

ENVIRONMENTAL STUDIES

Dr.Sr.C.Shibana



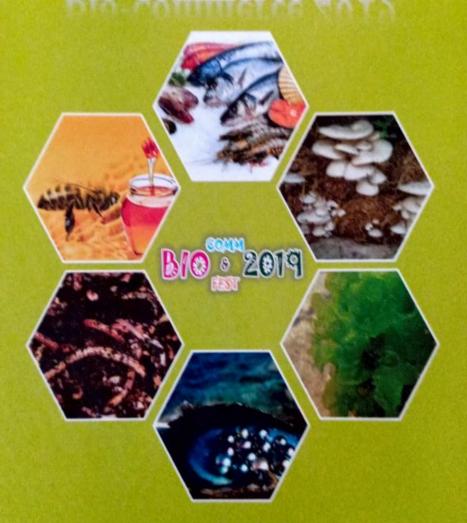




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International Conference on

Bio-Commerce 2019





14 -15 March 2019

Organised By



Department of Zoology and Research Centre

Aditanar College of Arts and Science

Virapandianpatnam, Tiruchendur, Tamil Nadu 628 206,



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PHARMACEUTICAL S C I E N C E S

Volume - 2

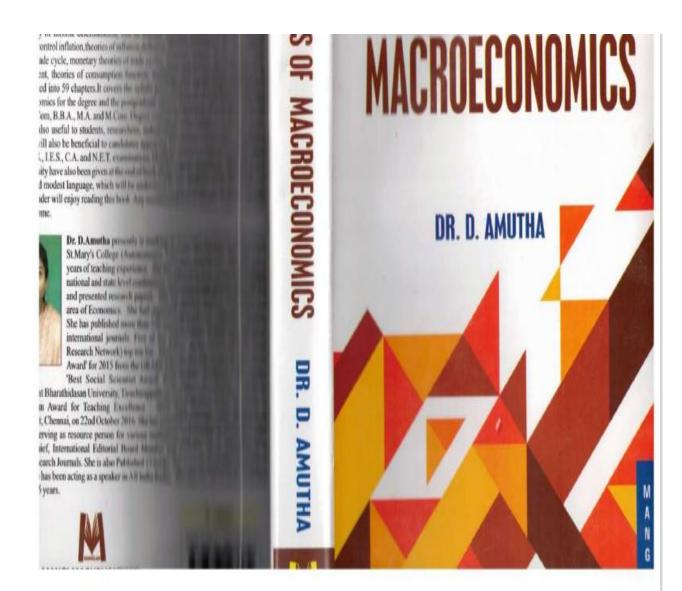
Chief Editor Dr. Chhavi Singla



₹548, US \$10

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A TEXTBOOK OF STATISTICS FOR ECONOMICS

This Economic Statistics text book delivers the vital concept and tool desirable to change and encourage statistical thinking. This book includes 27 chapters and it provides evocative, inductive and explorative statistical methods and guides the reader through the practice of quantitative data analysis. This statistics book focuses on the expression of using the sampling methods, collection of data, classification and tabulation, frequency distribution diagrammatic and graphical representation, measures of central tendency, measures of dispersion, skewness and kurtosis, correlation, regression, index numbers along with main emphasis on the importance of variability. This book also includes topics such as probability, theoretical distributions, test of significance of both small and large samples, variance, time series, attributes and much more. Every chapter in this book clarifies the principles through proper illustrations in a categorized technique. The book is very supportive to the students who take their higher studies in business administration, the social sciences, medicine, politics, economics and the specialized courses like Charted Accountants and ICWA. The book covers the theoretical, practical and applied features of statistics as far as possible in a perfect and comprehensive method.

At the end of this textbook, necessary question bank are included for the convenience of the



Dr. D. Amutha presently is working as Associate Professor of Economics, St.Mary's College (Autonomous), Tuticorin, Tamilnadu. She has over 16 years of teaching experience. She has participated in several international, national and state level conferences, seminars, symposiums and workshops and presented research papers. She has guided number of projects in the area of Economics. She had organised national and state level Seminars. She has published more than 230 research papers in refereed national and international journals. Five of her papers make SSRN (Social Science Research Network) top ten list. Moreover, she has received 'Best Teacher Award' for 2015 from the

GRABS Educational Charitable Trust, Chennai, 'Best Social Scientist Award' from Indian Academic Researchers Association at Bharathidasan University, Tiruchirappalli on 21st May 2016 and received 'Dr. APJ Abdul Kalam Award for Teaching Excellence - 2016' from Marina Labs Research and Development, Chennai, on 22nd October 2016. She has received 3 best paper presentation awards also. She is serving as resource person for various institutions and serving as Executive Editor, Editor in Chief, International Editorial Board Member and reviewer of 18 International and National Research Journals. She is also Published 13 books. She is a Life Member of a number of journals. She has been acting as a speaker in All India Radio. She also served as NSS Programme Officer over 5 years.



