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3.4.4 number of books and chapters in edited volumes / books published, and papers in national/international conferenceproceedings year wise during last five years

Supporting Documents

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S. No	Name	Title of the Book/Chapter	Category	ISSN/ISBN No.		
	2018-19					
1.	N.Arumugam,	Biology for 12th standard.	Book	978-93-86519-06-1		
	M.G.Ragunathan,					
	N.Kanagaraj,					
	N.R.Laila Banu,					
	T.Selva Mohan					
2.	N.Arumugam,	Books for NEET (Physics)	Book	978-93-86519-10-8		
	N.Kanagaraj and					
	M.G.Ragunathan					
3.	N.Arumugam,	Books for NEET (Biology).	Book	978-93-86519-12-2		
	N.Kanagaraj and					
	M.G.Ragunathan					
4.	N.Arumugam,	Books for NEET (Physics,	Book	978-93-86519-09-2		
	N.Kanagaraj and	Chemistry and Biology).				
	M.G.Ragunathan					
5.	N.Arumugam,	Science for 10th standard	Book	978-93-86519-24-5,		
	V.Robin Perinba	(NCERT/CBSE)		93-86519-24-0		
	Smith, S.Mohammed					
	Ali and					
	M.G.Ragunathan					
6.	S. Savithri	English Language Teaching- A	Proceedings of the	13 978-81-2622-79-6		
		Modern Approach	conference	070 02 07000 00 7		
7.	Swati Paliwal	Hindi Bhasha: Dakshin Bharat	Book	978-93-87889-89-7		
0	MK	mei Hindi (Editor)		2249 4705		
8.	M. Kavitha	A study on Problems	Proceedings of the conference	2348-4705		
		encountered by Farmers in	conference			
		Agricultural Marketing with				
		reference to Kanchipuram District				
9.	J. Sivashankar	Internal Migration of	Proceedings of the	978-613-9-82513-4		
		Construction Workers in Chennai	conference			
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		on Environment and Green				
		Growth				
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		Em Algorithm	conference			
12.	K. Raviya	The Impact Study of Big Data	Proceedings of the	978-93-87102-67-5		
		Analytics in Social Network	conference			

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	Bhuvaneswari	devices and its applications in	conference	
		collegiate education system.		
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		Relational Data		
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About the Author

Dr. Shravan Kumar, Asstt. Professor at Raj Kumar Goel Institute of Technology, is a Personality Development trainer, Faculty Development trainer and facilitator. He has actively participated and presented papers in over 50 national and international seminars and conferences. His published



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लेख एवं पुस्तकें : Ujjwala-Women caught in the web of violence, अनुवाद—खाद्य पदार्थों में मिलावट के पहचान के सरल तरीके, अनुवाद—सन्दर्शनम, मीटी हिन्दी, नाचनी मधुमक्खियाँ, मन्थन काव्य संग्रह, इन्द्रधनुप एवं आधुनिक हिन्दी कहानी, अनुवाद—सिद्धान्त एवं प्रयोग तथा आकाशवाणी, दूरदर्शन एवं अन्तरराष्ट्रीय पत्रिकाओं में लेख प्रकाशित।

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डॉ. स्वाति पालीवाल

17 दिसम्बर को होशंगावाद (मध्य प्रदेश) में जन्मीं डॉ. स्वाति पालिवाल की प्रारम्भिक शिक्षा इसी सांस्कृतिक नगरी में हुई । इन्होंने बनस्थली विद्यापीठ, राजस्थान से स्नातक एवं स्नातकोत्तर की उपाधि अर्जित की । मदास विश्वविद्यालय से पीएच.डी.की उपाधि प्राप्त करने के बाद इन्होंने तमिलनाडु को अपनी कर्मभूमि बनाया । सम्प्रति गुरुनानक महाविद्यालय में हिन्दी विभाग की विभागाध्यक्षा हैं । इनकी तीन पुस्तकें एवं बीस से अधिक आलेख और आलोचनाएँ प्रकाशित हो चुकी हैं । मद्रास विश्वविद्यालय के दूरस्थ शिक्षा संस्थान के लिए इन्होंने एम.ए. हिन्दी की पाठ्य पुस्तकें तैयार करने में भी योगदान दिया है । आधुनिक हिन्दी कथा साहित्य की विशेषज्ञ होने के साथ-साथ समकालीन राजनैतिक एवं सामाजिक विषयों में भी इनकी गहरी पैठ एवं रुचि है ।

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37	Perception of Women Consumer Behaviour Towards Durable Goods - A Study	182
	With Reference To Chennai City	
	M. Poonkodi Dr.Eswari.M	
38	A Study on Artificial Intelligence Enhancing Human Resource in Analytics for	187
	Effective Business.	
	S.Chitra	
39	Redefining ethical leadership in a 21 st-century healthcare system	192
	S. Gunalan Dr. K.S. Sathyanarayanan	
40	Impact of Emotional Intelligence on Work Performance	197
~	S.V.Harshini Dr.P.N.Raghunathan	
41)	A Study on Problems Encountered by Farmers in Agricultural Marketing (with	202
	Reference to Kanchipuram District)	
	Dr. M. Kavitha C. Dinesh Babu	000
12	Efficacy of Business Intelligence in E-Commerce	208
	R. Bhuvaneswari Dr. P. Natarajan	014
13	Recent Trends and Developments in E-Marketing in India	214
	N.Srividhya	217
14	A Study on Financial Performance of Indian Banking With Reference To Non-	217
	Performing Assets	
15	Dr. A. Malliga E-Governance Initiatives for Future India	222
15	Dr. J.Johnson Pandian MS. S. Anitha	222
16	Comparing Mathematical Development in Human Resource Management and	225
+0	Education	
	P.Annie Mahiba	
47	Solar Energy and Its Future Role in Indian Economy	230
Ŧ/	Dr.R.Venkatasamy	
48	Problems of Leather Industrial Units in Tamilnadu	235
10	Dr. K. Manikandarajan Dr. N. Periyasami	
19	A Study on The Impact of Leadership Styles on Employee Motivation	239
	Dr. R.Devi	
50	The Role of Green Banking In India	243
	K.Mangai	
51	Recent Technological Development of Indian Bank Credit Card Operations	247
	Mr.K.Ganesan	S
52	A Study on Impact of GST on Religious and Charitable Trust	250
	T.Velu Dr. R. Rethinabai	
i3	Human Resource Management's Role in Developing Students' communication	255
	Skills	
	Harshitha.G	
i4	A Study on Emerging Issue Among The Business Analyst Role Stress in	261
	Women Employee Work Life	
	Ms. P Niveathitha Ms. B.Bhavya	
5	A Study on Digitalization in Banking Sector	265
	R. Bharathi rajan B. Jagadeeswaran	

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

Dr. M. Kavitha, Assistant Professor & Research Supervisor, PG & Research Dept. of Commerce, Guru Nanak College (Autonomous), Velachery, Ch-42. C. Dinesh Babu, Research Scholar, PG & Research Dept. of Commerce, Guru Nanak College (Autonomous), Velachery, Ch-42.

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.

INTRODUCTION



Sivashankar Jayaseelan

Internal Migration of Construction Workers in Chennai City

Comparison between the Tamil Migrants and North Indian Migrants in Chennai City of Tamil Nadu



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books are: Technical Writing and Oral Communication, Poetry for BA Part I and Fundamentals of Effective Communication. His six research papers have been published in international journals and eight research papers in national journals. He has established ELT@I chapter as a Chapter Head, i.e. ELT@I NCR-Greater Noida Chapter that bagged the Best Chapter Award-14 among 53 active chapters of India. He is managing editor and publisher of an online quarterly journal, The ELT Practitioner. He is National Joint Secretary of ELTAI.Dr. Harleen Kaur, Assistant Professor in the Dept. of English at Raj Kumar Goel Institute of Technology for Women, has 12 years of teaching experience. She has presented more than 35 research papers in national and international seminars, of which seven papers have been published in national research journals and four in international journals. She has organized many workshops as resource person and many conferences as Organizing Secretary. Her published books are: Technical Writing and Oral Communication and Fundamentals of Effective Communication. She is President of English Language Teachers Association of India, NCR-Greater Noida Chapter.Dr. Savithri Swaminathan, Ph.D. (English) is currently working at Guru Nanak College, Chennai. She has also worked for the Delhi (Central) University and Tamil Nadu Open University in various capacities. She has widely travelled, having visited over 12 countries. She has designed 30 textbooks and published 4 articles. She has presented papers at 35 national and international conferences, received 4 professional awards and has been a member in a number professional bodies.

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Current News





Internal Migration of Construction Workers in Chennai City

Comparison between the Tamil Migrants and North Indian Migrants in Chennai City of Tamil Nadu

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The migration of labour in the world is not a new phenomenon; it had started in an ancient period and is continuing. The migration labour started moving from one place to another place for the purpose of seeking job. These labours were placed in unorganized sectors like construction, brick kilns, road, railways, plantation, agriculture, canal work, etc. The human rights of migrant labour are violated in many ways in their work place. The main causes of migration of these people from one place to another place, poverty is one of the major causes and there is lack of job opportunity and low wage in their own village. These are the major causes of migration people of underdeveloped states like Orissa, Bihar and Jharkhand. For the eradication of poverty, the government of India has been implemented many programme MGNREGA, SGRY, NFFW and PDS, but these programmes are not effectively implemented in these states. So the people are migrating one place another place for seeking of job. For the protection of migration labour the government formed legislation. The results were tabulated by using of logistic regression model.

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DR.R.BALASUBRAMANIYAN DR.T.S.PREMA PROF.J.P.JAIDEEP

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IMPACT OF NEW ECONOMIC POLICY ON ENVIRONMENT AND GREEN GROWTH

Dr. N. Malathi*

1.1 INTRODUCTION

Globalisation is the process by which the whole world is coming to experience common economic, social, political, cultural and environmental changes. I July 1991, India had 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. This paper analyses more of the negative impact of New Economic Policy as an environmental impact of New Economic Policy, and explores the importance of Green Growth as a solution for environmental impact for all countries.

1.2 THE REASONS FOR IMPLEMENTATION OF NEW ECONOMIC POLICY

The reasons for implementation of New Economic Policy are: Excess of consumption and expenditure over revenue resulting in heavy government borrowings, Growing inefficiency on the use of resources, Over protection to industries, Mismanagement of the firm and an economy, Increase in losses for public sector enterprises, Various distortion like poor technological development, shortage of foreign exchange and borrowing from abroad, Low foreign exchange reserves, and High Inflation.

1.3 FEATURES OF LIBERALISATION AND **GLOBALISATION:**

The main features of Liberalisation and Globalisation are Devaluation of foreign investors, New Industrial policy, New Trade policy, Removal of import restriction, Liberalisation of NRI

India & Global Economy - Issues and Challenges

• 275

remittances, Freedom to import technology. Encouraging Foreign tie-ups, Relaxation of MRTP, Privatisation of Public sector, Planning and opening to expand business throughout the world, Buying and selling of goods and services from/to any countries in the world, Locating the production and other physical facilities on a consideration of the global business dynamics, irrespective of national consideration, Basing product development and production planning on the global market consideration, Global sourcing of factor of production i.e., raw material, components, machinery, technology, finance etc. are obtained from the best source anywhere in the world, and Global orientation of organizational structure and management culture.

1.5 ADVANTAGES AND DISADVANTAGES OF NEW ECONOMIC POLICY:

The major advantages of New Economic Policy are 16. Privatisation helps the profit making public sector units to modernize and diversify their business, makes public sector units as more competitive, improves quality decision making, helps to revive the sick units which are the liability of the public sector, improves efficiency in all industries, increase Foreign Direct Investment to more than USS31 billion in 2015, liberalised Industrial licensing, increases Foreign Exchange reserve, FEMA replaced as FERA, increases in production, reduction in dependence on external commercial borrowings, balanced development of world economies, commodities are at lower price with high quality, growth of e-commerce, reduced unemployment rate from 4.3 in 1991 to 3.6 in 2014, increased Percapita Income from Rs.11,535 in 1991 to Rs.88,533 in June 2013-14.

Though New Economic Policy gave all the abovementioned benefits, India is the home for more number of poor people and also a home for malnourished children. The reasons are: it ignores agriculture sector as a whole. In 1991, agriculture provided employment to 72 percent of the population and contributed 29.02 percent of the Gross Domestic Product.

[•] Assistant Professor, Department Of Economics, Guru Nanak College (Autonomous), Velachery, Chennai-42

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- The college offers 57 programmes which includes 22 UG, 8 PG, 2 M.Phil, 9 Ph.D. 3 add-on courses and 13 certificate courses
- The current student strength stands around 6500
- The College balances its commitment to academic excellence with an emphasis on the all-around development of students by encouraging them to participate in co-curricular activities and extra curricular activities on and off campus
- According to Nielson Survey on "India's best 50 colleges" conducted by India Today in 2015

Guru Nanak College has ranked as

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- The college has as many as 33 research guides
- . Pioneers in implementing digital attendence through mobile phones in campus since 2015
- Our cricket ground of international standards is a boon to the budding cricketers and our students represent India and play in the IPL

ABOUT THE DEPARTMENT

- The Department offers Bachelor Degree Programme on Computer Applications, since 2000 with an intake of 32 students. The intake was extended to 3 sections from 2007 and now the strength is 485
- The Department encourages the faculty and student members to undertake research activities and professional growth
- The program offers several areas of specialization as elective courses with advanced curriculum that has been developed and delivered by experienced academicians and industry professionals based on the industrial needs





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Brain Tumor Detection Using EM Algorithm				
Mr.D. Ravikumar	Dr.V.Devi	Dr. ArunRaaza		
Research Scholar,	HOD,	Dy.Director Research –		
Department of ECE,	Department of Computer Applications,	IPR Cell(CARD)		
School of Engineering,	Guru Nanak College, Chennai	VELS University, Chennai.		
VELS University, Chennai.	vdevi78@yahoo.com	director.card@velsuniv.ac.in		
ravi.se@velsuniv.ac.in				

Abstract

Bio medical engineering methodologies can be used in the field of diagnosis and treatment of various diseases. Primarily in the case of tumor detection bio clinical imaging performs a major role. Any tumor can be treated and cured if it is diagnosed at an early stage. Handbook detection of brain tumors from MR snap shots is a challenging and time consuming venture. This paper describes an Expectation Maximization (EM) algorithm for tumor detection in the case of brain tumor, thus provides to be a useful CAD Tool for doctors who are to treat tumors.

Keywords: *Expectation Maximization (EM) algorithm, MR images, Tumor and Edema, Image Segmentation.*

I. INTRODUCTION

The understanding of manually segmenting brain tumors from MR pictures is ordinarily time drinking and elaborate. In most settings the mission is done by marking the tumor areas slice by slice. It depends on human rater's view and generates jaggy portraits. Manual segmentation is finished headquartered on a single snapshot with intensity enhancement provided by an injected distinction agent. For this reason, the segmented portraits are less than most beneficial. The proposed method is more desirable, because it reduces the load on the human raters and generates segmentations that take the information within the entire three dimensional multiparameter images into account.

The method of automatically segmenting medical photographs, as versustraditional scenes, has the tremendouscompetencies that structural and depth traits aregood recognized up to a traditionalorganic variability or the presence of pathology. Essentially the most fashioned class of ways is pixel- or voxelheadquartered statistical classification utilizing multiparameter pix [1]. These ways do not consider global shape and boundary information. Applied to brain tumor segmentation classification approaches havemet with best constrained success [2] as a result overlapping depth distributions of healthy tissue, tumor and surrounding edema. Tumors were viewed as outliers of a Gaussian model for the worldwide intensity distribution [3], assuming that lesion voxels are fairly distinctive from ordinary tissue characteristics. Van Leemput [4] used expectation maximization idea and developed automatic segmentation of MR pics of traditional brains bymeans of statistical classification, using an atlas prior for initialization and in addition for geometric constraints.

We suggest a entirely computerized system for segmenting MR graphics offering tumor and edema, each influence and infiltrating buildings. Van Leemput [4] method segments the brain MR pics into white matter [WM], gray matter [GM], and Cerebro spinal fluid [CSF]. In our proposed algorithm additionally tumor and edema classes are added to segmentation. Our procedure supplies a full classification of brain tissue into white matter[WM], gray matter[GM], cerebrospinal fluid [CSF], Tumor and edema. Because the process is completely automatic, its results are fully reproducible in repeated trials.

II. EXPECTATION MAXIMIZATION [EM] SEGMENTATION

An algorithm for fully automatic segmentation of normal tissue using an expectation maximization [EM] algorithm has been beforehand developedvia[4] Van Leemput. This algorithm interleaves chance density perform (pdf) estimation for each tissue class (gray matter, white matter and CSF), classification, and bias area correction utilizing the basic EM method. The equation for the classification step

$${}_{is}p(\Gamma_i = j|y_i, \theta) = \frac{p(y_i|\Gamma_i = j, \theta_j)p(\Gamma_i = j)}{\sum_k p(y_i|\Gamma_i = k, \theta_k)p(\Gamma_i = k)}$$

where y_i is the intensity at voxel i and Γ_i is the class of voxel i.

The EM algorithm makes use of a spatial atlas from the Statistical Parameter Mapping (SPM) package for initialization and classification.

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The Impact Study of Big Data Analytics in Social Network

Raviya.K

Assistant Professor & Research Scholar, Department of Computer Applications, Guru Nanak College, Chennai. raviya.mca@gmail.com

Abstract

This paper particularly focuses on the contemporary technology of big statistics, excessive volumes of precious information can be effortlessly accumulated and generated. Social networks are examples of generating sources of those huge records. The improving use of social networks, which encompass facebook, Twitter, and Weibo has produced and is generating big amount of statistics. Social community analysis (SNA) is the software of graph concept to recognize, categorize and quantify relationships in a social network. those huge social networks preserve growing, there are situations wherein person customers or businesses want to find the ones frequently observed agencies of social entities a good way to observe the same agencies. The huge information analytics solution that makes use of the MapReduce model to mine social networks for coming across businesses of often followed social entities. it could be a great device to improve analytic competencies in any area, as an instance advertising and marketing analytics, churn prediction, fitness care and so on. the principle goal of this paper is imparting academic factor of social network and large information analytical troubles and future route in social network analytics.

