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ABSTRACT

The present study investigates the synthesis of amphiphilic poly(propyleneimine) dendrimer generation-2 with periph- eral quaternary ammonium head and dodecane tail protected Au/Pd bimetallic nanoparticles. The dendrimer has been designed to accomplish the micelle structure, which in turn accompanies the organic substrates to the aqueous phase. The typical investigation deals the stabilization tendency of the amphiphilic dendrimer toward the metal nanoparticles in an aqueous medium. The dendrimer protected bimetallic nanoparticles, namely gold-palladium, were synthesized in a simplified procedure. The nanocomposite was characterized by using plasmon resonance absorbance and high-resolution transmission electron microscopy. In UV-Vis spectra, dendrimer with Au NP showed the surface plasmon resonance absorption at 530 nm and after interaction with Pd NPs, the SPR of Au NP was altered and observed the blueshift. The high resolution transmission electron microscope images showed different types of bimetallic nanoparticles, viz., core-shell, random alloy, and cluster in cluster with the mean particle size of 30 nm. The type and structures of bimetallic nanoparticles obtained between gold and palladium were discussed. Afterward, the synergetic catalytic ability of the amphiphilic dendrimer-bimetallic nanoparticles composite was experimented through the aqueous phase reduction of nitrobenzene reaction. Remarkably, it was found that the amphiphilic dendrimer protected Au-Pd bimetallic nanoparticles are more efficient catalysts for aqueous phase reactions. Therefore, the catalyst plays a pivotal role in the aqueous phase organic reactions.

KEY WORDS: amphiphilic, dendrimer catalyst, unimolecular micelle, bimetallic, protected, aqueous phase, nitrobenzene

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STUDY OF THE ENUMERATION OF TWELVE CLINICAL IMPORTANT BACTERIAL POPULATIONS AT 0.5 MCFARLAND STANDARD

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ABSTRACT:

McFarland standard is a specific scale for the concentration of bacteria /ml.It is used to approximate the number of microbial cells in the liquid suspension.The aim of the present study is to evaluate some clinically important bacterial inoculums with that compared to 0.5 McFarland standard and the bacterial inoculums were serially diluted by 10 fold dilution and spread plated and enumerating the number of colonies by help of colony counter and size of the organisms also been measured by micrometry.The results were read.As per McFarland rule there should be 15 colonies in the 7th dilution but all the species vary 15 times to three hundred times more than the expected value because of the size and volume of the organisms the time for the division also yield across amount in the suspension so the colony dilution may differ in each setup. The present study enumerated for 12 bacterial study has brought into light that the number bacterium in given sample could not be calculated by comparing it with McFarland standard because of varying number of population from 20- 324 any for the maintained bacteria

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ETHNO-MEDICO BOTANY OF MALAYALI TRIBES IN SITTILINGI HILLS, HARUR TALUK, DHARMAPURI DISTRICT, TAMIL NADU

**K. Ravikumar*, A. C. Tangavelou, N. Dhatchanamoorthy and
Syed Noorunnisa Begum**

Abstract

The present study was carried out to document Ethno-medico botany of Malayali tribes living in Sittilingi hills of Dharmapuri district in Tamil Nadu. Ethno-medico botanical information was collected from various tribal herbal healers by standard method. Totally, 68 plant species belonging to 34 families, 64 genera having medicinal importance were enumerated and arranged in alphabetical order with correct botanical name followed by Family, Tamil name/s (in Italics), Habit, Medicinal uses with mode of preparation and recommended diet if any. This valuable ethnic knowledge on medicinal plants needs to be preserved for future generation for the treatment of various human ailments.

Key words: *Sittilingi, Dharmapuri, Malayali tribes, Ethno-medico botany, Medicinal uses.*

Introduction

Ethno-medico botany has been playing very important role in human health care since time immemorial. Research interest and activities in the area of ethno-medico botany have increased tremendously in the last decades. Since the inception, scientific research in ethno-medico botany has made important contribution to the understanding of traditional subsistence, medical knowledge and practice (Williams, 2006). The explosion of the ethno-medico botany literature has been stimulated by an increased awareness of the consequences of the forced displacement and or acculturation of indigenous people, the recognition of indigenous health concepts as a means of maintaining ethnic identities, the search for new medical treatments and technologies (Krippner, 2003). Tribal people have evolved their unique way of identifying medicinal plants and using them to treat a particular disease.

For healthcare, they mainly rely on traditional medicines that solely depend upon the supply of native medicinal plants. Their knowledge of tribal medicine is mainly verbal, usually passed on from one generation to another without any written script, making documentation is difficult. The rich biodiversity and associated knowledge system particularly in Asia are well known. As per the database built by FRLHT over the last two decades, it records 6550 medicinal plants used in Indian medical system (FRLHT, 2017). A total of 122 compounds were identified; 80% of these compounds were used for the same (or related) ethno medical purposes (Fabricant and Farnsworth, 2001). World Health Organization has developed a traditional medicine strategy: 2014-2023 to acquire a better understanding of how to boost the global integration of traditional medicine into health systems (WHO, 2013). Revitalising the traditional medical systems based on

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COMPARISON OF SOME HEAVY METALS IN FISH (MUGIL CEPHALUS) AND WATER FROM OIL SPILLED AREA AT ENNORE COSTAL REGION, TAMIL NADU, INDIA

COMPARISON OF SOME HEAVY METALS IN FISH (*MUGIL CEPHALUS*) AND WATER FROM OIL SPILLED AREA AT ENNORE COSTAL REGION, TAMIL NADU, INDIA

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ABSTRACT

Heavy metals such as mercury (Hg), lead (Pb), cadmium (Cd), arsenic (As), chromium (Cr), copper (cu), nickel (Ni) and selenium (se) were analyzed in water sample of Ennore coastal area and different parts of the marine food fish, *Mugil cephalus*. The samples were collected from oil spilled area near at Ennore, after the ship accident occurred on the month of January 2017. The highest heavy metal concentrations in different parts of the fish were noticed as follows: mercury (0.87 ppm) in liver, lead (2.45 ppm) in fried tissue, cadmium (0.56 ppm) in liver, arsenic (1.22 ppm) in intestine, chromium (1.35ppm) in liver, copper (0.34ppm) in tissue, and selenium (6.32 ppm) in tissue. The water quality parameter in the Ennore coastal area were analyzed and presented in this paper. The present study was compared with the earlier finding of the Ennore coastal area. Based on the results there was much contamination in the water and fish sample and hence the fish is not fit for human consumption.

KEYWORDS: Heavy metals, Concentration, *Mugil cephalus*, Chennai, oil spill.

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Crotalaria lanceolata (Leguminosae - Faboideae): A new record for India

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Abstract

Crotalaria lanceolata E. Mey., a pantropical species collected from Mandya district of Karnataka is reported for the first time from India. Detailed description, notes on distribution and photographs are provided for easy identification.

Keywords: *Crotalaria lanceolata*, India, Karnataka, new record.

Introduction

Crotalaria L., one of the largest genera of Leguminosae comprises *c*. 700 species, is chiefly distributed in tropical and subtropical regions of the world (Polhill, 1982; Mabberley, 2017). Ansari (2008) recorded 93 species, 1 subspecies, 17 varieties and 2 formae in India. In southern India, it is represented by 67 species and 8 infraspecific taxa (Sibichen & Nampy, 2007; Jabbar *et al.*, 2010; Krishnaraj *et al.*, 2011; Krishnaraj & Mohanan, 2012; Binu *et al.*, 2012). During a survey of medicinal plants in Mandya district of Karnataka state, the second author collected an interesting specimen of *Crotalaria* (only two individuals were found) with trifoliate, linear-lanceolate leaflets. Careful examination with the relevant literature (Baker, 1871; Drummond, 1972; Pope *et al.*, 2003; Ansari, 2008; Li *et al.*, 2010; Leverett & Woods, 2012; Garcia *et al.*, 2013; Tiwari & Ansari, 2014; Flores & Tozzi, 2018) and comparison with type specimens, it was identified as *Crotalaria lanceolata* E. Mey. and is reported here as a new record to India.

Crotalaria lanceolata E. Mey., Comm. Pl. Africa-Australia 1: 24. 1836; Baker in Oliver et al., Fl. Trop. Africa 2: 36. 1871; R.B. Drumm., Kirkia 8(2): 218. 1972; Pope *et al.*, Fl. Zambesiaca 3(7): 140. 2003; J.Q. Li *et al.* in Z.Y. Wu *et al.*, Fl. China 10: 106. 2010; Leverett & Woods, Castanea 77(4): 371. 2012; Garcia *et al.*, R. Bras. Bioci., Porto Alegre 11(2): 214. 2013; A.S. Flores & Tozzi, Phytotaxa 346(1): 42. 2018. *C. mossambicensis* Klotzsch, Naturw. Reise Mossambique 6: 60, t.10. 1861. **Fig. 1.**

Annual herbs up to 1.25 m tall. Stems erect, branched, terete, ribbed, pilose when young, glabrescent when mature. Leaves 3-foliolate; petioles 3–5 cm long; petiolules 1–2 mm long; leaflets linear to linear-lanceolate, 4–14 × 0.5–1.5 cm, sparsely pilose or glabrous, cuneate at base, acuminate or mucronate at apex, entire along margins. Stipules absent. Inflorescence a terminal raceme, upto 20 cm long, 10–40-flowered. Pedicels 3–5 mm long. Bracts subulate to filiform, 0.5–3 mm long, expanded at base. Bracteoles subulate, narrow, 0.3–1 mm long inconspicuous, persistent, normally inserted at base of calyx or rarely on pedicels. Calyx sub-campanulate, *c*. 3 mm across, 5-lobed, pubescent; lobes triangular, *c*. 1 mm long, pubescent, shorter than tube. Petals 5, yellow with reddish-purple veining outside; standard petal broadly elliptic to orbicular, *c*. 1 cm long, with 2 appendages below; wing petals oblong, *c*. 1 cm long, marginally pilose at base; keel petals *c*. 1 cm long, rounded at apex, margins pubescent, beak long. Anthers dorsifixed, 1.3–1.6 mm long. Ovary 5–6 mm long, stipitate, glabrous; style curved. Pods oblong, narrowly cylindrical, curved at apex, 2–4 × 0.5–1.5 cm, glabrous, brown or black when mature; seeds *c*. 30, obliquely cordate, *c*. 2 × 2 mm; seed coat orange or red.

Flowering & fruiting: June–September.

Study of species Richness, Abundance, Seasonal variations, various Biological and Diversity Indices of Malacofauna around Parola city district-Jalgaon(MS) India.

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Abstract: Freshwater Molluscan distribution and diversity status of Parola region, district Jalgaon, were studied during June 2015 to May 2016. The samples were collected at every month from three sites. Total 14 species were recorded throughout the year, out of which 11 species were Gastropods and 3 species were Pelecypods; which belongs to 5 orders, 9 families and 11 genera. The average numbers of animals were indicated per season: i.e. monsoon, winter and summer. Maximum species were recorded in winter season at all these three sites. Molluscan diversity were calculated by the various diversity indices such as Shannon-Wiener diversity index (H), Simpson's Dominance index (D), Simpson's index of diversity (I-D), Simpson's Evenness(E) and Pielou's Evenness index (J).
Keywords: Molluscan Richness, Abundance, Diversity, Seasonal Variations, Biological Indices

INTRODUCTION

Molluscs are extremely important communities among other ecological communities. They constitute the second largest invertebrate and most successful group next only to insects, Abbott [1] Bouchet [2]. Their sizes are very diverse from tiny snails, clams, and abalone to largest invertebrate, squid, cuttlefish and octopus. Their range is from 1 mm to more than 15 meter. Population density of may be exceeds to about 40,000 per meter square. It has been here for over 500 million years. With reference to molluscan diversity all over the world, maximum number of species occur in the marine ecosystem (31463) followed by terrestrial ecosystem (24503) and fresh water ecosystem (8765).

Out of these freshwater, 248 species (56 genera) were reported from India and adjacent countries. These includes, 171 are Gastropods [3].

Basically all Molluscs are aquatic but they move on the land and still dependent on a moist ground, in an excess of cold or hot and dry climate they enter in the state of hibernation and aestivation for about 2 to 3 years without any arousal. The Phylum Mollusca are classified into seven classes *viz.* Aplacophora, Polyplacophora, Monoplacophora, Gastropoda, Scaphopoda, Pelecypoda, and Cephalopoda. Gastropoda is the largest class more than 80,000 species are recorded throughout the world [4].

They prove beneficial to man by both way economically and medicinally 5]. Like all animals, the molluscs are not considered by men to be either useful or destructive. Gastropod plays an important role in balancing the nature. The shells were used in Unani and Ayurvedic medicine system for meditation, in the production of humus, in the control of fungi, algae, lichens and also as predators and parasites; but, in nature the molluscs are hunted and eaten by predators [6].

In scientific studies, molluscs prove key role in study of drug action on heart, hormones, enzymes and antitoxins-especially in relation to immunological hematology. These are suitable bio-indicators for some radio-active and chemical pollution in the coastal areas of water bodies. The snails and slugs are important to study because of the damage they do in agriculture, horticulture and forestry. Furthermore, they are of importance in medical and veterinary practice, since they serve as intermediate host for certain parasitic worms of man and domestic animals *viz.* Schistosome parasites [6-8].

STUDY OF ANTIMICROBIAL PROTEIN FROM THE HEMOLYMPH OF FRESHWATER CRAB *OZIOTELPHUSA SENEX SENEX* AND ITS EFFICACY AGAINST THE HUMAN PATHOGENS

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ABSTRACT

Objective: The study was done to isolate the antimicrobial protein from the freshwater crab.

Methods: Antimicrobial protein was purified by sequential step of ammonium sulfate precipitation, dialysis, ion exchange chromatography, and fast protein liquid chromatography. The apparent molecular mass was determined by sodium dodecyl sulfate polyacrylamide gel electrophoresis (SDS-PAGE) and matrix-assisted laser desorption ionization-mass spectrometry (MALDI-MS/MS). Primary structure analysis was done from MASCOT search engine. The antimicrobial activity of the protein was done using well diffusion method against Gram-positive and Gram-negative bacteria.

Results: The molecular mass of antimicrobial protein was determined to be 33KDa by SDS-PAGE and MALDI-MS/MS. The antimicrobial protein contains eight peptides which were determined by MASCOT search engine. The protein exhibited antimicrobial activity both for Gram-positive and Gram-negative bacteria.

Conclusion: The results could provide information for investigating the antimicrobial protein derived from the hemolymph of the freshwater crab *Oziotelphusa senex senex.*

Keywords: Hemolymph, Antimicrobial protein, Purification, Gram-positive Gram-negative bacteria.

INTRODUCTION

Shrimp, crab, crayfish, and lobster are well-known, commercially exploited members of Crustaceans. They are the most abundant animals inhabiting the world oceans, but there are also freshwater, terrestrial, and semi-terrestrial species [1]. Majority of the Crustaceans are aquatic found in freshwater or in marine habitats, but some are terrestrial, parasitic, and do not move. There are more than 1,300 described species of freshwater crabs, so far totally 6,700 species of crabs have been identified across all environments, out of which 1300 freshwater species have been described [2]. Crabs are the rich and excellent sources of antimicrobial proteins with multidimensional properties which are highly supported in the hemolymph study of *Charybdis lucifera* [3,4]. Bioactive peptides with health-promoting activities such as angiotensin I-converting enzyme inhibiting activity [5], anticancer effect [6], antimicrobial activity [7], immunostimulating effect [8], antidiabetic effect [9], and antioxidant effect [10] have been discovered in many plants and animals. Most of the research work has been focused on antimicrobial peptides from plants, animals, marine, and microbial sources. The literature survey revealed that freshwater crabs have historically achieved relatively less attention than marine crabs. Moreover, no detailed research of AMP so far been carried out on any Indian freshwater crabs.

Rapid growth rate, high meat content, excellent palatability and resistance to white spot virus favored the culture of crab species in aquaculture industry [11]. *O. senex senex* is a freshwater edible crab normally inhabiting in rice fields and irrigation canals throughout South India. Though their habitat is freshwater, they can also survive in seawater conditions. The outbreak of white spot disease in South India and susceptibility of prawns to virus infection resulted in search for alternate species for aquaculture. In view of resistance to white spot virus, together with a rapid growth rate, high meat content and excellent palatability, the crab species was preferred for culture in recent years. Research on *O. senex senex* has concentrated on aspects pertaining to changes in physiology during thermal and salinity adaptation [12] aspects of endocrine control of glucose, nitrogen metabolism was also studied [13]. Besides, the crab was used as a tool to monitor environmental contamination [14]. Few aspects that have been left unexamined for this crab are its potential for aquaculture, development of artificial feed, and potential fecundity of the crab. The above information is very essential to attempt culture of this species. To understand diseases affecting crabs and other ecologically and economically important crustaceans, it is necessary to have a comprehensive understanding of their immune defenses. Like other invertebrates, crustaceans do not have adaptive immune capabilities, and therefore, rely on their innate defense mechanisms [15].

Protein is imperative for normal function, growth, and maintenance of body tissues. Protein content is an important parameter for the evaluation of physiological standards of the organism [16]. The concentration of protein in the hemolymph shows the wide interspecific variation among the brachyuran crabs. Crustaceans hemolymph proteins are unique in composition, as they do not contain immunoglobulin or albumin like vertebrate proteins and the variation in protein composition is observed based on the physiological and functional state of the animal. Factors such as sex, size, stage of maturity, season, temperature, available food, molt cycle, and environment may play a key role in the variation of biochemical constituents of hemolymph proteins. [17]. Hemolymph plays a very key role in protecting the organism from various infections. In this study, we further isolate and characterize the antimicrobial potential of hemolymph from the freshwater crab *O. senex senex.*

Research Article

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QUALITATIVE ANALYSIS OF PHYTOCHEMICALS AND *IN VITRO* EVALUATION OF DPPH RADICAL SCAVENGING ACTIVITY OF *HYBANTHUS ENNEASPERMUS* (L.) F. MUELL. ROOT EXTRACT

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ABSTRACT
Free radicals are toxic and harmful for humans. It is generated by cell metabolism in body and external factors like smoking, radiation, pollution and drugs. Over production of free radicals leads to auto immune diseases, cell death, cataract, cancer and heart attack. Medicinal plants are important source phytochemicals which are responsible for natural anti-oxidants. In the present study *Hybanthus enneaspermus* plant was analyzed for its phytochemicals and anti-oxidant activity. Five different solvents were used to prepare root extract of *H. enneaspermus* and the results were tabulated.

KEYWORDS: DPPH assay, Phytochemicals, Antioxidants.

INTRODUCTION
Asia has rich in herbals, medicinal plants and aromatic plants and its used to treat diseases since old time. India is one of the flora rich community where the ayurvedic medicines popular among everyone. New medicines are developed form medicinal plants and it gets more attention. Modern medicines (Allopathy) are causes many harmful side effects which made people to think about alternate medicine. (Sherikar and Mahanthesh, 2015).

Hybanthus enneaspermus (Linn) F.Muell belongs to Violaceae family, known as rathna purush in Ayurveda and 'orithazthamarai' in tamil. This plant is widely present in the tropical regions in the world. It is small herbs grows about 10-25 cm in height (Ibrahim *et al*., 2008). The plant is rich in bioactive compound which used to treat anti-convulsant (Kirtikar and Basu, 1991), diarrhoea, dysuria, sterility in male and male sterility and diabetes (Yoganarasimhan, 2000). In some part of India the plant is used to treat diabetes and which is also having anti-oxidant property and free radical scavenging activity (Das *et al*., 2004). The flower of the plant is also rich in phytochemicals (Mohana priya *et al.*, 2016).

A characteristic of plant life is the production of a many number of natural compounds, often called secondary metabolites. Phytochemicals are basically divided in two groups that are primary and secondary metabolites based on the function in plant metabolism. Secondary metabolites consists phenols, flavonoids, tannins, alkaloids, steroid and so on (Kumar *et al*., 2009).

Reactive oxygen species (ROS) are class of highly reactive molecules derived from the metabolism of oxygen. Recent studies revealed that the plant antioxidant are involved in treatment of many diseases (Frie, 1995; Halliwell, 1997; Liu, 2003). Quick production of free radicals leads to chronic illness like cancer, neural disorders, ageing and diabetics (Hyun *et al*., 2006; Sas *et al*., 2007). Plant based anti oxidants and its health benefits have gained more attention recently (Goveas and Asha, 2013). They have multiple functions in cell metabolism mainly defense against oxidation which produce free radicals in foods, chemicals and in living systems (Szabo *et al*., 2007).

Antioxidants have the ability of protecting organisms from damage caused by free radical-induced oxidative stress (Li, 1999). The evaluation of the antioxidant activity of plant is also necessary because of their nutraceuticals effects. Antioxidants are compounds that delay or inhibit the oxidation of lipids and reduce the risk of certain diseases like cancer (Damintoti *et al*., 2005; Punitha *et al*., 2005).

There are many synthetic anti-oxidants but they have side effects (Ito *et al*., 1983). Consumption of plants based phytochemicals are helps to maintain sufficient amount of antioxidant (Halliwell, 1996). Recently it is considered as important work to determine of natural

PHMB- An Efficient Synthetic Polymer For Wound Healing

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Abstract : *Effectively managing and treating non-healing wounds or chronic wounds remains a challenge. Colonisation of bacteria is common in all types of wounds but when colonisation is associated with other contributing factors healing becomes a complicated process. An increase in the use of topical antimicrobial dressings for controlling colonisation and infection has been reported recently. Most of these dressings are designed to compensate a particular deficiency which is considered essential for wound to heal. Emergence of antimicrobial resistance has shifted focus to alternative antimicrobials of which polyhexamethylene biguanide (PHMB) deserves high attention in terms of bioburden management with broad-spectrum antimicrobial action and can easily be incorporated into recent wound infection treatment and prevention regimens. PHMB has been used for more than 60 years in a wide range of medical and non-medical applications and personal-care products. PHMB is structurally and functionally similar to AMPs in terms of its bactericidal action. PHMB impregnated wound dressings are recommended to be used for reducing infection and promoting healing in various disease conditions. It is available in various forms starting from cleansing solution to wound dressing material. The polymer PHMB has been banned to use in personal care products as it is suspected to be cancer-causing, it is environmentally detrimental and allergenic. Based on literature, PHMB is nontoxic to human cells, un- like some other antimicrobials, does not hinder the healing process and proved to be the only option to heal chronic wounds where other treatments failed.*
Keywords - antiseptic, chronic, drug delivery, PHMB, polymer

I. INTRODUCTION

Wound healing is determined by the percentage of wound closure, remodelling and biochemical changes taking place in wound tissue. A complex series of events, namely hemostasis, inflammation, proliferation and maturation come into action when the skin is wounded [1]. Most wounds heal within the stipulated time frame but others fail or take a longer time to heal [2]. An epidemiological study reported that prevalence of chronic wounds in the Indian population is 4.5/1000 [3]. The three principles of wound management are: understand the aetiology, identify and control the factors affecting healing and select the appropriate drug/dressing/system to enhance the healing process. Bacterial burden and biofilm have been recognized as key factors contributing to persistent inflammation, tissue destruction, delayed wound healing and other serious complications, especially in individuals who are frail and immune-compromised [4]. Reducing the risk of infection through effective management of wound bioburden is an essential aspect of wound care [5] World Union of Wound Healing Societies (WUWHS) [6] while early diagnosis can reduce the risk of complications and treatment costs [7]. Wound infection causes serious delays in healing as microbes consume nutrients and oxygen, which are essential for healing from the wound bed [8,9]. Effectively managing and treating wound infection is still challenging, although a wide range of products and pharmaceutical interventions are available to clinicians. Recent years have seen an increased use of topical antimicrobial dressings for controlling colonisation and infection.

II. CHRONIC WOUNDS

Chronic wounds are wounds that failed to proceed through the orderly events of healing to produce anatomic and functional integrity within a stipulated timeframe of 4 to 6 weeks [10]. Non-healing wounds include venous, diabetic and pressure ulcers. Colonisation of bacteria is common in all types of wounds but when colonisation is associated with other factors such as poor vascular supply and host immune system, hypoxia, or metabolic disorders, pathology of the wound bed and virulence of the bacteria present in the wound bed, all these factors can contribute to complicate and delay the healing process [11-16]. Systemic antibiotics are prescribed to treat infection for duration of 7-14 days, after which the wound is reviewed and treatment should be stopped if the therapy was successful [17]. Only patients with uncomplicated chronic wounds respond to the therapy. Prolonged and frequent use of systemic antibiotics leads to undesirable adverse effects and development of antibacterial resistance [18]. Consequently, it is necessary to restrict their use as a first-line

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Abstract

Objective: To evaluate the effect of marine brown alga *Sargassum polycystum* extract on growth and biochemical parameters of *Vigna radiata* and *Vigna mungo*. **Methods:** Different concentrations of algal extracts (0.5%, 1.0%, 2.0%, 3.0%, 4.0%, and 5.0%) were prepared and applied to the crops at every 10-day intervals under natural conditions. After 30 d, the plants were harvested to evaluate the growth and biochemical parameters. **Results:** Seaweed liquid fertilizers treated seedlings showed maximum growth in 3.0% concentration when compared to the untreated seedlings. Similarly, biochemical parameters such as photosynthetic pigments, protein, reducing sugar, total sugar and amino acids exhibited increases in 3.0% concentration seaweed extract. Decreases in growth and biochemical parameters were noticed in concentrations higher than 3.0%. **Conclusions:** Presence of micronutrients and growth regulating substances in the liquid extract help healthier and faster productivity of the crop.

Keywords: *Sargassum polycystum*, *Vigna radiate*, *Vigna mungo*, Physiochemical, Growth, Biochemical

1. Introduction

In the current global scenario, increasing pollution and contamination of farm lands is a growing concern of the farmers engaged in increasing food production. Indian economy is agriculture based particularly in the rural areas where 70% of the population live with agriculture and allied activities as its main occupation[1]. Currently, most agricultural lands are polluted and degraded to varying extents by persistent use of chemical fertilizers and pesticides, and alternative approaches are needed to safeguard the situation. Use of environment friendly biofertilizers as a sustainable resolution for eco-friendly agricultural practices is gaining momentum in many countries. India also intends to achieve second green revolution based on biodegradable, non-toxic, non-polluting and environmentally safe technology[2]. Natural seaweeds, the macrophytes are emerging as one of the sought-after biofertilizers amenable for fractional replacement of predictable chemical fertilizer[3],[4],[5]. At present, seaweed extract products are used in agriculture practice and are commercialized. Seaweed liquid fertilizers (SLF) are available as manure, foliar spray, granular powder for soil conditioners and soil drench[6].

SLF contains nutrients to promote the growth of the host plant, when applied to plant surfaces, seeds, soil and interior part of the plant. SLF has nutrients to enhance the plant growth through solubilising phosphorus, nitrogen fixation and the production of growth regulating substances. Moreover, plant growth nutrients such as copper, molybdenum, potassium, selenium, magnesium, iodine, iron, nitrogen, cobalt, zinc, manganese and nickel are components of SLF[7]. Seaweed extracts improve seed germination, early seedling vigor, stimulate the extra buds, root growth and increase the validity of vegetables and fruits[8]. In addition to crop yield, others including nutrient uptake, protein content, resistance of pathogens and stress conditions, the quality of the crop improve[9],[10],[11]. Seaweed manure is common and a very ancient farming practice. SLF contains abundant presence of plant growth regulators such as auxin[12],[13], cytokinin[14], indole-3-acetic acid[15] and gibberellins[16]. Hence, marine resources, particularly brown algae play a major role in agriculture. The present study was subjected to evaluate the growth efficiency of seaweed liquid fertilizer of brown macro algae *Sargassum polycystum* C. Agardh (S. *polycystum* C. Agardh) on legume plants of *Vigna radiata (V. radiata)* and *Vigna mungo (V. mungo)*.

2. Materials and methods

2.1. Collection of seaweed

Fresh specimens of brown seaweed, *S. polycystum* C. Agardh collected from Gulf of Mannar region (09° 19′ N, 79° 03′ E), Rameswaram, Tamil Nadu, India. The specimens were thoroughly washed with seawater to remove epiphytes, then exhaustively washed with tap water twice, and followed by a wash with distilled water to remove salt content and other contaminants. The seaweed materials subsequently dried in shade for 7 d, then they were stored at 4 °C for future use after finely ground in an electric mixer.

2.2. Preparation of seaweed liquid fertilizer

A total of 500 g dried seaweed powder was mixed with 1 L of distilled water and then boiled for 1 h. After the hot water extraction, the extract was filtered through muslin cloth. The obtained filtrate was taken as 100% concentrated seaweed extract and it was made up to different concentrations (0.5%, 1.0%, 2.0%, 3.0%, 4.0%, 5.0%) using distilled water[17].

2.3. Physio–chemical and growth promoting substances of S. polycystum extract

Physical characteristics such as color and pH of *S. polycystum* extract were noticed. Chemical elements presented in the seaweed extract such as magnesium, iron, chloride, sulphate, copper, sodium, calcium, zinc, nitrate, cobalt, phosphate,

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ORIGINAL ARTICLE

Hypericin, an anthraquinone derivative of *Hypericum hookerianum* wight and Arn. (Hypericaceae) of Palni Hills, South India, exhibits anti-inflammatory property in lipopolysaccharide — stimulated raw 264.7 macrophages

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Background: Hypericin is an anthraquinone derivative of *Hypericum hookerianum*, a shrub from Palni hills of Southern India which possess various medicinal values. **Aim:** The present study was aimed to evaluate the anti-inflammatory activity of hypericin using RAW 264.7 macrophage cell line. **Materials and Methods:** The anti inflammatory property was determined by assessing the inhibitory action on lipopolysaccharide (LPS) stimulated nitric oxide (NO) production and pro inflammatory mediators/cytokines. RAW 264.7 macrophages cell line was used as in vitro inflammatory model. Cytotoxicity was evaluated using methylthiazolyldiphenyl tetrazolium bromide assay and NO estimation was carried out using Griess method. Gene expression of pro—inflammatory cytokines such as inducible nitric oxide synthase, cyclooxygenase 2, tumor necrosis factor α, interleukin—1 β (IL—1 β), and IL—6 was also evaluated. **Results:** The results exhibited that hypericin significantly suppressed LPS induced NO production with a concomitant decrease in the levels of pro—inflammatory cytokines. **Conclusion:** The study demonstrates the potential of hypericin as an effective anti—inflammatory agent. **Abbreviations used:** NSAID: Nonsteroidal anti-inflammatory drug; NO: Nitric oxide; IL — 6: Interleukin — 6; IL — 1β: Interleukin — 1β; TNF — α: Tumour necrosis factor — α; iNOS: inducible Nitric oxide synthase; COX — 2: Cyclooxygenase - 2; NF-κB: nuclear factor kappa B; PGE2: prostaglandin E2; LPS: Lipopolysaccharide; DMEM: Phenol free Dulbecco's modified Eagle medium; MTT: methyl thiazolyl diphenyl tetrazolium bromide; DMSO: Dimethyl sulfoxide; PBS: phosphate buffer saline; RNA: ribonucleic acid; q-PCR: quantitative polymerase chain reaction.

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Anti-magic labeling for boolean graph of cycle (C$_n$)(n≥ 4)

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Abstract

A graph G is anti-magic if there is a labeling of its edges with 1, 2, …, |E| such that the sum of the labels assigned to edges incident to distinct vertices are different. A conjecture of Hartsfield and Ringel states that every connected graph different from K_2 is anti-magic. Our main result validates this conjecture for Boolean graph of cycle C_n(n ≥ 4) is anti-magic.

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Keywords

Boolean graph BG (G), Anti-magic Labeling.

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Algebraic Approach to predict Diabetic Retinopathy: Evidence from Diabetes database

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Abstract— The paper examines the factors that lead to retinopathy diabetes. A dataset of 1500 diabetic patients obtained from Madras Diabetes Research Foundation, Chennai was used in the study and 422 patients were found to be retinopathic. The study found that the family history and lipid profiles are insignificant factors causing retinopathy. The study reveals that smoking leads to retinopathy-diabetic rather than alcoholism.

Keywords— Diabetics - Retinopathy - Smoking habit - Logit model.

I. INTRODUCTION

Diabetes, a medical complication which is the result of lack of insulin production. There are several types of diabetes such as: Neuropathic diabetes; Nephropathic diabetes, Retinopathic diabetes, etc., Diabetic Retinopathy (DR) is the result of damage caused by diabetes to the small blood vessels located in the retina [1]. The damaged blood vessels in the retina due to diabetes can cause vision loss; the severity of retinopathy at large level affects working age group adults around the world [2-5]. In the global level, there are 37 million blind people due to the diabetic retinopathy. In India the proportion of type-2 diabetes is increasing at an alarming rate (WHO) [3]. Despite the significance of this problem, and the rising prevalence of diabetes particularly in Asian countries like India and China, there are few precise contemporary estimates of the worldwide prevalence of DR, particularly severe vision-threatening stages of the disease, including proliferative DR (PDR) and diabetic macular edema (DME). Despite the availability of many treatments, the problem remains the most common cause of blindness among people of 30 to 69 years of age in several countries. It is universally believed that the key to controlling diabetic retinal complications is to prevent them from happening. To achieve this target, it is necessary to identify the factors associated with it. Many patients are suffering from type-2 diabetes rather than type-1 diabetes. However, many studies have been conducted among type-1 diabetic patients, while studies targeting type-2 diabetic patients are relatively less. Moreover, many studies suggested that large differences may exist in DR onset among various populations. Earlier studies were undertaken in western countries, whereas data regarding the incidence of DR in Indian, especially South Indian population is scarce. To the best of our knowledge, not even single study has been taken in the Algebraic Approach to predict Diabetic Retinopathy. During the hospital visit to collect the data, we had witnessed fully regressed retinopathy in several DR patients. As far as we know, no observational population study has reported the systemic factors associated with DR regression in a community population before. Although late stage DR can be corrected by photocoagulation, intraocular medicine or vitreoretinal surgery, these procedures is very expenses and mostly results in poor prognosis. By reviewing many studies the factors associated with DR, assessing and finding the early stage by available treatments procedures the progression of retinopathy is delayed but also to reverse the existing disease, thereby it is delaying the progression of late-stage retinopathy and achieving better prognoses. The results we report here are based on the study of 778 participants, who are taking five years treatment in Madras Diabetic Research Centre in Chennai. The aim of this study is to determine factors associated with diabetic retinopathy.

II. MATERIALS AND METHODS

The study has used the database collected and maintained by Madras Diabetes Research Foundation, Chennai. The collected information relating to diabetic patients gives details about individualized antihyperglycemia therapy, including metformin, sulfonylureas, meglitinides, glitazones and insulin injections, or behavioral therapy, such as

THE PREVALENCE OF CAUSES FOR DIABETIC RETINOPATHY USING MATHEMATICAL MODELS

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ABSTRACT

Diabetes mellitus is one of the non-communicable diseases which have become a majorglobal health problem all over the world. Diabetes interferes with the body's ability to use and store sugar (glucose). The disease is characterized by too much sugar in the blood, which can cause damage throughout the body, including the eyes which lead to progressive damage to the retina; it is a serious sight-threatening complication of diabetes. Diabetes causes retinal tissue to swell, resulting in cloudy or blurred vision. The condition usually affects both eyes. If left untreated, it may lead to loss of vision. The incidence and prevalence of diabetic retinopathy are on the increase in number globally. In this paper Mathematical Models are used to analyse and predict the prevalence of causes for diabetic retinopathy. This study reveals the efficiency of mathematical models and cost effective strategies to identify the prevalence of causes for diabetic retinopathy in the diabetic community.

Key words: Mathematical Models, diabetic retinopathy.

1. INTRODUCTION

Diabetic Retinopathy (DR) is one of the complications occurring in Diabetes mellitus. Diabetes is two types called type 1 and type2 .DR is most commonly occurring in T2DM .It is one of the global leading epidemic disease which linked to chronic increased blood sugar level due to insulin resistance [1].According to World Health organisation survey type 2

Differential Equation Model on the Prevalence of Diabetic Neuropathy

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Abstract— Diabetic neuropathy is the most common complication of diabetes mellitus, and can be related to Type1 as well as Type2 diabetes. This neurological impairment is not known or understood; hence the treatments are still empirical and not efficient as stated by the physicians. The purpose of this study is to discuss the population based Mathematical model of diabetic neuropathy patients. The study adopted in Ordinary Differential Equations which contains the percentage of diabetic patients with and without diabetic neuropathy. By appropriate definition of a parameter, the solution discussed the critical nature of percentage of diabetic patients with and without diabetic neuropathy is discussed for stability.

Keywords— Diabetes, Diabetic Neuropathy, Classification, Ordinary Differential Equations.

I. INTRODUCTION

The incidence of diabetic is increasing because people are living longer, getting fatter and leading inactive life style. Diabetes is caused by increased level of glucose in blood. When carbohydrate is taken by body it get converted into glucose which transmitted to blood cells through blood with the help of insulin. Insulin has an important role for the control of intermediately metabolism. In case of normal human being, insulin is released from cells in the pancreas which usually absorb the excess glucose present in the blood and convert it into energy or fuel. Insulin also stimulates liver to absorb and store any glucose left over [1].

Diabetes mellitus is a metabolic disorder characterized by the decreased ability or complete inability of the tissues to utilize carbohydrate. The disorder is due to deficiency or diminished effectiveness of the hormone insulin [1]

II. TYPE 1 DIABETES

Type1 diabetes or insulin dependent diabetes mellitus (IDDM) is an autoimmune disease that causes the destruction of the pancreatic cells producing the insulin, resulting in hyperglycemia. It accounts for 10% of cases of diabetes and generally appears before the age of 20, most often around the age of 12. Since the pancreas is unable to produce insulin in a quantity sufficient to prevent hyperglycemia, the treatment of Type 1 diabetes requires the regular administration of

insulin. It also requires an adapted diet and frequent self-testing of glycaemia by capillary sampling. Left untreated, the disease can result in a coma, or even death. At the onset of the disease, the patient often does not feel any symptoms. When glycaemia reaches very high values, the body tries to eliminate the excess glucose by increasing the frequency and abundance of urination, and by producing urine with high sugar content. Dehydration follows, which causes intense thirst. Appetite increases, but this generally does not prevent weight loss. Type 1 diabetes also causes fatigue and headaches, and may promote repeated infections.

III. TYPE 2 DIABETES

Type 2 diabetes or non-insulin dependent diabetes mellitus (NIDDM), is a chronic disease characterized by the resistance of the body's cells to the action of the insulin produced by the pancreas. The cells assimilate glucose poorly and it accumulates in the blood (hyperglycemia). As a result, the pancreas provides more and more insulin to lower glycaemia, without effect. It becomes progressively exhausted, resulting in a decrease in insulin production that must be compensated for through injections. Type 2 diabetes is connected with aging, obesity, a sedentary lifestyle, as well as genetic factors that are poorly understood. It is increasing in industrialized countries and generally appears around age 50, but it is more and more common in younger people. It may remain asymptomatic for several years before revealing

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A Certain Classes of Univalent Functions of Order Gamma having Positive Coefficients Attributed to An Extension of Al-Oboudi Operator

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Abstract

In this paper, a new class $\kappa - ST^\lambda(\gamma, \delta, \beta)$ consisting of κ −uniformly starlike, analytic, univalent functions of order γ and type δ with positive coefficientsand another new class $\kappa - UCV^\lambda(\gamma, \delta, \beta)$ consisting of κ − uniformly convex, analytic, univalent functions of order γ and type δ with positive coefficients attributed to an extension of Al-Oboudi operator are introduced. We acquire coefficient estimates, distortion theorems, closure theorems and convolution results for the functions belonging to the mentioned classes.

Keywords: Al-Oboudi operator, analytic, convex, convolution, starlike, univalent.

1. Introduction

Let $\mathcal{A}$ denotes the class of functions of the form

$$f(z) = z + \sum_{i=2}^{\infty} a_i z^i \quad (a_i \geq 0) \tag{1}$$

which are analytic in the open unit disk $U = \{z \in \mathbb{C} ; |z| < 1\}$.

In this paper, we make use ofan operator D_λ^β which is an extension of Al-Oboudi operator$D_\lambda^n (\lambda \geq 0; n \in \mathbb{N})$.

This linearoperator is defined by $D_\lambda^\beta : \mathcal{A} \to \mathcal{A}$,

$$D_\lambda^\beta f(z) = z + \sum_{i=2}^{\infty} [1 + (i-1)\lambda]^\beta a_i z^i$$

$(\lambda, \beta \in \mathbb{R} ; a_i \geq 0; \beta \geq 0; \lambda \geq 0; z \in U)$.

Many authors (see for example[1],[2],[3]) have studied various classes of the Al-Oboudi operator and its extension.

Let us now define two new subclasses $\kappa - ST^\lambda(\gamma, \delta, \beta)$ and $\kappa - UCV^\lambda(\gamma, \delta, \beta)$ of $\mathcal{A}$.

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ON A CERTAIN CLASSES OF HARMONIC UNIVALENT FUNCTIONS ASSOCIATED WITH SRIVASTAVA-ATTIYA OPERATOR

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Abstract

In this paper, we define two new classes of harmonic univalent functions in the open unit disk by using Srivastava-Attiya operator. We obtain sufficient coefficient conditions for the class of harmonic univalent functions with positive coefficients which are found also to be necessary when the coefficients are negative. Properties like distortion bounds, covering theorem, extreme points, convolution and convex combination for the functions in the class of harmonic univalent functions with negative coefficients are investigated.

AMS Subject Classification: 30C45.

Key Words and Phrases: Multivalent functions, harmonic functions, Srivastava-Attiya operator, extreme points, distortion bounds.

A SUBCLASS OF MULTIVALENT FUNCTIONS WITH FINITELY MANY FIXED COEFFICIENTS

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Abstract

In this paper a new class of analytic, multivalent and normalized functions with finitely many fixed coefficients is defined. Properties like coefficient condition, extreme points and integral operators applied to functions in the class are investigated.

AMS Subject Classification: 30C45.

Key Words and Phrases: Analytic functions, multivalent functions, fixed coefficients, extreme points.

1   Introduction and Preliminaries

Silverman[1] had introduced and studied univalent functions with negative coefficients.Goodman[6, 7],Srivastava et al.[11], Altintas et al.[12] and several authors had studied certain classes of convex

ORIGINAL PAPER

Equitable Coloring of Some Convex Polytope Graphs

K. Manikandan[1] · T. Harikrishnan[1]

Abstract
A proper coloring of graph G is said to be equitable if the number of element(Vertices) in any two color classes differ by atmost one. In equitable coloring the minimum number of color classes is called the equitable chromatic number. In this paper, we found some theorems on equitable coloring and derived the equitable chromatic number of convex polytope graphs with certain pendant edges added.

Keywords Equitable coloring · Equitable chromatic number · Convex polytope graph

Mathematics Subject Classification 05C15

Introduction

All graphs considered here are simple, finite and undirected. Let $G = (V(G), E(G))$ be a graph with the vertex set $V(G)$ and the edge set $E(G)$. The coloring problem is one of the most important problems in graph theory. As an extension of proper coloring, the concept and the conjecture on equitable coloring in 1973 [10] was developed. It is challenging to obtain the meaningful results from graph G of the equitable chromatic number, and it is very rare to compare with usual chromatic number of graph G. Many graph coloring variants and generalizations have been studied in [8]. The graph coloring conjecture, for any graph G the following inequality holds $\chi(G) \geq \Delta(G) + 1$, was proved for some special classes of graphs. In this paper, the conjecture is proved for convex polytope graphs with certain pendant edges in equitable coloring. The concept of equitable coloring was introduced by Meyer in [10], motivated by an application concerning garbage collection [12]. Other applications of the ECP concern load balancing problems in multiprocessor machines [4] and results in probability theory [11]. An introduction to ECP and some basic results are provided in [5]

Some applications establish the additional constraints. For incidence, in scheduling problems, workload has to be allocated uniformly among the workers without any clash. This problem can be modeled by a graph with vertices representing the tasks to be completed and

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Original Research Paper **Commerce**

PRINCIPLES AND CHALLENGES OF GREEN MARKETING IN INDIA

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| E. Jeevaratnam Jane | Ph.D Research Scholar, Department of Commerce, Alagappa University, Karaikudi. |

ABSTRACT Green Marketing is important of the modern marketing. This concept were re-marketing and packaging existing products which already adhere to such guidelines. Thus green marketing incorporates a broad range of activities including product modification, changes to the production process, packaging changes, as well as modifying advertising. This paper examines the concept of green marketing, characteristics, strategy of green marketing, challenges of green marketing.

KEYWORDS : Green Marketing, Green Products, Eco friendly Products

INTRODUCTION

The world's economy is rapidly developing; the global environment is increasingly declining. Protecting environment, creating a safe living environment has become one of the most important concerns of consumers. Green marketing is not easy concept. Green marketing generally aims to promote environmentally friendly products and a safe environment where people could stay. "According to the American Marketing Association, green marketing is the marketing of products or goods that are supposedly believed to be environmentally safe. Green Marketing is also alternatively termed as environmental marketing or ecological marketing. Thus green marketing refers to the holistic marketing approach and concept wherein a broad range of activities include product modification, changes to production process, packaging changes as well as modifying advertisements". It is incorporates a broad range of activities, including product modification, changes to the production process, packaging, as well as modifying advertising. The defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used for environmental marketing and ecological marketing. Thus, "Green Marketing" refers to holistic marketing concept where in the production, marketing consumption an disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. There are basically five reasons for which a marketer should go for to adoption of green marketing.

1. Opportunities or Competitive advantage
2. Corporate social responsibility (CSR)
3. Government pressure
4. Competitive pressure
5. Cost or Profit issues

GREEN PRODUCTS

Green products can be defined as "Products which have minimal impact on the environment".

