



Publications 2019-24

Department of Commerce (2019-20)

International Journal of Business and Management Invention (IJBMI)
ISSN (Online): 2319-8028, ISSN (Print): 2319-801X
www.ijbmi.org || Volume 9 Issue 1 Ser. II || Jan. 2020 || PP 24-29

The Buying Behaviour of Customer towards Fast Moving Consumer Goods (A Case Study of Selected Personal Care Products in Krishna District of Andhra Pradesh State)

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Abstract: Fast Moving Consumer Goods (FMCGs) constitute a major part of consumer's budget in all countries. India is no exception to this. The Buying Behaviour of consumer plays an important role in marketing of Fast Moving Consumer Goods. Keeping in view the frame of references the present paper is an attempt to study the factors affecting the Consumer Buying Behaviour towards selected Personal Care Products. Because of these factors, the FMCG market in India is expected to grow from US\$30 billion in 2011 to US\$74 billion in 2018. Hence, the buying behaviour of consumer has become a good topic for discussion. For this study the primary data has collected from 150 respondents of Krishna District with structured questionnaires. The secondary data has been collected from various Journals, Books, Articles and Websites. In this regards Quality, TV and Brand loyalty are the powerful factors to influence the consumer buying behaviour. Television is the most powerful tool for spreading the information of brands to the consumers.

Keywords: Personal Care Products, FMCG, Consumer Buying Behaviour, Television, Consumers.

Date of Submission: 18-01-2020

Date of Acceptance: 06-02-2020

I. INTRODUCTION TO CONCEPTUAL FRAME WORK

Consumer is the person who consumes the goods & services of the product. The purpose of marketing is to meet and satisfy targeted Consumer needs and wants. The modern marketing concept makes customers the centre stage of organisation efforts. The focus, within the marketing concepts, is to reach target and largest customer's sets ball rolling for analysing each of the conditions of the target market. Consumer behaviour can be defined as the decision making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. This definition clearly brings out it is not just the buying of goods or services that receives attention in consumer behaviour, but the process starts much before the goods have been acquired or bought. The study Consumer Buying Behaviour is the study of how individuals make decisions to spend their available resources (time, money) on consumption related item. It includes the study of what they buy it, where they buy it, how they buy it and how frequently they use it. It is important to know how consumer reacts towards different products. Buying behaviour involves a complicated series of stimulus and response.

Fast Moving Consumer Goods (FMCG) are popularly known as Consumer Packaged Goods. Items in this category include all consumables, people buy at regular intervals. The most common Personal Care Products are Shampoos, Hair oil, Bathing soaps, Toothpaste, Cosmetics etc. These items are meant for daily of frequent consumption³.

Top 10 Companies of FMCG sector in India according to their Revenues and Incomes.

1. Indian Tobacco Company (ITC)
2. Hindustan Unilever Ltd. (HUL)
3. Britannia Industries Ltd.
4. Nestle India
5. Dabur India Ltd.
6. Marico Ltd.
7. Patanjali Ayurved
8. Godrej Consumer Products Ltd.(GCPL)
9. GlaxoSmithLine
10. Colgate-Palmolive Ltd.

(Source: Wikipedia)

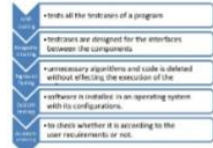
Calculating Testcases for Data Structures using white box testing

D.Murugesh, K.PradeepKumar

Abstract—Software testing is an activity which is done at the various stages of software development life cycle with a limited period of time. In particular, most developers tend to test their programs manually and informally. In this paper, basic data structures are utilized to emphasize the significance of writing efficient test cases by testing their structural properties. The paper also includes white box testing at the unit level, to find the testcases of a program. This approach encompasses two separate algorithms: (1) to find number of testcases and how to find before bugs and defects in their programs and (2) to illustrate them to test more efficiently by leveraging data structures that are already familiar to them.

Keywords—Software Testing strategies; Data Structures; Unit Testing; white box Testing; Stack; Cyclically complexity

check whether it is according to the user requirements or not.



White box Testing
The number of testcases are calculated using cyclomatic complexity of a program. cyclomatic complexity is calculated in three ways. They are:

1. Number of predicate nodes (n)
2. Number of edges: Number of nodes (n)
3. Number of Regions (R)

This Structure (R) is an important course existing in C++, Java, JavaScript, Computer Engineering and Software Engineering

INTRODUCTION

In general, software testing is an important area in the software development life cycle. It is used to find bugs present in the program. Software testing is not only error detection; Testing software also means operating the program under controlled conditions, to check whether it behaves "as specified" by the user. Testing contains both verification and validation, verification means whether we are giving the output or not whereas validation means getting the output according to the user requirements.

The different types of testing techniques are as follows:
unit testing contains white box testing and Black box testing while box testing tests whether we get the output or not. Integration testing is done to confirm all the components and the resources are designed for the program before the components.

Regression testing is done when unnecessary algorithms and code is deleted without affecting the execution of the software. System testing is done when the software is installed in an operating system with configurations. Acceptance testing is done by the user to

into classes (R). Unit testing in a software testing process at which the smallest testable parts of a program are individually and independently analyzed for proper operation. Unit testing focuses more on finding bugs in objects, functions and classes. In particular, how to test stacks and its operations when implemented using arrays to ensure that their fundamental properties are not violated. They are also introduced to performance testing at the unit level.

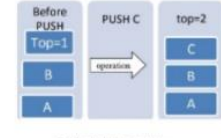


Fig. 1. Results of stack and operations

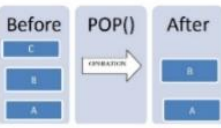


Fig. 2. Example of stack pop operation

A. Stack
operations consists of initializing the stack, using it, and then de-initializing it. A stack has two basic operations: (a) push()—inserting (adding) an element on the stack, and (b) pop()—deleting (removing) an element from the stack. Additionally, other supporting operations that must be defined to efficiently use a stack are:

- peek() — getting the top data element of the stack, without removing it.
- isFull() — to check whether the stack is full.
- isEmpty() — to check whether the stack is empty.

Future Work and Conclusion
Future work entails identifying, and developing other reliable examples that can be used to teach software testing at other testing levels like integration, and system testing levels. Additionally, finding techniques and reliable strategies that help users understand code coverage in terms of data paths, and input partition coverage, are also important.