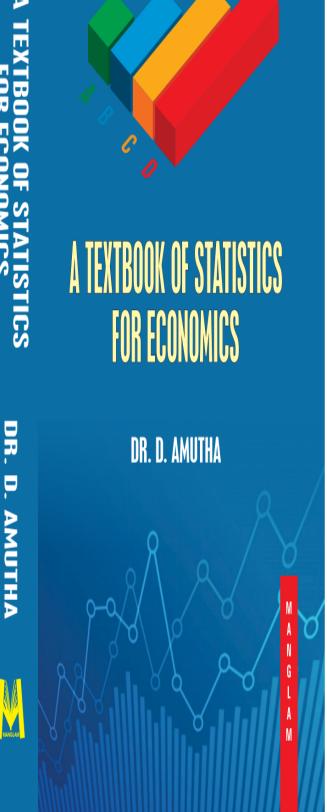
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DEVELOPMENT ECONOMICS

Theory and Practice

Development Economics book is an outline to the innovative types of growth and development theory that are predominantly beneficial in investigating the matter of economics development. The book is concerned primarily with the basic components of development economics,namely, economic development and economic growth, characteristics of underdeveloped countries, role of the state in economics development approaches to economics development, the vicious circle of poverty, economics growth models, evolution of economics planning in india and capital formation and economics development. This book also brings together a number of contributions in growth theory such as the big push theory, theory of law level equilibrium trap, balanced and unbalanced growth theory, critical minimum effort theory, Harrod-Domargrowth model. Meade's model of economic growth, John Robinson's model of economics growth and capital, Adam Smith, John stuart Mill, Marx's stages of economic growth, Rostow;s stages of economics growth, Joseph Schumpeter, M. Kalecki, Rosenstein Rodan, J.R Hicks, Arthur Lewis, Gustav Ranis & John Fei., N, Kaldor, Solow, Gunnar Myrdal, Meade's neo-classical model of economic growth, D W. Jorgenson, Harris- Todaro, paul Romer and Robert Lucas economics growth models. It has been organized in to 45 chapter. However, this book is also useful for B.A. B.Com, B.B.A., M.A. M.B.A. and M.Com Degree courses of other Indian University. In addition, it will also be beneficial to candidates appearing for various competitive examinations such as I.A.S., I.E.S., C.A. abd N.E.T. examinations, At the end of this textbook, necessary question bank are includes for the convenience of the students.



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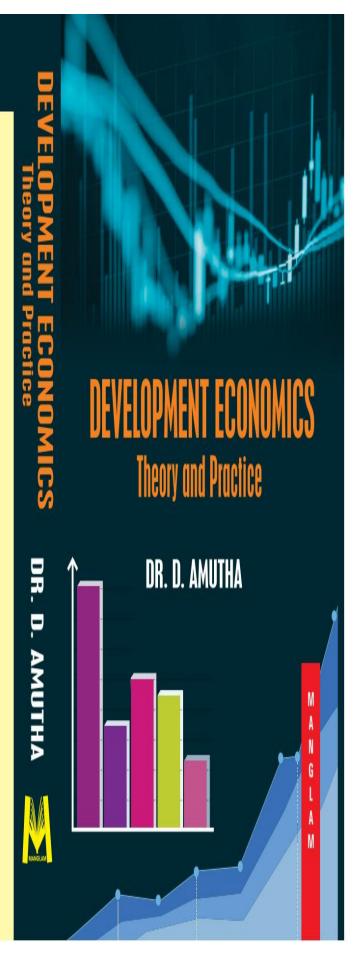
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RURAL DEVELOPMENT AND ECONOMIC POLICY IN INDIA

