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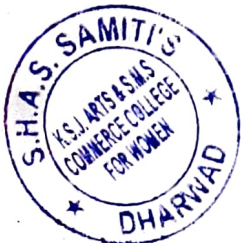
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Sl.no	Name of the teacher	Title of the book/chapters published	Page no.
1.	Dr. Nirmala Hiregoudar	Self Help Groups in Upliftment of Rural Women	1-2
2.	Prof. Shanta Patilkulkarni	1. ELXPLORE 2. ENDEAVOUR 3. Six short life stories of Sudha Murthy 4. Envisage 5. Radiance 6. SERENE	3-27
3.	Dr. Girija Yabbanavar	1. Innovative practices in institution and colleges 2. Challenges of implementing innovative teaching-learning methods in higher education among rural college 3. Impact of Demonetization and Goods and Services Tax (GST) on Indian and Global Economy 4. Role of Teachers to Inculcate Values and Ethics among Students in Higher Educational Institution	28-37
4.	Prof. Pushpa S. Abbigeri	1. Business Communication Skills 2. ವ್ಯವಹಾರ ಸಂವಹನ ಕೌಶಲ್ಯಗಳು Business Communication Skills-Kannada Version 3. Emerging Trends of Research in Higher Education	38-43



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6.	Dr. Anita G. Kadapatti	1.Text Book on 'Goods and Service Tax 2. Women Entrepreneurship Development 3. The Regional Analysis of Impact of Demonetization on Indian Social Development-She is GDP today	54-65
7	Dr.Ashvini Patil	1.Repersussions of Migration on elderly 2. Positive health suggestions of ageing population and health care management	54-65



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Smt. K. S. Jigalur Arts and
Dr. (Smt) S. M. Sheshgiri Commerce
College for Women, Dharwad**

Self Help Groups in Upliftment of Rural Women

سہل گروپ



Dr. Nirmala M Hiregoudar

SELF HELP GROUPS IN UPLIFTMENT OF RURAL WOMEN

Dr. (Smt.) NIRMALA M. HIREGOUDAR

Associate Professor,
Shri Hurakadli Ajja Shikshan Samiti's
Smt. K. S. Jigalur Arts and
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In all 5 textbooks, 3 basic English, 1 additional English and 1 textbook of Optional English are being published under "Jnana Textbook Series". All these are the textbooks of second semester. The members of the Under graduate Board of Studies in English have made this task possible within 6-7 months after the project of revising the language textbook is conceived by the university. For this purpose a Special BOS was constituted and experts from different parts of the state have been included.

Prof. M G Hegde, Dr.Nayana Kashyap, Dr.Rajalaxmi N K, M T Kotnis, C L Patil, Shanta Patilkulkarni, S B Chitta, and Dr Indira B Shetkar. All these experts have worked tirelessly with dedication and commitment.

Dr. P Kannan, Chairman Under graduate BOS in English has also contributed by being in regular touch with the members in timely bringing out these publications.

I immensely thank all the members of the special BOS for designing the invaluable textbooks, Chief Editor

Prof. P Kannan and all editors who are responsible for bringing out 5 volumes of textbooks very neatly.

I also thank Dr. Vishnu Shinde the present Director of Prasaranga and all the staff of Prasaranga.

Prof. Sabiha Bhoomigouda
Vice Chancellor

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A Textbook for B.A & BSW
Second Semester Basic English

ENDEAVOUR

Chief Editor
Dr.P.Kannan

Editors
M.T.Kotnis
Shanta Patilkulkarni



PRASARANGA
Akkamahadevi Women's University
Vijayapura-586105

ENDEAVOUR

A Textbook for the Second Semester B. A. / B.S.W.
Basic English Course

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Professor and Chairman,
Department of PG Studies and Research in English,
Akkamahadevi Women's University, Vijayapur.

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and

Smt. Shanta Patilkulkarni
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Smt. K. S. Jigalur Art's & Dr (Smt.) S.M. Sheshgiri
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PRASARANGA
Akkamahadevi Women's University
Vijayapura – 586 105.

Endeavour: A Text Book for the Second Semester B.A, BSW Basic English of Akkamahadevi Women's University, Vijayapura, Edited by Prof M. T. Kotnis Associate professor of English, SECABA. R. S. Inamdar Arts, Science and Commerce College for Women, Vijayapur and Prof (Smt) Shanta Patilulkarni. Associate Professor of English, Smt. K. S. Jiglu Arts and Dr. (Smt) S. M. Sheshagiri Commerce College For Women, Dharwad; Published by Prasara Akkamahadevi Women's University, Vijayapura.

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From the Vice Chancellor's Desk

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The university that started with only six post-graduate courses and 227 students on roll has more than 2500 students pursuing 32 various post-graduate courses in 2017-18. Ph.D programmes were started in the year 2006-07 to enable those women who are interested in acquiring knowledge and continuing higher studies. More than 300 research scholars are working for their doctoral programmes in different disciplines.

CONTENTS

UNIT - I

ART AND SOCIETY

Ancient Indian Arts
Modern Women Artists

Unit - II

TRADITION AND REFORM

Festivals in India
Recent Social Changes in India

UNIT - III

LANGUAGE AND ARTS

Endangered Indian Languages
Learning professional English

UNIT - IV

LIFE STORIES

Savitribai Phule
M. S. Subbulakshmi

Model Question Paper

UNIT - I

ART AND SOCIETY

1. Ancient Indian Arts
2. Modern Women Artists

As the saying goes, "Literature is the mirror of life", so also it holds equally good for Art, whether it is ancient or modern. Art reflects the society that creates them and it is true for all times. To the Greeks, art meant excellence and reaching one's full potential. The ancient Greek art emphasised the important accomplishments of human beings. Even though much Greek art was meant to honour the Gods, those very Gods were created in the image of humans.

The first essay exemplifies the ancient Indian Art emphasising on rock art – the dancing girls, Harappan seals, Rock caves, and temple architecture. The second lesson is about the life stories of some of the modern artists, who have tried to portray the sophisticated forms of art like Painting, Dancing, Photography, etc.



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Prof. Sabiha Bhoomigouda

Vice Chancellor

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RADIANCE

A Textbook for B.A Third Semester Basic English)

Chief Editor

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Executive Editor

Mr. C. L. Patil

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Mr. M. T. Kotnis

Smt. Shanta Patil Kulkarni



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Along with the text we are touching upon some aspects of grammar: Homophones, Homonyms, prepositions and their correct usages, interchange of three types of sentences" Simple, Compound and Complex. These things will also help them to write correct English. If there is synchrony among the two ends the teacher and the taught in the classroom, perhaps, this text would indeed be an exciting companion to hunt newer horizons of life. If this desire of the editors is accomplished then, the objective of this book would be well served.

We hope the teachers and the taught of the affiliated colleges of Akkamahadevi University enjoy the process of articulating to the world out there. We express our profound gratitude to Prof. Sabiha Bhoomigowda, the Vice Chancellor of Akkamahadevi University, Vijayapur for giving us an opportunity to prepare this textbook. We are grateful to the Chief editor Prof. Kannan who was kind and supportive in this venture. We express our gratitude to the Executive Editor, Prof. C.L. Patil for his consistent Co-ordinating role in setting the things in the right way, members of the BOS in English, for fruitful discussions.

Finally, we are placing this text in your hands with a hope that it will serve the purpose for which it is being prepared. We would certainly look forward and appreciate any comments and suggestions.

Wishing you a happy reading

Mr. M. T. Kotnis.
Prof(Smt) Shanta Patilkulkarni

Contents

UNIT - I: LETTER WRITING

- | | |
|---|----|
| 1. Letter to Kidi : Swami Vivekananda | 03 |
| 2. Letter to his Daughter : Mr. Narayana Murthy | 15 |

UNIT - II : TRAVELOGUES

- | | |
|---|----|
| 1. My Trip to the City of
Dreams : Mumbai : Dev Khandelwal | 27 |
| 2. When Jaipur proved to be the Chill-Pill
before Board Exams : Alok Verma | 33 |

UNIT - III: PARAGRAPH WRITING

- | | |
|------------------------------|----|
| 1. Entity Paragraphs | 41 |
| 2. Broad-Spectrum Paragraphs | 49 |

UNIT - IV: ADVERTISEMENTS

- | | |
|------------------------------|----|
| 1. Commercial Advertisements | 61 |
| 2. Classified Advertisements | 69 |



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Prof. Sabiha Bhoomigouda

Vice-Chancellor.

**AKKAMAHADEVI WOMEN'S UNIVERSITY,
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ENVISAGE

(A Textbook for B.A Fourth Semester Basic English)



Executive Editor

Mr. C. L. Patil

Editors

Mr. M. T. Kotnis

Smt. Shanta Patilkulkarni



**PRASARANGA
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ENVISAGE

(A Textbook for B.A. IV Semester Basic English)

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& Coordinator for P.G. Studies in English

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AKKAMAHADEVI WOMEN'S UNIVERSITY,

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The university has adopted unique curriculum specially designed for women students. Students can choose subjects such as Feminine Jurisprudence, Women's Health, Yoga Studies, Computer Applications, Information literacy, Information sources, Women and media and Human Resource management, other than a number of choice based programmes

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Contents

UNIT - I: Media Writing	1
1. News Writing	4
2. Letters to the editor	13
 Unit - II: Summarizing	 28
1. Passage-I: (i) Pollution in its many Forms	31
(ii) Peak Performance	34
2. The Eyes are not Here: Ruskin Bond	36
 UNIT – III: Essay writing	 42
1. Education should be Co-Educational	48
2. Generation Gap	53
 UNIT – IV: E-mail Writing	
1. Etiquette of E-mail Writing	57
2. Guiding Principles for Composition of E-mails.	75
 GRAMMAR SYLLABUS	
1. ARTICLES	74
2. PREFIX AND SUFFIX	80
3. MODAL VERBS	95
4. ONE WORD SUBSTITUTE	110

The Jurisdiction of Karnataka State Akkamahadevi women's University, once limited to the thirteen districts of the state, has now been extended to the entire state. The University's mandate of transformation necessitated a through revision of the curriculum, which is gender sensitive, socially responsible and responsive to the needs of an evolving professional ambience. The new curriculum sets forth a syllabi and course material tasked with developing multiple skills. It is structured to stimulate, motivate as much as enhancing a greater role for the learners.

Hence, the University took up the responsibility of publishing through its Prasaranga a set of language text books under jnana textbook series for both compulsory and optional papers of the undergraduate programmes offered by the University. I believe that the publication of the textbook series is an important milestone in the march of this university in imparting education from a gender neutral perspective.

I thank all the members of the special BoS, constituted to develop the course material, the Director and the staff of Prasaranga, and the chairpersons of the concerned departments.

Prof. Sabiha Bhoomigouda

Vice-Chancellor

KARNATAKA STATE AKKAMAHADEVI
WOMEN'S UNIVERSITY, VIJAYAPURA

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SIX SHORT LIFE STORIES OF SUDHA MURTHY

(A Textbook for B.A Sixth Semester Basic English)

Executive Editor

Dr. C. L. Patil

Editor

Smt. Shanta Patilkulkarni



PRASARANGA

**KARNATAKA STATE AKKAMAHADEVI
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CONTENTS

Section: A

1. **Bombay to Bangalore**
2. **Rehman's Avva**
3. **The Day I Stopped Drinking Milk**
4. **Sharing with a Ghost**
5. **Shraddha**
6. **A Mother's Love**

Section: B

Grammar and Composition:

- A. **Antonyms**
- B. **Synonyms**
- C. **Essay writing**
- D. **Correct the misspelt word**

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Hence, the University took up the responsibility of publishing through its Prasaranga a set of language text books for both compulsory and optional papers of the undergraduate programmes offered by the University. I believe that the publication of text books is an important milestone in the march of this university in imparting education from a gender neutral perspective.

