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యూ.జి.సి. జాతీయ సదస్సు

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సంపాదకులు

డా॥ జి. పద్మప్రియ

తెలుగుశాఖ

దొడ్ల కాసల్యమ్మ ప్రభుత్వ డిగ్రీమహిళా కళాశాల (ఎ)

నెల్లూరు, శ్రీ పొట్టి శ్రీరాములు నెల్లూరు జిల్లా, ఆంధ్రప్రదేశ్.

అంతర్జాలంలో తెలుగు సాహితీ సౌరభం

అంతర్జాలంలో సాహిత్య విస్తృతి

యం. వి. రామమోహన్ రావు
అర్థశాస్త్ర ఉపన్యాసకులు
యస్.కె.ఆర్.ప్రభుత్వ డిగ్రీ కళాశాల
గూడూరు.

I. నైరూప్యం (Abstract) :- భాషలో మానవుని బౌద్ధిక, వ్యాపార, ఫలితాలను తెలియచేసే రచనల కంటే, భిన్నంగా మానవుని అనుభూతిని ప్రకటించే రచనలను “సాహిత్యం” అంటారు. “సహితయోః శబ్దార్థయోః భాష సాహిత్యం” - సాహిత్యం రసరూపం, ధ్వని రూపంలో అర్థం స్ఫురిస్తుంది. శోధన, సాధన, బోధన, ఆచరణ, ఆనందాల మేలుకలయిక - సాహిత్యం. సాహిత్యం అద్వితీయము, అప్రమేయం, అజరామరం అయిన తెలుగు సాహితీ సౌరభం అంతర్భూత జగత్తులను సమన్వయ పరుస్తూ, మరపురాని మధురాను భూతులను అందిస్తూ, సాహిత్యం అంటే సరదాకాదు, సమాజ జన ప్రయోజనం అని, ప్రజా హృదయాలను తట్టిలేపిన సువర్ణాక్షరాల పొందికే తెలుగు సాహితీ సౌరభం. నేడు ప్రపంచ సాహితీ ఉద్యానవనంలో అర విరిసిన గులాబీల సౌరభాన్ని నలుదెసల విరాజిల్లుచూ, తేట తెలుగు, తేనేలోలుకు నానుడిని జగద్వితం చేసినది, మన తెలుగు సాహితీ. (విజ్ఞాన సర్వస్వం 1-15, విశ్వసాహితీ విజ్ఞాన దీపిక)

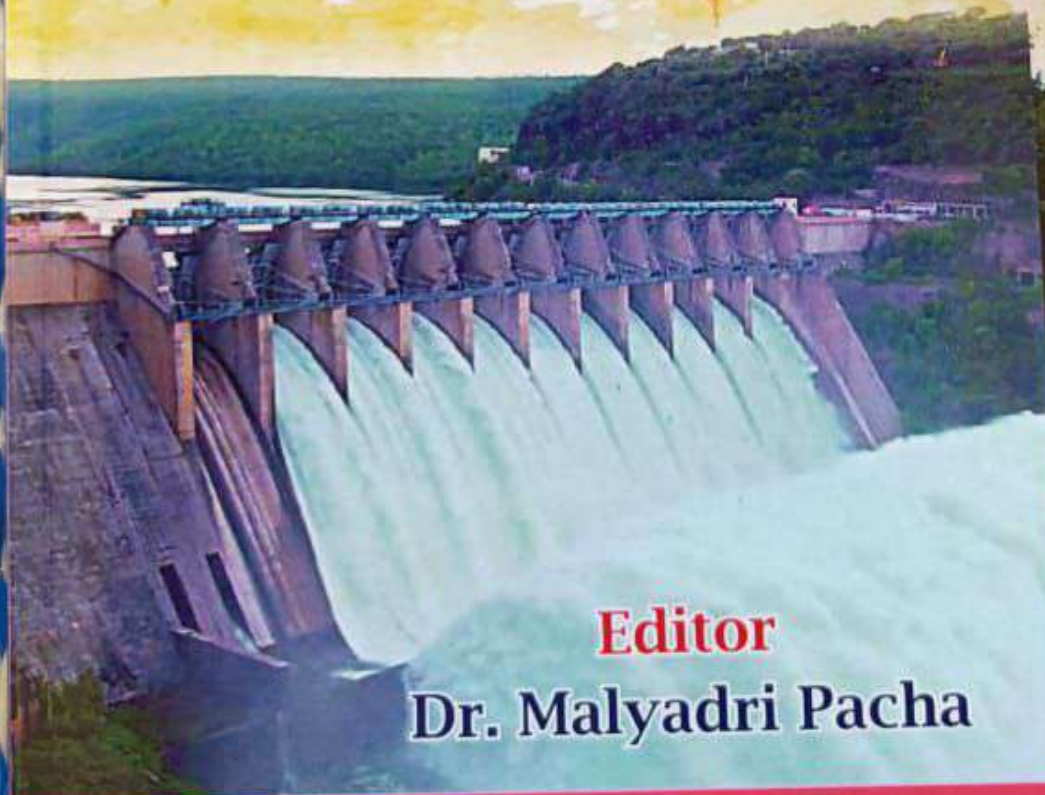
2. కీ పర్లు (Key words) :- అంతర్జాలం, సాహిత్యం, జ్ఞానం, బిరుదు, వ్యాకరణం, జాతీయం, ఈ లైబ్రరీ.

