



# Emerald Heights College for Women

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Finger Post, Ootacamund - 643 006

EDUCATION FOR EXCELLENCE

## 3.2.2 NUMBER OF BOOKS AND CHAPTERS IN EDITED VOLUMES/BOOKS PUBLISHED AND PAPERS PUBLISHED IN NATIONAL/ INTERNATIONAL CONFERENCE PROCEEDINGS PER TEACHER DURING THE YEAR

### 1. "Basic concepts of Literary Devices in English Literature"

**BASIC CONCEPTS OF LITERARY DEVICES IN ENGLISH LITERATURE**

Dr. Avula Vijayalakshmi  
M. Shobha  
Dr. J. Iswarya  
Dr. Lavanya Madagani

**About the Authors**

Dr. Avula Vijayalakshmi is currently working in Chaitanya Bharathi Institute of Technology as Assistant Professor in English Language Teaching, Department of English. She was awarded with Ph.D. from Jawaharlal Nehru Technological University (JNTU) in 2010. She published more than 10 research papers in National and International Journals. She is a member to many professional bodies and also participated in Humanities National Conferences. She is teaching English, Soft Skills, Technical Writing Skills, and Research Paper writing skills to both Undergraduate and Postgraduate students. She has a span of 24 years of Teaching experience at Chaitanya Bharathi Institute of Technology and worked in various academic and administrative positions.

M. Shobha is currently working in VNR Vignana Jyothi Institute of Engineering and Technology as an Assistant Professor in the Department of English. She is pursuing Ph.D. from KI university. She has completed her M.Phil. degree in English from Acharya Nagarjuna University in 2013. She Published 3 research papers in National and International Journals. She has participated in many international conferences and workshops. She is one of the organizing members of international conference held in VNR Vignana Jyothi Institute of Engineering and Technology association. She is currently working at Loughborough University, UK and conducted many workshops for academic excellence and worked for Banking Operations for the world's leading international Bank HSBC and she was the recipient of Top Performer Award for the year 2014. Her main areas of research are English and Indian Diaspora women reading self-behavior, education, and education.

Dr. J. Iswarya is an Assistant Professor of English in Emerald Heights College for Women, Ooty. She has a total experience of over 15 years. Her research interests include Contemporary Fiction, Poetry, and English Language Teaching. She has published many research papers and presentations to her credit. She has also published her research articles in several National and International Journals. She has won many awards including Women Researcher Award by Prime Ministers Research Foundation, National Conference of Arts and Science, Kumbakonam, International Teaching Fellowship held by EMI Publishing, the Local Handicraft Teacher Award for the ICT Initiatives by Lody Hawk, London, Research Fellow, Cambridge University, Cambridge Academic Excellence Award by Green Thinker Society. She is recognized for contributing to a Record-Estimated Maximum Authors Contributing for a Book on COVID19, registered in India Book of Records and Asia Book of Records. Currently, she teaches Literary Theory, Criticism, British, Drama, and American Literature to Undergraduates and Postgraduates. Students also delivers guest lectures on Contemporary Literary Theory, Postmodern Literature and other topics related to English Literature for Competitive Exams.

Dr. Lavanya Madagani holds a Ph.D. from the Department of English, Andhra University, awarded in 2024. She completed her M.A. in English at Acharya Nagarjuna University and has qualified both APSET and IIT-A UGC-NET in English. Dr. Lavanya had received the Research Fellowship for ST by the University of Andhra, Andhra, India. Her creative academic publications include 15 research papers published in both National and International journals and participation in many international conferences. With seven years of teaching and research experience at esteemed universities, she has dedicated her career to the advancement of English literature and education.

**BASIC CONCEPTS OF LITERARY DEVICES IN ENGLISH LITERATURE**

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## 2. Narratives of Change: Espousing SDGs through Indian Literature and cinema for Societal Metamorphosis

**Negotiating Gender, Caste, and Development through Cinema: A Critical Exploration of Sustainable Development Goals in *Laapata Ladies* and Its Portrayal of Rural Marginalization**

Dr. J. **Iswarya**, Assistant Professor and Head, Department of English  
Emerald Heights College for Women, Ooty

**Abstract**  
The Hindi film *Laapata Ladies* stands as an incisive socio-cultural critique that weaves narratives of gender, caste, and rural marginalization into a compelling cinematic framework. Set against the rural landscapes of India, the film explores the interwoven lives of its protagonists, Phool and Jaya, who, through their tumultuous journeys, embody critical issues aligned with Sustainable Development Goals (SDGs). The United Nations SDGs, established in 2015, offer a universal blueprint for sustainable and equitable global development. In interpreting *Laapata Ladies*, this essay situates the film within the larger framework of SDG literature, employing a critical lens on the portrayal of gender roles, socio-economic stratification, educational disparities, and community sustainability. By dissecting the narrative structure and character development, the layers in which the film engages with SDG targets, providing both a localized critique and a universal appeal, are revealed.