Keywords:- SNA, BDA, Big Data, Analytics, Social Network, MapReduce

I. INTRODUCTION

The records demanding situations these days are regularly categorized as "big" due to the fact they address one or greater of the following: "massive" quantity, speed or range even as the demanding situations of reading such "large statistics" are most usually discussed, growing volume, pace and variety of information are produced in social media. The growing use of social networks, inclusive of

face book, Twitter, and Weibo has produced and is generating big volume of records. Twitter posts greater than 500 million tweets each day. Weibo is stated to have over 766 million energetic users consistent with day in 2014. business corporations and other groups are interested by coming across new commercial enterprise perception to growth enterprise overall performance.

It outcomes in big statistics analytics in social network. The huge records produced through the use

Dr. Mary Vennila.S

Associate Professor & Research Supervisor, PG & Research Department of Computer Science, Presidency College, Chennai. vennilarhymend@yahoo.co.in

of social networks may be analyzed via the era together with MapReduce, Hadoop and NoSQL strategies have supported allotted statistics garage, parallel records retrieval and processing. Many analytical strategies and algorithms are designed for industrial enterprise analytics, which encompass, which includes ok-means clustering, association rules, Linear/logistic regression, and Time collection. Many software companies have advanced their BDA merchandise. for example, IBM has a chain of software to help BDA together with InfoSphere, PureData, Cognos and SPSS modeler.

By using advanced analytics, enterprises can analyze big data to learn about relationships inunderlying social networks that characterize the social behavior of individuals and groups.

II. THEORETICAL FOUNDATION OF SOCIAL NETWORK

A social network is a set composed of nodes and hyperlinks among every two nodes. In a virtual community the nodes additionally constitute social actors, and the links are relationships. human beings or corporations as well as their social members of the family are linked by using a social network. There are three basic substances of social network structures: the actor, relation, and network, which are introduced below.

A. Actor

Nodes in network are actors. Everything such as a user, a book, or a movie can be an actor in the virtual community. When doing research on a virtual study community based on a network environment, we can point out on some particular actors who have a very important influence on the majority of others on one side, and pay attention to the entire network on the other side

B. Relation

A relation is a link of nodes. It is one of the core parts in basic research on virtual learning communities. Nodes (actors) share, transfer, and attain data through direct or potential links (relations). There are three structures of relation: *content*, *direction*, *and strength*.

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An Usage of Pervasive Computing Devices and Its Applications in Collegiate Education System

	R.Akila	M.Bhuvaneswari
	Assistant Professor,	Assistant Professor,
	Department of Computer Science,	Department of Computer Science,
	Guru Nanak College(Autonomous), Chennai.	Guru Nanak College(Autonomous), Chennai.
l	akila.akilarchp@gmail.com	me.bhuvaneswari@gmail.com

Abstract

Pervasive Computing also defined as omnipresent computing or ubiquitous computing and it's the rising development of embedding computational ability into every -day activities. The purpose of pervasive computing in education is to develop the student's community to improve their quality in education system. Now- a- days there are 90% of students using their Smart aid and it's becomes as a part of their life. With the help of their smart aids like Smartphone, I Phone, Laptops, Personal Digital Assistants, I Pod, I Pads and etc.. This type of devices helps them to enhance their computing skills such as typing speed, Computing potential, presentation skills, designing talent and Gaming familiarity. The pervasive computing devices can be carrying by students at anywhere and anytime very easily. The diverse environments to facilitate students by omnipresent computing areE- Learning, m-learning, ulearning, e-assignments, e-examinations, e-books and eutilities & Tools. The different types of applications uSmart Educational Device by omnipresent compute are 3G/4G Cellular Technology, Wi-Fi adoptability, Bluetooth technology, Cryptographic techniques, Embedded computing skills, Voice Recognitions, Artificial Intelligence, Online Shopping, Online Marketing, E-Commerce, E-Money transfers and Online Videos. These are a mixture of applications helps the collegiate educations to up grow the students in their future competition world. The pervasive computing education tools make students successfully be in touch and act upon a variety of positive every day job.

Keywords: omnipresent computing, ubiquitous computing, computing skills, Cryptographic techniques, embedded computing skills.

I.INTRODUCTION

In recent years, digitalization around the globe has been proceeding toward wireless message and sensor technology, which are able to sense the contexts of our everyday life, and supply individual chains consequently. Such knowledge has been called ubiquitous computing. The improvement and progress of those new technologies have led to a new explore issue in education;

That is, to develop an ground-breaking learning environment so that the students can become skilled at in any place at any time. Moreover, with the help of context-aware (sensor) technology, the education system is able to spot the student learning behaviors in the true world, and hence more active and adaptive learning activities can be conducted. Such a learning scenario is called context-aware ubiquitous learning, which has gradually become a fashionable trend of edification.

Ubiquitous computing integrates technology into the environment, giving the opportunity to users to utilize it anytime and anywhere. It differs from traditional systems where the user is bonded to a computer in a specific place. Now it is possible for a user to utilize the technology without the restriction of place or time. Ubiquitous computing environments are different from what one traditionally finds in most school settings. It offers to all students and teachers continuous access to a wide range of software, electronic documents, the Internet, and other digital resources for teaching and learning. These initiatives' goals include increasing economic competitiveness, reducing inequities in access to computers and information between students from wealthy and poor families, and raising student achievement through specific interventions. Other reasons cited for supporting laptop initiatives include improving classroom culture, increasing students' engagement, making it easier to differentiate instruction according to students' needs, and solidifying home-school connections.

II. Smart Classroom set-up



Figure 1 – Smart Classroom

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Organized by the **Department of Computer Applications (BCA)**
Secure Attribute Transmission Of Watermarked Relational Database

Usha Nandhini. A, Assistant Professor, Department of Computer Science, Guru Nanak College (Autonomous), Chennai, TamilNadu.

Abstract

In this paper proposes a watermark technique implemented in relational database to secure the data. A watermark technique plays an important role in addressing the ownership problem. Such techniques allow the owner to embed an invisible watermark into the data. Watermark describes the information about the relational database. The embedded watermark could not be easily altered, copied or removed from the watermarked data. Watermarking techniques have been developed for video, images, audio and text data and also software and natural language text.

Keyword: Watermark, relational data, MD5, Threshold based techniques.

I.INTRODUCTION

The rapid growth of the Internet and related technologies has offered an unprecedented ability to access and redistribute digital contents. In such a context, enforcing data ownership is an important requirement, which requires articulated solutions, encompassing technical, organizational, and legal aspects. Although we are still far from such comprehensive solutions, in the last years, watermarking techniques have emerged as an important building block that plays a crucial role in addressing the ownership problem. Such techniquesallow the owner of the data to embed an imperceptible watermark into the data. Secure embedding requires that the embedded watermark must not be easily tampered with, forged, or removed from the watermarked data. Imperceptible embedding means that the presence of the watermark is unnoticeable in the data. Furthermore, the watermark detection is blinded, that is, it neither requires the knowledge of the original data nor the watermark.

II. EXISTING SYSTEM

The existing techniques are ontology and histogram, which are used for watermarking. These techniques embed the watermark bit in the Most significant bits of selected attributes of a selected tuples. It uses secret key in watermarking. For each tuples a secure message, authenticated code is computed using the secret key and tuples primary key. The computed MAC is used to select candidate tuple attribute and

the MSB positions in the selected attributes. These schemes are against most common attack such as tuple insertion and tuple deletion.

DISADVANTAGES

* These techniques did not provide the mechanism for multi bit watermarks.

* The watermark can be easily compromised by very trivial attacks.

III.PROPOSED SYSTEM

The proposed techniques are Data partition algorithm, MD5 algorithm and Triple DES algorithm which are used for partition and encryption. These thesis present the novel problem of securely transmitting provenance for data streams using MD5 algorithm. Then we encrypt the partitioned data using TripleDES algorithm. Least Significant Bit (LSB) and Most Significant Bit (MSB) are used for Encoding process. Data set will make Partition and grouping for encoding process. However, unlike traditional watermarking approaches this embed provenance over the inter packet delays (IPDs). It avoids the problem of data degradation due to watermarking. It propose a spread-spectrum watermarking-based solution that embeds provenance over the inter packet delays. The security features of the scheme make it able to survive against various networks or flow watermarking attacks.

Watermarking embeds ownership information in digital content. Watermark describes information that can be used to prove the ownership of relational database. Here the embedding is hidden that the presence of watermarking is invisible to the user. Furthermore, the watermark detection is blinded, that is, it neither requires the knowledge of the original data nor the watermark. Encoding and Decoding process are more confidential. In particular, the proposed technique is resilient to tuple deletion, alteration and insertion attacks.

ADVANTAGES

o Encoding and Decoding process are more secured.

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Organized by the **Department of Computer Applications (BCA)**

An Overview On Credit Card Fraudulent Detection Using K-Means Algorithm In Data Mining M.Deepa,

Assistant Professor, Department of Computer Applications, Guru Nanak College (Autonomous), velachery. deepamathan195@gmail.com

Abstract

In recent days most of the small and large originations have moved their daily businesses to online and provide the services to customers using internet. Credit Card (CC) fraud is one of the major issues in online transaction. In recent year CC fraud or no card frauds are increased in day to day activity. The main reason is most of the customers are using CC for their all kind of payment. So the aim of this paper is to identify the different types of CC fraud and to review the alternative techniques to detect the CC frauds. Therefore secured transaction is required for CC holders when consuming their CC to make electronic payment for purchasing goods. These study different types of fraudsters that commit CC fraud and the type of techniques used by these cyber fraudsters to commit fraud on the internet is discussed.

Keywords: Credit Card Fraud, Credit Card Fraudsters, K-means Data Mining.

I.INTRODUCTION

CC fraud can be defined as the fraudulent use of a credit card account through the theft of the account holder's card number, card details and personal information, through a wide variety of methods in order to perform illegal transactions from the compromised account. Fraud can also define as criminal activity or adjunct to identity theft. Due to the expansion of modern technology, the payment mode of individual has been changed significantly. The use of online payment mode such as Online Banking, Debit Card, Credit Card etc. Now a day tremendous volume and value increase in credit card transactions. CC fraud begins with the theft of the physical card or with the compromise of data linked with the account, including the card account number or other details that would regularly and essentially be available to a merchant during a genuine transaction. Fraud detection and software that

analyzes the patterns or blue print and unusual behaviour as well as individual transactions in order to flag likely fraud. Profiles include such information as IP address.

II. DATA MINING: AN OVERVIEW

2.1 Definition

Data mining is defined as the extraction of hidden predictive information from large databases. In general, data mining (sometimes called data or knowledge discovery) is the process of analyzing data from different views and summarizing it into useful information - information that can be used to increase profits, scores prices, or both. Data mining software is one of a number of analytical tools for analyzing data. It allows users to analyze data from different dimensions or angles or categorize it, and summarize the relationships identified. Technically, data mining is the process of finding correlations or patterns among dozens of fields in large relational databases.

III.METHODOLOGY

3.1 K-Means Clustering Algorithm

K-means clustering algorithm is unsupervised liner clustering algorithm it solve the well known clustering problem. K-Means clustering intends to partition n objects into k clusters in which each object belongs to the cluster with the nearest mean. This method produces exactly k different clusters of greatest possible characteristic. The best number of clusters k leading to the greatest separation (distance) is not known as a priori and should be compute from the data. The objective of K-Means clustering is to minimize total intra-cluster variance, or, the squared error function:

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Meticulousness-Constraine Privacy- Preserving Access Control Mechanism For	
Relational Data	
P.Malathi	
Assistant Professor,	
Department Of Computer Science,	
Guru Nanak College(Autonomous), Chennai	
Malathii 1989@gmail.Com	

Abstract

The existing system focuses on privacy protection mechanism and it ensures that the privacy and accuracy goals are met before the sensitive data is available to the access control mechanism. The policy administrator defines the permissions along with the imprecision bound for each permission/query, user-to-role assignments, and role-to permission assignments. The proposed system proposes how current relational database management systems can be transformed into their privacy-preserving equivalents. Specifically, the language constructs and implementation design for fine-grained access control (FGAC) were discussed to realize this goal. The proposed model supports predicated authorization to specific columns, cell-level authorization with nullification, authorization for function/procedure execution, and grants with grant option. The proposed model also incorporates other novel features, such as query defined user groups, and authorization groups, which are designed to simplify administration of authorizations.

Keywords : Fine-grained access control, k-PIB, Datebase.

I.INTRODUCTION

Databases often store critical, sensitive and extremely confidential information. To Databases often store critical, sensitive and extremely confidential information. To protect this information from being accessed by third-parties without proper authorization, individuals and organizations have to be cautious about protecting the information. While preserving database privacy or privacy of the individuals involved, there is a need to assure that database provides as informative answers to the needed users. Any attempt to access unauthorized fields is prevented by updating the resultant view using null values. Content based access control is used for ensuring the privacy.

II. EXISTING SYSTEM

The existing system, first formulate the accuracy and privacy constraints as the problem of k-anonymous partitioning with Imprecision Bounds (k-PIB) and it gives hardness results. Second, the concept of accuracy-constrained privacy-preserving access control for relational data was proposed. Third, a heuristic was proposed to approximate the solution of the k-PIB problem and also conducts empirical evaluation.

DRAWBACKS

- There is no privacy for user data.
- The sensitive information is still susceptible to linking attacks by the authorized users.
- User data is unknown once it is anonymized.
- All user details are anonymized not focusing a particular user details.

2.1 EXISTING SYSTEM ARCHITECTURE

The existing system architecture is shown in the below Fig.3.1



Fig.2.1. Existing system Architecture

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Efficient Cloud Data Storage In Clustering Analysis Method

Kiruthiga.G

Assistant Professor & Research Scholar, Department of Computer Applications, Guru Nanak College, Chennai. g_kiruthiga@yahoo.co.in Dr. Mary Vennila.S, Associate Professor & Research Supervisor, Research Department of Computer Science, Presidency College, Chennai. vennilarhymend@yahoo.co.in

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. Cloud computing and many clients expect that cloud computing will reshape data technology strategies. large quantity of records is stored within the cloud which desires to be retrieved efficiently. The retrieval of information from cloud takes a lot of time as the data is not stored in an organized way. Data mining is thus important in cloud computing. We can combine information mining and cloud 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.*

I.INTRODUCTION

Large volume of data is stored in the cloud environment and needs to be retrieved efficiently. The retrieval of information from cloud takes a lot of time as the data is not stored in an organized 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

In supervised learning technique the data is processed with their class labels and here the class labels are working as teacher for learning algorithm. On the other hand in unsupervised learning technique the data not contains the class labels to utilize as the teacher. Therefore using the similarity and dissimilarity of the input training samples the data is categorized. Therefore the supervised learning processes are known as the classification of data and the unsupervised learning techniques are supporting the cluster analysis of data. In this presented work the unlabelled data is used for analysis therefore the data analysis technique is used as the cluster analysis. Clustering is the unsupervised classification of patterns or input samples. That can used classify observations, data items, or feature vectors into groups. These groups are in data mining is known as the cluster analysis of data. Within the case of clustering, the problem is to organization a given series of unlabelled patterns into significant clusters. In a feel, labels are associated with clusters additionally, but these class labels are data pushed; that is, they're obtained entirely from the statistics.

1.1 Clustering technique background

Clustering is a most famous facts mining technique used to discover beneficial unknown pattern from records in big repository. Clustering is grouping of facts into special clusters such that elements belong to equal cluster are most comparable at the same time as elements belongs to extraordinary cluster are varied. Basically Clustering strategies are divided into

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Organized by the **Department of Computer Applications (BCA)**

Customer's Satisfaction About Online Shopping - A Study Reference With Ambasamudram Block

G Ponselvi

Assistant professor, Department Of Commerce Guru Nanak College, Chennai – 42 Email: rajaselvi1975@gmail.com

Abstract

Customer's attitude towards online shopping refers to their psychological state in terms of making purchases over the Internet. Online buying behavior process refers to the products purchased online. The process of online buying behavior consists of five steps and it is similar to traditional shopping behavior For instance, consumer recognize the need for buying some product (book), they refers to the internet to buy online and start to search for the information and look for all the alternatives and finally make a purchase which best fits to their needs. Before making final purchase consumers are bombarded by several factors which limits or influence consumers for the final decision. The main theme of the study is to know the factors that influence the consumer's attitudes and behaviors towards online shopping. Researchers will also focus on how consumers form such attitudes with the help of models and who are truly the online shoppers.

Keywords: Importance, impact, purchase and satisfaction of online shopping

I. INTRODUCTION

In the past decade, there has been a dramatic change in the way consumers have altered their way of shopping. Although consumers continue to purchase from a physical store, consumers feel very convenient to shop online since it frees the customer from personally visiting the store. Internet shopping has its own advantages and it reduces the effort of travelling to a physical store. Decisions can be made from home at ease looking at various choices and prices can be easily compared with the competitor's products to arrive at a decision. Online shopping offers the customer a wide range of products and services wherein he is able to compare the price quoted by different suppliers and choose the best deal from it. Internet marketing is conceptually different from other marketing channels and internet promotes a one to one communication between the seller and the end user with round the clock customer service. Today, business internet marketing is the fastest growing segment of online commerce. The major difference between traditional and online selling is the extent of interaction between the consumer and the seller. There is much more electronic interactivity

with the consumer in the form of emails and FAQs. Through FAQs, the consumer's questions on shipment, payment, product, policies and other customer concerns can be addressed effectively.

