

# SOUVENIR

**2<sup>nd</sup> INTERNATIONAL CONFERENCE**

*On*

**Global Issues in Multidisciplinary  
Academic Research**

**Date: 5<sup>th</sup> June 2022**

**Organised By**



**Indian Academicians and Researchers Association (IARA)**

**In Association With**



**Rajabhat Maha Sarakham University, Thailand**

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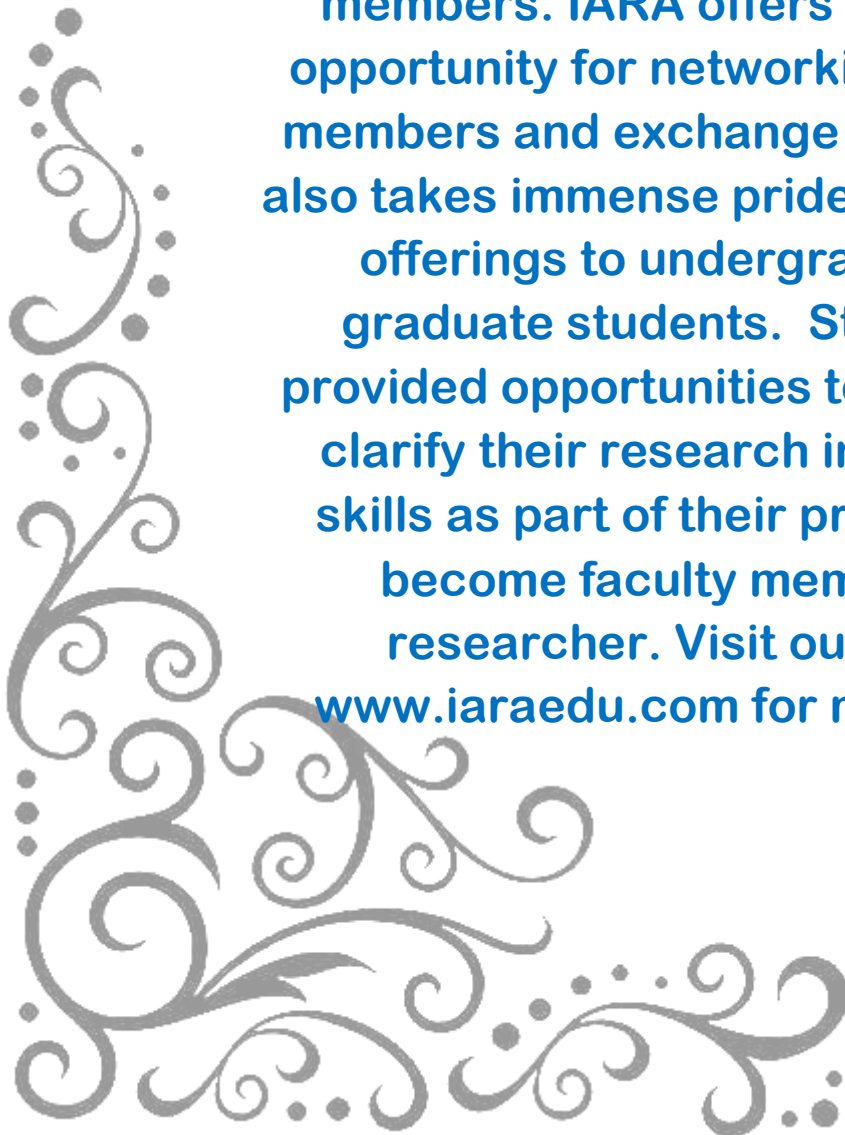
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# ABOUT IARA

Indian Academicians and Researchers Association (IARA) is an educational and scientific research organization of Academicians, Research Scholars and practitioners responsible for sharing information about research activities, projects, and conferences to its members. IARA offers an excellent opportunity for networking with other members and exchange knowledge. It also takes immense pride in its services offerings to undergraduate and graduate students. Students are provided opportunities to develop and clarify their research interests and skills as part of their preparation to become faculty members and researcher. Visit our website [www.iaraedu.com](http://www.iaraedu.com) for more details.

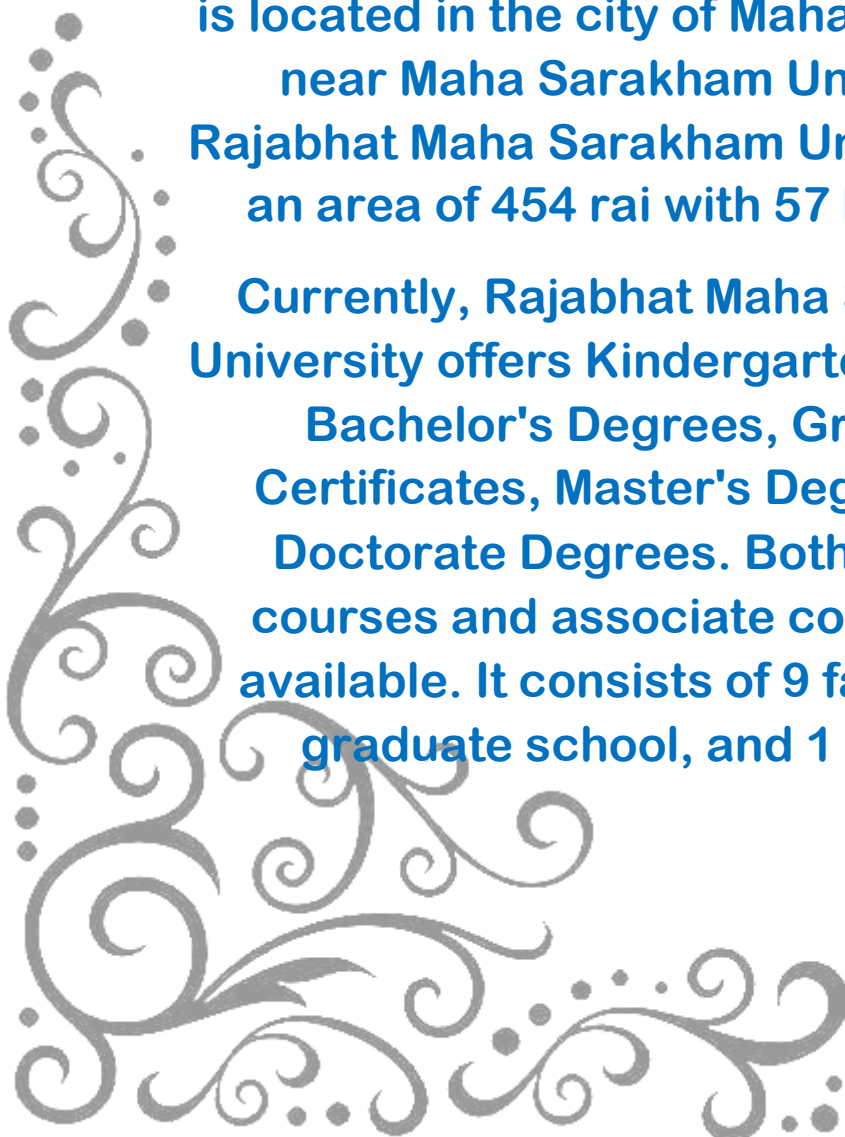


**ABOUT RAJABHAT MAHA  
SARAKHAM UNIVERSITY, THAILAND**

**Rajabhat Maha Sarakham University is a Public Higher Education Institution in Maha Sarakham Province Developed from the Mahasarakham Teacher College that was established in the year B.E. 1962 and Maha Sarakham Rajabhat Institute in the year 1992. The university is located in the city of Maha Sarakham, near Maha Sarakham University.**

**Rajabhat Maha Sarakham University has an area of 454 rai with 57 buildings.**

**Currently, Rajabhat Maha Sarakham University offers Kindergarten, Diploma, Bachelor's Degrees, Graduate Certificates, Master's Degrees and Doctorate Degrees. Both general courses and associate courses are available. It consists of 9 faculties, 1 graduate school, and 1 school:**



# ABOUT THE CONFERENCE

The conference aims to provide a forum for the exchange of ideas on the researches and developments made in Agricultural Science, Food Science, Environmental Sciences, Pharmaceutical Sciences, Medical Sciences, Veterinary Science, Applied Science, Management, Social Science, Tourism and Engineering & Technology during recent times. The conference aims to provide a common platform for researchers from the Academia as well as the Industry to discuss and present their research work and also will try to provide an opportunity for collaboration among them.





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## **A REVIEW ON FUZZY MULTI-CRITERIA DECISION-MAKING METHODS IN MEDICAL DIAGNOSIS**

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### **ABSTRACT**

*In a real-world computing environment, the information is not complete, precise, and certain, making it very difficult to derive an actual decision. Uncertainty is a factor that makes the decision-making process more difficult in medical diagnosis. Everyone is different from the other at the physical level as well as mental level, symptoms of a disease expressed by patients are linguistic in nature and vary from person to person. That is why Decision making in medical diagnosis is becoming a vast research field in medical science. In medical diagnosis, generally, uncertainty (vagueness or imprecision) arises due to patients' vague linguistic expression of their problems to medical experts. The field of medicine and decision-making are the most fruitful and interesting areas of applications of fuzzy set theory. In the present paper, we study the importance of different fuzzy sets and fuzzy multi-criteria decision-making methods in the field of medical diagnosis.*

*AMS Mathematics Classification: - 03B52, 03E72*

*Keywords: Medical diagnosis, Fuzzy Matrix, Fuzzy Sets, Fuzzy Decision- Making methods.*



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## **ASSESS THE SATISFACTION OF VAN HIEN UNIVERSITY STUDENTS WITH THE SERVICE QUALITY OF OHAO SMART**

**Nguyen Le Thi Minh <sup>\*1</sup> and Tran Huu Ai <sup>2</sup>**

<sup>1</sup>HUTECH University

<sup>2</sup>Van Hien University

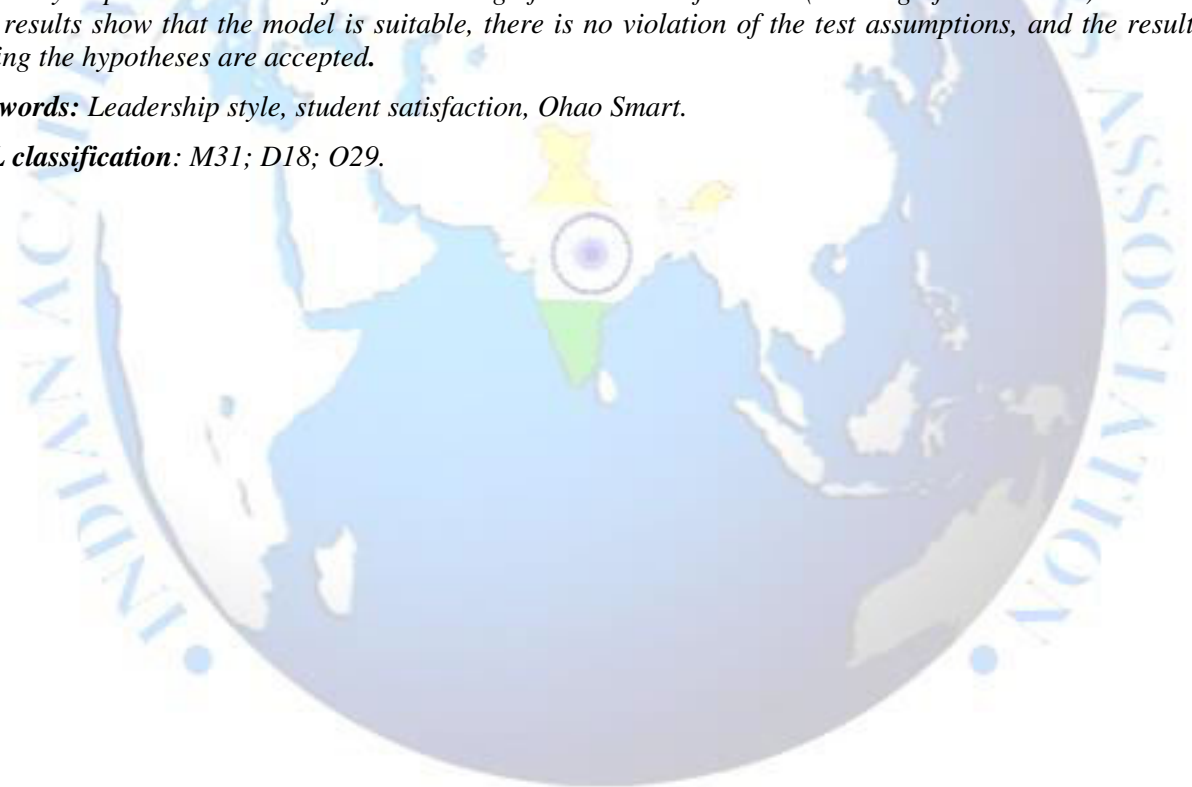
Email: Ltm.nguyen@hutech.edu.vn, aith@vhu.edu.vn

### **ABSTRACT**

*The study presents an overview of the characteristics of the research sample, a general description of the sample's response results, and the results of testing the measurement scales, the research sample has reflected the characteristics of the research crowd. The results of the scale test using Cronbach's Alpha and the EFA factor analysis help us extract the components of leadership style affecting student satisfaction: (1) Ohao Smart design and landscape, (2) Ohao Smart responsiveness, (3) Ohao Smart support service quality, (4) Food quality /reliability, (5) Ohao Smart price. The scale of research concepts has reached convergent and discriminant validity through satisfying the conditions of EFA factor analysis and Pearson correlation analysis. The test results of linear regression show that all 5 components have a leadership style that positively impacts student satisfaction at a significant value of  $< 0.05$  (95% significance level). The model test results show that the model is suitable, there is no violation of the test assumptions, and the results of testing the hypotheses are accepted.*

**Keywords:** Leadership style, student satisfaction, Ohao Smart.

**JEL classification:** M31; D18; O29.



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## **DUAL ROLE OF MATERIALISM ON LIFE SATISFACTION: A STUDY ON MIDDLE-AGED MALES**

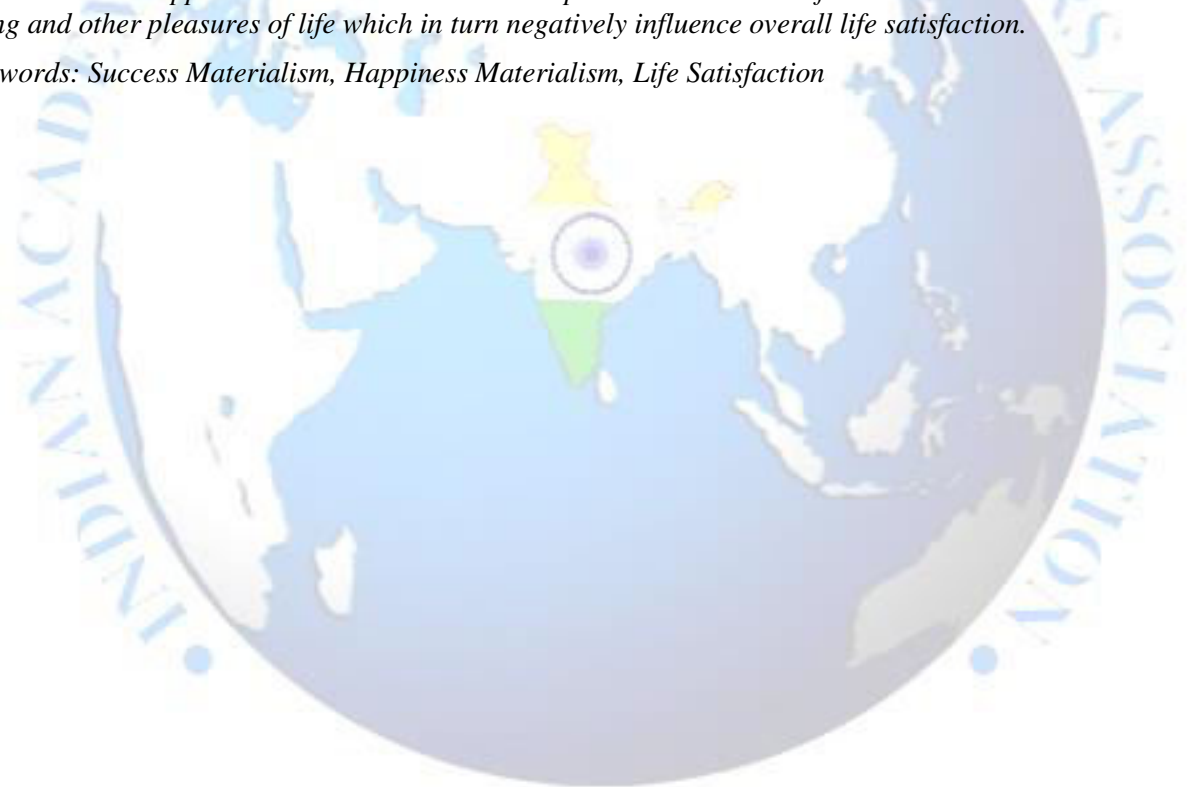
**Dr. Sneha Nathawat<sup>1</sup>, Arpita Singh<sup>2</sup>, Prerna Sharma<sup>3</sup>, Gitika Chaudhary<sup>4</sup>, Rajyashi Mehra<sup>5</sup>, Ranu Jain<sup>6</sup> and Madhavi Rathore<sup>7</sup>**

<sup>1</sup>Assistant Professor and <sup>2,3,4,5,6,7</sup>Students, (Department of Psychology), The IIS (Deemed to be) University, SFS, Gurukul Marg, Mansarovar, Jaipur, Rajasthan (Pincode: 302017)

### **ABSTRACT**

*The purpose of the study was to assess the relationship between Success Materialism and Happiness Materialism and show how these two dimensions of materialism influence an individual's life satisfaction. The sample consisted of 80 males in the age range of 40-50 years with annual income of 8-10 lakhs INR. The tools used in the study were Satisfaction with Life Scale by Diener, Emmons, Larsen, and Griffin and Material Value Scale by Richins and Dawson. The results were analyzed using statistical tools for correlation and regression. The results indicated that happiness materialism has a significantly negative correlation with life satisfaction ( $r=-0.339, p<0.01$ ). Success materialism and happiness materialism together contribute 9.4% variance in predicting life satisfaction, found to be significant at 0.01 level. The study concluded that happiness materialism can lead a person to be dissatisfied with their current standard of living and other pleasures of life which in turn negatively influence overall life satisfaction.*

*Keywords: Success Materialism, Happiness Materialism, Life Satisfaction*



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## **ENTACAPONE MICROSPONGES IN THE TREATMENT OF ACUTE PARKINSON'S DISEASE: DESIGN, DEVELOPMENT AND EVALUATION**

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Visakhapatnam- 530003

### **ABSTRACT**

**Objective:** The current study was based on the many different dose frequencies of entacapone, an anti-Parkinson's drug that was loaded with microsponges to change the dose frequency of the drug administration.

**Methods:** Microsponges were made utilizing polymethacrylate polymers such as eudragit L100, eudragit S 100, and eudragit RS 100 in various ratios using a quasi-emulsion solvent diffusion, ratios such as (1:0.5, 1:1, 1:1.5 and 1:2). These polymers release the drug in a controlled manner. The polymer used for the preparation of microsponges was useful in forming sponges in which the drug was entrapped. By using the 3 polymers, 12 formulations were prepared.

**Results:** FT-IR and DSC tests were carried out and it was clear from the FT-IR and DSC spectra that there were no interactions between the entacapone and the polymer. out of 12 formulations 3 formulations were selected as optimized formulations based on the production yield (%), encapsulating efficiency, drug loading (%), and SEM analysis says that the produced microsponges formulation was extremely porous, indicating their potential for increased drug loading. In vitro dissolution profile revealed that from the three optimized formulations (RS2, S2, and L2) L2 formulation was more efficient, releasing 98.90% of the drug during a 12 h period and the results were evaluated kinetically. The best-fitted model was found to be the Higuchi model ( $R^2=0.9861$ ) for L2 formulation. The 'n' value is 0.4487 which is indicative of quasi-fiction diffusion.

**Conclusions:** It was proposed that entacapone microsponges having a porous structure and offering more extensive drug release are controlled by the predetermined rate in the treatment of acute Parkinsonism.

