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COMPUTERS IN EARTH AND ENVIRONMENTAL SCIENCES

Artificial Intelligence and Advanced Technologies
in Hazards and Risk Management



Edited by
Hamid Reza Pourghasemi

Ecoengineering practices for soil degradation protection of vulnerable hill slopes

R. Gobinath^a, G.P. Ganapathy^b, E. Gayathri^c, Ashwini Anen Salunkhe^d, and Hamid Reza Pourghasemi^e

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1 Introduction

Landslides were recognized as a process of contributing to an outward and backward change in hilly slope resources made of native soil, sand, synthetic cover, and part combination^{1–3} the primary causes of landslides are gravitational force and groundwater flow inside the soil. In many parts of the world, land depletion in a sensitive ecosystem of mountainous terrain is becoming a major issue. Because of its effect on the potential loss of production, economic influence, and social losses, land depletion is a serious concern.^{3–6} The principal causes of land loss are steep hills with poor vegetation cover and increased human interference. This adds to a number of negative consequences, such as soil deterioration, reduced land quality, degradation of local hydrology networks, and limited capacity to store water with hauled sedimentary rocks and contaminants.⁶ Therefore, the current rate of degradation processes may be halted through the implementation of innovative management strategies.⁶ Soil has a leading role in influencing or intensifying the loss of productivity that comes from the soil, including agricultural products. The integrated behavior of microclimate variables (aridity, weather events, rainfall erosion) and human mismanagement (intermittent drought, thin soil horizons, poor soil organic matter, scarce vegetation cover), and human pressure (overgrazing, deforestation, agricultural intensification, tourism growth).^{6–10} Soil depletion is the depletion of soil ecological resources and functions.¹¹ Almost 30% of the world's soils has been exhausted, and they need to be analyzed and documented to improve their management and use.¹² The deterioration of land in India is reported to continue on 147 million hectares (MHa or Mha-m), including 94Mha-m of river erosion, 16Mha-m of acidification, 14Mha-m of floods, 9Mha-m of wind erosion, 6Mha-m of salinity, and 7Mha-m of mixing factors. This is incredibly serious since India promotes 18% of the world's population and 15% of the world's farm production, but only 2.4% of the world's population. The cause of soil degradation is often massively complex, with varying dimensions, including low and reduced land fertility, vegetation, ecosystems, and the decline in ecosystem-derived economic and social resources. Six soil depletion processes, such as water, wind and tillage, degradation, topsoil depletion, compressibility, saline intrusion, alkyl nature, pollution, and loss of biodiversity, have been defined as induced or aggravated by poor agricultural practices. Soil erodibility is an indication of land loss sensitivity and is defined by the physical properties¹³ of soil. Soil degradation can occur over a short period of time owing to ineffective land management, although soil restoration can take a long time or decades to form. The design and management of land use studies are also needed to support choice-making and public policy, ensure real-time soil quality and lead to sustainability.¹⁴ This chapter delegates knowledge to help better-informed decision-making in the conservation of fragile hillsides and the management of ecosystems, focusing on controlling soil erosion.

COMPUTERS IN EARTH AND ENVIRONMENTAL SCIENCES

Artificial Intelligence and Advanced Technologies
in Hazards and Risk Management



Edited by
Hamid Reza Pourghasemi

IoT applications in landslide prediction and abatement—Trends, opportunities, and challenges

U. Sinthuja^{a,h}, S. Thavamani^b, Sandhya Makkar^c, R. Gobinath^d,
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1. Overview

Landslides are among the most dangerous environments and can cause significant damage to human life and business habits.¹ The drive impact of landslide assessments from the gradual measurement of material to a rapid landslide of a significant volume of debris in the range of millimeters/centimeters per year.² There are two primary factors for landslides. First, it is a cause by nature (inevitable) that is away from the control of the human being and order. Second, man-made landslides are generated by rising environmental forces in the form of construction work, illegal mining, strong ground apparatus movements, and sometimes hills-cutting. There are several examples of negative landslide signs in different regions of India. India has experienced harmful landslides in the past few years.

In 2020, states such as Kerala, Karnataka, Tamilnadu, and Manipur have played a vital role in landslides near the TNEB colony, Emerald, Kundah Taluk, which is located in Nilgiris district, Tamil Nadu, after a few of heavy rainfall of about 34.5 cm (for the period ending 24h, another one has occurred in Talacauvery on August 6, 2020, around 02:30 am, because of the same heavy rain, near Talacauvery Temple on Brahmagiri hills near Bhagamandala in Kodagu district, Karnataka. The Lengmai landslide occurred during the last week of June 2020, along the upslope of the NH-37, the Imphal-Jiribam road approximately 500 m from Noney Bazar towards Imphal, Manipur. In July 2020 in Mao town, which has affected an area of about 0.6 sq.km in the same Manipur. Landslides in Papumpare District, Arunachal Pradesh, two notable landslide occurred in a village called Tigda, which was destroyed on July 10, 2020. Another in Dorzi Colony around 8:12am on June, 25.06.2020. Two landslides occurred in each Dhore and Sitola area, and the other occurred in Kabi Village in North Sikkim.³

Internet of Things (IoT) or inter-machine communication (M2M) over the World Wide Web is a common platform that enables interaction between machines such as computers and smartphones via the Internet. The number of connected devices is increasing rapidly, and Cisco IBSG anticipates that the number of IoT devices will meet 1.5 trillion by 2020.⁴ To have access, analysts predict that the Internet of Things will be composed of 20.4 billion units by 2020.⁵

Internet Phase-I: People to People (P2P)

Internet Phase-II: Device to People (M2P)

Internet Phase-III: Device to Device (M2M)

COMPUTERS IN EARTH AND ENVIRONMENTAL SCIENCES

Artificial Intelligence and Advanced Technologies
in Hazards and Risk Management



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Studies on plant selection framework for soil bioengineering application

E. Gayathiri^a, R. Gobinath^b, G.P. Ganapathy^c, Ashwini Arun Salunkhe^d,
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1 Introduction

The most important environmental challenges faced by humans are soil degradation and desertification. Land degradation is one of the biggest challenges faced by us and has been a challenge for the sustainable development of regional communities and the economy. The challenges are complicated on a state, regional, and global scale.¹ Soil loss, erosion, and biodiversity loss are interconnected processes with complex consequences.² Land degradation indicates a substantial decline in the land's productive potential. It is a dynamic mechanism entailing several explanatory dimensions that play a dominant role in climate change, land use/land shifts, and human-controlled land use.^{3–6} In addition, over the last few decades, several inaccurate methods have been introduced by humans to control and make use of land guided by a single-sided focus on societal gains that have exacerbated a variety of soil depletion problems, such as climate hazards and river erosion.^{7–9} Soil erosion has resulted from the continuous destruction of dryland habitats induced by both climate conditions and human activity, including improper land use/land conservation.⁹ Land destruction has had a major impact on the sustainable protection of land and has caused a significant risk to food safety and has had an impact on sustainable social and economic development. Soil loss is a socio-economic problem and is not just an environmental concern affecting humanity.¹⁰ The impact of climate change has been slowly increasing; indeed, those caused by human activities are rapidly increasing and becoming more serious.¹¹ In the twenty-first century, the study of soil degradation, in particular its mechanism, adaptive development, temporal and spatial spread, as well as defensive measures for soil ecosystem regeneration and reconstruction, has been a high priority in many disciplines, such as ecology and geography.¹² Land degradation studies currently focus largely on the guiding factors of land degradation, land degradation reduction and management steps, and methodologies for measuring land degradation.¹³ The land degradation mechanism includes two interconnected dynamic processes, that is, the natural ecosystem and social system of humans, and all shifts in the physical and socio-economic factors can influence the process of soil deterioration.¹⁴ Multiple factors impact soil erosion through recurrent pressures induced by severe and prolonged climate change, where human actions contribute to soil deterioration.

- (1) Deforestation, destruction of biodiversity, and suburban development lead to shifts in terms of ground usage and cover.
- (2) Inappropriate methods of agricultural land management, such as fertilizer usage and violence, chemical pesticides, and metals.
- (3) Rotation of the field incorrectly and devastating drainage techniques, as well as overgrazing.⁵

PROFILE



Dr. K. Shanthi

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Social Sciences, Madurai. She has participated and presented 21 scientific papers in various National and International Conferences and published 15 articles in International, National Journals and in edited books. She is trained in "Counselling and Psychotherapy" at Anugraha institute for Counselling and Psychotherapy, Dindigul, Tamil Nadu . Life member in Indian Society of Professional Social Work (ISPSW). She served as an External Examiner for field work Viva voce Examination. She is a Member of Institutional Ethical Committee at Meenakshi Ammal Dental College & Hospital, Chennai.

Dr. J.O. Jeryda Gnanajane Eljo

Associate Professor in the Department of Social Work since June 2008. Specialized in Medical & Psychiatry and working with Children, Adolescents and Mental Health. She has produced 11 Ph.D. and 17 M.Phil. Scholars. She has completed a UGC Minor Research Project on "Study Habits among Slum Children in Tiruchirappalli". She has participated and presented 42 scientific papers in various National and International Conferences and published 68 articles in International Peer Reviewed Journals, 31 in National Journals and 49 articles in edited books. She is the reviewer of Springer Journal –"Journal of Community Health". Developed a "School Mental Health Inventory" (2017). She was the Director i/c of Students Counselling and Grievances Redressal Cell of Bharathidasan University. She has established a Child Guidance and Counselling Centre and provides free counseling services to school. She has organized 2 International Conferences and 2 National level workshops. She is one of the Subject Expert and Core Committee Member for drafting Tamil Nadu State Policy for Children during the year 2015 to 2017. She is the Coordinator of Linnaeus Palme International Teachers and Students Exchange Programme of the Department and visited University West in Sweden in 2019 for planning visit. Previously she worked for 12 years in Department of Social Work, Cauvery College for Women, Tiruchirappalli. She had visited UMEA University in Sweden as a Full time visiting Lecturer from the Department of Social Work under Linnaeus Palme International Teachers Exchange Programme for 5 weeks (May to June 2008) and has travelled to Paris, Rome and Venice.



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Dr. J.O. Jeryda Gnanajane Eljo



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Dr. K. Shanthi Dr. J.O. Jeryda Gnanajane Eljo

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Authors : Dr. K. Shanthi
Dr. J.O. Jeryda Gnanajane Eljo



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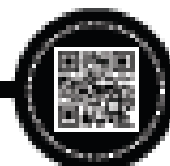
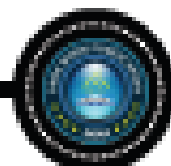


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Plant Metabolic Engineering: Extension and Novel Pathway Engineering

**Palanisamy Prakash, Ekambaran Gayathiri,
Rengarajan Manivasagaperumal**

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Plant Metabolic Engineering: Extension and Novel Pathway Engineering

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Introduction

Ending all kinds of hunger by 2030 is a difficult but crucial goal, in light of the short timeline ahead, severe global health and socioeconomic effect, as stated by UN-Development Goal 2 (UN-SDG 2). Micronutrient malnutrition or hidden starvation affects approx. one-third of the global population, and seriously threatens the growth of the economy. A sensible mix of traditional breeding and metabolic engineering techniques should make it possible to make a leap forward in the next decade (Van Der Straeten, D., et al 2020). Metabolic engineering is usually described as the manipulation of one or more enzyme processes in order to increase the synthesis of existing chemicals in an organism, or to mediate their breakdown. This technique entails the over expression or down regulation of certain proteins in a metabolic pathway, resulting in the production of a novel product by the cell. The first step toward effective engineering is gaining a thorough knowledge of the host cell that will be modified genetically. Additionally, the impact of genetic modification on growth should be investigated. Genetic modification may have a detrimental impact on metabolic load. For example, over expression of phosphoenol pyruvate through genetic modification suppresses the heat shock response and nitrogen regulation. To get the product, various techniques are employed to modify the host cell, including the removal of competing pathways and harmful byproducts and the expression of a heterologous enzyme

Flora of Karnataka: A Concise Dictionary enumerates complete Gymnosperm and Angiosperm taxa for the south Indian state of Karnataka. This includes a total of 6447 plant taxa of which Gymnosperms contribute 55 taxa belonging to 10 families, 22 genera, 55 species and 1 variety while Angiosperms contribute 6392 plant taxa belonging to 211 families, 1807 genera, 6151 species, 128 subspecies, 376 varieties and 7 formae. Among these, 1757 taxa are cultivated and 4635 taxa are wild/naturalised. All the taxa are arranged family-wise alphabetically with accepted botanical name, basionym and synonym(s) if any (largely following APG IV classification), habit, flowering & fruiting season, distribution in Karnataka, endemism, threat status and medical system.

Gymnosperms comprise 4 endemic taxa, 7 threatened taxa and 18 taxa used in various medical systems while Angiosperms comprise 1407 endemic taxa, 560 threatened taxa and 2251 taxa used in various medical systems. Kannada names are given for 1021 taxa of Angiosperms and 2 taxa of Gymnosperms. Photographs are given for selective plants that are endemic to Karnataka, Western Ghats, peninsular India and India.



FLOWERING PLANTS OF KARNATAKA, INDIA | A CONCISE DICTIONARY

Flowering Plants

of Karnataka, India

A Concise Dictionary

K Ravikumar | A C Tangavelou | Navendu Page





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International Conference on Nanoscience and Nanotechnology (ICONN 2021), SRM IST, Chennai.

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Immobilization of Au nanoparticles on synthetically modified magnetic cored PAMAM dendrimer for catalytic aerobic oxidation of alcohol

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Abstract

Amine enched dendrimer was synthesized from silica coated magnetic core G₃ PAMAM dendrimer by reduction and the periphery was grafted with carboxylate groups to improve the dispersibility of the nanomaterial. Gold nanoparticles were immobilized on to the dendritic entity by reduction method. The immobilization of ultrafine shape-controlled gold nanoparticles were confirmed from XRD patterns, HRTEM, EDAX, VSM, XPS etc. These ultrafine gold nanoparticles on the magnetic cored dendrimer was utilized as a green sustainable catalyst for the aerobic oxidation of alcohol under mild reaction conditions. The nanocatalyst was recovered by magnetic separation from any medium. Hence, this Au nanoparticles immobilized silica coated magnetic cored polyamine G₃ dendrimer [Fe₃O₄/SiO₂/PNPEDAG₃-COOH] can be recovered, reused and regenerated up to many catalytic cycles without any significant loss in catalytic efficiency.

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Principles of Vaccine Technology

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Abstract:

A vaccine is a type of substance that supports the body to escape from certain diseases. Vaccines may be prepared from a killed or attenuated form of infectious microorganisms or its products. It helps the immune system to identify and eliminate infectious pathogens during a future infection. The purpose of vaccination or immunization is to develop individual immunity. Vaccination offers prolonged, sometimes everlasting defense against disease. The government recommended childhood vaccination to protect children from various kinds of infectious diseases. Immunization does more than just save an individual; it saves the entire human population. Adequate immunization levels can offer defense against infectious diseases for individuals of the community who would otherwise be left vulnerable.

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Timeline of Vaccine

The prophylactic human vaccines are listed by the first year of testing. Although vaccines exist for the diseases listed below, only variola major has been eliminated worldwide. The other vaccine-preventable diseases still cause immeasurable deaths each year.

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PREFACE

It is immense pleasure on our part to bring out the first edition of Rural Economics for the students of B.Com. The book has been prepared strictly according to the syllabus of Rural Economics which is prescribed by the University of Madras. The suggestions and comments were received from the academic community on the various aspects of our discussions. It has been more appreciated and suggestions are taken into account while preparing this book.