Rural Development: Economics and Policies text book is an outline to the rural development programmes for sustainable development and socio-economic transformation in rural India. The book is concerned primarily with the basic components and feature of rural economy, importance and significance of rural development in India, problems of rural economic development and interdependence between rural and urban sector. The chapters cover a variety of issues including agricultural sector in the development of rural economy, need and economic significance of rural industries, role of khadi and village industries in the development of rural industries, importance and significance of rural marketing, rural development programmesand five years plans and impact of new economic policy on the rural economy. It has a wide coverage and includes chapters such as rural tourism business attraction, rural entrepreneurship, institutional credit and subsidy programmes, rural housing, conversation ecosystems, rural health, drinking water, sanitation and education in rural areas. It has been organised into 50 chapters. It is hoped that the book will show very beneficial to the researchers, graduate and postgraduate students of economics, students of rural development, government executives concerned with the formulation and execution of policies for rural development, parliamentarians and legislators, researchers, industrialists, and the common readers interested in rural development. In addition, it will also be beneficial to candidates appearing for various competitive examinations such as I.A.S., I.E.S., C.A. and N.E.T. examinations. At the end of this textbook, necessary question bank are included for the convenience of the students. Any recommendation to further improve its matters is most



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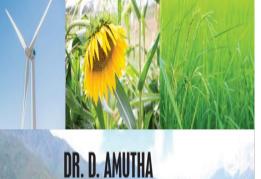
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ECONOMIC POLICY IN INDIA

RURAL DEVELOPMENT

AND
ECONOMIC POLICY IN INDIA







History of Economic Thought

AROUT THE BOOK

Economic History of Thought book evaluates the through of significant economists both in terms of the subject of their day and in comparative to contemporary economic thought. The book is concerned primarily with the basic components of economic thought, Classical Economic Thought of india, Medieval period in India, Nineteenth and Twentieth Century in India, post Marshallan and post Keynesian development Indian thought Mercantilism, physicorats, Neo-Classicism and Gandhian economics shows that, while each of these societies is entrenched in a divers ephase of economic development, they can all deliver under standing in to the periodic problems of present economics. Contributions of specific philosophers like Adam Smith, Thoms Malthus, David Ricardo, J.S.Mill, Marx Affred Marshall, Keynes, Knut, Wicksell, J.B. Clark, Inving, Taussing, Veblein W.K.R.V. Rao, C.N. Vakil, D.R. Gadgil, Indra Gandhi, Amarthya Kumarsen and under yother have been deliberated in component. This book offers fundamented out line to the history of economic thought and highly comprehensible. It has been organized in 0.68 chapters. However, this book is also useful for B.A., B.Com, B.B.A., M.A. M.B.A. and M.Com. Degree courses of other Indian Universities. In addition, it will also be beneficial to candidates appearing for various competitive examinations such as I.A.S., I.E.S. C.A. and M.Com. Degree courses of other Indian Universities. In addition, it will also be beneficial to candidates appearing for various competitive examinations such as I.A.S., I.E.S. C.A. and M.Com. Degree courses of other Indian Universities. In addition, it will also be beneficial to candidates appearing for various competitive examinations such as I.A.S., I.E.S. C.A. and M.Com. Degree courses of other Indian Universities. In addition, it will also be beneficial to candidates appearing for various competitive examinations such as I.A.S., I.E.S. C.A. and M.Com. Degree courses of other Indian Universities. In addition, it will also be beneficial to candidates appeari

ABOUT THE **AUTHOR**

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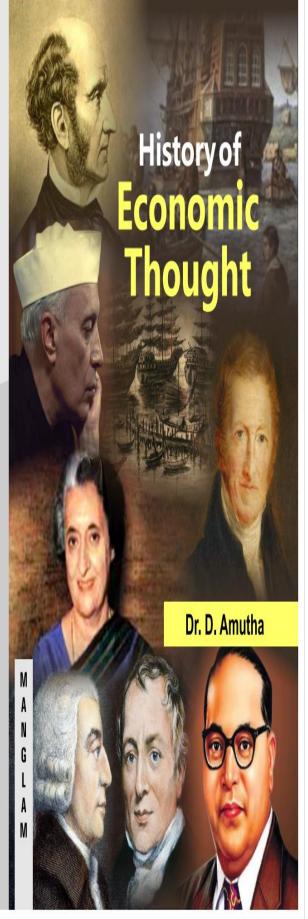