**Keywords:** Microsponges, Eudragit S 100, Eudragit L100, Eudragit RS 100, Parkinsonism.



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## IN SILICO MOLECULAR DOCKING STUDIES OF DI HYDRO PYRIMIDINONES AS MTB THYMIDYLATE KINASE INHIBITORS

**Girija Sastry Vedula and Siva Kumar Nemala\***

Department of Pharmaceutical Chemistry, College of Pharmaceutical Sciences, Andhra University,  
Vishakapatnam, 530003, India

### ABSTRACT

*Tuberculosis is the one of the leading cause of death. Efforts are needed to develop new anti-tuberculosis medicines with alternative scaffolds because the current antibiotics are increasingly becoming ineffective against *M. tuberculosis*. In this study, 21 novel di hydro pyrimidinone derivatives were designed and synthesized to arrive at potentially effective anti-tubercular agents. Molecular docking studies were conducted on Mtb thymidylate kinase of Mycobacterium tuberculosis H37Rv (PDB ID 5NQ5). The enzyme active sites were docked with the title compounds after they were energy-minimized. According to their docking scores and binding energies, the ligands were ordered. The molecular docking results for the title compounds with Mycobacterium TB thymidylate kinase are very promising. Thymidylate kinase appears to be inhibited by 17c and 20c, according to the study.*

*Keywords: Thymidylate kinase, Molecular docking, ADMET, Di hydro pyrimidinones.*



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## **MERGING FACTS WITH FICTION: REPLICATION OF COVID-19 AND CROSS-SPECIES TRANSPLANTATION IN MARGARET ATWOOD'S DYSTOPIAN FICTION *ORYX AND CRAKE***

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### **ABSTRACT**

*This research paper elucidates cross-species transplantation and its impacts on both fact and fiction. This study focuses on the bond between science and literature. In relation to this claim, researchers look into how modern scientific technology influenced Margaret Atwood's *Oryx and Crake*. The first novel in the MaddAddam Trilogy is *Oryx and Crake*. The novel is set on the North American East Coast. Through her novels, Atwood reflects the real-world elements in her fictive world and also warns the present generation about their future. It is present in its adventurous form, which depicts the downfall of the human race. Researchers have utilised the exploratory research method for this study. This article discusses the emergence of both fictional and factual creatures through the method of xenotransplantation, such as Pigoons, Rankunk, Wolvogs, Crakers, Bobkittens, and luminescent rabbits, and it also expresses the similarity between the Covid 19 virus and the JUVE virus. (Glover, 2009) The article "Human/Nature: Ecological philosophy in Margaret Atwood's *Oryx and Crake*," written by Jayne Glover, states that, according to the researcher, the actions of Crake and his significant innovations contributed to the collapse of civilization in the world. "One time does it all." The birth control pill leads to high fever and bleeding from the breakdown of the inner organs, followed by death. (Glover, 2009). This research article shows how Atwood uses the fictional creatures in *Oryx and Crake* to show how the rise of technology and the fall of the human race are at odds with each other.*

*Keywords: Cross-species transplantation, Science and Literature, COVID 19, Pigoons, Crakers*



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## **PERCEIVED VALUE OF LUXURY AFFECTS THE INTENTION TO REPEAT THE PURCHASE OF LUXURY FASHION GOODS OF VIETNAMESE CONSUMERS**

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<sup>2</sup>Public Relations and Communications, VAN LANG University, VN

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### **ABSTRACT**

*Understanding the repeat purchasing intentions of Vietnamese consumers with luxury goods, especially fashion goods, to meet the increasing needs and desires of consumers. Research on luxury fashion has been carried out across countries around the world, but these findings cannot be generalized to Vietnam because of consumer perceptions of the products. Luxury products can vary due to time, space, and cultural factors. The sampling method used in the survey covers the majority of luxury fashion consumers in two big cities, Hanoi and Ho Chi Minh. Secondary data was collected from 2019 to 2020. Primary data collected through direct interviews are 384 customers by random selection. The results show that customers' perceived value is affected by 6 factors: (1) Celebrity, (2) Product packaging, (3) Brand image, (4) Product quality, (5) Product Value, (6) Consumer experience, and Intention to repeat purchase of luxury fashion.*

**Keywords:** *Perceived value, luxury goods, repeat purchases, famous people*



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## A REVIEW ON LEADERSHIP Vs MANAGEMENT

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### ABSTRACT

*Different people have used management and leadership in different ways. While some people use them interchangeably, others see them as two distinct words. The majority, on the other hand, recognizes certain similarities and distinctions them. The goal of this investigation is to see if management and leadership are effective. are distinct? The conclusions of this investigation revealed that management and leadership are important. are two completely different functions. Although management and leadership have certain similarities, many similar responsibilities that include interacting with people and persuading others to do something. achieve objectives Organizational management abilities are used to plan, construct, and direct the organization. mechanisms to achieve missions and goals, and leadership abilities to keep people focused Establishing direction, aligning individuals, and persuading and inspiring people on a prospective shift inspirational.*

*Keywords: Manaement, Leadership, Skills, Differences*



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## FORMULATION AND EVALUATION OF GUAIFENESIN HARD CANDY LOZENGES

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### ABSTRACT

**Objective:** The objective of this study was to develop hard candy lozenge formulation of guaifenesin, a mucolytic expectorant, with sugar substitutes for effective management of productive cough to overcome disadvantages of guaifenesin such as poor flow properties, gastric irritation and bitter taste. These sugar free lozenges do not stimulate insulin that helps in reducing the risk factor for diabetics and also do not promote tooth cavities for young children which is a problem associated with normal sugar lozenges.

**Method:** Hard candy lozenges were formulated using heating and congealing technique by using a low-calorie sugar substitute, isomalt (Galen IQ 800) as base and hand rolled lozenges were formulated using a hand rolling technique with sucrose as sugar base.

**Results:** The optimized hard candy formulation OF1 with low plasticizer (Glycerol) concentration of 0.01% and high hydrocolloid concentration (Methyl cellulose) of 2.5% was formulated and the optimized formulation was evaluated for weight variation, % friability, hardness, thickness, moisture content, drug content, oral retention time and % in vitro drug release. Stability studies were conducted as per the ICH guidelines and finally the optimized formulations were compared to a marketed tablet and conclusion was drawn for the better dissolution rate between the lozenge and commercial tablet, hard candies were found to have more hardness stability and oral retention time.

**Conclusion:** Hard candy lozenges were better formulations than normal conventional tablet as they showed a release of 98% within 30 min.

**Keywords:** Isomalt, Oral retention time, Heating and Congealing, Factorial design.

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## **A FRAMEWORK FOR INTELLIGENT TRANSPORTATION SYSTEM BASED ON INTERNET OF THINGS FOR VEHICLES**

**Gagan Deep Singh**

Assistant Professor SS, School of Computer Science, University of Petroleum & Energy Studies (UPES),  
Bidholi, Dehradun. India 248007

### **ABSTRACT**

*The vehicles has been increased by 170 times in India since its independence, on the other side the roads and its related infrastructure has only developed by less than fifteen times till then. The growing rate of automobiles are increasing around 25 lakhs per year and it's a very rapid growth in terms of automobiles population. The road fatalities are thousands of times greater than rail/air and terrorism. The road accidents are expected to be the fifth largest killer of humans by 2030. So, countries where, there are challenges of road infrastructure and development, technology can play a game changing role with the advancement of Internet of Things based Intelligent Transportation System, ITS. The problems related to safety and issues of transportation may be resolved through upcoming technologies. International consortiums can work together to develop a solution that best fits for present challenges. The paper presents and highlights the statistics of Indian transport and road accidents. Then, an Intelligent Transportation System is proposed that works on IoT based transportation system which is able to provide smoother and better transportation facility. This system will also help to lower the rate of accidents in near future. This proposed system is named as Internet of Things for Vehicles i.e. IoTV. In this paper a solution is presented for future ITS that is based on upcoming technology of IoTV.*

*Keywords: automobile, road infrastructure, IoT, road accidents, Intelligent Transportation System, IoTV.*





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## **A STUDY ON ENGINEERING STUDENTS KNOWLEDGE SHARING BEHAVIOUR IN A LEARNING ENVIRONMENT**

**<sup>1</sup>Vidya R and <sup>2</sup>Dr. R. Krishnaraj**

<sup>1</sup>Research Scholar, <sup>2</sup>Professor, College of Management, SRM Institute of Science and Technology, Chennai-603203

### **ABSTRACT**

*In the academic field, knowledge sharing is the most interesting area to be researched [31]. Knowledge sharing is key component for any intellectual interchange of ideas. But knowledge sharing can be challenging task as to identifying factors that can influence knowledge sharing in learning groups requires and individuals' determination and willingness to participate in the process. To explore the factors that can impact knowledge sharing, existing works on student's knowledge-sharing students in learning environment are reviewed and identify the factors influencing knowledge sharing amidst students, besides offers opportunities for further investigation for future works. Thus, this paper, aims to identify the variables that affects knowledge sharing among engineering students both at undergraduate and post graduate level. The study variables are grouped under personal, environmental, technical factors and socio-cultural factors. Quantitative research design was employed to collect data through questionnaires from 230 engineering students from different engineering colleges across Chennai participated in this study. SPSS-26 software was used for data analysis and testing of the hypotheses. The statical technique, multiple regression was deployed to investigate the impact of personal factors (willingness to share, ability to share), environmental factors (mentor's guidance, competition intensity), technological factors (technology availability, technology support) and sociocultural factors (language, values and beliefs) associated with knowledge sharing. The findings suggested technology support, students' ability to share, willingness of the student to share knowledge affects on knowledge sharing amid students in a positively whereas and competition intensity has negative influence on knowledge sharing process between students. On contrary, technology availability and, mentor guidance has no influence on student's knowledge sharing. Language, beliefs and values do not have an impact on students sharing of knowledge. The findings provide valuable insights to educationalists, students, and academicians to comprehend the elements which can affect knowledge sharing amid students in learning environment. This, will be useful for them to eliminate factors that negatively impacts by bringing in necessary actions and interventions to develop and enhance knowledge sharing among students.*

*Keywords: learning environment, engineering students, knowledge sharing, technology, sociocultural*

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## AN INVENTORY MODEL FOR CONVERTIBLE ITEMS

**Uttam Kumar Khedlekar**

Department of Mathematics and Statistics, Dr. Harisingh Gour Vishwavidyalaya Sagar, M.P., India  
(A Central University)

### ABSTRACT

*An economic quantity model for sequential convertible items is developed for sequentially convertible items which deteriorate with respect to time. The initial form of item converts into another form of different nature of items. The conversion cost and times need to convert the items. The demand of items is different for different converted items also the deterioration rate are different. As an example, milk is converted into butter and butter after duration. Conversion of items needs conversion cost and conversion time.*

*Keywords: Inventory, Convertible item, Conversion cost, Conversion time, Deterioration, Optimal time.*

*Subject Classification: 90 B 05*





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## CHARLES TAYLOR'S CRITIQUE OF THE CONCEPTION OF SELF IN MODERNITY

**Nelson Kho K P**

Research Scholar, Department of Philosophy, University of Delhi, New Delhi-110007

### ABSTRACT

*Without completely rejecting modern values such as individual freedom, rights and the human search for higher meaning or ends in life, Taylor is ontologically critical of the foundationalist conception of self in modernity which is primarily based on the epistemological interpretation of the self that separates the self from the world by objectifying the world and idealizing the self, and the naturalistic interpretation of the self that reduces the self to a mere physical body based on the mechanical laws of cause and effect. Unlike in modernity, Taylor believes in an embodied world with no division between the self and the world, or between the mind and the body. As a phenomenologist and moralist, he insists that human beings with a moral personality are inextricably embodied within the cosmological order though the order is dynamic and not fixed. By way of situating the human agent within the cosmic-based moral order, Taylor presents the view that the existential crisis in the conception of self in modernity itself has a transcendental meaning.*

*Keywords: Self, Embodied World, Human Agent, Individualism, Modernity*



# ABSTRACT

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## **DETERMINATION OF VEHICLE REGISTRATION PLATE USING DYNAMIC IMAGE PROCESSING TECHNIQUES: A REVIEW**

**Rajesh. S. Devkar<sup>1</sup> and Dr. Keshao D. Kalaskar<sup>2</sup>**

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<sup>2</sup>Professor, Department of Computer Science, Dr. Ambedkar College of Arts, Commerce and Science, Chandrapur (M.S), India- 442402

### **ABSTRACT**

*This paper presents a determination of vehicle registration plate using dynamic image processing techniques. The traffic on the roads is increasing day by day. Automatic Vehicle Identification (AVI) has many applications in traffic systems (highway electronic toll collection, red light violation enforcement, border and customs checkpoints, etc.). The traffic data of multiple vehicle types on roads is important for taking various decisions related to traffic. A video based traffic data collection system for multiple vehicle types is helpful for monitoring vehicles under homogenous and heterogeneous traffic. In this paper the color image is converted into binary by means of adaptive threshold method which is applied in overcoming dynamic changes of illumination condition. Pixel connectivity in candidate object inside the unknown image is detected by connected component analysis technique (CCAT). For extracting the plate region, edge detection algorithms are used.*

*Keywords— Automatic Vehicle Identification (AVI), Dynamic image processing technique, Connected component analysis technique, morphological algorithms.*



# ABSTRACT

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## **E-SERVICE ATTRIBUTES BUNDLE: A CONJOINT ANALYSIS APPROACH**

**<sup>1</sup>Ms. Pooja and <sup>2</sup>Dr. Kshamta Chauhan**

<sup>1</sup>Research Scholar and <sup>2</sup>Associate Professor, Amity University, Noida

### **ABSTRACT**

*Despite the enormous proliferation of virtual mode of shopping in recent years , a sudden spurt due to pandemic situation forced every business small or big to move to online platform. Intent of this research is to identify the combination for e-shops service attributes ,leading to positive customer experience .There has been very limited research that has traverse the service attributes of online websites to generate positive effect on customer online shopping experience. Previous researches highlighted only the behavioral constructs of using a shopping website to study the Customer satisfaction. This paper outlines various attributes of e-shops and the combination of these attributes that are more expediently resulting in positive customer experience. A Focus Group approach is used to explore the important e- service attributes and further segregating it in to desired levels. This provides a tentative combination of e-service attributes by orthogonal design using SPSS software. Further analysis is conducted by using Conjoint Analysis as a useful approach for determining the underlying combination of attributes that the user enjoy and valued most. Businesses that are able to amalgamate the array of e-service attributes provided will be able to improve the website flow and as a result, provide a greater positive customer experience to gain a competitive advantage. Current research provides valuable input in designing and altering the existing websites The websites can be altered, developed based on the findings of an adequate evaluation of how customers value various components of an e-shop. Choice based Conjoint Analysis is used as a tool to quantitatively analyse the data to create an optimal value propositions for service attributes of e-shops.*

*Keywords: Conjoint Analysis, E-Service attributes, Online shopping experience, Positive customer Experience*



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## **IMPACT OF COVID-19 ON MICRO ENTERPRISES IN INDIA - A COMPARATIVE STUDY OF RAJASTHAN AND UTTARAKHAND**

**Ms. Deepali Tomar**

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### **ABSTRACT**

*MSMEs continue to be the backbone of the economy for countries like India where the problem of unemployment is steadily escalating and the agriculture land holdings continue to shrink. The State of Uttarakhand in India is looking at sustainable and inclusive industrial growth as it faces an acute problem of migration from the hilly terrain to the plains due to lack of employment and business opportunities. The purpose of this paper is to comprehensively analyse the impact of COVID-19 on Micro Enterprises in Rajasthan and Uttarakhand and to explore the reasons responsible for hindering their growth. A descriptive study was conducted with the help of secondary data and is based on extensive review which significantly contributes in directing the stakeholders to take appropriate measures for speedy development of the region*

*Keywords- MSME, Unemployment, Business opportunities, Migration.*





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## **INTERNATIONAL COOPERATION FOR CLEAN ENERGY: AN INDIA'S WAY OF LIFE TO CULMINATE THE CLIMATE CHANGE**

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### **ABSTRACT**

*Climate change is the topmost concern issue of the 21st century at the global level. At the advent of this century, it is a common and inter-related problem of every individual and country. All living and non-living entities of the earth's environment are co-related to energy. Energy is the base of human development; nobody can move a single step without the energy supply. The economic growth of any state purely depends on energy; further, it develops human beings in a new way and democratizes the world.*

*Climate change and environmental issues are becoming increasingly important in the arena of International relations because it is a global and multidimensional problem. In the globalized world, the economy and culture are connected, and point-based problems become globalized. So solutions should be globalized also. At the dawn of the 2015 Paris conference, provide understanding about the complex relationship between International relations, energy, the environment, and climate change. Recently in Glasgow COP26, presented the global stand of every country to fulfil the energy requirement and tackle down climate change. Every country projected its strategy and way forward in the coming years on its knowledge, culture, and resource availability.*

*The researcher's goal in this paper is to find the solution to climate change and energy requirement problems in India's living life by collaborating with climate. How has India developed continuously under the earth's atmosphere for thousands of years without harming the climate and environment and fulfilling their energy requirement? How do these local thoughts and standards provide strategy in the climate change world as a tool to mitigate?*

*The methodology of this research paper will become descriptive through the archival, classical ancient literature review, and observation of India's culture and living pattern of life in day-to-day survival, interview of local individuals, Etc.*

*Keywords: Climate Change, Environment, Energy, Development, Mitigation, Globalized, Local, International Relation.*

# ABSTRACT

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## DETERMINANTS OF TOTAL ANNUAL INCOME OF PADDY FARM HOUSEHOLDS IN MYANMAR

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<sup>2</sup>Professor and Head, Department of Agricultural Economics, Yezin Agricultural University, Naypyitaw, Myanmar, 15013

<sup>3</sup>Professor, Department of Agricultural Economics, Yezin Agricultural University, Naypyitaw, Myanmar, 15013

<sup>4</sup>Professor and Head, Department of Agricultural Extension, Yezin Agricultural University, Naypyitaw, Myanmar, 15013

### ABSTRACT

*Paddy is the country's primary agricultural product, which accounts for nearly 43 percent of the total agricultural production value. About 70 percent of the country's population live in rural areas and their livelihood drive the agriculture sector as an important growth engine of rural development. Various policies have been taken by the Myanmar Government to encourage the increase of production and productivity of paddy. However, productivity is still low with millions of tons. The low productivity of farming will cause low income resulting in the weak financial position of farmers. Fluctuating paddy production and volatile paddy price are the factors that negatively affect farmers and at the same time also harm consumers. The notion of farm income falls short of reflecting farmer's total income. Income from both farm and off-farm sources constitutes a farmer's total income. A complete knowledge on farmer's income from both the two sources would inform about the true nature of economic condition of farmers. Therefore, this study aims to analyze the factors affecting total income of paddy farm households in Myanmar. Study areas were selected based on the MADB (Myanma Agricultural Development Bank) in debts of farmers in ten townships. Purposive sampling and simple random sampling techniques were used in selecting respondents. Descriptive analysis and multiple regression analysis were used to determine the objective of the study. The result showed that household size, household head's education, loan for monsoon paddy, income sources, total monsoon paddy production, total variable cost and household health expenditure were the significant factors that influenced the total annual income of the paddy farm households in Myanmar. The study identified that total monsoon paddy production and income sources were important factors for farm households to increase total annual income, therefore; they were the critical factors for the total annual income of paddy farm households in Myanmar. Farmers should effort crop diversification to get sustainable crop income with the supports of extension service, irrigation facilities and stable market for the paddy production and promoting job opportunities and capacity building programs for rural households to participate in nonfarm activities that should be practically of use as an agricultural financing alternatively.*

*Keywords; Farmers, Total annual income, Paddy production, MADB loan, Myanmar*



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## **PERCEPTION OF PARENTS REGARDING DECISION MAKING IN TERMS OF MENTAL HEALTH OF CHILDREN AND ADOLESCENTS**

**Mr. Rajendra Kumar Sahu and Dr. Ashok Kumar Dhanwal**

Mr. Rajendra Kumar Sahu - Nursing Officer- A, Mahamana Pandit Madan Mohan Malviya Cancer Centre,  
(A unit of Tata Memorial Centre Mumbai) Varanasi, Uttar Pradesh, India, 221005