**Keywords:** Indian cinema, Sustainable Development Goals (SDGs), Laapata Ladies, gender, caste, equality

**Introduction: Contextualizing *Laapata Ladies* within SDG Frameworks**  
The Hindi film *Laapata Ladies* stands as an incisive socio-cultural critique that weaves narratives of gender, caste, and rural marginalization into a compelling cinematic framework. Set against the rural landscapes of India, the film explores the interwoven lives of its protagonists, Phool and Jaya, who, through their tumultuous journeys, embody critical issues aligned with Sustainable Development Goals (SDGs). The United Nations SDGs, established in 2015, offer a universal blueprint for sustainable and equitable global development. Within this ambit, *Laapata Ladies* articulates profound insights on issues like gender equality, sustainable development, and sustainable communities, each resonating within India's socio-cultural paradigms (United Nations, "Transforming Our World"). The film, through its narrative and symbolic undertones, critiques India's progress and challenges regarding these goals.

In interpreting *Laapata Ladies*, this essay situates the film within the larger framework of SDG literature, employing a critical lens on the portrayal of gender roles, socio-economic stratification, educational disparities, and community sustainability. By dissecting the narrative structure and character development, we reveal the layers in which the film engages with SDG targets, providing both a localized critique and a universal appeal.

**Kiran Rao's *Laapata Ladies***  
*Laapata Ladies* (2023) emerges as an intricate cinematic discourse on the intersections of gender, class, and social mobility, set against the backdrop of rural India's seemingly immutable socio-political order. The narrative tracks the lives of two women—Phoolwati, portrayed by Zoya Hussain, and Raji, enacted by Shikha Talsania—whose journeys of self-discovery and resistance form the crux of the plot. Both characters are imbued with complexity, navigating a labyrinth of oppressive gender norms, caste hierarchies, and patriarchal dictates that confine them within the traditional roles expected of rural women.

Phoolwati, with her quiet resolve and understated defiance, emerges as a symbol of the marginalized woman struggling to carve a space in a world where her voice has always been stilled. Her journey, though fraught with obstacles, embodies a feminist critique of rural spaces, where caste and gender often intersect as intersecting axes of domination (Chopra, 2023). In contrast, Raji's character, with her outspoken demeanour and independent spirit, presents a unique counterpoint, embodying the frustrations of a woman determined to chart her own path.

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Dr. Brinda P

Dr. B. Pavithra



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## 3. Connecting Users to Library Resources through Innovative Technologies

**Connecting Users to Library Resources through Innovative Technologies**

**Editors**

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Dr.A.M.Venkatachalam  
Dr.M.Mandhirasalam  
Dr.T.Magudeeswaran



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### Use of Mobile Technology in Library Services

Vimala, B. (Dr.)

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#### Abstract

Mobile technologies, including smart phones, tablets, and e-book readers, have significantly transformed library services. These devices connect users instantly to information and resources, thanks to advancements in networking technologies. In education and library settings, mobile technology offers easy access to information, enhances learning experiences, and fosters collaboration. Libraries can leverage these technologies to provide rich, interactive services that are both effective and economical. However, it's important to consider both the advantages, such as increased accessibility and user engagement, and the disadvantages, like privacy concerns and the need for ongoing technology updates. This article will explore these aspects in detail, highlighting the impact of mobile technology on library services and its importance in the modern age.

**Keywords:** Mobile Technology, Smart Phones, Libraries, Library Services, Mobile Services, Library Websites, Mobile Applications.

#### Introduction

The rapid advancement of technology, particularly in mobile and wireless communication, has significantly transformed everyday life. Mobile phones, with their diverse applications, have revolutionized how we access and share information. In India, the rise of Digital India and Smart Cities emphasizes the crucial role of mobile technology in connecting people and services around the clock. Mobile phones now offer a plethora of features, including web browsing, music, video, and communication tools, making them central to modern information consumption.

Libraries, evolving with technological trends, are increasingly integrating Information and Communication Technology (ICT) into their services. The adoption of mobile technology in libraries has facilitated more accessible and timely communication and information sharing. With users' growing reliance on mobile devices, libraries are adapting by leveraging technologies like Wi-Fi, RFID, and mobile communication to meet evolving user needs.

#### Definition of Mobile Technology

Mobile technology encompasses various wireless communication technologies used in cellular systems. Initially focusing on voice communication, mobile phones now include features like web browsers, cameras, and multimedia capabilities. This technology allows users to carry and use devices wirelessly, facilitating ubiquitous access to information.

