

ISSN 2277-2227



**THE  
INDIAN JOURNAL OF  
SOCIAL SCIENCES RESEARCH**

*(A Quarterly Review of Arts and Social Sciences)*

---

October-December, 2012    Volume-1    Number-05

---

Chief Editor

Dr. **KANKATA RAJARAM**

Executive Editor

Dr. **CHALAMALLA VENKATESHWARLU**

A JOURNAL OF  
**HYDERABAD INSTITUTE OF SOCIAL SCIENCES- HISS**

**THE  
INDIAN JOURNAL OF SOCIAL SCIENCES RESEARCH**  
(A Quarterly Review of Arts and Social Sciences)

A Journal of Hyderabad Institute of Social Sciences (HISS). IJSSR and HISS  
Official wings of Centre for Community Development Initiatives (CCDI). Public  
Charitable Trust. The Indian Trust Act., 1882, Regd. No. 150/IV/2006, dated  
18th November, 2006.

October -December , 2012

Volume-1

Number-05

The editors and the editorial advisory board do not necessarily endorse the views  
of the journal's contributors.

**Editorial Advisory Board**

- Prof. V. Gopal Reddy** Former vice-chancellor, Kakatiya University, Warangal,  
and Palamuru University, Mahabubnagar
- Prof. N. Linga Murthy** Former vice-chancellor, Kakatiya University, Warangal
- Prof. P.L.Vishweshwar Rao** Head, Dept. of Communication and Journalism,  
MANUU University, Hyderabad
- Dr. R. Akhileshwari** Head, Dept of Communication and Journalism, Loyola  
College, Secunderabad.
- Prof. K. Shiva Shankar** Head, Dept. of Mass Communication, Telangana  
University, Nizamabad.
- Prof. K. Padmini Shankar** Associate Prof. English & Foreign Languages  
University, (EFLU), Hyderabad

**Chief Editor:**

**Dr. KANKATA RAJARAM**

MSW, M.A., M.C.J., SLET, NET (Ph.D)

Assistant Professor, Dept. of Mass Communication and Journalism  
Telangana University, Nizamabad

**Executive Editor:**

**Dr. CHALAMALLA VENKATESHWARLU**

M.A, Ph.D, NET, PGDHR, MCJ

Assistant Professor (C), Dept. of Political Science, Osmania University, Hyderabad.

THE INDIAN JOURNAL OF SOCIAL SCIENCES RESEARCH (IJSSR) is the official journal of  
Hyderabad Institute of Social Sciences (HISS) a wing of Centre for Community Development  
Initiatives (CCDI). The journal is a professional forum to which both social scientists including  
sociologists, economists, political scientists, public administrators, historians, educationists,  
media studies academics, psychologists, etc., and practitioners around the world are invited  
to share their research and experience in their respective fields. Comments on the papers  
published in the Journal are also welcome.

The journal also publishes review articles and book reviews. Two copies of the book may be  
sent to the *Editor* for review. The material printed in this journal is copyright and should not be  
reproduced without the written permission of the editor ([ijssr.hiss@gmail.com](mailto:ijssr.hiss@gmail.com)).

Website : [www.ijssr.org](http://www.ijssr.org)

Subscription Rates			Price: 200/-	
<b>Institutional</b> India- Foreign	<b>Yearly</b>		<b>Personal</b>	<b>Yearly</b>
	Rs. 1600		India	Rs. 800
Life Membership	\$ 40		Life Membership	Rs. 10,000
	15,000			

13. GLOBALIZATION OF AGRICULTURE IN INDIA- IS IT A PANACEA?  
**Dr. Bollikonda Veeraiah** 79-87
14. ONLINE DATABASES  
**M. B. Bramarambika** 88-96
15. ROLE OF RADIO MEDIA IN RURAL DEVELOPMENT :  
SPECIAL REFERENCES TO MARATHWADA REGION (INDIA)  
**Dr. Deepak M. Shinde**  
**Kailash Yadav** 97-105
16. HUMAN WELFARE THROUGH GUIDANCE 4D COUNSELING  
**R. Karunakar** 106-110
17. HUMAN WELFARE THROUGH GUIDANCE 4D COUNSELING 106-110  
CULTURAL AND OTHER TOURISM RESOURCES IN  
NALGONDA DISTRICT IN ANDHRA PRADESH.  
**Dr M. Krishana Sumanth** 111-122
18. DEVELOPMENT, DISPLACEMENT, REHABILITATION AND GOVERNANCE  
IN INDIA : A CRITIQUE.  
**K. Rajesh** 123-127
19. THE ROLE AND STATUS OF MARGINALISED GROUPS IN RURAL  
GOVERNANCE  
**Shekhar Pappula** 128-130
20. ELEMENTARY EDUCATION IN INDIA: A STUDY OF SARVA SHIKSHA  
ABHIYAN IN ADILABAD DISTRICT OF ANDHRA PRADESH  
**Temaji Dongre** 131-143
21. IMPACTS OF GLOBALIZATION WITH SPECIAL REFERENCE TO WOMEN  
**J. Srujana**  
**Eswari Vadlamudi** 144-148
- ✓ 22. INCLUSIVE GROWTH AND MINORITIES: SUB PLAN FOR MINORITIES  
IN ANDHRA PRADESH  
**Dr. Syed Najiullah** 149-154
23. FOREIGN DIRECT INVESTMENT AND INDIAN POLICY.  
**Dr. A. Padmavathi** 155-161
24. MEE SEVA: AN ANALYTICAL PERSPECTIVE  
**Dr. Mohammad Ali Hussain** 162-170
25. FOREIGN DIRECT INVESTMENT AND ITS IMPACT ON DEVELOPING  
COUNTRIES WITH SPECIAL REFERENCE TO INDIAN RETAIL SECTOR-  
A STUDY.  
**Dr Aluvala Ravi**  
**Sanjay Kumar Taurani** 171-180