

**Criterion III
Research,
Innovations and
Extension**



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

RAJAGIRI VALLEY P.O, KAKKANAD, KERALA 682039

An ISO 9001 : 2015 Certified Institution

Affiliated to Mahatma Gandhi University, Kottayam and Approved by AICTE

3.3

Research Publication and Awards

3.3.2

Copies of Cover Pages/ Content Pages

Submitted to





RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O., Kakkanad
Cochin - 682 039, Kerala
E office@rajagiricollege.edu.in
www.rajagiricollege.edu.in

Declaration of the Principal

This is to certify that 25 chapters were published in edited books/books in National/International Conference proceedings by staff of Rajagiri College of Management and Applied Sciences during the last five years (2019-2024)

Sl. No.	Name of the teacher	Title of the book/chapters published
1	Ms. Mary Antony	Essentials of Logistics Management
2	Ms. Sai Parvathy I R	Mastering Interpersonal Dynamics: A Practical Guide
3	Ms. Anna George	Artificial Intelligence - The Future of AI in Education
4	Ms. Lakshmi K Raghavan	Anglo-Saxon Poetry: The Soul of a Lost Era
5	Ms. Heera B	Echoes of Eternity: Exploring Medieval Poetry's Legacy
6	Ms. Ansa Jose	A Glance at Metaphysical Poetry
7	Ms. Salu Varghese	Cavalier Poetry
8	Mr. Jithu Tom Eapen	Restoration Poetry
9	Ms. Neha Anne Varughese	Exploring the Essence of Romantic Poetry: Features, Poets and Legacy





RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES
(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O., Kakkanad
Cochin - 682 039, Kerala
E office@rajagiricollege.edu.in
www.rajagiricollege.edu.in

10	Ms. Kavitha Krishnadas	Victorian Poetry
11	Ms. Geethu Johny	Pre- Raphaelite Poetry
12	Ms. Sai Parvathy I R	Unlocking the Avant-Garde: An Exploration into Modernist Poetry
13	Ms. Amala Manavalan	From Fragmentation to Fusion: Poetics of Postmodern Poetry
14	Ms. Anila Varghese	Strategic Brand Management
15	Ms. Anupa Stanly	The Insurtech Revolution: Innovations Driving Insurance Transformation
16	Mr. Ashish C Pius	Operational Mechanism and Study of Neo Banks in India
17	Dr. Indu G Krishnan	Emotionally Intelligent? Mastering Work Life Harmony with Emotional Intelligence
18	Ms. Lakshmi K Raghavan	Engaging Multiverses: The Revolution of Transmedia Storytelling in Narratives
19	Ms. Annu James	Computer Networks Simplified
20	Ms. Bridin Rocha	An Introduction to Microinsurance
21	Dr. Indu G Krishnan	Innovative Services and Operation Mechanism of Neo Banks in India





RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES
(Affiliated to Mahatma Gandhi University, Kottayam)

Rajagiri Valley P.O., Kakkanad
Cochin - 682 039, Kerala
E office@rajagiricollege.edu.in
www.rajagiricollege.edu.in

22	Ms. Ashlin Maria Joseph	Quality of Work Life and Its Impact on Employee Performance- A Review Study
23	Ms. Merleena Antony	A Study on the Assessment of Online Teaching
24	Ms. Raji T	Recent Changes in the Sphere of Domestic Violence Against Women in India
25	Ms. Jesmi Jacob	Cyberstalking



Dr. Laly Mathew
Principal

PRINCIPAL
Rajagiri College of Management & Applied Sciences
Rajagiri Valley. P. O., Kakkanad - 682 039



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

ESSENTIALS OF LOGISTICS MANAGEMENT



MARY ANTONY



Essentials of Logistics Management

Mary Antony

ISBN:978-81-965675-2-1

Published by

Rajagiri College of Management and Applied Sciences

Rajagiri Valley P.O

Kakkanadu

Kochi- 682 039

Phone: 0484-2955270, 9048899926



ABOUT THE AUTHOR

MARY ANTONY

Head of the Department of Commerce,
Rajagiri college of Management & Applied Sciences.

Mcom(F&T), Mcom (IBM)
MBA (Marketing), MPhil (Commerce),
PhD scholar at Karpagam Academy of
Higher Education.

ABOUT THE BOOK

This is a comprehensive book that delves into the intricacies of managing supply chains effectively in today's dynamic business environment. The book begins by providing a solid foundation in understanding the fundamentals of logistics management, including its role within the broader context of supply chain management. It explores the key components of logistics such as transportation, warehousing, inventory management, and distribution, highlighting the interdependencies and critical decision points within each area.

ISBN: 978-81-965675-2-1



9 788196 567521



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

Rajagiri College of Management &
Applied Sciences, Rajagiri Valley P.O.,
Kakkanad, Kochi - 682 039

— MASTERING — INTERPERSONAL DYNAMICS

A Practical Guide



Sai Parvathy IR

**MASTERING INTERPERSONAL DYNAMICS:
A PRACTICAL GUIDE**

SAI PARVATHY I R



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

**MASTERING INTERPERSONAL DYNAMICS:
A PRACTICAL GUIDE**

Editorial Board:

Ms. Nandini Brarath, Ms. Athena Sajith &
Ms. Hanna Susan Thomas (BAE 2022-25)

Book Design & Structure by:

Mr. Humayoon Hussain J S (BAE 2022-25)

Published by:

Rajagiri College of Management and Applied
Sciences, Rajagiri Valley P.O Kakkanad
Kochi - 682039
March, 2024

ISBN: 978-81-965675-9-0

Mastering Interpersonal Dynamics: A Practical Guide is an essential companion in navigating the intricacies of human interaction in today's interconnected world. From decoding body language to mastering the art of persuasion, this book offers practical strategies and insightful discussions to cultivate positive connections. With a focus on emotional intelligence, readers will unlock the key to building rapport and thriving in personal and professional spheres. Whether you're a seasoned communicator or just starting your journey, this book embarks on a transformative path toward mastery over interpersonal communication.



SAI PARVATHY I R

Assistant Professor

Rajagiri College of Management and Applied Sciences, Kakkanad, Kochi



Ms. Sai Parvathy I R completed her Post Graduation in English Language and Literature securing second rank from Sri Sathya Sai University and also bagged second position in B.Ed programme from Mahatma Gandhi University. She has a substantial experience of teaching for over fourteen years at various capacities ranging from Higher Secondary to College Level in to her credit. She has been a faculty at RCMAS since 2015. An Extensive learner and committed facilitator, she trains the students in both the artistry and ability of English Language through the study of literature, communicative English and other forms of culture. Her forte includes Phonetics, Interpersonal Skills, Narratology, Indian Writing in English, Postcolonial Literature, Reading Fiction, Trauma Studies, English Language Teaching, Life writings, Graphic Narratives and Literary Criticism. Furthering a constructive classroom experience, she assists students in the development of intellectual flexibility, creativity and cultural literacy so that they may engage in life long learning. Currently, she is a part-time Research scholar at St. Teresa's (Autonomous) College, Ernakulam under MG University.



Rajagiri College of Management and Applied Sciences, Rajagiri Valley P.O., Kakkanad, Kochi - 682 039

ISBN 978-81-965675-9-0





RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

ARTIFICIAL INTELLIGENCE

THE FUTURE OF AI IN EDUCATION



Ms. Anna George
Assistant Professor

A Text Book on

Artificial Intelligence -
The Future of AI in Education

Ms. Anna George

MBA, M.Sc. Statistics, B.Ed. (Mathematics)

Asst. Professor, Dept. of Commerce

Rajagiri College of Management and Applied Sciences

Kakkanad-682039

Dr. M. Nandhini

Professor

Department of Management

Karpagam Academy of Higher Education

Coimbatore-641021

The Future of AI in Education

This book is designed to be an invaluable resource for educators, administrators, policymakers, and students in the transformative power of AI in education. It seeks to provide both a comprehensive overview and practical insights into the evolving landscape of AI-powered education. It reflects on the journey, highlighting key takeaways and inspiring readers to navigate the exciting intersection of technology and learning. In the chapters that follow, we will delve into each aspect of AI in education, exploring the latest developments, challenges, and opportunities that define this transformative journey. Let's embark on this educational odyssey together, as we uncover the potential of AI to reshape the way we teach and learn, and ultimately, to empower the minds of the future.



About the Author

Ms. Anna George has more than eight years of experience at Rajagiri College of Management & Applied Sciences, in teaching undergraduate and postgraduate students. She fosters a positive learning environment by encouraging students to master difficult topics. Her participation in workshops and research seminars equips in problem-solving and analytical skills. She is currently pursuing a Doctorate at the Karpagam Academy of Higher Education in Tamil Nadu.



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

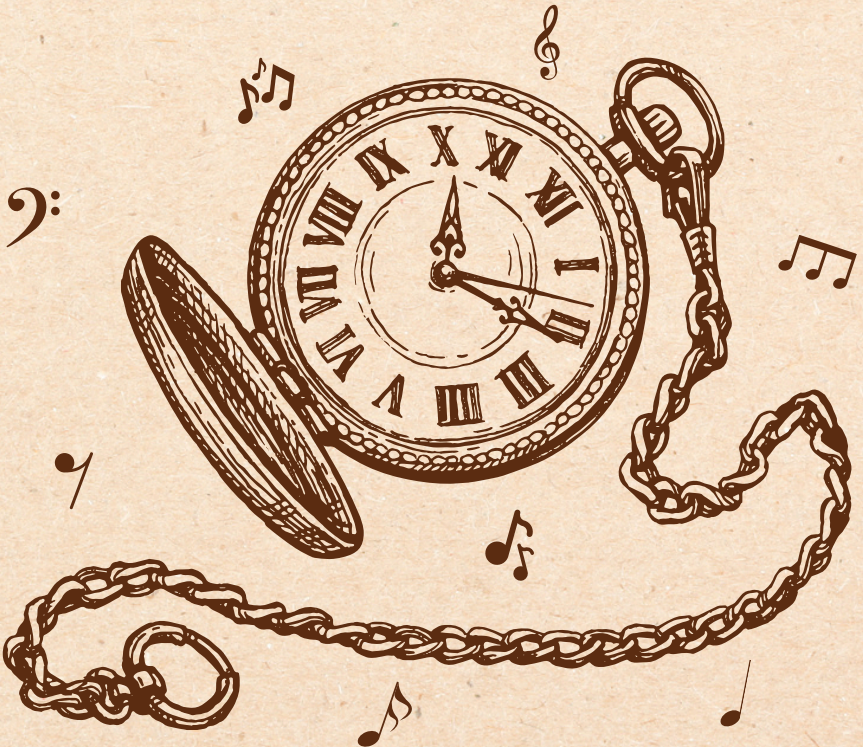
**Rajagiri College of Management
& Applied Sciences,
Rajagiri Valley P.O.
Kakkanad, Kochi -682039**



RCMAS
BANGALORE COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY



Department of English



ECHOES OF TIME

**A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY**

**DEPARTMENT OF ENGLISH
RAJAGIRI COLLEGE OF MANAGEMENT AND
APPLIED SCIENCES
KAKKANAD - 39**



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

**ECHOES OF TIME: A CRUISE THROUGH
THE DIFFERENT SCHOOLS OF ENGLISH
POETRY**

Department of English

ISBN: 978-81-965675-0-7

Compiled by: Ms. Lakshmi K Raghavan

Book Design & Structure by: Mr. Humayoon Hussain J S
(BAE 2022-25)

Published by: Rajagiri College of Management and Applied
Sciences, Rajagiri Valley P.O Kakkanad
Kochi- 682039

March, 2024

CONTENTS

1. Anglo-Saxon Poetry: The Soul of a Lost Era.....	7
- <i>Ms. Lakshmi K Raghavan</i>	
2. Echoes of Eternity: Exploring Medieval Poetry's Legacy.....	18
- <i>Ms. Heera B</i>	
3. A Glance at Metaphysical Poetry.....	32
- <i>Ms. Ansa Jose</i>	
4. Cavalier Poetry.....	41
- <i>Ms. Salu Varghese</i>	
5. Restoration Poetry.....	47
- <i>Mr. Jithu Tom Eapen</i>	
6. Exploring the Essence of Romantic Poetry: Features, Poets and Legacy.....	58
- <i>Ms. Neha Anne Varughese</i>	
7. Victorian Poetry.....	68
- <i>Ms. Kavitha Krishnadas</i>	
8. Pre- Raphaelite Poetry.....	74
- <i>Ms. Geethu Johny</i>	
9. Unlocking the Avant-Garde: An Exploration into Modernist Poetry.....	79
- <i>Ms. Sai Parvathy I R</i>	
10. From Fragmentation to Fusion: Poetics of Postmodern Poetry.....	97
- <i>Ms. Amala Manavalan</i>	
Select Bibliography.....	109

1. **ANGLO-SAXON POETRY: THE SOUL OF A LOST ERA**

Lakshmi K Raghavan

Assistant Professor

Introduction

In English literary history, Anglo-Saxon poetry is truly majestic with the cultural richness and linguistic prowess of an ancient era. Rooted in the early medieval period of England, Anglo-Saxon poetry flourished from the 5th to the 11th centuries, bearing witness to a time of migration, conquests and societal evolution. Anglo-Saxon poetry is fundamentally distinguished by its unique qualities and poetic tropes. These poetry pieces are constructed using Old English, the oldest dialect of the English language. The pensive subject matter, vivid imagery and the hallmark poetic technique of alliterative verse of Anglo-Saxon poetry are communicated through the archaic tongue, with its Germanic roots and complex inflections.

Historical Context

Anglo-Saxon England's historical backdrop is constituent of migration, conquering, and blending of cultures. Waves of Germanic tribes, including the Angles, Saxons, and Jutes, moved to Britain after the Roman retreat in the fifth century. They created a number of kingdoms and communities within the ruins

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT SCHOOLS OF ENGLISH POETRY

The Department of English is an integral part of RCMAS offering a comprehensive and diverse educational experience for aspiring writers, communicators and journalists.

The contents of this book offer a comprehensive exploration of the diverse schools of English poetry, spanning from the earliest Anglo-Saxon elegies to the innovative experiments of Postmodernist poets. Each chapter delves into the distinct characteristics, themes and techniques of a specific poetic school, providing readers with a nuanced understanding of its evolution and influence on literary history.

This book is particularly relevant in higher education as it serves as a valuable resource for students and scholars studying English literature, offering a thorough examination of key poetic movements and their significance within the broader context of literary and cultural developments.

Moreover, the book ensures practicality, readability, and approachability through clear and concise explanations, accompanied by illustrative examples, images and accessible language, making it an engaging and informative read for both academic and general audiences alike.