### **ABSTRACT**

*Background of a Study - Children are the most valuable resource in any country. Children living around us are not common subjects but they are responsible citizens of our future in society as well as the world. There is a great emphasis on children being required these days because of the recognition that a very substantial proportion of the world's population, 35-45 percents constitute young children. The future of our country depends on the positive mental health of our young people. Aim and Objectives - To assess the perception regarding decision-making strategies, and find the interdependence of the Sociodemographic variable on perception in terms of decision-making strategy. Research-Methodology - Descriptive study design was adopted in the study; data collection was done by the Non-Probability purposive Sampling Technique. Where 56 parents participated in this study. Results- The assessment of decision making, strategy results revealed that 41 % (23) of parents select school teachers, 27 % (15) select Health care workers, and 32 % (19) select friends and relatives as the first choice of person for consultation in decision making regarding the mental health of children. Regarding the involvement of resource person, 18 % (10) of parents decide with School teachers, 41% (23) with community health workers and 41 % (23) make a decision with friends and relatives. 85.7 % (48) of parents think about the involvement of school teachers is beneficial in decision-making strategies regarding the mental health of children, while asking involvement of healthcare workers 96.6 % (53) parents think about the involvement of healthcare workers is beneficial in decision-making strategies regarding the mental health of children. In terms of collaborative decision making 94 % (53) of parents perceive that collaborative decision-making regarding children's mental health is a good strategy. There is an association found between the source of information and the choice of a resource person in decision-making strategies as a computed chi-square value of 18.73 (df2) is greater than the table value of 9.487 at a 0.05 (5 percent) level of significance. Conclusion The findings of this study suggest that for good decision-making strategies collaborative teaching is beneficial for parents, teachers, and healthcare workers such as Asha workers, ANM, and MPW regarding the mental health of children.*

*Keywords: Mental health of children, parent's decision making, emotional disorder, behavior problems.*

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## **STUDENT TEACHERS' ATTITUDES TOWARDS SUSTAINABLE DEVELOPMENT (SD): A CASE OF MANIPUR**

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<sup>1</sup>Research Scholar, Department of Teacher Education, Manipur University, Canchipur, India

<sup>2</sup>Associate Professor, Department of Education, NG College, Imphal, Manipur, India

### **ABSTRACT**

*This paper analyses the attitudes of student teachers towards sustainable development (SD) in the Indian state of Manipur. It was hypothesized that there would be a significant difference between the dichotomy variables: age, gender, birth order, place of residence, and subject stream. The participants (N=625) were a group of student teachers undergoing 1st Semester B.Ed. course in different teacher training institutes affiliated with Manipur University during the academic year 2019-20. The authors use a 20 items ASD Scale developed by Biasutti and Frate (2017) to collect the data from the participants. The data were analysed with IBM SPSS Statistics Version 22. Results of the t-test and the one-way ANOVA indicated significant differences among student teachers on dichotomy variables: age, gender, place of residence, and birth order. While no significant difference was observed for the subject stream of the student teachers.*

*Keywords: Sustainable Development (SD), Education for Sustainable Development (ESD), Student teachers, Attitudes, B. ED, Manipur University.*



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## **THE EFFECT OF WORK STRESS AND JOB SATISFACTION ON THE PERFORMANCE OF WOMEN EMPLOYEES**

**Helda Y.F. Adu, Rolland E. Fanggidae\*, Apriana H.J. Fanggidae and Paulina Yurita Amtiran**  
Management Study Program, Faculty of Economics and Business, Universitas Nusa Cendana, Kupang

### **ABSTRACT**

*This research was conducted to see the effect of Job Stress and Job Satisfaction on the Performance of Female Employees at Sasando International Hotel, Kupang City. This type of research is associative research, which is defined as research that aims to determine the relationship between two or more variables. This research approach is a quantitative research approach. Distributing questionnaires to 25 respondents collected the research data and the data obtained were processed and analyzed using simple linear regression and multiple linear regression methods. The findings in this study are partially the work stress variable has a positive but not significant effect on the performance of female employees of Sasando International Hotel, partially the job satisfaction variable has a positive and significant effect on the performance of female employees of Sasando International Hotel, and simultaneously the variables of job stress and job satisfaction are simultaneous positive and significant effect on the performance of female employees of Sasando International Hotel.*

*Keywords: Job Stress, Job Satisfaction, and Performance.*



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## **THE RELATIONSHIP BETWEEN THE PERCEIVED PARENTING STYLE AND SOCIAL INTERACTION ANXIETY IN ADOLESCENTS**

**Khushi Chauhan<sup>1</sup> and Samiksha Jain<sup>2</sup>**

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### **ABSTRACT**

*The aim of this study is to investigate the relationship between perceived parenting style and social interaction anxiety among adolescents and the gender difference in the level of social interaction anxiety. The sample of this study consists of 100 schools and college-going adolescents (52 females and 48 males) of age between 12 to 19 years. The snowball sampling technique was used for the administration of assessment tools on adolescents. The tools used for the assessment were the Perceived Parenting Styles Scale (PPSS) and the Social Interaction Anxiety Scale (SIAS). The statistical method used for data analysis were correlational analysis and independent sample t-test. The results showed that there is no correlation between perceived parenting style and social interaction anxiety in adolescents and both males and females have the same levels of social interaction anxiety.*

*Keywords: Perceived parenting style, social interaction anxiety, Adolescents*





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## **THE STATUS OF THE GOVERNMENT HEALTH PROGRAMMES IN THE GOVERNMENT SCHOOLS OF IMPHAL WEST DISTRICT, MANIPUR**

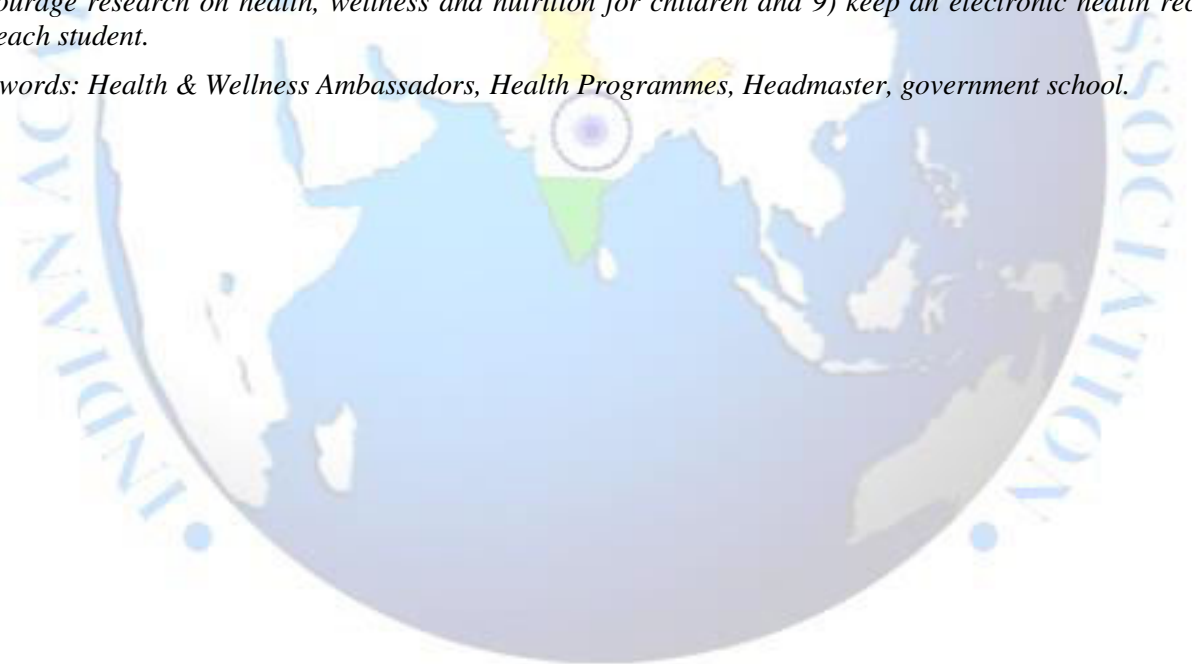
**<sup>1</sup>Bob Dev Waikhom and <sup>2</sup>Dr. Yengkhom Santikumar Singh**

<sup>1</sup>Research Scholar and <sup>2</sup>Assistant Professor, Department of Physical Education and Sports Science, Manipur University, Canchipur – Imphal- 795003, Manipur (India)

### **ABSTRACT**

*There is overwhelming evidence that healthy children do better in school. Because a child spends a significant portion of his or her day at school, it is the school's responsibility to guarantee the safety of all students in every manner feasible throughout their time there. The purpose of study is to find out the status of Health Education Programmes in the government schools. The study was cross-sectional survey conducted during January 2020 at government schools in Imphal West District, Manipur. One hundred (100) schools were surveyed for ascertaining the status of Health Education Programmes in the government schools. The survey was completed by the headmasters of the respective schools. A self-constructed questionnaire was used to collect information from the participants. The results indicated that the schools 1) train their teachers as Health & Wellness Ambassadors; 2) provide age appropriate information about health and nutrition to the children; 3) promote healthy behaviours among the children that they will inculcate for life; 4) detect and treat diseases early in children and adolescents; 5) the schools promote use of safe drinking water in schools; 6) promote safe menstrual hygiene practices by girls; and 7) promote yoga and meditation through Health & Wellness Ambassadors. However, the result also indicated that the schools do not 8) encourage research on health, wellness and nutrition for children and 9) keep an electronic health record for each student.*

*Keywords: Health & Wellness Ambassadors, Health Programmes, Headmaster, government school.*



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## **TRACING INDICATORS OF SUSTAINABLE TOURISM MARKETING: PROPOSING 'HRSM' SCALE**

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### **ABSTRACT**

*Background: Tourism has emerged as the largest smokeless and fastest industry in the world for its future prospects and potentialities. With the advent of pandemic environment the travel and tourism industry has experienced massive turmoil which is quite unprecedented for tourism market. The uniqueness of tourism marketing emphasizes on the multiple layers of application of marketing in tourism to the destination level.*

*Purpose: It is found highly desirable, imperative, important and necessary to conduct a study on prime drivers of tourism marketing for holistic development and growth of tourism marketing business. The essential objective of the paper aims to identify the prominent domains and related items that may be considered in line with projection, promotion, and possibilities of tourism marketing business in the near future.*

*Research Methodology: The main source of conceptualizing the domains and items within is formulated with related literature and expert opinions comprising academicians, researchers, travel agents, tourist business proprietors and allied stake holders of the tourism industry. A scale would be created involving essential consideration of the papers viz. spatial tourism marketing, pilgrimage tourism marketing, highlights of health tourism and magnitudes of MICE tourism marketing.*

*Findings/Results: From the literature explicated in the paper a clear attempt has been made to identify the items within the domains considered for the study. The four broad domains are Domain A: Introducing spatial tourism marketing destinations with tourism marketing; Domain B: Advocating perennial flow of pilgrimage tourism marketing ;Domain C: Exploring competitiveness of health tourism marketing and Domain D: Nurturing potentials of Meetings, Incentives, Conferences, Exhibitions(MICE)in tourism marketing.*

*Originality: The paper upholds a modest attempt of the author to discover the essentials of next gen tourism marketing amidst present fluctuation business hemisphere.*

*Implications: The role of tourism marketing for economic progression in the present turmoil is quite relevant and significant in the context of global business practices. The coverage of the paper makes a realistic attempt to reveal the upcoming potentials of tourism marketing business in the 21st century with a optimistic tourism horizon in the coming years.*

*Keywords: tourism, marketing, HRSM, sustainable, destination*



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## **WOMEN, HEALTH AND GENDER DISPARITY: A GLOBAL PHENOMENON**

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### **ABSTRACT**

*Women continue to be in a state of marginalization. Providing basic fundamental rights to every human being is considered to be gender equality. Nevertheless, the world has seen great strides toward gender equality, but a wide gap remains and unfortunately may be widening. The World Economic Forum (WEF:2017) in their most recent report, gender inequality continues to be a persistent problem with the gender gap in economic participation and health. Gender Stratification has led to gender discrimination which has manifested itself in different forms(Rogers:2006). Historically, there are social, economic, and political factors that are responsible for the marginalization of women. Across the globe, many women are still economically dependent. However, poor access to information, early marriages, and lack of decision-making power continue to increase among women. Gender norms and prejudices both hinder the development of women(Hazel and Kleyman:2019). Limited autonomy or powerlessness of women in family roles and lack of health-seeking behavior were found to be the major factors adversely affecting women's health. In India, women suffer from low health status and are vulnerable. Feminists have tried to make understand the differences between sex and gender and need to explore the concept of the intersectionality of sexuality, gender, and class, viewed as it shapes our experiences(Reverby:2002). Although, feminists' opinions revealed that society is gendered oriented hence there women and men have essentially different experiences and access to power. Feminism is mainly concerned with gender disparities issues ad views that emerge from the structure of patriarchy. However, the rapid increase of intersections between the environment and political crises across the world has a direct impact on local contexts. These variations and connections emerged due to the increasing global mobility(Philips:2009). This work is primarily based on secondary sources such as Books, Reports, Journals, Census, and Online sources. The present Research Paper is striving to analyze women's issues and challenges and to illuminate the marginalization of women concerning their social life and health status.*

*Keywords: Empowerment, Feminism, Gender Inequality, Health, Stratification.*

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## **A SEM APPROACH TO GAUGE THE Z GENERATION INTENTIONS TOWARDS THE ENTREPRENEURIAL SPIRIT**

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### **ABSTRACT**

*A preponderant trend exhibits a significant contribution of promoting entrepreneurial start-up towards generating employment and economic development. Nevertheless, the role of higher education play a crucial role in designing the instrument for developing entrepreneurial attitude among the potential and nascent entrepreneurs. Despite of tremendous studies done on entrepreneurial intention among the individuals it is still vague to generalise the factors which instigate to go for venture. Albeit, recent study emphasised on cognitive approach which play a crucial role in administering entrepreneurship but demographic profile too have influential role in individual decision for start-up. Therefore, it is necessitates to validate the factors which contribute more to shaping the mindset of an individual to start a firm. This paper is an attempt to bridge the gap by providing insights and helps to add-on the entrepreneurial education. To provide empirical based suggestion a cross sectional survey method was used with a pre-validated questionnaire which was originally developed from Ajzen's theory based on a planned behaviour model on a sample of 196 respondents comprising state and central university of India. The results were analysed through confirmatory factor analysis aligned with structural equation techniques to develop a model which validates the entrepreneurial intention among the Indian management students. The finding of study exhibits that individuals with perceived control behaviour and family background play a significant role for entrepreneurial intent among the students. This study helps to generalise the factors impacting attitude and intention to become an entrepreneur and build an institutional environment on the same by putting emphasis on those factors in the course curriculum of higher education. Moreover, entrepreneurial intent questionnaires (EIQ) can be used as instruments to validate entrepreneurial based programmes.*

*Keywords: Entrepreneurial orientation, SEM (Structured Equation Modelling), entrepreneurial intention, theory of planned behaviour.*

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## **A STUDY ON THE INVESTIGATION OF FACTORS AFFECTING STUDENTS' SPEAKING SKILLS IN ANKESHA SENIOR SECONDARY AND PREPARATORY SCHOOL, ETHIOPIA: GRADE 9 STUDENTS IN FOCUS**

**<sup>1</sup>Getachew Mihret Wondim and <sup>2</sup>Dr. Jagdish Joshi**

<sup>1</sup>PhD Scholar, Gujarat University, Ahmedabad, India

<sup>2</sup>Prof. & Director of UGC- HRDC, Gujarat University, Ahmedabad, India

### **ABSTRACT**

*The main purpose of this study was to investigate factors that affect students' learning of speaking skills at Ankesha Senior Secondary and Preparatory School, Ethiopia: focus on 9th grade. The Researcher focused primarily on factors related to teachers and students such as elements related to student roles, classrooms and teaching materials. Based on the objectives, the researcher used various devices to collect data for the success of the study. Those were class observations, student and teacher surveys, and interviews. The data was categorized and descriptively evaluated. The total number of the population was 487 grade 9 students. Among those populations, the researcher selected 220 samples by using Tare Yamani's (1967) sampling size formula. The results showed that the inappropriate speaking techniques and procedures were used in the mentioned class. Teachers were observed using traditional methods of teaching speaking skills, dominated by reading the model's conversation aloud. Modern ways of teaching speaking skills in teaching classes such as group discussions, pair discussions, oral reports, panel discussions, and interviews were given little or no time. Improper speaking has resulted in poor student speaking performance. To this end, this research paper makes recommendations that may change the practice of teaching and learning speaking at the mentioned grade level. It showed the right path to implement modern techniques of teaching and learning speaking skills in English classes. The findings of this study will also help curriculum designers to give due emphasis about speaking skill.*

*Keyterms: Factors, Speaking Skill, Role(s), Actual Roles*



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## **ACCENTUATING MIGRATION, CLIMATE CHANGE AND ESSENTIALIZING THE FEMININE: A COMPARATIVE STUDY OF AMITAV GHOSH'S GUN ISLAND AND SALMAN RUSHDIE'S QUICHOTTE**

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<sup>1</sup>Teaching Assistant & Research Scholar, Department Of Management, Humanities & Social Sciences, NIT Agartala, PO – NIT Agartala, Jirania, Tripura West- 799046

<sup>2,3</sup>Research Scholar and <sup>3</sup>Assistant Professor, Department of Management, Humanities & Social Sciences, NIT Agartala, PO – NIT Agartala, Jirania, Tripura West- 799046

### **ABSTRACT**

*This paper would attempt to trace the root cause behind the displacement and unstoppable transition of migrants to the drastic changes in climate. It further examines the nature/culture dichotomy and its symbolic attachments to gender. The Anthropocene is not only characterized by the detrimental effects on the non-human world, but also by the large-scale movement of humans in search of resources to survive as their native places is rapidly becoming uninhabitable. There is a striking similarity in the two texts, both thematically and stylistically in terms of the sense of urgency to address the issue of climate change, the presence of dominant female characters and elements of magical realism. Salman Rushdie delineates the dynamics of relationships between siblings in Quichotte as a central trope, which also bear autobiographical resonances. Whereas, Amitav Ghosh enunciates his ecocentric concern and focuses on the human-nature relation in his latest novel Gun Island. Rushdie and Ghosh have thus both explored the topical issues represented in the texts with regards to environmental politics/migration, magical realism, and feminism.*

*Keywords: Climate, Migration, Magical Realism, Politics, Feminism*

# ABSTRACT

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## ACUTE TOXICITY EVALUATION OF HERBICIDE ON FISH (POECILIA RETICULATA)

<sup>a</sup>S. Siva Shankar Prasada, D. Easwaramoorthy<sup>b\*</sup>

<sup>a</sup>Research Scholar and <sup>b</sup>Professor & Head, Department of Chemistry, B.S. Abdur Rahman Crescent Institute of Science & Technology, Chennai, Tamil Nadu, India

### ABSTRACT

A Laboratory experiment was conducted to evaluate the acute toxicity in Fresh water fish with herbicide (Pendimethalin 15 % + Pyrazolesulfuron 0.15% GR) formulation was studied. A static exposure was performed as per the guidance Document on Toxicology for Registration of Chemical Pesticides in India. "Acute Toxicity- Fish", OECD test guideline (OECD TG 203). Initially a range finding experiment was conducted with five concentrations each concentration two replicates each replicate containing ten freshwater fish (*Poecilia reticulata*) were exposed to five different concentration of 1, 10, 25, 50 and 100 mg/L, concurrently a control group was maintained, based on the results of range finding experiment, Limit test was conducted with concentration 100 mg/L with containing ten freshwater fish (*Poecilia reticulata*) were exposed. The Limit test no mortality was observed in control and fish exposed to 100 mg/L throughout the experimental period. During the conduct of the experiment fish were observed for toxicity sign at approximately 3, 6, 24, 48, 72 and 96 hours after exposure. No toxicity signs were observed in control and fish exposed to 100 mg/L throughout the experimental period. The method validation and concentration verification was performed. The concentration verification of the compound in the exposure medium sample was carried out for the concentration of high concentration (100 mg/L). The sample at 0 hour and 96 hours were analyzed. The mean recovery concentration for Pendimethalin 15 % + Pyrazolesulfuron 0.15% GR at 0 hour 98.23 %, 98.13 % and at 96 hours 97.59 %, 95.00. Based on the results, LC50 of Pendimethalin 15 % + Pyrazolesulfuron 0.15% GR., observed over a period of 96 hour for freshwater fish (*Poecilia reticulata*) was found to be greater than 100 mg/L.

