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Attractions:- Seeing Is Believing Thence Knowing: Some Linguistic Insights Into The Interrelation Between Knowledge And Visual Perception

**- Dr. Rohana Seneviratne, Sri Lanka**

How sensory data form cognition has been subject to extensive discussion from the past. The etymological meanings of the terms that denote 'to see/ look at' and 'to perceive' have been corresponding and complementary in most of the Indo-European languages including Sanskrit. Although some such terms were semantically restricted over time some others retained the breadth of meaning their Proto Indo-European roots had carried. The somatic activity of seeing/ looking at something and the cognitive activity of perceiving it share a series of terms where those denotative of 'visual perception' seem to be re-dominant. This paper concisely compares

selected Proto Indo-European roots and their derivatives in Indo-Germanic, Indo-Iranian and Indo-Aryan languages to recognize some interesting matches and mismatches in terms of phonetic composition and meaning. It also argues that in the context of Indian philosophy the terms that denote to see and to perceive are more strikingly corresponding than they do in other environments...

[Read More](#) Business process outsourcing (BPO) in India: Success and challenges  
- **Dr. Jacob Kurien, China**

Economic integration of global markets has prompted businesses to be more agile and competitive so as to penetrate foreign markets and establish a market niche. The 'buzz-word' in the world of business is 'cost-efficiency' and the most compelling reason for outsourcing is to reduce or control operating costs. Global corporate giants are increasingly moving to India, a nation considered to be a safe destination and provider of high quality services in outsourced operations. Business Process Outsourcing (B.P.O.) has today become a strategic choice and a viable option for achieving cost effectiveness...

[Read More](#) VEDIC CULTURE AND ITS CONTINUITY:  
NEW PARADIGM AND DIMENSIONS  
- **Prof. Shivaji Singh, India**

Why new debate on Vedic Culture and its continuity when a lot has already been written and said from various angles on the subject? The answer to this question may be found in the Preface of Prof. G. C. Pande's book 'Vaidika Sanskrit', which is to my knowledge one of the latest standard publications on the topic. Answering an inquisitive friend who wanted to know what propelled him to write a new book. Pendeji gives the following four reasons...

[Read More](#) वर्तमान वैश्विकपरिदृश्य और भारतीय समाज विज्ञान की चुनौतियाँ  
- डॉ. शिवजी सिंह, भारत

आज आवश्यकता है भारतीय वांगमय में स्थापित उच्चादर्शों, मूल्यों के समकालीन समस्याओं व चुनौतियों के सन्दर्भ में रखकर देखा जा सके व वैश्विकदृष्टि संपन्न मानवीय मूल्यों और तकनीक उपलब्धियों के आत्मसात करते हुए उन आदर्शों, मूल्यों के स्थापित किया जा सके जो भौतिकवादी आदर्शों से उत्पन्न अंतरवैरोधों व उपभोक्ता केंद्रित बाजारवादी व्यवस्था के चंगुल से सम्पूर्ण मानवता को बचा सके। यह आलेख भारतीय समाज विज्ञानों के समक्ष खड़ी इन्ही चुनौतियों के परिप्रेक्ष्य को प्रस्तुत करता है। .....

[Read More](#) BUDDHIST CULTURE OF THE KATHMANDU VALLEY  
- **Prof. Khadga Man Shrestha, Nepal**

Kathmandu Valley is endowed with rich Buddhist Culture. It is regarded as the centre of Nepal Mandala Illustration of legends and literally sources like Nepal Mahatmya. Swayambhu Purana and Avadanas testify the fact that Nepal Mandala had remained as the center of living culture and holiest of the holy places both for the Buddhists and the Hindus. The Buddhists and the Hindus have co-existence in the valley since time immemorial. Religious syncretism is the main feature of Nepalese culture. One visits the shrine of the other with great respect and veneration...

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-कककक ककक, कककक

जो यह समझता है कि बर्फ के ऊपर कम्बल लपेट कर उसे गरमाया जा सकता है वह कुछ देर बाद देखेगा कि बर्फ का ठंढापन कम्बल से और भी सुरक्षित हो गया है। 2009 में भारत में असंख्य पत्र-पत्रिकाओं, सरकारी, गैर-सरकारी संस्थाओं द्वारा गाँधी जी के हिनंद स्वराज की शती मनाई गई। अधिकांश लेखों, भाषणों में लगभग कककक जैसी बातें दुहराई गईं। यह ककक महान रचना है, कककसारी.....

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-कककककककक ककककक,कककक

वभिन्न उक्तियों में उल्लिखित प्रसाद के साहित्य प्रयोजन चार वर्गों में वभिक्त किये जा सकते हैं : आनंद क व मनोरंजन, अशवि क नाश तथा शवि की स्थापन, अर्थ तथा यश | भारतीय परंपरा साहित्य के साथ लोकेतर आनंद अथवा ब्रह्मानंद सहोदर रस क अनविर्य संबंध मानती है | प्रसाद ने भी परम्परानुगत आनंद की स्वीकृति दी है.....

[Read More](#) Telemedicine: Healthcare at the doorsteps of Rural India

- **Dr.Sudhansu Chamanji & Dr. Sweta Srivastava, India**

Economically, India often seems like two separate countries: village India supported by traditional agriculture, where tens of millions—one fourth of population—live below the poverty line; and urban India, one of the most heavily industrialized areas in the world, with an increasingly middle-class population and a fast-growing economy. Rural Development has always been a problem child for Indian government, but, nevertheless, it can never be left unhandled. The reason is very simple, 70% of population is still residing in the remote corners of India.....

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- **SUGANDHA SINGH PARMAR, Staffordshire, UK**

Appearances of Women in the history books are rare. Women in literature and history are often represented with reference to a great man. There are a few attempts to acknowledge the great women in history by some writers but they continue to remain on the periphery of the main stream history. Many philosophers like Foucault has said that the truth is a construction, similarly, history is also a construction by the powerful and dominating groups. We need to critically analyse the characters in the literature and find out the reasons that will explain why they were not deleted from the literature and why other characters were...

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