REVIEW OF LITERATURE

Ravinder Kaur (2017) The title of "Green Marketing in India –An Overview", This study examine the Ethical measures in marketing are an important part of modern business. Environment pollution is the main concern in the today's business environment. Green marketing is the phenomenon that has been developed in the whole world to facilitate sustainable development. There has been a change in consumer attitude towards green life style. In this paper main emphasis has been given on concept, need, importance, golden rules of green marketing and its angle of difference from

traditional marketing. This paper describes the current scenario of Indian green marketing and exploring the challenges it faces in the India.

Aasha Sharma[1], Seema Joshi[2] (2017) the title of "Green Consumerism: overview and further research directions", this paper examines existing literature on green consumerism and discusses various influences on green purchase behaviour. The study digs into less explored influences mainly the role of environmental concern and green product attributes on actual behaviour. The proposed model is adapted from Theory of planned behaviour, built on the premise that environmental knowledge, environmental attitude and perceived consumer effectiveness leads to green purchase intention. But purchase intention and actual behaviour is mediated by environmental concern. Depending on the level of environmental concern which may be high or low the influence of green product attributes namely perceived relative advantage (cost benefit), perceived risks and product parity, on the purchase behaviour can be predicted.

OBJECTIVES OF THE STUDY

This paper is aimed to cover the following objectives.
1. To understand the concept of green marketing.
2. To learn the challenges and prospects of green marketing.

RESEARCH METHODOLOGY

The research is exploratory in nature. It focuses on review of various researchers' literature,
Books, Journals, Websites and other reliable sources.

Characteristics of Green Products

The following factors are characteristics of green products. Figure-1

CHALLENGES IN GREEN MARKETING

There is large number of challenges in the field of green marketing. They are followings;

Standardization of the Products: it has been observed that very loss proportionate of the marketing message from "Green" campaigns is true to requisite standard and reflect the authenticity which they claim. There is no 'yard stick' currently, from where we could certify that the product as organic. Until or unless some of

8. Cloud Based MoRE - Learning

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Dr. M. Malathy
Assistant Professor, S.I.V.E.T College.

Abstract

MoRE-Learning mainly emphasizes to transform the complex learning activity into a simple one. Each and every student has his/her own style of learning. MoRE-Learning analyses every student and allots the teaching resource according of their style of learning and also the number of slides to be issued. Thereby, easing the student's learning activity. Cloud processing innovations have changed the manner in which applications are produced and gotten to. They are gone for running applications as administrations over the Internet on an adaptable framework. Numerous applications, for example, word handling, spreadsheets, introductions, databases and more would all be able to be gotten to from an internet browser, while the programming and records are housed in the cloud. Educational establishments can exploit cloud applications to furnish understudies and instructors with free or minimal effort options in contrast to costly, exclusive profitability devices.

Keywords: Artificial intelligence, M-Learning, Planning Algorithm, Breadth First Search Algorithm and Cloud computing.

Introduction

Our ancient traditional learning system comprises of a single teacher with a large set of students in which the teacher teaches the students. It is later transformed into classroom based learning where a teacher teaches a set of students, who are allotted in a classroom in order to indulge in learning process. It is the learning process that we undergo in our day to day life. The main drawback of this learning system is that the process of learning is made static and individual attention on every student became difficult due to tremendous increase in the number of students [2][3].

Then came the second generation of learning process: Web-based learning. It made the process of learning little simple by allowing a student to find a large number of teaching materials and courses on internet. Students gate through the computer network to register, learn and take up an examination. Therefore, its paved way by allowing the students to study

A PERCEPTIONAL STUDY ON FACTORS INFLUENCING EMPLOYEE ENGAGEMENT WITH SPECIFIC REFERENCE TO INTEGRATED ENTERPRISES INDIA PVT LTD

J.Saranya

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Abstract

*Employee engagement has emerged as one of the most important topics in the sphere of human resource management. The phenomenon of **employee engagement** is also a major concern in the management circles across the globe. The concept is gaining increasing significance among managers and academic circles. It stands for the extent to which the employees are committed to the vision, mission and goals of the organization and involved with the work of **employee engagement**. The factors for Employee Engagement is Psychological climate, Motivation, Organizational Commitment, Job Satisfaction, Intention to Turnover, Job Fit, Affective Commitment, Organisation climate etc.*

Keywords: *Job fit, Organisation climate, employee engagement*

Introduction

Employee engagement is the most powerful factor in the Business environment. Employee Engagement in the organizations is more productive and profit generating. Employee engagement is a key strategic initiative that drives employee performance, accomplishment, and continuous improvement for every year. It will also lead to the creation of practical guidance to help organizations and to develop the managerial skills and sustainable organization performance. Employee engagement is a workplace approach designed to ensure that employees are committed to their organization's goals and values, motivated to contribute to organizational success, and are able at the same time to enhance their own sense of well-being. The organization must work to engage the Employees'. When a company forms a culture also should take root and grows to what it is today and it should be improved. In the survey of 2013 worldwide, only 13% of the employees are engaged at work. All the employees in the organization should be encouraged and engaged. It is possible to engage an employee in the organization but all the organizations should give possible work environment which suits them to work in a convenient manner. Organization can keep

Objectives

- To identify perceptions about the employees on employee engagement, job fit and organizational climate.
- To study the relationship between job fit and employee engagement.
- To examine the relationship between organizational climate and employee engagement in the organization

Review of literature

Grugrulis, Irena; Vincent, steven; Hebson,Gail (2003) " The rise of the network organization and the decline of discretion". The author discusses about the implications of networked and

A STUDY ON THE EMPLOYEE ENGAGEMENT IN AUTOMOBILE SECTORS WITH SPECIAL REFERENCE TO CHENNAI

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Abstract

Employee engagement is one of the significant issues in modern business world. The purpose of study is to identify the important dimensions in organizations which influence employee engagement, to overcome the difficulty while engaging employment and developing effective strategies by organizations. Through this study, the related party not only can understand in depth the causes or effects of various influencing variables but also helps to refine current understanding and importance of employee engagement within an organization. In today's business environment one of the notable issues is the employee engagement. The need for the study is to determine the factors like job satisfaction, health and safety, Reward recognition has an influence on employee engagement in the automobile industry. A quantitative based survey was conducted with close ended structured and five point Likert scale questionnaires, which was designed to record the responses in the automobile industry. The data was collected from 210 employees working in automobile sector. This datawere further analyzed for multivariate analysis using SPSS software and AMOS software. The result concludes that there is a significant relationship between employee engagement and the independent variables studied. This study plays a major role in the organization to formulate the strategy for human resource development and to enhance productivity by reducing the cost of hiring new employees.

Keywords: *Employee engagement, Health and safety, Job satisfaction, Reward recognition.*

Introduction

Employee engagement is an Asset of the organization. An "engaged **employee**" is said to one who is really happy and having interest at work that takes positive action to further the organization's reputation and goals. Employee engagement is nothing but having a clear conscious of how a company is acheiving its purpose and objectives, how it is changing to fulfil those better, and being given a voice in its way to prefer ideas and give suggestions that are deceiving as decisions are made. Employee engagement is about being included fully as a member of the team, effort on clear target, believed and authorized, often getting valueable feedback, sustained in creating new skills, thanked and recognised for achievement.

Automobile industry in India is one of the most competitive in the world which will not cover 100 %of components or technology mandatory to formulate a car, but it gives a good 97 %,as pointed out by Corporate Vice-President MrVicent Cobee, Nissan Motor's Datsun .In the current scenario employee engagement plays a major role in making an organization successful. universally, businesses have tough race, which increases the need of employees to be supportedly and intensely committed to the company, customers and their work. "An engaged

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An Electronic Health Record Retrieval System based on Symptoms and Medical Subject Headings (MeSH)

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Abstract— **Due to the inexorably data-serious clinical condition, doctors now have uncommon access to point by point clinical information from a large number of sources. Notwithstanding, applying this information to guide medical choices for a particular patient case stays testing. One issue is identified with showing information to the specialist: showing a huge (superfluous) measure of information frequently prompts information over-burden. Cutting edge interfaces for the electronic health record (EHR) ought not just make tolerant data effortlessly accessible and available, additionally integrate sections of proof archived in the whole record to comprehend the etiology of an ailment and its clinical sign in individual patients. In this paper, we depict our endeavors toward making a setting based EHR, which utilizes biomedical ontologies and (graphical) ailment models as wellsprings of area learning to recognize important parts of the record to show. We estimate that learning (e.g., factors, connections) from these sources can be utilized to institutionalize, explain, and contextualize information from the patient record, enhancing access to pertinent parts of the record and advising medical basic leadership. To accomplish this objective, we portray a system that totals and concentrates discoveries and qualities from free-content clinical reports, maps discoveries to ideas in accessible learning sources, and creates a customized introduction of the record in light of the information needs of the client. We have actualized this structure in a framework called Adaptive EHR, showing its capacities to introduce and blend information from Neurooncology patients. This paper highlights the difficulties and potential utilizations of utilizing ailment models to enhance the get to, incorporation, and elucidation of clinical patient data.**

Keyword- Data Visualization, Health Information Management, Knowledge Representation, Natural Language Processing (NLP).

I. INTRODUCTION

Electronic health records (EHRs) give a concentrated area to conglomerating understanding data obtained from various sources and at different organic scales, with the point of making this data promptly open to healthcare experts. While a goal of digitizing health records has been to bring down the cost of healthcare, lessen the quantity of preventable medical blunders, and enhance the precision of diagnosing and treating patients, the sheer measure of data gathered postures new difficulties. Doctors regularly need to strike a harmony between dealing with countless cases and investing adequate energy to altogether audit a patient's medical history. One review demonstrated that the volume of work related with essential care visits has expanded, bringing about a shorter measure of time accessible to address singular errands, for example, diagnosing patients, endorsing solutions, requesting methodology, and giving directing or active recuperation. Today, a far reaching survey of the patient's health record would require a clinician to look at reports, medical pictures, and diagrams while rationally noticing issues identified with the present medical setting—all while dismissing random information contained inside the exhibited electronic record. Given their time imperatives, clinicians are constrained in their capacities to process the greater part of this data at the same time. All things considered, quite a bit of their time is spent skimming parts of the patient record until helpful information is discovered. This issue is exacerbated by the option of new information gotten from genomic investigations, which give extra confirmation that should be comprehended and deciphered with regards to the whole patient record.

AN EMPIRICAL STUDY ON KIRKPATRICK MODEL EVALUATION WITH RESPECT TO FINANCIAL INCLUSI... TRAINING IMPARTED BY PRIVATE BANKS

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Abstract

It is a known fact that economic and financial policy adopted by Government of India also plays a vital role in deciding the direction in wh... the bank would progress.   This being the case the recent focus of ... government being financial inclusion, banks have also tried to impart train... to its employees at every level so that it could easily achieve its r=target as spe... out to it by the regulatory bodies. This study is based on the Kirkpatrick Fo... Level Training Evaluation Model provides the framework for measur... the effectiveness of training efforts of companies in an objective way. The resu... indicate that reaction of the trainees were positive. Secondly they have appli... skills and knowledge which they had learnt from training.   Thus the train... has helped in improving their skills and enhancing their knowledge levels ... can be concluded that on all the four levels trainees have shown a posit... opinion with respect to the effectiveness of the training imparted by banks.

Keywords : Training, Kirkpatrick Model, reaction, learning, behaivour and results

Introduction

In today's competitive world banks are compelled to be competitive a... the way in which they operate depends to a very great extent on the values a... culture of the bank.   This being the case it is important that each and ever... initiative taken by the bank is in line with the values and culture that it cherishe... as such values help in defining the way in which strategies would be formulat... to help the bank achieve its long-term objectives. Training iniatiives design... by a bank are not an exception to this rule and it can be seen that the values ...

A detailed Study on various Modified Advanced Encryption Standard Algorithms

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Abstract

In the recent times, with the tremendous growth of digital communication over electronic network, the content security becomes a chief concern. Web itself permits several security threats and people will simply corrupt the data over the network. Cryptography plays a very important role by providing security for digital transmission of information over the insecure network. The protocols scramble the knowledge into indecipherable text which might be solely scan or decrypted by those possesses the associated key. The Advanced Encryption Standard (AES) is a standard rule that provides higher security with higher cryptography speed and turnout however still modifications are happening to enhance its performance. In this paper we tend to survey and analyze many modifications on AES cryptography techniques on totally different parameters and compare their performance with typical AES.

Keywords: *Cryptography, Decryption, Encryption, Block cipher, S-Box, Encoder.*

I. INTRODUCTION

The ascent of digital knowledge transmission has significantly raised the importance of data security in our fashionable digital life. In digital communication the development of recent transmission technologies have ascended the want of specific strategy for security mechanisms. Network security has become more and more important as digitalization and transmission of huge knowledge over web are reworking from time to time. Cryptography and different cryptography techniques give security and protection to the information transmitted over non secure networks used for digital transmission of information.

The Advanced Encryption Standard (AES) called as Rijndael is a well-known symmetric block cipher rule adopted by the United States of America government as a national cryptography rule an it provides movableness, hardiness and high level security against several science attacks. To possess higher performance, certain efforts have already been created in designing and reconstructing the AES rule.

During this paper we tend to discuss certain totally different modifications on AES algorithm

- 16x16 bytes containing a permutation of all 256 eight-bit values.
- "ShiftRows" circular shifts (permutes) the bytes inside the block
- "MixColumns" transformation teams 4-bytes along forming 4-term polynomials and multiplies the polynomials with a standard polynomial mod (x^4+1).

and scrutiny their result on the idea of various parameters. To reinforce the potency of AES researchers generally changed the prevailing structure of the AES algorithm and generally merging the AES block cipher with alternative models from numerous fields. Here during this paper, we tend to associate many characteristics of all those chan

Advanced Encryption Standard Algorithm

The developed Encryption regular relies on the Rijndael cipher developed by using Joan Daemen and Vincent Rijmen. It is a ordinary block cipher that approaches potential blocks of 128 bits utilizing key dimension of 128, 192, and 256 bits. Each information block of 128 bit is split into sixteen Bytes. These bytes are mapped to a 4 x 4 array and one and all operations of AES are carried out on this state. The AES algorithm continues 4 stages for you to make a circular round which is carried out 10 instances for a 128-bit key, 12 instances for a 192-bit key, and 14 instances for a 256-bit key.

- "SubBytes" implements easy substitution of each byte. It makes use of one desk of

- "AddRoundKey" adds the round key with the block of data.

In AES rule, cryptography procedure starts with Add round Key stage followed by (Nr-1) rounds having four stages each and therefore the cryptography method ends with the last round that contains 3 stages.This full cryptography and secret writing

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Remote software update in trusted connection of long range IoT networking integrated with versatile edge cloud

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Abstract

The Internet of Things (IoT) prompts can administered by gathering data from little sensor gadgets. As of late, stockpiling less detecting gadgets have been utilized to actualize IoT administrations. They rely upon conveyed programming from a system server to work benefit capacities and IoT administrations are in view of gathered client data. In this way, it is critical to keep up trusted associations aid programming conveyance or information transmission. In the event that a system association is deceitful, stable information transmission can't be accomplished. Dishonest information associations cause numerous issues in IoT administrations. In this manner, this paper proposes a product refresh strategy in trusted association of IoT organizing. The technique utilizes Low Power Wide Area Network (LPWAN) as long-go IoT organizing innovation and utilizations a portable edge cloud to enhance registering effectiveness in an entrance arrange that comprises of IoT gadgets with lacking assets. In the strategy, the versatile edge cloud is coordinated into a door, and forms detecting information and remote programming updates of LPWAN. IoT gadgets can get programming capacities from the versatile edge cloud. The proposed strategy investigates measurable data about associations in a get to arrange and decides the LPWAN put stock in associations. At that point, programming updates can be performed over the confided in association. Utilizing trusted associations prompts an expanded bundle conveyance rate and decreased transmission vitality utilization. The strategy is contrasted with at present accessible frameworks through PC recreation and through computer simulation and this method's efficiency is validated.

Keywords: Internet of Things, Low Power Wide Area Network, Reliable Connection, Mobile Computing.

1. Introduction

The recent evolution in services and applications break the Internet and contributed to accelerate the data storage and processing provisions. They are varied in terms of the resources required by different applications and thus, often request suitable solutions. Cloud computing gives as an appropriate arrangement in this setting with headways in registering and system innovations. The foundation of the Cloud Computing worldview depends on the server stations which are equipped for dealing with capacity and preparing of huge sizes of information. These servers are regularly associated with each other over optical systems to shape server systems (DCNs) showing up as a solitary asset to the end client, with low-inertness correspondence among the server farms. Not with standing, Internet of Things (IoT) frameworks have introduced another arrangement of necessities the entrenched CC based arrangements. IoT spaces particularly associated vehicles require close ongoing preparing of sensor information to take choices and perform incitation's. Despite the fact that the correspondence inside the DCNs are reasonable for low-inactivity correspondence, the idleness of correspondence between the end gadgets and the DCNs end up being a bottleneck

In this way, an enhanced programming refresh technique is fundamental for IoT gadgets, for example, LPWAN gadgets. Long go IoT gadgets can't keep up countless transmissions, so information transmission for programming updates ought to be limited. In this way, a capacity picture must be connected to long range IoT frameworks. A server oversees programming pictures for each capacity and a gadget demands programming pictures for refreshed capacities. At that point, information transmission can be limited for remote programming refreshes.

Despite the fact that the remote programming refresh is empowered for each capacity, a remote system association is an imperative factor for refreshing the product of gadgets. On the off chance that arranges association for a refresh isn't a trusted association, the execution of the remote programming refresh diminishes. A trusted system association implies a stable condition for a product refresh. For its condition, a LPWAN remote condition keeps up a decent condition; for this, a gadget ought to have the capacity to judge the nature of the remote condition. The system association status can be acquired through dissecting the measurable data of the remote information transmission. At that point, a gadget can discover trusted associations when it enacts and can ask for programming refreshes by means of confided in association.

However, as said prior, LPWAN gadgets are little and have restricted registering assets. It is troublesome to investigate factual data about information transmissions in gadgets. Numerous preparation illustrations are expected to judge association status, subsequently such gadgets ought to have the capacity to process a lot of information. The gadget's stockpiling limit ought to be expanded to store information. Be that as it may, LPWAN gadgets are capacity less gadgets or have little information capacity. In this way, LPWAN gadgets require an approach to learn about the system association status. Through portable edge processing (MEC), this issue can overcome in a network that consists of little gadgets with inadequate processing assets. MEC makes the cloud server at an edge arrange (i.e., get to organize) and gives a cloud condition to the gadgets in the edge organize.

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GREEN BANKING – A MAJOR TOOL FOR GROWTH OF BANK...

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Abstract
The world is going through a great challenge of environmental degradation that occurs due to economic development. Environmental degradation is a major threat to nature's territory. Banking sector plays a vital role in promoting environmentally sustainable and socially responsible investment. Banking as stakeholders is contributing towards the environment by adopting various green banking practices. Banks improve the operations and technology being environment-friendly. It is basically normal banking having various methods to protect social and environmental factors. Green Banking is ... promoting environmental pro... carbon footprints from bankin... enhancing the environ... investments thereby making... industries grow green and ... environment. This paper ... initiatives and benefits for gr... banks discussing the envi... benefits of their practices. Keywords: Green banking... environmental friendly, initia...

Introduction
Banks provide financial resources to the economy by providing the ... industrial growth. With regards to Green Banking, banks have the respon... financial assistance to companies but with a low carbon technology deploym... strategies, policy, decisions, and activities, business and in-house operati... upliftment of the green environment. It promotes green industry, incl... pollution prevention projects and renewable energy development projects. ... beneficial to the living being in this world. Production and use of such produc... natural resources and supports the generations to come. The banking sector ... study of the industry's nature of business before providing financial assistance ...

Literature Review
- Banks consume natural resources which add to the pressure on the e... because banks enjoy the affiliation of the majority population of any c... 2011)
- "A Study on contribution of technology towards Green Banking" (ISSN 22... describes about the use of technology in the Banking sector wherei...

...f banks adopted technology. It represented about the awareness... ...here there is less awareness in the bank's head and the head ... ...g less awareness on the concept of Green Banking. Hman Prasad

...ference to Banking Sector". This paper on this topic I am and ... ...s taken from the Commercial Banks and the scheduled banks of ... ...t adoption in the sustainability with Green Initiatives taken to ... ...nd also to compete with Foreign Banks Ms. Varalakshmi Alapti, ...K.S. Srinivasa Rao (2012)

...anking Sector Perspective - Banks may strive to improve internal ... ...resource efficient. For this banks may consider implementing ... ...systems to achieve more efficient environmental and social impact ... Reducing their paper and energy consumption, using renewable ... ...h are more energy efficient and hence LEED certified, by using ... ...eholders could be some measures that the banks could adopt.

...nking practices
...n green banking
...banking practices

...ndary Data. The information are collected through Journals, ...s, etc.

...ing Practices
...ming is due to an expansion of industries that emits harmful ... the environment. Banking sector contributes majorly to the ... ...ic growth. The Banking sector had recently taken an initiative ... ...y to minimize the environmental hazardous by checking the ... ...zations that don't have too much effect on nature.

...ly known as 'green banking' refer to the environment-friendly ... to reduce the carbon footprint from their day to day banking ... the external carbon emission.

...s to keep the environment green and to reduce environmental ... ...ir strategies, policy, decisions and activities pertaining to ... ...in-house operational activities. It promotes green industry, ...on prevention projects and renewable energy development

...r the planet and living organisms residing in it. These green ... ...ts. Production and usage of such products help in conserving ... ...tions to come.

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Initiatives taken in Green Banking
Green Loans: Banks render loans to a project or business that is considered environmentally sustainable.
Green Mortgages: The banks provide money-saving discount or a higher loan than normally permitted, as a reward for making energy-efficient improvements.
Green Credit Cards: Whether it is an environmental friendly reward or using biodegradable credit card materials or promoting paperless banking
Green Savings Account: Banks make donations on the basis of saving done by the customer. The higher the saving the more will be the environmental benefits from banks to customer
Mobile and Online Banking: The new era of banking forms includes less paperwork, less email, and less amount of travel to the bank by customers thereby creating a positive upliftment in the environment.

Green Banking Initiatives by Banks and its Awareness among the Customers
The below table represents the payment transactions from the industry and various participating branch:

Particulars	Volume in million			Volume in billion (INR)		
	2013-2014	2014-15	Difference	2013-2014	2014-15	Difference
Real Time Gross Settlement (RTGS)	81.11	92.78	11.67	904,968.04	929,332.89	24364.85
National Electronics Fund Transfer (NEFT)	661.01	927.55	266.54	43,785.52	59,803.83	16018.31
Electronic Clearing System (ECS)	192.91	226.01	33.1	1,267.96	1739.78	471.82
Plastic Cards	6707.10	7804.57	1097.47	20,602.86	23,492.65	2889.79

Source: RBI (2015)
The above table represents the upward growth in ECS, Credit and debit card, NEFT and RTGS which are online transactions. In this comparative study conducted by Comscore (2011) displays the increase in visits to online banking sites by Southeast Asian customers like in Malaysia, Hong Kong and Indonesia. The effect is as well noticed in the Indian banking sector. But Indian banks had taken some time to start in adopting banking technology for automation of processes and the integrated banking services. As per the status provided by Internetlivestats, the total Internet users in India are estimated by 2016 is 350,000,000. India has been identified as the fastest growing online market during 2014-2015, with a 41% rise in the internet usage. These benefits, in fact, help customers in adoption of green banking technologies offered by banks.

Benefits of Green Banking Practices
Green banking is faster, easier and eco-friendly. It helps to reduce our carbon footprint. Adopting these practices reduces carbon footprint and thereby making our lives simpler and more efficient. Providing benefits to eco-friendly project the banks motivates the industrialists to make similar projects. On the other hand, it provides a convenience in making online banking available through almost all banks anytime we can automatically remove the hassle of filing financial paperwork. Green banking is an efficient way for people to get more awareness about global warming.
- Benefits of Green Banking Towards the Customers: Green banking practices are very convenient, easy, cost and time effective for the customers. Customers can make online transactions by comfortably sitting at home. It also provides certain benefits to the industrialists if their projects are environmental - friendly.

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- Benefits of Green Banking towards the Bankers: Gree... infrastructure branch banks. Green banking practices are ... saver for the bank employees. From a bank's point of v... service, reduce costs, expand the market, and improve cust... their costs incurred for paper overload as customer use on... need to just bulk mail the information to the customers th... unnecessarily. This brings down the cause of deforestation a...
- Benefits of Green Banking towards the Environment: A... will benefit the environment in various ways. Utilization of... in savings of energy, fuel, paper as well as water. For insta... banking, mobile banking and telebanking will result in sav... will reduce the consumption of fuel and also minimize carb... less vehicles on the road. Green banking practices are paper...
- Benefits to the Merchants and Traders: Quick paymen... transactions made by the traders. It provides a variety of ... with the international standards with low transaction cost. ... handling cash which are very high in business transactions ... with the development of e-Banking.

Conclusion
This paper about the green banking as a major tool in ban... impact on the environment. By doing these practices custom... water, time as well as money. It results reducing the carbon foo... on a very high level. Green banking practices are very conveni... customers. It saves the customers several trips to the bank. ... banking. Green banking practices are beneficial to the banks b... and also minimize the workload of the bank personnel.

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A STUDY ON GREEN HUMAN RESOURCE MANAGEMENT PRACTICES IN HOTEL INDUSTRIES (WITH REFERENCE TO CHENNAI)

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Abstract

Green Human Resource Management is a current concept in today's scenario. The business executives, consumers, management scholars are aware of environmental sustainability. In this economy, our wish is to go green has expanded from people to organization. Green HRM has been popular in social and environmental issues and also promote the sustainable use of resources. Today there is a discussion going on, how to carry out the green HR practices efficiently and effectively within the organization. The purpose of this study is to describe the current trends of green HR practices, initiatives and implementation. This paper makes trying to understand the awareness of green HR practices and policies adopted by hotels in Chennai. Keywords: Green HRM, Green HR policies and practices, sustainability, green initiatives and implementation.

Introduction

Green Human Resource Management (GHRM) is emerging as a significant area of management. Green HRM helps the organization to move from corporate management to environment management. The International Standards for Environment Protection and Preservation call for businesses to design environment friendly strategies. Many organizations are conducting the environmental orientation programs to employees and customers too. Implementation of corporate green practices requires more technical and managerial knowledge and skills. Organizations not only focus environmental issues but also reducing waste and best use of resources. Efficient planning and proper execution of eco-friendly practices to create a green atmosphere

Review of Literature

Before proceeding further, we should take up the question, "what is green HRM? Different authors have given different definitions for this term such as – "the contribution of HRM policies and practices towards the broader environment agenda of protection and preservation of natural resource" (Prasad,2013).

"Green HRM is the use of HRM policies to promote the sustainable use of resources within the organization and more generally promotes the causes of environment sustainability (Marhatta&Adhikari,2013)."

"Green performance can be achieved by ensuring green process in HR practices, systems that make employees of the organization green not only justice

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- Business firms play a vital role in the issue of environmental management since they are the part of our society and cannot be isolated from the environment, and in fact, they contribute most of the carbon footprints in the past (Liu,W 2010).
- Many researchers and academicians, especially in the area of HRM, argued that the effectiveness and efficiency of human resources employed in the strategic matters (Boselie,P. 2001,J.Paauw,2005).
- The two important achievements through the introduction of green initiatives are seen to be improvements in environmental and worker health and safety, and the development of more knowledgeable workforce and supervisors (H.Govindarajulu,2004).
- The optimum effectiveness and efficiency of a firm do not depend on its financial resources or using the latest technology, rather it is determined by the extent to which way it is using its dedicated, motivated and efficient employees (Unam,M.S. 2016).

Green HRM Activities

Green HRM involves two essential elements.

- Environmentally - friendly HR practices and
- Preservation of knowledge capital.

Some of the green HRM activities are:

- To cut the traveling cost, use telephone, video- conferencing, video interviewing to pre-screen candidates.
- To offer online training and self - learning materials.
- To avoid unnecessary printing of paper.
- To cut the usage of power during non -working hours.
- To offer free bicycles for employees to come to work instead of driving.
- To conduct free planting camps for employees.
- To educate safe disposal of e- waste and bio-medical waste.
- To make complete smoking free premises.

Objectives of the Study

- To identify the awareness level of Green HRM practices in hotel industries.
- To analyse the various HR functions of hotels towards green culture.
- To study the implementation level of green HRM in hotel industries.

Scope of the Study

Hotel industries play a vital role in Indian Economy. They offer services and facilities such as Accommodation, Food and beverages, Entertainment etc. It is a reservoir where the foreign exchange flows. Hence the present study acts as a guideline for the awareness, practices and implementation of Green HRM in Hotel Industry.

Methodology

The study has conducted and adopted through purposive sampling technique. A structured questionnaire has used to collect data from various level of managers at star hotels in Chennai and asked

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Data Analysis: Section - 1 - GHRM Practices

Table 1.1 Awareness level of Green HRM

	Frequency	%
Yes	50	100%
No	0	0
Total	50	100%

The above table 1.1 indicates that 100% of respondents are aware of Green HR Practices adopted in their Hotels

Table 1.2 Practice of GHRM by different Levels of Hierarchy

Levels of Hierarchy	Frequency	%
Top level	12	24%
Middle level	23	46%
Lower level	15	30%
Total	50	100%

The above table 1.2 indicates that Green HR practices followed by the organization. It is being initiated by Top level (12%) and followed by the middle level (46%) and Lower level (30%).

Table 1.3 Practice of GHRM Guidelines Laid Down by the Hotel

Parameters	Frequency	%
Major extent	41	82%
Some extent	9	18%
Not practiced	0	0
Total	50	100%

Table 1.3 shows the majority of the hotels followed the green HR guidance and 82% of the guidelines followed by major extent.

Section -2 - GHRM Functions

Table 2.1 GHRM in Recruitment process

Parameters	Frequency	%
Call for CVs online	37	74%
Interviews	5	10%
Issue of appointment letter online	8	16%
Total	50	100%

In recruitment process 74% call for CVs online and 16% issue appointment letter online and only 10% recruitment process done through interviews.

Table 2.2 GHRM in training and development module

Variables	Frequency	%
Conservation of energy	28	56%
Wastage reduction	22	44%
Total	50	100%

While all of them practice GHRM in same way, 56% conserve energy and 44% reduce wastage.

Table 2.3 GHRM in Performance Management Systems

Variables	Frequency	%
Monitoring	26	52%
Recognition	9	18%
Part of Appraisal (KRA)	15	30%
Total	50	100%

Green HR practice encouraged and monitored by 52% and 30% of performance will be the part of appraisal and 18% performance recognised through Green HRM.

Section 3 Benefits of GHRM Practices

Parameters	Frequency (out of 50)
Overall savings cost	40
Organization Image	35
Healthy working environment	32
Recycling of waste	38
Innovation	20

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Under the benefits of Green HRM Out of 50 respondents, 40 respondents said that the major benefit is saving cost. 38 respondents are having the opinion that recycling of waste is possible through Green HR practice. Organization image and healthy working environment gain lesser benefit for using Green HRM. 20 respondents said that innovation is also one of the benefit for using Green HRM in practice.

Findings

- In the hotel industry, all the respondents are having the awareness of green HR practices (100%)
- The practice level of GHRM initiated by the top-level (12%) and followed by middle and lower levels
- Most of the hotels, having their own guidance and 82% of the guidelines followed in major extent.
- While in the recruitment process of GHRM, mostly getting the calls for CVs online (74%).
- Practicing Green HR will conserve energy (56%) and cut the wastage (44%).
- Under the Performance Management Systems Green HR practices encouraged and monitored (52%) by hotel industries.

Recommendations

- The study recommends that following Green HRM practices add the benefit packages to the compensation system.
- Green ideas, Green goals, Green behaviour motivate the employees to go green further and improve the level of participation, involvement and co-ordination with others.
- To conduct Environmental Training like programs, workshops, seminar and presentation help employees to acquire more knowledge and used not only for Green issues but also improve other functions too.
- Recognition and rewards encourage the employees to use their knowledge for the further development of the organization

Conclusion

The practice of GHRM is prevalent in the Hotel Industry while the degree of execution may vary from hotel to hotel. There is an encouragement from top management across the industry. There seems to be some benefits realized including savings in cost wherever it is being followed. While GHRM awareness is prevalent, there needs to be an emphasis on execution across all levels and recognition for the those who follow it. Including GHRM in the Training & Development and a structured learning program on GHRM will lead to good execution on the ground and experience the benefits.

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A CONCEPTUAL STUDY ON SUSTAINABLE DEVELOPMENT AND GREEN HR ON EDUCATIONAL INSTITUTIONS IN INDIAN PERSPECTIVE

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ABSTRACT:

Sustainability has become the significant topic and high priority is given as it improves the quality of human life with values that challenge the developing eco-friendly society in today's scenario.Sustainability is not only learnt as a theory but also implemented by many organizations to provide acleaner, greener and safer environment. Educational institutions play an important role in responding to the emerging needs. This conceptual paper helps in creating awareness about sustainability and understanding the various ideas which attracts and engage the employees and students in eco-friendly human resource practices in educational institutions.

Keywords:*Sustainability, Eco-friendly society, Educational institution*

1. INTRODUCTION:

Sustainability has become the significant topic all over the world and high priority is given as it improves the quality of human life with values and behavioural changes that challenge the developing eco-friendly society in today's scenario. Here, eco-friendly society literally means earth-friendly and not harming the environment. This term most commonly refers to products that contribute to green living society or practices that help to

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A Study on the causes of stress via smart phones and its effective Management via mobile apps among private employees in Chennai

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ABSTRACT

"Stress represents a situation, where a person is under pressure and does not have sufficient ability to cope with it."

Stress has become an increasing phenomenon and an inevitable condition in a person's life due to the technological advancement, especially – mobile connectivity. Smart phones compel people to check their calls, texts, social media alerts, email and more. This increased state of hyper-vigilance causes anxiety and stress. Thus, wide spread use of mobile phones has vast impact on work-life and private-life of people. Hence, it is important to study the possible negative effects with greater mobile phone exposure.

People always looking at their digital devices are called "Constant Checkers". They are proposed to report higher levels of stress compared to people, who spend less time on gadgets. This research study focuses on studying the various causes of stress induced by smart phone addiction among private employees in Chennai and the probable steps towards stress management via mobile apps.

1 INTRODUCTION

"Smart phones are becoming our third arms"

Smart phones have become important tools in one's working life. However, excessive technology and social media usage has paved the way for negative health effects on people such as stress, depression, insomnia, anxiety and so. This research work aims at studying the influence of excessive mobile exposure on the increased stress level among young adults working in private companies in Chennai. The study also offers practical suggestions to use the same smart phones that generated the stress to circumvent it via. Mobile apps.

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ASSESSMENT OF THE STATUS OF ORGANIC RETAIL STORE IN CHENNAI - A GEOSPATIAL TECHNIQUE

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ABSTRACT

Most of the urban population is currently facing serious health issues. The demand for organic food products is growing in India, especially in Tier I cities like Mumbai, Delhi, Chennai, Bangalore, Gurgaon and Pune. Therefore, it is very important to know the present status of organic store location. For conducting this research, a remote-sensing technique Google Earth was coupled with Geographic Information System(GIS) and Microsoft Excel to locate all the organic retail stores in one of the Tier I cities namely Chennai city. More number of organic retail stores are observed in zone XIII (Adyar) followed by zone IX (Teynapet) and zone VIII (Anna Nagar). Hence, Satellite survey is very useful to find out the current organic retail stores before studying the consumption attitude of organic retail stores.

KEYWORDS: _organic food products , Geographic Information System(GIS) , modern agricultural practices._

1. INTRODUTION

The unsustainability of modern agricultural practices has led the farming communities world over to look for alternatives. A majority of these alternatives indicate a return to the traditional, eco-friendly practices; organic farming is one among them. According to recent FiBL survey (2017) number of countries practiced organic agriculture have increased 77 in 1999 to 179 countries in 2015 (Willer and Lernoud, 2017). Its share of agricultural land continues to grow in many countries and according to the latest survey, worldwide, almost 50.9 million hectares of agricultural land is managed organically (Willer&Lernoud, 2017). Most of this land is in Oceanic followed by Europe, Latin America, Asia, North America and Africa. The total organic area in Asia is almost 4 million hectares, managed by almost1, 30,000farms(Willer&Lernoud, 2017).). Currently,India's total area under organic certification is 4.72 million hectare in 2013–2014, and globally, India ranks tenth Deshmukhand and NitinBarbar(2015)studied present status and prospects of organic farming in India.

India is the second highest populated country in the world with an urban population of 377.1 million in the year 2011. The demand for organic food products is growing in Tier I cities such as Mumbai, Delhi, Chennai, Bangalore, Gurgaon and Pune, due to high purchasing power and huge presence of health conscious consumers. This phenomenon finds its expression in the increasing popularity of farmers markets, organic bazaars and community supported agriculture. Organic food usually costs up to 20% to 30% more than conventional food items, which is one of the major challenges in Indian markets, as a majority of the consumers are price sensitive. The rapid growth in demand and production of organic food necessitates continuous research in order to document and understand the evolution of these retail markets. It is very important to know the present organic stores in one of the tier I cities that are Chennai. To know the present location of organic retail stores it is very essential to accurately locate using a remote sensing satellite. This is possible by geo-referencing the location of organic stores by satellite imagery.

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Dimensionality and Antecedents of Quality of Work Life

– P. Balaji*
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– Aswatha Kumar***

Abstract

Quality of work life (QWL) is a major determinant of job satisfaction, employee retention and attraction. QWL is mutually interrelated with the work environment and personal life needs. Working women are bearing major responsibilities at home and meeting higher job expectations and facing heavier demands at work. Work-life imbalance will escalate the stress level and increase the conflict in organisations. Maintenance of better QWL is possible only if the employee is satisfied with his work through the higher job expectations and matching the personal life and work life needs with his prospects. In this study, the attempt has been made to study the major influencers and dominant dimensions of QWL, especially among working women. The result reveals that, among the QWL variables, job nature factor is the dominant one followed by monetary benefit factor, non-monetary benefit factor, organisational climate factor, organisational structure factor and skills enrichment factor in the order of their dominance. Monthly family income and nature of family significantly influence QWL.

Keywords: Quality of work life, Job nature, Monetary benefits, Non-monetary benefits, Organisational climate, Organisational structure, Skills enrichment and working women

Introduction

Quality of work life (QWL) is a comprehensive function to improve employee satisfaction through strengthening the work environment with continuous learning to adopt the organisational change and transition. QWL is a major determinant of job satisfaction, employee retention and attraction. QWL is mutually interrelated with the work environment and personal life needs. In a current dynamic business environment, every organisation is doing research to identify the new ways of doing business. It is very important and achievable when their employees are satisfied with both life and work. But in today's work force, women are always the major victims in maintenance of QWL (Ogunsanya and Olorunfemi, 2012). Working women are bearing major responsibilities at home and meeting higher job expectations and facing heavier demands at work. Work-life imbalance will escalate the stress level

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Determinants of Personal Care Products Advertisement Effectiveness – A Study with Special Reference to Male Consumers of Chennai

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Abstract

This marketing research was conducted to understand the male consumer behavior in Personal Care Products (PCP) industry with the primary objective to explore the underlying dominant dimensions of PCP advertisement factors such as mode of PCP purchase, types of PCP advertisement and advertisement emphasis factors and its impact on PCP advertisement effectiveness. This study was conducted among 500 male PCP consumers residing in Chennai city by using analytical and exploratory research design by adopting convenient non-random sampling. The results reveal that, preferential purchase factor and convenience purchase factor are the dominant dimensions of mode of purchase variables. Media advertisement factor, personal advertisement factor and virtual advertisement factor are the independent factors of types of advertisement variables and innovativeness factor and portraying factor are the factors emerged out of advertisement emphasis variables. This study concluded that, advertisement factors such as innovativeness factor, preferential purchase factor, personal advertisement factor and portraying factor are significantly and positively influencing the PCP advertisement effectiveness. Finally, the advertisers are suggested to nurture their advertisement with innovation and novelty along with modernity for the effective utilization of audio/visual communication, creativity and culture to induce the PCP customers purchase decision.

Keywords: Advertisement, Media Advertisement, Personal Care Products, Virtual Advertisement and Innovation

1. Introduction

Today's consumers are not afraid of technology, because it has been available and accessible in most of their lives. An improved technology means easier access to more information. Therefore, consumers are becoming more demanding as more opportunities exist and thoroughly explore all choices before making a purchase decision. Also, with time they have a strong sense of immediacy, demanding compressed lead times and "instant' high quality service. Personal Care is the industry which manufactures consumer products used in Personal hygiene and for beautification[1].

Several trends converging simultaneously are changing the Purchasing power and behavior patterns of consumers. Marketing communicators play an imperative role in order to reach the targeted consumers in segmented markets for any products and services especially, in personal care products. Advertisement is one of the many marketing tools that are used to attract the attention of prospective customers to a business or its products or services. Advertising is a part of the overall marketing strategy of a business, which includes public relations, promotional Programs, signage, incentives, newsletters and word of mouth among other strategies. The aim of marketing strategy is to use advertising, along with other

Whether E-Wallets are really a Catalyst towards Expedition of Cashless Economy? : An Empirical Investigation in the Aftermath of Demonetization

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Abstract: *Demonetization in India of stripping Rs.500 and Rs.1000 notes as no longer as legal tender is highly affected the common people of the country but, it paves the way for the digital push towards cashless economy and digital banking. The digital banking revolution has made it possible to provide ease and flexibility in banking operations for the benefit of customers. Technological innovations such as mobile money, e-wallets, payment aggregators, etc., have also helped in bringing the people online. Digital or E-wallet refers to an electronic, internet based payment system which is a store house for financial value as well as personal identity. Such electronic payment systems empower a customer to pay online for the goods and services, including transferring funds to other, by using an incorporated hardware and software system. In this study, an attempt has been made to explore the underlying dominant dimensions of e-wallet usage purposes and its determinants. The result reveals that deliberation and design are dominant dimensions of e-wallet usage purposes. The perception of e-wallet users started using e-wallets in the pre and post demonetization period have significant differences with respect to different usage purposes. This research paper found that increased use of technological products in an payment industry gives new outlook to banking industry as well as helps to work in efficient and better way. E-wallets saves more time and are found to be convenient by the customer through their mobile phones at any point of time as a form of digital platform. To conclude, e-wallets are really a catalyst towards expedition of cash to cashless economy especially, in the aftermath of demonetization.*
Keywords: *Cashless Economy, Deliberation, Demonetization, Design and E-Wallets*

I. Introduction

The recent occurrence of demonetization is the act of stripping a currency unit of its status as legal tender. Through demonetization, the existing money in circulation is retired and replaced with new notes or coins. Sometimes, a country completely replaces the old currency with new currency. In India, Honourable Prime Minister Shri. Narendra Modi announced demonetization in the first week of November 2016 retrieving Rs.500 and Rs.1000 notes no longer as legal tender. Due to demonetization of high-value currency, common people of India were highly affected which debilitated their way to day living to a great extent. This changed tremendously the way banking business is being conducted. Technology plays an important role in banking. In fact, technology has made a lot of innovative initiatives in the realm of banking. Digital banking is a new innovation which has taken the modern banking by storm. Digital banking concepts are still in their early stages in Asia, but some helpful lessons are emerging day-by-day. Digital banking indeed has become an inevitable business trend in recent scenario. Consumers are becoming an early adaptor and are using mobile and internet channels for banking services with more and more comfort and expediency. The digital banking revolution has made it possible to provide ease and flexibility in banking operations for the benefit of customers.

The digital push with technological innovation is all set to transform the banking and financial services sector in India. Structural growth drivers such as, smart phone penetration, increasing awareness about digital payments, preference for hassle-free transactions and secured payment solutions are driving growth for digital payments. The payment banking sector in India is expected to witness multifold growth in the next few years, helped by the new entrants into the banking and payment space. Technological innovations such as, mobile money, e-wallets, payment aggregators, etc., have also helped in bringing people online.

Go Green Think Green – new mantra for all…

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Abstract

All over the world countries are talking about global warming, environmental destructions, Pollution, water contamination, climatic changes etc., So as a precautionary measure each country is taking some initiatives and measures, the outcome is "green" concept. Green means related to nature and natural environment, protecting the environment, maintaining the natural resources, avoiding the pollutant substance and so no. As a contribution to the economy, companies have come out with different green initiatives like green marketing, green accounting, green retailing, green products, green HRM practices, green brands, green consumers, green labeling, green packaging and green management to protect the environment. This paper aims at exhibiting the importance, growth and initiatives which companies contributes towards the Green concept. Even consumers are aware about environmental protection so it becomes mandatory for the companies to frame their corporate social responsibility policy to go green. Overall Green mantra is applicable to all companies, consumers, economy as a whole in turn leads to economic growth and protection.

Keywords: Green Marketing, environment protection, corporate social responsibility, economic growth.

Introduction

Companies are utilizing the resources from the environment out of which they are producing the output, now in turn they are contributing to protect the earth's resources through green initiatives. According to American Marketing Association, Green Marketing means producing the products which are assumed to be less harmful to the environment. In fact, consumers started to believe the tag green associated with the products so they are ready to pay more for the green

OVERCOMING IMPEDIMENTS IN ENGLISH LANGUAGE LEARNING AND ASSISTANCE TO PROMOTE LISTENING AND READING SKILLS – A STUDY ON RURAL ENGINEERING ENTRANTS

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Abstract: English Language Learning is all the more essential for Engineering Students. The rural Engineering entrants have some specific impediments in their learning process. Of the four broad language skills, LSR&W, Listening and Reading are normally considered passive skills but they are actually receptive skills. The aim of this paper is to show the importance of Listening and Reading skills (receptive skills) inthe English classroom in order to get a perfect acquisition of the language. In general, Listening and Reading skills have been taught and explained separately, but they are closely interconnected. Both Listening and Reading skills are comprehensive skills and it is important to practise them together and integrate them with the rest of the skills. These skills are very important in relation to understand the language and for its proficiency. Listening and Reading skills are quite difficult to practise especially when the student does not live in English speaking surroundings. This paper analyzes the difficulties faced by the students in acquiring Listening and Reading skills, and tasks to promote their Listening and Reading skills. This gives them assistance to overcome the impediments.