Keywords: Herbicide, Fish Toxicity, LC50 and HPLC

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## AN OVERVIEW STUDY ON PRE-PROCESSING TECHNIQUES IN DATA MINING

**Karuna Khobragade**

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### ABSTRACT

*The process of extracting relevant patterns and models from a large dataset is referred to as data mining. In a decision-making task, these models and patterns are quite useful. The quality of data is crucial for data mining. Missing values, noisy data, incomplete data, inconsistent data, and outlier data are all common characteristics of raw data. As a result, processing these data prior to mining is critical. Data pre-processing is a necessary step in improving data efficiency. Data pre-processing is a common data mining stage that involves the preparation and manipulation of a dataset while also attempting to improve the efficiency of knowledge discovery. Cleaning, integration, transformation, and reduction are some examples of pre-processing procedures. This research provides a comprehensive overview of data preparation strategies used in data mining.*

*Keyword: Data Mining, Data Pre-processing, Data Cleaning, Data Integration, Data Reduction, Data Transformation.*





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## **APPLIED ASPECTS OF SUSHRUTA'S ETHICS IN EVALUATION OF EFFICACY OF SIRAVYADHANA (BLOOD LEETING) IN VENOUS ULCER CASE SERIES**

**Dr. Devyani Dasar (Jaiswal)**

Associate professor, Department of Shalyatantra, Mahatma Gandhi Ayurved College Hospital and research Centre

### **ABSTRACT**

*Ulceration of the foot is common, disabling and frequently leads to amputation of the leg. Mortality is high and healed ulcers often recur. Venous ulcer are wounds that are thought to occur due to improper functioning of venous valves, mechanical changes in confirmation of the bony architecture of the foot, peripheral neuropathy and atherosclerotic peripheral arterial disease. Its occurrence is 70%-90% of leg Ulcer cases. The risk of lower extremity amputation is 15 to 46 times higher.*

*Acharya Susrutha has given prime importance to the knowledge and management of vranas. Sushruta have mentioned visravana as 9thupakrama among the shastiupakramas. Among the various methods of raktamokshana, Siravyadhana is selected for this study. It is considered to restore and improve blood circulation to tissues and re-establishes venous drainage. It improves the quantity of oxygen in the circulating blood to optimum level. Also Ethical aspects of Sushruta samhita is focused in present case series and worthy in recent surgical era.*

*Case series summary– Patients having complaint of ulcer on foot selected for present study with sample size 40. Triphala and Mamsarohini kwatham Dhavan once in a day daily along with Siravyadhana twice a week (14 days) after taking written informed consent as explained in Sushruta samhita. It is the most efficacious local application for itching and discolouration at foot. Siravyadhana found effective in healing Of Venous Ulcer.*

*Conclusion- Triphala and Mamsarohini kwatham Dhavan and Siravyadhana found effective in healing Of Venous Ulcer within short span of time with good healing, for which billion dollars is spend worldwide in vain. It is easy to prepare.*

*Keywords –Triphala and Mamsarohini kwatham Dhavan, Siravyadhana, Venous Ulcer*

# ABSTRACT

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## COMPRESSION AND DECOMPRESSION ALGORITHMS- A COMPREHENSIVE REVIEW

**Arjun Guleria, Ankit Bhatt, Ashwini Singh, Animesh Bhardwaj and Jagdish Chandra Patni**  
School of Computer Science, University of Petroleum and Energy Studies, Dehradun

### ABSTRACT

*We sometimes face problems related to memory issues while saving or transferring any document or a file. Hence, there is a need to compress it so that it is reduced in size and can be transferred and processed easily. Data Compression and Decompression provide users to store data in less space and also easier for the user to transfer over the network. The Compression reduces the file of the size so that we can share it easily over any network even at low speed. This paper aims at compressing and decompressing of different files stored in our computer system at a particular destination location. In the present system, there are so many problems while transferring or sharing a file of large size. These files cannot be sent over a network if they are above certain size limits, even if the size of the file is small but if the internet connection speed is slow, then too it is difficult to send them. These limitations create a lot of problems when we need to share an urgent file and we just can't due to the size limit of the file. Therefore, there is a need to build a system that can compress and decompress the files easily so they can be shared efficiently without any constraint. This paper focuses on the issues of Text Compression by reducing the size of text such that it can be easily transferred over the network. The paper aims to create set of components for compression and decompression.*

*Keywords: Compression, encoding, decoding, Huffman coding, Text compression, Image compression, audio compression, video compression*



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## DESIGN THINKING IS A BUSINESS SOLUTION PROCESS

**Dr. Vishal Mahajan<sup>1\*</sup>, Dr. P. S. Aithal<sup>2</sup> and Dr. Shailly Mahajan<sup>3</sup>**

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<sup>2</sup>Professor, College of Management & Commerce, Srinivas University, Mangalore, India OrcidID: 0000-0002-4691-8736;

<sup>3</sup>Assistant Professor, Shanti Devi Arya Mahila College, Punjab, India, OrcidID: 0000-0003-2237-8760;

### ABSTRACT

*Design thinking is collaboration for dealing with issues by zeroing in on the customer's prerequisites paying little heed to anything more. It relies upon seeing, with sympathy, how people speak with their environmental elements, and uses an iterative, dynamic method for managing making imaginative plans. In this paper author tries to explain the design thinking as a business solution*

*Keywords: Design thinking, Empathy, Critical thinking, Proto type and Thought process*



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## **ELUCIDATION OF PREDICTIVE BIOMARKERS FOR THE DIAGNOSIS OF NON TUMOR BRAIN LESIONS THROUGH MAGNETIC RESONANCE SPECTROSCOPY ALONG WITH HISTOPATHOLOGICAL FINDINGS**

**Smitha. H<sup>1</sup> \*, Meena Devi.V.N<sup>2</sup>, Sreekanth.K.S<sup>3</sup> and Vinoo Jacob<sup>4</sup>**

<sup>1</sup>Department of Physics, Noorul Islam Centre of Higher Education, Kumarakovil, Kanyakumari & Department of Physiology, Sree Gokulam Medical College & Research Foundation, Venjaramoodu.P.O, Trivandrum – 695607

<sup>2</sup>Department of Physics, Noorul Islam Centre of Higher Education, Kumarakovil, Kanyakumari

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<sup>4</sup>Department of Radio Diagnosis, Sree Gokulam Medical College & Research Foundation, Venjaramoodu.P.O, Trivandrum – 695607

### **ABSTRACT**

*Background: Elucidation of predictive biomarkers are essential for the proper diagnosis of non tumor brain lesions like abscess, tuberculosis, neurocysticercosis, microphthalmia, microcephaly etc .Magnetic Resonance Spectroscopy (MRS) differentiates the different non tumor brain lesions supported by histopathological evaluations by which we can predict the biomarkers.The aim of this study is to find out the metabolites in non tumor brain lesions diagnosed through MRS in correlation with histopathological changes to predict the specific biomarkers .This study was conducted in a tertiary health care centre of South Kerala ,in the Department of Radiology. Patients (n=81) suspected of non tumor brain lesion were subjected for both MRS and histopathological investigations after the surgery and the results obtained were recorded and statistical analysis was performed by SPSS version 16. MRS images of 81 non tumor brain lesions were studied and compared for the metabolic ratios and pathogenesis. MRS spectrum gave different peaks of specific metabolites of non tumor brain lesions and histopathological results also showed supporting findings. Magnetic Resonance Spectroscopy is an ideal technique and has a wide range of sensitivity to evaluate different metabolites of non tumor brain lesions .The quantification of tissue metabolites by MRS and histopathological changes can predict better diagnosis and further therapeutic interventions.*

*Keywords: Biomarkers, Magnetic Resonance Spectroscopy, metabolites, non tumor brain lesions*



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## **FPGA IMPLEMENTATION ON LOSSLESS IMAGE COMPRESSION ALGORITHM BASED ON LSTM NEURAL NETWORK**

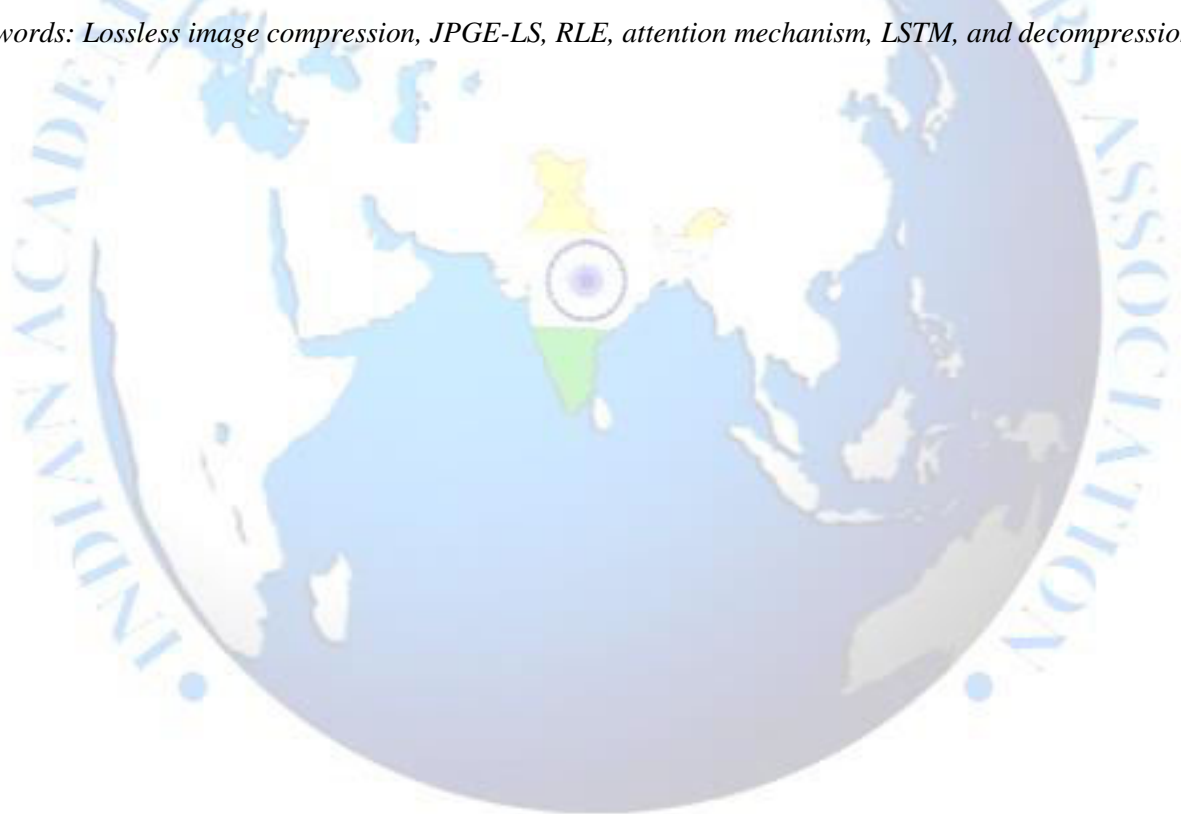
**D. Venugopal and M. Mohamed Riyaz**

M.E/Department of Very Large Scale Integration (VLSI), KPR Institute of Engineering and Technology,  
Coimbatore

### **ABSTRACT**

*Image compression is applied to reduce their storage or transmission and the main goal of image compression is to the smaller in amount. That exists designed as a "low complexity projection" of the entire relation to creating a pattern, corresponding its design part to a single system. In this paper, the neural network of long short-term memory (LSTM) is projected: an LSTM has utilized the perceptron to composed of the cell in time series through time interval to regulated the flow of information into the cell. The JPGE-LC that existed the prediction for scheming to manipulate the express an outcome in advance value of each smallest element of an image in the representation and the encoding revolution that exists represented by a reduced RLE. The condensation ratio acquire for the projected system exist prepared the original pixel to be represented through FPGA, the proposed algorithm improve the compression rate by 27% representatively.*

*Keywords: Lossless image compression, JPGE-LS, RLE, attention mechanism, LSTM, and decompression.*





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## **INCLUSIVE TEACHING AND LEARNING IN THE INDIAN CONTEXT – A SPECIAL EMPHASIS ON HIGHER EDUCATION**

**Avil Saldanha<sup>1</sup> and Rekha Aranha<sup>2</sup>**

<sup>1</sup>Assistant Professor, St Joseph's Institute of Management, Bangalore

<sup>2</sup>Assistant Professor, School of Business and Management, Christ University, Bangalore

### **ABSTRACT**

*Good initiatives towards inclusion have been taken in primary education and secondary education in India, the result of which there is a larger percentage of disabled students participating in higher education. However, the curriculum of higher education is standardized and does not cater to the specialized needs of disabled students. The main objective of this study is to analyse the existing practices of inclusion in the academic sector and suggest corrective measures to overcome the gaps in the inclusion process in higher education, especially in the Indian context. To achieve this goal, the researchers have examined the past literature on inclusive practices in the areas of primary, secondary, and tertiary education. The researchers have also attempted to discuss the evolution of the term inclusion in the global as well as Indian context. This research article analyses the higher education system in India and highlights the challenges faced by students with disabilities in the portals of higher education. The researchers conclude that India has achieved significant success in inclusive practices in primary education and secondary education. However, there is a lacuna in the inclusion of students with disabilities in higher education. The researchers suggest that higher education institutions need to be pushed by the government and regulatory agencies towards developing infrastructure like ramps, lifts, disabled-friendly washrooms, special educators, bridging courses, etc. to smoothen the process of assimilation of students having disability into the mainstream.*

*Keywords: Inclusive education, disability, inclusion, disabled students*



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## **PRELIMINARY PHYTOCHEMICAL STUDIES AND TLC ANALYSIS ON THE RHIZOME EXTRACT OF HEDYCHIUM COCCINEUM**

**Anjali Gusain and Nisha Singh**

Department of Biochemistry, School of Life Sciences, Hemvati Nandan Bahuguna Garhwal University, Srinagar, Garhwal, Uttarakhand-246174

### **ABSTRACT**

*Aim - Qualitative and TLC analysis of phytochemicals from the rhizome extract of *H. coccineum* by preliminary phytochemical screening.*

### *Methodology:*

*Preliminary phytochemical analysis for alkaloids, flavonoids, glycosides, phenols, saponins, steroids, tannins, terpenoids were made by following standard procedures. The various extracts (Petroleum ether, Chloroform and Methanol) of *H. coccineum* are subjected to thin layer chromatography and separation of spots were observed under UV light.*

### *Results*

*The quantitative phytochemical analysis of this species exhibited the presence of alkaloids, phenolics, flavonoids, tannins, saponins and ascorbic acid in considerable quantity. Thin layer chromatography of methanol extract also shows the separation of some compounds as evident by presence of spots.*

### *Conclusion*

*From these findings, it can be concluded that the *H. coccineum* may be a potent source for some medicinally important phytochemicals that needs further exploration.*

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## **PRELIMINARY PHYTOCHEMICAL STUDIES ON THE BARK EXTRACTS OF THE HIMALAYAN TREE: CORNUS CAPITATA**

**Praveen Kumar Chaturi and Manisha Nigam**

Department of Biochemistry, School of Life Sciences, Hemvati Nandan Bahuguna Garhwal University,  
Srinagar, Garhwal, Uttarakhand-246174

### **ABSTRACT**

*Aim - Qualitative and quantitative analysis of phytochemicals from the bark extracts of Cornus capitata by preliminary phytochemical screening.*

### *Methodology:*

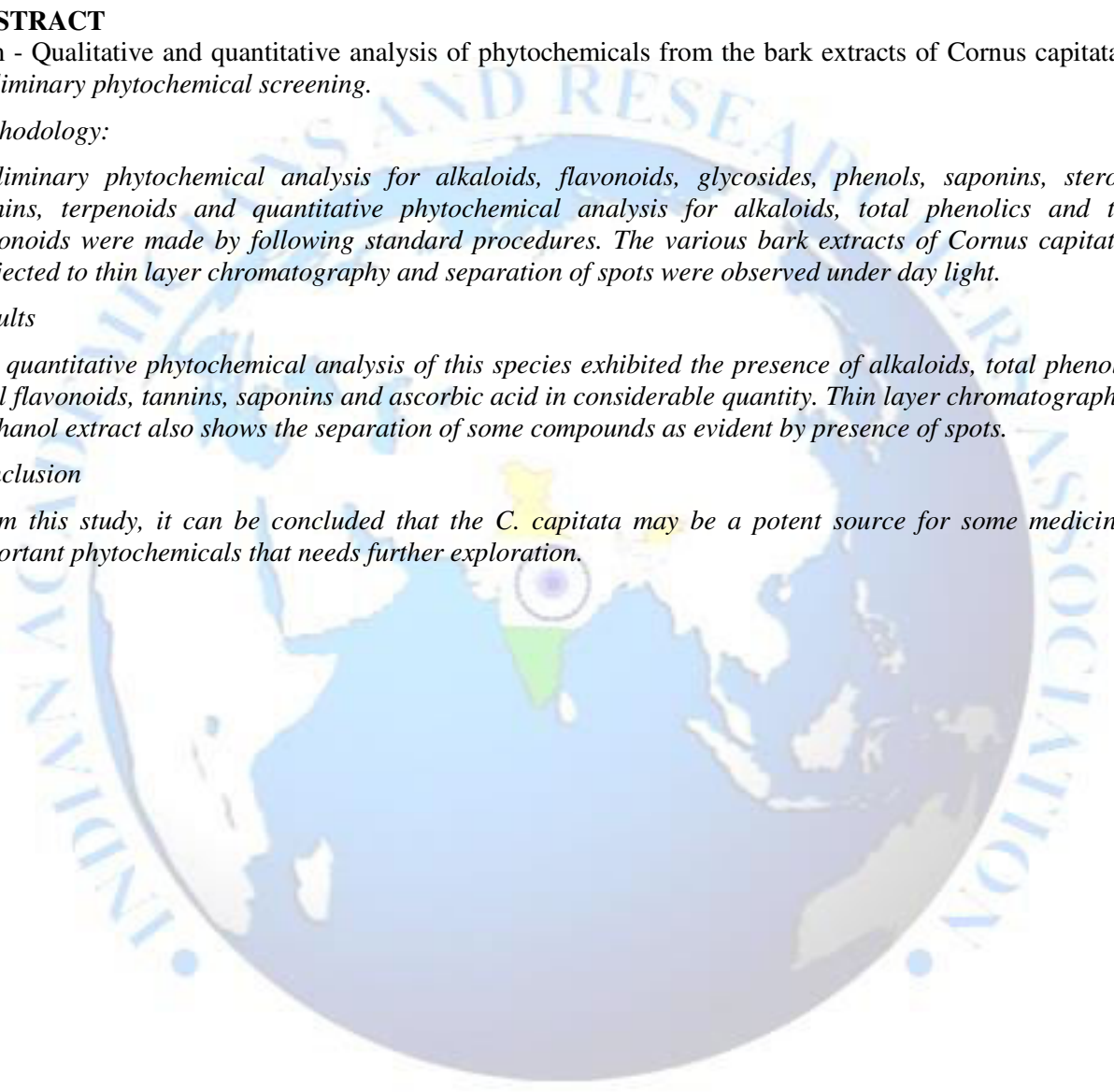
*Preliminary phytochemical analysis for alkaloids, flavonoids, glycosides, phenols, saponins, steroids, tannins, terpenoids and quantitative phytochemical analysis for alkaloids, total phenolics and total flavonoids were made by following standard procedures. The various bark extracts of Cornus capitata is subjected to thin layer chromatography and separation of spots were observed under day light.*

### *Results*

*The quantitative phytochemical analysis of this species exhibited the presence of alkaloids, total phenolics, total flavonoids, tannins, saponins and ascorbic acid in considerable quantity. Thin layer chromatography of methanol extract also shows the separation of some compounds as evident by presence of spots.*

### *Conclusion*

*From this study, it can be concluded that the C. capitata may be a potent source for some medicinally important phytochemicals that needs further exploration.*



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## **PRESCRIPTIVE ANALYTIC'S EFFECTS ON IMPROVING STUDENT ACADEMIC PERFORMANCE**

**M. S. Sassirekha**

### **ABSTRACT**

*Students are battling to pass the exam on their first try. It has a negative impact on the final result and the institution's pass rate. To overcome the problem, an early warning system should be implemented in order to save the students in higher education. The key aspects of the data were analysed and filtered in descriptive analytics, predictions were generated using various machine learning models in predictive analytics, and ultimately, various interventions were provided based on predictions made in prescriptive analytics. The key features were determined and a best predicting machine learning model was constructed using 500 samples out of 4000 students. The results are forecasted on applying prescriptive analytics approaches to ensure the effectiveness of the interventions/support offered to the students based on the prediction. Finally, the student sample group is divided into two groups: control and experiment, with the experiment group showing improved results due to minimal interventions on time.*

*Keywords: Students academic performance, Prescriptive analytics, Interventions, Higher education, Control group, experiment group.*





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## **SYSTEMATIC REVIEW OF HOW ECO-ENVIRONMENTAL TRANSFORMATION DUE TO URBANIZATION CAN BE INVESTIGATED IN THE SUSTAINABLE DEVELOPMENT OF INDIAN CITIES**