The level of discussion in each topic has been fine-tuned to the requirements of the course. The short sentences and simple language make the subject-matter in each topic both interesting and easily understandable. The discussion in each topic has been divided into sections and sub-sections. The numbers are used in the sequence into the entire book to easily access the cross-reference

This book is also contained questions as per the pattern of the University of Madras. It has been added at the end of each chapter. The Part-A (2-marks) contains questions and answers, Part-B (5-marks) and Part-C (10-marks) contain review questions, which will enable the students to gain high marks in the university examination.

We are very much confident that this book is going to cater to the needs of the students. We also sincerely invite suggestions for the improvement from all readers of the book, teachers and students alike. Please kindly post your valuable comments and suggestions through e-mail: ***info@vr1publications.com*** to upgrade our book.

Authors

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I express my deep gratitude to the *President, Mr. Sardar Rajinder Singh Bhasin* of Guru Nanak Educational Society and the Honorable *Secretary & Correspondent, Mr. Sardar Manjit Singh Nayar* of Guru Nanak College (Autonomous), Velachery, Chennai for constant support and encouragement.

I sincerely thank to the *Principal, Dr. M. G. Ragunathan* and the Head of the Department, *Dr. C. Murthy* and other faculty members of Guru Nanak College (Autonomous), Chennai for providing me the moral support while writing this book.

I express my sincere thanks to *Dr. V.S. Murali*, Associate Professor, A.M. Jain College, Meenambakkam Chennai (my Research Guide and Supervisor) for meticulously carrying out correction and suggestions in my book.

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Dr. K. Santhosh Krishnan

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PREFACE

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The book is divided into five units. Unit-I explains demand analysis and consumer behaviour in terms of concepts of revenue, elasticity of demand, indifference curve analysis, and consumer's equilibrium. Unit-II discusses production function, production iso-quants, returns to scale, and costs of production. Unit-III studies the market analysis, perfect competition, equilibrium of firm and industry, and producer surplus. Unit-IV analysis monopoly pricing, monopoly power, rule of thumb for pricing, and integration of firms. Unit-V explains pricing under monopolistic competition and oligopoly.

Suggestions for the improvement of the book are solicited from learned professors.

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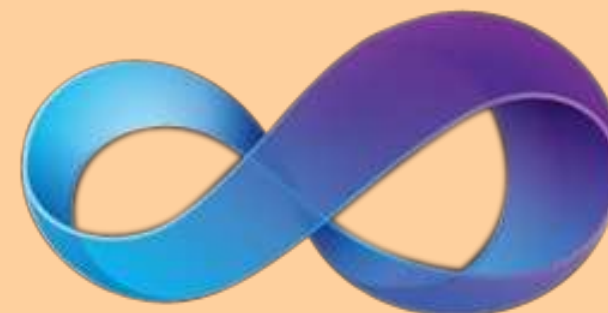
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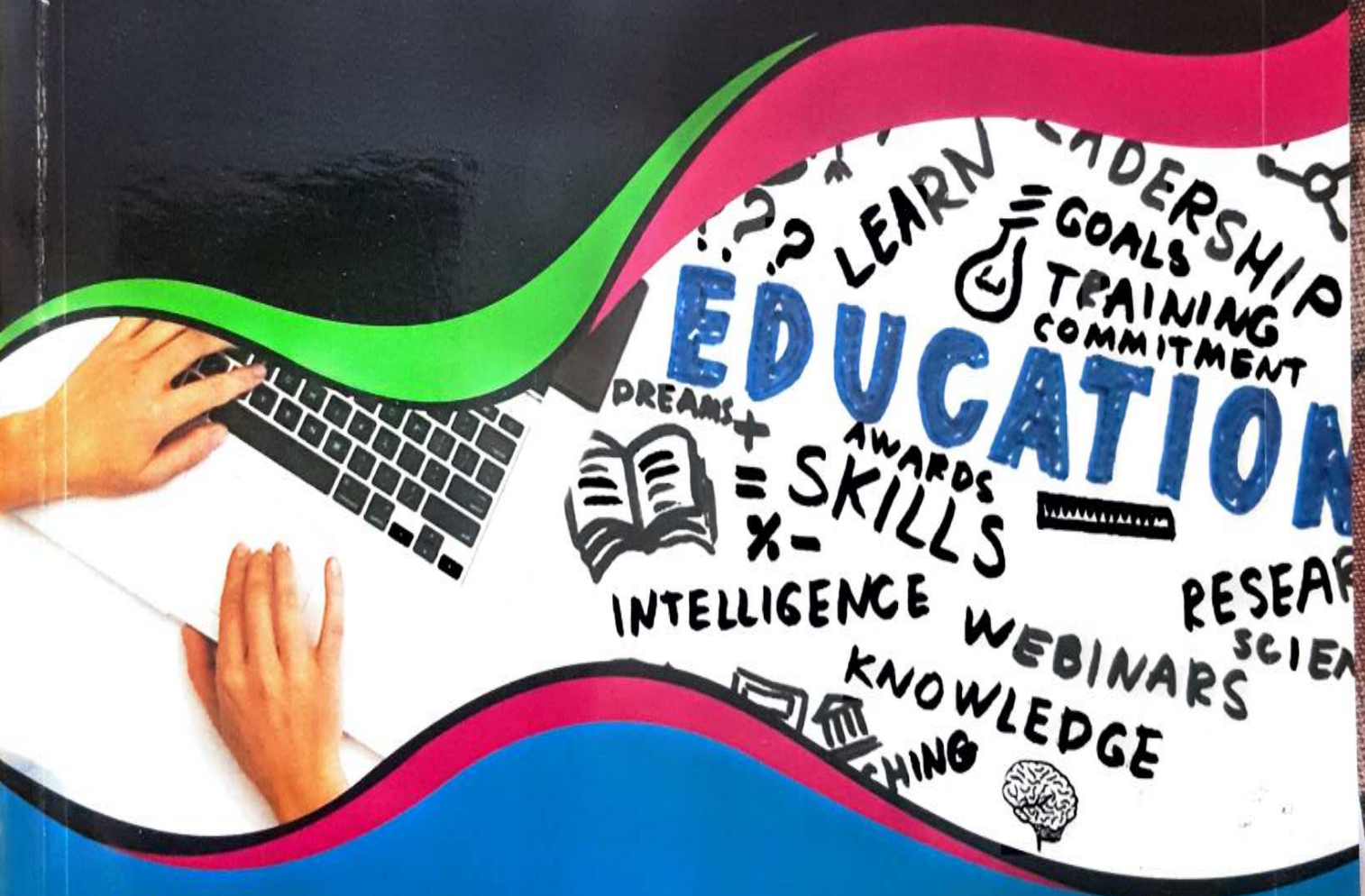
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CHAPTER 32

TRAINING INFLUENCE AND ITS EFFECTIVENESS ON CAREER DEVELOPMENT OF STUDENTS WITH REFERENCE TO AUTONOMOUS ARTS AND SCIENCE COLLEGE

Prof. M.L. Mavalekshmi

Head, Department of Commerce
Guru Nanak College (Autonomous), Chennai

Abstract

The rising costs of higher education with lowering rates of unemployment has made academicians and students raise doubts about the advantage of pursuing such higher education in spite of we being wrong in accepting that education is worth it only if it has a commercial value. In a country like India there is no doubt that many pressures are at play when it comes to analysing the role of education in creating employability. Employability, however one should remember just not mean getting a job. It is more about developing the attributes, techniques or experience which would enable a student to get a job and when placed progress within the same thereby building a career and in due course ensure career development. Thus it would require learning with a lesser focus on 'employ' and more focus on 'ability'. This study focusses attention on knowing the type of career related information made available by students, practical experience and exposure provided to students, key skills and competencies developed among students through career oriented activities, type of direct career help expected by students from their institutions and know expectations of students with respect to their career development from their respective institutions. The results of the study show large gaps between what is desired and what is provided.

Keywords: Students, career development, information, skills, expectations, gaps.

Introduction

The rising costs of higher education with lowering rates of unemployment has made academicians and students raise doubts about the advantage of pursuing such higher education in spite of we being wrong in accepting that education is worth it only if it has a commercial value. In a country like India there is no doubt that many pressures are at play when it comes to analyzing the role of education in creating employability.

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CHAPTER 1

PRICING STRATEGIES

Dr. Gunita Arun Chandhok

Vice Principal Sh II

Guru Nanak College (Autonomous), Chennai

Pricing Strategies

Price fixation of a product is an important aspect of export marketing strategy. Every exporter has various alternative pricing policies suitable not only to the pricing objectives but also to its overall marketing strategy.

The following are some of the important pricing strategies.

1) **Skimming pricing strategy**

A high premium price is charged when a product is launched in the market. This strategy aims at high profit margins in the early stages of product introduction. The skimming pricing strategy can be of two types i.e. –

a) Rapid skimming pricing –

When high prices are charged, and the product is promoted with heavy promotional expenditure.

b) Slow skimming pricing –

Where high prices are charged, and there is limited promotional effort to promote the product.

2) **Penetration pricing strategy –**

A strategy of charging low prices in the early stages of product introduction in the market is called "Penetration Pricing Strategy".

The objective is to launch a new product at a lower price to capture as large a share of the market as possible within a short time.



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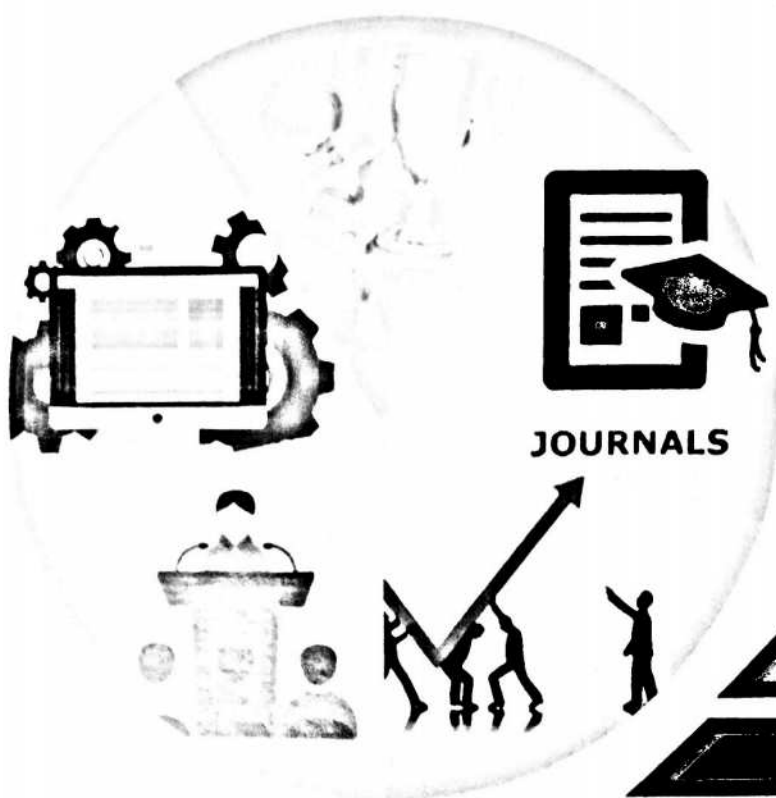
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CHAPTER 3

BUSINESS PROCESS REENGINEERING IN BPOS – A PRACTICAL APPROACH

Dr. K. Umadevi

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Abstract

Business Process Outsourcing (BPO) services has become highly competitive and the contracts are becoming shorter and output based. This has led to falling revenue and uncertainty in maintaining larger BPO personnel and system. In order to optimize the system, Business Process Reengineering has become imperative. The step by step practical approach needed to reengineer the technical call center of an origination using Erlang C and AI is delineated in this chapter. Derivation of call center and service parameters shows that 14 agents are enough to achieve the organizations target.

Keywords–BPO, Erlang C, Business Process Reengineering, Call parameters, Agent Optimization

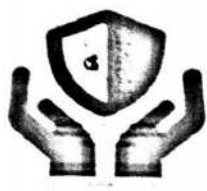
I. Introduction

Business process reengineering basically involves recreating a core business process with the aim of improving product or service output, quality and reducing costs. This is done in broad steps which involve the analysis of company workflows, finding processes that are below- par or inefficient, and finalizing ways to eliminate inefficient process by altering or changing them completely.



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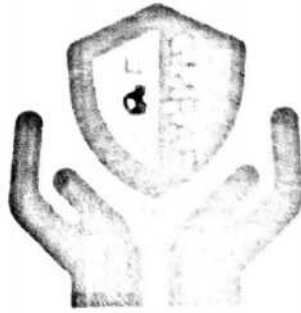
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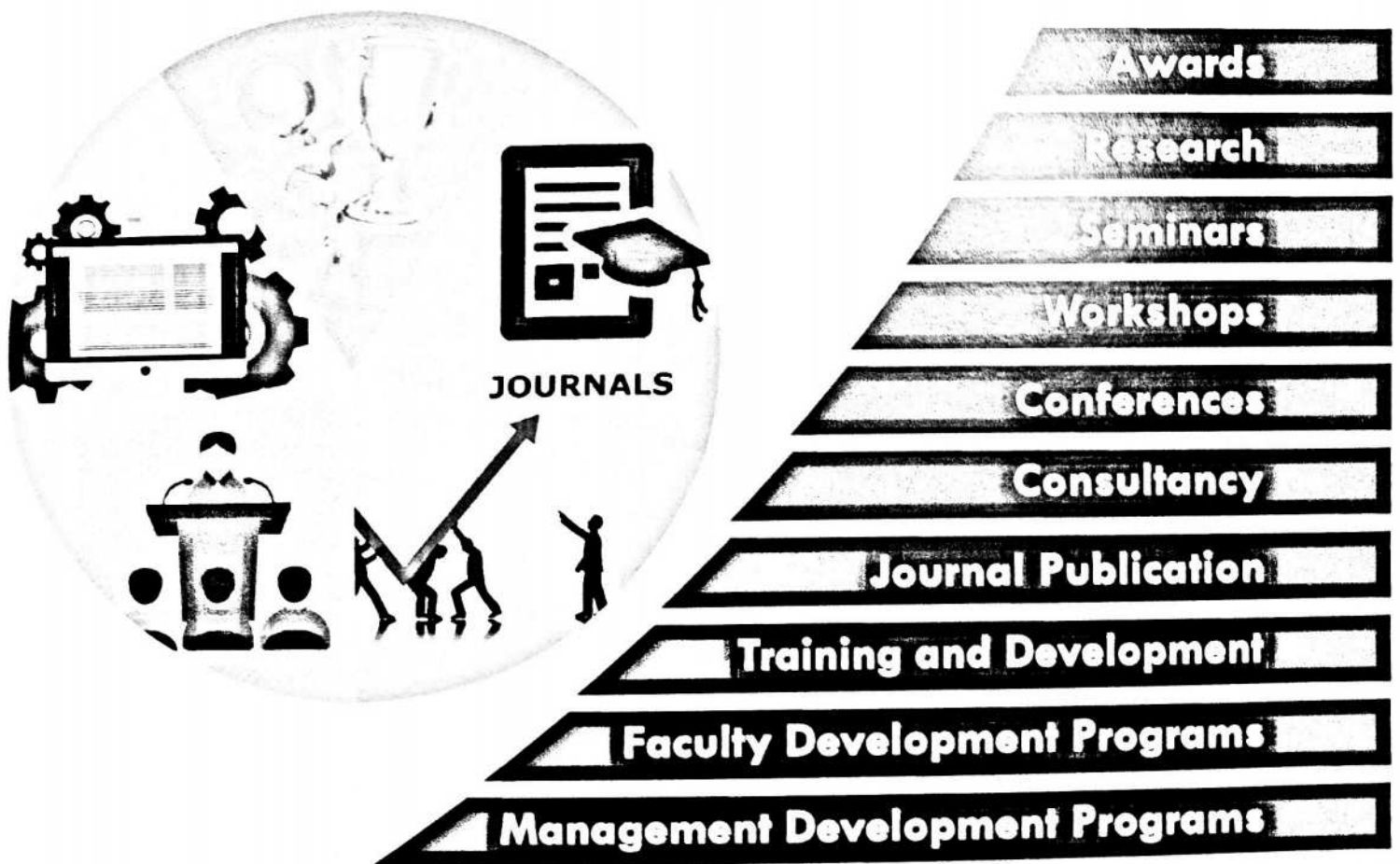
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CHAPTER 8

CHALLENGES OF ONLINE MARKETING

Ms. M. Kavya

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Abstract

This paper starts with defining online marketing and continuous with challenges, such as problems of security, privacy emerged in the field of marketing. Online marketing is also called as internet marketing which involves interactive and space for promoting products and services. Internet marketing plays the major role in this growing world. It's so cost-effective, flexible, fast and it's a global reach activity. This study concentrates on the impacts of internets interactive spaces on marketing practise. The study continues with challenges, ie. security, privacy, etc, emerged in this field of marketing.