Rajagiri College of Management &
Applied Sciences, Rajagiri Valley P.O.,
Kakkanad, Kochi - 682 039

ISBN 978-81-965675-0-7



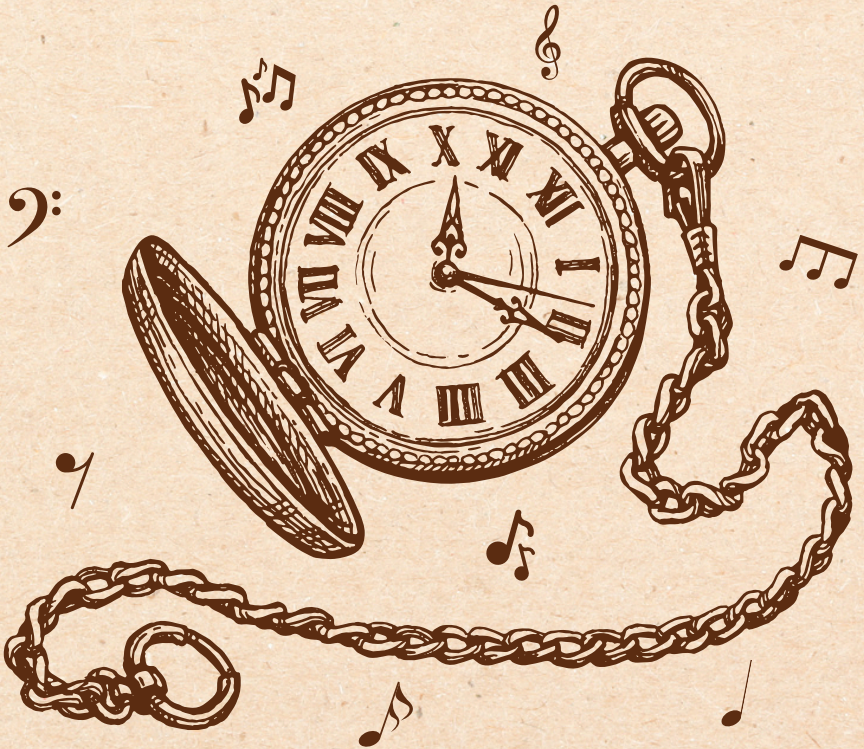
9 788196 567507



RCMAS
RAJAGHRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY



Department of English



ECHOES OF TIME

**A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY**

**DEPARTMENT OF ENGLISH
RAJAGIRI COLLEGE OF MANAGEMENT AND
APPLIED SCIENCES
KAKKANAD - 39**



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

**ECHOES OF TIME: A CRUISE THROUGH
THE DIFFERENT SCHOOLS OF ENGLISH
POETRY**

Department of English

ISBN: 978-81-965675-0-7

Compiled by: Ms. Lakshmi K Raghavan

Book Design & Structure by: Mr. Humayoon Hussain J S
(BAE 2022-25)

Published by: Rajagiri College of Management and Applied
Sciences, Rajagiri Valley P.O Kakkanad
Kochi- 682039

March, 2024

CONTENTS

1. Anglo-Saxon Poetry: The Soul of a Lost Era.....	7
- Ms. Lakshmi K Raghavan	
2. Echoes of Eternity: Exploring Medieval Poetry's Legacy.....	18
- Ms. Heera B	
3. A Glance at Metaphysical Poetry.....	32
- Ms. Ansa Jose	
4. Cavalier Poetry.....	41
- Ms. Salu Varghese	
5. Restoration Poetry.....	47
- Mr. Jithu Tom Eapen	
6. Exploring the Essence of Romantic Poetry: Features, Poets and Legacy.....	58
- Ms. Neha Anne Varughese	
7. Victorian Poetry.....	68
- Ms. Kavitha Krishnadas	
8. Pre- Raphaelite Poetry.....	74
- Ms. Geethu Johny	
9. Unlocking the Avant-Garde: An Exploration into Modernist Poetry.....	79
- Ms. Sai Parvathy I R	
10. From Fragmentation to Fusion: Poetics of Postmodern Poetry.....	97
- Ms. Amala Manavalan	
Select Bibliography.....	109

2. **ECHOES OF ETERNITY: EXPLORING MEDIEVAL POETRY'S LEGACY**

Heera B

Assistant Professor

Medieval poetry refers to the literary works written during the Middle Ages, a period roughly spanning from the 5th century to the 15th century in Europe. This poetry encompasses a wide range of styles, themes, and forms, reflecting the diverse cultures, languages, and historical contexts of the medieval period.

Social Background

Medieval poetry reflects the social background of the time in various ways, providing insight into the values, beliefs, and societal structures prevalent during that era. Here are some key aspects of the social background that influenced medieval poetry:

1. **Feudal System:** Medieval society was organized under a feudal system, where land was owned by lords who granted portions of it to vassals in exchange for loyalty and military service. This hierarchical structure is often reflected in medieval poetry, with themes of loyalty, service, and the relationship between lord and vassal.
2. **Chivalry and Courtly Love:** Medieval poetry often idealized the concept of chivalry, which encompassed ideals

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT SCHOOLS OF ENGLISH POETRY

The Department of English is an integral part of RCMAS offering a comprehensive and diverse educational experience for aspiring writers, communicators and journalists.

The contents of this book offer a comprehensive exploration of the diverse schools of English poetry, spanning from the earliest Anglo-Saxon elegies to the innovative experiments of Postmodernist poets. Each chapter delves into the distinct characteristics, themes and techniques of a specific poetic school, providing readers with a nuanced understanding of its evolution and influence on literary history.

This book is particularly relevant in higher education as it serves as a valuable resource for students and scholars studying English literature, offering a thorough examination of key poetic movements and their significance within the broader context of literary and cultural developments.

Moreover, the book ensures practicality, readability, and approachability through clear and concise explanations, accompanied by illustrative examples, images and accessible language, making it an engaging and informative read for both academic and general audiences alike.



Rajagiri College of Management &
Applied Sciences, Rajagiri Valley P.O.,
Kakkanad, Kochi - 682 039

ISBN 978-81-965675-0-7

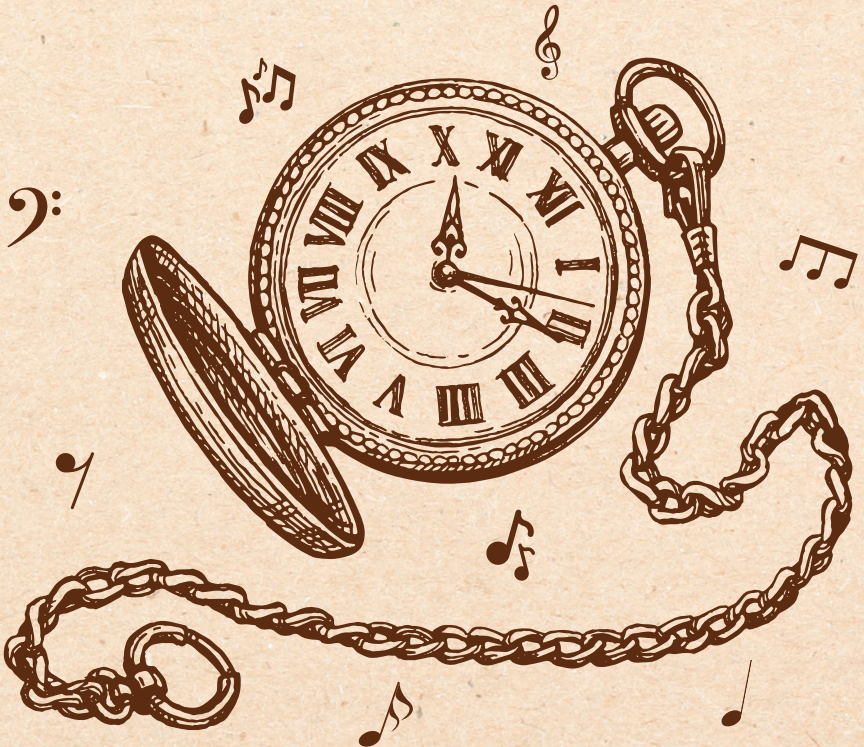




RCMAS
RAJAGHRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY



Department of English



ECHOES OF TIME

**A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY**

**DEPARTMENT OF ENGLISH
RAJAGIRI COLLEGE OF MANAGEMENT AND
APPLIED SCIENCES
KAKKANAD - 39**



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

**ECHOES OF TIME: A CRUISE THROUGH
THE DIFFERENT SCHOOLS OF ENGLISH
POETRY**

Department of English

ISBN: 978-81-965675-0-7

Compiled by: Ms. Lakshmi K Raghavan

Book Design & Structure by: Mr. Humayoon Hussain J S
(BAE 2022-25)

Published by: Rajagiri College of Management and Applied
Sciences, Rajagiri Valley P.O Kakkanad
Kochi- 682039

March, 2024

CONTENTS

1. Anglo-Saxon Poetry: The Soul of a Lost Era.....	7
- <i>Ms. Lakshmi K Raghavan</i>	
2. Echoes of Eternity: Exploring Medieval Poetry's Legacy.....	18
- <i>Ms. Heera B</i>	
3. A Glance at Metaphysical Poetry.....	32
- <i>Ms. Ansa Jose</i>	
4. Cavalier Poetry.....	41
- <i>Ms. Salu Varghese</i>	
5. Restoration Poetry.....	47
- <i>Mr. Jithu Tom Eapen</i>	
6. Exploring the Essence of Romantic Poetry: Features, Poets and Legacy.....	58
- <i>Ms. Neha Anne Varughese</i>	
7. Victorian Poetry.....	68
- <i>Ms. Kavitha Krishnadas</i>	
8. Pre- Raphaelite Poetry.....	74
- <i>Ms. Geethu Johny</i>	
9. Unlocking the Avant-Garde: An Exploration into Modernist Poetry.....	79
- <i>Ms. Sai Parvathy I R</i>	
10. From Fragmentation to Fusion: Poetics of Postmodern Poetry.....	97
- <i>Ms. Amala Manavalan</i>	
Select Bibliography.....	109

3. A GLANCE AT METAPHYSICAL POETRY

Ansa Jose

Assistant Professor

Amid the boundless ocean of literary legends and their everlasting masterpieces, metaphysical poets stay unwavering with their dynamic literary techniques and puissant thought patterns. Metaphysical poets are a group of poets whose literary contributions are unique for their philosophical exploration, ingenious conceits, everyday diction, ironical presentation, and metrically flexible lines. Love, religion, and morality were the typical topics chosen by these seventeenth-century poets. However, these topics were delivered through unusual comparisons, unexpected similes and metaphors, and the rarest displays of wit.

The pioneering contributions to this literary genre were made by John Donne, followed by Abraham Cowley, Andrew Marvell, George Herbert, Richard Crashaw, Henry Vaughan, Henry Vaughan, and so on. These loosely connected poets of the age combined thoughts with feelings in an unimaginable way rarely even thought of in literature until then. One of the most defining and characteristic features of metaphysical poetry is its use of metaphysical conceits.

Metaphysical Conceits

Metaphysical conceits are the extended and elaborate

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT SCHOOLS OF ENGLISH POETRY

The Department of English is an integral part of RCMAS offering a comprehensive and diverse educational experience for aspiring writers, communicators and journalists.

The contents of this book offer a comprehensive exploration of the diverse schools of English poetry, spanning from the earliest Anglo-Saxon elegies to the innovative experiments of Postmodernist poets. Each chapter delves into the distinct characteristics, themes and techniques of a specific poetic school, providing readers with a nuanced understanding of its evolution and influence on literary history.

This book is particularly relevant in higher education as it serves as a valuable resource for students and scholars studying English literature, offering a thorough examination of key poetic movements and their significance within the broader context of literary and cultural developments.

Moreover, the book ensures practicality, readability, and approachability through clear and concise explanations, accompanied by illustrative examples, images and accessible language, making it an engaging and informative read for both academic and general audiences alike.



Rajagiri College of Management &
Applied Sciences, Rajagiri Valley P.O.,
Kakkanad, Kochi - 682 039

ISBN 978-81-965675-0-7



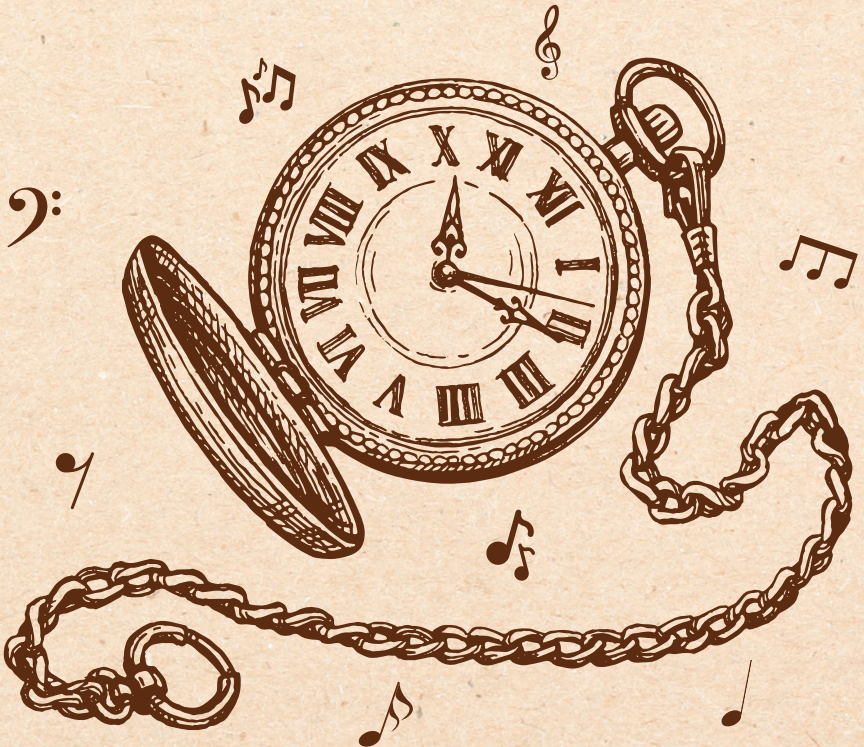
9 788196 567507



RCMAS
RAJAGHRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY



Department of English



ECHOES OF TIME

**A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY**

**DEPARTMENT OF ENGLISH
RAJAGIRI COLLEGE OF MANAGEMENT AND
APPLIED SCIENCES
KAKKANAD - 39**



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

**ECHOES OF TIME: A CRUISE THROUGH
THE DIFFERENT SCHOOLS OF ENGLISH
POETRY**

Department of English

ISBN: 978-81-965675-0-7

Compiled by: Ms. Lakshmi K Raghavan

Book Design & Structure by: Mr. Humayoon Hussain J S
(BAE 2022-25)

Published by: Rajagiri College of Management and Applied
Sciences, Rajagiri Valley P.O Kakkanad
Kochi- 682039

March, 2024

CONTENTS

1. Anglo-Saxon Poetry: The Soul of a Lost Era.....	7
- <i>Ms. Lakshmi K Raghavan</i>	
2. Echoes of Eternity: Exploring Medieval Poetry's Legacy.....	18
- <i>Ms. Heera B</i>	
3. A Glance at Metaphysical Poetry.....	32
- <i>Ms. Ansa Jose</i>	
4. Cavalier Poetry.....	41
- <i>Ms. Salu Varghese</i>	
5. Restoration Poetry.....	47
- <i>Mr. Jithu Tom Eapen</i>	
6. Exploring the Essence of Romantic Poetry: Features, Poets and Legacy.....	58
- <i>Ms. Neha Anne Varughese</i>	
7. Victorian Poetry.....	68
- <i>Ms. Kavitha Krishnadas</i>	
8. Pre- Raphaelite Poetry.....	74
- <i>Ms. Geethu Johny</i>	
9. Unlocking the Avant-Garde: An Exploration into Modernist Poetry.....	79
- <i>Ms. Sai Parvathy I R</i>	
10. From Fragmentation to Fusion: Poetics of Postmodern Poetry.....	97
- <i>Ms. Amala Manavalan</i>	
Select Bibliography.....	109

4. CAVALIER POETRY

Salu Varghese

Assistant Professor

The period between 1625 and 1649 is considered as the Caroline Age. It is named after Charles I England king at that time the age is mainly known for the political tensions between King Charles I and the Puritans Charles first exhibited his power to his subjects mainly true massively expensive tableau triumphal arches and masques. The historical significance of the age is marked by the expansion of colonization in the “New World”. It was during this age the John Milton began his writing.

