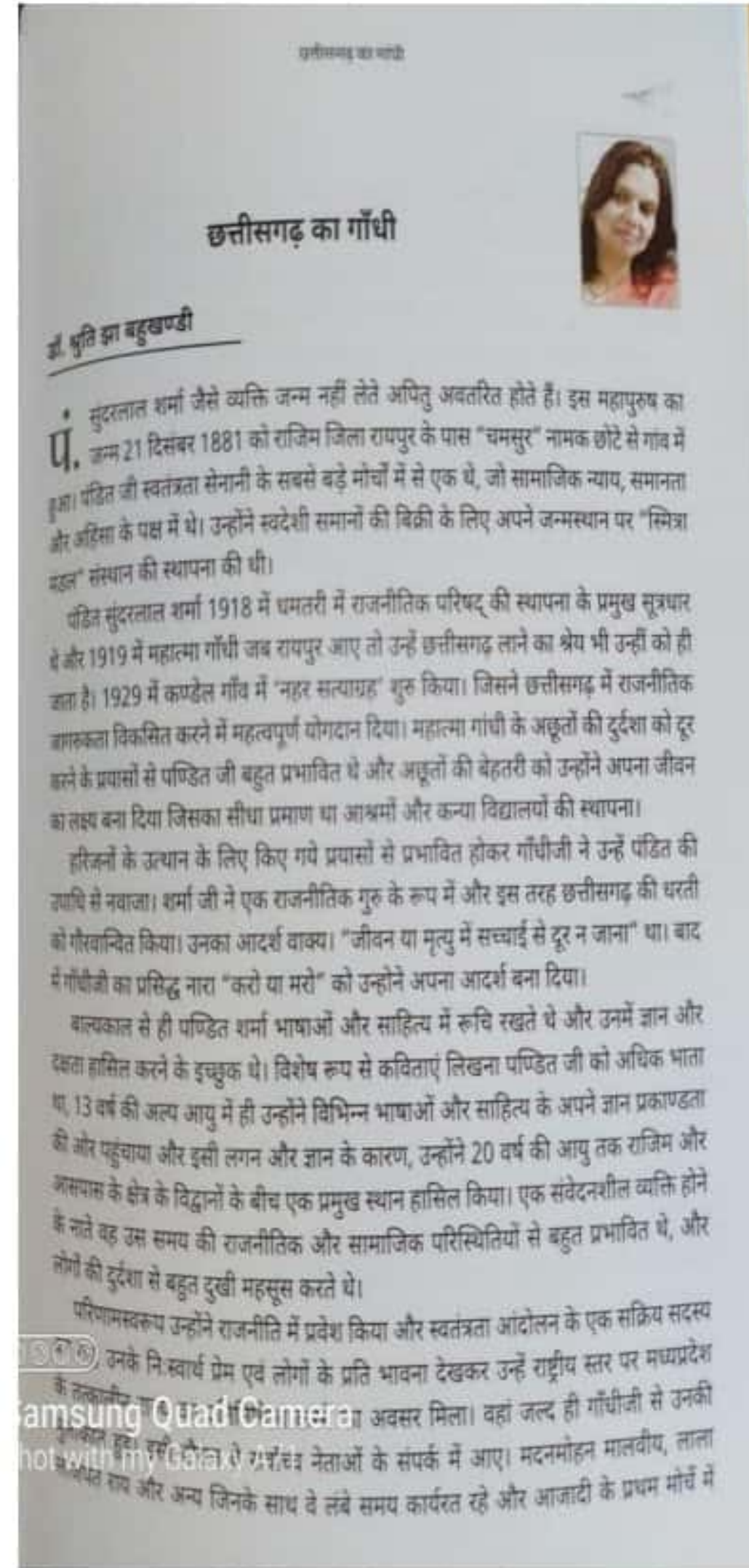
