

# NEW DIRECTIONS IN POST COLONIAL LITERATURE

VOLUME II



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## Anita Desai's *Cry, the Peacock*: An Overview

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### Abstract:

Anita Desai, a very popular Indian novelist, is known as the Mother of the Indian psychological novel genre. She has secured her a place of honour in the pantheon of Indian authors through her meticulous depictions Desai has of modern Indian life. She was the Winner of the Sahitya Academy Award, and has authored as many as sixteen works of fiction. Her distinct style of writing, her original characters and her realistic subject-line made her writings so endearing. Over the years, Desai won many awards and recognition for her works. She was shortlisted for the Booker Prize thrice. Besides writing, Anita has been actively involved in teaching as well. For many young aspiring writers today, she continues to be an inspiration.

**Key Words:** v neurotic, hypersensitive, artistic sensibility etc.

Desai's first novel *Cry, the Peacock*, published in 1963, has been written through the stream of consciousness method with very little conventional episodes. The subjects of this novel were the suppression and oppression of Indian women. This work immediately made her as a major voice in Indian literature in English. *Cry, the Peacock*, made Anita Desai a debut as a novelist. In this novel, there are three sections: a short introduction and conclusion in objective, third-person narrative, and a long subjective middle section narrated by the neurotic heroine, Maya. Desai's protagonists usually possess a neurotic, hypersensitive, artistic sensibility and they are dissatisfied with their routine existence which made them search for a more meaningful life. In *Cry, the Peacock*, Maya, the neurotic heroine, kills her husband, thereby



# English Language Teaching

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Prof. Jaydipsinh K. Dodiya



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## The Impact of Task-Based Language Teaching: A Study at Secondary Level in West Godavari District of Andhra Pradesh

*T. Akkiraju & K. RatnaShiela Mani*

### ABSTRACT

The paper is an attempt to present the purpose, procedure and the findings of the quasi-experimental study conducted as a part of my research on TBLT. The study explores the impact of TBLT on improving the English-speaking skills of secondary level students in comparison with that of Traditional Methods of teaching English besides conducting a random sample study of the English teaching practices at secondary level in West Godavari District. The study concludes that TBLT is more effective than Traditional methods in improving the speaking skills of secondary level students.

### Introduction

English is a language of opportunities in all walks of life. In the third world countries like India, English speaking skill is a great asset in social contexts. Across all academic settings, it is a necessary and useful skill for the students to

# THE TRANSFORMING SCENARIO OF INDIAN BANKING IN RETROSPECT & PROSPECT

Dr. K. Srinivas Rao  
Dr. M. Syam Babu

ISBN:978-93-5407-175-1





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## Chapter - 8

### PRO-ACTIVENESS OF BANKING SYSTEM TO MSMEs AND ENTREPRENEURSHIP DEVELOPMENT

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#### ABSTRACT

India has a vibrant MSME sector that plays an important role in sustaining economic growth, increasing trade, generating employment and creating new entrepreneurship in India. MSMEs in India have recorded a sustained growth during last five decades. This sector accounts for about 45 per cent of the manufacturing output and over 40 per cent of the national exports of the country. The average growth of MSMEs sector in the last few years has been 8 per cent, whereas for the other industrial sector it has been only 5 per cent. Despite its commendable contribution to the Nation's economy, MSME Sector does not get the required support from the concerned Government departments, banking sector, financial institutions and corporate sector. Banks are playing a major role in the development of MSME sector by providing nearly 82 per cent of its total financial requirements. At an aggregate level, the banking sector has credit outstanding to MSMEs of approximately Rs.17.4 trillion as on March 31, 2019 in which SCBs account for 90% of the share. In fact, the share of public sector banks has fallen to 55.4% by December 2017 from 61.5% two years ago and the slack has been picked up by Private sector banks and non-banking financial companies (NBFCs) who are aggressively lending to MSMEs