1. పరిచయం :- “వాగర్థావివ సంవృత్తే, వాగర్థ ప్రతి పత్తయే జగతః పితరౌ వన్తే” “పార్వతి పరమేశ్వరౌ” సారస్వతం, సాహిత్యం, సంగీతం చదువుల తల్లి సరస్వతికి ప్రాణం జ్ఞాన ప్రధాత అందించిన విజ్ఞానం అందరికి అందుబాటులో ఉండాలి. విశ్వంలో గాలిని మనం ఎలా పీలుస్తున్నామో, నీరు ఎలా మన దాహాన్ని తీరుస్తున్నదో, సూర్యకాంతి శక్తి మన జీవన గమనానికి ఎలా దోహదం చేస్తుందో e- గ్రంథాలయాల అలా పనిచేస్తున్నవి. మానవుడు విశ్వ మానవుడుగా ఎదిగేందుకు, విశాల హృదయంతోబాటు, వివిధ విజ్ఞాన విశేషాలు కూడా ఎప్పటికప్పుడు సమకూర్చుకోవలసిన అవసరం అనివార్యం.

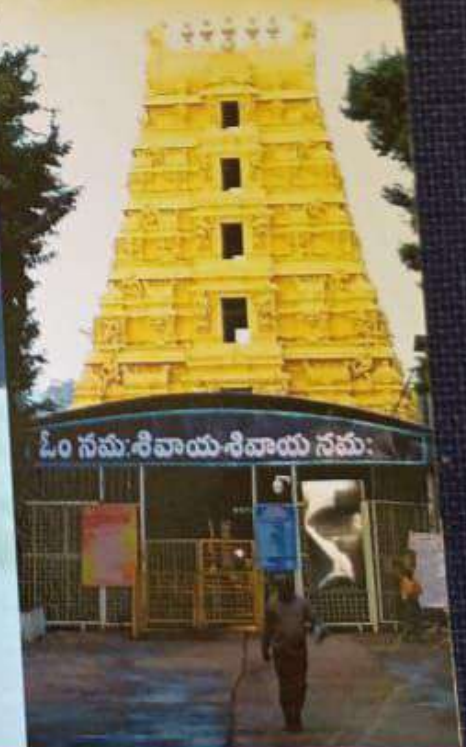
Contents

Contents		
Foreword		v
Acknowledgement		vii
VC Message		ix
Sl.No.	Title of the Paper	Page No.
1.	Risk & Return analysis of Tourism companies: Evidence from National Stock Exchange Index in India - Dr Sanjay Joshi, MR. Chinmay Modi & MR. Krunal Soni	1
2.	Indian Tourism an incessant towards Inclusive Growth - Dr. B. N.Vonod Rao	9
3.	Ecotourism in Sustainable Development - Mrs. A. Devaki & Dr. A. Malleswari devi	14
4.	Rising of Tourism in Andhra Pradesh & its Problems - P.V. Nageshwa Reddy	17
5.	Indian Tourism Industry - A Growth Trajectory - Dr Kankipati Srinivasa Rao	21
6.	Growth & Performance of Tourism - Dr. G. Sreenivasulu	25
7.	A Study on The Contribution of Travel and Tourism Industry in Economic Development of the India - Dr. Parul Mathur, Dr. K. Lalitha & Devadas Badarla	28
8.	Tourism Nexus between India & Srilanka A Diagnostic approach - Dr. P. Malyadri	35
9.	Principles and Practice of Sustainable Tourism Planning - Dr. K.Venkateswarlu	39
10.	Tourism Industry An Impetus to income generation activity in India - J Vidyadhar Rao	42
11.	Challenges and Opportunities of Indian Tourism - M.V. Rama Mohan Rao	47
12.	Tourism & Hospitality industry in Indian Economy Some Insights - Palle Mahender	50

Challenges and Opportunities of Indian Tourism



Editor
Dr. Malyadri Pacha



Challenges and Opportunities of Indian Tourism

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Abstract