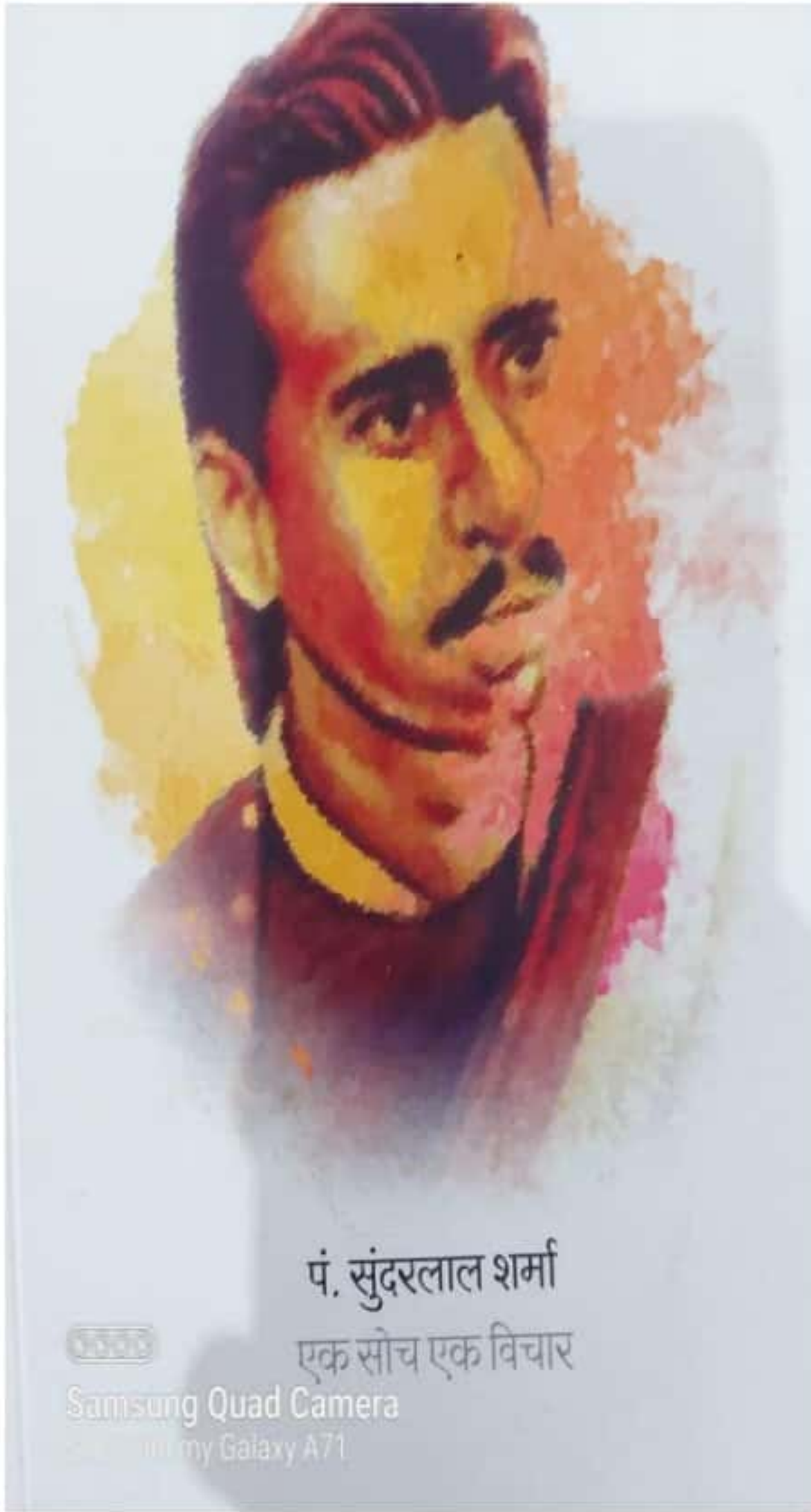