It is very important for businesses to understand the customer satisfaction and loyalty because some the customer satisfaction and loyalty are two required things for the wellbeing, prophet and long term growth of the firms. In other words we could say that to measure howsuccessful the businesses are it is considered in terms of how satisfied and loyal their customers are Generallyspeaking, the trend of emarketing has been increased rapidly in the recent years with the development of internet and due to the easy accessibility of internet usage. Easy access to internet has driven consumers to shop online in fact according to the University of California, Los Angeles (UCLA) communication policy; online shopping is third most popular activity on the internet after email using and web browsing. Globally more than 627 million people have done online shopping so far, World's biggest online shoppers include Germans and British. Books, airline tickets/reservations, clothing/ shoes videos/games and other electronic products are the most popular items purchased on the internet.

II. OBJECTIVES OF THE STUDY

- > To analyse the importance of Online Shopping.
- To assess the impact of the Online Shopping in commercial sector.
- To study the strategies and policies practiced in the process of Online Shopping.
- To study the attitude of Online Consumers in Ambasamudram Area.
- To provide implimentative suggestions to protect the interest of new Online Consumers.
- They want to be able to quickly see their options. Getting a grasp of what all my options are will lead to the next objective of shoppers.
- The final objective for any shopper is to make a decision, or in other words, a purchase.

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The Impact And Significance of Network Speed In Enhancing The Usage of Unified Communications Networks Technology

Dr. A. Kovalan	Mrs. R. Rajini
Controller Of Examinations	Assistant Professor & Head,
Deivanaiammal College for Women	Department of Computer Science
Villupuram Dt, Tamil Nadu	Guru Nanak College (Autonomous), Chennai.

Abstract

The successfulness of digitization in business using Unified Communication Technology will lead the enterprises to next phase of business. In fact, industry experts foretell that users will have, on average, 5.5 connected UC devices by 2020. Though Unified Communication (UC) technology vendors make effort to reduce the number of complexities faced by users in finding the apt communication option and time to setup the communication, usage of UC products will face the challenge especially in traffic maintenance and in data communication speed. While the Enterprises engage UC productsfor communication for all purposes, bandwidth usage will become inundated. The objective of this paper is provide a marginalized solution so that in real-time the UC products deployment can be put to use effectively.

Keywords: Unified Communication, Enterprises, QOS, Bandwidth, Latency

I. INTRODUCTION

Unified Communication refers to all forms of communications that are exchanged via the medium of the TCP/IP network to include other forms of communications such as Internet Protocol Television and Digital Communications.





The prime aim of any communication is breaking down the barriers. Figure I shows the Enterprises employing UC may include any combination of IP telephony, video, audio&Web conferencing, unified messaging, instant messaging, presence, wikis, blogs, social networking and more.

It is the big task for the Enterprises to manage the network with UC products, which traditionally has handled fairly predictable and non-delay-sensitive traffic, and to have strategy to handle a combination of real-time and non-real-time applications with varying levels of performance requirements. Problems can arise with router, switch, quality of service (QoS) setting, optimization device, other applications contending for bandwidth, or a host of other issues. The router or switch related problems could be rectified by servicing or replacing them. But the key issue would be the latency in communication which adversely influences the QOS Metrics.

II. LITERATURE SURVEY

The management of multifariousness and heterogeneity of the applications, services, protocols and network traffic along with their QoS requirements is a complex task to schedule their traffic through the same network paths. QoS is an vital consideration in network selection [1],[2],but it also poses a significant challenge. It refers to the capability of a network to provide better services to the users by managing the network traffic over heterogeneous technologies.

QoS parameters play important role in induction and adoption of a new Unified Communication Technology or Serviceas networks become unified and more complex [3][4]. This QoS framework should classify the incoming traffic based on its requested QoS parameters, its provided QoS parameters in the access network from where it is arriving and finally the nature and requirements of the rest of traffic flows that will share the same UC session[5].

Accommodating the QoS requirements of such a complex mixture of network and applications traffic that might be sharing the same network path or even the same session is a multifaceted problem that should be tackled from different perspectives to attain

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A Vigor Effective Knowledge Privacy Scheme For IoT Devices In Mobile Cloud

	Computing		
	R. Caroline Kalaiselvi	Dr. Mary Vennila.S	
- 1	Assistant Professor & Research Scholar,	Associate Professor & Research Supervisor, PG &	
	Department of Computer Applications,	Research Department of Computer Science,	
	Guru Nanak College, Chennai.	Presidency College, Chennai.	
Į	carrie.jonna@gmail.com	vennilarhymend@yahoo.co.in	

Abstract

The web of things (IoT) paradigm enables a community of smart objects to experience the atmosphere. Particularly, these objects may acquire IPv6 for connecting to the internet by way of 6LoWPAN protocol. These wise objects are competent to transfer the info that reads from their embedded sensors and submitted immediately to mobile cloud computing. Nonetheless, outsourcing information to a mobile cloud computing server, as a third-occasion, is a venture when knowledge privacy may also be violated via the cloud vendor's entities. On the whole, we use encryption methods, similar to AES, to encrypt information for preserving information privateness and to restrict unauthorized entities entry to data. Nevertheless, natural encryption ways cannot be run efficiently on IoT devices when they have limited resources, similar to low-vigor battery, low-pace processor with kilobyte storage ability. This paper offers a novel lightweight data privacy scheme for these tiny computing devices when the procedure allows for gadgets to outsource their knowledge to a semidepended on cell cloud computing approach. We simulate the proposed scheme on Contiki simulation instruments to determine the CPU power consumption and the normal power consumption of the smart instruments whilst it makes use of our proposed process. The experimental results exhibit that the proposed scheme does no longer introduce radical further power consumption and the scheme keeps knowledge privacy whilst the wise gadgets outsource knowledge to a cellular cloud computing process.

Keywords: *factor; Cell Cloud Computing; data privateness; MCC; IoT; M-IoT; Web of things; Knowledge safety.*

I. INTRODUCTION

The web of matters (IoT) paradigm supplies a linked network of clever gadgets by way of the internet. The gadgets comprise sensors, actuators, cameras and Radio Frequency Identification (RFID) contraptions to file present environmental conditions. The goal of the IoT is making smart selections based on archived sensed data and the present obstacle of the atmosphere. IoT is used for specific environments, such as health care systems, shrewd homes, smart cities, intelligent cars and extra recently, self-driving automobiles. The network of these smart instruments that incorporate sensors and different wise technologies working in tandem and communicating effectually are creating a brand new world of operation known as the IoTs. Massive quantities of data have to be amassed from IoT objects to obtain clever decision making, however IoT objects are usually not capable of collecting huge quantities of knowledge in their storage and consequently they have to outsource their knowledge. Cellular Cloud Computing (MCC) presents an efficient platform for IoT devices to outsource their data instantly via the web.

MCC allows IoT objects:

- (i) to read data from sensors and archive information in MCC;
- (ii) to procedure knowledge on cloud computing techniques; and
- (iii) to retrieve or download data by using other instruments from all over.

Furthermore, MCC paradigm makes it possible for users to make use of pay-per-use groundwork and offers the potential to improve the dimensions of resources on-demand. Tiny computing machines, IoT contraptions, have two challenges: resource obstacle and data privateness, which might be described in the following subsections.

A. RESOURCE LIMITAIONS

First, all cell instruments have limited assets, equivalent to battery power, CPU velocity and storage capacity. When IoT instruments outsource their knowledge to MCC, they need to display MCC network transactions for tracking the battery usage. According to not all cell applications are valuable when the purposes use MCC. For instance, an utility that reads/writes content from/to MCC uses more battery than an application that makes use of MCC to only procedure data on MCC. The 2d software, which best techniques knowledge on MCC, does no longer have further community visitors expenses. The IoT gadgets are shrewd compact instruments designed for effectively and portability and ease of use. All these aspects lead the clothier of these contraptions to believe smaller and compact

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Review on Effective Role and utilizationof Blockchain technology as Cyber Security for IoT Ms. S. Mageswari Assistant Professor, Department of Computer Applications, Guru Nanak College, Chennai. mageswari.kamala@gmail.com

Abstract

Cyber Security has been a major issue in 2016. Navigating the internet safely has become a major concern in the past. Hackers can shut down the entire network system, tamper with data, steal and spoof identities. To prevent the data that we store in the system from cyber attacks and improve cyber security across industries, engineers has developed a technology which is impenetrable, known as blockchain. Moreover all the industries in the globe utilize IoT for sharing and storing huge amount of data. But these huge collection of data needs to be secured for which Blockchain technology is implemented. This paper reviews on the potential aspect and applications of Blockchain in IoT for security reasons.

Keywords : Blockchain technology, IoT, security, applications.

I.INTRODUCTION

In the present world all physical objects or devices are connected or embedded with sensors and networks which makes these objects to share and receive data to one another, this process is called IoT – Internet of things. According to the prediction of Gartner report in the mere future that is by 2020, more billions of objects are going to get connected through the help of network or sensor, this is due to the overwhelming growth and prospects of the markets and industries. By the way of connecting n number of things through serves and networks, managing and securing the data became the major drawback and concern.

The process of IoT will lead to overloading of servers and ends with failure at a single point by making vulnerable system that in turn leads to cyber-attack. To overcome this issue a distributed ledger and decentralized technology is introduced which is known as blockchain technology. The first blockhain application used for virtual currencies is known to be bitcoin. As a public ledger and a open source software, blockchain is successfully used for all kind of crypto currency transaction [8].

Each and every transaction are created as blocks and stored in a chronological and linear order in the form of "node" systems connected with the network of a bitcoin. A complete track of transactional detail from the first block to the current block is stored in accurate way. This was developed and released by Satoshi Nakamot [1], which is a pseudonym for a group of people or individual person.

II. LITERATURE REVIEW

The author S. Nakamoto in this paper [1] "Bitcoin: A peer-to-peer electronic cash system," described about the importance of peer-to-peer electronic cash system transaction using Bitcoin one of the application of blockchain.

In this paper [2] "State of Blockchain 2017: Smartnetworks and the blockchain technology" the author Melanie Swan discussed about role of blockchain in the smartnetworks transactions.

The author Arpit Garg in this paper [3], Blockchain : "An analysis on next – generation internet", has conveyed that the next generation of internet is wholly connected to the blockchain technology.

In this paper [4] "Bitcoin Is Just the First App to Use Blockchain Technology - O'Reilly, Radar." the author Lantz, Lorne states that Bitcoin is only the first application to be developed to implement Blockchain technology.

The authors Mann, C., & Loebenberger, D. in this paper [5]"Two-factor authentication for the Bitcoin protocol." explained the two main authenticating factors that is most important in implying Bitcoin protocol.

In this paper [6] "Blockchain Technology beyond bitcoin", the authors Michael C. Berkeley, Nachiappan, Pradhyan P. Sanjeev V., Vignesh K. have elaborated Blockchain technology is the healthiest technology beyond bitcoin.

The authors Seyoung Huh, Sangrae Cho, in this paper [7] "Managing IoT devices using Blockchain Platform", given sufficient information carrying powerful thought that Blockchain platform is the efficient platform to manage the data and security for IoT devices in the future Era.

In this paper [8] "Augur: a decentralized, open-source platform for prediction markets", the authors J.

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A Centralized Approach for StoppingTowards Brute Force Attack

Regina Ananthi.F Assistant Professor, Department of Computer Applications Guru Nanak College, Chennai. regina.ananthi11@gmail.com

Abstract

A Brute Force attack is a procedure or an algorithm to check a password or person name making use of an automatic procedure. The brute force attack is set as simple and occasional-tech as Web utility hacking gets. The attacker conveniently guesses person name and password combos until he finds one which works. This research proposed diverse preventing strategies from brute force attacks carried out towards net functions.

Keywords: Brute force attack, Trial and Error, Dictionary attack

I.INTRODUCTION

Brute force attack is one of the password cracking technique. In a brute force attack, computerized software program is used to generate a large number of consecutive guesses as to the value of the desired information. A brute force attack is likewise known as brute force cracking or honestly brute force.

II. BRUTE FORCE ATTACK AN OVERVIEW

Brute force attacks fall, generally speaking, into 2 categories. The more common includes a web resource or carrier, including an e-mail service; here, the hacker attempts to discover a accurate password. Offline brute force attacks, on the other hand, are much less not unusual due to the fact they contain trying to decrypt a file (including a UNIX password report), and for this reason require acquiring the file in the first area.

A. How it works

Brute Force Login attacks will be conducted in a very variety of the way. If the length of the word is understood, each single combination of numbers, letters and symbols will be tried till a match is found. However, this can be a slow method, particularly because the length of the word will increase (which is why long passwords square measure higher than short). the choice is to use a listing of common words, that is understood as a dictionary attack. A dictionary attack will typically strive all English words, with the option of adding numbers or doubling up the phrase because the ability password. This has a long way fewer mixtures, but nonetheless has a excessive chance of finding the best password.

B. Reverse brute method

. Rather than attempting several passwords against one user, another brute force attack methodology is to do one countersign against several usernames. this is often called a reverse brute force attack. this system is value noting because it is wherever most account resistance policies fail. Reverse brute force attacks square measure less common, however, as a result of its typically tough for the wrongdoer to compile a sufficiently giant volume of usernames for the reverse attack.

once the brute force attack has discovered a sound username and password ccombinations for one computer, the hacker is aware of that a similar combination is probably going to figure for different websites.

preventing brute force attacks

Blocking and preventing brute force attacks is one of the main things you want to do on your webserver to add a layer of security. There are a number of techniques for preventing brute force attacks. There are numerous factors that employment to the hacker's advantage.

C. Locking Accounts

The maximum apparent way to block brute-force attacks is to sincerely lock out accounts after a defined variety of incorrect password tries. Account lockouts can last a selected length, which includes one hour, or the bills ought to remain locked till manually unlocked with the aid of an administrator. However, account lockout is not constantly the great answer, because someone could without difficulty abuse the safety degree and lock out hundreds of consumer debts. In fact, a few Web sites revel in so many attacks that they may be not able to put in force a lockout policy due to the fact they would

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Dynamic User Profile Personalization in Web Mining	
I.Preethi	
Assistant Professor,	
Department of Computer Applications,	
Guru Nanak College (Autonomous), Chennai.	
pkpijeevitha@gmail.com	

Abstract

The analysis of web page using web mining performs a vital role in various platform. As the user's requirement and expectations are constantly in change. So it is important to offer a web services based on their preferences. The initial setup of this paper is to retrieve the web pages based on the user profile containing the information directly or indirectly in a web service personalization. Building effective services of personalization requires accurate user profile from different research and different areas. This paper performs the experimental expectation of restoring the techniques in a web structure using real time implementation and it is also applied in different platforms with the level of maximum improvements.

Keywords: web services, user profile, personalization, web mining

I.INTRODUCTION

Personalization of web mining, won't be a big process to bring out million pages from a database. As this data are public and are accessed by the right user with the right information. The analysis strategies of user profile, data mining offers the need of the user.[1] with the database of user, they can determine how many web search results are provided and the data which matches their services. This makes the user to take the right precision.

This existing system provides a lot of irrelevant requirements to the users, based on the keyword supplied by the user and it makes the user to fetch the desired services at each and every invoke. This results in wastage of time and effort. To resolve this problem [2] the user provides information in a subscription form in a website as a static profile which consists of the information such as personal and behavioural created for an individual or group user profiles. The other one is the dynamic user profile that monitors the extracted activities from the personalized web services logs.

The data mining analysis also keeps away from the duplicate records which can be researched and studied.[3] to prevent from these events, more protective and advanced methods are developed by

user information through web mining which helps to forecast their requirement in need.

II. MOTIVATION

In this scenario, personalization [4] based on the analysis as it empowers the user to provide direct services to immediate requirements. Services in web personalization has become service discovery as the user profile has many limitations. The existing approach is ignored as it disables the evolution of dynamic user profile. To improve the services in web selection, dynamic user profile is been used.



Fig 1: Overview of User-Profile-based Personalization

The evolution of [5] data mining technology has brought new and better techniques to gather information at the time of user requirement. Web data mining is not only concerned of gathering information for the user but also for data security. This loads a lot of information on the internet that helps the web data mining to secure the data as forefront.

III. PROBLEM DEFINITION

Personalization is defined as representing the user information based on the requirement. The existing personalization is static as the web search results has irrelevant information for the user. Static user profile are registered though the user as to invoke the web page for each service. This affects the effort and time of the user.

IV. PROPOSED METHODOLOGY

In this paper, modified Fuzzy C-Means clustering technique is used on dataset and usage of data

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A Review on Recent Trends for Solving Travelling Salesman Problem Using		
Genetic Algorithm		
M	. Sivasubramaniyan,	
A	Assistant Professor,	
Department	ent of Computer Appli	cation,
Guru Na	lanak College, Chenna	ai-42

sivasu31@gmail.com

Abstract

NP-Complete and NP-Hard are toughest problems in computer science and engineering to solve. A lot of research has been done to solve these problems using traditional algorithm. Travelling Salesman Problem belong to NP-Complete set. In recent years many researches tries to solve this problems using soft computing techniques such as genetic algorithm. In this paper author discuss a critical review for solving TSP using genetic algorithm in recent years. A comparative analysis of the performance of different existing algorithms for solving TSP is also discussed. The comparative study will help many authors working in this area.

Keywords:*Travelling Salesman Problem, Genetic Algorithm, NP-Complete, NPHard*

I. INTRODUCTION

Travelling Salesman Problem is an optimization problem in computer science. In TSP a salesman has to visit a given set of cities. Salesman has to start his journey from a city and then visit each and every city exactly once. He complete his journey at the starting city. The salesman has to select a route such that the distance travel in visiting cities is minimum. TSP problem can be represented using a fully connected graph. As the number of cities increases larger and larger than the complexity to find such a route also increases and for given n cities the complexity of finding an optimal path is !n (factorial n). TSP represent a class of problems which is applicable to solve many problems in computer science and engineering. In literature TSP problem is solved using genetic algorithm. Genetic Algorithm uses its special operators such as selection, reproduction and mutation to solve problems. Genetic Algorithm can be used any kind of optimization problem that can be either minimization problem or the maximization problem. TSP is a minimization problem.

