across groups to understand a causal relationship. It also aims to test whether an assumption is supported by empirical data. Experimental method in second language research should follow a robust design to investigate whether certain factors like types of instructions, input, or interactions can facilitate or inhibit language learning.

### OBJECTIVES OF SECOND LANGUAGE RESEARCH

The objectives of second language research are:

- ❖ To explore individual and environmental aspects related to language learning or use.
- ❖ To describe characteristics of language learning process.
- ❖ To explain how language learning develops and why it differs among different individuals.
- ❖ To predict language learners' future learning behaviors, steps, performance or success.
- ❖ To test language learning or use and to evaluate the effectiveness of language instruction
- ❖ To apply current knowledge or theory in classroom practice.





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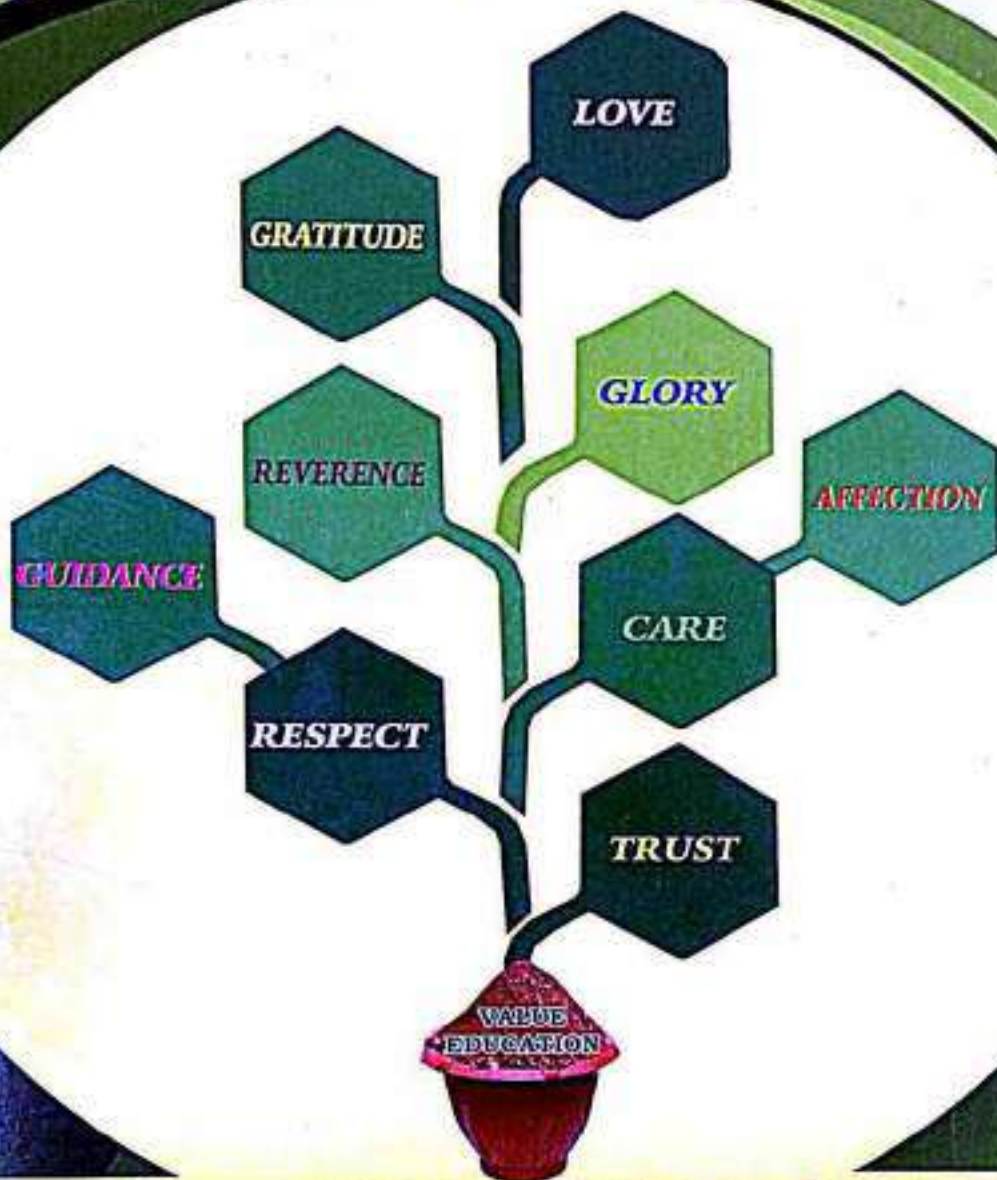
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## CHAPTER - I

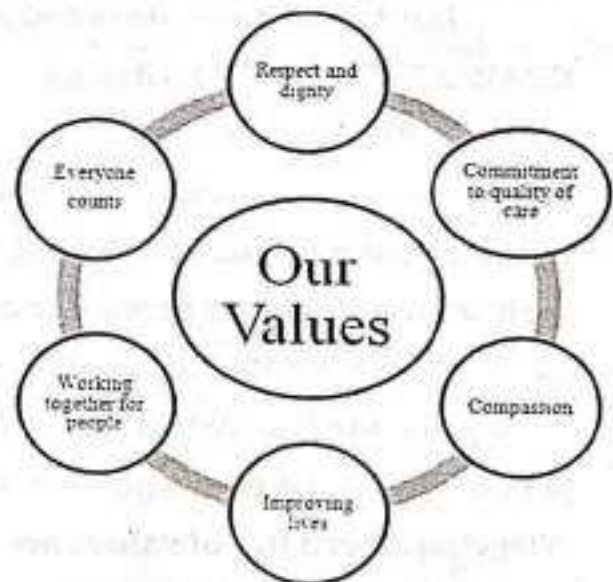
## INTRODUCTION

*"The value of life is not based on how long we live, but how much we contribute to others in our society"*

- **Buddha**

Values are generally regarded as the moral standards of human behaviour in society. The word 'value' is derived from the Latin word 'valio', which first refers to strength and health, and then by natural change, which means useful and adequate. The word 'valor' in French is excellent. Humans need different things to live in this world. However, nothing in this world is free. There is a price for everything and one has to pay the right price to satisfy. We value things in terms of our needs, and our needs depend on our value system. First, there are basic necessities such as food, water, air, shelter and clothing, without which the survival of the body is not possible.

Once these requirements are met, man moves to meet higher needs, such as social needs, security needs, or self-fulfillment. However, not every person follows the same path because one's path depends on the intrinsic values of the person. These intrinsic values are derived by one's nature and one's upbringing. The impact of family, community, nation and individual makes him unique as one creates a unique set of values for each individual. These values determine the person's preference and lifestyle. Values shape the person's personality and determine the development of the individual, family, community, nation and humanity.







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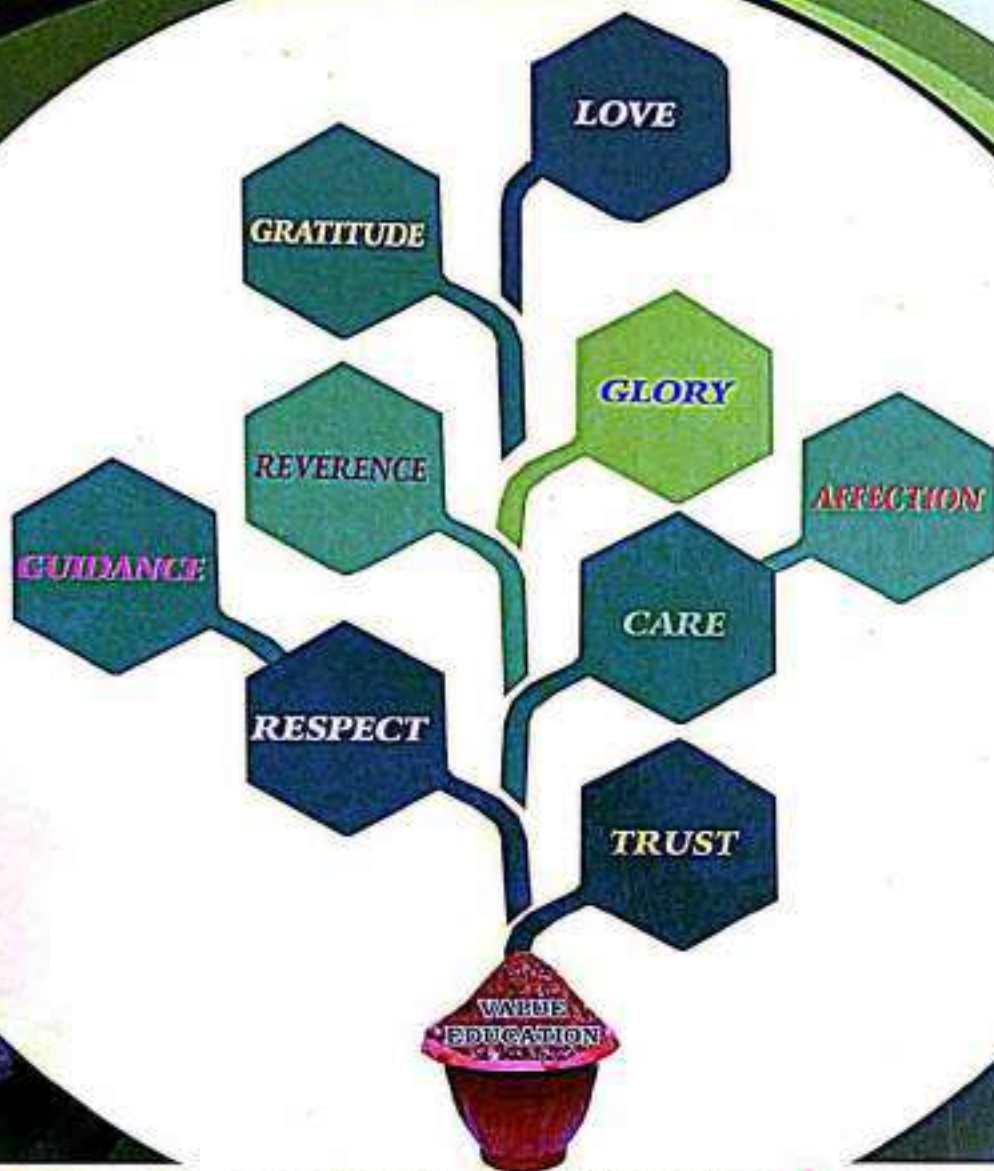
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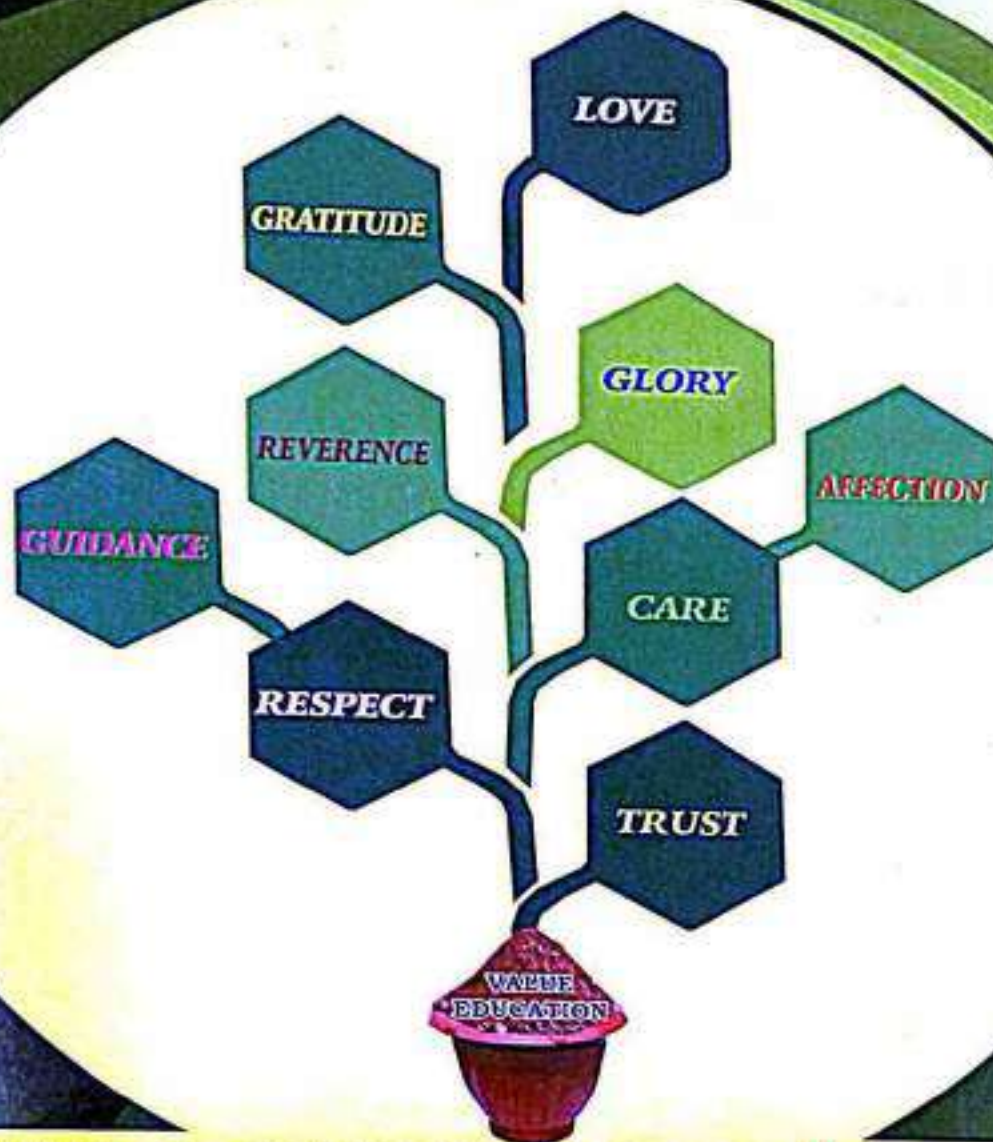
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## CHAPTER - VI

## PROFESSIONAL VALUES

*Always do the right. It will gratify some people and astonish the rest.*

- Mark Twain

### PROFESSIONAL VALUES

Success in one's career results notably from a set of virtues called professional values. The first set of values namely (i) collegiality (ii) loyalty and (iii) respect for authority addresses employee-employer relations within an organization. The second set of values namely (i) confidentiality (ii) conflict of interest and (iii) occupational crime addresses employee-public interaction outside the work place.

#### Collegiality

Collegiality is a kind of connectedness grounded in respect for professional expertise and in a commitment to the goals of the profession. It includes a disposition to support and cooperate with one's colleagues.

#### Professional Values

- Altruism—concern for the welfare and well being of others
- Autonomy—the right to self determination
- Human dignity—respect for the inherent worth and uniqueness of persons
- Integrity—acting in accordance with a code of ethics and accepted standards of practice
- Social justice—fair treatment regardless of economic status, race, ethnicity, age, citizenship, disability, or sexual orientation

The central elements of collegiality are respect, commitment, connectedness and cooperation. *Respect* is valuing one's peers for their professional expertise and their devotion to the social goods promoted by the profession. *Commitment* means sharing a devotion to the moral ideals of the profession. *Connectedness* is an awareness of being part of a cooperative undertaking created by shared commitments and expertise. *Cooperation* refers to voluntary arrangement in which two or more employees engage in a mutually beneficial exchange instead of competing with each other.





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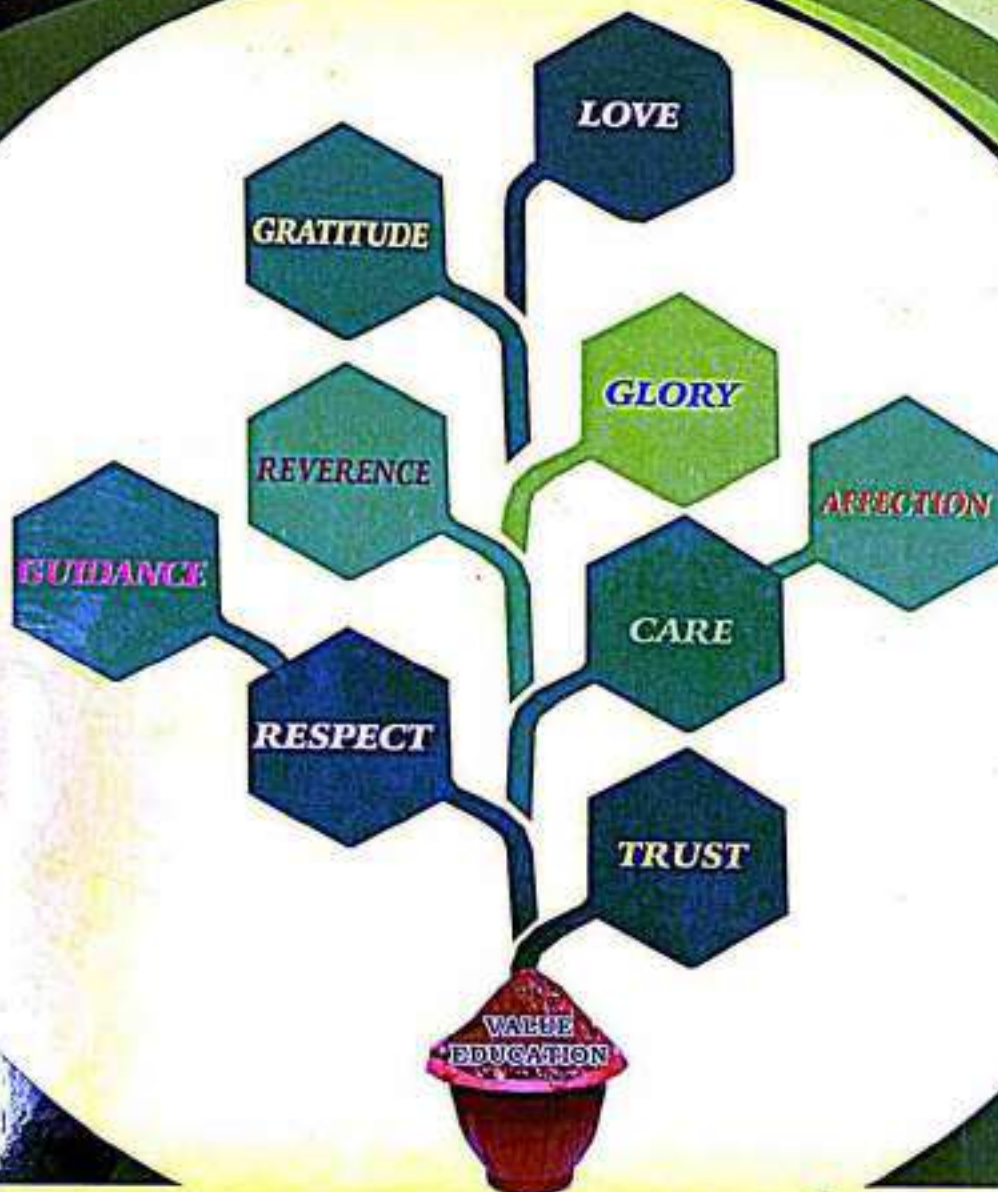
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## CHAPTER - VIII

## SPIRITUAL VALUES

*Every man lives in two realms: the internal and the external. The internal is that realm of spiritual ends expressed in art, literature, morals, and religion. The external is that complex of devices, techniques, mechanisms, and instrumentalities by means of which we live.*

*- Martin Luther King, Jr.*

## WHAT ARE SPIRITUAL VALUES?

'Spirituality' is based and founded on the basic facts of physics, namely the indivisibility and totality and integrality of the Cosmos. The perception and experience of this fact of the oneness of Cosmos leads to the feeling of oneness, oneness of purpose, in essence, identity of interest. When this identity of interest becomes the fountain - head of thought, expression, and action, the person concerned does not continue any longer to be an isolated, selfish being contending against all but he is transformed into one who lives for the good of all. This applies to individuals as also to groups and nations. Unguided by 'spirituality' would be instruments of selfishness, elemental urges for acquisition, for power, for destroying what comes in the way of these urges. Guided by 'spirituality' would be instruments of the constructive forces of life, of health, of good and noble living.



Spiritual values are the integrative values of human soul consisting of altruistic, humanistic, personal, divine, and affective values leading to spiritual growth of personality. Altruistic values refer to values promoting spiritual growth of personality such as Truthfulness, Kindness, Repentance, Reliance on God, Modesty, Unity, and Charity, and Love. Humanistic values refer to values





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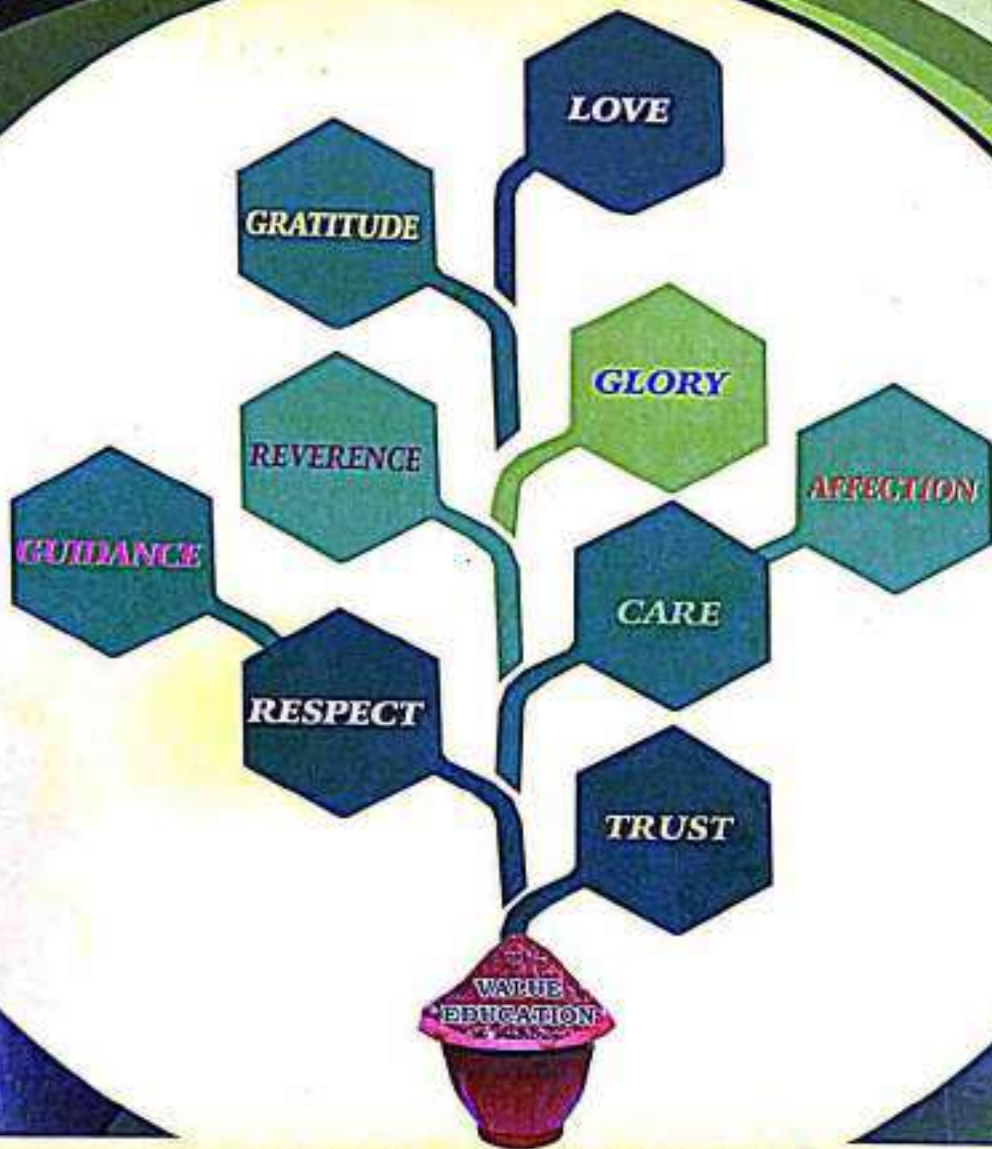
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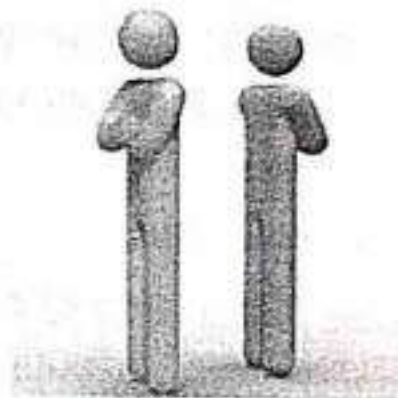
## CONFLICT OF VALUES

*"Peace is not absence of conflict, it is the ability to handle conflict by peaceful means."*

- **Ronald Reagan**

Conflict is a difference of opinion created by differences in long-held beliefs and views. The conflict cannot be easily resolved with facts because the differences are belief-based and not fact-based.

Presented with logical and convincing arguments, people can be persuaded to change their opinions, but logic and persuasion are not effective for changing core values. From differences between individuals to differences between nations, value conflicts challenge the traditional methods of conflict resolution. One effective method of resolution is to appeal for agreement on a value that is prized more highly and ingrained more deeply than the one in dispute. Sometimes people will have conflicts because they have fundamental disagreement on fundamental values.



### TYPES OF CONFLICT

#### Personal Conflict

Personal conflict occurs on personal level. It arises when the ideals and aims of two individuals clash with each other and sometimes clash occurs within the individual. A personal conflict is an ethical decision that has to be made. For instance, a person has to decide whether he has to report about the jewel he found or to keep it for himself.

#### Racial Conflict

Racial conflict is mostly due to the difference in colour and race. Some races consider themselves superior to other races and there are also races which



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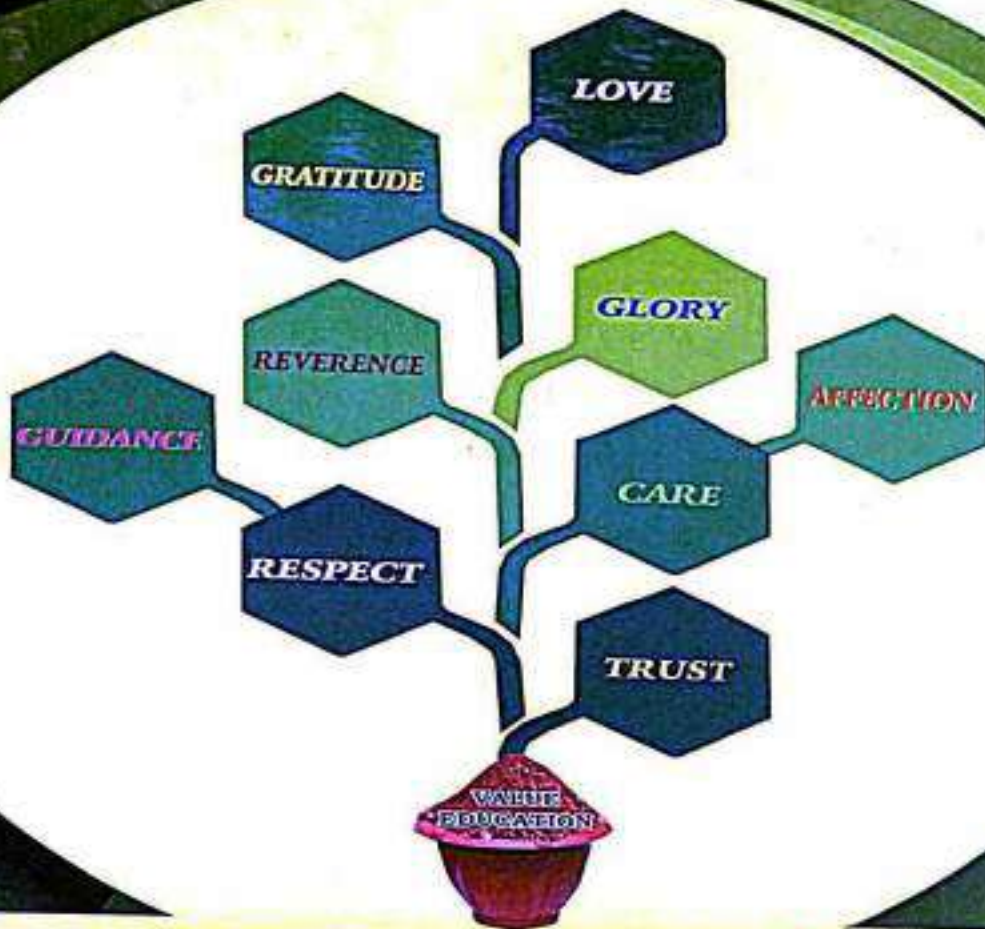
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# Value Education



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Dr.R.MEENA



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SENTHIKUMARA NADAR COLLEGE***

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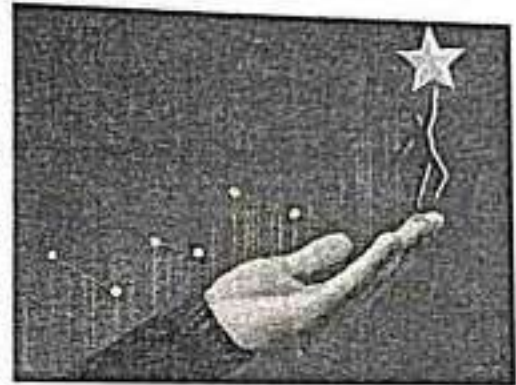
## STRATEGIES TO INCULCATE VALUES THROUGH EDUCATION

*We want that education by which character is formed, strength of mind is increased, the intellect is expanded, and by which one can stand on one's own feet.*

*-Swami Vivekananda*

### INTRODUCTION

The prime concern of education is to evolve the good, the true and the divine in man so as to establish a moral life in the world. It should essentially make a man pious, perfect and truthful. The welfare of humanity lies neither in scientific or technological advancements nor in acquisition of material comforts, rather in enriching the character of human beings. Education is an effective and pervasive phenomenon for all round individual development and social transformation. This alone can sustain culture and civilization. A balanced development of mind and body in harmony with the spirit is the key to the enrichment of human personality and an outcome of value-based education, which helps humanity to transcend to a higher level of consciousness. Our children must from their infancy be taught the dignity of labour. Thus, the true meaning of education is harmonious development of head, heart and hand i.e., enlightenment of mind, compassion and dignity of labour. Moral and spiritual training is an essential part of education. If education is to help us to meet the moral challenge of the age and play its part in the life of the community, it should be liberating and life giving. It must give a basic meaning to one's existence and equip us with the ability to overcome spiritual inertia and foster spiritual sensitivity. Educational institutions should produce men and women who will move together to develop common ideals and purposes, love each other and co-exist to create an ideal society.







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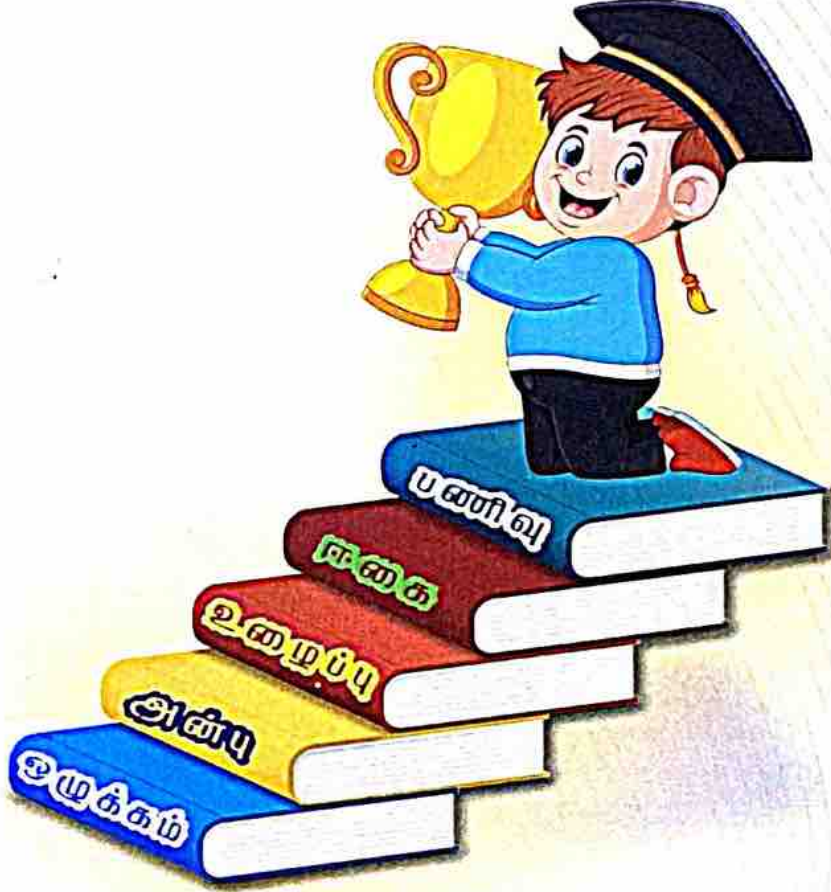
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# மதிப்புக் கல்வி



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முனைவர். பா.சுந்தர பாண்டியன்  
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பேரா. சோ.ஹரிபாண்டிராஜன்

வி. இ. நா. செந்திக்குமார் நாடார் கல்லூரி (குன்னாட்சி)  
(தேசியத் தர மதிப்பீட்டில் 'A' தரம் பெற்றது)  
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# மத்ப்புக் கல்வீ

பதிப்பாளர்கள்

முனைவர் பா.சுந்தர பாண்டியன்

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விருதுநகர்



## நூல் விபரம்

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## கூறு 2 மனித மதிப்புகள்



இந்த உலகில் நம் கண் முன்னால் காணும் ஒவ்வொருவரையும் நேசிக்கவில்லையென்றால் கண்ணுக்குத் தென்படாத கடவுளிடம் எவ்வாறு அன்பைச் செலுத்த இயலும் - அன்னை தெரசா

இந்த உலகில் வாழ மனிதர்களுக்கு வெவ்வேறு சாதனங்கள் தேவை. இருப்பினும், இந்த உலகில் எதுவும் இலவசமாக கிடைக்காது. ஒருவர் திருப்தி அடைய சரியான விலையைச் செலுத்த வேண்டும். ஏனெனில், எல்லாவற்றிற்கும் ஒரு விலை உள்ளது. எவ்வாறாயினும், தேவைகளின் அடிப்படையில் காரணிகளை மதிக்க வேண்டும். தேவைகள், நமது மதிப்பின் அடிப்படையில் இருக்கும். முதலாவதாக, உணவு, நீர், காற்று, தங்குமிடம் மற்றும் ஆடை போன்ற அடிப்படைத் தேவைகள் உள்ளன. அவை இல்லாமல் உலகில் உயிர்வாழ்வது சாத்தியமில்லை. எவ்வாறாயினும், இந்தத் தேவைகள் பூர்த்தி செய்யப்பட்டவுடன், மனிதன் தனது உயர்ந்த தேவைகளை சமூகத் தேவைகள், பாதுகாப்புத் தேவைகள் அல்லது சுயமாக்கல் தேவை என்று வகைப்படுத்தி அவற்றைப் பூர்த்தி செய்ய நகர்கிறான். இருப்பினும், ஒவ்வொரு நபரும் ஒரே பாதையை பின்பற்றுவதில்லை. அவர் தேர்ந்தெடுக்கும் பாதை நபரின் உள்ளார்ந்த மதிப்புகளை தீர்மானிக்கின்றன. இந்த உள்ளார்ந்த மதிப்புகள் அவனது இயல்பு மற்றும் அவனது வளர்ப்பால் பெறப்படுகின்றன.