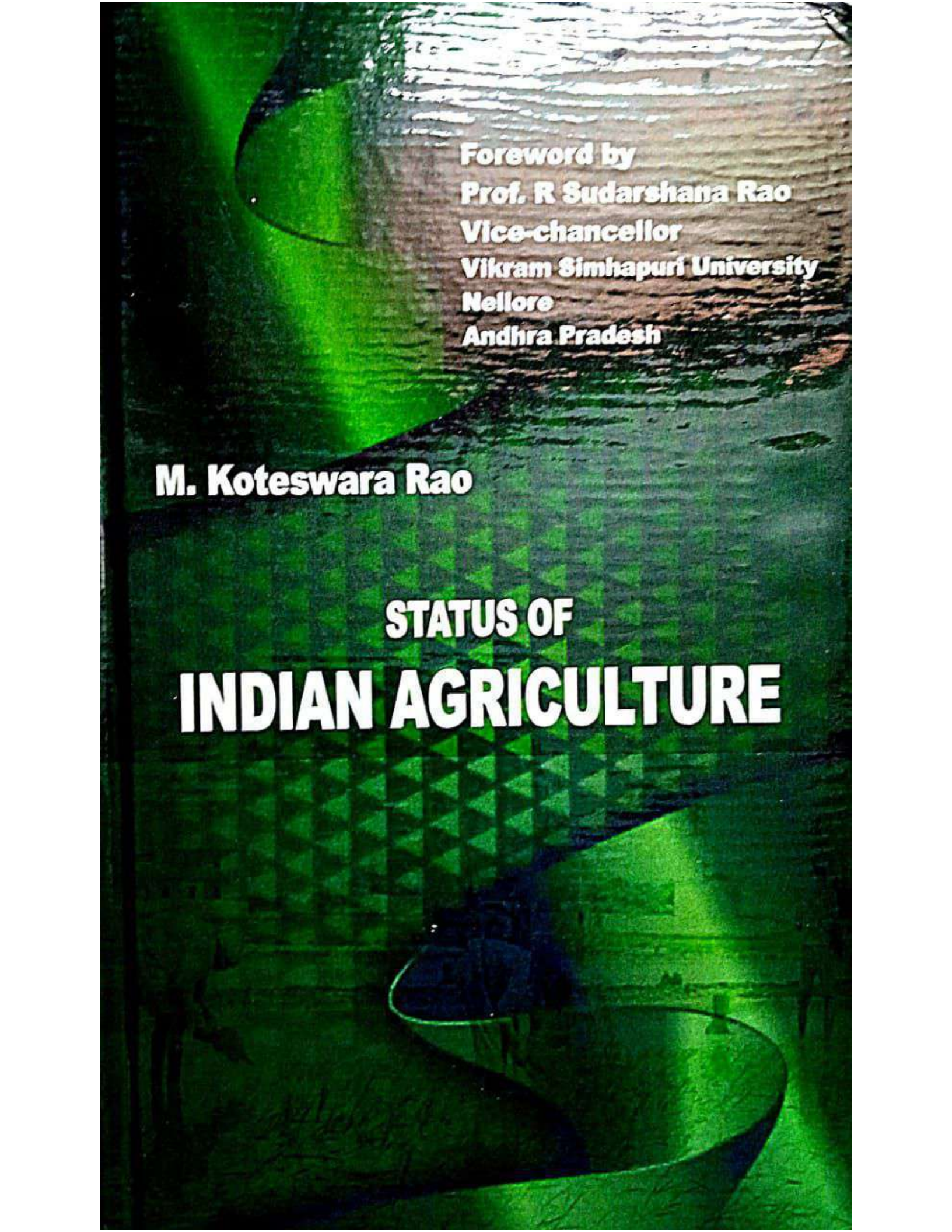
#### INTRODUCTION

The MSME sector has been considered as a vibrant and dynamic sector in the industrial scenario of India and the sector acts as an engine for the economic growth of the country by means of its contribution towards employment generation, export earnings, production and assisting in satisfying the requirement of medium and large scale industries. Countries like India that are thickly populated and industrially progressive are highly depending on this sector for promotion of employment opportunities for the citizens of the country and attaining the balanced economic and regional growth. The growth of this sector also contributes significantly in the development of entrepreneurial skills among the people, decentralization of ownership, elimination of monopoly power in the market, avoidance of concentration of wealth and power and to ensure the balanced economic and social development of the country.