India has rich natural, breathtaking coastline, rich flora and fauna, cultural and religious heritage, which all combined together is a big advantage for Tourism. Tourism is a multi-sect oral activity and also a sustainable development tool to fuel the economic and social growth by reduction of poverty through income generation by way of honor the cultural heritage and values of the locals and enhance of their livelihood and stimulating domestic consumption. The motto of the Ministry of Tourism is cleanliness, safety, and hospitality. In the words of Shri Pranab Mukarjee, President of India, on the occasion of World Tourism Day (27.10.2015) celebrations "The Tourism is an agent of Development and an Engine for Economic Growth and Employment generation in India. He also added that low sanitation standards hamper the Architectural and Historic heritage of the country and encourages those present to lend a hand in the Ministries efforts towards swacha bharat to ensure cleanliness." Tourism is also an important instrument for peace and harmony. Tourism industry is the largest employer in India as well in the World. Tourism is developing by the twin travel dicta of bharat darshan and atithi devo bhavah, through the medium of incredibel india. Policy makers, administrators, and researchers become more aware of the positive impacts of tourism, based on theme of one million tourists and one million oppertunities.

Key words: Rich Natural Resources, Harmony, sustainable historic heritage, Swatch Bharat, Incredible India.

INTRODUCTION

Tourism is considered to be an important of service sector. The cynosure of Tourism is Tourist whose satisfaction is a big boon to the edifice or organization. The ultimate proof of pudding in the Tourism industry is Tourist expectation The Intension is to Travel to destination which are environmentally and culturally rich, well conserved seldom frequented and places where one can still enjoy the luxury of Tranquility. Tourism is, ' People go away because they no longer feel happy where they are- where they work- where they live "Tourism is travel for pleasure and become global leisure activity and has a direct economic impact in the developing countries like India "When you come to India, you are inspired by the past and you can see the future" U.S. President George W Bush, New Delhi, March 3rd 2006. According to the World Tourism Organization, tourists are people who "travel to and stay in places outside their usual environment for not more than one