कार्यालय—प्राचार्य चन्द्रपाल डडसेना शासकीय महाविद्यालय पिथौरा,
जिला—महासमुन्द(छ0ग0)

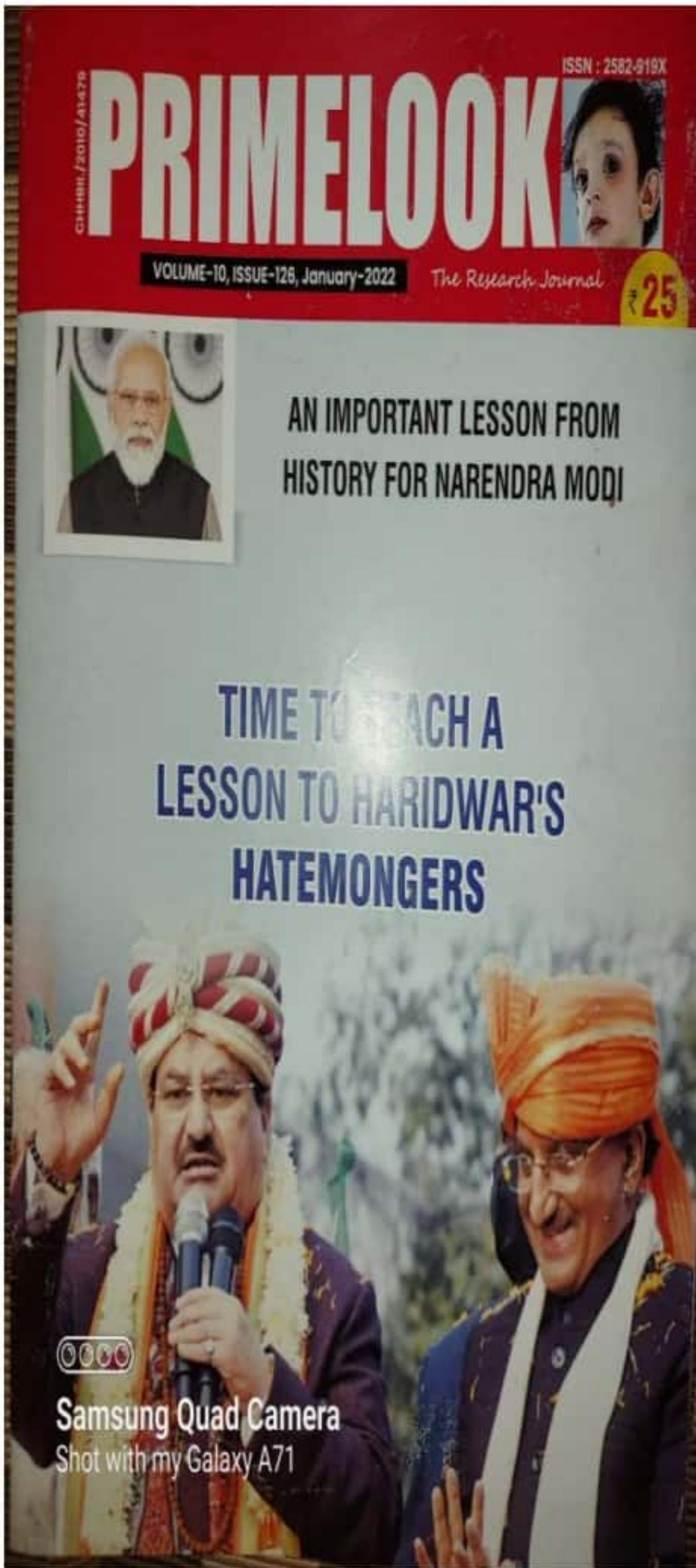
Website-www.govtcollegepithora.ac.in Email-ID:- govtcollegepithora@gmail.com phone –
7707299373

Supporting document for Criteria – 3.3.2

Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years.



Article by Dr. S. Jha



Article by Dr. S. Jha

Article by Dr. S. Jha & Shaswat Tiwari



RESEARCH WORK

True Lies !!!

• **Vatsal Tiwari**, MA Final year Student, Chandrapal Dadsena Govt. College Pithora, Mahasamund, Chhattisgarh.

• **Guided - By- Dr. Shruti Jha Bahukhandi** Head of the Department (HOD) English, Chandrapal Dadsena Govt. College Pithora, Mahasamund, Chhattisgarh

Without more ado fetch these items from the market, screeched my aunty and tossed a long list towards me. Honestly speaking, she played a spoil sport by breaking my concentration as I was deeply immersed in the thumb play of my mobile handset that has varied configurations. Writing "yours obediently" in the end of each and every letter made me 'obedient in every respect. I rushed for the market with whatever I could grab in my hand while moving out."