இதனை,

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மண்ணில் பிறக்கையிலே..  
பின் நல்லவராவதும் தீயவராவதும்  
அன்னை வளர்ப்பதிலே”

என்ற புலமைப்பித்தன் பாடல் வரிகள் உறுதி செய்யும் வண்ணம் உள்ளது. அந்த உயரிய மனித மதிப்பினை இங்கு காண்போம்



# மதிப்புக் கல்வி



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## தொழில் சார்ந்த மதிப்புகள்



உழைப்பவர்களின் கையில் தான் உலகம் இருக்கின்றது  
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முடியாது  
- மகாத்மா காந்தியடிகள்

### அறிமுகம்

மதிப்புக்கல்வி என்பது மனிதனின் மனநலம் மற்றும் உடல் நலத்தின் வளர்ச்சிக்கு உதவும் கல்வி முறையாகும். மேலும், மானுட நடத்தை விதிகளை ஒழுங்குபடுத்தும் ஒழுக்கநெறிமுறைக் கல்வியாகும். தொழில்மதிப்பு என்பது அதனோடு சேர்ந்த ஒரு செயல்முறைப் பயிற்சியாகும். தொழில் மதிப்புக் கல்வியைக் கற்ற ஒருவன் அத்திறன்களைத் தனி மற்றும் பொது மேம்பாட்டிற்குப் பயன்படுத்துவான். அத்திறன் மேம்பாடே தொழில் மதிப்புக் கல்வியாகும். 'ஏட்டுச் சுரைக்காய் கறிக்கு உதவாது' என்ற முன்னோர்வாக்கு தொழில் மதிப்புக் கல்வியின் தேவையை நமக்கு உணர்த்துகின்றது. கற்றறிந்த வாழ்வியல் நெறிகளை செயல்முறைபடுத்தும் திறன் மேம்பாடே தொழில் மதிப்பாகும்.

### தொழில் சார்ந்த மதிப்புகளின் தேவைகள்



தொழில் சார்ந்த மதிப்புகள் என்பது பணியிடத்தில் கடைப்பிடிக்கும் சிறந்த வணிகப் பண்பாகும். மக்கள் தொகைப் பெருக்கமுள்ள நமது நாட்டில் மனிதவளத்தைத் தொழில் மேம்பாட்டிற்குப் பயன்படுத்துதல் அவசியமாகும். தொழில்களைத் தொடங்குவோர், தொழில் மதிப்புகளைக் கடைப்பிடித்தால் அவரது தொழில் சீரிய முறையில் நடைபெறும். அத்தகைய தொழில் மதிப்புகளைக் கற்கும் மாணவர்கள், பின்னாளில் சிறந்த தொழில்முனைவோராக உருவெடுப்பர். சமுதாயத்தின் வளர்ச்சிக்கு உறுதுணையாக அமையும் தொழில் சார்ந்த மதிப்புகள் பின்வரும்



# மதிப்புக் கல்வி



மதிப்பாளர்கள்  
முனைவர். பா.சுந்தர பாண்டியன்  
முனைவர். த.செல்வசந்திரன்  
பேரா. சோ.ஹரிபாண்டிராஜன்

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(தேசியத் தர மதிப்பீட்டில் 'A' தரம் பெற்றது)  
குறைந்த கட்டணத்தில் உயர்தரக் கல்வி  
விருதுநகர், தமிழ்நாடு, இந்தியா



E:TD 1947

# மத்ப்புக் கல்வீ

பதிப்பாளர்கள்

முனைவர் பா.சுந்தர பாண்டியன்

முனைவர் த.செல்வசங்கரன்

பேரா. சோ.ஹரிபாண்டிராஜன்



வி.இ.நா. செந்திக்குமார நாடார் கல்லூரி (தன்னாட்சி)

(தேசியத் தர மதிப்பீட்டில் "A" தரம் பெற்றது)

குறைந்த கட்டணத்தில் உயர்தரக் கல்வி

விருதுநகர்



## நூல் விபரம்

நூல் தலைப்பு	:	மதிப்புக் கல்வி
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அச்சிட்டோர்	:	முத்து பிரிண்டர்ஸ், விருதுநகர்.

(இந்நூலில் இடம் பெற்றுள்ள கட்டுரைக் கருத்துகளுக்கு அந்தந்தக் கட்டுரையாளர்களே முழுப் பொறுப்பாவார்கள்)

9. **மதிப்புகளில் உள்ள முரண்கள்**

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அறிமுகம் - முரண்களின் வகைகள் - முரண்களை உருவாக்குவதில் மதிப்புகளின் பங்கு - முரண்களுக்கான காரணங்கள் - முரண்களைப் புரிந்து கொள்ளுதல் - சமூக எதார்த்தங்களைப் புரிந்து கொள்ளுதல் - முரண்களின் தாக்கமின்றி சமூகத்தில் இணக்கமாக வாழ்தல்.

**முனைவர் வீ.ச.அசோக்குமார்**

உதவிப்பேராசிரியர், முதுகலைத்தமிழ்

வி.இ.நா.செந்திக்குமார் நாடார் கல்லூரி(தன்னாட்சி), விருதுநகர்.

10. **மதிப்புகளை தொடர்ந்து வலியுறுத்தும் யுக்திகள்**

194-215

பாடத்திட்டங்கள் வழி மதிப்புகளைத் தொடர்ந்து வலியுறுத்துதல் - பாடத்திட்டம் சாராத இதர துறைகள் வாயிலாக வலியுறுத்துதல் - இலக்கியங்கள் வழி வலியுறுத்துதல் - மதிப்புணர்ச்சியை கதைகள் வாயிலாக வளர்த்தல் - நாடகங்கள் வழி - திரைப்படத் துணுக்குகள் வழி - விளையாட்டுக்கள் வாயிலாக மதிப்புகளை வளர்த்தல்.

**முனைவர் க.ஸ்ரீதர்**

துறைத்தலைவர், முதுகலைத்தமிழ்

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**நூல் ஆசிரியர்கள்**

1. அறிமுகம் முனைவர் பா.நாகஜோதி,  
முதுகலைத் தமிழ்த்துறைத் தலைவர், வே.வ.வன்னியப்பெருமாள்  
பெண்கள் கல்லூரி (தன்னாட்சி), விருதுநகர்.
2. மனித மதிப்புகள் பேரா ச.வே.செல்வம்,  
உதவிப் பேராசிரியர், முதுகலைத் தமிழ்,  
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3. குடும்ப மதிப்புகள் முனைவர் க. சிவனேசன்,  
முதுகலைத் தமிழ்த்துறைத் தலைவர்,  
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விருதுநகர்.
5. பண்பாடு மற்றும் சமய மதிப்புகள் முனைவர் பா.பொன்னி,  
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(தன்னாட்சி), சிவகாசி.
6. தொழில் சார்ந்த மதிப்புகள் முனைவர் வே.தனுஜா,  
உதவிப் பேராசிரியர்,  
எஸ்.ஆர்.என்.எம் கல்லூரி (தன்னாட்சி), சாத்தூர்.
7. உலக மதிப்புகள் முனைவர் சு.தங்கமாரி,  
உதவிப் பேராசிரியர், முதுகலைத்தமிழ்,  
வி.இ.நா.செந்திக்குமார நாடார் கல்லூரி (தன்னாட்சி), விருதுநகர்.
8. ஆன்மிக மதிப்புகள் முனைவர் பெ.பழனிராஜன்,  
உதவிப் பேராசிரியர், தமிழ்த்துறை  
மதுரை காமராசர் பல்கலைக்கழகக் கல்லூரி, மதுரை.
9. மதிப்புகளில் உள்ள முரண்கள் முனைவர் வீ.ச.அசோக்குமார்,  
உதவிப்பேராசிரியர், முதுகலைத்தமிழ்,  
வி.இ.நா.செந்திக்குமார நாடார் கல்லூரி(தன்னாட்சி), விருதுநகர்.
10. மதிப்புகளை தொடர்ந்து வலியுறுத்தும் யுக்திகள் முனைவர் க.ஸ்ரீதர்,  
துறைத்தலைவர், முதுகலைத்தமிழ்,  
வி.இ.நா.செந்திக்குமார நாடார் கல்லூரி(தன்னாட்சி), விருதுநகர்.

மதிப்புக் கல்விக்குரிய பாடங்களை எழுதிய மேற்காணும் பேராசிரியர்களுக்கு நன்றி தெரிவித்துக் கொள்கிறோம்.

## கூறு 9

# மதிப்புகளில் உள்ள முரண்கள்



நம்பிக்கை கொண்டவர்கள் ஒவ்வொரு பிரச்சினையிலும் உள்ள வாய்ப்புகளையே காண்கிறார்கள்

- வின்ஸ்டன் சர்ச்சில்

### மானுடவியல்

மானுடவியல் என்பது ஒரு முறைப்படியான அறிவியலாகும். ஆக்ஸ்போர்டு பல்கலைக் கழகத்தில் கி.பி.1884 ஆம் ஆண்டு சர் எட்வர்ட் பர்னட்டைலர் என்பவர் மானுடவியல் துறைக்குப் பொறுப்பேற்றார். அதன் பின்னர் மானுடவியல் ஆய்வுகள் உலகெங்கும் வேரூன்றத் தொடங்கின. தத்துவக் கூறுகளின் தொகுப்பாக அவை வளரத் தொடங்கின. அதன் மூலம் மனிதனையும், அவனது சமூக அமைப்புகளையும் குறித்த சிந்தனைகள் பெருகத் தொடங்கின. தொடக்க காலத்தில் மேற்கத்திய வரலாற்று நிகழ்ச்சிகளும் தத்துவ சிந்தனைகளுமே அடித்தளமாய் அமைந்திருந்தன. அவற்றின் மூலம் மனிதனின் தோற்றம், தன்மை, அவர்களுக்கு இடையேயான வேறுபாடு போன்ற வினாக்கள் எழுப்பப்பட்டு ஆராயப்பட்டன. இத்தகைய மானுடவியலின் தோற்றமும், வளர்ச்சியும் உலக வரலாற்றோடு ஒன்றிணைந்து காணப்பட்டது.

### சிந்தனையாளர்கள்

மானுடவியல் சிந்தனையாளர்கள் பிற நாடுகளுக்குப் பயணம் செய்து புதிய மக்கள் இனத்தவரைக் கண்டு ஒப்புமை நோக்கில் தம் கருத்துக்களைத் தெரிவித்தனர். அதில் முதன்மையானவர் கிரேக்க நாட்டைச் சேர்ந்த செனோபேன்ஸ் என்பார். அவர் முதன் முதலில் 'மனித சமுதாயம் என்பது மக்களால் ஏற்படுத்திக் கொள்ளப்பட்ட அமைப்பு' என்றார். பின்னர் டெமோகிரிட்டஸ் "மனிதன் காட்டில் வாழ்ந்த காலத்தில் தன்னந்தனியாக உணவு ஈட்டவோ, கொடிய விலங்குகளிடமிருந்து காப்பாற்றிக் கொள்ளவோ இயலவில்லை, ஆகவே ஒன்று சேர்ந்து வாழ முற்பட்டனர், இவ்வாறு சமுதாய





**முனைவர். பா. சுந்தர் பாண்டியன் M.Com, M.A., M.B.A., M.Sc., M.A., M.Phil, PGDCA, PGDMIR, DLLAL, Ph.D.**

வணிகவியல் மற்றும் மேலாண்மைத் துறையில் கடந்த 30 ஆண்டுகளுக்கு மேலாக சிறந்த எழுத்தாளராக, சிந்தனையாளராக அறியப்படுகிறார். இவர் 2011ல் இருந்து தற்பொழுது வரை விருதுநகர் இந்து நாடார்கள் செந்திக்குமார நாடார் கல்லூரியின் முதல்வராக சிறப்பாகச் செயலாற்றி வருகிறார். கடந்த 10 ஆண்டுகளில் கல்லூரிக்குப் பல்வேறு ஆராய்ச்சி

நிறுவனங்களிடம் இருந்து பத்துகோடிக்கும் மேலாக பல்வேறுபட்ட ஆராய்ச்சிகளுக்கு பணம் வாங்கித் தந்து கல்லூரி மேம்பாட்டிற்கு உதவியுள்ளார். 43 ஆய்வு நிறைஞர் மாணவர்களையும், 13 முனைவர் பட்ட ஆராய்ச்சி மாணவர்களையும் உருவாக்கியுள்ளார். இதுவரை 40 புத்தகங்களை எழுதியுள்ளார் என்பது சிறப்பான அம்சமாகக் கருதப்படுகிறது. தேசிய, பன்னாட்டு அளவிலான கருத்தரங்கில் கலந்து கொண்டு, 226 ஆய்வுக் கட்டுரைகளை எழுதி ஆய்வுத்திறனில் தனித்திறன் பெற்றவராகத் தன்னை வெளிப்படுத்தி நிற்கிறார். UGC-ன் Major Research Project ஐ முடித்துள்ளார். தமிழக அரசின் உயர் கல்வித்துறை வழங்கும் சிறந்த ஆசிரியருக்கான விருதினை 2007-2008 கல்வி யாண்டில் பெற்றுள்ளார். விருதுநகர் இந்து நாடார்கள் செந்திக்குமார நாடார் கல்லூரி வழங்கிய சிறந்த ஆசிரியருக்கான விருதினை 2008-2009 கல்வியாண்டில் பெற்றுள்ளார். நேரு குழுமத்தினரால் வழங்கப்படும் பெற்றோர் சாதனையாளர் என்ற விருது இவருக்கு வழங்கப்பட்டுள்ளது. PEARL என்ற கல்வி மேம்பாட்டு நிறுவனம் வழங்கிய சிறந்த நிர்வாகி என்ற விருதினை 2007 ல் பெற்றுள்ளார். UGC, TANCHE மற்றும் NAAC ஆகிய அமைப்புகளின் நிதி உதவியுடன் மாணவர்களும், ஆசிரியர்களும் பயன் பெறும் வண்ணம் பல்வேறு கருத்தரங்குகளை நடத்தியுள்ளார். மலேசியாவின் கோலாம்பூரில் Emerging Trends In Science and Social Science என்ற தலைப்பில் 02.05.2019, 03.05.2019 ஆகிய தேதிகளில் நடைபெற்ற பன்னாட்டு கருத்தரங்கில் தலைவராகச் செயல்பட்டுள்ளார். NAAC தர மதிப்பீட்டுக் குழுவின் ஒரு உறுப்பினராக இருக்கிறார்.



**முனைவர். த. செல்வசங்கரன் M.A., M.Phil, Ph.D.,**

தற்பொழுது விருதுநகர் இந்து நாடார்கள் செந்திக்குமார நாடார் கல்லூரியில் உதவிப் பேராசிரியராக தமிழ்த்துறையில் பணியாற்றி வருகிறார். ஆசிரியப் பணி அனுபவம் 16 ஆண்டுகள். இக்கால இலக்கியத்தில் நவீனக் கவிதைகள் எழுதுவதில் ஆர்வம் மிகுந்தவராகக் காணப்படுகிறார். இதுவரை 3 கவிதைப் புத்தகங்களை வெளியிட்டுள்ளார்.

உயிர்மை, காலச்சுவடு, புதியகாற்று, மணல்வீடு, சிற்றேடு, தடம் விகடன், ஆனந்தவிகடன் ஆகிய பல்வேறு இதழ்களிலும், உயிரோசை, பதாகை, கனலி, அரு ஆகிய இணைய இதழ்களிலும் இவரது கவிதைகள் வெளிவந்துள்ளன. 18 ஆய்வுக் கட்டுரைகளை எழுதியுள்ளார். 5 ஆய்வு நிறைஞர் மாணவர்களை உருவாக்கி உள்ளார். ஒரு ஆய்வு மாணவர் இவரிடம் முனைவர் பட்ட ஆய்வு செய்துவருகிறார். JCI Virudhunagar Focus 2016 ஆம் ஆண்டு Excellence In Teaching Award என்ற விருதினையும், இதயம்-G நிறுவனம் 2020 ல் சிறந்த ஆசிரியருக்கான விருதினையும் வழங்கியுள்ளன.



**பேராசிரியர். சோ. ஹரிபாண்டியராஜன் M.A., B.Ed., M.Phil,**

தற்பொழுது விருதுநகர் இந்து நாடார்கள் செந்திக்குமார நாடார் கல்லூரியில் உதவிப் பேராசிரியராக முதுகலைத் தமிழ்த்துறையில் பணியாற்றிவருகிறார். ஆசிரியர்ப் பணி அனுபவம் 9 ஆண்டுகள். 7 முதுகலை மாணவர்களது ஆராய்ச்சிக்கு வழிகாட்டியுள்ளார். தேசிய, பன்னாட்டு அளவிலான கருத்தரங்கில் கலந்து கொண்டு 12 ஆய்வுக் கட்டுரைகளை சமர்ப்பித்துள்ளார். 3 ஆண்டுகளாக கல்லூரியில் தேசிய பேரிடர் மேலாண்மைக் குழுவின் ஒருங்கிணைப்பாளராகச் செயல்பட்டு வருகிறார். மேலும் கல்லூரி நுண்கலைமன்றம் சார்பாக இயங்கிவரும் செந்தி-பேச்சரங்கத்தினை ஒருங்கிணைத்து வருகிறார். பதிப்பாசிரியராக இருந்து ISBN எண்ணுடன் 3 புத்தகங்களை வெளியிட்டுள்ளார்.

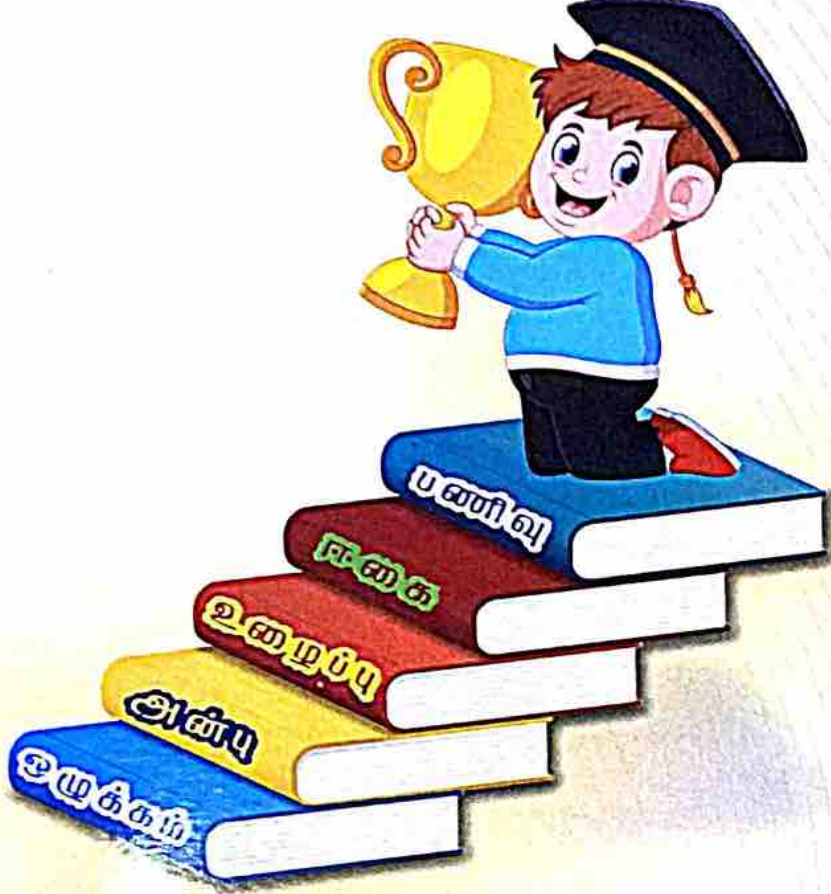
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# மதிப்புக் கல்வி



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முனைவர். பா.சுந்தர பால்முயன்  
முனைவர். த.செல்வசங்கரன்  
பேரா. சோ.ஹரிபாண்டிராஜன்



வி. இ. நா. செந்திக்குமார நாடார் கல்லூரி (தன்னாட்சி)  
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# மத்ப்புக் கல்வீ

பதிப்பாளர்கள்

முனைவர் பா.சுந்தர பாண்டியன்

முனைவர் த.செல்வசங்கரன்

பேரா. சோ.ஹரிபாண்டிராஜன்



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குறைந்த கட்டணத்தில் உயர்தரக் கல்வி

விருதுநகர்

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அச்சிட்டோர்	:	முத்து பிரிண்டர்ஸ், விருதுநகர்.

(இந்நூலில் இடம் பெற்றுள்ள கட்டுரைக் கருத்துகளுக்கு அந்தந்தக் கட்டுரையாளர்களே முழுப் பொறுப்பாவார்கள்)



9. **மதிப்புகளில் உள்ள முரண்கள்**

165-193

அறிமுகம் - முரண்களின் வகைகள் - முரண்களை உருவாக்குவதில் மதிப்புகளின் பங்கு - முரண்களுக்கான காரணங்கள் - முரண்களைப் புரிந்து கொள்ளுதல் - சமூக எதார்த்தங்களைப் புரிந்து கொள்ளுதல் - முரண்களின் தாக்கமின்றி சமூகத்தில் இணக்கமாக வாழ்தல்.

**முனைவர் வீ.ச.அசோக்குமார்**

உதவிப்பேராசிரியர், முதுகலைத்தமிழ்

வி.இ.நா.செந்திக்குமார் நாடார் கல்லூரி(தன்னாட்சி), விருதுநகர்.

10. **மதிப்புகளை தொடர்ந்து வலியுறுத்தும் யுக்திகள்**

194-215

பாடத்திட்டங்கள் வழி மதிப்புகளைத் தொடர்ந்து வலியுறுத்துதல் - பாடத்திட்டம் சாராத இதர துறைகள் வாயிலாக வலியுறுத்துதல் - இலக்கியங்கள் வழி வலியுறுத்துதல் - மதிப்புணர்ச்சியை கதைகள் வாயிலாக வளர்த்தல் - நாடகங்கள் வழி - திரைப்படத் துணுக்குகள் வழி - விளையாட்டுக்கள் வாயிலாக மதிப்புகளை வளர்த்தல்.

**முனைவர் க.ஸ்ரீதர்**

துறைத்தலைவர், முதுகலைத்தமிழ்

வி.இ.நா.செந்திக்குமார் நாடார் கல்லூரி(தன்னாட்சி), விருதுநகர்.

## மதிப்புகளைத் தொடர்ந்து வலியுறுத்தும் யுக்திகள்



ஒருவன் தன்னிடம் பிறர் எப்படி நடந்து கொள்ள வேண்டுமென எதிர் பார்க்கிறானோ அப்படி எல்லோரிடமும் தான் நடந்து கொள்வதே ஒழுக்கமாகும்

- பெரியார்

### பாடத்திட்டங்கள் வழி மதிப்புகளை வலியுறுத்தல்

உலகில் சிறந்த கல்விமுறையைக் கொண்டிருக்கும் பின்லாந்தில் ஏழு வயதில்தான் ஒரு குழந்தை கல்வி கற்கத் தொடங்குகிறது. பதினாறு வயதில் முதல் தேர்வை எதிர்கொள்கிறார். இதைத் தொடர்ந்து இவர் தனக்கான துறையைத் தேர்ந்தெடுத்துப் பயில்வார். ஆனால் நம்நாட்டில் 2½ வயதில் கல்வி மற்றும் தேர்வுப் பயணம் தொடங்குகிறது. 16 மற்றும் 18 வயதில் தனக்கான துறையைத் தேர்ந்தெடுத்துப் பயில வேண்டும். இதற்குப் பந்தையக் குதிரையைப் போன்று மதிப்பெண்ணைப் பெறுவதற்கு (மெக்காலே கல்வி முறையில்) நித்தம் நித்தம் மனனம் செய்து ஒப்புவிக்கும் பயிற்சியை மேற்கொள்ள வேண்டும். இக்கல்வியை நாலடியார், “கல்வி கரையில் கற்பவர் நாள்சில” என்கிறது. ஒளவையார், “கற்றது கைம்மண்ணளவு கல்லாதது உலக அளவு” என்று குறிப்பிட்டு உள்ளார்.

மனிதன் தன் வாழ்வில் நாலில் ஒரு பங்கு அல்லது நாலில் இரு பங்கைக் கல்விக்காகச் செலவிடுகின்றான். இவ்வளவு முக்கியத்துவம் வாய்ந்த கல்வி அவனது வாழ்வை வளமாக்குகிறதா? அர்த்தமுடையதாக்குகிறதா? என்று ஆராய்ந்தால் தெளிந்த பதில் கிடைப்பதில்லை. இச்சூழலில் “ஏட்டுச் சுரக்காய் கறிக்கு உதவாது” என்ற சொல்லடையே நினைவிற்கு வருகிறது. கல்வி நிறுவனங்கள் குறிப்பிட்ட ஒரு துறையின் செயல்பாட்டை / நுட்பத்தை / அறிவை மட்டுமே போதிக்கின்றன; போதிக்கவும் முடியும். ஆனால் மனிதனுக்குத் தன்னைச் சுற்றி அன்றாடம் நிகழும் நிகழ்வினை எதிர்கொள்ளும் ஆற்றல் வேண்டும். உலகின் போக்கிற்கேற்ப தன்னை வடிவமைத்துக் கொள்ளும் திறன் வேண்டும். இதற்கு மனிதன் தன் மதிப்பையும், உலக





**முனைவர். பி. சந்திர பாரம்பரம் B.A., M.A., M.Sc., M.A., M.Phil., Ph.D., Ph.D., Ph.D., Ph.D., Ph.D., Ph.D.**

வணிகவியல் மற்றும் வேளாண்மைத் துறையில் கடந்த 30 ஆண்டுகளுக்கு மேலாக சிறந்த எழுத்தாளராக, சிந்தனைபுரளாக அறியப்படுகிறார். இவர் 2011ல் இருந்து தற்பொழுது வரை விருதுநகர் இந்து நபர்கள் செத்திக்குறா நபர் கல்லூரியின் மூத்தவராக சிறப்பாகச் செயலாற்றி வருகிறார். கடந்த 10 ஆண்டுகளில் கல்லூரிக்கும் பல்வேறு ஆயாச்ச்சி நறுவணங்க்களிடம் இருந்து பத்தகோட்கும் மேலாக பல்வேறுபட்ட ஆயாச்ச்சிகளுக்கு பணம் வாங்கித் தந்து கல்லூரி மேம்பாட்டிற்கு உதவியுள்ளார். 43 ஆய்வு நிறைவுர் பாணவர்களையும், 13 முனைவர் பட்ட ஆயாச்ச்சி பாணவர்களையும் உருவாக்கியுள்ளார். இதுவரை 40 பத்தகங்களை எழுதியுள்ளார் என்பது சிறப்பான அம்சமாகக் கருதப்படுகிறது. தேசிய பன்னாட்டு அளவிலான கருத்தாங்கில் கலந்து கொண்டு, 226 ஆய்வுக் கட்டுரைகளை எழுதி ஆய்வுத்திரணில் தனித்திரன் பெற்றவராகத் தன்னை வெளிப்படுத்தி நிற்கிறார். UGC-ன் Major Research Project உ முடித்துள்ளார். தமிழக அரசின் உயர் கல்வித்துறை வழங்கும் சிறந்த ஆசிரியருக்கான விருதினை 2007-2008 கல்வி பாண்டில் பெற்றுள்ளார். விருதுநகர் இந்து நபர்கள் செத்திக்குறா நபர் கல்லூரி வழங்கிய சிறந்த ஆசிரியருக்கான விருதினை 2008-2009 கல்வியாண்டில் பெற்றுள்ளார். நேடு குழுபத்தினால் வழங்கப்படும் வாழ்நாள் சாதனைபுரள என்ற விருது இவருக்கு வழங்கப்பட்டுள்ளது. PEARL என்ற கல்வி மேம்பாட்டு நிறுவனம் வழங்கிய சிறந்த நிர்வாகி என்ற விருதினை 2007 ல் பெற்றுள்ளார். UGC, TANCHE மற்றும் NAAC ஆகிய அமைப்புகளின் நிதி உதவியுள் பாணவர்களும், ஆசிரியர்களும் பயன் பெறும் வண்ணம் பல்வேறு கருத்தாங்குகளை நடத்தியுள்ளார். மலேசியாவின் கோலம்பூரில் Emerging Trends In Science and Social Science என்ற தலைப்பில் 02.05.2012, 03.05.2013 ஆகிய தேதிகளில் நடைபெற்ற பன்னாட்டு கருத்தாங்கில் தலைவராகச் செயல்பட்டுள்ளார். NAAC து பதிப்பீட்டுக் குழுவின் ஒரு உறுப்பினராக இருக்கிறார்.



**முனைவர். த. செல்வசுந்தரன் B.A., M.A., Ph.D.**

தற்பொழுது விருதுநகர் இந்து நபர்கள் செத்திக்குறா நபர் கல்லூரியில் உதவிப் பேராசிரியராக தமிழ்த்துறையில் பணியாற்றி வருகிறார். ஆசிரியப் பணி அனுபவம் 16 ஆண்டுகள். இக்கால இடைக்கியத்தில் நவீனக் கவிதைகள் எழுதுவதில் ஆர்வம் மிகுந்தவராகக் காணப்படுகிறார். இதுவரை 3 கவிதைப் பத்தகங்களை வெளிப்பட்டுள்ளார். உயிர்ப்பா, காலச்சுவடு, பதியகாற்று, பண்பல்லை, சிற்றேடு, தாய் விசுடன், ஆனந்தவிசுடன் ஆகிய பல்வேறு இதழ்களிலும், உயிரோலக, பதாங்க, கனலி, அரு ஆகிய இணைய இதழ்களிலும் இவரது கவிதைகள் வெளிவந்துள்ளன. 12 ஆய்வுக் கட்டுரைகளை எழுதியுள்ளார். 5 ஆய்வு நிறைவுர் பாணவர்களையும் தயாராக்கி உள்ளார். ஒரு ஆய்வு பாணவர் இவரிடம் முனைவர் பட்ட ஆய்வு செய்துவருகிறார். JCI Virudhunagar 2016 ஆம் ஆண்டு Excellence In Teaching Award என்ற விருதினையும், இதயம்-G நிறுவனம் 2020 ல் சிறந்த ஆசிரியருக்கான விருதினையும் வழங்கியுள்ளன.