I thank all the members of the BOS constituted to develop the course material, the Director and the staff of Prasaranga and the Chairpersons of the concerned departments.

New language text books will be published through Prasaranga from the present academic year 2021-22 as National Education Policy has been implemented.

Prof. B.K.Tulasimala

Vice Chancellor
Karnataka State Akkamahadevi Women's University
Vijayapura

Price: ₹ 40

SERENE

(A Text Book for B.A./B.S.W./Fine Arts/B.Music
1st Semester Basic/Generic English as per NEP 2020)

Editors

Prof. P. Kannan
Smt. Shanta Patil Kulkarni



PRASARANGA
KARNATAKA STATE AKKAMAHADEVI
WOMEN'S UNIVERSITY
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Serene

SERENE: A Text Book for the First Semester B.A./B.S.W./ Fine Arts/ B.Music Basic/Generic English as per NEP 2020 of Karnataka State Akkamahadevi Women's University, Vijayapura. edited by **Prof. P. Kannan**, Chairman, Department of PG Studies & Research in English, Karnataka State Akkamahadevi Women's University, Vijayapura and **Smt. Shanta Patil Kulkarni**, Associate Professor, Department of English, Smt. K.S. Jigalur Arts and Dr. (Smt). S.M. Sheshagiri Commerce College for Women, Dharwad, published by **Prasaranga**, Karnataka State Akkamahadevi Women's University, Vijayapura-586108.

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Vice Chancellor's Words

By opening the gateway of opportunities in higher education for women, the Karnataka State Akkamahadevi Women's University, Vijayapura is marching ahead towards the overall development of their personality. In its march, the university is undertaking many new developmental activities to support its students. Many innovative projects are also designed and implemented to promote and empower women in various disciplines. The university is striving hard to enhance knowledge and skills to build the overall personality of women. In addition to this, the university is also implementing various activities to promote socio-economic growth of rural women.

Karnataka State Women's University was established in the city of Vijayapura during the academic year 2003-04 and it has been renamed as Akkamahadevi Women's University on 11th June 2017 after Sharane Akkamahadevi who was a prominent figure of the 'Sharana movement' of the 12th century. 'Akka' remains a live example to demonstrate how a woman can rise to the ultimate spiritual heights and be a perfect model for the emancipation of women. She has been a symbol of moral awareness,

Acknowledgement

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Textbook: As per the guidelines given by NEP 2020

Chap.	Theme	Genre	Title and Author
1	Beauty	Sonnet	"Sonnet 127" - William Shakespeare
2	Gender	Short Story	"No Anklet Bells for Her" - Manjari S. Iswaran
3	Science	Article	"Environmental Pollution" - excerpt from Manorama Year Book 2013
4	Business	Autobiography	"Lessons from China" - Capt. Gopinath
5	Education	Travelogue	"An Educational Travelogue" - Rhonda
6	Love	Narrative	"Appointment with Love" - Sulamith Ish-Kishor
7	Nature	Letter	"A Letter to Nature" - Deepshikha Gautam
8	Translation	Kannada to English English to Kannada	1) Simple sentences 2) Interrogative sentences 3) Imperative sentences 4) Exclamatory sentences

CONTENTS

Chapter 1:	Sonnet 127 - William Shakespeare	15
Chapter 2:	No Anklet bells for her - Manjeri S. Isvaran	18
Chapter 3:	Environment Pollution Extracted from Manorama Year Book 2013	24
Chapter 4:	Lessons from China - Captain Gopinath	30
Chapter 5:	An Educational Travelogue - Rhonda	38
Chapter 6:	Appointment with Love - Sulamith Ish-Kishor	42
Chapter 7:	A Letter to Nature - Deepshikha Goutham	47
Chapter 8:	Translation	51
	<i>Model Question Paper Pattern</i>	54
	<i>Model Question Paper</i>	55

Chapter 1 Sonnet 127

William Shakespeare

In the old age black was not counted fair,
Or if it were, it bore not beauty's name;
But now is black beauty's successive heir,
And beauty slandered with a bastard shame:
For since each hand hath put on Nature's power,
Fairing the foul with Art's false borrowed face,
Sweet beauty hath no name, no holy bower,
But is profaned, if not lives in disgrace.
Therefore my mistress' eyes are raven black,
Her eyes so suited, and they mourners seem
At such who, not born fair, no beauty lack,
Sland'ring creation with a false esteem:
Yet so they mourn becoming of their woe,
That every tongue says beauty should look so.

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ELATION

(A Text book for B.A./B.S.W./Fine Arts/B.Music
Second Semester Basic/Generic English as per NEP 2020)

Editors

Prof. P. Kannan
Smt. Shanta Patil Kulkarni



PRASARANGA
KARNATAKA STATE AKKAMAHADEVI
WOMEN'S UNIVERSITY
Vijayapura - 586108

RELATION

**A Text Book for B.A. /B.S.W./Fine Arts/B. Music
Second Semester Generic/ Basic English**

Effect from 2021-22 as per NEP syllabus

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PRASARANGA

**Karnataka State Akkamahadevi Women's University,
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Textbook: Unit III - Impressions and Expressions

Chap.	Theme	Genre	Title and Author
1	Patriotism	Speech	"Give me blood, and I shall give you freedom" - Subhash Chandra Bose
2	Special Ability	Life Writings	"Post Traumatic Growth" - Nick Vujicic
3	Environmental Issues	Interview	Interview with Dr. Vandana Shiva - IDR Interviews
4	Discrimination	Diary Writing	"Saturday, 20 June, 1942" and "Thursday, 23 May, 1944" - Anne Frank
5	Freedom	Lyrics	"I Am Not That Woman" - Kishwar Naheed
6	Service	Graphic Narratives	Extracts
7	Women Empowerment	Monologues	Nora's monologue (A Doll's House) - Henrik Ibsen
8	Translation	Kannada to English & English to Kannada	3-3 paragraphs

CONTENTS

Chapter 1 :	"Give me blood, and I shall give you freedom"	15
	- Subhash Chandra Bose	
Chapter 2 :	"Post Traumatic Growth"	20
	- Nick Vujicic	
Chapter 3 :	Interview with Dr. Vandana Shiva	24
	- IDR Interviews	
Chapter 4 :	The Diary of a Young Girl	36
	- Anne Frank	
Chapter 5 :	"I Am Not That Woman"	43
	- Kishwar Naheed	
Chapter 6 :	Extracts on Graphic Narratives	46
Chapter 7 :	Monologues from the play 'A Doll's House'	49
	- Henrik Ibsen	
Chapter 8 :	Translation of small Paragraphs	53
	Model Question Paper Pattern	56
	Model Question Paper	57

Chapter 1

"Give Me Blood, and I Shall Give You Freedom"

Speech by Subhash Chandra Bose

Friends! 12 months ago a new programme of total mobilization or maximum sacrifice was placed before Indians in East Asia. Today I shall give you an account of our achievements during the past year and shall place before you demands for the coming year. But, before I do so, I want you to realize once again what a golden opportunity you have for winning freedom. The British are engaged in a worldwide struggle and in the course of struggle they have suffered defeat after defeat on so many fronts. The enemy having being thus considerably weakened, our fight for liberty has become very much easier than it was five years ago. Such a rare and God-given opportunity comes once in a century for liberating our motherland from the British yoke.

I am so very hopeful and optimistic about the outcome of our struggle, because I do not rely merely on the efforts on three million Indians in East Asia. There is a gigantic movement going on inside India and millions of our countrymen are prepared for maximum suffering and sacrifice in order to achieve liberty. Unfortunately, ever since the great fight of 1857, our countrymen are disarmed, whereas the enemy is armed to the teeth. Without arms and without

Business Communication Skills

Dr. G.N. Mallikarjunappa
Pushpa Abbigeri
G.V. Kori



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TEXT BOOK

BUSINESS COMMUNICATION SKILLS

By

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iii

Preface

We the authors take pleasure in placing this book in the hands of our students. This edition covers the revised syllabus of B.Com. Second Semester, of the subject Business Communication Skills prescribed by Akkamahadevi Women's University, Vijayapur.

Communication is the backbone of life. We are in the globalised world which forces us to learn many survival skills including communication skills. Incessant changes taking place in the modern age of information technology suggest the need for effective communication system for the success of an organization. They need managers, who are well equipped with the communication skills. Communication can be established in many ways in business, professions and private life. Proficiency in drafting messages has become a necessity, to effectively manage the business. Every student of Commerce and management must master the art of drafting business letters.

The book contains chapters relating to business letters, reports, resumes and study skills, including the career opportunities. It is our humble and small efforts to make the students to learn the personality development skills and techniques. Care

Career Opportunities: Current Affairs, Career Needs of the Country, Steps in Career Planning, Interests, Competencies (abilities), Personality, Options after graduation.

Job Seeking: Alternatives to Unemployment, Interviews, Telephone Skills, Application letters and Forms, Curriculum Vitae and Resume.

UNIT 5: Report Writing: Meaning –Importance and Types of Business Reports. Essentials of a Good Report, Preparing a Report, Forms of Report: i) Letter Form ii) Memorandum Form iii) Letter-text combination form Reports by individuals and committees.

SKILL DEVELOPMENT :

1. Collect different types of sales & circular letters
2. Preparation of resumes by students.
3. Draft application for jobs.
4. Arranging Face to Face Interviews.
5. Demonstration of Electronic Communication.
6. Collect Business Reports.
7. Demonstration of Body languages-Simple postures and gestures.

• • •

CONTENTS

Unit I : Introduction to Business Communication 1-37

A glance at Business, Meaning and definitions of communication, Communication skills, Objectives of communication, Importance of communication, Barriers to the communication, Process of Communication, Media of communication, Types of communication, E-Communication, Principles of effective communication.

Unit II : Written Business Communication 38-62

Business correspondence-Need and Functions of business letter, Kinds of business Letters, Essentials of business letter, Structure of business letter, Forms of business letter, Punctuation, Planning of letter.

Unit III : Business Correspondence 63-92

Model Letters: Enquiries and replies, Orders and Executions, Credit and Status enquiries, Complaints and Adjustments, Collection letters, Sales letters, Circular letters.

Unit : IV Career Skills 93-176

Meaning and types of skills-Study skills, observation skills, Reading skills, Writing skills, Memory skills, Presentation skills, Examination skills, Time Management skills, Concentration building-Practice of yoga and meditation, Personality development-Techniques of personality development, Institutional framework for skill development in India, Career Opportunities, Career Planning, Job Seeking, Alternatives to Unemployment, Job Applications, Resume/Curriculum Vitae, Interviews, Telephone skills.

Unit V : Report Writing**177-199**

Meaning, Importance of report, Types of business report, Essentials of good report, Forms of report, Preparing a report, Press Report.