"I vanished in a few seconds from the house just like the film 'Baghi 4' melting away from the cinema hall after a couple of days. I nearly dropped the bone-china crockery set on the floor when some one gave a robust pat on my shoulder while purchasing items from the shop. Irritating, hurling curses and abuses, I austere looked at the person for his rude attitude of landing a mighty bone breaking blow. 'He was non other than my classmate Sanju, with a broad smile displaying all his teeth like a model campaigning for a tooth paste in the advertisement.

Before our conversation could commence, his cell phone buzzed and in hurry he handed his phone to me and said, "Tell the caller Sanju has left his phone at my place in a hurry for the office, you can call him in the evening." Not being a habitual liar, I hesitated and stammered a little bit and responded to the caller "Rajesh left his office at my place in a hurry to reach the phone." Then other were series of question from the caller starting from what, why, when, where, how and so on making me sweat in the winter. I was bored with my friend's tactic to avoid the caller. Actually this is a common phenomenon. People lie and perjure themselves more on cell phones than in their routine deliberations..

The other day, I was dumbstruck when my colleague, Hemant was chatting on the phone. "I am out of city, so we can't meet for a week." I asked him with thousand wrinkles on my forehead, "Why are you lying when you are not out of city?" Buddy I want to settle scores with him, and he won't come to know whether I am in the city or not". One of my friends Sumit has the habit of changing the cell numbers now and then. Whenever people desire to contact him, he makes them run for their money. He owes lots of money from Banks, credit societies and even hand loans from unauthorized money lenders. He has given them phone number that doesn't exist. He often changes the numbers and is ever ready with an answer. The mobile company has given an exciting offer, so I have changed the number.

Other day I was in a cinema hall enjoying the film 'Prithviraj', I eavesdropped a mobile conversation of a person sitting adjacent to me. "I am still working in the office, completing the pending work for the next month's meeting of Board of Directors and the music you hear from behind is from my colleague's mobile phone, who enjoys music while working." I felt envious of 'Prithviraj' who couldn't lie at any cost in the whole film, though in an awful and embarrassing situation, while Akshay Kumar as Samrat Prithviraj is honest and follows the vision of his director to portray the Hindu Samrat, he spoke only truth and nothing else.

Today we come across regular quarrels and heated arguments in our homes when the in charge of the house keeps the cell phone carelessly here and there, and start yelling at wife and children, "I have carefully kept the mobile phone on the table, you have kept it somewhere." Then a series of missed calls are given to find out the location, and at last six inches instrument is discovered which is either lying in the dickey of your motorcycle or in the office bag or in the trousers. Don't you think that the mobile phone has given us the license to lie? We are using the license liberally and as per our convenience.

To be honest when we (not me... I hardly give my number to anyone) receive calls from our boss, money lenders, and colleagues and also from our relatives, we tend to lie with confidence. If you are on familiar terms with person who has never lied on the cell phone pls lend me his number for receiving hand ful tips for "Ideal Communication.