Dr. D. Amutha

History of

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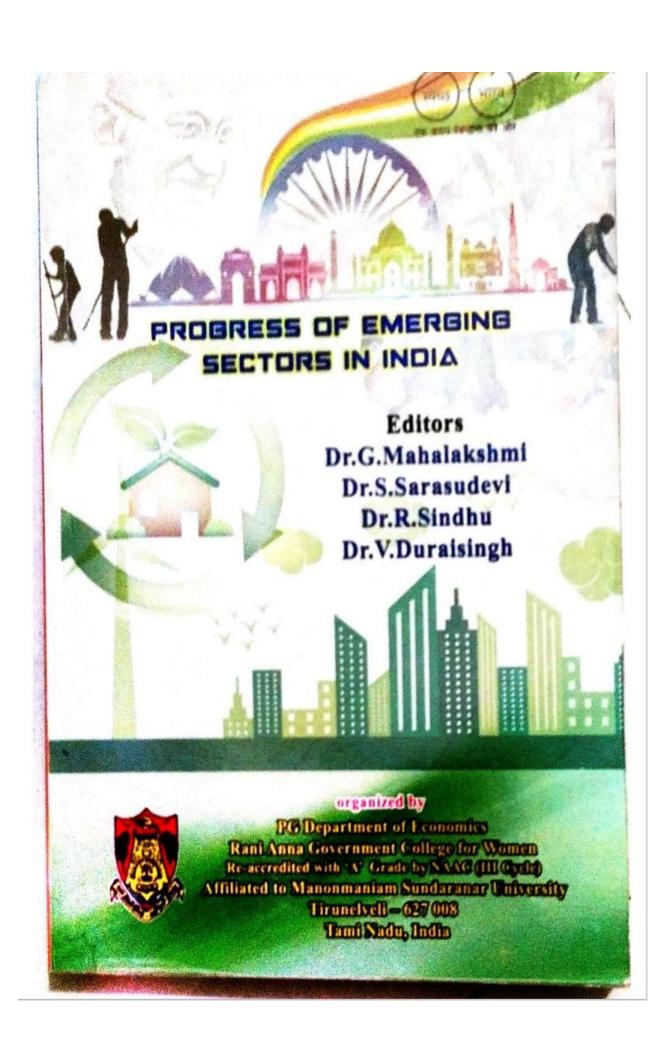


SALESMANSHIP, SELLING PROCESS AND SALES PROMOTION





Dr. Mrs. D. Rathi



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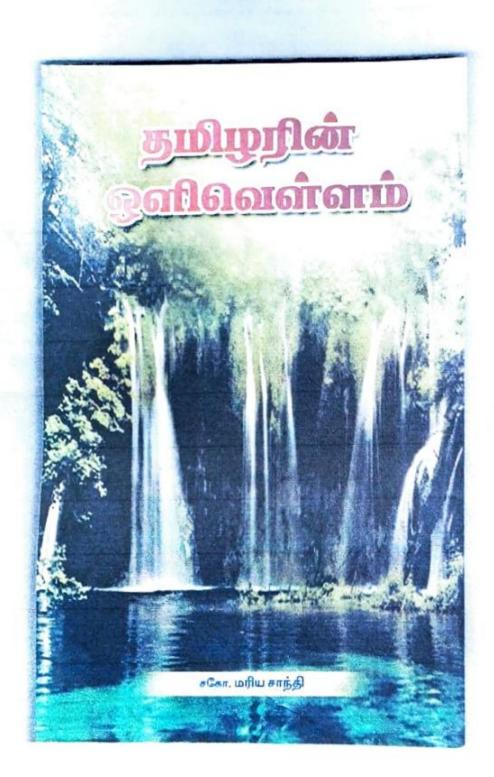