Question Papers**200-203**

• • •

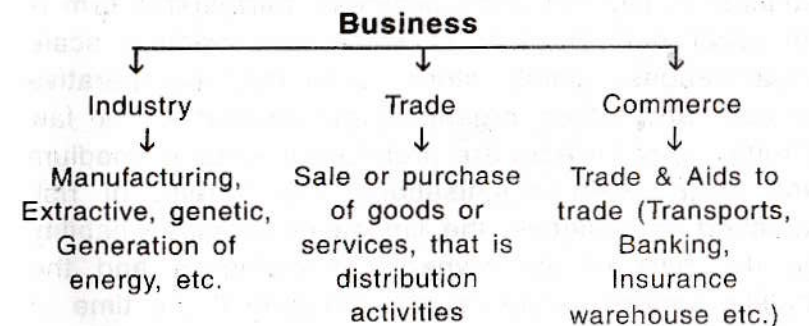
UNIT

1

Introduction to Business Communication

▪ Business at Glance

The word, 'Business' is so commonly used in this modern era, that it has lost its specific meaning today. It speaks of its immense use in all contexts of life activities. Yet, we should not forget its academic meaning. It refers to all those economic activities, which are largely grouped as production, distribution and consumption. In other words, it includes industry, trade and commerce. Any activity conducted with an intention to earn profit, and is in the nature of industry, trade or commerce, be termed as a business activity. The following chart broadly conveys the constituents of business.



ಕೃತಿಯ ಲೇಖಕರು



ಡಾ. ಬಿ. ವಿನಯಕುಮಾರ್

ಇವರು ವಾಣಿಜ್ಯಶಾಸ್ತ್ರದ ಪ್ರಾಧ್ಯಾಪಕರಾಗಿ, ಗುಣಮಟ್ಟ ನಿರ್ವಹಣಾ ಸಚಿವರ ನಿರ್ದೇಶಕರಾಗಿ, ಎಸ್. ಸಿ. ಸಿ. ಎಸ್. ಎಸ್. ಎಸ್. ಅಧಿಕಾರಿಗಳಾಗಿ, ಸೇವೆಯನ್ನು ಸಲ್ಲಿಸಿದ್ದು. ದಾವಣಗೆರೆ ಸರಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜಿನ ಗ್ರೇಡ್ 1 ಪ್ರಾಂಶುಪಾಲರಾಗಿ ನಿವೃತ್ತಿ ಹೊಂದಿದ್ದು ಪ್ರಸ್ತುತ ತರ್ನಾಕುಳದ ಪ್ರತಿಷ್ಠಿತ ವಿದ್ಯಾಸಂಸ್ಥೆಗಳಲ್ಲೊಂದಾದ ಜಿತ್ರದುರ್ಗದ ಎಸ್. ಪಿ. ಎಂ. ವಿದ್ಯಾಪೀಠದ ವೈಯಕ್ತಿಕ ವಿಭಾಗದ ಕಾರ್ಯನಿರ್ವಾಹಕ ನಿರ್ದೇಶಕರಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತಿದ್ದಾರೆ. ಸಾಹಿತ್ಯ ಮತ್ತು ನಾಟಕ ಕ್ಷೇತ್ರಗಳಲ್ಲಿ ಕೃಷಿ ಮಾಡಿ 20 ಟ್ಯಾ ಟೆಸ್ಟು ಅಂತ್ಯಗ್ರಂಥಗಳನ್ನು ಮತ್ತು ನಾಟಕಗಳನ್ನು ರಚಿಸಿದ್ದಾರೆ. ಇವರು ರಚಿಸಿದ ನಾಟಕಗಳು ರಂಗದ ಮೇಲೆ ಪ್ರಯೋಗಿಸಲ್ಪಡುತ್ತಿದ್ದು, ಶ್ರೇಷ್ಠತರ ಮೆಚ್ಚುಗೆಗೆ ಪಾತ್ರವಾಗಿವೆ. ಭಾರತ ದೇಶದಲ್ಲ ಜಾಗತಿಕ ಪ್ರಭಾವಗಳ ತುರಿತಂತೆ ಮತ್ತು ಆರ್ಥಿಕ ಅಭಿವೃದ್ಧಿಗೆ ಸಂಬಂಧಿಸಿದ ಚಿಂತನೆಗಳ "ಮೋಡಿ ವ್ಯಕ್ತದ ಕೆಳಗೆ" ಮುಸ್ತಕಕ್ಕೆ 1993ನೇ ಸಾಲಿನ ಕರ್ನಾಟಕ ಸಾಹಿತ್ಯ ಅಕಾಡೆಮಿಯ ಖ್ಯಾತಮಾನಕ್ಕೆ ಭಾಜನರಾಗಿರುತ್ತಾರೆ. ಎಸ್. ಸಿ. ಸಿ. ಡೈರೆಕ್ಟರ್ ಐನರಲ್, ನವದೆಹಲಿ ರವರ ಮೆಚ್ಚುಗೆಗೆ ಪಾತ್ರರಾಗಿರುತ್ತಾರೆ. ಐಕುಮುಖ ವ್ಯಕ್ತಿತ್ವಕ್ಕೆ ಮತ್ತೊಂದು ನೆನಪು ಡಾ. ಜಿ. ಎನ್. ಮಲ್ಲಿಕಾರ್ಜುನಪ್ಪ.



ಡಾ. ಜಿ. ಎನ್. ಮಲ್ಲಿಕಾರ್ಜುನಪ್ಪ

ಇವರು ಧಾರವಾಡದ ಪ್ರತಿಷ್ಠಿತ ವಿದ್ಯಾ ಸಂಸ್ಥೆಯಾದ ಶ್ರೀ ಕುರಲಗಿ ಅಖ್ಯ ಶಿಕ್ಷಣ ಸಮಿತಿಯ, ಎಸ್. ಕೆ. ಎಸ್. ಜಗಜ್ಞರ ಕಲಾ ಹಾಗೂ ಡಾ. ಎಸ್. ಎಂ. ಶೇಷಗಿರಿ ವಾಣಿಜ್ಯ ಮಹಿಳಾ ಮಹಾವಿದ್ಯಾಲಯದಲ್ಲಿ ಸುಧೀರ್ಘ 27 ವರ್ಷಗಳಿಂದ ಸೇವೆ ಸಲ್ಲಿಸುತ್ತಿದ್ದು ಪ್ರಸ್ತುತ ವಾಣಿಜ್ಯಶಾಸ್ತ್ರ ವಿಭಾಗದ ಮುಖ್ಯಸ್ಥರಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತಿದ್ದಾರೆ. ಸಂವಹನ ಕೌಶಲ್ಯಗಳು ತುರಿತು ಮೂರು ಮುಸ್ತಕಗಳನ್ನು ರಚಿಸಿದ್ದಾರೆ. ಅಂತರ್‌ರಾಷ್ಟ್ರೀಯ, ರಾಷ್ಟ್ರೀಯ ಹಾಗೂ ರಾಜ್ಯ ಮಟ್ಟದ ವಿಚಾರ ಸಂಕರಣಗಳಲ್ಲಿ ಪ್ರಬಂಧಗಳನ್ನು ಮಂಡಿಸಿರುತ್ತಾರೆ. ಹಾಗೂ ಯು.ಜಿ.ಸಿ. ಧನಸಹಾಯದಿಂದ ಈ ಸಂಶೋಧನೆ ಕೈಗೊಂಡಿರುತ್ತಾರೆ.



ಡಾ. ಬಿ. ವಿ. ಕೋಲಿ

ಇವರು ಜಿತ್ರದುರ್ಗದ ಪ್ರತಿಷ್ಠಿತ ಎಸ್. ಪಿ. ಎಂ. ವಿದ್ಯಾಪೀಠದ ರಾಣೀಬೆನ್ನೂರಿನ ಎಸ್. ಪಿ. ಎಂ. ವಿ. ಮಹಿಳಾ ಮಹಾವಿದ್ಯಾಲಯದಲ್ಲಿ ವಾಣಿಜ್ಯಶಾಸ್ತ್ರ ವಿಭಾಗದ ಮುಖ್ಯಸ್ಥರಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತಿದ್ದಾರೆ. ವೈನಾನ್ವಿಯಲ್ ಅಕೌಂಟಿಂಗ್-1 ಮುಸ್ತಕದ ಲೇಖಕರಾಗಿದ್ದು ಅಂತರ್‌ರಾಷ್ಟ್ರೀಯ, ರಾಷ್ಟ್ರೀಯ ಮತ್ತು ರಾಜ್ಯಮಟ್ಟದ ವಿಚಾರ ಸಂಕರಣಗಳಲ್ಲಿ ಪ್ರಬಂಧ ಮಂಡಿಸಿರುತ್ತಾರೆ. ವಿಶ್ವವಿದ್ಯಾಲಯ ಧನಸಹಾಯದಿಂದ ಈ ಸಂಶೋಧನೆ ಕೈಗೊಂಡಿರುತ್ತಾರೆ. ಅಕಾಶವಾಣಿ ಧಾರವಾಡ ಹಾಗೂ ಕಾರವಾರ ಕೇಂದ್ರಗಳಿಂದ ಇವರ 25ಕ್ಕೂ ಹೆಚ್ಚು ಚಿಂತನೆಗಳು ಪ್ರಕಾರವಾಗಿರುತ್ತವೆ. ಪ್ರಸ್ತುತ ವಿಜಯಪುರದ ಅಕ್ಕಮಹಾದೇವಿ ಮಹಿಳಾ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವಾಣಿಜ್ಯಶಾಸ್ತ್ರ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಸದಸ್ಯರು ಆಗಿರುತ್ತಾರೆ.

- ಪ್ರಕಾಶಕರು

ವ್ಯವಹಾರ ಸಂವಹನ ಕೌಶಲ್ಯಗಳು

Business Communication Skills

- ಡಾ. ಜಿ. ಎನ್. ಮಲ್ಲಿಕಾರ್ಜುನಪ್ಪ
- ಪ್ರಾ. ಮಧ್ವಾ ಎಸ್. ಅಜ್ಜಿಗೇರಿ
- ಪ್ರಾ. ಬಿ. ವಿ. ಕೋಲಿ



ವ್ಯವಹಾರ ಸಂವಹನ ಕೌಶಲ್ಯಗಳು - ಡಾ. ಜಿ. ಎನ್. ಮಲ್ಲಿಕಾರ್ಜುನಪ್ಪ, ಪ್ರಾ. ಮಧ್ವಾ ಎಸ್. ಅಜ್ಜಿಗೇರಿ, ಪ್ರಾ. ಬಿ. ವಿ. ಕೋಲಿ

ಶ್ರೀ ಗುರು ಸಿದ್ಧರಾಮೇಶ್ವರ ಪ್ರಕಾಶನ

ಪಠ್ಯಪುಸ್ತಕ

ವ್ಯವಹಾರ ಸಂವಹನ ಕೌಶಲ್ಯಗಳು

(ಅಕ್ಕಮಹಾದೇವಿ ಮಹಿಳಾ ವಿಶ್ವವಿದ್ಯಾಲಯ, ವಿಜಯಪುರದ
ಬಿ.ಕಾಂ. 2ನೇ ಸೆಮಿಸ್ಟರ್ ತರಗತಿಗಳಿಗೆ)

ಲೇಖಕರು :