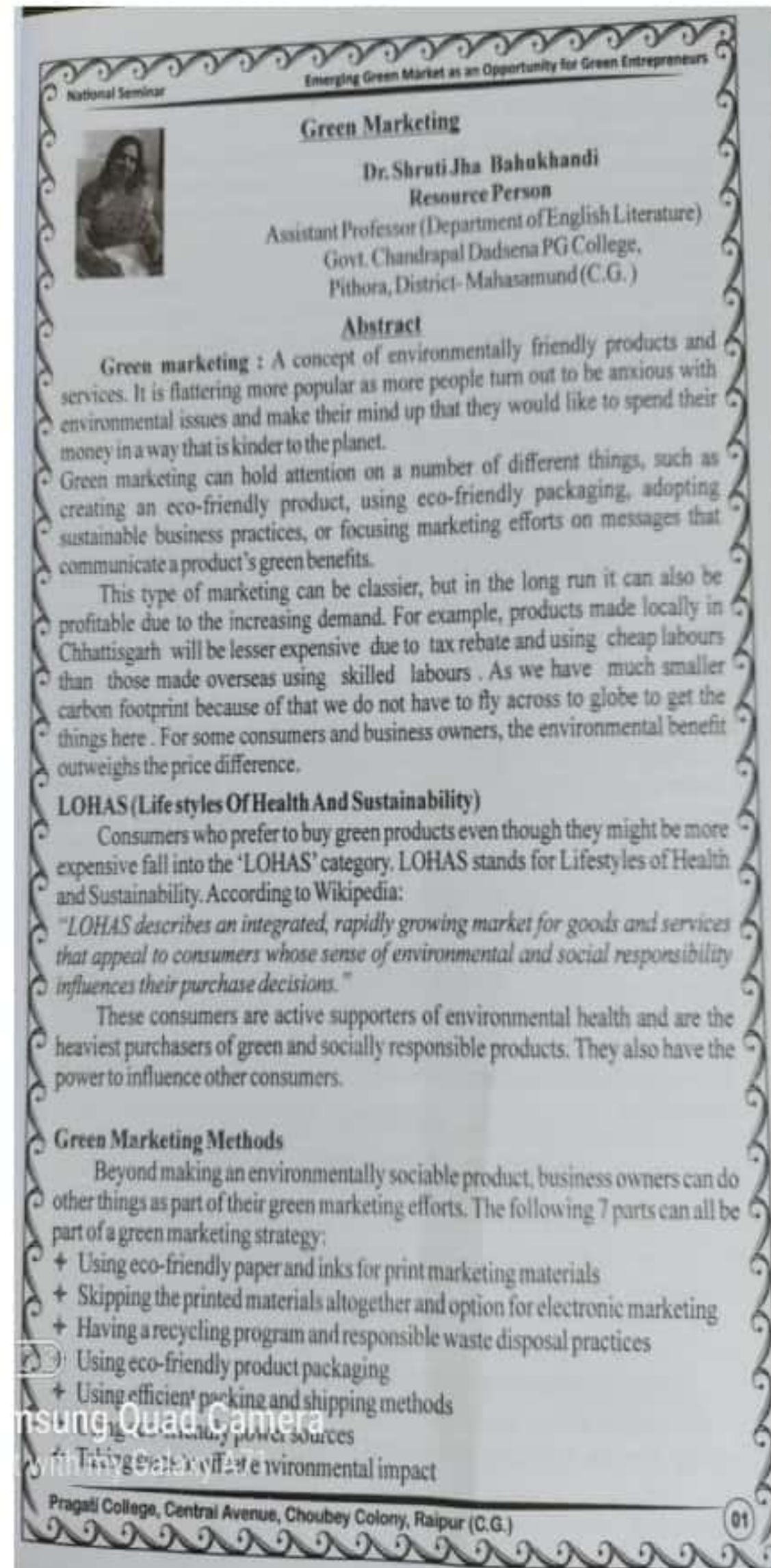
PRIMELOOK | JUNE 2022 The Research Journal 27

Article by Dr. S. Jha



The cover of the National Seminar Souvenir features a central illustration of a globe held in two hands, with green leaves and a plant growing from the bottom. The text is arranged in a clear, hierarchical manner, starting with the title 'NATIONAL SEMINAR' in large red letters, followed by the subtitle 'ON "EMERGING GREEN MARKET AS AN OPPORTUNITY FOR GREEN ENTREPRENEURS"' in black. The Pragati College logo is prominently displayed in the center, and the word 'SOUVENIR' is written in large, bold, blue letters. At the bottom, the organizing department and college name are listed, along with contact information and a list of college departments.

NATIONAL SEMINAR
ON
"EMERGING GREEN MARKET AS AN OPPORTUNITY
FOR GREEN ENTREPRENEURS"
PRAGATI COLLEGE
RAIPUR (C.G.)
SOUVENIR
Organised by
Department of Commerce & Management
Pragati College
• COMMERCE • COMPUTERS • COMMUNICATION • EDUCATION • MANAGEMENT
Central Avenue, Choubey Colony, Raipur (C.G.) | E-mail : info@pragaticollege.com
Ph.: (0771) 2255911/22, Fax : 0771-2255933 | Website : www.pragaticollege.com




The article page is titled 'Emerging Green Market as an Opportunity for Green Entrepreneurs' and is part of a 'National Seminar' souvenir. It features a small portrait of Dr. Shruti Jha Bahukhandi. The text is framed by a decorative border and includes sections on the definition of green marketing, LOHAS, and green marketing methods. The page number '01' is visible in the bottom right corner.