- peek() — getting the top data element of the stack, without removing it.
- isFull() — to check whether the stack is full.
- isEmpty() — to check whether the stack is empty.

Fig. 1 shows the basic push operation behind a stack. A new element is always added at the top of the stack using the push() operation. Fig. 2 shows the basic pop operation behind a stack. The element at the top of the stack is always removed with the pop() operation.

B. The Stack Test
Users are asked to create a test that will effectively test the properties of a stack. This is simple to test, it involves adding a bunch of elements on a stack, and ensuring that they are removed in the correct order.

For example, if A and B are pushed onto a stack one at a time, and if the stack is popped the element at the top of the stack, is removed first, one at a time until it is empty, then this means the stack is adhering to its fundamental LIFO property.

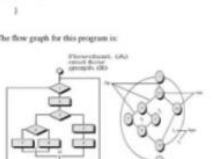
In this example A was inserted on the stack first, this means that A will be the last element to be popped from the stack. Similarly, B was the second element to be inserted on the stack. Therefore, B must be the first element to be popped from the stack. Thus, the first pop operation should remove an element with the value B. In other words, the sequence and value of elements added must stick on to the LIFO constraint. In the example given, notice that each element holds a unique value to better illustrate the basic dynamics of this test. If the first pop operation deleted an element with a different value, then clearly the stack is not adhering to its fundamental LIFO constraint.

C. Implementation and Constraints on stack
When a stack is implemented using arrays in a language such as Java it has a fixed size with "n" elements then the constraints for push operation are:

1. If pop increases the stack is empty and the insertion can be done by increasing the top value.
2. If pop is more than the stack is full or stack overflow and the insertion cannot be done into the stack. If the stack is full then the insertion cannot be done into the stack.

```
void push()
{
  if(top==0)
  {
    cout<<"Stack is over flow!";
  }
  // ...
}
```

The flow graph for this program is:



By using data structures, along with well-known problems that were introduced to users earlier or in a prerequisite course, they can flexibly learn the principles and application of software testing without focusing on learning new unfamiliar content. Furthermore, users often utilize the same data structures to implement software programs in their upper level courses and knowledge projects. Therefore, software testing with ADTs, provides users with a second opportunity to master their skills and knowledge in software development and cyclomatic complexity for this program:

1. Number of edges-n: 11+0+2=4
2. Number of predicate nodes-1+3+1=4
3. Number of regions present in the flow graph-1 Here External region is also considered as one region.

Like this for stack data structure for push operation the number of testcases will be 2 and for pop operation the number of testcases will be 2. If we know the number of testcases for a program we can check all the cases present in the program.

```

}
else
{
  cout<<"Enter a value to be inserted";
  cout<<"\n";
  top++; stack[top]=t;
}
}
The constraints on pop operation are:
if(top==0)
{
  cout<<"Stack is under flow!";
}
else
{
  cout<<"The popped element is "
  <<"\n"<<stack[top];
  top--;
}
}
```

CALCULATING THE TESTCASES USING WHITE BOX TESTING

In white box testing [4], sometimes the performance of a given method or class is tested to resolve its efficiency in problem solving. Exhaustive testing is expensive (and time consuming). Therefore, evaluating the effectiveness of a solution can be used as a performance test at the unit level. Regression is a topic that is covered in Data Structures. Exhaustive regression is used where a large problem can be split into smaller repetitive —sub-problems. A recursive method will call itself to partition these sub-problems, and eventually the method will come across a sub-problem so trivial that it can handle it without calling itself. This is known as a base path testing, and it is required to prevent the method from calling itself repeatedly without ever stopping.

Whitebox testing is used to test each and every statement present in the program. It is also called as glass box testing or transparent testing. The number of testcases are calculated by using flowgraph of the program for example, if we consider a program for biggest of three numbers.

```

1. if (A >= B)
2.   if (A >= C)
   print(A) in the largest
   number.
3. else
   print(B) in the largest
   number.
4. }
```

Software testing is a very important activity that requires more suitable strategies to help users learn how to effectively test their programs. Testing does not get enough of the MLC and so, naturally, users do not spend enough time to understand the problems they are solving at a fundamental level. Also a stack, the abstraction propagates into how they test their code.

Using the above examples in Sections 3, it was demonstrated what the effective testing can be achieved by utilizing various topics covered in a Data Structures course. This approach focuses on understanding constraints and the fundamental properties associated with solving a particular problem. The aim is to encourage users to invest the maximum time to fully understand a problem in order to create test cases that will be effectively find bugs and defects, which are the primary goals of software testing. Additionally, we extended the scope of unit testing to include performance testing of a recursive method, which was applied to other programs.

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GDC Tiruvuru
Publications
2019-20

Dept. of Computer Science & JKC

Department of Commerce (2020-21)

Journal of the Maharaja Sayajirao University of Baroda
ISSN : 0025-0422

WORK ENVIRONMENT EFFECT ON THE EMPLOYEE PRODUCTIVITY IN AP TRANSCO – A STUDY

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ABSTRACT

Human resource management is giving top priority for the employees, as the success of any organization depends on its employees. The present study focused on the working environment impact on the employee productivity. The study has considered the AP Transco as a sample organization. The study has bifurcated the working environment in two segments i.e., Physical and Social environment. The study measured the relationship of working environment parameters – Physical and Social environment factors are having the moderately significant relationship with the employee productivity. The study examined the impact of work environment factors with the structural equation model and the result states that both the Physical and Social are having the impact on the AP Transco employee productivity. This paper is useful to the AP Transco management, HR executives, research scholar and academicians.

Keywords: AP Transco, Drinking Water, Hygiene, Environment, Employee productivity, Physical, Social factors.

INTRODUCTION

The working environment plays an important role in the productivity of employees. The working environment has an immense impact on either the negative results or the positive results of the productivity of employees. International organizations are discussing the rights of employees worldwide. Most people spend 50% of their lives indoors, affecting their mental health, behaviour, capacity and productivity. Better performance and productivity are expected to result in a better working environment. Better physical office conditions can eventually improve the productivity of workers. Various researchers have shown that the loss of productivity of workers has been affected by factors such as frustration, turmoil in the workplace and the physical environment.

In the 1990s, due to changes in the various factors, including the social environment, IT and flexible organizational methods of working processes, the working environment has changed. The desire to work and the results of its productivity must be increased if employees are physically and emotionally fit. In addition, a healthy working atmosphere tends to minimize the number of workers missing and improve the productivity of employees, which can increase the efficiency of the workplace.