ಡಾ. ಜಿ.ಎನ್. ಮಲ್ಲಕಾರ್ಜುನಪ್ಪ, ಎಮ್.ಕಾಂ., ಪಿಹೆಚ್.ಡಿ.
ಗ್ರೇಡ್-1 ಪ್ರಾಚಾರ್ಯರು (ನಿವೃತ್ತ) ಸರ್ಕಾರಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜ್ ಮತ್ತು
ಕಾರ್ಯನಿರ್ವಾಹಕ ನಿರ್ದೇಶಕರು (ಶೈಕ್ಷಣಿಕ), ಎಸ್.ಜಿ.ಎಂ. ವಿದ್ಯಾಪೀಠ, ಚಿತ್ರದುರ್ಗ

ಪ್ರೊ. ಪುಷ್ಪಾವನ್. ಅಜ್ಜಿಗೇರಿ, ಎಮ್.ಕಾಂ., ಪೂರ್ಣ ವಿಶ್ವವಿದ್ಯಾಲಯ
ಸಹ ಪ್ರಾಧ್ಯಾಪಕರು, ವಾಣಿಜ್ಯಶಾಸ್ತ್ರ
ಎಸ್.ಕೆ.ಎಸ್. ಜಿಗಳೂರ ಕಲಾ ಹಾಗೂ ಡಾ.ಎಸ್.ಎಂ. ಶೇಷಗಿರಿ
ವಾಣಿಜ್ಯ ಮಹಿಳಾ ಮಹಾವಿದ್ಯಾಲಯ, ಧಾರವಾಡ

ಪ್ರೊ. ಜಿ.ಬಿ. ಕೋರಿ, ಎಮ್.ಕಾಂ., ಎಂ.ಫಿಲ್
ಸಹ ಪ್ರಾಧ್ಯಾಪಕರು, ವಾಣಿಜ್ಯಶಾಸ್ತ್ರ
ಎಸ್.ಜಿ.ಎಂ.ವಿ. ಬಿ.ಎ.ಜಿ.ಎಸ್.ಎಸ್. ಕಲಾ ಹಾಗೂ ವಾಣಿಜ್ಯ
ಮಹಿಳಾ ಮಹಾವಿದ್ಯಾಲಯ, ರಾಣೇಬೆನ್ನೂರು

ಶ್ರೀ ಗುರು ಸಿದ್ಧರಾಮೇಶ್ವರ ಪ್ರಕಾಶನ

ವ್ಯವಹಾರ ಸಂವಹನ ಕೌಶಲ್ಯಗಳು

(ಅಕ್ಕಮಹಾದೇವಿ ಮಹಿಳಾ ವಿಶ್ವವಿದ್ಯಾಲಯ, ವಿಜಯಪುರದ ಬಿ.ಕಾಂ. 2ನೇ ಸೆಮಿಸ್ಟರ್)

ಡಾ. ಜಿ.ಎನ್. ಮಲ್ಲಿಕಾರ್ಜುನಪ್ಪ, ಎಮ್.ಕಾಂ., ಪಿಹೆಚ್.ಡಿ.

ಸ್ನೇಹಾ 3ನೇ ಅಡ್ಡರಸ್ತೆ, ವಿದ್ಯಾನಗರ, ಚಿತ್ರದುರ್ಗ-577 502.

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ಪುಷ್ಪಾ ಎಸ್. ಅಜ್ಜಿಗೇರಿ, ಎಮ್.ಕಾಂ., ಪೂಣೆ ವಿಶ್ವವಿದ್ಯಾಲಯ

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ಗದಗ - 582 101 ಮೊ : 98863 42022.

ಕೃತಜ್ಞತೆಗಳು

ವ್ಯವಹಾರ ದೇಶದ ಆರ್ಥಿಕತೆಗೆ ಬೆನ್ನೆಲುಬಾಗಿದೆ. ವ್ಯವಹಾರ ಅಭಿವೃದ್ಧಿಗೆ ಬೆನ್ನೆಲುಬು ಎಂದರೆ ವ್ಯವಹಾರ ಸಂವಹನ. ವ್ಯವಹಾರ ಸಂವಹನಗಳು ವ್ಯವಹಾರವನ್ನು ಕುದುರಿಸಬೇಕೆ ಹೊರತು ಉದುರಿಸಬಾರದು. ಹಾಗಾಗಬೇಕೆಂದರೆ ಅದಕ್ಕೆ ಬೇಕು ವ್ಯವಹಾರ ಸಂವಹನ ಕೌಶಲ್ಯ. ಈ ಕೌಶಲ್ಯಗಳನ್ನು ಪರಿಚಯಿಸುವ ಒಂದು ಪ್ರಯತ್ನವೇ ಈ ಪುಸ್ತಿಕೆ.

ಇದನ್ನು ಸಾಮಾನ್ಯವಾಗಿ ಎಲ್ಲ ವಿಶ್ವವಿದ್ಯಾಲಯಗಳ ವಾಣಿಜ್ಯಶಾಸ್ತ್ರ ಮತ್ತು ವ್ಯವಹಾರ ನಿರ್ವಹಣಾ ಶಾಸ್ತ್ರ ವಿದ್ಯಾರ್ಥಿಗಳ ಅನುಕೂಲಕ್ಕೆ ತಕ್ಕಂತೆ ರಚಿಸಲಾಗಿದ್ದು ವಿಶೇಷವಾಗಿ ಅಕ್ಕಮಹಾದೇವಿ ಮಹಿಳಾ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಬಿ.ಕಾಂ. 2ನೇ ಸೆಮಿಸ್ಟರ್ ವಿದ್ಯಾರ್ಥಿಗಳ ಪಠ್ಯ ದೃಷ್ಟಿಯಿಂದ ರಚಿಸಲಾಗಿದೆ. ಈ ಪುಸ್ತಕವನ್ನು ಬರೆಯುವಾಗ ಹಲವಾರು ಗ್ರಂಥಗಳು ಮತ್ತು ಲೇಖನಗಳ ನೆರವು ಪಡೆದಿದ್ದೇವೆ. ಆ ಎಲ್ಲ ಗ್ರಂಥಗಳ / ಲೇಖನಗಳ ಲೇಖಕರುಗಳಿಗೆ ನಾವು ಋಣಿಯಾಗಿದ್ದು ಇದರ ರಚನೆಗೆ ಪ್ರೋತ್ಸಾಹಿಸಿದ ನಮ್ಮ ಸಂಸ್ಥೆಯ ಆಡಳಿತ ಮಂಡಳಿ, ಅಕ್ಕಮಹಾದೇವಿ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಎಲ್ಲ ವಾಣಿಜ್ಯಶಾಸ್ತ್ರ ಉಪನ್ಯಾಸಕರುಗಳಿಗೆ ಮತ್ತು ಸಹಕರಿಸಿದ ಎಲ್ಲ ಹಿತೈಷಿಗಳಿಗೂ ಧನ್ಯವಾದಗಳು.

ಅಚ್ಚುಕಟ್ಟಾಗಿ ಮುದ್ರಿಸಿದ ಗದಗಿನ ಸುಧಾ ಆಫ್‌ಸೆಟ್ ಪ್ರಿಂಟರ್ಸ್ ರವರಿಗೆ, ಸಿದ್ಧರಾಮೇಶ್ವರ ಪ್ರಕಾಶಕರು, ರಾಣೇಬೆನ್ನೂರು ಮತ್ತು ವಿತರಕರಿಗೆ ನಮ್ಮ ಹೃತ್ಪೂರ್ವಕ ಕೃತಜ್ಞತೆಗಳು. ಇದು ಮೊದಲನೇ ಆವೃತ್ತಿಯಾಗಿದ್ದು, ಇದರಲ್ಲಿ ಏನಾದರೂ ತಪ್ಪು ಗಳಾಗಿದ್ದರೆ ಮುಂದಿನ ಆವೃತ್ತಿಯಲ್ಲಿ ಅವುಗಳನ್ನು ಸರಿಪಡಿಸಿ ಇನ್ನೂ ಉತ್ತಮ ರೀತಿ ಯಲ್ಲಿ ರಚಿಸಲು ತಮ್ಮ ಸಲಹೆ-ಸೂಚನೆಗಳನ್ನು ನಾವು ಮುಕ್ತವಾಗಿ ಸ್ವೀಕರಿಸುತ್ತೇವೆ.

UNIT 4 : Career Skills:

Study Skills: Listening Skills, Concentration, Reading, Time Management, Memory Skills, Examination Skills.

Career Opportunities: Current Affairs, Career Needs of the Country, Steps in Career Planning, Interests, Competencies (abilities), Personality, Options after graduation.

Job Seeking: Alternatives to Unemployment, Interviews, Telephone Skills, Application letters and Forms, Curriculum Vitae and Resume.

UNIT 5 : Report Writing:

Meaning-Importance and Types of Business Reports. Essentials of a Good Report, Preparing a Report, Forms of Report: i) Letter Form ii) Memorandum Form iii) Letter-text combination form Reports by individuals and committees.

SKILL DEVELOPMENT :

1. Collect different types of sales & circular letters
2. Preparation of resumes by students.
3. Draft application for jobs.
4. Arranging Face to Face Interviews.
5. Demonstration of Electronic Communication.
6. Collect Business Reports.
7. Demonstration of Body languages-Simple postures and gestures.

ಪರಿವಿಡಿ

ಅಧ್ಯಾಯ	ವಿಷಯ	ಪುಟ ಸಂಖ್ಯೆ
1.	ವ್ಯವಹಾರ ಸಂವಹನ ಮತ್ತು ಸಂವಹನ ಕೌಶಲ್ಯಗಳು-ಪೀಠಿಕೆ (Introduction to Business Communication) ವ್ಯವಹಾರ ಒಂದು ನೋಟ, ಸಂವಹನ-ಅರ್ಥ ಮತ್ತು ವ್ಯಾಖ್ಯಾನಗಳು, ಸಂವಹನದ ಪ್ರಕ್ರಿಯೆ, ಸಂವಹನದ ಉದ್ದೇಶಗಳು, ಸಂವಹನದ ಪ್ರಾಮುಖ್ಯತೆ, ಸಂವಹನಾ ತಡೆ ಗೋಡೆಗಳು, ಸಂವಹನ ಮಾಧ್ಯಮಗಳು, ವಿದ್ಯುನ್ಮಾನ್ ಮಾಧ್ಯಮಗಳು, ಸಂವಹನ ವಿಧಾನಗಳು, ಪರಿಣಾಮಕಾರಿ ಸಂವಹನದ ತತ್ವಗಳು.	1-43
2.	ಲಿಖಿತ ವ್ಯವಹಾರ ಸಂವಹನ (Written Business Communication) ವ್ಯವಹಾರ ಪತ್ರಗಳ ಅಗತ್ಯ ಮತ್ತು ಕಾರ್ಯಗಳು, ವ್ಯವಹಾರಿಕ ಪತ್ರಗಳ ಪ್ರಕಾರಗಳು, ಪರಿಣಾಮಕಾರಿ ವ್ಯವಹಾರ ಪತ್ರಗಳ ಲಕ್ಷಣಗಳು/ತತ್ವಗಳು, ವ್ಯವಹಾರ ಪತ್ರದ ರಚನೆ, ವ್ಯವಹಾರ ಪತ್ರದ ಶೈಲಿಗಳು, ವಿರಾಮ ಚಿಹ್ನೆಗಳು, ವ್ಯವಹಾರ ಪತ್ರದ ಯೋಜನೆ.	44-64
3.	ವ್ಯವಹಾರ ಸಂಬಂಧ ಪತ್ರ ವ್ಯವಹಾರ (Business Correspondence) ವಿಚಾರಣೆ ಮತ್ತು ಪ್ರತಿಕ್ರಿಯೆಗಳು, ಆದೇಶ ಮತ್ತು ಅನುಪಾಲನೆ, ಪತ್ತಿನ ಮತ್ತು ಅಂತಸ್ತು ವಿಚಾರಣೆಗಳು, ದೂರುಗಳು ಮತ್ತು ಹೊಂದಾಣಿಕೆ ಪತ್ರಗಳು, ವಸೂಲಿ ಪತ್ರಗಳು, ಮಾರಾಟ ಪತ್ರಗಳು, ಸುತ್ತೋಲೆಗಳು-ಮಾದರಿ ಪತ್ರಗಳು.	65-103
4.	ವೃತ್ತಿ ಕೌಶಲ್ಯಗಳು (Career Skills) ಕೌಶಲ್ಯದ ಅರ್ಥ, ವ್ಯಾಖ್ಯೆ ಮತ್ತು ವಿಧಗಳು, ಅಧ್ಯಯನ ಕೌಶಲ್ಯಗಳು-ಅವಲೋಕನ ಕೌಶಲ್ಯಗಳು.	104-183