Key words: Comprehensive skills, Receptive Skills, Impediments.

Introduction

In the Indian education system teaching English has gained more importance, because English is used as a Link- Language and widely used in academic institutions, offices, industries and business sectors. In rural parts of Andhra Pradesh, teaching - learning process is bilingual and vernacular. The same students when getting into higher education and employability, English plays a very prominent role in the medium of instruction as well as communication respectively.

English Language skills are broadly categorized into four divisions, namely Listening, Speaking, Reading, and Writing. Among them, Listening and Reading are receptive skills whereas the other two, Speaking and Writing are productive skills. Listening and Reading are termed as passive and receptive skills. The mind of the listener as well as the reader is active in his own way while receiving the ideas of the communicator, decoding the ideas and assimilating them. Hence Listening and Reading skills become active skills even though they are termed as passive skills. If the listener/ reader are attentive, Listening and Reading attains effectiveness.
While teaching English to Indian students in the earlier days, the main focus lay on developing only the written skills. This was not a natural process. Only by developing Listening and Reading abilities, one can naturally develop Spoken and Written skills.

Indian students spend a lot of years in learning the English language from primary level to university level. In rural areas of Andhra Pradesh region, we can see English medium schools, which started teaching the English language from pre-school education. Still, students are not capable of speaking and expressing fluently in English when they

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Data Leakage Detection during Transmission

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Abstract

In the present world everything worked using network including data entry, digital economy and leaves cyberspace at record rates. An usual enterprises receive and send millions of messages, download in emails and also transfer more than thousand of files over several channels on a everyday basis. In organization or enterprises, the main dangerous threat facing in day today life is leakage in confidential data. Leakage of data is said to be unintentional distribution of data which is private and sensitive data to an illegitimate entity. Information's based on patient data, financial data, personal banking data and credit card information like sensitive data of individual persons and business information were shared through network may lead to chance of data vulnerability and data leakage during exchanging of information. So to avoid these kinds of difficulties, the data leakage detection method has been introduced and proposed. The study of paper includes brief ideas and methodology based on leakage detection of data during transmission.

Key Words: Detection, transmission of data, data leakage.

Analysis of Component based Computing

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Abstract

To achieve a precise goal of components on different platforms that are presented the some components in order to co-operate with one another over a communication network. The component should be able to access services provided through remote, location transparent service in vocations.The major role of component-based method is represent an ideal framework for component-driven in client/server computing. One of the good implementation examples of broker architecture is Common Object Request Broker Architecture (CORBA). The component based technologies discuss the proposal of distributed object of CORBA which is the Object Management Group's (OMG).This paper proposes the broker architecture as CORBA has distributed system that can be demonstrated by client-server architecture which practices the base for multi-tier architecture.

Keywords: Component based, Common Object Request Broker Architecture (COBRA), Object Request Broker (ORB), Object Management Group (OMG)and Distributed Computing Enviornment (DCE).

1. Introduction

The basics of component technologies and client-server computing propose the framework using the distributed objects. This paper focus on the delegation between the client/server framework and stratification on client/server system into levels [1].CORBA is developed by Object Management Group (OMG) which is an industry standard of more than 700 groups of companies to support in programming distributed objects and also not a programming language. The architecture of CORBA is created on the object model. The OMG is used in Object Management architecture guide, where the model is derived from the abstract core of object model which is not directly realized by any particular technology. This allows applications to be built in a standard manner using basic building blocks such as objects. Hence CORBA is separates the client (request of services) from the server (provider of services). The system is based on the collection of objects by well-definite encapsulating interface. CORBA object is significant to differ from typical programming objects.

CORBA objects run in three different ways [2].

- It can run on any platform
- It has Interface Definition Language (IDL) mapping that can be written in any language.
- It can be located wherever on the network.

In this paper Object Management Architecture (OMA) tries to define the various high-level facilities that are necessary for distributed object-oriented computing. This mechanism of OMA is the ORB that provides the core object location transparency, activation and communication. The CORBA specification based on the OMA which offers description of the facilities and interfaces that provided essentially by yielding ORB was released.

2. Literature Review

Various component infrastructures use different security standards. CORBA is based on Component Model (CCM) is defined by the Object Management Group's standards which may use the security services for implementation [3]though DCOM and .net is built on a dissimilar standards[4].CORBA security architecture which provides by CORBA security service that can support to meet different needs of variety of security policies. The principles of authentication and specification which is defined by security functionality and infrastructure based on access control and authorization [5]. However the applications of component based security standards is not yet entirely investigated on the effect on the scalability performance. DCOM is just like CORBA which it is efficiently splits the interface from functionality using on IDL. Microsoft has preferred to use IDL which is based on Distributed Computing Environment (DCE). The IDL is nothing but neither CORBA nor DCE complaint; this rigorously confines the potential for interoperability. In addition Microsoft's object linking and embedding technology which separate the interface functionality is provide by using the Object Definition Language (ODL). DCOM doesn't support the object of traditional notion and don't have a state, moderately they are collections of interfaces. By suggesting the DCOM objects, one could liken to collection of algorithms which are inherently not a prevailing computing machines as CORBA objects [6].A distributed system forms the base for multi-tier architectures which can be demonstrated by client-server architecture, alternatives are CRBA is the broker architecture and Service Oriented Architecture (SOA).This type of architecture processing information is not confined over some independent computers to a single machine rather it is distributed. There are various technology frameworks which is used to support the distributed architecture such as .NET web services, CORBA, .NET, J2EE, AXIS Java web services and Globus Grid Ser-

Determination of influencing metricsin water fall model

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Abstract

You cannot control what you can't measure - Tom DeMarco -Metrics plays a critical role in any industry. The metrics can tell the senior management the health of the activity in that organization. In the paper, we have studied the relationship between the metrics and the quality of deliverables. Once the right metrics are identified for a particular phasein the life cycle model it will help the project manager to proactive-ly detect the issues earlier and arrest the defects. This can help the project teams to deliver the product on time without defects. There by the cost of the projects can be reduced which in turn will have high customer satisfaction.

Keywords: *QOD; SDLC; ANOVA; Confidence Interval*

1. Introduction

Measurement is a key element of an effective and efficient software development process as it evaluates the quality and effectiveness of the process. Measurement is a tool through which the management identifies important issues, events andtrends that enables them to make informed decisions. Moreover, measurements help inpredicting outcomes and evaluation of risks, which in turn decreases the probability ofunanticipated surprises in different processesthat are employed in due course of developments.

Waterfall model is the mostly used life cycle model in big software projects. This works well if the client does not change the scope of the project. The strict dead line driven methodology plays well for the projects that have a clear vision of the result. The core aspect of the waterfall methodology is the detailed plan that is scheduled and executed sequentially to a final resolution. Waterfall approach is one of the heavy weight methodologies and this follows the model of requirement-design-build. Here the processes are standard and well defined; also, it has well-structuredaspects through definite phases. Every phase has a specific activity and the deliverables has tobe completed before commencing to the next phase. In this model, developers can accurately cite expected flaws and outcomes in advance.

Advantage of the waterfall model is thatit can be easily managed and the cost can be determined at the early stage. Developments can happen with the time aimed at improving the waterfall methodology. The evolution of this model has helped to bring the optimization in the waterfall method, enable developers to understand the requirements of the users better through prototyping of software, reducing market time and pressure that can improve the quality and the reusability can also be increased. Also in case of the employee turnover, waterfall strong documentation allows for minimal project impact.

2. Review of literature

There have been consistent steps taken in various process monitoring and controlling features to identify different metrics that should be used in various life cycle methods. G. Canfora a, F. Garcı́a b, M. Piattini b, F. Ruiz b and C.A. Visaggio have focused on the process modelling and introduced a set of metric for the process model that can be used as an maintainability indicator. They have proposed and empirically validated a set of representative metrics to evaluate the maintainability of descriptive software process models and these metrics are based on the main elements included in a software process models and can be used to ease the process evolution [1]. HaneenHijazi, ThairKhdour, AbdulsalamAlarabeyyat have reviewed about the software development process models and in detail have investigated the state of risk management in each of these models. They have found that development methodologies risk management and have analysed the major source of risk in waterfall model, Incremental Model, V-Model, Spiral model, Agile Development Model.Also they have specified that continuous requirement change, no overlapping between stages, poor quality assurance, relatively long stages are the major source of risk factors involved [2].P.Mahizharuvi, Dr.K.Alagarsamy has tried a novel security mechanism in system development life cycle. Authors have started their initiation process of their research and have given some suggestion to enhance the security mechanism to improve the system development life cycle [3]. Youssef Bassil has proposed a simulation model for the Waterfall development process using the Simphony.NET simulation tool. This model is used to simulate different phases of the waterfall model including software solutions to be developed, operational resources, employees, tasks, and phases. It can also assist project managers in determining the optimal number of resources required to produce a particular project within the allotted schedule and budget [4]. DeepshikhaJamwahas provided the opinion of software developers on variousaspects of developing a software development model suchas: development time, Project complexity, Implementationchallenges, Extensive and accurate documentation for small software organization [5].MihaiLiviuDespahas considered heavyweight and lightweight methodologies. It is suggested that heavyweight methodologies suits well for the projects where the requirements does not change frequently. This methodology is easy for tracking, evaluation; reporting and can showcase tangible deliverables in every stage of the project. Whereas lightweight methodologies suits well for projects in which

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Identifying the Priority of the Defects in Software Projects using Statistical Techniques

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Abstract: Defects are part of any process irrespective ofpeople, domain, technology and the life cycle. Software development that involves 100 percent human resource defects can occur. There could be certain amount of defect types found during the life cycle of a project and the defects could come during maintenance. In this paper a methodology is proposed to identify the most impacting defect types to focus on the possible X factors that will impact the output variable. Also to identify the causes for the impacting defect types based on which the recommendations can be made to reduce the overall defects and there by deliver defect free product on schedule. Grouping of the defects is done based on the Tukey Method and Fisher Test**.**

Keywords: Analysis of Variance, Fisher-Test, Defect Density, Confidence Interval, Tukey's Method.

1. Introduction

Software development as a service or as a product involves with people of different age group, different skill sets and priorities. The productivity is unique to determine the output based on the design. There could be variations in projects based on factors such as size, effort and complexity of the development which can have linear effects on defect levels.

Each development is so unique, but there can be many similarities between the development processes from analysis to implementations. There are different ways to capture the defects such as reviews, script review for format or syntax etc.

Generally, the defects are captured during peer or by subject matter expert reviews. Reviews are performed during the course of software development irrespective of life cycle. The

defect data obtained during the review will help to assess the quality of the deliverables and the amount of the rework. This in turn will impact the delivery of the high quality product to the customer at first instance.

The review process enables the arrest of defects and also the source for collecting the defect data of the artifact inspected. Software review and other software quality controls are performed primarily to identify defects injected at various phase and remove them before delivering it to the customer.

Defect counts can indicate the amount of rework required to fix and make the artifact useable, which also will have an impact on the development schedule. The impact of the defect thus affects the schedule and effort variance. The another important defect related metric like defect densities which is defined as the number

A STUDY ON THE IMPACT OF TELEVISION ADVERTISEMENTS FOR MOBILE PHONES ON THE INDIAN CUSTOMERS

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Introduction

"Cell phones are the lifeline for teenagers. They just can't imagine life without them...It's not just a communication device for teens, it's an entertainment device." - Michael Wood. A mobile phone is an electronic device used to make telephone calls across a wide geographical area. In addition to call service, modern mobile phones also support many additional services such as SMS,e-mail, internet access, Bluetooth, camera, games, MP3/4 player, GPS, etc. Motorola developed a back packed 2way radio walkie-takie for US Military in 1940s. The same technology was developed further and the result is the mobiles that we use today. Mobile phone services was introduced in India 15 years before in 1995. India has come a long way today. It is considered to be the friendliest technology in the 21st century and the indispensable tool among the people of India, especially youth. In a survey by Statista 2015, the number of mobile phone users in India is expected to rise to 730.7 millions. There are a number of mobile phone manufacturers across the world and each company has its own brand and features depending on technical and marketing demands.

Market Share of Smart Phones in India

The above graph displays the smartphone market share held by the top five sellers in India from the first quarter of 2013 to the third quarter of

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A STUDY ON CONSUMER AWARENESS OF GREEN MARKETING AND ITS FEATURES AMONG GENERAL PUBLIC RESIDING AT CHENNAI CITY

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Abstract

The benefits of green marketing began in the year 1980 when specific products were found harmful to the earth's atmosphere. So new "green" has been established which less is damaging to the environment. It also includes package of recycled papers, refillable containers for cleaning products and plastic bottles. This study reveals the awareness and the satisfaction level of consumers about green marketing and scope of green marketing in future India. With India making rapid progress in the field of industrialization, concerns have also been made by various sections of environmentalists regarding the repercussions on the environment. The companies themselves are now more aware about the ways in which their factories often affect the ecosystem and have taken a greener path to success.

Key Words: green marketing, consumers, business, environmental- friendly

Introduction

"The threat to our planet is us. It's actually not a threat to the planet – it's a threat to us" - Margaret Atwood. In current scenario, terms like "green going" and "environmental friendly" have become the popular on various Medias. As there are scarce resources to fulfill desires of human, activities of marketing are bordered in such a way to consume the existing resources productively to evade wastage with a view to achieve the goals of the Organization. "Green marketing" thus emerged. Green marketing is a vital component of the universal marketing thought. The term "green marketing" came into prominence in late 1980's and in 1990's. The American Marketing Association (AMA) held its first workshop on "Ecological Marketing" in 1975. This workshop resulted in introduction of first book on green marketing titled "Ecological Marketing"..

Government all over the world try to reduce the human impact on the environment. By understanding the society concerns, business too started change the attitude and to have integrated environmental issues in a company. Regulation of green marketing has been taken by the government at regular manner. The basic prediction is that the consumers will prefer for green products by seeing the —greenness in a product, and then buying decision is taken.

Green marketing involves four p's i.e. product, price, place, promotion.

GREEN MARKETING MIX

- GREEN PRODUCT
- GREEN PLACE
- GREEN PROMOTION
- GREEN PRICE

Importance of Green Marketing

Green marketing is marketing environment safe products. The importance of green marketing is:

- It allows to lessen the harmful effects on our environment.
- It paves the way for hygienic environment. It decreases waste.

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HOW CORPORATE SOCIAL RESPONSIBILITY INFLUENCES BRAND EQUITY: A STRATEGICAL REPORT

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Abstract

Corporate social responsibility associates to the events of companies toward their communities, social causes, and the environment. The socially responsible behavior of target, best buy, is examined in relation to measures of building brand equity through the following means: building brand awareness, enhancing brand image, establishing brand credibility, evoking brand feelings, creating a sense of brand community, and stimulating brand engagement.

Keywords: Corporate Social Responsibility, Brand Equity, Brand Loyalty, and Brand Awareness.

Many corporations engage in socially responsible behavior as a part of their normal business operations. These activities include positive actions toward the environment, social causes, and their communities. It includes lessening their use of energy, supporting schools within their communities, and supporting organizations. Corporate social responsibility (CSR) can benefit companies through promoting a positive public image while creating a workplace with satisfied employees, happy customers, and lower costs. It can be a win-win scenario for both the companies and their Investors.

The creation of brand equity shares many related elements. The purpose of this paper is to observe the socially responsible behavior of three major companies in the retail industry to gain further insights into the correlation between CSR and the creation of brand equity.

Defining Corporate Social Responsibility

World Business Council for Sustainable Development defines Corporate Social Responsibility (CSR) as "The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large" (Baker, 2008)

The European Commission advocate CSR as "Being socially responsible means not only fulfilling legal expectations, but also going beyond compliance and investing more into human capital, the environment and relations with stakeholders." (Zerk, 2006) The definitions just created a very broad domain, of course, and include not only duties and actions directed at individuals, but also the ethics and how to improve the quality of life of the local communities and societies.

Companies in almost every segment of business comprise Corporate Social Responsibility (CSR) not only because it's the right thing to do, but also because it strengthens their brands Corporate Social Responsibility is not a new concept in the current businesses but in early times it was not considered as an important tool and was just used to fill their annual reports

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THE ECO-FRIENDLY GREEN SKIN CARE PRODUCTS ARE THEY POCKET FRIENDLY TOWARDS OUR CONSUMER? A STUDY REPORT ON WOMEN CONSUMERS' AWARENESS AND PERCEPTION TOWARDS GOING GREEN.

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Abstract

With rising concern of health issues and safety, many consumers have turned their site to green products. The increased consumers' interest in green products has been attributed among others to the growing demand for green cosmetics free from chemical residues. Green cosmetic promotes a balance of human, other living organisms and the nature. It also promotes no artificial preservatives and best maintain the originality of a product. This prevents excess use harmful ingredients and thereby ensures health. This study attempted to gain knowledge about consumer perception towards green skin care products, product consumption and to see whether there is any potential this might have for changing their behaviour. The rationale for carrying out this study is that consideration for the environment could come only from well-informed citizens who are aware of, and fully committed to their rights to a quality health and environment. Nevertheless, before any behaviour can be changed, it is necessary to evaluate the current state of consumers' awareness and knowledge. Therefore consumer's attitude, perception towards green skin care products, willingness to pay for green skin care product and intention to purchase green skin care products will be the main schedule of this study.

Keywords: Green skin care, Consumer perception, Green Marketing, Green Skin care products

Introduction

Through the last years, the cosmetic industry has vividly spread its managerial and marketing positioning towards customer requirements due to the advance in response to the customer trends towards a healthier lifestyle and desires for natural cosmetics. The cosmetic industry is a very important industry and the use of personal care products and cosmetic products has always been an essential part of consumers' lives. Regardless of this constructive growth trend in the world, the natural cosmetics market and skin care is still an under examined area.

Furthermore, the most often stated reason for consumers not to buy natural or green skin care products is that "so many products claim to be natural or green that it's tough to tell which ones are the most natural". Besides, European standards for ecological products were defined in Standard COSMOS (Cosmetics Organic and Natural Standard) published in 2013 but such standards depend on the cosmetics manufacturer or country of origin. This confusion has headed to an increasing skepticism in the labels "organic" and "natural" which is expected to shoot from lacking regulation within the industry allowing a multitude of products claiming to be organic and natural to rush the market, Yu-Shan and Ching-Hsun, 2013. Despite such conditions on the cosmetics market, natural cosmetics have grown to be a great trend in recent years. While consumer behaviour towards organic products, especially food products, has been examined in academic research, little has been published on consumer behaviour towards natural cosmetics.

Interest in natural cosmetics has developed amazingly as consumers and marketers retort to popular media with regard to healthy lifestyles. The technological enhancements and persistent innovation are the main features of the modern cosmetic industry. Production and usage of natural

A genetic algorithm approach for global routing of VLSI circuits

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Abstract

Very Large Scale Integrating (VLSI) design has the objectives of producing the layout for integrating circuits. The currently prevalent submicron regions require innovative, new physical design algorithms. Performance requirements have not seen before, become the significant features of such regions. The last ten years have been witnessing the feature of swelling success of Genetic Algorithms in their application to VLSI physical design. These algorithms are in spot light and the subject matter of study and examination. Routing problem is posed to a cost function which takes care of the total net length, the channel capacity exceedance and crosstalk. The Genetic algorithm is used for optimizing the cost function.

Keywords: Very Large Scale Integrating (VLSI), Genetic Algorithm (GA), routing, Macro cell, placer, graph edges.

1. Introduction

Currently, many millions of devices are contained in a Very Large Scale Integrated (VLSI) circuit. An important feature of the circuits is their complexity which has led to the imperative need for using Computer Aided Design (CAD) for their design.
VLSI CAD tools have the objective of transforming a high level system definition into a bunch of geometric for use in fabrication ensuring minimum size for IC.
 This involves different stages of which physical design is an important phase. Physical design involves the transformation of structural design into mask geometry for the purpose of fabrication without any deviation from the basic design rules relating to the technology of choice. The different steps involved in the process of physical design are partitioning, floor planning, placement, routing and compaction. Each stage be optimizing while making the problem manageable for the subsequent stages.
System partitioning is the work of dividing a micro electronics system into individual ASIC's (Application Scientific IC's). Estimation of the sizes is a process involved in floor planning. The initial relative locations of the blocks are put in place in ASIC. Simultaneously space allocation for clock and power wiring decide on the location of the Input/ Output and power pads. The location of the logic cells within the flexible blocks is decided by placement and sets aside space considered necessary for the interconnect to each logic cell. Floor planning and placement are known for their close association. Sometimes they are constructed in a single CAD tool. Connection between the logic cells is accomplished by routing.
The goal of physical design is to produce a fully placed and routed chip which meets all delay, matching and other requirements in a small area as possible. A feature with physical design is extremely complex process. There have been developments in design styles over the several years, with the objective of reducing the complexity in the design process. These styles falls into two categories: viz., (i) Full custom and (ii) Semi custom layout styles.

Factors that influenced the type of chip, cost and the time involved in marketing are considering while making achieve of the layout.

1.1. Routing

The input to the routing phase is a placed circuit. Making the interconnections on the basis of a specified net list is the goal of routing. Routing is usually done in two ways, viz., two phase routing and area routing.
In area routing, the routing process is carried out in one phase. Nets are routed sequentially using algorithms like maze running and line search algorithms. Chronological factor feature the nets, where more constraints confront the nets routed later compared to those preliminary routed. This goes by the name "net-ordering problem". Rip up and re-route methods can help solving this problem which however is expensive.
In digital designs, routing often goes through two phase difference, viz., global routing and detailed routing. The former involves decomposition of an integrated circuit by inter connection network into network segments which get assigned to regions or channels.
This means the determination of an approximate path connecting the nets. It is a process on a higher level where it is defined as the routing of the nets is done the available routing regions. The results of global routing lead to a detailed router which turns out the actual geometries that connectivity requires.
As a general rule, a study of the Global Routing Problem (GRP) is made viewing it as a graph problem. The relative layout helps defining a routing graph, while the nets are routed on the graph. A Steiner tree problem in the networks is the best method   for the search of route on the graph, Steiner tree problem generally recognized as a graph Steiner tree problem. However determination of a Steiner minimum tree is a NP- complete problem, explaining the reason for the large number of heuristics for practical applications.
In the concurrent approach, the formulation of GRP is done as a problem in optimization with a set of constraints.   Genetic Algorithms (GA's) constitute an effective set of global search optimization methods that have demonstrated the ability to

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RESEARCH ARTICLE

Development of Brain Computer Interface, using Neural Network

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ABSTRACT:
This paper focus on the development of a Brain Computer Interface (BCI) using neural network, where BCI is an electronic communication system which accomplish the operating principle of "stimulate thinking and make it happen destitute of anyone's physical efforts". Based on the environmental conditions the BCI allows the users to act on his thoughts, without using their peripheral muscles and nerves. A machine learning algorithm is included in all the neighboring BCI, which learns a function from the training data's besides used to distinguish non identical brain activities. The investigation of this work with Brain Computer Interface (BCI) signals possessed from Electro- EncephaloGraphy (EEG) to bring out a relationship between a person's mind condition and a computer employed signal processing system that illustrates the EEG signals. A Radial basic function framework for machine learning is used here for the linear discriminant analysis of EEG data. Based on the Radial Basic Function's (RBF) the output an intended mental task can be performed.

KEYWORDS: Brain Computer Interface (BCI), Radial basic function (RBF), Electro-EncephaloGraphy (EEG), Neural Networks, Neuron's, Fast Fourier Transforms (FFT).

1. INTRODUCTION:
The Brain Computer Interface (BCI) is a correlation between the human brain and a controlling device that allows the control signals from brain to regulate the external activities, such as prosthetic limb or a control of cursor. This interface allows a direct line of communication over interconnecting the brain and the object to be controlled. A large number of peoples with the condition of being disable to do things in the normal

way using motors, need a technique of reinforcing the idea of original communication. In communication the common augmentative technology cannot be used for many people who observed to be completely paralyzed or "locked in," all of which requires a remarkable measures in controlling the muscle.

A diversified study has been estimated for the last few decades, about the ability of registering the brain signals within the brain or from the scalp could come through latest augmentative technologies that need not requires muscle control. These BCI systems particularly measures an important attributes of brain activities and transcribes them into device controlled signals.

The attributes used in this case study includes the EEG signal recorded from the front head and a reference signal recorded from the ear lobe is passed through the USB port to interface with the computer and the feature is extracted by using the LAB VIEW software tool box and extracted data is trained by using the Radial Basis Function network to control the particular activity.

2. BACKGROUND:
Asim Roy et.al [1] has studied by training the "truncated" RBF and the other type of hidden units, and this algorithm uses random clustering techniques and programming. Following this the Quickness in learning has been recognized, efficiency in learning and Generalization in learning.

DETECTION OF LINEAR STRUCTURES IN MAMMOGRAM

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ABSTRACT

Recently, there has been interest in the proportion and distribution of parenchymal linear structures in the breast. The proportion of linear structures has been linked to mammographic risk. Three–dimensional tomosynthesis represents a significant advancement over conventional two– dimensional mammography, effectively eliminating many of the inherent problems caused by representing the 3D anatomy in a 2D image. Results show a high degree of correlation (0.866) between the proportions of linear structures detected in the two image types. This experiment investigates the proportion of linear structures detected in raw tomosynthesis images and compares them to the proportion detected in corresponding conventional mammograms of the same patient taken at the same time

Keywords: Mammogram, Breast Cancer, Tomosynthesis image, Linear Structure.

1. INTRODUCTION

In conventional methods 2D projection mammography play a vital part in detection of breast cancer, diagnosis and treatment. There are several intrinsic restrictions in 2D, affected by the projection of three dimensional breast anatomy on to a two dimensional plane. The cancers being unknown by superimposed normal tissue and intersecting normal tissue generating the artificial look of densities [1]. These constrain delivers result in false–positive or false–negative diagnoses, rising threat to the patient or revealing them to needless. Whereas a lot of these limits could be overcome by magnetic resonance imaging (MRI), this is a far more complicated procedure and its high cost, low availability and inconvenience avoid the use of MRI from becoming wide range for the detection of breast cancer. 3D breast tomosynthesis delivers a key improvement over projection mammography. Tomosynthesis eliminate the effects of superimposed tissue on parenchymal structure of interest more efficiently [2, 3]. This can increase margin visibility, specifically in dense breasts and has been shown to raise lesion visibility [4]. Breast tomosynthesis achieves a series of projection x–ray images as the x–ray source transfers in an arc around the static breast and digital imaging detector. With the elimination of their acquisition angle, the 'raw' projection images are linked to conventional x–ray mammograms, however they are taken using a significantly lower x–ray dose than that using for conventional mammograms, such that the complete dose received by the patient is like for the two methods [4]. The raw projection images are subsequently reconstructed in to a three–dimensional volume that can be displayed to a radiologist. Many algorithms have been used in the reconstruction of tomosynthesis images, common examples include filtered back projection and shift–and–add. In this experiment the raw tomosynthesis images are used rather than three–dimensional reconstructed images since a more straightforward and continuous calculation can be made between them and corresponding conventional mammograms. Linear structure data in mammograms has been linked to mammographic risk and identified linear structure data has shown capacity in increasing the specificity of automatic risk assessment [6, 9, 12]. To calculate the pattern of breast carcinoma and therapeutic regimen provided

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CNN based framework for Intelligent Multimodal Sentiment Analysis

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Abstract

Sentiment analysis of online user created text content has a very prominent role for many social media analytics tasks. In today's world, additional images and videos are extensively being used by the social media users for sharing their opinions and experiences. Sentiment analysis of huge scale in text and visual data mainly supports to better extract user sentiments toward brands or topics. To counterbalance with the growth of enormous multimodal data, there arises the immediate necessity to bring out an intelligent multi-modal sentiment analysis framework efficiently mine information from multiple modalities. Prior studies focused mainly on single modality content such as text or image. Here, we plan to achieve a new frame work for multi-modal sentiment analysis using CNN based feature extraction from various modalities. The multi model sentiment analysis on two publically available datasets shows the intelligent of our models and we gain a consistent performance improvement overstated by intermingle text, audio and visual features.

Keywords: *Sentiment analysis, multimodal data, CNN, SVM*

I. Introduction

Views and viewpoints have an incredible role in decision making. Social network sites, blogs, forums, e commerce websites, today, have given internet user with platform to put forth their ideas, views. This has resulted in, the modality of massive social media data as a wide platform and not to the single text mode. In microblog sites, for example, more and more users are inclined to put up multimodal tweets, adding an image in their tweets, which brings new challenges to social media analytics in handing massive quantity of multi-modal scale social media data. Analyzing user sentiments on two or three input modes improvise the accurateness of the analysis, in contrast to the traditional text-based sentiment analysis. The main improvement of analyzing video provides multi-modal facts in terms of spoken and visual modalities. The voice modulations and face movements in the visual data, along with textual data, provide true views about anything by opinion holder. For multi-modal sentiment analysis Figure-1 shows, how each modality bestows to the identification of sentiments.

Recently, many connected work has been projected to deal with multi-modal sentiment analysis, and deep neural network-based ways show superiority in performance. One main challenge in multi-modal sentiment analysis task is the fusion of all modalities of samples, including text, image, video or speech. Even though related deep neural network-based method helps to create a novel multimode sentiment analysis model. Thus multi-modal sentiment analysis is a projecting research area in recent years particularly within the contextof social media huge information.

Earlier related studies mainly targeted on single mode sentiment analysis especially on text. Today, besides the traditional machine learning-based methods, deep neural network has gained increasing attention in extracting textual representation.

Meanwhile, inspired by their superior performance in image classification, CNNs has also been used in image sentiment analysis. To subdue the limitations in the previous work,This article suggest anend-to-end framework for large-scale multimodal sentiment analysis based on CNN.
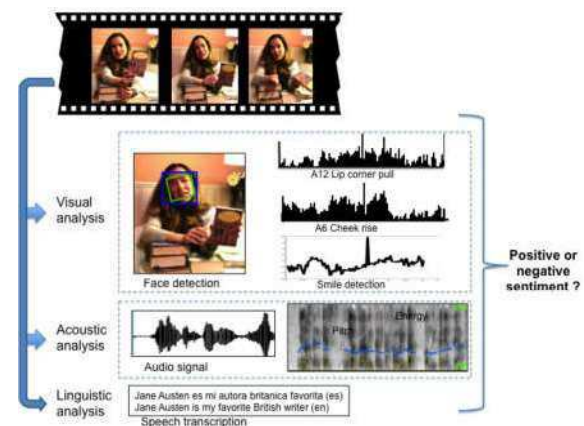
Figure I : Multimodal feature extraction

II. Applications

Sentiment Analysis has been extensively used for understanding the nature of a context. Few areas where It can be applied are

1. Businesses and organizations

Much of the business strategies are being escorted with respect to the response from the customers. Companies intend to satisfy the needs and demands of the users, thus strategic moves of companies are driventhrough public opinions and views. With the world connected through technology events havea global influence; theissue/failure on one place of the nation has an impact on the other part of the country. So it has become inevitable to drive products/services according to the public viewpoint. Nowadays Business men are investing much amount of money to find the users sentiment.

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COST BASED SERVER SELECTION USING CLUSTERING APPROACH

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Abstract

Cloud Computing deals with the benefits of business and the end users. Basic idea is to transmit all kinds of resources through the Internet such as storage resources, computing resources, bandwidth and so forth. Users do not need to purchase a large of computing systems to manage their business. Services are sold on a subscription or pay-per usage basis over internet.

Proposed a cluster oriented selection strategy which accounts the task of implementation of the relationship between time and cost. The server allocation method is an effective process when compare to the previous work. Comparing with the user's the historical cost, minimum cost, and maximum cost will be stabilized in our proposed system. The results will show that our strategy completes the task at the user's expectation of the completion time. Reduces the resource usage costs of the task and effectively enhances the scientific workflow implementation efficiency.

Keywords:-_clustering Techniques, Server selection, Cloud server, Cost reduction_

1. Introduction

Cloud Computing deals with the benefits of business and the end users. By using three types of services, only the cloud computing can be able to store the data's. These are also called as cloud computing stack because they are arranged one after the other. These services are slightly difficult to use, based on the provider, it might be easy to use in a friendly manner in some browser-based dashboard which will be easy for the IT professionals and the software developer to organize their accounts in the cloud.Basic idea is to transmit all kinds of resources through the Internet such as storage resources, computing resources, bandwidth and so forth. Users do not need to purchase a large of computing systems to manage their business. Services are sold on a subscription or pay-per usage basis over internet. Need to pay for the resources according to their needs in order to decrease the cost greatly [1].

Cloud computing has a variety of attention to large scale distributed approach. The performance of the Ali cloud with different server can provide a cost efficient by mapping the relationship of the different server. The main contribution is to implement the relationship between the time and cost; in this case the server allocation task will be effective. The scientific workflow will reduces the usage of the resources cost for the task and there will satisfy the user expectation of the task completion time. And it is mainly focuses on the business workflow in the particular time the user will fulfill their requirement regarding the task completion in the required time. It must improve in the application using the API for quick convenient configuration [2].

The main workflow of this paper is to select a server to improve the computation time and also the scheduler strategy of the server by task scheduling approach. The part of this paper is category into Section II Discussion about the Literature Survey, Section III Explore of the Proposed Work, Section IV Analysis the Experimental Result and Section V Presents the Conclusion.

2. Literature Survey

C. Ding, et al, 2012 presented a Cloud GPS: A scalable and ISP friendly server selection on cloud, there deals with the explosively increasing in the number of cloud and with the client based on the DEM component, which takes the two different kinds of the NC that is used in the cost reduction O(n) by positioning the cloud and the user. The cloud GPS are user friendly to the ISP that reduce the transmit of the traffic that leads to the low ISP operational cost and also improve the end user quality of service, which is based on MM component, that makes a closer sever selection and theinter domain transit traffic with the restriction of the server capacity.

Ao-Jan Su,et al, obtained a Drafting behind the Akamai which deals with the networking that works under the conditionof less expensive cost of the network measurement, it determine how the one can be infer and utilize the quality,along within the short time scale information. It posses five types of working there are 1. The Akamai server correlate with the network between the client and the server here it takes the

A SURVEY ON DATA INTEGRITY ISSUES AND SOLUTIONS: DYNAMIC DATA STORAGE ON CLOUD SERVERS

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Abstract- *Cloud storage has become essential for storing large volume of data and to meet the need to access data from any location. In recent years, vulnerabilities in data storage in the Cloud have come to light. Due to virtualization storage concept of the Cloud, these vulnerabilities arise and hence lead to Cloud storage issues. ̶ Data integrity tries to give reassurance that data is uncorrupted ̶ Data integrity involves the management of consistency, accuracy and trust worthiness of data in their entire life cycle period ̶ This survey paper discusses these issues and analyzes solutions that address these issues.*

Keywords - *Cloud data storage; data integrity; security issues; static data; dynamic data.*

I. INTRODUCTION

Cloud computing is a distinct business model, wherein a client corporation can avail the services provided by Cloud Service Provider (CSP) which broadly includes data storage and computational capabilities. The client would pay the CSP based on resources actually used by them. Due to the large volume of data handled by CSPs and keeping in view the varied originating points of such data, it is imperative for the CSPs to ensure data integrity and release resources as a useful utility in a dynamic environment. Small corporations/organizations may find it expensive to build the infrastructure required for storing their expanding data volumes and hence resort to services offered by CSPs. Cloud storage and computations help to reduce the costs associated with storage and maintenance of data. There also arises the need to improve the cloud storage business standards. The client companies have to negotiate with different terms and conditions of the CSPs and always face a marginal risk of their data being lost from the cloud data centre.

As data generation grows exponentially and outpaces data storage capabilities at their facilities, the smaller companies find it expensive to regularly replace or upgrade their hardware on every occasion when the storage capacity becomes full and retaining their full data bank may prove to be a daunting undertaking. Storage and computing outsourcing to CSPs allows such companies to lower the cost/expenses associated with storage and also efficiently manage their employees. This option also additionally assures them of a reliable storage mechanism for their critical records, thus eliminating the hazard of losing records due to hardware failures. But storage of user records in the cloud, inspite of its blessings, has many potential safety issues which need to be extensively investigated for making a dependable strategy related to eliminating data loss and simultaneously reducing storage costs. Common risks include information/data integrity at cloud storage and their authentication (uncorrupted data).

II.   DATA INTEGRITY

Data integrity refers to the process of making a database remain an accurate mirrored image of the universe of discourse it is modeling or representing. At times, there could be only narrow communication between the facts saved in the data base and the actual real world applications. Data integrity focused in terms of data protection is the assurance that data can most prominently accessed or is available for modifications for the legal computational requirements and for verifying records. Data integrity is essentially one of the few and most important challenges in cloud storage and computing.

Data integrity must ensure to provide reliable data with high quality, accuracy and unmodified in any way. After transacting with the cloud data centre, the client depends on the cloud data storage centre to provide back reliable data to them and trust that their data and algorithms are protected by CSP with the highest security mechanism. But this hope may fail at times, leading to clients' data being lost or modified. At times, the CSPs may adopt dishonest business practices and may discard statistical data that is no longer or rarely accessed by clients, in order to save the garage space or they may hold fewer replicas than promised.

DATA PREPROCESSING ALGORITHMIC APPROACH TO IDENTIFYING USER PATTERN BEHAVIOR FROM WEB SERVER LOG FILE

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ABSTRACT

Now a day's internet is major source for people in emerging and developing countries say that the increasing use of the internet has been a good influence in the realms of education, personal relationships and the economy. The web log mining applies to forecast the web user behavior of websites in online users. The web usage mining contains four stages like (i) Data collection (ii) Preprocessing (iii) pattern discovery (iv) Pattern web analysis. This research paper mainly focus on data preprocessing phase. The preprocessing stage to remove irrelevant data that is cleaned log file and unstructured data into structured formatted data. It is used for discovering usage patterns. After collecting the user patterns to provide the cataloguing of users, who have regularly visitor, occasional visitor, referred by the other website, discrete user. This information will help to website admin for effective organization and personalization of their websites. Accurate analysis of the user behavior lead to understanding of users visiting the website thereby improved web user satisfaction. This work help to predict the user behavior patterns. We have showed bright experiments and the results are shown in this paper.

KEYWORDS: *Web Data Mining; Pattern Discover; Web Log data; User Classification.*

Original Article

1. INTRODUCTION

The web data mining indicates to extract the meaningful information from the web. Thus, web data mining must have been more correctly named as information mining from web data. Web information aims to discover useful or relevant information or knowledge from the web hyperlink structure, page content, and usage data. Web mining tasks can be characterized into three ways: web structure mining, web content mining and web log mining [].

The web based application will play a countless role in everyday life. Now a day's internet is major source for people in emerging and developing countries say that the increasing use of the internet has been a good influence in the realms of education, personal relationships and the economy. The explosive growth of web applications and online services makes the website a most significant source of information today. Since web extracting useful patterns from browsing behavior of users in order to understand their preferences is becoming a fundamental fact in the development of adaptive websites.

Web user's activities can be captured into a special file called web log file. There are various types of a log: Server log, Proxy server log, Client/Browser log. These log files are used by web usage mining to analyze and discover useful patterns. Accurate identification of user browsing patterns is particularly important in Web person-

The Study and Analysis of Marginalized Solution for Enhancing QOS in UC Deployment in Enterprises using NTMS (Network Traffic Management System) Tool

R. Rajini, Dr.A.Kovalan

Abstract:

This paper studies and analyses a method for obtaining required QoS for end user satisfaction. The drastic increase in the use of UC deployment in Enterprises has made mandatory for sustained and improvised QoS. Service in network involves user satisfaction as the main criteria for measuring QoS. Uninterrupted and ubiquitous delivery of service and ample Bandwidth availability for the requesting processes is to be ensured to have enhanced QoS attainment. Dissimilar types of continuous media communication require variety of latency levels, bandwidth and jitter. Video Streaming is one of the data communication type which is very challenging for network administrator to ensure and deliver with guaranteed service levels. In Network and Communication, though queuing and scheduling is being given priority and researched, the changing scenario of network traffic with multifaceted Unified Communication Products and their applications challenges are always there in enhancing their QoS. This paper analyses the feasibility of marginalized solution for UC deployment with enhanced QoS in all circumstances

Research Article **Open Access**

Phytochemical Analysis in the Leaves of *Chamaecrista nigricans* (Leguminosae)

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Abstract

Objective

In the present study, the plant *Chamaecrista nigricans* (Siruavuri in Tamil) was selected to isolate, elucidate and identify the chemical constituents present in it.

Methods

Leaves were collected, shade-dried, coarsely powdered using a pulvarizor, successively extracted with various solvents of increasing polarity such as hexane, chloroform and methanol using Soxhlet apparatus. Methanol leaf extract was used for isolation and identification of chemical constituents. Column chromatography (CC) and thin layer chromatography (TLC) were used for separation and purification of chemical constituents while the isolated pure compounds were identified using UV-VIS, IR, ^{1}H and ^{13}C NMR spectra. GC-MS analysis was carried out to identify the chemical constituents.

Results

Three anthraquinones such as emodin, chrysophanol and physcion were isolated and identified. GC-MS analysis helped to identify diisooctyl ester 1,2-benzenedicarboxylic acid, methyl ester, (Z, Z, Z)-9,12,15-octadecatrienoic acid, nitric acid nonyl ester, 4-C-methyl-myo-inositol, n-hexadecanoic acid, 2-methyl-butanoic acid, and, octadecanoic acid.

Conclusion

Medicinally valuable bioactive natural compounds in this plant proved its importance in drug industry for drug development against various diseases.

Introduction

The genus *Chamaecrista* (L.) Moench (Leguminosae) comprises of about 330 species [1] in the world most commonly found from Africa to Asia and also in South America. In India, 11 species are reported, of which 2 species are endemic. *Chamaecrista nigricans* (Vahl) Greene is an annual undershrub, locally known as Siruavuri in Tamil and commonly found in Thoothukudi, Tirunelveli and Virudhunagar districts of Tamil Nadu State in India. Locally, the leaves are used for the treatment of skin diseases. Traditionally, leaves are used as an appetite, fever, sore throat and various gastrointestinal disorders including diarrhea, peptic ulcer and in family planning [2-7], as an antipyretic and substituted for quinine in Senegal and Guinea and to heal wounds in Bamako region, Mali, West Africa [8]. Chemical constituents such as emodol, emodolanthrone and leucoanthocyanin have been reported from leaves [2,9,10]. Biological activities such as analgesic, anti-inflammatory, anti-diarrheal, antimicrobial, anti-plasmodial, anti-ulcer, contraceptive and estrogenic properties have also been reported [4-7,11].

Experimental

Plant material

Leaves were collected from the plains in Tirunelveli District, Tamil Nadu, India. Authentic herbarium specimen (MBV & ACT 17210) was deposited in the Herbarium of the Sri Paramakalyani Centre for Environmental Sciences, Manonmaniam Sundaranar University, Alwarkurichi, Tamil Nadu, India.

Plant materials and extraction

Leaves of *Chamaecrista nigricans* (1 kg) were shade-dried, coarsely powdered using a pulvarizor, successive extracted with various solvents of increasing polarity such as hexane, chloroform and methanol using Soxhlet apparatus. Methanol leaf extract was selected for isolation and identification of phytoconstituents.

Methods of separation

Chromatographic techniques such as column chromatography (CC) and thin layer chromatography (TLC) were mainly used for separation and purification of phytoconstituents. Silica gel (60-120 mesh) columns of 90 × 5 cm were prepared. The waxy material was removed by elution using hexane. Adding benzene, chloroform, ethyl acetate, methanol and their mixtures gradually increased the polarity of the eluting solvents. The elute fractions of 25-100 mL were collected and the solvents were distilled off on the Water Bath. The

Utility of plant galls

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Abstract

Background/Objectives: The forest signifies the most intrinsic ecosystem complex. The ecological relationship of various components of the forest ecosystem is subtle and far to seek. Plant galls are outburst of repulsive reactions of the plant tissues to the stimulus incited by certain guild of phytophagous insects. In many cases, the galls induced by the parasites attain phenomenal structural complexity and architectural design which have allured the naturalists.

Methods/Statistical Analysis: To understand the mechanism involved in the morphogenesis and histogenesis in the normal growth of plant, cecidogenetic studies, similar to tissue culture and experimental methods, may also provide useful information and throw light on our perception of growth and development of plants.

Findings: The many plant galls are found to have medicinal properties. They have been used in traditional Indian Systems of medicine, especially Siddha and Ayurvedha. The gall nut of a *Cynipid* insect on the leaves of *Quercusinfectoria*, horn-shaped foliar gall on *Pistasiaintegrima* by *Psyllid* insect are popular gall drugs. Many fungal galls are also edible and eaten by tribals in many places.

Application/Improvements: Many practical applications may be attributed to ratiocinate the study of plant galls. Certain galls are said to be edible and some galls also claimed to be traditionally used as drugs.