In 2007, as stated by the Economic and Social Council, global economic growth increasingly fails to create new and better opportunities that could contribute to poverty reduction. While economic growth is strong and sustained in many developing countries, unemployment is rising, a large part of the workforce is working below the poverty level of wages, and the majority of non-farm jobs are in the informal economy. It is odd that, in recent years, the emphasis has shifted from a particular interest in economic development to an increased concern for improving the quality of work. The productivity of employees also depends on how ready and open employees are to perform their work themselves. He also said that by keeping workers available and ready to do their job, this would also improve the morale of employees, which contributes to profitability.

Employers must be aware of the work performed by workers in order to achieve the purpose or objective of the company. Employers can monitor and assist their workers in increasing their productivity by performing work or operating on a scheduled basis. In addition, a compensation scheme based on the efficiency of workers will be put in place. This

PROBLEMS OF PRAWN CULTIVATED FARMERS IN ANDRAPRADESH

A CASE STUDY OF GUDIVADA MANDAL KRISHNA (DT).AP

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Abstract

India is endowed with a long coastline and hence offers scope for exploitation of marine wealth. Till a few years back, Fisherman in India were involving themselves in traditional marine fishing. In the seventies fisherman started concentrating on catching prawns more commonly known as 'shrimps' due to high profitable return on the same on account of their export value. Shrimps farming in its earliest form began centuries ago in Asia, where wild shrimp fry migrated into tidal impoundments intended primarily for milk fish, mullet and other coastal fish. The present trends indicate that the sector is set to revival, but the future prospectus of shrimp farming will also depend on the sustenance of white leg shrimps *Litopenaeus vannamei* that was introduced recently in India. Although it provided a hope and opportunity for sustainable shrimps farming, some diseases are already reported. The main problems and constraints expressed by the farmers are discussed due to the severity in the farming practices in shrimp culture. Availability of health and disease free seed is a major problem for them.

Key Words: Marine Fish, Prawns, Shrimps, Farming, Coastal Fish, Diseases, *Litopenaeus vannamei* and Farmers.

Introduction: Shrimp farming - earliest form began centuries ago in Asia, where wild shrimp fry migrated into tidal impoundments intended primarily for milk fish, mullet and other coastal finfish. This results in incidental crops of 100-200 kg/ha/year of shrimp with no additional input aside from trapping/ harvesting.

HANDLOOM WEAVERS MARKETING PRACTICES IN ELURU DISTRICT, ANDHRA PRADESH

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NTR DISTRICT
ANDHRA PRADESH

Dr.B.VEERRAJU

Abstract: The handloom sector in India is the largest sector next to agriculture. The handloom sector in India today presents many sided and complex problems which are more complicated in view of its Socio-Economic Importance. It is the biggest cottage industry in India and there are about 49 lakhs of looms and a population of 40 millions depends on this industry. Prior to the invention of power loom, it was the handloom which was supplying entire cloth needs of the population on earth, with the development of science and technology and new methods of production. Handloom weaving gave to power weaving as surviving only in a few countries, of which India is the most important and predominant one. The main reason for the existing of handloom in India is the socio-economic condition of our country and the Industry's high employment potential.

Key words: Handloom weavers, Marketing Practices, Economic problems, Production and Marketing problems, Eluru District, AP

Introduction:

The hand loom textiles constitute a timeless facet of the rich cultural heritage of India. As an economic activity the handloom sector occupies a place next only to agriculture in providing living hood to the people. The element of art and craft present in Indian handlooms makes it a potential sector for the upper segments of the market both domestic as well as global.

However the sector is good with no.of problems such as obsolete technologies, unorganized production system, low productivity, and insufficient working capital, conventional product

Department of Telugu (2021-22)

BHAVA VEENA
Vol. 18, Issue. 9, September 2021
ISSN No. : 2456-4702 - RNI No. APTEL/2003/12253

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పాల వెంకటసుబ్బయ్య జీవితం - రేచేనలు

- డా॥ ఎల్లే విజయసంపదరాజు, శ్రీ రుద్రపాక జితేంద్రకుమార్, తెలుగు ఉపవ్యాసకులు,
పర్వతనేని బ్రహ్మయ్య పిద్దార్ల కళాశాల(పట్టణం), విజయవాడ.

రాయలసీమ ప్రాంతానికి చెందిన శ్రీ పాల వెంకట
సుబ్బయ్య గారు 11-11-1913 సంవత్సరము కడప జిల్లా
రైల్వే కోడూరులో జన్మించారు. ఈయన కొంతకాలం
ప్రభుత్వ సహకార శాఖలో ఉద్యోగం చేశారు. ఆ తరువాత
మద్రాసు శాసనసభకు 1951లో ఎన్నికై 10 సం॥లు
శాసనసభ్యులుగా పనిచేశారు.

చిన్నతనం నుండే శతకరచనలను ప్రారంభించిన
సుబ్బయ్యగారు 40 పైగా పద్య కావ్యాలను, 10 గద్య
కావ్యాలను, 4 నాటకాలను, 2 కథా సంపుటాలను,
మరెన్నో ఖండికలను రచించినట్లు తెలుస్తుంది. ఈయన
పాండిత్యాన్ని గుర్తించి కడప సాహితీప్రియులు 1955
సెప్టెంబర్ లో "మధుర కవి" అను బిరుదిచ్చి సన్మానిం
చారు. ఢిల్లీ ఆంధ్రసంఘం వారు 'కవిరాజ హంస' అను
బిరుదిచ్చి సత్కరించారు.

ఈయన "కలభాషిణి", "శ్రీశైలప్రభ" మొదలగు
పత్రికలకు నిర్వాహకులుగాను, సంపాదకులుగాను
వ్యవహరించారు. అంతేగాక "కవిరాజసింహ" గ్రంథ
మాలను స్థాపించి తనకృతులను ఎన్నింటినో వెలుగులోకి
తెచ్చారు. ఈ రచనలను గుర్రం జామవాగారు మెచ్చి తన
అముల్యాభిప్రాయాలను ఇచ్చినట్లు తెలుస్తున్నది.