	<p>ಓದುವ ಕೌಶಲ್ಯಗಳು, ಕೇಳುವ ಕೌಶಲ್ಯಗಳು, ನೆನಪಿನ ಕೌಶಲ್ಯಗಳು, ಅಭಿವ್ಯಕ್ತಿ ಕೌಶಲ್ಯಗಳು, ಮಾತನಾಡುವ ಕೌಶಲ್ಯಗಳು, ಬರಹ ಕೌಶಲ್ಯಗಳು, ಪರೀಕ್ಷಾ-ಕೌಶಲ್ಯಗಳು, ಸಮಯ ನಿರ್ವಹಣಾ ಕೌಶಲ್ಯಗಳು. ಏಕಾಗ್ರತೆ, ಯೋಗ ಮತ್ತು ಧ್ಯಾನ ಅಭ್ಯಾಸಗಳು. ವ್ಯಕ್ತಿತ್ವ ವಿಕಸನ ಮತ್ತು ವ್ಯಕ್ತಿತ್ವ ವಿಕಸನ ತಂತ್ರ-ಮಾರ್ಗಗಳು, ಭಾರತದಲ್ಲಿ ಕೌಶಲ್ಯ ಅಭಿವೃದ್ಧಿ-ಯಾಗಿರುವ ಸಾಂಸ್ಕೃತಿಕ ವ್ಯವಸ್ಥೆ.</p> <p>ವೃತ್ತಿ ಅವಕಾಶಗಳು-ವರ್ತಮಾನದ ವೃತ್ತಿ ಸಂದರ್ಭಗಳು, ವೃತ್ತಿ ಅವಕಾಶಗಳ ವರ್ಗೀಕರಣ, ವೃತ್ತಿ ಆಯ್ಕೆ, ವೃತ್ತಿ ಯೋಜನೆ, ವೃತ್ತಿ ಸಾಮರ್ಥ್ಯಗಳು.</p> <p>ಹುದ್ದೆ ಪಡೆಯುವಿಕೆ-ನಿರುದ್ಯೋಗ ಅನ್ವೇಷಣೆ, ನಿರುದ್ಯೋಗ ಪರ್ಯಾಯಗಳು, ಸ್ವಯಂ ಉದ್ಯೋಗ, ಹುದ್ದೆ ಕೋರಿ ಅರ್ಜಿ. ವೈಯಕ್ತಿಕ ಮಾಹಿತಿ ಪತ್ರ ನಮೂನೆ, ಸಂದರ್ಶನ, ದೂರವಾಣಿ ಕೌಶಲ್ಯಗಳು.</p>	
5.	<p>ವರದಿಯ ಬರವಣಿಗೆ (Report Writing)</p> <p>ವರದಿಯ ಅರ್ಥ ಮತ್ತು ಪ್ರಾಮುಖ್ಯತೆ, ವ್ಯವಹಾರ ವರದಿಯ ಪ್ರಕಾರಗಳು, ಒಳ್ಳೆಯ ವರದಿಯ ಲಕ್ಷಣಗಳು, ವರದಿ ತಯಾರಿಕೆ, ವರದಿ ನಮೂನೆ/ರೂಪ-ಪತ್ರ ರೂಪ, ಮನವಿ ರೂಪ, ಪತ್ರ-ಪಠ್ಯ ಸಂಯೋಜನೆಯ ರೂಪ. ವ್ಯಕ್ತಿಯ ವರದಿ ಮತ್ತು ಸಮಿತಿಗಳ ವರದಿ.</p> <p>ಪತ್ರಿಕಾ ವರದಿ.</p>	184-202
•	<p>ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆಗಳಲ್ಲಿ ಕೇಳಲಾದ ಪತ್ರಗಳಿಗೆ ಉತ್ತರಗಳು</p>	203-217
•	<p>ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆಗಳು</p>	218-221

ವ್ಯವಹಾರ ಸಂವಹನ ಮತ್ತು ಸಂವಹನ ಕೌಶಲ್ಯಗಳು-ಪೀಠಿಕೆ (Introduction to Business Communication)

• ವ್ಯವಹಾರ ಒಂದು ನೋಟ

ವ್ಯವಹಾರ ಶಬ್ದ ಇಂದಿನ ನಮ್ಮ ಜನ ಜೀವನದಲ್ಲಿ ಹಾಸು ಹೊಕ್ಕಾಗಿದೆ. ಅದೊಂದು ಆರ್ಥಿಕ ಚಟುವಟಿಕೆ ಎನ್ನುವ ಅರ್ಥವನ್ನು ಮೀರಿ ಭೌತಿಕ, ಬೌದ್ಧಿಕ ಮತ್ತು ಸಾಮಾಜಿಕ ಚಟುವಟಿಕೆಗಳಿಗೆ ಸಂಬಂಧಿಸಿ ಬಳಕೆಯಾಗುತ್ತಿದೆ. ಆದಾಗ್ಯೂ, ಅದರ ಶೈಕ್ಷಣಿಕ ಅರ್ಥ ಮತ್ತು ವ್ಯಾಖ್ಯೆಯನ್ನು ಮರೆಯುವಂತಿಲ್ಲ. ಜನಸಾಮಾನ್ಯರ ದೃಷ್ಟಿಯಲ್ಲಿ ವ್ಯವಹಾರ, ವ್ಯಾಪಾರ ಮತ್ತು ವಾಣಿಜ್ಯ ಶಬ್ದಗಳು ಬಹುತೇಕ ಒಂದೇ ಅರ್ಥ ಬರುವಂತೆ ಬಳಕೆಯಾದರೂ, ಅಧ್ಯಯನದ ಸಂದರ್ಭಗಳಲ್ಲಿ ಅವುಗಳ ಅರ್ಥವನ್ನು ಪ್ರತ್ಯೇಕವಾಗಿಯೇ ಗುರುತಿಸಲಾಗುತ್ತದೆ.

ವ್ಯವಹಾರ ಒಂದು ಆರ್ಥಿಕ ಚಟುವಟಿಕೆ. ಹಣದ ಮೌಲ್ಯದಿಂದ ಪ್ರಮಾಣೀಕರಿಸುವಂತಹದು. ಉತ್ಪಾದಿಸುವ, ಕೊಳ್ಳುವ, ಮಾರಾಟ ಮಾಡುವ ಮತ್ತು ಅನುಭೋಗಿಸುವ ಸರಕು ಸೇವೆಗಳನ್ನು ಒಳಗೊಂಡಿರುವಂತಹದು. ವಿಶಾಲಾರ್ಥದಲ್ಲಿ ವ್ಯವಹಾರ ಎನ್ನುವುದು ಲಾಭದ ಉದ್ದೇಶದಿಂದ ಕೈಗೊಂಡ ಸರಕು ಮತ್ತು ಸೇವೆಗಳ ಉತ್ಪಾದನೆ, ವಿತರಣೆ ಮತ್ತು ಅನುಭೋಗದ ಚಟುವಟಿಕೆಗಳನ್ನು ಒಳಗೊಂಡಿದೆ. ಉತ್ಪಾದನೆ ಎನ್ನುವುದನ್ನು ಕೈಗಾರಿಕಾ ಸಂಬಂಧ ಚಟುವಟಿಕೆ ಎಂತಲೂ; ವಿತರಣೆ ಎನ್ನುವುದನ್ನು ವ್ಯಾಪಾರ ಎಂತಲೂ ಮತ್ತು ಅನುಭೋಗವನ್ನು ವೈಯಕ್ತಿಕ ಬಳಕೆ ಎಂತಲೂ ಗುರುತಿಸಲಾಗಿದೆ. ಇವುಗಳನ್ನು ಇನ್ನೊಂದು ರೀತಿಯ ವರ್ಗೀಕರಣದಲ್ಲಿ ವ್ಯವಹಾರ ಎನ್ನುವುದಾಗಿ ಹೆಸರಿಸಿ ಅದು ಒಳಗೊಳ್ಳುವ ಚಟುವಟಿಕೆಗಳನ್ನು ಕೈಗಾರಿಕೆ, ವ್ಯಾಪಾರ ಮತ್ತು ವಾಣಿಜ್ಯ ಚಟುವಟಿಕೆಗೆಂದು ಪ್ರತ್ಯೇಕಿಸಿ ಕರೆಯಲಾಗಿದೆ. ಒಟ್ಟಾರೆಯಾಗಿ, ವ್ಯವಹಾರ ಎನ್ನುವುದು ಕೈಗಾರಿಕೆ, ವ್ಯಾಪಾರ ಮತ್ತು ವಾಣಿಜ್ಯ ಚಟುವಟಿಕೆಗಳನ್ನು ಒಳಗೊಂಡಿದೆ.



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BU

Principles and Practice of Auditing

Dr. Rajeshwari M. Shettar
Dr. Manjuswami Muttinapendimath

Principles and Practice of Auditing



♦ Dr. Rajeshwari M. Shettar

♦ Dr. Manjuswami Muttinapendimath

Principles and Practice of Auditing

As per the New Syllabus of B.Com. Vth Semester of Karnataka
State Akkamahadevi Women's University, Vijayapura

B.Com. VI th Semester of Bangalore University

B.Com. VI th Semester of Mysore University

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Principles and Practice of Auditing (As per the New Syllabus of B.Com. Vth Semester of Karnataka State Akkamahadevi Women's University, Vijayapura, B.Com. VI th Semester of Bangalore University, B.Com. VI th Semester of Mysore University, B.Com. VI th Semester of Mumbai University) *Written by : Dr. Rajeshwari M. Shettar and Dr. Manjuswami Muttinapendimath* Published by : Siddaling B. Konek, Sri Siddalingeshwara Prakashana, Saraswathi Godam, Kalaburgi - 585101, Mobile : 94481 24431, 9880020808, 9731828999
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PREFACE

It is a matter of immense pleasure to place in the hands of the students and teaching fraternity of Commerce, the first edition of the text book of **"Principles and Practice of Auditing"** for B.Com. V Semester students. The book is thoroughly written in the framework of new syllabus prescribed by the Karnataka State Akkamahadevi Women's University, Vijayapura in particular and other Indian Universities in general. This textbook is presented in precise and simple language, so as to enable the students to understand the concepts very easily.