Keywords: Insects, Mites, Natural dye, Plant Galls and *Ziziphusmauritiana.*

1. Introduction

The rich and highly varied flora of the Indian sub-continent is remarkable for the occurrence of different types of plant galls [1] and it also offers an exceptional opportunity for studying these structures by biologists (Figure 1). Man's knowledge of plant galls dates back to the seventeenth century. Marcello Malphigi seemed to have initiated the scientific inquiry of these neoplastic outgrowths. Cecidology, as a separate discipline of biological significance, was first founded by [1]. His publication on 'Plant Galls of India' [2] is the outcome of nearly five decades of exploration and intensive and extensive studies on them. In this monograph, he has given a definition of galls, followed by a brief outline of the gross morphological features of galls, gall bearing plants and plant organ, gall inducing organisms and gall types. Even now, lacunae exist in the various aspects of cecidological studies in India such as (i) enumeration of a large number of unrecorded galls (ii) studies pertaining to their structural diversities and ontogeny (iii) biochemical basis of cecidogeny (iv) biology and taxonomy of cecidozoa and (v) host specificity and (iv) beneficial aspects of economic utility. Inspite of considerable amount of work carried out in India, much scope seems to remain for further extensive studies on plant galls, especially in the useful aspects of mankind. This fact prompted the present investigation.

2. Materials and Methods

The materials for the present investigation were collected from various places of Tamil Nadu (Kavalur, Javadhu Hills, Kodaikanal, Kolli Hills, Nilgiri Hills) in different seasons of a year. Both normal and affected plant parts were collected in the field. Host plants were identified with the help of different floras like [3-7], Plant galls of India [2] was referred to identify the galls and their incitants, which were already reported and to ascertain the unrecorded ones. The mature galls and also those of normal ones were separately fixed in FAA (Formalin – 5 ml + Acetic acid – 5 ml and 70% Ethyl Alcohol 90 ml). Fresh materials were used for morphological study and photography. The materials were dehydrated and paraffin infiltration by customary methods [8]. The collection of materials was utilized for preliminary phytochemical analysis, Nutraceutical as well as extraction of natural dye analysis.

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Certain new classes of Multivalent Functions of order Alpha and Type Beta

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Abstract: In this paper, a new class δ - $TS_p(n, q, \alpha, \beta)$ consisting of δ - uniformly starlike, analytic, q-valent functions with negative coefficients of order α and type β and an another new class δ - $TUC(n, q, \alpha, \beta)$ consisting of δ-uniformly convex, analytic, q-valent functions with negative coefficients of order α and type β are introduced.

Coefficient estimates, distortion theorems, closure theorems and convolution results for functions in these classes are obtained.

AMS Subject Classification: 30C45

Key Words and Phrases: Analytic functions, q-valent, convolution, convex functions, starlike functions.

1 Introduction :

Let $T(n, q)$ denote the class of functions of the form

$$f(z) = z^q - \sum_{k=n}^{\infty} a_{k+q} z^{k+q} \quad (a_{k+q} \geq 0; q, n \in \mathbb{N}) \tag{1}$$

which are analytic in the open unit disk $U = \{z \in \mathbb{C}; |z| < 1\}$.

Let us now define two new subclasses δ-$TS_p(n, q, \alpha, \beta)$ and δ-$TUC(n, q, \alpha, \beta)$ of $T(n, q)$.

Definition 1. let δ -$TS_p(n, q, \alpha, \beta)$ denote the class of δ-uniformly starlike, analytic, q-valent functions of order α and type β, satisfying the inequality

$$Re\left\{\frac{zf'(z)}{f(z)} - \alpha\right\} > \delta \left|\frac{zf'(z)}{f(z)} - \beta\right|, \tag{2}$$

$(0 \leq \alpha < \beta \leq q; 0 \leq \delta < q; z \in U)$.

CERTAIN NEW CLASSES
OF MULTIVALENTFUNCTIONS WITH
POSITIVE COEFFICIENTS OF TYPE BETA

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Abstract: In this paper, a new class $\gamma - TS_p(n, q, \alpha, \beta)$ consisting of γ —uniformly starlike, analytic, q — valent functions with positive coefficients of the order α and type β and an another new class $\gamma - TUC(n, q, \alpha, \beta)$ consisting of γ — uniformly convex, analytic, q — valent functions with positive coefficients of the order α and type β are introduced. Coefficient estimates, distortion theorems, closure theorems and convolution results for functions in these classes are obtained.

Keywords: Analytic Functions, q — Valent, Convolution, Convex Functions, Starlike Functions.

AMS Subject Classification: 30C45.

Introduction: Let $A(q)$ denote the class of functions of the form

$$f(z) = z^q + \sum_{k=n}^{\infty} a_{k+q} z^{k+q} \quad (a_{k+q} \geq 0; q, n \in \mathbb{N}) \tag{1}$$

which are analytic in the open unit disk $U = \{z \in \mathbb{C}; |z| < 1\}$.
Let us now define two new subclasses $\gamma - TS_p(n, q, \alpha, \beta)$ and $\gamma - TUC(n, q, \alpha, \beta)$ of $A(q)$.

Definition 1.1: Let $\gamma - TS_p(n, q, \alpha, \beta)$ denote the class of γ — uniformly starlike, analytic, q — valent functions of order α and type β, satisfying the inequality

$$Re\left\{\frac{zf'(z)}{f(z)} - \alpha\right\} > \gamma\left|\frac{zf'(z)}{f(z)} - \beta\right|, \tag{2}$$

$0 \leq \alpha < \beta \leq q; \gamma(q - \beta) < (q - \alpha); z \in U).$

Definition 1.2: Let $\gamma - TUC(n, q, \alpha, \beta)$ denotes the class of γ — uniformly convex, analytic,

q — valent functions of order α and type β, satisfying the inequality

$$Re\left\{1 + \frac{zf''(z)}{f'(z)} - \alpha\right\} > \gamma\left|1 + \frac{zf''(z)}{f'(z)} - \beta\right|, \tag{3}$$

$0 \leq \alpha < \beta \leq q; \gamma(q - \beta) < (q - \alpha); z \in U).$

It follows from (2) and (3) that

$$f \in \gamma - TUC(n, q, \alpha, \beta) \iff z f' \in \gamma - TS_p(n, q, \alpha, \beta).$$

Specializing the parameters n, q, α, β and γ, we obtain the following subclasses studied by other authors.

$1 - TS_p(1,1, \alpha, \beta) = 1 - ST(\alpha, \beta)$
and

ON A CERTAIN SUBCLASSES OF MULTIVALENT FUNCTIONS ASSOCIATED WITH FRACTIONAL DERIVATIVE OPERATOR

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Abstract: In this paper, we introduce a new subclass $TSD(n, p, \alpha, \xi)$, $(p, n \in \mathbb{N}; 0 \leq \alpha < p; 0 \leq \xi < 1)$ consisting of functions which are analytic and p-valent with negative coefficients in the open unit disk defined by fractional derivative operator. We obtain a coefficient characterization, growth and distortion theorems and a convolution result for functions in this class. Relevant connections of the results presented here with various known results are briefly indicated.

Keywords: Analytic Functions, Convolution, Fractional Derivative Operator, p-Valent Functions.

AMS Subject Classification: 30C45.

1. Introduction: In this paper we make use of the fractional derivative operator $D_z^{m+\xi}$ defined as follows for an analytic function f in a simply connected region of the complex z-plane containing its origin.

Definition 1.1: The fractional derivative of order $m + \xi$ is defined for a function f by

$$D_z^{m+\xi} f(z) = \frac{d^m}{dz^m} D_z^{\xi} f(z), \quad (0 \leq \xi < 1; m \in \mathbb{N}_0 = \mathbb{N} \cup \{0\})$$

and

$$D_z^{m+\xi} z^p = \frac{d^m}{dz^m} D_z^{\xi} z^p = \frac{\Gamma(p+1)}{\Gamma(p - m - \xi + 1)} z^{p-(m+\xi)},$$

$(0 \leq \xi < 1; m \in \mathbb{N}_0; p \in \mathbb{N}; m \leq p \ for \ \xi = 0)$.
Let $T(n, p)$ denotes the class of functions f of the form

$$f(z) = z^p - \sum_{k=n}^{\infty} a_{k+p} z^{k+p} \ (a_{k+p} \geq 0; p, n \in \mathbb{N}), \tag{1}$$

which are analytic in the open unit disk $U = \{z \in \mathbb{C} : |z| < 1\}$. Then

$$D_z^{\xi} f(z) = \frac{\Gamma(p+1)}{\Gamma(p - \xi + 1)} z^{p-\xi} - \sum_{k=n}^{\infty} \frac{\Gamma(k+p+1)}{\Gamma(k+p-\xi+1)} a_{k+p} z^{k+p-\xi} \tag{2}$$

and

$$D_z^{\xi+1} f(z) = \frac{\Gamma(p+1)}{\Gamma(p - \xi)} z^{p-\xi-1} - \sum_{k=n}^{\infty} \frac{\Gamma(k+p+1)}{\Gamma(k+p-\xi)} a_{k+p} z^{k+p-\xi-1}. \tag{3}$$

Let us now define a new subclass $TSD(n, p, \alpha, \xi)$ of $T(n, p)$.

Definition 1.2: A function $f \in T(n, p)$ is in the class $TSD(n, p, \alpha, \xi)$, if it satisfies the analytic criteria

$$Re\left\{\frac{D_z^{\xi} f(z)}{z}\right\} \geq \alpha \left| D_z^{\xi+1} f(z) - \frac{D_z^{\xi} f(z)}{z} \right|, \tag{4}$$

$(0 \leq \alpha < p; 0 \leq \xi < 1; p, n \in \mathbb{N}; z \in U)$.
Many subclasses of the class $T(n, p)$ were studied in [1], [5], [6], [7] and [8]. The class $SD(\alpha)$ has got introduced in [3] and also studied in [4]. Several interesting properties of functions in the class $TSD(n, p, \alpha, \xi)$ are investigated.

AN EMPIRICAL STUDY ON KIRKPATRICK MODEL OF EVALUATION WITH RESPECT TO FINANCIAL INCLUSION TRAINING IMPARTED BY PRIVATE BANKS

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Abstract

It is a known fact that economic and financial policy adopted by the Government of India also plays a vital role in deciding the direction in which the bank would progress. This being the case the recent focus of the government being financial inclusion, banks have also tried to impart training to its employees at every level so that it could easily achieve its r=target as spelt out to it by the regulatory bodies. This study is based on the Kirkpatrick Four-Level Training Evaluation Model provides the framework for measuring the effectiveness of training efforts of companies in an objective way.The results indicate that reaction of the trainees were positive. Secondly they have applied skills and knowledge which they had learnt from training. Thus the training has helped in improving their skills and enhancing their knowledge levels. It can be concluded that on all the four levels trainees have shown a positive opinion with respect to the effectiveness of the training imparted by banks.

Keywords : Training, Kirkpatrick Model, reaction, learning, behaivour and results

Introduction

In today's competitive world banks are compelled to be competitive and the way in which they operate depends to a very great extent on the values and culture of the bank.   This being the case it is important that each and every initiative taken by the bank is in line with the values and culture that it cherishes as such values help in defining the way in which strategies would be formulated to help the bank achieve its long-term objectives. Training iniatiives designed by a bank are not an exception to this rule and it can be seen that the values on which the training efforts are based will define the quality and the standard of training imparted by a bank.

A study on challenges of internet banking with reference to Chennai city

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Abstract
Internet banking has revolutionised from homemade personal computers to handmade android phones. Online banking, also known as internet banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website. The paper aims to bring out the challenges faced by customers in operating through internet banking. The samples are limited to the Internet banking uses of Chennai city of Tamil Nadu state. The sample size is limited to 100 respondents using convenient sampling. Convince, Flexibility and Time Saver are some of the advantages of the internet banking. The challenges faced in internet banking are low broadband internet penetration followed by Banks' Ambivalent Commitment Levels, Fear of Online Threats/Scams, Digital and Financial Divide. It is evidently found that majority of respondents hold saving bank account and follow internet banking for their convenience with all devices. Accessibility of Internet Banking, Network Challenging Factors and Gender of the respondent determines the major challenges of Internet Banking.

Keywords: banking, electronic payments, convenience, flexibility, digital

Introduction
The new era changes banking in all the aspects, introduction of internet bring banking into the hands of customer itself, it is highly convenient and easy way to carry out the transaction. Internet has revolutionised from homemade personal computers to handmade android phones. Lot more can be carried out through online banking from paying bills to executing shopping, trading in market and lot more.
Online banking, also known as internet banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website [1]. An online bank offers customers just about every service traditionally available through a local branch, including deposits, which is done online or through the mail, and online bill payment [2].

Advantages of e-banking
1. **Convenience:** e-Banking is a service which is available to anyone and everyone who is a bank account holder. It allows the customers to easily access the bank's website using their username and passwords; and carry on with the transactions even if the bank is closed.
2. **Flexibility:** e-Banking, with its flexible services like 24*7 ATMs and mobile banking is flexible to the customers. It enables the customers to withdraw cash using their debit cards, and payment of bills.
3. **Time Saver:** This is the greatest advantage to our generation as we are not able to spend a lot of time for anything. Time management is one of the greatest challenge in our busy lives. e- Banking enables us to carry

on banking transactions within minutes, without disturbing our routine.

Challenges or disadvantages of E-banking
1. **Low Broadband Internet Penetration:** PC users in smaller cities and towns still use dial-up options to connect to the Internet. Slow connectivity speeds often dampen the online banking experience for many customers who are eager to use such services.
2. **Banks' Ambivalent Commitment Levels:** Banks ambivalent commitment levels and their reluctance to allocate huge budgets for net banking branding initiatives, as well as a lack of industry advocacy efforts, have resulted in poor acceptance levels of Internet banking by customers
3. **Fear of Online Threats/Scams:** Ubiquitous and prevalent online threats about hackers, identity theft, stolen passwords, viruses, worms and spyware tend to make customers wary just like in any other country. These customers are also not sure about the efficacy of banks' websites and their commitment to allocate funds for reliable encryption mechanisms and robust back-end technologies and systems.
4. **Digital and Financial Divide:** Digital divide exists between banks -- i.e., not every bank has access to the hardware and software necessary to make internet banking possible.

Review of literature
Arun Ingle and Rajendrasingh Pardeshi (2012) [3] have highlighted the importance of banking in keeping customer

A Study on Satisfaction of Services Provided by Naturals Unisex Salon towards their Customers at Chennai City, Tamil Nadu

Dr.D. Sowmya, G. Sridhar

Abstract: Customer satisfaction has a positive effect on an organization's profitability. The more customers are satisfied with products or services offered, the more are chances for any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth marketing. Customer satisfaction leads to repeat purchases, loyalty and to customer retention. This study is an attempt to analyze the satisfaction of services provided by Naturals Unisex salon towards their customers at Chennai city, Tamil Nadu.

INTRODUCTION

Customer satisfaction is a measurement of how products and services produced by the company meets the expectations of the customers. Customer satisfaction plays an important role for the success of the company. Without satisfying the customers no company can continue its businesses. Companies are interested in retaining customers. Retaining more customers the reputation of the company increases. Customer satisfaction is the fundamental requisite which all companies must adopt. The companies should try to understand the demand of their customers and attempt to provide the service to their fullest extent. Customer satisfaction is one of the most important metrics in marketing, since firms regard customer satisfaction as one of the key business goals for evaluating the effectiveness of their business operations so all the firms started to know the importance of customer satisfaction.

Advantages of Customer Satisfaction

- **Current Satisfaction Feedback:** The primary benefit of the mechanism is to gather the customer's current thoughts on various aspects of the business. Comparison of customer expectations and the services or product offered can be made. This enables to provide business long term strategies for the development. It is always useful to gain insight on how the customer is currently feeling about the company.
- **Tracking Changes in Feedback:** We can run the feedback mechanism so often in order to continue to gain feedback. Because surveys can have the same questions, this will allow us compare data over time and check if there are any changes. Same questions will help in knowing better satisfaction level of the customers.
- **Customers will remain loyal:** If the customers are satisfied to a great extent then they will remain loyal to the company and they will not shift the company in any case so the company must concentrate in satisfying its customers in order to increase their reputation and can retain many customers.
  - **Make them feel special:** Customers like to be asked for their feedback. It gives the customer the perception that the company values them and is committed to keeping them as a long-term customer this will make the customers feel special and they will remain loyal to the company for a very long
  - **Increase Referrals**: The more loyal customers are to a business, the more likely they are to refer the products or services to friends, family and business associates. Referrals are advantageous to businesses as they cut down on advertising expenses. Customers who come to businesses through referrals also generally are prequalified, which makes it easier to turn them from prospective customers to buyers.

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SVM Publications

Multidisciplinary Global Journal of Academic Research (MGJAR)

A Study on Factors Influencing Customer Relationship Management Practices in Selected Organised Retail Stores

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Abstract

Customer relationship management (CRM) is an approach to manage an interaction with current and potential customers. It uses data analysis about customers' history with to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth. The important aspect of the CRM approach is that compile data from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials, and more recently, social media. Through the CRM approach, the systems used to facilitate it and businesses learn more about their target audiences and how to cater to their needs.

Key Words: Customer Relationship Management, Customer Retention, Retail Stores

INTRODUCTION

India's retail market which is seen as THE GOLDMINE by global players has grabbed attention of the most developed nations. This is no wonder that the total Indian retail market is US $350bn. (16, 00,000 crore INR approx.) of which organized retailing is only around 3 percent i.e. US $8bn (36,000 crore INR approx)."Retailing includes all activities involved in selling goods or services directly to final consumers for personal, non-business use. A retailer or retail store is any business enterprise whose salesvolume comes primarily from retailing." Retail is India's largest industry,

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Analysis of Consumers' Perception, Attitude, Satisfaction and Post Purchase Behaviour towards Online Shopping in Chennai

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ABSTRACT

Online Shopping is a current phenomenon which has developed a great importance in the modern business environment. The evolution of online shopping has opened the door of opportunity to exploit and provide a competitive advantage over firms. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. Buying products online gives customers the opportunity to find a great variety of products, customers can review a wide selection of products and find special offers with the best deals online. Online shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers. The aim of the study is to analyse the customers' perception, attitude, satisfaction and post purchase behavior towards online shopping in Chennai. Based on a sample of 100 online customers of various products in Chennai District, descriptive and inferential analysis is carried out. Correlation and Multiple Regression Analysis are used to test the hypotheses. The study reveals that Perceived Easiness and Website Features have more impact on the positive post purchase behaviour of consumers towards online shopping. The study also finds that the Customers' Perception, Attitude and Satisfaction influence the Post Purchase Behaviour towards online shopping products.

Keywords: Perception, Attitude, Satisfaction, Post Purchase Behaviour, Online Shopping.

INTRODUCTION

Due to the significant and important changes in the last couple of decades in Information and Communication Technologies, the Internet and personal computers have significantly penetrated our daily lives. Coupled with changing consumer preferences and technological advances, individual shopping behaviors have also altered significantly. A new concept of technology-enabled shopping, called "Online Shopping," emerged after the first Internet web browser back in the 1990s. Since then, Online Shopping has attracted significant attention by both academics and practitioners alike. Online Shopping is a current phenomenon which has developed a great importance in the modern business environment. The evolution of online shopping has opened the door of opportunity to exploit and provide a competitive advantage over firms.Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. Buying products online gives customers the opportunity to find a great variety of products, customers can review a wide selection of products and find special offers with the best deals online. Online shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers. The

SOME PARAMETERS ON EQUITABLE COLORING OF PRISM AND CIRCULANT GRAPH.

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Abstract

Coloring the vertices of a graph G according to certain condition is a random experiment and a discrete random variable X is defined as the number of vertices having a particular color in the given type of coloring of G and a probability mass function for this random variable can be defined accordingly. In this paper we extend the concepts of arithmetic mean and variance to the theory of equitable graph coloring and determine the values of these parameters.

AMS Subject Classification: $05C15$, $62A01$.

Keywords: Graph coloring, Coloring mean, Coloring variance, χ_e-chromatic mean, χ_e-chromatic variance, χ_e^+-chromatic mean, χ_e^+-chromatic variance.

1 Introduction

All graphs considered in this paper are finite, loopless and without multiple edges. A graph $G = (V(G), E(G))$ is said to be equitably k-colorable if the vertex set $V(G)$ can be partitioned into k independent subsets $V_1, V_2, ..., V_K$ such that $||V_i| - |V_j|| \leq 1$ for all i and j. Each V_i is said to form a color class. The smallest integer k for which G is equitably k-colorable is called the equitable chromatic number of G. W. Meyer [9] introduced the notion of equitable colorability.

Equitable Coloring Conjecture (ECC) [9] For any connected graph G, which is neither a complete graph nor an odd cycle,$\chi_e(G) \leq \Delta(G)$, where $\Delta(G)$ is the maximum vertex degree in G.

A STUDY RELATING TO THE CONSUMPTION OF PACKED CHIPS AND ITS HEALTH HAZARDS WITH SPECIAL REFERENCE TO THE SCHOOL CHILDREN IN CHENNAI CITY

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ABSTACT

Children express a high desire for consumption of packed chips during any part of the day. Most of them are unaware of the health hazards caused by the consumption of packed chips. Unmindful of health issues', they consume packed chips for the satisfaction. It is therefore mandatory for the educational institutions ,to not only ban the sale of packed chips and to educate students about the ill effects of consumption of deep oil fried packed chips .This creates a high concern about the health of the younger generation. Hence the current study is about the consumption of junk food-packed chips among the school children.

Keywords: *packed chips , health hazards, school children*

INTRODUCTION

Chips are made from potato, maize, tapioca and other cereals. Packed chips are unhealthy junk food which are deep fried or baked until crunchy. Chips are commonly served as an appetizer, side dish, or snack. The basic chips are cooked and salted; additional varieties are manufactured using various flavourings and ingredients including seasonings, herbs, spices, cheeses, and artificial additives. These products are available in air sealed packaging that helps to retain the original freshness. The following are the packed chips products used in this study namely, Bingo, Haldirams, Kurkure, Lays and Uncle chips. In recent years , there has been increased interest in the role of commercial junk food - packed chips, as a common problem that is associated with the consumption of large amount of packed chips which leads to the very dreadful diseases like diabetes ,stroke, cancer, hypertension, addiction , behavioral problems, dental erosion, overweight and obesity. Preservatives and monounsaturated fatty acids in these foods leads to many metabolic disorders. These food items also cause constipation, urinary problems, renal stones and inflammation of intestines. Consumption of deep oil fried junk food plays a major role in today's children lifestyle. According to the definition given by United Nations Convention on the Rights of the Child defines "a human being below the age of 18 years comes under the category of children.

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Management

AN EMPRICAL STUDY ON CONSUMERS ADOPTION OF MOBILE WALLET WITH SPECIAL REFERENCE TO CHENNAI CITY

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Abstract

In present world smart phones play an important role in the daily life of people. The technological advancement has made smartphone as devices were the mobile users can make money transaction or payment by using application installed in phone. The present study aims to explain the application and usage of wallet money endorsed by different companies and various factors that affect the consumer's decision to adopt mobile wallet and various risks and challenges faced by the users of mobile wallet. A structured questionnaire was prepared and data were collected from 150 respondents and factors affecting the adoption and usage of mobile wallet was analysed by using ANOVA to get the statistical result from data collected.

Keywords: Mobile Wallet; Smartphone Users; Mobile Payment.

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1. Introduction

The development of technology and technological advancement as made smartphone to become essential part of daily life of people .Smartphone are used as a source of communication device, socialized tool, entertainment, internet and even payment tool. Mobile wallet with the support of mobile technology as allowed the owners of smartphone to carry out many financial transaction and identification implements .The identification implements include name, type and other key words which enhances the security for all the data's on the mobile wallet and these data's are encrypted and lost data's can be recovered by using a backup option.

The mobile wallet money is used in the various areas of the world business like Banks, Customers and Companies. The Banks have taken a better position in providing a better

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29. An Empirical Study on Knowledge Creation and Knowledge Sharing Practices in Automobile Industry

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Abstract:

In this 21st century, many entrepreneurs are using technology to develop their business and this will lead to high cost. Most of the Indian companies are finding a new way to use the existing resources and to gain utmost benefit. Knowledge management (KM) is the best alternative and can deliver competitive advantage. Knowledge management is the process of creating, acquiring, sharing and learning the knowledge and experience to meet organizational goals. There is a less on record manifest to knowledge management adoption, practice and innovation in the organization. KM practices help for better development and future growth. This paper deals with various aspects of knowledge creation, adoption, sharing and innovation in Automobile Industries with special reference to Chennai. This paper analyzes the scope and implementation of knowledge management practices in the work place of the organization.

Key words: Knowledge creation, Knowledge sharing, Knowledge innovation, Knowledge dissemination.

Introduction:

Changing business environment needs an efficient and effective use of the knowledge management practices in the organization. In India, many companies have started Knowledge Management (KM) programs in their organizations. To gain more benefit, Companies use knowledge management to compete with other companies. KM is very important for all sort of business and helps to improve the service, quality, reduction of cost etc. KM practices are not only used in product-based company but also extended to the service industries. It plays an important role to develop and increase the knowledge acquisition level of the employees in the organization. It arises in individual minds and it embedded in organizational process, practice and systems. KM practices reduce the

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duplication work and minimize frequent mistakes. Successful KM practices can supply channels for smart knowledge solicitation and integration.

What is Knowledge Management?

Knowledge management is a unified process to meet the organizational objectives such as performance, innovation, competitiveness and integration through proper channel, coordination and support within the organization. It is a strategic asset and focus on encouraging the knowledge sharing from different field.

Based on the above aspects, knowledge management could be applied in a variety of fields to meet notable results with almost any type of organization.

Definitions:

"To have the right knowledge at the right place, at the right time in the right format".

Process oriented definition:

"This systematic management of process by which knowledge is identified, created, gathered, shared and applied".

"Business intelligence + collaboration + search engine + intelligent agents".

Review of Literature:

According to Nonaka (1994), in an economy where, "the only certainty is uncertainty, the only reliable source of lasting competitive advantage is knowledge". Fischer (2001) stated that Knowledge management is a cyclic process involving three related activities creation, integration and dissemination. Knowledge management as a co-ordinating mechanism. A firm with a KM capability will use resources more effectively and innovative and perform better (K. Karthikeyan et al (2010).KM is growing in many organization are realizing that they compete in increasingly knowledge – intensive markets Probst (1998). In the view of Ribiere (2008) assess knowledge flows through knowledge creation (capture, discovery), knowledge storage (retention), knowledge transfer (sharing, distribution), and knowledge maintenance.

Objectives of the Study:

To identify the KM practices in Automobile industry.

To study the knowledge creation and knowledge sharing practices in Automobile industry.

To Analyze the dissemination level of Knowledge management in Automobile industry.

To Recommend suggestions to strengthen the Automobile Industries through effective knowledge management practices.

Methodology:

The Purposive sampling technique was adopted to conduct the study. A structured questionnaire has used to collect data from various automobile industries. Both primary and secondary data were used for the study. The sample size was 50. Questions related to knowledge creation and sharing practices and dissemination process in order to meet the objectives of the present study.

Table 1

Knowledge creation and sharing practices in Automobile industry

Parameter	Frequency	Percentage
New ideas / concepts	14	28%
Competitive Environment	22	44%
Channels in work place	26	52%
Brainstorming	12	24%
Leadership	7	14%
Training and Mentoring	8	16%
Communication	15	30%
Policies and strategies	9	18%

The above Table:1it is inferred that knowledge is created and shared through various parameters among them. 52% of the respondents are creating and sharing knowledge through various channel available in the work place followed by 44% studying about the competitive environment. 30% are sharing through communication. 28% of the respondents are giving new ideas and concepts.

Table: 2

Age of the respondents and the knowledge creation and knowledge sharing practices

Age	High	Medium	Low	Total	Percentage
21-30	5	3	1	9	18%
31-40	10	6	1	17	34%
41-50	12	7	1	20	40%
above 50	2	1	1	4	8%

From the above Table:2, it is inferred that 40% of the respondents belong in the age group of

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41-50 years followed by 34% in the age group of 31-40 years. Hence, it was concluded that the age group which belongto 31-50 years are more in numbers in creating and sharing the knowledge.

Table:3

Educational qualification of the respondents and knowledge creation and sharing practices

Edu qfn	High	Medium	Low	Total	Percentage
Professional	12	5	3	20	40%
Diploma	11	6	1	18	36%
PG	3	1	1	5	10%
UG	3	3	1	7	14%

The above Table:3 shows that mostly Professional degree (40%) and Diploma holders (36%)are following knowledge creation and sharing practices in their work place. 14% of the respondents are under graduates and followed by 10% of the respondents are post graduates.

Table:4

Experience of the respondents and the knowledge creation and sharing practices

Experience	High	Medium	Low	Total	Percentage
1-5	4	2	1	7	14%
6-10	6	3	1	10	20%
11-15	9	4	2	15	30%
16-20	10	6	2	18	36%

The above Table:4 shows that 16-20 years of experience (36%) followed by 30% of the respondents having 11-15 years of experience to follow the knowledge creation and sharing in the work place.

Findings:

52% of the respondents are creating and sharing the knowledge through various channels available in the work place followed by 44% of the respondents studying about the competitive environment. 40% of the respondents are in the age group of 41-50 years and 34% of the respondents in the age group of 31-40 years. 40% of the respondents are the professional degree holders and 36% of the respondents are the Diploma holders. 36% of the respondents are having 16-20 years of the experience and 30% of the respondents are having 11-15 years of experience who are creating and sharing the knowledge in Automobile industry. 76% of the respondents using the Expert network for knowledge

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dissemination and 70% of the respondents using the telephone and sending short messages for knowledge dissemination.

Suggestions and Recommendations:

The consistency between the long-term vision and short-term financial improvement which helps the industry to develop and meet the goals of the organization. Knowledge storage system has to be developed to support the database management in the industry. New ideas and approaches will strengthen the industry while collecting the feedback from the distribution channels and customers. The real innovation will help the industry to increase the retailing of the vehicle and improve the value of the product.

Conclusion:

The knowledge creation and sharing practices are followed by the industry in different ways. Automobile Industries should improve the training policies and strategies towards knowledge management practices. KM will help the organization to enhance its production through knowledge creation, sharing and dissemination. Hence, it is concluded that KM practices should be effectively managed to improve the Automobile industry and its sustainable growth.

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41. A Study on Problems Encountered by Farmers in Agricultural Marketing (with Reference to Kanchipuram District)

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INTRODUCTION

With the rapid growth of Indian economy, the development of villages and small towns are by lips and bound. The era of technology shifts the table from the hands of farmers to new equipment of farming. Development in the area of agriculture has not shown any glittering gold; sophisticatedly we achieved only to fill small pockets of farmers. Lack of education crippling them to understand new technology of farming and obtaining free subsidies form government. Rural banks and NABARD has taking all the steps in educating farmers to obtain low interest rate loan and insurance of crops.

The other problem faced by farmers is selling their products in selected markets. They are unable to tap the correct market for their products. Creation and development of a network of regulated markets across the county has been the most important strategy of the Government of India since independence to ensure remunerative price to farmers and reasonable price for consumers by creating a conducive market environment for fair play of demand and supply forces. There are 27 Regulated Markets Acts in vogue in different States and Union Territories in the country which enforce regulatory provisions in most parts of the Country, except in the States of Jammu & Kashmir, Kerala, Manipur and small Union Territories (UT's) like Dadra & Nagar Haveli, Andaman & Nicobar Islands, Lakshadweep, etc. The Acts differ from state to state in terms of coverage of commodities, constitution and role of market committees and marketing Boards, etc. Most of the markets lack adequate infrastructure for storage, sorting, grading or post-harvest management. For instance, one fourth of the Markets have common drying yards for commodities, grading facilities are available in only one-third of markets and cold storage in only 9 per cent of the markets. Trader modules (shop-go down and platform in front of shops) exist in only two-third of the Markets. One-third of the markets do not have covered or open auction platforms. The Private sector is unwilling to invest in logistics or infrastructure of the Market under prevailing conditions.

40. A Study on Employees Absenteeism In Lucas-Tvs Ltd, Chennai

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ABSTRACT

The importance of Human resource management is of increasingly realized. This realization has come about because of increasing complexity of the task of manager and administration. Absenteeism is a serious problem for a management because it involves heavy expenses. A very critical problem facing Human Resource Department today is to tackle the problem of absenteeism in the organization. Absenteeism is a yardstick to find out the employees attitudes towards their work and organization. The main aim of this research work is to analyze the problem of absenteeism affecting LUCAS -TVS LTD and also to analyze the attitude of employees towards work environment and organization and suggests suitable measure to reduce the absenteeism..

INTRODUCTION

TVS is India's largest automotive components manufacturer and also the country's largest automotive marketing group, selling and servicing a wide variety of vehicle and spares. LUCAS–TVS to be a respected supplier of global auto industry, by developing innovative products and solutions of value to customers using contemporary technologies and creative skills and involvement of their employees , suppliers and other partners.

Absenteeism is when an employee fails to come to work when he is scheduled to work. It is an important problem in many enterprises. Excessive absenteeism involves a considerable loss to the enterprise. The rate of absenteeism is expressed as the percentage.

$$Absenteeism = \frac{Number\ of\ man\ days\ lost\ through\ absence}{Number\ of\ man\ days\ scheduled\ to\ work} \times 100$$

Absenteeism is the universal problem in industry. It becomes a problem when exceeds 10% as it disturbs the production schedules and creates many problems.

CAUSES OF ABSENTEEISM

In order to identify the causes of absenteeism the proper records should be kept in every department. Generally the following reasons are accountable for absenteeism at work.

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"CUSTOMERS SATISFACTION IN SBI AND ICICI BANKING SERVICES A STUDY WITH REFERENCE TO TENKASI BLOCK"

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Abstract

Banking in India originated in the last decades of the 18th century. The oldest bank in India is the State Bank of India, a government-owned largest commercial bank in the country. In 1991 banking sector made a remarkable progression. New private sector banks have brought the necessary competition into the industry and acquire the changes towards higher utilization of technology, improved customer service and innovative products. India has 88 scheduled commercial banks (SCBS) - 27 public sector banks (stake holding by the Government of India), 29 private bank and 31 foreign banks. They have a combined network of over 53,000 branches and 17,000 ATMs. According to a report by ICRA Limited, a rating agency, the public sector banks hold over 75 percent of total assets of the banking industry, with the private and foreign banks holding 18.2% and 6.5% respectively. Customers are now becoming more conscious of their rights and are demanding more than ever before. The recent trends show that most banks are shifting from a "product-centric model" to a "customer-centric model" as customer satisfaction has become one of the major determinants of business growth. Keeping these in mind, an attempt has been made in this study to analyze the factors that are essential in influencing the investment decision of the customers of the public as well as private banks. For this purpose, Factor Analysis, which is the most appropriate multivariate technique, has been used to identify the groups of determinants. This study also suggests some measures to formulate marketing strategies to lure customers towards banks.

Keywords: Customers satisfaction and preference and promotional tools.

Introduction

State Bank of India (SBI) is India's largest commercial bank. SBI has a vast domestic network of over 9000 branches (14% of all bank branches) and commands one-fifth of deposits and loans of all scheduled commercial banks in India. The State Bank Group includes a network of eight banking subsidiaries and several non-banking subsidiaries offering merchant banking services, fund management, factoring services, primary dealership in government securities, credit cards and insurance.

ICICI Bank is India's second-largest bank with total assets of Rs. 3,849.70 billion (US$ 82 billion) at September 30, 2008 and profit after tax Rs. 17.42 billion for the half year ended September 30, 2008. The Bank has a network of about 1,400 branches and 4,530 ATMs in India and presence in 18 countries. ICICI Bank offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialized subsidiaries and affiliates in the areas of investment banking, life and non-life insurance, venture capital and asset management. The Bank currently has subsidiaries in the United Kingdom, Russia and Canada, branches in United States, Singapore, Bahrain, Hong Kong, Sri Lanka, Qatar and Dubai International Finance Centre and representative offices in United Arab Emirates, China, South Africa, Bangladesh, Thailand, Malaysia and Indonesia.

CAUSES, EFFECTS OF DEFORESTATION AND IMPORTANCE OF SUSTAINABLE FOREST

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Dr.C.Murthy

Introduction

Presence or absences of forests have wielded profound influence over life patterns of the people and progress of civilization in terms' of their relative abundance or scarcity. Forests are a renewable resource and they play a vital role in enhancing the quality of environment by influencing the life-support system. Development of our civilization has faced 3 different stages of forests: 1.Civilization dominated by forests; 2. Civilization overcoming forests: and 3.Civilization dominating forests.

There was a time when the broad picture of India was that of a sea of forests with scattered islands of cultivation. The economic and cultural life of the country centred largely on forests and rivers and both were held to be sacred. The culture of India gathered strength in the tapovanasall over the country where the sages lived and men of affairs spent their retired life. The race memory for the Hindus is intertwined with the beauties of Nandavana, with dramatic events in Dandakarannya, with the tragic atmosphere of Ashokavana. And, the story of Krishna is inseparable from that of Brjndavana. But all these places and many others which are still called aranya or vana are nolonger forests in reality. The distribution of vegetation on the earth depends on combination of rainfall, temperature and soil type. A specific combination of these three will produce a specific lifezone, technically called biome. Abiome refers to a particular group of organism restricted by the environment to a particular climate zone. On this basis, we have deserts, forests, and grasslands.

There are two categories of the forests - tropical forests and temperate forests. The tropical forests –biome has the greatest abundance and density of species. About 10 million species are estimated to exist on earth, and of these about 5 million are in tropical forests alone. Formerly, these forests were the least explored. But now, in the name of civilization, dominating forests and all types of forests are disrupted and destroyed the thousands of species and also caused disturbances to the eco-balance and decay of environmental quality. So,material progress was achieved at the cost of exploitation of natural growth.

Importance of Forests

Trees mean water, water means bread, and bread is life. According to Puranas 'One tree is equal to ten sons. And what is a son? He gives moisture to land, gives breeze and shade. It saves land from erosion, gives dry leaves for compost and rich fruits for food; what a son! He wants care and water but for five years, wants no milk, no nurse.

According to Gautama Buddha: "The forest is a peculiar organism of unlimited kindness and benevolence. Forest makes no demands from human beings for its sustenance; but supplies generally the products of its life and activity. It affords production to all beings, offering shade even to the axeman who destroys it. Forests help mankind in two different ways - (a) as producers of a wide

A STUDY ON ENVIRONMENTAL IMPLICATIONS OF TEXTILE MANUFACTURING INDUSTRY (BLEACHING AND DYEING UNITS) IN TIRUPPUR REGION

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Abstract

In India the growth of manufacturing sector brings more social benefit in terms of employment and income generation. But simultaneously, it leads pervasive negative externalities to our societies in terms of all types of pollution, reduction of employment and income in other sectors. In this article the author highlights how the negative externalities of textile manufacturing units (Bleaching and Dyeing units) of Tiruppur triggers institutional responses and how it leads standstill growth of the polluting units in the long run. Based on the analysis of the environmental impact of the textiles industry in Tiruppur region, the author finds that current pollution control measures in the textile industry have failed to achieve regional sustainable development. Hence, to achieve environmentally sustainable regional development the author suggests that the market based i.e Tradable permits and Incentives can be implemented with effective government regulations.

Introduction

Industrial revolution was introduced by Europeans into Asia in the last years of nineteenth and the beginning of the twentieth century which saw the development of industries in India, China and Japan. Economic growth and the amplified integration in the world economy of other countries from Asia are contributing to the increase of international marine transport. Globally, large enterprises dominate industrialization, but small and medium sized enterprises (SMEs) outnumber large industries in developing countries. In India, SMEs have major shares in the metals, chemicals, and food industries. One disadvantage with SMEs is lower adherence to environmental laws. Many of SMEs are unorganized and will not register with government bodies to evade trade restrictions, bureaucracy, taxes, bribes and paper work. Bothe economicand population growth in Asia over the last 30 years has been extraordinary. While conventional economic indicators have been growing constantly, indicators of resource and environmental qualities are decreasing. The main reasons are outdated technologies, numerous unorganized small scale units and institutional failure.

Institutional Failure

The International community often refers institutional failure as key reason for failure of pollution prevention. The main reasons for institutional failure are increase in legislation and policy, Lower manpower, Non-implementation of laws in holidays and at nights, Use of pollution control monitoring officer to other duties, Corruption, Leadership, Slow decision and communication, Technology shyness (non-usage of remote sensing technology).Hence hereafter, growth mean only Green Growth (growth is considered to be dependent on ensuring an efficient use of natural resources and striving to reduce environmentaldamages)

Though India has enacted several environmental policies to contain various negative externalities such as industrial pollution, the current approach towards industrial pollution is based on the Environmental Kuznets Curve(EKC) hypothesis, aim at a rapid increase in income and

IMPACT OF NEW ECONOMIC POLICY ENVIRONMENTAL DEGRADATION AND GREEN GROWTH

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Abstract

This paper analyses the impact of New Economic Policy (both positive and negative). The environmental degradation is the major important negative impact of the New Economic Policy. Hence this paper highlights the different ways by which environmental degradation is taking place. Finally, gives a solution as all countries should concentrate more on "Green Growth" to achieve economic growth with environmental protection.

I. INTRODUCTION

Globalisation is the process by which the whole world is coming to experience common economic, social, political, cultural and environmental changes. 1 July 1991, India have taken a series of measures to structure the economy and improve the Balance of Payment position. The new economic policy introduced changes in several areas. The three salient features of our new economic policy are Liberalisation (Internal and External), Extending Privatisation, and Globalisation of an economy. The first part of this paper analyses the both positive and negative impact of New Economic Policy. The second part of this paper explains the environmental impact of New Economic Policy. The part of this paper explores the solution for environmental impact as all countries should concentrate more on Green growth.

The Reasons for Implementation of New Economic Policy

1. Excess of consumption and expenditure over revenue resulting in heavy government borrowings
2. Growing inefficiency on the use of resources
3. Over protection to industries
4. Mismanagement of the firm and an economy
5. Increase in losses for public sector enterprises
6. Various distortion like poor technological development, shortage of foreign exchange and borrowing from abroad
7. Low foreign exchange reserves
8. High Inflation
9. Features of Liberalisation and Globalisation
10. Devaluation of foreign investors
11. New Industrial policy
12. New Trade policy
13. Removal of import restriction
14. Liberalisation of NRI remittances
15. Freedom to import technology
16. Encouraging Foreign tie-ups
17. Relaxation of MRTP
18. Privatisation of Public sector
19. Planning and opening to expand business throughout the world
20. Erasing the difference between domestic market and foreign market

Shifts in Cropping Pattern of Foodgrains:
A Paradoxical Trend in Tamil Nadu

S. Ulaganathan

INTRODUCTION

One of the basic features of India's agricultural sector is its diversity. Agricultural resources, agricultural growth and productivity have shown tremendous variation across region and states of the country. The Indian agriculture growth pattern has been highly varied at the state level. The development decades in Tamil Nadu has witnessed considerable growth on the agricultural front as well along with the industrial development, The dimensional and the directional thrust of the developmental process were on extension of cropped area and introduction of new technology in Agriculture, The upshot of this "two pronged attack' on agriculture has certain built in constraints like limited available land resources and irrigation biases technology. The importance of agriculture in Tamil Nadu undoubtedly instigate the need for comprehensive and innovative changes which enable to ensure livelihood of the rural mass, the area extension approach for increasing the food and raw material supplies is loaded with inbuilt constraints in the Indian context, as the country has almost reaches the limit of the physical frontier of cultivation. One of the propositions has been to devise strategies in increasing the production per unit time, which has been given due importance in the agricultural research, high yields are being obtained with the introduction of new high yielding varieties, large scale use of fertilizers, and pesticides and strengthening of institutions for credit, marketing, processing and extension but achievements have not adequately percolate to invariably across the nation and the conventional crops and the practice endure the over exploitation of the natural resources and even that rate of return is very low. The present study is essentially an exercise in growth accounting analysis in the field of agricultural development in the state of Tamil Nadu in post reform period in general.

REVIEW OF THE PAST STUDIES

This study is also critically reviewed the studies already conducted on the growth rates of area, production and yield of various crops in relation to the cropping pattern changes both at the national and the state levels in India. Many studies have focused that there is evidence of convergence of the growth rates in cropping pattern of agriculture production at the state level in India. Abel, Srinivasan, Mathur and Kashyap have evidences that the

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The Relationship Between Public Expenditure and Economic Growth in South India: An Econometric Analysis

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Abstract

Public expenditure is the effective measures whereby different economic and social objectives. The increasing expenditure are leads to the acceleration of the improving the living standards, stabilization of economic activity, balanced regional development in addition to the orthodox classical objectives of defence, maintenance of law. It is to explain the compositional changes in the public expenditure of Southern States and to test the validity of "Wagner's Law" and "Peacock and Wiseman law" to the growth of Public expenditure in Southern States. The growth trend and compositions of Public expenditure of southern states are namely Andhra Pradesh, Karnataka, Kerala and Tamil Nadu during 1990-91 to 2013-14. It is divided into six sections. The first section is introductory in nature and discusses the various nuances public expenditure. The second section deals with various theoretical developments of Public expenditure; the third section deals with the objectives. Fourth section is focus on research methodology. The fifth deals about the results and discussion and lastly summary and conclusion.

Keywords: Public Expenditure, Economic Growth, India, Southern States

Introduction

Public expenditure is the effective measures whereby different economic and social objectives. The objectives consists of the acceleration of the rate of economic growth, equitable distribution of income, improving the living standards, stabilization of economic activity, balanced regional development in addition to the orthodox classical objectives of defence, maintenance of law and order. It tries to bring regional balance in the economy as well. In every State, there are some underdeveloped regions. Government expenditure can be effective in bringing prosperity to such depressed areas through the allocation of greater proportion of Public expenditure on different socio-economic upliftment programmes and thereby may ensure balanced regional development. Further more progressive expenditure leads to reduction in inequalities. It is uses for a long time have been the minimization of Inequalities in the distribution of income and wealth.