Green Marketing
Dr. Shruti Jha Bahukhandi
Resource Person
Assistant Professor (Department of English Literature)
Govt. Chandrapal Dadhena PG College,
Pithora, District- Mahasamund (C.G.)
Abstract
Green marketing : A concept of environmentally friendly products and services. It is flattering more popular as more people turn out to be anxious with environmental issues and make their mind up that they would like to spend their money in a way that is kinder to the planet.
Green marketing can hold attention on a number of different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting sustainable business practices, or focusing marketing efforts on messages that communicate a product's green benefits.
This type of marketing can be classier, but in the long run it can also be profitable due to the increasing demand. For example, products made locally in Chhattisgarh will be lesser expensive due to tax rebate and using cheap labours than those made overseas using skilled labours. As we have much smaller carbon footprint because of that we do not have to fly across to globe to get the things here. For some consumers and business owners, the environmental benefit outweighs the price difference.
LOHAS (Life styles Of Health And Sustainability)
Consumers who prefer to buy green products even though they might be more expensive fall into the 'LOHAS' category. LOHAS stands for Lifestyles of Health and Sustainability. According to Wikipedia:
"LOHAS describes an integrated, rapidly growing market for goods and services that appeal to consumers whose sense of environmental and social responsibility influences their purchase decisions."
These consumers are active supporters of environmental health and are the heaviest purchasers of green and socially responsible products. They also have the power to influence other consumers.
Green Marketing Methods
Beyond making an environmentally sociable product, business owners can do other things as part of their green marketing efforts. The following 7 parts can all be part of a green marketing strategy:
+ Using eco-friendly paper and inks for print marketing materials
+ Skipping the printed materials altogether and option for electronic marketing
+ Having a recycling program and responsible waste disposal practices
+ Using eco-friendly product packaging
+ Using efficient packing and shipping methods
+ Using renewable power sources
+ Having a low environmental impact
Pragati College, Central Avenue, Choubey Colony, Raipur (C.G.) 01

Article by Dr. S. Jha & P Nagwansi

राष्ट्रीय संगोष्ठी
21 वीं सदी में गांधी जी
के सामाजिक विचारों की प्रासंगिकता

6 - 8 दिसंबर 2019



आयोजक
समाजशास्त्र एवं समाजकार्य अध्ययनशाला
पं. रविशंकर शुक्ल विश्वविद्यालय,
रायपुर छत्तीसगढ़

POWERED BY
मोर
Raipur
SMART CITY

Samsung Quad Camera
Shot with my Galaxy A71

राष्ट्रीय संगोष्ठी 21 वीं सदी में गांधी जी के सामाजिक विचारों की प्रासंगिकता, 6-8 दिसंबर 2019

Relevance of Gandhian movement and women empowerment in Twentieth Century in Chhattisgarh

Dr. Shruti Jha Babukhandi
Asst Professor - Department of English, Chandrapal Dadsena Govt. College, Pithora, Mahasamund, Chhattisgarh.