#### MSME Act

Enactment of the Micro, Small and Medium Enterprises (MSMEs) Development Act 2006, operative from October 2006 is an important landmark in the development of the sector. Under the Act, enterprises have been categorized broadly into those engaged in (i) Manufacturing, and (ii) providing services. Both the categories have been further classified into Micro, Small and Medium enterprises, based on gross investment in plant and machinery for manufacturing





**Foreword by  
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Nellore  
Andhra Pradesh**

**M. Koteswara Rao**

**STATUS OF  
INDIAN AGRICULTURE**



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# 8

## Impact of Non-Farm Employment on the Earning Levels of Rural Non-Farm Workers in West Godavari District of Andhra Pradesh

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### Abstract

*The present paper is an attempt to find out the impact of rural non-farm employment on the earning levels of sample rural non-farm workers from eight villages of West Godavari district. A sample of 845 respondents were administered a structured schedule, and the data was collected, quantified, analyzed and interpreted. The study reveals the fact that level of income and standard of living of rural non-farm workers increased after entering into non-farm employment as the non-farm sector is capable of providing gainful employment and regular income.*

### Introduction

It is a universally accepted fact that agricultural sector is by itself, incapable of creating additional opportunities of gainful employment in the wake of increasing population. In most developing countries like India, the rural labour force is growing rapidly, but employment opportunities are not keeping pace with it. Rural non-farm sector (RNFS) is being given wide recognition in recent years as an instrument for alleviating rural poverty and providing gainful employment to the growing rural workforce. The sector helps in creating “insight jobs” associated with higher wages, which can also create opportunities especially for women and can act as the vehicle for reduction of gender gaps in the rural India. (M. Jatav and S, Sen, 2013).





**Prof. M. Koteswara Rao**  
**Dr. K. Swarupa Rani**

# **Development of Aquaculture in India**

## **Challenges and Opportunities**





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## Environmental Issues in Aquaculture

*P. Aravind Swamy and B. Narayanarao*

India is the world's second largest producer of farmed fish, and the state of Andhra Pradesh (AP) is by far the most important producer of farmed fish in India. Andhra Pradesh has a coast line of 970 km with vast scope for production of fish, prawn and other sea products. Freshwater aquaculture has boomed in AP since the late 1970s, first with carps, then pangasius catfish. Andhra Pradesh is achieving rapid progress in aquaculture with vast potential for the development of fish and prawn cultivation and sea food production. A.P. ranks No. 1 in the country in total fish and prawn production and produces over 70% of cultured shrimp in India. During 2016-17, out of total export earnings of Rs. 37,000 crores from India, the share of A.P. was about Rs. 17,000 crores. The State ranks third in global shrimp production (0.3 million tonnes) and sixth in aquaculture production (1.57 million tonnes).

The fish and prawn production has 6.4 per cent share in the Gross State Domestic Production (GSDP) and providing livelihood to 14.5 lakh population. Up to December 2017, the fish and prawn production achieved 27.49 lakh tonnes with GVA of Rs. 34,041 crores (constant prices). During the year 2017-18, the State government had set the target of producing 33.84 lakh tonnes of fish and prawns with GVA of Rs. 42,110 crores with growth rate of 22.35 per cent on production and 35.65 per cent on GVA. Andhra Pradesh has lion's share in the sea food exports from our country with 45 per cent share in the year 2016-17. Sea food worth Rs. 17,000 crores were exported from the state in the year 2016-17 against the total exports of worth Rs. 37,871 crores from India.

Aquaculture has grown rapidly in the recent years and has promise for further potential growth. This rapid expansion was possibly because of the growing demand for aquatic products and the failure of the global capture fishery, which has been exploited, to or beyond its potential. When the global catch statistics remains standstill between 80-100 million metric tons per year, the