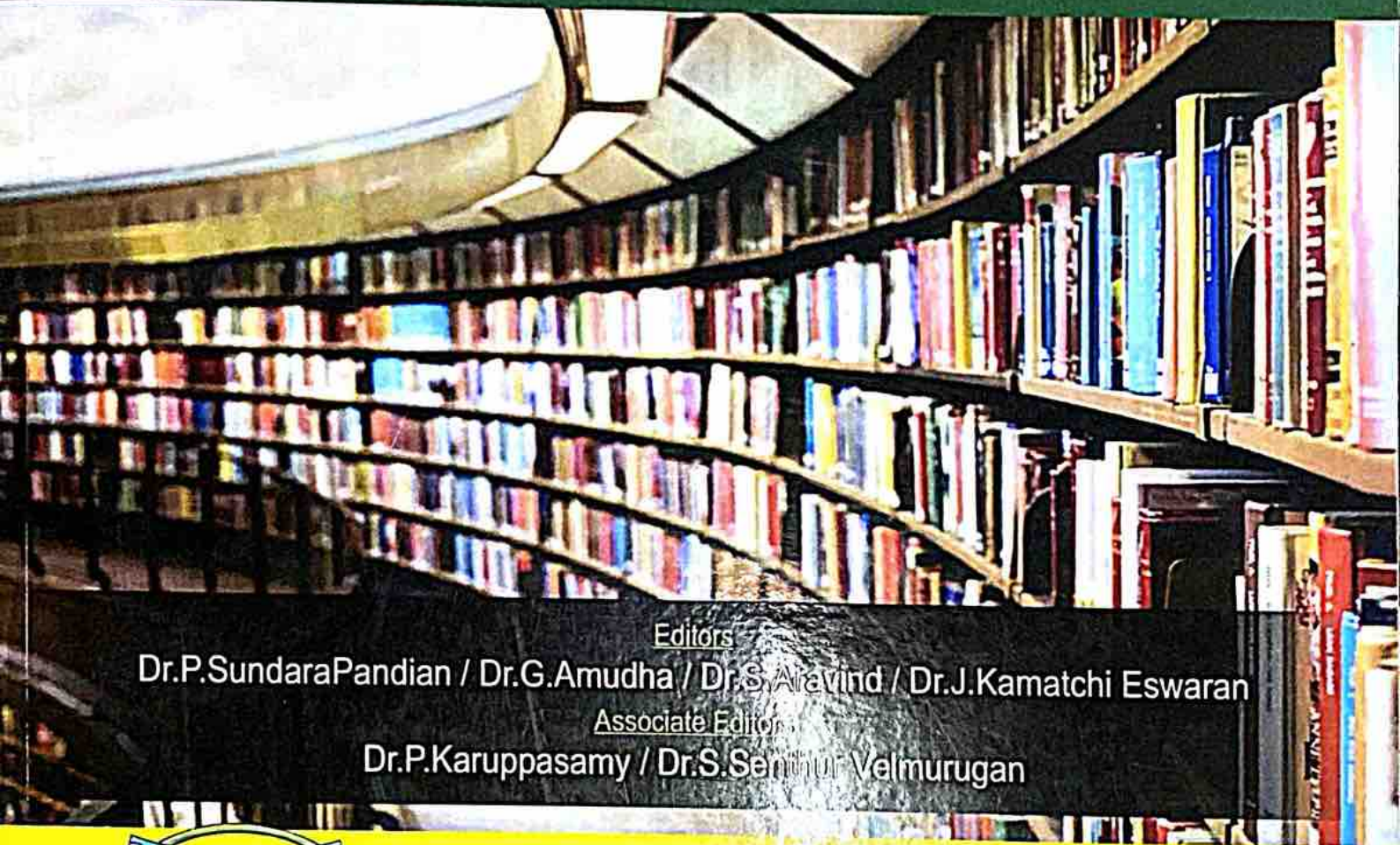
**பேராசிரியர். சோ. ஹரிபாரம்பரம் B.A., M.A., Ph.D.**

தற்பொழுது விருதுநகர் இந்து நபர்கள் செத்திக்குறா நபர் கல்லூரியில் உதவிப் பேராசிரியராக மூதுகலைத் தமிழ்த்துறையில் பணியாற்றிவருகிறார். ஆசிரியப் பணி அனுபவம் 9 ஆண்டுகள். 7 மூதுகலை பாணவர்களது ஆயாச்ச்சிக்கு வழிகாட்டியுள்ளார். தேசிய, பன்னாட்டு அளவிலான கருத்தாங்கில் கலந்து கொண்டு 12 ஆய்வுக் கட்டுரைகளை சமர்ப்பித்துள்ளார். 3 ஆண்டுகளாக கல்லூரியில் தேசிய பேரிடர் மேலாண்மைக் குழுவின் ஒருங்கிணைப்பாளராகச் செயல்பட்டு வருகிறார். மேலும் கல்லூரி பண்கலைமன்றம் சார்பாக இயங்கிவரும் செத்தி-பேச்சுங்கத்தினை ஒருங்கிணைத்து வருகிறார். பதிப்பாசிரியராக இருந்து ISBN எண்ணுடன் 3 பத்தகங்களை வெளிப்பட்டுள்ளார்.





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**BFA-001**

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## **A BIOGRAPHICAL VIEW OF LITERATURE IN BIBLIOTHERAPY**

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**Dr.S.Manohari,**

Librarian, Kamaraj College of Engineering & Technology, Virudhunagar

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### **INTRODUCTION**

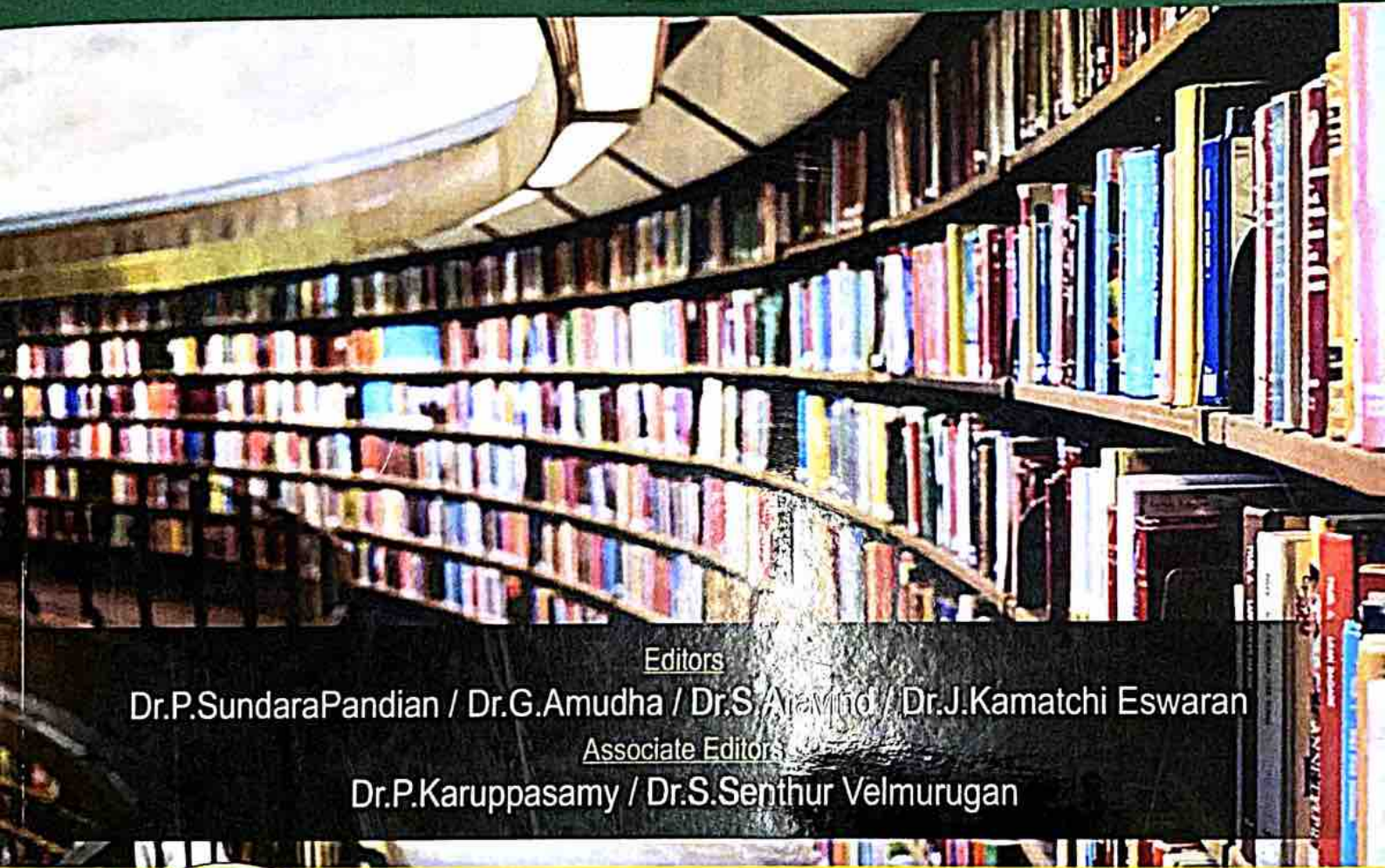
The high level of human expectation in the 21st century also directly affects the psychology of human of this century. That's why; people are increasingly in need of support and help from others. In this century, where psychological problems such as anxiety, stress, low motivation, etc. are on the highest level, the search for a solution to these problems that reduce the quality of life of the individual leads to finding new treatment methods.

The developments in psychology in the 21st century, it can be said that individual searches have increased significantly. Bibliotherapy, which emerges as a result of people searching for their own solutions to their own problems, aims to find solutions to psychological problems through the use of literature. Hence, literary works, which can also be used to increase morale and motivation, take an important place in bibliotherapy.

Feelings such as love, hatred, compassion, etc. are real even in fairytales with extraordinary possibilities. For this reason, the works that describe the human being open a new door into different worlds of the individual and affect the depths of his soul. Considering this fact, it can be said that it goes back very early in the history that people have been interested into books, solve their problems through them and try to treat the soul by using them. For this reason, the exact explanation of what bibliotherapy is and knowing its history will also be the answer to the question of why we should use books more.



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**Authors Name : Dr. P.Sundara Pandian, Dr. G.Amudha  
Dr. S.Aravind, Dr. J.Kamatchi Eswaran,  
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BFA-003

## நூல்கள் வாசிப்பும் மேம்பட்ட வாழ்வும்

முனைவர். இரா.ஜீவா,  
தமிழ்த்துறை (உதவிப்பேராசிரியர்),  
வி.இ.நா.செ.நா.கல்லூரி (தன்னாட்சி), விருதுநகர்

### முன்னுரை:

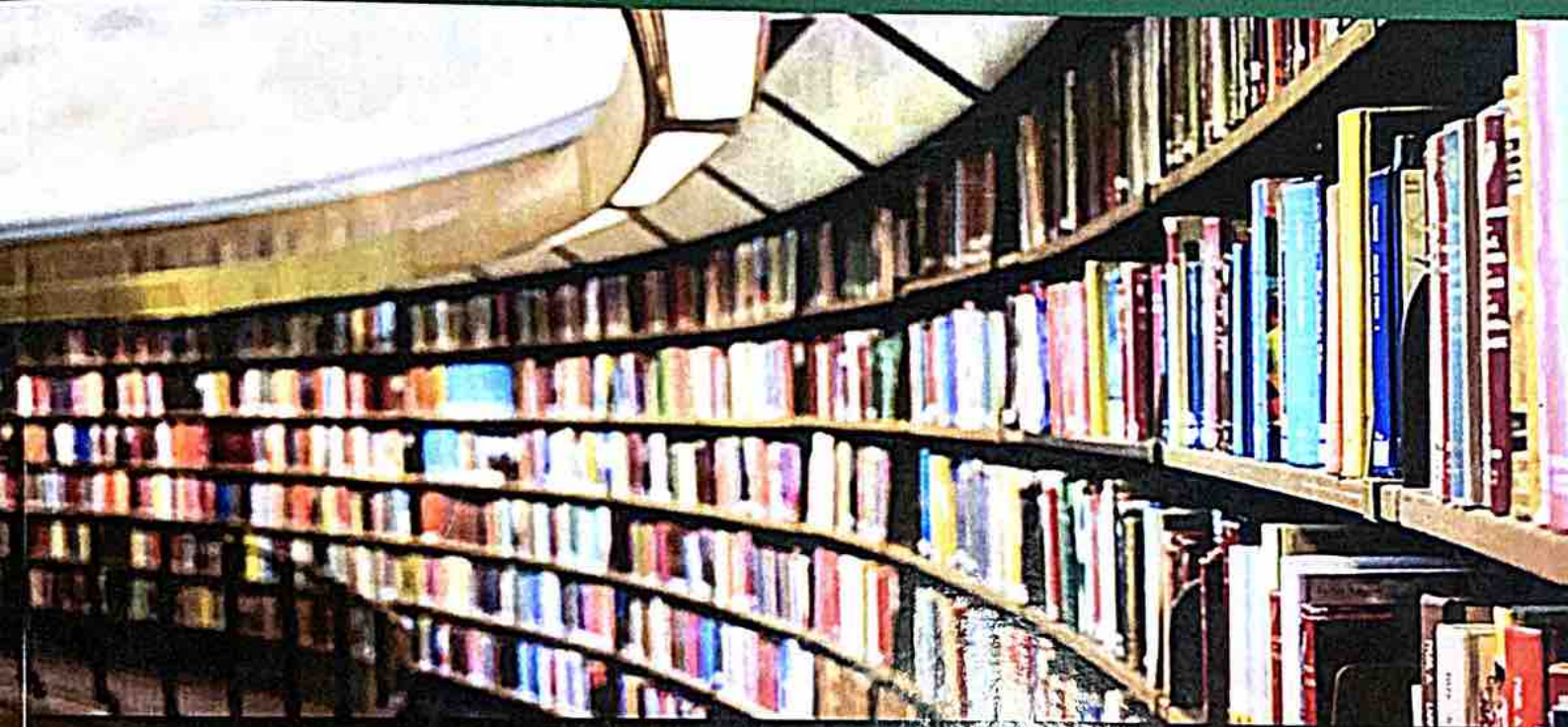
இன்றைய குழந்தைகள் அனைவருக்கும் நூல்களை வாசிப்பது குறித்தும் அதன் நன்மைகள் குறித்தும் தெரியப்படுத்தி நூல்களை பயில தூண்டுதல் வேண்டும். நூல்கள் என்பது காரிருளில் செல்பவர்களுக்கு பேரொளியாகவும், வழி தவறியவர்களுக்கு ஓர் வழிகாட்டியாகவும் திகழ்கின்றன. உலகின் பெரிய மாமேதைகள் அனைவருமே புத்தகம் வாசிக்கும் பழக்கத்தின் மூலம் உருவானவர்களே. இன்றைய நாளில் நூல்கள் வாசிப்பு என்பது மிகவும் குறைந்து உள்ளது. நமது ஒய்வு நேரங்களை பயனுள்ளதாக்கிக் கொண்டு அறிவை மேம்படுத்த நூல்களே மிகச் சிறந்த கருவியாக உள்ளன. ஒருவர் பயிலும் சிறந்த நூல்களே அவர்களின் சிறந்த நண்பனாக ஆகின்றது. நூல்கள் என்றால் தேவையற்ற நூல்களை வாசிப்பது அல்ல அறிவியல் நூல்கள், மாமேதைகளின் சரித்திர நூல்கள், சமய நூல்கள் போன்ற அறிவுப் பசிக்கு தீனிபோடும் நூல்களை பயில்தல் வேண்டும். அவை பற்றிய விரிவான கருத்தை இக்கட்டுரையின் மூலம் ஆராய்வோம்.

### நூல்கள் வாசிப்பின் பயன்கள்:

நூல்கள் வாசிப்பதன் மூலம் சிந்தனைத்திறன் மேலோங்கும், சொல்வளமும், கற்பனை வளமும் பெருகும், எது குறித்தும் எவரிடமும் தயக்கமின்றி பேச முடியும். தனிமையில் சிக்குண்டு தவிப்பதை தவிர்த்துவிடும். மனஅழுத்தத்தை குறைக்க முடியும், உலகின் பல கலாசார மற்றும் அறிவியல் தகவல்களை நம்மால் அறியமுடியும். நம் அறிவை விரிவுபடுத்திக் கொள்ள முடியும்.



# BIBLIOTHERAPY FOR ALL AN INNOVATIVE PRACTICE IN LIBRARY



Editors

Dr.P.SundaraPandian / Dr.G.Amudha / Dr.S.Aravind / Dr.J.Kamatchi Eswaran

Associate Editors

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**BFA-004**

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## **OVERVIEW OF THE IMPACT OF TECHNOLOGY IN LIBRARY IN DIGITAL ERA**

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R.K.Manju@Mahalakshmi\*,  
Dr. J.Kamatchi Eswaran\*

\*Assistant Professor, Department of Commerce,  
V.H.N.S.N.College (Autonomous), Virudhunagar

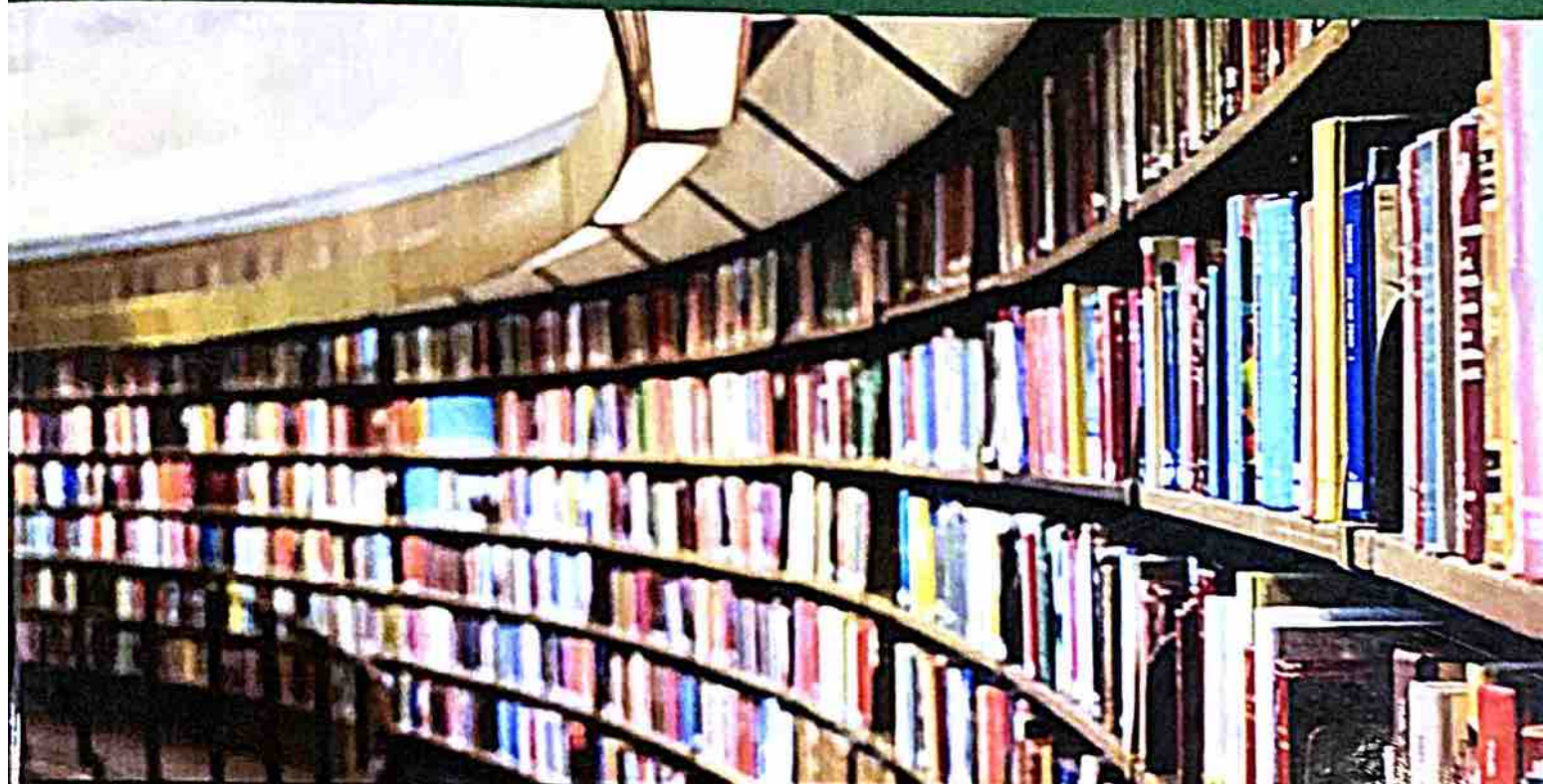
### **Introduction**

The term "digital covers the creation and distribution of all types of information over networks, digital library that delivers scientific, technical, and business information to users with a personal computer, Internet access, and one of the common worldwide Web browsers. The Library without Walls focuses on creating a network of knowledge systems that facilitate scientific communication and collaboration. We are living in the information age where the information is basic requirement to everybody because without information we cannot do anything in a proper way.

Now day's information literacy is the key of knowledge where the libraries help us for getting their information. Library has provided several new media, new modes of studies, organizing, retrieving the information so that mean library strategically provides information to all users. Information Professional accomplishes this through the development, deployment, and management of information resources and services. So the main facton of the library in the digital era likes a communicator of information and for that libraries have become increasingly aware that their digital collections. Information and communication technology has revolutionized the concepts of libraries so each and every library slowly getting digitized. However, the main purpose of digital libraries remains consistent with that of traditional libraries in that the purpose of digital libraries is to organize, distribute, and preserve information resources just as it is for traditional libraries.



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**BFA-005**

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## **A STUDY ON IMPACT OF USE OF INFORMATION TECHNOLOGY IN ACADEMIC LIBRARIES**

---

**R.Sivajothi,**

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### **INTRODUCTION**

The Topic 'Advances in search engine technology' focuses as a broad range of activities related to the assessing user needs, evaluation of the present data collection, weeding out, and storing parts of the data and planning for resource sharing. Advancement in search engine technology is not any single activity or group of activities; it is a planning and decision making process. In recent years, information

technologies have advanced to such an extent that their impact on libraries is significant. Particularly, development regarding digital libraries, Internet, electronic publications, CD-ROMs, etc., have forced the librarians to change the way they are now functioning. An attempt has been made in this paper to discuss the impact of recent advances in IT on search engine.

### **CHALLENGES IN ACADEMIC INDIAN LIBRARIES**

There are various major challenges that every librarian faces in Academic Indian Libraries. Some of the more serious challenges facing the development of Indian libraries



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# **BIBLIOTHERAPY: CONCEPTS, BENEFITS AND PROCESS**

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**Mr. S.Arun Dinesh Raj,**  
Research Scholar (Ph.D.) MKU Madurai.

**Dr. G.Amudha**  
Librarian, VHNSN College (A). Virudhunagar

## ***Introduction.***

When dealing with personal issues such as anxiety and depression or coping with grief, sometimes it can be difficult to make sense of what is happening in your mind and body. Bibliotherapy aims to bridge this gap by using literature to help you improve your life by providing information, support, and guidance in the form of reading activities via books and stories.

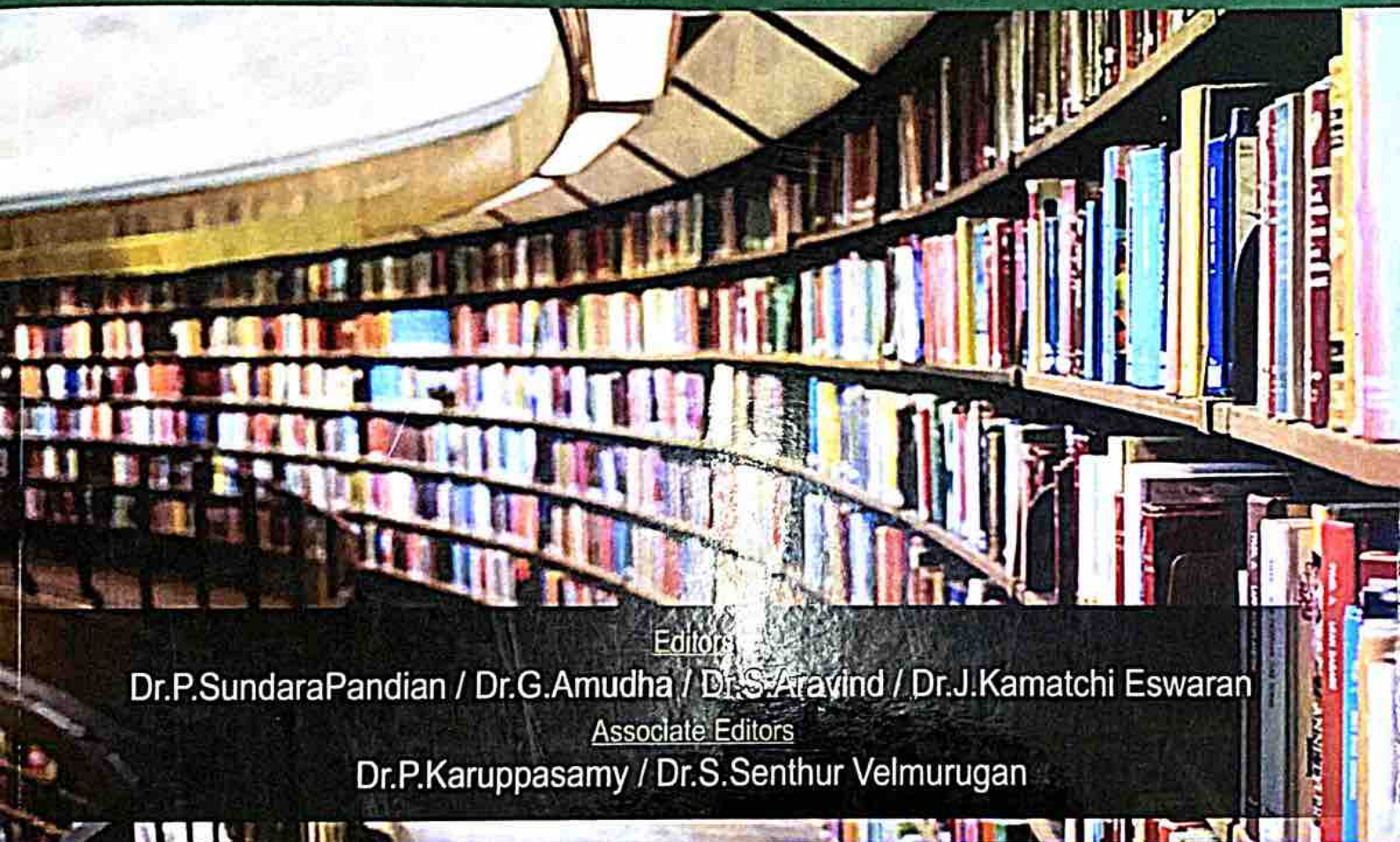
## ***History of Bibliotherapy***

Storytelling, creative writing, and reading have long been recognized for their therapeutic potential. The use of literature as a healing method dates back to ancient Greece, when Grecian libraries were seen as sacred places with curative powers. In the early nineteenth century, physicians like Benjamin Rush and Minson Galt II began to use bibliotherapy as an intervention technique in rehabilitation and the treatment of mental health issues. During World Wars I and II, bibliotherapy was used to help returning soldiers deal with both physical and emotional concerns.

In a 1916 article published in *The Atlantic Monthly*, Samuel Carothers defined bibliotherapy as the process of using books to teach those receiving medical care about their conditions, and *Dorland's Illustrated Medical Dictionary*, published in 1941, officially



# BIBLIOTHERAPY FOR ALL AN INNOVATIVE PRACTICE IN LIBRARY



Editors

Dr.P.SundaraPandian / Dr.G.Amudha / Dr.S.Aravind / Dr.J.Kamatchi Eswaran

Associate Editors

Dr.P.Karuppasamy / Dr.S.Senthur Velmurugan



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**BFA-010****BOOK READING- DOES IT REDUCES STRESS?**

P. Geetha,

Assistant Professor in Commerce, V.H.N.S.N. College (Autonomous), Virudhunagar.

**INTRODUCTION**

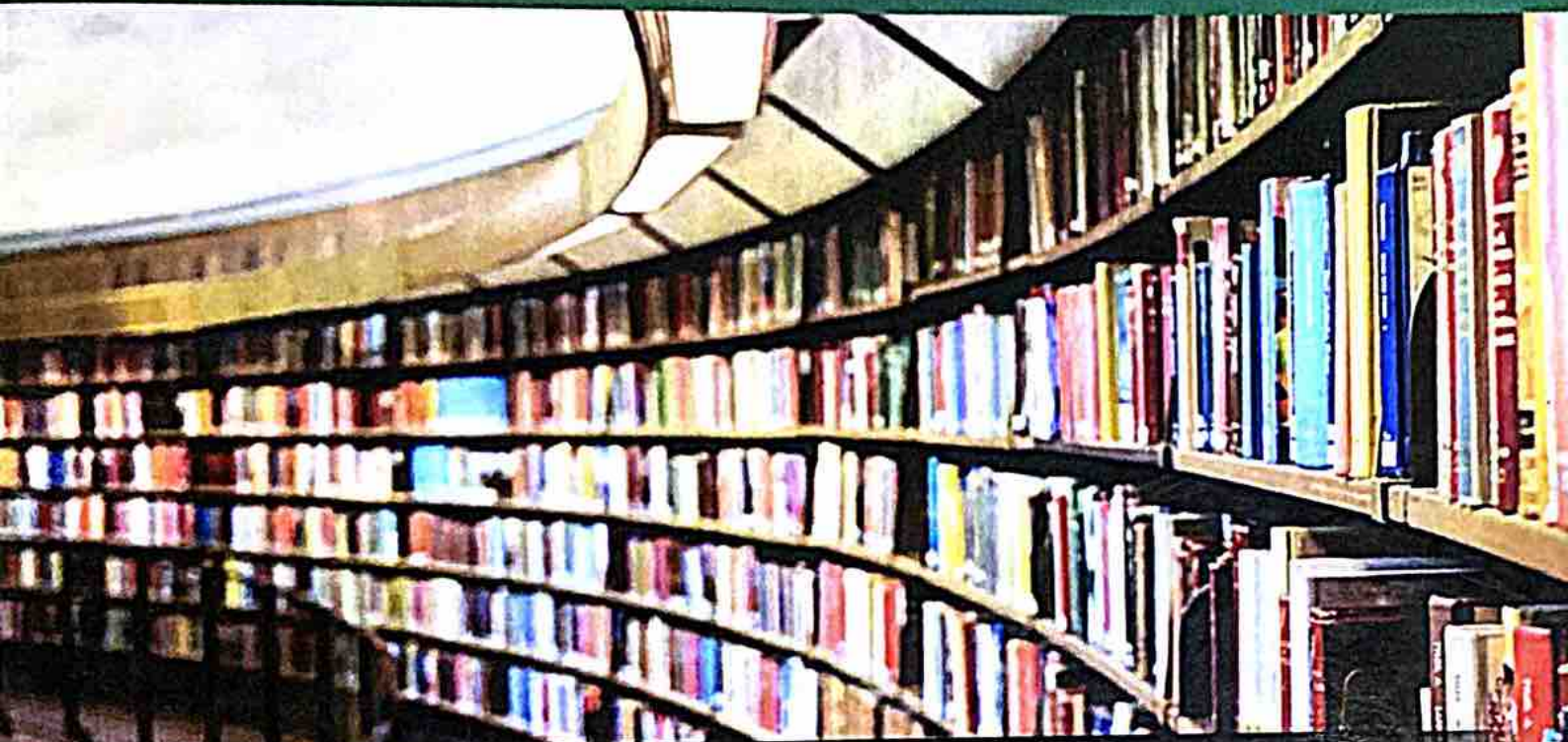
Stress is a feeling of emotional or physical tension. It can come from any event or thought that makes you feel frustrated, angry, or nervous. Stress is your body's response to changes in your life. There are many causes of stress which couldn't be avoided but managed. Reading is the best way to relax and even six minutes can be enough to reduce the stress levels by more than two thirds, according to new research. And it works better and faster than other methods to calm frazzled nerves. Psychologists believe this is because the human mind has to concentrate on reading and the distraction of being taken into a literary world eases the tensions in muscles and the heart. It's practically impossible to avoid stress in today's hectic world. With so many tasks seeking for our attention, it's easy to feel overwhelmed and overworked. According to a recent study, six minutes of sustained reading each day can reduce a person's stress level by 68 percent, thereby helping individuals to clear their minds and minimize bodily tension. We shall discuss how books and reading habits helps us in reducing stress levels and managing anxiety.

**WHAT IS STRESS?**

Stress is a feeling of emotional or physical tension. It can come from any event or thought that makes you feel frustrated, angry, or nervous. Stress is your body's reaction to a challenge or demand. In short bursts, stress can be positive, such as when it helps you avoid danger or meet a deadline. But when stress lasts for a long time, it may harm your health. Your body reacts to stress by releasing hormones. These hormones make your brain more alert, cause your muscles to tense, and increase your pulse. In the short term, these reactions are good because they can help you handle the situation causing stress. This is your body's way of protecting itself.



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**BENEFITS OF READING**

Ms. K. Abirami,  
III BA English, VHNSN College, Virudhunagar.



Reading maketh a full man, conference a ready  
man, and writing an exact man.