सारांश

Right after the Amritsar Congress movement of 1919, which the Khilafat Movement was endorsed and Non-Cooperation was adopted as a political weapon, the District Conference was held at Raipur in the year 1920. A public meeting was held on 17 March, 1920 and a Khilafat sub-committee was formed. When Aggar Ali showed his gratitude the Hindu brothers for their sympathy for the Muslim cause, Ravi Shankar Shukla retorted, "We are neither Hindu and Muslims, but Hindustani in the strictest sense." Such was the spirit of those times. Those were the days of vigor and militant political activities. Just before the Nagpur session of the Congress, Mahatma Gandhi visited Raipur, with Ali brothers, on 20 December, 1920 in connection to generate Tilak Funds and Swarajya Funds. Gandhi visited Dhamtari and Karadolsa, where people expressed their regards by a good deal of contribution to the Funds. Following the ample result that took place in Chhattisgarh the decision of Raipur District Committee was formed. Reference - Directorate of Cultural and Archaeology, Government of Chhattisgarh. Gandhian movement and women empowerment India's freedom movement is one of the most important events of the twentieth century. After the arrival of Mahatma Gandhi from South Africa, the national movement took a new turn and the activities under his leadership started seeing the dreams of Indian social reform which slowly started coalesce. The women's upliftment efforts that started in the nineteenth century raised one intention. Mahatma Gandhi believed that women were superior than men for non-violent movement. He called upon women to come forward to fulfill their responsibilities for the country. He believed that freedom movement couldn't be conducted effectively till women did not participate actively in public life neither can Swaraj be attained. Mahatma Gandhi's 'mass appeal' was nationwide. The first Chhattisgarh was a part of Madhya Pradesh. Activities of the movement were also conducted here and the first Satyagraha movement Kandel Candi Satyagraha started in July 1920 in the village called Kandel of Dhamtari Tehsil under the leadership of Pandit Sandarb, Narayan Moharwale and Babu Chhotatal. He was visiting Raipur when the information about this Satyagraha was sent to Mahatma Gandhi. Pandit Sandarb

Samsung Quad Camera
Shot with my Galaxy A71

Emerging Green Market as an Opportunity for Green Entrepreneurs

"Greenwashing"

Some marketers try to take advantage of the growing number of green consumers by simply taking a green marketing approach to products that might not otherwise be considered green. They try to position their products as a better choice for the environment when they're really not. An example of this is when a company uses the color green in their packaging, or the word green somewhere in their messaging, when there isn't anything particularly eco-friendly about their product. Greenwashing is not only deceptive, but it can also be damaging to a company's reputation. If consumers want to be certain they are indeed buying a green product, they should look for official certifications listed on the product packaging.

"Green Banking A Revolution In Raipur District"

Dr. Dewashish Makherjee
Principal
Mahant Laxmi Narayan Das College,
Raipur (C.G.)

Nidhi Goenka
Assistant Professor
Mahant Laxmi Narayan Das, College,
Raipur (C.G.)

Abstract

In 21st century technological advancement has explored the world and the concept of "GO GREEN" came into existence. This revolution is made to save environment and is also providing social message to the society. Go Green term gave birth to thought of "Green Banking" which means a smart thinking for future sustainability and further growth of the economy. Through green banking carbon footprints are being reduced, it makes banking eco-friendly. It creates awareness among customers about the paperless use of banking through electronic mode. Today banks are constantly looking forward to make the processes more productive, this banking process includes online banking, mobile banking, and green cards etc. This green banking is a revolution which encourages banking industry for environment eco-friendly investment. This paper throws light on "Green Banking A Revolution In Raipur District" in India and its sustainable development. Through a spotlight on performance of banks policy over green banking and its significant effect on it. It also helps in technological development of country by increasing awareness about the green banking among the customer.

Keywords:- Technology, Green Banking, Customers, Sustainable Development, Banks Policy.

पर्यावरण पर अग्रगण्य प्रबंधन का प्रभाव

डॉ. प्रमिला नागवशी
सहायक प्राध्यापक - समाजशास्त्र
चन्द्रपाल डडसेना शासकीय महाविद्यालय
पिपौरा, जिला - महसमुन्द (छ.ग.)

मानव जीवन की उत्थिति एवं विकास में पर्यावरण अर्थात् वातावरण का विशेष प्रभाव रहता है। पर्यावरण होता है, जैसे ही मानव जीवन विकसित होते हैं, मनुष्य का जीवन निर्वाह पर्यावरण को ध्यान में रखते हुए ही संभव है। पर्यावरण में उपलब्ध विभिन्न साधनों का प्रयोग कर

Samsung Quad Camera
Shot with my Galaxy A71

Article by Dr. S. Jha

ISSN : 2582-919X

PRIMELOOK

VOLUME-10, ISSUE-121, August-2021 **₹55**

The Research Journal

WORLD ECONOMY POST
Samsung Quad Camera
Shot with my Galaxy A11

AND AFTER COVID-19

RESEARCH PAPER

SHASHI DESHPANDE'S PROJECTION OF BINDING VINE ALONG WITH RADICAL FEMINISM

There is a cancer eroding our sense of humanity, and people masquerading as leaders waiting in the wings to profit from it