During the English Civil War (1642-1651) a group of poets emerged from the circles supporting King Charles I. These poets, known as the “poets” gained favour from Charles due to their artistic abilities. As a result, they became associated with the King and his court, adopting the name Cavalier Poets. Although traditionally referring to mounted soldiers or knights, those who supported Charles were called roistering gallants when described in this context. They were distinct from the Roundheads, who supported Parliament and mostly adhered to Puritan lifestyles and beliefs. They wrote witty and polished lyrics of courtship and gallantry. The group included Richard Lovelace, Sir John Suckling and Thomas Carew. Robert Herrick is often considered as one of the Cavalier Poets. Ben Jonson is also a notable poet who is affiliated with this school of poetry.

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT SCHOOLS OF ENGLISH POETRY

The Department of English is an integral part of RCMAS offering a comprehensive and diverse educational experience for aspiring writers, communicators and journalists.

The contents of this book offer a comprehensive exploration of the diverse schools of English poetry, spanning from the earliest Anglo-Saxon elegies to the innovative experiments of Postmodernist poets. Each chapter delves into the distinct characteristics, themes and techniques of a specific poetic school, providing readers with a nuanced understanding of its evolution and influence on literary history.

This book is particularly relevant in higher education as it serves as a valuable resource for students and scholars studying English literature, offering a thorough examination of key poetic movements and their significance within the broader context of literary and cultural developments.

Moreover, the book ensures practicality, readability, and approachability through clear and concise explanations, accompanied by illustrative examples, images and accessible language, making it an engaging and informative read for both academic and general audiences alike.



Rajagiri College of Management &
Applied Sciences, Rajagiri Valley P.O.,
Kakkanad, Kochi - 682 039

ISBN 978-81-965675-0-7

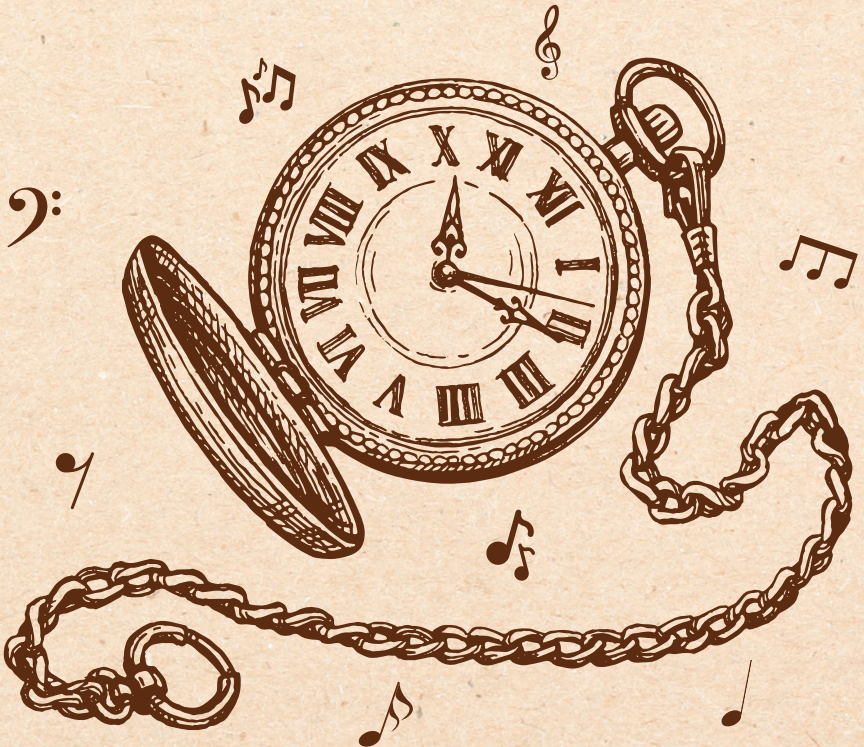




RCMAS
RAJAGHRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY



Department of English



ECHOES OF TIME

**A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY**

**DEPARTMENT OF ENGLISH
RAJAGIRI COLLEGE OF MANAGEMENT AND
APPLIED SCIENCES
KAKKANAD - 39**



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

**ECHOES OF TIME: A CRUISE THROUGH
THE DIFFERENT SCHOOLS OF ENGLISH
POETRY**

Department of English

ISBN: 978-81-965675-0-7

Compiled by: Ms. Lakshmi K Raghavan

Book Design & Structure by: Mr. Humayoon Hussain J S
(BAE 2022-25)

Published by: Rajagiri College of Management and Applied
Sciences, Rajagiri Valley P.O Kakkanad
Kochi- 682039

March, 2024

CONTENTS

1. Anglo-Saxon Poetry: The Soul of a Lost Era.....	7
- Ms. Lakshmi K Raghavan	
2. Echoes of Eternity: Exploring Medieval Poetry's Legacy.....	18
- Ms. Heera B	
3. A Glance at Metaphysical Poetry.....	32
- Ms. Ansa Jose	
4. Cavalier Poetry.....	41
- Ms. Salu Varghese	
5. Restoration Poetry.....	47
- Mr. Jithu Tom Eapen	
6. Exploring the Essence of Romantic Poetry: Features, Poets and Legacy.....	58
- Ms. Neha Anne Varughese	
7. Victorian Poetry.....	68
- Ms. Kavitha Krishnadas	
8. Pre- Raphaelite Poetry.....	74
- Ms. Geethu Johny	
9. Unlocking the Avant-Garde: An Exploration into Modernist Poetry.....	79
- Ms. Sai Parvathy I R	
10. From Fragmentation to Fusion: Poetics of Postmodern Poetry.....	97
- Ms. Amala Manavalan	
Select Bibliography.....	109

5. RESTORATION POETRY

Jithu Tom Eapen

Assistant Professor

The Restoration period in English history refers to the era between 1660 and about 1700 when the English monarchy was restored following the English Civil War and the brief republican rule under Oliver Cromwell. The period began with the return of King Charles II to the throne after his exile in France. The Restoration marked a significant shift in English society and politics, characterized by a return to monarchy, the reestablishment of the Church of England, and the reinstatement of traditional social and cultural norms after the turbulent years of the Civil War and the rule of Cromwell's Commonwealth and Protectorate. The Restoration era saw a flourishing of literature, theatre, and arts, with the emergence of new styles and genres, including Restoration comedy and Restoration poetry. It was also a time of political intrigue, religious tensions, and colonial expansion, as England began to assert itself as a major European power once again.

Life in Restoration Period

Life during the Restoration period in England (1660-1688) was marked by significant social, cultural, and political changes. Here are some key aspects of life during this time:

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT SCHOOLS OF ENGLISH POETRY

The Department of English is an integral part of RCMAS offering a comprehensive and diverse educational experience for aspiring writers, communicators and journalists.

The contents of this book offer a comprehensive exploration of the diverse schools of English poetry, spanning from the earliest Anglo-Saxon elegies to the innovative experiments of Postmodernist poets. Each chapter delves into the distinct characteristics, themes and techniques of a specific poetic school, providing readers with a nuanced understanding of its evolution and influence on literary history.

This book is particularly relevant in higher education as it serves as a valuable resource for students and scholars studying English literature, offering a thorough examination of key poetic movements and their significance within the broader context of literary and cultural developments.

Moreover, the book ensures practicality, readability, and approachability through clear and concise explanations, accompanied by illustrative examples, images and accessible language, making it an engaging and informative read for both academic and general audiences alike.



Rajagiri College of Management &
Applied Sciences, Rajagiri Valley P.O.,
Kakkanad, Kochi - 682 039

ISBN 978-81-965675-0-7

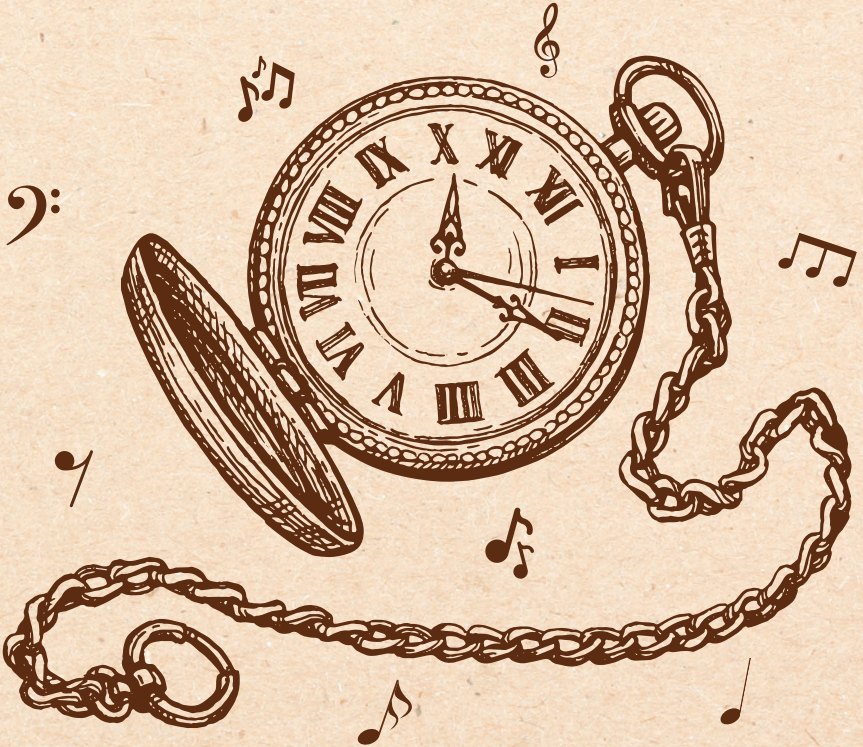




RCMAS
RAJAGHRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY



Department of English



ECHOES OF TIME

**A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY**

**DEPARTMENT OF ENGLISH
RAJAGIRI COLLEGE OF MANAGEMENT AND
APPLIED SCIENCES
KAKKANAD - 39**



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

**ECHOES OF TIME: A CRUISE THROUGH
THE DIFFERENT SCHOOLS OF ENGLISH
POETRY**

Department of English

ISBN: 978-81-965675-0-7

Compiled by: Ms. Lakshmi K Raghavan

Book Design & Structure by: Mr. Humayoon Hussain J S
(BAE 2022-25)

Published by: Rajagiri College of Management and Applied
Sciences, Rajagiri Valley P.O Kakkanad
Kochi- 682039

March, 2024

CONTENTS

1. Anglo-Saxon Poetry: The Soul of a Lost Era.....	7
- Ms. Lakshmi K Raghavan	
2. Echoes of Eternity: Exploring Medieval Poetry's Legacy.....	18
- Ms. Heera B	
3. A Glance at Metaphysical Poetry.....	32
- Ms. Ansa Jose	
4. Cavalier Poetry.....	41
- Ms. Salu Varghese	
5. Restoration Poetry.....	47
- Mr. Jithu Tom Eapen	
6. Exploring the Essence of Romantic Poetry: Features, Poets and Legacy.....	58
- Ms. Neha Anne Varughese	
7. Victorian Poetry.....	68
- Ms. Kavitha Krishnadas	
8. Pre- Raphaelite Poetry.....	74
- Ms. Geethu Johny	
9. Unlocking the Avant-Garde: An Exploration into Modernist Poetry.....	79
- Ms. Sai Parvathy I R	
10. From Fragmentation to Fusion: Poetics of Postmodern Poetry.....	97
- Ms. Amala Manavalan	
Select Bibliography.....	109

6. EXPLORING THE ESSENCE OF ROMANTIC POETRY: FEATURES, POETS AND LEGACY

Neha Anne Varughese

Assistant Professor

A thing of beauty is a joy forever

Its loveliness increases; it will never Pass into nothingness.

– John Keats

Romantic poetry is a literary movement that emerged in the late 18th century and reached its peak in the early to mid-19th century, primarily in England, Germany, and France. It was a response to the rationalism and scientific advancements of the Enlightenment era, emphasizing emotion, imagination, and individualism. At its core, Romanticism was a movement that sought to liberate the individual spirit from the shackles of reason and conformity, embracing instead the depths of human emotion, imagination, and individualism. Romantic poetry emerged as a rebellious response to the prevailing conventions and norms of its time, challenging traditional literary forms, societal expectations, and intellectual constraints. Romantic poets sought to explore the complexities of human experience, celebrate the beauty of nature, and express profound sentiments such as love, longing, and despair through a language that was free from conventional restraints. As William Wordsworth, the

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT SCHOOLS OF ENGLISH POETRY

The Department of English is an integral part of RCMAS offering a comprehensive and diverse educational experience for aspiring writers, communicators and journalists.

The contents of this book offer a comprehensive exploration of the diverse schools of English poetry, spanning from the earliest Anglo-Saxon elegies to the innovative experiments of Postmodernist poets. Each chapter delves into the distinct characteristics, themes and techniques of a specific poetic school, providing readers with a nuanced understanding of its evolution and influence on literary history.

This book is particularly relevant in higher education as it serves as a valuable resource for students and scholars studying English literature, offering a thorough examination of key poetic movements and their significance within the broader context of literary and cultural developments.

Moreover, the book ensures practicality, readability, and approachability through clear and concise explanations, accompanied by illustrative examples, images and accessible language, making it an engaging and informative read for both academic and general audiences alike.