The basic genetic algorithm is as follows:

Begin

INITIALIZE population with randomsolutions;

EVALUATE each candidate;

Repeat

SELECT parents;

RECOMBINE pairs of parents;

MUTATE the resulting children;

EVALUATE children;

SELECT individuals for the next generation;

Until

TERMINATING-CONDITION issatisfied

End

TSP can be represented by a complete graph. Let G =(N, A) is a graph where N is the number of cities and C is a cost matrix. The cost from vertex (i, j) is represented by a cost matrix *dij*. The problem can be explained as follows

 $Xij = \{(1, \text{ if arc } (i, j) \text{ is selected in route } 0, \text{ otherwise})\}$

The objective function to find route with minimum path length is given by

 $Min \ C = \sum_{i=0}^{n} \sum_{j=0}^{n} Dij * Xij$ The constraint of TSP is $\sum_{i=0}^{n} Xij = 1 \ j \in \mathbb{N}$ $\sum_{j=0}^{n} Xij = 1 \ i \in \mathbb{N}$ $Xij \ i\% \ \{0, 1\}, i, j \ i\% \ N$ $Xij \ = |S| - 1, \ S \ d"N$

Where |S| is the number of nodes in set S. So the solution of TSP is a valid f solution if it satisfy all the constraints mentioned in equation

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Smart Health Care: Magnificent Research Exploration With Comparative Study Of Predicting And Preventing Heart Diseases Using Big Data Techniques

Mrs. S. SreePriya, Assistant Professor, Department of Computer Applications, Guru Nanak College(Autonomous),Chennai, sspriya.muthu@gmail.com

Abstract

"Good health is true wealth". We can't enjoy wealth if we are not in good health. The power of big data presents smart health care services with many challenges and opportunities. Big data, a concept that came into existence in the early 1990's is fast gaining popularity across various perspectives: Healthcare, Government Sectors, Banking, Finance, Manufacturing, Business, Organizations and Firms. Volumes of data collected i.e., patient monitoring methods, physicians placed on increasing stress for making complex decisions that exploit the different types of information that is being gathered per patient.Big data adopts vast opportunities to predict and rapidly responds to critical clinical events that generates better health outcomes and more efficient cost management. This kind of paper boons the results of the comparative analysis including growth trends and visualization. The major contribution of this articlepresents the data with challenges and opportunities for overwhelming big data techniquesefficiently, effectively and successfully in the field of medicine.

Keywords : Big data, Big data analytics, Smart Health care, Heart prediction/detection, Internet of things(IoT), Telecardiology, Mobile monitoring, Hadoop, Machine Learning, Neural Network, Naïve Bayes, Decision tree.

I. INTRODUCTION

The goal of this research review is to examine current requirements, methods, and practices for big data analytics to develop heart attack conjecture system to assist providers in establishing higher specifications of care and a more personalized medical care plan for the patient. Coronary heart disease is the deadliest of all heart diseases and just as it's the most common form.

The major cause behind poor health conditions are diseases - inappropriate diet, injury, mental stress, deficiency of hygiene, unhealthy lifestyle, and so **forth**. *The term "heart disease" or "cardiovascular disease" is* spear like blood vessels that causes several problems like cardiovascular attack, heart problems (angina) or stroke. Most risk factors are modifiable such as sedentary lifestyle, weight issues, cigarette smoking, hypertension and diabetes. Other risk factors such as age and genetics(family history)

cannot be modified. If diabetes patient had high calories it leads to heart attack.Symptoms include: chest pain (angina), extreme fatigue, and shortness of breath, fast or slow heartbeat, dizziness, swelling legs and stomach, get easy tiredness, lightheadedness, shortness of breath, skin discoloration(bluish or pale color).

To maintain your heart healthful, it's a good idea to reduce your blood pressure, exercise regularly, eat a high-fiber, low-fat diet, manage your stress, and quit smoking.Some of the major factors, used to predict heart diseases are:

- High blood pressure
- Cholesterol
- Lack of physical exercise
- Obesity
- Smoking
- Family history of heart disease

Heart disease is often called a —silent killer. In India, number of death is 25,96,993. Therefore death rate is 821.6 deaths per 1,00,000 population. The life expectancy is 78.8 yrs. Infant mortality rate is 5.96 deaths per 1,000 live births and number of deaths of heart disease is 6,11,105. India's number1 killer disease is heart attack. In most of the international countries death is surveyed by means of WHO (World Health Organization) and the CDC.

II. HEART OF BIG DATA

Big data in smart health care, used to predict the diseases, analyze the symptoms, improve the diagnosis, provide medicine properly for the patients to recuperate from heart diseases, and enrich the quality of care, low cost, progresslife span and to curb the effect of death in advance. There are *many* organizations and universitiesamalgamated together to provide solutions for big data smart health care. These concerns include Big Data benefits, its applications, opportunities and challenges in medicare and health care.

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Customer's Perception Of E-Payment		
(A Study With Reference To Tiruvallur District In Tamilnadu)		
Dr. K. Saravanan	Dr. Y. Hariprasad Reddy	
Assistant Professor,	Associate Professor & Research Supervisor,	
Department of Commerce,	Department of Corporate Secretaryship,	
Ramakrishna Mission Vivekananda College	Guru Nanak College (Autonomous),	
(Autonomous), Chennai .	Chennai 600042.	

Abstract

The electronic payment system has grown increasingly over the last decades due to the widely spread of internet-based banking and shopping. Due to the efforts of the Reserve Bank of India now over 75% of all transaction volume are in the electronic mode, including both large-value and retail payments. Out of this 75%, 98% come from the RTGS (large-value payments) whereas only 2% come from retail payments. An attempt has been made in this study to find the customers perception of e-payment with reference to Tiruvallur district in Tamil Nadu. The study is analytical and exploratory in nature and adopted survey method for its findings. This study depends mainly on the primary data collected through the well-structured questionnaire. Judgment sampling technique was adopted in the study to select the respondents from Tiruvallur district. 't' test have used to examine the significance of difference in the factor influencing e-payment methods, consumer perception of epayment between the groups of personal profile gender.

Keywords:RTGS,National Electronic Funds Transfer, NECS,E-Payment

I.INTRODUCTION

E-payment system is a way of making transactions or paying for goods and services through an electronic medium without the use of cheque or cash. It's also called an electronic payment system or online payment system. The electronic payment system has grown increasingly over the last decades due to the widely spread of internet-based banking and shopping. As the world advance more on technology development, a lot of electronic payment systems and payment processing devices have been developed to increase, improve and provide secure e-payment transactions while decreasing the percentage of cheque and cash transactions.

The Reserve Bank of India is encouraging alternative methods of payments to ensure security and efficiency and make the process easier for banks. The

growth of the Indian banking sector has been tremendously increasing. Though the Indian payment systems have always been dominated by paper-based transactions, RBI is trying to adopt and implement electronic payments to enhance the banking system. Ever since the introduction of e-payments in India, the banking sector has witnessed growth like never before.

The Reserve Bank of India has played animportant role in promoting e-payments by making it compulsory for banks for high value transactions through Real Time Gross Settlement (RTGS) and also by introducing NEFT (National Electronic Funds Transfer) and NECS (National Electronic Clearing Services) which has encouraged individuals and businesses to use e-payments.

The attitude of the Indian customers is also likely to be influenced by their internet accessibility and usage, which currently is about 32 million PC users, 68% of whom have access to the net. However, these statistical indications are far from the reality where customers still prefer to pay "in line" rather than online, with 63% payments still being made in cash. E-payments must be continuously promoted showing consumers the various routes through which they can make these payments like ATM's, the internet, mobile phones and drop boxes.

Due to the efforts of the RBI now over 75% of all transaction volume are in the electronic mode, including both large-value and retail payments. Out of this 75%, 98% come from the RTGS (large-value payments) whereas a meagre 2% come from retail payments. This means consumers have not yet accepted this as a regular means of paying their bills and still prefer conventional methods.

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The Importance And Use Of English Language With Reference To Cloud Computing Technology Mr. V.Sivaguru Vignesh Research Scholar & Assistant Professor, Department of English, Guru Nanak College (Autonomous), Chennai-42. sivaguruvignesh20@yahoo.in

Abstract

"Cloud Computing is empowering, as anyone in any part of world with internet connection and a credit card can run and manage applications in the state of the art global data centers; Companies leveraging cloud will be able to innovate cheaper and faster"

- Jamal Mazhar

This paper is an attempt to point out the importance and use of English Language with reference to cloud computing technology. In this present Scenario, technology plays a vital role in now-a-days generation with helping tool of Worldwide English Language. All around from anywhere a person can use the technology but for non vernacular person English language stands there. If we were helpless from any place of world, we can use cloud computing of access where as English language does the same thing away from one state. The state of gap will be vice versa of cloud computing and English language. Finally, it proves the priority given to the global English language with connection of using Cloud Computing Technology.

Keywords English language, Teaching Tool, Cloud IV CLOUD COMPUTING AND ENGLISH Computing Technology, Innovative gap.

I.INTRODUCTION

"Cloud computing is often far more secure than traditional computing, because companies like Google and Amazon can attract and retain cybersecurity personnel of a higher quality than many governmental agencies" -Vivek Kundra

This paper mainly focuses on the priority and use of language in computing technology. Nowa-days computing skills and English language are the two major components to come around the world in a one sit way. People can work anywhere and anything whereas the language plays a vital role and it proves the connectivity from all across the world. The computer knowledge can enhance and helps the people to know the nook and corner of all various things. In the same way, English language also do the same thing where connecting the people.

II THE IMPORTANCE OF ENGLISH

- English is a worldly language.
- Language is the eye opener for all around the world.
- It helps in communicating to maintain and enhance the personality.
- English language plays a vital role in everyone role.

III THE IMPORTANCE OF CLOUD COMPUTING

- Cloud Computing is one of the tools which can be connect all the people by using the technology.
- Even the knowledge of anything in the world can be downloaded and easily can be.
- Computer knowledge can be easily makes the people to get the information what we require of anything to the core.

LANGUAGE



English language importance are increasingly becoming an essential part of human life as the most effective and convenient communication tools not bounded by time and place Cloud features are allows users to store work and to

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Technology Integration- An Indispensable tool to Enhance English Language Teaching

B. Pramila

Assistant Professor & Head, Department of English Guru Nanak College (Autonomous), Chennai-42 Email-baskarparmila1964@gmail.com

Abstract

Technology has become an essential ever-increasing part of the English Language classroom. Today there is a need for every teacher to develop new and exciting means of integrating innovative technologies with language teaching. In the present day world English has become the world language for communication. It is the language of opportunity, power, prestige, and prosperity. In the contemporary scenario of rapid globalization there is a pressing need for students to acquire a satisfactory level of proficiency in English and this situation has posed several challenges to current pedagogical formidable practices. English teaching should therefore align to cater the needs of the students. The need of the hour is to be aware of the shifting paradigms in the areas of methods, material production, testing and evaluation procedures in English language teaching. With unprecedented advancements in technology and communication, learning and teaching of language has been revolutionized in every aspect. The main trust of an English teacher should be at making the students learn English without feeling any burden or fear on their minds. Technology based classroom may be good solution for the students as it creates a lively classroom atmosphere. This method not only facilitates learning but also it arouses learners' interest in interactive activities in ELT classroom. This paper attempts to explore how technology integration an indispensable tool to enhance English Teaching and current innovations in the field of teaching and learning English.

Keywords: Globalization, Technology, Interactive, Language, Communication.

I.INTRODUCTION

The Digital Age has brought so many changes in many fields including the field of education. In this Digital Age, mobile, computer and World Wide Web are the hottest words in Education. With unprecedented advancements in technology and communication, learning and teaching of language has been revolutionized in every aspect. Use of Technology has become an essential ever-increasing part of the English language classroom. Hence English teachers must understand that English is the language of the Digital/ info-age and so the educational environment of English language teaching also has to keep pace with the technological advancements

.The need of the hour is to be aware of the shifting paradigms in the areas of methods, material production, testing and evaluation procedures in English language teaching.. The main trust of an English teacher should be at making the students learn English without feeling any burden or fear on their minds. Technology based classroom may be good solution for the students as it creates a lively classroom atmosphere. This method not only facilitates learning but also it arouses learners' interest in interactive activities in ELT classroom. Hence there is a need for every teacher today, to develop new and exciting means of integrating language teaching with innovative technologies. There are ways that technology can be effectively used throughout the process of teaching and learning. This paper attempts to explore Technology Integration- an indispensable tool to enhance English Language Teaching and current innovations in the field of teaching and learning English.

II. ENGLISH TEACHERS AS FACILITATORS

Teaching and learning English as a Second language is a challenge to the teacher as well to the learner. A deeper understanding of classroom issues is necessary for the teacher to make the learners comfortable in learning the language. Now ELT including its four skills ie LSRW has been in Zenith position. The English Teachers should transform their role from the conventional one. The English teacher should become as Facilitators, needs to outfit him/ her according to the latest trends and methodologies in teaching. Today's learners are functioning in an era where technology drives almost every aspect of their lives. Technology is exciting, fascinating and ever-evolving and when used thoughtfully it can transform even the most mundane lesson into one that is powerful and thought-provoking. In future the most basic tasks will require a high-level of technological skill. With that understanding, it is important to make sure that our students are wellversed in technological tools, skills and language. Hence the need of the hour is to suit cater the needs

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Role of MOOC in Higher Education

Ms.R.Radhika, Assistant Professor, Department of English, Guru Nanak College (Autonomous), Chennai rradhika725@gmail.com

Abstract

Education is nothing but sharing of knowledge, values and beliefs from one person to an individual or a group of learners. Learning and acquiring knowledge is a unique experience which takes place both formally and informally. Through ages learning in India takes place in an organised methodology. In India, Guru has a significant place and He is considered the greatest treasure of Knowledge. Today, the purpose of Education is to develop competent and creative individuals, who are useful to the society and an individual who could adapt himself in the constantly changing environment. With the growth of Science and Technology teaching and learning is also scaling heights. Any individual who has the thirst to learn apart from regular curriculum, can gain knowledge on any interested topic just on one stroke, ie ., MOOC. This paper would elaborate on the importance of MOOC in higher education that needs to go hand in hand with the curriculum to enrich the students to compete globally.

Keywords – *Teaching Methodologies, online learning, curriculum, higher education, learners.*

I.INTRODUCTION

Today, gaining knowledge can happen in many avenues. Methodology in Teaching and learning has developed drastically. In ancient years, Teaching and learning took place in Guru Kula system, where the teacher or the guru is the source of knowledge. The learner would stay with the guru for his overall development. The nation's culture and tradition was taught by the guru along with the teaching frombooks. As centuries and decades passed, learning too moved to the next level. When the British occupied our country, the present system of education was initialized.

II. TRADITIONAL METHODS OF LEARNING

Learning through schools, colleges, within the city was an age-old practice that is going on for many centuries. As the need for learning increases, the avenues for gaining knowledge also increases, with the facilitation of distance Education, Open Universities and Correspondence courses. These avenues brought in more number of students from various sectors. Students who are interested in learning but do not have proper circumstances for learning, make use of these opportunities. Government too, is contributing much to encourage such learners which in turn increase the literary level of the nation.

The distance Learning Education has enabled the learners to interact with the students of various places, which helps them not only in gaining knowledge but also increases the employability. With the advancement of every facet in the country, students are able to move to various places for their higher education. Today, the students are interested in moving out of their comfort zone for both their higher education and their career.

III. TECHNOLOGY ENABLED LEARNING

As technological developments advanced, so did the way in which topics were taught. The shift from a behaviourist approach to language teaching, where drills and repetition were the modus operandi, to a social-cultural approach (Harrison & Thomas 2009) was facilitated by a departure from the use of Computer Assisted Language Learning (CALL) packages to online resources and communities, as language teachers sought to maximise the opportunities for students to access authentic material and native speakers.

The arrival of Web 2.0 tools, which encourage users to generate content and share experiences and opinions, has provided foreign language teachers with a unique opportunity to tap into an authentic environment for their students. Higher Education has seen a marked increase in the use of social media as a teaching tool.



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Organized by the **Department of Computer Applications (BCA)**

A Study on Adhoc Wireless Networks			
T.Priyadharishinirajakalyani	M.Sheeba		
Assistant Professor,	Assistant Professor,		
Department of B.Com ISM,	Department of B.Com ISM,		
Guru Nanak College(Autonomous)	Guru Nanak College(Autonomous)		

Abstract

This article states an introduction on ad hoc wireless network. This paper concentrates on what an Ad hoc Network is? The difference between cellular network and ad hoc network and the issues in ad hoc wireless network. Definition of wireless ad hoc network is it is a decentralized type of wireless network. The network does not rely on a pre-existing infrastructure, such as routers in wired network. These are used for peer – to – peer communication between devices when central access points are not available.

Keywords: Ad hoc Networks, Cellular Network.

I.INTRODUCTION

The principle behind adhoc networking is multi - hop relaying. The use of ad hoc voice communication was used in many ancient / tribal societies with a string of repeaters of drums, trumpets or horns. In 1970 Norman Abramson and his team at the University of Hawaii invented the ALOHAnet, an innovative, communication system for linking together the universities of the Hawaiian islands. ALOHA net utilized single-hop wireless packet switching and a multiple access solution for sharing a single channel. Even though ALOHAnet was originally implemented for a fixed single – hop wireless network, the basic idea was compelling and applicable to any environment where access to a common resource had to be negotiated among a set of uncoordinated nodes.

The system was designed to self-organize self – configure, and direct radio connectivity for the dynamic operation of a routing protocol without any support from fixed infrastructure.

During the 1980s research on military applications was extensively funded across the globe. Realizing the necessity of open standards in this emerging area of computer communication, a working group within the

Internet Engineering Task Force [IETF], termed the mobile ad hoc networks was formed to standardize the protocols and functional specifications of ad hoc wireless network.

Even though ad hoc wireless networks are expected to work in the absence of any fixed infrastructure, recent advances in wireless network architectures reveal interesting solutions the enable the mobile ad hoc nodes to function in the presence of infrastructure.