(Francis Bacon)

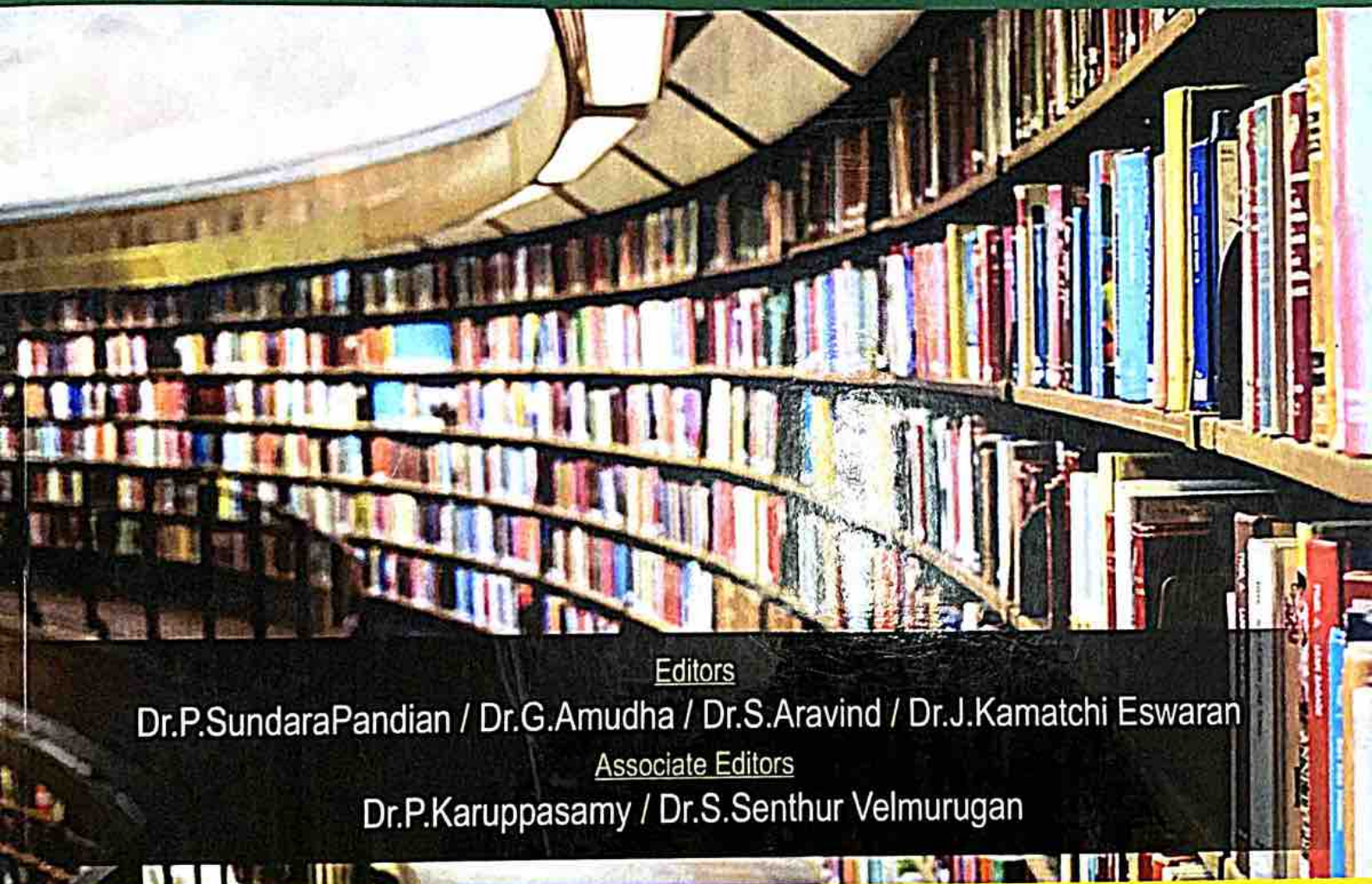
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“Reading maketh a full man”, a famous word said by great English philosopher Sir Francis Bacon. Because he knows the value of reading, without reading we can't know the anything. Not only bacon all the great leader around the world suggests reading books daily. Because one good book equal to one good friend. Through reading we can learn lots of things. Examples, learn new words, strengthen our writing ability, and improve our memory power and so one. It is easy to enjoy books when you are merely reading for pleasure. Reading is a great way to improve yourself all around.

Book not only consists of words, paragraph, or lines it's an emotion, feeling, imagination of one person. From books we can observe another person life experience. Books can hold and keep all kinds of information, stories, thoughts and feelings unlike anything else in this world. It is a timeless form of entertainment and information. Reading bought us to another world through imagination. Some books keep us enthusiastic to know “what should happen



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**BFA-013****READERS PSYCHOLOGY:  
UNDERSTANDING PERCEPTIONS OF BIBLIOTHERAPY WITH  
SPECIAL REFERENCE TO VIRUDHUNAGAR DISTRICT**

Dr. P.Karuppasamy and Dr. G. Amudha\*\*

\*Library Assistant.

The Standard Fireworks Rajaratnam College for Women, Sivakasi.

\*\*Librarian, VHNSN College, Virudhunagar

**Introduction**

All of us know very well about the consumer. Consumer is buyer or customer in day-to-day life. In library terms consumer is known as user. Consumer expects the quality of product from the seller. This concept is applicable to the profit and service oriented organizations. The librarian is also expecting to provide the quality of products to the users. It is not easily to identify the user needs because shy readers have not been entered the library and some other users have diverted the mind by various ways. So, the librarian must be organizing the psychological orientation programme. This programme helps to improve the user confidence.

**Example**

If some men like to go the mind way, angry will be created automatically. So they affected the following way.

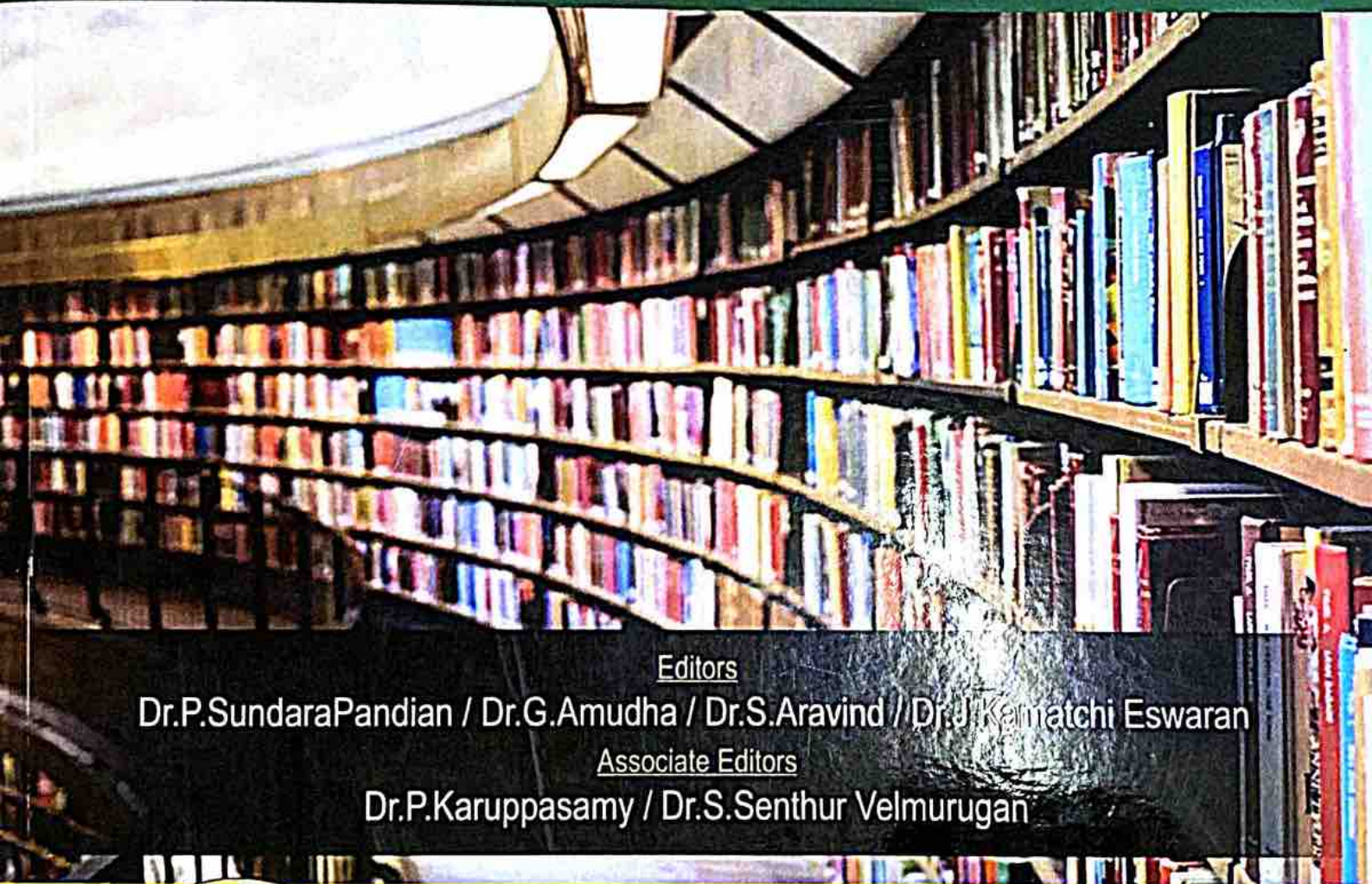
Driving+ Angry = Dangerous

Studying+ Angry = Loss of Marks

Working+ Angry = Loss of the relationships with colleagues



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Dr. V.Senthur Velmurugan,  
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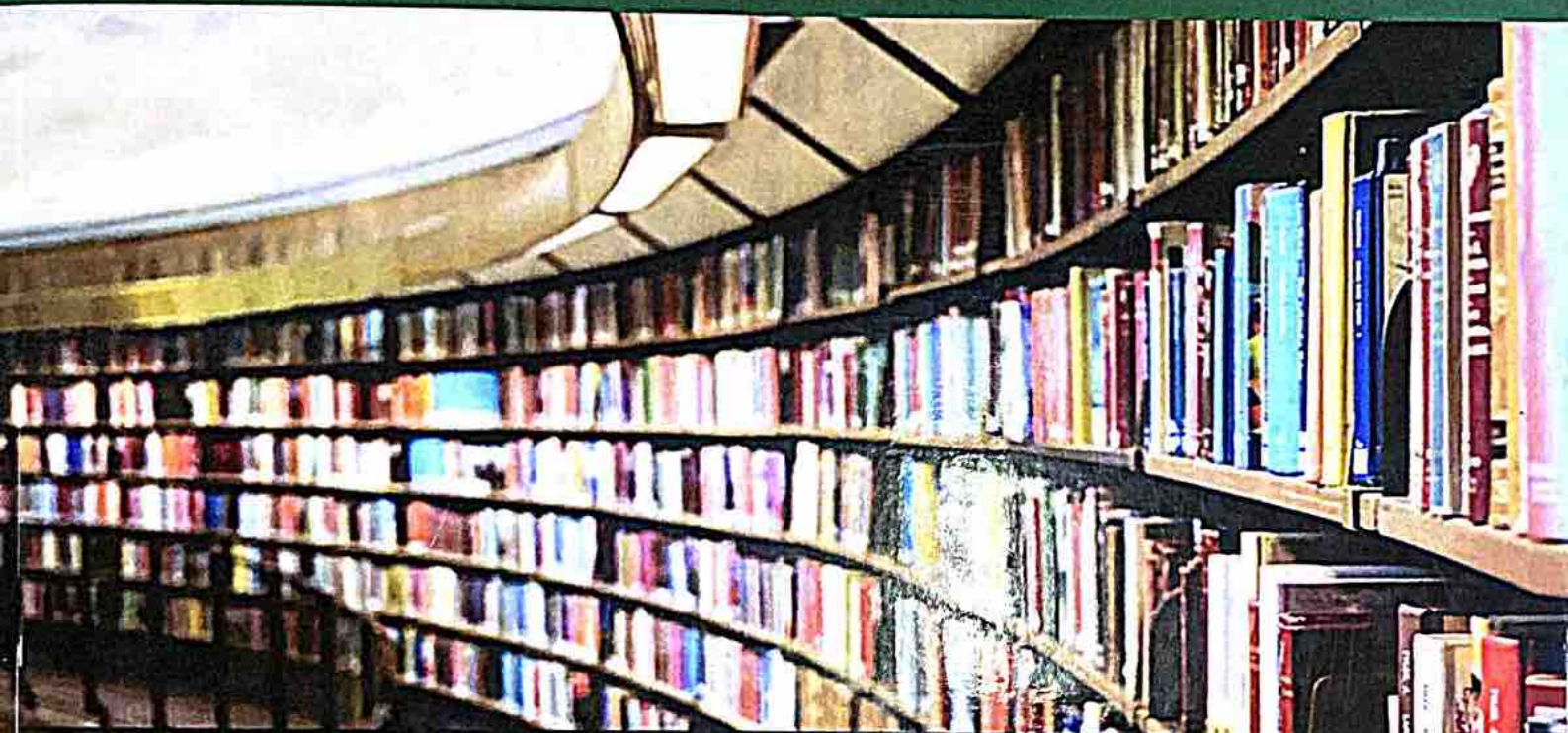
Dr. G.Amudha,  
Librarian, VHNSN College (Autonomous), Virudhunagar

**INTRODUCTION**

Pressures and Stress are the changes that our bodies experience as we adjust to our continuously changing environment. The rapid adoption of information and communication technologies and their extensive use in learning institutions and system administration has introduced new library and information services. The introduction of different learning modes and expansion of academic programs have also resulted in the librarian, facing more challenges as compared to his predecessors. It is the fact the librarians have exposed to a considerable amount of pressure and stress in their work. Many factors are responsible to create stress; like staff problem, inadequate budget allocation and management support, too much responsibility with secondary duties & heavy workload, working with changing technology, changing users' demands, etc. According to Pantry (2007) 4 library workers deal with constantly changing technology, shrinking budgets, outsourcing, excessive workload, and burnout, all of which can precipitate internal stress and conflict. Libraries are also vulnerable to stress from external sources as a result of their accessibility to the general public, welcoming atmosphere, and service ethic.



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Authors Name : Dr. P.Sundara Pandian, Dr. G.Amudha  
Dr. S.Aravind, Dr. J.Kamatchi Eswaran,  
Dr. P.Karuppasamy, Dr. V.Senthur Velmurugan

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**BFA-015**

## Digital Library – An Overview

Selvanathan.S,

Assistant Professor of Commerce (SF), VHNSN College (Autonomous), Virudhunagar

### Introduction

Librarians should lead the way in technology use among fellow residents and gain more time for the most important activity: helping patrons. Since the main mission of most libraries is to offer equality of access to information for every citizen, then why not be a trendsetter in digital use and implement innovative technologies and services in libraries. This chapter presents a range of relevant and useful innovative technologies and services to implement in the libraries. We focus on the technology's applicability for the library and not on the potential budgetary impacts of said technologies i.e., Big Data, RFID technology, QR code technology, Social Media use in library service etc.

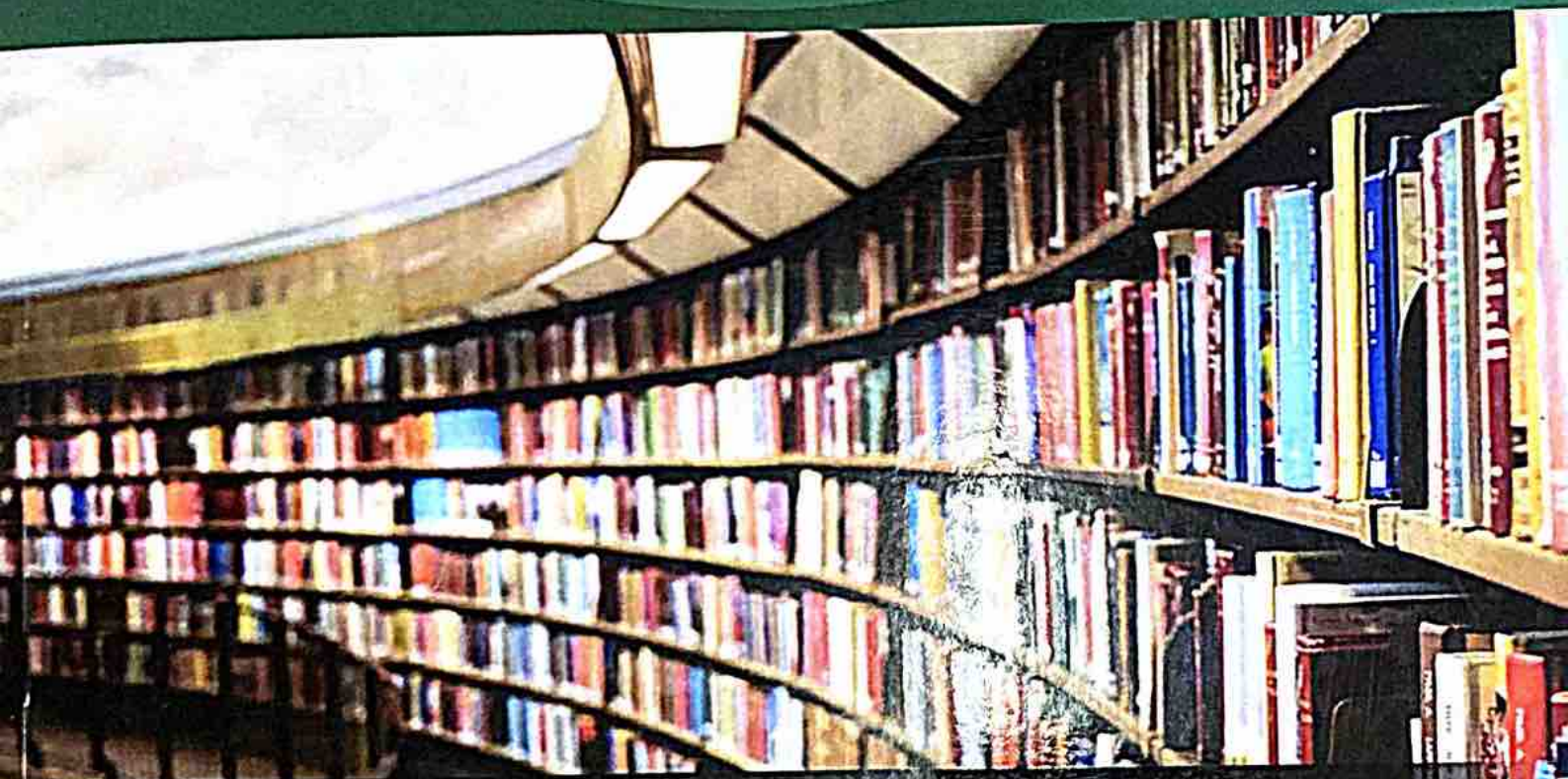
### Innovative Research in Library and Information Science

#### SOCIAL MEDIA

The growing use of social media such as LinkedIn, Facebook, Twitter, Google+ etc. by users in the 21st century social media play a vital role in libraries and providing new challenges for libraries to keep up to with the growing needs of their users. This paper describes the role of social media in libraries. In this digital era, data can be accessed from anywhere, at any time without borders. Social media involves social relations amongst people who have some type of relationship or affiliation. It encompasses Blogs, Facebook, Social marks, Podcasting, Mash-up, YouTube, RSS, Flickr, Tag Cloud, Folksonomy, Wikis, MySpace, Twitter, among others. It may be conceptualized as socio-technical arrangements incorporating technologies that support such activities. Social media ethical concerns include identity, privacy, surveillance, friending, and user exploitation. At present, the



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Associate Editors

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**BFA-022**

## **ACCOMPANIED EDUCATION FOR YOUTH THROUGH ACADEMIC LIBRARIES (AEYAL)**

M. Selvam, Ph.D Research Scholar, Bharathiyar University, Coimbatore – 641043

Dr. G. Amudha, Librarian, VHNSN College (Autonomous), Virudhunagar - 626001

### **1. EXISTING SYSTEM: AN INTRODUCTION**

The SHAPE is a holistic mentoring programme for the undergraduate students in Sacred Heart College (Autonomous). The Salesian System of Education has a unique way of mentoring, which is by accompanying the young by Salesians and teachers. They help the young people to take responsibility for their own development in the following dimensions of growth: Physical, Intellectual, Psychological, Social, Spiritual and Skill development.

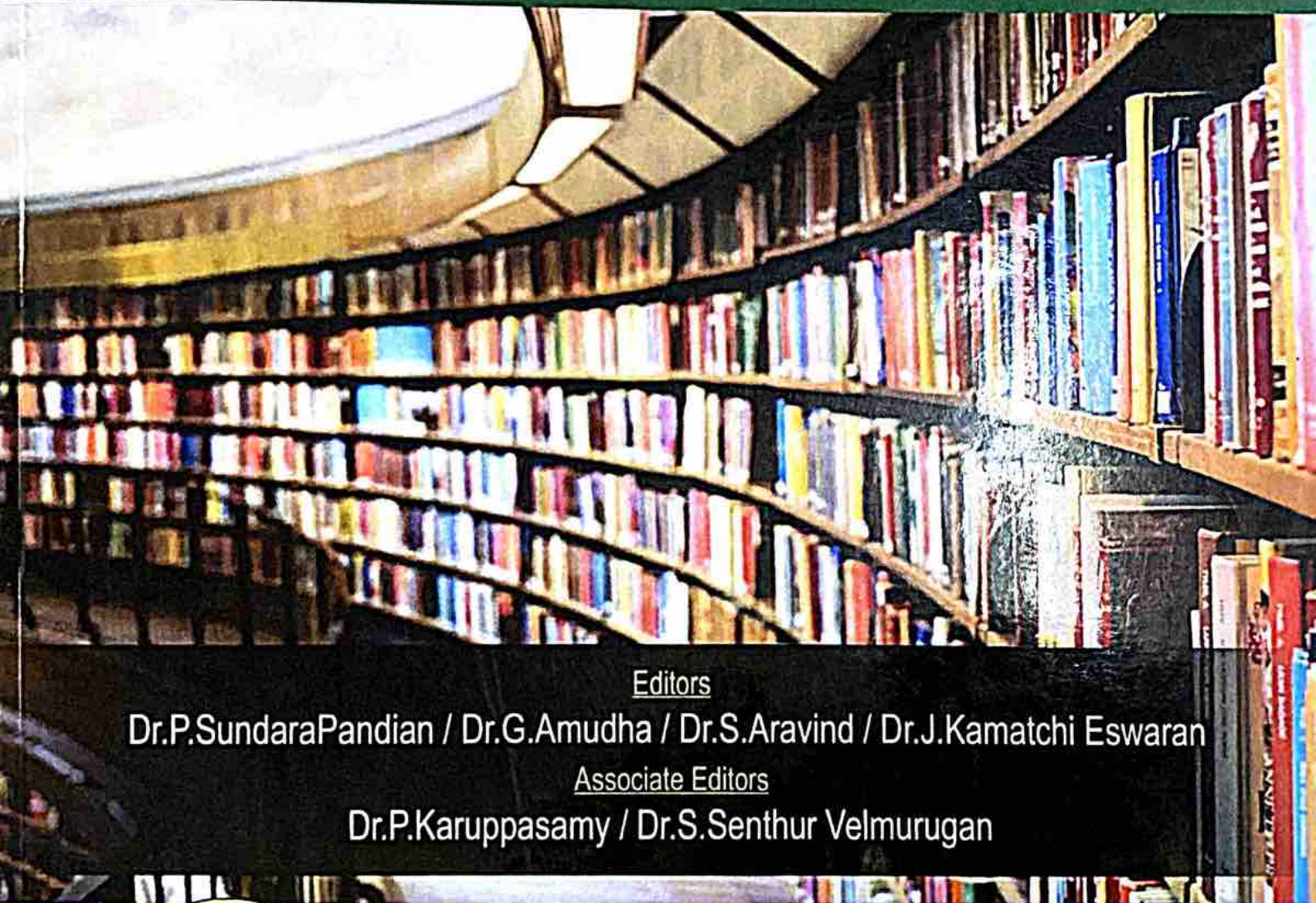
The SHAPE is designed for a staff member to guide a group of about 15 to 20 students to take responsibility for their own growth. The respective staff will accompany the allotted students in their journey of shaping themselves. It is not a substitute for the counseling programme.

All the first year undergraduate students are compulsorily part of the SHAPE programme. The second and third years are encouraged to continue with the programme.

Psychological techniques such as Catching oneself, Disputing irrational beliefs, Changing one's language, Cognitive homework, Self-verbalization, Behaviour change, Relaxation training, Scheduling activities, Graded exposure, Systematic desensitization are practiced. The factors that serve as an obstacle to students' academic performance identified are Financial difficulties, Day-to-day stress, Anxious about future, Physical illness, Inferiority complex, Low self-esteem, Peer pressure, Experimentation which leads to self-destructive behaviours, Helplessness, Hopelessness, Media addiction, Identity issues, Self-Injury/



# **BIBLIOTHERAPY FOR ALL** **AN INNOVATIVE PRACTICE IN** **LIBRARY**



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**BFA-023**

## **BIBLIOTHERAPY FOR ALL : AN INNOVATIVE PRACTICE IN LIBRARY**

Dr. M. Annalakshmi, Assistant Professor of Mathematics ,  
V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar

### **Introduction**

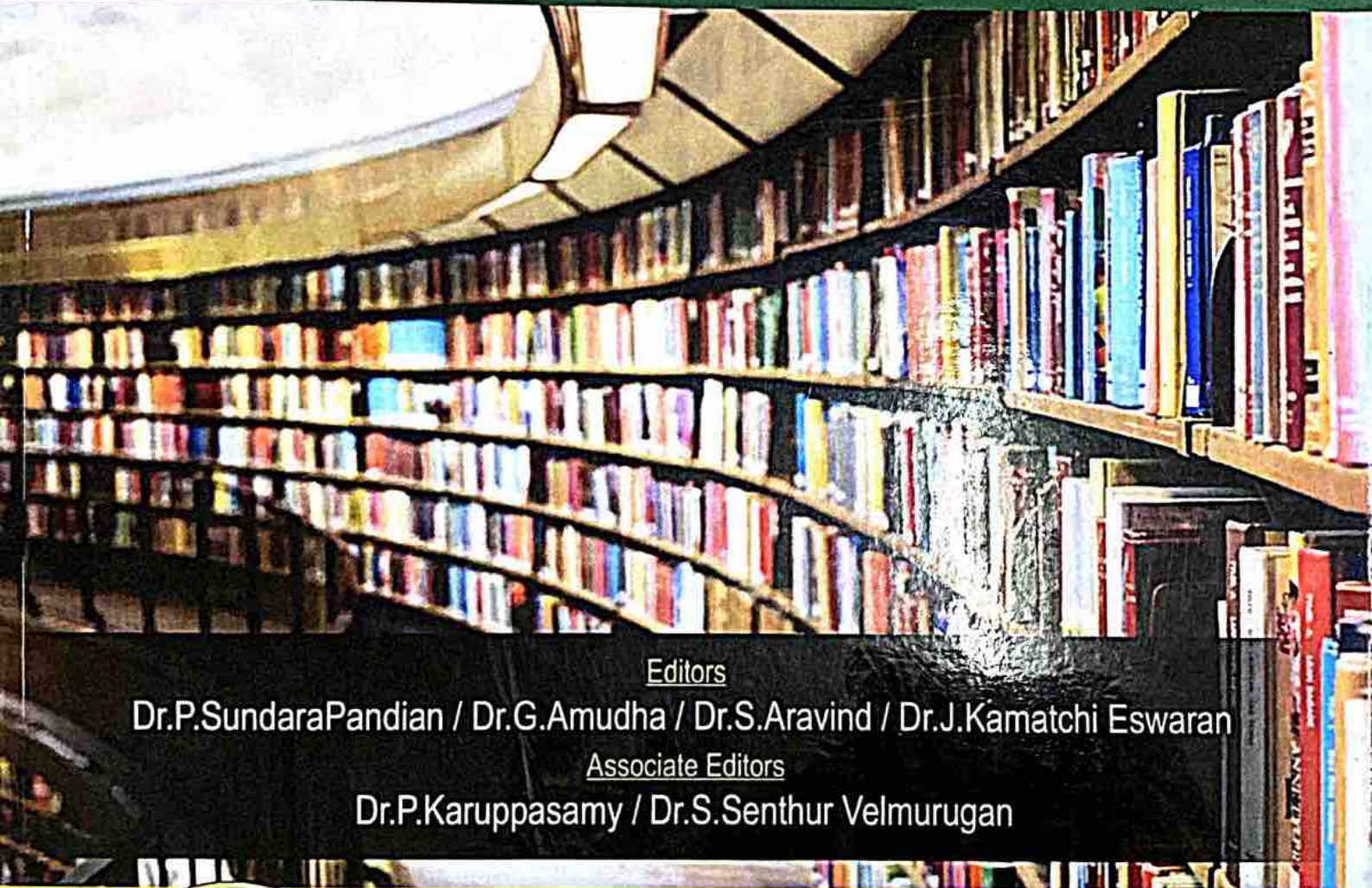
Bibliotherapy, a therapeutic approach that uses literature to support good mental health, is a versatile and cost-effective treatment option often adapted or used to supplement other types of therapy. It is also a pedagogical tool used by teachers and librarians to increase the academic capabilities of their students. The ancient Greeks recognized the healing power of books for the mentally unwell.. The therapy first became popular in the 1930s, when G.O. Ireland classified bibliotherapy as a legitimate therapy wherein a person could organize his/her thoughts through external means. Today, bibliotherapy is employed by educators, helping professionals, librarians, and even parents.

### **Bibliotherapy for youth**

Bibliotherapy allows you to gain insight into the personal challenges dealing with and helps you develop strategies to address the most concerning issue. It can also help to promote problem solving, understanding and self awareness. The most important step when using bibliotherapy with students is to match appropriate books with the students and his / her various problems. The book should be at an appropriate reading and developmental level for the children. Many kids suffer from a short attention span hence reading books will refocus their attention because there is nothing more relaxing than sitting outside in the garden with a good book to read. All students can benefit from bibliotherapy because they are likely to come across similar situations during the school years



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**BFA-026**

## **STRESS MANAGEMENT TECHNIQUES**

**Dr. J.Kalaisigamani,**

Assistant Professor of Economics, Department of Commerce (SF), V.H.N.S.N College,  
Virudhunagar. [ksmpleasant@gmail.com](mailto:ksmpleasant@gmail.com)

### **Introduction**

Stress is a reality of everyday life— at work, at home, and on the road. Sometimes we can feel especially stressed because of a bad interaction with someone, too much work, or everyday hassles like getting stuck in traffic. Negative stress can keep us from feeling and performing our best — mentally, physically and emotionally. But no one's life is completely stress-free. It's important to know how to manage the stress in our life.

### **Important to Manage Stress**

Living with high levels of stress, we are putting our entire well-being at risk. Stress wreaks havoc on your emotional equilibrium, as well as our physical health. It narrows our ability to think clearly, function effectively, and enjoy life.

Effective stress management helps break the hold stress has on our life, so we can be happier, healthier, and more productive. The ultimate goal is a balanced life, with time for work, relationships, relaxation, and fun and the resilience to hold up under pressure and meet challenges head on. But stress management is not one-size-fits-all. That's why it's important to experiment and find out what works best for our environment.

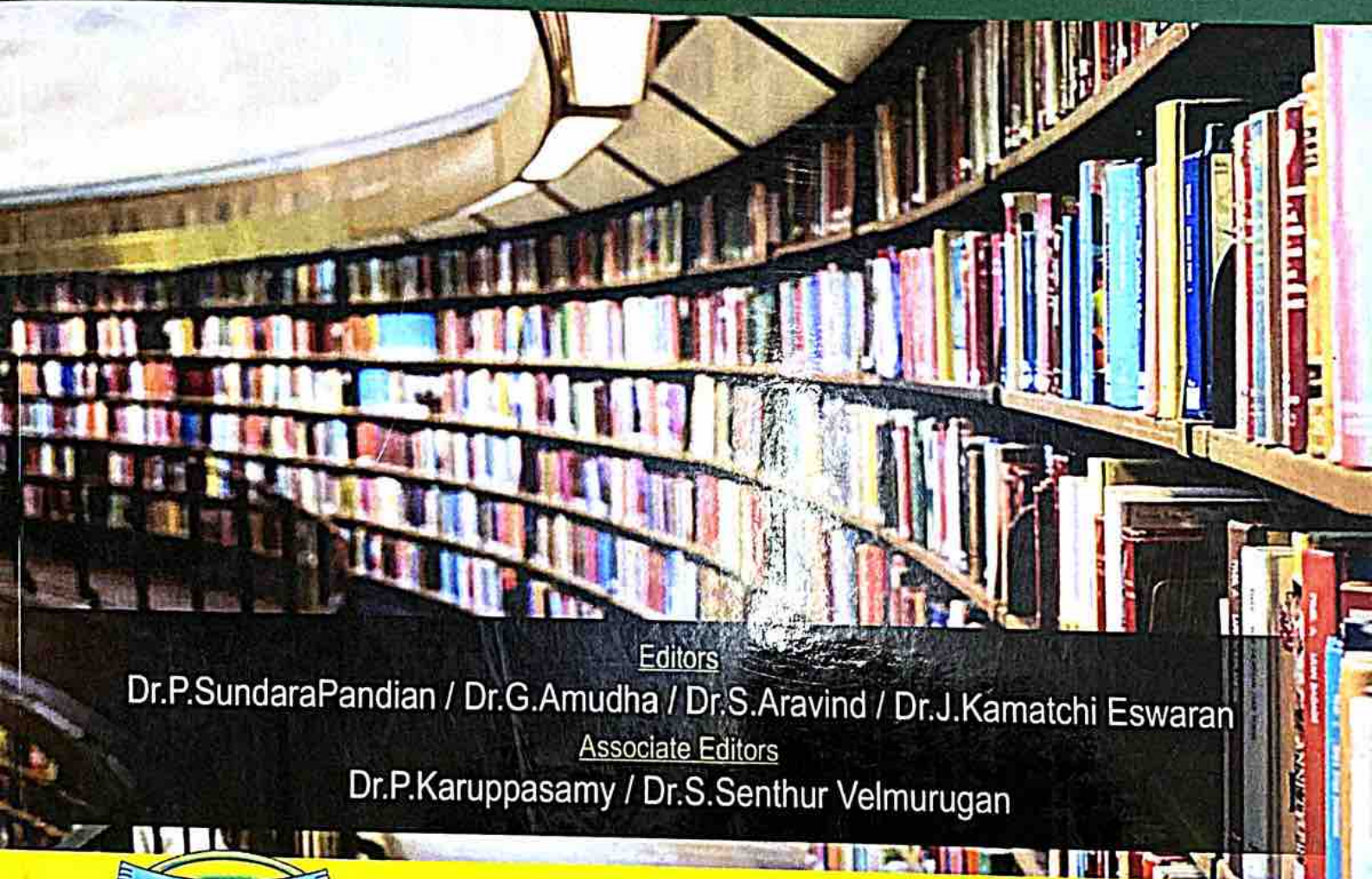
### **Techniques to Manage Stress**

#### **Positive Self-Talk**

Self-talk can be positive or negative. Negative self-talk increases stress. Positive self-talk can help you calm down and control stress. With practice, we can learn to shift negative thoughts to positive ones.