Rajagiri College of Management &
Applied Sciences, Rajagiri Valley P.O.,
Kakkanad, Kochi - 682 039

ISBN 978-81-965675-0-7

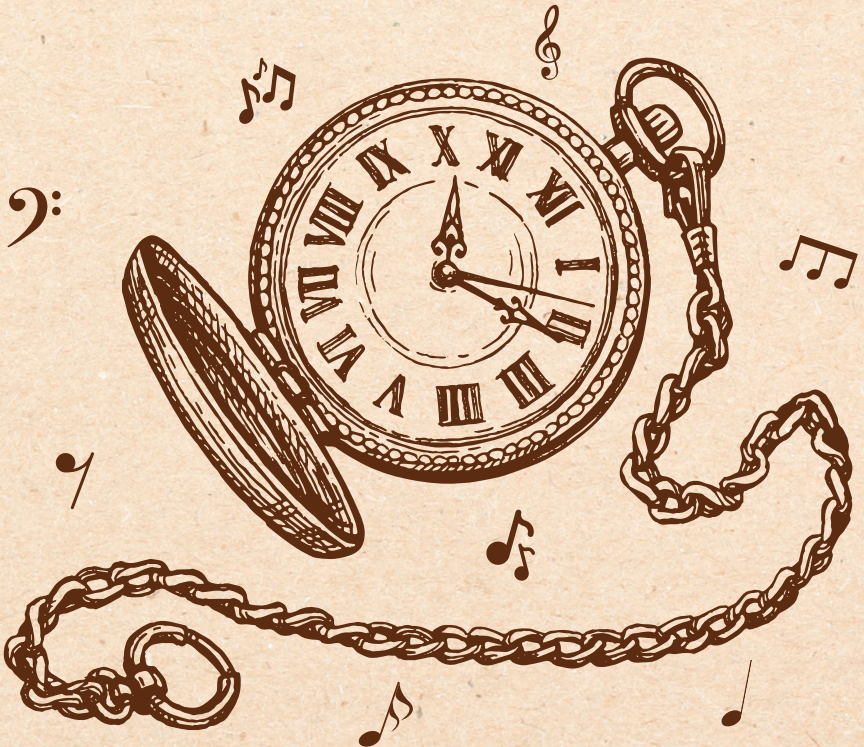




RCMAS
RAJAGHRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY



Department of English



ECHOES OF TIME

**A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY**

**DEPARTMENT OF ENGLISH
RAJAGIRI COLLEGE OF MANAGEMENT AND
APPLIED SCIENCES
KAKKANAD - 39**



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

ECHOES OF TIME: A CRUISE THROUGH THE DIFFERENT SCHOOLS OF ENGLISH POETRY

Department of English

ISBN: 978-81-965675-0-7

Compiled by: Ms. Lakshmi K Raghavan

Book Design & Structure by: Mr. Humayoon Hussain J S
(BAE 2022-25)

Published by: Rajagiri College of Management and Applied
Sciences, Rajagiri Valley P.O Kakkanad
Kochi- 682039

March, 2024

CONTENTS

1. Anglo-Saxon Poetry: The Soul of a Lost Era.....	7
- <i>Ms. Lakshmi K Raghavan</i>	
2. Echoes of Eternity: Exploring Medieval Poetry's Legacy.....	18
- <i>Ms. Heera B</i>	
3. A Glance at Metaphysical Poetry.....	32
- <i>Ms. Ansa Jose</i>	
4. Cavalier Poetry.....	41
- <i>Ms. Salu Varghese</i>	
5. Restoration Poetry.....	47
- <i>Mr. Jithu Tom Eapen</i>	
6. Exploring the Essence of Romantic Poetry: Features, Poets and Legacy.....	58
- <i>Ms. Neha Anne Varughese</i>	
7. Victorian Poetry.....	68
- <i>Ms. Kavitha Krishnadas</i>	
8. Pre- Raphaelite Poetry.....	74
- <i>Ms. Geethu Johny</i>	
9. Unlocking the Avant-Garde: An Exploration into Modernist Poetry.....	79
- <i>Ms. Sai Parvathy I R</i>	
10. From Fragmentation to Fusion: Poetics of Postmodern Poetry.....	97
- <i>Ms. Amala Manavalan</i>	
Select Bibliography.....	109

7. Victorian Poetry

Kavitha Krishnadas

HoD & Assistant Professor

Introduction

Victorian poetry, spanning the reign of Queen Victoria from 1837 to 1901, captures a dynamic era marked by industrialization, social upheaval, and cultural evolution. Emerging in the wake of Romanticism, Victorian poets helmed shifting societal norms and struggled with profound questions of a radical shift from faith to scientific and technological advancement, exploitative capitalist society and the problem of identity. The poetry of this age is fundamentally characterized by a conflict between innovation and tradition. Poets like Alfred, Lord Tennyson, and Robert Browning embraced new forms and themes while maintaining a reverence for classical models and religious ideals. Their works often reflect a deep engagement with nature, the human condition, and the complexities of love and loss.

Characteristics of Victorian Poetry:

Victorian poetry is characterized by a diverse array of themes, styles, and voices. One prominent feature of this period's poetry is its resonance with the temperament of the age which dealt with the complexities of industrialization and urbanization. Poets such as Alfred Lord Tennyson and Matthew Arnold often explored the impact of rapid social change on individuals and

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT SCHOOLS OF ENGLISH POETRY

The Department of English is an integral part of RCMAS offering a comprehensive and diverse educational experience for aspiring writers, communicators and journalists.

The contents of this book offer a comprehensive exploration of the diverse schools of English poetry, spanning from the earliest Anglo-Saxon elegies to the innovative experiments of Postmodernist poets. Each chapter delves into the distinct characteristics, themes and techniques of a specific poetic school, providing readers with a nuanced understanding of its evolution and influence on literary history.

This book is particularly relevant in higher education as it serves as a valuable resource for students and scholars studying English literature, offering a thorough examination of key poetic movements and their significance within the broader context of literary and cultural developments.

Moreover, the book ensures practicality, readability, and approachability through clear and concise explanations, accompanied by illustrative examples, images and accessible language, making it an engaging and informative read for both academic and general audiences alike.



Rajagiri College of Management &
Applied Sciences, Rajagiri Valley P.O.,
Kakkanad, Kochi - 682 039

ISBN 978-81-965675-0-7

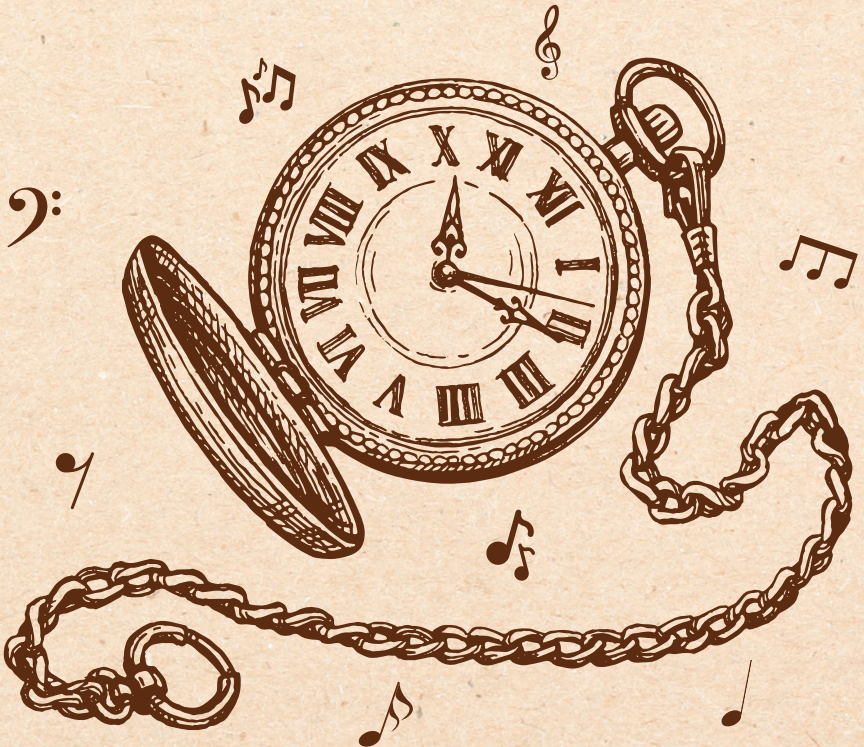




RCMAS
RAJAGHRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY



Department of English



ECHOES OF TIME

**A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY**

**DEPARTMENT OF ENGLISH
RAJAGIRI COLLEGE OF MANAGEMENT AND
APPLIED SCIENCES
KAKKANAD - 39**



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

**ECHOES OF TIME: A CRUISE THROUGH
THE DIFFERENT SCHOOLS OF ENGLISH
POETRY**

Department of English

ISBN: 978-81-965675-0-7

Compiled by: Ms. Lakshmi K Raghavan

Book Design & Structure by: Mr. Humayoon Hussain J S
(BAE 2022-25)

Published by: Rajagiri College of Management and Applied
Sciences, Rajagiri Valley P.O Kakkanad
Kochi- 682039

March, 2024

CONTENTS

1. Anglo-Saxon Poetry: The Soul of a Lost Era.....	7
- <i>Ms. Lakshmi K Raghavan</i>	
2. Echoes of Eternity: Exploring Medieval Poetry's Legacy.....	18
- <i>Ms. Heera B</i>	
3. A Glance at Metaphysical Poetry.....	32
- <i>Ms. Ansa Jose</i>	
4. Cavalier Poetry.....	41
- <i>Ms. Salu Varghese</i>	
5. Restoration Poetry.....	47
- <i>Mr. Jithu Tom Eapen</i>	
6. Exploring the Essence of Romantic Poetry: Features, Poets and Legacy.....	58
- <i>Ms. Neha Anne Varughese</i>	
7. Victorian Poetry.....	68
- <i>Ms. Kavitha Krishnadas</i>	
8. Pre- Raphaelite Poetry.....	74
- <i>Ms. Geethu Johny</i>	
9. Unlocking the Avant-Garde: An Exploration into Modernist Poetry.....	79
- <i>Ms. Sai Parvathy I R</i>	
10. From Fragmentation to Fusion: Poetics of Postmodern Poetry.....	97
- <i>Ms. Amala Manavalan</i>	
Select Bibliography.....	109

8. PRE-RAPHAELITE POETRY

Geethu Johny

Assistant Professor

Pre-Raphaelite poetry refers to a movement in English literature that emerged in the mid-19th century, primarily during the 1840s and 50s. The Pre-Raphaelite Brotherhood, a group of artists and poets, sought to reform and break away from what they perceived as the artificial and restrictive conventions of the contemporary art and poetry of their time, particularly the influence of the Renaissance artist Raphael and his followers. Pre-Raphaelite poets sought to reform and rejuvenate poetry by rejecting the prevailing artistic and literary conventions of their time. The Pre-Raphaelite Brotherhood, founded in 1848 by Dante Gabriel Rossetti, William Holman Hunt, and John Everett Millais, had a significant impact on the world of art and poetry. Their works contributed to a re-evaluation of poetic form and subject matter, paving the way for later movements like Aestheticism and the Decadent movement in the late 19th century. The influence of Pre-Raphaelite poetry extended beyond literature and played a role in shaping visual arts and the broader cultural landscape of the Victorian era.

Pre-Raphaelite poets were drawn to the natural world and aimed to depict it with vivid and detailed realism. They rejected the idealized and stylized portrayals of nature prevalent in Romantic poetry. Pre-Raphaelite poets embraced a commitment to detailed and realistic descriptions of the natural world. They

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT SCHOOLS OF ENGLISH POETRY

The Department of English is an integral part of RCMAS offering a comprehensive and diverse educational experience for aspiring writers, communicators and journalists.

The contents of this book offer a comprehensive exploration of the diverse schools of English poetry, spanning from the earliest Anglo-Saxon elegies to the innovative experiments of Postmodernist poets. Each chapter delves into the distinct characteristics, themes and techniques of a specific poetic school, providing readers with a nuanced understanding of its evolution and influence on literary history.

This book is particularly relevant in higher education as it serves as a valuable resource for students and scholars studying English literature, offering a thorough examination of key poetic movements and their significance within the broader context of literary and cultural developments.

Moreover, the book ensures practicality, readability, and approachability through clear and concise explanations, accompanied by illustrative examples, images and accessible language, making it an engaging and informative read for both academic and general audiences alike.



Rajagiri College of Management &
Applied Sciences, Rajagiri Valley P.O.,
Kakkanad, Kochi - 682 039

ISBN 978-81-965675-0-7



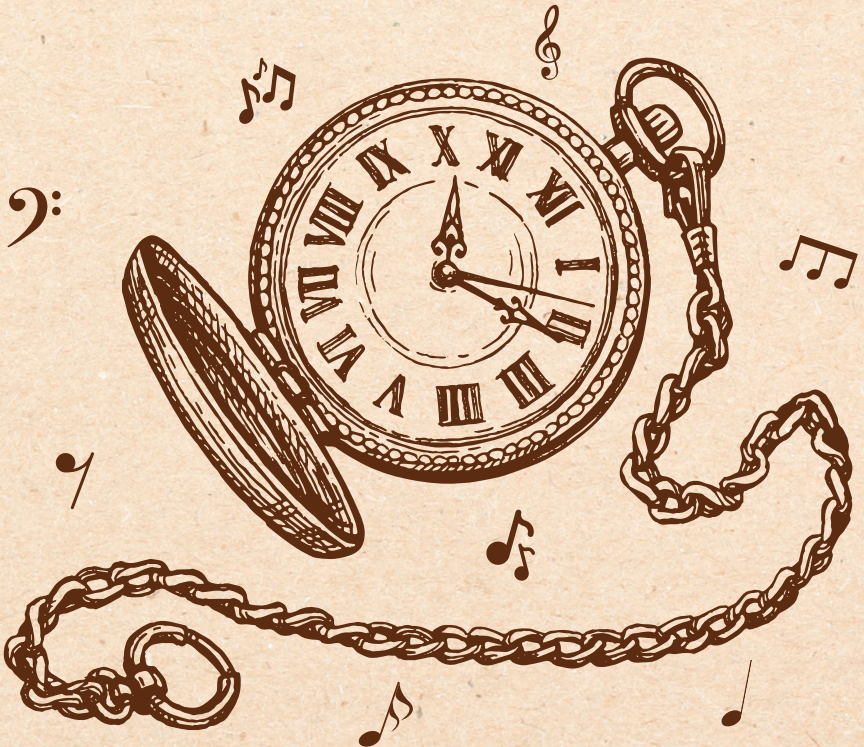
9 788196 567507



RCMAS
RAJAGHRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY



Department of English



ECHOES OF TIME

**A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY**

**DEPARTMENT OF ENGLISH
RAJAGIRI COLLEGE OF MANAGEMENT AND
APPLIED SCIENCES
KAKKANAD - 39**



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

**ECHOES OF TIME: A CRUISE THROUGH
THE DIFFERENT SCHOOLS OF ENGLISH
POETRY**

Department of English

ISBN: 978-81-965675-0-7

Compiled by: Ms. Lakshmi K Raghavan

Book Design & Structure by: Mr. Humayoon Hussain J S
(BAE 2022-25)

Published by: Rajagiri College of Management and Applied
Sciences, Rajagiri Valley P.O Kakkanad
Kochi- 682039

March, 2024

CONTENTS

1. Anglo-Saxon Poetry: The Soul of a Lost Era.....	7
- Ms. Lakshmi K Raghavan	
2. Echoes of Eternity: Exploring Medieval Poetry's Legacy.....	18
- Ms. Heera B	
3. A Glance at Metaphysical Poetry.....	32
- Ms. Ansa Jose	
4. Cavalier Poetry.....	41
- Ms. Salu Varghese	
5. Restoration Poetry.....	47
- Mr. Jithu Tom Eapen	
6. Exploring the Essence of Romantic Poetry: Features, Poets and Legacy.....	58
- Ms. Neha Anne Varughese	
7. Victorian Poetry.....	68
- Ms. Kavitha Krishnadas	
8. Pre- Raphaelite Poetry.....	74
- Ms. Geethu Johny	
9. Unlocking the Avant-Garde: An Exploration into Modernist Poetry.....	79
- Ms. Sai Parvathy I R	
10. From Fragmentation to Fusion: Poetics of Postmodern Poetry.....	97
- Ms. Amala Manavalan	
Select Bibliography.....	109

9. UNLOCKING THE AVANT-GARDE: AN EXPLORATION INTO MODERNIST POETRY

Sai Parvathy I R

Assistant Professor

In the late nineteenth and mid twentieth hundreds of years led to a development in way of thinking, religious philosophy, and workmanship known as innovation. The development was driven by the desire to deliver new types of reasoning, craftsmanship, and social association that would mirror the urbanization, new advancements, engineering, and fighting that portrayed the creating modern world. In the right on time to mid-twentieth hundred years, pioneer verse turned into a conspicuous scholarly pattern by addressing laid out structures and exploring different avenues regarding novel subjects and approaches.