**Tirthankar Basu\* and Arijit Das**

Department of Geography, University of Gour Banga, India

### **ABSTRACT**

*The existing model of urban development is found responsible for growing environmental problems in the cities. This is due to the greater focus on the economic development at the cost of the environment. As a result, it led to some serious problems like air, water, soil pollution in the cities. It urged for a better ecologically based urban planning system wherein addressing the transformation from the natural landscape to the urban scape is essential for effective management. However, still in the developing countries like India, no significant attention is given on the environment management in case of urban planning. Absence of specific directions to investigate the eco-environmental transformation in urban planning is one of the major reasons behind this. This study through the systematic review of 72 existing literatures tried to identify the current theories and concepts to address the eco-environmental transformations in the urban areas. It found four different themes for investigating the said issues in the urban centres. These are land use & land cover prediction, green space, ecosystem services, and perception study. Lots of articles are available on the first three issues. But, the fourth theme contains comparatively less number of articles. In fact, most of the works on this theme was carried out in the recent past. This study tried to summarize all the facts associated with these themes through intense revision. Finally, it also tried to highlight the methods or ways that can be adopted to apply these in Indian cities.*

*Keywords: Literature review; Scopus; Landscape transformation; Ecosystem service; Perception study*





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## **VIDWAN SUBJECT EXPERT DATABASE: A STUDY AMONG THE MUSLIM MANAGEMENT ARTS & SCIENCE COLLEGES OF TAMIL NADU**

**Dr. N. Abdul Latheef**

Librarian, Islamiah College (Autonomous), Vaniyambadi-635752 Thirupattur District Tamil Nadu

### **ABSTRACT**

*This paper deals with the vidwan subject expert database created by (Information Library Network) INFLIBNET, Ahmadabad. It discuss the vidwan portal membership institutions in Muslim Management Arts and Science colleges of Tamil Nadu. It also highlights the benefits of VIDWAN membership. Objective- of the study is to know the total No of colleges enrolled as members, and no of subject experts available in this colleges. Methodology- a systematic questionnaire has prepared, distributed and collected from the colleges for analysis of data. Findings –there were many muslim management colleges and their faculty are not enrolled as membership in this portal and it also reveals that Highest subject experts available in commerce subjects Suggestions-were given that to create awareness among these institutions and also Orientation Programmes to be conducted about vidwan database and institutional initiative, it is further suggested that the librarian contributions also to be required to motivate researchers and faculty members.*

*Keywords: VIDWAN, Inflibnet, Expert database, Muslim Management & Arts & Science colleges*



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## **WEIGHT OPTIMIZATION OF HAT-SHAPED COMPOSITE T-JOINTS IN AUTOMOBILES BY USING ANSYS**

**Prashant Saxena\*and Rashmi Dwivedi**

Research Scholar, Sagar Institute of Science and Technology, Gandhi Nagar, Bhopal 462030, India

### **ABSTRACT**

*This study presents a multi-objective design optimization methodology on geometry for carbon fiber reinforced plastics (CFRP) T-joints in automobiles to achieve car body lightweight design. The CFRP T-joint was subjected to out-of-plane bending load using experimental method, and a finite element analysis (FEA) method was developed to simulate full failure procedure in the hat shaped composite T-joint. The proposed method was validated by an obtained optimum design of a composite T-joint with reduced weight and improved overall stiffness and strength behavior, and can thus provide a guidance in practical vehicle composite joint design. The method is applied to the optimization of the FEA result of the T-joint at different loading conditions. The mechanical behaviors of the specimen were studied by means of FEA method and Mathematical methods. The Mathematical results calculated the total deformation on the T joint. The final outcome of the study the overall weight of the T-joint reduces up to 0.6369 kg and total deformation decreases up to 79.8mm. The total strength of T joint increase in case 4. In case for higher grade carbon fiber was used. The total deformation in case 4 decrease 30%. and total stiffness and strength behavior of the vehicle increases.*

*Keywords: ANSYS, FEA, T-joint, Topology optimization, weight reduction;*



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## A STUDY OF ONLINE PURCHASE INTENTIONS OF CUSTOMERS

**Charu Rastogi<sup>1</sup> and Dr. Sanjay Mishra<sup>2</sup>**

<sup>1</sup>Research Scholar, Department of Business Administration, M. J. P. Rohilkhand University

<sup>2</sup>Professor, Department of Business Administration, M.J.P. Rohilkhand University

### ABSTRACT

*The tremendous growth of e-commerce industry and increasing customers interest in e-shopping give a new shopping experience to the consumers. Online retailers giving different seasonal offers and discounts for attracting more customers and earn huge profits like Great Indian Festival, Big billion days, end of season sale etc. The purpose of this study to analyse the impact of different variables accurate description of products, shipping charges, guarantee/ warranty of products, previous purchase experience, reputation of website and secured payment process on purchase intention of customers. Based on extensive literature review, factors effecting online purchase intentions were identified and a structured-non-disguised questionnaire was prepared. The data was collected through survey of 397 respondents of NCR. The findings of the study indicates that online purchase intentions of customers depend on accurate description of goods, shipping charges and secured payment.*

*Keywords: E-commerce, Online shopping, Online purchase intentions of customers*



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## **A STUDY OF RETELLINGS IN INDIAN MYTHOLOGY WITH SPECIAL REFERENCE TO RAM CHANDRA SERIES BY AMISH TRIPATHI**

**Ashish Agrawal**

Research Scholar, Department of Arts, Institute of Humanities, Mangalayatan University, Beswan, Aligarh - 202145, India

### **ABSTRACT**

*The current study emphasizes on the retellings in Indian mythology with special reference to the Ram Chandra series. Indian Mythology has been re-interpreted by different authors of India and other countries in different languages. Where every author had tried to interpret varies events of Indian Mythology according to their understanding and perspective.*

*Ancient Indian epic Ramayana has been interpreted by many authors in their own unique way. The same way in Ram Chandra series Amish Tripathi re-tells the epic using different symbols and naming the places i.e. Saptasindhu, Malayputra, Vishnu etc. The authors today have also put effort in altering the forms of conventional mythology to address the modern-day issues of the society. Even though the retellings are changing with a different face each time the crux of the story remains the same. It is expected to have regular upsurge in the mythological content till the faith and culture is integral in the society.*

*Through a qualitative approach, the researcher has focused on studying the different aspects involving in the increasing demand for the mythological tales in current youth. These aspects can be political, social, and cultural or may be commercial. The researcher has also tried to analyse the content varying in the tales of Ramayana with special reference to the Ram Chandra series.*

*Keywords: Mythology, Ramayana, Amish Tripathi, Contemporary Literature, Culture Retellings,*



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## **A STUDY ON FOREIGN TOURIST ARRIVAL IN INDIA AND ITS IMPACT ON THE GROWTH OF FOREIGN EXCHANGE EARNINGS**

**Dr. R. Jayanthi**

Associate Professor & Head PG, Department of Commerce, Vidhya Sagar Women's College, Chengalpattu, Tamilnadu, India

### **ABSTRACT**

*The main purpose of this Paper is to describe the Impact on the Growth of Foreign Exchange Earnings based on Foreign Tourist Arrival from 2016 to 2021 in India. This Paper focuses on the Past and Current Scenario on Tourism Sector in India.*

*Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated ₹16.91 lakh crore (US\$220 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment.*

*Foreign tourist arrivals in India, which were 1.28 million in 1981, have reached a level of 10.93 million in 2019 showing an average annual growth of 5.65% during 1981-*

*2019. But in 2020 it reached a level of 2.74 million showing an average annual growth of 1.92% during 1981-2020, this is due fears of spread of coronavirus during mid-December 2019 and the subsequent lockdown later in India have severely crippled the tourism sector, leading to job losses and an economic impact that may take years to heal.*

*India's travel and tourism sector, which accounts for nearly 2.5% of the GDP, has made repeated appeals to the government seeking succor for travel and tourism businesses tottering on the brink of collapse due to the Covid-19 pandemic.*

*Keywords: COVID-19, Earnings, Foreign, Lockdown, Tourism and Tourist Arrivals.*



# ABSTRACT

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## ALGAE AS A BIO SOURCE-A REVIEW

**Sadeeya Shaheen and Rajakumari. K\***

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### ABSTRACT

*Pollution is something that causes harmful effect on humans, animals, marine organisms and also algae involve in the control of pollution. It plays a vital role in stabilizing carbon-di-oxide level and used in food supplements and their mode of nutrition is an autotrophic and it has the ability to perform photosynthesis. Algae contains bioactive compounds such as dietary fiber, carotenoids and cytokines. Some bloom produces toxin effects on fish and marine mammals. In some of the cases some algae such as Microcystis acts as water pollutant. Bio sources from algae were used to produce algae oil from certain process. Algae has suitable sources for bio sources that contain green algae, brown algae, yellow-green algae, golden algae and red algae and fire algae and it plays important in stabilization carbon-di-oxide level and is food supplements*

*Keywords: Bio sources, marine mammals, photosynthesis.*



# ABSTRACT

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## **ARECA CATECHU CONSUMPTION AND ITS MEDICINAL PROPERTIES - A COMPREHENSIVE REVIEW**

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### **ABSTRACT**

*Areca catechu L is one of the most important medicinal plants grown in southeast asian countries and is shown to have both medicinal properties like improving concentration and having a relaxing effect apart from having cytotoxic effects. They also show anti-inflammatory, antiparasitic, anti-hypertensive, and antidepressant activities. They also have effectiveness in treating symptoms of Alzheimer's disease. In India, people consume areca nuts alone or in combination with tobacco and other products in the form of Pan masala or Gutka. Areca nut usage dates back to Harappan civilization and has a mention in our ancient vedic and sanskrit manuscripts. Chemically, Areca nuts are made up of flavonoids, alkaloids, tannins etc. Some of the important alkaloids include arecoline, arecaidine, guvacine etc. Arecoline is colourless, volatile and is an important component of Areca nut. It has been studied for its effects in both in vitro and in vivo studies. Though areca nut is popularly chewed in the Indian subcontinent and China its effect has not been investigated systematically in humans. When compared to modern medicine (allopathy), traditional medicines, especially the ones containing areca nut as an important ingredient, have not been researched much. In this review we have considered the medicinal properties of Areca nuts and their effectiveness against many human diseases. Fractions of Areca nuts are obtained through aqueous and organic solvent extraction techniques and have shown varied effects in the animal models used in research carried out across the world.*

*Keywords: betel nut, Areca catechu L, Arecoline, Betel leaf, Antiparasitic, Tobacco*

# ABSTRACT

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## **ARTIFICIAL INTELLIGENCE MORE INTUITIVE IN THE MYOELECTRIC PROSTHESIS FOR UPPER LIMB AMPUTATION PATIENT—A SINGLE SUBJECT RESEARCH STUDY**

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<sup>1</sup>Professor and Principal, Department of Physical Medicine and Rehabilitation, Shri Indra Ganesan Institute of Medical Science College of Physiotherapy, Trichy, India

<sup>2</sup>Senior Lecturer, Annamalai University, Department of Physical Medicine and Rehabilitation, Annamalainagar, Tamilnadu, India

<sup>3</sup>In charge Physiotherapist, Department of Physical Medicine and Rehabilitation, Neuro One Hospital, Tiruchirapalli, Tamil Nadu, India

### **ABSTRACT**

*Amputation is the intentional surgical removal of a limb or a body part. It is performed to remove diseased tissue or relieve pain or due to trauma. The word amputation is derived from the Latin word “amputare” (“to cut away”), from ambi- (“about”, “around”) and putare (“to prune”). Most amputation involves a small body part such as finger, arm, legs, feet, rather than an entire limb. Amputation is performed for the following reasons, i.e., to remove the tissue that no longer has an adequate blood supply, to remove malignant tumors because of severe trauma to the body part. The blood supply to an extremity can be cut off because of injury to the blood vessel, hardening of the arteries, arterial embolism, and impact circulation as a complication of diabetes mellitus, repeated severe infection that leads to gangrene, severe frostbite, Reynaud's disease, Burger's disease. A transhumeral amputation is a surgical procedure in which the humerus are cut and a portion of it along with the rest of the arm is removed from the body. In a transhumeral amputation the stump is above the level of the elbow. Most of these types of amputation involves severe trauma to the arm and occur for limbs as often in men, usually those who get injured in workplace or in an accident. Myoelectric prosthesis uses signal or potential from muscles through electromyography within a person's stump. The signals are pick up by the electrodes on the surface of the skin which activates a battery driven-motor that operates a prosthetic component, like the finger, control of the motor regulates the extent for the speed of the prosthesis, such as elbow flexion or extension or opening and closing of the finger of the terminal device.*

*Keywords: Myoelectric Prosthesis, Trinity amputation and prosthesis experience scale, Manual Muscle Grading, Cosmetic Glove, applicator Glove*

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## **EXPLORING WETLAND TRANSFORMATION IN THE MORIBUND DELTAIC INDIA**

**Satyajit Paul**

Assistant Professor, Department of Geography, Gour Mahavidyalaya, Malda, West Bengal

### **ABSTRACT**

*Wetland has been considered a curtail hydrological component with utmost environmental and ecological importance. The Ganga-Brahmaputra moribund deltaic floodplain region hosted many freshwater wetland ecosystems with rich biodiversity and socio-economic importance. Besides such importance, this unique region has experienced significant hydrological transformations. The present study explores the direction of such hydrological transformations and the rate of conversion using the image-algebra-based change detection (IACD) technique in different decadal hydrological phases from 1988 to 2017. Three key hydrological parameters, such as Water Presence Frequency (WPF), Depth, and Hydroperiod parameters, have been considered for hydrological strength mapping using two ensemble machine Learning (ML) techniques: Random Forest (RF) and XGBoost. Both models show that around 75% of the wetland area was lost during phase I to III, and the sequence of such loss speeded across weaker and even moderate hydrological strength zones. The hydrological strength map has been used to identify wetland transformation in different phases of change. It shows that more than 22% of the weak HS zones in phase II have been transformed into non-wetland or land areas, which increased to 55% in phase III. Notably, ~40% of wetland area suffered from a negative degree of transformation during phases I to III, raised to 63% during phases II to III. In contrast, the degree of positive transformation lowered from 17% to 9% during the same transitional period. Uncertain channel hydrodynamics, rainfall and groundwater fluctuation, extensive agricultural practices, and settlement encroachment toward the wetland habitat are the leading causes of such transformation. Considering the importance of floodplain wetlands, the paper provides direct, specific, and explicit information about wetland transformation for setting up the ground for better planning and management strategies.*





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## **HYDROLOGICAL ALTERATION AND ITS ECOLOGICAL IMPACT ON THE LOWER TANGON RIVER BASIN, INDIA**

**Pankaj Singha**

Ph.D. Research Scholar, Department of Geography, University of Gour Banga, Malda, India

### **ABSTRACT**

*The present study highlighted the multi-temporal behavior of hydrological alteration (HA) of a river mainly triggered by damming over the Tangon river of India and Bangladesh in 1989 and its impact on eco-hydrological health. For measuring hydrological alteration, hydrological variability at month scale, diurnal flow change using histogram comparison approach (HCA), degree of alteration using a heat map, periodicity analysis using wavelet transformation method were used. Apart from some conventional approach of measurement like the range of variability approach (RVA), eco-deficit/surplus, degree of impact (ImHA) using 33 indicators of HA (IHA), the present study endorsed a new approach (integrated degree of impact due to HA (IImHA)), for computing overall impact of ecological effect in a river. From the result following hydrological and eco-hydrological alterations were derived in the post-dam period: (1) monthly water level (WL) was attenuated by 1.5 to 3 m. (2) monthly variability of flow increased by 10%, (3) degree of negative HA ranged from 10-23% with high during non-monsoon months, (4) statistically significant periodicity (5% level) in flow spectrum was identified after dam, (5) HCA revealed that diurnal flow distribution turned from positive to negatively skewed pattern (6) RVA based monthly failure rate ranges from 13.95% to 25.58%, (7) ImHA of different IHA groups ranged from 0.46 to 0.56 signifying poor to moderate impact and (8) proposed IImHA value accounted (0.406) moderate degree of ecological impact. The study recommends to apply IImHA in such similar works for making the study effective and instrumental. The findings of this study would be effective for the policy makers specially for the restoration of flow and ecological health.*

*Keywords: Flow alteration, Flow variability, Degree of change, Histogram comparison approach, Ecological threshold, Flow failure, Eco-deficit, and Integrated degree of impact*



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## **IMPACT OF DIGITAL MARKETING ON PURCHASE DECISIONS OF CUSTOMERS IN BENGALURU CITY**

**<sup>1</sup>Dr. M. Rama Kumari, <sup>2</sup>Dr. S. Mohana and <sup>3</sup>Mr. M. Babjan**

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<sup>2</sup>Assistant Professor, Department of Humanities, Annamacharya Institute of Technology and Science, Kadapa

<sup>3</sup>Assistant Professor, Department of Management Studies, Sanskrithi School of Business, Puttaparthi

### **ABSTRACT**

*This research article aims to “To study the impact of key attributes of digital marketing on purchase decision of customers”. The paper applies data reduction using Reliability Test, Exploratory Factor Analysis (EFA) and Multiple Linear Regression on a sample of 323 respondents and condenses a set of 16 items converted into a 4 digital marketing attributes. The present study proposes a model of the impact of key attributes of digital marketing on the purchase decision of customers. The study found that online advertising, mobile marketing, email marketing and social media marketing are impacting significantly the purchase decision of customers. Therefore, marketers should focus on the above factors to increase purchase decision of customers. The study investigated the impact of digital marketing key attributes on purchase decision of customers. Concluded that online advertising had the highest impact on the purchase decision of the customers followed by mobile marketing, email marketing and social media marketing.*

*Key words: Mobile Marketing, Email Marketing, Online Advertising, Social Media Marketing and Purchase Decision.*



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## IMPLEMENTATION OF LABOUR LAWS IN INFORMATION TECHNOLOGY INDUSTRY IN BENGALURU

<sup>1</sup>Prof. H N Anuradha and <sup>2</sup>Prof Dr. M R Ranganatha

<sup>1</sup>Assistant Professor, TOCBM, Bangalore

<sup>2</sup>Director, SMART ACADEMY, Bengaluru

### ABSTRACT

*Labour organizations play a pivotal role in the formation and implementation of Labour laws and regulations to protect the employees' rights and interests. Most of Laws are applicable only to organized form of employment and majority of the employees are unaware of their benefits. In India, workers of the Information Technology industry who represent one of the most sophisticated forms of workplace are also unaware of the benefits of many Labour laws due to the exemption of the industry from applicability of significant Labour laws. This paper attempts to examine the nature of labour regulations in Bengaluru and their prospective applicability to the Information Technology industry. Labour law also known as employment law is the body of laws, administrative rulings, and precedents which address the legal rights of, and restrictions on, working people and their organizations. As such, it mediates many aspects of the relationship between trade unions, employers and employees. In other words, Labour law defines the rights and obligations of workers, union members and employers in the workplace. The objective is to examine conditions of work in the IT industry and discuss their variation across gender and other socio-demographic characteristics. The concept of decent work has been used to examine the actual working conditions of workers in the IT industry. Data has been collected from selected IT employees using sampling method and the results have been used to discuss the deficiencies in the work conditions given the existing labour regulations.*

*Keywords: Labour Laws, Employment, Information Technology, Industry, Employees rights.*

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## **INVESTIGATING THE GENDER-SPECIFIC PERCEPTION OF CULTURAL ECOSYSTEM SERVICES CONCERNING A HISTORICAL SITE IN INDIA**

**Kalikinkar Das<sup>1</sup> and Dr. Arijit Das<sup>2</sup>**

<sup>1</sup>Research Scholar and <sup>2</sup>Associate Professor, Department of Geography, University of Gour Banga, India  
Department of Geography, University of Gour Banga, India

### **ABSTRACT**

*In Malda, Gour is an important space that supplies cultural ecosystem services (CESs) and serves the needs of different age groups. Various studies have examined the behaviours and preferences of different age groups in parks. The results of the spatial landscape environment from a Male and Female perspective on value demand and acquisition differ between elderly, middle-aged, and young people. We selected the same number of young, middle-aged, and old age respondents as males and females for our study. In addition, this study explored the relationship between the perceived CES needs of six groups and the spatial landscape ecosystem with the help of the Social Values for Ecosystem Services model. Results showed that young male people give importance to historical architecture, roads, excavation sites and waterbody, whereas young-aged female groups give importance to parks, historical architecture and religious sites. Male in middle age mainly chose waterbody and road whereas females of the same group chose waterbody and religious spot. Both males and females of old aged people group chose religious spots, roads and mango orchards as essential sites.*

*Furthermore, for the delivery of therapeutic value, squares were more important for the elderly. The areas of lakes or wetlands with geographical combinations of landscape sketches and flowers were the high-value spots for supplying multiple CESs in urban parks. This study emphasizes the differences in demand and acquisition of cultural added value provided by the environment between the six groups; young male, young female, male middle age, middle-aged female, old male age and old-age female.*

*Keywords: Cultural ecosystem services (CES), Social Values for Ecosystem Services (SolVES),*