Keywords: online marketing, internet opportunities, challenge, marketing, Consumer

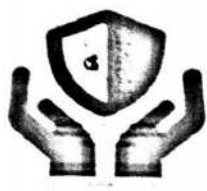
Introduction

In the recent years many changes have undergone in the process of marketing (Petkus, 2010). Connection of all physical network which connects computer globally is known as "internet". There is an big and wide network connection which creates communication link to share and support information in the internet (Chaffey 2000). This key role in this transformation has been played by the internet. Several studies have addressed the way in which introduction of internet have reshaped the structure and performance of different sectors, e.g. hospitality, travel and tourism (Xiang et. al 2008; Beldona 2005; Gretzel, et al. 2006; Kah, Te Velde, Dirk Willem) . "The role of development finance institutions in tackling global challenges." London: ODI (2011) et al. 2006; Pan and Fesenmaier 2006; MacKay et al 2005; Weber and Roehl 1999). Internet marketing cannot be considered as promotion technique. This has brought about a turning point, a complete shift to a new business model (Deighton 1997; Wind and Rangaswamy 2001).



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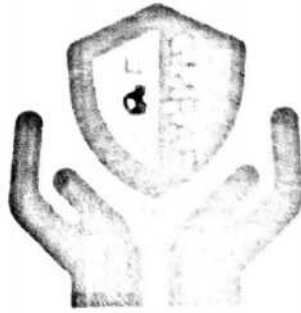
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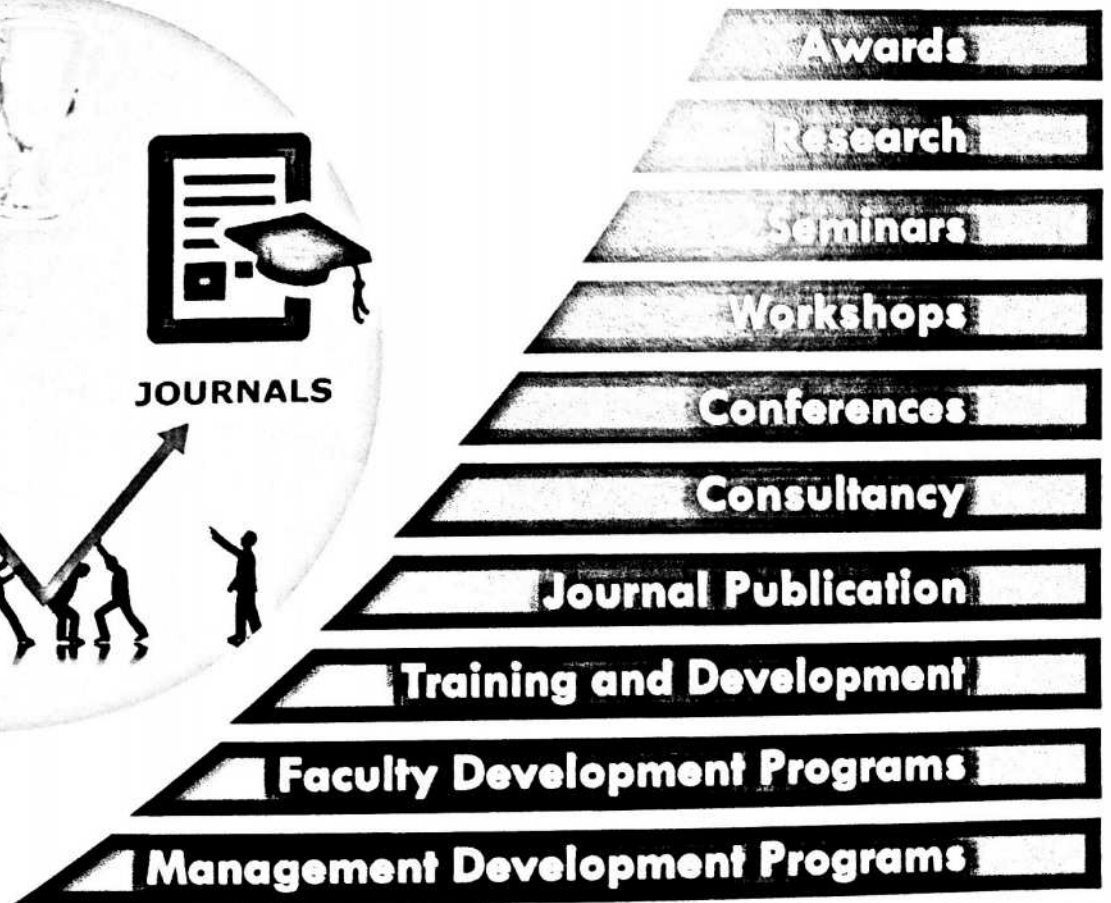
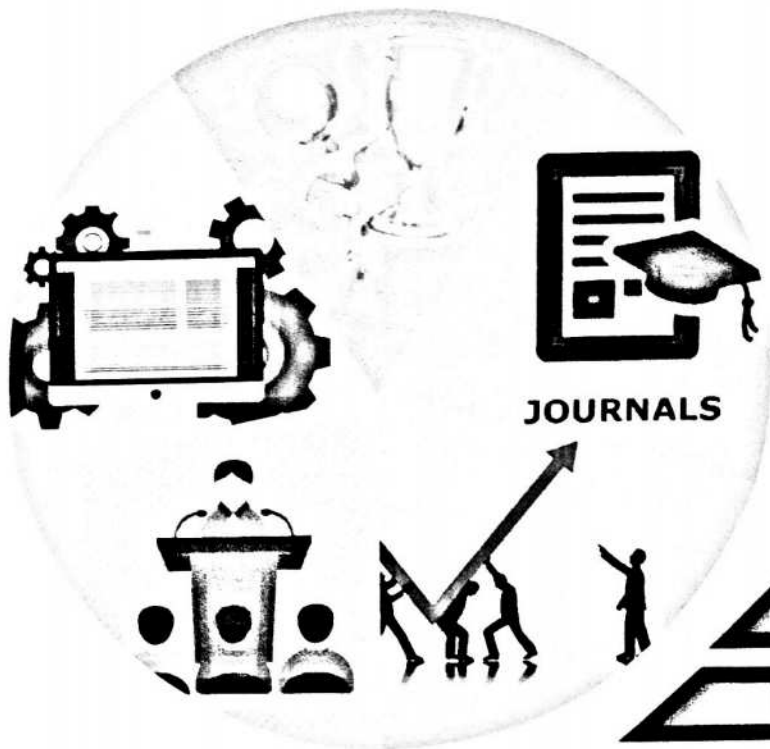
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CHAPTER 9 A STUDY OF FINANCING SOURCES FOR START UP COMPANIES IN INDIA

Mr. D. B. Aravindan

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Mr. G.C. Jas

Department of Business Administration
Guru Nanak College, Velachery, Chennai

Abstract

This article provides an overview of financial resources for beginners and growers with a special emphasis on corporate finance in India. At each stage, we explore the various stages of development and sources of financing for new companies. The purpose of this study is to examine whether India has taken sufficient steps for entrepreneurial ideas with the potential for success and future growth. This article is intended to provide an overview of the financial success of Indian newcomers and to support all relevant research work. At the international level, especially in times of globalization, the importance and financing of new companies are being studied internationally. Thus, the progress made so far in India, as well as the incentives are discussed in this article.

Keywords: Financial resources, Start up companies.

Introduction

A start-up company is a new company in the early stages of its development. This mainly refers to projects that include the development and production of high technology, the sale of new products, processes or services. The Ministry of Industry and Trade began communication on April 1, 2015, and this was the beginning. "A start-up is a company that is in the first stage of its operations."





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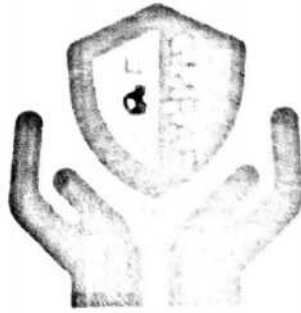
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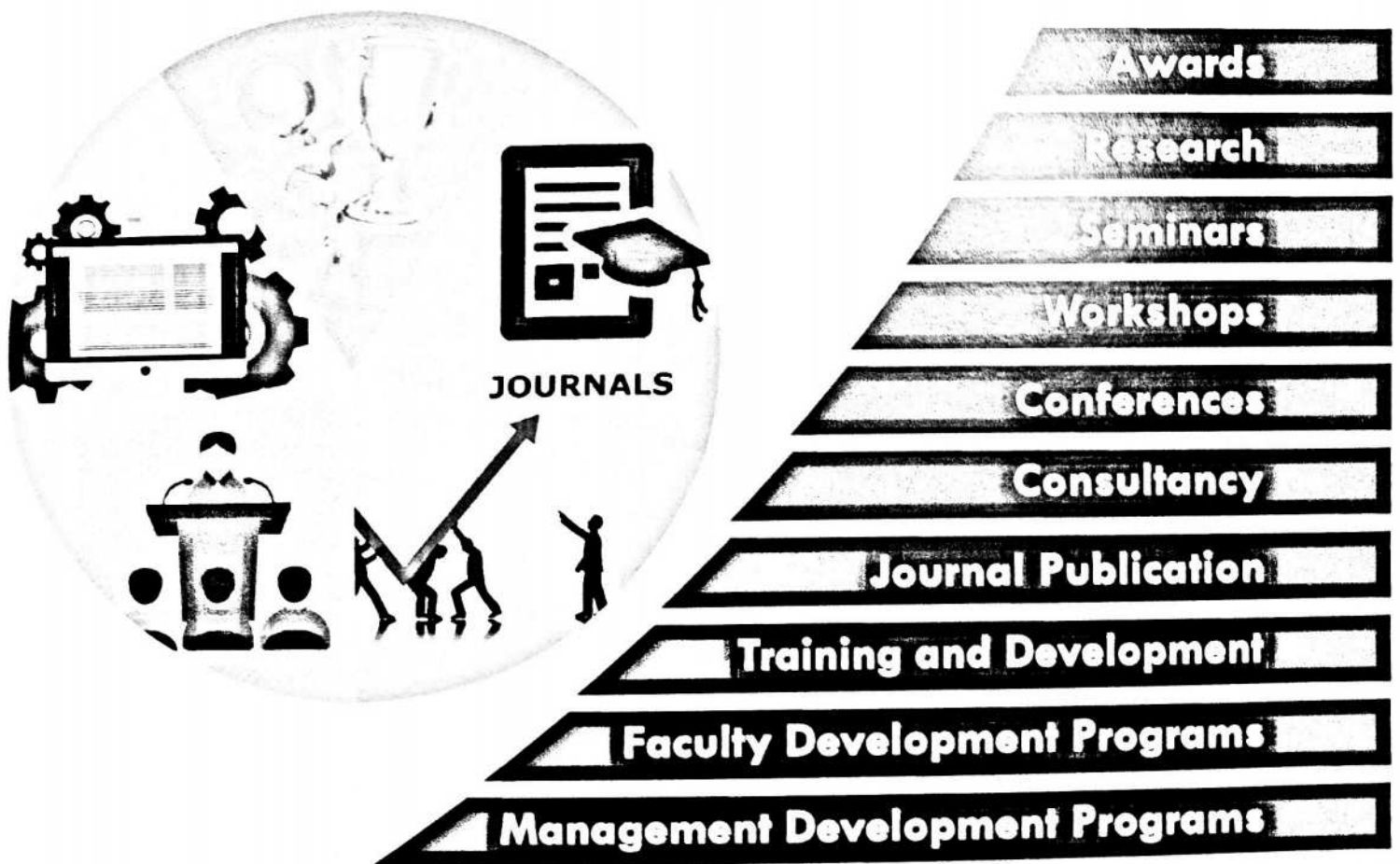
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CHAPTER 10

A STUDY ON BUSINESS PROCESS RE-ENGINEERING IMPLEMENTATION

Mr. Shudhanshu Shekhar

Department of Business Administration, Guru Nanak College, Velachery, Chennai

Mr. Abdul Rahim

Department of Business Administration, Guru Nanak College, Velachery, Chennai

Abstract

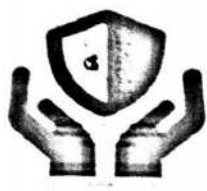
As more and more organizations choose business process reengineering (BPR), issues within the implementation of BPR projects tend to be a significant concern. There is a need to explore empirically the problems of reengineering implementation. Supported by past theories and research related to the implementation of organizational change furthermore as field experience of reengineering experts, a comprehensive list of sixty-four BPR implementation problems was identified. Results of the various studies have clearly demonstrated the importance of change management in implementation (BPR). Project planning and technological competence were found to be necessary for reengineering success. Further, problems that are more directly associated with the conduct of a project like process delineation, project management, and tactical planning were perceived as more easy, yet highly associated with project success. This example was also true for human resource problems like training personnel for the redesigned process. These findings suggest that reengineering project implementation is complex, involving many factors. To succeed, it's essential that change be managed which balanced attention be paid to all or any identified factors, including those who are more contextual (e.g., management support and technological competence) similarly as factors that pertain on to the conduct of the project (e.g., project management and process delineation). Mutually of the primary pieces of empirical evidence supported a field study, this research emphasizes the importance of addressing BPR implementation within the broader context of organizational change during a complex socio-technical environment.