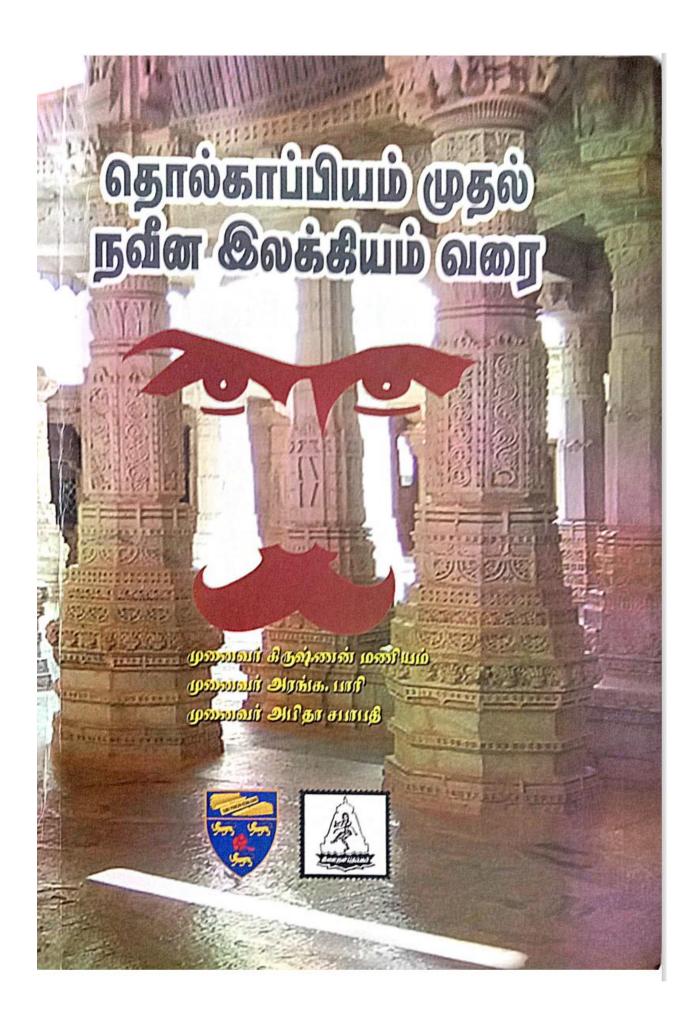




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முனைவர் சகோ, மரியசாந்தி







Novels

Sr. Mary Joyce Baby Research Scholar, Loyola College Assistant Professor of English St. Mary's College (Autonomous) Thoothukudi

Achebe was one of the founders of a Nigerian literary movement that drew upon the traditional oral culture of its indigenous peoples. In 1959, he published his novels as a response to colonial writers, such as Joseph Conrad's Heart of Darkness, who portrayed Africa as a primordial and cultureless foil for Europe. Tired of reading white men's accounts of how primitive, socially backward and language-less native Africans were, Achebe writes about Igbo life as an insider and dispassionately mirrors the strengths and weaknesses of men in the Igbo traditional society.

This paper analyses the consolidated reality of Africa's men in action, in living reaction to their fate presented in Achebe's four novels Things Fall Apart (1958), No Longer at Ease (1960), The Man of the People (1966) and Arrow of God (1964).

Things Fall Apart (1958) is set in the pre-colonial days and tells the story of Ogbuefi Okonkwo who wants to become one of the pre-eminent men in the village of Umuofia. Through reasons for which he is largely responsible himself, he fails spectacularly and finally kills himself. At the centre of both his ambition and its failure lies Okonkwo's continual attempt to prove himself a man. Okonkwo's relationship with his late father shapes much of his violent and ambitious demeanor. He wants to rise above his father's legacy of spendthrift, indolent behavior, which he views as weak and therefore effeminate. This association is inherent in the clan's language—the narrator mentions that the word for a man who has not taken any of the expensive, prestige-indicating titles is agbala, which also means "woman." But, for the most part, Okonkwo's idea of manliness is not the clan's. He associates masculinity with aggression and feels that anger is the only emotion that he should display. For this reason, he frequently beats his wives, even threatening to kill them from time to time. He does not think about things, and he acts rashly and impetuously. Yet others who are in no way effeminate do not behave in this way. Obierika, unlike Okonkwo, "was a man who thought about things."(10) Whereas Obierika refuses to accompany the men on the trip to kill Ikemefuna, Okonkwo not only volunteers to join the party that will execute his surrogate son but also violently stabs him with his machete simply because he is afraid of appearing weak.

Okonkwo's seven-year exile from his village only reinforces his notion that men are stronger than women. While in exile, he lives among the kinsmen of his motherland but resents the period in its entirety. The exile is his opportunity to get in touch with his feminine side and to acknowledge his maternal ancestors, but he keeps reminding himself that his maternal kinsmen are not as warlike and fierce as he remembers the villagers of Umuofia to be. He faults them for their preference of negotiation, compliance, and avoidance over anger and bloodshed. In Okonkwo's understanding, his uncle Uchendu exemplifies this pacifist (and therefore somewhat effeminate) mode. The story of Okonkwo's life shows that there are several types of masculinity in pre-colonial Ibo society and that Okonkwo's is not the only possible one.

In No Longer at Ease (1960), the third person omniscient narrator merges with the voice and opinion of the main character Obi Okonkwo, who is caught between two worlds: that of a traditional Africa and that of a changing and new world that lives amidst two cultures-the English and the African. The major conflict is that of a young man caught in between tradition and