Audit has become indispensable for a business concern. It is through audit that, one can see the soundness of financial and non financial concerns. The success, prosperity and even the failure of a business concern depends upon the efficiency of audit system. It is an important tool of management control.

The development of modern accounting and the growth of auditing profession in India and indeed in the world as a whole must be seen in the context of the enormous expansion of industry, trade and commerce which has taken place in the last decade. The auditing profession is now going beyond the duties prescribed by the Companies Act. It is initiating its own accounting standards and auditing regulations and guidelines. At present, the auditing has a greater scope in the corporate world. In recent years, several significant developments have taken place in the field of auditing because of the Liberalization, Privatization and Globalization (LPG). The Institute of Chartered Accountants of India (ICAI) has been issuing new Accounting Standards (ASs) and Standard Auditing Practices (SAPs). Lot of change has taken place in the parameters of accounting and auditing in banks and non banking financial institutions. Therefore, the role of the auditors in relation to all these changes and developments has also changed accordingly. Simultaneously, the rapid pace of computerization of business has emphasized the need for more effective techniques of Computerized Information System (CIS) of auditing.

This subject "**Principles and Practice of Auditing**" has become very important from the point of view of the business management in our country. While writing this book, we have referred several books of eminent authors. We have made a conscious effort to present the subject matter in a way that is easily comprehensible.

We have made an attempt to arrange the various topics on the subject systematically. For the convenience of the students, different types of model questions have been given at the end of every unit.

We are thankful to our family members who helped us in all respect in bringing out this book. We feel confident that this book would be liked by teachers and students.

We are grateful to our Management/Trust members, Principal and Staff of Shri Hurakadli Ajja Shikhsana Samiti's, Smt. K. S. Jigalur Arts and Dr. (Smt.) S. M. Sheshgiri Commerce College for Women, Dharwad and Sankalpa First Grade Arts and Commerce College for Women, Gangavati.

We are very much grateful to **Mr. Siddaling B. Konek**, Proprietor Siddalingeshwar Prakashan, Kalaburgi for undertaking the publication of this book.

We are extremely thankful to all the members of Board of Studies, Department of Commerce and Management of Karnataka State Akkamahadevi Women's University, Vijayapura.

We place on record our deep sense of gratitude to the teachers, friends and well wishers who encouraged us in writing and bringing out this book. Any suggestions for further improvement of the book shall be highly appreciated.

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SYLLABUS of B.COM FIFTH SEMESTER

5.3: PRINCIPLES AND PRACTICE OF AUDITING

Objectives: To introduce to the students, the basic concepts of auditing acquaint them with the auditing procedure.

Pedagogy: Classroom lectures, seminars, and discussions through presentation (both group and individual).

Unit - 1: AUDITING :

Meaning, Definitions, Objectives, Types of audit, Qualities and Qualifications of an auditor. Advantages and Limitations of an Audit, Differences between Audit and Investigation.

Recent Trends in Auditing - Cyber and Data Security, Artificial intelligence and Robotic Process Automation, Data Analytics.

Unit - 2: AUDIT PROGRAMME:

Meaning, Objectives, Division of work, Audit note book, Working papers, Routine checking and test checking, Surprise Checking.

Unit - 3: INTERNAL CHECK AND VOUCHING:

Meaning and definitions, Objectives and advantages, Difference Between Internal check and Internal Audit, Internal check regarding Wages, Purchases, Cash receipts.

Vouching: Meaning, Importance, Objectives, Vouching of Cash book, Purchase book, and Sales book.

Unit - 4: AUDITING IN COMPUTERIZED INFORMATION SYSTEM (CIS) ENVIRONMENT:

Meaning and characteristics of CIS, difference between manual accounting audit and computerized accounting audit, computer frauds.

Unit - 5: AUDITOR'S REPORT:

Meaning, Importance, distinction between reports and certificates, contents of audit reports. Types of audit reports and their specimen

CONTENTS

Unit - 1: AUDITING	15-116
1.1	Origin of Auditing
1.2	Meaning of Auditing
1.3	Definitions of Auditing
1.4	Characteristics of Auditing
1.5	Functions of Auditing
1.6	Distinction Between Book Keeping, Accountancy And Auditing
1.7	Objectives of Auditing
1.8	Qualifications and Qualities of an Auditor
1.9	Classifications of Auditing
1.10	Advantages and Limitations of Auditing
1.11	Investigation
1.12	Recent Trends in Auditing
Unit - 2: AUDIT PROGRAMME	117-154
2.1	Preparation before Audit and Audit Programme
2.2	Audit Programme
2.3	Audit Note Book
2.4	Audit Working Papers
2.5	Audit Files
2.6	Routine Checking
2.7	Test Checking
2.8	Surprise Checking

Unit - 3: INTERNAL CHECK AND VOUCHING 155-235

- 3.1 Meaning of Internal Check
- 3.2 Definitions of Internal Check
- 3.3 Objectives of Internal Check
- 3.4 Principles (or) Features of Good Internal Check System
- 3.5 Advantages of Internal Check
- 3.6 Disadvantages of Internal Check
- 3.7 Duties of an Auditor with regards to Internal Check System.
- 3.8 Internal Check as regards Cash Transactions
- 3.9 Internal Check as regards Wages
- 3.10 Internal Check as regards to Purchases
- 3.11 Internal Check as regards Purchases Return
- 3.12 Internal Check as regards Sales
- 3.13 Internal Check as regards Sales Returns
- 3.14 Internal Check as regards Stores
- 3.15 Meaning of Vouching
- 3.16 Definitions of Vouching
- 3.17 Objectives of Vouching
- 3.18 Importance of Vouching
- 3.19 Voucher
- 3.20 Types of Vouchers
- 3.21 Examples of Vouchers
- 3.22 Characteristics or Features of Vouchers
- 3.23 Guidelines for Auditors in Examination of Vouchers
- 3.24 Missing of Vouchers
- 3.25 Vouching of Cash Book
- 3.26 Objectives of Vouching the Cash Book
- 3.27 Vouching of Debit Side or Receipts Side of Cash Book
- 3.28 Vouching of Credit Side of Cash Book (or) Cash Payments
- 3.29 Vouching of Trading Transactions

Unit - 4 : AUDITING IN COMPUTERIZED INFORMATION SYSTEM (CIS) ENVIRONMENT 236-270

- 4.1 Introduction
- 4.2 Meaning
- 4.3 Approaches of Audit in Computerized Environment
- 4.4 Distinction between Manual Accounting Audit and Computerized Accounting Audit or EDP Audit
- 4.5 Types of Computer System
- 4.6 Characteristics of an EDP Environment
- 4.7 Computer Fraud
- 4.8 Computer Virus
- 4.9 Internal Controls in an EDP Environment or Impact of EDP on Internal Controls
- 4.10 Types of Internal Controls in EDP Environment

Unit - 5: AUDITOR'S REPORT 271-308

- 5.1 Introduction
- 5.2 Meaning of Audit Report
- 5.3 Definitions of Audit Report
- 5.4 Characteristics of Audit Report
- 5.5 Distinction between the Auditor's Report and Auditor's Certificate
- 5.6 Importance of Auditor's Report
- 5.7 Basic Elements of Audit Report
- 5.8 Contents of the Audit Report
- 5.9 Essentials or Requisites of a Good Audit Report
- 5.10 Types of Audit Report
- 5.11 Specimen of Auditor's Report
- 5.12 Meaning of Audit Committee



Dr. Anita Kadapatti

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A Text Book on Goods and Service Tax



Dr. Anita Kadapatti

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**Author:
DR. ANITA KADAPATTI**

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PREFACE

The tax structure in India is divided into direct and indirect taxes. While direct taxes are levied on taxable income earned by individual & corporate entity, the burden to deposit taxes is on the assesses themselves. The GST reform is one such reform that goes to the government for that will be used as public finance. Further the indirect taxes are levied on the sale and provision of goods and services respectively and the burden to collect and deposit taxes is on the sellers instead of the assesses directly.

Taxes in India are levied by the Central and State Government. Some minor taxes are also levied by local authorities such as the Municipality and the Local Government. There are different taxes levied by both, Central Government and State Government. such as Income tax, Central Goods and Service Tax (CGST), Customs Duty and Integrated Goods and Service Tax (IGST) and also the State Government levied taxes such as SGST and Stamp Duty and Registration. These taxes are basically collected and deposited by the government mainly to spend on public finance. In this connection, the study of taxation structure assumes importance. In view of this, a textbook on Goods and Service Tax. This text book will provide insights into the basic tax structure in India. The text has been divided into 5 chapters. 1. Introduction 2. Exemption from Goods and Service Tax 3. Registration Process in Goods and Service Tax 4. Supply of Goods and Services under GST 5. Input Tax Credit and returns in GST. The author of this text book has taken all care into the study of GST in India. Further, this text book will serve for which it has been written and the students studying the tax structure of India. Particularly GST. The contents are planned the systemic & a logical sequence to understand the subject with ease. It is presented in a simple and self-learning style that does not require any previous knowledge of taxation. Any layman can understand the concept of GST.

I express my sincere gratitude to the Management & Administration of Shri Hurakadli Ajja Shikshana Samiti, Dharwad I extend my gratitude to the Principal and all the staff members of Smt. K. S. Jigalur Arts and Dr. (Smt.) S. M. Sheshgiri Commerce College for Women, Dharwad students who are studying in undergraduate.

I would like to express my deepest appreciation to Smt. Swapnakumari and team of IIARD Research Publication as well as all those who provided me direct and indirect support for the completion of this book.

My sincere thanks to Prof. G.V.Kori for motivation provided by him along with suggestions and continuous encouragement.

I would like to thank my family, my parents, my sisters, all my daughters, brother-in-laws and friends who supported me spiritually throughout my life.

I am grateful for suggestions for the improvement of this text book.

Dr. Anita Kadapatti, PhD Commerce
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Dharwad, Karnataka
Dated 2nd November 2019

CONTENTS

Unit 1 - Introduction to GST	01
1.1 Present Indirect Tax structure	02
1.2 Problems of Indirect Taxes	05
1.3 Need For Introduction of GST	05
1.4 Definitions of GST	06
1.5 Meaning of the term GST	09
1.6 Commodities to be kept outside the preview of GST other Indirect Taxes	11
1.7 Dual model of GST, Central GST(CGST) and state GST	11
1.8 Interstate goods and services tax: SGST	13
1.9 Feature of IGST	14
Exercise Unit-1	18
Unit 2 -Exemption from GST	19
2.1 Meaning of exemption suppliers, out of scope of suppliers	20
2.1.1 Unregistered Businesses	21
2.1.2 Deemed Associate Enterprise	21
2.1.3 Government department other public sector bodies	26
2.2 Categories of exemptions	30
2.2.1 Merit Based exemptions / Concessional exemptions	30
2.2.2 Technical exemptions	30
Exercise Unit-2	36

Unit -3 Registration Process in GST	37
3.1 Meaning of GST registration	38
3.2 Types of Registration	39
3.3 Compulsory Registration	40
3.4 Casual Dealer	41
3.5 Non-Resident Supplier	41
3.6 Registration process for new applicant	42
3.7 Black listing dealer	47
3.8 Surrender or Cancellation of Registration	49
3.8.1 Reasons for Cancellation of GST Registration	49
3.8.2 Consequences of Cancellation	50
3.8.3 Who can cancel the GST registration?	51
Exercise Unit-3	54
 Unit -4 Supply of Goods and Services under GST	 55
4.1 Meaning of supply goods and services	56
4.2 Conditions for taxability of supply of goods and services under GST	57
4.3 Place of Supply of Goods and Services Rules Under GST	59
4.4 Principles of GST	64
4.5 Places of supply rules for goods and services through electronic mode	65
Exercise Unit-4	68
 Unit -5 Input Tax Credit and returns in GST	 69
5.1 Meaning of Input tax credit	70
5.2 Manner of Taking Input Tax Credit	70
5.3 Eligibility Conditions of Input Tax Credit claim	71
5.4 Returns in GST and meaning of Returns	72
5.5 Types of returns	73
5.6 Obligation for filing return	74
5.7 Assesses required to file return in GST	75
Exercise Unit-5	81
Skill Development Tasks	85

UNIT 1

INTRODUCTION TO GST



Dr. Anita Kadapatti

Dr. Anita G. Kadapatti is working as a Associate Professor, Department of Commerce, Sri Hurakadli Ajja Bhikshana Samithi, Sri K.B.Jigalur Arts & Dr. B.M. Sheshgiri Commerce College for Women, Dharwad since 1994. She has organized one National Level Seminar on 'Retailing Perspective: Challenges and Opportunities', presented and published many papers at International, National and State Level Seminars and Conferences. She has completed M.Phil from Alagappa University in 2008 and Ph.D from Dravidian University in 2018.