Dr. Shrutti Jha Bahukhandi | The Writer is HOD Of English Literature, Chandrapal Dadasena Gout, College, Pitore, Mahasamund, Chhattisgarh

Abstract- Women as the protagonists of novels may be heterosexual or lesbian and appear to act in an antisocial way, much of their revolutionary spirit is initiated by conflict with patriarchal values, battles about dominance and submission, self-punishment and despair before gender norms. All these lead towards love and friendship between women. Blood and Blood explain: The genre reflects a radical polarity of experience. The intensity of the heroine's anxieties and punishment on the one hand, and, on the other, a great sense of regeneration of freshness, when lovers successfully break through into their unique new spaces (Blood and Blood 105). For older women the road towards self-understanding leads through by their increased relationships with other women. Thus Indu in Roots and Shadows, Saru in The Dark Holds No Terrors, Sumi in A Matter of Time, and Madhu in Small Remedies, like the women in the novels of Doris Lessing, Zona Gale, or Rosamond Lehmann; all women's attitude, towards men. This does not mean not a turning away from men. The novel recalls the historical Mira Bai, who may be considered a feminist, who rejected the norms of the patriarchal society. Urmila reminds of mythological Urmila, who is Lakshman's wife who spent fourteen years waiting for her husband, though the protagonist in the novel is a feminist who believes in feminine bonding as the source of her existence. Shakuntala is named after mythological Shakuntala who rejected the offer of her husband to live with him and independently gave birth to her son Bharat. Feminine solidarity or female bonding runs as a strong undercurrent in the novel. As Nina Auerbach writes, it "[...] celebrates women's coming together with other women as friends and shares of life instead of as rivals for approval by men" (Chatterjee 147). It is also a story of mothers and daughters, in which Urmila grieves for her baby-daughter who is dead and Shakuntala for Kalpana who is dying. There are other pairs of mothers and daughters, like Urmila and her mother Inni, Vanaa and her mother Akka, Vanaa and her young daughters, and each of these relationships, in spite of their difference, conveys the idea of the bonding vine. In the feeling of sorrow and sympathy a sense of identity

human mind to explore. Motherhood has always been a prominent concern of feminists. While Simone de Beauvoir considered it a means of keeping a woman in emotional and physical bondage, Nancy Chodorow in Reproduction and Mothering found in mothering the basis of the entire structure of gender differences. That is how Deshpande deals with this aspect of women's existence. She handles the issue fleetingly, but with her characteristic authenticity.

The Binding Vine projects the two central issues of female bonding and resistance to patriarchal ideology. The pain of the death of her baby, daughter, Anusha, seems to motivate Urmila, the central character, to reach out to other women around her who have their own tales of suffering to tell. In suffering, a unique sense of fellowship is stamped out not only with the living but also with the mute and the dead. Urmila feels for Shakuntala and her young daughter Kalpana, who has been brutally raped and is lying unconscious, and for Mira, her own dead mother-in-law who had suffered rape in marriage. The novel recalls the historical Mira Bai, who may be considered a feminist, who rejected the norms of the patriarchal society. Urmila reminds of mythological Urmila, who is Lakshman's wife who spent fourteen years waiting for her husband, though the protagonist in the novel is a feminist who believes in feminine bonding as the source of her existence. Shakuntala is named after mythological Shakuntala who rejected the offer of her husband to live with him and independently gave birth to her son Bharat. Feminine solidarity or female bonding runs as a strong undercurrent in the novel. As Nina Auerbach writes, it "[...] celebrates women's coming together with other women as friends and shares of life instead of as rivals for approval by men" (Chatterjee 147). It is also a story of mothers and daughters, in which Urmila grieves for her baby-daughter who is dead and Shakuntala for Kalpana who is dying. There are other pairs of mothers and daughters, like Urmila and her mother Inni, Vanaa and her mother Akka, Vanaa and her young daughters, and each of these relationships, in spite of their difference, conveys the idea of the bonding vine. In the feeling of sorrow and sympathy a sense of identity

PRIMELOOK | AUGUST 2021