'అనిల సందేశం' అను కావ్యంలో మేఘుడు కథా
నాయకుడు. చూడేవి కథానాయిక. కరువు ప్రాంతమై
రాయలసీమకు వర్షమిమ్మని కథానాయికయై చూడేవి
కథానాయకుడైన మేఘమునకు వర్షమానం పంపటం
దీనిలోని ఇతివృత్తం. ఈ కావ్యం క్రామప్రాంతానికి
దర్శనము పట్టిన ఒక దృశ్య కావ్యంగా చెప్పవచ్చు.

భార్య చూడేవి ఈ క్రింది విధంగా భర్తయైన మేఘునకు
వాయుదేవుని ద్వారా సందేశం పంపుచున్నది.

ఓ॥ కోటాను కోట్లు నీ కొడుకులు నిలుపున
గూలిపోయిరనును, కూడులేక
లక్షప లక్షలు బిక్షాధికారులై
దుఃఖాన గుఱులుచు దూలిరనుచు
వేలకువేలు పత్రాలకు టీనులై
చింపిపోతలవె కైపేపి రనుచు
పచ్చనివల్ల నిప్పుచ్చరంబున నీడు
దయితయు చూలిన్య వామయనుచు !

తే॥గీ॥ నిలిచి కనువిచ్చి యొకమారు నిందుకూర్చి
జూడదలపెట్టె ప్రేమంపు జుట్టమవయ
సత్వరంబుగ రాకున్న పర్వస్పృశ్చి
కాలసర్వవిషజ్వాల గ్రాగు ననుచు !

రైతుకష్టాలను, ప్రభుత్వంవారు రైతుకు ఆందించే
సహాయసహకార పథకాలను చాటిని ఉపయోగించు
కోవలసిన విధానాలను "మనరైతు" కావ్యంలో విపులంగా
వర్ణించారు. సహకార సంఘములు రైతులపాలిట కల్ప
వృక్షాలుగా బావించిన కవిగారు చాటి గురించి ఈ విధంగా
వర్ణించారు.

ఉ॥ క్రామము బారదోలు దనకాంక్ష . గృహీతకులన్
విపత్తునన్
బాయెదు పద్ధి వర్తకుల, బ్రాహ్మకులవోలు, విచార
చూతమో
తేమిది నుక్కవంచు, పరుదీకానజాలు దనంబు
నిచ్చు, పో
రాముల పోరు మాన్పనవురా ! సహకారము
మించదేచిలన్ !

ప్రజాసేవకులుగా పేరు తెచ్చుకున్న ఈ కవికి శ్రీశైల
పర్వతాక ప్రజానాయకుల యొద్దల ఆదిత్యదేవ గౌరవ

DIGITAL MARKETING'S IMPACT ON MSMEs' SALES AND BUSINESS SUSTAINABILITY

Dr. B. Veerajua, Assistant Professor, Government Degree College, Tiruvuru, NTR District, Andhra Pradesh

Abstract

The purpose of this study is to look into how different aspects of digital marketing affect both sales success and the viability of an enterprise. For data analysis in this work, structural equation modeling is used along with quantitative approaches, employing convenience sampling strategies to choose samples. Online questionnaires were distributed to 142 MSMEs in the Hyderabad region, and the returned questionnaires were examined. Data research demonstrates that the impact of digital marketing on sales performance and company sustainability was favourable and significant. Digital marketing can be carried out through a wide variety of platforms, including social media, the web, and search engine optimization (SEO). The results show that social media is one of the digital platforms that MSMEs use the most regularly. And discuss the outcomes of an increase in the volume of sales generated by SMEs.

Keywords: digital marketing, sales performance, sustainability

Introduction

The marketing industry is one that is always evolving. The modern marketing executive must have a reliable system in place for gathering timely and accurate data on consumers, competitors, and the external setting. The process of advertising and selling a product or service via the World Wide Web is known as "Internet marketing" (IM). The Internet and electronic commerce have made product distribution and promotion feasible. The term "electronic commerce" (or "e-commerce") is used to describe any type of market that exists solely online. E-commerce, or electronic commerce, is the practise of doing business transactions over the internet. The discipline of Internet marketing is a subset of e-commerce as a whole.

The purpose of digital marketing is to broaden businesses' opportunities to reach a wider audience through more effective forms of promotion and advertising. Advertisers may contact potential customers 24/7, no matter where they are, and businesses of all sizes can utilise this tool to spread the word about their wares online (Agostini&Nosella, 2020; Maduku et al., 2016; Samoilenko&Osei-Bryson, 2018). Since then, digitalization has been connected to small business expansion, productivity, and competitiveness. Using digital marketing and social media, small businesses may attract new clients and retain existing ones (Taiminen & Karjaluo, 2015). Small and medium-sized enterprises (SMEs) can benefit greatly from digitalization due to its simplicity in facilitating information sharing and customer connections (Wonglimpiyarat, 2015). (Eze et al., 2014). For modern businesses, digital platforms are an essential marketing tool since they allow them to more effectively connect and communicate with their target audience, evoke emotions in consumers, and facilitate transactions between businesses and consumers.

Literature Review:

Online advertising is a great way to build awareness for a brand and increase traffic to a website, two of a company's most crucial objectives (Song, 2001).

Traditional forms of public relations and advertising have given way to the more modern strategies of digital marketing. Therefore, it has the ability to revitalise the economy and make government agencies more efficient (Munshi, 2012).

According to Internet World Stats, there will be more than 4.5 billion internet users in the world by March of 2020. (2020). The Internet's velocity and influence have increased as a result of developments in technology and the expansion of digital infrastructure. The internet has largely replaced more conventional means of communication.

Department of Commerce (2022-23)

Education and Society (शिक्षण आणि समाज)
(UGC Care Journal)

ISSN: 2278-6864
Vol-47, Issue-2, No.4, April-June : 2023

IPRs – PROBLEMS AND PROSPECTS

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Introduction

Intellectual property rights are the rights given to persons over the creations of their minds and give the creator an exclusive right over the use of his/her creation for a certain period of time.

Development of Intellectual Property Law in India

Intellectual Property Right (IPR) in India was imported from the west. The Indian Trade and Merchandise Marks Act 1884, was the first Indian Law regarding IPR. The first Indian Patent Law was enacted in 1856 followed by a series of Acts being passed. They are Indian Patents and Designs Act in 1911 and Indian Copyright Act in 1914. Indian Trade and Merchandise Marks Act and Indian Copyright Act have been replaced by Trade and Merchandise Marks Act 1958 and Copyright Act 1957 respectively.