Keywords: *Business Process, Business Process Reengineering (BPR), Steps involved in BPR.*



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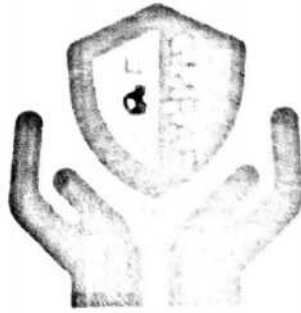
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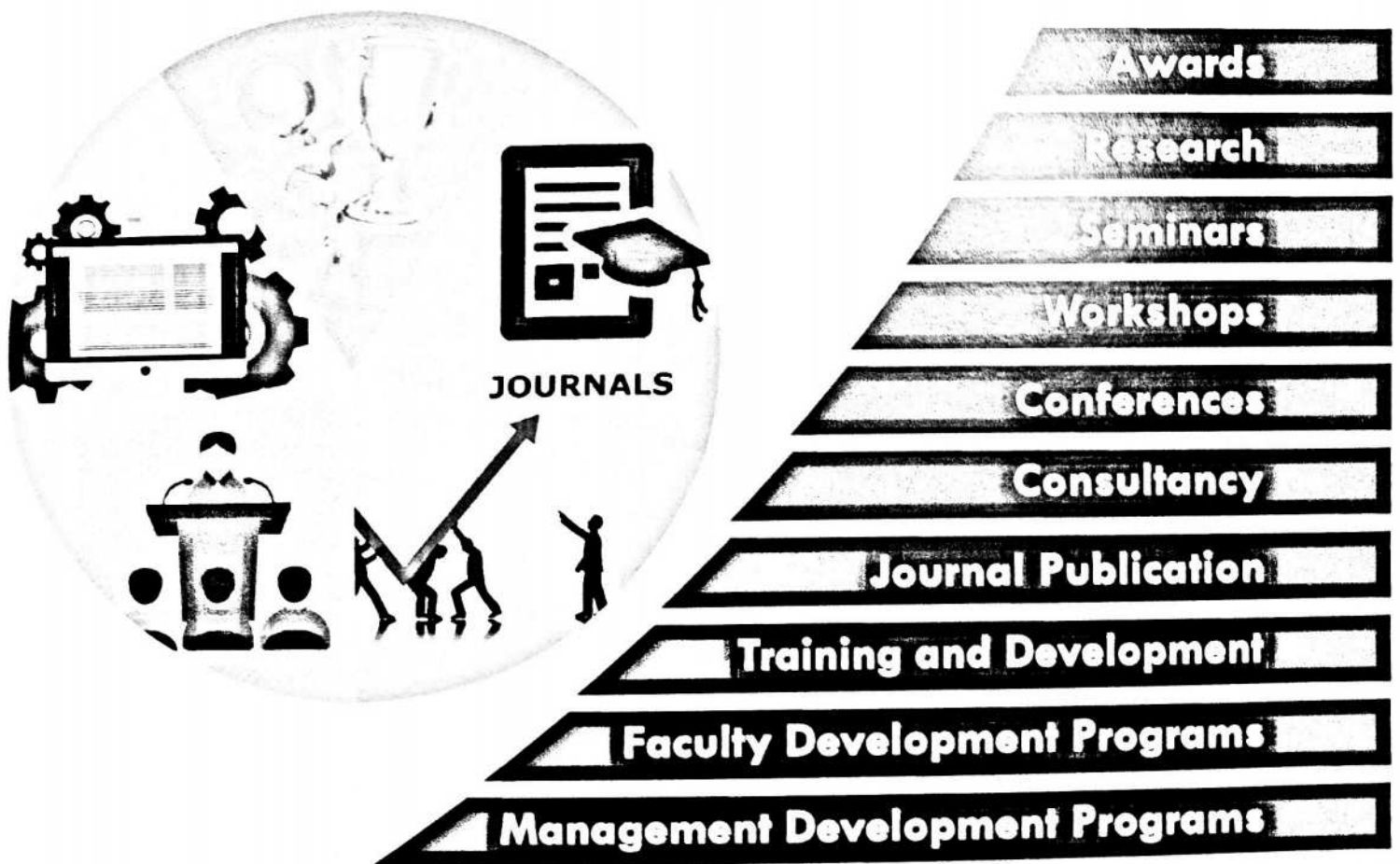
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CHAPTER 13 BLOCKCHAIN & BITCOIN: AN INTRODUCTION

Ms. M. Ananya

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Everything has a measure – whether definite or indefinite – and the measure has come to create a standard for everything. One of the things we frequently measure is the current global environment's pace of change, especially in terms of technological advances.

And a good example of this is 'Blockchain Technology.' Though a fairly novel improvement in as recent as 2009, the blockchain has great potential to become the next big bang.

The term itself is of wide scope, and has encountered multiple definitions over the years. Webopedia defines a blockchain as, "A type of data structure that enables identifying and tracking transactions digitally and sharing this information across a distributed network of computers, creating in a sense a distributed trust network. The distributed ledger technology offered by blockchain provides a transparent and secure means for tracking the ownership and transfer of assets."

The words 'blockchain' and 'bitcoin' are often confused to be synonymous. Though they are related, both words in the individual sense have completely different meanings. 'Blockchain' – as mentioned previously – is a decentralized, global ledger with public access. 'Bitcoin' is a cryptocurrency or specifically, the most commonly used electronic currency in the blockchain network. Essentially, blockchain is the system and bitcoin is one of the components that supplement its functioning.



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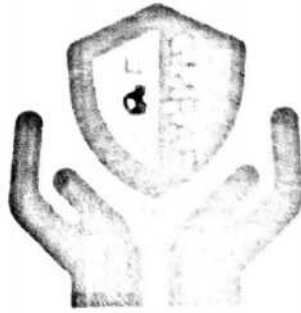
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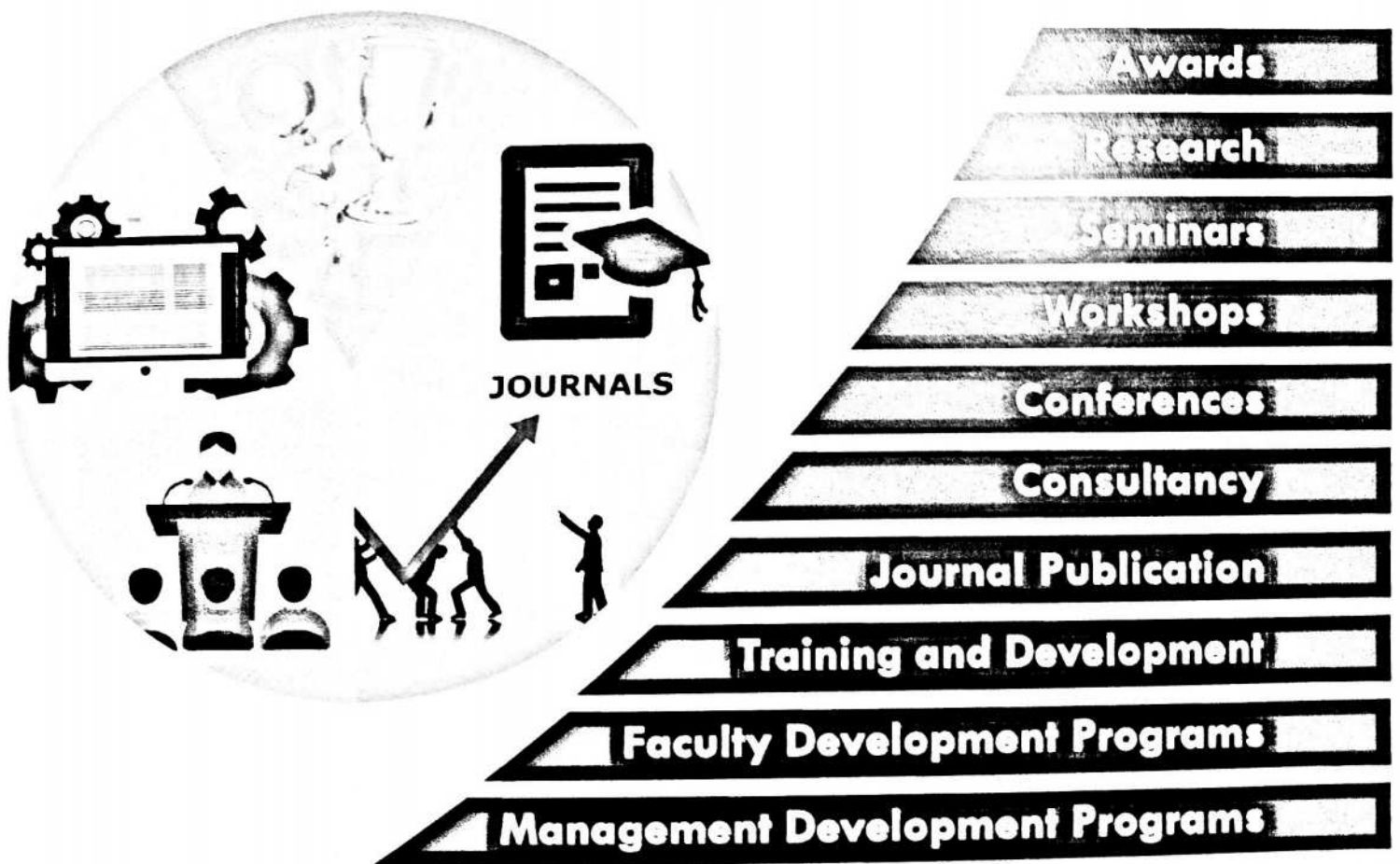
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INTERNATIONAL CONFERENCE ON BUSINESS PROCESS REENGINEERING – A GLOBAL PERSPECTIVE

21st & 22nd February

**Organized by the
Departments of Commerce-Honours &
Bachelor of Business Administration**

Editors

**Dr. Gunita Arun Chandhok | Dr. Sundari Suresh
Dr. D. Sowmya | Ms. Anitha Malisetty**



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CHAPTER 15

ROLE OF BPR IN MANAGEMENT

Ms. M. Rodhammal

Assistant Professor, Department of B.Com., CS, Guru Nanak College, Chennai

Business Process Reengineering

BPR is a management strategy designed to enhance the efficiency of business processes across organizations by enhancing organization's effectiveness. BPR explores the current static business processes and seeks to decide how they may be modified to improve the overall business performance. The reengineering process is a big process that seeks to make significant changes in a company. It interacts with subordinates to observe different processes to develop a BPR skeleton.

It is the basis on which the different mechanisms for the organization's performance can be further analyzed. It demonstrates improvement and management of stocks and also the management of customer contact. Obviously, the management of inventories has become inefficient, slow and unable to handle recent growth due to the use of various old-fashioned technologies. In regard to customer service issues, due to delayed delivery, more automation and a certain amount of technology-based route have been proposed to save costs and increase performance.

Role of BPR

The businesses use Business Process Reengineering to achieve results that both minimize costs and time. The cost and cycle times are minimized by neglecting employee tasks, which impede efficiency. Business process reengineering recommends that executives take five big steps to bring about drastic change in their organizations. These steps include, refocusing the values of the company on customer requirements, redesigning processes with the latest technology, reorganizing teams across the board by allocating end-to-end



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**International Conference on Business Process Reengineering -
A Global Perspective**

© Dr. Gunita Arun Chandhok, Dr. Sundari Suresh, Dr. D. Sowmya
& Ms. Anitha Malisetty

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CHAPTER 16

BUSINESS PROCESS RE-ENGINEERING

Assistant Professor, Department of B.Com., Hons., Guru Nanak College, Chennai

Ms. J. Saranya

Business Process Reengineering a Preface

Business process reengineering is the reconstruction of a core business process to enhance product production, quality or cost reduction. It typically involves evaluating client workflows, identifying subpar or unreliable procedures and seeking ways of getting rid of or improving them. **In the 1990s, reengineering was popular in the world of business, inspired by an article entitled Reengineering Work: Don't Automate, a work published by Michael Hammer in the Harvard Business Review.** He believed that too many businesses used new technologies to simplify inherently inefficient processes rather than to develop something else based on new technologies. Think, using technology to "upgrade" a horse with lighter horseshoes which make them faster, as opposed to just building a car. Proper implementation of the reengineering business process can be a shift for any organization. When properly handled, a company with a failed or stagnant business process may perform miracles, raise profit and lead to growth. However, the reengineering of business processes is not the most understandable concept.

This involves changing the company - dismantling something that is used to people and creating something different. In the decades since, BPR has remained a popular choice for organizations as an alternate to business process management (automation or reuse of existing processes) and BPR is much more important than ever with the pace of technological change. While handling or developing business processes, which focused on working with existing processes, BPR requires fundamental changes to these processes. This can take a lot of time, be expensive and dangerous. If you do not succeed in every move, your improvements may be ineffective.

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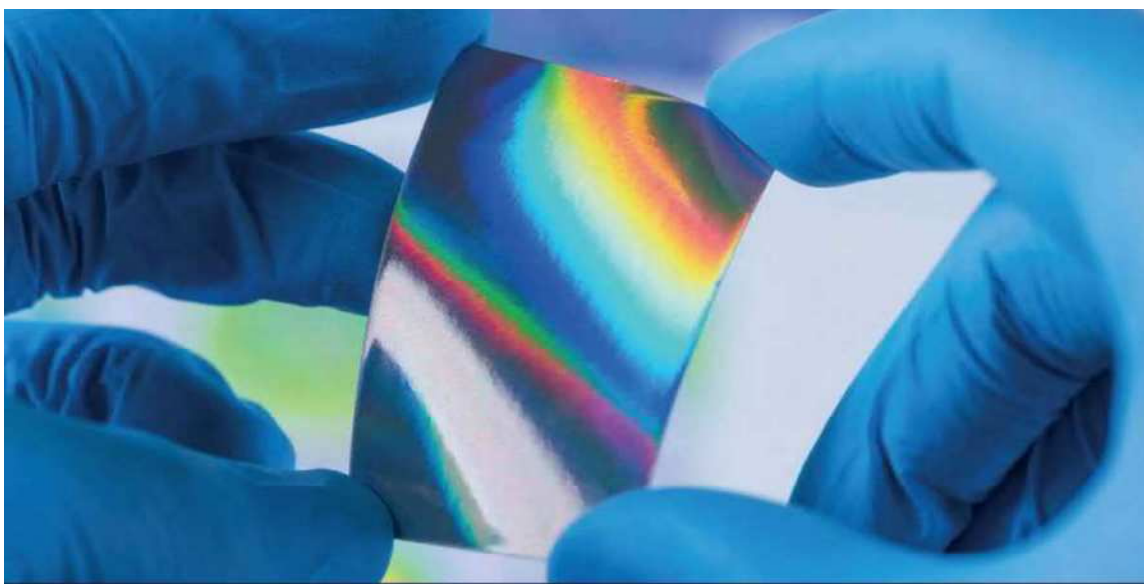
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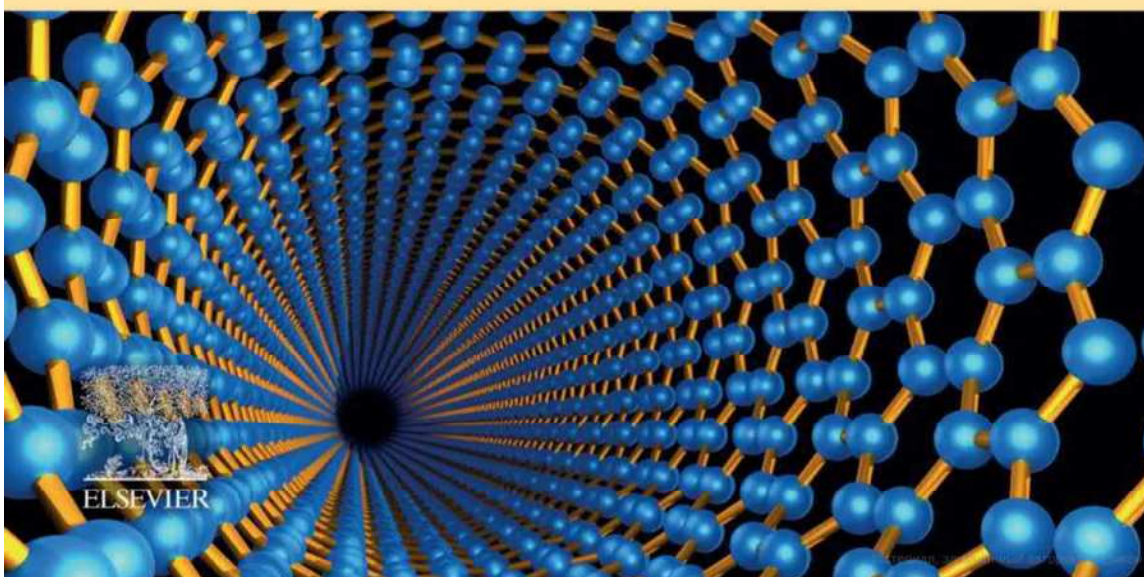
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Nanostructured, Functional, and Flexible Materials for Energy Conversion and Storage Systems