- 6-249
49. సౌభాగ్య ఫేస్‌బుక్ కవితలు-సాహిత్య విమర్శ-యం. నాగరాజు 329-333
50. అంతర్జాలంలో సాహిత్య విస్తృతి - యం.వి.రామమోహన్ రావు 334-341
- 0-256
51. అంతర్జాలంలో స్త్రీవాద పత్రిక భూమి - డా॥ ఓరుగంటి సరస్వతి 342-347
- 7-259
52. అంతర్జాలంలో నానీల పరివ్యాప్తి - డా॥ కె. కృష్ణయ్య 348-351
- 0-264
53. వాట్సప్‌లో తెలుగు సాహిత్యం - ఎలగొండ రాములు 352-363
- 5-269
54. మన తెలుగు జానపద గేయాల విస్తృతి - కనపాల జోసఫ్ 364-366
- 0-272
55. అంతర్జాలంలో బాల సాహిత్యం - డా॥ పి. రాజేశ్వరి 367-372
- 5-269
56. ఆచార్య ఎండ్లూరి సుధాకర్ బ్లాగ్ - కవిత్వం 373-376
- 0-272
- పెరుమాళ్ళ రవికుమార్
- 3-277
57. ఫేస్‌బుక్ కవిత్వం - మానవీయత - చిన్నం. రాజారామ్ 377-380
58. 21వ శతాబ్దములో మన తెలుగు-కోమల - ప్రియదర్శిని.జె 381-384
- 3-281
59. అంతర్జాలంలో బాలసాహిత్యం - మద్దాల పెద్దిరాజు 385-387
- 2-287
60. అంతర్జాలంలో తెలుగు సాహితీ సౌరభం -డా॥దాసోజు పద్మావతి 388-391
- 3-294
61. తెలుగు సాహిత్యంలో ఫేస్‌బుక్ వినియోగం - సి. సుజాతమ్మ 392-395
- 5-298
62. అంతర్జాలంలో అధ్యాత్మిక-స్త్రీవాద పత్రికలు - సుభా 396-400
- 0-305
63. అంతర్జాలం - బాల సాహిత్యం - శ్రీమతి టి. శ్రీ రంజని 401-404
- 5-310
64. అంతర్జాల సాహిత్య పత్రిక - డా॥ జి. స్వర్ణలత 405-410
65. అంతర్జాలంలో కొన్ని స్త్రీవాద సాహిత్య పత్రికలు 411-419
- డా॥ గుంటుపల్లి గౌరి
- 1-319
66. తెలుగు పద్యవైభవ వాట్సప్ సమూహంలోని సాహితీ పరిమళాలు 420-434
- సత్యనారాయణ
- 0-323
67. అంతర్జాలంలో బాల సాహితీ వైభవం - డా॥ సుభాషిణి 435-444
- 4-328
68. అంతర్జాలంలో తెలుగు ప్రయాణం - దేవరకొండ ప్రసాద్ 445-450

"Innovations and Entrepreneurship: A Pathway for Sustainable Development of India"

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CONTENTS

69	Make in India: Defense Sector Through Entrepreneurship मेक इन इंडिया: रक्षा क्षेत्र द्वारा उद्योग - <i>Dr. Bhange Chandrkant Bansidhar*</i>	417
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***Innovations and Entrepreneurship : A Pathway
for Sustainable Development of India***

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INNOVATIONS AND ENTREPRENEURSHIP

A Pathway for Sustainable Development of India

Sub Theme: National Skill Development Corporation in enhancing the skilled workforce

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INNOVATIONS AND ENTREPRENEURSHIP
A Pathway for Sustainable Development of India

**Sub Theme: National Skill Development Corporation in enhancing the skilled
workforce**

M.V. Rama Mohan Rao

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1. Introduction:

Innovation can be made in the way in which a product is manufactured. New production technique provides a sound basis for success if it can be made to offer the end-user new benefits. Increasingly new production "philosophies such as just - In -time supply(JIT) and total quality management(TQM) are providing platforms for profitable innovation. Howell Packard (HP) based on advanced scientific developments. Services are open to the possibilities of new Ideas and Innovation just as much physical products- Frederick Smith -USA. **Innovation is the TRANSLATION OF AN IDEA IN TO AN APPLICATION** Creativity is the ability to come up with new ideas and to identify new and different ways to looking at a problem and opportunities. Entrepreneurship produces financial gain and keeps the economy afloat, which gives rise to the importance of innovation in entrepreneurship. Entrepreneurs need to search purposefully for the sources of innovation, the change and their symptoms that indicate opportunities for a successful innovation

2. Mission:

National skill Development Corporation acts as **CATALIST** in promoting skill development through Innovation and Entrepreneurship for the sustainable development of India.

3. Need of the Study:

This paper is an attempt to find gap in knowledge and awareness by analyzing the Innovation and Entrepreneurship should be reduce unemployment through NSDC by enhancing skilled labor force.

4. Methodology;

The data has been based on secondary information collected from various journals, reports, books, e-journals and reports of National Skill Development Corporation.