Notable poets like W.B. Yeats, Ezra Pound, and T.S. Eliot were instrumental in forming the modernist poetry movement by introducing fragmentation, experimentation, and a disillusionment that reflected the turbulent times in which they lived. This essay will examine the qualities of modernist poetry, emphasizing its salient aspects and the contributions to the literary world.

A literary movement known as modernist poetry first appeared in the early to mid-20th century. It experimented with language,

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT SCHOOLS OF ENGLISH POETRY

The Department of English is an integral part of RCMAS offering a comprehensive and diverse educational experience for aspiring writers, communicators and journalists.

The contents of this book offer a comprehensive exploration of the diverse schools of English poetry, spanning from the earliest Anglo-Saxon elegies to the innovative experiments of Postmodernist poets. Each chapter delves into the distinct characteristics, themes and techniques of a specific poetic school, providing readers with a nuanced understanding of its evolution and influence on literary history.

This book is particularly relevant in higher education as it serves as a valuable resource for students and scholars studying English literature, offering a thorough examination of key poetic movements and their significance within the broader context of literary and cultural developments.

Moreover, the book ensures practicality, readability, and approachability through clear and concise explanations, accompanied by illustrative examples, images and accessible language, making it an engaging and informative read for both academic and general audiences alike.



Rajagiri College of Management &
Applied Sciences, Rajagiri Valley P.O.,
Kakkanad, Kochi - 682 039

ISBN 978-81-965675-0-7



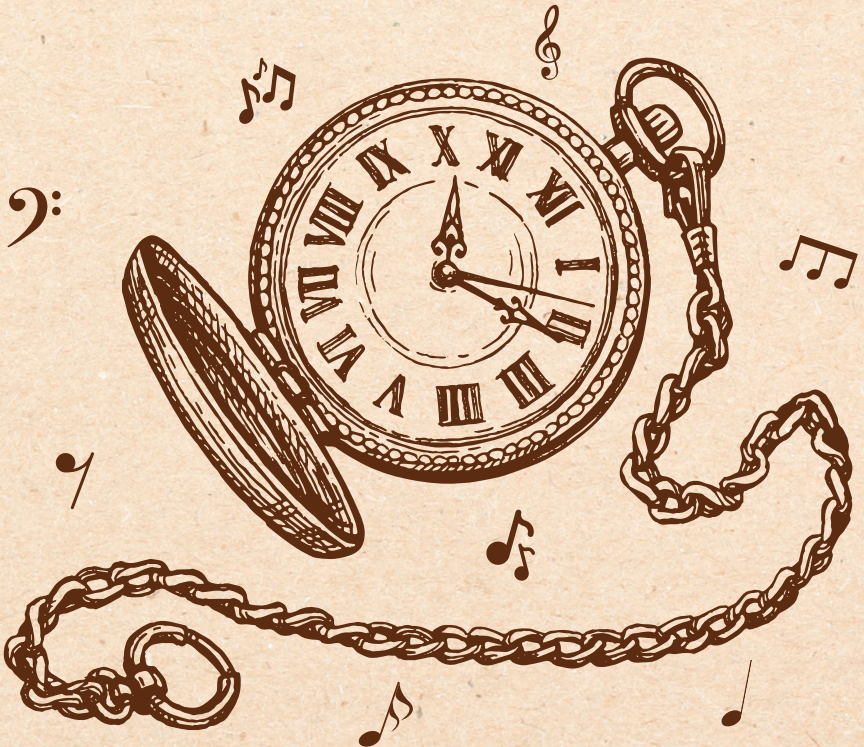
9 788196 567507



RCMAS
BANGALORE COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY



Department of English

ECHOES OF TIME

**A CRUISE THROUGH THE DIFFERENT
SCHOOLS OF ENGLISH POETRY**

**DEPARTMENT OF ENGLISH
RAJAGIRI COLLEGE OF MANAGEMENT AND
APPLIED SCIENCES
KAKKANAD - 39**



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

ECHOES OF TIME: A CRUISE THROUGH THE DIFFERENT SCHOOLS OF ENGLISH POETRY

Department of English

ISBN: 978-81-965675-0-7

Compiled by: Ms. Lakshmi K Raghavan

Book Design & Structure by: Mr. Humayoon Hussain J S
(BAE 2022-25)

Published by: Rajagiri College of Management and Applied
Sciences, Rajagiri Valley P.O Kakkanad
Kochi- 682039

March, 2024

CONTENTS

1. Anglo-Saxon Poetry: The Soul of a Lost Era.....	7
- Ms. Lakshmi K Raghavan	
2. Echoes of Eternity: Exploring Medieval Poetry's Legacy.....	18
- Ms. Heera B	
3. A Glance at Metaphysical Poetry.....	32
- Ms. Ansa Jose	
4. Cavalier Poetry.....	41
- Ms. Salu Varghese	
5. Restoration Poetry.....	47
- Mr. Jithu Tom Eapen	
6. Exploring the Essence of Romantic Poetry: Features, Poets and Legacy.....	58
- Ms. Neha Anne Varughese	
7. Victorian Poetry.....	68
- Ms. Kavitha Krishnadas	
8. Pre- Raphaelite Poetry.....	74
- Ms. Geethu Johny	
9. Unlocking the Avant-Garde: An Exploration into Modernist Poetry.....	79
- Ms. Sai Parvathy I R	
10. From Fragmentation to Fusion: Poetics of Postmodern Poetry.....	97
- Ms. Amala Manavalan	
Select Bibliography.....	109

10. FROM FRAGMENTATION TO FUSION: POETICS OF POST-MODERN POETRY

Amala Manavalan

Assistant Professor

In the mid-twentieth century, postmodernism emerged as a response to modernist ideologies, influencing a wide range of academic fields and artistic endeavours. It's closely linked with critical theory, deconstruction, and post-structuralism, which challenge traditional beliefs about truth and authority. The impact of postmodernism spans various disciplines, reshaping how we think and create in today's world. Its influence can be seen everywhere, shaping contemporary culture and thought.

As the era of counter-culture movement unfolded in the 1960s, postmodernist poetry flourished as a fresh mode of artistic expression. Distinctive for its stylistic and thematic innovations, this poetic form deliberately challenges conventional readability, aiming to engage readers in a reflective dialogue. Postmodern poetry fights with existential dilemmas, often portraying a sense of meaninglessness or questioning the nature of reality. It frequently explores the themes of restlessness within a framework of free verse. Structural elements such as line breaks may appear chaotic or arbitrary yet serve a deliberate purpose in conveying the poem's message.

ECHOES OF TIME

A CRUISE THROUGH THE DIFFERENT SCHOOLS OF ENGLISH POETRY

The Department of English is an integral part of RCMAS offering a comprehensive and diverse educational experience for aspiring writers, communicators and journalists.

The contents of this book offer a comprehensive exploration of the diverse schools of English poetry, spanning from the earliest Anglo-Saxon elegies to the innovative experiments of Postmodernist poets. Each chapter delves into the distinct characteristics, themes and techniques of a specific poetic school, providing readers with a nuanced understanding of its evolution and influence on literary history.

This book is particularly relevant in higher education as it serves as a valuable resource for students and scholars studying English literature, offering a thorough examination of key poetic movements and their significance within the broader context of literary and cultural developments.

Moreover, the book ensures practicality, readability, and approachability through clear and concise explanations, accompanied by illustrative examples, images and accessible language, making it an engaging and informative read for both academic and general audiences alike.



Rajagiri College of Management &
Applied Sciences, Rajagiri Valley P.O.,
Kakkanad, Kochi - 682 039

ISBN 978-81-965675-0-7



9 788196 567507



Strategic Brand Management

Anila Varghese

Megha Mohan

STRATEGIC BRAND MANAGEMENT

A comprehensive book on the art and science of building successful Brands

Ms Anila Varghese

**Assistant Professor, Rajagiri College of Management And Applied
Sciences, Kakkanad**

Ms Megha Mohan

**Assistant Professor, Rajagiri College of Management And Applied
Sciences, Kakkanad**

About the Authors

Ms Anila Varghese



Ms. Anila Varghese is a Post-graduate in Business Administration with dual specialization in Marketing Management and Finance. Besides having over a decade experience in teaching, she also has 8 years expertise in banking sector and stock exchange. She has served as Assistant Manager, IDBI Bank Kochi for over 6 years. She has rendered her service internationally to Exporior Laboratories, California, USA as HR Consultant for a year. As part of upgrading herself to the demands of fast-growing business environment and the needs of academic realm she has presented papers in national level conferences and attended various Faculty Development Programs, seminars and workshops in Banking & Insurance, Digital marketing, and Entrepreneurship skill development. Ms. Anila Varghese is a professional with a rich blend of academic qualifications, teaching experience, and practical expertise in the banking and international consultancy sectors.

Ms Megha Mohan



Ms. Megha Mohan holds an MBA with a dual specialization in Marketing Management and Human Resource Management. She has an extensive teaching experience of more than thirteen years in Postgraduate and Undergraduate streams. She has qualified UGC- NET in Management and is currently pursuing PhD. She has presented papers in renowned conferences and published articles in her core areas of specialization. To enhance her Knowledge domain, she has attended various Faculty Development Programs, Conferences, Seminars, and Workshops at National and International levels. Her areas of specialization include Strategic Management, Marketing Management, Brand Management Organizational Behaviour, and Managerial Economics.



Strategic Brand Management

About the Book

The relevance of Strategic Brand Management cannot be overstated in the ever-evolving competitive world where consumer loyalty is paramount for the survival and success of any business.

The dynamics of building, nurturing, and sustaining a brand requires a deep understanding of market dynamics, consumer behavior, and a strategic vision.

In our latest book on Strategic Brand Management, we embark on a journey to simplify the art and science of building successful brands.

Aspiring marketers, and students of Marketing will find practical frameworks, actionable insights, and proven strategies that shape the destiny of a brand in diverse industries.



ISBN Number: 978-81-965675-4-5



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

THE INSURTECH REVOLUTION: **INNOVATIONS** DRIVING INSURANCE TRANSFORMATION



ANUPA STANLY



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

**The Insurtech Revolution: Innovations
Driving Insurance Transformation**

Anupa Stanly

ISBN : 978-81-965675-6-9

Published by

Rajagiri College of Management and Applied Sciences

Rajagiri Valley P.O,

Kakkanad,

Kochi – 682 039

Phone : 0484- 2955270, 9048899926

CONTENTS

Chapter		Page No.
1	Introduction to Insurtech	7 - 19
2	The Digital Revolution in Insurance	20-31
3	Startups and Innovation	32- 49
4	Technologies Shaping Insurtech	50- 57
5	Regulatory Challenges and Compliance	58- 68
6	Risks and Challenges in Insurtech	69- 80
7	The Road Ahead for Insurtech	81- 93
	Conclusion	94



ABOUT THE AUTHOR

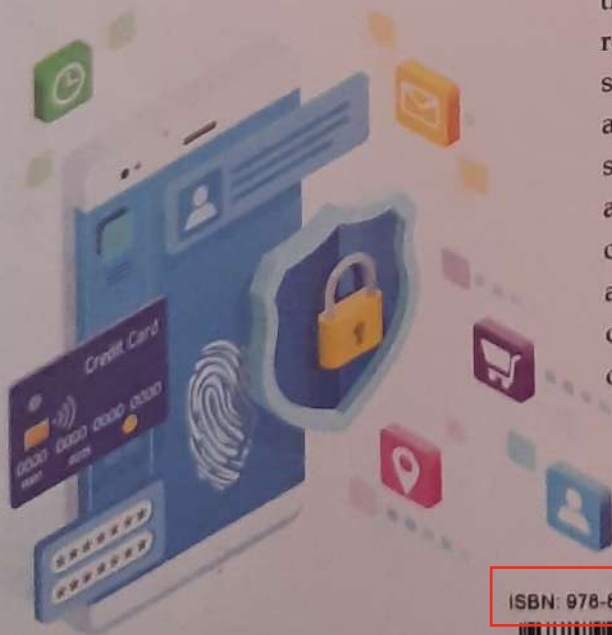
ANUPA STANLY

Assistant Professor, Rajagiri College of Management and Applied Sciences, Kakkanad Kochi, Kerala

Ms. Anupa Stanly is an Assistant Professor at the Department of Commerce, Rajaagiri College of Management and Applied Sciences, Kakkanad. She has a Master's degree in Commerce with a specialisation in finance and is qualified UGC NET. She has consistently demonstrated her commitment to academic excellence. Over the course of more than 15 years in the field of education, she has developed a profound understanding of commerce and a passion for teaching that extends beyond the classroom. Her track record includes innovative curriculum development, impactful research, and a commitment to fostering a stimulating learning environment. Ms Anupa Stanly has presented research papers at various International Conferences and won the Best Research Paper award for her research article on Insurtech.

ABOUT THE BOOK

This book offers a thorough and insightful introduction to the exciting world of insurtech, the fusion of innovative technology and the traditional insurance sector. It explores the reasons behind the insurance industry's explosive rise, chronicles the history of the sector, and highlights the disruptive effects of insurtech. This book explores the technologies altering insurtech and improving the efficiency, transparency, and personalization of insurance procedures. It covers everything from digitalization trends to the crucial role of artificial intelligence and data analytics.