#### Mobile Technology and Libraries

Libraries are adapting their operations to incorporate mobile technology, offering new ways to access their resources and services. Mobile devices enhance information access and communication between



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## 4. Knowledge management in Higher Education Institutions



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**Big Data and Libraries: Opportunities, Challenges, and the Future of Information Management**

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**Abstract:** This paper explores the integration of big data within library environments, emphasizing its definition, characteristics, and the essential skills and tools required by librarians to manage it effectively. Big data enables libraries to gain deeper insight into user behaviors, preferences, and emerging trends, allowing them to adapt and restructure services to meet evolving needs. By leveraging big data analytics and the Data Life Cycle framework developed by DataONE, libraries can enhance their service delivery, improve user satisfaction, and address challenges related to information utilization. The study highlights the growing necessity of big data practices in libraries and presents global initiatives that have successfully employed big data analytics to optimize services. These examples demonstrate the evolving role of librarians, who are now required to balance traditional information management responsibilities with data-driven decision-making. The paper also examines how the integration of big data has transformed librarianship by fostering interdisciplinary collaboration, encouraging innovative research, and enabling libraries to remain pivotal in a data-centric future. Despite challenges such as the need for new technical skills and infrastructure, the potential benefits are substantial, including improved library services and empowered users. Libraries, as historical custodians of knowledge, are uniquely positioned to thrive in this era by utilizing the expertise of trained information specialists and adopting data-centric approaches. The findings emphasize that the future of librarianship, while uncertain, is filled with opportunities for innovation and growth driven by big data.

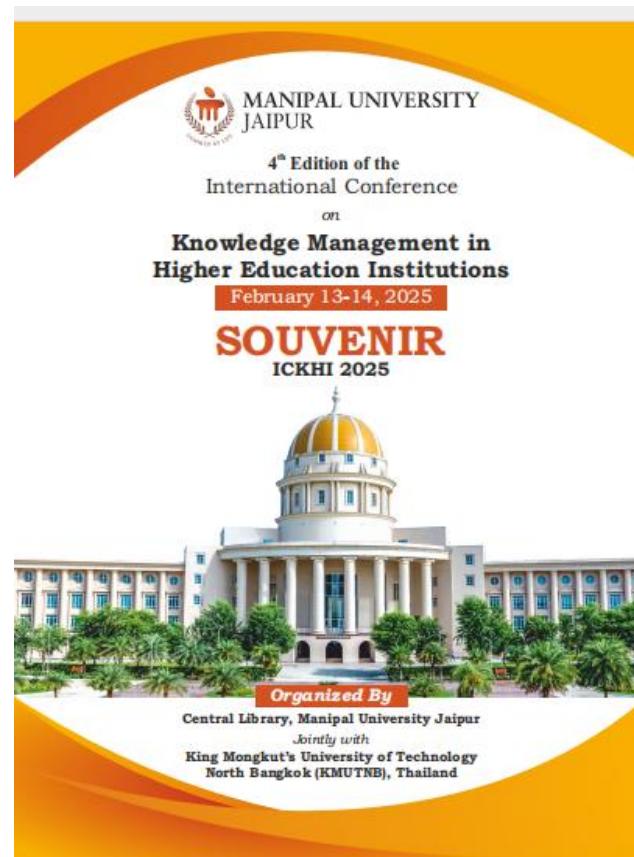
**Keywords:** Big Data, Libraries, Data Analytics, Librarianship

**Transforming Libraries with AI and RFID: Enhancing Services and Efficiency in the Digital Era**

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**Abstract:** This study explores the transformative impact of Artificial Intelligence (AI) in modern library management, with a particular focus on enhancing user experiences, optimizing operations, and maximizing resource utilization. The integration of AI with Radio Frequency Identification (RFID) technology is examined, showcasing their synergistic potential in areas such as real-time tracking, inventory management, and supply chain optimization. A comparative analysis highlights the advantages of combining AI and RFID, including improved operational efficiency, enhanced data accuracy, and the ability to conduct predictive analytics. The paper addresses critical challenges such as data security and interoperability, proposing strategies for seamless integration. Additionally, the research delves into the implications of RFID-AI systems in shaping the future of digital libraries within the context of Industry 5.0. Emerging technologies such as edge computing and blockchain are highlighted as enablers for faster decision-making, transparent operations, and secure data management in libraries. The findings emphasize the transformative potential of AI in librarianship, particularly in adapting to the dynamic information environment. AI advancements, including quantum computing and sophisticated natural language processing (NLP) models, promise to make digital libraries more accessible, efficient, and user centric. The study underscores the pivotal role of libraries as innovation hubs, advocating for the adoption of standardized frameworks to address implementation challenges and fully leverage AI-RFID integration. As AI technologies continue to evolve, their application in libraries extends beyond traditional operations, paving the way for collaborative systems where humans and intelligent machines work together. This integration not only enhances





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