Edited by
Alagarsamy Pandikumar and Perumal Rameshkumar



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Edited by

ALAGARSAMY PANDIKUMAR

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CHAPTER 7

Hierarchically nanostructured functional materials for artificial photosynthesis

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1. Introduction

Artificial photosynthesis is one of the interesting researches in the field of photochemistry. The photosynthesis of plants or trees by nature is done by converting the carbon dioxide and water into carbohydrates and oxygen under solar energy. In a similar manner, artificial photosynthesis is also performed by the conversion of carbon dioxide and water into hydrogen fuels as well as carbon-based products using sunlight [1]. In artificial photosynthesis, the photon energy is converted into chemical energy through the photocatalytic process. In order to process the above reaction, an efficient and highly stable photocatalytic arrangement is crucial. Generally, various metal oxide-based materials such as TiO₂, ZnO, Fe₂O₃, CdS, and Cu₂O have been studied for CO₂ photoreduction. However, their working efficiency is not sufficient due to their large band gap, high recombination rate, and cost. Alternatively, hierarchical nanostructures of these metal oxide materials could offer less band gap, large surface area, high CO₂ adsorption, and enhanced photocatalytic properties [2]. Also, hierarchical nanostructured materials can provide a conceivable way to enhance the photocatalytic activity owing to their significant dimensional ratio aspects. Jiao et al. [3] reported that the hollow and mesoporous TiO₂ shows enhanced conversion of CO₂ into CH₄ as compared with solid, low surface area, TiO₂ crystals. Accordingly, the synthesis of semiconductor-based photocatalyst with well-defined hierarchical structures is becoming an important parameter to enhance their photocatalytic efficiencies. To understand the photocatalytic efficiency of various nanostructures such as

Manoj Kumar Solanki
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Phytobiomes: Current Insights and Future Vistas

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Phytobiome Engineering and Its Impact on Next-Generation Agriculture

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Baby Kumari, Mahendrakumar Mani,
Anjali Chandrol Solanki, Manoj Kumar Solanki,
Amandeep Hora, and M. A. Mallick

Abstract

Phytobiomes exist in plant biome and consist of diverse microbial communities. In the recent past, a new field emphasizing on the characterization of the plant-associated microbiome, referred to as the phytobiome, is seen as a solution toward the green agriculture methods as these phytobiomes can be easily manipulated for the betterment of agricultural practices in a eco-friendly method of crop production. Microbiome engineering plays a fundamental role in plant's requirements of nutrients and disease management, and it helps in maintaining the soil conditions for agricultural production. This chapter discusses about the influential role of microbiome on the plant and related environment. This chapter focuses on the role of quorum sensing and signaling and its application in the eco-friendly method of farming that is sustainable agriculture.

Keywords

Phytobiomes · Eco-friendly · Quorum sensing · Sustainable agriculture

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INDIA'S EASTWARD THRUST

PREDICAMENTS AND PROSPECTS

Syed Ali Mujtaba

INDIA'S EASTWARD THRUST

Predicaments and Prospects

SYED ALI MUJTABA



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The book 'India's Eastwards Thrust - Predicaments and Prospects' is an attempt to critically analyze India's Act East policy summed up into three 'Cs'; Connectivity, Commerce and Culture.

There is an ambitious progress being made in India's connectivity projects linking northeast region with the ASEAN countries. These are through Land, Rail, Air, Sea and Optic Fiber Linkages. India and ASEAN partnership is making huge progress in trade and commerce inching towards the targeted five trillion economies. India and ASEAN on cultural side are building bridges of friendship through people to people and business to business contacts.

The development of India's northeast region, by gaining access through Bangladesh, to develop a seamless land and sea connectivity with Myanmar and Thailand are key elements of India's Act East policy.

However, China is a predominant factor in India's Eastward Thrusts. China has an overwhelming presence in their region. Many ASEAN countries are keen to see India gain foothold in Southeast Asian region but are reluctant to openly do so for want of annoying China. As a result, due China factor, India is finding it difficult to enter into the Southeast Asian region.

Then South China Sea dispute and the security of sea lanes in the Strait of Malacca are important factors in India's Eastward Thrusts. The Quadrilateral Security Dialogue between United States, Japan, Australia and India is an attempt to maintain peace in the region but each country has its own axe to grind.

The success of India's Act East policy as much depends on the cooperation with the ASEAN countries as on China. So how India can manage China and woo the ASEAN countries is the litmus test of India's Eastward Thrusts.

The book 'India's Eastwards Thrusts - Predicaments and Prospects' is based on ground reports from where India's Act East policy is being anchored. The critical analysis gives a realistic touch to understand the nuances of India's ambitious Act East policy of Eastwards Thrusts. In sum, there are enough predicaments in India's grandiose policy but if all of them could be managed well, there are no stopping back to India's Eastward Thrusts.



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Dr. Mujtaba shifted to journalism, after completing his Ph.D and spent about twelve years as a working journalist. He has worked in several media organizations. His career is spread into Print, Radio, TV and Web based journalism. During his Journalistic career he was on Jefferson media fellowship at the East West Center, Hawaii.

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Dr. Mujtaba has visited United Kingdom, United States, South Korea, Vietnam, Singapore, Thailand and Nepal for academic and journalistic purposes.

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சென்னைப் பல்கலைக்கழகம்

எம்.ஏ.

முதலாமாண்டு - முதல் பருவம்

தாள் - 2

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ஆக்கம்

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தாள் - 2

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Translation of Books and Chapters

Translated by: Dr. L.R.S. KALANITHI, Vice Principal (Students' Affairs)

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தமிழ் இலக்கியங்களில் அறநெறிகள்



ஒளவை அடிப்பொடி
முனைவர் **மு.கலைவேந்தன்**
தொகுப்பாசிரியர்

தமிழ் இலக்கியங்களில் அறநெறிகள்

“ஒளவை அடிப்பொடி”

முனைவர் மு. கலைவேந்தன்
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திருவையாறு.

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ம.செல்வராசரி புட்பா
முனைவர்பட்ட ஆய்வாளர் (பகுதிநேரம்)
தமிழ்த்துறை
குருநானக் கல்லூரி (தன்னாட்சி)
வேளச்சேரி, சென்னை

முன்னுரை

மனித இனம் தோன்றிய நாள்முதல் விருந்தோம்பல் எனும் அறம் அவர்தம் பண்பாட்டுக் கூறுகளில் ஒன்றாகிவிட்டது. உணவு அளித்து உயிரினைக் காத்தல் வாழ்க்கையின் தலையாய அறமாகக் கருதப்படுகின்றது. உறவினர்களுக்கு மட்டுமல்லாது புதிதாக வருவோர்க்கும் விருந்தோம்பிக் காத்தலே சிறந்தது என மக்கள் கருதினர். இரவுப்பகல் எந்நேரமாயினும், மற்றவர்கள் பசியறிந்து உணவளித்தல் சாலச்சிறந்தது. இத்தகைய பெருமைக்குரிய விருந்தோம்பலைத் தமிழ் இலக்கியங்கள் வெகுவாகப் பாராட்டுகின்றன. சங்க இலக்கியம் தொடங்கி பல்வேறு நூல்களும் விருந்தோம்பலை அறச்செயலாகச் செவ்வனே எடுத்துரைக்கின்றன. மனித உயிருக்கு வழியான விருந்தோம்பல் அறத்தினை இலக்கியங்கள் எவ்வாறு எடுத்துரைக்கின்றன என்பதை நாம் பின்வருமாறு காணலாம்.

விருந்தோம்பல் பொருள்

பண்டைய காலம் முதல் நம் மக்களின் பண்பாட்டில் ஒன்று விருந்தோம்பல். பசியோடு நம் இருப்பிடம் நாடி வரும் மக்களுக்கு உணவு கொடுத்து பசிபோக்கித் தானும் மகிழ்வதே அறவாழ்வின் அடிப்படை என்பதை இலக்கியங்கள் கூறுகின்றன. விருந்து என்றால் புதுமை என்று பொருள். இதனைத் தொல்காப்பியம், “விருந்தே தானும் புதுவது

தமிழ் இலக்கியங்களில் அறநெறிகள்

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தமிழ்த்துறை, உளவியல்துறை மற்றும் பேரகா கல்வி மையம்
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பன்முகப் பார்வையில் சமய இலக்கியங்கள்

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உணவில் கடைப்பிடிக்க வேண்டிய அறம்

முனைவர் ப. சசிரேகா

உதவிப் பேராசிரியர்

தமிழ்த்துறை, குரு நான்கு கல்லூரி, சென்னை

நாம் ஒவ்வொருவரும் ஒவ்வொரு செயலிலும் அறத்தை கடைப்பிடித்து வருகின்றோம். வாழ்க்கையானது அறத்தின் அடிப்படையில்தான் இயங்குகின்றது. நாம் உண்ணும் உணவிலும் சில அறத்தை கடைப்பிடிக்கின்றோம். திருக்குறள், ஆத்திச்சூடி, கொன்றைவேந்தன் போன்ற நதி இலக்கியங்களின் வாயிலாக உணவில் கடைப்பிடிக்க வேண்டிய அறத்தைப்பற்றி காண்பதே இக்கட்டுரையின் நோக்கமாகும்.

நமது சிறந்த உணவு

நம்முடைய முக்கிய உணவாக இருப்பது அரிசி. அதனால்தான் நெற்பயிரை விளைவிக்க வேண்டும் என்பதை ஒளவையார்,

“நெற்பயிர் விளை”

(ஆத்திச்சூடி பா : 72)

“பூமி திருத்தியுண்”

(ஆத்திச்சூடி பா : 82)

“போனகம் என்பது தான் உழுந்து உண்டல்” (கொன்றைவேந்தன் பா : 69)

“தொழுதான் சுயின் உழுதான் இனிது” (கொன்றைவேந்தன் பா : 46)

நெற்பயிரை விளைவித்துதான் உண்ணவேண்டும். சிலர் உழைக்காமல் மற்றவரின் உழைப்பால் வரும் உணவை உண்ணுகின்றனர். அவ்வாறு உண்பது சிறப்பான உணவு ஆகாது. ஒருவரிடம் பிச்சையெடுத்து உண்ணும் உணவைவிட உழுது உண்ணும் உணவுதான் சிறந்த உணவாகும் என்கிறார்.

பிச்சையிட்டு உண்

ஏழைகளுக்கும், வேலை செய்ய முடியாத குருடர், முடவர், நோயாளிகளுக்கும் கொடுத்துவிட்டுதான் உண்ணவேண்டும்.

“ஐய மிட்டுண்”

(ஆத்திச்சூடி பா : 9)

“சைஒத்து இருந்தால் ஐயம் இட்டு உண்”

(கொன்றைவேந்தன் பா : 34)

என்ற வரிகளில் ஒளவையார், உன்னிடத்தில் பொருள் இருக்குமானால் பிச்சையிட்டுதான் உண்ணவேண்டும் என்கிறார்.

பகிர்ந்து உண்ணுதலே சிறந்த அறம்

எந்தவொரு உயிரினமும் தன்னிடமுள்ள உணவை பங்கிட்டுக்கொடுத்து உண்டு வாழவேண்டும். இதனால்தான் விசேசமான நாட்கள் மற்றும் சனிக்கிழமைகளில் காகத்திற்கு படைத்துவிட்டுதான் உணுகின்றனர். இதனை வள்ளுவர்,

“பகுத்துண்டு பல்லயிர் ஒம்பதல் நூலோர்

தொகுத்தவற்றுள் எல்லாந் தலை”

(திருக்குறள் கு : 322)

என்கிறார். காகம் போன்ற உயிரினங்களும் தனக்கு மிகுதியான உணவு கிடைத்தால், தன் இனத்தை அழைத்து பகிர்ந்து உண்ணுகின்றன. நம்மிடம் எவ்வளவு குறைவாக உணவு இருந்தாலும், அதை விருந்தினரோடு சேர்ந்து உண்ண வேண்டும் என ஒளவையாரும், வள்ளுவரும்,

“மருந்தே ஆயினும் விருந்தோடு உண்”

(கொன்றைவேந்தன் பா : 70)

“வித்தும் இடல்வேண்டும் கொல்லோ விருந்தோம்பி

மிச்சில் மிசைவான் புலம்”

(திருக்குறள் கு : 85)



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(தயவுசெய்து கவனிக்கவும்: தேசியத் தரவரிசைப் பட்டியல் 'பி' பகுதி, தேசியத் தர வரிசைப்படிப்பில் (NIRF 2019) 22-ஆம் இடம் பெற்றது)

தமிழ்த்துறை, உளவியல்புற மற்றும் பேராசா கல்வி மையம்



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Human Resource Management



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Prof. Anitha Malisetty
Dr. V. Krishna Kumari
Prof. M.L. Mayalekshmi
Prof L.I. Mary Pauline



Preface

The subject of Human Resource Management which was earlier referred to as, Personnel Management has witnessed several path breaking changes. Though it was considered to be a support function in the earlier days, it has transformed itself to a strategic function and plays an important role in strategy formulation and its implementation for creating and sustaining competitive advantage. With the growing realisation that it is human talent and competence that plays an important role in influencing the growth and success of organisations, the subject is expected to assume greater importance as the knowledge component gets embedded in all areas of work.

This book is an outcome of the collective knowledge and rich experience of the authors gained by teaching the subject and conducting research. The authors have taken care to ensure comprehensive coverage of the subject matter and have presented the various topics in a precise, concise, simple and interesting manner. Latest ideas, concepts and practices are an integral component of this book.

To enable students understand the practical application of theoretical concepts, instances of their application in the corporate sector have been included throughout the text. To aid the students to prepare for their exams and perform exceedingly well, University Section A questions along with their answers have been given at the end of each chapter. Section B and Section C questions have also been provided.

It is hoped that the academic community would welcome this initiative. Suggestions for the further improvement of the book are most welcome.