In 1948, the Indian Government appointed the first committee to review the prevailing Patents and Designs legislation. In 1957, Government appointed Justice Rajagobala Ayyangar Committee (RAC) to revise the Patent Law. Rajagobala Ayyangar Committee submitted its report on 1959, the report tried to balance the constitutional guarantee of economic and social justice enshrined in the preamble of the constitution. This report provided the process for Patenting of drugs. This report outlined the policy behind the Indian Patent system.

The theory upon which the patent system is based on, i.e., an opportunity of acquiring exclusive rights in an invention, stimulates technical process in four ways.

1. Encourages research and invention.
2. Induces an inventor to disclose his discoveries.
3. Offers award for the expenses of developing inventions.
4. Provides an inducement to invest capital in new lines of production which might not appear profitable.

Based on the Rajagobala Ayyangar Committee report, a Bill was introduced in the year 1965 and the bill was passed in the Lok Sabha but it lapsed in the Rajya Sabha and once again lapsed in Lok Sabha in the year 1966 due to dissolution of Lok Sabha. But it was reintroduced in 1967 and passed in 1970; the draft rules were incorporated in Patent Act and passed in the year 1971.

The following steps are being suggested with particular reference to the situation in India regarding IPR in the national policy making.

- Constitute an integrated single window National IPR commission to deal with IPR policy issues;
- Integrate national technology planning with IPR and trends in international technology trade;
- Implement a formal national IPR literacy mission;
- Set-up IPR training institutes to prepare technically qualified attorneys;
- Introduce an enabling national taxation policy to encourage innovation, building of IPR portfolio and its utilization in technology transfer and trade;
- Urgently modernize the IPR administrative structures in the country;
- Improve infrastructure for access and effective use of IPR information. There is an urgent need to harmonize the patent classification system to ease and optimize processes in patent searching;
- Re-structure the judiciary and enforcement machinery for professional and speedy response to IPR issues;
- Training of corporate and institutional managers on effective management of IPR;

జాలా రంగస్వామి - జీవితం, రచనలు

- డా. ఎల్లై విజయనందరాజు, ప్రభుత్వ డిగ్రీ కళాశాల, తిరువూరు.

దళిత సాహిత్యం, దళిత కవి అనే పదాలు వినబడ గానే ఆందరికీ గుల్మిచ్చే వ్యక్తి జామవా. జామవాకు ముందు, ఆ తరువాత దళిత కవులు లేరా? ఉందే ఏవదు? అనే ప్రశ్న వేసుకుంటే బాలరంగస్వామి, కుసుమ దర్శన్లు, నక్కా చిన్న వెంకయ్య బీర్మీడి మోషే, గద్దల జోసెఫ్, బొయి బీమన్న, జ్ఞానానంద కవి మొదలగు అనేక మంది సుప్రసిద్ధ / అప్రసిద్ధ దళిత రచయితలు ఉన్నారని చెప్పవచ్చు.

సామాజికంగా, ఆర్థికంగా వెనుకబడిన వీరు 20వ శతాబ్దంలో సామాజిక పరిణామాల కారణంగా చైతన్య వంతులై కవిత్వం రాయడం ప్రారంభించి ఆందరి మెప్పు పొందారు. తెలుగు సాహిత్యంలో వీరు అడుగుపెట్టని శాఖ లేదు. స్పృశించని ప్రక్రియ లేదు. అయితే ఆనాడు వీరు వ్యక్తపరచిన బావాలు ఈనాటి దళిత కవుల పరిశీలనార్థం స్వరంతో చెప్పినవి కావు. సాహితీ విమర్శకులు కూడా వీరి గురించి అంతగా పట్టించుకోలేదు. వీరిలో చాలామంది ప్రతిభావంతులైన రచయితలు ఉన్నారు. వారి రచనలకు తగిన ప్రాత్నాహం లేక మారుమూల గ్రామాలలో మరుగున పడిపోయాయి. వాటిని గురించి, ఆయా రచయితల గురించి పాఠక లోకానికి తెలియ ప్రాచుర్యం ప్రయత్నమే ఈ వ్యాస ప్రధాన ఉద్దేశం.

జాలా రంగస్వామి దళితుడిగా వివక్షతను అనుభ వించి, దళిత సమస్యలపై స్పందించిన తొలితరం దళిత ఉద్యమకారుడు. సాహితీవేత్త. ఈయన జాతీయోద్యమ వానికి చెందినవారు. సంఘ సంస్కరణ ఆవశ్యకతపై వాలను రాసిన మానవతావాది. వీరి రచనలలో ఆస్పృశ్యతా సమస్య ప్రధానంగా కన్పిస్తుంది. వేద, పురాణాల ప్రమాణంతో ఆస్పృశ్యతా విదానాన్ని ఖండించి మానవ సమానత్వాన్ని ప్రబోధించారు. వీరి రచనలై

వాడుక భాషకు దగ్గరగా ఉంటుంది. వీరి రచనలన్నీ అగ్ర కులాల వారి ఆధిక్యతనూ, దోపిడినీ ఎదిరిస్తూ కొనసాగు తాయి. ప్రత్యేకించి హిందూ వర్ణ వ్యవస్థపై నిరసన కన్పిస్తుంది

జాలా రంగస్వామి 1904లో పేరమ్మ, కుప్పు స్వామి అనే పుణ్యదంపతులకు రాజమండ్రిలోని కంబాలపేటలో జన్మించారు. 8వ తరగతి వరకు చదువుకున్న ఈయన ఉపాధ్యాయ వృత్తిలో ఉంటూ అంటరానితనానికి వ్యతిరేకంగా పోరాటం చేశారు. వీరు రచించిన మాలశుద్ధి (1923), అంటరానివారెవరు (1930), మేలు కొలువు (1930) మొదలగు సుదీర్ఘ గేయాలలో హరిజను లను, మాంస, మద్యాలను విడనాడి పరిశుభ్రంగా జీవించమని హితవు చెప్పారు. అంతేకాకుండా, వశిష్ట, వ్యాస, వాల్మీకాది పురాణ ప్రసిద్ధులందరూ మా వారేనంటూ అగ్ర జాతులకు నాటి చెప్పారు.

“చక్కని పంటలు పండిస్తేను చల్లంగ తింటారె మమ్ములను ముట్టగ మాత్రము వారికి వెగటు పుట్టునంది”

అంటూ హరిజనుల కాయకష్ట ఫలితాన్ని అనుభ వించేటప్పుడు లేని అంటు వారిని ముట్టుకుంటే ఎలా వస్తుందని అగ్రజాతులను నిలదీశారు.