ISBN: 978-81-965675-6-9



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

Rajagiri College of Management & Applied Sciences, Rajagiri Valley P.O. Kakkanad, Kochi - 682 039

DIGITALIZATION OF THE INDIAN FINANCIAL SECTOR

Volume - 4

Editors

Dr. T. M. Hemalatha

Dean, School of Commerce

Dr. A. Saravanakumar

Head and Assistant Professor in Commerce

*Rathinam College of Arts and Science (Autonomous),
Coimbatore, Tamil Nadu, India.*



RATHINAM
COLLEGE OF ARTS & SCIENCE



(An Autonomous Institution Affiliated to Bharathiar University, Accredited by NAAC with A++ (3.60 CGPA) in 3rd cycle,
NIRF Ranked, Approved by AICTE and recognized by UGC under 2(f) & 12B)
Rathinam Techzone Campus, Pollachi Road, Eachanari (PO), Coimbatore - 641021.
www.rathinamcollege.ac.in | info@rathinam.in | 0422-4040906

Title: Digitalization of the Indian Financial Sector

Editor's Name: Dr. T. M. Hemalatha
Dr. A. Saravanakumar

Published by: Shanlax Publications,
Vasantha Nagar, Madurai - 625003,
Tamil Nadu, India

Publisher's Address: 61, 66 T.P.K. Main Road,
Vasantha Nagar, Madurai - 625003,
Tamil Nadu, India

Printer's Details: Shanlax Press, 66 T.P.K. Main Road,
Vasantha Nagar, Madurai - 625003,
Tamil Nadu, India

Edition Details (I,II,III): I

ISBN:	978-81-19337-00-2
--------------	-------------------

Month & Year:	August, 2023
--------------------------	--------------

Copyright @ Dr. T. M. Hemalatha
Dr. A. Saravanakumar

Pages: 307

Price: ₹ 800

Chapter No.	Title	Page No.
12	THE IMPACT OF TECHNOLOGY ON INSURANCE SERVICES IN INDIA Dr. M. Bhuvanewari & Mr. B. Santhosh Kumar	91
13	OPERATIONAL MECHANISM AND SERVICES OF NEO BANKS IN INDIA Mr. Ashish C Pius & Dr. R. Velmurugan	97
14	DIGITALIZED TOLL PAYMENT SYSTEM: EXAMINING THE CONSTRAINTS IN NETC FASTAG Ms. Sukritha K R & Dr. V.Vimala	101
15	A STUDY ON THE TECHNOLOGICAL TRENDS IN THE FINANCIAL SECTOR Dr. D. Karthika, Mr. A. Yosai Charles & Mr. M. Sri Hari	108
16	AN EMPIRICAL STUDY ON NON-PERFORMING ASSETS IN INDIA CONTEXT Mr. T. Parthiban & Dr. M. Vidya	113
17	A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE PAYMENT APPLICATIONS WITH SPECIAL REFERENCE TO COIMBATORE CITY Prof. K. Nalini & Prof. P. Jesintha	118
18	DIGITALISATION OF THE INDIAN FINANCIAL SECTOR Dr. Sasirekha S	124
19	FINANCIAL SYSTEMS AND ECONOMIC MODERNIZATION Dr. C. R. Mageshwar & Dr. K. Jothimani	134
20	DIGITAL TRANSFORMATION IN THE FINANCIAL SECTOR Dr. G. Sumathi & Dr. R. Velmurugan	138
21	A STUDY OF INNOVATION IN FINANCIAL SECTOR IN SRINGERI TALUK KARNATAKA Mr. G. S. Sandesh	145
22	DIGITAL TRANSFORMATION IN THE FINANCIAL SECTOR - DIGITALIZATION OF THE INDIAN FINANCIAL SECTOR Ms. U. Lakshana, Mr. B. Rudra Balaji, Ms. S. Koushika & Mr. B. Sivanesan	148
23	TECHNOLOGY IN FINANCIAL SECTOR Dr. P. Pavithra, Ms. K. Monica & Mr. R. Praveen Raj	153
24	THE STUDY ON TECHNOLOGY IN FINANCIAL SECTOR Ms. Anusha H K	158

OPERATIONAL MECHANISM AND SERVICES OF NEO BANKS IN INDIA

Mr. Ashish C Pius

*Assistant Professor, Department Post Graduation (Commerce)
Rajagiri College of Management and Applied Sciences, Rajagiri Valley, Cochin, Kerala*

Dr. R. Velmurugan

*Associate Professor, Department of Commerce
Karpagam Academy of Higher Education, Coimbatore, Tamil Nadu*

Abstract

Neo bank means a bank that operates only on a digital platform. This present study focuses on the growth of Neo Banks and its operations in India. Bengaluru based start-up Finin is India's first full-fledged consumer neo-bank. Finin, in collaboration with the State Bank of Mauritius (SBM), issues an instant personalized savings account with a Visa debit card. The main feature of Neo Bank is that they have no physical presence in their operations. Neo Banking has a bigger opportunity in the current scenario as the customer is diverting branch banking activities.

Keywords: Neo Banking, Electronic Banking, Traditional Banking, Application Programming Interface (API), Digital Accounts

Introduction

The world is living in a digital age; the financial industry is widely using digital services in its entire field. In financial institutions and banks, their customers are highly dependent on digital services. Profitability and ease of operations are the main benefits for banks when using digital services, while convenience, low fees and transactions anywhere are the benefits for customers. Generally, these digital services are called E-banking in the banking industry. Now there is a radical shift in electronic banking called Neo banks. Neo bank means a bank that does not exist physically and operates entirely in digital form. Neo banks generally work through a mobile app.

Neo Banks in India

Finin is the first Neo Bank in India, founded in 2019 by Suman Gandham and Sudheer Maram. The Bengaluru based start-up Finin having a tie-up with the State Bank of Mauritius(SBM) for their operations. They are offering instant savings account and debit card. Following are the list of Neo Banks facilities offered in India.

<i>Neo Bank</i>	<i>Partner Bank</i>	<i>Services</i>
Razorpay x	RBL	Current Accounts, Payment Gateway, Cash Advance, working capital loan and Payout etc.
NIYO	IDBI, YES BANK	Savings Accounts, Wealth Management, Foreign Exchange.



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES



**“EMOTIONALLY
INTELLIGENT?”**



“

**MASTERING
WORK- LIFE HARMONY
WITH EMOTIONAL INTELLIGENCE**

DR. INDU G KRISHNAN

This text is first published in 2023

ISBN 978-81-965675-7-6

P u b l i s h e r

Rajagiri college of Management and Applied Sciences,
Rajagiri valley P O., Kakkanad,
Kochi-68039



I N D E X

Introduction	1
Part I- Unpacking Emotional Intelligence	5
Part II – Applying Emotional Intelligence	33
Part III- Strategies for Work Life Harmony	52
Part IV- Thriving in Work Life	73
Conclusion	87



ABOUT THE AUTHOR

DR. INDU G KRISHNAN

Assistant Professor, Rajagiri College of Management and Applied Sciences, Kakkanad Kochi, Kerala

Dr. Indu G Krishnan holds a Doctor of Philosophy (PhD) where her doctoral research focused on Emotional Intelligence and Work Life Balance. As an accomplished academician, Dr. Indu G Krishnan has a distinguished teaching career spanning over eight years at Rajagiri College of Management and Applied Sciences, Kakkanad, Ernakulam. Her scholarly work has been published in prestigious journals, conferences, and books. She believes in the transformative power of education and research to address complex challenges and shape a brighter future.

ABOUT THE BOOK

In "Emotionally Intelligent? Mastering Work-Life Harmony with Emotional Intelligence," readers will embark on a transformative journey to understand, apply, and master the principles of emotional intelligence for a harmonious and fulfilling work-life integration. This comprehensive guide offers actionable strategies, real-world examples, and expert insights to help individuals thrive in their careers while maintaining a balanced and enriching personal life.

ISBN: 978-81-965675-7-6



9 788196 567576



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

Rajagiri College of Management &
Applied Sciences, Rajagiri Valley P.O.,
Kakkanad, Kochi - 682 039



LangLit

An International Peer-Reviewed Open Access Journal

ISSN - 2349-5189 | Impact Factor - 5.61 | Indexed Journal | www.langlit.org

Special Issue: November 2023

A National Conference

on

Exploring Digital Humanities in Literature and Language Studies (Hybrid Mode)

on

22nd September, 2023

Organised by

**Department of English (SSC)
St. Mary's College (Autonomous)**

(Re-accredited with 'A+' Grade by NAAC)
Thoothukudi, Tamil Nadu

Chief Editor

Ms. Maria Sahaya Sharmila

Coordinator & Assistant Professor,
Department of English (SSC)

Editors

Ms. M. Reeda Albin Mary

Assistant Professor

Ms. A. Priyanka

Assistant Professor

Ms. S. Anusia

Assistant Professor

Ms. J. Melba Sharon

Assistant Professor

Indexed:

ICT, Google Scholar, Research Gate, Academia.edu., IBI, IIFC, DRJI, The Cite Factor





An International Peer-Reviewed Open Access Journal

A National Conference on
“Exploring Digital Humanities in Literature and Language Studies”
organised by
Department of English, St. Mary's College
(Autonomous)
(Re-accredited with 'A+' Grade by NAAC) Thoothukudi,
Tamil Nadu

Contents

Sr. No	Title Of The Research Paper	Name Of The Author	Page Numbers
1	Digital Humanities as a Tool to Understand Human Behaviour	Dr.D.Jockim	1-6
2	Gamification as A Pedagogical Tool in Language and Literature Classrooms at Undergraduate Level	Misal Gaurav Sunny	7-11
3	The Linguistic Delight of Film PK: Language as A Catalyst for Humour and Understanding	Gouri Das M.S.	12-18
4	Engaging Multiverses: The Revolution of Transmedia Storytelling in Narratives	Lakshmi K Raghavan	19-26
5	Elucidating the Love Relationship Between Humans and Robots Through Alyssa Cole's “The AI Who Loved Me”	I.Iniya Priyadharshini	27-29
6	Role of Translation In Cross-Culture and Diversified Literary Landscapes	Shiv Shankar	30-33
7	Role of Digital Tools in the Study of Comparative Literature	S.Yazhini	34-38

Special Issue

1

22nd September, 2023

Website: www.langlit.org

Contact No.: +91-9890290602

A National Conference on “Exploring Digital Humanities in Literature and Language Studies” organised by Department of English (SSC), St. Mary's College (Autonomous) (Re-accredited with 'A+' Grade by NAAC) Thoothukudi, Tamil Nadu

Indexed: ICI, Google Scholar, Research Gate, Academia.edu, IBI, IIFC, DRJI

**ENGAGING MULTIVERSES: THE REVOLUTION OF TRANSMEDIA
STORYTELLING IN NARRATIVES****LAKSHMI K RAGHAVAN**

Assistant Professor

Department of English

Rajagiri College of Management & Applied Sciences,

Kakkanad, Kerala.

Email: lakshmi.rajesh3@gmail.com

ABSTRACT

Transmedia storytelling, a groundbreaking narrative technique, has profoundly reshaped how audiences engage with stories, igniting a new era of narrative immersion and interactivity. This study provides a deeper perspective on the transformative impact of transmedia storytelling on narrative engagement. Transmedia storytelling transcends the confines of single media formats, seamlessly extending narratives across books, films, TV shows, video games, social media handles, blogs, podcasts and the like. This approach alters storytelling into a multi-dimensional and participatory experience, inviting audiences to traverse an intricate narrative web. Audiences revel in an unprecedented level of immersion as they promenade through this diverse narrative landscape. They have the autonomy to select their preferred entry points to delve deep into character-specific arcs and uncover hidden facets of the story world. This unique personalization fosters a subtle emotional connection to the narrative, transcending the passive consumption of traditional storytelling. Creators, too, find themselves empowered by transmedia storytelling. They gain the creative latitude to explore their story world comprehensively, leveraging each medium's unique strengths to deepen the narrative's complexity. As a result, passionate fan communities are developed where heated debates are encouraged and revenue sources from goods, licensing and theme park attractions are diversified. Transmedia storytelling has heralded a storytelling renaissance, offering a highly interactive and collaborative narrative quest. As it continues to evolve and expand, it stands poised to redefine the very essence of storytelling itself, bridging the chasm between creators and audiences and propelling narratives into uncharted territories of engagement and exploration.

Keywords: Transmedia, Storytelling, Digital, Narration, Engagement, Interaction, Creator, Audience

Special Issue**19****22nd September, 2023**Website: www.langlit.org

Contact No.: +91-9890290602

National Conference on “Exploring Digital Humanities in Literature and Language Studies” organised by Department of English (SSC), St. Mary's College (Autonomous) (Re-accredited with 'A+' Grade by NAAC), Thoothukudi, Tamil Nadu

Indexed: ICI, Google Scholar, Research Gate, Academia.edu, IBI, IIFC, DRJI

COMPUTER NETWORKS

SIMPLIFIED



MS. ANNU JAMES

DR. C. BEULAH CHRISTALIN LATHA

COMPUTER NETWORKS

SIMPLIFIED

Ms. ANNU JAMES
Dr. C. BEULAH CRISTALIN LATHA



VRINDHA BOOK DISTRIBUTORS

Publishers, Distributors and Library Suppliers

36/1360, VAI Padi, AIMSPD, Ponekkara, Edappally North, Cochin-682041, Kerala

Ph: 0484-3595633, 8289977128, 8547593771

E-mail: vrindhbooks@gmail.com



Published by:

Vijayakumar

VRINDHA BOOK DISTRIBUTORS

Publishers, Distributors and Library Suppliers

36/1360, VAI Padi, AIMS P.O, Ponekkara, Edappally North, Cochin 682041, Kerala

Ph: 0484 3595633, 8289977128, 8547593771

Email: vrindhabooks@gmail.com

Computer Networks Simplified

Copyrights © Publisher.

First Edition : 2024

ISBN : 978-81-958067-4-4

All rights are reserved by the publishers.

No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or any information storage and retrieval system without permission, in writing, from the author and the publisher.

Printed and bound in India

AUTHORS



Ms. Annu James

Ms. Annu James is an Assistant Professor in the Department of Computer Science, Rajagiri College of Management & Applied Sciences (RCMAS), Kakkanad, Kochi, Kerala. She has more than 16 years of experience in teaching postgraduate as well as undergraduate students at Cochin University of Science and Technology (CUSAT) and MG University, Kottayam. She is an IBM Certified Database Associate DB2 9 Fundamentals. Currently, she is pursuing her PhD from Karunya Institute of Technology and Sciences (Deemed to be University), Coimbatore.



Dr. C. Beulah Christalin Latha

Dr. C. Beulah Christalin Latha is an Associate Professor in the Department of Digital Sciences, Karunya Institute of Technology and Sciences, Coimbatore, Tamilnadu. She has almost 22 years of experience in teaching and research. She was awarded a PhD from Karunya Institute of Technology and Sciences, Coimbatore. She is a life member of the Computer Society of India. She has published 14 papers in reputed international journals and presented her research at various national and international conferences. She has authored many books with reputed Publishers and a few book chapters.

SALIENT FEATURES

- The book "Computer Networks Simplified" is a highly beneficial book for the students of Computer Science.
- The author has presented complex Network and Communication concepts in the most lucid and simple to facilitate student's easy comprehension.
- The book has been structured in such a way as to enable comprehensive understanding of the subject in a single reading.
- The book is readable, precise and figures added wherever found necessary.
- The book covers all the topics mentioned in the revised syllabus for BCA programme in MG University.
- The book also includes topics of the course "Computer networks" prescribed for BCA, MCA, B Tech, BSc. Computer Science and MSc. Computer Science in most of the Universities across India.