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## **COPING OF STRESS AND BURNOUT OF WOMEN POLICE PERSONNEL**

Dr. P.Sundara Pandian, Principal\*,

Dr. R.Shobana Devi, Assistant Professor of Commerce\*,  
\*VHNSN College (Autonomous), Virudhunagar

### *Stress and Burnout*

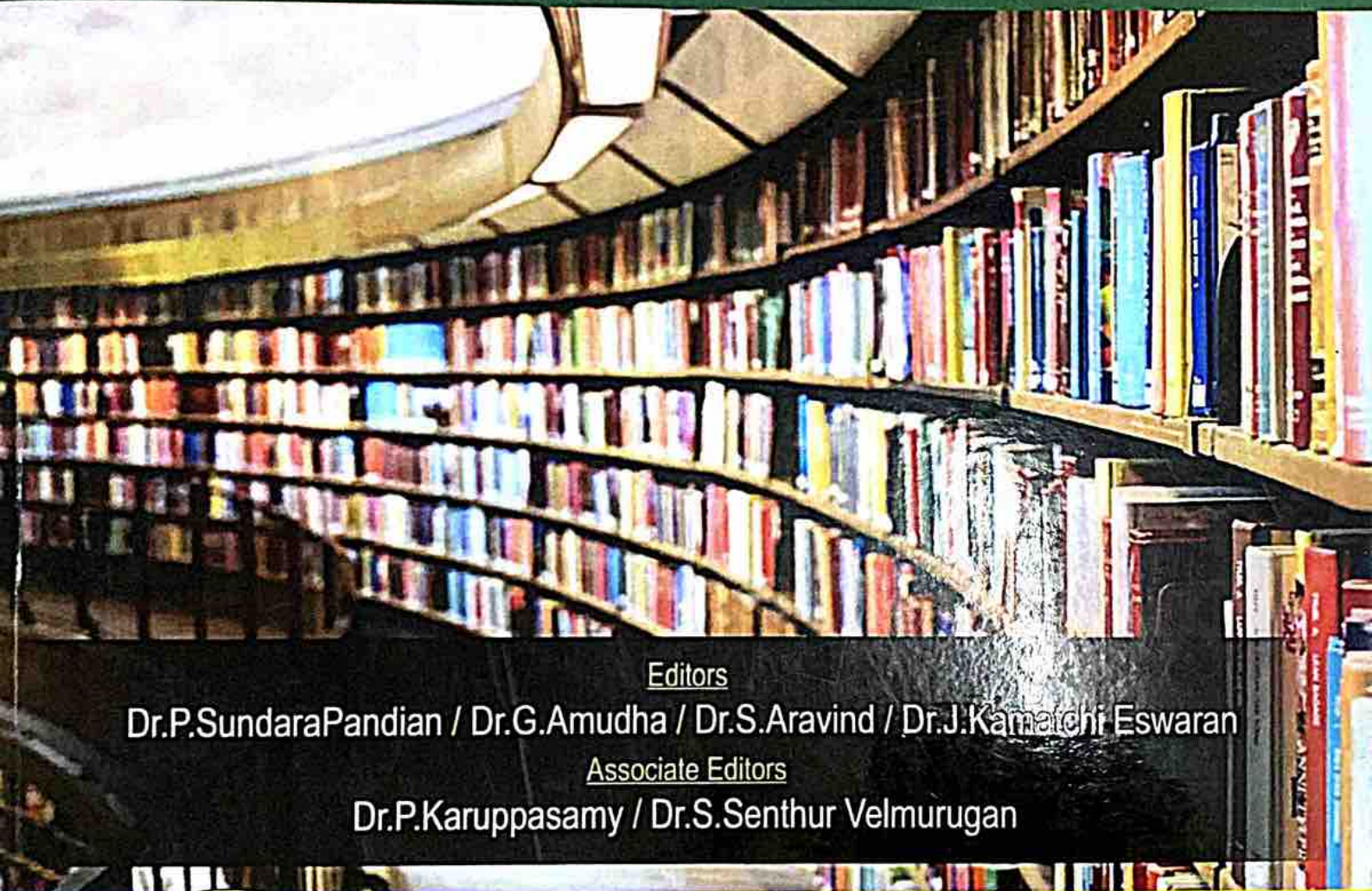
Law enforcement is generally considered as a stressful occupation by many researchers. Unlike most professions, law enforcement officers experience a variety of psychological and physical experiences. They are exposed to both operational and organizational stressors in their job. The police job makes great demands on the mental, emotional and physical capabilities of the officers, often so stressful that they begin to destroy the individual officer.

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Associate Editors

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## **COPING OF STRESS AND BURNOUT OF WOMEN POLICE PERSONNEL**

Dr. P.Sundara Pandian, Principal\*,

Dr. R.Shobana Devi, Assistant Professor of Commerce\*,

\*VHNSN College (Autonomous), Virudhunagar

### *Stress and Burnout*

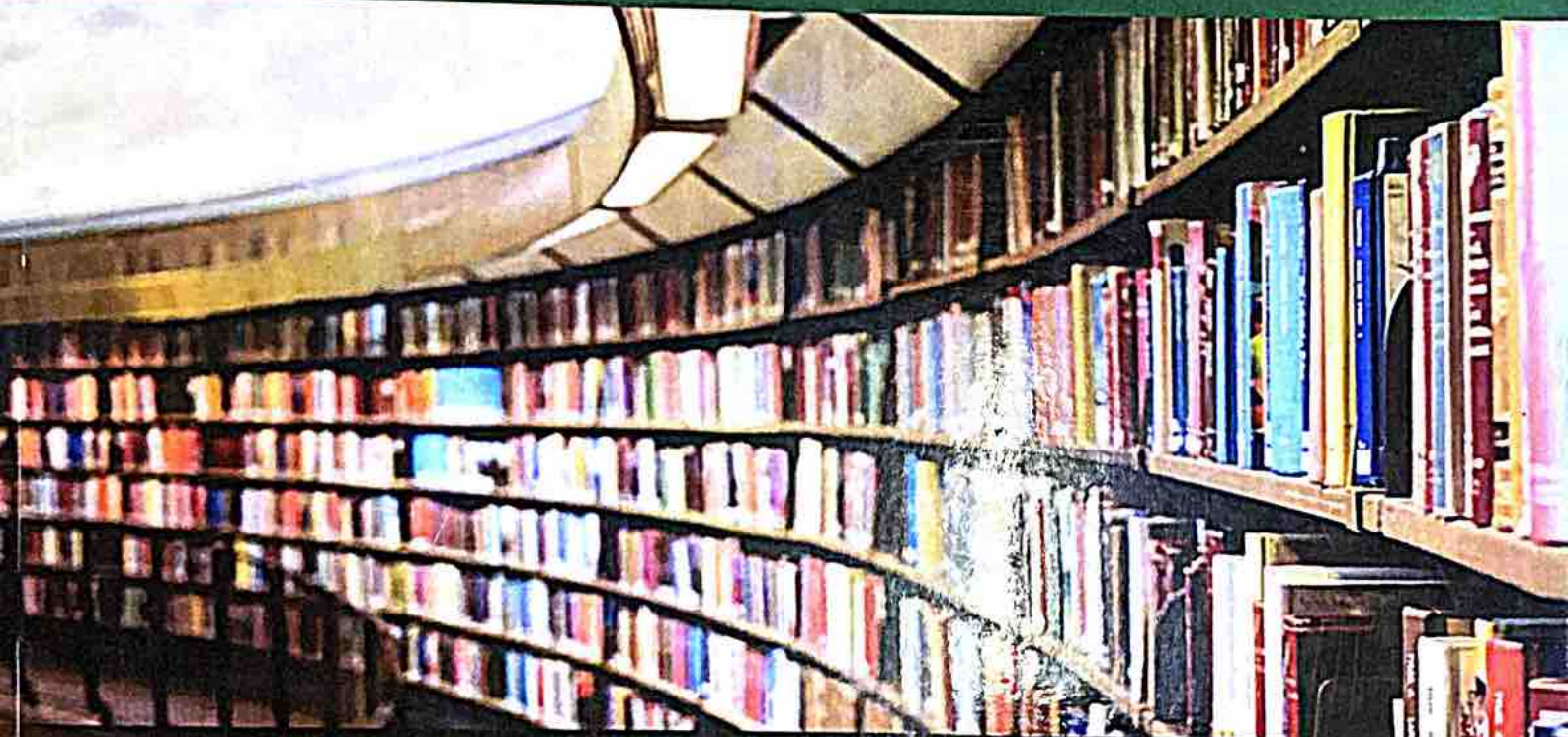
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## **MOTIVATION TECHNIQUES: AN INNOVATIVE PRACTICE**

**Dr. P.Mahalakshmi,**

Assistant Professor in Mathematics, VHNSN College, Virudhunagar

**Dr. R.Regina,**

Librarian, SBK College, Aruppukottai

**Dr. R.Kavitha,**

Asst. Librarian, Mother Teresa Women's University, Kodaikanal

### **Introduction**

Management is a man-made action. It includes planning, organizing, staffing, directing, controlling, reporting and budgeting. It is the method to direct the people. It is the art of stimulating interest in the pupils where there is no such interest. It has to achieve the goals. This concept is mainly applicable in management concept but the researcher has to apply this concept in the library.

### **Concepts of Motivation**

Motivation is derived from the word 'motive' which means to improve towards a preferred goal. It is the set of factors that leads people to behave in different situations. It is important in every library to achieve the individual as well as organization goals

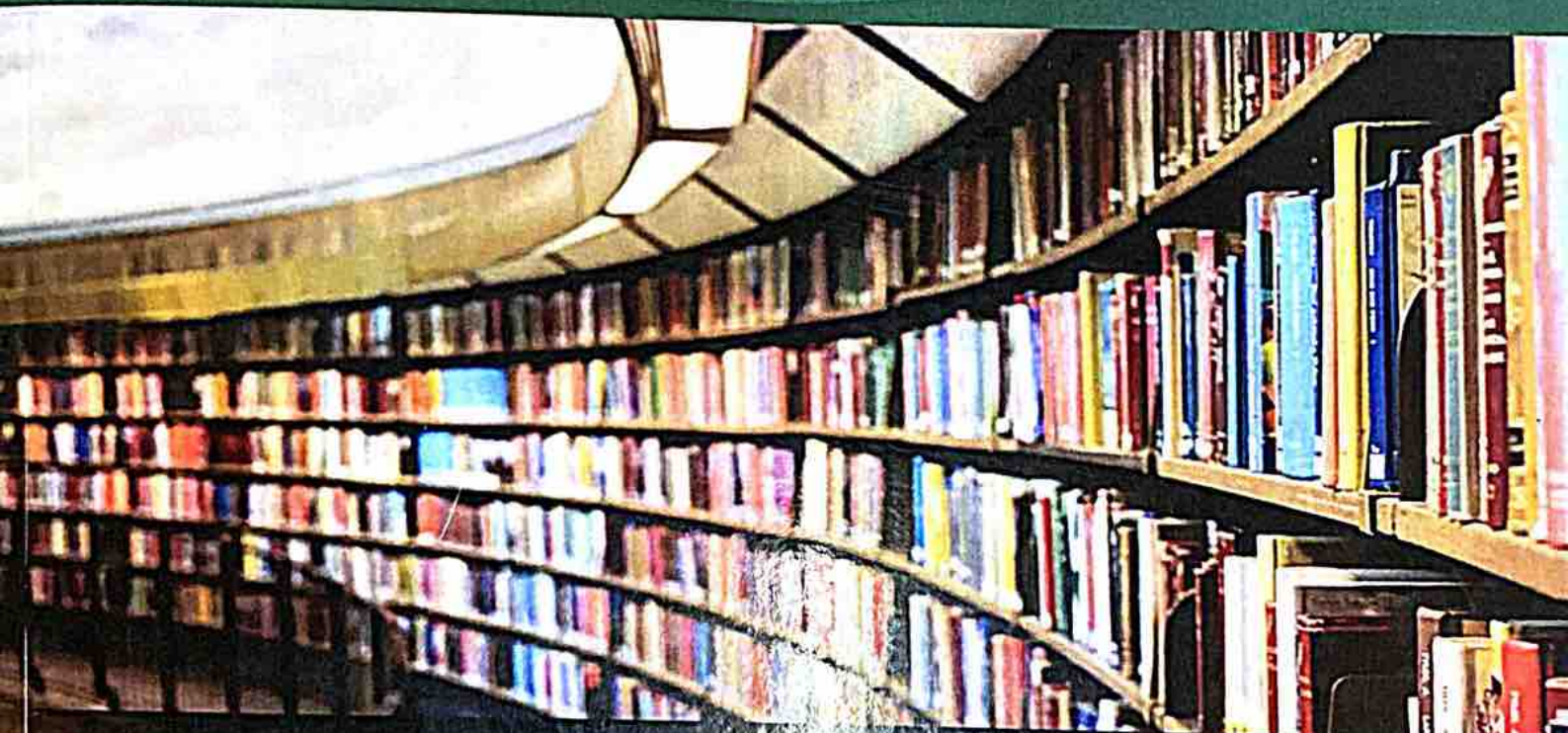
### **Definition of Motivation**

According to Woodsworth, "Motivation is a state of the individual which disposes him for certain behaviour and for seeking goals."

According to Johnson, "Motivation is the influence of general pattern of activities indicating the behaviour of the organism."



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**BFA-034****USERS' PERCEPTION TOWARDS TQM IN MANONMANIAM  
SUNDARANAR UNIVERSITY LIBRARY**

Dr. A. Johnson Navaraj,

Senior Librarian, Govt. Polytechnic College, Nagercoil

Dr. G. Amudha,

Librarian, VHNSN College (Autonomous), Virudhunagar

**Introduction**

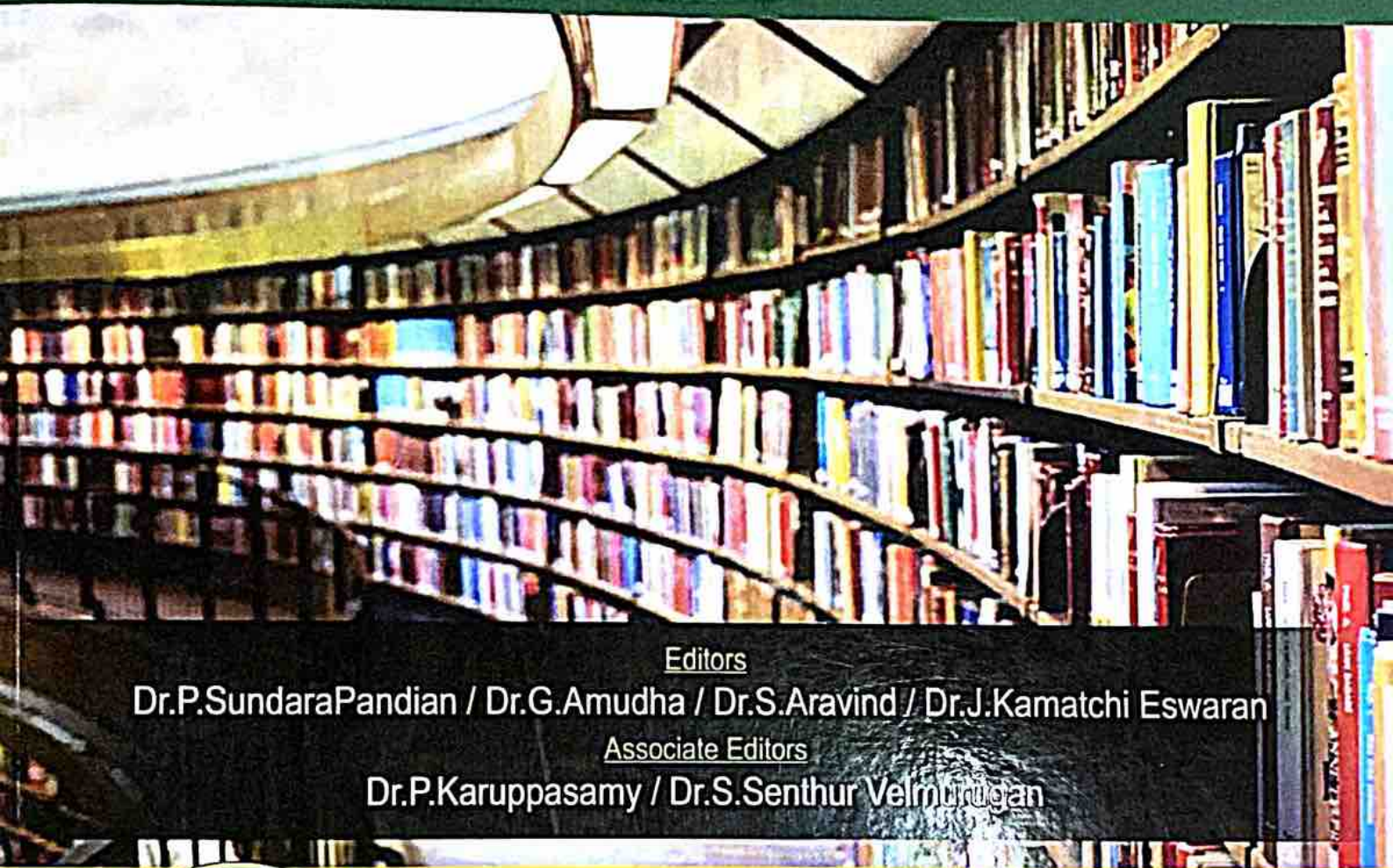
Libraries are gateways to knowledge and culture and play a fundamental role in shaping a society. The resources and services they offer create opportunities for learning, support literacy and education. They help to shape the new ideas and perspectives that are central to a creative and innovative society. It ensures an authentic record of knowledge created and accumulated by past generations without libraries it would be difficult to advance research and human knowledge or preserve the world's cumulative knowledge and heritage for future generation. As a man is known by the company he keeps, a society is known by number of good libraries. They take the knowledge of the past and present and lay down it for the future. Libraries are the collectors and stewards of the heritage of every country. They are the organisers of the knowledge in the books they collect. Adding value by cataloguing, classifying and describing them. Every library contains a wealth of materials representing the history of its nation, acquired over the years. These materials cover a range of forms-books, newspapers, manuscripts, films, photographs and maps.

**IMPORTANCE OF LIBRARIES**

Libraries represent different things to different people, allowing everyone to borrow books, access the internet or do research. It renders great service to the society. Library play a fundamental role in a society. It helps everyone to promote the progress of knowledge. It is



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Assistant Professor, Department of Mathematics,  
VHNSN College(A), Virudhunagar-626001.  
eEmail : mahajai1979@gmail.com

**INTRODUCTION**

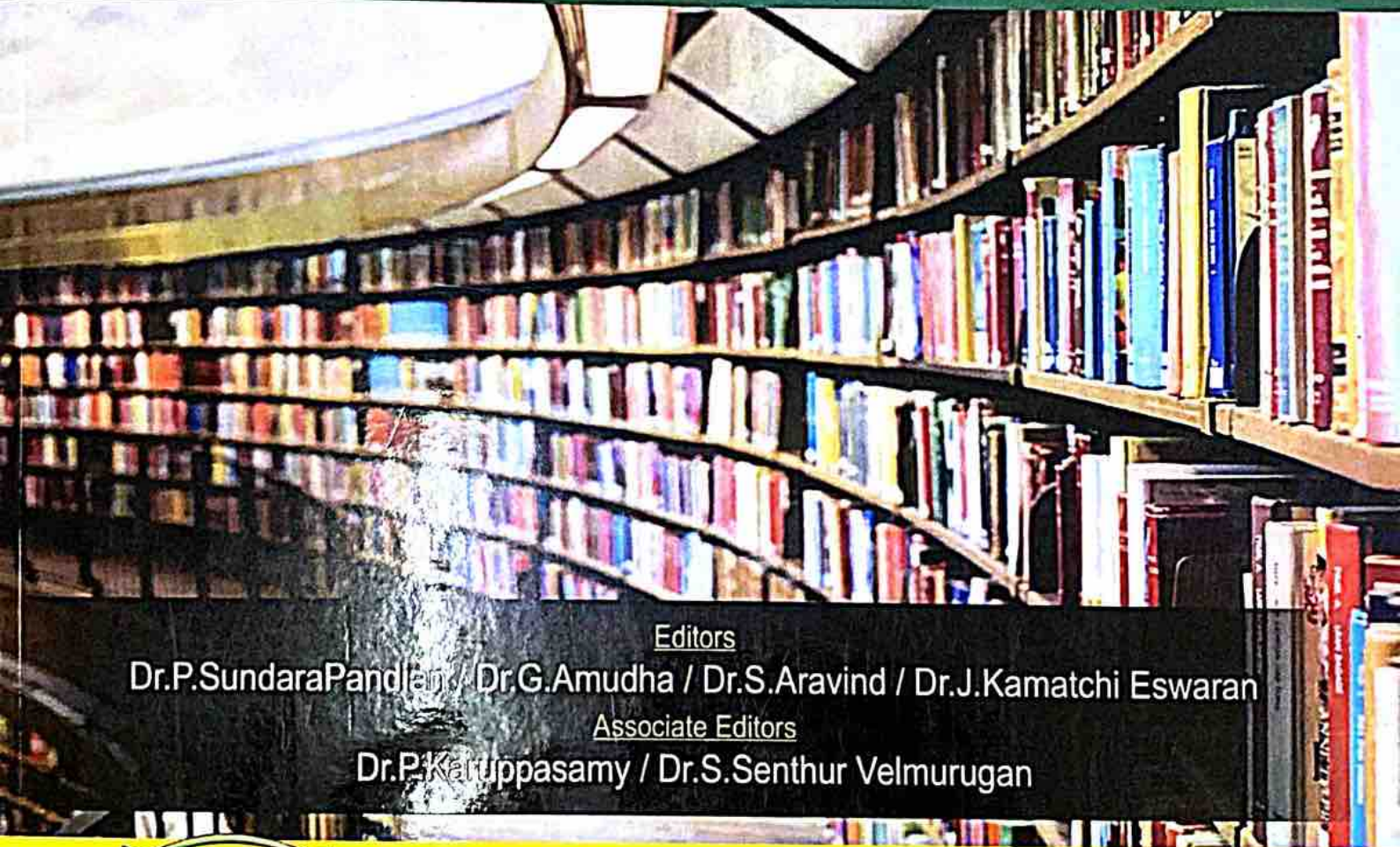
Today's children are the citizens of tomorrow in the development of knowledge societies. They are in need of coaching and educating to become a part of literate and an intelligent nation. Books can be used as a very good strategy to develop a nation's economy and culture. For example, at the National Library of Malaysia, a unit was created to take charge of the reading promotion activities. This is to motivate and encourage the society about the importance of reading habits in Malaysian culture. The role is to support the aim of the National Library's effort to instill and inculcate reading habit among Malaysian and to make reading as a cultural habits for Malaysian. Towards the knowledge and literacy society, reading habits are an essential aspect. Reading is a way for success in education and lifetime. It is a process of lifelong learning and must have the continuity. Besides schools, libraries (school, public and university libraries) are also play important roles to promote reading habit among children. A survey in 2006 with a sample of 60,441 respondents, reveals the literacy has slightly decreased to 92 percent from 93 percent in 1996.

**Definition of bibliotherapy**

Bibliotherapy refers to the use of books from a list created under the guidance of a subject expert in order to address a therapeutic need. Although the practice has received growing attention in recent years, the term bibliotherapy itself was first coined a century ago, and the underlying belief that books can provide healing benefits to readers is one that dates



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# BIBLIOTHERAPY FOR ALL AN INNOVATIVE PRACTICE IN LIBRARY

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**BFA-053**

## **HEALTH PROBLEMS FACED BY WOMEN MANAGERS IN IT SECTOR - WITH SPECIAL REFERENCE TO TAMILNADU**

**Dr. P.Sundara Pandian,**

Principal, VHNSN College (Autonomous), Virudhunagar.

**S. Muthulakshmi,**

Assistant Professor, Department of Commerce,  
VHNSN College (Autonomous), Virudhunagar.

### **Introduction**

Women have worked as long as men. This is evident from the cave drawings that show women toiling in fields and over fires. From the Upanishads to the Bible, from Talmud to the Koran, numerous passages call upon individuals to lead balanced lives. Numerous world bodies including the International Labour Organization (ILO) have in recent years prescribed balance coupled with honouring worker's right to create the right working atmosphere, especially in countries that have latched on the service bandwagon. The concept of work life balance is based on the notion that paid work and personal life should be seen as competing priorities than as complementary elements of full life.

Although very little is known about the physical health consequences, some evidence indicates that the challenges associated with balancing the roles of worker and wife/parent undermine women's mental and physical health.

### **Objective**

1. To know the health issues of women managers working in IT Sector.





**Dr. P. Sundara Pandian** M.com., M.B.A., M.Sc., M.A., M.Phil., PGDCA., PGDMIR., Ph.D. is a writer and thinker on Commerce and Management subjects for more than a quarter of a century. He is the Principal of V.H.N.S.N College (Autonomous), Virudhunagar. He has produced 43 M.Phil., and 10 Ph.D scholars. He has credit in authoring 40 books and published 215 research articles in National, International Journals and in edited books. He was the recipient of Best Teacher Award by Tamilnadu Council for Higher Education in the year 2007-2008. Best Teacher Award by VHNSN College (Autonomous) for the year 2008-2009 and Best NSS Programme Officer Award by Government of Tamilnadu in the year 2004-2005. He is the recipient of Nehru Life Time Achievement Award from Nehru Groups of Institutions. He has also won Best Administrator Award from PEARL foundation for Educational Excellence in the year 2017. He has organized a number of UGC, TANCHE and NAAC sponsored programme for the benefit of faculty members and students. He has acted as Organizing Chairman in International Conference on "Emerging Trends In Science and Social Science" on 2nd & 3rd May, 2019 held at Kuala Lumpur, Malaysia. He is one of the accreditation Member in NAAC Peer Team.



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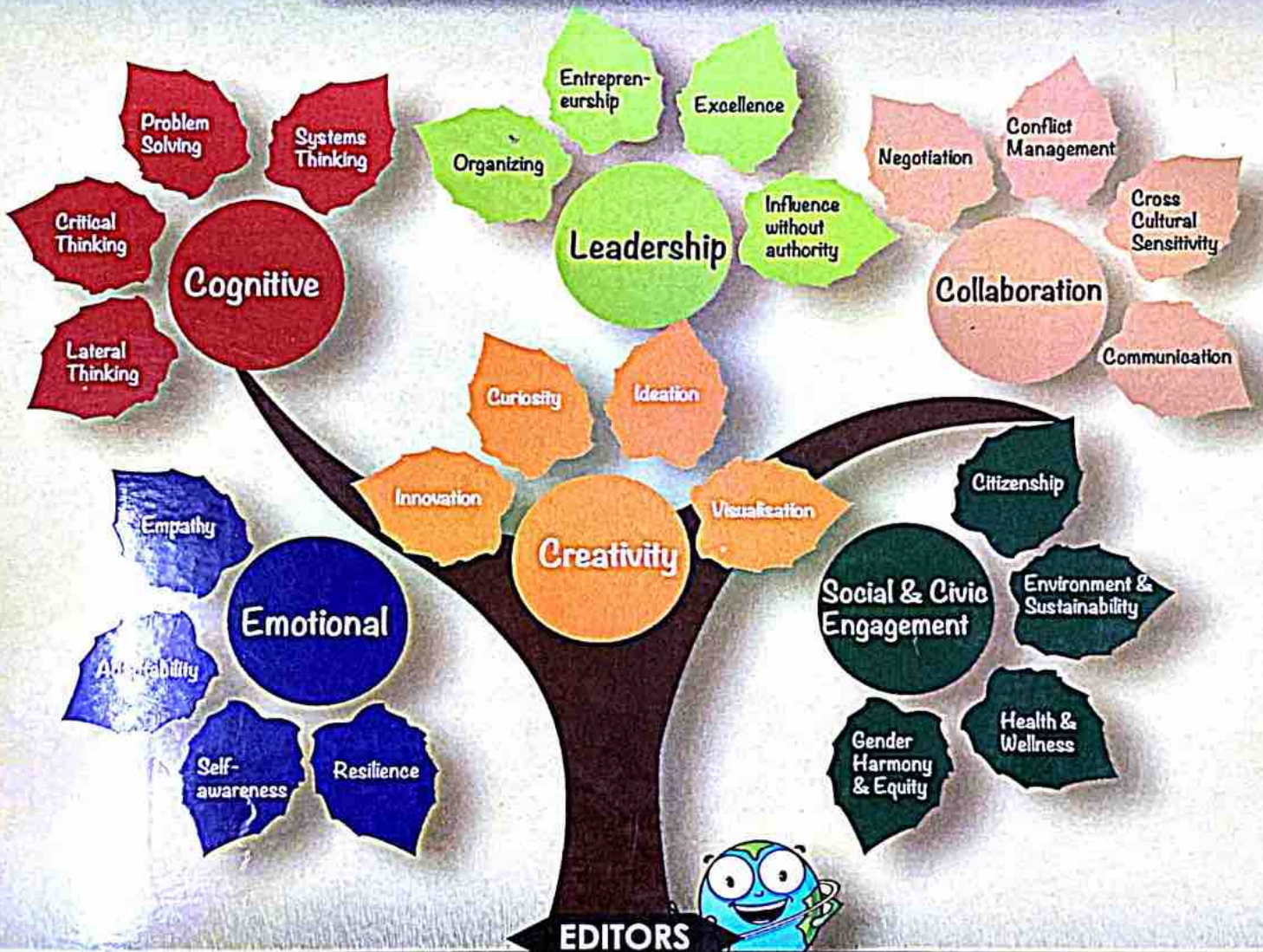


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## CHAPTER - I

### LIFE SKILLS



*“Formal learning can teach you a great deal, but many of the essential skills in life are the ones you have to develop on your own”*

**-Lee Lacocca**

### INTRODUCTION

Each and every individual wants to live a happy and healthy life. To achieve this, he or she needs to be skillful. These skills are developed by an individual from his lifetime experiences, even from his childhood till death. Experiences are the most powerful tools for life skills.

Although human beings are regarded as living creatures on earth, his life skills distinguish him from other creatures. These skills help him to improve day by day. Any skill that is helpful in our life can be considered as a life skill. These skills are not the same in all places. It differs from persons to persons, most probably; the place where he lives and where he works decides his life skills. For example, the skills of a person who lives in rural places are completely different from someone from the city. Tying shoelaces, swimming, driving a car, and using a computer are the most useful life skills for many people. The word ‘life skills’ is used to indicate any of the skills that are required to deal effectively with the challenges of our life.