State has been widening and depending as a result maximizing welfare and developmental expenditure along with increasing population. State finance occupies a predominant role in economic and social developments of the people

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Article

Impact of Public Spending on National Food Security Mission and Farmers Livelihoods in Tamil Nadu

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Abstract

National Food Security Mission (NFSM) scheme is one of the flagship schemes for the development farmer's livelihood. The objective is to achieve self-sufficiency in foodgrains production to improve livelihood, particularly in rice, wheat and pulses. It is providing the modern machinery, farm management and pest management. The article intends to analyse the trends in area, production and productivity of rice in the NFSM and non-NFSM districts in Tamil Nadu. This article is divided into four sections. The first is introductory in nature; the second deals with review of literature. The third section describes the rice production in Tamil Nadu, and the fourth section describes the government spending to the NFSM scheme in Tamil Nadu. Finally, it provides concluding remarks and policy suggestions from the study.

Introduction

India has achieved self-sufficiency in foodgrains production for the past four decades. The foodgrains production had increased from 50.1 Million Tonnes (MT) in 1950–1951 to 264.4 MT in 2013–2014. This implies nearly five times

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FISHERIES SECTOR AND ECONOMIC GROWTH IN INDIA

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Fisheries sector plays a significant role in the Indian economy. The share of sector contributions in GDP was 1.07 percent during 2012-13, and its share in the GDP of the agriculture sector was 5.40. The fish production in India has reached 8.30 million tonnes per annum during 2013-14. The export earnings per annum have reached USD 2.9 billion mark and this is about 17 percent of nation's total export earnings. The sector has transformed from traditional activity into a significant commercial enterprise. Thus, it is obvious that increasing fish production will certainly help to promote growth and development but fish, particularly marine resources, are fast depleting due to overexploitation of our coastal areas. The basic objectives of the development programmes encouraged intensive capture fishing in the territorial waters, rather than enabling sustainable fishing practices. Government of India established fishing harbours, fish landing centres with facilities for handling of fish catches. These harbours and fish landing centres were established to take care of post-harvest operations to minimize fish losses. Moreover, the policy on infrastructure ensured adequate berthing and landing facilities for fishing vessels rather than being cleaner and 'state of art' fishing harbours/ fish landing centres. The post-harvest infrastructure requires adequate storage and handling facilities, both within the fishing harbours/fish landing centres and also at the market centres.

Keywords: *Fish Production, Fishing Harbours*

INTRODUCTION

Fisheries sector are contributing food security and nutrition and it is to ensure sustainable development in economic, social and environmental safeguards. Growth in the global supply of fish for human consumption has outpaced population growth in the past five decades, increasing at an average annual rate of 3.2 percent in the period 1961–2013; double that of population growth, resulting in increasing average per capita availability. World per capita apparent fish consumption increased from an average of 9.9 kg in the 1960s to 14.4 kg in the 1990s and 19.7 kg in 2013, with preliminary estimates for 2014 and 2015 pointing towards further growth beyond 20 kg (The State of Food and Agriculture, FAO, 2016).

The annual per capita consumption of fish has grown steadily in developing regions (from 5.2 kg in 1961 to 18.8 kg in 2013) and in low income food-deficit countries (LIFDCs) (from 3.5 to 7.6 kg), it is still considerably lower than that in more developed regions, even though the gap is narrowing. In 2013, per capita apparent fish consumption in industrialized countries was 26.8 kg. A sizeable and growing share of fish consumed in developed countries consists of imports, owing to steady demand and static or declining domestic fishery production(The State of Food and Agriculture, FAO, 2016).

Fisheries sector have contributes 15 percent of the animal protein in the human diet in the worldwide. Fisheries sector plays a significant role in the Indian economy in terms of its contribution to growth

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RESEARCH ARTICLE

Agrarian Crisis and Farmer's Suicide Scenario in Tamil Nadu

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ABSTRACT:
Suicide is one of the epidemiological problems in the world. The factors like social, psychological, cultural and other factors are very determining factors stimulate suicidal behaviour. Farmers' suicide is one most incidence happen in the world, particularly, in India, farmers suicide is most important issues. The farmer's suicides are due to the mental stress cause of poverty, crop failure and loss and indebtedness in rural area in recent years. Indebtedness and the not earning adequate income to relief the debt is affect the farmers feeling of self-esteem and respect in society. The objective of the paper is finding out the incidence of farmers suicides in districts levels of Tamil Nadu and causes of it. The first is introductory in nature; the second deals with incidence of farmer's suicides in India level. Third describes the growth trends of farmer's suicides in Tamil Nadu at district level. Fourth section deals with procedure adopted and criteria for compensation and lastly provides concluding remarks and policy suggestions.

KEYWORDS: Farmer's suicides, Incidence, Compensation, Agricultural sector, Tamil Nadu.

INTRODUCTION:
Suicide is one of the epidemiological problems in the world. The factors like social, psychological, cultural and other factors are very determining factors stimulate suicidal behaviour. Farmers' suicide is one most incidence happen in the world, particularly, in India, farmers suicide is most important issues. After the Green Revolution emerged, our agricultural growth was stagnated until 1990s. The introduction of economic reforms period, there is financial depression and devolution of money and foreign exchange rate drastically declined. It was affected not only in agricultural sector, but also in economic growth.

Thereafter, it was changed the economic conditions due to open market of International Monetary Fund in India. Therefore, this leads to globalization, liberalization and privatization of our economy.

A large majority of the farmers are small farmers in the world as well as in India. The farming system is delinked from the earth, the soil, the biodiversity, the climatic change and linked to global corporations and global markets. In recent years, due to global economic system, is totally destroyed the small farmers. Farmer's suicides are the most terrible events in the Indian peasant's history. In 1997, first incidence of farmer's suicide was happening in Indian soil. The main reasons behind it is increase in indebtedness, falling price of agricultural commodities, mount amount of cost of cultivation, crop loss, monsoon failure, seed monopoly are major challenging factors for increasing farmers suicides in India.

Mapping the Employment Generating Capacity of The Women Owned Entrepreneurial Units of Puducherry Union Territory: A Survey Research

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1. INTRODUCTION

Industrial development is the foundation for the overall socio-economic development of a nation. In the world famous research studies conducted by Hoffmen (1958), Kuznet (1966), Kaldor (1976), and Chennery (1980), it is well documented that the industrial development is a powerful vehicle to attain a paramount development in a nation. Entrepreneurial spirit is the herculean weapon to attain a speedy industrialization. Further, the forward and backward effects of women entrepreneurship can be observed in different corners of the economy. In the modern business world, the role of women in the business activities is very curtail for sustainable development (Afrin, 1999, Caputo & Dolinsky, 1998, Coleman, 2004, Minniti, & Langowits, 2004). Moreover, from the publication of International level leading organizations and government institutions such as ILO, (2005), Sidani (2005), UN (2005) and UNIFEM (2008) it is demonstrated that the women entrepreneurship is a significant force for attaining a consistent development not only in developing countries but also in developed nations.

Causes of women entrepreneurship was widely disused by social scientists in the academic literature. In the existing body of knowledge, Orhan (1999) and Hughes (2006) elucidated that the economic independence is the major driving force to start the women entrepreneurial units coupled with self accomplishment. This result coincides with the conclusion of Jalbert (2000). In a comprehensive work, Sharma and Saini (2002) pronounced that the attaining self employment by using academic qualification and intension to earn money are the major causes for establishing entrepreneurial units by women. In interesting result attained by Aminah (1998) in the Malaysian case that changing attitude of both parents and husband has positively influence women entrepreneurs to start their business activities.

According to Sethi (1994), the women entrepreneurship is generally an urban phenomenon. In urban and semi-urban centers, women use to startup their business units due to economic compulsion and to attain self employment. Over the period, women entrepreneurial activities

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ENGLISH FOR SPECIFIC PURPOSE IN CURRENT SCENARIO

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Abstract

The Millennium learners today live in the digital era, where they have to face immense changes in every facet of their life. English Language is no exception in undergoing these changes. English as a foreign language is witnessing the greatest change in the history of Language teaching and learning today. Language today has to be studied by the people in every walk of life. English has become the need for every person who wants to widen his horizon. The traditional methods of learning English is slowly deteriorating and new innovative methods to learn the language such as English for Specific Purpose is emerging. Teaching the English language for specific and limited purposes is steadily growing and it has proved itself as a dynamic field. This paper will analyse the importance of English for Specific Purpose for today's learners and its impact, influence on the students.

Keywords: English Language, innovative teaching, learners, impact and influence.

Introduction

Language learning is complex. It ranges from the acquisition of simple automatic skills to an understanding of abstract conceptual and aesthetic meanings, all occurring in the same sentences. This reality in English language teaching has led to the emergence of a new field of enquiry namely English for specific purposes. English for Specific Purpose is taken to be the live-wire of English Language Teaching and as a matter of tact has fascinated and conquered the entire domain of ELT. The teaching of English for specific purposes is an excellent illustration of the pace at which change may take place. ESP has emerged as a particular sub-division of the general activity of teaching English to native speakers as well as speakers of other languages.

Characteristics of ESP

- Designed to meet specified needs of the learner
- Related in content to particular disciplines and activities
- In contrast with General English
- Restricted as to the language skills to be learned
- Taught according to any methodology

Communicative methodology is most suitable for the teaching of English for Specific purpose. ESP is well utilized for the students who has done a general English course at school and now, as a young adult, wishes to extend or adapt this competence to his or her particular field of work or study.

Scope of English for Specific Purposes

ESP has almost become a blanket term to cover up variety of purposes. There have been a number of attempts to draw up a classification for the different branches of ESP. A major classification is English for Occupational Purposes from English for Academic or Educational Purposes with sub-division as follows:

- Occupational requirements
- Vocational training programmes
- Academic or professional study

There is tremendous scope for ELT when it is confronted with specific purposes.

Branches of English for Specific Purposes

A classification that was proposed under the aegis of British Council in English for Academic Study with Special Reference to Science and Technology, is expressed below:

ROLE OF MEMORY STRATEGY TRAINING IN LANGUAGE LEARNING

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Abstract
The study explored the impact made by Memory Strategies to help the learner of English in developing their skills in retaining new information/vocabulary and retrieving them for communication. This study is intended to be quantitative, in which the learners were first introduced to the memory strategies and their benefits. After that in the intervention programme, they were provided with a set of memory strategies of Oxford such as creating mental linkages, applying images and sounds, reviewing and employing action. The results proved that the Memory Strategy Training has positively contributed to the acquisition of new information/ vocabulary, retention, and production as the learners was able to learn the language more easily, effectively and in a self-directed way.
Keywords: *Memory Strategy Training, mental linkages, application of images and sounds, reviewing and employing action.*

Introduction

Language Learning Strategies are fundamental for developing language skills because they act as tools for active, self-directed involvement. Appropriate language learning strategies result in improved proficiency and greater self-confidence in the learners. It is recently observed that there is an increasing number of language learners beginning to recognize the power of the use of strategies in the learning process. It is the role of the good teachers to conduct learning strategy training with students giving them the awareness about its benefits. They can make the training valuable by introducing its application in the regular classroom activities of language learning.

Language Learning Strategies

Strategies are of various kinds, yet it's worth is measured by the way the strategies relate well to the given task at hand, fit the learner's learning style preferences and link well with other related strategies. Oxford (1990) gave a set of 62 strategies that can be adapted in the classroom teaching and learning. The present study is intended to find the impact of Memory Strategies in the English language classroom. Since a particular strategy cannot be termed good or bad and it remains neutral until its use in the context is considered properly, the researchers have taken up ten modules with ten memory strategies to employ in the teaching and learning process.

Memory Strategies Vs Memorization

The level of retention in each is varied, depending on the training and practice fostered to them or adapted by them. Strategy training on memory assists the learners to acquire a high level of storage and retrieval of new information and vocabulary. The mind can store 100 trillion bits of information, and most of it can be utilized potentially with the aid of memory strategies. Thomas de Quincy is right in stating that the memory of an individual develops as he/she lays the more burden on it.

Memorization and application of Memory Strategies are different. Memorization can be considered as a lower order of learning which will not be of much help to the learners. It is easily deleted from the memory and there is a little application of such knowledge and no deeper analysis. When the learning process is through understanding involving cognitive skills, then it is stable and indispensable. In this process, the internalization of information is conscious and analytical to the learner. The present competitive education scenario lays importance not to memorization through rote learning which can become unnecessary and can be done by computer or internet. Whereas, there is a greater need found for the learning based on understanding, analyzing and personalizing the new information This understanding and learning expands the thinking of the learners and brings in a change in them.

ACQUISITION OF LANGUAGE SKILLS THROUGH AFFECTIVE AND SOCIAL STRATEGY TRAINING

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ABSTRACT

The ultimate goal of learning any language is acquiring the language skills. Learning a second language is to make the learners understand the language and communicate it confidently. In India, English is treated as a language of great respect. In such a scenario the language has to be sought fervently and acquired with much care. Although the learners of English have the knowledge of the language yet they lack the necessary skills for its use. No classroom can teach the students all the language skills. Linguists are of the opinion that the exposure given to the students in developing the language skills may be inadequate. To meet the need of the society, the Strategy Training Programme (STP) has to be adopted carefully to scaffold the learners in the learning process. This training facilitates the students to understand how to learn and make their learning of English language joyful and fruitful. This study reveals the impact of Affective and Social strategy training and gives an opportunity for learners to practice language skills without reticence.

KEYWORDS: Strategy Training Programme, Social Strategy, Affective Strategy

INTRODUCTION

The present study aims at developing the language skills of English language learners. The best methodology chosen to develop the language skills is strategy training. Considering all the strategies available in the present ELT scenario and the strategies adapted by the learners, it would be useful for the learners to have training in Affective and Social strategies. With the emergence of globalization, it is found that English language skills gained importance for academic achievements as well as professional excellence. Despite the initiation taken by the governments and educational departments, there is a deficiency found in the language skill development. Hence the present study attempts to explore the impact of strategy training on the tertiary learners.

DEVELOPMENT OF LLS OVER THE YEARS

Language learning is conditioned in the way the mind observes, organizes and stores information. In other words, the key to successful language learning and teaching lies not in the analysis of the nature of language but in the understanding of the structure and processes of the mind. The early theories like Behaviourism by Pavlov and Skinner, Mentalism by Chomsky in1964 and the later theories on Cognitive Code and Affective Factors explain the psychological processing of language learning.

In the context of language learning, the psychological processing of learning differs from person to person. Each learner's use of strategies varies. Learners use the mental activities to control the flow of data and to decide how to plan what they are going to do to whatever language area they're coping with at the time. Good language learners' strategies are principled for proper use. Rubin's (1975) identification of the characteristics of a good learner resulted in the classification of five strategy types such as: An active involvement in learning tasks, Realization of language as a system, Realization of language as a means of communication and interaction, Management of affective demands and Evaluation of performance in the target language. Stern's (1983) classification of strategies of good language learners in a way explicates more clearly their autonomy in learning. They are Active Planning Strategy, Academic Learning Strategy, Social Learning Strategy and Affective Strategy.

Looking at the above classifications and definitions we can state that learners are creatively involved and manifest their positive attitudes toward themselves as learners and toward language learning activities by way of planning, organizing and evaluating the process. Rubin (1975) also suggests that good language learners "willingly and accurately guess, want to communicate, are uninhibited about mistakes, focus on both structure, lack advantage of all practice and monitor their own speech and that of others" (p.43). Some learners are not aware of certain strategies or have not noticed consciously the strategies that they use in their everyday transaction, memorization and replication. Research indicates that factors influencing the L2 student's choice of learning strategies include motivation, career, academic

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Customer Preference towards Life Insurance Policies

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ABSTRACT

Insurance industry includes Life insurance and non-life insurance. LIC (Life Insurance Company) is the only public sector company in the field of Life insurance. The basic concept of life insurance is widely known by people whether they possess it or not. Even the privatization had induced the insurance companies to educate the individuals so that they could increase the market size. However, the decision of the individuals to go for life insurance depends on several factors. The insurance companies are continuously working on identifying these factors and catering the needs of the individuals to have them under their customer base. After all, every company whether it is private sector or public sector, tries to attain the competitive edge in the insurance sector.

Key words: Investment avenues, Tax saving, Risk coverage and Brand reputation

INTRODUCTION

The insurance is a social product devised by the humanity for mitigating the unforeseen contingencies (Chaudhary & Kiran, 2011). The insurance sector in India has evolved through a number of phases. Life Insurance Corporation of India (LIC) came into operation on 1st September, 1956 after nationalization of all the 245 companies which were engaged in life insurance business. When the LIC had been playing a monopoly in insurance sector, the Government of India started allowing private players in the year 2000 with the Foreign Direct Investment (FDI) limit of 26%. As a result, LIC had started to witness the market share to go gradually into the hands of the private sector organizations. Later in 2014, the government has increased the FDI limit from 26% to 49%. This has made the private sector organizations competitive enough to attract a significant market share from LIC. The competition among the players in life insurance made the consumers compare their preference factors on the alternatives and to go for their desired product.

OBJECTIVES

GO GREEN THINK GREEN – NEW MANTRA FOR ALL…

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Abstract

All over the world countries are talking about global warming, environmental destructions, Pollution, water contamination, climatic changes etc., So as a precautionary measure each country is taking some initiatives and measures, the outcome is "green" concept. Green means related to nature and natural environment, protecting the environment, maintaining the natural resources, avoiding the pollutant substance and so no. As a contribution to the economy, companies have come out with different green initiatives like green marketing, green accounting, green retailing, green products, green HRM practices, green brands, green consumers, green labeling, green packaging and green management to protect the environment. This paper aims at exhibiting the importance, growth and initiatives which companies contributes towards the Green concept. Even consumers are aware about environmental protection so it becomes mandatory for the companies to frame their corporate social responsibility policy to go green. Overall Green mantra is applicable to all companies, consumers, economy as a whole in turn leads to economic growth and protection.

Keywords: Green Marketing, environment protection, corporate social responsibility, economic growth.

Introduction

Companies are utilizing the resources from the environment out of which they are producing the output, now in turn they are contributing to protect the earth's resources through green initiatives. According to American Marketing Association, Green Marketing means producing the products which are assumed to be less harmful to the environment. In fact, consumers started to believe the tag green associated with the products so they are ready to pay more for the green brands or products finally green is not only an eco-friendly activity also a best marketing strategy to attract more customers (Yazdanifard 2011). To gain competitive advantage among the competitors, companies can use green strategy; it is an effective strategy if the company adopts a framework for green marketing mix and strategy to protect an environment. (Wong Fuiyeng 2015). National Geographic Society and the International Polling firm Globescan (2010), conducted a survey to find the consumers' Green Attitude called ─Consumer Greendex, in that developing countries like India, Brazil and china are in the top scoring list were consumers are accepting the precautionary activity to protect the environment through green strategies. Adopting a Green initiatives among companies not only helps to gain competitive advantage, it also promotes innovation and creativity, healthy competitiveness, saves money, saves earth resources, healthy future generation etc., overall this activity suits best for developing countries like India. (Sharma et al 2015)

Objectives of the Study

- To understand the various green concepts through literature review.
- To understand the green practices and green initiatives of corporate in India.

ROLE OF LOGISTICS IN E-COMMERCE INDUSTRY

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Abstract

In today's technology driven world any product from across the world can be ordered, bought and used by the consumers. This subtle change occurred in the modern business world due to the creative thinking of the efficient entrepreneurs by reading the mind of the consumers in a different way. Now-a-days it is easy to run a business with no brick and mortar set up and still get crores of turnovers. Internet plays a major role in this. It is not just buying and selling of goods and funds transfer through online, it is the technological venture that has changed the traditional business way. 'Order Now' has been a triggering factor for this e-commerce success. The role of logistics peeps in when you start tracking your goods and their delivery and is a key factor in the growth of e-commerce sector which plays a crucial role in the customer service and satisfaction. This article is an attempt to study the role of logistics in the e-commerce world.

Keywords: *e-commerce, logistics, online shopping, internet, supply chain, third party logistics.*

Introduction:

E-commerce is the most convenient and preferred shopping method opted by the customers and it is now become easy for all of us to buy global products by just a click on the 'Order Now' button which is available in all the online apps and websites. In India, e-commerce market has seen a giant leap from 2009 till now. The major reason for this enormous growth relies on the variety of the products and the convenient delivery system. 'Cash on Delivery' option available for the users is another inducing factor for the e-retailers. The shopping experience of an individual does not end with just ordering the product it is complete only if they receive the expected product on time. Here comes the role of logistics, which is generally understood as a part of the supply chain management which allows the transportation of goods and services from, through and to the firm. So, it is the process of handling goods and materials upto the consumption point. So e-commerce and logistics are dependant factors that facilitate the economic development of a country. Information system is the most important supporting factor for the effective execution of this process.

Logistics which was mainly followed by traders for transferring of goods became a prominent aspect in the 19th century has now gained a shape and has become an inevitable stage in any business. Tracking the origin of the term, it is believed to be a branch of military science where it was mainly for using, maintaining and transferring of men, material and facilities. Right from then logistics has seen a significant growth world-wide.

Logistics basically comprises two categories inbound and outbound logistics. To explain it, inbound logistics refers to the movement of raw materials and unfinished products within the area of production while outbound logistics on the other hand refers to the transporting of finished products to the end users. In e-commerce, outbound logistics is operative and outsourced function of the same is in practice which has created more job opportunities in the field.

An attempt is made in this article to study the role of logistics in e-commerce industry.

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GREEN BANKING – AN INITIATIVE TOWARDS SUSTAINABLE ECONOMIC AND ENVIRONMENTAL DEVELOPMENT

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Abstract

Environment has always been supportive to mankind and his business. But how much mankind has supported the environment has always been a question. The sustenance of any business depends on its effective and efficient use of the environmental resources. Due to increasing competition and demand, business entities have depleted the precious resources and now, we are forced to cut down our dependency on the environment. As a result, the whole world is facing a huge scarcity of the resources. And as an alternative, organizations, especially the financial sector, have started to propagate the mantra 'go green'. This paper discusses the emerging concept of green banking and the efforts taken by various financial institutions in going green.

Keywords: Green Banking, Financial sector, economy, business, environment, resources

Introduction

According to Indian Banks Association (IBA, 2014) "Green Bank is like a normal bank, which considers all the social and environmental / ecological factors with an aim to protect the environment and conserve natural resources". It is also known as ethical bank or sustainable bank. Their purpose is to perform banking activities but with an additional plan towards taking care of earth's ecology, environment, and natural resources including biodiversity.

Banks are the only source of fund raising for most commercial entities. They play a major role in the sustainable development of the economy. Any small change in the banking system would require approval from its customers and clients as they are directly dealt with. That is one reason why environmental friendly initiatives take a longer time to show results. There always exists a conflict between economic development and environment sustainability. Economic progress improves our standard of living and makes our life more comfortable. On the other hand, it is this very progress that can lead to degradation of the environment. Any increase in national income would arise only from increased production of goods and services involving greater consumption of resources such as land, forest, fuels, etc. whose supply is, essentially, limited. While some of these resources may be renewable, others get depleted and, ultimately, exhausted with continuous use. Any attempt to preserve the non-renewable resources might require compromising on the growth rates.

Though the carbon footprints left by the banks are comparatively less than other sectors, to be in the race, and to manage with the limited resources available, banks are forced to follow green banking practices. Green banking is not only about reduced paper transaction, cutting of trees, but the concept also refers to being energy efficient, going digital, using solar energy and less electrical use etc., These ethical practices, in turn, can result in a better financial performance, by cutting cost in many aspects like electricity, paper, quicker customer transactions, reduced errors as they are digitalized, and by creating more satisfied and loyal customers. By practicing green principles, banks can bridge the gap between economic development and environmental protection. And moreover, banks can create a more sustainable, eco-friendly future businesses.

Buying Insurance Online: Are we there yet?

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ABSTRACT

The study has been undertaken with the objective of identifying the factors that influences the online channel adoption intent of the customers for the financial products and to zero in on the segment that is interested in the online channel by combining the identified factors with the demographic and behavioural variables of the customers. New variables had been introduced for the study along with using the variables from existing literature. Exploratory factor analysis had been carried out and 9 factors had been identified. Perceived benefits and Perceived usefulness had emerged as the most influential factor followed by system quality and informational quality. Segmentation had been done based on the identified factors.

Keywords: Online Channel, Financial Products, Behavioral Intention, Customer Behaviour, Factor Analysis. Cluster analysis, Insurance, TAM, and Segmentation.

Introduction:

E-finance seems to be the most promising part of e-commerce as financial services are information sensitive and often requires no physical delivery (Sato & Hawkins, 2001). E-finance is successful with simple time-sensitive products like broking and catching up slow with products like e-insurance (Sato et al.2001). This could be due to the infrequent contacts between the customer and the service provider (Allen, Mc Andrews, & Strahan, 2002). E-finance not only offers a huge opportunity for industrial and the most advanced emerging markets but also for the countries with underdeveloped financial system (Claessens, Glaessnerm, & D Klingebiel, 2000).

Insurance companies in India are actively using the digital platform not only for promoting their product offering but also to provide better pre and post-sales service to existing customers and to resolve the queries of potential customers. One such initiative is that the majority of the insurance companies have opened their pages on social and professional networking sites like LinkedIn, Facebook, Twitter, YouTube, Blog and Google+. They share product information, resolve doubts, and get feedback from customers. The insurance companies are also actively urging customers to visit their company websites in order have better pricing and product information and product choice. HDFC Life has aggressively promoted its online term plan Click2Protect and came out with television advertisement campaigns supported by other media such as print, Out Of Home advertising, Direct To Home, digital and social media. Eventually the company has insured over 1.6 lakh lives during a period of over two years (Press Release HDFC Life). ICICI Prudential Life launched a digital campaign for its online term plan ICICI Pru iCare. The company went only for the digital media as it is an online plan which can be bought online without any offline verifications and it is targeted at customers who are active on the Internet. According to the brand, approximately 2.2 lakh views have been generated for the videos and edits. Bharti AXA General Insurance came out with a digital campaign promoted on Facebook, YouTube and Twitter as a support to the television campaign on creating awareness of the importance of a critical illness health insurance policy. The company's website visits have doubled due to the digital campaign.

Although the Life Insurance Corporation of India that holds a market share of 70% gets 95.99% of their individual new business premium from individual agents for the financial year 2013-14 (IRDA Annual Report, 2013-14), the company emphasizes its digital presence in all its communications to the target

VERACITY OF REDUCED FOOT FALLS ACROSS PRODUCTS DUE TO ONLINE SHOPPING

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Abstract

This paper attempts to study the impact of online shopping on the foot falls in brick and mortar. Customers will not have the same attitude and behaviour towards all the products category as the products differ based on degree of product involvement and the degree of differences in brand.

This study looks at the changes in foot falls for all categories of product in order to understand the varied impact of online shopping for different product categories.

Keywords: Online Store, Physical Store, Foot Falls, Bricks, Clicks

Introduction

Shopping is a process which includes typical elements such as desire, information gathering/receiving, trial/experience, evaluation, selection, transaction, delivery/possession, display/use and return (Mokhtarian, 2004). The process of shopping is composed of a set of distinct components linked together in a particular sequence (Peterson et al., 1997). Choice of shopping mode is one among such components.Information gathering, purchase and delivery may be the three more noticeable elements for the choice of shopping mode between e-shopping and store shopping. However, it noted that a hybrid form is evolving across these three elements and empirical research shows that nowadays many individuals tend to start their shopping process with an information search on the Internet before they go to the store, and many others to search for a product online, check it out in-store, and finally buy it online (Farag et al. 2007).Manski and Salomon (1987) defined shopping as the acquisition of information before purchase.Shopping online doesn't guarantee a purchase online(Forsythe and Shi, 2003). This study attempts to measure the fall in the foot falls for different product categories due to the evolution of online shopping.

Literature Review

Consumers typically refer to six reasons such as convenience, choice, customization, communication, cost, and control asthey shop and buy online.One of the most noticeable differences between e-shopping and store shopping is attributed to travel.Money and time are two essential types of resources consumers possess. Wastes on travel cost and travel time have direct impacts on the amount of their resources, and thus diminish consumers' utility.Travel time brings about disutility to individuals (DeSerpa, 1971 and Truong and Hensher, 1985). Besides wasting the time, traveling itself can also make consumers feel uncomfortable.

However in recent years, large shopping malls have dispersed spatially. Consumers also seem willing to go farther to a mall with more comfortable shopping environment and with more diversified products (Gould and Golob, 1997).People have desire for travel and sometimes they

A Perspective Conceptual Study of Work Life Balance Among Women Teachers

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Abstract: Since balance of work and life pressure may reduce productivity, performance, job satisfaction and finally increase the fluctuation rate, Work life balance (WLB) and its management is becoming an issue for both the teachers and management. Professional people face a biggest challenge to balance job and non work. The role of working women has changed throughout the world due to economic conditions and social demands. This has resulted in a scenario in which working women have tremendous pressure to develop a career as robust as their male counterparts while sustaining active engagement in personal life. The continuous-increasing work burden is taking a toll on the working women leaving them with less time for themselves. The increasing responsibilities on the personal front with the technological blessings like advanced mobile phones, notepads, etc. that keeps work life integrated with personal life also creates stress on personal and professional fronts in this knowledge age. This affects the person's physical, emotional and social well-being. Thus, achieving work life balance is a necessity for working women to have a good quality of life. This paper is an attempt to explore the tough challenges faced by working women in maintaining a balance between their personal and professional life.

Keywords: Work- Life Balance, Working Women, Personal Life, Professional Life, Stress.

I. INTRODUCTION

Indian families are getting drastic changes in their life style due to the increased level of urbanization and modernization. In early centuries, Indian Women were mostly confined to their kitchens and employed only by working in factories, farms or shop works. Only few women had undergone to higher education and they were pressurized to be at the kind of their fathers' or husbands' attitudes towards women and work. Indian women belonging to different classes have stepped into paid occupations. Compared to few decades ago, the exposure of Indian women to educational opportunities is substantially high, especially in the urban areas. Career and goals are the most important factors in life.

Even though women have many obstacles; Most of them are started to work in order to support their family. This change is now natural and dynamic due to change of environment and economic conditions. The biggest challenge for women is how to balance the demands of family and career. Work Life Balance of Women employee has become an important subject since the women are equally sharing the earning responsibility for the betterment of their family. This paper aims to review the existing literature on work life balance of women employee with an identification of various characteristics towards the achievement of work life balance. Women are getting into jobs and they continue to work even after marriage. A married woman has more responsibility than man in taking care of young children and family. The working women efficiently overcome difficul

A RESEARCH STUDY - IMPACT OF WORK-LIFE BALANCE ON LEARNING EFFECTIVENESS OF STUDENTS

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Abstract

A well balanced life is one where we spread our energy and effort - emotional, intellectual, imaginative, spiritual and physical between key areas of importance. The neglect of one or more areas, or anchor points, may threaten the vitality of the whole. In past few years, there is a lot of researches were conducted to analyse the linkages between work and family and/or personal life and its affecting factors. The main objectives of the study is to know whether work-life balance / imbalance have an impact on the learning effectiveness of the students, analyze whether the anxiety of getting a job (i.e. perceived employability) affects their learning effectiveness / performance of the students and evaluate whether family expectations / dependency have an impact on the learning effectiveness / performance of the students. The sample for the present study constituted 250 students of both UG & PG from different colleges in Cuddalore of Tamilnadu State, India. The age groups of the sample are between 20-23 years. The respondents were administered with Work-life balance questionnaire constructed by the researchers and the data was obtained. The data obtained were subjected to statistical analysis. Work-life balance remains an issue that requires considerable attention from society. The changing nature of the global economy, where organizations expects the employees to operate on a 24/7 schedule and technological advances have made it possible for an employee to be connected at all times, has ushered the work-life balance issue into the forefront of the minds of many, including students.
Keywords: Work Life Balance, Learning Effectiveness, Performance, Family Expectations, Emotions, Intellectual etc,

Introduction

In the last few decades, there have been a lot of researches which creates the greater understanding about the connectivity between work and family and/or personal life. The term 'Work-life balance' was first started to shuttle from 1986 in reaction to the unhealthy choices occurred in favour of the work place, as they choice to discriminate family, friends and leisure activities in the pursuit of corporate / work goals. A balanced life is one where we spread our energy and effort - emotional, intellectual, imaginative, spiritual and physical - between key areas of importance. This may threaten the vitality of the whole if the employee neglects anything. Work-life balance thus refers to, "The extent to which individuals are equal proportionate involved in-and equal proportionately satisfied with-their work role and their family / personal role [9]. "work- family balance provides low levels of inter-role conflict and high levels of inter-role facilitation [8]". Work-Family Blurring means to "The extent of confusion or difficulty in dividing one's professional work from one's family / personal roles in a given setting which these roles are seen as highly integrated, such as doing paid work at home[5].

A Study on Work Life Balance of College Staffs At Villupuram District

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Abstract- *In the recent decades, there has been a dramatic growth in the amount of researches enhanced to understand the connectivity between work and family and/or personal life. Work Life Balance (WLB) has gained attention in educational sector especially in colleges at Villupuram district. However, there is a need to explore the subject vis-à-vis teaching staffs, keeping in mind the increasing cases of work life problems among teaching staffs in colleges. Thus, the purpose of this study is to map the dimensions of WLB among teaching staffs. This study is based on the responses of teaching staffs both men and woman from colleges in Villupuram district. Research instrument designed on the basis of literature survey and then data was collected. In all 150 responses were generated. In this scale refinement was done using percentage analysis. The percentage of analysis from the table was found majority of teaching staffs on the any WLB dimensions. Inter item Convergent validity was high. This study may give insight regarding the problem that teaching staffs usually face. Balance should be established between workload distribution, time and extra-curricular activities so as to inculcate efficiency among teaching staffs. The study is based on a limited sample size. There is a need to carry out studies with a larger sample size to make results more generalized. Work-life Balance, educational qualification, time spend at work and work life balance policy.*

I. INTRODUCTION

The term 'Work-life Balance' was first coined in 1986 in reaction to the unhealthy choices in the work place, as they opted to neglect family, friends and leisure activities in the pursuit of corporate / work goals Striking a balance between work and family life is one of the major problems faced by every employee. Men are who take time off or reduce working hours for taking care of the family experience similar discrimination. Most of employees both male and female lives are becoming more consumed with a host of family and other personal responsibility and interests today. Therefore, in an effort to retain employees, it is increasingly important for organizations to recognize this balance.

Today's married worker is typically part of dual-career couples, which makes it difficult to find time to meet commitments to family, friends and community. But if you're spending most of your time at work, your home life will likely pay the price. Consider the pros cons of working extra hours on your work-life balance. They may miss out on important events, such as your child's first bike ride, your father's 60th birthday or your high school reunion. Missing out on important milestone may harm relationship with your loved ones. Trusted friends are a key part of your support system. But if you're spending time at the office instead of with them, you'll find it difficult to nurture those friendships. If you're regularly worked extra hours, you may be given more responsibility. This could create a never-ending and increasing cycle, causing more concerns and challenges.

II. REVIEW OF LITERATURE

Shreyas B (2017) has concluded that to achieve work life balance has become an important subject since the time has changed from earning the family living in today's world, where both men and woman equally share the responsibility of earning for the betterment of their family life. The quality of health, problems in time management and lack of proper social support are the major factor influencing the work life balance of professionals in India.

Mari S and Haja Mohideen O. M (2015) they are studied the work life balance has been one of the major factors in influencing the organization's efficiency. The present study has been carried out to evaluate the nature of Work Life Balance, as experienced by professionals in Indian context. For this purpose a survey was carried out to estimate a Work Life Balance Index of professionals and also highlights the issues connected with work life balance of faculty in educational institutions and the factors that determine work life balance.

Sudha and karthikeyan P (2014) has concluded that to achieve work life balance, every woman should set the goal and excel both in career and family. Some of the strategies and

Expatriate Immigrants' Quandary in the Oeuvres of Bharati Mukherjee

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Abstract

The rearticulated notions of Diasporas have played an important role in the cultural studies. Cultural fusion or hybridity is possible to some extent but transfer of cultures is not possible. It is apparently a deeper wound for the immigrants who are engaged in the struggle to achieve a new identity for themselves in an alien atmosphere. This paper '**Expatriate Immigrants' Quandary in the Oeuvres of Bharati Mukherjee**' broadly premises her novels that deal with the reality of individuals grappling with different cultures around the globe to find their real identity. Bharati Mukherjee's protagonists, notwithstanding their cultural and racial roots, invariably try to reach out to this refashioning of the self, which tends to be both painful and exhilarating. Bharati Mukherjee has explicitly formulated their migrant aesthetics in terms of their self–positioning within the national and cultural narrative of an American imagery. Bharati Mukherjee has dealt with Indian life realistically and poignantly in her novels, depicting their dreams and heartaches with irony. Bharati Mukherjee, being culturally uprooted, presents some of her own experiences through her characters. This paper brings out the theme of adjusting to a new culture. Through the trials, tribulations and trauma that afflict the immigrants, her protagonists, trying to cope with the new world, have been deftly handled with a combination of malice and charm, irony and sympathy. Bharati Mukherjee describes how her protagonists are pushed to the edges of their old world, and yet exiled from the new and how they try vainly to reconcile the two worlds in their hearts.

Keywords: Diaspora, National imagery, immigrants, aesthetics, alienation, Bharati Mukherjee

Expatriation is quite a widespread phenomenon in this century and is a complex state of mind and emotionally a wistful longing for the past. Expatriation is often symbolized by the ancestral home, the pain of exile and homelessness, the struggle to maintain difference between oneself and the new, unfriendly surroundings, an assumption of moral or cultural superiority over the host country and a refusal to accept the identity forced on one by the environment. This paper '**Expatriate Immigrants' Quandary in the Oeuvres of Bharati Mukherjee**' examines the works of Bharati Mukherjee and reveals a movement from expatriation to immigration. Bharati Mukherjee is mainly concerned with different aspects of the condition and plight of the immigrants. Her varied experiences in life find sufficient place in her writings both in her novels and short stories.

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V. Jagadeeswari, Assistant Professor of English
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Optimization of fuzzy image pattern matching using genetic algorithm

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Abstract

The process of fuzzy image pattern recognizes object found in images by using the methods of fuzzy logic. Localization of object is al-so done. Fuzzy segmentation templates and operators, which fetch a large number of alternatives, constitute methods used in the method of fuzzy logic. Imperfect and imprecision of the input images and the templates images are in the consideration of fuzzy pattern matching and later incorporated in the matching process. This paper contemplates two methods one for fuzzy pattern and the other for the optimizing the matching scheme with a genetic algorithm. The process of optimization has its objective, in finding the location of reliable feature from a set of calibrated images through a simultaneous optimization of the templates and the segmentation function. Optimization has demonstrated and resulting a superior abstraction of the matches for an unobserved sample images and a good performance to the common method of pattern matching.

Keywords: *Fuzzy logic; Genetic Algorithm; Image Pattern Matching; Image Segmentation; Object Recognition and Localization; Templates.*

1. Introduction

The uses of pattern matching are found in the areas of recognition and localization of the objects in images. The other methods for object recognition is known to be more efficient computationally do exist. (e.g. invariant moments). But pattern matching is considered a competitive method for object localization. This process computes analogies between the input images and templates images or models, which are open to transform like rotation and translation.

Imperfects in logical reasoning are the parts of fuzzy logics, which have found application in image processing in many ways. The objective of segmentation is the division of pixels into homogeneous region that exhibiting similarity, i.e. crisp sets. In proper sequence of the Fuzzy segmentation bisects the pixels onto fuzzy sets, where each pixel to be a part in the regions of images for many sets.

Application of fuzzy logic has been seen in image enhancement and edge detection meant for the improvement of robustness against noise. Fuzzy logic in addition, affords a mean for linguistic expression of image processing. Operations have succeeded in developing a face detection algorithm which makes use of fuzzy pattern matching based on fuzzy analogy relation on two term basis. Fuzzy morphology is a model of explaining the binary image processing operators have been in fuzzy field.

Genetic Algorithm (GA) finds an application in every step and has seen in pattern recognition and image processing [12]. The fuzzy pattern matching system attains recognition by optimizing the membership functions using GA to reach the highest set of fuzzy entropy among the three sets of segmentation. GA also used for stereo vision matching. The GA's advantages have been availed in multi criteria optimization with simultaneous optimization of disparity smoothness and similarity matching.

An algorithm has been developed for detecting faces on the basis of edges and ellipse matching (yokoo et al). This involves smoothening of the binary edge to a multilevel image and matching of GA generated ellipses using the similarity of pixel-wise metric.

This paper presents an innovative technique of an optimization of fuzzy image pattern matching using genetic algorithm. Section [2] deals with the introduction of a fuzzy pattern matching scheme. In section 3 has its subject matter of a cost function for global optimization of the matcher. The testing method and comparison beside the general pattern matching modus formulated by the coefficient of Pearson correlation in section [4] and [5].

2. Fuzzy pattern matching

Each class of pattern matching exhibits the features of paradigm vector and the use of similarity measure lies in comparison of given paradigm patterns.

Efficient Cloud Data Storage in Clustering Analysis Method

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Abstract

Cloud information garage is service where facts is remotely maintained, managed, and backed up. The cloud provider permits the users to preserve documents on line, that allows accessing them from any vicinity through the net. Distributed computing and numerous customers expect that distributed computing will reshape information innovation techniques. huge amount of records is put away inside the cloud which wants to be recovered effectively. The recovery of data from cloud takes a considerable measure of time as the information isn't put away in a sorted out way. Information mining is in this manner critical in cloud computing. We can join data mining and distributed computing (included records Mining and Cloud Computing– IDMCC) with a view to offer agility and brief access to the era. With the cloud computing generation, customers use a diffusion of gadgets, which includes desktops, laptops, clever phones, and PDAs to get entry to programs, garage, and application-improvement systems over the net, through services presented via cloud computing carriers. Blessings of the cloud computing generation include price savings, high availability, and clean scalability.Thus in this presented work a survey is introduced for cloud data storage, and their cluster analysis for utilizing the data into various business intelligence applications. This paper suggests a new model of cluster analysis of data is proposed which provides the clustering as service.

Key Words: cloud computing, cloud storage, clustering, types of clustering

1 INTRODUCTION

Large volume of information is put away in the cloud condition and should be recovered effectively. The recovery of data from cloud takes a considerable measure of time as the information is not put away in a sorted out way. Data Clustering is a technique of analysing facts and extraction of significant patterns from the raw units of facts. The significant is named right here to suggest the styles or expertise recovered from the training samples that is further used to become aware of the similar pattern which belongs to the discovered pattern. In the information clustering two predominant forms of learning techniques are discovered namely supervised gaining knowledge of method and unsupervised mastering method. These learning models are used to evaluate data and create a mathematical model for utilizing to identify the similar data patterns arrived for classifying them in some pre-fined groups.
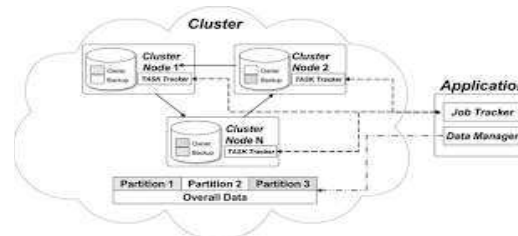
Cluster partition

Post-harvest Infrastructure Facilities in Fisheries Sector in Tamil Nadu

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Abstract

Fisheries sector plays a significant role in the Indian and Tamil Nadu economy. The fishery sector has from traditional activities into commercial enterprises. The paper examines the post-harvest infrastructure facilities the fisheries sector in Tamil Nadu and policy analysis in the state,post-harvest infrastructure ice plants, cold storage, freezing/chill plants in Tamil Nadu, Ice plants and cold storages plants were state funds to ensure the availability of ice to fishermen to preserve the quality of harvested fish. The cold storages were provided to keep the excess quantity of fish for. In spite of these initiatives, post-harvest losses are around 15 percent. The existing condition of landing centres/landing platforms in the fishing harbours, auction halls and the fish markets (both wholesale/retail) all need improvement in terms of quality. These warrant that the government focusestheir policy initiatives in strengthening and improving post-harvest infrastructures. The foremost requirement is improving the hygienic conditions of the fish landing platforms, auction halls via required adequate washing and drainage facilities. Cold storage and ice crushing facilities also need be established at fishing harbours complexes to avoid fish losses.

Key Words: Fisheries sector, Post-harvest Loss, Fish, Harbours, Economic Development**,**

Introduction

Fisheries sector plays a significant role in the Indian economy in terms of its contribution to growth and development. For growth, the sector contributes through its share in GDP and foreign exchange earnings gained through the export of fish and fishery products. For instance, in 2012-13, contribution of fisheries sector in India's GDP was 1.07 percent and its share in the GDP of the agriculture sector was 5.31. The fish production in India has reached 8.30 million tonnes per annum during 2013-14.

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சோளகர் தோட்டி புதினத்தின் சமூகப்பார்வை

முனைவர். ம. சியாமளா,

உதவிப்பேராசிரியர், தமிழ்த்துறை, அரசு கலை மற்றும் அறிவியல் கலை மற்றும் மேலாண்மையில் கல்லூரி, கடலூர், தமிழ்நாடு, இந்தியா

முன்னுரை

தாலியங்களும் பிரபந்தங்களும் தம் செல்வாக்கை இந்த்துள்ள இந்நாலக்கட்டத்தில் புதினம் சிறந்த புனைகதை வகைகளே புதின் சிறப்பை பெற்றுள்ளன. குறிப்பாக, புதினம் சமூக வளர்ச்சி பகுதியில் தோன்றிய கலை என்று அப்படி தோன்றிய ஒரு புதினம் சோளகர் தோட்டி ஆகும். இப்புதினத்தில் மக்களின் வாழ்க்கை முறை, பழக்கவழக்கங்கள், சடங்குகள், மேலும் அவர்கள் அழலந்த துயரங்களையும் சுருகாக அமைகிறது.