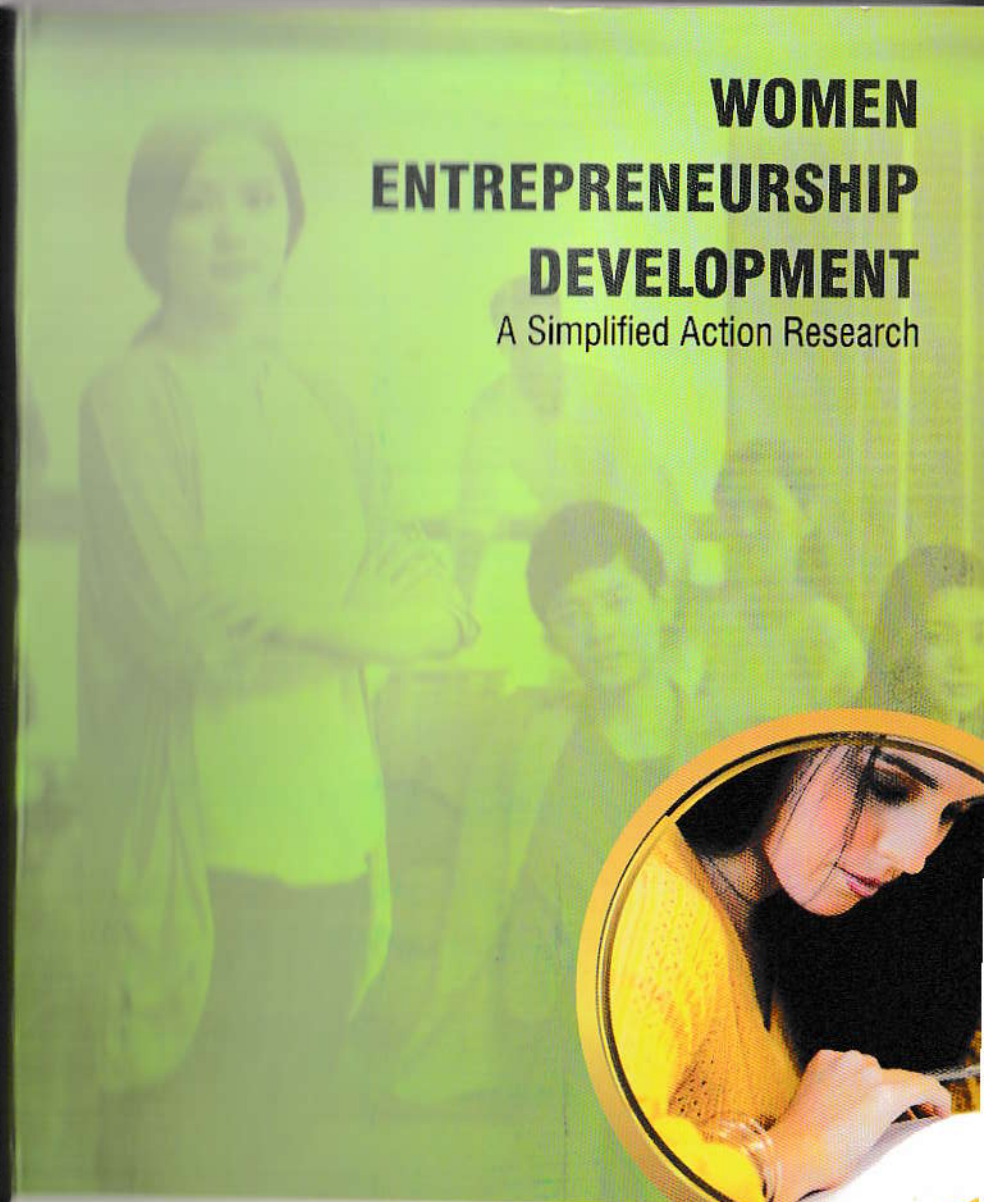
WOMEN ENTREPRENEURSHIP DEVELOPMENT

A Simplified Action Research

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Foreword

Because of the fact I really believe profoundly in the educative value of interpretive dialogue for many learners, specifically in a entrepreneur community. I also think that educators at each and every level and stage in their profession can greatly enhance and fortify their student's future by understanding the way of execution of women entrepreneurship and provide practices introduced in this book. Taking part in the interactive learning exercises help teachers and students to set up their minds to truly understand "how to start primary business". The women empowerment is based on pillars of women entrepreneurship. Anita and I many times discussed about how we can uplift the life of students to make them with a self sufficient shoulders. Her seamless study and observation about the women circumstances led her to write a fantastic practical approach oriented book. I believe her book is a new revolution in a study pattern.

Swapnakumari,
IIARD Research Head, India
And Life Member of Scrum Chamber, Australia

Preface

Women empowerment itself is a whole family empowerment. We know it requires countless efforts to manage the family and house, but to balance the both is a woman's art. Women are known as the 'Shakti' which means power to lead in any front with good moral. I always wanted to work towards making a difference in people's life by motivating them with higher strength of self motivation. The motivation for writing this book is born with difficulties faced in my life and lessons which I learn from journey of life. I feel every woman must be capable of standing strong on every front of life. Moreover, children are motivational pillars of life for every mother and supportive family members count in your success.

This book provides summarized information for women entrepreneurship growth. If you are not aware of how can you start your business, how to framework it, how to manage it and how to put it on next level of success then this book is a business guide for you. There is numerous Indian government schemes are available at regional as well as national level which are specified within this book.

As a textbook, students can get idea about how to implement women entrepreneurship than only grabbing theoretical knowledge. This book redefines the meaning of education for women. Why we learn? The answer is simple but most ignored in terms of women entrepreneurship. We learn to know and we know which needs to put in practice to succeed in life. Across the world, the main deterrent to women entrepreneurship is the lack of confidence and skills and difficulty in accessing entrepreneurial knowledge. Hence, this book will be a step towards educating women to stand with proud to know her ability. I purposely introduced practical action research statements which definitely come up with new business establishments at the end of course.

Dr. Anita Kadapatti

Email: agkadapatti@gmail.com

Dharwad, Karnataka

Dated 2nd November 2019

CONTENTS

Unit 1 - Introduction	01
1.1 Core concept	02
1.2 What is women entrepreneur and Women entrepreneurship?	09
1.3 Characteristics and types of entrepreneurs	25
1.4 Functions of women entrepreneur	32
1.5 Evolution of women Entrepreneurship in India	36
1.6 Entrepreneurial skills and competency requirements for women entrepreneur	38
1.7 Role of women entrepreneurship in economic development	49
1.8 Role of women entrepreneurship in rural development	54
1.9 Role of women entrepreneurship in India	55
1.10 Motivational factors dealing to women entrepreneurs	57
Exercise-1	58
Unit 2 - Opportunities and challenges faced by women entrepreneurs	59
2.1 Challenges faced by women entrepreneurs	60
2.2 Opportunities for an entrepreneurial career	72
2.3 Measures to improve women entrepreneurship	75
2.4 Key Policy Recommendation	78
2.5 Factors influencing the women entrepreneurship	88
2.6 Entrepreneurial motivation concept	91
Exercise-2	98

Unit 3 - Role of financial institution in support of women entrepreneurial activities	100
3.1 Small Industrial Development Bank of India (SIDBI):	102
3.2 District Industries Centre - (DIC)	102
3.3 Center for Entrepreneurship Development of Karnataka (CEDOK)	105
3.4 Rural Development And Self Employment Training Institute (RUDSETI)	107
3.5 Khadi and Village Industries Commission (KVIC)	107
3.6 Indira Mahila Yojana (IMY)	109
3.7 Support to Training and Employment Programme (STEP) for Women	109
3.8 Small Industries Development organization (SIDO)	112
3.9 Women's Development Corporations (WDCs)	113
3.10 The Rajiv Gandhi Mahila Vikas Pariyojana	114
3.11 Kerala State Women Development Corporation (KSWDC)	116
3.12 National Small Industrial Corporation (NSIC)	117
3.13 National Bank for Agriculture and Rural Development (NABARD)	117
3.14 Kerala Finance Corporation (KFC)	118
3.15 Small Industries Development Corporation (SIDCO)	118
3.16 National Credit Fund for Women or Rashtriya Mahila Kosh (RMK)	118
3.17 State Financial Corporation (SFC)	120
3.18 Role of Government in support of women entrepreneurial activities	121
3.19 Finance for Women Entrepreneur	130
3.20 Women empowerment through Entrepreneurship Development Programmes	141
3.21 The ETF'S human capital development approach for promoting women's entrepreneurship	150
Exercise- 3	159

Unit 4: Government schemes and institutional support to promote women entrepreneur	161
4.1 Trade related entrepreneurship assistance and development (TREAD) scheme for women	163
4.2 WIMA	164
4.3 NAYE	166
4.4 Mahila Coir Yojana	167
4.5 Mahila Udyam Nidhi	169
4.6 Stand-up India	170
4.7 Annapurna Scheme	171
4.8 Stree Shakti Package for Women Entrepreneurs	172
4.9 Bharatiya Mahila Bank Business Loan	173
4.10 Dena Shakti Scheme	174
4.11 Bhartiya Mahila Bank (BMB)	175
4.12 State Bank of Mysore Stree Shakthi	176
4.13 Punjab National Bank	176
4.14 Oriental Bank of Commerce	177
4.15 Bank of Baroda	177
4.16 Andhra Bank	177
4.17 Udyogini Scheme	177
4.18 Cent Kalyani Scheme	179
4.19 Mudra Yojana Scheme for Women	181
4.20 Orient Mahila Vikas Yojana Scheme	182
4.21 Women Entrepreneur Associations	183
Excercise-4	198



Dr. Sindhe Jaganath R. Professor and Chairman in the Post-Graduate Department of Studies and Research in Sociology, Gulbarga University Kalaburagi. He has obtained first class M.A., M.Phil., Degree in Sociology from the Gulbarga University, Kalaburagi, Karnataka and has subsequently awarded a Doctorate Degree in Sociology. He has taught Post-Graduate Classes in Sociology and Women's Studies for over two Decades. He has Authored Fifteen highly acclaimed books in Kannada and English, has published over a hundred articles and research papers in reputed International and National journals and presented scholarly papers at International, National and Regional conferences, Seminars and workshops. He is a professional member of several International and National Sociological Associations.