Dr. V. Sujatha

Prof. Anitha MaliSetty

Dr. V. Krishna Kumari

Prof. M. L. Mayalekshmi

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Chapter

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Abstract

Leprosy also known as Hansen's disease is an age-old disease, caused by the acid-fast bacterium *Mycobacterium leprae*. It is classified by WHO as a 'neglected tropical disease'. The disease is characterized by anaesthetic skin patches, nerve damage and progressive deformity and disability. Nearly a quarter of a million people worldwide have leprosy, out of which 60% is from India. Leprosy is curable with a treatment known as multidrug therapy (MDT) taken for 6–12 months. Drug therapy has adverse effects and reversing the damage caused by the bacteria takes long. A viable vaccine would be useful to decrease the incidence of the disease and promote eradication. *Mycobacterium indicus pranii* (MIP) is an exclusive vaccine for leprosy which has been developed in India. It is believed that MIP has the potential to bring down new cases of leprosy by 60% in 3 years. Extensive field tests were carried out to check the efficacy of MIP. In 2005, large-scale field trials were conducted at Ghatampur, Kanpur Dehat, Uttar Pradesh. About 24,000 people who had close contact with people affected by leprosy were vaccinated with MIP. The protective power of MIP was encouraging: 68.6% were protected for 4 years, and 59% were protected for 8 years. Thus, it was found that the vaccine was effective for 7–8 years, and after that, a booster dose was needed to maintain immunity. One of the greatest barriers to ending leprosy is the stigma which still persists in India, with numerous laws discriminating against people affected by the disease. This discourages others from seeking treatment because they fear being banished once people know that they have the disease. The battle against leprosy must be fought on many

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முனைவர் ப.சசிநோகா
உதவிப்பேராசிரியர், தமிழ்த்துறை
குருநானக் கல்லூரி
சென்னை

முன்னுரை

மனிதர்கள் பலரும் பலவித குணங்களை உடையவர்களாக இருக்கின்றனர். மனிதர்கள் மட்டுமா? என்ற கேள்வி எழுப்பினால் பறவைகளும், விலங்குகளும் பலவிதமான குணங்களை உடையனவாகவே இருக்கின்றன. பறவைகளுக்கும், விலங்குகளுக்கும் இத்தகைய குணம் தான் இருக்கிறதென்று எளிதாக அறிந்துகொள்ள முடியும். ஆனால், மனிதனிடம் இந்தக் குணம் தான் இருக்குமென்று எளிதில் அறிந்துகொள்ள முடியாது. ஒருவரின் வெளித்தோற்றத்தைக் கொண்டு எதையும் உணரமுடியாது. ஏனெனில், மனிதர்களில் சிலர் உள்ளொன்று வைத்துப் புறமொன்று பேசக்கூடியவர்களாக இருக்கின்றார்கள். வெளிப்படையாக இருப்பானாகின் அவனை இந்த உலகம் ஏளனம் செய்து, அவனது இயல்பான குணத்தையே மாற்றிவிடுகிறது. மனிதனின் குணங்களை எங்ஙனம் அடையாளம் காண்பது என்பதைப் பறவைகள் மற்றும் விலங்குகளை உதாரணமாகக் காட்டி அறக்கருத்துகளை முதுரையும், நல்வழியும் எடுத்தியம்புகின்றன. அவற்றைப் பற்றிக் காண்பதே இக்கட்டுரையின் நோக்கமாகும்.

மயிலும் முறையான கல்வியும்

கல்வியை முறையாகக் கற்க வேண்டும். அவ்வாறு கற்காது சுற்றவரைப்போல் நடிக்கக்கூடாது. இக்காலத்தில் சிலர் படிக்காமல் பட்டத்தையும், பதவியையும் பணத்தால்

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BUSINESS PROCESS REENGINEERING - A GLOBAL PERSPECTIVE

21st & 22nd February 2020

Organized by the

**Departments of Commerce-Honours &
Bachelor of Business Administration**

Editors

**Dr. Gunita Arun Chandhok | Dr. Sundari Suresh
Dr. D. Sowmya | Ms. Anitha Malisetty**

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CHAPTER 2

EXPORT MANAGEMENT

Dr. D. Sowmya

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1.1 Introduction

Management is terms commonly used in every activity. It means planning, organizing, directing, controlling and coordinating the specific activity so as to achieve its objective. Such activity related may be related to purchase, production, and marketing and as well export.

Export management means conducting the export activity in an orderly efficient and profitable manner. Since of each business is marketing, export management can be termed as export market management. If Export is increased means get more profit and importer should get more satisfaction. Therefore Export management activity is growth oriented and dynamic in nature.

Export market management is more difficult and complicated as compared to domestic marketing due to several factors such as, three faced competition, varied regulations of different countries, language etc. If require systematic approach management involves the study of foreign markets, requirements, of foreign buyers, potential marketing opportunities and using and them tactfully for large-scale exporting.

The scope of export management is vast as everything concerned with exporting comes within the scope of export management. It also argued that export management means what an export manager does.

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Impact of COVID-19 On Socio-Economic Conditions Of Construction Workers In India

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Abstract

The construction industry plays a vital role in the economic development of our country. There are several risks related to the construction industry. Management risks in the construction plans have been recognized as a very significant management procedure in order to attain the project objectives in terms of time, cost, quality, safety, and environmental sustainability.

The Spread of the original coronavirus has initiated impacting ongoing construction projects with workers gradually not reporting at the sites even as the most designers have kept the work on, for now, industry insiders said, more than 30% of construction workers are kept on away from the work sites due to nervousness over coronavirus diseases and many of them may have returned to their home towns or are planning to do so, they said. Contractors are also not keen on forcing them either. The building and other construction workers are the most susceptible section of the informal workers in India.

Keywords: construction industry, coronavirus, unorganized sector, environmental sustainability, BOCW,

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GLOBAL THOUGHTS AND OPINIONS

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EFFECTIVE IMPLEMENTATION OF CSR ACTIVITIES THROUGH COMPANIES AMENDMENT ACT 2013

- **Dr. D.Sowmya**⁹¹⁸

1. INTRODUCTION

1.1 CORPORATE SOCIAL RESPONSIBILITY (CSR)

An awareness introduced in companies Act 2013, whereby businesses established as companies adopt to contribute for the cleaner environment and for the betterment of the society. The corporates assimilate societal values in their operations and in their interaction with their stakeholders on a voluntary basis.

1.1.1 DEFINITION

“Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as

⁹¹⁸ Asst. Prof & Head, Department of Commerce – General (Shift II), Guru Nanak College (Autonomous), Chennai, Tamil Nadu



COVID - 19 PANDEMIC: CHALLENGES AND OPPORTUNITIES IN THE EFFECTS OF GLOBAL ECONOMY



Editors

**Dr. Sundari Suresh
Dr. B. Latha Lavanya**

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CHAPTER – 12

EMPATHY – A GAME CHANGER

Dr. D. Sowmya

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Introduction

Every organization is a blend of all 4 M's. It is

- Men
- Materials
- Money
- Machines

Human resource management can be defined as – “employing people, developing their resource, utilizing maintaining and compensating their services in tune with the job and organizational requirements”. Human resource refers to knowledge, skills, education, training and ability of the members of the organization. HR is the valuable and the unique asset of the organization. According to Adi Godrej, “All corporate strengths are dependent on people”. HRM is effectively use of people to achieve organizational and individual goals. The real sources of competitive leverage are the culture and capabilities of our organization that derive from how we manage our people.

Importance of HR

❖ Corporate

HRM can help an enterprise in the following ways:

- Attracting talent through effective HRP
- Developing necessary skills & attitude with training
- Securing cooperation through motivation
- Retaining talent through the right policies
- Ensuring a team of competent & dedicated employees

❖ Professional

HRM helps improve quality of work life and contributes to growth in the following ways:

- Opportunities for personal development

CONSUMER BEHAVIOUR ON CONSUMPTION OF ORGANIC FOOD DURING THE PANDEMIC OF COVID – 19 IN CHENNAI CITY

L.Paul Edison

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ABSTRACT

This paper aims to understand the changes in consumer buying preferences during the Covid-19 Pandemic situation. The main focus of the study is organic products and with respect to Chennai city. The primary data for the study is collected through a structured E-Questionnaire. The secondary data were collected from E-Journals and websites. The collected data is analysed with statistical tools such as Percentage Analysis, Descriptive Statistics, and Independent Samples t test & One-Way ANOVA. The study concludes that Gender, Educational qualification and marital status plays a significant role in the consumption of organic products. And this study proves that, there is change among people towards the environmental cause, as considerable number of people chose to buy organic products because it is good for the environment. It can also be inferred that organic vegetable is the most popular category and other categories of products needs to advertised more among the people.

Keywords: Organic Products, Purchase Preference, Pandemic situation, Chennai City.

INTRODUCTION:

Organic products are getting popular among the people day by day. Organic products are grown completely with natural manures rather than using chemical fertilizers, pesticides etc. Organic products are available in a wide range like vegetables, fruits, meat, dairy, pulses and food grains etc. Not only is the organic products proved to provide much better health, it is also good to the environment. With India being the second most populated country, there is a huge market for organic products. In this current scenario, with the Covid-19 Pandemic, the lifestyle of people has changed drastically and so is their purchase preference. With the shift in market paradigm, a study on consumer behaviour with respect to consumption of organic food products might prove helpful to the firms.

REVIEW OF LITERATURE:

Sathyendra Kumar AD et.al (2015) stated that availability of organic input and output is critical to improve the organic farming in the country. In India development of efficient organic marketing system is necessary. They tried to understand the consumer perception about organic product and marketing in Mysore city. Marketing of organic product was meagre and demand for organic product had increased. They concluded that major reasons are organic producers are less; adequate market facility is not there on limited of shops, lack of awareness, and so on. They suggested that farmers and government should give importance to organic marketing to improve farming.

K. Sundaresh & Dr. S. Babu (2017) have given opinion that it is incidental that socio- economic variables are associated with consumer positive attitude towards organic foods. Family, self-decision and friends play a vital role in the purchase decision-making process of organic foods. The factors eco-friendly and chemical or pesticides free factor have a great impact on the decision-making process.

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Preface

**“Everybody should learn to program a computer,
because it teaches you how to think.”**

- Steve Jobs

This text book titled “Python Programming – Made easy” introduces the readers to Python Programming and is intended for beginners with little or no programming experience. According to us, writing a program is an art. A program is considered well written not only when it solves the problem, but also when it is easy to understand and simple to implement. Hence, every program in this book is kept simple, and well commented, clearly written to teach the mechanics of this language. This handbook will be helpful for the undergraduate students in familiarizing with the features of Python.

Guiding Principles

The main philosophy behind this book are listed below:

1. **Systematically Designed** - Every chapter in this book is designed thoroughly with an idea of one concept at a time.
2. **Reader’s Perspective** – This is a student centric book with self- descriptive and simple programs.
3. **Small is the new big** – The book size is intentionally short. Every chapter covers topics in accordance to the course requirements.

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Dr. I. Vanathi, is a quality-oriented professional with a rich 25 years of Teaching experience. She has held various position in Arts & Science as well as in Engineering colleges. She has been awarded Ph.D. in the field of Computer Applications. Dr. J. Vanathi is now working as the HOD, Dept of Information Technology at the Guru Nanak College, Chennai. Her areas of interest include Cloud Computing, Database Management systems, Web Technology, Python Programming and Java Programming.

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CHAPTER 6 DISASTER MANAGEMENT IN INDIA: AN OVERVIEW

Ms. R. Anitha

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Introduction

In the ongoing time, disasters are increasing as far as recurrence, multifaceted nature and in destructive capacity. It is found out that, (for the last two decades) the quantity of recorded disasters has multiplied from roughly 200 to more than 400 every year and the vast majority of calamities are climate related. The total number of individuals influenced by catastrophic events in the course of recent decades have purportedly expanded to two billion individuals, and a normal of in excess of 200 million individuals are legitimately influenced every year. The intensity, range and event of occurrence have produced worldwide concern. Also, it is a matter of concern that the recent trends of disasters are a challenging task for mitigation process at global as well as in the national level. Against these backgrounds, it is to be sure to comprehend the fundamental idea of calamity relief procedure and its significance pertinence to the contemporary time.

Meaning and Definition of 'Disaster Management'

Disaster is a sudden, calamitous event bringing great damage, loss and destruction and devastation to life and property. The damage caused by disasters is immeasurable and varies with the geographical location, climate and the type of the earth surface/degree of vulnerability. This influences the mental, socio-economic, political and cultural state of the affected area. Generally, disaster has the following effects in the concerned areas;

1. It completely disrupts the normal day to day life
2. It negatively influences the emergency systems



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Chennai, India

INTERNATIONAL CONFERENCE
on

BUSINESS PROCESS REENGINEERING - A GLOBAL PERSPECTIVE

21st & 22nd February 2020

Organized by the
**Departments of Commerce-Honours &
Bachelor of Business Administration**

Editors

**Dr. Gunita Arun Chandhok | Dr. Sundari Suresh
Dr. D. Sowmya | Ms. Anitha Malisetty**



GURU NANAK COLLEGE (AUTONOMOUS) HIGHLIGHTS

- Guru Nanak College is one of the premier institutions of higher education in India which was founded in 1971
- In 2015, UGC has conferred "Autonomous" status to the college
- DBT, Govt. of TamilNadu has recognized Guru Nanak College as a Star College and has granted 1.04 crores for upgrading the various science departments from 2018
- Guru Nanak College was conferred with lobal Understanding for Sustainable Development Award 2017 by Ministry of National Policies and Economic Affairs, Govt. of Srilanka on 4th September 2017
- The college was conferred with xcellence in Education Award 2018 or promoting quality higher education and holistic youth development in India, by the Perak State Government, Malaysia on 17th March 2018
- The College offers various programmes which include 23 U.G, 9 P.G, 2 M.Phil, 9 PhD programmes, besides 3 add-on courses and several Certificate Courses
- A Lush green campus, an excellent Infrastructure, state-of-the-art academic blocks on 25 acres of land
- Pioneers in implementing digital attendance for students through Mobile phones since 2015
- Academic Enrichment through the G.S.Gill Research Institute in campus, concerned with extensive research in inter-disciplinary approaches
- The college has as many as 26 Research Guides and 126 research scholars
- In 2016-17, 56 students secured University Ranks
- Cricket ground of International standards is a boon to budding cricketers and many of our students represent India and play in the IPL
- Students are well placed in leading corporates through campus placements
- According to Nielson Survey on ndia' Best 100 colleges conducted by India Today during 2017-18, Guru Nanak College was ranked among the top 100 colleges in India and 5th Best College in Chennai
- In May 2018, Honourable President Shri. Ram Nath Kovind was the Chief guest for 42nd Graduation day and inaugurated the Guru Amardas Block and Shaheed Baba Deep Singh Auditorium. Honourable Governor of Tamil Nadu, Shri. Banwarilal Purohit was the Guest of Honour.
- In June 2019, Guru Nanak College launched winning Programme f Pondicherry University.
- Guru Nanak College established Guru Nanak Centre for Skill Development in June 2019.

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CHAPTER 5

EMPLOYEE ABSENTEEISM

Dr. V. Senthil Kumaran

Asst Prof., Department of BBA, Guru Nanak College, Chennai

Introduction

1.1 Background of the Study

Indian industry 'experiences various work related issues. Absenteeism is one of the significant work issues. It is essential to examine the issue of absenteeism in the light of the new monetary condition. Employee absenteeism is all over the place. It is a general case across the globe. It might be service industry, a business or an production unit. The level of absenteeism can differ. Despite diminishing pace of job opportunities and weakness of employment, employees tend to take leave. We are existing in absenteeism environment. Availing a casual leave and naming it as sick leave is motivated and energized by our social culture. The administration and management is also supporting absenteeism as a social culture. They anticipate that workers should sick leave when they are not actually sick and acknowledge it as one of the expense of business. Absenteeism is normal to the point that associations disregard it. This culture should be eradicated as it creates high expense to the country and also to companies as they lose their competitive advantage over their rivalry. Though absenteeism cause various impacts, due consideration has not been given to the issue in industry in India. This is because of absence of rivalry and Today's company in our country face rivalry from outside the nation. To have a competitive advantage over the foreign rivalry, focus towards absenteeism to be given most important. Subsequently now, a large portion of the companies give sufficient consideration towards absenteeism. Absenteeism is a major issue that influences industry every now and then. This propensity with respect to the laborers to keep away from their work upsets the work routines, forces extra remaining task at hand for the managers, causes superfluous additional time, brings about the low

December 29,2020

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The book is in the process of publication and you will be informed regarding the final copy once we publish them. Thank you for your understanding and support in successfully completing the book.