வேட்டை சமுதாயம், வேளாண்மைச் சமுதாயம், பிறதொழில் சார் சமுதாயம் என மனிதர்களை வாழ்வியல் வளர்ச்சியில் மூன்று வகையான நிலை காணப்படுகிறது. குகைகளில் வாழ்ந்த மனிதர் வேட்டையாடி உணவைச் சேர்த்துக் கொண்டதால் பழக்குடியினராய் வாழ்ந்து வந்தனர் அன்று வேட்டைச் சமுதாயம் என்றழைக்கப்பட்டனர். இப்பழக்குடியினருக்குப் பல தொழி ஒன்றே ஒரு தொழிலில் ஈடுபடுவர் மணவுடன் மணவுறு கொள்பவராய் இருப்பர். குடியிருப்புகளே கிடப்பதை உணர்வர். தனிப்பட்ட முறையில் வாழ்வில் அந்நியர் புகும் போழ் ஏற்படும் மாற்றங்களை சபாலமுருகன் சோளர் தோட்டி எனும் புதினம் மூலம் தெளிவாக எடுத்துரைக்கின்றார். மேற்குத் தொடர்ச்சிமலைப் பகுதி வாழ் சோளகரின் சமூதாயத்தாரின் வாழ்வியல் சிக்கலை வெளிப்படுமாக இக்கட்டுரை அமைகிறது.

சோளகர்கள்

சமுதாயம் அடைந்துள்ள நாகரிக வளர்ச்சியின் சுவடு படியாத மனிதர்கள் சோளகர்கள்.

தாராளமும், உலகமும் போன்ற சிந்தனை அப்பாற்பட்டவர்கள். வனத்தை ஒட்டி தங்களுக்குரிய சிறு சிறு வினை நிலத்தில் இவர்களது முதலாம் இசை, நடன, சடங்குகள், வழிபாடு போன்ற பல வழக்கங்களில் மாறுபட்ட நிலைப்பைவை கொண்டவர்கள். தங்களுடைய நிலத்தில் கிடப்பவற்றை வைத்துக்கொண்டு மகிழ்ந்து வாழ்க்கை நகர்த்தியவர்கள் பயிர்ந்து உணவு பண்பாளர்கள். இவ்வாறு தங்களுடைய தனி அடையாளங்களோடு வாழ்க்கை அர்த்தப்படுத்திக் கொண்ட குழலில் நிலித்து இருந்து, பண்பாட்டு எச்சங்களை மறந்து அவ நிலைக்கு உள்ளான சோளகர் இன மக்கள் மயமயிபிட்டது இப்புதினம். தாங்கள் சார்ந்திருந் நிலத்தையே நிலையான சொத்து என நம் வாழ்ந்த சோளகர்களின் நிலங்கள் எவ்வாறு அவர்களை விட்டு அந்நியப்படுகிறது என்பதையும் மக்களின் வாழ்க்கைமுறையிலைவு எடுத்துக்காட்டுகிறது.

பழக்க வழக்கங்கள்

மக்கள் சமுதாயத்தில் சில பழக்க வழக்கங்களைத் தலைமுறைத் தலைமுறையாக மாறாது கடைபிடித்து வருகின்றனர். அவ்வகை சோளகர் மக்கள் கடைபிடிக்கும் பழக்கவழக்கம், உடல் மறைய உடுத்தாமை, உணவு செய்யும் முறை, மழை பெய்யாத காலங்களில் தொட்டியினரின் உணவு, தாலியக் கதிரை பாதுகாக்கும் முறை, பயிர்தளிக்கும் முறை, தீ உண்டாக்கும் வழக்கம், தாங்கள் வளர்த்த பயறடு கன்று ஈன்றவுடன் அக்கண்றையே பாலை குடிக்க விட்டுவிடுவார்கள், பாலைக் கரந்து பழக்கம் அவர்களிடம் இல்லை. மகிழ்ச்சியில்

ஆய்வுப்பாடும் பழக்கமுறை, குழந்தை பிறந்தால் விருந்தளிக்கும் வழக்கங்களாகும்.

ஆடை மாற்றம்

சோளகர் தோட்டி நாவலில் வரும் சிவண்ண பாத்திரம் முதல் நளின் வயதான பெரியவர்கள் வரை ஆரம்பத்தில் தழையாடை, மரவுரி ஆடைகளையே அணிந்தனர். ஆண்கள் ஆடைகளும் மேல் சட்டை அணியாமல் இருந்து பெருமளவே வருகின்றனர். ஆண்கள் கோவண ஆடையும், துண்டுகட்டும் பழக்கமும் மாறி வருகிறது. பெண்கள் சேலைக்கும் ஜாக்கட்டுக்கும் மாறிவிட்டனர் இன்றைய சோளப் பெண்கள் வெகுவாகவே நாகரிகத்துக்கு மாறுகின்றனர்.

உழவு செய்யும் முறை

கிணற்று பாசனத்தின் மூலம் கேழ்வரகு பிற தாலியங்கள் எனச்சழற்சி முறையில் பயிரிட்டன. இம்மக்கள் உணவு செய்யும் போதும், அறுவடையின் போதும் மூன்று முறை அறுவடைக்குப் பின் ஒரு வயலை விட்டுவிட்டு அடுத்த புதிய வயலை உருவாக்கி உழவு செய்வது. மீண்டும் மூன்று முறை அறுவடைக்குப் பின் பழைய வயலைக் கைகளாலேயே சிறு கொத்துவினைக் கொண்டு பூமியைக் கொத்தி கேழ்வரகு விதைத்தப்பு என்று சுழற்சி முறையில் விவசாயம் செய்து வந்தனர். தொட்டி மக்கள் வயலில் பயிரிட்ட கேழ்வரகுகளை அறுவடை செய்து அத்தாலியக் கதிர்களைத் தட்டுடன் குத்தாரி அமைத்துப் பாதுகாத்தனர். தொட்டியினர் வித்தியாசமான உணவு முறையை கையாண்டுள்ளனர் என்பதை அறியமுடிகிறது.

தொழில் மாற்றத்தின் விளைவு

மழை பெய்துவிட்டால் அருகே உள்ள கர்நாடக மாநிலத்தில் கவுண்டர் வயல்களில் கூலி வேலை செய்வார்கள். தொட்டிக்காரர்களின் நிலைமையறிந்தும் கவுண்டர்கள் கூலியைக் கணிசமாக குறைத்துக் கொடுத்தனர். சோளப் பெண்ணின் வறுமையைப் பயன்படுத்தி நகரத்தில் கவுண்டர்கள் பாலியல் தொல்லை கொடுத்தனர் ஆடவர்களை கொத்தடிமைகளுக்குள்ளாக்கினர்.

வனத்தில் வாழும் சோளகர்கள் பலமும்பெற காட்டில் உள்ள சந்தன மரத்தை வெட்டுவர்

உணவு

அறுவடை செய்த தாலியங்கள் தீர்ந்துவிட்டால் காட்டுக்குள் சென்று வல்லிக் கிழங்குகளை தோண்டி எடுத்து வருவார்கள் அதனை உணவாக உட்கொள்ளும் பழக்கம் கொண்டுள்ளனர். கிழங்குகளே உணவு கேழ்வரகுச் கஞ்சருப்ப் வேட்டையாடிய மான் கரடி இறைச்சியைப் பச்சையாகவோ அல்லது உப்புக்கண்டம் போட்டு உண்கின்றனர். காட்டில் கிடைக்கும் காய்கள், கொட்டைகள், கனிகள், தேன் போன்றவற்றையும் உண்கின்றனர்.

மகிழ்ச்சியில் ஆடிப்பாடும் பழக்கமுறை

இம்மக்கள் ஏதேனும் மகிழ்ச்சியான செய்தி அறிந்தால் இரவில் ஒன்று கூடி ஆடிப்பாடி கொண்டாடுவார்கள். ஒருமுறை குத்தாரியில் உள்ள தாலியக்கதிரை உண்ண வந்த யானைகளை, சிவண்ண சரியான சமயத்தில் எழுந்து விரட்டி விட்டுக் குத்தாரி அழியாமல் காப்பாற்றினான். இதைக் கொண்டாடும் வகையில் மக்கள் அனைவரும் ஒன்றுகூடி ஆடிப்பாடி இசை எழுப்பிக் கொண்டாடினார். அக்கிருந்த அனைவரும் இரவில் ஒன்றுகூடி சேர்ந்து கஞ்சா புகைத்து, பினாக்கி என்ற இசைக் கருவியை இசைத்தும், தும்ப மத்தளத்தை முழக்கியும், இசை எழுப்பி மகிழ்வார்கள்.

பெண்கள் உக்கடத்திற்குரிப்பு அலைனை கற்றிழம் வட்டமாகக் கும்பிடுயப்பது போல வளைந்து ஆடுவார்கள். நீந்துவது போல கையை நீட்டி ஆடுவார்கள் குழந்தைப் பிறந்தால் நளின் உள்ள அனைவரும் வீட்டுற்கு வரவழைத்து விருந்து வைத்து மகிழும் வழக்கம் உடையவர்களாக இருந்தனர். வெள்ளிக்கிழமை பிள்ளை பிறந்தால் யோகம் என நம்பினர். அப்போதும் ஆடிப்பாடி மகிழ்ந்தனர்.

தெய்வ வழிபாடு

சோளகரின் குல தெய்வம் மணிராசன் அத்தெய்வந்திற்குப் பற்று நாள் விழா எடுப்பர்

வெள்ளிவீதியார் பாடல்களில் அகக்கூறுகள்

முனைவர் ம.சியாமளா

உதவிப்பேராசிரியர், தமிழ்த்துறை, கிருஷ்ணசாமி மகளிர் அறிவியல் கலை
மற்றும் மேலாண்மையியல் கல்லூரி, கடலூர்

முன்னுரை

தமிழர் தம் பண்பாட்டுக் கருவூலங்களாக
விளங்கும் சங்க இலக்கியங்கள் பத்துப்பாட்டும்
எட்டுத்தொகையும் ஆகும். சங்க காலப் புலவர்கள்
பாடிய புலவர்களில் பெண்பால் புலவர்கள்
பாடிய அகப்பொருள், கிரேக்கம், ஈழம் முதலிய
பலரான கடிபொழி இலக்கியங்களில் காணப்படும்
உலகநெறி இலக்கியங்களை நோக்கும் மிகுதி
பெண்பால் புலவர்கள் எனவேண்டும். சங்ககாலத்து
வைய நோக்கத்துக்கு இதன்முலம் சங்ககாலத்து
தமிழகத்து பெண்றபுலவர்களை வெள்ளிவீதியா பாடிய
பெற்றதையிட்டது.அதில் சில துறைகளைப் பற்றி
இந்த நிலையில் காண்போம்.

சங்கப்புலவர்கள்

எடுத்தொகை நூல்களில் ஐங்குறுநூறு,
கலித்தொகை மற்றும் பரிபாடல்களில் பெண்பால்
புலவர்களின் பாடல்கள் இடம் பெறவில்லை.
பத்துப்பாட்டு நூல்களில் பெண்பால் புலவர்கள்
இடம் பெறாது குறிப்பிடத்தக்கது பெண்பால்
புலவர்கள் பிறபொருளைவிட அகப்பொருளையே
மிகுதியாகப் பாடியுள்ளன.

இருபத்து இரண்டு (22) பெண்பால்
புலவர்களால் பாடல்பெற்ற என்பதேழு (87)
அகப்பாடல்களில் அறுபத்து மூன்று (63)
பாடல்கள் களவுத்திறன் இருபத்து நான்கு (24)
பாடல்கள் கற்றறிதறிப்பன.

வெள்ளிவீதியார்

பெண் அறிய இயலாத புலவர்களுக்கு
அன்கள் பாடிய பாடல்களில் இடம் பெற்றுள்ள
சிறப்பான தொடகவைய பெயராத தந்தொது
வழக்கத்திலுள்ள "வெண்மணை விரிந்த
நீவைஃ" என்னும் தொடரு நான்வையில் மருள்

வெள்ளிவீதியார் என
நிலைபெற்றிருக்கலாம். அனலி, உகுமூர,
வாவவரம்பன் போன்றோரின் வரலாறுக்
குறிப்புகள் இவருடைய பாடல்களை
விளக்கமுடைந்துள்ளன. இவள் எழுதிய பாடல்கள்
குறுந்தொகையில் எடும் நற்றிணையில் நான்கு
அகநானூற்றில் இரண்டும் ஆக மொத்தம்
பதினான்கு பாடல்கள் உள்ளன. வெள்ளிவீதியார்
பாடியத் துறைகளில் சிலவற்றைக் காண்பவை.

- பாங்கற் கூட்டம்
- வரைவு நீட்டித்தல்
- வேட்கை மிகுந்துரைத்தல்
- வரைவு மலிதல்
- அறத்தோடு நிற்றல்
- தோழி அறத்தோடு நிற்றல்
- உடன்போக்கு உணர்த்திய தோழிகது தலைவிச் சொல்லியது
- இடைச்சுரத்துக் கையறுச் சொல்லியது
- வன்பறை எதிர்மிந்து உரைத்தல்

பாங்கற் கூட்டம்

பாங்கற் கூட்ட வகையில் தலைவன்
தலைவி மீது கொண்ட காதலைப் பாங்கற்கு
கூற தன்னை இடத்துரைத்த பாங்கிறகு
தலைவன் எதிர் மறுத்துரைப்பதாக எம்
பொருளில் வெள்ளிவீதியார் பாடியுள்ளா.

இங்கு தலைவி மீது கொண்ட விருப்ப

> ஞாயிறு காயும் வெவ்அறை மருங்கில்
> கைகில் ஊமன் கணனி காக்கும்
> வெண்ணெய் உணங்கல் போலப்
> பரங்கன்று இந்நோய் நோன்று கொளத்
> அரிகே   (குறுந். 58 - 36)

என்று வெளிப்படுகிறது.

இப்பாடலில் வேனில் வெம்மையால் பாறையில்
வைக்கப்பட்ட. வெண்ணெய உருகிப் பரவிய
பாரேதைலை கண், கையில்லாத ஊமன் அதனை
வேறோர் இடத்தில் வைக்க நினைத்தாலும்
அவனால் இயலாது. வாய பேசமுடியாமையால் அவன
பிறரை துலைக்கு அழைத்தலும் இயலாது.
தன் கண் எதிரிலேயே அப்பொருள் பாடுபடுதலைப்
பார்த்து வருநுதல் ஒன்றே அவனால் இயலும்
அதுபோலத் தன்னுடைய காமநோய அடக்கிக்
கொள்ளும் ஆற்றலும் பிறரிடம் வெளியிடும்
துணிவும் இல்லை எனத் தலைவன் பாங்கனிடம்
கூறினான் என்று உரைக்கின்றார்.

வரைவு நீட்டித்தல்

இரவில் தலைவியைக் காண
இடையூறுகள் மிகுந்த காட்டினிடையே புகுந்து
வரும் தலைவனுக்குத் துன்பம் வர நேரும் என
எண்ணம் உடையவளான தலைவி தலைவனின்
எண்ணம் பயனலிக்காமல் போகக்கூடாது

> நெஞ்சுபழு தாக வறுவியன் பெயரின்
> இன்றுமுடிப் பொழுது யான்வா மலைனே
>   (அகம். 382 - 9 - 10)

என்று கூறுவதில் இருந்து தலைவன் மீது
தலைவிக்கு உள்ள ஈடுபாடு நினைக்ககத்தக்கது.
இங்கு இரவுக்கறியில் உள்ள துன்பம் குறித்து
விரைந்து திருமணம் செய்தல் வேண்டும் என்று
வெள்ளிவீதியார் பாடுகின்றா.

வேட்கை மிகுந்துரைத்தல்

வெள்ளிவீதியார் பாடிய இரு
பாடல்களில் தலைவன் பல இடையூறுகள்
வரலவும் இருப்பதைக் கண்ட தலைவி, தான்
விரைந்து மணம் புரியும் விருப்பத்தை எண்ணி
வருந்துவதாக கருத்துகள் அமைந்துள்ளன.
தான்படும் துன்பத்தைத் தலைவளிடம் உரைக்க
வேண்ட நாரையைத் தூது விடுகின்றாள். அதனை

> அனையஅன் பினையோ பெருமற விணையோ
>   (நற்.70.6)

என் ஊரில் இரையைத் தின்றபின்பு தலைவர்
உலருக்குச் செல்கின்றாய். ஆனால் என்

தலைவனிடம் சென்று, அணிகலன்கள் எல்லாம்
என்னை விட்டுக் கழலுகின்றபடி நானடையும்
துளபந்தை நீ கூறமாட்டாயா? என் ஊர் வரந்த
இரைலய உண்டு நீ உணரி மருந்தயாப் என்று
கேடகின்றாள்.

மற்றொரு பாடலில் அதிகம் இருகூதும்
தன் காமத்தை ஒழிக்க வல்ல காதலை அருகில்
இல்லாததை நினைத்து வருநதி.

> காமம் பெரிதே, களைஞரோ இலரே!
>   (நற்.335.11)

என்று உரைப்பதாகப் பாடுகின்றா.

வரைவு மலிதல்

திருமண பொருளுக்காகப் பிரிந்துச்
சென்ற தலைவன் அதனை ஈடடிக கொண்டு
முதியோன் வாயிலாக அனுப்புகிறான்
ஆழ்முதியோன வாயிலாக சகோதரனிடம் வந்து
அழுமுதோன கருதையை வெளிப்படுதல் அவரும்
தலைவனது கருத்தை வெளிப்படும் அவரும்
உடன்படுவர். இத்துறையில் தலைவியின்
மகிழ்சியைவிடத் தோழியின் மகிழ்சசியே
மிகுதியாகக் காட்டப்படுகின்றது.

குறிஞ்சித் திணையில் வெள்ளிவீதியாழும்,
நெய்தல் நிலையில் குழிரி ஞாழலாரும்,
நப்பசலயாரும் பாடியுள்ளனர். இத்துறைய
பொருளாக உள்ள இரு பாடல்களும் தோழி
கூறறில் அமைந்துள்ளன.

தலைவனின் பெற்றோர் தலைவியை
மணம் பேசச் சென்றவிடத்தில், தன் சகோதரன்
மறுப்பரே என்று அஞ்சிய தலைவியை நோக்கி,

> அம்ம வாழி, தோழி! நும்ஊர்ப்
> பிரிந தோர்ப் புணர்ப்போர் இருந்தவர்
> கொல்லோ?   (குறுந் 146 1-2)

தலைவன வரைவை ஏற்பக் கொண்டனர் என்று
தோழி கூறிவதாக வெள்ளிவீதியார் பாடல்
அமைந்துள்ளது.

அறத்தோடு நிற்றல்

அறத்தோடு நிற்றல் துறைய பாடல்கள்
தலைவி தனது காதலைத் தானே வெளிப்படாத
நாணத்தை வலியுறுத்துகின்றன.

செம்மொழித் தமிழ் (பன்னாட்டுப் பன்முக தமிழ் காலாண்டு ஆய்விதழ்) அக்டோபர் 15, 2018 - சிறப்பிதழ் (ISSN 2321-0737)

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தமிழ் இலக்கியங்களில் பெண் எழுத்தாளர்களின் படையளிப்பு - தேசிய கருத்தரங்கம்-2018

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A STUDY ON WORK-FAMILY CONFLICT AMONG THE MARRIED WORKING WOMEN

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ABSTRACT

The participation of women in workforce in India has increased in the recent decades. Today, more and more nuclear families are seen in India. Both couples take up employment as a result of inflationary pressure in India, in order to supplement the economic needs of the family. It is presumed that married working women find it difficult to balance both the work and home. This research based article focusses on work- family conflict of married working women in Chennai

KEYWORDS: Family, Married, Working Women

INTRODUCTION

The multiple roles performed by individuals in society can result in work- family conflict. Greenhaus and Beutell defines Work- family conflict is "a form of inter role conflict, in which the role pressure from work and family domains are mutually incompatible in some respect". As such, participation in one domain becomes more difficult due to the demands of participation in the other domain and vice versa. Work family is considered to be bi-directional, i.e., work can interfere with family and family can interfere with work. However, the focus of the present research study is on work- family conflict consisting of two dimensions namely, work interfering with family conflict and family interfering with work conflict.

Both the conflict which arises from work-to-family and family-to-work interference can take one of the three forms: Time based work- family conflict, Strain based work- family conflict and Behavior based work- family conflict.

AIM AND OBJECTIVES

The aim of the research article is to bring out the extent of working family conflict among married working women in Chennai.

OBJECTIVES

- To understand the demographic profile of the respondents.
- To identify demographic variable that explains the variation or difference in work-family conflict among the respondents.
- To put forward suggestions based on the findings of the research article

THE IMPACT OF DIGITAL BANKING IN INDIAN BANKING SECTOR

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Abstract

This paper aims to analyze service quality improvement through Digitalization in Indian Banking Sector. It highlights the conceptual framework of digital banking. This paper discusses Digital Banking in India, Framework of Digital Banking, Functionaries / Dimensions of a Digital Bank, Digital Banking Issues and Challenges, Improving Service Quality, Benefits to Various Stakeholders, Mobile Banking, Digital Payments - Mobile Wallets - Prepaid, Instruments, Creating value in core businesses convergence of technologies through the digital banking for a smooth transition towards a transparent economy. The main target of digitalization is to push Indians to a less cash economy by financial rewiring with emphasis on the new way of life for the country from informal economy to formal economy. It identifies the initiatives and challenges during the initial period of digitalization.

Introduction

In the ancient times, the basic functions of banks is accepting deposit and lending loan to Industries. The Banking Industries is going through a period of rapid change to meet the global competition, frequently changing technology, and the demands of the end users. Technology evolution shapes the nature and extent the global economy activity. The technology infrastructure is to bring about changes in internal processes and external interfaces. In India continuing advance in Technology rise in middle class income levels, and increase in demand from a customer oriented financial market, customer centric, technology driven, financial supermarket catering to the varied needs of its customers.

In today's Competitive world, Digitalization has become inevitable in Indian banking Industry. Digital banking is the new technique that offers considerable benefits to banks in terms of increasing productivity and profitability. Digital Banking is expected to reduce the cost and improve the convenience, control and customer experience. The "analytics" can be considered as further digitizing the information into new knowledge or insights in order to make a decision. Thus, an organization in order to become digital might focus on the automation processes to make it more efficient. A company focusing on digitalization might aim to realize more effective outcomes from those processes by improving the customer engagement.

Customer expectation is growing and concern with the environment and its resources is emerging as a key issues. The convergence of technologies is giving rise to new businesses. Digital Banking is the new paradigm in Indian Banking Industries. It has been passing through events Demo, Digital Payment. It has a huge potential of changing the face of the country's economy and the entire banking system of the country under the leadership of the central bank, The Reserve Bank of India (RBI). As a blessing in disguise the cash crunch that has resulted from the demonetization move by the Union Government has been leading the country to adopt digital transactions in a big way.

The Government is putting all its energy and efforts for a smooth transition towards the digital payment economy. This may emerge as a new way of life in the country, making the economy

குறுந்தொகைக் காட்டும் இல்லற வாழ்க்கை

*முனைவர் ப.சசிரேகா, உதவிப் பேராசிரியர், தமிழ்த்துறை, குரு நானக் கல்லூரி, சென்னை – 42.

தலைவனும் தலைவியும் பலர் அறியத் திருமணம் புரிந்து வாழ்க்கை நடத்துவதே இல்லறம். இல்லறத்தை தொல்காப்பியர்,'கற்பு' என்ற சொல்லால் சுட்டுகின்றார். கற்பு என்பது களவு வாழ்க்கைக்குப் பிறகு தலைவனும் தலைவியும் மனம் ஒன்றிய நிலையுடன் வாழும் இல்லற நெறியாகும். களவொழுக்கப் புணர்ச்சியில் மனதில் அச்சம் ஏற்படலாம். ஆனால் கற்பொழுக்கப் புணர்ச்சியில் மனதில் அச்சமின்றி வாழ்க்கையை செம்மையாக அமைத்துக்கொள்வர். இப்படிப்பட்ட இல்லற வாழ்க்கையானது, குறுந்தொகையின் ஐவகை நிலங்களிலும் எங்ஙனம் வெளிப்படுகிறது என்பதை ஆராய்வதே இக்கட்டுரையின் நோக்கமாகும்.

இல்லறம் என்பது ஊடலும் கூடலும்:

இல்லறம் என்பது இன்பமான அறவாழ்க்கை. திருவள்ளுவர்,

"ஊடுதல் காமத்திற்கு இன்பம் ————" (திருக்குறள் -கு.1330)

ஊடல்தான் இல்லறத்திற்கு இன்பம் தரக்கூடியது என்கிறார். தொல்காப்பியரும்,

"மறைவெளிப்படுதலும் தமிழிற் ————" (தொல்காப்பியம் - செய்யுளியல் - நூ:185)

தலைவனும் தலைவியும், காதல் வெளிப்பட்ட பிறகு உறவினர்கள் அனைவரின் விருப்பத்துடனோ அல்லது உடன்போக்கு மேற்கொண்டோ திருமணம் செய்துகொண்டு, ஊடலும் கூடலும் கொண்டு வாழ்க்கை நடத்துவதே இல்லறம் என்கிறார்.தலைவன் ஒழுக்கத்திலிருந்து மாறுபடும்பொழுது இல்லற வாழ்க்கை ஊடல் உடையதாக மாறிவிடுகிறது. தலைவனும் தன் நிலையில் இருந்து மாறுபட்டதை குறுந்தொகைப் பாடல் எடுத்துக்காட்டுகின்றது.

"வேம்பின் பைங்காய் என்தோழி ————" (குறுந்தொகை – பா :196)

இளமையில் தலைவி கொடுத்த வேம்பின் காயானது தலைவனுக்கு சுவையுடைய கரும்பு கட்டியாக இருந்தது. தலைவன் ஒழுக்கத்தால் மாறுபாடு அடைந்தவுடன் தலைவி கொடுத்த, பாரியின் பறம்புமலை சுனைநீர்கூட உவர்க்கின்றது என்கிறான். ஊடல் என்பது தலைவனையும் தலைவியையும் இணைக்கும் அன்பு பாலம். தலைவனிடத்தில் குற்றம் இல்லாமல் இருந்தாலும் அவளிடத்தில் தலைவி ஊடல் கொள்வது இயல்பு என்பதை திருவள்ளுவர்,

"இல்லை தவறவர்க்கு ஆயினும் ————" (திருக்குறள் -கு.1321)

என்ற குறளின் வழியாக குற்றம் இல்லாமலும் ஊடல் நிகழ்வது அன்பின் வெளிப்பாடு என்கிறார்.

"உப்பமைந் தற்றால் புலவி ————" (திருக்குறள் -கு.1302)

உப்பு அதிகமானால் உணவின் சுவை கெட்டுவிடும். அது போல ஊடல் அளவுக்கு அதிகமானால் உணவைப்போல் கெட்டுவிடும் என்கிறார். ஊடலின் இறுதியில் தலைவனை அன்போடு இடித்துக்கூறி, அவனைத் தழுவுதலே தலைவியின் செயல் என்பதை தொல்காப்பியர்,

"தாய்போல் கழறித் தழீஇக் ————" (தொல்காப்பியம் - கற்பியல் - நூ:32)

என்கிறார். தலைவன் தலைவிக்கு ஊடல் வருவதற்கு காரணம் தலைவனின் பரத்தமை ஒழுக்கம்தான். தலைவன் தலைவி இருவரும் கூடி ஊடலை மறந்து சமாதானம் அடைவர். அங்ஙனம் சமாதானம் ஆகாமல் ஊடல் மிகும்பொழுது, தோழி, நண்பர், உற்றார், கண்டோர், அறிவர், அந்தணர் போன்றோர் சமாதானம் செய்வித்து ஊடலைப் போக்குவர். இப்படிப்பட்ட ஊடலும் கூடலுமான இல்லற வாழ்க்கை குறுந்தொகையின் ஐவகை நிலத்திலும் வெளிப்படுகிறது.

குறிஞ்சி நில இல்லற வாழ்க்கை:

குறிஞ்சி நிலத்தில், தலைவன் தலைவியை பிரிந்து இருந்தாலும் தலைவி வருந்துவாளே என்று தூது விடுகிறான். அந்த தூதினைக் கண்ட தலைவி தோழியிடம்,

"புல்வீழ் இற்றிக் கல் இவர் ————" (குறுந்தொகை – பா :106)

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PATRIARCHY AND WOMEN SUBALTERNITY IN MANJUKAPUR'S "DIFFICULT DAUGHTERS"

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Abstract
   Indian women are subordinated in this patriarchal male dominated society. Women are being treated as a domestic slave since they are subordinated to their men. The main reason behind this treatment of women is to subjugate them under the patriarchal dominance and utilize them whenever needed. Women tend to have minor role in this male dominated society and are not allowed to express their own views and ideas. The role possessed by women is to please their men and do all the household chores as unpaid laborers. The paper brings out how the female characters are subordinated in the patriarchal society with reference to ManjuKapur's "Difficult Daughters". As a feminist writer, ManjuKapur raises a strong protest against the male dominated Indian society. This paper analyses the sufferings of the three generation women: Kasturi, Virmati and Ida. Kasturi, the elderly gives birth to eleven children leaving her health completely deteriorated. She follows the traditional norms and rules of the society, she lives in and accepts the patriarchal dominance and she cannot reject giving multiple births. Virmati, central character of the novel "Difficult Daughters" becomes the second mother to her siblings, is burdened with all the responsibilities of the household work. Harish, Virmati's husband, represented as the patriarchal society, oppresses Virmati compelling her to abort their baby. The third character Ida is prey to the burden of patriarchal expectation. Ida was forced to live to her father's expectation and after marriage compelled to live to her husband's expectation. The unequal, unjust and oppressed role of women can be observed in all the three female characters that undergo a loveless life throughout dominated and dictated by their husbands.
Keywords: *Patriarchy, Subalternity, Trauma, Disillusionment.*

   The women life in India is structured around gender discrimination giving more priority to the male right from childhood till their marriage. Mainly after her marriage she is ordered and compelled into the lifestyle of her husband's family. In spite of all her efforts and serious dedication towards her family, she is treated only as an outsider. She often experience frustration and alienation which often leads her into a trauma. Women are often dominated by their husbands and discriminated at her in – law's house. They are made up to have a willing body at night, a willing pair of hands and feet and a submissive mouth in the day. Women are expected to be duty bound and sacrificing mothers in the position of a married woman in this patriarchal structure. For centuries, women are always back - staged by patriarchal world. The paper analyses the continuous and never ending story of the Indian women's self quest and struggle to free themselves from the restrictions imposed by society and the discord and disillusionment of the educated woman in the tradition bound Indian society with reference to **ManjuKapur's "Difficult Daughters"**.

   ManjuKapur is an emerging Indo – Anglican fiction writer born in Amristar in 1948. She was educated in India and Canada and was a professor of English at Miranda House in New Delhi and did her post graduation in English at Dalhousie University, Canada. She took a whole eight year time to finish this book and has won the Common Wealth Writers' Prize for the year 1999. The women in her novels seem to be the personification of new women who have been carrying the burden of inhibition since ages and want to break that tradition of silence now. ManjuKapur's female protagonists are the representatives of that female folk who

A Survey of Predicting Parkinson's & Atypical Parkinson Disease in the Primordial Stage by using Classification techniques in Data Mining

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ABSTRACT --- *Data mining has well known methods in extracting the information. Nowadays, people are not giving prominent attention to their health. Most of the people find it difficult in diagnosing their condition by means of symptoms at the exact time. Progressive Supranuclear Palsy (PSP) is a rare deteriorating neurological disorder that is often mispredicted as Parkinson's disease, because of its identical symptoms. There are many symptoms, that we can prognosis the neurological disorder in the primordial stage. It is a challenging task to diagnose if a person is affected by PSP. The Data Mining techniques are most significant in diagnosing & predicting the disease. This paper discusses the study of various data mining methods in diagnosing the Parkinson and atypical Parkinson disease in the early stage to enhance the quality of living.*

Keywords: *Progressive Supranuclear Palsy, Parkinson's disease, Data Mining, atypical Parkinson disease and Classification.*

I. INTRODUCTION

Data Mining plays a pivotal role in the healthcare industry to capacitate the data & analytics, to identify inefficiencies and best procedures to enhance care and decrease the cost for the treatment. Many specialists rely on some of the circumstances to improve care and to decrease the cost simultaneously that could apply as much as 40% spent for the overall complete healthcare. Due to the complication of the disease, it has become difficult to identify the right procedure to treat the disease by applying some of the effective data mining methods. The goal of this paper is to determine various data mining techniques that are available in recent years for diagnosing the right disease at the right time. Many researchers use data mining techniques in diagnosing PD (Parkinson's disease) and PSP (Atypical Parkinson Disease) such as Decision Tree Induction, Bayesian Classification, Support Vector Machine, Rule-Based Classification and other methods.

II. LITERATURE SURVEY

P.Exarchos et.al [1] used the following methods such as Partial decision tree and association rule for building predictive models for discovering new knowledge for Parkinson disease in the form of association rule.(Partial) Decision trees and Association rules are reliable and effective. Decision making techniques that provide high classification accuracy range from 57.1 to 77.4% for the particular symptom by name tremor. Tremor, which is the most common symptom in Parkinson's disease.

A.Benba et.al [2] used the following methods Support Vector Machine and K-Nearest Neighbor. The authors used different vowels to test the voice recording for some set of healthy people & patients affected with Parkinson's disease. The classification accuracy achieved in this paper was 87.5%.

GeetaYadav et.al [3] used the following method such as Tree classifiers, Logistic Regression (LR),and Support Vector Machine(SVM) with the help of k-fold cross validation method to develop predication model for Parkinson's disease identification. Dataset has taken from UCI repository for this paper. When comparing all the algorithms, the classification accuracy for SVM-76% and Tree classifiers -75%.

Ismail Saritas et.al [4] used the following methods such as Rotation Forest, Random Forest(RF), Multilayer Perceptron(MLP), Classification via Regression, Bagging, Java Repeated Incremental Pruning , Sequential Minimal Optimization, OneR, Naïve Bayes Tree, Dagging, Decision Table/Naïve Bayes, Decision table, J48, Bayes Net and Naive Bayes. In this study, the performances of 16 different classification methods were evaluated in terms of classification accuracy on Parkinson's disease dataset. When comparing the performances of algorithms its been found that IB1 have highest accuracy(96.4103%).

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Mediating Role of Locus of Control on Factors Influencing Investment Decisions in Chennai

A. Barkathunisa

Abstract: The stock market in any country becomes the yardstick for the measure of economic strength and development of the country. It is a place where the purchase and sale of shares take place. Since it is the source of financing investments of business organizations, the movements of the stock market or the trend as what it is called, can help determine the economic health of the country in which the rise of the share price is considered to be healthy and a fall in the prices vice versa. Pakistan, the emerging market, was ranked the best performing market in the whole of Asia in 2016 according to Bloomberg, and it is ranked as the fifth best market with regard to its market performance globally. Investors around the world today are looking for stock markets that are less effected by the interest rate cycles in the U.S. and the economic slowdown in China and Pakistan proves to be a great opportunity for such investors in future ventures. It is important to study the behaviour of investors operating in the Pakistan Stock Market to understand the factors that influence their investment behaviour. This study has been mitigated to identify the relationships between the representative bias and availability bias and the overall influence of representative as well as the availability bias on the investment decision making by the investors. The role of locus of control as mediator in this model has been explored. The structural equation modelling technique was adopted to test overall model fit and the mediating effect of locus of control. This study investigates the role of locus of control on relationships between representative bias and investment decisions, Availability bias and investment decisions. This study empirically approached the investors' decision making power in terms of their locus of control. The result does not support completely the locus of control plays a role in investors decision making but it also not completely eliminate the role of investors' decision making with respect to locus of control. It is concluded that the more focused studies on the internal behaviour of investors may fetch many attributes that would foster the investment venues.

Key Terms: Investors' decision making, Locus of control, Mediation

INTRODUCTION

The stock market in any country becomes the yardstick for the measure of economic strength and development of the country. It is a place where the purchase and sale of shares take place. Since it is the source of financing investments of business organizations, the movements of the stock market or the trend as what it is called, can help determine the economic health of the country in which the rise of the share price is considered to be healthy and a fall in the prices vice versa. Pakistan, the emerging market, was ranked the best performing market in the whole of Asia in 2016 according to Bloomberg, and it is ranked as the fifth best market with regard to its market performance globally. Investors around the world today are looking for stock markets that are less effected by the interest rate cycles in the U.S. and the economic slowdown in China and Pakistan proves to be a great opportunity for such investors in future ventures. It is important to study the behaviour of investors operating in the Pakistan Stock Market to understand the factors that influence their investment behaviour.

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A SENTIMENT MINING APPROACH TO BIG DATA ANALYTICS – COMPARISON STUDY

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ABSTRACT - *Sentiment Analysis is an unending and enduring research in the Text mining field. It is a technology to extract the sentiment or opinion from a message to obtain the valuable information. Social media big data and machine learning technology are widely used in sentiment classification because of their ability to "learn" from the trained dataset to predict decision with relatively high accuracy. This paper deals with the importance of Big Data Analytics and how it is used in sentiment analysis to track sentiment in social media big data. This paper intends to give a whole image of sentiment analysis techniques and their comparisons.*

Keywords - *Big Data; Big Data Analytics; Sentiment analysis; Sentiment classification; opinion mining; Predictive Analytics, SVM*

I. INTRODUCTION

This Big data is a technique which comprises of a huge volume of both the unstructured and structured data which can be manipulated only by new software and framework. It cannot be performed by classical software and database techniques within a bounded time frame. Big data in reference to the size shows to the data of size larger than a Gigabyte. But, even the smaller size of data will also refer to the 'Big data' as it depends on the context on which it is being used. The previous techniques that existed before 'Big Data' like relational databases are purely different from it. The main difference is that in olden days the single processor is used to perform and analyze the whole or infinite number of information. As in the case of 'Big Data', Infinite number of processors is used to manipulate infinite number of information.[1] When experimenting with machine learning and big data, we may establish data set that contains text content which consists of customer reviews, or social media posts where customers (or potential customers) are telling about a product, trade mark or service that that they offer. Classifying such data to prove how the people think about the trade mark, product, or service, is called Sentiment Analysis. Our Social Media Sentiment Analysis and Big Data Predictive models are used in many scenarios to analyze and predict the data. Data technologies such as Data mining, Social Media Sentiment Analysis, Predictive Modeling, etc. have opened new avenues for businesses across industries. By using these technological innovations, businesses can improve their decision making for both present and future events. In today's age, various sentiment analysis modules and enhancement has been anticipated for finding opinion at various stages.

II. BIG DATA AND BIG ANALYTICS

Big data is gaining importance in various fields such as health care, business, science, research etc. The main aspect of Big Data is to process huge amount of data in parallel to the infinite number of processors. It manipulates, compute, predict, analyze, compare and provide result to any number of information that is fed as input in a big data tool within a short span of time. Basically there are four main characteristics of 'Big Data' which is often mentioned as four V's of Big Data. They are Volume, Velocity, Variety and Value. But, there are also other characteristics such as Veracity, Validity and Volatility. The Big Data analytics was broadly classified into three types. They are Descriptive, Predictive, Prescriptive analytics.

2.1 Descriptive Analytics.
Business intelligence is the broad area where descriptive analysis technique was carried out. It is the beginning stage of data processing that provides some suggestion to make use of historical data for prediction. It uses both data mining and data aggregation methods.[2] In BI, the traditional applications include scoreboard, dashboard, data screening and visualization which are the primary applications. In recent days, the Descriptive Analytics uses the major application to identify and analyze what had happened in the past data and what can be done to improve the decision / prediction. For this, purpose a new analytical technique emerged known as Predictive Analytics.

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FUZZY ANALYSIS ON SINGLE PARENT AND THEIR CHILDREN

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Abstract

Single parenthood occurs due to various situations like divorce between the partners, break-up between the partners, death of one partner etc. It is really a challenging one for them in bringing up the children in such a way that they suit to the society. In such condition, both physical and emotional behaviour of the single parent and their children are affected. In this paper, the sufferings of single parents and their effects on children are analysed using fuzzy model called Fuzzy Relational Maps. This fuzzy model is apt for the analysis as two different domains are taken for the study. The sufferings undergone by the single parents are given in domain set and their effects on children growth are given in the range set. The range of uncertainty varied from one person to the another. Hence Fuzzy analysis best suits for this study.

AMS Subject Classification:

Key Words and Phrases: Single parenthood, physical state, emotional state, uncertainty, FRMs.

SINGLE PARENTS AND THEIR DIFFICULTIES - AN ANALYSIS USING COMBINED INDUCED FUZZY COGNITIVE MAPS

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Abstract

At present, single parenting prevail in this world due to various reasons such as death of spouse, divorce, adoption and so on. The challenge faced by them in bringing up these children are entirely different. Normal parenting and single parenting differ from each other due to different situations. The end result in growth of children also shows lots of variation in single parenting when compared to normal parenting. Fuzzy in mathematics helps us to deal with real life situations. Fuzzy models deals with unsupervised data. It has a wide applications in many areas of research. A fuzzy model, Combined IFCMs and its methodology is used to work on the difficulties experienced by the single parenting personally and also in bringing up their children.

AMS Subject Classification:

Key Words and Phrases: FCM, Hidden Pattern, Single-Parenting, CFCM, IFCM

Combined Overlap Fuzzy Clustering Method for Single Parent Hardships

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Abstract--- Characterization and quantification of the problems dealing with uncertainty is very important in the present scenario. Fuzzy Set Theory paved the way for analysis of such a situation dealing with vagueness and uncertainty. The logic beyond binary values encourages the researchers to analyze any real life problems. The emotions pertaining to the cognitive part of the humans are the most difficult criteria to study and handle. Fuzzy models use its logic in analyzing such situation. In this paper one of the most serious and sensitive real life problem of single parent is taken for study. Their whole emotions are covered by unsupervised learning. The collected attributes are then subjected to the fuzzy model Combined Overlap Fuzzy Clustering method so that the dominant attribute pertaining to the issues of the single parent is obtained.

Keywords--- Fuzzy Models, Fuzzy Clustering, Combined Overlap FCM and Single Parent.

AMS classification: 94D

I. Introduction

Issues/problems pertaining to the single parents are a universal one. Around 25% of the children below 18 years live in a lone parent family. And 90 % of lone parents are women. The issues pertaining to single parents are vague and uncertain. And the views about their problems too vary from region to region, time to time and age to age. It is said that the average age for a lone parent is 35 percent. At any one time less than three of lone parents are teen aged. We have varying statistics from different parts of the world. In this paper, that contains four sections, we are attempting to study the issues pertaining to lone parents from Indian point of view, by collecting data from 50 single parents of both the sexes, 45 mothers and 5 fathers from Chennai, Tamil Nadu. The single parent families or lone parent families can broadly be classified into the following five major categories:

1. Families where one of the parent lost his/her life due to natural or accidental death or due to some deadly disease or by committing suicide.
2. Families where there was disagreement between the parents and live separately. On mutual agreement they may be living alone or with another person. Or they have applied for divorce and mutually agreed for it and got legally separated or one has applied for divorce and the other not willing to agree to it as case is pending in the family court.
3. Husband deserted the wife along with one or more children.
4. Wife deserted the husband along with the child (ren)
5. The child is born to an unwed mother.

Single parents all over the world are facing innumerable problems socially, economically, educationally, emotionally and so on. Health wise too they are affected due to over work, stress and trauma they face. Naturally it affects the normal growth and development of the children. The society look at the single mother always with suspicion. The child doesn't enjoy the equal status in the peer group. Due to single income the education of the child stops in the middle. The marriage of the girl born out of wedlock or living with the single parent in the absence of the father becomes a question mark. Single parent and their children suffer a lot. If the persons turn out to be a women/girl one can imagine the problems they encounter.

II. Algorithm of Combined Overlap Fuzzy Clustering

Step 1: Collect the attributes from the experts using unsupervised method

Step 2: Fix the range of clusters

Step 3: Divide the attributes into six blocks containing four attributes in each

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Fuzzy Economic Production Quantity Model for a Sustainable System via Geometric programming

B. Bharani, A. Praveenprakash · Published 2018 · Computer Science

Businesses strive to be Sustainable because of internal and external pressures .To examine sustainability, firms may use different methods of analysis. This paper develops a procedure to derive the fuzzy objective value of the fuzzy geometric programming problem when the exponents of decision variables in the objective function, the cost and the constraint coefficients, and the right-hand sides are fuzzy numbers. Geometric programming provides a powerful tool for solving a variety of engineering optimization problems.. The idea is based on Zadeh's extension principle to transform the fuzzy geometric programming problem into a pair of two-level of mathematical programs. Based on duality algorithm and a simple algorithm, the pair of two-level mathematical programs is transformed into a pair of conventional geometric programs. The upper bound and lower bound of the objective value are obtained by solving the pair of geometric programs. Using the new representation, the conventional geometric programming algorithm is modified to take into consideration the effect of the uncertainty (the fuzzy level). This modification is achieved by making the calculations of each step of the modified algorithm in pairs..Examples are used to illustrate that the whole idea proposed in this paper. Collapse

IoT Security and Privacy Challenges: A Study on Enhanced Privacy Identification (EPID) - Standard based end to end IoT solution.

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Abstract : The next breakthrough in the IT industry is Internet of Things (IoT). Though it's a trending technology now, its concept is not very new to many of us. The foundation for IoT was laid back in early 2000's itself. Mr. Kevin Ashton, the Father of IoT did the groundwork for today's IoT long back [1]. His concept was very powerful but yet simple. If all the devices that we use in our day to day lives have some identifiers and sensors attached to it and if these devices are connected to each other through a network, then these devices can easily communicate between themselves and can also be remotely monitored by other computers. That is what we call as today's IoT. With the level of enrichments in this digital era, we are ready to move to "Network of Things" from "Network of Computers". But as more and more devices join the uncontrolled and complex network, securing IoT systems is a very big challenge. Right from device authorization, authentication, communication, integration every issue needs to be addressed. Various technologies and protocols have been used so far in meeting the above said challenges. Many establishments have been working on providing a secured IoT platform. Intel is one such organization working since 2008 on various approaches towards IoT security challenges.