Dr. A.G. Khan presently working as a Associate professor in Department of Sociology, Govt First Grade College Chittapur, Gulbarga University, Kalaburagi. He did post graduation in Sociology from GUK and also completed second master in population studies, subsequently completed M.Phil. and Ph.D. from international Institute for population sciences Mumbai. Based on his excellent academic track he is serving academic member of several professional bodies like GUSA, KSA, ISA, IASP and IASSH and recognized as a research supervisor in dept of studies and research in sociology GUK, from 14 years he has success fully guided and award eleven M.phil and Ten Ph.D. As a keen researcher he has published more than 45 research articles in nationally recognized journals and five of them got published in international journals. Has participated and presented research papers on a regular basis in various national and international conferences in India and abroad. Eventually, he has been rated as good teacher, Mentor, Counselor and excellent researcher in this part of Hyderabad Karnataka Region.



Dr. Manikamma. N Sultanpur have completed M.A in Sociology from Gulbarga University Kalaburagi with first Rank and Gold Medal for securing highest marks in Post-graduation in the academic year 2011 and also got awarded Junior Research Fellowship (JRF) from UGC for securing highest marks in National Eligibility Test. Further she also cleared Karnataka state eligibility Test (K-SET). She has awarded Ph.D. on 03rd March 2016 under the Guidance of Dr. A.G. Khan, from Gulbarga University, Kalaburagi. Presently she is working as Assistant Professor in Sociology, at Smt. C.B. Patil Degree College Chincholi. Meanwhile she has a credit of getting published 12 Research Articles in International and National Journals and she has also Presented 21 Research Papers in leading International and National level Conferences and Seminars. Her areas of interests are community Development, Women and Child Development, Household Women, Domestic Violence and Public Health.



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11

REPERCUSSIONS OF MIGRATION ON ELDERLY

Ashvini Patil & Dr. Jayashree S.

ABSTRACT

Migration is an important factor of demographic changes. The present paper addresses the effects of migration on elderly health. The objectives of the paper are 1. To know the health issues of elderly. 2. To understand the consequences of migration of youngsters on elderly. The present study was undertaken in Katral village of Indi taluka of Bijapur District. The study was exploratory in nature. It was based on primary data, collected from aged respondents through interview schedule. Total population of Katral is 1850, which comprises of 130 households. Out of 130 households only 72 households consist of elderly persons whose children migrated in search of job. All 72 households have been selected for the study. However, researcher could not take

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- ❖ *Correlates of domestic violence against women in Madhya Pradesh.*
- Nikhilesh Parchure
- ❖ *Public expenditure on health sector in Karnataka:
An analysis of its trends and patterns*
- Shankaranand G and R. R. Biradar
- ❖ *Psychological well-being among Dalit adolescent Girls*
- Vandana Jain and M. Y. Manjula
- ❖ *Rural-Urban Differences in Chronic Diseases
among older population: Evidence from India*
- Javeed A. Golandaj
- ❖ *Migration and Rural Elderly*
- Jayashree S and Ms. Ashvini S. Patil

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Major Activities of the Centre July- December, 2015

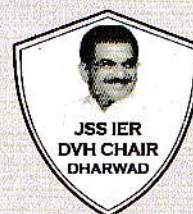
1. The Centre has Completed National Health Mission (NHM)-Programme Implementation Plan Monitoring in 4 districts of Karnataka and 8 districts of Odisha.
2. The Centre has Completed Endline Household Survey for Project Sukshema on Maternal, Neonatal and Child Health funded by KHPT, Bangalore
3. Dr. Shriprasad H. Jt. Director attended one week workshop on "Time Series Econometrics" organized by Department of Economics, Mysore University, Mysore, Karnataka.
4. Dr. Shriprasad H. Jt. Director published an article on Prevalence of tobacco use and attitude of tobacco users in India: A macro perspective in SHODHA journal
5. Dr. Jyoti S. Hallad, Mr. J. A. Golandaj, Mr. R. V. Deshpande and Mr. B. I. Pundappanavar published a Research paper titled "Differentials and Determinants of Neonatal and Infant Mortality in Rural Karnataka" in "Demography India".
6. Dr. Shriprasad H. Jt. Director published an article 'Infrastructure and manpower status in PHCs and CHCs: A macro perspective' in International Journal of public health research and management.
7. Mr. H. R. Channakki, Field Invistigator, published a Research paper entitled "An Analysis of disparities in Sanitation Facilities" in Kannada Monthly Magazine *Hosatu*

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|---|---|----|
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| | - Shankaranand G and R. R. Biradar | |
| ❖ | <i>Psychological well-being among Dalit adolescent Girls</i> | 23 |
| | - Vandana Jain and M. Y. Manjula | |
| ❖ | <i>Rural-Urban Differences in Chronic Diseases among older Population: Evidence from India</i> | 31 |
| | - Javeed A. Golandaj | |
| ❖ | <i>Migration and Rural Elderly</i> | 43 |
| | - Jayashree S and -Ashvini S. Patil | |

Migration and Rural Elderly

Prof..Jayashree S* and Ms. Ashvini S.Patil**

Abstract : Migration acts as a barometer of changing socio-economic and political conditions at regional, national and international levels. Migration from one area to another in search of improved livelihood is a key feature of human history. Of late, there is a widespread occurrence of temporary and seasonal migration for employment purposes in India. It is one of the most important livelihood strategies adopted by the poorest people of the country. The present study was conducted on one such seasonal migration in a border area of Karnataka-Maharashtra. The study focused on implications of migration of youngsters on elderly people.

Objectives: 1. To know the socio-economic profile of the elderly. 2. To understand the consequences of migration of young breadwinners on elderly.

Major findings: The present study focused on the migration and its effects on the elderly. The results show that, majority of elderly were out of the work force, and totally dependent solely on remittances of young migrants. Non-migrant elderly respondents suffer from multiple health problems. Negligence by their family members was one of the main factors for deteriorating health conditions of the elderly. They were overburdened by the family responsibilities at this age. Looking after household chores as well as grandchildren was difficult and herculean task for elderly. The feeling of insecurity and empty nest syndrome was evident among elderly.

Introduction :

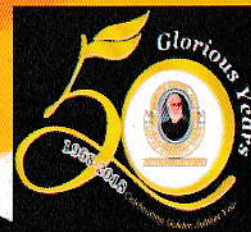
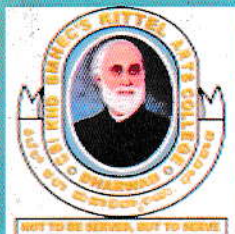
In recent times migration has become a popular livelihood strategy in rural areas. It is generally believed that, globalization process all over the world has accelerated the migration trend, in search of survival, fulfilment and a better life for themselves and their families (Hazra, 2010). Of late, there is a widespread occurrence of temporary and seasonal migration for employment purpose in India. The present study focused on implications of migration of youngsters on elderly people.

The present study has been conducted in Katral village of Bijapur District, Karnataka State. Katral is situated on the border areas of Karnataka- Maharashtra. People in these border areas are bilingual. The villages situated in these border areas do not have proper civic amenities. Lack of employment opportunities, low wages due to backwardness, food shortage and infertile/abandoned land forced people to leave the place. It is a drought prone area, due to lack of rain, scarcity of water resources, people do not grow anything in their field, the landless labourers face severe problems in their mundane life, hence, it is inevitable for the youngsters to cope up with the livelihood challenges, so migration is the only way out to combat the problem. The elderly parents hardly get migrated due to their age and disability. The aged people in their evening of life were facing the empty nest syndrome. The problems pertaining to aged parents, who were unable to migrate is an important issue of this paper.

Migration not only has an impact on physical, mental and emotional health and well-being of migrants themselves, but also on those left behind in the place of origin. Migration of youngsters impinge on the socio-economic, health and well being of the elderly. Thus, the present study

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Social Innovation for Ageing Population



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11	Miss.Manjula R.D	"Need Of Mental Health Services for Older Adults"	74-78
12	Dr. D.M.Javalkar Dr. C.B. Taboji	"Positive Health Suggestions To Ageing Population In India"	79-86
13	Dr. Nalini Bengeri, Smt.Ashvini Patil	"Positive Health Suggestions for ageing Population and health care management."	87-91
14	Mr. Barakatali Halakeri	"Health Management Issues and Education for Old Age People"	92-97
15	Prof. S. D. Soudagar, Dr. I. A. Mulla,	"Impact Of Socio-Economic Conditions On Health Issues Of The Old Age People"	98-102
16	Dr.Tayanna.H,	"Regional Patterns Of Population Ageing In Karnataka: an overview"	103-110
17	Irine Dias,	"Historical perspectives of old aged people during ancient period."	111-114
18	Prof. P. I. Siddanagoudar	"Health Management Issues of Old Age People"	115-117
19	Swati Bhusanur	Socio-Economic Conditions Of Old Age People	118-121
20	Sumithra N.	"Need For Health Education And Health Promotion For Ageing People In India"	122-125
21	Vishwanth Naik Jayadatta S	"view on Socio-Economic and demographic ageing literature with specific reference to India"	126-132
22	Prof: Dr.Saraswati.H.Bammanal	"Economic And Health Problems Of Old Age People- A Case Study In Ranebennur Taluk".	133-140

Positive Health Suggestions for ageing Population and health care management

Dr. Nalini Bengeri

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ct

According to Population Census 2011 there are nearly 104 million elderly persons (aged 60 and above) in India; 53 million females and 51 million males. Both the share and size of elderly population is increasing over time and feminization of ageing is evident in Indian society. According to UN report, it revealed that India is facing an elderly population 'time bomb' and its number of people will triple by 2050. Like any other country ageing in India is a challenge and a problem. Increasing rate of ageing population has posed so many challenges before the Government, policy makers and planners. As age advances, the health of elderly gets deprived, health being an important asset of aged, it is the responsibility of both family as well as state to provide good healthcare benefits. To achieve good physical and psychological health there should be some implementation of health care facilities. The objective of the paper is to examine the existing socio-economic and health policies.

Material and Methods: The present paper is based on the secondary sources like various reports and findings of studies carried out on the ageing population.

Findings: The findings reveal that there are good numbers of policies and programs for elderly in India. When compared to social and economic and to that of health, the healthcare policies are weak. It can be said due to over increasing rate of geriatric population, it is difficult for authorities to cover all aged under such policies and programs. Some positive health care strategies and suggestions for healthcare management were suggested to achieve the active ageing among older adults.

Keywords: Ageing, Elderly, Active ageing, Geriatric care, Positive ageing.

Conclusion

Health being an important facet of human life, determines the wellbeing of elderly. As age advances the needs of the elderly will increase. Due to the increased life expectancy the elderly require more care. As elderly face several other problems in their day today life but health related problems are severe in nature. The elderly not only suffer from physical health issues but also psychological like loneliness, isolation and deprived psychological conditions. The rural elderly who live in villages with poor socio-economic support usually suffer from problems such as disabilities, aches, general weakness of the body, cold and cough, cataract which they hardly report these issues and go to hospital, instead of that most of the times they prefer self-medication.