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## MODERNIST PATRIARCHAL DISCOURSE IN SYLVIA PLATH'S SELECTED WORKS

**SK Abdul Hasinur Rahaman**

Research Scholar, Department Of Arts and Languages, Lovely Professional University, Phagwara, Punjab

### ABSTRACT

*The present paper entitled 'Modernist Patriarchal Discourse in Sylvia Plath's Selected Works' looks closely at the way canonical Modernism tried to preserve its gendered aesthetic bias by shutting off the voice of the woman writer. The paper examines with especial attention the short stories, novel and prose writings of Plath. It shows how in these writings Plath is highly alert to the imprisonment of the woman poet in the 'bell-jar' (Plath) of male formalistic objectivity. Primary aim of this paper is to identify the split within a woman between her biological entity and her literary self and explore how the latter is found to disintegrate among the commonly accepted aesthetic ideals that are relegated to modernism and are often used to define Modernism. For methodological purpose, this paper refers to the much celebrated, anthologized and influential essay 'Tradition and Individual Talent' in which T. S. Eliot rooted the individual author in the soil of tradition. This move keeps the woman writer as an outsider to artistic experience, for the tradition hardly allows space to the relatively new figure of the modern woman writer. Additionally, I have employed concept of Virginia Woolf, Edith Sitwell, Djuna Barnes and Gertrude Stein for a separate tradition of woman's writing, a history and future of literary forms and preoccupations particular to woman's minds and bodies. It alludes to Woolf's vision that women should not collaborate with the patriarchy, but should form 'societies of outsiders' to resist the configuration of male politics.*

*Keywords: Modernism, patriarchy, gender aesthetic, self and other.*





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## **POLITICAL PHILOSOPHY OF DR. B. R. AMBEDKAR**

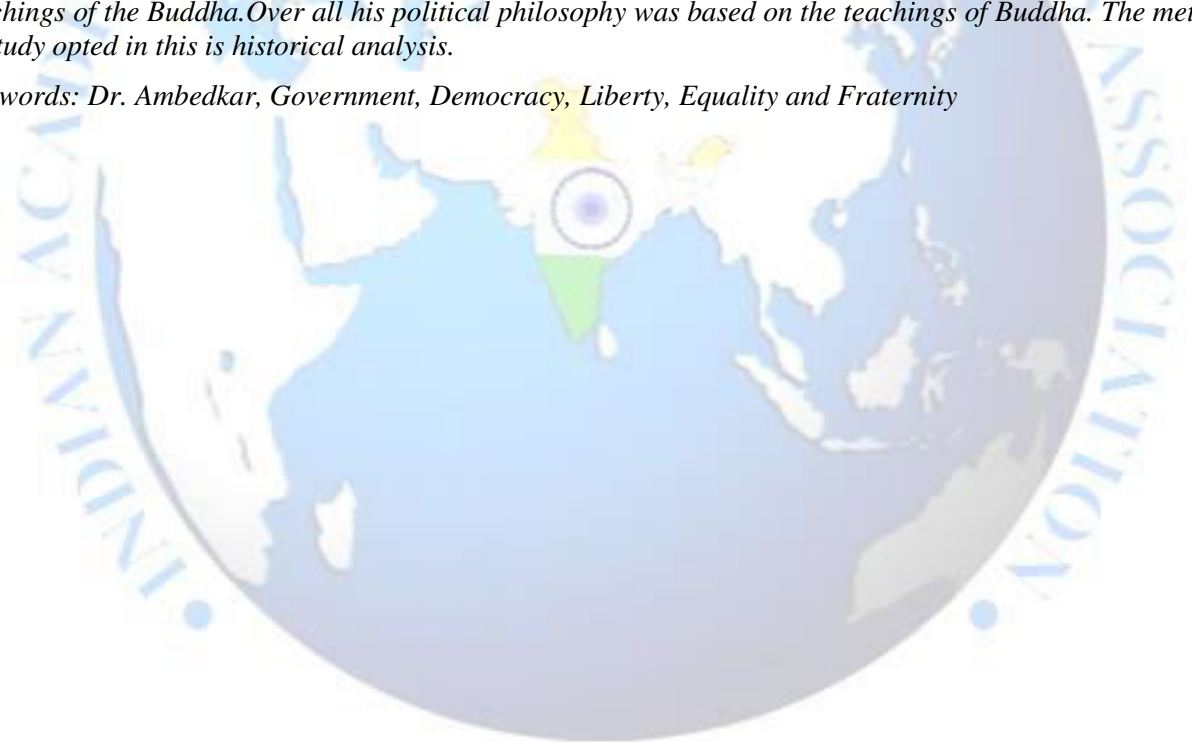
**<sup>1</sup>Mr. Praveen Chalawadi and <sup>2</sup>Dr. S.K. Kallollikar**

<sup>1</sup>PH.D Research Scholar and <sup>2</sup>Research Guide & Professor, Department of History and Archaeology  
Karnatak University Dharwad – 580003

### **ABSTRACT**

*Dr Ambedkar was not only a learned scholar and an eminent jurist but also a revolutionary who fought against social evils like untouchability and caste restrictions. He was one of our most prominent political and social thinkers, whose ideas on various social and political problems such as caste system, the pernicious practice of untouchability, the emancipation of the downtrodden through political action etc, open up new vistas and horizons. His findings on all these and similar other problems that plague the contemporary Indian society and polity are original and characteristically his own. He delved deep into the Indian social and political history and contributed a good deal to the understanding of Indian society and polity through his writings. Dr. Ambedkar's main concern all along his life was to fight against this injustice, by all possible and necessary means and to establish a just and egalitarian society. In this article an attempt is made to evaluate his political thought more particularly his political philosophy. It is true that the teachings of the French Revolution, influenced Ambedkar and thus shaped his human and liberal ideology. But his ideology of emancipation of the Dalits and social reconstruction in India was primarily based on the teachings of the Buddha. Over all his political philosophy was based on the teachings of Buddha. The method of study opted in this is historical analysis.*

*Keywords: Dr. Ambedkar, Government, Democracy, Liberty, Equality and Fraternity*



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## **QUALITY ASSESSMENT OF GROUNDWATER POTENTIAL ZONES IN BANAS RIVER BASIN OF RAJSAMAND DISTRICT, RAJASTHAN**

<sup>1</sup>Singhvi Keerti, <sup>2</sup>Choubisa Riya, <sup>3</sup>Dulawat Mangal Shree and <sup>4</sup>Rathore Renu  
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<sup>2</sup>Bhupal Nobels' University, Udaipur, Rajasthan

### **ABSTRACT**

Water quality issues have become more serious than quantity issues, as environmental issues in many parts of the world get more serious day by the day. Soil, geology, sewage disposal, effluents and other environmental circumstances in which water chooses to stay interacting with ground and biological properties. This has a significant impact on a region's groundwater quality. The Banas river basin, which spans 702.55 km<sup>2</sup>, is located in Rajsamand Districts, Rajasthan. The climate in the research region is tropical. It is hot in the summer and quite frigid in the winter. The annual rainfall averages 625 mm. Surface water bodies (lakes) and groundwater are the primary sources of drinking and industrial water in the studied area. Groundwater (wells and handpumps) is currently the most common source of irrigation. The quality of groundwater and its hydrochemical development have been investigated. Ca,<sup>2+</sup> Mg,<sup>2+</sup> Na, + K, + Cl, - SO<sub>4</sub>,<sup>2-</sup> CO<sub>3</sub>,<sup>2-</sup> and HCO<sub>3</sub>,<sup>-</sup> concentrations were used to conduct hydrochemical analysis. SAR, %Na, Permeability Index (PI), pH, Total Dissolved Solids (TDS), Total Hardness (TH), and trilinear diagrams have all been investigated. The SAR value varies between 5.76 mg/L to 30.68 mg/L. The %Na ranges from 64.76 to 94.26%. The Permeability Index is between 33.46 to 99.58%. The pH fluctuates between 7.71 to 8.61. The hardness scale runs from 76 to 1024%. The results of the Na and PI tests show that the groundwater in the basin is appropriate for agriculture. As a result, the current investigation demonstrates that the basin's groundwater is of moderate to good quality and adequate for all purposes.

**Keywords:** Groundwater quality, Hydrochemical facies, Sodium Adsorption Ratio (SAR), Total Dissolved Solids (TDS), Permeability Index (PI)

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## **QUANTITATIVE ANALYSIS OF CRITICAL FACTORS AFFECTING THE IMPLEMENTATION OF QUALITY MANAGEMENT SYSTEM IN MANUFACTURING INDUSTRY OF DELHI-NCR REGION**

**Sandeep Kumar Dubey and Murali Krishna. M**

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### **ABSTRACT**

*Quality-orientated management change and innovation are central strategies for firms. Implementing both quality improvement and innovation poses significant managerial, organizational and technical challenges, and may also involve significant lags before benefits are realized. It is essential for the organization to implement Quality Management Interventions to attain competitive control; externally and internally. The objective of the study is; Quantitative Analysis of Critical Factors affecting the Implementation of Quality Management System in Manufacturing Industry of Delhi-NCR Region. The research design used was descriptive survey method. The data collected comprised of primary data that was both quantitative and qualitative. Both descriptive and inferential statistics was used to analyze the data. From the findings all activities show that customer focus practices have been adopted in the respective organizations at large extent. This study recommends that manufacturing firms should consider adopting and implementing other quality management practices and compare the benefits and the challenges of these quality management practices. This will provide a better platform of choosing the quality management practices that lead to improved organizational performance. The study also recommends that manufacturing firms in India should benchmark themselves with the best performing firms globally in order to find out the quality management practices that the firms use in enhancing competitiveness. This will shed more light on the best quality management practices to adapt to increase organizational performance.*

*Keywords: Quality Management Practices, Organizational Performance, Manufacturing Industries, Statistical Analysis, Chi-square test for Independence, ISO Standard.*

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## REVERSIBLE WATERMARKING FOR SECURITY OF BIOMETRIC IMAGES

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### ABSTRACT

*The field of biometric security is rapidly expanding. Because biometric data might be utilised by attackers, it's critical to keep it safe. Watermarking is one of the most widely accepted methods for increasing the security of biometric data. Reversible watermarking, which allows the original image to be fully recovered and the watermark to be retrieved, is a more acceptable, new important advance in this domain. However, in the field of biometrics, reversible watermarking remains a little-studied topic. The excellent quality of biometric data is maintained through reversible watermarking. As a reversible watermarking approach for biometric photos, this work presents Rotational Replacement of LSB. PSNR is a standard approach for evaluating biometric data quality. We also show in this study that the SSIM Index is a good indicator of quality.*

*Keywords: Biometric, Reversible Watermarking, Difference Expansion, SSIM Index, Image Processing*





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## **SETTLEMENT OF CLAIMS IN LIFE INSURANCE POLICIES: A COMPARATIVE STUDY BETWEEN LIFE INSURANCE CORPORATION OF INDIA AND RELIANCE NIPPON LIFE INSURANCE COMPANY**

**Sunil Kumar**

Research Scholar, Department of HPKV, Business School, Central University of Himachal Pradesh,  
Dharamshala

### **ABSTRACT**

*Life insurance is purchased to protect against financial risk while also providing a higher return on investment. Claims are made when a person reaches maturity or if they die or become disabled. The research focuses to compare the claim settlement processes of life insurance company (LIC) of India and Reliance Nippon Life Insurance Company (RLIC). In both companies, the number of claims is rising as the market grows due to an increase in the number of policies. As a result, a simple and quick claim settlement procedure is critical.*

*This research study is descriptive, and it is based on primary data collected through well-structured questionnaires designed to focus on respondents from Himachal Pradesh, as well as secondary data obtained from Insurance Regulatory and Development Authority of India IRDA and research papers published in various journals. With the use of a contingency table and the Chi-Square test, the primary data is tabulated and evaluated further. According to the findings, both the LIC of India and RLIC follow legitimate claim settlement procedures. The Life Insurance Corporation of India's claim settlement system is extremely efficient, however it is not as transparent and accessible as the Reliance Nippon Life Insurance Company's claim settlement procedure.*

*Keywords: Claim settlement, Insurance Company, LIC of India, Life Insurance Reliance Nippon Life Insurance Company (RLIC).*

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## **SPECTRAL FEATURE BASED EMOTION CONVERSION IN HINDI LANGUAGE**

**Satrughan Kumar Singh\* and Jainath Yadav**

Department of Computer Science, Central University of South Bihar, Gaya – 824236, Bihar, India

### **ABSTRACT**

*The speech signal is produced by an exciting vocal tract system with impulse-like excitation. The information about vocal tract shapes is captured by spectral features. Therefore, in this work, we have performed spectral mapping for synthesizing emotional speech. The framework required for spectral mapping to convert neutral utterance into target emotional utterance has been developed in this work. We also developed feed forward neural network (FFNN) model based soft computing system using MATLAB programming for mapping to transform spectral parameters from neutral speech to emotional speech. Subjective and objective tests reveal that FFNN based spectral mapping performs better than GMM based spectral mapping. The evaluation measures reveal that the proposed FFNN model based spectral mapping converted speech signal for emotion transformation in Hindi language with better accuracy and resultant efficiency.*

*Keywords: Spectral mapping; Hindi signal datasets; emotion transformation; GMM; FFNN; emotional speech;*



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## **TOXIC MASCULINITY AND STIGMA REGARDING ASKING FOR HELP IN INDIAN EMERGING ADULTS: A MIXED METHOD STUDY**

**Kashika. R<sup>1</sup> and Maheshbabu. N\*<sup>2</sup>**

<sup>1</sup>Student, 2st year MSc Psychology (Clinical and Counselling), SDMC Ujire, Affiliated to Mangalore University

<sup>2</sup>Assistant Professor, Dept. of P.G Studies and Research in Psychology, SDMC Ujire, Affiliated to Mangalore University

### **ABSTRACT**

*The study is based in India where the patriarchy is celebrated in most parts of the country and mental health of men is overlooked. Adding on to it, the emerging trends of male personalities (alpha, sigma, omega and more) adds to the masculine norms and stereotypes that already exists. The aim of the study is to examine the relationship between toxic masculinity and stigma regarding asking for help and the trends that exists in emerging Indian adults. The study adopted mixed method, sequential explanatory research analysis to obtain the results. The sample included for quantitative analysis was 150 college aged Indian men, for the second phase, 10 participants who lie as outliers were selected. The results show the relationship between adherence to masculine norms and stigma regarding asking for help. In the second phase of research that is, the qualitative data analysis derived the common themes in men that were restricted emotionality, restricted close circle, success preoccupation and need for violence which directly or indirectly impacted men and people around them. The themes that emerged out of the high and low scorers show the difference in opinions on the adherence to masculine norms and help seeking behaviors. The contrasting views existed mainly in viewing manning up as downfall or useful, acceptance or disregard towards gender roles, views on magnification of heterosexuality and equity and finally on help seeking behaviors.*

*Keywords: Toxic masculinity, Indian college aged students, stigma regarding asking for help.*

# ABSTRACT

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## **WATER RICHNESS AND HABITAT SUITABILITY STATE AND THEIR SPATIAL LINKAGES IN THE WETLANDS OF INDIAN MATURE GANGES DELTA**

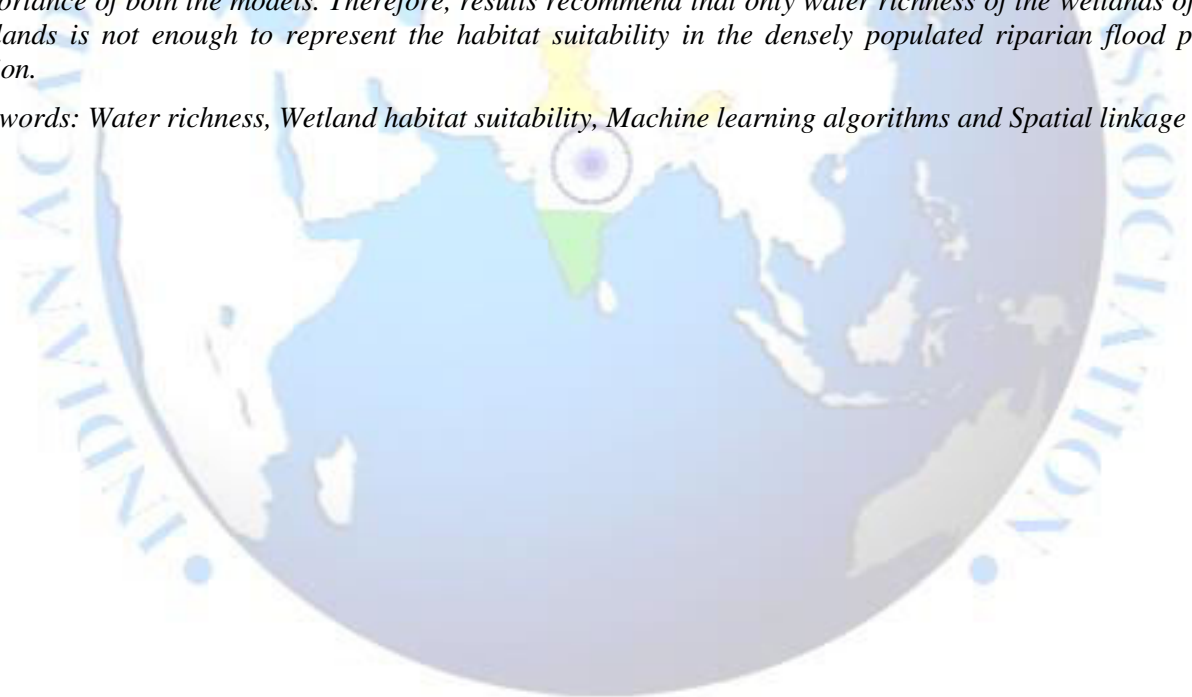
**Sandipta Debanshi<sup>1</sup> and Swades Pal<sup>2</sup>**

<sup>1</sup>Research Scholar and <sup>2</sup>Assistant Professor, Department of Geography, University of Gour Banga, India

### **ABSTRACT**

*Present study has attempted to measure Water Richness (WR) and Wetland Habitat Suitability (WHS) in deltaic environment and assessed their spatial linkages. Both the components are very essential and should be measured to explore ecosystem service and environmental health of a region. For investigating water richness of the wetland six water availability indicating parameters have been chosen and for assessing wetland habitat suitability four additional parameters have been taken into consideration. Four widely used and recognized machine learning algorithms like Reduced Error Pruning (REP) tree, Random forest, Artificial Neural Network (ANN) and Support Vector Machine (SVM) have been employed here in order to develop suitable model at two phases. Results reveal that very high water rich zone is found over 200 to 215 km<sup>2</sup> wetland area followed by high water rich zone over 125 to 140 km<sup>2</sup> wetland area in both the phases. Wetland habitat suitability assessment shows only 100 to 150 km<sup>2</sup> of the wetland having very high suitability and 110 to 120 km<sup>2</sup> of wetland having high suitability. Field investigation and accuracy assessment support the validity and acceptability of the results. Spatial linkage between water richness and habitat suitability demonstrates that 30 to 40% very high water rich zone represents very high habitat suitability figuring out importance of both the models. Therefore, results recommend that only water richness of the wetlands of the wetlands is not enough to represent the habitat suitability in the densely populated riparian flood plain region.*

*Keywords: Water richness, Wetland habitat suitability, Machine learning algorithms and Spatial linkage*





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## WOMEN EMPOWERMENT IN INDIA - CURRENT SCENARIO

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Research Scholar, Institute of Legal Studies & Research, Mangalayatan University, Beswan Aligarh, Uttar Pradesh 202145

### ABSTRACT

*Women empowerment has been thoroughly discussed in the last two decades it refers to increasing and improving the social, economic, political and legal strength of the women, to ensure equal- right to the women. Women are significant contributors to the growing economy. Women empowerment is essential for the achievement of sustainable development. The full participation and partnership of both women and man is required in productive and reproductive life. In all parts of the world, women are facing threats to their lives, health and well-being as a result of being overburdened with work and of their lack of power and influence. The current scenario of women empowerment is very disbalance across the various segment of the society. Literacy plays a crucial role in promoting women's right, achieving empowerment , enhancing overall livelihood and social status of women. Various measures have been taken by ways of enacting laws and implementing policies to empower women, but still there is a big gap that needs to be filled by way of implement more stronger policies and laws and creating an environment of awareness.*

*Keywords: Women Empowerment, Literacy, Urban, Rural, Adult education, Sexual abuse, Domestic Violence, Physical abuse, Social Struggle, Government Role, Status of Women*



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## **A COMPARATIVE ANALYSIS OF MACHINE LEARNING ALGORITHMS FOR PREDICTION OF DIABETES MELLITUS**