VRINDHA BOOK DISTRIBUTORS

Publishers, Distributors and Library Suppliers
36/1360, VAI Padi, AIMSP0, Ponekkara, Edappally North, Cochin-682041, Kerala
Ph: 0484-3595633, 8289977128, 8547593771
E-mail: vrindhbooks@gmail.com

ISBN 978-81-958067-4-4



9 788195 806744



RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

AN INTRODUCTION TO MICROINSURANCE



Ms. Bridin Rocha
Assistant professor
Rajagiri College of Management and Applied
Sciences, Kakkanad.

AN INTRODUCTION TO MICROINSURANCE

Ms. BRIDIN ROCHA

Assistant Professor
Department of Commerce

Rajagiri College of Management & Applied Sciences,
Kakkanad, Kochi



RCMAS

RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

Affiliated to MG University
Rajagiri Valley P.O., Kakkanad, Kochi -682 039
0484-2955270, 9048899926 | office@rajagiricollege.edu.in

AN INTRODUCTION TO MICROINSURANCE

"AN INTRODUCTION TO MICROINSURANCE" invites you to embark on a transformative journey through the world of microinsurance—a financial innovation that is rewriting the narrative of financial inclusion and resilience for low-income populations. In this comprehensive exploration, you'll discover the historical roots and evolution of microinsurance, the intricacies of product design and distribution, the challenges faced, and the innovative solutions paving the way forward. As you turn the pages, you'll gain insights into emerging trends, regulatory landscapes, and the growing importance of microinsurance in a changing world. Whether you're a policymaker, practitioner, researcher, or simply curious about the power of financial inclusion, this book is your compass for navigating the dynamic realm of microinsurance and its profound impact on lives and livelihoods. Join the global movement to ensure that financial security and resilience are accessible to all.



Ms. Bridin Rocha is an accomplished Assistant Professor with over five years of teaching experience and a profound dedication to students' growth. Her inspiring teaching methods have earned her recognition in the field of Commerce education. Ms. Rocha currently serves as an Assistant Professor at Rajagiri College of Management & Applied Sciences, Kakkanad, Kochi.

ISBN 978-81-965675-1-4



9 788196 567514

She is also a prolific writer, with numerous publications in Banking, Finance, Marketing, and Management. Ms. Rocha's expertise extends to Research, Income Tax, Accountancy, Human Resource Management, Banking, and Insurance.

ISBN No: 978-81-951140-0-9

In commemoration of Silver Jubilee celebration

CONFERENCE PROCEEDINGS OF THE
5TH INTERNATIONAL CONFERENCE ON
ENTREPRENEURSHIP, INNOVATION AND STARTUP-ICEIS'22
06th & 07th September 2022



Dr. V.R. PALANIVELU

**CONFERENCE PROCEEDINGS OF THE
5TH INTERNATIONAL CONFERENCE ON
ENTREPRENEURSHIP, INNOVATION AND STARTUP-ICEIS'22
06th & 07th September 2022**

Dr. V. R. PALANIVELU
Convenor & Organising Secretary
Professor & Head - DOMS
Periyar University, Salem

Published by

PERIYAR UNIVERSITY

(NAAC A++ Grade - State University - NIRF Rank - 63, ARIIA Rank - 10)

DEPARTMENT OF MANAGEMENT STUDIES

Salem – 636011, Tamil Nadu, India

47	A Study On Investors Perception And Awareness Towards Impact Investing With Special Reference To Investors In The State Of Tamil Nadu Dr. K. Vijayakumar, Mrs. B. SumaiyaSherin	38
48	Innovative Services And Operational Mechanism Of Neo Banks In India Ajit Kumar B, Dr.Indu G. Krishnan	38
49	Modelling And Forecasting Of Stock Price Volatility Of Nifty 50 Companies Using Arch Model – An Analysis K. Kannan, Dr. S. Balamurugan	39
50	Operational Mechanism Of Repository Syatem (E- Insurance Account) In Insurance Industry Ajosh George, Ashish C Pius	40
51	Assessing Financial Literacy Levels Of Banking And It/Ites Employees Using Logistic Regression Dr.R.Vishal Kumar, Dr.P.Shanmugha Priya	41
52	Risk Management In Indian Financial Market Mrs.P.Revathi	41
53	A Study On Silicon Shortage And Its Impact On Global Economy Mr. S. Saravanan, Mr. M. Aadithyan	42
54	Influence Of Financial Inclusion On Financial Well-Being Of Low-Income Households In Chengalpattu District M. Stella & Dr. T. Ramachandran	43
55	A Study On The Working Conditions Of Construction Workers In Kozhikode District- Kerala Jisha.C.Chandran, Dr.K.Selvaraj	43
56	A Study On Problems And Challenges Of Fishermen In Thoothukudi Dr. B. Baranirani, Maria TherasSantrina. X	44
57	Job Satisfaction Among Lecturers With Relation To Certain Demographic Variables <i>Savitha K, J Venkatachalam</i>	45
58	A Study On The Influence Of Uncivilized Behavior At Work Place And Its Impact On The Performance Of Professionals Towards Discharging Their Services -With Special Reference To Chennai City Ms. K. Lakshmi, Dr. Rao Prashanth Jyoty, Ms. M. Mahalakshmi Priyadharshini	45
59	Enhancing Organizational Work Culture Through Human Value System <i>R Satish, K. Murugabhoopathy</i>	46
60	Developing And Sustaining Employee Engagement Practices And Its Impact On Employee Performance In Private Sector Banks During Pandemic Period R.Shruthi, Dr.J.Senthil Velmurugan	47

Published by



PERIYAR UNIVERSITY

(NAAC A++ Grade - State University - NIRF Rank - 63, ARIIA Rank - 10)

DEPARTMENT OF MANAGEMENT STUDIES

Salem – 636011, Tamil Nadu, India



RECENT TRENDS FROM PAST TRENDS - II

COMMERCE MANAGEMENT & ECONOMICS



Dr. SOMASEKHARAN T M
Mr. KIRAN AJEEV

CONTENTS

1.	A study on effectiveness of training and development of NLCIL. Dr. K. Bhuvanewari	1-9
2.	Total Quality Management and Its Impact on Service Quality & Customer Relationship Dr. Somasekharan T M, Mr. Kiran Ajeev	10-15
3.	Teaching Ethics in the 21st Century Dr. Mathai B Fenn, Dr. Jessy Fenn	16-20
4.	Do the paradigm shift to new normal affects the work life balance of its employees? Ms. Manju Malathy	21-26
5.	Factors influencing consumers online shopping behavior: a study with reference to amazon consumers in Kerala, India Dr. Shiny C.M, Dr. Jithin Benedict, Mr. Renil Samson	27-36
6.	Fisherman profile and attitude towards their profession in Ernakulam district. Dr. Mahalakshmi Sankar, Mr. Anand V Das, Ms. Liya Mary	37-41
7.	Investors perception towards investing in start-ups Mr. Aldrin Joseph, Ms. Dhanalakshmi Menon	42-48
8.	Determinants of Effective Financial Planning for Retirement Ms. Aswathi D. S, Dr P. Balasubramanian	49-53
9.	A study on the perception of EMI scheme among public in Ernakulam district with special reference with Bajaj Fin-serve. Dr. Bindu Achamma Koshy, Ms. Muthulakshmi R	54-61
10.	Surrogate advertisements – An appraisal Ms. Mary Bijitha Gomas	62-65
11.	Green practices in human resource management. Dr. Ligo Koshy	66-73
12.	The significance and potential of ecotourism in selected districts in Kerala. Ms. Deepthi Laiju	74-78
13.	GIG economy and labor market - the challenges in the future Mr. Francis M.C	79-82
14.	Empowering tribal women through tourism. Dr.Ratheesh.K.R, Dr.Aswathy.A.M	83-95
15.	A comparative study on passenger freight earnings and number of accidents in Indian railways. Dr. Pon Meenakshi P, Ms. Julie P J, Ms. Padmaja T P, Ms. Priya Antony	96-101
16.	Online shopping behavior among IT professionals in Ernakulam district. Mr. Sajin Paul	102-110
17.	A comparative study on swiggy and zomato. Ms. Bindu Joseph	111-117
18.	Quality of work life and its impact on employee performance- a review study. Ms. Ashlin Maria Josseph	118-123
19.	Impact of pandemic on OTT platforms in India. Ms. Arya Suresh	124-127
20.	Study on the impact of microfinance on covid-19. Ms. Saranya S	128-133
21.	The role of kudumbasree in the women empowerment through microfinance Dr. Somasekharan T M, Mr. Joyal George, Ms. Sona Viju	134-138
22.	Study on urban India Dr .P. Libia	139-146

QUALITY OF WORK LIFE AND ITS IMPACT ON EMPLOYEE PERFORMANCE- A REVIEW STUDY

Ashlin Maria Joseph, Assistant Professor, Department of Commerce, Rajagiri College of Management and Applied Sciences, Kakkanad, Kochi.

Abstract

Quality of work life is a process by which an organization responds to the needs and requirements of the employees by developing a mechanism that allows them to participate in the decision-making process at times. The eighties and thereafter showed quite a lot of interest in the quality of work-life both in India and abroad. Long back, greater emphasis was given to production and production-related job satisfaction. In fact, quality of work-life is a more comprehensive and refined concept related to the working conditions of employees in the organizations.

The present study focuses on the basic concept of quality of work-life and the impact of quality of work-life on the satisfaction level of the employees which in turn has a direct impact on the performance of the employees working in the organizations. Employee satisfaction towards a particular job majorly depends on the rewards they receive and the amount they believe they should receive. There is a strong belief that good working conditions improve the satisfaction level of the employees and thereby improve the efficiency and productivity of the employees.

Keywords: Quality of work life, employee job satisfaction, employee performance, productivity.

Introduction

Quality of work life is the degree to which employees of an organization can satisfy their important personal needs and requirements through their experience in the organization. It is a mechanism wherein an organization responds favorably to the employee's right in decision making that design their times at work. The concept of quality of work-life gained popularity in the late 80s both in India and abroad. In those periods, the main emphasis of organizations was to improve production, and job performance and satisfaction were oriented toward production efficiency.

Later it was believed that to increase the production both quantitatively and qualitatively, organizations must give more emphasis to the satisfaction and performance of employees and introduce such interventions in the organizations which are people focused. Most of the organizational development interventions were directed toward changing the attitude and behavior of employees through certain people-focused interventions like sensitivity training, process consultation, team building, etc.

Today's work environment has been undergoing major challenges and changes. These changes are due to the changing attitude and behavior of the employees regarding what should be the total work-life, what work should be provided to the employees, and the changing technical work in an organization. There is huge pressure for organizations to do more with fewer technological advancements. These all have influenced the quality of work-



At present, **Dr. Somasekharan T M** works as Head of the Department & Assistant Professor in Commerce Department (Computer Applications) at Bharata Mata College (NAAC Re-accredited with A+ Grade), Thrikkakara, Kochi, Kerala. He has more than 21 years of glorious teaching experience to his credit. Besides, he also handles Kerala State Literacy Mission classes, Academic Counselor and Project Guide of Indira Gandhi National Open University. He has membership in Kerala Economics Association. He has received Education Award of Kalamassery Legislative Constituency from Minister for Industries. He is the Editor of "Recent Trends from Past Trends" which is published yearly and also an author of Economics Padanasahayi - XI & XII, Kerala State Literacy Mission. He also does have a good number of research papers and articles published in National and International books and journals on diverse topics. Being an academician, he has both participated and presented papers in a number of national and international seminars and conferences.

Qualifications: MA, B.Ed, M.Phil, MBA, Ph.D, M.Com, PGDCA.

Address: Thalakkottil (H), K.D Plot P O, South Kalamassery, Ernakulam - 683104, Kerala. somantml@gmail.com / 9446666442

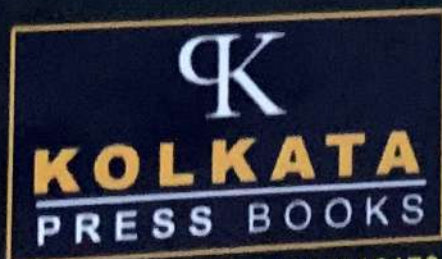


At present, **Mr. Kiran Ajeev** works as an Assistant Professor in Commerce Department at Tandem College, Ernakulam, Kerala. He completed his M.Com from Mar Athanasius college, (Autonomous) Kothamangalam, Ernakulam and B.Com from Bharata Mata College, Thrikkakara, Kochi. He is the Editor of "Recent Trends from Past Trends" which is published yearly and also an author of Economics Padanasahayi - XI & XII, Kerala State Literacy Mission. He is a promising researcher with good number of research papers and articles in national and international books and journals within a short span of time. He has also participated in a good number of national and international seminars and conferences.

Qualification: M.Com.

Address: Athikattle (H), Kayanadu, Ooramana P O, Muvattupuzha, Ernakulam - 686 663, Kerala.

Mail.Id: kiranajeev5@gmail.com Mob : 8156897048



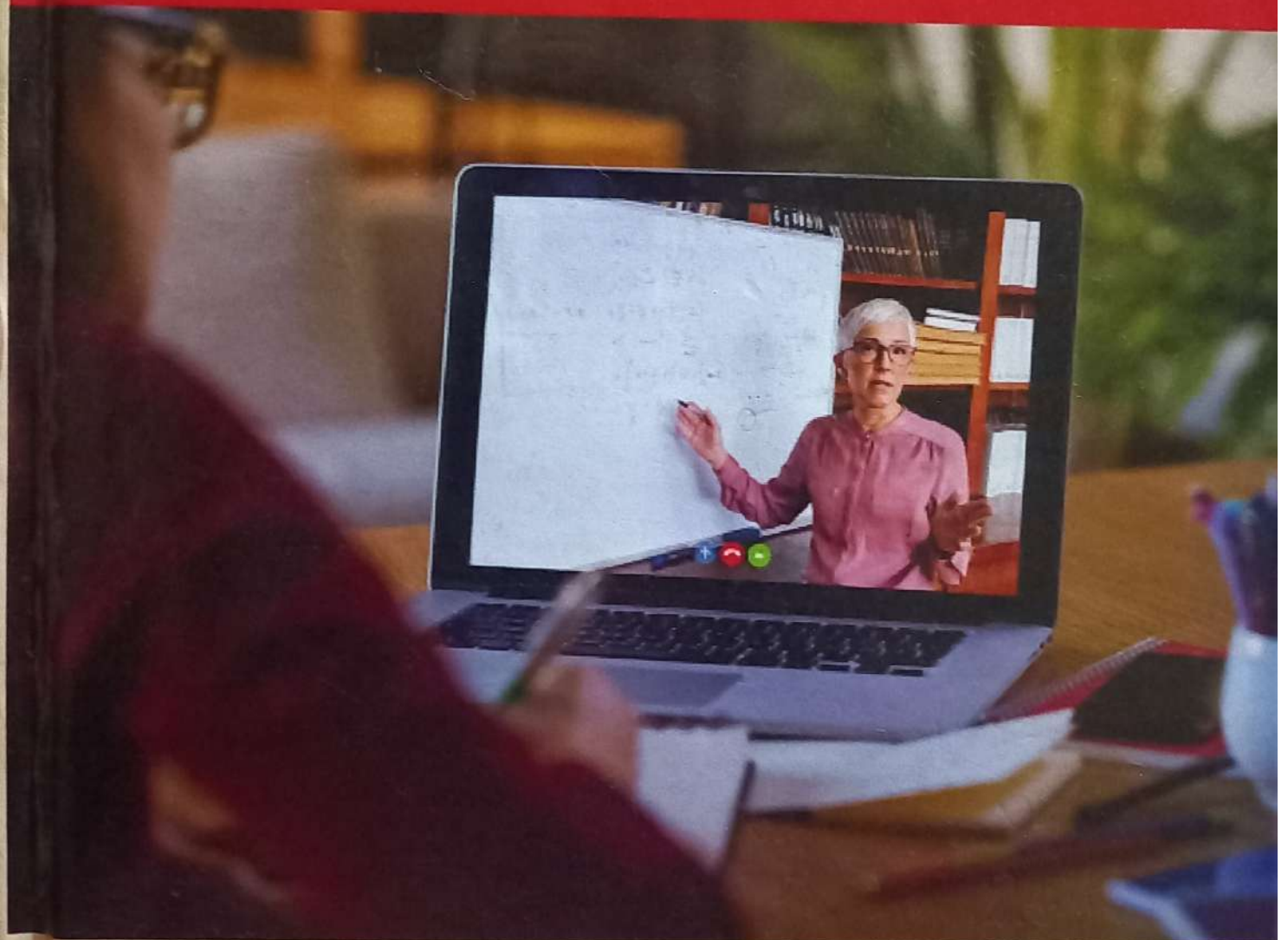
Ph: 9681708009 / 8777019179

ISBN: 978-93-94689-12-1



MRP: ₹650/-

ONLINE TEACHING IN HIGHER EDUCATION



Dr. Vivek S.A.
Dr. Rakesh Kumar S.