### DEFINITION

World Health Organization has defined life skills as – “The living skills or abilities for adaptive and positive behavior that enable individuals to deal effectively with the demands and challenges of everyday life” (W.H.O. 1997)

Adaptive means the flexible approach of a person in different circumstances. Positive behavior helps a person to look forward even in his difficult situations and leads a ray of hope and opportunities to find solutions to his problems. This can be explained through seed germination. When a seed sown on a field it adapts the nature of the ground and its life skills lead it to grow forward in any difficult





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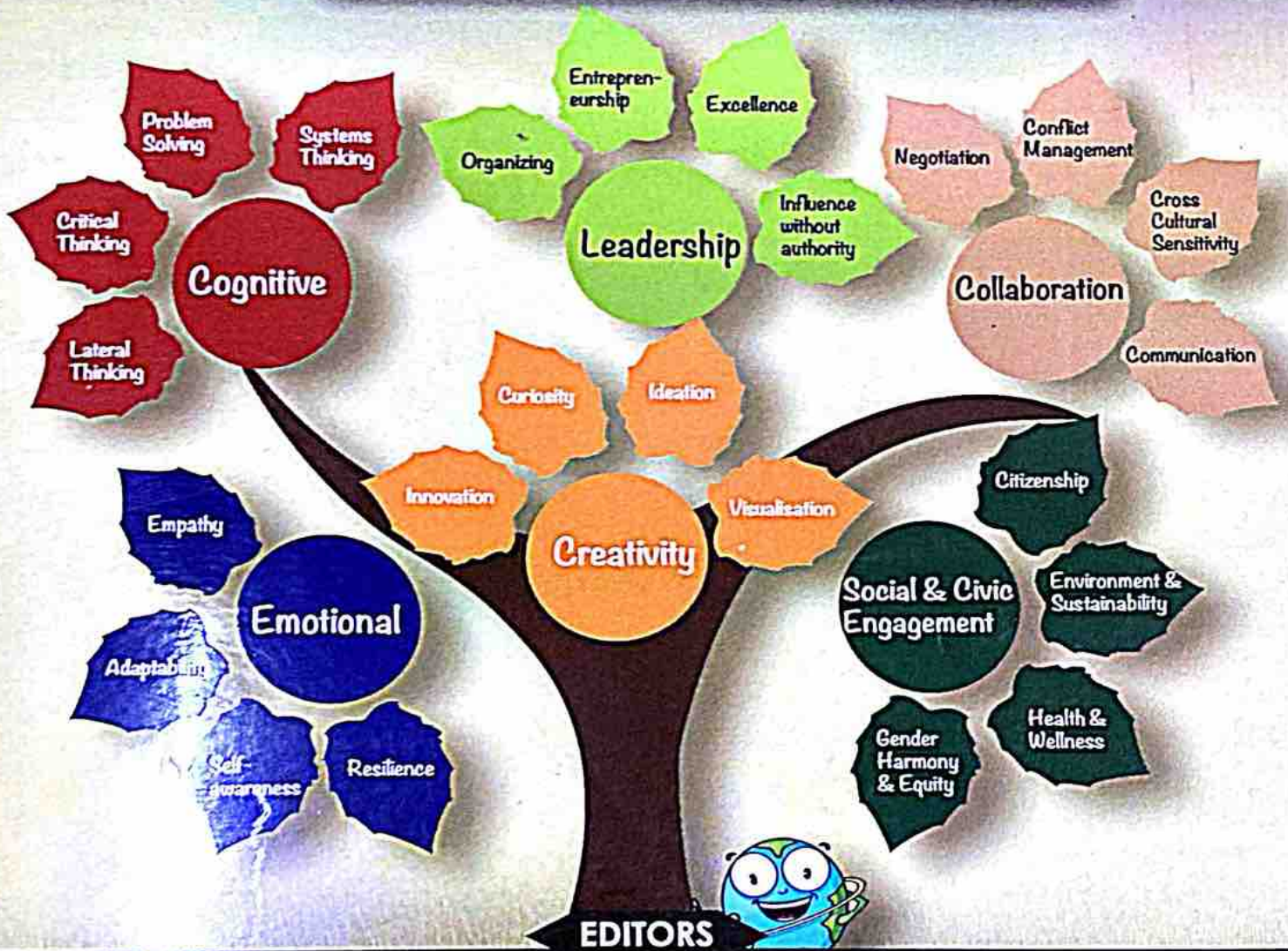
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## CHAPTER - II

### SELF-AWARENESS



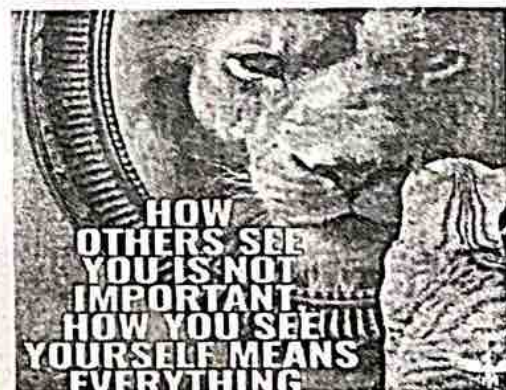
*“Being self-aware is not the absence of mistakes, but the ability to learn and correct them”*

*-Daniel Chidiac*

### INTRODUCTION

The process of understanding and accepting one's own beliefs, feelings, state of mind, standards, different approaches, inspirations, biases, strengths, and boundaries and recognizing how they affect others is called self-awareness. Everyone has different approaches to know his inner feelings, thoughts, and realities. Understanding of self can help people to differentiate their ethics, beliefs, and personal boundaries.

Self-awareness is an awareness of one's personality or individuality. It is not to be confused with consciousness. While consciousness is being aware of one's environment and body and lifestyle, self-awareness is the recognition of that awareness. Self-awareness is how an individual consciously knows and understands his character, feelings, motives, and desires.



Self-awareness is one of the first components of the self-concept to emerge. While self-awareness is central to who you are, it is not something that you are acutely focused on at every moment of everyday life. Instead, self-awareness becomes woven into the fabric of who you are and emerges at different points depending on the situation and your individuality.

### DEFINITION

Dubrin defined self-awareness as, "Insightfully processing feedback about oneself to improve one's effectiveness".





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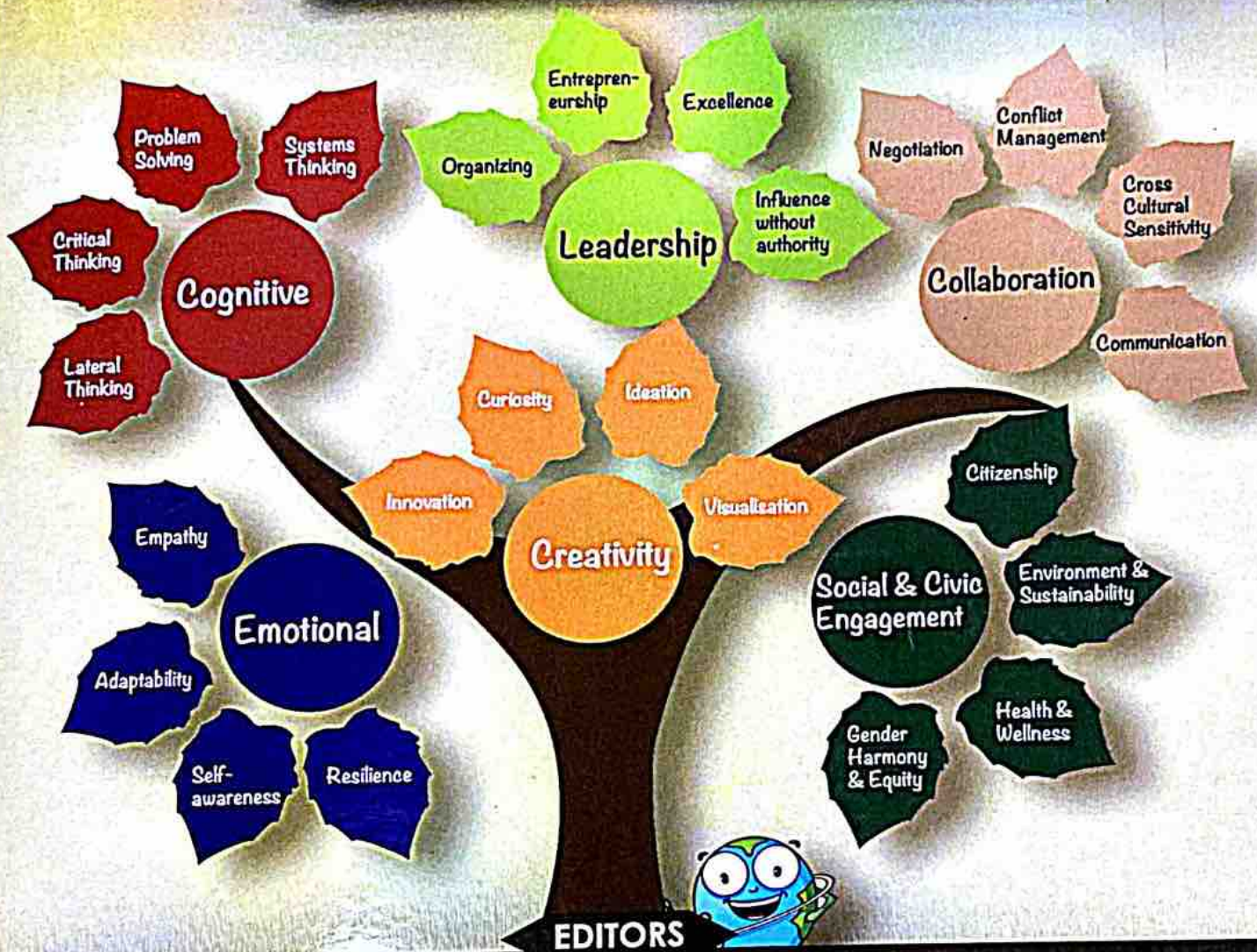
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### SELF-ESTEEM



*“Successful people have fear, successful people have doubts, and successful people have worries. They just don’t let these feelings stop them.”*

**-T.Harv Eker**

### INTRODUCTION

Everyone in the world is the creature of God Almighty. God Almighty creates every one with special and specific talents. But, attitudes, moral values, beliefs and culture decide the personality pattern of every one. Whatever the personality type the human beings possess, they appreciate their talents by themselves as well as want to be appreciated by others. This type of character is known as self-esteem. It is also known as self-respect or self-worth. Self-esteem is an inner self-respect. It is a term used to describe a person’s own dimension of his/her self-worth. It is considered as a filter by using people who can react with everything happens in their life. It plays a dominant role in success and motivating energy throughout the life of the people. It is necessary for every one because it leads the life of the human beings in the right path.

Parents have the responsibility to build the self-esteem of the children from birth. If they do not take proper care, it will negatively affect the self-esteem of from them their childhood. When the children grow, their self-esteem will be strengthened or weakened depending upon the care of the parents, neighbours, relatives and friends.

Positive self-esteem replaces negative thoughts into positive thoughts and achieves the targets. A person with positive self-esteem is a friend of himself/ herself. Negative self- esteem creates a feeling of defeat or depressed. This makes the people to engage in wrong choices and breaks the relationship with friends, relatives and neighbours. It is more dangerous of having high level self-esteem as well as low level self-esteem. It is essential for the people to balance between these two levels.

# ● LIFE SKILLS EDUCATION ●

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## CHAPTER - IV

### SELF-MOTIVATION



*"If you can't fly, then run,  
If you can't run, then walk,  
If you can't walk, then crawl,  
But whatever you do,  
You have to keep moving forward."*

*-Martin Luther King Jr.*

#### INTRODUCTION

Everyone in the world have needs, wants and desires. These are inter-related and driving force of an individual to act. Everyone may get encouragement and assistance from other people to meet the needs which is known as motivation but the bulk of the duty in achieving a purposeful life lies within us. That is called self-motivation. Motivation is a state of mind. It is the process of stimulating people to actions to accomplish the goals. It is a psychological phenomenon which depends on the needs and wants of the individuals. Motivation is a continuous process since it is based on unlimited needs. The best kind of motivation is self-motivation. To overcome the hurdles of life, self-



motivation plays a big role. People who achieved extraordinary success in life are people who are extremely self-motivated. They live a passionate life, they work tirelessly on their goals, and they are always on the move no matter what happens. Self-motivated people come from all walks of life. They can be anyone who is driven with a clear purpose and equipped with a burning desire to achieve their dreams.

Self-motivation is accomplishing what needs to be done without the need for prompting, supervision, influence or push from others. Self-motivation is an ability to do what needs to be done, without influence from other people or situations.

Self-Motivation





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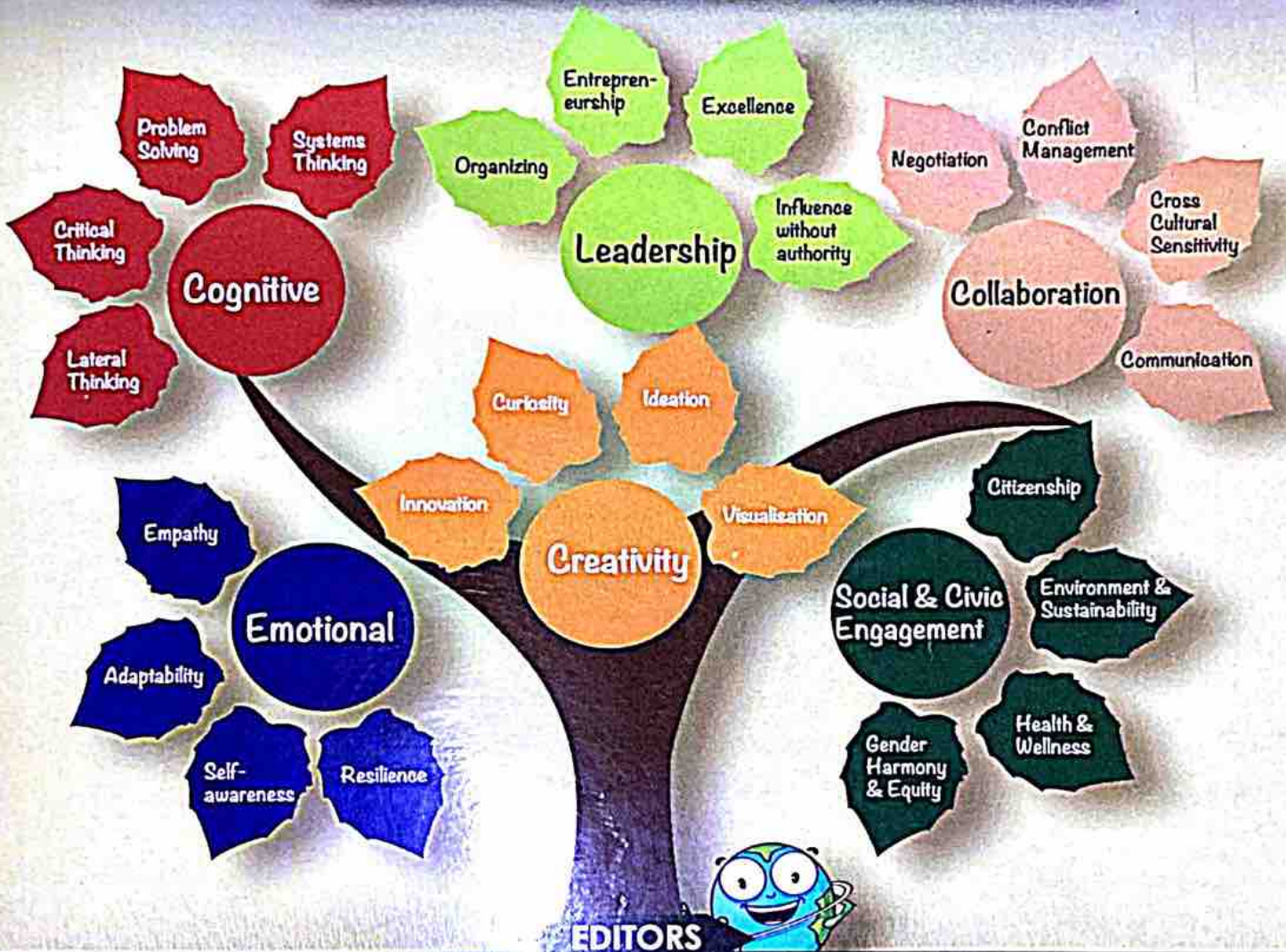
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## CHAPTER - V

# PERSONALITY DEVELOPMENT



*“Personal development is a major time-saver. The better you become, the less time it takes you to achieve your goals.”*

**–Brian Tracy**

### INTRODUCTION

The formation and development of personality is the humane process. It takes input from deep rooted causes and the simple daily routine. Various authors have thought about various stages of personality.

Sigmund Freud was a famous neurologist and particularly known for Psychoanalysis. Psychoanalysis means study and analysis of psychology based on the various cues such as friends, family, society and such other environmental cues. Psychoanalysis is the concept developed in the school of thought of Sigmund Freud. According to him the personality of a particular person is the collective phenomenon accumulated right from the childhood stage till the adult stage until the personality is accepted by the self and being practiced on a regular basis. Personality is the whole set of behavior, belief and customs.



Sigmund Freud believed that there are five psycho sexual stages which any person goes through and which also determines the persona of an individual. These stages happen in a particular individual person's life in a sequential pattern. Each stage has influence on the person's character and behavior. Again the end of fifth stage does not mean that the growth of personality is over. On the other hand, the





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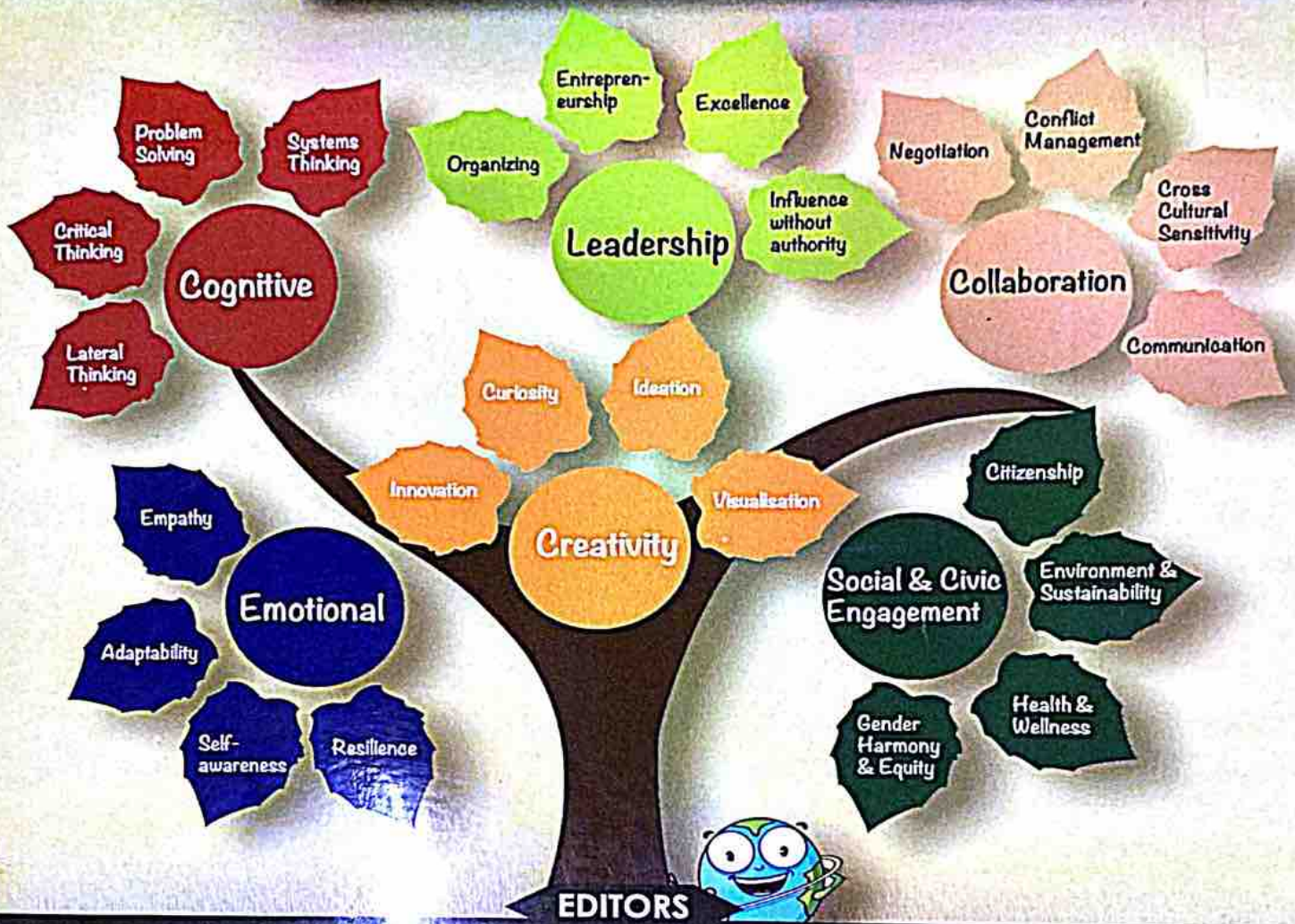
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# CHAPTER - VII

## INTERPERSONAL SKILLS



*"I speak to everyone in the same way, whether he is the garbage man or the president of the university"*

*-Albert Einstein*

### INTRODUCTION

Interpersonal skills are the skills that we use every day when we communicate and interact with other people, both individually and groups. It includes a wide range of skills, but particularly communication skills such as listening and effective speaking.

It is no exaggeration that the interpersonal skills are the foundation for success in life. People with strong interpersonal skills tend to be able to work well with other people including in teams or groups, formally and informally. They communicate effectively with others who may be family, friends, colleagues, customers or clients. They also have better relationship at home and at work.

### WHAT ARE INTERPERSONAL SKILLS?

Interpersonal skills are sometimes referred to as social skills, people skills, soft skills or life skills.

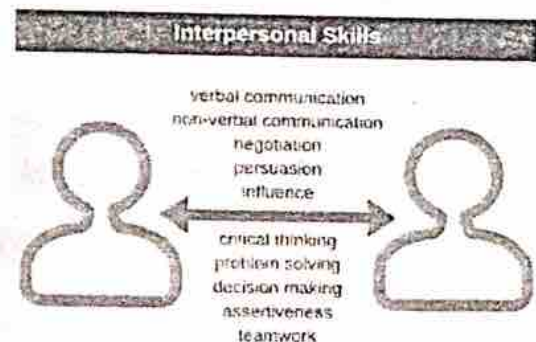
### DEFINITION OF INTERPERSONAL SKILLS

"The skills that we need and used to communicate and interact with other people".

Inter personal skills covers:

#### 1. Communication Skills Include:

- **Verbal Communication:** What we say and how we say it.
- **Non-verbal communication:** What we communicate without words, for example, through body language, or tone of voice
- **Listening skills:** How we interpret both the verbal and non-verbal messages sent by others.







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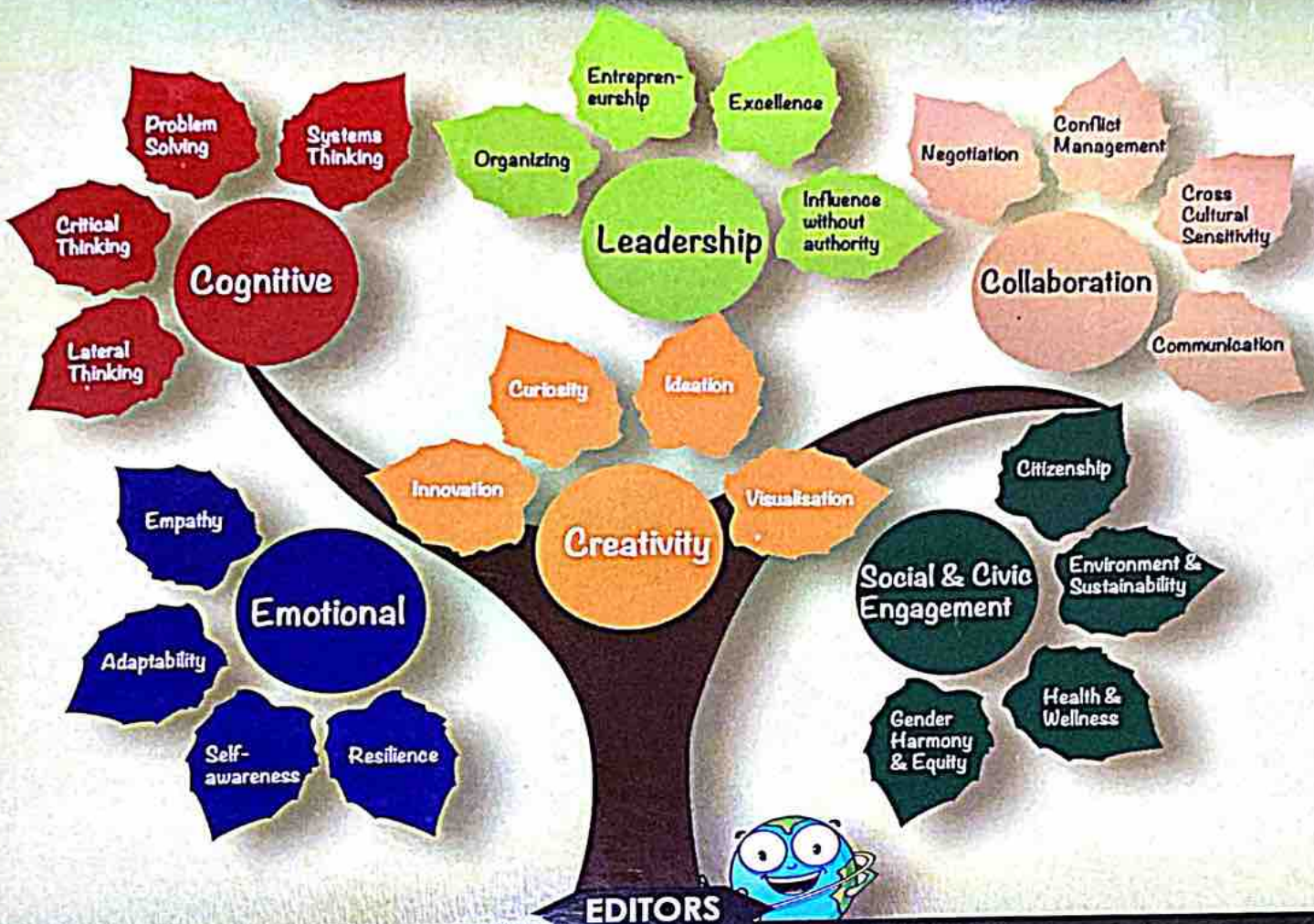
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## CHAPTER - VIII

# GOAL SETTING AND DECISION MAKING



*"Goal setting is not only about choosing the rewards you want to enjoy, but also the costs you are willing to pay"*

*- James Clear*

### GOAL SETTING

Goals are the first step towards planning for the future, and play a fundamental role in the development of skills in various facets of life, from work to relationships and everything in between. They are the target at which we aim our proverbial arrow. When you set goals in your life, big or small, they bring meaning to your life. They give you something to work toward, something to hope for, and something to dream about. Understanding the importance of goals and the techniques involved in setting achievable goals paves the way for success.

Goal setting helps you to be proactive rather than active. Goal setting strategy is an important training for all target people, including small business owners. This is the first step towards achievement. Many people don't set goals or objectives for their life and instead simply just walk through life aimlessly waiting for time to run out. They believe there will always be a tomorrow, or they can always work toward those goals 'later'. They deny the fact that we have this limited time to make an impact with our lives.

Goal setting at an initial stage can be termed as aim. A person with strong and determined aim makes a strong and determined decision in life. He takes up his life with more ease and happiness. He has a self-satisfaction in his decision and believes that he would definitely succeed in his career. His decision will not be affected by any external factors.

Many of us still don't have the answer for what is aim? If this question is asked to a student, he still hesitates to answer. A student who has a nil answer to this question, has a nil development in his career. He has many confusions and flaws in his development. His decision making process will be easily influenced by the people





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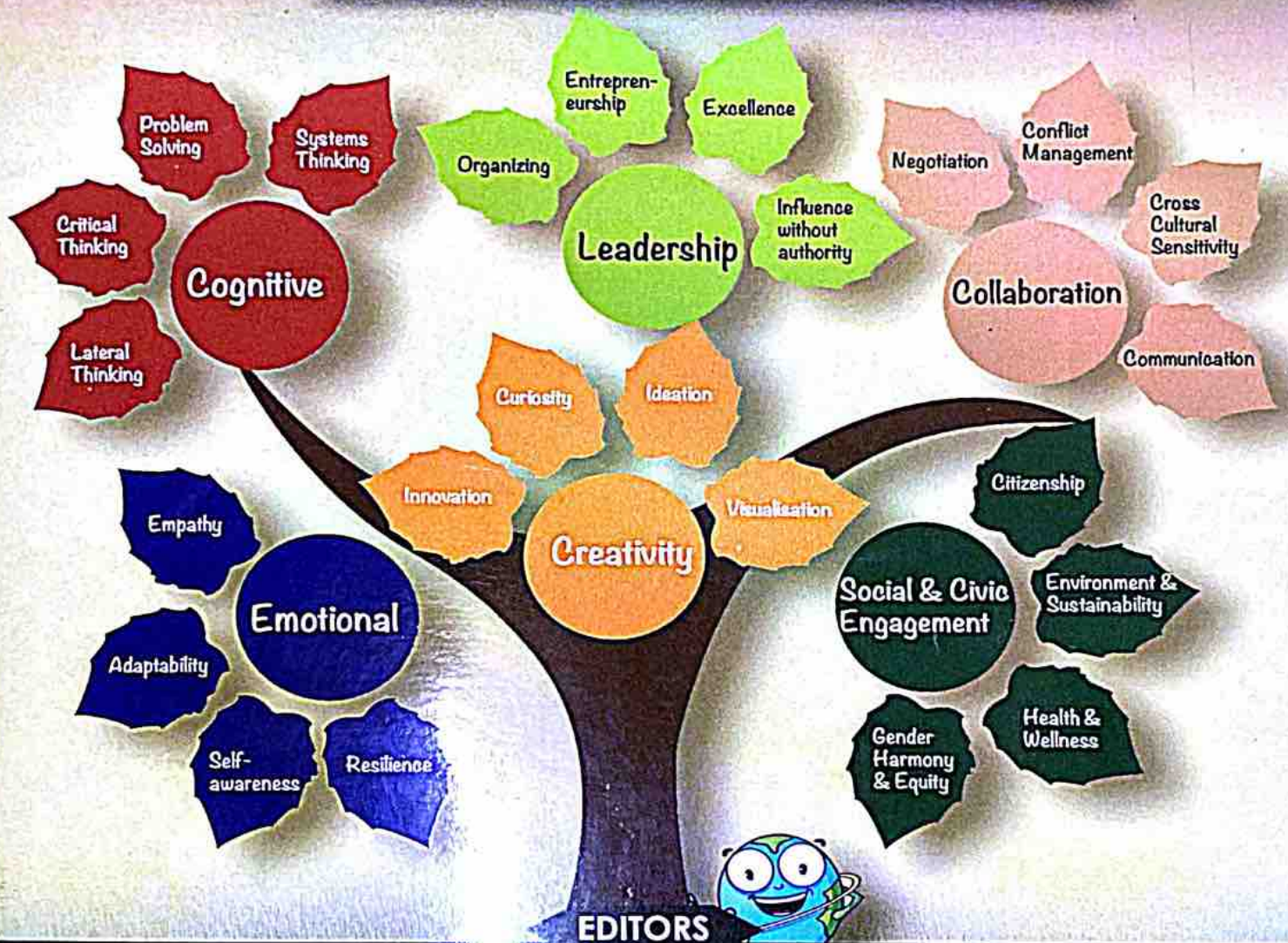
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## CHAPTER - XI

# STRESS MANAGEMENT



*"You can't always control what goes on outside, but you can always control what goes on inside"*

*- Wayne Dyer*

### INTRODUCTION

An anecdote widely circulated in social media would help in laying the foundation for educating oneself about stress, variety of stress and how to cope up with it in real life. One day a teacher entered the classroom holding a glass half filled with water. She raised the glass and everybody in the class expected that she would ask if the glass was half empty or full. Instead, she inquired, "How heavy is this glass of water?" Students made variety of guesses ranging from 100 gram to 300 gram. After observing them for few minutes, she replied, "The absolute weight doesn't matter. It depends on how long I am able to hold this glass of water. If I hold it for a minute then it's not a problem. If I hold it for an hour, I will definitely have an ache in my arm and if I hold it for a day, my arm will feel numb. In each case, the weight of the glass doesn't change, but the longer I hold it, the heavier it becomes."

Stress and worry in life are like the glass of water. Thinking about all the difficulties and worries for sometime would not mean anything significant but keeping on ruminating about them will make one feel incapable and paralysed. Remember that one must put the glass down. Decluttering is the right way to begin with stress management. Ships are safe at ports but they are not meant for that purpose and a true sailor is born on the sea and not at the safe harbour. Similarly every individual feels safe at home wrapped in the comfort zone but is that the purpose of the life one chooses to live? Every one of us has got a goal to achieve and for that we have to face several situations or incidents in life. Every circumstance creates challenges and worries and life becomes successful only when the person is able to manage such situations with the aid of the various coping mechanism.