II. CELLULAR NETWORK

Currently deployed cellular wireless networks such as GSM/CDMA/LTE are infrastructure type. Cellular network consists of central entity known as base station and mobile devices as MSs (Mobile Subscribers). If MS-B wants to communicate with MS-C, communication happens via base station (BTS) as shown in the figure.

Before development of Cellular network users are served using very high power transmitter which used to cover range in Kms but at the cost of high power. Later on cellular networks consisting of many low power transmitters covering more subscribers within its coverage reach have been designed and developed. The main function of Cellular network is to increase more and more subscriber capacity.



Due to low power transmitters, the area is divided into small cells, each served by one base station (i.e. BTS in GSM) each. All the base stations are connected in different topology configurations. These BTSs are connected with MSCs and other cellular infrastructure systems.

There are two types' cells viz. Macrocell and microcell. Macrocell covers 1 to 20Km while Microcell covers 0.1 to 1 Km. Macrocell uses high power transmitters while microcell uses low power transmitters. Access techniques such as TDMA, FDMA and CDMA are mainly employed in order to enhance the supported capacity of subscribers in a

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Online Voting Systems With Trust Mechanisms, Vulner Abilities And Defense Schemes		
J.Helen Arockia Selvi	Dr.T.Ganesh Kumar	
Assistant Professor,	Assistant Professor	
Department of Computer Applications,	School of Computing Science and Engineering,	
Guru Nanak College(Autonomous),	Galgotias University,	
Chennai, TamilNadu.	Noida, Delhi.	
helenkiru@gmail.com	Tganesh1986@yahoo.co.in	

Abstract

Online voting system has indispensable in everyday activities which is the reason for the increasing exploitation of these systems. Web based voting frameworks alludes to the administrations that judge the nature of things in light of clients assessments. Bad mothing and self-promoting are the two types of attacks already exist To conquer this issue specialists are taking a shot at guarding the framework in two techniques to be specific by assessing the clients trust and restricting the assets available to assailants.. Notoriety Trap is a more novel assault that can without much of a stretch experience these two strategies with restricted assets to control voting framework with counterfeit votes.. Encourage we dissect the vulnerabilities used by this assault and propose two protection plots to be specific Knowledge Hiding and Robustness of proof that depend on relationship of things and data contracting separately.. The results shows that defense schemes not only reduce the success rate of attacks but also significantly increases the amount resources an adversary needs to launch a successful attack.

Keywords:*Online Voting, Data Mining, Knowledge hiding, Retrap attack module.*

I.INTRODUCTION

Data mining is turning into an unavoidable innovation in exercises as various as utilizing authentic data to foresee the accomplishment of an advertising effort, searching for designs in monetary exchanges to find illicit exercises or investigating genome arrangements. From this point of view, it was simply an issue of time for the train to achieve the imperative region of PC security. Applications Of Data Mining In Computer Security presents a collection of research efforts on the use of data mining in computer security. Data mining has been loosely defined as the process of extracting information from large amounts of data. In the context of security, the information extracted is the knowledge of whether a security breach has been experienced, and if it is so, who is the perpetrator. data could be gathered with regards to finding interruptions that plan to rupture the security of administrations, information in a PC framework or on the other hand, with regards to finding proof left in a PC framework as a feature of criminal action.

Utilizations of Data Mining in Computer Security focus vigorously on the utilization of information mining in the region of interruption location. The purpose behind this is twofold. Applications of Data Mining in Computer Security concentrate heavily on the use of data mining in the area of intrusion detection. The reason for this is twofold. First, the volume of data dealing with both network and host activity is so large that it makes it an ideal candidate for using data mining techniques. Second, intrusion detection is an extremely critical activity. Applications of Data Mining in Computer Security are designed to meet the needs of a professional audience composed of researchers and practitioners in industry.

1.1 Voting Systems With Trust Mechanisms

In a voting system, there are items whose quality should be identified by the system and users who can vote on the items. The basic function in a voting system is users giving votes to items is like item-user graph in figure 3.2Trust mechanisms are used to deal with dishonest votes.

1.2 Reputation System

A reputation system is a popular way of judging the quality of an item based on the feedback from the users. It computes and publishes reputation scores for a set of objects (e.g. service providers, services, goods or entities) within a community or domain, based on a collection of opinions that other entities hold about the objects. The opinions are typically passed as ratings to a reputation center which uses a specific reputation algorithm to dynamically compute the reputation scores based on the received ratings.

Entities in a community use reputation scores for decision making, e.g. whether or not to buy a specific service or good. An object with a high reputation score will normally attract more business than an object with a low reputation score. It is therefore in the interest of objects to have a high reputation score. Since the collective opinion in a community determines an object's reputation score, reputation systems represent a form of collaborative sanctioning

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Machine Learning Techniques: Supervised and Unsupervised Learning on Object Identification and Recognition Dr.V. Ajantha Devi Assistant Professor, Department of Computer Applications, Guru Nanak College(Autonomous), Chennai. ajay.press@gmail.com

Abstract

The main objective of this research paper is focused on evaluation of algorithms and techniques in Machine Learning for classification of objects in an image. Machine Learning technology are used in vast area of applications and the major field is Image processing. Identification of any object in an image is a significant challenge under any area of application such as object recognition, object tracking, automated navigation, video surveillance or character recognition. Machine learning can be accomplished in two types of techniques as supervised or an unsupervised. This paper compares the algorithm of machine learning techniques to perform object identification and evaluate based on the performance on object recognition.

Keywords:*Machine Learning, Image Processing, Object Identification and Recognition, Supervised Learning and Unsupervised Learning.*

I. INTRODUCTION

Machinelearningtrains the system to learn from experience. Computational methods are utilized in machine learning algorithms as without relying on a pre determined equation as a model and to" learn" information directly from data. The performance of the algorithms adaptively improves as the number of samplesavailableforlearningincreases.

Real-WorldApplications

With the rise in big data collection, machine learning has become particularly important for solving problems in areas as follows in Fig 1.1:

- Computational finance, which is used for credits coring and algorithmic trading.
- Image processing and computer vision: face recognition, motion detection, and object detection.
- Computational biology: used for detecting tumor, drug discovery, and DNA sequencing.
- Energy production used for price and load forecasting.

- Automotive, aerospace, and manufacturing used for predictive maintenance.
- Natural language processing (NLP).



Fig 1.1: Real world Application

Techniques of Machinelearningcategorized into:

supervised learning: modelcan be trained by known input and output data so that future outputs can be predicted.

unsupervised learning: findings of hidden pattern sorintrinsic structures in input data.



Fig 1.2: Machine Learning Techniques

II. REVIEW OF LITERATURE

To detect objects in large size images proposed in [1] is an automatic approach which was performed by calculations to show that the proposed technique provides faster recognition. A similar attempt was made in [2] to improve the accuracy of object detection in complex satellite images.

GIS-based application [4] to detect ships in high resolution satellite images. This is used for monitoring maritime activities. Using hierarchical recognition methods [3], the task of identifying type of aircraft in satellite imagery was done by comparing

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Design and Implementation of Chord Algorithm in Wireless Mesh			
Networks			
A. Arul Oli	V. Senthil Kumaran		
Assistant Professor,	Assistant Professor,		
Department of Computer Applications	Department of Business Administration		
Guru Nanak College (Autonomous)	Guru Nanak College (Autonomous)		
Chennai, India	Chennai, India		
aruloli83@gmail.com	senthilkumaran.mba@gmail.com		

Abstract

We detect, identify and evaluate the epidemic attackers that are cruel node which generate polluted packets in wireless mesh networks (WMNs). Epidemic attack is a severe protection problem in network-coding enabled WMNs. These allow the presence of smart attackers, i.e., they can transmit valid packets so as to reduce the chance of being detected. It also addresses the case where attackers cooperatively inject polluted packets. It employs the timebased checksum and batch verification to determine the existence of polluted packets, and then propose a set of chord algorithms so that each legitimate node in a WMN can identify its malicious neighbours. It provides formal analysis to quantify the performance of the algorithms. Here it will occur a time consuming process based on checksum. In proposed system it removes the unwanted checksum in intermediate nodes based on arrival of data from source node using TTL. It shows the effectiveness and efficiency of the detection algorithms. The result is soon in simulations.

Keywords: Epidemic Attack, Wireless Mesh Networks, Network Coding, Efficiency improvement

I. INTRODUCTION

Network security consists of the provisions and polices adopted a network administrator to prevent and monitor unauthorized access, misuse, modification, or denunciation of a system network and network-accessible assets. Network safety measures involve the approval of access to data in a set of connections, which is controlled by the system administrator. Users are assigned a identification and key or other authenticating information that allows them access the information and programs within their right. System security covers a variety of PC networks, both public and private, that are used in everyday jobs conducting and communicating surrounded by businesses, management agencies and persons. Networks can be confidential, such as within a business, as well as others which might be open to community access. System security involved in group endeavour, and additional type of institution. The most common and simple way of shielding a set of connections resource is by assigning it a unique name and a corresponding password. Network security starts with authenticating commonly with a username and a password. It requires just individual detail authenticating the user name & password this is sometimes termed one-factor authentication.

Wireless mesh networks (WMNs) have emerged as a promising platform to provide easy Internet access [5] I. Akyildiz Et al described that however, due to the spatial and temporal fading of the wireless channel, message links between nodes usually have high loss rates. As reported in, half of the operational links have a loss probability greater than 30%. Therefore, traditional steering protocols, which establish the next hop in forwarding a packet, cannot assurance a high end-to-end throughput. We have seen some exciting advancements in wireless routing protocols to improve the performance of WMNs. One such protocol that is receiving a lot of attention is the opportunistic routing protocol. In this protocol, any node which overhears the transmission of another node can participate in data forwarding. Using this hypothesis, high end-to-end communication can be obtained even if some links along the sourcedestination path are glossy. However, since multiple nodes which overhear the packet can participate in the data forwarding, packet conflict may occur and thereby reduces the network capacity.

Infrastructure / Backbone WMNs. In this construction, mesh routers form a road and rail network for patrons, where dashed and solid lines indicate wireless and wired links, respectively. Infrastructure/backbone can be built using various types of radio technology, in adding together to the mostly used IEEE 802.11 technologies. The interconnect routers form a mesh of self-configuring, self-healing links among themselves. Conventional clients with an Ethernet interface can be connected to mesh routers via Ethernet associates. For predictable clients with the same radio technologies as mesh steering, they can directly correspond with mesh routers

Client WMNs. Client meshing provides peer-topeernetworks among user devices. In this type of design, client nodes represent the genuine network

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A	n Assessment Of ETI	L Tools
	M.T.Raghuraman	
	Assistant Professor,	
Depa	artment Of Computer Appl	lications,
	Guru Nanak College, Cher	nnai
	Mtraghuram@Gmail.Co	m

Abstract

These days, the majority organizations existence, intensity Furthermore benefit depends upon for information coast. But, the sort of Realities assets, kinds, volumes what's more pace need develop on be to some degree crazy for wrist bindings. It's about capable information consolidation, storing what's more get entrance should. Uncategorized data is assigned to different platform and system. Likewise An consequence, finding required data will be testing clients compelling reason on distinguish which records is administered, wherein those detail will be positioned (and if or not they bring good access), What's more eventually, those path to take away records. When it goes will making selections dependent upon records, the greatest challenge will be finding What's more putting on right should detail itself. Transporting What's more combining records starting with different assets takes excessively yearn.Not only the users did not suffer but also the IT departments have to struggle with data in different formats, quality and sources. Slow and extremely time-consuming (or sometimes omitted) transformation of data makes it impossible to provide requested information in correct time. To achieve better performance, companies are investing in cloud-based data pipelines and modern ETL solutions. Until recently, most of the world's ETL tools were on-prem and based on batch processing. This paper focus on the Different types of ETL Tools, How the Data can be Extracted, Transfed and loaded using Different types of ETL Tools and know about ETL flow.

Keywords *Datawarehouse*, *Extraction*, *Transformation*, *Loading*, *BusinessIntelligence*, *Source*, *Destination*.

LINTRODUCTION

ETL stands for Extract transform and load. An ETL device extracts the information from unique RDBMS source structures [1], transforms the data like making use of commercial enterprise common sense, concatenate, and so on. and then load the statistics to data Warehouse . The records are loaded in the Data Warehouse in the form of reality tables and dimentions. The source structures are most effective to be had for specific time frame to extract records. This period of time is much less than the full facts-load time. consequently, staging vicinity lets in you to extract the data from the supply device and maintains it inside the staging location before the time slot ends.

Data warehouse is a topic orientated, incorporated,time variation, on risky collection of records in assist of control's decision making process. An ETL device extracts the data from these types of heterogeneous facts resources, transforms the information (like making use of calculations, joining fields, keys, removing wrong statistics fields, and so forth.), and loads it right into a Data Warehouse. Later, you may use numerous enterprise Intelligence (BI) gear to generate meaningful reviews, dashboards, and visualizations using this statistics.

Extraction-Transformation-Loading (ETL) gear are specialized tools that deal with facts warehouse homogeneity, cleansing and loading problems. ETL (statistics Integration) and information cleansing equipment are predicted to value as a minimum one 1/3 of the attempt and prices in the finances of the facts warehouse and this could further boom to 80% of the improvement time in a data warehouse undertaking.

Extract

The Extract step is used to statistics extraction from the source system and makes it handy for processing. The primary reason of the extract step is to retrieve all the required statistics from the source system. The extract step should be designed in a way that it does now not negatively affect the source system in phrases or overall performance, response time or any kind of locking.

Transform

The transform step is used set of regulations to convert the data from the supply to the goal. Its miles changing any measured information to the identical dimension (i.e. conformed dimension) the use of the same gadgets that will later be joined. The transformation step also calls for joining statistics from numerous sources, generating aggregates, producing surrogate keys, sorting, deriving new calculated values, and making use of advanced validation rules.

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Data Leakage Detection Using Guilt Detection

Mrs. J. Priscilla Sasi., Assistant Professor Dept of Computer Science, Guru Nanak College, Velachery, Chennai.

Abstract

In this paper, we investigate the following problem: A data distributor has given sensitive data to a set of third party agents. The data might be tending to leaked and found in unauthorized places (e.g., on the internet or somebody's laptop). The data dispensershould evaluate the probability of the sources of leaked data. We propose the data allocation strategies (across the agents) that improve the probability of identifying leakages. Watermarking is one of the methods used for data leakage detection effectively. However, watermarking causes the source content to be modified as watermarking content which is embedded. The purpose of this paper is to detect leakage without the need for modification of source content. We also use fake objects along with original objects to improve the probability of detecting leakage further, improve our chances of detecting leakage and identifying the guilty party

Keywords:*Data leakage detection*(*DLP*),*Fake objects and leakage detection*

I.INTRODUCTION

Our objective is to detect when the sensitive data have been leaked by agents, and possibility of identifying the agent who leaked the data. We propose data allocation strategies that improve the probability of identifying leakages. These methods do not depend on alterations of the released data (e.g., watermarks). In some cases, we can also inject the real data but always the fake data records to improve our chances of detecting the data leakage and identifying the accountable party. Leakage detection is handled by watermarking, e.g., a unique code is embedded in each distributed copy. If that copy is later discovered in the hands of an unauthorized party, the leaker can be identified. Watermarks can be very useful in some cases but also involve some modification of the original data. Furthermore, watermarks can sometimes be destroyed when the data recipient is malicious. In this, we study inconspicuous techniques for detecting leakage of a set of objects or records. We also present algorithms for distributing objects to agents, in a way that improves our chances of identifying a leakage. Finally, we also consider the option of adding "fake" objects to the distributed set. Such objects do not correspond to real entities but appear realistic to the

Dr. P. Arul., Dept of Computer Science, Govt. Arts & Science College, Trichy.

agents. In a sense, the fake objects act as a type of watermark for the entire set, without modifying any individual members.

II. LITERATURE REVIEW

Leakage detection enables us to detect the guilty leaker without changing the integrity of the original data. An enterprise data leak is a scary process which security practitioners have always to deal with the data leakage issues from various internet applications. But the usage of mobile technology has now become easier for the data loss to occur accidentally or maliciously.

III. GUILT DETECTION A SHORT APPROACH

The guilt detection approach is connected with the data attribution problem, which means tracing the source of an object which leads to the detection of the guilty agents. It provides a good overview on the research conducted in this field and domain specific solutions, such as ancestry tracing for data Warehouses. The problem formulation with objects and sets is more general and simplifies lineage tracing, since we do not consider any data transformation. As far as the data allocation strategies are concerned, the work is based on watermarking. This technique is used as a means of establishing original ownership of distributed objects.

IV. EXISTING SYSTEM PROBLEM

In the system now, there is no possibility of distributed and perturb the sensitive and secured data which is capable of making the data less sensitive. Data of the original distributor will be changed which is known as data leakage which is incorporated with the embedded data copies. The data leakers can be identified only when the data copy is within uncertified user hands and the watermarks will even be disrupted by the data recipients which turn the data into malicious data.

V. PROPOSED SYSTEM

Our objective is to discover the leakage of sensitive data and responsible owners by the distributor by

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Effects of E- Commerce on Global Scenario		
V.Senthil Kumaran	A.Arul Oli	
Assistant Professor,	Assistant Professor,	
Department of Business Administration	Department of Computer Applications	
Guru Nanak College (Autonomous), Chennai	Guru Nanak College (Autonomous), Chennai	
senthilkumaran.mba@gmail.com	aruloli83@gmail.com	

Abstract

Many economists and experts speculate that in late years, a action has occurred redolent to the industrial plot which the survival has entered the impression age. It makes rich changes in the wholesale, civil and cultural aspects. One area of this conversion is changes in across the counter relations during individuals, corporations and governments. Commercial knock down and drag out between house who had been based on freebie documents to transactions of by us the systems based on mechanical information. In this passage we will show error of ways the benefits of e-commerce and its enforcement on the market.

Keywords: E-Commerce, advantage, needs, global, impact.