1. Introduction

The Silicon giant Intel announced its first licencing of Enhanced Privacy ID (EPID) in August 2015. This technology was aimed in secure, scalable and interoperable IoT solutions. This EPID Technology has been adopted by leading companies like ATMEL and MICROCHIP. The SDK of EPID has been made open source and thereby motivating other device manufacturers to choose it as industry standards for device identification in IoT. In this paper, we are going to study the working principle, use cases, advantages and disadvantages of one such Technology Enhanced Privacy Identification, commonly known as EPID which complies with the Trusted Computing Group standards. [2]

2. What is EPID?

Enhanced Privacy Identification has been implemented mainly to address two major problems faced by the traditional PKI security methods. They are "Device Anonymity" and "Device Revocation". EPID is designed in such a way that it allows group of device's private keys to be combined as one and can be

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A Proposal of Decentralised and Distributed Blockchain Secured Educational Network for Higher Education

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Abstract: The top use case of Blockchain is Identity Management. IndiaChain is the Government of India's plan to implement a complete blockchain infrastructure that will match IndiaStack. In future, IndiaChain will be linked with IndiaStack & other government Digital Identification Databases. IndiaStack is a set of code developed around India's unique Identity project Aadhar. If implemented, IndiaChain will be the largest blockchain implementation across the globe. With such massive plans of moving towards Digital India, in this paper we present a blockchain implementation on education system, in which we can obtain the authentic transcripts for any candidate in any part of India.
Keywords: Blockchain, security, identity, education, DID

I.   Introduction:

In layman's terminology, Block chain is the decentralized distribution of digital ledgers. These digital ledgers are maintained by networks of computers called Nodes. The greatest advantage of blockchain is the security of data. The digital data in the network cannot be changed by any individual until and unless all the other nodes maintaining the data agree for the same. Since the records are decentralized, there is no concept of Single node here. This makes data in blockchain virtually impossible to hack & highly protected. The electronic information associated with an individual in a particular identity system is called a digital identity. These identity systems can be used for authentication and authorization.

There are three methods of authenticating a person:
- Something you know (password, pin code)
- Something you have (smartcard, hardware token generator)
- Something you are (biometric; like fingerprints)

Determining what an entity is allowed to do and enforcing this policy once they are authenticated is called authorization.

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Original Article

ANALYSIS OF MOLECULAR DOCKING EFFICIENCY OF CLEISTANTHIN-A, AS AN ALTERNATIVE FOR NICOTINE ADDICTION

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Abstract

Objective: The present research was aimed to understand the molecular docking efficiency of a plant-derived compound cleistanthin-A and a common ingredient in tobacco consumption nicotine with nicotinic acetylcholine receptor (nAChR).

Methods: The 3-D structure of nAChR was retrieved from the protein data bank (ID 5AFH). Ligand was obtained from the PUBCHEM. The *in silico* protocol comprised of three steps: high-throughput virtual screening (HTVS), standard precision (SP) and extra precision (XP). The screened molecules were ranked accordingly using glide score. Schrödinger tool was used to perform the docking analysis.

Results: The binding efficiency of the nicotine and cleistanthin-A was found to be docked at the cys-cys loop of the receptor. Based upon the glide score and glide energy it can be reported that, nicotine binding can be inhibited by the binding of cleistanthin-A to the nAChR.

Conclusion: The docking efficiency of cleistanthin-A was good compared to nicotine towards nAChR. Hence, cleistanthin–A was derived as a better choice as an alternative for nicotine in smoke therapy.

Keywords: Nicotine, Cleistanthin-A, Schrödinger tool, Molecular docking, nAChR

INTRODUCTION

India is extremely famous for its mega biodiversity resources [1]. Medical uses of various herbal formulations were highlighted in the Ayurvedic literature sidhasarasamhitawritten during the 8th century [2]. The economic importance of Indian plant species are increasing globally because of the medicinal properties of their active chemical constituents [3]. All parts of the plant like leaves, roots, stem, flowers, seeds and fruits were used in active drug formulations [4]. Hence, most of our researchers were focused on plants and plant-derived constituents to address various kinds of medical issues.

The habit of cigarette smoking is very fatal throughout the world. In spite of so many anti-smoking therapies available, the smoking habit still continues among all the groups of people. Nicotine triggers dopamine secretion in the brain and thus the habit continues and smoking becomes a chronic disorder. Because of routine smoking, nicotine enters into the human body and causes deleterious effects such as lung cancer and opportunistic disorders like tuberculosis. If an alternative molecule is discovered, this can reverse or block the effect of nicotine [5]. The unique binding orientation of two different molecules with each other can be detected using molecular docking analysis [6].

Nicotine (fig. 1) binds to the same neuroreceptor to which acetylcholine binds. There are five domains namely α1-10, β1-4, γ, δ, ε selected from a group of seventeen homologous polypeptide sequences which forms the transmembrane part of the receptor [7]. There are four transmembrane segments and external N-terminal forms the cys-cys loop on each of the receptors and have a molecular weight of 290 kDa [8, 9]. The function of nAChR is hampered when nicotine binds to it.

The ligand binding domain is 20 A° long and 40 A° in diameter, which spreads from membrane surface on the opposite side of the pore. The intracellular domain has a narrow lateral opening for the ions [10].
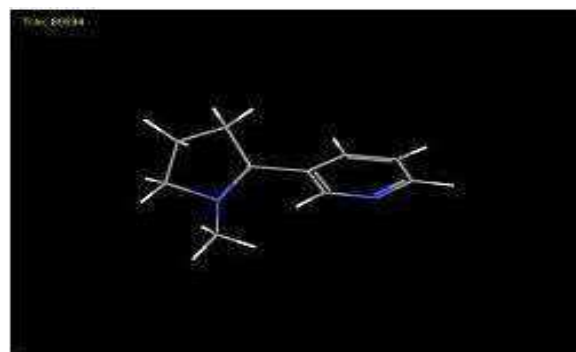
Fig. 1: Structure of nicotine

Cleistanthin-A (fig. 2) is the active constituent of the poisonous plant, *Cleistanthus collinus* (Roxb.) Benth. *ex* Hook. f. Cleistanthin-A compound was first isolated and named as cleistanthin [11]. Another related compound was later identified from the same plant species. Hence, cleistanthin was renamed as cleistanthin-A, lately identified compound was named as cleistanthin-B [12]. Cleistanthin-A, though belongs to the poisonous plant, the recent publications reported many of its therapeutic properties. The anti-hypersensitive effect and diuretic effect are few examples of this category [13, 14]. The anticancer potentials of cleistanthin-A were also reported by

Biochemical and Electron Microscopic Analysis of Eyestalk of the Mud Crab, *Scylla serrata* Exposed to Silver Nano Particles

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Silver nano-particles (AgNPs) are widely used as spectrally selective coatings for solar energy absorption, chemical catalysts and especially for antimicrobial sterilization. After their discharge, silver nano-particles will most likely enter the ecosystems and may produce an adverse response in many aquatic animals altering their fitness and ultimately changing their densities or community populations. Hence, the present study was carried out with silver nano-particle (AgNP) induced toxicity and biochemical changes in the eyestalk of the mud crab *Scylla serrata*. After standardization of LD50 (25 ppm/kg) value, a single concentration of 20 ppm was used for the toxicity studies. Disorganization of corneal cuticle, formation of corneal cones, constriction of internal medulla and complete disorganization of basement membrane were observed through histological analysis and scanning electron microscopic (SEM) analysis of eyestalk of crabs exposed to silver nano-particles showed shrinkage and appearance of scars in the eyestalk developed in the basipetal succession and severe cell damage, total collapse of normal architecture leading to complete degeneration were to observed. Biochemical analysis showed increased level of total protein, carbohydrate and lipid contents and tissue damaging enzymes, such as SOD, CAT and GPx from day 2 to day 10 on exposure to silver nano-particle which indicates severe tissue damage due silver nano-particle treatment. The overall results concluded that the release of silver nano-particle into aquatic ecosystem would have a direct impact on the aquatic animals and affect the biodiversity of aquatic life.

KEYWORDS

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THE ROLE OFMICRO FINANCE AMONGSELF HELP GROUP FOR THE WOMEN EMPOWERMENT INSOUTHERN DISTRICTS OF TAMILNADU: AN EMPIRICAL APPROACH

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Abstract

This study has been undertaken to understand the role of microfinance in the empowerment of women in southern districts of Tamilnadu. Three districts namely Tuticorin, Tirunelveli and Kanyakumari were selected. Since the women self-help groups (SHG) are emerging largely in these regions. Many of the microfinance activities are mitigated to attract the women SHG. The purpose of this study is to understand the pattern emerging among women, who are members of any self-help group, and their perception on microfinance in the three selected districts. The study was conducted among 600 women who are members of any SHG who prefer micro financing. The variables are extracted from the literatures. A model has been developed to evince the relationship among the satisfaction and the acceptance of microfinance. Acceptance of microfinance in self-help group is taken as dependent variable and Self-empowerment is taken as independent variable that is further categorized as three constructs i.e., life style development, self confidence level, financial independence are measured with five point scale of satisfaction level and These constructs are checked with factor analysis and grouped underself empowerment that is taken as latent variable used in the model. Normality, Reliability and validity of the variables and constructs are statistically tested to apply with the model developed. Categorical moderation was done to segregate the difference between the patterns emerging in he model. The result shows that the women empowerment is statistically tested and proved that it has a significant influence in the acceptance of microfinance in self help group.

Key Words: SHG, Microfinance, Women empowerment

Introduction

Microfinance is a most adopted crediting system available in rural India. The role of micro financing is inevitable in the development of the rural people especially women. This study aims at understanding the status quo of the rural women who are members of the self help group and their empowerment level that is assessed through three constructs and their acceptance of the credit systems by the micro finance.

Microfinance is accepted in and around the outskirts of Tamilnadu. The level of acceptance is analysed using a model developed by the researcher. The relationship between the level of empowerment and the acceptance of microfinance. Self help groups are the source of local network through which the women especially the illiterate women can gather the source of credit and other financial supports. This would eliminate the risk of lending problems the rural women facing around decades. This SHGs are a successful method that can be linked with microfinance in order to better credit systems. This study is an attempt to identify the linkages and relationships between the self-empowerment and acceptance of microfinance

Aim of the Study

This study aims at figuring out the patterns among the variables between self-empowerment and acceptance of microfinance. This study would bring the pattern that emerges among different districts. Eventually, figuring out the level of acceptance and the influence of empowerment on microfinance among the three districts namely Tirunelveli, Kanyakumari and Tuticorin.

Review of Literature

Self Help Group emergence

According to NABARD 1995, Human is intrinsically motivated to form groups for resolving their own problems with the supports gained.

C.Gangaiah, B.Nagaraja and C.Vasudevulu Naidu, (2006), denotes that the economic development highly rely on the socio economic development and influence of the financial institutions are incrementally affecting the SHGs group effects he developed the case study in terms of the SHGs and its conditions in rural India. It was established with the purpose of emerging government utilizations.

Since self-help groups are organized and administered by the rural women who are economically backwards in

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VISUAL MERCHANDISING

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Abstract

Visual Merchandising is the process of organizing set of elements in order to attract, engage and motivate the customers towards the purchase decision. Most of the retailers underestimate the importance of the visual merchandising. This article gives an overview of the visual merchandising and explains its importance with the help of the literature reviews. This article would be useful for the retailers as an eye opener in terms of understanding the direct and indirect benefits of implementing the visual merchandising technique.

Keywords: Store Image, Product Placement, Customer Perception, Retail, Point of sale

The Concept of Visual Merchandising

Visual merchandising can be defined as every element, both exterior and interior in the store that the customer observes which adds value to the image of a business and results in attention, interest, desire and reaction on the customer"(Bastow-Shoop, Zetocha, &Passewitz, 1991). Visual Merchandising is the key term which when given more importance yields more per square return for the retailers provided it is carried out efficiently. The retailers tend to increase the per-square return by investing more on the visual merchandising planning and design. Implementing the appropriate visual merchandising techniques, it could influence a customer to go for the purchase. By some experts, the visual merchandising is defined as a passive form of communication which communicated the customers what the store can offer. However, it does not communicate the product or brand alone, but also includes the direct and indirect benefits of the products (Giacoma-caire, 2013).

Visual merchandising emphasises on combining visual and other sensory elements to capture attention of the audience, awaken the senses of the prospective customers and provide a wonderful buying experience to customers and thereby achieving more sales and improving the store image (Blessa, 2015).The retailers and the manufactures try to differentiate their stores and products from their competitors in various forms to demonstrate or to gain their competitive advantage. Visual merchandising is one of such forms. The manufactures and the retailers follow their own visual merchandising designs and methods and differentiate themselves in the elements of the visual merchandising like colour, landscaping, texture, communication and décor. This is because of the reason that Visual merchandising cognition influences brand salience (i.e. aesthetic association and utilitarian attributes association) which in turn affects brand attitude and then purchase intention. While creating the visual merchandising design, the retailers should consider visual display dimensions with respect to consumers' associations of their brands. For example, if a fashion brand emphasizes aesthetic attributes, the retailer should focus on stimulating the consumer's interest through the attractiveness characteristics in their visual merchandising in order to attract consumers into their stores and engage them in the shopping experience (H. H. Park, Jeon, & Sullivan, 2015).

One of the important factors that are being influential on individuals is the satisfaction of the personal ego for buying a product. When a person buys an item he/she does not buy the item alone, but also the image of the product which he/she wants to show off to others (Giacoma-caire, 2013).Obtaining these qualities is not simple for every person, unless the person is an avid shopper. The shortcut for obtaining these qualities is to buy the products which give the feeling to have these qualities. This is where the visual merchandising plays its role. In simple terms, the visual merchandising complements the saying, "Give the customers a reason to buy".

Significance of Visual Merchandising

Designing the shopping environments yields mutual benefits to the manufacturers and retailers in such a way that it effectively engages customers and help to convert demand into the purchase (Burke, 2005). One of the major roles of a visual merchandising design is to create a perception about the product with the customers. The perception can either be on the value of the product or on the quality of the product. The most influencing factors that has a noteworthy effect on consumer buying decision are perception values and perceived quality (Oke, Kamolshotiros, Popoola, Ajagbe, & Olujobi, 2016), which consequently leads to consumer loyalty behaviours. Characteristics of a store's environment influence the inferences that customers make about the

A Review on Drip Irrigation and Water Management in Agriculture

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ABSTRACT

In recent years, water has become a scarce resource. The problems such as evaporation and contamination add more trouble to the existing challenge. A new technique called drip irrigation has been placed to face the scenario where the availability of water is limited. This method has been used widely around the world and has seen more benefits. A different dimension to the drip irrigation is trickle irrigation which aims to take care of trees.

Key words: Drip irrigation, trickle irrigation, Yield, Cropping pattern and investment

INTRODUCTION

Agriculture is the backbone of human survival. However a country develops economically through many industries, agriculture is inevitable. India has been known for its interest and support to agriculture. With high population growth rate of and conversion of the agricultural properties into residential places, water resources have been affected more. In addition to these, various other challenges faced by the farmers are soil erosion, types of crops, land fertility, quality of materials available for irrigation, skilled labour available in the field of agriculture, commitment of agencies involved in the irrigation process etc. Given this situation, it becomes the need of the hour for the farmers to come up with an alternative method of irrigation to face the challenge and to make optimum utilization of the available water.

Drip Irrigation and water management

Drip irrigation technology is considered to be having more benefits than the traditional flood irrigation. This statement is confirmed by researchers as well. Kumar and Palanisami (2010) in their study reveal the implementation of the drip irrigation technology has resulted in increase in the area sown and the irrigated area with the available amount of water.

This results in increased cropping intensity. Further, the drip irrigation technology has a significant improvement on saving of resources, cost of cultivation, yield of crops and profitability of the farm. Compared to the flood method of irrigation, the physical water and energy productivity is significantly higher in the dripping method of irrigation.

Even though the profitability of the farm is higher in drip irrigation, there are several difficulties in adopting the drip irrigation. The major factors are the huge initial investment and the lack of technical support. In addition to these, the other factors such as cropping patter, access to the water and the socioeconomic conditions of the farmers are also found to the major hindrances for adopting the drip irrigation (Narayanamoorthy, 1997). Most of the farmers are from the middle and lower income group and are mostly uneducated. It is difficult for the farmers to generate the fund required for the initial investment for implementing the dripping irrigation.

With the increase in population, India will be demanding 60 percent more grains with limited resources. In future, to cope up with the increasing demand, the resources used in the agriculture such as land, water etc. need to be utilised in and optimum

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IMPACT OF INFORMATION TECHNOLOGY IN TRANSFORMING INDIAN AGRICULTURE

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Abstract

The aim of Digital India is to create a transformational change in all sections of the society. The rural India is set to secure maximum advantage from this change. It has been proposed to provide extensive connectivity and access to broadband in 2.5 lakh villages by 2019 through internet network. It is high time for entrepreneurs and policy planners to take advantage of the opportunity to build new solutions for rural markets. This will undoubtedly propel India to a new league of prosperity and pave the way for raising the living standards of huge number of rural poor. This digital mission will empower the Indian agriculturists in a big way Information Technology has penetrated into the agricultural sector, and yielded clear cut results. Tremendous improvement has been made in decision making, planning and Community involvement. The technological advancement has the capability of providing ceaseless opportunities in agricultural sector and play a dominant role in doubling farm income in future.

Introduction

Agriculture is the back-bone of the Indian economy. Agriculture provides employment for the majority of the population and serves as a source of livelihood. Farm activity is very vital in the food chain. The life cycle may not be possible without farmers. Agricultural produce are inevitable for survival of mankind but it is highly perishable compared to other food sources. Several food products are made from crops. In addition to that daily consumables like bread, sugar based products and organic additives dependent excessively on agricultural output.

Role of Information Technology in Agriculture

The potential of information technology (IT) in the context of agriculture can be assessed broadly under two heads:

a) as a direct tool in increasing agricultural productivity and

b) used as a machinery for empowering farmers. Enabling them to make quality decisions through information. Implementation of technology in agriculture also leads to improvement in allied activities.

Satellite farming, the most famous technique in developed nations extensively depend on Information Technology. This method makes direct benefit to agricultural production. The technological advancement such as remote sensing using satellite technologies, geographical information systems, and agronomy and soil sciences are immensely useful to increase the agricultural yield. The capital intensive techniques can be used when there is large acres of land involved in production. This can be adopted in India if farmers engage themselves in massive scale.

The implementation of Information Technology also reaps indirect benefits to farmers. Empowering farmers result in huge advantage to economy but still remains untapped. The major

A STUDY RELATING TO THE CONSUMPTION OF PACKED CHIPS AND ITS HEALTH HAZARDS WITH SPECIAL REFERENCE TO THE SCHOOL CHILDREN IN CHENNAI CITY

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ABSTACT

Children express a high desire for consumption of packed chips during any part of the day. Most of them are unaware of the health hazards caused by the consumption of packed chips. Unmindful of health issues', they consume packed chips for the satisfaction. It is therefore mandatory for the educational institutions ,to not only ban the sale of packed chips and to educate students about the ill effects of consumption of deep oil fried packed chips .This creates a high concern about the health of the younger generation. Hence the current study is about the consumption of junk food-packed chips among the school children.

Keywords: *packed chips , health hazards, school children*

INTRODUCTION

Chips are made from potato, maize, tapioca and other cereals. Packed chips are unhealthy junk food which are deep fried or baked until crunchy. Chips are commonly served as an appetizer, side dish, or snack. The basic chips are cooked and salted; additional varieties are manufactured using various flavourings and ingredients including seasonings, herbs, spices, cheeses, and artificial additives. These products are available in air sealed packaging that helps to retain the original freshness. The following are the packed chips products used in this study namely, Bingo, Haldirams, Kurkure, Lays and Uncle chips. In recent years , there has been increased interest in the role of commercial junk food - packed chips, as a common problem that is associated with the consumption of large amount of packed chips which leads to the very dreadful diseases like diabetes ,stroke, cancer, hypertension, addiction , behavioral problems, dental erosion, overweight and obesity. Preservatives and monounsaturated fatty acids in these foods leads to many metabolic disorders. These food items also cause constipation, urinary problems, renal stones and inflammation of intestines. Consumption of deep oil fried junk food plays a major role in today's children lifestyle. According to the definition given by United Nations Convention on the Rights of the Child defines "a human being below the age of 18 years comes under the category of children.

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A STUDY ON THE RETAILER'S SATISFACTION TOWARDS FMCG DISTRIBUTION CHANNELS IN CHENNAI

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Abstract: The study is undertaken to know the effectiveness of FMCG supply chain in Chennai and to understand the level of retailer's satisfaction with the present distribution network. Proper supply chain coverage is a powerful tool to stimulate demand of FMCG products, which not only helps in retaining the present customers but can also to attract new customers by offering better services. The objective of distribution channel is to get the right goods to the right places at the right time at the least cost. The study is conducted to determine the level of satisfaction of FMCG retailers towards the distribution channel.

Index Terms - **Supply chain, FMCG, distribution system, Satisfaction effectiveness, Retailers.**

I. INTRODUCTION

Retailers are customers for manufacturers who are in direct contact with consumers and they are aware of the changing demands of the ultimate customers. A retailer may be a wholesaler or a agent or a retailer or a distributor who lies between the manufacturer and the ultimate consumer to push up the products of manufacturers. In the present situation due to increase in the income level ,standard of living and changes in consumer spending habits the retailers are playing an important role in the distribution network. The volume of sales depends on the efficiency of a retailer who assesses the psychology of consumers and takes appropriate steps to sell a product. So the positive attitude of retailer is very important for a manufacturer who wants to promote his business. Distribution is the part of Marketing, which establishes the link between manufacturers and the customers. This link is established with the help of intermediaries such as distributors, wholesalers, stockiest/ super stockiest and the retailers over the region.

The Fast Moving Consumer Goods (FMCG) touches every aspect of human life. Everyone are consumers and all buy and consume products according to their needs, preferences and buying power. Fast Moving Consumer Goods alternatively known as Consumer Packaged Goods (CPG) which are those products that are produced in large quantity, sold quickly, generally consumed at a regular basis, and are relatively available at low cost. Consumers generally put less effort towards the purchase of FMCG than they do for other products. FMCG can be classified into three segments namely household items, personal care items and food & beverages. Now days the consumers are more value sensitive than price sensitive. They give more importance to the quality of the product purchased rather than the money spends for it.

In modern business, distribution network has a great impact on the success of any business. Channels of distribution provide downstream value by bringing finished products to end users. Distribution channel is considered to be the backbone of any FMCG company and it plays a major role in marketing by performing
various   performing functions. In the FMCG segment the role of an excellent distribution channel becomes more important because the delivery of FMCG product is confined to day to day basis. Hence in order to survive and thrive in a highly competitive market one should have its distribution channel which has no problem at any point of the distribution. In order to make right decision regarding all these aspects, the company requires a complete knowledge of the problems faced in distribution channel and should be able to overcome all these problems.

II. AIM OF THE RESEARCH STUDY

- To analyze the socio economic profile of the respondents
- To find the problems faced by retailers in distribution of FMCG in Chennai city.
- To assess the various factors that determines retailer's   satisfaction towards FMCG distribution system.

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Customer's Attitude towards E-Banking with Special Reference to Chennai City

S. Manikandan, J.Mary Jayakodi · Published 2018 · Business

The advancement in information technology have changed the banking industry and provided a way for banks to offer differentiated products and services to their customers .E-Banking provides various services like automated teller machines (ATM), Telephone Banking, Internet Banking, Mobile Banking and Mobile Wallet. This study consists of 250 customers who are using E-Banking services in Chennai city and their perception towards the E-Banking services and factors affecting the usage of E-Banking are identified .However the awareness level does not have an influence on the customers satisfaction . Collapse

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Exploring Entrepreneurial Ability of Self-Employed Women Vegetable Vendors in Chennai City

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INTRODUCTION

The present study is aimed to establish the various problems encountered by the women vegetable vendors such as social issues, poor economic conditions and difficulties facing to sell the vegetables in Chennai city. The study also focused to bring out their entrepreneurial ability and selling skills used by them to improvise sales to reach maximise revenue. The Street vending profession makes vigorous influence to the city and semi-urban areas by providing relaxed access to product and services at reasonable charges. Their facility is greater for a local people that are on the passage and it is one of the chief motives why the street sellers are originate gathered in and about the bus stands, railway stations and rear sides of streets. It is estimated that over 25 per cent of workforces internationally function in the unorganised sector. As the country grows the population progressively changes from farming activities to industrial and white collar professions. Therefore a continuous arrival of persons from the countryside to town areas, the burdens on the organized employment sectors are tall and unavoidably a gap matures that is connected by the militaries of the informal sectors. It is also projected that 30 per cent to 80 per cent of workers in town areas of the emerging world are affianced in informal sector. The cumulative city population with inadequate revenue to encounter its rudimentary need produces substantial demand for stumpy valued commodities and services which is supplied by the unorganised segment street selling or hawking plays a key part in eradicating the burdens of joblessness by creating employment although casually in city and semi-urban parts of nation's subcontinent and providing nearly 50 per cent of nation's investments and 63 per cent of our gross domestic product (Sekar, 2008).

OBJECTIVES OF THE STUDY

To find out the socio-economic conditions of women vegetable vendors in Chennai city

To bring out the entrepreneurial ability of women vegetable vendor in the study area

LITERATURE REVIEW

Banerjee (2014) attempted to study the problems faced by the vegetable vendors in the city of Ranchi. She has found that the street vendors spending more time for this work, there was critical amount of physical and mental workforce has applied, no social and governmental support, problem in getting the formal loan, there is no union and exploitation by the civic authorities.

Diwakar & Renu (2014) in their research paper, they have found that the street vendors having poor working conditions by inhaling polluted air on the street and not having any kind of social security measures. The street vendors are severely affected by various health issues such as leg pain, varicose vein, skin diseases, urinary infections, kidney diseases and dust allergies. The women street vendors are mainly facing issues related to harassment by the strangers and the government officials. They do not have any recognition and support from the government to protect their life economically and socially. It is also found from the study that women workers are doing the vending activity for more than 12 hours to earn a meagre amount as income.

Rani, S. (2016) in her study conducted in Trichy district of Tamil Nadu revealed that the vegetable vendors are facing many issues such as low level of income, health issues especially occupational health issues, non-availability of public toilets to use, improper working conditions on the streets and poor treatment of civic peoples. It is all lead to deterring factors for their social, working, health and economic status.

SAVINGS AND INVESTMENT PATTERN OF TRIBAL INVESTORS (A STUDY WITH SPECIAL REFERENCE TO YERCAUD HILLS)

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Abstract

Normally the investment motivate the investor as a regular savers in this regard the investors before invest their money into particular investment avenues they have some amount of knowledge or past experience. So the intent of the study is to explore the insights of saving and investment pattern of tribal investors with special reference to Yercaud Hills. The nature of data is qualitative and quantitative. Descriptive research design used to describe the characteristic of group of target population such as age, gender, area of residence etc., therefore this study have been framed by following descriptive research design. This study conducted with convenience sampling under the non- probability sampling method. The primary data those data are collected from 155 tribal investors. Secondary data those data are collected from reputed journals respective websites and text books. All the data code and tabulated with help of appropriate statistical tools as well as one way – ANOVA, reliability analysis and factor analysis. There is no significant difference between saving and investment pattern of tribal investors attitude at the time of investment with regard to their socio economic profiles.

Key Words: Saving, Investment and Tribal Investors.

I. INTRODUCTION

Investment is the employment of funds on assets with the aim of earning income or capital appreciation investment means putting your money to work to earn more money or in other words it is sacrificing of money today for future return. Investment is one of the most successful ways to make financial provisions for the future, where most of the conditions are uncertain and unpredictable. With well planned investment one can get the satisfaction of safety and surety in life Akshatha et.al (2017). An investment is the current commitment of money or other resources in the expectation of reaping future benefits. It is the employment of the funds with the purpose of earning additional income or growth in value. It is an important means for channelizing the savings into the development of the economy Ramprasanth and Karthikeyan (2013).

1.2 Investment Behaviour

Investment behaviour is the behaviour of the investors while investing in any investment options. In other words, what an investor look while investing in the investment avenues. There are various investment options available in the market. People prefer to invest in particular investment options according to a purpose, need, with certain objective in mind. Various objectives behind investment in

OPTIMIZING RURAL DEALERS LOCATION – A VORONOI APPROACH

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ABSTRACT

To optimize the location of dealers of Fast Moving Consumer Goods Companies in rural areas and to check the areas where brand supply has to be maximized for better reach to consumers, Voronoi analysis was carried out. The Alber map projection was used and the Voronoi cells were derived based on major cities latitude and longitude in Thiruvannamalai District. The resulting Voronoi diagram can help marketing department to optimize their product delivery and can help in optimizing placement of brand exclusive outlets or can help in optimizing supply while increasing reach to consumers in the Voronoi cell area.

Key words: Voronoi diagram, Delaunay tessellation, Optimizing Location, Logistics.

1. INTRODUCTION

India's 6,50,000 villages have 850 million consumers which make up 70 % of population and they contribute half of country's Gross Domestic Product (GDP). India's per capita GDP in rural regions has grown at a Compound Annual Growth Rate (CAGR) of 6.2 per cent since 2000. The Fast Moving Consumer Goods (FMCG) sector in rural and semi-urban India is expected to cross US$ 20 billion mark by 2018 and reach US$ 100 billion by 2025. These figures show the extent of opportunity available to FMCG companies to grow. One of the key determinants of growth is large network of dealers in the villages. It is imperative to be judicious when setting up dealer outlets. Minimizing dealer network while ensuring optimum coverage of products in rural areas is holy grail of rural marketing. This research uses Voronoi diagram to achieve optimum dealer network allocation in rural Tiruvanamalai district in State of Tamilnadu, India. The research will help Fast Moving Consumer Goods (FMCG) companies to adapt similar approach to optimize their dealer network in rural areas across India.

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PRODUCTIVITY AND PROFITABILITY OF MECHANICAL ENGINEERING ENTREPRENEURS - BUSINESS PERSPECTIVE

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ABSTRACT

Mechanical engineers are the major contributors for all the fields of recent decade's economies. Mushroom growth of engineering education institution more mechanical engineering students were completed their course and entered into the job market and facing the unemployment problems. Most of the mechanical engineering people were started their own business to create more employment opportunities to the unemployed and balance the economy. Due to professional shift some of the mechanical engineering entrepreneurs facing the problems in terms of productivity and profitability of their entrepreneurial ventures. This study aimed to understand the productivity and profitability of the mechanical engineering entrepreneurs by using both primary and secondary data from the field. The data were collected from 240 mechanical engineering entrepreneurs (80 each from industry, service and business) to fulfill the study objectives. It founds that productivity and profitability of the mechanical engineering entrepreneurs were sounds good and most of them are the independent entrepreneurs. It suggested the mechanical engineers to concentrate few financial decisions to improve the profitability of the entrepreneurial activities which will leads to the success of the business. It concludes that mechanical engineers are more productive and profitable in their business especially in industrial sectors. Furthermore studies are essential in this field to cover different aspects of business enrichment for creating successful and responsible entrepreneurs in the society.

Keywords: Mechanical Engineers, productivity, profitability, Tamil Nadu

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SOCIAL INCLUSION AT INDIAN SMALL AND MEDIUM MECHANICAL ENGINEERING ENTERPRISES

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ABSTRACT

Social exclusion in India has several dimensions. Indian society is characterized by a high degree of structural inequality based upon the organization of people into caste and ethnic groups. Caste system is the social organization of Hindus who comprise more than 80 percent of the Indian population. Race and caste have however dominated the discourse on social exclusion. In its simplest understanding, social exclusion is lack of access to resources and consequent inability to utilize them. People are divided into social groups of castes and assigned hierarchical and unequal social positions and rights which are predetermined during birth. Social exclusion between caste groups is ensured through the practices of endogamy and social separation. Indian society is characterized by high degree of structural inequality based upon the organization of people into caste and ethnic groups. Social exclusion between caste groups is ensured through the practices of endogamy and social separation. The untouchables known as the Scheduled Castes (SCs) and Scheduled Tribes (STs) located in bottom of the caste hierarchy, are suffered the most and lived under below poverty line. Manual labor and some occupations that were considered impure and polluting, the erstwhile untouchables were denied the right to do business or own property and equal treatment and status. They are subjected to isolation, exclusion, neglect and underdevelopment owing to their geographical location and cultural exclusivity. This study aimed to analyze the role of SMMEEs to eliminate the social exclusion in the job market. It concludes that SMMEEs play a vital in employment generation, promotion and equal pay to the dalits in the study area. It suggested practicing the equal treatment and pay, employment and promotion

A Study On Behavioural Intention of Students to use Bharat Interface for Money (BHIM) App in Chennai

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ARTICLE DETAILS	ABSTRACT
Article History *Published Online:* 05 July 2018 **Keywords** Place here five to seven important keywords used in your article [*]**Corresponding Author** *Email: shameemanwar2003[at]gmail.com*	Bharat Interface for Money (BHIM) which is an endeavor of the Government of India to provide a platform for ensuring easy, fast, reliable and secure online payments in line with the desire of the Prime Minister to move on to a cash-less economy. BHIM could be used in conjunction with other Unified Payment Interface (UPI) applications together with one's bank account to ensure fast online transfer of money. This indigenously developed app by the National Payment Corporation of India (NPCI) strives service the nation and take the nation towards a "Digital India.". The study is being conducted with the primary aim of analysing the behavioural intention of students to use Bharat Interface For Money (BHIM) app in Chennai. The other objectives would be to study their level of satisfaction with respect to the app with respect to the four key constructs performance expectancy, effort expectancy, social and facilitation conditions. This study has revealed that effort expectancy has a significant positive effect towards students' behavioral intention to use BHIM app. This shows that students believe that it is helpful to use the app. face for Money (Bharat Interface for Money (BHIM) which is an endevour.

1. Introduction

Bharat Interface for Money (BHIM) which is an endevour of the Government of India to provide a platform for ensuring easy, fast, reliable and secure online payments in line with the desire of the Prime Minister to move on to a cash-less economy. BHIM could be used in conjunction with other Unified Payment Interface (UPI) applications together with one's bank account to ensure fast online transfer of money.   This indigenously developed app by the National Payment Corporation of India (NPCI) strives service the nation and take the nation towards a "Digital India.".

The UTAUT model which consists of four key constructs was adopted to identify the examine students' behavioral intention to use BHIM app. The four key constructs:

- **Performance expectancy** indicates the extent to which an individual believes that using the system will help him or her to improve job performance
- **Effort expectancy** indicates the extent of ease associated with the use of the system
- **Social influence** indicates the perception of an individual regarding belief of others with respect to use of the new system
- **Facilitating conditions** indicates the belief of an individual on the availability of organizational and technical infrastructure to help in using the system.

2. Need for the Study

The recently introduced BHIM app which works on Unified Payments Interface (UPI), is a revolutionary payments platform. BHIM apps could be used in accessing one's bank accounts by the use of a single app, transfer money payable to relatives, friends and others using the mobile number registered by them on BHIM/UPI, transfer money to any user who have installed the UPI application on hs mobile, make online shopping, etc. The UPI/BHIM app helps in experiencing a quick and seamless experience, pay or receive money from any UPI mobile user, pay on the move by scanning the QR and will also be able to get details regarding account balance and pay via Aadhaar number, Payment Reminders can be set up, . split bill among friends and family, etc.   Since BHIM app provides a platform with much flexibility and ease and as a result could be used easily by anyone.   Hence this study tries to evaluate the behavioural intention of students in adopting this app.

3. Objectives of the Study

The primary objective of the study is to analyse the behavioural intention of students to use Bharat Interface For Money (BHIM) app in Chennai.

The other objectives would be to study their level of satisfaction with respect to the app with respect to the four key constructs performance expectancy, effort expectancy, social and facilitation conditions

4. Methodology

This study is descriptive in nature and the research tool used is a well-structured questionnaire. The sample size is 250 students.

In order to check the reliability of the instrument Cronbach's alpha was calculated. Reliability is used to ensure the

AN STUDY ON FACTORS INFLUENCING EMPLOYER BRANDING PROCESS IN SELECT SECTORS OF THE ECONOMY

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Abstract

It is said that brands come to life through an interplay of the efforts of those managing the brand typically, a firm and stakeholders interacting with the brand which includes customers, shareholders, distribution channels and employees. It follows that the same can be said of employer brands which take shape through both the package of functional, economic and psychological benefits provided and promoted by an employing firm, and through potential and current employees identifying benefits with the employing firm. Research to date has suggested mechanisms that create, perpetuate and shape employer brands from the perspective of both the firm and employee. Empirical investigations of the operation of specific mechanisms, such as organisational attractiveness and brand positioning, has followed, typically from the perspective of either the firm or the individual which could be a potential or current employee. This has brought to light only a few narrow aspects of the employer branding process, leading to an incomplete picture. To address this gap the researchers have undertaken a qualitative investigation similar to one undertaken by Lara Moroko, and Mark D. Uncles. The study has been conducted across a range of six Indian sectors - IT, Pharmaceutical, Manufacturing, Logistics, Banking and Insurance to understand their employer branding processes. The resulting analysis is both interesting and through provoking. To gather complete data on firm level as well as individual level mechanisms, the researchers have included two groups of respondents from each firm, one which directly deals with day-to-day management of the employer branding process and other which deals with the employee relations. The study has identified a number of inter-related mechanisms that create and perpetuate the employer brand at the firm and individual level.

Keywords: Employer branding; Employer brand; employer branding process, firm level, individual level

Introduction

It is said that brands come to life through an interplay of the efforts of those managing the brand (typically, a firm) and stakeholders interacting with the brand (customers, shareholders, distribution channels and employees) (Hatch and Shultz, 2009; Kärreman and Rylander, 2009; Holt, 2002). It follows that the same can be said of employer brands, i.e. they take shape through both the package of functional, economic and psychological benefits provided and promoted by an employing firm, and through potential and current employees identifying benefits with the employing firm (Ambler and Barrow, 1996).

The practice of employer branding is predicated on the assumption that human capital brings value to the firm, and through skillful investment in human capital, firm performance can be enhanced. Arguably, the possession of resources that are rare, valuable, non-substitutable and difficult to imitate allow a firm to move ahead of its competitors with distinct competitive advantages. While plant, equipment and capital are commonly regarded as resources that create competitive advantage, human capital has also been shown to

Artificial Intelligence – Will it Hasten or Hamper Women Career Progression

Bharathi Ravi, S.K.Sudarsanam, R.Anitha

Abstract---Since the advent of industrial revolution and mass production, machines replacing men has been a matter of heated debate and discussions. The threat of job losses on account of automation and consequent labor unrest has been the hallmark of growth and progress over the past few centuries. However the resistance to change has been successfully managed by finding new avenues of employment by enabling the labor with better skill sets. Similarly, computerization, which was also viewed as a threat, disproved the fears and created more direct and indirect employment for the young work force in India and elsewhere in the world. The growth of service sector in the first decade of the new millennium brought about 9.3% GDP growth for 3 years from the financial year 2004-05 before the global financial crisis resulted in an economic slowdown. Issues such as lean initiatives, cost leader ship and saving in labor cost again came to the forefront and global MNC's continued their efforts to seek low cost destinations for off shoring noncore routine work. In the meantime the shared services model also began to gain momentum with a shift of emphasis from people to processes and technology. The world was slowly moving towards artificial intelligence and machine learning to standardize processes and procedures and achieve cost efficiency.

I. INTRODUCTION

The experimentation with artificial intelligence(AI) and the euphoria on account of initial success let to increase in use of AI in every function including the human resources department. Slowly and steady noncore routine work like a resumes screening, first level communication and short listing have all been taken over by machines and bought in recent times. The concept of video resumes is also gaining momentums which combines the very first two stages of communication testing and resume short listing by machines instead of men. Hence, the age old question of whether it will result in job losses has come to the fore again. As a result speculations are ripe about the impact of AI on women employees and their career progression. Since gender inclusivity is already low at 22% in banking and IT on an average, the issue of women career progression in the light of the AI era is of more serious concern today ever before.

II. JUSTIFICATION FOR THE STUDY:

Enabling technology to bring about cost efficiency is the order of the day. So a seem less integration of people, processes and technology to handle noncore routine work is bound to replace men and women by machines. In that case there are greater chances of job losses, particularly for women who are already under-represented in the work force. This is bound to hamper their career progression because job security itself has become a matter of serious threat. At this juncture it is necessary to carry out analyses of the possible impact of AI on jobs and career progression of women in IT and ITES where the diversity in work force is higher as compared to other sectors. Even after a SEBI mandate women representation in corporate board rooms is pathetically low at less than 1% till 31st march 2017. Hence job losses at the entry and the middle levels may possibly slow down the career progression of the women to the senior levels and board rooms. This study attempts to evaluate the impact of artificial intelligence on women career progression in the IT and ITES sector in India.

III. SCOPE OF THE STUDY:

This study confines itself to women career progression in IT and ITES where the use of artificial intelligence is on the rise. It covers a period of 3 years from the financial year 2015-16 to the financial year 2017-18. The study considers women participation in board room as a proportion to women participation in work force at all levels.

IV. OBJECTIVES OF THE STUDY:

This study is carried out with the following objectives:
- To grasp the applications of artificial intelligence in IT and ITES sectors and how it results in job losses.
- To critically examine the after effects of AI on women participation in work force and women career progression.
- To analyze the impact of AI on women career progression on the top 10 IT companies in the India.
- To suggest measures to overcome the challenge and bring about the greater gender diversity at all levels in the chosen sector.

V. METHODOLOGY:

This study is descriptive in nature and is based entirely on secondary data drawn from published reports in journals, periodicals and websites. It uses simple statistical tools such as tables, charts, graphs and percentages for analyses and interpretation of data.

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EFFECTIVELY USER PATTERN DISCOVER AND CLASSIFICATION FROM WEB LOG DATABASE

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ABSTRACT

This paper is involve the three phases on web usage mining. The first phase focused on data preprocessing stage to remove irrelevant data from web log file. In the second phase involve cleaned log file. It is used for discovering usage patterns. Final phase, the discovered the user behaviors patterns it provide to the classification of users, who have frequently visitor, rare visitor, referred by the other web site, distinct user. The cluster analysis or clustering is the task of assigning a set of objects into groups so that the objects in the same cluster are more similar to each other than to those in other clusters. This information will help to website administrators for efficient administration and personalization of their websites. Accurate analysis of these patterns leads to understanding of users visiting the web site thereby improved user satisfaction. We have conducted vivid experiments and the results are shown in this paper.

Keywords: web data mining, pattern discover, web log data, user classification.

1. INTRODUCTION

Data mining indicates to extracting or "mining" knowledge from large amounts of data. Thus, data mining must have been more correctly named "knowledge mining from data," which is unfortunately somewhat long. "Knowledge mining," a shorter term may not reflect the emphasis on mining from large amounts of data [1]. Web mining aims to discover useful information or knowledge from the Web hyperlink structure, page content, and usage data. Web mining tasks can be categorized into three types: Web structure mining, Web content mining and Web usage mining [2].

The structure of a typical Web graph consists of Web pages as nodes, and hyperlinks as edges connecting between two related pages. In addition, the content within a Web page can also be organized in a tree-structured format, based on the various HTML and XML tags within the page. Thus, Web Structure Mining can be regarded as the process of is covering structure information from the Web. This type of mining can be performed either at the (intra-page) document level or at the (inter-page) hyperlink level [3].

Web usage mining is the application of data mining techniques to discover usage patterns from Web data, in order to understand and better serve the needs of Web-based applications. Web usage mining consists of three phases, namely preprocessing, pattern discovery, and pattern analysis [3].

Web server log file contains information about every access to the web pages hosted on a server like when they were requested, the Internet Protocol (IP) address of the request, the error code, the number of bytes sent to the user, and the type of browser used[4]. Classical data preprocessing involves three steps: data fusion, data cleaning, and data structuration. Our solution for WUM adds what we call advanced data preprocessing.

This consists of a data summarization step, which will allow the analyst to select only the information of interest. We've successfully tested our solution in an experiment with log files from Vels University Web sites [5]. Data fusion refers to the use of techniques that combine data from multiple sources to retrieve additional information with respect to identification of users and sessions, than if they are retrieved from a single data source [6].

The purpose of data cleaning is to remove irrelevant items stored in the log files that may not be useful for analysis purposes [7]. Data structure involve User identification, session identification, Page view identification, Visit identification Episode identification This summarization step first transfers the file to a relational database. It then applies data generalization at the request level (for URLs) and aggregated data computation for visits and user sessions.

Feature extraction is the final stage of every web usage mining process, which is optional in much web usage mining process. The necessary features are identified based on applying certain rules by considering time factor, most frequently visited pages and most frequently navigated paths [8] Pattern discovery is the key process of web mining which includes grouping of users based on similarities in their profile and search behavior. There are different web usage data mining techniques and algorithms that can be adopted for pattern discovery and recommendation, which includes path analysis, clustering, and associate rule [9].

Pattern analysis is the final stage in web usage mining which is aimed at extracting interesting rules, pattern or statistics from the result of pattern discovery phase, by eliminating irrelevant rules or statistics. The pattern analysis stage provides the tool for the transformation of information into knowledge [9] [10].