5. Objective

National Skill Development Corporation offers functional education to the youths that will enable them to be self- employed and self-reliant .NSDC provides the young graduates adequate training that will enable them to be creative and innovative in identifying novel business opportunities.

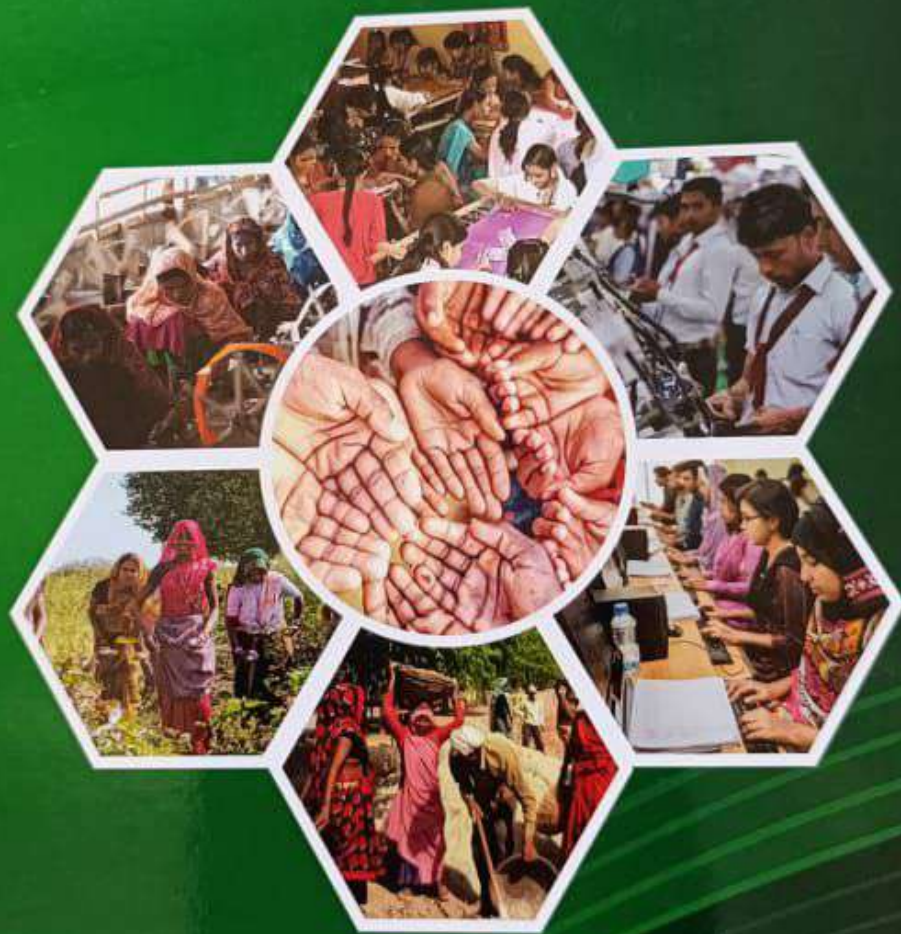
6. Innovation

W.D. Guth and A. Ginsberg defined entrepreneurship (also called in-trapreneurship) as "the birth of new business within existing organization, i.e., internal innovation or venturing; and the transformation of organization through renewal of the key ideas on which they are built, i.e., strategic renewal.

6.1 Sources of Innovation for Opportunities:

Peter Drucker proposed that those interested in starting an entrepreneurial venture-either within an established company or as independent small business-should monitor seven sources of innovative opportunity 1. The Unexpected
Incongruity 2. Innovation Based on Process Need 3.Changes in Industry or Market
Structure 4. Demographics 5.Changes in Perception, Mood, and Meaning 6.New

EMPLOYMENT GENERATION AND POVERTY ALLEVIATION



Editor
Prof. Chilumuri Srinivasa Rao

Significance of Institutional Infrastructure in Development of Higher Education

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B.Peera Kumar

ABSTRACT:

Although there have been challenges to higher education in the past, the most recent call for reform may provoke a fundamental change in higher education. This change may not occur as a direct response to call for greater transparency and accountability, but rather because of the opportunity to reflect on the purpose of higher education, the role of colleges and universities in a new millennium, and emerging scientific research on how people learn. These disparate structures have not been tied together in a way that would examine the impact of fundamental change from the policy level to the institutional level and to the everyday lives of college and university administrators, faculty and students. Now the time has come to create a second wave of institution building and of excellence in the fields of education, research and capability building. We need higher educated people who are skilled and who can drive our economy forward. When we can provide skilled people to the outside world then we can transfer our country from a developing nation to a developed nation very easily and quickly and India become as an Education super power to become a prosperous partner in Global Economy. India has already entered into the era of knowledge explosion. The role of higher education in the emerging scenario of knowledge economy is very crucial and multifaceted for any country in general and India in particular. Through Cross Culture Programs one can understand about people, culture, arts, literature, religions, technological developments and progress of human society in the world. Environmental sanitation and give the aesthetic impression conducive climate for teaching, learning, and research activities, healthy and secures lives in the school and its communities. The importance of Higher education institutions namely universities encompasses many aspects such as human resources management, funding, quality assurance, internationalization, academic and scientific planning etc. Higher Education (HE) plays a major role in building a nation's intellectual capital required for sustainable development and positive engagement in the global economy. HE is the production, distribution, and community engagement. The



INNOVATIONS AND ENTREPRENEURSHIP

A Pathway for Sustainable Development of India

Lt. Dr. Vijay Kumar Madugu

38	Rural Poverty Alleviation Programme and Policy Perspectives in India T.Vineela, Dr. K. Sunitha	216-221
39	An Evaluation of Swarna Jayanti Shahari Rozgar Yojana (SJSRY) in Alleviating Urban Poverty Kiran Estarla	222-228
40	An Insight into Employment Generation and Poverty Alleviation Schemes in India V.Kalpana Kumari	229-237
41	Digitization of Self Help Groups Mrs. O.V.A.M. Sridevi, Mr.B.Ratna SekharBabu	238-243
42	Skill Development Training Programmes in India with Special Reference to Pradhan Mantri Kaushal Vikas Yojana Dr.P.Srinivas, Ch.Gangaiah	244-250
43	Employment Opportunities and Poverty Alleviation Through the Development of Agriculture Industry B. Peera Kumar, M.V. Rama Mohan Rao	251-254
44	A Study on The Performance of Banking Sectors With Special Reference to MUDRA Loans Under PMMY Scheme Patoori Bhanu Prakash, Lalitha P.S.	255-258
45	Poverty eradication and Employment Generation Programmes of Government in India P.Sandhya	259-263
46	Rural Development Programmes: An Overview Ch.Subbarayudu	264-269
47	Policies and Programmes Towards Poverty Alleviation Mr.B.Niranjana Rao	270-275
48	An Evaluation Of Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) Dr.A.Kusuma	276-279
49	Performance Evaluation Of Poverty Alleviation And Employment Generation Schemes In India Dr. J.MuniNarendra Dr.G.Sudhakaraiah Prof.M.Venkateswarlu	280-286
50	Progress Of S.H.G Bank Linkage Programme In India: An Overview Dr. P. Srinivas, K.Venkata Subbaiah, N.V.Sudheer	287-291
51	Poverty Alleviation And Employment Generation Programs In India: An Overview Dr.D.Harikishan Reddy, E.Naveen Kumar Reddy	292-296
52	Ministry of Housing And Urban Poverty Alleviation Programmes In India (MoHUPA) Dr.Sk.Ghouse	297-303
53	Anti-Poverty Measures and Employment Generating Programmes in India Prof.S.V.Subba Reddy, B.Ramija	304-313