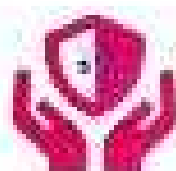


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© Dr. Gunita Arun Chandhok, Dr. Sandari Suresh, Dr. D. Sowmya
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Stress Management

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Abstract

Living in a fast-paced, technological society with innumerable demands upon our time, the majority of people can state.

Stress has become a major concern of modern space-time as it can cause harm to employee's health and performance. Different psychiatrists and physiologists have defined stress differently. In simple words, stress refers to weights or tensions people feel in life. As living human makes constant requests, such demands produce pressure, i.e., stress. Stress is, therefore, a natural and inevitable feature of human life. However, stress beyond a particular level can cause psychological and physiologists problems, which in turn would affect an individual's performance in the organizations. Thus, management of stress has become a challenging job for the modern organization.

Stress arises when a person into unable to cope with the demands of the situation owing to mental and physical incapacity. Development in technology, industrialization, and competitions has given rise to stress. Every one of us have some or other types of stress during our life. The majority of us have grown in a stressful situation. Pro wanted exposure to stress results in undesirable effects that influence us physiologically as well as psychologically.

Work stress is recognized extensively as a major challenge to workers' healthiness of their organizations. Stress constraints, opportunities, or loss of something they desire and for which the consequence is both unpredictable as well as can be defined as a lively circumstance in which people face crucial. Passion is the response of people to the extreme/excessive pressure or demands placed on them.

Stress can be one of the more challenging issues of our job and our life in general. We all long to free ourselves from stress and stressful situations. However, we will learn that stress also holds some benefits in making us mentally strong, just a physical exercise makes us physically strong. In this module, we will learn how to identify stress signals and to develop strategies for managing and even eliminating stress.

Stress is a normal, universal human experience and a routine part of our lives. An unavoidable effect of living, it is an especially complex phenomenon in a modern technological society. It is a feature of life that can be both protective and harmful. Unfortunately, "stress" is too often viewed in a negative context when, in fact, it enables us to cope with change.

Objective of the Study

Primary Objective

A study on stress management of employees concerning Pori Interior designer Pvt Ltd.,



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INDIAN COMMERCE AND INDUSTRY: PROBLEMS AND PROSPECTS



Ramakrishna Mission Vivekananda College
Evening College (Autonomous), Mylapore,
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A STUDY ON NEED AND AWARENESS OF HI-TECH TRANSPORTATION SYSTEM (HYPERLOOP) AND ITS IMPACT AMONG GENERAL PUBLIC

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Abstract:

Transportation helps to move men and material from one place to another and it involves other economic activities which makes it more than physical delivery. It helps in encouraging mass production, creating place and time utility, stabilizing price, reducing cost, increasing urbanization & tourism, industrial development etc. It is an important component for logistics and supply chain activities too. Effective Hi-tech transportation system is vital for pollution control and traffic management. Technology paves way for mass rapid transportation. India would be the frontrunner in the world to employ Hyperloop, which is coined as a fifth mode of public transport system built-in using magnetic levitation which covers up to 760 miles per hour (1200Km/h) allowing a travel time of 35 minutes, which is considerably 7 times faster than current rail travel time. This paper tends to examine the need and awareness of hi-tech transportation system and its effectiveness as well as challenges to the society.

Introduction:

Transportation contributes to the prosperity of the nation. It acts as a catalyst for migration which spurs up economic development. This sector contributes merely to 6% of India's GDP. As it's extensively used by other economic sectors, good transport network is crucial. There has been a considerable change in the technology of transportation in recent years. Transportation involves both social and environmental task as it has to benefit the society as well as keep the environment pollution free. Investment in transport infrastructure is a tool for regional development especially in developing countries.

Review of Literature:

Niti Aayog, Think tank policy of the government of India has approved the proposal of Ministry of road transport and highways to experiment and introduce smart transportation technologies such as metrino, hyperloop and Pod taxis with

the condition that the trial run has to be successful before its commercial operations in the year 2016.

A committee has been formed for the same purpose headed by top official of railways to ensure the safety parameters associated with such technology. This new technology is being explored to reduce the traffic crisis in the country. Among these technologies, hyperloop is a cargo and passenger pod-like vehicle propelled through vacuum tubes connecting cities at speeds matching that of an aircraft.

A study on the hyperloop transportation model by Dr.C.Dhandapani States that its economical, saves time, powered by solar panel, resilient to travel in any kind of weather but there are possible chances of shock waves due to punctured tunnel, dizziness to passengers due to high speed and critical turning points. It is a low carbon emission vehicle which makes it less pollutant too. Despite it being an innovative idea and makes intercity travel effortless for passengers, its safety features is ambiguous.

DHL, present in 220 countries and territories around the world has decades of experience in the logistics industry states that it would be worth it to go with the load of cargo every thirty minutes rather than once in a day. Hyperloop would be a potential game changer with increased accessibility as the cost is lower than that of a truck and the speed is comparable to that of a plane which could allow same day delivery.

Indian Railways is also considering hyperloop technology for a Greenfield dedicated freight corridor for the movement of containers and white goods. They would like to have such corridors connecting Mumbai-Nagpur-Delhi-Chandigarh or Amritsar and Bengaluru-Hyderabad. Thus, hyperloop might facilitate the movement of cargo as well to the great extent.

Objectives of the Study:

To study and understand the need for the hi-tech transportation system in the near future and its role in the economic development through its contribution to allied sectors.



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Digital India: Dynamic Transformations in the Landscape of E-Commerce and M-Commerce

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Abstract

The objective of the paper is to discuss the various innovative transformational practices happening in the recent times in the world of E-commerce and M-commerce. The important role played by Social Media is emphasised through the application of Netnography for target advertising. It is observed how through the use of Netnography, customised advertising is targeted to match the interests and preferences of the customer. The paper highlights the practice of Co-creation wherein businesses collaborate with the knowledge and ideas of the customers through online interaction in creating in new products or improving the existing ones. The synergy of Co-creation leads to effective customer engagement and loyalty in the long term. The phenomenon of many successful pure-play online business making strides into offline is observed. This model of O2O online to Offline integration is beginning to revolutionise the retail industry as businesses have realised the imperative need for an omnichannel to reach out to every potential consumer. The future of E-Business lies in the transformation into O2O model that would entice and satisfy the needs of the traditional as well as online shopper. Ingenious payment mechanisms and the Application or App economy has accelerated the growth of M-Commerce. The penetration of affordable Smart phones in the market combined with unprecedented data speed has furthered the expansion of M Commerce into the rural markets as well. The future of M-Commerce is very optimistic and would be a great contributor to the ever growing Indian digital economy.

Keywords: E-Commerce, M-Commerce, Netnography, Co-creation, O2O business model, Omnichannel, Advertising, Online Interaction, Payment Mechanism Digital India: Dynamic Transformations in the Landscape of E-Commerce and M-Commerce.

Background

Internet has become all pervasive in every field of business. The business landscape is constantly changing with the evolution of internet and smartphones. The buyer uses smart phone as a powerful tool to make informed decisions. There are ample information available about the product, price comparisons, product reviews to help the consumer in making smart buying decisions. In this fast paced life, consumers want to buy products whenever and wherever they feel like. The ubiquity and 24/7 availability of online business has made things easier for a consumer wanting to buy goods or avail any service at his or her convenience. Be it online banking or ticket booking, the range of services available are unlimited. The businesses



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HIGHLIGHTS

- Guru Nanak College is one of the premier institutions of higher education in India which was founded in 1971
- In 2015, UGC has conferred "Autonomous" status to the college
- DBT, Govt. of TamilNadu has recognized Guru Nanak College as a Star College and has granted 1.04 crores for upgrading the various science departments from 2018
- Guru Nanak College was conferred with lobal Understanding for Sustainable Development Award 2017 by Ministry of National Policies and Economic Affairs, Govt. of Srilanka on 4th September 2017
- The college was conferred with xcellence in Education Award 2018 or promoting quality higher education and holistic youth development in India, by the Perak State Government, Malaysia on 17th March 2018
- The College offers various programmes which include 23 U.G, 9 P.G, 2 M.Phil, 9 PhD programmes, besides 3 add-on courses and several Certificate Courses
- A Lush green campus, an excellent Infrastructure, state-of-the-art academic blocks on 25 acres of land
- Pioneers in implementing digital attendance for students through Mobile phones since 2015
- Academic Enrichment through the G.S.Gill Research Institute in campus, concerned with extensive research in inter –disciplinary approaches
- The college has as many as 26 Research Guides and 126 research scholars
- In 2016-17, 56 students secured University Ranks
- Cricket ground of International standards is a boon to budding cricketers and many of our students represent India and play in the IPL
- Students are well placed in leading corporates through campus placements
- According to Nielson Survey on ndia' Best 100 colleges conducted by India Today during 2017-18, Guru Nanak College was ranked among the top 100 colleges in India and 5th Best College in Chennai
- In May 2018, Honourable President Shri. Ram Nath Kovind was the Chief guest for 42nd Graduation day and inaugurated the Guru Amardas Block and Shaheed Baba Deep Singh Auditorium. Honourable Governor of Tamil Nadu, Shri. Banwarilal Purohit was the Guest of Honour.
- In June 2019, Guru Nanak College launched winning Programme f Pondicherry University.
- Guru Nanak College established Guru Nanak Centre for Skill Development in June 2019.

PRACTICAL MANUAL IN BOTANY

VOLUME III

POONAM SETHI & PRIYA S.



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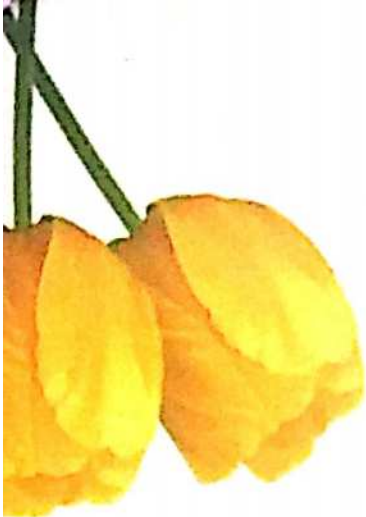
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Poonam Sethi is an academican in a reputed college in Chennai. University of Madras rank holder (1999) with a liking for the subject, she loves to open the syllabus to students in such a way that it's not only understood but learned and applied in day to day life.

'The interdependence of living organisms and bioresources should be highlighted to the coming generations.'

This book gives a bird's eye view of angiosperm morphology and taxonomy - the most interesting branch and back bone of botany. Plant physiology has selected experiments which can be performed within the time limit and also provide some training in basics of research. Microtechnique is the need of the hour for studying the histology of plants. It is currently being employed in many fields in life science. It is hoped that this manual would be of great help to the teachers and the taught.

Priya Sivaraj is a dedicated teacher for over twenty years in a reputed college in Chennai and a gold medallist and University Rank holder, University of Madras (1999). Research in the field of medicinal plants stands on the belief that hard work never fails.

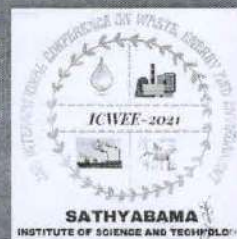


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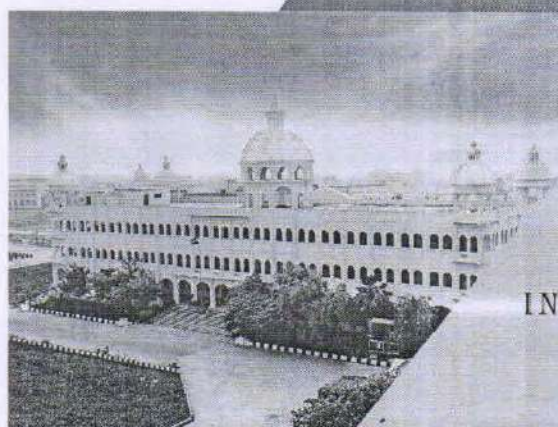
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Bio Prospective of Cleistanthin- A in A Bioinformatics Approach

A. Amala Lourthuraj, M. Masilamani Selvam., Bharathi Ravikrishnan and M. Vinoth

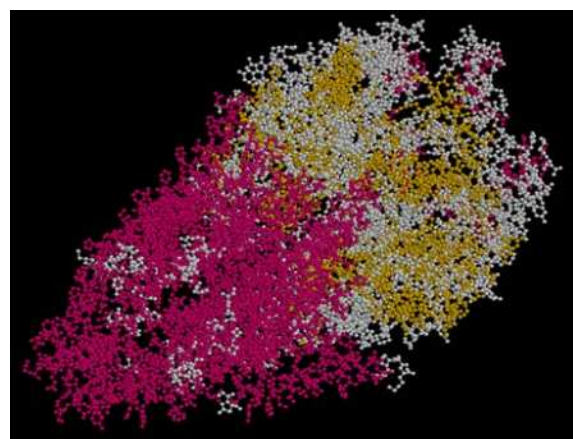
Abstract--- Chemical drug based therapy sometimes result in side effects. Thus there is always a quest for the secured therapy. Hence, phytochemical based therapy is everlastingly a good alternative choice. Accordingly in this current research an attempt is made through bioinformatics search tools to predict the docking compatibility of two compounds such as Cytochalasins B, which is one of the commonly used muscle relaxant and the phytochemical Cleistanthin A, a commonly known active principle of the plant *Cleistanthus collinus*, are analysed with the acetylcholine family of receptors called as Nicotinic acetylcholine receptor, which usually involves in diseases which are associated with muscle contraction. Online tool PatchDock is used to check the binding compatibility of the two ligands with the receptor.

Key words--- Nicotinic Acetylcholine Receptor, Cytochalasin B, Cleistanthin A, PatchDock.

I. INTRODUCTION

NICOTINIC acetylcholine receptors are a family of ligand-gated ion channels which are fast ionotropic cationic receptor that are widely expressed in cells present in the central and peripheral nervous systems. These receptors are associated with various diseases like congenital myasthenic syndromes, multiple pterygium syndromes, nocturnal frontal lobe epilepsies, addiction, schizophrenia, Alzheimer disease, and Parkinson disease⁽¹⁾. Nicotinic acetylcholine receptor is involved in mediating or modulating in synaptic transmission. Acetylcholine receptors are well-known therapeutic targets for Alzheimer's disease, schizophrenia, Parkinson's disease, smoking cessation, pain, attention-deficit hyperactivity disorder, epilepsy, autism and depression⁽²⁾.

The family of acetylcholine receptors are found to be expressed in other type cells, apart from neurons are keratinocytes⁽³⁾. The nicotinic acetylcholine receptor (fig.1) is also a Na⁺ and K⁺ ion channel which causes the depolarization, the end-plate potential that generates action potential which results in muscle contraction⁽⁴⁾.