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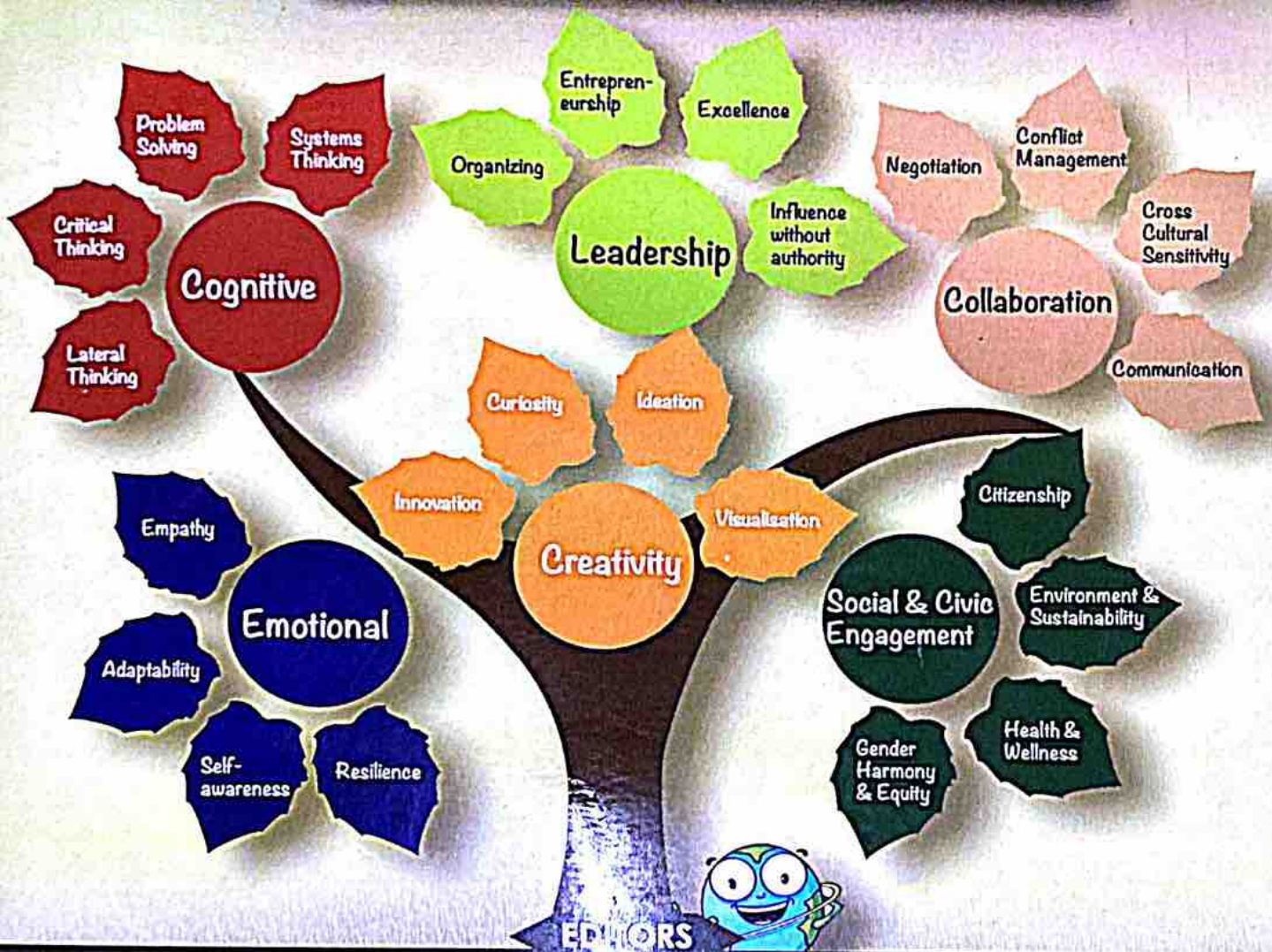
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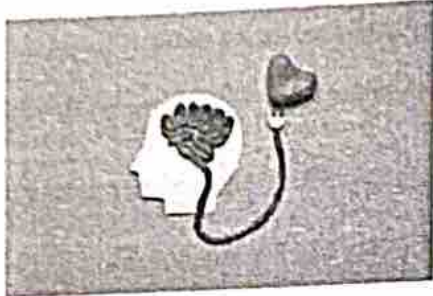
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## COPING WITH EMOTIONAL THREATS AND PROBLEM SOLVING



*“When solving problems, dig at the roots instead of just hacking at the leaves.”*

*-Anthony J.D'Angelo*

### EMOTIONAL THREAT

Any activity of an individual or any situation which threatens or disturbs us emotionally is called emotional threat. Emotional threat is a dangerous attempt made by a manipulator to control the victim and manipulate their activity by blackmailing them emotionally.

Emotional threatening is considered as a psychological abuse since it deals with emotions of the victims. Emotional threatening is done by an individual in order to meet his / her demands. The primary victims of emotional threats are people who are emotionally weak. However, emotionally strong people are also prey of these threats since it is human nature to be emotional.

### Dynamics in Emotional Threats

The dynamics in emotional threatening between the threatener and the victim is simply coined by the word FOG, which means fear, obligation and guilt. Emotional blackmails / threats circulate around these dimensions. Fear arises to the victim when he / she is getting threatened by the manipulator to fulfil his/ her demands. Now the victim is obligated to do what the manipulator / threatener wants. Then the victim feels guilty either for neglecting the demands of the threatener or for fulfilling the demands of the threatener, in case if fulfilling the demands harms any other person.





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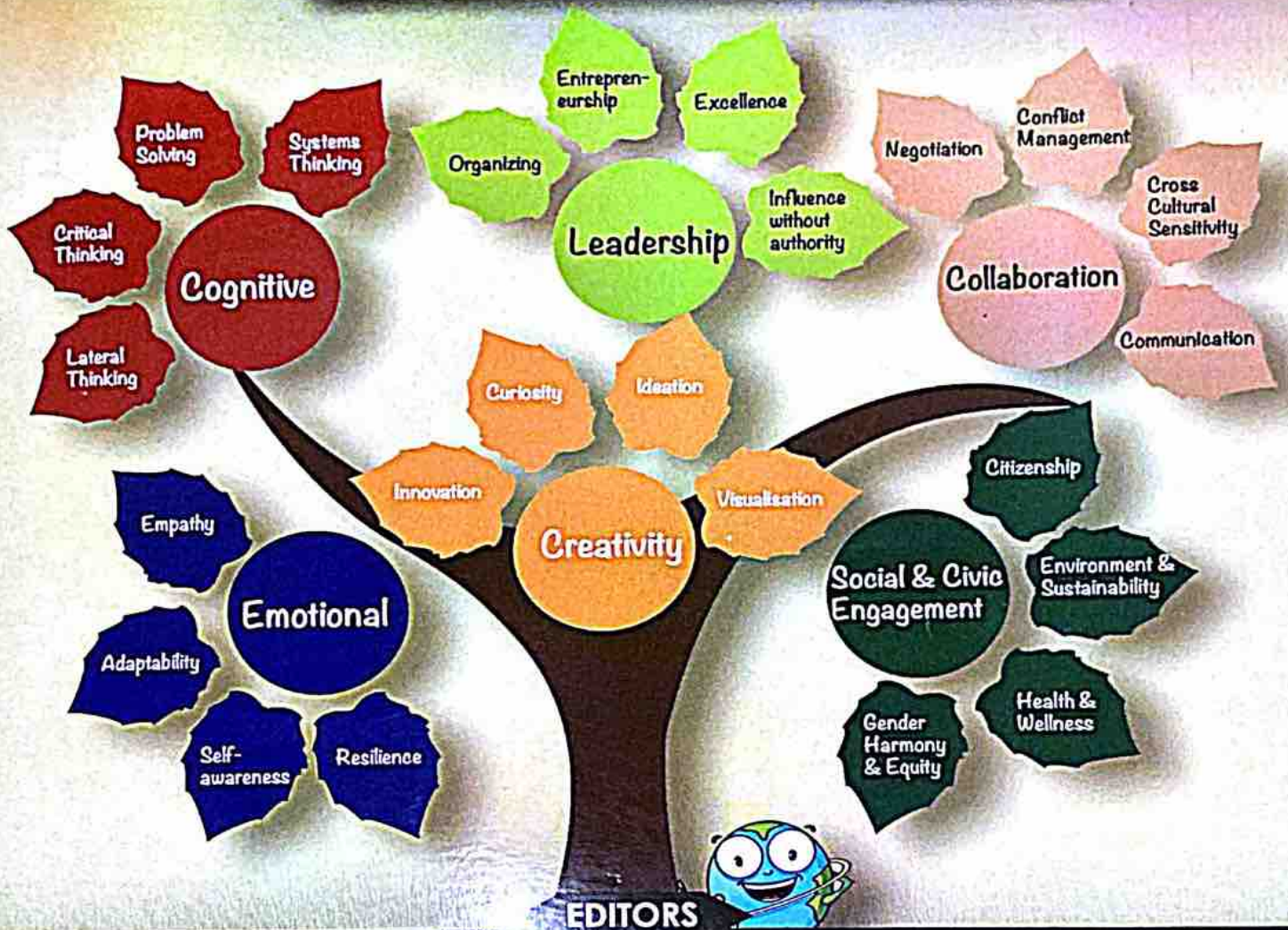
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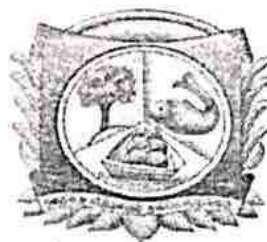


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### TIME MANAGEMENT

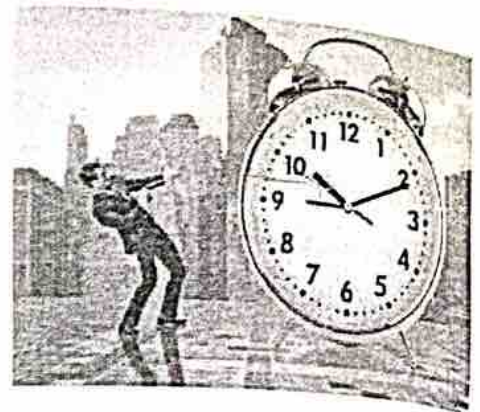


*"Time management requires self-discipline, self-mastery and self-control more than anything else."*

*-Brain Tracy*

#### MEANING AND IMPORTANCE

Time Management is the process of planning and exercising conscious control over the amount of time spent on specific activities, especially to increase effectiveness, efficiency or productivity. Time management may be aided by a range of skills, tools and techniques used to manage time when accomplishing specific tasks, projects and goals complying with a due date.



Initially, time management referred to just business or work activities, but eventually the term broadened to include personal activities as well. A time management system is a designed combination of processes, tools, techniques and methods.

Time Management becomes necessary because,

- available time is limited
- time cannot be stored
- one's goals are usually multiple, sometimes conflict, and not all goals are of equal priority
- goals cannot be accomplished without the application of effort, which requires the use of time
- it improves decision making ability
- it reduces stress
- free time is necessary





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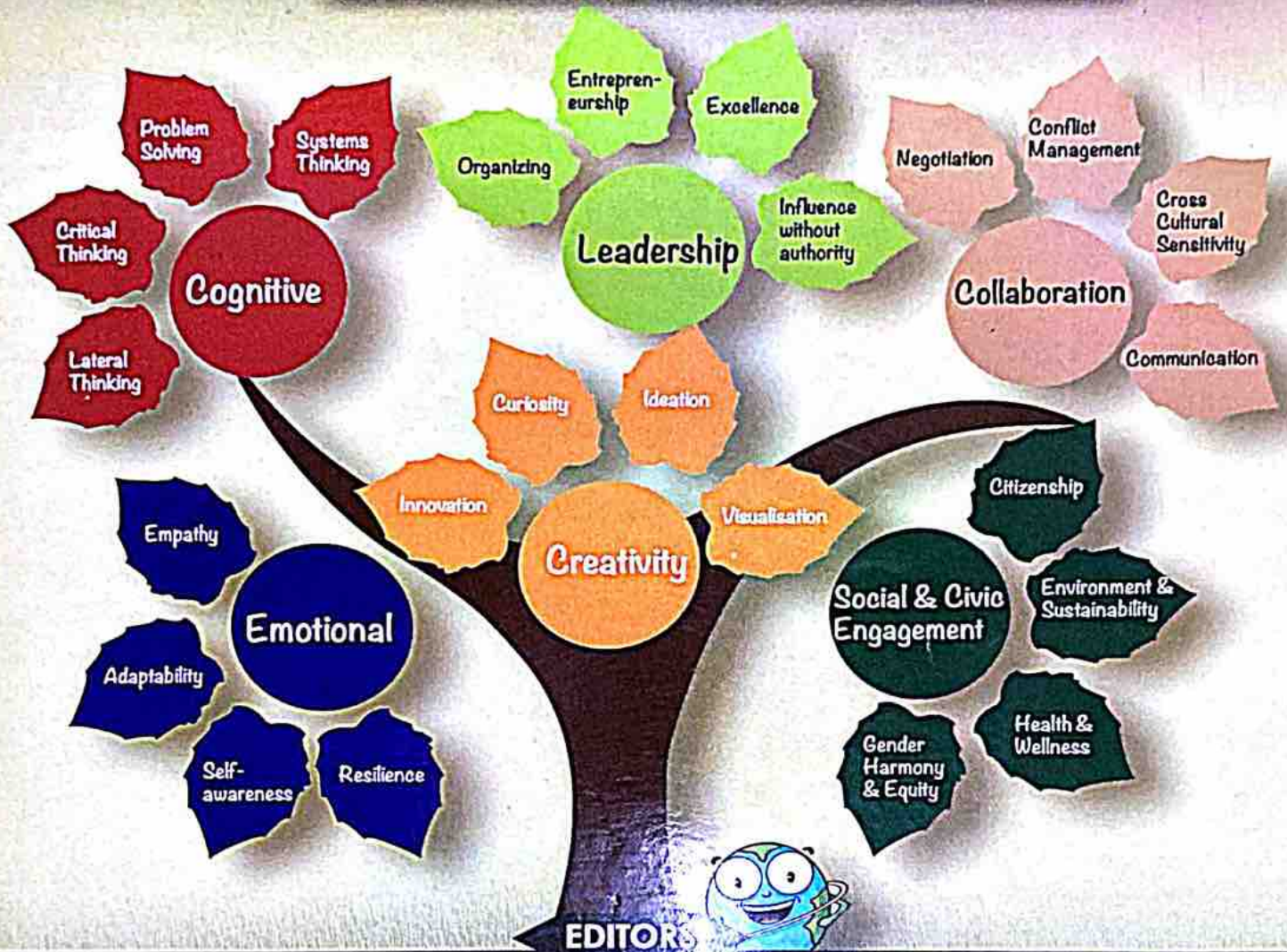
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★★★★★



# CHAPTER - XV

## EFFECTIVE COMMUNICATION



*“For effective communication think about how your speech is perceived than in what you are actually saying.”*

*-Byron Rivers*

### WHAT IS COMMUNICATION?

Communication is obtained from the Latin word ‘Communicare’ which indicates the meaning ‘to share’. It is the pursuit of delivering information, ideas and attitudes between senders and recipients using some other medium (speech, email and phone). Communication is a continuous, by-pass and dynamic process, where the sender creates information in a particular form (facts, figures, pictures) and passes it to reach the one or more persons to whom the information is to be delivered through the medium. Diagram of Communication Process is shown in figure 1.

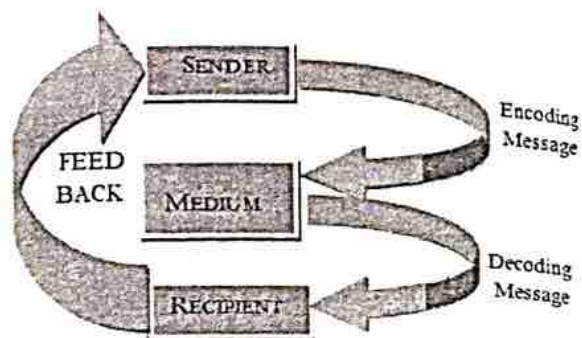


Fig.1. Communication Process Diagram

### FEATURES OF COMMUNICATION

- Two-way communication
- Information sharing and understanding
- Verbal and Non-Verbal Communication
- Circular flow
- Goal oriented
- Continuous process
- Pervasive activity





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*J.Pandiarajan* ♦ *M.Monisha*



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# ADVANCES AND TRENDING RESEARCH IN THE FIELD NANOTECHNOLOGY FOR ITS WIDE APPLICATIONS IN OTHER AREAS OF SCIENCE

# 1

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**Abstract** - In today's scenario, health issues, scarcity of nutrition sources, high cost for the basic needs has become the major problems that humans are facing and most of the death cases are the end result of health problems. This basic need urge human for the technological innovation, which paves a way for the efficiency enhancement and nanotechnology act as a single solution in almost all the basic areas that need to be addressed. The current work is a consolidation of trending application of nanotechnology in various fields that covers microbes, plants, animals and products. It involves increasing the efficiency and bio compatibility of the many biological process by the nanoparticles like enhancement of plant growth, anti-microbial activity, diagnosis of diseased condition, delivery of drug to the target, improvement in bioprocessing and many more application at nanoscale.

**Keywords** - Nanotechnology, bio compatibility.

## INTRODUCTION

Nanotechnology is a process of manipulating and controlling individual atoms and molecules in a system. It plays an important role in the production of nano-scale products with enhanced strength, light weight, control over light spectrum and chemical reactivity on target molecule than their large-scale counter parts. Nanoscience deals with the particle that gets assemble in billionth of a meter, the nanoparticles that are being created possess flexible nature, high mechanical strength, penetrating capacity, non-reactive nature if it is designed as a shell or carrier to deliver the molecule to a recipient cell. Nanotechnology can use both bottom up approach and top down approach. The tremendous driving force of nanoparticles for its diffusion makes it unique. It involves the construction of atoms with engineering technology. The evolution of nanoparticles begins with passive nanostructures followed by active nanostructures then the nanosystems and currently the advanced molecular nanosystems by nanolithography.

Some nanoparticles occurs naturally in the environment as certain volcanic ash, ocean spray, fine sand and dust, and even in biological matter. It can be created incidentally or by synthesizing with engineering and technology. Most of the human activities generate nanoparticles but with poor control on shape and size of the particles. It's being unnoticed by humans. Every day activities like running diesel engines, large-scale mining, and even starting a fire can produce incident nanoparticles. On the other hand, engineered nanoparticles have good control over its structure as well as it's the physical and chemical properties.





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# Innovative Developments in Arts, Social and Management Sciences: Challenges & Opportunities

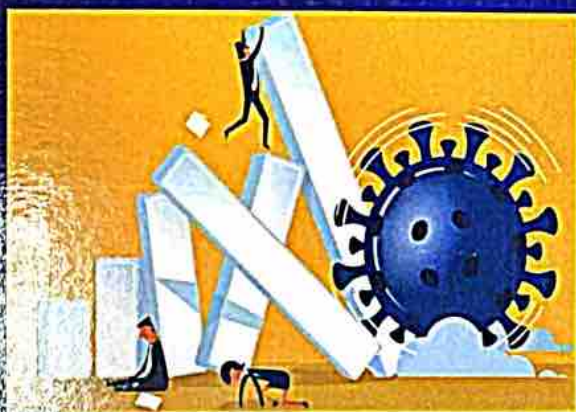
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# Chapter 1

## IMPACT OF COVID-19 ON PERSONAL FINANCIAL PLANNING OF MIDDLE CLASS HOUSEHOLDS IN VIRUDHUNAGAR TOWN, TAMIL NADU

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**Abstract** - The corona virus disease (COVID-19) pandemic, which evolved in the city of Wuhan, China, has rapidly spread to different countries. The sudden occurrence of corona virus disease 2019 (COVID-19) has produced a global health crisis that has a profound impact on our day to day life, businesses, world trade and movements and is obstructing the global economy as a whole. In recent weeks, this virus has created a significant economic impact of the corona virus on financial markets and industries such as manufacturing, hospitality, tourism and travel which, in turn, affects many people, especially the middle class population, which is the key constituent for the economic development of India. Though the central and state governments have declared economic measures to preserve jobs and assure wages to support the middle class, there is still a lack of clarity on how could these measures be employed and how people are going to deal with a loss of income in the short-term. With unemployment numbers growing up due to the COVID-19 outbreak, this study was conducted to understand how the individual and family finances of middle income group and their lifestyle have been impacted by the corona virus. The main objective of this current study was to measure the people's preparedness for an emergency occurrence, the corona virus impact on people's finances and the concerns that people have depending on the corona virus outbreak. In short, this survey helps to better understand the financial risks and lifestyle changes which have resulted from COVID-19.

**Keywords** - COVID-19, Corona virus, Financial Planning, Investment, Personal Finance, Middle Class, Indian Economy

### INTRODUCTION

The pandemic of Corona Virus (COVID-19) strike India recently. When the global focus has been on testing, finding a cure and preventing this transmission; people are going through a multitude of problems financially in adjusting to the current lifestyles. COVID-19 is considered as a trend accelerator that forces people to accept new tools and accelerates the consumer behavior shifts. Freedom literally means different things to different people. But covid-19 has restrained many of the people's freedom. While the nation has entered the unlock phases, many restrictions still persist. For many people, it has taken away their sense of financial freedom, because of a sudden job loss or pay cut, or the miserable economic backdrop. However, people are paying more attention to manage their finances.

These COVID-19 recessions causes financial difficulties for many in the short term, but drive changes in consumer behavior in the form of personal finance in





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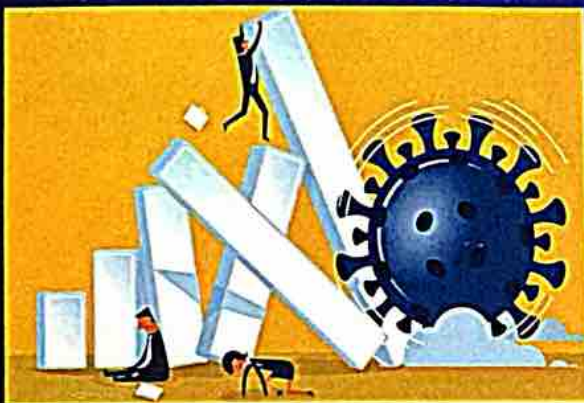
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**VIRUDHUNAGAR, TAMILNADU, INDIA**



# INNOVATIVE DEVELOPMENTS IN ARTS, SOCIAL AND MANAGEMENT SCIENCES: CHALLENGES & OPPORTUNITIES

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Pro Vice Chancellor, Dayananda Sagar University, Bengaluru, Karnataka  
(Formerly Vice Chancellor, Periyar University, Salem, Tamilnadu)

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## E-GOVERNANCE - A PARADIGM SHIFT THROUGH A CULTURAL TRANSFORMATION

Dr.R.Thanga Ganesh<sup>1</sup> (✉) & Dr.K.Pushpa Veni<sup>2</sup>

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**Abstract** - An approval of the national e-Governance plan 2006 in India brings a cultural change in simplifying the governing process towards citizen, business, and employee and within the government itself. Electronic mode services can provide a high degree of privacy, save service users from dealing with service providers, privacy policies and reduce the service provider's requirement. A new public administration policy aims to provide digital services for every common man through e-Governance centre. E-Governance centre is a market place for accessing government services with transparent, efficient, reliable services with affordable cost. The researchers have attempts to study people's satisfaction on service location of e-Governance centre in the study area. The success of e-Governance is purely depends upon the availability of services in its location.

**Keywords** - E-Governance, Digital services, New public administration, Location- based services, Indian Economy

### INTRODUCTION

Digital India was launched by the Prime Minister of India Narendra Modi on 1<sup>st</sup> July 2015 with an objective of connecting rural areas with high-speed Internet networks and improving digital literacy. The vision of Digital India programme is inclusive growth in areas of electronic services, products, manufacturing and job opportunities etc. E-Governance is an IT enabled front-end delivery system. Service location of e-Governance represents the service delivery area designed by its employer for e-Governance centre. E-governance is the services of existing government practice with a new technology. The development of the digital services will reflect new dimensions of impact in the society. The Government directing all the people to access electronic services for the people's standard of living. The Director of electronic service delivery is the authorized chair person. According to the direction of chair person, the e-Governance employees will perform their job and maintain the e-Governance centre. E-Governance system creates an opportunity to enhance a quality of life by distributing the government services and schemes electronically to the end users. It entails the access and delivery of essential public utility services, social welfare schemes, health care, financial, educational, skill up gradation and agricultural service are available at a single web portal. E-Governance centre is the service delivery points enabled with structure, facilities with Information and Communication Technology (ICT) for the electronic service delivery. It is acting as a change agent to promote entrepreneurship and enable community in digital





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# Chapter 7

## FINANCIAL LITERACY AMONG WOMEN – A CORNERSTONE OF FINANCIAL HEALTH

Rukmini Murugesan<sup>1</sup> & Dr.V.Manohar<sup>2</sup> (✉)

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**Abstract** - The Covid-19 epidemic is the first and foremost human disaster in 2020. More than 200 countries and territories have confirmed effective medical cases, caused by corona virus declared a pandemic by the WHO. As we have already acknowledged that India is a developing economy, it is stated as an economy passing through demand depression and high unemployment. The world is reeling under the corona virus pandemic. Many people are experiencing job losses as companies across globe shut production. This paper undertakes the assessment of a rapidly growing body of economic research on financial literacy in the corona virus pandemic period. We start with an overview of theoretical research which casts financial knowledge as a form of investment in financial health. Next we draw on recent impact of covid-19 on financial health of the society. In this context we focused on the importance of financial literacy among women in today's time. This is followed by remedies by the government in the form of policies to mitigate the consequences of Corona pandemic. Final section of thought on strategies suggested to a layman in-order to handle this financial depression.

**Keywords** - Covid-19, Financial knowledge, Financial Literacy, Financial health

### INTRODUCTION

Financial literacy means having financial knowledge and skills to manage money wisely. If we go for definition it is a vast concept which differs for different people. In general, we can say that financial literacy is the combination of financial attitude, financial behavior and financial knowledge of people in understanding their all financial resources impact of their decision on financial stability. This plays a very crucial role in economic and financial crisis like corona pandemic in the current period.

### Problem Statement

The Covid-19 epidemic is the first and foremost human disaster disturbed the routine of the whole world. Lock-down made the entire world to be locked among four walls and struggling to lead their daily activities. Hence this paper to presents the emergent need of the financial literacy which is a best investment financial health. That to among women nourishes the society financially specially low and middle income groups.





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# Chapter 9

## BLUE OCEAN STRATEGIC MOVES TO OVERCOME STARTUPS FAILURES

Dr.P.Sundara Pandian<sup>1</sup> & Dr.S.Muthulakshmi<sup>2</sup> (✉)

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**Abstract** - The new startups should start blue ocean strategy to retain their space in the market. They should reset the market boundaries in the palpable market. The starting point is buyer utility. Business people have to see is there any undeniable reason for the target mass of people to buy the product. If this is absent there is no blue ocean strategy. In this case the businessman have two options, one is to park the idea or rethink it until one reach an affirmative answer. New businesses are advised to evaluate competitors, benchmark, and then follow suit, with minor changes that give them a competitive edge — like cost differentiation. This Blue Ocean Strategy, an approach that challenges everything that you thought you knew about the requirements for entrepreneurial success.

**Keywords** - Business focuses, blue ocean strategy

### INTRODUCTION

Business focuses more on competition with the increase in the products and less on innovation. The problem is that business firms prepare less for tomorrow. As one knows, consumer preferences are consistently changing for two reasons. Firstly new products keep popping up which distracts the consumer and secondly consumers get more in order on all the products marketed. In this case it is advisable that business do not go behind the competitors but be adaptive and innovative for tomorrow. Corporate people have to focus on corporate strategies which need stress innovation and not replication. Two concepts are involved in business one is red ocean strategy and blue ocean strategy. These strategies are explained below.

### RED OCEAN STRATEGY

Red ocean is a bloody ocean where the competitors battle with one another in the market. The business people fight with the same customers. The only campaign followed by the businessmen is price differentiation. They concentrate only on margin issues, problems with customer retention and growth problems. Therefore the hard work put in by the businessmen do not earn the desired results. Building brand uniqueness is difficult. These companies often lack a strategy. The company lends poor substitute products and imitate other companies products. Thus the business is tied up to large inventory and many products which do not sell are out-dated. Red oceans believes in six assumptions, on which most companies hypnotically build their strategies. They are





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VIRUDHUNAGAR, TAMILNADU, INDIA



# INNOVATIVE DEVELOPMENTS IN ARTS, SOCIAL AND MANAGEMENT SCIENCES: CHALLENGES & OPPORTUNITIES

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(Formerly Vice Chancellor, Periyar University, Salem, Tamilnadu)

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# Chapter 11

## A STUDY ON PROBLEMS OF WOMEN LABOURERS WORKING IN FIREWORKS INDUSTRIES -USING MDS

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**Abstract** - The most common reported health problem to labourers employed in the fireworks are related to overexertion, contact with objects or equipment, falls, bodily reaction or exertion, or being struck by an object. As an employer, he should take every possible opportunity to show his labourers that you are committed to health and safety practices by becoming actively involved. The objective of the paper is, to analyze the women labourers problems using Multi-Dimensional Scaling Techniques. 300 samples were collected using random sampling method. The data were collected from Sivakasi block of Virudhunagr district of Tamilnadu. The data were collected during the period of January 2019 to March 2019.

**Keywords** - Women Labourers problems, MDS and Fireworks industries

### INTRODUCTION

The most common reported health problem to labourers employed in the fireworks are related to overexertion, contact with objects or equipment, falls, bodily reaction or exertion, or being struck by an object. As an employer, he should take every possible opportunity to show his labourers that you are committed to health and safety practices by becoming actively involved.

A health and safety management system identifies, assesses, eliminates and controls workplace hazards. These systems should reduce the incidence of injury and illness at the workplace. When creating a health and safety management system, the scope and complexity varies depending on the type of workplace and the nature of the work performed. Although health and safety management systems may vary in their content, application and evaluation, their goal is the same – to prevent work-related incidents, injuries, illnesses and fatalities. The objective of the paper is, to analyze the women labourers problems using Multi-Dimensional Scaling Techniques.

The remaining part of the this study is organized as follows: After a brief introduction in Section -I, Data and methodology are outlined in Section - II, Section - III presents the analysis and findings of the study and Section - IV gives conclusion of the study.





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# Chapter 14

## APPLICATIONS OF MULTIPLE REGRESSION TECHNIQUES FOR MODEL BUILDING

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**Abstract** - Regression analysis is a set of statistical methods used for the estimation of relationships between a dependent variable and one or more independent variables. It can be utilized to assess the strength of the relationship between variables and for modeling the future relationship between them. Regression analysis includes several variations, such as linear, and nonlinear. The most common models are simple linear and multiple linear. Based on the above background the objective of the paper is to explain multiple regression techniques using simple example. A sample of 15 teachers were selected from the private college and their respective details like, experience in years, books published, journals published etc.. were collected for the purpose of the study. SPSS has been used to build the regression model.

**Keywords** - Regression, Model building and Applications of regression model

### INTRODUCTION

The term "regression" was coined by Francis Galton in the nineteenth century to describe a biological phenomenon. Regression is often thought of as a "Relationship between two things" Since two variables are used it is called as Bivariate data. **Bivariate data** refers to two sets of variables that can change and are compared to find relationships. Regression can be thought as the "relationship" between any two things. For example, imagine when a person stay on the ground the temperature is 70°F. If the person starts climbing a hill and as the person climbs, the person realizes he is feeling colder and the temperature is dropping. When that same person reaches the hilltop which is 500 meters above the ground level the temperature is 60°F. Thus it can concluded that the height above the sea level influences temperature. Hence, there is a relationship between height and temperature. This is termed as "regression" in statistics. The temperature depends on height and hence is the "dependent" variable, whereas height is the "independent" variable. There may be various factors influencing the temperature such as humidity, pressure, even air pollution levels etc. All such factors have a relationship with the temperature which can be written mathematically as an equation.

Regression analysis is a set of statistical methods used for the estimation of relationships between a dependent variable and one or more independent variables. It can be utilized to assess the strength of the relationship between





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# Chapter 16

## RUDIMENTS OF EXPERIMENTAL METHOD IN SECOND LANGUAGE RESEARCH

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**Abstract** - Multiple factors like age, gender, anxiety, motivation, proficiency levels etc. contribute to second language performance in learners. Second language research aims to examine the subject of causation that foster or hinder the acquisition of second language in natural and classroom setting. Experimental research is a useful methodology to address a causal relationship. The chapter explores the principles and procedures adopted in experimental method for conducting second language research. The chapter also discusses the various experimental designs, their pros and cons including their limitations in second language research.

**Keywords** - Intervention, Variable, Construct, Hypothesis, Manipulation and Control, Randomization, Comparison Groups, Pretest, Posttest, Inference

### INTRODUCTION

Second language learning is influenced by several cognitive and social factors. Second language researchers intend to study the potential effect of one variable on another, Experimental research is a useful methodology to address a causal relationship. It permits researchers to control the influence of factors that are not of interest and to vary a factor under study across groups to understand a causal relationship. It also aims to test whether an assumption is supported by empirical data. Experimental method in second language research should follow a robust design to investigate whether certain factors like types of instructions, input, or interactions can facilitate or inhibit language learning.

### OBJECTIVES OF SECOND LANGUAGE RESEARCH

The objectives of second language research are:

- ❖ To explore individual and environmental aspects related to language learning or use.
- ❖ To describe characteristics of language learning process.
- ❖ To explain how language learning develops and why it differs among different individuals.
- ❖ To predict language learners' future learning behaviors, steps, performance or success.
- ❖ To test language learning or use and to evaluate the effectiveness of language instruction
- ❖ To apply current knowledge or theory in classroom practice.