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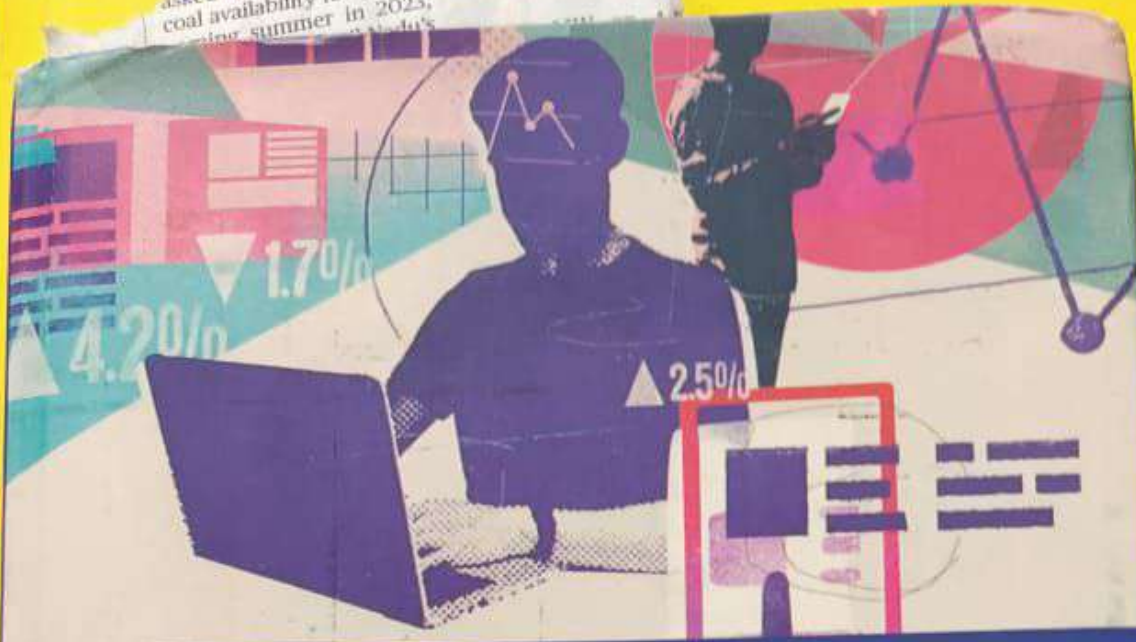
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Total



Quality and Research in Higher Education



Edited by
Dr. Gedam Kamalakar

EMPLOYMENT OPPORTUNITIES AND POVERTY ALLEVIATION THROUGH THE DEVELOPMENT OF AGRICULTURE INDUSTRY

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ABSTRACT

Poverty alleviation has been a preeminent goal of India's development efforts since its Independence. In pursuing this objective, the country's planning process during the last six decades has been a fertile ground for devising interventions, often successful but sometimes overlapping and ill conceived too. Public measures directed at poverty alleviation have focused on creating adequate livelihood opportunities for the marginalized segments of the population, provisioning of public services and goods that have a direct bearing on an individual's living standard and quality of life, strengthening of institutions and delivery mechanisms that empower the poor, and targeted development of backward regions through resource transfers and supportive policy measures. In recent years, the emphasis on having a more desirable composition of GDP growth by targeting an average 4 per cent per annum growth in agriculture GDP has found favor with the policy makers in the country's Eleventh Five Year

Plan (2007-12). Agriculture is the main driving force of rural economies so there is a need to promote sustainable rural development and hence improve the living conditions of local communities. This article analyses the role of agricultural development in employment and reducing poverty.

Keywords: Agricultural Development, Economic growth, Inclusive Growth

INTRODUCTION

Agriculture's importance to poverty reduction goes far beyond its direct impact on farmers' incomes, however, the economic steady and fast grow has not shown significant reduction of poverty. The challenges caused by limited access to 'opportunities' led to rural households operating in the small land for subsistence with very slim profit that limits saving ability. So the different rates of poverty reduction are closely related to differences in agricultural performance, particularly as regards the rate of growth of agricultural productivity.



There is a need to promote measures to better promote the agricultural sector and rural areas, and improve the living conditions of the population, whose main source of income is agriculture. There is a need to establish the conditions for a profound transformation in the forms of land use. In particular, there is a need to take measures to prevent the fragmentation of agricultural plots. In addition, a policy of access to agricultural credit

should be implemented and a solid, durable assistance program to farmers' organizations could start to attract private investment to the rural environment and to other economic infrastructure. Ultimately it will lead to improve the employment opportunities and eradicate poverty by improving productivity.