I. INTRODUCTION

E-commerce has so large amount advantages in our career because it makes useful in daily career of the people. Several explanations have been considered for e-commerce that virtually of them are based on yesteryear experiences in the serve of e-commerce. As mutually e-commerce, e-business by the same token has a location of diverse definitions and is hand me down in a place of business of divergent contexts. One of the sooner to manage the edict was IBM, in October 1997, when it placed in to orbit a move built completely e-business. Today, hobby corporations are rethinking their businesses in restriction of the Internet and its dressy culture and capabilities and this is what small number shepherd as e-business. There is no one generally agreed choice of word of ecommerce or e-business. Thus, there is a wish to analyze terms as a result of hand me down and acknowledge the frame of reference in which they are over applied. E-commerce has an enforcement on three practice stakeholders, namely person in the street, organizations and customers. There are a home of advantages, which hook up with charge cache, added efficiency, customization and complete marketplaces. There are besides limitations arising from e-commerce which art an adjunct of to each of the stakeholders. In sending up the river to know electronic balls in air it is suited to catch a glimpse of the antithetical terms that are used, and to question their whence it came and usage. These continue information overrate, reliability and stake issues, and cost of win, urban divisions and difficulties in policing the Internet. Successful e-

Commerce involves fantasy the limitations and minimizing the negative strength while interruption maximizing the benefits-commerce businesses forever employ some or bodily of the hereafter practices:

- Provide describe of virtual storefront on websites by all of online catalogs, routinely gathered directed toward a "virtual mall"
- Purchase or offer product for price on online marketplaces.
- Gather and serve demographic data at by means of online contacts and commercial media.
- Use EDI, the business-to-business exchange of information.
- Reach subsequent and firm customers by electronic mail or fax (for concrete illustration, by the whole of newsletters).
- Use business-to-business purchasing and distributing.
- Provide safe and clean business transactions.
- Engage in local merchandising for launching upgraded or fresh products and services.

II. WHAT IS E - COMMERCE?

Electronic commerce, generally known as E-commerce, is transaction in products or services via computer networks, knowingly called as the Internet. Electronic commerce draws on technologies through various mediums namely mobile commerce, electronic funds transfer, supply chain management, Internet hype, online selling processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce classically uses the internet for at least one part of the transaction's period cycle, during the time it take care of also serve other technologies such as e-mail. In the simplest standing, it boot be marked as doing engagement in activity application transactions in an electronic format. The European Commission has marked the e-commerce in 1977 as follow: The April 1997 volume (ERCIM News No. 29) reported that "Europe has been lagging mutually respect to the too

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Implications of ICT on Indian Business Environment with Reference to Women Empowerment in the Globalized Era

Bharathi Ravi	Dr.J.Ramaswamy
Assistant Professor	Assistant Professor
Department of BBA	Guru Nanak College(Autonomous), Chenna
Guru Nanak College(Autonomous), Chennai	bharathi.ravithodla@gmail.com
samyphdpu@gmail.com	

Abstract

Inclusive growth is a necessary prerequisite of accelerated growthand economic advancement. This inclusivity has two dimensions in the current context namely inclusivity of gender and inclusivity of technology. The unprecedented expansion of the World Wide Web and the neck breaking speed with which information communication and technology are progressing since the new millennium is astounding. However, leveraging one by the other to enhance progress is a compelling necessity. The implications of ICT on empowering women in the globalized era have been the subject matter of active debate and serious policy framework since the last decade.

This research study is exploratory in nature and tries to analyze the impact of ICT on women empowerment. Both in terms of workforce participation and business initiatives. While workforce participation is an indication of empowerment through career progression, business initiatives is an indication of self-confidence and the drive to enter startup arena by leveraging technology. The research is purely based on secondary data from publically available sources including reports from United Nations and the government of India census. The analysis is carried out by the usage of simple statistical tools like tables and graphs.

This study is expected to reveal that women participation in the workforce and business initiatives are both low and needs to be scaled up by leveraging ICT.

Keywords: ICT, women empowerment, workforce participation, inclusive growth, Business initiative.

I.INTRODUCTION

The focus on inclusive growth as a means to rapid economic development gained momentum since the advent of liberalization, privatization and globalization in India from1991. Initially the thrust areas were agriculture, industrial development and balanced regional growth. The giant leap of information and communication technology (ICT) in later half of 90's and in the beginning of the new millennium, resulted in shift of focus from balanced growth to gender inclusivity and women empowerment. By this time the country was already witnessing a significant change in the work force composition in the services sector, particularly in the IT and ITES. Moreover the immense potential in the financial services sector particularly in the BSFI ensure greater participation of women in the workforce.IT services communication and technologies became the second largest employer in the country with over 9% contribution to the country's employability next only to Indian railways. Simultaneously there has been a sudden spurt in women entrepreneurship in this country that leveraged ICT as a tool for provision of a variety of innovative services both online and in retail shops. Some women also took to application development or other related IT innovations to scale up their businesses in the last decade.

The possibility of potential growth in the country has encouraged more women to think about business initiatives by creating virtual offices and managing the same from home without compromising on work life balance. Since ICT driven businesses are low investment projects that call for knowledge intensive and innovation driven leadership, women have taken a great liking to such business initiatives and have successfully exploited the opportunities on offer.

Justification for the study

A recent Price Water Cooper report submitted to the world economic forum in March 2017 has predicted that India would be the third largest economy in the worlds with the projected GDP of 19.05 trillion next only to USA and China. This is almost a growth of over 8 times compared to the current GDP of 2.3 trillion inIndia at the end of March 2017. The projected growth trajectory will ensure significant improvement in standard of living and lifestyle perceptions and offer more avenues for women to consider new and innovative business ideas that can be validated and funded by the growing number of angel investors and venture capitalists who are just waiting on the sidelines for such funding opportunities. Moreover, the advent of crowd funding platforms have also minimized the risk of paucity of capital for new ventures from women.in this backdrop it is essential to understand how ICT has triggered the concept of women empowerment both in workforce participation and business initiatives for further employment.

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Unified Network Manag	ement for Enterprises
Dr. P.V. Kumaraguru,	Dr. V.J. Chakravarthy
Deputy Director & Head,	Assistant Professor,
Department of Computer Applications (MCA),	Department of Computer Science,
Guru Nanak College(Autonomous), Chennai.	Guru Nanak College(Autonomous), Chennai.

Abstract

The Unified Network is said to be an integrated wireless and wired components which separates the network parts and services where possible and rather than existent as two isolated network. By installing of the WLAN infrastructure with their existing platform of wired network management, most of the enterprises were unified wireless and wired network management. The most network secure access controls are securing personal information, business communication, financial transactions and also communications and information in mobile devices. The security needs malware scanning, access of malicious website gets prevented, checking in endpoint integrity and controlling application usage etc. In this study the architectural approach an integrated solution in which switching, WLAN control, and security services are integrated in a single with high-performance appliance. The more traditional WLAN controller solution designed to support high-density and high-mobility environments with security services which unmatched in industry but a cloud-managed wireless solution finally provide the easiest deployment option, yet to maintaining the highest security level. This architecture level of performance and flexibility will improve their security and policy stance within the enterprise.

Keywords-Unified Network, Enterprises, Cloud-Management, secure access

I. Introduction

Today's world the way of enterprises is rapidly changing in terms of technology and market trends. The enterprises such as design LAN, onboard clients and allow business applications of every type. This are the implications for how network can access based on security which is deployed, planned and managed. As the result, IT managers are early to recognize network security and network access which have certainly no longer viewed individually and also dependent on each other. There are many types of wireless devices in which network connected to grow unabated. BYOD (Bring your own device) is the norm, the enterprise networks have moved away from smartphones, connecting laptops and tablets. Now emergent technology of IOT is conveying new types of device to the enterprise in every industry virtually. Though, this increase of exponential, the unsecured connected devices which present new vulnerabilities and increasing attack surface for hackers to exploit. The main challenges of BYOD has become on boarding, location based beacons, wireless sensor nodes based on IOT devices and additional threat on other small device pose, Since many BYOD can't support a matching set of security solution. This puts the responsibility on the network to keep the devices in secure.

On the top this exceptional growth ,users believe a more unified access network on experience one that can ensures reliable application and device strategies across both wireless and wired surroundings and across the multiple devices per user. The increasing sophistication of cyber-attacks is revealing the vulnerabilities based on the traditional flat network. These cyber-attacks are to add the various layers of defense which new strategy to protect against the attacker, internal segmentation with explicit, the chain of infection will mitigate or to break. These kinds of changes in devices, usage and applications can create a huge challenge for IT sectors in order to protect the network from threat vectors of ever-evolving array.



FIGURE I: Secured Access Architecture

Financial based Transactions, securing on business communications, mobile devices and personal information involves much more than the network access control. It needs the prevention of access control to malicious websites, integrity checking on end point, scanning for malware, controlling the application usage and much more. The solution of secure access that ensures the similar award-winning security that is authorized by NSS labs which are nothing but independent certification agencies. It is presented to each type of Wi-Fi deployment from a

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Contriving Language Teaching With The Help of Technology

A.SankaraPriya Assistant Professor Department of English Guru Nanak College, Chennai sspriya1907@redifffmail.com

Abstract

Language is a tool for communication. The ultimate basic need for any human being is communication. For an effective communication understanding of a language is important. There are many tools available for students to improve their communication in this technology-oriented world. The four basic important skills in English are LSRW skills. These listening, Speaking, Writing, Reading should be given importance by the students for their better employment.

To get trained with Employability skills fluent English and flawless communication are expected from the students. Students should focus on improving their English. Improving English never implies that their English is bad. Improving student's communication skills can be done in many ways. By relying on the latest technology, which they use in their everyday life, students can improve their communication skills.

Students will never end their day without viewing or downloading a new app in their day-to-day life. In this environment to help the students for improving their communication skills, this paper attempts to show that applications like Dubsmash and Blog writing may play a role in student's life to improve their communication skills.

I. DIACHRONIC DUBSMASH

Dubsmash is a video messaging application for Android and IOS .By selecting these application students can select a recording, or dialogues or poetic verses and record a video of them dubbing over that piece of audio.

This application permits the users to Lip-synch over audio clips including English songs, dialogues, quotes, proverbs from famous poets or famous movie or well known dramas By doing so students can upload their own audio worth some filters to their recordings.

As the appeal for the Dubsmash is becoming very popular, students can lip sync to various dialogues in English. It provides a friendly atmosphere in the classroom by making this activity as a fun learning. This app has a high impact among students because it is simple to use and share. Student's shyness slows down and their level of enthusiasm goes high. When the dub smash activity is used in the classroom and the students observe that their lip sync video is similar that of any well known personality their confidence is so visible with high spirit. They are found to be energetic with full of enthusiasm.

This Dubsmash, when given as an assignment for students, they are motivated to complete it within the given time. On involving in their assignment they are found to be interested and innovative.

As researcher suggests that student performance task needed concentration. When they are involved in their task, they concentrate on vocabulary, tone and accent. When they do imitate they also concentrate on falling rising intonations and pronunciation. This kind of Dubsmash activity removes the monotonous way of writing assignment, and it also relaxes the students and removes the stress from them.

II. WRITING BRAINY BLOGS

Blog writing is a way of sharing thoughts and ideas with the world. Blogging has gained a long run since its appearance in the late 1990's. It was first used as a unique platform to share a person's thoughts and feelings, opinions or experiences. It is an online journal equivalent to diary or to share epople1s experiences. It has gained a platform of millions and millions of people.

Students of this era needed attraction. When they create their own blog and started writing they find that their friends attraction are attracted towards their writing.

Writing Blogs help students to have a clear organisation of their thoughts. When they started to organise their ideas into words they feel proud and happy to see their ideas and thoughts attaining proper shapes.

Using Blog writing in a classroom environment is a platform tool for communication among students. This blog community will help students to research on some new topics and write about issues related to

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Customer Relationship Management – An Instrument In Retaining Customer And To Increase Customer Loyalty

Dr.Y.Hari Prasad Reddy	Sheeba.T
Associate Professor & Head,	Research Scholar,
Department of Corporate Secretaryship,	Guru Nanak College (Autonomous), Chennai
Guru Nanak College (Autonomous), Chennai.	

Abstract

Marketing involves developing relationship between buyers and sellers. The central idea behind marketing is to create customer value which in turn makes the customers to pay more for the product or services to make worthwhile of the organisation. CRM is a management approach that enables organisation to identify, attract, and increase retention of profitable customer by managing relationships with them. This paper reviews the literature on Customer Relationship Management.

Keywords: Customer Relationship Management, Service Quality, Customer Loyalty.

I.INTRODUCTION

Marketing involves developing relationship between buyers and sellers. The central idea behind marketing is to create customer value which in turn makes the customers to pay more for the product or services to make worthwhile of the organisation. Creating customer value involves understanding the behaviour of the customer in purchasing the products. The concepts of buying behaviour involves understanding the needs of the customer and their changing attitudes. The marketing world is becoming competitive and it is difficult for the organisation to understand the customer needs. Instead of creating new customer it is profitable for the organisation to retain its existing customer and increasing the loyalty of the customer which will increase the market share of the organisation. It is also one way of marketing the product through word of mouth promotion. For retaining the customers one of the marketing strategy is Customer Relationship Management. CRM is understanding the customers and nurturing the relationship with them.

CRM is not just about nurturing the relationships with those people who already purchase the same brand. It is also gaining new customers, and converting potential customer into new and returning customers. CRM is a management approach that enables organisation to identify, attract, and increase retention of profitable customer by managing relationships with them.(Bradshaw,D. Brash.C, 2001). Thus for retaining its customers organisation need to adopt strategies which in turn increase their profits. The most important factors for successful CRM implementation are application of data-mining tools, synchronization of IT with marketing, customer centric approach, and clear methodology to implement CRM and defined steps, and training of front office people. (Sarika Sharma &D.P.Goyal, 2011). Even though the organisation concentrates on the strategies for the implementation of CRM strategies by applying various tools it is difficult for the organisation in creating customer loyalty.

This paper reviews the literature on Customer Relationship Management with a view to :

- i) Analyse how CRM can be a powerful tool for retaining customers with the same organisations.
- ii) Gain insights from theory and research in growing literature on CRM
- iii) Identify areas for future research on CRM.

II. SERVICE QUALITY IN SATISFYING CUSTOMER

Increased competition and continuous change in customer demands had led organisation to search for a tool in satisfying customers. One such tool is service quality. Customers select the product which offers them added value and optimise their satisfaction level. Satisfied customer become a loyal customer which in turn increase the profitability, market share and return on investment (Reichheld, Scheuing, 1995). Assessing the service quality is studying the difference between customer's expectation and performance of the service actually delivered. Parasuraman (1988) suggest a measurement scheme using SERVQUAL model, for measuring the service quality. It provides 22 item scale to assess service quality on five dimensions: Reliability, Responsiveness, Assurance, Empathy and Tangibility. Reliability is the ability of the employees to perform the promised service. Responsiveness is the willingness of the employees to provide prompt service. Assurance is the knowledge. Empathy is care and individualised attention given to customers.



^{सम्पादक} डॉ. श्रावणी भट्टाचार्य डॉ. स्वाति पालीवाल



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इस पुस्तक के किसी भी अंश को किसी भी माध्यम में प्रयोग करने के लिए प्रकाशक से लिखित अनुमति लेना अनिवार्य है।

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लेख एवं पुस्तकें : Ujjwala-Women caught in the web of violence, अनुवाद—खाद्य पदार्थों में मिलावट के पहचान के सरल तरीके, अनुवाद—सन्दर्शनम, मीटी हिन्दी, नाचनी मधुमक्खियाँ, मन्थन काव्य संग्रह, इन्द्रधनुप एवं आधुनिक हिन्दी कहानी, अनुवाद—सिद्धान्त एवं प्रयोग तथा आकाशवाणी, दूरदर्शन एवं अन्तरराष्ट्रीय पत्रिकाओं में लेख प्रकाशित।

सम्मान : तमिलनाडु हिन्दी साहित्य अकावेमी दारा विशिष्ट अनुवादक पुरस्कार, S.N. Ganeshan Endowment Cash Prize, Dr. Iqbal Singh, Governer of Pondicheryawarded for Ph.D. work, Ponnolir Bhartam Award for the काव्यपाठ in All India Radio Multitrack Sound Studio, कर्नाटक के पूर्व मुख्यमन्त्री श्री धर्मसेन द्वारा अंग्रेजी अनुवाद के लिए सम्मान ।

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ई-मेल : srabani.11970@gmail.com

डॉ. स्वाति पालीवाल

17 दिसम्बर को होशंगावाद (मध्य प्रदेश) में जन्मीं डॉ. स्वाति पालिवाल की प्रारम्भिक शिक्षा इसी सांस्कृतिक नगरी में हुई । इन्होंने बनस्थली विद्यापीठ, राजस्थान से स्नातक एवं स्नातकोत्तर की उपाधि अर्जित की । मदास विश्वविद्यालय से पीएच.डी.की उपाधि प्राप्त करने के बाद इन्होंने तमिलनाडु को अपनी कर्मभूमि बनाया । सम्प्रति गुरुनानक महाविद्यालय में हिन्दी विभाग की विभागाध्यक्षा हैं । इनकी तीन पुस्तकें एवं बीस से अधिक आलेख और आलोचनाएँ प्रकाशित हो चुकी हैं । मद्रास विश्वविद्यालय के दूरस्थ शिक्षा संस्थान के लिए इन्होंने एम.ए. हिन्दी की पाठ्य पुस्तकें तैयार करने में भी योगदान दिया है । आधुनिक हिन्दी कथा साहित्य की विशेषज्ञ होने के साथ-साथ समकालीन राजनैतिक एवं सामाजिक विषयों में भी इनकी गहरी पैठ एवं रुचि है ।