సుమారు 300 సంవత్సరాల క్రిందట జీవించిన మాల యోగీంద్రుని చరిత్రను “నందనార్” (1937) అను నాటకంగా రచించారు. ఇది ఐదు అంకాలతో కూడిన షక్తిరస ప్రధానమైన నాటకం. దీనిలో పద్య గద్యాలతో పాటు పాటలు కూడా ఉన్నాయి. దైవానుగ్రహణకు కులంతో పనిలేదని నందనార్ పాత్ర ద్వారా తెలియ పరిచారు. అంతేకాకుండా మూఢాచారాలైన జంతు బలులు, బాతరలను ఈ నాటకం ద్వారా ఖండించారు.

భావవీణ మాసపత్రిక

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“कल्याण का अंत”-लोकहित भावना, पर्यावरण चेतना और प्रकृति संवेदनाओं पर निहित स्वार्थ, ऐश्वर्य का मदहोश और छल-प्रवचनाओं का कुठराघात

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जन्म- जयनंदन जी का जन्म 26 फरवरी 1956 को बिहार राज्य के नवादा जिला, मिलकी गाँव में हुआ अपने पिता श्री लालेश्वर प्रसाद एवं माता श्रीमती मनका देवी की दो संतानों में से ये छोटे थे। मध्य वर्गीय कायस्थ परिवार के जयनंदन जी का सारा बचपन मिलकी में संयुक्त परिवार में सबके प्यार और अनुशासन में बीता।
शिक्षा: जयनंदन जी की प्राथमिक शिक्षा गाँव के मदरसे में हुई। दो वर्ष बाद सन् 1967 में सातवीं बोर्ड की परीक्षा प्रथम श्रेणी में उत्तीर्ण की। वे मैट्रिक तक हमेशा अव्वल आते रहे। सन 1972 में मैट्रिक की परीक्षा में पूरे विश्वविद्यालय में प्रथम श्रेणी में उत्तीर्ण हुए। जयनंदन ने स्वतंत्र छात्र के रूप में इंटरमीडियट, स्नातक और परास्नातक एम.ए (हिन्दी) की योग्यता प्राप्त की। सन 1973 में उनको टाटा स्टील में अप्रेंटिसशिप मिली। उसे सफलतापूर्वक पूरा करके टाटा ग्रोथ शॉप में मशीन ऑपरेटर नियुक्त हुए और सन 1994 तक वह काम किया। उसके बाद गृह पत्रिका के संपादक बने।

व्यक्तित्व

अध्ययनशील : जयनंदन जी को पढ़ने में बहुत रुचि है। वे पढ़ाई को मानसिक व्यायाम मानकर भिन्न-भिन्न पत्रिकाओं, ग्रंथों के द्वारा भारतीय भाषा-साहित्य का गहन-अध्ययन करते रहे। संवेदना से सामाजिक समस्याओं को समझकर, अपनी रचनाओं के माध्यम

से न्यायपूर्ण समाधान देने का प्रयास करते रहे।

कृतित्व: जयनंदन जी की पहली कहानी आगरा की एक पत्रिका 'युवक' में 1981 में छपी, तो दो साल बाद बहुप्रतिष्ठित पत्रिका सारिका में आई। इसके बाद तो धर्मयुग, रविवार, गंगा,

Department of Hindi (2022-23)

International Journal of Academic Research
ISSN: 2348-7666; Vol.10, Issue2, April-June 2023
Impact Factor: 6.023; email: drtrvramana@yahoo.co.in



मध्य युगीन भारतीय शिक्षा-समीक्षा

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प्रस्तावना: 10 ई.पू. से 18 ई.पू. सदी के मध्य तक का समय भारत के इतिहास में मध्य युग के नाम से जाना जाता है। प्रस्तुत आलेख में इस काल में विद्यमान हिन्दू शिक्षा व्यवस्था का रेखाचित्र उन्लेख तथा मुसलमान आक्रमणकारियों के आने से आए आमूलभूत परिवर्तनों की समीक्षा प्रस्तुत है। मध्य युगीन भारतीय शिक्षा के दो पहलू हैं- हिन्दू शिक्षा विधान और इस्लामिक शिक्षा विधान। हिन्दू शिक्षा व्यवस्था के स्थान पर प्रतिष्ठित, नवीकृत मुसलमान शिक्षा व्यवस्था, मुसलमान शासकों से स्थापित विविध शिक्षा-संस्थाएँ और उन संस्थाओं को सुचारु रूप से चलाने प्रदत्त वित्त तथा नियुक्त विद्वान, गुरु-शिष्य का घनिष्ठ संबंध एवं धर्म प्रधान शिक्षा बोध, धर्म निरपेक्ष शिक्षा, व्यावसायिक शिक्षा और महिला-शिक्षा के प्रावधान व विद्यमान संस्थान, शिक्षारंभ के वय व उत्सव, गरीब और अनाथों की शिक्षा, प्रमुख शिक्षा केंद्र एवं शिक्षा का परम-प्रयोजन आदि वर्तमान नई शिक्षा नीति के परिप्रेक्ष्य में बहुत ही प्रासंगिक हैं। इसलिए समीक्षाधीन है।

हिन्दू शिक्षा व्यवस्था: मध्य युग में मुसलमान आक्रमणकारियों के आने से पहले भारत में उत्कृष्ट शिक्षा व्यवस्था उपस्थित थी, जो मोटे तौर पर हिन्दू धर्म पर निर्भर थी। ब्राह्मण पंडितों की देख-रेख में राष्ट्र के भरण-पोषण से यह चलती थी। बड़े-बड़े भवनों के बजाय यह ग्रामीण और शहरी पाठशालाओं में, मंदिरों के प्रांगणों में, घरों के बरामदों में, पेड़ों की छाँह में यह चलती थी। उसे पाने के लिए

छात्र निर्धारित शुल्क की जगह अपने माता-पिता के दिए उपहार गुरुओं को देते थे या फिर उनकी सेवा-परिचर्या करते थे। (गुरु शुश्रूषया विद्या...)