8	A Study on Blackboard to Broadband <i>Mr. Muneer E. R.</i>	76
9	E - Learning During Covid-19 Pandemic <i>Ms. Shamini T. V.</i>	84
10	Competency Based Constructive E-Learning Environment - An Educational Disruption <i>Ms. Asha Lakshmy K. H.</i>	91
11	Web-Based Teaching and Learning Practices - An Introspection <i>Dr. Balamuraly S. S.</i>	98
12	Online Teaching in Higher Education Sector Using Different E-Learning Methods <i>Mr. B. Bineesh</i>	111
13	Online Teaching and Learning Techniques Adopted by the Government of Kerala in the Educational Sector <i>Mr. Priyadarshan S.</i>	119
14	A Complete Guide to Online Education Through Zoom Platform <i>Dr. Mahesh S.</i>	131
15	A Study on the Assessment of Online Teaching <i>Ms. Merleena Antony</i>	140
16	Need for Effective Teacher-Student Interactions in Education <i>Mr. Radhakrishnan K. C. and Dr. Seema</i>	148
17	A Study on the Effectiveness of Online Learning Among Students in Higher Education Sector in Kerala <i>Dr. Prem Kumar U.</i>	159

A Study on the Assessment of Online Teaching

Ms. Merleena Antony*

ABSTRACT

This article presents some general aspects of the On-line Assessment activity in relation to Online Teaching in Higher Education. It focuses on the assessment activity that takes place in the e-learning process and discusses the importance of this action for each participant in the process of online learning. It tries to outline the desirable characteristics of an assessment tool under an adaptive learning environment.

Keywords: Assessment in e-learning, Adaptive Assessment Tool, Adaptive Learning Environments.

INTRODUCTION

In these years, we are witnessing many academic and instructional institutions incorporating Information and communication Technologies (ICTs) in learning and education processes in order to enhance the quality, efficiency, and dissemination of education. The effectiveness and transcendence of such developments could be positively accelerated by performing

*Assistant. Professor, Department of Commerce, Rajagiri College of Management and Applied Sciences, Kerala, India.

ONLINE TEACHING IN HIGHER EDUCATION

Dr. Vivek S. A., is an Associate Professor & HOD [Five Year MBA(Integrated)] at Member Sree Narayana Pillai Institute of Management and Technology, Chavara, Kollam, Kerala, India. He has more than 15 years of teaching / industrial experience in his credit. He is B.Tech in Textile Technology from Dr. B.R. Ambedka National Institute of Technology, Jalandhar, Punjab; MBA from Bangalore University, Bengaluru in Marketing and Human Resource Specialization; Ph.D in Management from Bharathiar University Coimbatore, Tamilnadu; and Post-Doctoral Fellowship (PDF) from Indian Council of Social Science Research, New Delhi. He has handful research publications in Management Journals and Edited Books and presented Research Papers at several National and International Seminars/Conferences. His research interest includes Organizational Behaviour, Entrepreneurship and HR Branding. He has handful research publications in Management Journals and Edited Books, published Seven Books, and presented Research Papers at several National and International Seminars / Conferences.

Dr. Rakesh Kumar S., is an Assistant Professor at Kerala Institute of Cooperative Management (Governed by State Co-operative Union Government of Kerala), Neyyar Dam, Thiruvananthapuram, Kerala, India. He has more than 15 years of teaching / industrial experience in his credit. He is B.Sc. (Computer Science) from University of Kerala, MBA from Anna University, Chennai; and Ph.D from University of Kerala. He had published articles in the field of Management in reputed journals.

₹ 1295/-

ISBN 978-93-89875-73-7



APH PUBLISHING CORPORATION

4435-36/7, Ansari Road, Darya Ganj,

New Delhi 110002 Email: aphbooks@gmail.com

CRIME AGAINST WOMEN

Editor

Dr. Asha Elizabeth Thomas



ST. PAUL'S COLLEGE KALAMASSERY

(NAAC RE-ACCREDITED WITH 'A' GRADE AND ISO CERTIFIED INSTITUTION)

MARCH 2020

WITH THE SUPPORT OF
NATIONAL COMMISSION FOR WOMEN

Contents

1. Cybercrimes against Women and Legal Perspectives 01
Adv. Emil Stanley
2. United Nations and the Status of Women 09
Dr. Anila K.
3. Recent Changes in the Sphere of Domestic Violence
against Women in India 17
Ms. Raji T.
4. Violence and Harassment against Women in the
Workplace 29
Dr. Manjula R Iyer
5. Gendered Violence in Everyday Life of Kashmiri
Women: A Study of Militarization in Freny
Manecksha's Behold, I Shine: Narratives of Kashmir's
Women and Children 43
Ms. Deepa George
6. Endosulfan, Women's Health and Livelihoods – A
study of socio-economic impacts of pesticide use in
Kasargod District of Kerala 57
Ms. Yamini Virginia John
7. Sugaring the Sugar Babies: Reconnoitring Violence
in 'Seeking Arrangement' 69
Ms. Aneeta Joseph & Ms. Liya Justine
8. Cyberstalking 75
Ms. Jesmi Jacob
9. Domestic Violence against Women 81
Ms. Shiney C N & Ms. Hafila Ahammad Habeeb
10. Castigation of Victims: Sororophobia in Ovid and
Rape Culture in Haryana 91
Ms. Aneesia Jogi

RECENT CHANGES IN THE SPHERE OF DOMESTIC VIOLENCE AGAINST WOMEN IN INDIA

Ms. Raji T.

Introduction

Domestic violence is a serious human rights violation. Theoretically the legislative provisions favour the women, but when it comes to practical aspects, law enforcement is not properly executed. Societal changes and legal reforms should be mutually linked to obtain positive results. Mostly domestic violence seems to be a private matter rather than a social issue. Certain matters connected with live-in relationships should obtain clarity, though the judicial pronouncements consider it more or less equivalent to marriage. PWDVA itself provides for informal settlement measures, which should be made properly coordinated and effective. Domestic violence against women is an age old phenomenon. Women were always considered weak, vulnerable and in a position to be exploited. Domestic violence is defined in a comprehensive way in Sec.3 of the Protection of Women from Domestic Violence Act, 2005 (PWDVA), comprising physical, mental, verbal, emotional, sexual and economic abuse, harassment for dowry, acts of threatening to abuse the victim or any other person related to her.

According to United Nations, domestic violence includes physical, sexual, and psychological violence occurring in the family, including battering, sexual abuse of female children in the household, dowry-related violence, marital rape, female genital mutilation, and other traditional practices harmful to women, non-spousal violence and violence related to exploitation.

Violence against women – particularly intimate partner violence (IPV) and sexual violence – is a major public health



Dr. Asha Elizabeth Thomas, Assistant Professor in Commerce, St. Paul's College, Kalamassery and a research guide for Mahatma Gandhi University, Kottayam and Kerala University of Fisheries and Ocean Studies. Her qualifications are M.Com (Finance), M.Phil. (Commerce), MBA (Marketing and Human Resource Management), M.Sc. Applied Psychology (Student Psychology), Ph.D in Commerce (Behaviourial Finance) and Post Doctoral Fellowship from University Grants Commission (UGC) and conducted research in the area of 'Transnational Education in Indian Higher Education Sector'. She has more than forty publications to her credit and is a member of the editorial board for six refereed journals. Dr. Asha has won many awards and recognitions for her academic and research proficiency. The prominent ones include 'ICSSR IMPRESS' major project 2019-20, University Grants Commission's (UGC) 'Research Award' in 2016, 'International Internship Award' from the Government of Kerala through the prestigious FLAIR Programme in 2014, 'Reserve Bank of India Faculty Scholarship' in 2018, and 'Women Achiever Award' from NFED in 2018. Dr. Asha was a resource person in the Ministry of Human Resource Development (MHRD), University Grants Commission (UGC) - Swayam Annual Refresher Program in teaching (ARPIT- Commerce) . She has been a resource person for many Universities and in Executive Development Workshops. She also participates in panel discussions organized by various National Television Media including Asianet News and Manorama News channels on 'Planning and Execution of Financial Budget' for the past twelve years. Her disciplines of interest are Financial Management, Corporate Finance, Security Analysis and Portfolio Management, Financial Services, Corporate Governance and Entrepreneurship Development. Research interests of Dr. Asha are in the areas of financial inclusion & financial literacy, women empowerment, development of marginalized community, transnational education and technology oriented learning platforms.

ST. PAUL'S COLLEGE KALAMASSERY

(NAAC RE-ACCREDITED WITH 'A' GRADE AND ISO CERTIFIED INSTITUTION)

ISBN: 978-93-5407-091-4

Rs.500/-

CRIME AGAINST WOMEN

Editor

Dr. Asha Elizabeth Thomas



ST. PAUL'S COLLEGE KALAMASSERY

(NAAC RE-ACCREDITED WITH 'A' GRADE AND ISO CERTIFIED INSTITUTION)

MARCH 2020

WITH THE SUPPORT OF
NATIONAL COMMISSION FOR WOMEN

Contents

1. Cybercrimes against Women and Legal Perspectives 01
Adv. Emil Stanley
2. United Nations and the Status of Women 09
Dr. Anila K.
3. Recent Changes in the Sphere of Domestic Violence
against Women in India 17
Ms. Raji T.
4. Violence and Harassment against Women in the
Workplace 29
Dr. Manjula R Iyer
5. Gendered Violence in Everyday Life of Kashmiri
Women: A Study of Militarization in Freny
Manecksha's Behold, I Shine: Narratives of Kashmir's
Women and Children 43
Ms. Deepa George
6. Endosulfan, Women's Health and Livelihoods – A
study of socio-economic impacts of pesticide use in
Kasargod District of Kerala 57
Ms. Yamini Virginia John
7. Sugaring the Sugar Babies: Reconnoitring Violence
in 'Seeking Arrangement' 69
Ms. Aneeta Joseph & Ms. Liya Justine
8. **Cyberstalking** 75
Ms. Jesmi Jacob
9. Domestic Violence against Women 81
Ms. Shiney C N & Ms. Hafila Ahammad Habeeb
10. Castigation of Victims: Sororophobia in Ovid and
Rape Culture in Haryana 91
Ms. Aneesia Jogi

CYBERSTALKING

Ms. Jesmi Jacob

Introduction

The main aim of the paper is to analyse cyberstalking and its various elements. It has been found that cyberstalking is a complex principle much more evolving and dangerous than traditional stalking. Cyberstalking from the stalkers and victim's perspectives puts the offence at a different level of cognizance than when simply regarded as a cyber-crime. Cyber stalking culcates a lot of moral, ethical, social, legal and psychological aspects. The paper went through articles and papers to better understand this unique offence.

Cyberstalking is much more heinous than the traditional form of stalking and twice difficult to tackle with legal measures otherwise. Cyberstalking laws in India are also ineffectual compared to its traditional counterpart. The current study has concluded certain guidelines and suggestions to enact a better stalking measures through law enforcement and other agencies to provide a better, safe and protected environment in cyberspace.

Stalking

Stalking is usually associated with sexual harassment and sexual assault. However, today it has widened in its nature far surpassing the sexual element. Often used to perpetuate a relationship real or imaginary it's also used for the purpose of revenge or due to anger and jealousy or to commit a criminal offence or a civil wrong. Stalking in the simplest sense is a situation when someone stalks another person. It involves harassing the other person in an unwanted and repeated manner by disrupting the other person's life. It is an intrusive



Dr. Asha Elizabeth Thomas, Assistant Professor in Commerce, St. Paul's College, Kalamassery and a research guide for Mahatma Gandhi University, Kottayam and Kerala University of Fisheries and Ocean Studies. Her qualifications are M.Com (Finance), M.Phil. (Commerce), MBA (Marketing and Human Resource Management), M.Sc. Applied Psychology (Student Psychology), Ph.D in Commerce (Behaviourial Finance) and Post Doctoral Fellowship from University Grants Commission (UGC) and conducted research in the area of 'Transnational Education in Indian Higher Education Sector'. She has more than forty publications to her credit and is a member of the editorial board for six refereed journals. Dr. Asha has won many awards and recognitions for her academic and research proficiency. The prominent ones include 'ICSSR IMPRESS' major project 2019-20, University Grants Commission's (UGC) 'Research Award' in 2016, 'International Internship Award' from the Government of Kerala through the prestigious FLAIR Programme in 2014, 'Reserve Bank of India Faculty Scholarship' in 2018, and 'Women Achiever Award' from NFED in 2018. Dr. Asha was a resource person in the Ministry of Human Resource Development (MHRD), University Grants Commission (UGC) - Swayam Annual Refresher Program in teaching (ARPIT- Commerce) . She has been a resource person for many Universities and in Executive Development Workshops. She also participates in panel discussions organized by various National Television Media including Asianet News and Manorama News channels on 'Planning and Execution of Financial Budget' for the past twelve years. Her disciplines of interest are Financial Management, Corporate Finance, Security Analysis and Portfolio Management, Financial Services, Corporate Governance and Entrepreneurship Development. Research interests of Dr. Asha are in the areas of financial inclusion & financial literacy, women empowerment, development of marginalized community, transnational education and technology oriented learning platforms.

ST. PAUL'S COLLEGE KALAMASSERY

(NAAC RE-ACCREDITED WITH 'A' GRADE AND ISO CERTIFIED INSTITUTION)

ISBN: 978-93-5407-091-4

Rs.500/-