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	33 ICCS18CS	S133 Secure Data in Health Care Monitoring System Using IoT Kamalakannan.J., Pavithra.T., Geetha.D	T
3	4 ICC518CS		
		A.Bharathi Lakshini , D.Christopher Durairaj , Vaishnavi	
35	5 ICCS18CS	Optimization Model for Cost Oriented Server Selection Using Clustering Techniques G.Kiruthiga, Dr. S. Mary Vennila	
36	ICCS18CS1	 Automatic Renal Defect Classification Using Inception-V3 R vasanthselvakumar M Balasubramanian S Sathiya 	
37	ICCS18CS1	A Novel Approach on Deduplication In Cloud Environment Using Segmentation Method D.Pradeepa .Dr.P.Sumathi	
38	ICCS18CS13	8 Segmentation in Medical Image Processing: A Survey Jeevitha Sivasamy, Dr. T.S. Subashini	
39	ICCS18CS13	Query result retrieval using Fuzzy and Multi-Keyword Content Score methods in cloud K. Karthika Lekshmi, M. Vigilsonprem	2
40	ICCS18CS140	Incorporation of Graph Theory for MIMO in Communication Systems V.K. Radhakrishnan, Amrit Subramaniam	3(
41	ICCS18CS141	A Sustainable Framework on Initiating Intelligent Transport with Smart Bike And Helmet Using Radio Frequency Module Embedded along with the components of IoT as a Working Medium. Dr. Swetha Margaret T A, Sharin Sadamu Lepcha	31
	CCS18CS142	SES – An Elaborate Theoretical approach on building a supportive Smart Education System for enhancing a healthier learning system Dr. Swetha Margaret T A. ,Aarti Bagrecha, Ruchita Gulecha	31
1	CS18CS143	A Survey on Load Balancing Algorithms in Public Cloud- Service Provider's Perspective	32

Optimization Model for Cost Oriented Server Selection Using Clustering Techniques

G.Kiruthiga¹, Dr. S. Mary Vennila²

¹Associate Professor and Research Scholar, Guru Nanak College, Chennai. ²Associate Professor & Head, PG and Research Dept. of Computer Science, Presidency College, Chennai. Email: g_kituthiga@yahoo.co.in¹, vennilarhymend@yahoo.co.in²

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. Propose 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



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Dr. S. Sasikala, M.Sc., Ph.D. HOD of Microbiology +91 90250 71859 ssasiikala@yahoo.co.in



(SIMSCI 2018 OP-13) A Study on GPS Positioning and its Applications

Jenniffer Joy J Student, Department of Computer Science and Technology, Women's Christian College, Chennai, India Jeniferjoy012@gmail.com

Dr. Vijaya Samundeeswari Assistant Professor, Department of Computer Science and Technology Women's Christian College, Chennai, India vijivicky@yahoo.co.in

ABSTRACT-

Global Positioning System is used all over the world to position an object. In this study, a literature review is done on the various positioning technologies and strategy which lies behind getting the GPS data. Based on these review a method has been formulated and suggested to find the stay positions of the moving object around a spatial data. By using the trajectory data which is obtained from the GPS the stay positions are found. This way of positioning can help us to find a user's home locations and other places he might stay in his daily routine. Based on the centroid algorithms and formulae the exact stay position has been found in this study. It can be very useful while taking governmental surveys based on geospatial locations and tracking purposes in crime investigations.

Keywords—GPS; Trajectory path; Motifs;

(SIMSCI 2018 OP-14) Dynamic Resource Allocationusing Clustering Technique for Cloud Data Center in Usage of CloudSim Simulator

Mrs. G.Kiruthiga¹, Dr. S. Mary Vennila²

Assistant Professor and Research Scholar, Department of Computer Applications, Guru Nanak College, Chennai. Email: g_kiruthiga@yahoo.co.in, Ph. No: 9444327133.

²Associate Professor and Research Supervisor, PG & Research Department of Computer Science, Presidency College, Chennai. Email: vennilarhymend@yahoo.co.in

ABSTRACT

Cloud computing is a method for delivering information technology services in which resources are retrieved through internet web-based tools and applications. Modern cloud increased the techniques to allocate resources in a more efficient way. Several clustering strategies focus on the aspect of dynamic and optimized resource allocation in cloud data center. The proposal deals the Cluster techniques for allocation of dynamic resource allocation for cloud data center. For simulating the framework, CloudSim simulatorused as test bed. A description for resource allocation in cloud data center, based on differentially adapted dynamic proportions, has also been focused. The comparative study between fuzzy c-means method and k-means method which is one of the clustering technique for dynamic resource allocation in cloud data center. The proposed studytook



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Emerging Trends in Librarianship Role of Libraries in Learning Environment

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Innovative Academic Library Services

¹Senthil Kumar, T. and ²Srilakshmi, B.

¹Librarian, Guru Nanak College (Autonomous), Chennai. Tamil Nadu ²Librarian, Sir Theagaraya College. Chennai. Tamil Nadu.

Abstract

Survival as library professionals in "Google Generation" becomes a challenge among the library professionals in general and academic librarians in particular. Providing the traditional services with meagre resource to young user definitely keeps library professionals away from the user community, this could be the starting point that the identical or self-reliance issues to the library professionals. The ultimate aim of this paper is to share our professional experiences which are gathered through few innovative best practices. Hope this paper will give insights in to the academic librarians who are less facilitated by means of resources, budget and so on.

Keywords: Library Professionals, Academic Librarians & Innovative Best Practices.

Introduction

The students of present generation expect and demand variety of services from the library without giving time to breathe in other word google and the technological world has changed the generation to move fast and get things done with less amount of patience. Irrespective of academic accreditation agencies also insisting to develop and follow the best practices in all aspects to get high score or good grade. Therefore, the library professionals must understand the situation and pro-act to redesign the working style.

Challenges

The present day challenges to the academic libraries are may divided in three parts namely

- > User
- Resource and
- Library professional.

Challenges pertain to Users

In academic setup there are two major groups of users they are Students, Teaching Staff; Students

- Less patience
- Ignorance or not oriented about library
- > Too much of dependency on web
- Syllabus based curriculum and lack of course awareness and future career plan.

Teaching Staff

- Less necessity to utilise the library and its resources.
- Expertise in the subject by way of teaching the same subject for many years

Emerging Trends in Librarianship: Role of Libraries in Learning Environment

New Dimensions of the Capital Budgeting Techniques in the Micro Sinall and Medium Enterprises (MSME) era | 114 A STUDY ON DIFFERENT FACTORS OF WORK LIFE BALANCE AFFECTING EMPLOYEE JOB SATISFACTION

D. Shobal 6, Dr. G. Suganthi 17

ABSTRACT

This research was performed to identify the impact of different factors of work-life balance on employees' job satisfaction. This research is to clarify the relationship between job satisfaction and work life balance factors in banking sectors. There were about 120 questionnaires circulated among the employees of banking sectors. Out of which 88%) questionnaires were returned. The data analysis was done by using SPSS and multiple regression analysis was performed to find out the impact rate of different factors. All the variables discussed in this study results in positive relationship with job satisfaction of employees. In null hypothesis all variables were same as derived except job stress and intention to leave. In derived results job stress and employees' intention to leave job shows positive relation with employee job satisfaction. The reasons found are the improper voice mechanism and improper distribution of work load among employees. This research can be helpful in analyzing the issue of work life balance in banking sectors in other cities and would enable to conduct different programs /seminars to resolve or minimize this issue in Indian banking scenario.

¹⁸ Assistant Professor. Department of Management Studies, ThetvanaiAmmal College for Women Villapuram, Tamil Nadu, India.
¹⁹ Hawk substant Partman Interances in Mounteent Conference (Interaction Conference) and Soft Nets.

PG Department of Commerce Saraswathy College of Arts and science

A STUDY ON DIFFERENT FACTORS OF WORK LIFE BALANCE AFFECTING EMPLOYEE JOB SATISFACTION

ar Dimensions of the Capital Budgeting Techniques in the Micro Senall and Medi-

The world shrinks as global village. This globalization phenomenon has created the competition trend in almost every sector of organization. Every sector is trying to give more innovative in their respective products/services to achieve the criteria of success. Under this concept, the banking sectors have become more competitive now days. This changes in business yield more dynamics from employees but making a great hurdle in balancing their lives and job in one row. The satisfaction of job is an inconsistency among wants and expectations of people about their job, and the actual offering to them regarding their jobs (Heslop, et al., 2002). Since old times, banking sector is labour intensive profession. From the top level management to the middle and low level management, their jobs are very tough. Employees want work life balance, so they may fulfill their official as well as personal needs. In this research work we are going to discuss few important factors (i.e., work stress, job autonomy, intention to leave job and flexible working hours) which are creating hurdles in work life balance especially in banking sectors. Tamilnadu is not very different in this regard. Villupuram being the traditional and revenue generating city of Tamilnadu is considered the extremely occupied and quick moving city. By taking in consideration, the banking sector of respective city, we have noticed that work load and long working hours has greatly influenced the concentration of job satisfaction of employees. Ample research has been done already on work-life balance and employees' job satisfaction in developed countries. The developing countries are also working on work-life balance and employees' job satisfaction in many fields. A considerable research is done in Tamilnadu on work life balance and employee satisfaction but only in bigger organizations like telecom sector and banking organizations, where working for long durations is an ordinary issue.

PROBLEM STATEMENT

In other research, the work life balance has effect on employee job satisfaction in banking sector of Cuddalore. The reasons might be the high level of inflation, unemployment rate and poor environmental conditions. In this study, some other factors of work life balance have been used to analyze employee job satisfaction in banking sectors of Villupuram. This study was focused to find out the loopholes affecting the employee

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46	Design of Cylindrical DRA for K Band Application	Amit Kumar Aditya Ashish Parmar Sanjay Kumar Sahu	NCICTA46	199
47	Factors Influencing on Cost Estimation for Software Development	N.S.Kiruthika	NCICTA47	201
48	Double Biometric Traits for Efficient Biometric Security	P. Anitha M. Grace	NCICTA48	205
49	Fuzzy Clustering Based Bayesian Framework to Predict Gynecological Problems Among Girls	K.A.Anjana	NCICTA49	210
50	GSM Based Energy Meter Reading System with Automatic Billing	AntonyVeeraPuthiraRaja Vishalakshi .S Vidhya G	NCICTA50	212
51	Adoption of Container as a Service(CaaS) with Cloud Service Providers - A Study	BaskaranJambunathan Dr.KalpanaYoganathan	NCICTA51	216
52	5G The Next Generation Mobile Technology : A Study	E.Kanimozhi L.Abilasha	NCICTA52	221
53	Customer's Perception of E- Payment (A Study with Reference to Tiruvallur District in Tamil Nadu)	K.Saravanan Y.HariPrasad Reddy	NCICTA53	224
54	Implications of ICT on Indian Business Environment with Reference to Women Empowerment in the Globalized Era	Bharathi Ravi Dr.J.Ramaswamy	NCICTA54	229
55	Unified Network Management for Enterprises	Dr. P.V. Kumaraguru Dr.V.J.Chakravarthy	NCICTA55	238
56	A Conceptual Study on Augmented Reality	M. Gayathri	NCICTA56	242
57	Usage of Pervasive Computing Devices &its Applications in Collegiate Education System	R.Akila M.Bhuvaneswari	NCICTA57	245
58	Environment	Sowmya.D	The second of	210
59	The Impact and Significance of Network Speed in Enhancing the Usage of Unified Communications Networks Technology	Dr.A.Kovalan	NCICTA58	247
60	E.C.	R.Rajini V.Senthiu u	NCICTA59	249
		V.Senthil Kumaran A.Arul Oli	NCICTA60 ¹⁰⁵	252

Technology- A Double Edged Sword In Today's Working Environment

Ms.Sowmya D Assistant Professor & Head, Department of Honours, Guru Nanak College (Autonomous), Chennai. sowmyadwarakanathan@gmail.com

Abstract

Business Environment is a combination of internal and external factors of an organization which enhance the operations of the enterprise. "Technology is a boon and bane". Technology is a double edged sword which acts as an enabler and a disrupter. This paper shows an indepth idea of the boons and the disruption of technology towards manpower in India.

Keywords: Technology, enabler, disruption, skill, manpower.

LINTRODUCTION

Business Environment is a combination of internal and external factors of an organization which enhance the operations of the enterprise. It includes macro and micro environment. Macro environment is a factor that exist as a whole of economy rather than determining particular or separate sector. The drivers of macro environment are

- Political drivers
- Economical drivers
- Techno logical drivers
- Social drivers.

Micro environment is a factor that exist for determining particular or separate sector or region rather than mentioning the whole of the economy. Multiple micro elements constitute the macro environment. The micro environment drivers are

- Competitors
- Resource suppliers
- · Employees
- Customers

IL RELEVENCE OF TECHNOLOGY – DOUBLE EDGED SWORD IN INDIA:

According to World economic forum in 2015 on "Global top 10 Economies" India stands at 7th Position with 2.8% growth in GDP.



It is analyzed that India will outperform the United States to arise as the second largest economy by 2040 in terms of PPP (Purchasing power parity).

India, to sustain in the globalised economy, technology implication made possible in all areas. The Government imposed policy on globalisation which paved a way for entry of MNC's. To remain globally competitive and to sustain in the market, the industries were compelled to reduce its costs.

Hence technology is a game changer. It is an enabler and also a disaster in various sectors. Technology is considered as an enabler since many advantages to many sectors. For instances.,

Restaurants Order booking

- Drone based inspection of Oil Platforms,
- accident sites, Ware house inspection
- Food delivery apps like Swiggy
- taxi service like Ola, Uber
- Ultra deep sea oil exploration
- ERP Platforms : SAP, ORACLE, and other packages

III. TECHNOLOGY DISRUPTION

3.1 Need to re-skill manpower

It is essential to reskill manpower and update the skill of man power. Establishments need to yield instantaneous accomplishment and update the talent and reskill of workforces, to ensure they have the expertise they need for the future. We cannot slow the rate of hi-tech developments, instead we can invest in employees' skills to increase the flexibility of employees and establishments.



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WOMEN EMPOWERMENT AND SKILL DEVELOPMENT OF EMPLOYEES IN ORGANIZED SECTORS - WITH REFERENCE TO CHENNAL

GAVATURI HARISUMAR

Head – Dept of Considering A Finance) & Deputy Dean (Asadomiot), Gene Namk College (Astronometers), Cherona Domail, paperbrioschriftgennik com

Abstract - This article provides on longit two unners components and skill development of amployees working in organized science of Chemical edg. It tries to dark out the skill sets imported to them in their respective organizations. The important arcticals and practices followed to enhance duely skill sets are also identified. The memory by which women employees are employeed in denie (opposizations in found out, Whether all these lend to create development of women employees are employeed in denie by demonstring a questionary to around 95 women employees working in various service employees is analyzed in denie by demonstring a questionary on around 95 women employees working in various service sectors like Iterating, fournance, likely, travel, tidentical bothesizes, IT and PTHS neares of Chemical. This study along and wat whether when momen employees are really emponered and the patients the acceptory emported while for advancing in their circents. Finally, suggestions would be given to propagate the various government initiatives coming under the in their circents. Finally, suggestions would be given to propagate the various government initiatives coming under the in their streets. Finally, suggestions would be given to propagate the various government initiatives coming under the Ministry of women and child development.

Keywards - Women employees, Employees, Skills, Organization.

I. INTRODUCTION

Women fimpswermentrefers to the creetion of an environment for wanten where they can make decisions of their own fire their personal bonefits as well as for the society. Skill development acts 21 an instrument to improve the overall effectiveness and empowers in individual to work more efficiently Woosen have a major role in contributing to the economic development of our country in many ways. Women in the organized sector are educated and know their responsibilities well. They are willing to acquire the shifts required for efficiently performing their organizational roles. Education and women empowerment has proven to be the catalyst for sapid socia consonic growth. The economy becomes more productive, innovative and competitive fivough the existence of more skilled human potential. Increasing pace of globalization and technological changes provide both challenges and growing opportunities for economic expansion and job creation. Countries with higher and better levels of skills adjust more effectively to the challenges and opportunities of elobalization. India has made considerable moreosa in the field of basic universal education, gender equality in education, and global sconomic growth. According to a new study by the McKinsey Global Institute (MGB). India can increase its 2025 gross domestic product (GDP), estimated at \$4,23 trillion. by between 16% and 60% just by enabling women to participate in the economy on par with men.

The indian Government initiated the National policy for the empowerment of women in 2001. Apart from this, there exist several legislative acts to provide protection and ensure the rights of women. The ILO suggested that working conditions of women in organizations need to be improved in order to increase their participation.

IL REVIEW OF LITERATURE

Successfully using skills policies to holp trigger and maintain a dynamic process of employment growth has ensulted in a virtuous circle of rising productivity and high growth rates. Skills gaps can result growth and jeopardize workins' enterprise. employability. Structural changes in the economy sail heightined competition between enterprises refixe the number of available jobs with low sell requirements. The private sector has been taking various initiatives on its own and in collaboration with the government and international entities, to upgrade in-house training facilities and also to provide training to potential employees to make then job ready. Many large corporations like Larsen & Toubro, Eharti Group, Hero Group, Maruti, IIC, Infrastructure Leasing & Finance Services Ltd etc., have established training facilities that offer world class training programs that create an environment of e-learning and Innovation. The Leaking Pipeline report showed that across regions globally, he percentage of working women in the 30-plus agt group is significantly lower than that of women if their 20s, indicating that this is the stope when women tend to leave the workforce. This is that of India as well, where women offen leave the workforce due to the inability to achieve a strong work-life balance. Women who choese to take a break at this stage typically miss the critical step that takes them to the next level of management. And when they do choose to return to their corects, ber find that they have lost leadership roles to their pers who remained in the workforce. If companies in Infia

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ECONOMIC DEVELOPMENT OF TAMIL NADU

A long term study since 1950s.