हिन्दू शिक्षा के चरण: मुसलमान आक्रान्ताओं के आने से पहले उपस्थित हिन्दू शिक्षा के चार चरण थे। पहले चरण में अपने गुरु के मार्गदर्शन में शिष्य रेत पर संस्कृत वर्णमाला के अक्षर लिखते थे और सीखते थे। दूसरे चरण

SOCIO-ECONOMIC AND MARKETING OF LEMON GROWERS IN ELURU DISTRICT.

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Abstract:- Lemon growing is a very profitable one as it improves the socio-economic life of the Lemon growers. Marketing of lemon fruit is very difficult due to middlemen existed in the selling and distribution channel. The cost of transport is very high and roads are not better condition to transport from lemon growing place to market place. Normally the lemon fruit is exported Japan, Thailand and Bangladesh. The cost of transport is very high. The lemon growers pack the lemon fruit in gunny bags. The packing material cost is very high. The cost of gunny bags, dry hay and bodkin thread is high. The lemon growers market their product through middlemen like brokers and commission agents. These middlemen exploit the lemon growers. Labour and pest problems are also high. The study was conducted mainly Jangareddugudem division in Eluru district.

Key Words: Lemon, Socio-Economic life, Marketing,Transport,Middlemen

Introduction:- Marketing occupies an important place in the development of lemon growers. It is a key factor in determining the success of an industrial concern. Traditionally, marketing has consisted of those efforts, which effect transfers in ownership of goods and care for their physical distributions. There is no study on lemon growers in Eluru district especially Jangareddigudem division. Hence, the present study is needed to fill the gap.

Department of Commerce (2023-24)

Madhya Bharti -Humanities and Social Sciences
(मध्य भारती) ISSN: 0974-0066

UGC Care Group I Journal
Vol-85, No. 11, January–June: 2024

WOMEN ENTREPRENEURSHIP CHALLENGES AND OPPORTUNITIES IN TELANGANA STATE

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INTRODUCTION:

The important role that entrepreneurship plays in the economic development of an economy involves promoting capital formation by mobilizing public savings ; reduction of unemployment in the country; promoting balanced regional development; reducing the concentration of economic power; stimulating the equal distribution of wealth; encouraging effective resource mobilization of capital and skill; induces backward and forward linkages which stimulate the process of economic development in the country; and promotes exports. Thus, it is clear that entrepreneurship serves as a catalyst of economic development.

Women owned business are highly increasing in the economics of almost all countries. "Women Entrepreneur is a person who accept challenging role to meet her personal needs and become economically independent. Our Prime Minister Narendra Modi said in Indian mythology a women is an incarnation of "Shakti"- the goddess of power .we believe women empowerment is crucial to our development.

Importance and need for Women Entrepreneurship —When a woman moves forward, the family moves, the village moves and the nation moves!, these words of Pandit Jawaharlal Nehru are often repeated because it is an accepted fact. Employment gives economic status to women. Economic status paves the way for social status. Uplift of women is an essential ingredient of human development. With the spread of education and new awareness, women entrepreneurs are spreading their wings to higher levels. Entrepreneurship for women can be planned and developed and the need for providing appropriate awareness and environment to promote entrepreneurship is of vital importance.

According to the sixth Economic census out of the 58.5million entrepreneurs, only 8.05 million are women entrepreneurs. Women constitute only 13.76% of the total entrepreneurs in the country. Women entrepreneurs owned establishment provide employment to 13.45 million people. out of the total women entrepreneurs 34.3 or 2.76 million women work in the agriculture section and 52.9 million or 65.7%of the total entrepreneurs work in non agricultural sector.

Telangana State share is 4.43% as compared to our near state of Andhra Pradesh with 10.56% women as entrepreneurs. This shows that Telangana women needs to be motivated and create awareness about the schemes available for them.

REVIEW OF LITERATURE:

S. Sunitha, Dr. V. Velmurugan(2022) in their article "Telangana State Women Entrepreneurship Training Difficult and Opportunities" Women's entrepreneurship has picked up steam in the past three decades, with more women starting businesses and contributing to economic growth, but women still don't participate nearly as much as men in the workforce. Like in every state, women play a crucial part in the growth of Telangana's economy and society.

Rathlavath Krishna and Prof. A. Nakula Reddy(2022) in their article "A Study on the Problems and Prospects of Women Entrepreneurs in Nizamabad District of Telangana" It is a requirement to educate the community about the need for transformation and to increase women's mobility beyond the home through long-term strategies. The conventional social roles assigned to women often proved to be handicap for their free mobility and freedom to work. It is thus evident that women entrepreneurs have to confront more challenged from their culture, family and society than their male counterparts.



తెలుగులో అనువాద సాహిత్యం

డా. ఎల్లె కుమారునియ్యంబా, ప్రొఫెసర్, డి.ఆర్.ఆర్. కళాశాల, తిరువనంతపురం, సెల్: 94410 01634

ఉపోద్ఘాతం :

ఆంగ్ల భాషా ప్రభావంతో తెలుగు సాహిత్యంలో అనేక సూతన సాహిత్య ప్రక్రియలు ప్రవేశించాయి. వాటిలో నవల, నాటకం, కథానిక, విమర్శ, స్వీయ చరిత్ర, జీవిత చరిత్ర, జ్ఞానం, సమీక్ష, వీరిక, ప్రతికారనం, అనువాదం అనేవి ప్రధానమైనవి. వీటిలో అనువాద సాహిత్య ప్రక్రియ ద్వారా ఇతర భాషల నుండి తెలుగు భాషలోనికి అనువదించబడిన ముఖ్య నవలలు, నాటకాలు, కథలు మొదలగు వాటి గురించి రీశాస్త్రంగా విద్యార్థి లోకానికి పరిచయం చేయవలసి ఈ జ్ఞాన ప్రధానోద్దేశ్యం.

అనువాద నిర్వచనం :

'పదో' అనే సంస్కృత శాస్త్రపుట 'అను' ఇవనర్థ నేరి 'అనువాదం' అనే పదం ఏర్పడింది. అనువాదం అంటే దీనికి చెప్పడం అని అర్థం. ఒక భాషలోని పదం, పదాంశం, పదబంధం, వాక్యం, వాక్యాంగం, వాక్య సముదాయం వీటిలో చెప్పినా మరో భాషలోకి మార్చి చెప్పడం లేదా రాయడం 'అనువాదం' అంటారు.