(Fig. 1.a) Ribbon Model

(Fig. 1.b) Ball and Stick Model

Fig.1. Structure of Nicotinic Acetylcholine receptor

The acetylcholine binds to the N- terminal part of each of two alpha subunits. It has been identified that Nicotinic acetylcholine receptor activation in mammalian sympathetic neurons induces the opening of a non-selective cation channel that leads to Na⁺ influx, membrane depolarization, and consequently activation of

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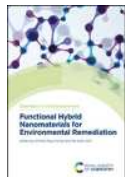
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Functional Hybrid Nanomaterials for Environmental Remediation

CHAPTER 10

Functional Nanocomposites for Groundwater Treatment

Gopal Balamurugan, Sekar Vikneshvaran, Mayakrishnan Gopiraman, **Vadivel Porchezhiyan**, Andivelu Ilangovan and Somasundaram Saravanamoorthy

Nowadays, nanocomposites functionalized with carbonaceous–polymers, clays, noble metal, and various metal oxides play a major role in numerous applications such as in medicine, energy, sensors, heterogenous catalysis, and eco-friendly remediation. The main advantages of functional nanocomposites are their rapid and selective absorption, and their exceptional stability and recyclability, properties that are very useful for environmental remediation such as groundwater treatment. The degradation as well as removal of transition metal ions and organic pollutants from groundwater and wastewater are the most investigated subject area. The demand for such metal-based hybrid nanocomposites is increasing. Consequently, the development of highly efficient metal-based hybrid nanocomposites has attracted very special interest. In this chapter, we discuss the key innovations and developments in functional nanocomposites over the last few years. In particular, the chapter focuses on the efficient preparation of the various novel metal-based hybrid nanocomposites for environmental wastewater treatment.

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Gall-Inducing Arthropods on Forest Trees

— John Prasanth Jacob —



Gall-inducing Arthropods on Forest Trees

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Plant Galls: Hitherto Untapped Focus on Positive Approach

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Abstract

India is one of the biologically wealthiest nations of the world. Most of the living beings invariably depend on nature for sustenance and survival. The study assumes significance in the light of economic values of the some plant galls. The medicinal importance of the plant galls is not given due accent in the pharmacopoeia literature, harring a few galls such as the nut galls on *Quercus infectoria*, Kadukkai putru on *Terminalia chebula* and Karkata singi on *Pistacia integerrima*. The pharmacologists search the galls for the presence of any biological active compound that can be used in the pharmaceutical application. Yet another dimension of the study of plant galls provides diagnostic values for botanical identity of plants in sterile conditions. The present paper highlights with the suitable illustrations, histology, medicinal value, taxonomic identity of some herbals based on their specific types of galls.

Keywords: Insects, Mites, Natural dye, Plant Galls and *Ziziphus mauritiana*

Introduction

The rich and diverse flora of the Indian sub-continent is remarkable for the occurrence of different types of plant galls (Agrawal, 1966) and it also offers an exceptional opportunity for studying these structures by biologists (Fig. 1). Man's knowledge of plant galls dates back to the seventeenth century. Marcello Malpighi seemed to have initiated the scientific inquiry of this neoplastic outgrowths. Cecidology, as a separate discipline of biological significance, was first founded by Prof. M. S. Mami (Mami, 1964). His magnum opus 'Plant Galls of India' published in 1973 is the outcome of nearly five decades of intensive research on plant galls. In this monograph, Mami has defined galls and briefly outlined on the gross morphological features of galls, gall bearing plants and plant organ, gall inducing organisms and gall types. However, there is still scope for various aspects of cecidological studies in India such as (i) enumeration of a large number of unrecorded galls (ii) studies pertaining to their structural diversities and ontogeny (iii) biochemical basis of cecidogeny (iv) biology and taxonomy of cecidozoa (v) host specificity and (iv) beneficial aspects of economic utility. In view of the above, the present investigation was undertaken on the plant galls from various places in Tamil Nadu.

COVID - 19 PANDEMIC: ISSUES ON SUSTAINABLE DEVELOPMENT GOALS

Editors

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Dr. C. Subbulakshmi**

In Collaboration with



**Women's Studies Centre
Madurai Kamaraj University, Madurai**

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PREFACE

This unforeseen crisis COVID 19 have exposed our global system's fundamental weaknesses. It demonstrated the absence of global cooperation in the areas of poverty, education, health and the environment. This pandemic caused enormous loss of life in real time, but its long-term impact on sustainable development paths and the world economy can be catastrophic. The pandemic can impact global development and achieving disaster-sensitive SDGs through multiple pathways of political, socioeconomic and environmental routes. The pandemic is intended to have serious short- and long-term consequences for most sustainable development goals and India could face major challenges in ten of the seventeen SDGs. Globally, in the year 2020 there could be at least 71 million people plunging into extreme poverty, with severe impacts in low-income countries, as well as in South Asia, expected. As a result, the dream of clean water and air being accessed in a unified world is expected to have an obvious impact in the near future.

The pandemic's unprecedented financial burden, however, has led to a slowing down of unexpected socio-economic developments, that could influence priorities for development and ways to achieve the SDGs, even at decadal scale, if continued over a longer period.

This book "COVID- 19 Pandemic: Issues on Sustainable Development Goals" gathers and disseminates opinions, viewpoints, studies, forecasts, and practical projects which illustrate the various pathways sustainability research and practice may follow in the future, as the world recovers from the COVID-19 pandemic and prepares itself to the possibilities of having to cope with similar crisis. The pandemic has led to severe human suffering, and to substantial damages to economies around the globe, affecting both rich countries and developing ones. The aftermath of the epidemic is also expected to be felt for some time. This will also include a wide range of impacts in the ways sustainable development is perceived, and how the principles of sustainability are practised.

There is now a pressing need to generate new literature on the connections between COVID-19 and sustainability. This is so for two main reasons. Firstly, the world crisis triggered by COVID-19 has severely damaged the world economy, worsening poverty, causing hardships, and endangering livelihoods. Together, these impacts may negatively influence the implementation of sustainable development as a whole, and of the UN Sustainable Development Goals in particular. These potential and expected impacts need to be better understood and quantified, hence providing a support basis for future recovery efforts. Secondly, the shutdown caused by COVID-19 has also been having a severe impact on teaching and research, especially –but not only – on matters related to sustainability. This may also open new opportunities (such as online marketing, Internet-based learning), which should be explored further, especially in the case of future pandemics, a scenario which cannot be excluded.

Editors

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QUALITY EDUCATIONAL ISSUES

Ms. R. Rama

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Abstract

Covid-pandemic has taken a toll on the quality of education resulting from the total lock down affecting schools/colleges to a greater extent. The covid infection rates varies across globe accounting for more than one billion children across 180 countries affected by the closure of schools for more than a year. This unexpected shift in the mode of teaching/learning might continue to persist after the post covid to a partial/greater extent and how such a shift in the mode of education would impact the world education market is still a question remaining unanswered. In India, around 30 crore learners have stopped moving to schools/colleges resulting in the educational activities coming to a halt.

Keywords: Covid pandemic, higher education, quality digital platforms, mental health.

Introduction

Online-Education is a boon during covid as there is continuity in the learning of students through the use of online learning tools through Google meet, Zoom, Microsoft teams etc. The user friendly technology hasled the teaching fraternity to adapt to the changing digital centric environment by adapting to the latest online tools in imparting skills needed for the students staying indoors.

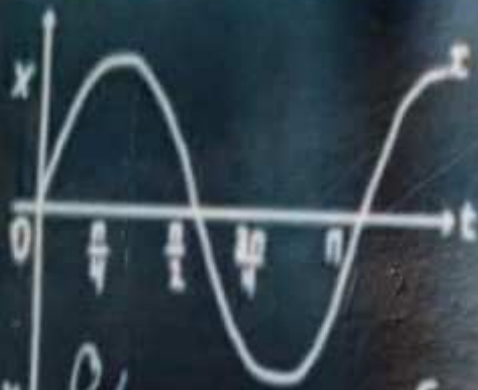
Reponsiveness of the educational sector to covid

The HEIs reacted positively and managed the situation very well to ensure the continuity of teaching/learning with the usage of technologically advanced tools and techniques available in the digital world. The students across the globe started to learn from the highly proficient teachers and subject experts, thanks to the digital world. The use of internet has enabled the online learning possible to a greater extent. Online platforms like Byju's, cuemath centre, vedantu has helped the school students to a greater extent to learn the difficult chapters through online live classes or recorded sessions. The college students do watch the youtube videos specially prepared by professors and learn on their own.

Challenges of online learning:

- Students not possessing android mobile is unable to attend to the online classes and hence there is a gap in their learning process which might have a greater impact on the understanding of the subject.

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$$\frac{\bar{x} - u}{\sigma} = \sqrt{n-1} \frac{\bar{x} - u}{s}$$

$$\beta_{yx} = r_{yx} \frac{s_y}{s_x}, (4)$$

$$\tilde{G}^2(\epsilon) = \tilde{S}^2(\epsilon) = \frac{\sum_{i=1}^n e_i^2}{n-2}$$

$$f(x) = \frac{a_0}{2} + \sum_{n=1}^{\infty} (a_n \cos nx + b_n \sin nx)$$

$$\tilde{G}^2(\epsilon) = \tilde{S}^2(\epsilon) = \frac{\sum_{i=1}^n e_i^2}{n-2}, (1)$$

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Self-defence Alarm Fortification Embedded (SAFE) Jewellery for Womanhood - An IoT Enabled Smart Gadget

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Abstract-The Internet of Thing also called as IoT is the new buzzing technology which refers to all those devices that has the ability to connect to the internet, collect and share data. These devices can be embedded in everyday objects like Phone, Television, Air-conditioner, Lights, Vehicles enabling them to send and receive data through the internet. In this paper, we are proposing a new dimension to this trending technology and is intended for the safety of Womanhood. While we all know, jewellery dates back to thousands of years, it would be interesting to transform jewellery with embedded digital technology that acts as a self-defence gadget for women. This fortification gadget resembles a normal pendant which is embedded with a push button switch, which when pressed connects to the mobile phone using Bluetooth and tracks the latitude and longitude of the individual's location using Global Positioning System (GPS) technology and sends an alert SMS to three emergency contact numbers using Global System for Mobile communication (GSM) technology. The IoT module helps to continuously track the location of the individual which would help us keep a track on the victim's whereabouts in case of an emergency. The added pro of the proposed system is that, even when the individual's phone doesn't have internet connection, it can work in offline mode and send alert SMS to the contacts in case of any unprecedented scenario. This proposed SAFE gadget is small in size but can contribute towards women's and even children's safety to a larger extent in near future.

Keywords-Smart jewellery, Security Gadget, Wearable technology, GSM, GPS, IoT Module

Introduction

Internet of Things also known as IoT is inter-networking of things that are embedded with software, sensors and also network connectivity which enables these things to collect and share data amongst themselves. IoT allows things to be sensed and controlled remotely which results in improved efficiency, accuracy and economic benefits with minimal human intervention. "Things" in IoT include everything from temperature sensors, heart beat sensors, cameras, smart phones, automobiles, appliances and almost anything we can think of. IoT can basically be seen as extension of service provided by the internet[1] It's a technological revolution which has an efficient hardware and a high throughput network that has paved way for connecting and



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**NEW DIMENSIONS AND EXPLORATIONS IN
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**NEW DIMENSIONS AND EXPLORATIONS IN
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IMPACT OF COMPENSATION STRATEGY TRAINING IN LANGUAGE LEARNING

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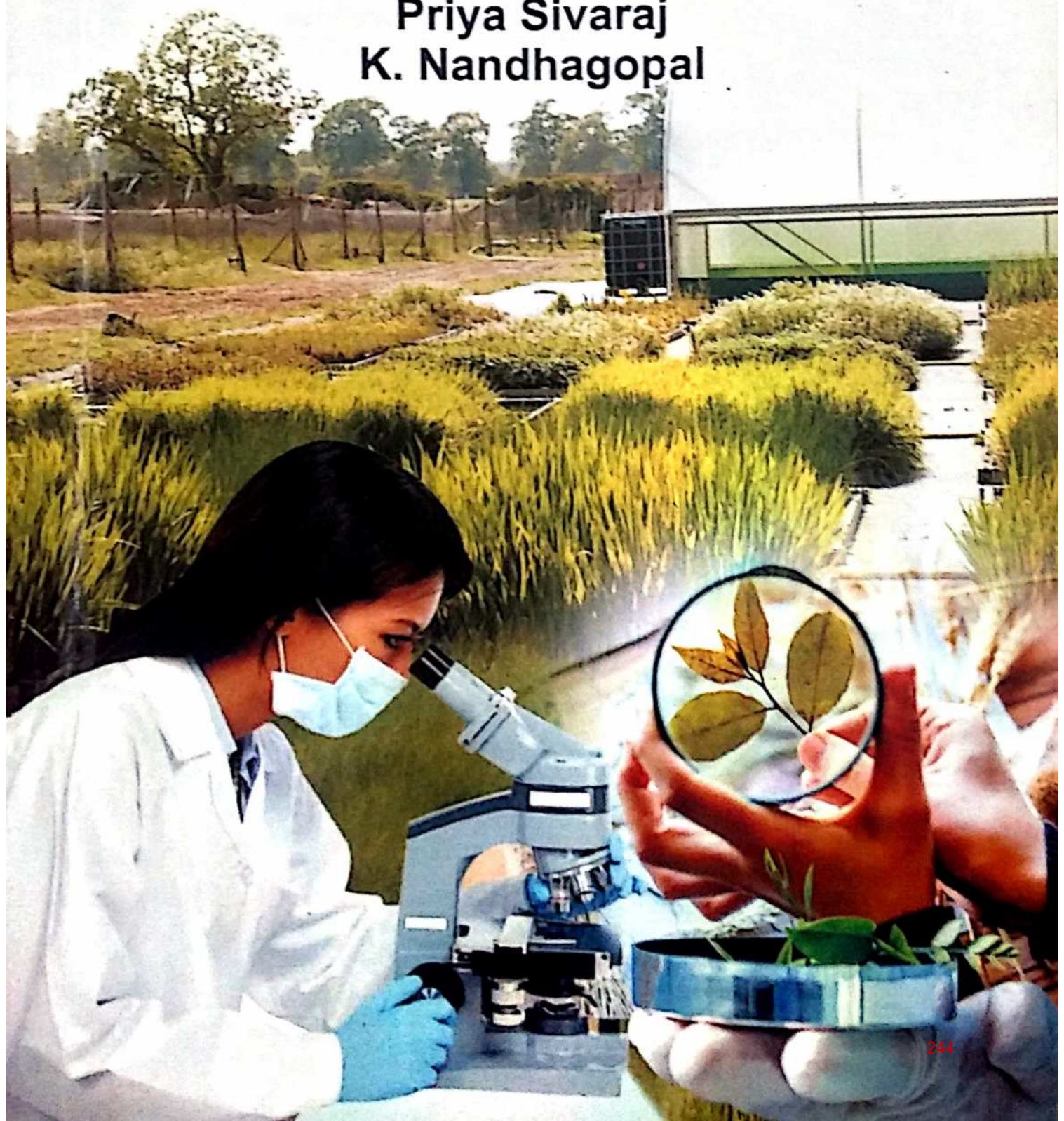
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Introduction:

In a multilingual country like India mastering English as a second language has become a huge challenge for the learners. Although there are several approaches and methods proposed by theoreticians of language teaching, Learner-Centric Approach is the most sought after pedagogical method in the present scenario of teaching and learning of English language. In a learner-centric educational context, Language Learning Strategies (LLS) play a vital role in developing the language skills of the learners. The selection of proper language learning strategies assists the learners to acquire the language skills quickly and through easy methods. Hence, conscientising the learners about the various learning strategies, and assisting them in choosing the right learning strategy, through appropriate strategy training programme, becomes imperative. It is also noted that the LLS training increases the self-confidence of the learners fostering a sense of independent learning attitude. Good Language Learners (GLL) use appropriate strategies to complete the given tasks with ease and reach the target. This training improves the learners' proficiency in English and helps them overcome the deficiency in their language skills. It is also very much advantageous to the learners if they know how to apply the strategies in a situation or task. The active and

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