Chapter-49

Significance of Institutional Infrastructure in Development of Higher Education

M. V. Rama Mohan Rao,

Abstract

Although there have been challenges to higher education in the past, the most recent call for reform may provoke a fundamental change in higher education. This change may not occur as a direct response to call for greater transparency and accountability, but rather because of the opportunity to reflect on the purpose of higher education, the role of colleges and universities in the new millennium, and emerging scientific research on how people learn. These disparate literatures have not been tied together in a way that would examine the impact of fundamental change from the policy level to the institutional level and to the everyday lives of college and university administrators, faculty and students. Now the time has come to create a second wave of institution building and of excellence in the fields of education, research and capability building. We need higher educated people who are skilled and who can drive our economy forward. When India can provide skilled people to the outside world then we can transfer our country from a developing nation to a developed nation very easily and quickly and India become as an Education hub or to become a prosperous partner in Global Economy. India has already entered into the era of knowledge explosion. The role of higher education in the emerging scenario of knowledge economy is very crucial and multifaceted for any country in general and India in particular. Through the Cross Culture Programs one can understand about people, culture, arts, literature, religions, technological developments and progress of human society in the world. Environmental beautification and sanitation give the aesthetic impression conducive climate for teaching, learning, and research activities, healthy and secures lives in the school and its communities. The Governance of Higher education institutions namely universities encompasses many aspects such as, human resources management, funding, quality assurance, internationalization, academic and scientific planning etc. Higher Education (HE) plays a major role in building a nation's intellectual capital required for poverty reduction, sustainable development and positive engagement in the global knowledge economy the

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45. Role of Higher Education and Employability in India - Challenges and Solutions 391
Cyril T
46. Role of Private Sector in Higher Education 397
Dr. N. Gopal
47. A Study on Reforms in Education System in India 403
Ch. V. S Varma, Y. Srinivasa Rao
48. Higher Education in India: An empirical study of Jammu and Kashmir 407
Tariq Ahmad Malik, Haamid Amin Mir, Ajaz Ahmad Dass
49. Significance of Institutional Infrastructure in Development of Higher Education 417
M. V. Rama Mohan Rao
50. Impact of Globalisation on Higher Education in India – Challenges and Opportunities – An Insight 427
T. Y. Nirmala Devi
51. The Commercialisation of Higher Education: A Paradigm Shift from Educating All to the Facilitating Few 437
Maruthi. O, Dr. J. Rani Ratna Prabha
52. Women in Higher Education: Issues and Challenges 449
Manjula A
53. Higher Education in India: Opportunities, Issues, Challenges and Suggestions 455
B. Venkateshwarlu
54. Privatization of Higher Education in India 465
Md. Amzad
55. History of Higher Education in India 471
Dr. C. Kista Reddy
56. Indian Higher Education System in India - Challenges and Suggestions 481
Dr. K. Peddi Raju
57. A Critical Analysis of Ranking System and Parameters and How They Result in Poor Ranking of Indian Universities and Institutions at Global Level 487
Dr. K. P. ...

CONTENTS

Volume : 9

Issue 11(6)

November 2020

S.No		Page
1.	Tourism Development in NDA Government Rule	1
2.	Introduction to Tourism	7
3.	Development and Impact of Tourism Industry in India	11
4.	Role of Government in Indian Tourism	18
5.	Prospects of Tourism Industry and Economic Development in India	26
6.	Government to Promote Tourism and Hospitality in India	34
7.	Technology Trends – Development of Indian Tourism	39
8.	Role of Rural Tourism in the Economic Development of India	45
9.	Socio-Cultural Tourism of Andhra Pradesh	49
10.	Eco- Tourism and Conservation of Environment	57
11.	Employability in Tourism Industry in India: An Overview	60
12.	Economic Growth and Health Tourism in India	67
13.	Importance of Tourism and Pilgrim Places in Gudur Division	77
14.	Prospects of Tourism Industry in The Economic Development of India	81
15.	Exhausting Competencies of Tour Guides -A Case Study of Tamil Nadu	97
16.	Role and Objectives of Andhra Pradesh Tourism Development Corporation (APTDC) In Andhra Pradesh, India	103

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