అనువాదం అనే పదం సంస్కృత పదం. దీనిని ఆంగ్లంలోని ట్రాన్స్లేషన్ (Translation) అనే పదానికి సమానార్థంగా తెలుగులో వాడుతున్నారు. ట్రాన్స్లేషన్ పదం రూపా ఆంగ్ల పదం కాదు. అది లాటిన్ భాషాజన్యం. లాటిన్ భాషలో దీనికి 'అవతలికి చెప్పడం' అనే అర్థముంది. అనువాద పదానికి ఇంకా భాషాంతరీకరణ, తర్జుమా అనే పర్యాయ పదాలున్నాయి. వీటిలో అనువాదం, భాషాంతరీకరణ సంస్కృత శబ్దాలు కాగా, తర్జుమా అనేది ఇర్కా పదం. అయితే చలన చిత్రాల్లో ఈ అనువాదాన్ని 'డబ్బింగ్' అంటారు.

తెలుగు నిఘంటువులు శబ్దరత్నాకరం, అంద్రదీపిక, ఆంధ్రవానస్పృశ్యము, వావిళ్ళ నిఘంటువు మొదలగునవి అన్నీ 'ఒకరు చెప్పిన దానిని మరల చెప్పుట' అనే అనువాదానికి అర్థాన్ని చెప్పాయి.

అనువాదం నేయదానికి రెండు భాషలుండాలి. ఏ భాష నుండి గ్రహిస్తామో ఆ భాషని మూలభాష (Source Language) అని ఏ భాషలోనికి అనువాదం చేస్తున్నామో దానిని లక్ష్య భాష (Target Language) అని అంటారు. ఉదాహరణకు సంస్కృతం నుంచి తెలుగులోనికి భారతం అనువాదం చేస్తే సంస్కృతం మూలభాష అవుతుంది. తెలుగు లక్ష్య భాష అవుతుంది.

అనువాదం-ప్రయోజనాలు :

అనువాదం ద్వారా ఒక భాషలోని సాహిత్యం మరొక భాషీయులకు తెలియజేయడానికి వీలుకలుగుతుంది. ఆధునిక కాలంలో అనువాదం ద్వారానే విజ్ఞానం ఒక ప్రాంతం నుండి మరొక ప్రాంతానికి అంటే, ఒక భాషా సమాజం నుంచి మరొక భాష సమాజానికి చేరుతుంది. వివిధ భాషల స్వరూప, స్వభావాలు, పలుకుబడులను ఆయా దేశాల సంస్కృతిని అనువాదం ద్వారా తెలుసుకోగలుగుతాము.

Department of Hindi (2022-23)

International Journal of Academic Research
ISSN: 2348-7666, Vol.10, Issue-3, July-September, 2023
Impact Factor: 6.023, email: drhramana@yahoo.co.in



“वृद्ध चिंतन के परिप्रेष्य में ऋषिकुमार शर्मा पंडित की कहानी ‘दूँठ’ वृद्धों के प्रति बढ़ती अपेक्षा व अनादर की दास्तान

डॉ. रघुराम प्रसाद,
हिन्दी प्राध्यापक,
सरकारी स्नातक महाविद्यालय, तिरुवूर

लेखक परिचय:

ऋषिकुमार शर्मा पंडित का जन्म 12 जुलाई 1956 को बुन्देल शहर जिले के गेमुपुर गाँव में हुआ। अपने पि. वल. मि. और गंधारज विद्यालय में द्वितीय श्रेणी की। आय जाने-जाने रचयिता और अंगितेत्त हैं। कहानी, काली, साप्ताहिक लेख व सजीसा-लेखन में, मंच पर व दूरदर्शन में लट-घटरील में लिख्यत हैं। 1983 से आकाशवाणी मधुन, वृन्दावन के कार्यक्रमों में भाग लेते आ रहे हैं। बीस साल तक उत्तर प्रदेश राज्य के प्रशिद्ध रंगमंच ‘रचयितक’ के सचिव रहे। उसके द्वारा प्रदर्शित कई लटकों में तथा दूरदर्शन के कई धारावाहिकों में अपना लट-कौशल दिखाया। फिलहाल हजरतपुर फिरोजाबाद (उ.प्र.) के केन्द्रीय विद्यालय में पुरतकालप्राध्यापक के रूप में कार्यरत हैं।

दूँठ-कथावस्तु : वृद्ध शर्मा जी अपने जीवन की अंतिम दशा बेटा रोखर के वहाँ गुजारते रहते हैं। घर में उनका बेटा रोखर, बहू शीला और पौता राहुन रहते हैं। जैसा कि कह्यत है-मूल से क्याज प्यारा होता है: उसको सब साभित करते हुए वे अपने पौते राहुन को बहूत चाहते हैं। इनालिय बंदरसूर उसे अपने घर के बगलवाले प्लेट में जीजूद दूँठ के वहाँ, जिसे वे अपना टोयल जानते हैं, ले चलते हैं। उस दूँठ को अपनी बहू में भरकर व्यायाम करते लगते हैं। व्यायाम से लौटते वक्त राहुन को दाऊजी हलवाई की दुकान ले जाकर कच्ची खिलाल लही भूतते हैं।

दूँठ को गले लगाते शर्मा जी को राहुन टकटकी बंधकर देखत है। उसकी यह हरकत लन्दे राहुन की समझ में बिलकुल लही आती है। वह कुतूहल से इसका कारण जानता चाहता है और उससे पूछता है- ‘बाबा-आप इन्ने रोज अपनी बहू में कच्ची लेते हो’, तो शर्मा जी उससे कहते हैं-‘यह दूँठ मेरा टोयल है।’ उसके इस उत्तर से चकित राहुन उससे फिर पूछता है- ‘बाबा! यह पेट आपका सब से अच्छा टोयल कैसा हो सकत है?’

पौते के इस सवाल के बंदने शर्मा जी राहुन से सवाल करते हैं-‘अच्छा राहुन यह बतओ-‘तुम टोयल किसे कहते हो?’

‘वही जो समय पे काम आवे-तपाक से राहुन कहत है-

‘बिलकुल ठीक कहा राहुन- देखता मेरा टोयल यह दूँठ भी हमेशा मेरा साथ देगा।’

‘राहुन बेटा- यह दूँठ सिर्फ दूँठ ही लही, अमितु मेरा टोयल है। हमने बरसों इसके साथ गुजारे हैं। इसकी लकवाई एवं इसके बंधन का मैं साक्षी रहा हूँ। यह