**Ms. C. Kalpana<sup>1</sup>, Dr. J.C. Purswani<sup>2</sup>, Dr. Khushbu Purswani<sup>3</sup> and Mr. Deepak Moolpani<sup>4</sup>**

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<sup>4</sup>Faculty of Computer Science SST College of Arts and Commerce

### **ABSTRACT**

*Patient care is possible by means of big data Analytics in the biomedical and Wellness care domain in the early detection of diabetes diseases. Incomplete and low-quality medical data results in inaccurate analysis of predicting the disease. However, a lot of research has been conducted on this topic but still, the prediction of accurate diabetic disease is challenging. Predictive Analytics assist the medical practitioners in diagnosing the disease and helps them in initiating medical treatment. The objective of the paper is to address the challenge and to build Machine learning (ML) models to predict diabetic disease. We used four different Machine Learning Algorithms in this paper. PIMA Indian diabetes data has been obtained for experimenting purposes and on this data several ML algorithms have been applied. In this study, we do comparisons of various ML techniques to identify the best algorithm that leads to prediction of diabetes.*

*Keywords: Machine Learning, XGBoost, RandomForest, Naïve Bayes, Decision Tree, Diabetes*



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## **CORONAVIRUS ANXIETY AS A SOURCE OF MASS PSYCHOLOGICAL DISTRESS: A STUDY OF ITS DEVELOPMENT AND IMPACT**

**Sejal Kumari<sup>1</sup> and Dr. Sneha Nathawat<sup>2</sup>**

<sup>1</sup>Student (Department of Psychology), The IIS (deemed to be) University, SFS, Gurukul Marg, Mansarovar, Jaipur and Rajasthan (Pincode: 302020)

<sup>2</sup>Assistant Professor (Department of Psychology), The IIS (Deemed to be) university, SFS, Gurukul Marg, Mansarovar, Jaipur

### **ABSTRACT**

*The Viral outbreak entered the world with uncertainty, significant change and unexpected situation. Millions of deaths, social isolation, quarantine rules, occupational, economic and personal loss is impacting the world psychologically. People are experiencing elevated and prolonged fear and anxiety related to coronavirus. There has also been a surge in the cases of depression, post-traumatic stress disorder, generalized anxiety disorder etc. Students, employees, businesses, frontline workers or children none have been left untouched by the psychological impact of the pandemic. The pandemic promoted unexpected situation, uncertainty and psychological distress resulting in high level of anxiety. This anxiety has been termed as coronavirus anxiety. The objective of this theoretical paper is to understand coronavirus anxiety and how it is affecting the overall well-being of individual and factors responsible in developing of coronavirus anxiety. Coronavirus anxiety refers to the worried thoughts, stress, fear and concerns related to contracting the disease and mere thought of the disease, to an extent that is visible in the psychological, behavioural response and leads to being dysfunctional. This anxiety has been recently given a name by Asmundson and Taylor as Coronaphobia. Anxiety and stress are most common response in such pandemic situation, but when this response leads to impairment of daily activities it calls for intervention. As it is a new and emerging phobia it is open to wide scope for research.*

*Keywords: Coronavirus, Coronavirus anxiety, Coronaphobia, Anxiety, Fear.*

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## IMPACT OF BROMOSUBSTITUTED AROMATIC ALDEHYDE ON THE SYNTHESIS OF 3-AROYL FLAVANONES

**Choubisa Riya<sup>1</sup>, Singhvi Keerti<sup>2</sup>, Dulawat Mangal Shree<sup>3</sup> and Rathore Renu<sup>4</sup>**

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<sup>4</sup>Department of Chemistry, Bhupal Nobels' University, Udaipur, Rajasthan, India

### ABSTRACT

*Flavanones or 2,3-dihydroflavones were usually prepared by condensing 1,3-propanediones and aromatic aldehydes. For the formation of 3-aryl flavanones, aromatic aldehydes were used as precursor. In terms of yield, substitution of bromo group in the aromatic ring was investigated. The yield of the product reduces when a bromo group is introduced on the o/p position of an aromatic aldehyde because the -CHO group is deactivated for condensation with the reactive methylene group.*

*Keywords: 3-aryl flavanone, bromobenzaldehyde, 1,3-propanedione.*





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## A SURVEY ON MARKET STATUS OF KNEE SLEEVE

**Shivangi Agarwal<sup>1</sup>, Dr. Shalini Juneja<sup>2</sup> and Dr. Sumit Nathani<sup>3</sup>**

<sup>1</sup>Research Scholar and <sup>2</sup>Associate Professor, Department of Home Science, Banasthali Vidyapith, Rajasthan

<sup>3</sup>Associate Professor, Department of Dravyaguna, National Institute of Ayurveda, Jaipur, Rajasthan

### ABSTRACT

*Pain is an unpleasant sensory or emotional experience associated with actual or potential tissue damage. Knee pain is prevalent among all age groups at present. The purpose of the present study was to explore the market status of available knee sleeves. The survey was divided into nine categories viz. sleeves type, available sleeves, fibers present in knee sleeves, thickness of knee sleeves, consumer's age, purpose of knee sleeves, cost of knee sleeves and any complaints for knee sleeves. The self-structured questionnaire was developed as a tool for the study. The 50 medical store owners were surveyed to gather information. Findings indicated that majority of the store owners had simple type of knee sleeve. Majority of the stores had Tynor and Profix brands knee sleeve. Nylon fiber was majorly used as the raw material for knee sleeve. The results showed that thickness of majority of the knee sleeves vary from 1-2 mm. It was also seen that majority of the consumers for both using and purchasing the knee sleeves belong to the age group of 40-50 years. All the medical stores had knee sleeves ranging from 100-300 rupees and 75 per cent medical stores had knee sleeves ranging above 300 rupees. None of the medical store had received any complain from consumers regarding knee sleeves. Hence, it can be concluded that majority of the consumers use knee sleeve as a remedy for relieving pain.*

*Keywords: knee sleeve, compression garment, knee pain, chronic venous disease.*



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## **IMPLEMENTATION OF A BATTERY ELECTRIC VEHICLE CHARGER FOR TWO-WHEELERS**

**Sheetal parmar<sup>1</sup> and Dr. Pritesh Mankad<sup>2</sup>**

<sup>1</sup>Ph.D. Research Scholar Gujarat Technological University, Chand Kheda, Ahemdabad, 382424 & Assistant Professor, Parul University, Parul Institute of Technology

<sup>2</sup>HOD, Professor, KPGU University, Vadodara Mumbai National Highway-8-391240

### **ABSTRACT**

*In India, electric vehicles are expanding rapidly. This paper discusses the current status of charging methods of electric vehicles, the different power levels of electric vehicles. In this paper, single-phase, ac supply off-board chargers with CC, CV, and CC-CV charging methods are discussed and compared all the charging methods of an electric vehicle with the help of lithium-ion battery in MATLAB Simulink 2020 and taking output parameter of the lithium-ion battery like state of charge, output voltage, current & efficiency of lithium-ion battery with 4.2volt,24 AH, 48-volt lithium-ion battery.*

*Keywords: Li-ion battery, dc to dc converter, electric two-wheeler vehicle*



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## **KUNDALINI SHAKTI AND TECHNOLOGICAL APPROACH FOR COMING OF AGE**

**Kimaya Gupta<sup>1</sup>, Siddhartha Sarkar<sup>2</sup>, Ayushi Jhanwar<sup>3</sup> and Rakhi Gupta<sup>4\*</sup>**

<sup>1,2,3</sup>Department of Computer Science and Engineering, School of Engineering, JECRC University, Jaipur, India

<sup>4</sup>Department of English, School of Humanities & Social Sciences, JECRC University, Jaipur, India

### **ABSTRACT**

*The invincible power of Kundalini Shakti-Mother of Universe- is also known as Parashakti (supreme power). The Parashakti includes an in-depth study of human's- the conscious, preconscious unconscious mind assisted with an analytical study on the coming-of-age group and their confessionalism voice. The Confessional voice includes all taboo areas such as youth depressed mental status, anxieties, and personal trauma. Along with this, it also counts the youth suicidal tendency due to external and internal surrounding such as traumatized family environment, miserable impact of bullying, ideal standard of beauty, and the negative relationship between poor health and unemployment status in the family. Therefore, the concept and the process of Kundalini awakening is pivotal in today's time. It will help future generation to show the hidden strength of Transcendentalism meditation which enlightens spiritual unconscious power and transform it into self-awareness. The aim of this study is to understand the two different approaches (Parashakti and computer aided techniques, Digital Pills, and Digital Detect Method) to bridge the gaps between spiritual and technology in transforming the suppressed voice into action. This paper provides an in-depth review on the Parashakti process of three invisible Gunas of individual nature – sattva, rajas, and tamas and their association with the atman and Brahman to understand the bildungsroman journey of intellectual, moral, and spiritual development. The detail study on the technological advancements in artificial intelligence (Tools like Chatbots, Video Game Therapy) in treating patients diagnosed with anxiety or depression and Attention Deficit Hyperactivity Disorder (ADHD), are also discussed in this paper.*

*Keywords: Kundalini Shakti, Transcendentalism, Chatbots, Attention Deficit Hyperactivity Disorder, Digital pills, Digital Detect Method*

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## APPLICATIONS OF INDUSTRY 4.0 IN SERVICE/MANUFACTURING SECTOR

**Ammar Bagdadi, Ajay Gangrade and Vijay Bhosale**

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India

### ABSTRACT

*Industry 4.0 is a concept that represents Artificial Intelligence, digitization, cloud computing, Internet of Things and Big Data to gain competitive advantages in domestic and global markets. Most research on this topic focus on production scheduling and examine the effects in the smart factory domain. There is a need of research on the applications of the industry 4.0 enabling technologies in manufacturing processes. The roadmap toward I-4.0 is complex and multifaceted, as manufacturers seek to transition towards the new and emerging technologies, while retaining the operational effectiveness and a sustainability focus. This study focused on applications of industry 4.0 in the area of Medical, Food supply chain & Automotive Sector by presenting a critical evaluation with impacting the next generation of manufacturing challenges and various barriers for implementation. Further-more research gaps and the future work needed will be discussed.*

*Keywords: Industry 4.0; Manufacturing; Internet of Things (IoT); Blockchain, Big Data. Copyright © Journal of Engineering, Project, and Production Management (EPPM-Journal). DOI XXXXXX*





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## **DYNAMIC ADAPTIVE SECURE ROUTING FOR MOBILE AD-HOC SENSOR NETWORKS (MASNET): A COMPREHENSIVE REVIEW**

**Dr. J. Viji Gripsy<sup>1</sup> and Dr. A. Jayanthiladevi<sup>2</sup>**

<sup>1</sup>Post-Doctoral Research Fellow, Department of Computer Science & Applications Srinivas University

<sup>2</sup>Professor, Computer Science and Information Science, Srinivas University, Mangalore, Karnataka, India

### **ABSTRACT**

*The rapidly evolving wireless service needs and deployment demands over the last several decades have demanded the use of Mobile Ad hoc Networks in a variety of applications. A Mobile Ad-Hoc Sensor Networks (MASNET) is a collection of wireless mobile nodes without any pre-defined topology and infrastructure. This does not rely on any centralized access point, or administration. Due to this nature and characteristics, it affected by severe network overhead and energy based issues. Environmental monitoring, disaster relief operations, military communications, and other safety-critical sectors are among the application areas. The underlying routing protocol has a considerable impact on the effectiveness of an ad hoc network deployment in a given situation. As a result, establishing an efficient and secure routing protocol for MASNETs is a critical challenge for meeting service level criteria and efficiently meeting deployment objectives. In this paper reviewed about MASNET, sensor network, features, current challenges, applications, obstacles of MASNET security, and Security of Routing Protocols in MASNET.*

*Keywords: Mobile Ad-Hoc Network, Sensor Network, MASNET, Security Routing, Recent Challenges, Obstacles of MASNET*



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## PORTRAYAL OF HUMAN RELATIONS AND EMOTIONS BY RUSKIN BOND

Sanchna Chopra<sup>1</sup> and Dr. Vinaya Kumari<sup>2</sup>

<sup>1</sup>Research Scholar, Amity University

<sup>2</sup>Associate Professor, Amity University

### ABSTRACT

*Writers write not for fame or wealth but for self-actualization and to present their comments on the societal scenario around them. This paper explores Ruskin Bond's depiction of love as a reflected in his character's subconscious behavior. Bond's characters do not seem like characters, instead their relatability factor is so high that every reader finds a little bit of themselves in the characters. His characters feel like they are real people from the real world facing real challenges and feeling real emotions. The names of the characters are names we all have heard in our regular lives and the locations his stories are set in are commonplace. His character's real, mundane, at times uncomplicated monotonous lives reflect our trivial and beautiful lives and is what make his work approachable to all kinds of readers. This blunt, honest, and appealing portrayal of his characters is what made Bond stands out amongst his peer writers in these contemporary times. An idealist who writes like an optimist, finding the silver lining while acknowledging the greyness of the cloud it surrounds. This quality of subtly unraveling each layer of the reader's emotions is something even the finest of authors struggle with and thus makes him a master of his craft. Bond believes in art for art's sake and thus he presents life in all its glory with all its colors on display. This stark presentation of life's vices, follies, drawbacks, and the vulnerability of human character exhibits the balanced co-relation between Nature and humans as it is in the cosmos. What made him successfully convey his deep insight of humans without any alterations or exaggerated emotions was his unique methodology of maintaining focus on realistically portraying human nature, their ideas, thought process, and emotions, while staying true to his passion towards nature and each creature in it.*

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## **A STUDY OF THE PSYCHOLOGICAL EFFECT: THE LADY MACBETH EFFECT**

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<sup>2</sup>Assistant Professor, Department of Psychology, The IIS (Deemed to be) University, SFS, Gurukul Marg, Mansarovar, Jaipur, Rajasthan

### **ABSTRACT**

*The lady Mac-Beth effect is a condition in which an individual urge to risen their hands or body when they have a feeling that they have done something wrong i.e., which is inappropriate in order to clean their conscience. So, this study is to find how much people clean themselves or wash their hands indeed because of their guilty conscience. People are always not having a tendency of washing hands or bathing in can be a cause and effect of their remorseful morality. It not always having a physical cleanliness there can be an alternative for purifying their mortified morality. Studies have exhibited that people keep themselves clean indeed for cleaning their sins. Famous study of Zhong and Liljenquist (2006) was replicated but didn't found the evidence of Macbeth effect. In further findings, observed about physical purity as an attainment of moral purity could show a sign of Macbeth effect. In addition, few studied have also showed the brain areas which are involved in the guiltiness due to immoral deed.*

*Keywords: Macbeth effect, moral purity and physical purity*



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## INFLUENCE OF SECTION 377 ON RELATIONSHIPS OF THE MSM COMMUNITY WITH THEIR FAMILY MEMBERS

Kriti Jeswal<sup>1</sup> and Prof. (Dr.) Anjali Midha Sharan<sup>2</sup>

<sup>1</sup>Ph.D. Scholar GD Goenka University

<sup>2</sup>Dean, School of Humanities & Social Sciences GD Goenka University

### ABSTRACT

**Background:** Sexual and gender minorities all over the world are heavily impacted by the attitudes and beliefs of those around them. With this study, the researcher is trying to explore the impact of Section 377 (2018 judgment) on the relationships between the Men who have Sex with Men (MSM) and their parents.

**Method:** This qualitative study was completed using semi-structured interviews that were conducted with 11 MSM who were living in Delhi and had come out to their parents. Additionally, interviews were also conducted with 5 parents of the selected MSM Community members. Qualitative content analysis was used to examine the data. Five major themes were identified; awareness of one's sexual orientation, relationship dynamics with parents before coming out, disclosure of MSM identity to parents, change in relationship with parents post coming out and parent's response and support towards their son's sexual orientation.

**Results:** During their adolescent or early adulthood years, the selected group of MSMs became certain of their sexual orientation. During the age range of 15-23 years, all MSM participants reported disclosing their sexual identity to their parents. The majority of MSMs (73%) reported no changes in their relationship dynamics with their parents after they came out, whereas the minority (27%) reported significant alterations. The majority of participants were thrilled with the 2018 Section 377 judgment and 64% of MSMs stated that as a result of the verdict, their parents have become much more supportive of their sexual orientation.

**Conclusion:** The release of the 2018 judgment on Section 377 marked the decriminalization of the LGBT community. Through a systematic review of literature and results of the study, it can be concluded that the majority of parents and their MSM sons were relieved and thankful to the government for finally serving justice and equality for millions of people in India.

**Keywords:** MSM (Men having sex with men), Homosexuality, LGBT, Parents, Acceptance, Rejection, Sexuality, Relationship, Youth



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## NEPAL IN CRISIS: TRAGEDY TINGED WITH HOPE

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### ABSTRACT

*The emission of greenhouse gas blankets the earth trapping the sun's heat waves. This leads to a rise in temperature with scientists and ecologists term it as climate change. The world is now warming faster than at any point in recorded history. This affects the agriculture, forestry, human health biodiversity, and the snow-covered mountains. Changes in climatic factors such as rise in temperature, uneven precipitation patterns, solar radiations have a great influence on crops which on the other hand affect the lifestyle of humans and in particularly women. This study examines Nepal under immediate climate crisis. Nepal is prone to a variety of recurring natural disasters such as floods. Water is one of the most important lives' driving factor. Nepal experiences both extremities. Too much water and too little water. Flood happens due to extreme weather conditions damaging the lifestyle and drought happens when there is no proper management during the floods. Both affect the people on the mountain terrains. This paper examines how nature repays us for our deeds in different forms. Women are mainly affected by climate crisis. The hardships faced by the women and it also examines their strong will power in overcoming it. Many native descendants are even unaware of what is happening around them. The crisis the world is facing now is not just climate change. Its everything's change. The world is in an important mission to save the planet and to transmit it to the next generation.*

*Keywords: climate change, agriculture, climate crisis, women issues, temperature rise, gender inequalities in climate.*

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## PHONEME - ON/OFF MENTAL IMAGE REALISATION

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### ABSTRACT

*Modern linguists' claim phonemes are distinctive sound units capable of distinguishing a word from other words. An empirical research on twenty-four elementary students aged between five and seven pointed out phoneme (the smallest unit in phonology) is realized as reflection of already constructed images in mind. Evidences from students who can identify alphabets of Malayalam (L1), Arabic, Hindi and English (L2) as well as numbers (1-10 only) in their L1 and L2s showed 'the differences' on language units. When presented four different cards bearing a 'phonetic element' representing distinct sound(s) or numbers of L1 or L2s, a disagreement did arise among the candidates on 'actuality'. Little realization of sameness/differences at the sight of 'phonetic element' did not support for 'distinctiveness of sounds'. It counter argued instead they (visualized phonetic element) are realized mental images.*

**Keywords:** mind, phoneme, images, L1 and L2s



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## **AN EFFICIENT AI BASED FRAMEWORK FOR MONITORING AND SUGGESTING FOOD CONSUMPTION**

**Kuldeep Sharma<sup>1</sup>, Kanahaiya Lal Ambashtha<sup>2</sup>, Rajeev Kumar<sup>3</sup> and Satish Kumar Gupta<sup>4</sup>**

<sup>1</sup>Department of Computer Science and Engineering, Lovely Professional University, Phagwara, Jalandhar Punjab, India

<sup>2,3,4</sup>Faculty of Information Technology, Gopal Narayan Singh University, Jamuhar

### **ABSTRACT**

*Emerging technologies like Artificial Intelligence, Machine Learning, Blockchain are facilitating the medical healthcare sector in numerous ways. This artificial intelligence-based framework is designed for controlling the fitness of humans in the consumption of food intake with respect to physical work. The proposed framework is designed for controlling and monitoring the diseases based on the lifestyle of the individual. By using this framework, especially a diabetic or obese man who is neglecting food consumption and physical exercise. This framework will store all the exercise with calories burnt time-wise during the day through the smart IoT-based watch proposed in this framework. It is also storing the food eaten, juices intake, or water intake through the camera hanging in the neck. Artificial Intelligence is used to provide suggestions for avoiding the specific intake of food observed by the framework via the camera in the locket. The calories burnt through physical exercise done by the human being through the various sensors like a gyroscope for steps etc. The paper tried to provide suggestions based on the intake of the individual for the energy consumed by the foods and the outcome by the work outperformed by the various exercises and energy burned with the help of the band embedded to the wrist of the individual.*

**Keywords:** *Internet of Things, Arduino, Wi-Fi, Cloud Computing, Big Data Analytics, Disease, chronic, Non-Communicable, Framework, Artificial Intelligence.*