Editor Dr S.N. SUGUMAR





ECONOMIC DEVELOPMENT OF TAMIL NADU: A LONG TERM STUDY SINCE 1950s

EDITOR Dr S.N.SUGUMAR



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16. GROWTH POPULATION AND POWER AVAILABILITY FOR SUSTAINABLE CONSUMPTION IN TAMIL NADU

Dr.C.Murthy, Associate Professor, Department of Economics, Guru Nanak College

Introduction

Today we are living in the age science and Technology. In this age everybody and nation is faced with many problems. Some of the serious problems are (a) Explosion of Population (b) Energy Crisis (c) Environmental Pollution. There is no country in the world which is not adding to the population. Population is on the increase everywhere. It is because death rate has been very much checked, on account of availability of medical facilities when population in increases with that many problems are created. It becomes difficult for the nation to provide education, health, civic, employment, transport and similar other facilities. Law and order problem becomes serious and housing facilities cannot be provided. It is difficult to provide sustainable energy for consumption. In fact it becomes difficult to develop their talents and living standard begins to come down. Environmental pollution creates problem of having pure good air to inhale and so on. It becomes difficult to live in healthy surroundings with the result that all efforts to keep the people healthy miserably fail. Energy is a major problem with every nation of the world is faced today. Conventional fuels crisis have gone up so high that every country of the world is now faced with a situation as to what is the alternative of conventional fuels as a source of energy. The problem with which State is faced is really very serious and needs immediate attention and the earliest solution. But so far there is limited alternative energy sources harnessed but to increase sustainable energy consumption in case State wants to maintain present rate of industrial and economic growth.

Energy, an essential requirement for all facets of life is recognized as a basic human need on which socio-economic development of the country depends as it is a critical infrastructure. Electricity is the primary source of supply of energy. Hence, supply of electricity at reasonable rates and making it available is vital. The demand for power is a function of population and economic growth, which reflects the growth process-taking place in primary, secondary and tertiary sectors. Recognising that electricity is one of the key drivers for sustainable economic growth and poverty alleviation, the State has set itself the target of providing access to sustainable electricity to all households in the next five years. As per 2011 census, about 22 percent of the households at the State level do not have sustainable energy. Hence, meeting the target of providing universal access is a daunting task, requiring significant addition to generation capacity and expansion of Transmission and Distribution net work.

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	4	Maurya and Gupta Armies		PE
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Military History of	6	Military System of the Mughals		PE
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Contents

	А	Mode of assessment TMA/PE)	Page No.
Module 1	Military History of Ancient India		
Lesson 1	Warrior System in Ancient India	PE	1
Lesson 2	Armies in Ancient Age	PE	7
Lesson 3	Military Ethos	TMA	14
Lesson 4	Maurya and Gupta Armies	PE	18
Module 2	Military History of Medieval India		
Lesson 5	Establishment of the Delhi Sultanate	PE	24
Lesson 6	Military System of the Mughals	PE	34
Lesson 7	Battles of Mughal Army	TMA	41
Lesson 8	Rise and Fall of the Mughal Empire	TMA	49
Module 3	Military History of the Colonial Era		
Lesson 9	Colonial Era and the Indian Sepoy	TMA	56
Lesson 10	Battles Fought in the Colonial Era	TMA	67
Lesson 11	Revolt of 1857 and Reforms in the Indian Army	y PE	71
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While China claims to pursue a "peaceful periphery", unfortunately, it buttresses its claims in the region by the use of force and coercion, as well as the economic leverage. Its



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OBJECTIVES



This book Acculturation in the Works of Millennium is a compilation of the research articles contributed by the staff and scholars in the International Conference.

Contents

S.No.	Contributor	Title of the Paper	Page No.
1	Dr. N.Velmani Head & Associate Professor Department of English V.V.Vanniaperumal College for Women Virudhunagar	Polarities of Pollen Culture: A Study of the Select Works of Diasporic Women Writers (Manju Kapur, Jhumpa Lahiri And Kiran Desai)	1
2	Dr V.Kalaiselvan Associate Professor and Head Department of English Language Studies School of English and Foreign Languages Madurai Kamaraj University, Madurai	Acculturation in the Works of Jhumpa Lahiri	п
3	Dr. A.Anitha Raj Assistant Professor of English V. V. Vanniaperumal College for Women Virudhunagar	Language Rewires Brain: A Study on Ted Chiang's Story of Your Life	16
4	Mrs.K.Kavitha Assistant Professor of English V.V.Vanniaperumal College for Women Virudhunagar	Manju Kapur's <i>The Immigrant</i> : Nina's Trajectory to Canada	21
5	Dr. M. Anjum Khan Assistant Professor of English Avinashilingam Institute for Home Science and Higher Education for Women Coimbatore	Welcome Home! A Geographical reading of Dionne Brand's Land to Light On	26
6	Dr. S.Sharmelee Assistant Professor of English V.V.Vanniaperumal College for Women, Virudhunagar.	Cultural Metamorphosis in Bapsi Sidhwa's An American Brat.	31
7	Ms.V.Jagadeeswari M.Phil Research Scholar Vels University, Chennai	Jumpha Lahiri's <i>The Lowland</i> : A Novel of Culture Shock and Mix	37
8	Dr. R. Priya, M.A., B.Ed., M. Phil., Ph.D. Assistant Professor of English V. V. Vanniaperumal College for Women Virudhunagar	April as the Voice of Metis Culture in Beatrice Culleton's In Search of April Raintree	43
9	Ms.M.NagaJeyaKumari Assistant Professor in English V.V.Vanniaperumal College for Women, Virudhunagar.	Transcendental Archetypal Feelings as Portrayed in the Poetry of the East and the West	51
10	Ms.G.S.Sujantha Assistant Professor in English V.V.Vanniaperumal College for Women, Virudhunagar	Cosmopolitan Culture	57

5

7. Jhumpa Lahiri's The Lowland: A Novel of Culture Shock and Mix



V.Jagadeeswari M.Phil Research Scholar Vels University, Chennai.

Abstract

This paper explores Jhumpa Lahiri's *The Lowland* from cross-cultural or culture mix point of view. Jumpha Lahiri is one of the greatest Indian women novelists who have expressed the immigrant experiences in alien soil through their protagonists. And this paper analyses how the woman protagonist finds and embraces new culture despite the conflict with the new environment. The findings unfold the world of immigrants and new perspective on the author's treatment of nostalgia, rootlessness, pain and loss met by the characters in the novel, "The Lowland". The term 'Acculturation' means 'cultural modification of an individual group, or people by adapting to or borrowing traits from another culture'. In other words it means simply adjusting and adapting oneself to the conditions prevailing.

Jhumpa Lahiri is an Indian – American who was born as Nilanjana Sudeshna Lahiri in London on July 11, 1967. She moved to the United States when she was two and lived in Rhode Island where the novel "The Lowland" is set. It is a multi–generational tale that stretches almost five decades between Tollygunge and Rhode Island. Jhumpa Lahiri in this novel deals with migration, dislocation and relocation, the consequences of displacements and cross cultural encounters.

In *The Lowland* Subhash migrates to the U.S. and encounters many new things which influence his lifestyle. Subhash is only aware of the joint family system in India, and is shocked when he comes to know that, there is no one to help Holly. Gauri after going to America transforms herself to an American. She presents herself as the best example of acculturation of an immigrant. Quite contrastive are the two characters, Subhash is experiencing a sort of culture shock and struggles to cope with the new environment whereas Gauri is ably adjusting and adopting to the new circumstances and becomes acculturated. The paper analyses the changing attitudes of the two prime characters in the novel 'The Lowland' by Jumpa Lahiri.

The term 'Acculturation' associated with Post-Colonial literature means 'cultural modification of an individual group, or people by adapting to or borrowing traits from

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Dr. K Ravichandran Dr. C Anita

85	Fading Voices and Fettered Emotions: A Scrutiny of Subaltern Way of Living and The Wait for A Breakthrough in Rabindranath Tagore's Chandalika S. Selvapriya & Dr. David Arputha Raj	397
86.	Gender Discriminational Sufferings Faced By Women in Present Scenario V. Amrithasree	401
87.	Portrayal of Black Women in A Raisin in the Sun M. Kanika Priya	404
88.	Gender Inequality In Mahesh Dattani's Tara K. Angel Vinoliya	412
89.	Feminist Trauma within a Patriarchal Structure with reference to Manjukapur's A Married Woman V. Jagadeeswari	418
90.	Gender Differentiation in One Indian Girl By Chetan Bhagat S. Maharajalakshmi	424

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Feminist Trauma within a Patriarchal Structure with reference to Manjukapur's A Married Woman

V. Jagadeeswari Assistant Professor, Department of English Mohamed Sathak Arts & Science College, Sholinganallur

Women are the victims in the hands of the Indian patriarch families. The status of women folk in India is presented before us as a never ending torture and their constant struggle against exploitation in the hands of male dominant environment. The woman is invariably pushed back into her expected gender roles as wife, cook, etc. Women face discrimination right from their childhood and especially girls are forced to be home – bound and shy. According to the Indian tradition a women must make the marital home pleasant for her husband and in – laws. She is abused as an unpaid laborer for cooking meals, cleaning greasy dishes, washing clothes and taking care of their children in addition to their husband and in- laws. They are never allowed to enquire about money or property and they are never included in any discussions.

India believes in traditional values and it is deep rooted in the societal values. Still today, Indian society is organized around gender bias and it gives more importance and space to male dominance. Actually in his male dominated society, she is wife, mother, sister and home maker. She is expected to serve, sacrifice, submit and tolerate each ill against her peacefully. It is a struggle of individuality with family and society through which they are pushed into a dedicated attempt to shape an identity for themselves as capable women with flawless backgrounds. The research paper explores the traumas encountered by the women characters in the male dominated patriarchal society in India, with reference to ManjuKapur's "A Married Woman", her second novel. "A Married Woman" is a well balanced depiction of a country's inner development and the anguish of a woman's unrest to choose between her modern feminist awakening and the ancient family responsibilities. Manjukapur not only describes the plight of


Dr. K. Ravichandran, Associate Professor of English at Thiruvalluvar University, Tamilnadu is a prolific writer and an ardent researcher. He began his Teaching career at Annamalai University in the year 2002. Then he joined as Associate Professor at Thiruvalluvar University in 2013 He

has put in 15 years of teaching and research experiences as on date. Moreover, he has delivered many a lectures at various educational forums. His areas of research include Indian Writing in English, Subaltern Studies and African-American Literature. He has been supervising pre- doctoral and doctoral research for about 15 years. He has published three books and presented / published articles at the journals of National and International repute. He is the recipient of Dr. Ambedkar's Fellowship Award-2008, conferred by Bharatiya Dalit Sahitya Akademi, New Delhi. And Prof. Dr. K. Ravichandran also serves as academic Council Member at Thiruvalluvar University and Sacred Heart College Tirupattur, Tamil Nadu.



Dr. C. Anita is an Assistant Professor Department of English, Thiruvalluvar University. Her forte is Post-Colonial Studies and her area of interest broadens itself into Cultural Studies and Translational Studies. She has published scholarly articles at both National and International level.

She owes all her academic achievements to her mentor and guide Dr.P.K.Kalyani, former Prof & Head, Department of English, Manonmaniam Sundaranar University, Tirunelveli.





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1	Dreams, Desires, Discernment and Decisions: An Ignatian Mystical Reading of Paulo Coelho's The Alchemist - Fr. Godwin Rufus, S.	13
	Marginalization and Subjugation as a Cultural Continuation in Githa Hariharan's Faces of Night - V. Jagadeeswari	14
1	Double Marginalisation of Dant Women in Waman Nimbalkar's Mother and Jyoti Lanjewar's Mother - A Comparative Study - Jeremy Jain Babu	15
1	The Role of Forbidden Love in Arundhati Roy's The God of Small Things - Dr. J. Josephine	16
14	Beyond Tomecide: A study on Hansda Sowvendra Shekhar's The Adivasi Will Not Dance - R. Kabani	17
14	Casteism in Mulk Raj Anand's Untouchable - D. Kamaladevi	
15	Dalit Movement in India: The Four Dalit Literature - K. Karthiga	
16	Gender Discrimination in Manju Kapur's Home - B. Kavikashree	
16	Marital Aggression in Alice Walker's Third Life of Grange Copeland - M. Lekha	
176	Haunting Wildness in Anita Desai's Fire on the Mountain - Lydia Bennett	22
182	Voiceless Voices through the Images: Strategies of the Indigenous Race in the Select Poems of Kumalau Tawali - G. B. Mary Berifin	
193	Representing Ethnicity: A Study of the Select Works of Chinua Achebe and Chimamanda Ngozi Adichie - V. Mohammed Mustapha	24

Marginalization and Subjugation as a Cultural Continuation in Githa Hariharan's The Thousand Faces of Night

V. Jagadeeswari

Assistant Professor Department of English Mohamed Sathak College of Arts and Science Shollinganallur Chennai

Women are suffering more in a country like India as the process of victimization of women still continues in the traditional society. In the traditional social culture, women were always neglected and dominated and it still continues in the post globalized period. The paper brings out the insidious patriarchal concept and the society's patriarchal pattern and that society's expectation and taboos laid by men. The paper is the portrayal of different facets of women suffering and depicts the status of women in Indian society with reference to Githa Hariharan's The Thousand Faces of Night. Githa Hariharan is a contemporary Indian writer, Novelist, Short story writer and Feminist. The Thousand Faces of Night is her debut novel which won the Common Wealth Writer's Prize for best first book in 1993. The novel is woven around three generations of Women Mayamma (Devi's maid), Sita (mother of Devi) and Devi. Mayamma is a victim of violence at the hands of her mother in -law, husband and son. Sita sacrifices are without complaints and she is ready to face the bitter society. The U.S educated Devi is not able to fit into the Indian domestic life and

147

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 Nationalism and the Postcolonial Literatures 	
Dr. K. Prabha	17-21
Dr. N	- 41
A Study of Men-Women Relationship in the Selected Novels	
• <u>A Study of</u> of <u>Toni Morrison</u> G. Giriya, M.A., B.Ed., M.Phil., Ph.D. Research Scholar &	
Ciriva M.A.	
Dr. M. Krishnaraj	22-27
Historicism and Animalism -	
Historicism and Animalism - Elements of Convergence in George Orwell's Animal Farm	
Elements of Convergence	10
Ms. Veena SP	28-34
 Expatriate Immigrants' Quandary in the Oeuvres of 	
the laborioe	
Bharati Mukherjee V. Jagadeeswari, Assistant Professor of English	35-41
· Post-Colonial Reflections in Peter Carey's Journey of a Lifetime	
Marra S Menon	
II B.A. English Language & Literature	42-45
· Retrieval of the Mythical and Dalit Imagination in	
• <u>Retrieval of the Avythicut and D and Finagenation in</u> Cho Dharman's <u>Koogai: The Owl</u>	
R. Murugesan	
Ph.D. Research Scholar	46-50
	10 50
· Racism in Nadine Gordimer's The House Gun	
Mrs. M. Nathiya	
Assistant Professor	51-55
 Mysteries Around the Sanctum with Special Reference 	
To The Man From Chinnamasta by Indira Goswami	
Mrs. T. Vanitha, M.A., M.Ed., M.Phil., Ph.D.	56-66
. The Pathetic Diale and the Diale and the state of the s	
• The Pathetic Plight and the Bleating Voice of Marginalized People in Rich Wright's The Color Curtain	hard
P. Nelson Raj, Research Scholar	
Dr. S. Azariah Kirubhakaran	(7 7)
A CONAKAFAN	67-72
· <u>Khaled Hosseini's</u> <u>The Kite Runner</u> as a Cultural and Hybridity Study	
Nidhiya. P., M.Phil. Research Scholar (Part-Time)	73-76
	15-10
* <u>A Post-Colonial Perspective on the Novel Coonardoo: The Well in the</u> Shadows Evanjaline Nightingalo M	
Shadows Evanjaline Nightingale, M	77-80
Sarc, 171	

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150

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Expatriate Immigrants' Quandary in the Oeuvres of Bharati Mukherjee

V. Jagadeeswari, Assistant Professor of English

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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151





Insect Physiology

K.P. Sanjayan

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About the Author



Dr. K.P. Sanjayan is an Associate Professor and Head, in the Department of Advanced Zoology and Biotechnology, Guru Nanak College, Chennai, India. Since 1981 he has been researching in the field of insect plant interactions with primary focus on digestive and reproductive physiology of bugs and grasshoppers. His research has been funded by grants from the Government of India funding agencies like the

DST, DBT, ICAR, CSIR, MoEF and UGC. He has more than 150 research publications in national and international peer reviewed journals. During the span of more than three decades of teaching and research, twenty students have obtained their doctorate degrees and twelve student received their M.Phil degree from the University of Madras. He is a member of two prestigious scientific organization such as the Madras Science Foundation and the Indian Academy of Entomology besides being a member for various National Scientific Bodies. He is a life member of the Association for Advancement of Entomology, Trivandrum, the National Institute of Ecology, New Delhi and the Indian Academy of Environmental Sciences, Haridwar.

Insect Physiology

Dr. K.P. SANJAYAN

Department of Advanced Zoology and Biotechnology, Guru Nanak College, Chennai–600042 Tamil Nadu, India.





காஞ்சிபுரம் மாவட்டம், அகரம் தென் கிராமத்தைப் பூர்வீகமாகக் கொண்டவர். கிறித்தவக் கல்லூரியில் சென்னைக் இளங்கலையும், பச்சையப்பன் கல்லூரியில் முதுகலையும், சென்னைக் கிறித்த<mark>வக்</mark> கல்லூரியில், 'நாட்டார் கதைநிகழ் உத்திகளும் செயல்முறைகளும்`` எனும் தலைப்பில் ஆய்வு செய்து, முனைவர் பட்டமும் பெற்றுள்ளார். கடந்த பத்தாண்டுக<mark>ளாக சென்னைக்</mark> குருநானக் கல்லூரியின் தமிழ்த்துறையில் உதவிப் பேராசிரியராகப் பணியாற்றி வருகிறாா். நாட்டாா் வழக்காற்றியல் மற்றும் மொழியியல் துறைகளில் தொடர்ந்து ஆய்வு செய்து வருகிறார்.

இவரது சிறுகதைகள் ஒரு தொகுப்பாகவும், நாட்டார் கதைகள் ஒரு தொகுப்பாகவும் வெளிவந்துள்ளன. இந்நூல் இவரது மூன்றாவது நூலாகும்.

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