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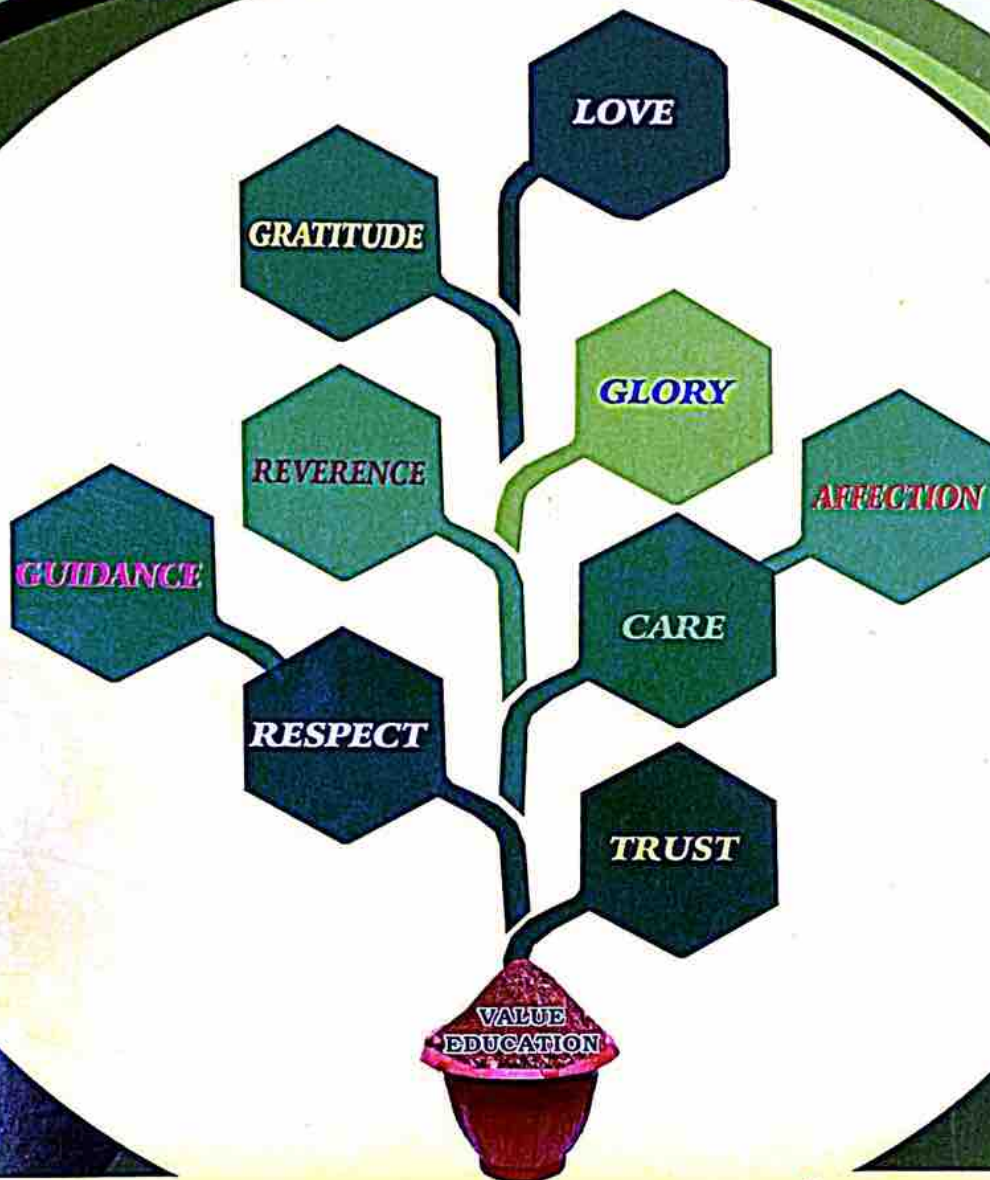


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**Dr.P.Sundara Pandian**

**Dr.R.Meena**

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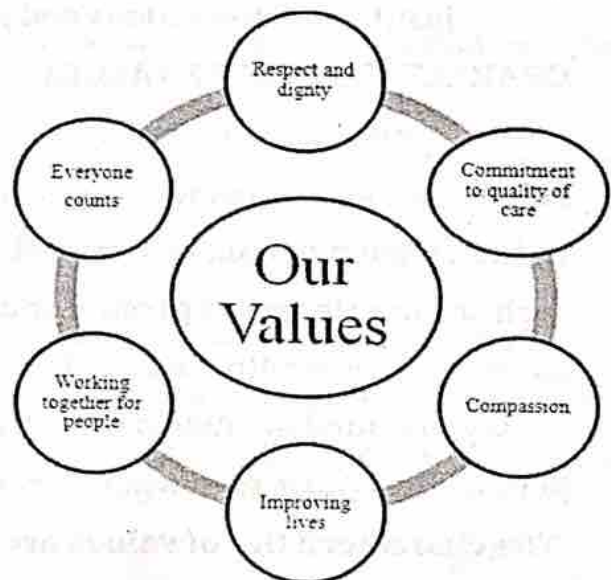
## INTRODUCTION

*"The value of life is not based on how long we live, but how much we contribute to others in our society"*

**- Buddha**

Values are generally regarded as the moral standards of human behaviour in society. The word 'value' is derived from the Latin word 'valio', which first refers to strength and health, and then by natural change, which means useful and adequate. The word 'valor' in French is excellent. Humans need different things to live in this world. However, nothing in this world is free. There is a price for everything and one has to pay the right price to satisfy. We value things in terms of our needs, and our needs depend on our value system. First, there are basic necessities such as food, water, air, shelter and clothing, without which the survival of the body is not possible.

Once these requirements are met, man moves to meet higher needs, such as social needs, security needs, or self-fulfillment. However, not every person follows the same path because one's path depends on the intrinsic values of the person. These intrinsic values are derived by one's nature and one's upbringing. The impact of family, community, nation and individual makes him unique as one creates a unique set of values for each individual. These values determine the person's preference and lifestyle. Values shape the person's personality and determine the development of the individual, family, community, nation and humanity.







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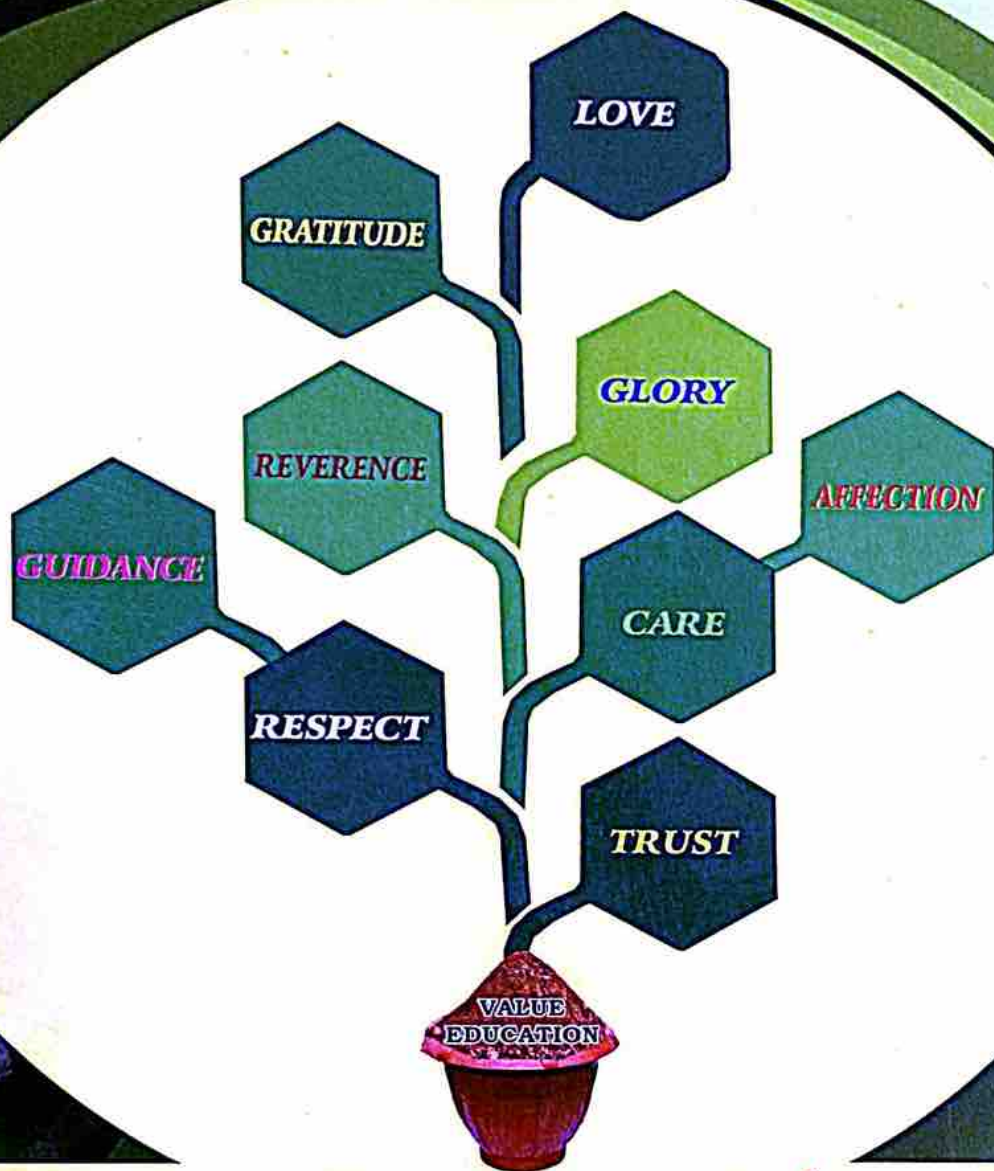
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## CULTURAL AND RELIGIOUS VALUES

*True religion is real living, living with all one's soul, with all one's goodness and righteousness.*

*- Albert Einstein*

### WHAT IS CULTURE?

The word culture derives from a French term, which in turn derives from the Latin *colere*, which stands for growing, cultivation and nurturing. Culture is rooted with ethnicity, objects, customs, and values. For example, Stars and Christmas trees can be considered as cultural objects. They represent a ceremony in cultures all over the world.

The term culture is actually difficult to define. Geert Hofstede, a renowned Dutch researcher of culture has defined culture as the "collective programming of the mind which distinguishes the members of one group or category of people from another". Culture is the totality of socially transmitted behavior patterns, arts, beliefs, institutions and other products of thought and work. These patterns and traits signify a particular community.

Culture is the sum total of ideas, beliefs, knowledge and values that pass down from one generation to another in a society. Culture is a set of norms which is sincerely followed by so many people of a particular group that becomes inerasable. It becomes the part and parcel of their lives. They live along with culture as their paramour. A life without culture can be considered as rootless.

Culture is present in the way a group thinks, and their behavioural patterns. Hofstede feels as though some

features of culture are visible but their meaning is not so, "their cultural meaning







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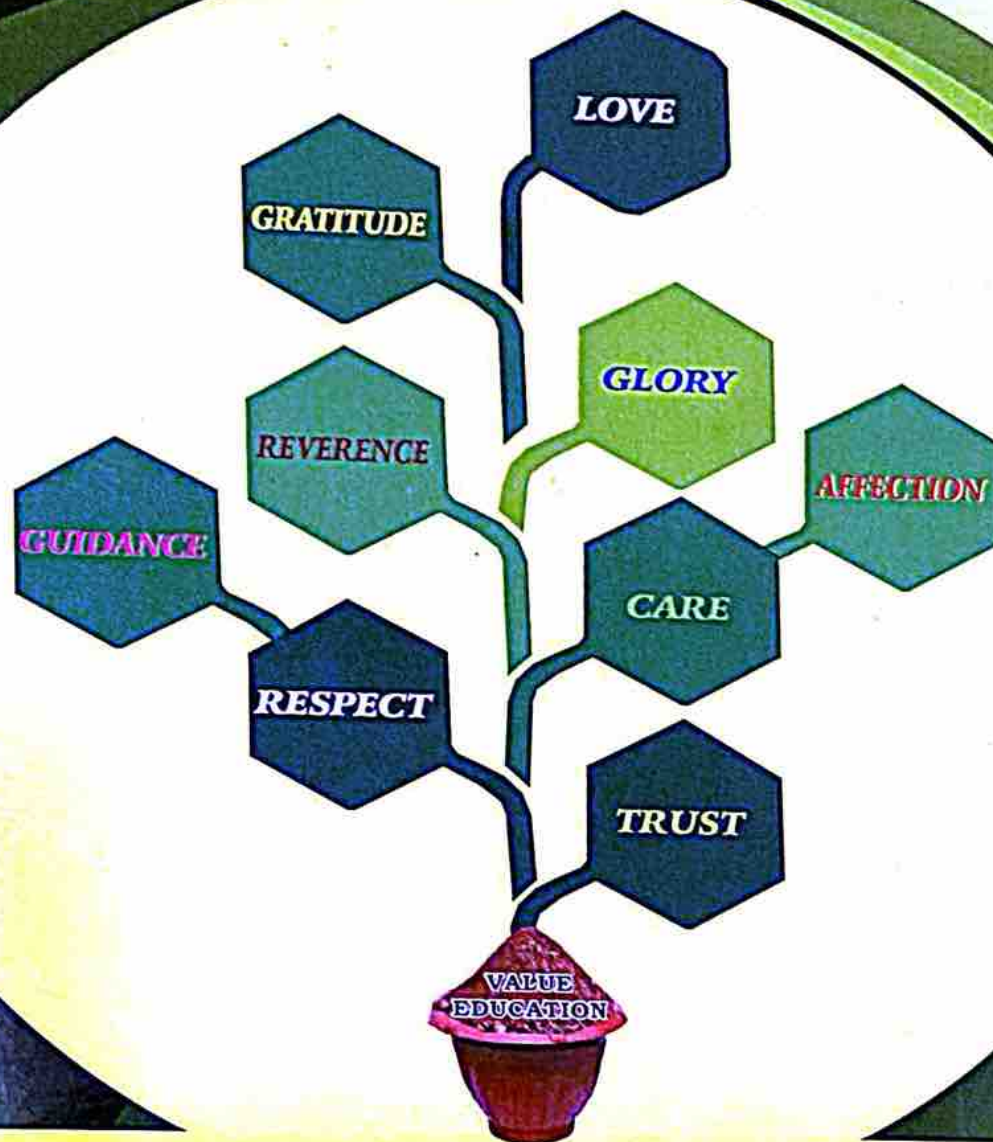
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## PROFESSIONAL VALUES

*Always do the right. It will gratify some people and astonish the rest.*

- Mark Twain

### PROFESSIONAL VALUES

Success in one's career results notably from a set of virtues called professional values. The first set of values namely (i) collegiality (ii) loyalty and (iii) respect for authority addresses employee-employer relations within an organization. The second set of values namely (i) confidentiality (ii) conflict of interest and (iii) occupational crime addresses employee-public interaction outside the work place.

#### Collegiality

Collegiality is a kind of connectedness grounded in respect for professional expertise and in a commitment to the goals of the profession. It includes a disposition to support and cooperate with one's colleagues.

#### Professional Values

- Altruism—concern for the welfare and well being of others
- Autonomy—the right to self determination
- Human dignity—respect for the inherent worth and uniqueness of persons
- Integrity—acting in accordance with a code of ethics and accepted standards of practice
- Social justice—fair treatment regardless of economic status, race, ethnicity, age, citizenship, disability, or sexual orientation

The central elements of collegiality are respect, commitment, connectedness and cooperation. *Respect* is valuing one's peers for their professional expertise and their devotion to the social goods promoted by the profession. *Commitment* means sharing a devotion to the moral ideals of the profession. *Connectedness* is an awareness of being part of a cooperative undertaking created by shared commitments and expertise. *Cooperation* refers to voluntary arrangement in which two or more employees engage in a mutually beneficial exchange instead of competing with each other.





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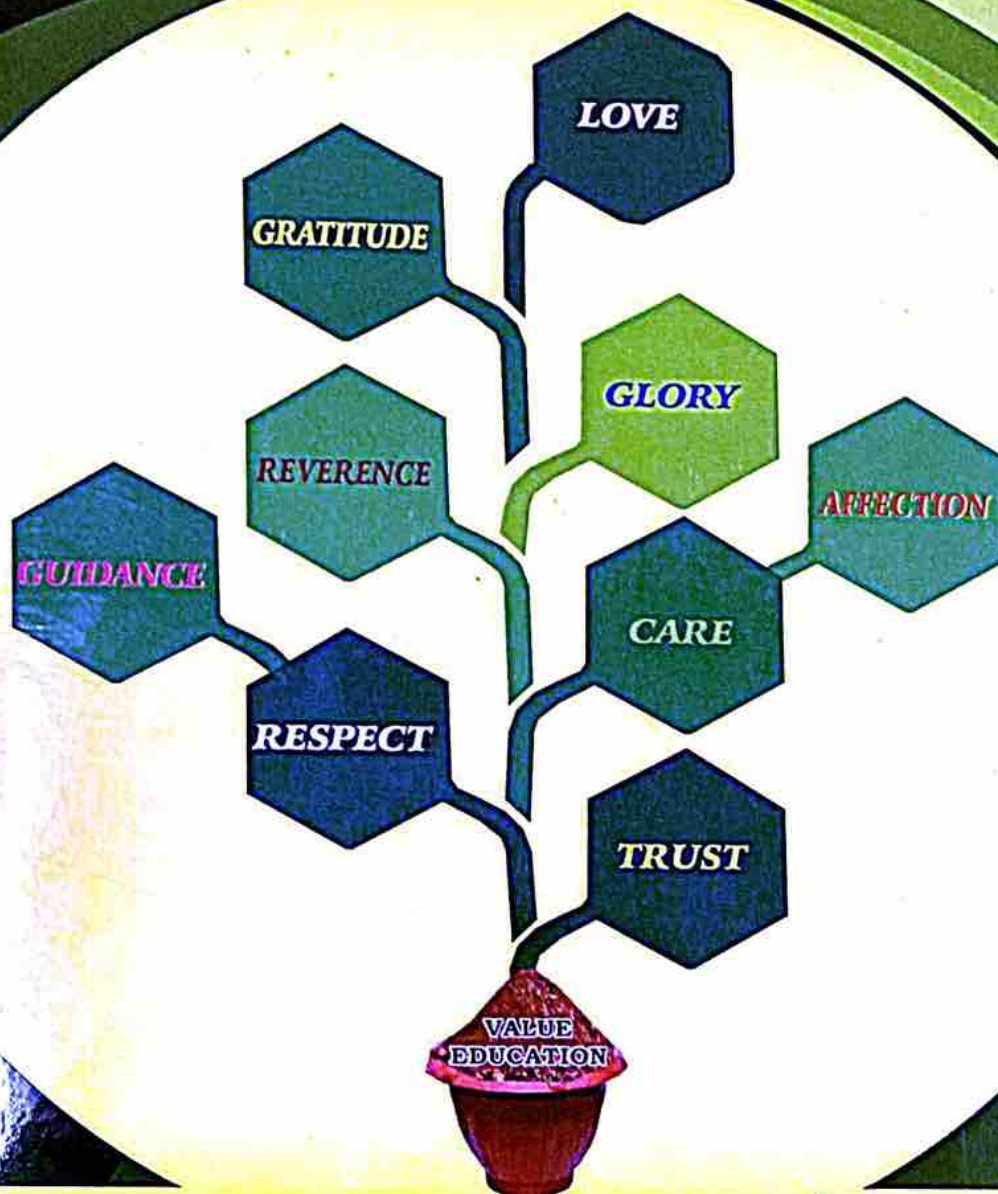
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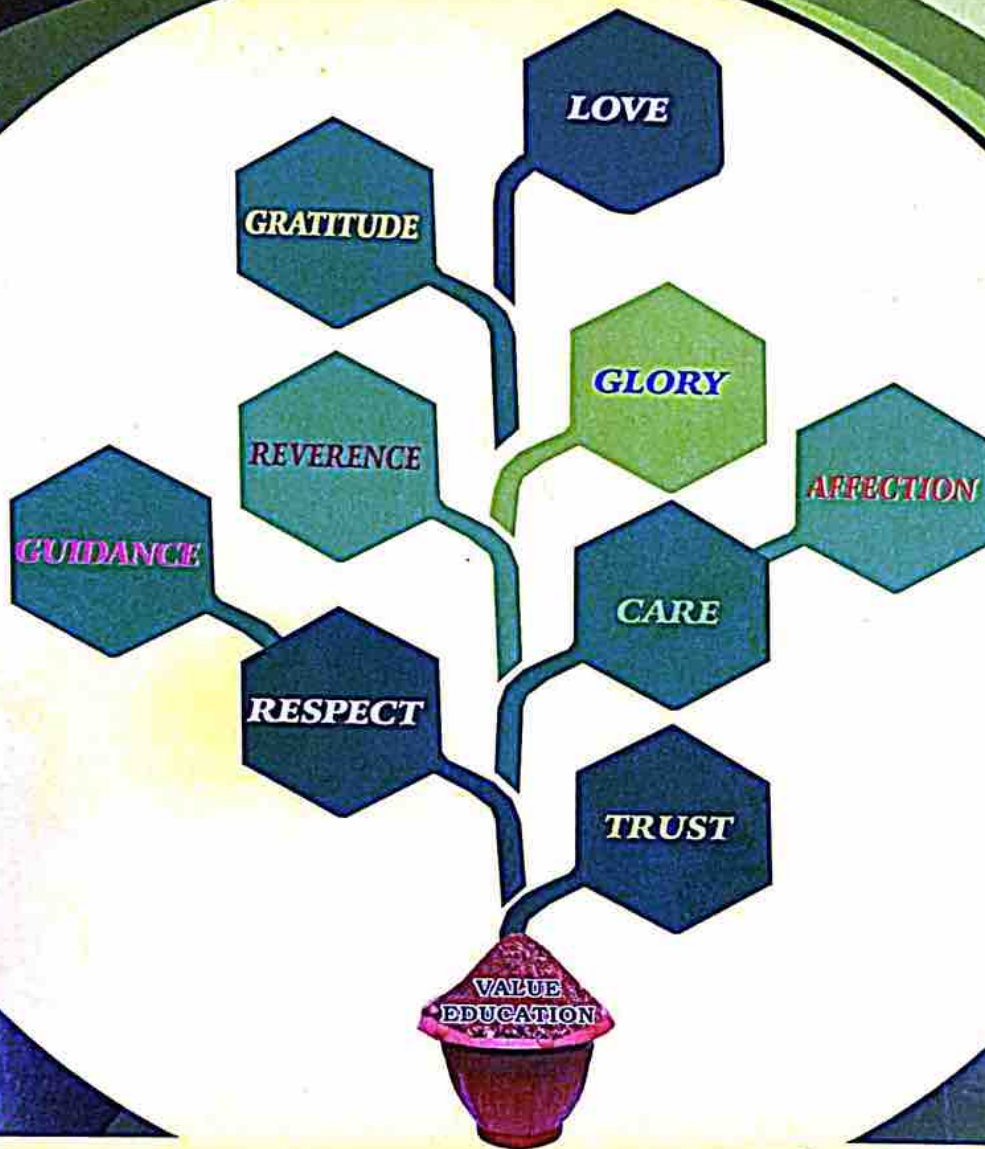
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What are Spiritual values?-Important Spiritual values-Fundamental and Principles of Spiritual values-Impact of Spiritual values in individual-Influence of Spiritual values in the society-Implement the Spiritual prayer-Conclusion

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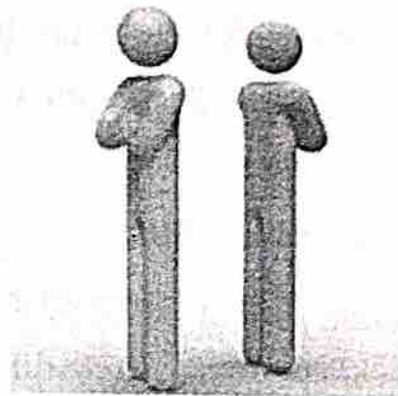
## CONFLICT OF VALUES

*"Peace is not absence of conflict, it is the ability to handle conflict by peaceful means."*

*- Ronald Reagan*

Conflict is a difference of opinion created by differences in long-held beliefs and views. The conflict cannot be easily resolved with facts because the differences are belief-based and not fact-based.

Presented with logical and convincing arguments, people can be persuaded to change their opinions, but logic and persuasion are not effective for changing core values. From differences between individuals to differences between nations, value conflicts challenge the traditional methods of conflict resolution. One effective method of resolution is to appeal for agreement on a value that is prized more highly and ingrained more deeply than the one in dispute. Sometimes people will have conflicts because they have fundamental disagreement on fundamental values.



### TYPES OF CONFLICT

#### Personal Conflict

Personal conflict occurs on personal level. It arises when the ideals and aims of two individuals clash with each other and sometimes clash occurs within the individual. A personal conflict is an ethical decision that has to be made. For instance, a person has to decide whether he has to report about the jewel he found or to keep it for himself.

#### Racial Conflict

Racial conflict is mostly due to the difference in colour and race. Some races consider themselves superior to other races and there are also races which





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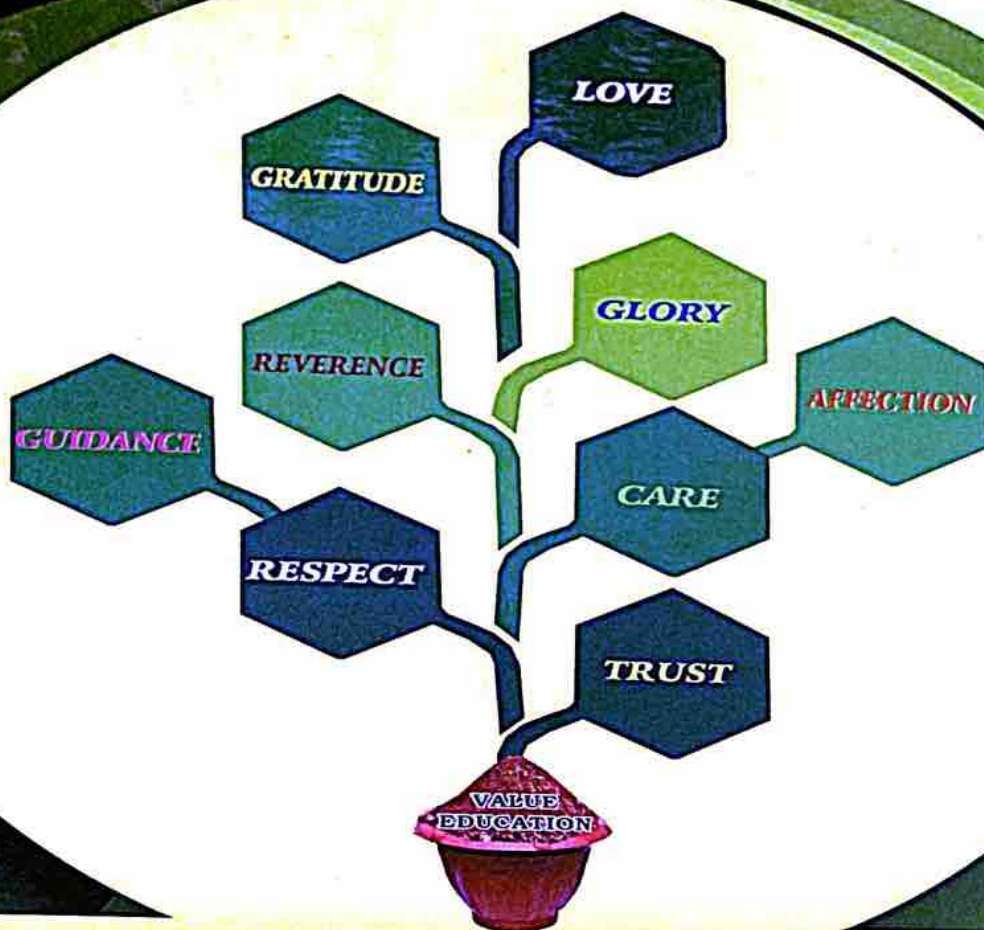
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# Value Education



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(An Autonomous Institution Affiliated to Madurai Kamaraj University)

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Virudhunagar 626 001, Tamil Nadu , India



# VALUE EDUCATION



Dr.P.SUNDARA PANDIAN  
Dr.R.MEENA



**VIRUDHUNAGAR HINDU NADARS'  
SENTHIKUMARA NADAR COLLEGE**

(An Autonomous Institution Affiliated to Madurai Kamaraj University)  
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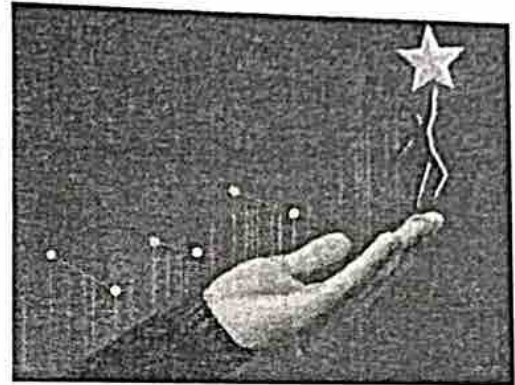
## STRATEGIES TO INCULCATE VALUES THROUGH EDUCATION

*We want that education by which character is formed, strength of mind is increased, the intellect is expanded, and by which one can stand on one's own feet.*

*-Swami Vivekananda*

### INTRODUCTION

The prime concern of education is to evolve the good, the true and the divine in man so as to establish a moral life in the world. It should essentially make a man pious, perfect and truthful. The welfare of humanity lies neither in scientific or technological advancements nor in acquisition of material comforts, rather in enriching the character of human beings. Education is an effective and pervasive phenomenon for all round individual development and social transformation. This alone can sustain culture and civilization. A balanced development of mind and body in harmony with the spirit is the key to the enrichment of human personality and an outcome of value-based education, which helps humanity to transcend to a higher level of consciousness. Our children must from their infancy be taught the dignity of labour. Thus, the true meaning of education is harmonious development of head, heart and hand i.e., enlightenment of mind, compassion and dignity of labour. Moral and spiritual training is an essential part of education. If education is to help us to meet the moral challenge of the age and play its part in the life of the community, it should be liberating and life giving. It must give a basic meaning to one's existence and equip us with the ability to overcome spiritual inertia and foster spiritual sensitivity. Educational institutions should produce men and women who will move together to develop common ideals and purposes, love each other and co-exist to create an ideal society.







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# "RECENT TRENDS IN APPLIED MATHEMATICS - 2020"

EDITED BY

S.RAJEEV GANDHI

S.MAHALAKSHMI

A.JEMSI ASUMTHA

M.NAVEEN RAJ



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On “Recent Trends In Applied  
Mathematics”

Edited by

S.Rajeev Gandhi

S.Mahalakshmi

A.Jemsi Asumtha

M.Naveen Raj



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## Preface

The Proceedings we have in our hand is another golden feather added to the crown of NLCRTAM-2020 held at VHNSN College (Autonomous), Virudhunagar on January 10, 2020. It acts as a robust bridge between the young mathematical students and the current fresh research scholars of mathematics. The research ideas discussed on the conference spot lights on the recent trend of research in multidisciplinary areas of mathematics. This book remains as an eternal record of the ideas shared and carries a bundle of knowledge in each and every page for further utility of mathematical society.

The proceedings provide a platform for the beginners to gather constructive ideas for self-enlightenment and enrichment. The contributors range wide over from mathematical students to the faculty members. The scope of the proceedings is to introduce the ethics of traditional research techniques to the young mathematicians.

In addition, quenching the thirst on the recent trends of mathematical research society also adds to the scope of the proceedings. Each and every topic discussed here is self-content and self-explanatory. The separate list of references included at the final section of the every research topic is sufficient enough in directing the readersto shoot out the ground work and all introductory sections that have motivated the contributors to proceed in their way. The optimum utility of the knowledge gathered here alone could set the target and the success of the proceedings at rising stars.

Hearty welcome to all the members of mathematical society to the multidimensional world of research in mathematics utilizing this adorable product of VHNSNC mathematics (SF) family.

S.Rajeev Gandhi

S.Mahalakshmi

A.Jemsi Asumtha

M.Naveen Raj

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# ABOUT THE COLLEGE

V.H.N.S.N COLLEGE (AUTONOMOUS) WAS FOUNDED IN 1947. THE COLLEGE WHICH BEGAN ITS LIFE IN  
HATCHED TENEMENTS WITH ABOUT A HUNDRED STUDENTS AND ELEVEN TEACHERS HAS GROWN AT  
A RAPID RATE INTO A PREMIER COLLEGE WITH MAGNIFICENT BUILDINGS AND SPACIOUS GROUNDS,  
WITH MORE THAN 3000 STUDENTS AND 200 TEACHERS. THE INSTITUTION HAS ATTAINED AN EMINENT  
STATUS WITH 13 UG, 7 PG AND 1 M.PHIL PROGRAMMES IN REGULAR STREAM AND 6 UG, 10 PG AND 12  
M.PHIL PROGRAMMES IN SELF-FINANCE STREAM. ABOVE ALL IT OFFERS PH.D PROGRAMMES IN ENGLISH,  
CHEMISTRY, BOTANY, COMMERCE, MANAGEMENT STUDIES, PHYSICS, MATHEMATICS, ZOOLOGY,  
MICROBIOLOGY AND COMPUTER SCIENCE. THE COLLEGE HAS BEEN ACCREDITED WITH 'A' GRADE BY  
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