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Fuzzy Clustering with Artificial Bee Colony Algorithm using Web Usage Mining

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Abstract— **Now a days the internet is very useful to human being. The main difficult is user to discover the precise information or any items from internet is exhausting and time consuming extremely tedious task. There are many existing methods in statistical analysis, pattern matching, machine learning, and databases. It is very few attempt at bringing the hidden relationship between web pages and its users. The proposed work is applied the Personalized Artificial Bee Colony (PABC) fuzzy clustering algorithm to web usage mining. This algorithm find the web user pattern recognition and get the user navigational behavior. The results indicate that the performance of Personalized Artificial Bee Colony algorithm is successful in fuzzy clustering in web usage mining to calculate the web user pattern, Interests and habits, browsing sequences, classification and predict feature user behavior. The result can improve the navigation effectiveness of website user. Then the three different weblog datasets have been used to demonstrate the results of the algorithm. The experimental results are encouraging in terms of the quality of the high solutions. This work could be effectively used for web personalization.**

Keywords—Web Mining,Web Usage Mining; Pattern Discovery; Web Personalization; PABC Algorithm

I. INTRODUCTION

Web data mining is defined as the process of discovering meaningful patterns/knowledge from data [1]. In this internet era, the World Wide Web has become a major source of communication and vast source of information in everyday life. The growth of the internet over the last two decades has resulted in a large amount of data that is available for user access. The user interactions with the Web are recorded and stored in web access logs. Web mining [1] [2] is the use of data mining techniques to automatically discover and extract information from web documents and services.

Web mining can be categorized into three areas of interest based on which part of the web to mine: 1) Web content mining: refers to discovery of useful information or knowledge from web page contents i.e. text, multimedia data like images, audio, video etc. 2) Web structure mining: aims at analyzing, discovering and modeling link structure of web pages and/or web site to generate structural summary. 3) Web usage mining deals with understanding user behavior while interacting with web site, by using various log files to extract knowledge from them [1].

Web mining are classified in four categorized. 1. Data collection 2. Preprocessing 3. Pattern discovery 4. Pattern analysis. In this paper, to discover the web user pattern for web page. In first phase, the data would collected to the web log files from web server. In second phase, preprocessing the web log files. That is web log files are cleaned. The Preprocessing are categorized in four stages. First, the data are cleaned in unwanted, noisy, irrelevant and meaningless.

Second, User Identification phase would identify the IP address of the web site user. Third, Session Identification phase would identify the user session time that is logged in and log out were calculated. Fourth, Path completion phase is when the web user visit the web page [14].

The web data mining functionalities and the variety of knowledge discover are briefly given below.

A.Characterization

Data characterization is a summarization of overall features of objects in a target class, and produces what is called characteristic rules [3]. The web log data relevant to a user-specified class are normally retrieved by a web server and run through a summarization module to extract the essence of the web data at different levels of abstractions [4].

B.Discrimination

Data discrimination produces what are called discriminant rules and they are basically a comparison of the general features of objects between two classes referred to as the target class and the contrasting class [5].

Trajectory Predictive Pattern Mining Method Using Web Usage Mining

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Abstract--- Web Usage Mining is an important type of Web Mining technique. This technique deals with extraction of useful information from the web log files. In this paper emphasize on user future next request prediction using click streams, web log record and user information. During their navigation of web user view many pages, and many times of their website activity. In this navigational access behavior of users' over the web is tracked and analyzed. WUM can model user behavior and, therefore, to prediction their future navigation path. However, the accuracy of the prediction and classification for predicting the web user future request. The future request of the web user were not satisfied especially in huge websites. Online prediction is one web usage mining application. In this paper, we present a novel prediction approach, namely Trajectory predictive pattern mining [TPPM] algorithm, which predicts a discrete web user future locations based on its pattern information as well as future request. The experimental results shows that the approach can improve accuracy and performance. The proposed Trajectory Predictive Pattern Mining (TPPM) algorithm proved an advance overall compared methods in both accuracy and generalization ability.

Keywords--- Web Usage Mining, Trajectory Predictive Pattern Mining Algortithm(TPPM), Hybrid Prediction Algorithm(HPA), Longest Common Subsequence (LCS) Algorithm.

I. Introduction

Web mining is an application of data mining. The uses of web mining is extract useful information from the web documents. The web mining are classified in three: Web Content Mining, Web Structure Mining, and Web Usage Mining [1]. The process of Web Usage Mining to extract useful information from web log data. Indeed, the websites are generating huge amount of web log data. The collected web log file and pattern analysis click streamed knowledge helpful to web usage mining which can recommend a set of objects to the active user, possibly consisting of links, ads, text or products, tailored to user perceived preference[1][2].The web log files contains useful information about the user behavior.

Web log data can record a set of transactions in time sequence. Using sequential pattern discovery, useful user trends can be discovered, predictions concerning visit pattern can be made, website navigation can be improved and adopt website contents to individual client requirements or to provide clients with automatic recommendations that best suit customer profiles [8]. By using this approach, Web marketers can predict future visit patterns which will be helpful in placing advertisements aimed at certain user groups. The sequential patterns can be discovered as the following form.

User future request prediction is a technique of web usage mining for predicting the next requests of user [2]. For this purpose, web log files are analyzed and user's next requests are predicted according to the earlier related activities [1] [8]. The main use of prediction is for increasing the user browsing speed efficiently, decreasing the user latency as well as possible, and reducing the loading of web server.

Main objective of proposed work is User Future Request Prediction using TPPM in Web Usage Mining" is to predict the browsing behavior of user[2][3]. The comparison of existing Hybrid prediction Algorithm (HPA) and Longest Common Subsequence (LCS) Algorithm is better than the proposed TPPM algorithm [2].

II. Background and Related Work

In this section we summarize a few works related to the topic of this paper, and will introduce some relevant basic concepts and related works on sequential pattern mining, Hybrid prediction algorithm and Longest Common Subsequence algorithm.

Students E-Learning Performance Improvement and Predicting the Students Learning Interest Using Data Mining

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Abstract

Web Data mining methods are implementing in many universities and nowadays, online learning systems increase student's ability to learn on their own for analyzing available data, extracting information and knowledge to support decision-making. The e-learning system is one of the importance to extending education to the mass. In other words and in its broadest sense, eLearning is a blended and online learning. There are many analysis using this concept and area of implementation is still increasing larger in different websites. The main objective is to provide quality education to its students. The learner-centric approach and hence Adaptive E-learning System (AES) can have positive impact in the learning of a learner. The evolution of eLearning has over the years through several stages. The first description as Passive that consisted of Videos, PC-Based Contents. The second stage had basic and limited Internet interactivity. The third had an Interactive with customized design that included Blended Learning and Integrating Electronic Formats with Traditional classes. Nowadays, the fourth stage that is characterized by Interactivity, Adaptively and Dynamic that includes social networking, web-based learning, virtual collaborations, mobile learning, simulations, augmented reality and games. The e-learning is one of the eye to eye contacts with the instructor. It is learning process that can be done anywhere at any time according to convenience of students or user. The ultimate goal of any E-learning software is to replace the classroom teaching up to the maximum extent. Which is always the most advanced stage of any e-learning process. The main objective of this is to provide an overview on the data mining techniques that have been used to predict student's e-learning performance improvement using web data mining.

Keywords: E-learning, Students Performance, Clustering, Trajectory algorithm, Fuzzy C Means (FCM), Expectation Maximization (EM).

1. Introduction

Web data mining is a process of extracting previously unknown, valid, potential useful and hidden patterns from large data sets. Clustering is one of the widely used techniques in data mining [1]. The aim of clustering is to partition students in to homogeneous groups according to their characteristics and performance. The main goal of this paper is to reveal the high potential of data mining applications for e learning process management. A simple example of data mining can be predicting student's e-learning process success [2]. In the amount of data stored an Electronic Learning System (ELS) can be defined as a web bases system that gives a large amount of information to users to learners, without any time restrictions[7]. To evaluate students' learning performance and as there are many approaches that are used for data clustering. Just a clicking away is

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Recent Trends in Medical Imaging Modalities and Challenges For Diagnosing Breast Cancer

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Breast cancer is the leading deadly cancer and most commonly diagnosed in women. New technologies in supplement to existing imaging modalities improve breast cancer screening. This article contributes to identify the high potential device that suggested high accuracy and reliable tool for breast screening and also to examine new screening modalities. An improved imaging system which ensures early detection, non-invasive and radiation free is expected in diagnosis. Numerous imaging modalities like positron emission tomography/computed tomography (PET/CT) imaging, ultrasound, magnetic resonance imaging (MRI), thermography, electrical impedance tomography and few others with recent developments show great potential for diagnosis. Some of the techniques aim for lesion detection and characterization with increased specificity and accuracy. In this paper, the capabilities of traditional and emerging breast imaging modalities used in breast cancer screening are summarized and their advantages and disadvantages are discussed.

The most common type of cancer in women and one of the leading causes of cancer death are breast cancer. According to Information collected from National Cancer Registry Program reports[1], the burden of breast cancer in Indian population is high in 30-60 years age group. It is a rapidly raising rate in younger ages. Risk factors include mainly decreased breast-feeding and physical activity[2,3]. Infection may not be felt or detected by existing imaging modality unless a lump becomes sizeable. By the time a lump grows in noticeable size, it usually reaches a minimum of stage 2 cancers[4]. So, performing early cancer screening is commendable. Survival rate of the patient will be high if the cancer is detected in the earlier stage[5,6]. The early screening protocols include breast awareness, annual screening and clinical breast examination[7]. The motive of the article is to identify most economical and effective imaging modality that performs early detection with high accuracy among existing breast screening modalities.

This paper presents a review on recent trends in Medical imaging and challenges. A special

PATIENT FACING SYSTEMS

Analysis of Breast Thermograms Using Asymmetry in Infra-Mammary Curves

R. Ramya Devi[1] · **G. S. Anandhamala**[1]

Abstract

The objective of this research is to propose a methodology to analyse breast thermograms in order to detect breast abnormalities, including cancer. This research work mainly target to segmented ROI that show significant increase in temperature as compared to the neighbouring areas and contralateral sides in breast thermograms. The captured frontal thermograms from each patient is initially smoothed using a Gaussian filter with a standard deviation σ = 1.4 to reduce noise. Region of interest is segmented using bifurcation points obtained by identifying curve that passes through infra-mammary fold. Infra-mammary curve is detected using Horizontal projection profile. Once the segmentation for analysis is determined, exact location of an abnormality or a lesion is determined. Heat patterns are analysed for symmetry. Asymmetry analysis usually helps to detect abnormalities. Significance and challenges of thermal images are discussed. Once the segmentation for analysis is determined, exact location of an abnormality or a lesion is determined. Heat patterns are analysed for symmetry. Asymmetry analysis usually helps to detect abnormalities. Further, classifiers based on support vector machine and principal component analysis were tested on the dataset used for evaluation. Experimental results and statistical analysis support the proposed methodology is able to detect breast anomalies with higher accuracy. An average accuracy of 95%, sensitivity of 97.05% and specificity of 92.3% was obtained for a set of sixty images with 35 normal and 25 abnormal thermograms using SVM-RBF classifier.

Keywords Breast Thermography · Bifurcation points · Statistical test · GLCM texture feature · Support vector machine · Absolute asymmetry difference

Introduction

Breast cancer is common form of cancer globally and typically occurs in women and rarely in men. Diagnosis and dealing in early stages decrease the hazards during treatment. The vascular action of cancerous tissue is usually higher than that of healthy nearby tissues. Breast thermograms spot amplified blood circulation in vessels and metabolic changes indicating with infection. An irregular thermal pattern indicates breast abnormalities such as fibrocystic breast disease, benign tumor, mastitis, inflammatory breast disease, cancer and other abnormalities.

Digital infrared breast thermography

Thermography assesses blood flow patterns and irritation [1] [2]. Whereas, Mammography, Ultrasound, Breast MRI assesses muscle density, fluids and masses. In a temperature-organized environment, breast of the patients is allowed to cool superficially to lab temperature (18–22 °C) for 10–25 min. With arms raised, the woman anterior and lateral view images are taken. Cold challenge may also be done, in which the hands are placed into water of 10 °C for 10 min. With cold inducement, abnormal physiology vascular system around tumors doesn't react normally, while normal breast tissue ensure normal activity [3]. Breast thermography was accepted by FDA in 1982 as an adjunct with other gold standard diagnostic breast cancer screening procedure.

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Survey on the Detection of Breast Tumour by Thermography

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Abstract: *Thermography or DITI is known as a possible breast cancer screening imaging modality with the help of high-resolution cameras, as it does not have the harmful radiation effects similar to that of mammography. The sensitivity and specificity of mammograms remain less than optimal, especially for patients with dense breast tissue. Thermal images of the breast are obtained with IR cameras and computational tools are used to represent heat transfer accurately within the breast have increased the accuracy of thermography. Recent advances and suggestions for future work in the field including using advanced simulation methods, inverse modelling, imaging protocols, and using artificial neural networks to better predict the location of the carcinogenic tumour are also presented. This paper gives the survey on some of the image processing methods or the processes that are involved in the breast cancer detection from thermal images.*

Keywords: Artificial Neural Network(ANN), Breast Cancer, Image Processing, Infrared(IR) cameras , Mammography, Thermography, Thermal Images.

I. INTRODUCTION

The term "Cancer" is used to describe a group of disorders associated with dis-regulated cell growth leading to tumor formation, invasion into surrounding tissues and spread to other parts of the body. Some of the most common types of cancer originate in the breast, prostrate, lung, skin and pancreas. The exact reasons for developing cancer have not been determined [3, 6]. It is the second leading cause of death and is a major health problem in many parts of the world [30]. Breast Cancer is the most frequently diagnosed form of cancer among women and has highest mortality rate after Skin Cancer. It is estimated that the lifetime probability of being diagnosed with invasive breast cancer among women is 12.3% with 246,660 women expected to be diagnosed with breast cancer in the US in 2016 [34].

It occurs in both men and women although male breast cancer is a rare disease. Some works have reported that the growth rate of a tumor is proportional to its temperature [39]. Screening looks for cancer before a person presents any symptom. It can help to find cancer at an early stage. When cancer is found earlier, the healing chances are greater. If a screening test result is abnormal, more diagnostic tests are necessary to define whether the finding is a cancer [2]. Each type of test presents specific characteristics. The combination of different explorations is fundamental, because most of them are complementary. For instance, information obtained from Breast Ultrasound, dedicated Breast CT, Tomosynthesis and Mammography is morphological [39].
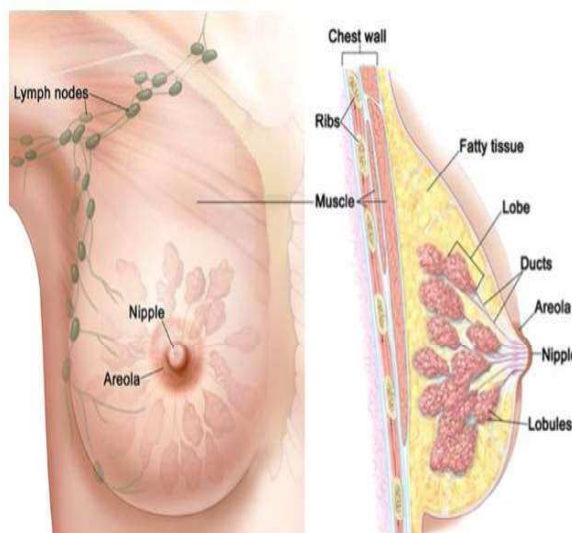

Fig 1: Anatomy of Breast [38]

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COMPUTERIZED AGRICULTURAL STORAGE MANIPULATION SYSTEM USING IOT TECHNIQUES

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Abstract-- In this paper, a smart storage system is developed for agricultural purpose using IOT in order to observe and maintain storage environment both manually and automatically. Ethernet shield for Arduino is used to store data in MySQL database and the communication with the sensor data and web server is established. The mobility is increased with help of android devices via android app. Observing and scheming can be done from website or android app. Privacy and security issues makes it more secured with the help of web application. The system is verified and tested on current environment and result was as expected.

I. INTRODUCTION

Agriculture, with its allied sectors, is unquestionably the largest livelihood provider in India, more so in the vast rural areas. It also contributes a significant figure to the Gross Domestic Product (GDP). Sustainable agriculture, in terms of food security, rural employment, and environmentally sustainable technologies such as soil conservation, sustainable natural resource management and biodiversity protection, are essential for holistic rural development. Indian agriculture and allied activities have witnessed a green revolution, a white revolution, a yellow revolution and a blue revolution. It helps to meet the basic needs of human and their civilization by providing food, clothing, shelters, medicine and recreation. Agriculture provides food, fiber, fuel, furniture, raw materials, a free fare and fresh environment, plenteous nourishment for driving out starvation, favors companionship by wiping out battles. Freshly harvested agricultural product like potato, vegetables contain 70% moisture as a result these are perishable in nature. These crops cannot be saved from spoilage unless preserved. Farmers usually keep their agricultural product on the elevated platforms erected in their dwelling house.in India, maximum agricultural products are stored indoors under room temperature. Due to high temperature, these products lose their weight gradually and ultimately get shriveled, rotten or sprouted. For example, more than 30% potato is lost in this way. Farmers are struggling and work hard to produce the crops and if we cannot utilize or consume it fully, all the work of farmers will go into vain. A proper storage mechanism should be incorporated to avoid the food wastage. Demand can irrespective of seasons which in turn avoids fluctuation in the price of the product. For large scale commercial preservation of agricultural products, cold storage are used in India. A cold storage is a building or a group of buildings with thermal insulation and a refrigeration system in which perishable food products can be stored for various lengths of times in set conditions of temperature, humidity, moisture, light intensity etc. However, the absence of proper monitoring, controlling and any warning systems could cost huge losses of cold storage owners and farmers as well. Cold storages need to be monitored continuously to avoid unwelcomed situations. A proper alarm system should be deployed in the cold storages which alert the users to unusual conditions. Monitoring can be done by using a web platform which displays the status of the cold storage. Sensors can be used to sense the environment and this data can be presented to the users. Situations can be controlled by the users or it can be automated. Here we developed an Computerized Agricultural Storage Manipulation System Using IoT Techniques.

A. The Concept of IoT
The Internet of Things (IoT) is a system of interconnected computing devices or objects that are provided with unique identifier and the ability to transfer data to each other over a network without human interaction. In simple terms, it is a

NOVEL ONLINE VEHICLE TOLL PAYMENT SYSTEM FOR INDIAN NATIONAL HIGHWAYS

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Abstract -- In this paper, a design for automatic license plate number Recognition system is to be developed. A novel genetic algorithm is introduces to detect and extract the license plate . This performs two level of segmentation process. Then Connected Component Analysis technique is used to extract individual characters i.e. numbers and alphabets in the image. Then followed by template matching method with loaded database, where the database consist of 10 to 15 image samples of all possible numeric values and alphabets of different size and font. As a result of Template matching system we will get the recognized numbers from image to Text format.

Key words -- License plate Recognition system, Genetic algorithm, Connected component analysis, Template matching.

I.INTRODUCTION

A toll road is also known as turnpike or toll way. Toll is payable at public road. The passengers are charged for using the road. Fee collected at toll is used for extending the road further and to maintain the existing road, this comes under the maintenance of national highway authority of India. The amount of the toll usually varies by vehicle type, weight, and number of axles, with trucks charges the highest. This leads to difficulties in case of emergency. Existing system on toll gate can be further improved by introducing the online toll payment. In this trend-setting era, smart phone plays a vital role[1]. Everywhere, whether it is a gadget, banking or travelling, Android App is easiest and fastest way of getting thing done in this modern busy life. Likewise such an app can also be introduced for online toll payment to reduce the traffic at toll gate. This idea paves way for better commutation.

Security and privacy challenges in big data healthcare

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Abstract: Security of Big Data is a big concern. We know, big data contains structured and unstructured and semi structured data. To provide security to unstructured data is more difficult than the structured data. In emerging IT industry, big data is one. And the database is huge so difficult to manage the data. We need to protect these data against unauthorized person's updating and stolen the data, for this data security is very important one. Big data comes more vital to all industries the challenges also increased high, because it's a heterogeneous data. The private healthcare data are accessed and stored securely by implementing a decoy technique. Telemedicine is an emerging healthcare service. Healthcare is produce big data because now a days, healthcare switches paper based medical records into electronic platform to store, manage, analysis and process in the form of Electronic Medical Record (EMR) or Electronic Healthcare Record (EHR) with the help of internet. Patient agreement is necessary to provide privacy. Agreement includes, who can access patient's particular record with valid purpose. Security can be described as physical and technological measures that can be used to secure healthcare data from unauthorized disclosure or illegal access of any restricted data. Here access control policies are violated that must be prevented.

Key words: Big data, Security, Privacy, Public key infrastructure (PKI), Electronic Medical Record (EMR), Electronic Healthcare Record (EHR), Medical Big Data (MBD), Decoy Medical Big Data (DMBD), Original Medical Big Data (OMBD).

1.   Introduction

If we want to protect the data means, we should do the following things, Protection against targeted threads, high performance search and accurate real time reputation. More advanced technological solutions include cryptography and encryption. Encryption is intended to encode data or information such that access is permitted only to authorized individuals who hold the "key" to unlock the encryption code. In 1970's three encryption algorithms there: the symmetric cipher- Data Encryption Standard (DES), the asymmetric cipher-Rivest Shamir Adleman (RSA), and the Diffie-Hellman key exchange.

The most widely used encryption scheme is based on DES. It is referred to as the Data Encryption Algorithm (DEA). Data are encrypted in 64-bit blocks using a 56-bit key. Algorithm transforms 64-bit input in a series of steps into a 64-bit output. The same steps with the same key are used to reverse the encryption. The widely accepted and implemented general purpose approach to public-key encryption is used in RSA algorithm. The RSA scheme is a block cipher in which the plain text and cipher text are integers between 0 and n-1 for some n. The size for n is 1024 bits or 309 decimal digits, that is, n is less than 2^{1024} . The purpose of the Diffie Hellman Key Exchange algorithm is to enable two users to securely exchange a key. That can be used for subsequent encryption of messages. The algorithm itself is limited to the exchange of secret values.

2. Security And Privacy

2.1. Meaning of Big Data Security

Data security is used to prevent unauthorized access to computers, databases and websites. Data security protects data from corruption. It is an important aspect of IT organizations of every size and type. It is also known as Information Security (IS) or Computer Security. Backups, data masking and data erasure are the examples of data security technologies. A key data security technology measure is encryption, where

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THE CONCEPTUAL STUDY OF WORK LIFE BALANCE OF BANK EMPLOYEES AND ITS EFFECT ON RELATED FACTORS

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Abstract: *An important role of Work-life balance is acting as deciding factors of job and its related performance of employees in any industry. With increasing expectations in the work place, it is very difficult to the bank employees to maintain a fair level of work life balance. Such circumstances impact on workers physiologically and psychologically. The drastic life of retention and excelling in bank job has put tremendous pressure on employees' life and leads to work life imbalance which is a problem that poses a big risk to workers well-being, their performance as well as the organizational performance. This paper aims to study the level of work life balance among public sector bank employees and explore how it is affecting the work related activities of the bank employees.*

Key words: Work Life Balance, Stress, Performance

INTRODUCTION

In recent trended scenario, employees spent more time and care towards their Organization and leave less time to take care of their personal and family needs. Mostly Employees work for considerable time or sometimes even after the working hours to accomplish the quality service towards organisation due to heavy competition in current business, information technology advancement, the need for speedy and quality services.

A main feature of work-life balance is the extent of time how much employee spends at work and personal life. Long working hours results harm personal health, endanger safety and more stress. Clark (2000) defined work life balance is a condition of equilibrium where the demand of a person's work equals that of his personal life. Delecta, (2011) explained that work life balance insights the capability of s three basic domains of life i.e. work, family and personal. The demands of work domain of life were the working hours, work intensity and the proportion of working hours actually spent in work.

Once, banking activities are limited to collecting deposits from public and creation of credit only. But now a days the scope of banking functions have expanded from collection of deposits and credit creation to various types of insurance business, implementation of changes in the monetary policies of Government etc. The extension of these banking activities and competition from other nationalized and private sector banks fixes higher targets and heavy work load to bank employees and also demands major portion of their time for work. In this context, the paper aims to study the perceived level of work life balance among employees of nationalized banks and its impact on their work.

REVIEW OF LITERATURE

Before going into the study, it is important to understand that work-life balance does not mean to devote equal amounts of time to paid work and non-paid family roles; in its broadest sense, is defined as a satisfactory level of involvement or fit" between the multiple roles in a person's life. Although definitions and explanations may vary, work-life balance is generally associated with equilibrium between the amount of time and effort somebody devotes to work and personal activities, in order to maintain an overall sense of harmony in life (Clarke, et al 2004). Pocock (2003) describes the lack of equilibrium between the changing nature of families and workplace cultures as a „collision between work and families". Institutions have failed to recognize the spill-over effect in work places, and neglected to manage the balance with employees" expectations that extend beyond their working life (Bond et al 1997; Bardoel et al 2000; Pocock 2003). Family and work are the two sides of the same coin i.e., life for everybody. When conflict between these two domains occurs, it creates adverse effect for both individuals and organizations (Fu and Shaffer, 2000). Research indicates that organizations that identify, plan and implement work-life balance policies that are receptive to the changing nature of the workforce reap positive results in the guise of high levels of staff retention and increased productivity (Bardoel et al 2000). The multi-faced demand between work and home responsibilities have assumed increased relevance for employees in commercial banks in recent years. This is due to demographic and workplace changes, such as; transformation in family structures, growing reluctance for „long number of hours" acceptance culture, greater number of women in the workforce and technological advancement. Workers are experiencing an increase in their average income, resulting in a rise in their living standards, which consequently as caused a growth in the interest of work-life balance issues (Lim et al., 2012). All these may lead to stretched workloads which bring about different issues in the employee. These issues involve both the psychologically and the emotional well-being of employee and these action may result in reduction in employee performance such as, poor service delivery and health related issues. In work domains, the absence of work-life balance causes poor

A Work Life Balance of Employees and Its Effect on Emotional Intelligence

D. Shoba*

Dr. G. Suganthi**

Abstract

Work Life Balance (WLB) got more attention in all Educational sectors especially in Primary school teachers. However, there is a important to investigate increasing cases of work life problems of school teachers. The main purpose of this study is to analyse the relationship between work life balance and emotional intelligence. This study is based on the responses of teaching staffs both men and woman from primary schools. Research instrument designed on the basis of literature survey and then data was collected. In all 150 responses were generated. In this scale refinement was done using percentage analysis. The percentage of analysis from the table was found majority of teaching staffs on the any WLB dimensions. Inter item Convergent validity was high. This study may give insight regarding the relationship between work life balance and emotional intelligence. Balance should be established between workload distribution, time and extra-curricular activities so as to inculcate efficiency among teaching staffs. The study results that there is significant relationship existed between work life balance and emotional intelligence with the limited sample size. There is a need to carry out studies with a larger sample size to make results more generalized.

1. Introduction

The term 'Work-life Balance' word familiarised after 1986. Striking a balance between work and family life is one of the major problems faced by every employee. Employees are who take time off or reduce working hours for taking care of the family experiences more discrimination. Most of employees both male and female lives are becoming more consumed with a host of family and other personal responsibility and interests today. Therefore, in an effort to retain employees, it is increasingly important for organizations to recognize this balance.

Today's married worker is typically part of dual-career couples, which makes it difficult to find time to meet commitments to family, friends and community. But if you're spending most of your time at work, your home life will likely pay the price. Consider the pros cons of working extra hours on your work-life balance. They may miss out on important events, such as your child's first bike ride, your father's 60th birthday or your high school reunion. Missing out on important milestone may harm relationship with your loved ones. Trusted friends are a key part of your support system. But if you're spending time at the office instead of with them, you'll find it difficult to nurture those friendships. If you're regularly worked

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Research Article

DNA Based Cryptography Using Encryption Scheme for Data Security

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ABSTRACT

The important issues in the analysis of cryptography are security. These are considered the evolvement of cryptography in the fields of upcoming research. Cryptography is concerned with converting a plain text into cipher text which is storing and transmitting data in a particular form so that only those who are intended can read and process it. DNA cryptography plays a key role is closely related to field of biotechnology. In terms of DNA cryptography are not traditional cryptography which is completely repulse and to construct the possible hybrid model of cryptography. Using the concept of DNA cryptography, traditional based cryptographic systems are now vulnerable to attacks the possible technology that takes advancing a new hope for unbreakable algorithms. This paper present encryption scheme using polymerase chain reaction (PCR) technology is termed as PCR and is the most prominent cryptographic technique used in DNA cryptography that utilizes a biological method for encryption and decryption process.

INTRODUCTION

The new field of technology is DNA cryptography for encoding any sort of message. In recent days, scientists are concentrating on various DNA technologies. Based on the DNA technology there are two approaches to realize, i.e., conventional cryptography and DNA computing. DNA computing uses molecular biology which consists of DNA hybridization, DNA fragmentation and micro biology. DNA computation is mainly used to solve the problem of Hamiltonian path.[1] In DNA cryptography, DNA base pairs are used as the information carrier. Big processing power of DNA chips makes it more advanced technique as compared to other techniques which are being used. Therefore, DNA chips carry forward to the present silicon chips which are new hope for overriding in future which may improve personal computer (PC) information handling in a tremendous manner. There are many cryptographic algorithms such as RSA and DES which are already destroyed by many attackers; hence, to require more and secure techniques of cryptography have emerged. The issues of cryptography based on DNA computing algorithm have been already proposed. Many of the algorithms have been designed by the use of symmetric and asymmetric keys which are based on DNA cryptography for hiding the data . The benefit of DNA cryptography is low power utilization for computing, storage capacity of DNA is excellent, and the processing time is high with extraordinary performance. DNA cryptographic strategies by considering traits including security which is provided by the method, to process for time taken the technique, the capacity of storage medium which is utilized to store the information in the system, the capacity limit of the storage medium utilized and the outcomes of the stability for the specific procedure.

Security based traditional cryptography is relies on only computational difficulties that can be referred to be one fold. The efficient cryptographic algorithm is time taken by few seconds that involve DNA chip and polymerase chain reaction (PCR) technology based DNA cryptographic techniques can take time to complete the whole process. Conventional cryptography keeps running on PCs over the system, so the capacity mediums are silicon chips of the PCs, though DNA cryptography manages the DNA strands which are controlled by biological methods. If DNA is considered as the storage medium compared to the equal measure of silicon chips, as it has got the high capacity of storage. This property of information makes DNA computing and DNA cryptography extremely enticing and beneficial field of research. In this paper proposes PCR technology and DNA digital coding which is designed using the DNA synthesis of technologies based on encryption scheme. To get the entirely different ciphertext from the same plaintext by means of preprocesses operation, which can adequately keep attacker from a conceivable word as PCR primers.

LITERATURE REVIEW

DNA cryptographic techniques are developed widely in many advanced encryption data security nowadays to use DNA sequence as an information carrier. Here, in this process, the plaintext is encrypted to DNA digital

A STUDY ON THE GROWTH AND COMPOSITION OF REVENUE EXPENDITURE OF TAMIL NADU DURING 1990-91 TO 2016-17

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Abstract

The government of developing countries undertakes the welfare and political administrative activities since it is with the socialistic and democratic in nature. The spirit of nationalism and the universal desire of economic self-sufficiency caused the expansion in public expenditure. The public expenditure is increased besides the increasing in the size of the population which also leads to increase the state activities. The government spends large sums of money on providing various facilities and amenities to economically weaker sections of the society to achieve distributive justice. Hence the role of the state governments become enhancing and the public treasuries is to bear the heavy financial strain. In this contemporary financial scenario, the present paper analyzes the growth and the composition of revenue expenditure of one of the southern states in India namely Tamil Nadu, the period between 1990-91 and 2016-17.

Key words: Revenue Expenditure, Revenue Receipts, Revenue Deficit and GSDP.

Introduction

Public expenditure has been increasing rapidly in modern days as compared to olden days; it is because of increasing activities and responsibilities of the state. The sphere of the state activities are expanding not only restrained to defense, justice, maintenance of law and order and social overheads but also, with growing conscience among the people and also on the part of the government towards its

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Anti-magic labeling for Boolean graph of path BG(P_n), (n≥4)

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Abstract— A graph G is anti-magic if there is a labelling of G is a one-to-one mapping taking the edges onto 1, 2, ..., |E| such that the sum of the labels assigned to edges incident to distinct vertices are different. A conjecture of Hartsfield and Ringel states that every connected graph different from K_2 is anti-magic. Our main result validates this conjecture for Boolean graph of path P_(n) (n≥4).

I. INTRODUCTION

Suppose $G(V, E)$ is a graph and let $E_G(v)$ be the set of edges of G incident to v, for each vertex v of G. We shall write $E(v)$ for $E_G(v)$. Let $f: E \to \{1, 2, \ldots, |E|\}$ be a bijective mapping. The vertex-sum $\varphi_f(v)$ at v is defined as $\varphi_f(v) = \sum_{e \in E(v)} f(e)$. For any two distinct vertices u, v of G, $\varphi_f(v) \neq \varphi_f(u)$ gives an anti-magic labeling of G. A graph G is called anti-magic if G has an anti-magic labeling. The problem of anti-magic labeling of graphs was introduced by Hartsfield and Ringel [4]. They conjectured that all graphs with no single edge component are anti-magic. Graph Labeling has many applications in coding theory, X-ray crystallography, radar, astronomy, circuit design, communication network addressing, and data base management.

II. CONJECTURE 1

[4] Every connected graph different from K_2 is anti-magic. This conjecture is still open. Interestingly, the graph K_2 can be regarded as a tree on two vertices. Thus, if we restrict ourselves to trees, the above conjecture holds. Hartsfield and Ringel proved that paths, cycles and complete graph K_n, $(n \geq 3)$ are anti-magic. Recently, Alon et al. [1] have proved that the conjecture is true for some classes of dense graphs. They have shown that all dense graphs with $(n \geq 4)$ vertices and minimum degree $\Omega(\log n)$ are anti-magic. They also proved that if G is a graph with $(n \geq 4)$ vertices and the maximum degree $\Delta(G) \geq 4n - 2$, then G is anti-magic and all complete bipartite graphs except K_2 are anti-magic. Anti-magic labeling of the Cartesian product of graphs was

studied in [7]; if G is a regular anti-magic graph then for any graph H, the Cartesian product $H \times G$ is anti-magic. It was proved in [4] that 2-regular graphs are anti-magic and proved in [6] that 3-regular graphs are anti-magic. As a consequence, if G is 2-regular or 3-regular then for any graph H, $H \times G$ is anti-magic. In this paper, we extend anti-magic labeling to Boolean Graph of path.

III. DEFINITION

Boolean graph $BG(G)$ is a graph with vertex set $V(G) \cup E(G)$ and two vertices in $BG(G)$ are adjacent if and only if they correspond to two adjacent vertices of G or to a vertex and non - incident edge of G.

IV. THEOREM

The Boolean graph of path BG(P_n), (n≥4) is anti-magic

Proof: Let P_n be the path with vertices $v_1, v_2, v_3, \ldots, v_n$. By the definition of Boolean graph $BG(P_n)$ the vertex set is given by
$$V(BG(P_n)) = \{v_i ; 1 \leq i \leq n\} \cup \{u_j ; 1 \leq j \leq n-1\}$$
and the edge set is given by
$$E(BG(P_n)) = \{v_i v_{i+1} ; 1 \leq i \leq n-1\} \cup \{u_j u_{j+1} ; 1 \leq j \leq$$
We discuss Boolean graph of path in two cases.
Case (a): n ≡ 1 (mod 2)
Label the vertices of $BG(P_n)$ using the function $f : E \to N$ as follows:
f(v_i v_{i+1}) = i ;   i = 1, 2, …, n.
f(u_j u_{j+1}) = 2n-j; j = 1, 2, …, n–1.

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THE METAMORPHISM OF SUPPRESSED WOMEN ON RELIGIOUS GROUNDS IN
TASLIMA NASRIN'S LAJJA AND SHODH

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ABSTRACT

From time immemorial, women have been suppressed in mind and body that they are inferior and secondary to men. They are enforced to play the subordinate roles as scripted by the dominant males in the patriarchal structure of society. The word 'religion' literally meaning a personal or institutionalized system grounded in a belief in a God or Gods and the activities connected with this, at its basic level, is just a set of teachings that tell people how to lead a good life. The purpose of religion has never been to divide the people into groups of isolated followers that cannot live in harmony together. In reality, religion divides and segregates genders too. In this paper entitled, The Metamorphism of Suppressed Women on Religious Grounds in Taslima Nasrin's Lajja and Shodh, an attempt has been made to analyze marginalization of women along with that of the religious minority as depicted in Taslima Nasrin's Lajja and Shodh. She turned into a voice of the marginalized and victims who attempt to get by in the faction of the viciousness and unknown.

Keywords: Bigotry, gender bias, Islamic writings, religious extremism, suppression.

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EDGE-ODD GRACEFUL LABELING OF
PATH MERGING WITH FAN AND CIRCUIT MERGING WITH NULL GRAPH

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Abstract: Kaneria et. al. [2014a] discussed graceful labeling for some star related graphs, and Kaneria et, al. [2014b] graceful labeling for open star of graphs. Gao [2007] studied odd graceful labelings of some union graphs like as path, star, and cycle. Seoud and Abdel-Aal [2013] analyzed a new class of odd graceful graphs. Vaidya and Lekha [2010a] obtained some new graphs having odd graceful labeling. Vaidya and Lekha also found new families of odd graceful graphs from wheel and star. Vaidya and Shah got graceful and odd graceful labelings for some graphs related path and circuit. In this article, the edge-odd graceful labelings of each graph $P_n * nF_5$, $P_n * nF_7$, $C_7 * 3F_n$, $C_n * N_2$, and $C_n + k * N_2$ are obtained.

Key words: edge -odd graceful labeling, edge -odd graceful graph.

1. INTRODUCTION

Badr, Moussa & Kathiresan [2011] proved the following: (1). The cycle Cn is odd graceful if n is even (n ≥ 4); (2). The crown graph $C_n \odot mK_1$ is odd graceful if n is even (n ≥ 4); (3). The subdivision of ladders S(Ln) is odd graceful.

Pradhan, P., and Kamesh Kumar [2014] found the results mentioned below: (1). The graph obtained by adding r - pendant edges to each vertex of Kn in the graph $P_2 + K_n$ admits graceful labeling; (2). The graph obtained by adding r - pendant edges to each vertex of in the graph $P_2 + K_n$ admits graceful labeling; (3). The graph ($P_2 + K_n$) $\odot$ rK_1 admits graceful labeling where n ≥ 2(r − 1) when r > 1 and n > 0 when r = 1; (4). The graph obtained by adding pendant

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AN ASSESSMENT OF FLOOD VULNERABILITY USING RISK MATRIX METHOD-
A CASE STUDY OF KANAYAKUMARI DISTRICT, TAMIL NADU

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Abstract: *Kanniyakumari district is the southernmost part of Tamil Nadu which is prone to disaster and escalating disaster losses. An effective way of disaster mitigation is the foundation for proficient disaster response and rescues which results for reducing the degree of hazardous impacts on the population. Vulnerability is the term to which the populations capacity to anticipate and recover the impact of hazardous event. Vulnerability systematically estimates the damage that could be caused by a potential disaster. The main aim of this paper is to assess the flood vulnerability of region using risk matrix method. It highlights the identification of elements and stakeholders potentially at risk, identification of factors influencing on vulnerability and the mitigation measures to reduce the hazards.*

Keywords: Vulnerability assessment, Matrix method, Mitigation measures, Risk reduction

Introduction
 Asia is the one of the most disaster-prone region in the world. Millions of populations are at risk to natural hazards such as typhoon, flood, landslides and fires. According to National Institute for Disaster Management (NIDM), the disaster is defined as a "catastrophic situation in which the normal pattern of life or ecosystem has been disrupted and extra-ordinary emergency interventions are required to save and preserve lives and or the environment. Their impacts are diverse in nature and also it leads to loss of life, injury and diseases and the destruction of property and other assets, disasters can also cause socio-economic and environmental disruption. In particularly, the hydrological hazards that affect an increasing number of people and cause increasingly large economic losses (United Nations Office for Disaster Risk Reduction-UNISDR). India is ranked as high-risk class, as per INFORM rating, with the risk management index of 5.7, whereas in terms of flood hazard index, the value is about 8.5 comparatively.

In general, the coastal region is one of the most dynamic zones on landscape which subject to various natural and anthropogenic processes that continuously changes the condition of the coastal region *(Natesan and Anitha 2010).* In fact, the coastal zones in India assumes importance because of high productivity of its ecosystems, density of population, utilization of renewable and nonrenewable natural resources, industrialization and spurt in recreational activities. Boundaries of the coastal zones are defined in different ways depending on the focus of interest and availability of data. Typically, a combination of distance to coast and elevation data is used. Different countries use different distance criteria for defining the coastal zone. In India, 500 m distance from the high tide line (landward) is taken for demarcating the coastal zone. Total coast line of the world is 3,56,000 km and the coastal area covers more than 10 percent of the earth surface. Due to its economic and natural enrich, the world's population of about 40 per cent lives within 100 km of the coast. About 10 percent of the world's population resides in low elevation coastal zone (<10m) making their lives highly vulnerable to coastal disasters. About 35 per cent of Indians live within 100 km of the country's coast line measuring 7,517 km. The statistical data of global disaster shows that the hazard and exposure of the country is in the index of 7.8, but it has to be highlighted that the disaster risk reduction (DRR) index in the value of 1.8 only. DRR is a systematic approach to identifying, assessing and reducing that risk. Specifically, the purpose of DRR is to minimize vulnerabilities and disaster risks throughout a society to avoid or limit (mitigate and prepare for) the adverse impacts of natural hazards, as well as to facilitate sustainable development. DRR is also recognized as a key climate change

The Management of Hazardous Solid Waste in India: An Overview

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Abstract: Due largely to economic development, industrialization, and changing lifestyles, quantity of hazardous waste in India is rising significantly. This is particularly true in mega cities, where populations are large and growing. Due to a range of factors including limitations in governance systems, inadequate treatment facilities, limitations in compliance and regulation, and limited trained and skilled stakeholders, the management of hazardous solid waste in the country is largely ineffective. One exception to this is the State of Gujarat, which has sought to implement a number of strategies to better manage the rising quantities of hazardous solid waste being produced. This article highlights the management of solid waste in the country for an effective mitigation of various hazards. Further, this article focused on adaptive technologies for the hazardous waste management all over the country more specifically in the state of Gujarat.

1. Introduction

Ineffective solid waste management is a significant problem in India, especially in urban centres [1,2]. As urbanization increases, the problems of solid waste management in the mega cities are also rising [3]. The population was 1252 million in 2013, compared with 1028 million in 2001 [4]. About a third of the population lives in urban areas. By 2050, it is expected that about 50% of India's population will be living in urban areas, and waste generation will grow by 5% per year [5]. It is anticipated that by 2021, 2031, and 2050, waste arising will be around 101 million metric tons (MMT), 164 MMT, and 436 MMT per year, respectively. The rise in the generation of solid waste is mainly due to population growth, economic development, and changing lifestyles. Municipal solid wastes which are hazardous are often simply collected, transported, and dumped without treatment or processing. Thus a substantial amount of waste remains unattended at collection centers, roadsides, and riverbanks, with many small scale and large scale industrial units disposing of their waste mainly in open spaces and adjacent to water sources, resulting in environmental pollution and risks to public health [2]. Thus despite significant socio-economic development, solid hazardous waste management systems in India have remained relatively unchanged and are inefficient. The 3Rs (reduce, reuse, and recycle) are seldom used, despite being part of the country's policy framework. Various pieces of legislation have been introduced by the Ministry of Environment and Forests (MoEF & CC) to address some of these issues.

HUMAN RESOURCES DEVELOPMENT AND ORGANISATIONAL PERFORMANCE

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Abstract

This study is about the human resources development and organizational performance of the companies. Human resources development is important to every organization in the competitive business world. It views the integrated use of training and development, career development; improve the employee performance and organizational effectiveness. Human resources development plays a role directly and indirectly for the purpose of improving the employees skills, attitude and behavior. The objective of the study is to identify the link between the human resources development and organizational performance in companies.

A crucial goal for any organization is to perform well and achieve goal result. Managing human resources in the organization rise to increase performance and effectiveness in the work place. The significant relationship between human resources development and organizational performance are should be planned and organized in each and every organization for the of employees job skills requirements, staff training and development, improvement of employees and to sustenance of current team building effort.

Keywords: Human resources, organization, employee's skills, job satisfaction, achieving goal.

Introduction

Human resources practices on organizational performance have be researched area of year. Human resources management focus on the management of staffs, people who work in the organization and issues related to the people hiring employee motivation, communication and training. Some of the pervious study as follows:

Meryer and alien (1991) in the previous studies of the concept commitment have substantiated that employee commitment to the organization has a positive influence o the job performance many organization are mainly focus on their employee needs because through that employee satisfaction can secure grater employee commitment. The role of human resources practice in the organization in foresting employee engagement and commitment is paramount.

Barney (2011) in the previous study of the concept says that organization can be a source for competitive advantages in the way that they can be rare and hard to imitate by competitors. Nearly all large companies have human resources management. Human resources management has increasingly become a strategic contributor value to the organization.

Human resources development in the organization reflects the strength of the employee attachment to an organization. Organization performance to employees can gain employees support and its bringing great productivity and the individual performance after the development process it is very easy to identify the employee's involvement in the particular organization. Knowledge, skills, abilities and experience of the work force, is useful to the organization employees to their achievement of the organization goal.

Objective of the Study

• To identify the link between the human resources development and organizational performance.

Review of Literature

Barney, wright (1998), according to the study organization can contribute the superior performance and become a source of sustainable competitive advantage as long as they are valuable, rare and difficult to imitate.

Dietz and Boon (2005) by analyzing the literature over the previous year on the human resources management. Performance relationship reported wide disparities in the treatment of the components emphasizing the black box stage between human resources management and performance. They focus on the frame work which dominated the field were the contingent frame work (ie) human resources management has relation in business strategy.

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