# ABSTRACT

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## **A PROFITABLE AND NEW APPROACHES OF SOCIAL INNOVATION IN THE HANDICRAFT SECTOR. CASE STUDY: SOCIAL INNOVATION THROUGH THE ITC COMPONENT ON THE FINANCIAL MECHANISM OF THE STATE**

**Dr Gyan Prakash Yadav<sup>1</sup> and Uma Shankar Yadav<sup>2</sup>**

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### **ABSTRACT**

*Economic growth is driven by a number of factors including labour productivity, the ICT industry, natural resource ownership and, last but not least, efficient, effective and productive public administration through the support it provides to private sector organisations and unorganised small industries specially in handicraft sector. As governments face new challenges designed to ensure fiscal consolidation by raising tax revenues or stimulating growth, competitiveness and employment, the increase of efficiency is driven by better governance, faster service delivery and greater stakeholder engagement in the handicraft sector as traditional and sustainable industries. Social innovation is more difficult to define and identify in the handicraft sector, as efforts to understand and promote it are hampered by a lack of analysis and quantitative evidence. However, the handicraft sector needs to innovate to be more efficient and to meet the growing demand of citizens specially rural and nature loving citizen of country as well as global level. **Objectives:** The aim of this article is to present a framework on how to innovate through the IT component in the handicraft sector, with a focus on financial mechanisms for tax collection goods and service tax in India. **Approach:** This article is based on a bibliographical research of literature in the field of social innovation, oriented towards the handicraft sector even more research has been done in public sector but we want to study in handicraft sector. **Results:** The importance of social innovation in the handicraft sector should also be understood as a way to combat actions that generate increase costs or taxes and get motivation from public sector. In the medium and long term, social innovation is useful for facing societal challenges and for better global integration of countries that are "modest innovator".*

**Key-words:** handicraft sector, social innovation, public sector, ITC, taxes.



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## STOCK MARKET IN UAE

**Dr. Yallapragada Padma**

Professor, Stanley College of Engineering & Technology for Women, Hyderabad, State of Telangana, India

### ABSTRACT

Trading in stocks on the stock market is typically driven by speculation, based on company news and performance factors. There are two ways to try and find the market value of a stock. Stock value is determined using some type of cash flow, sales or earnings analysis. This form of stock valuation is based on historic ratios and statistics and aims to assign market value to a stock based on measurable attributes. Another way a stock market can be explained is to ask one to look at how much investor is willing to pay for a particular share of stock and by how much other investors are willing to sell a stock for. In other words, it explains the market's supply and demand. This form of stock valuation is very hard to understand or predict, and it often drives the short-term stock market trends the article title "The Stock Market in UAE" was done to assess the stock market in the country. The tool used for data collection was a secondary data from different sources like ESCA (Emirates Securities & Commodity Authority), Abu Dhabi Securities market, DFM (Dubai Financial Market) and DGCX (Dubai Gold & Commodities Exchange). The main finding of the study was that, the Stock market in UAE is new and still needs for more rule and regulations to meet the standards of international stock market. The researcher understands that there could be two reasons for this finding, either the market is not that free in decisions (demand and Supply) and the market have its own rules and regulation which is make it a way from the international lows of stock and securities exchange. Therefore, it can be assessed that, the stock market in UAE needs some lows to enhance their activities. The researcher has undertaken a sincere effort in understanding the stock market in UAE and hopes that the findings and suggestions elicited in the thesis would be productive to the market.



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## **TRANSITIONING FROM DIGITAL LITERACY TO DIGITAL CITIZENSHIP: ISSUES AND CHALLENGES OF INFORMATION AND LIBRARY PROFESSIONALS**

**Prof. A. Suryanarayana**

Former Dean, Faculty of Management, Osmania University, Hyderabad

**Dr. Vuppala Lingaiah**

Library In-charge, Symbiosis Law School, Hyderabad, Symbiosis International Deemed University

### **ABSTRACT**

*Efforts are afoot globally to make literacy the driving force at all levels of the teaching-learning processes at all levels in Higher Educational Institutions. UNESCO has always underscored the crucially important services of Library and Information Professionals (L&IPs) who are instrumental in motivating and facilitating the return of adult males and females to academic pursuits. Of late, in many and varied contexts encompassing not only educational institutes of every description but also work settings of all kinds, two critical aspects are being acknowledged as the real imperatives viz., Information Literacy and Browsing the Internet for building a knowledge society. Digital Literacy (DL) skill is a more contemporary concept but is limited to practical abilities to effectively and critically navigate, evaluate, and create information using a range of digital devices and technologies. This article examines the roles and responsibilities of L&IPs in the transformational journey of DL to Digital Citizenship.*

**Key Words:** Information Literacy (IL); Digital Literacy (DL); Library & Information Professionals (L&IPs); and Higher Educational Institutions.



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## **CRITICAL INFRASTRUCTURE FOR ELECTRONIC INFORMATION SECURITY AND CYBER DEFENCE**

**Syed Maaz**

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**Dr Garima Sinha**

Associate Professor, Department of Computer science Engineering, SET, Jain Deemed to be University,  
Bangalore, India

### **ABSTRACT**

*This article examined to aware people about cyber security and increase its infrastructure. Here we are attacking a metasploitable-2 machine using kali Linux as attacker machine. Here we are using method of black hat hacker like how they attack in 5 steps like reconnaissance, scanning, gaining access, maintaining access, clearing tracks. First gather as much as information about target this is the first step in hacking also known as reconnaissance where hacker gather all the details about victim or target machine from social media or website name/IP address or using some important hacking tools then scan for open ports and services it's using, after getting all these things we will exploit it using msfconsole in Linux terminal in third step of hacking then next is to maintain access to that victim device until the work is over after it remove all tracks such that no one can catch. We already have so many papers and articles that tell us we have to secure our networks, systems, websites and personal data. Even in some papers we will get a lot of information on networks, internet connected devices (IOT), security architecture, security infrastructure and so on. But in this paper we are going to see a real time Cyber Attack with step by step by knowing this it would be easy for us to secure ourselves in future. Results show that it is really easy to attack if we don't spread awareness about cyber security among people and we must have to improve its infrastructure*

**Keywords:** *Cyber Security infrastructure, CSIRM team and risk reduction, Ethical Hacking, Kali Linux, Metasploit, Network infrastructure in cyber security, SCADA system.*

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## **HOW ORGANIZATIONS BECOME EXPOSED TO CERTAIN CYBER-ATTACKS OR BREACHES AND WAYS TO MITIGATE**

**Johnson Muungano Maximillian**

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Email: johnsonmuungano@yahoo.com

**Dr Garima Sinha**

Associate Professot, SET Jain University, Bangalore, India

### **ABSTRACT**

*At this age, it is very hard not to believe that the world needs cyber security in all aspects since all conversations whether enterprise or not cyber security must be included. Breaches are discussed regularly based on how the organizations become victims of this matter. A search on the word Breach will bring about so many results on what a data breach might be.[11] The concepts that we are going to have in this paper are to ensure the right readability and knowledge.*

*Data breach: This refers to any temporary terror that causes huge damage to an enterprise, government or individual level after having sensitive information is exposed. In general, breaches occur due to a weakness in either technology or one's behaviour. So, we see that anyone can be at risk of a data breach from individual to a high level.*

*Keywords: Computer security, Incidents, Breaches, Attacks, Data, Cyber*





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## SOFTWARE BUG REPORT

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**Dr Garima Sinha**

Associate Professor, Department of Computer science Engineering, SET, Jain (Deemed to be ) University, Bangalore,India

### ABSTRACT

*In software program development groups acquire trojan horse revisions that describe unintentional overall performance of the software program merchandise frequently. When a brand new Trojan horse file is received, software program builders normally want to recreate the trojan horse, carry out code revisions. This guide technique may be tedious and is frequently extraordinarily time consuming. In order to assist reduce software program builders non-independent tries at finding a software program trojan horse.*

*Bug revisions are crucial software program artefacts that describe software program bugs, mainly in open-supply software program. Open source software is available for free groups regularly utilize open software Thesaurus reporting to permit customers take part through reporting bugs. This exercise can cause greater replica revisions, as customers may be much less rigorous approximately, studying shows software Thesaurus revisions. This paper examines how Free/Open Source software initiatives address replica software Thesaurus revisions. We tested 12 Free/Open Source initiatives: four small, four medium and four large, in which length became decided through wide variety of code writer. First of all, we observed that opposite which is said from research of character big initiatives like JDK and Eclipse Oxygen, replica software Thesaurus revisions are problem for Free/Open Source software initiatives, mainly medium-classify, that battle with big wide variety of yielding in need the assets initiatives. Secondly, we observed the focal point of task no longer have an effect on the wide variety of replica Software Thesaurus revisions. So, in right proper here, we anticipate to apply magnificence algorithm such classification algorithm and clustering algorithm for software Thesaurus resolving. The cease end result of our research endorse to make more scaffolding and education for analyst and who uses computer. Using an earlier research, this paper indicates the analysts how to resolve the bugs.*

*Keywords: - Bug report, Software Program, Thesaurus software, Eclipse Oxygen, Indicate, Initiatives, Scaffolding, Resolving, Classification, analysts, Extraordinarily, Trojan horse.*

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## CONTRACT AWARD BASED ON PREQUALIFICATION CRITERIA: A KEY FOR PROJECT SUCCESS

**Mangesh M. Kapote<sup>a</sup>, Pratik Patil<sup>b</sup> and Sunil S. Pimplikar<sup>c</sup>**

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<sup>b</sup>Research Graduate, School of Civil Engineering, Dr. Vishwanath Karad MIT WPU, Pune, India 411038

<sup>c</sup>Professor, School of Civil Engineering, Dr. Vishwanath Karad MIT WPU, Pune, India 411038

### **Abstract**

*One of the most important and crucial step in any construction project is to choose the right contractor. The process of award of contract involves investigation, screening and selecting the best contractor for the given project. Selection of inappropriate contractor can trigger conflicts, time and cost overruns which in turn results in failure of the project. From the review of literature, it is observed that contract is awarded based on "lowest bidder" concept in many countries, thus compromising with quality and resulting in project failure. The goal of this research is to identify present contractor selection approaches and further measure the impact of contract award without using prequalification system, through quantification of 7 project performance criteria. The outcome of this study indicates the contractor selection should be done based on a quantitative prequalification system; otherwise, it may lead to negative impacts on project such as increase in claims cost, time and cost overruns to name a few.*

**Keywords:** Contractor selection; multi criteria decision making; prequalification system; time and cost overruns.



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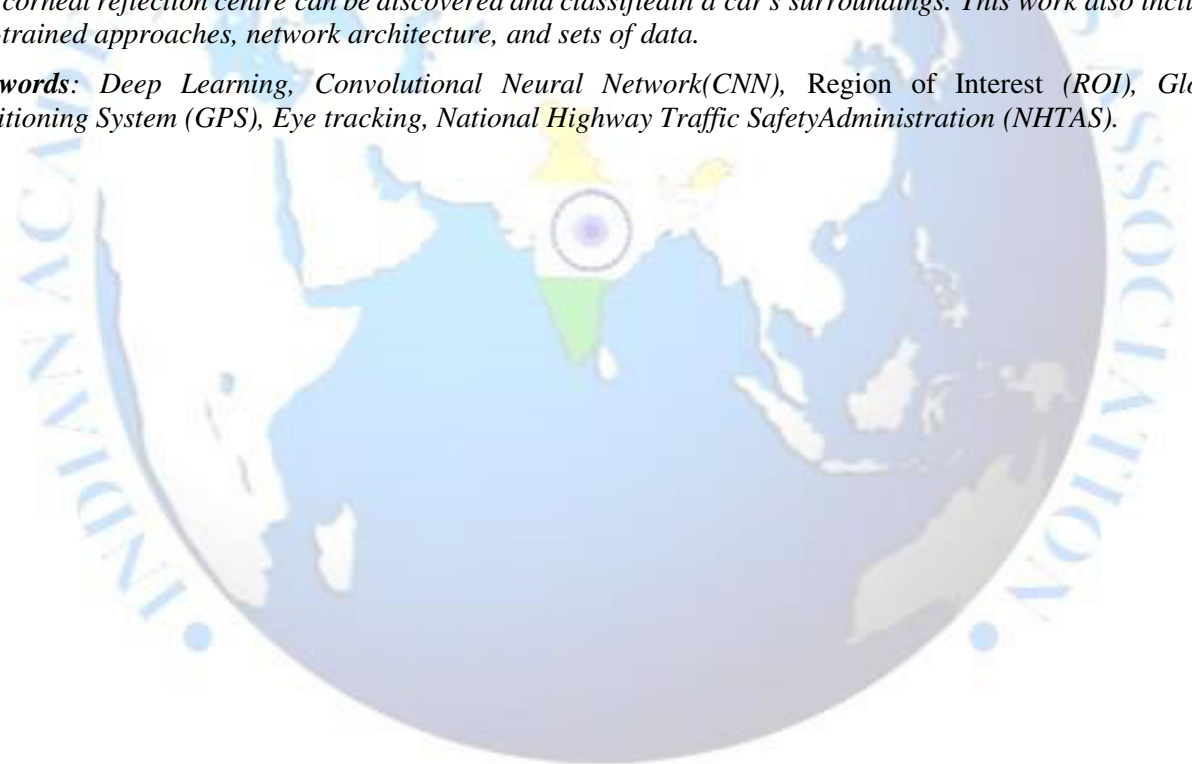
## LIVE GAZE DETECTION BASED ON CONVOLUTIONAL NEURAL NETWORK MODEL

**Rishi Gautam<sup>\*</sup>, Ravi Patel, Shreyanki Rai, Suraj Mishra and Dikshant Nayak**  
Department of Mechanical Engineering, Medi-Caps University, Indore-453331, M.P., India

### ABSTRACT

*A colossal shift is needed to stem the rising mortality toll from car crashes, which are mostly the result of distracted driving. Finding out where a driver's gaze is focused might tell you a lot about their driving style. Installing technology that effectively identifies the driver's gaze at an affordable price can help to improve the driver's overall safety. When drivers' eyes are moved without their heads turning to gaze at objects, the accuracy of their gaze detection is compromised. Eye gaze prediction is critical for new consumer electronic applications, including driver tracking systems and innovative user interfaces, to function properly. For these systems to be effective, they must be able to operate in challenging and uncontrolled environments while requiring minimal power and cost. For this problem, the Convolutional neural network can be used to detect the active gaze. First, an innovative neural network model can be coded to manipulate each possible influence of the structure, such as the regions including both eyes and head location; the second alternative is data fusion, which integrates the gaze set of data into one single approach by combining them. Changes in ambient light, perceptions off of glass, and gesture optical blurring all affect the precision with which the pupil and corneal reflection centre can be discovered and classified in a car's surroundings. This work also includes pre-trained approaches, network architecture, and sets of data.*

**Keywords:** *Deep Learning, Convolutional Neural Network (CNN), Region of Interest (ROI), Global Positioning System (GPS), Eye tracking, National Highway Traffic Safety Administration (NHTSA).*



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## **SUSTAINABLE PLANNING OF ROAD INFRASTRUCTURE USING PROJECT DEFINITION RATING INDEX (PDRI) AND GREEN MATERIALS**

**Appa M. Kale<sup>1</sup> and Sunil S. Pimplikar<sup>2</sup>**

<sup>1</sup>Research Scholar, School of Civil Engineering, Dr. Vishwanath Karad MIT WPU, Pune-38, India

<sup>2</sup>Professor and Program Head for Construction Management, School of Civil Engineering, Dr. Vishwanath Karad MIT WPU, Pune-38, India

### **ABSTRACT**

*Road infrastructure can be built by using the sustainability concept. A conventional road causes environmental degradation as well as it affects the economy of physical infrastructure. To overcome this problem sustainable planning is a very prominent solution. This research explores to develop a matrix which maps the Sustainable Development Goals (SDGs) and Project Definition Rating Index (PDRI) tool. Sustainability in road construction is achieved by use of green materials hence reducing the global warming potentials and replacing existing materials.*

*Keywords: Sustainable Planning, Road Infrastructure, Project Definition Rating Index, Sustainable Development Goals, Global Warming Potentials, Carbon Credits.*





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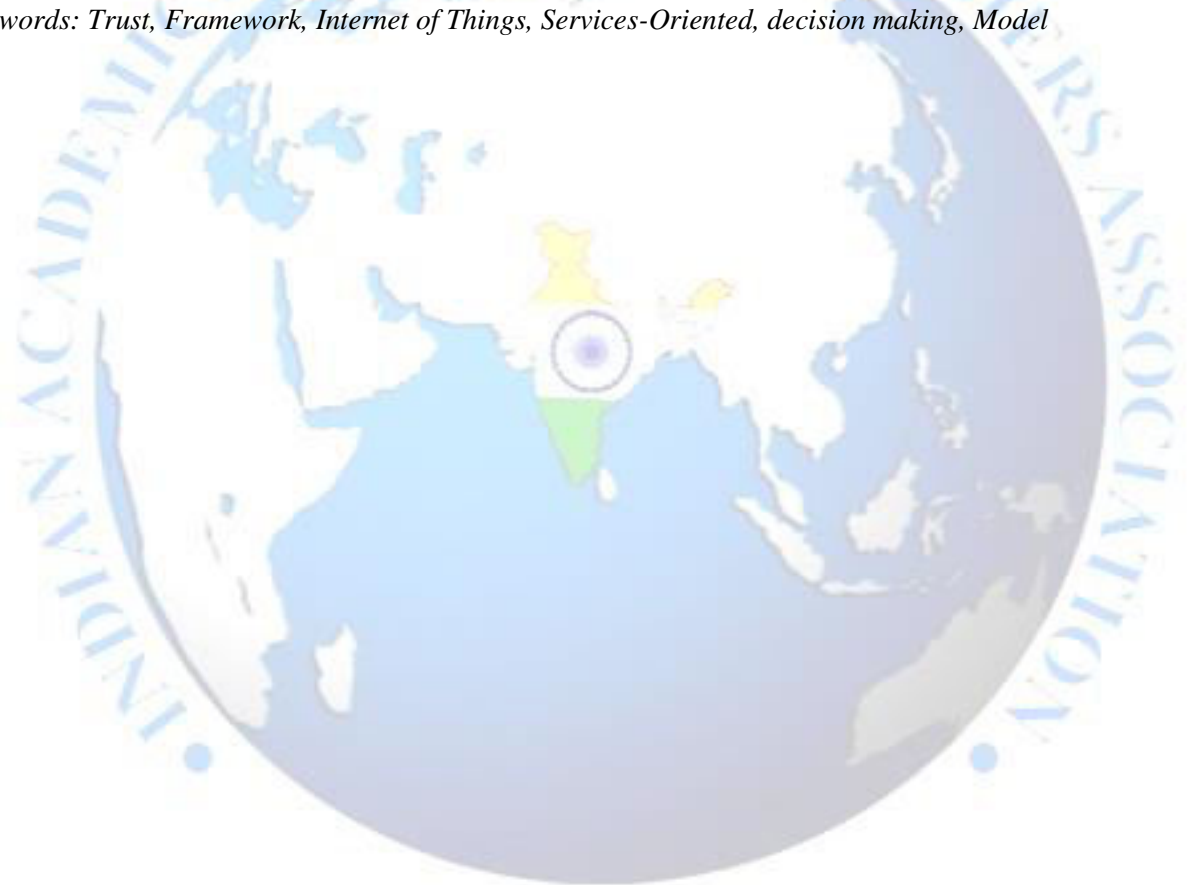
## **AN APPROACH TO DESIGN TRUST BASED MODEL FOR TRUST EVALUATION IN SERVICE SELECTION OF IOT**

**Shweta and Sunil Kumar**

### **ABSTRACT**

*Internet of things connect virtual and real world together which introduced my service oriented application. Whereas, availing a service from IoT environment becomes a risk oriented work, hence service should be trustworthy. In this paper, a novel trust based generic model is proposed by considering various characteristics of service provider, direct experience of consumer and aggregating them with the indirect recommendation of other users in the system. The basic modeling framework is also described which explains the various phases of service oriented model by considering their sequential connection. The proposed model is scalable, adaptive, secure and quantized in nature which can even work in dynamic environment, several attributes and parameters selection with their effective weight value can result in a very effective and efficient trust model for different real service-oriented applications.*

*Keywords: Trust, Framework, Internet of Things, Services-Oriented, decision making, Model*



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## **DESIGN OF AN EFFICIENT AMBIENTLY SECURE KNOWLEDGE-BASED DATASET FOR INTRUSION DETECTION SYSTEMS**

**Ritu Bala<sup>1\*</sup> and Ritu Nagpal**

Guru Jambheshwar University of Science & Technology, Hisar, India

### **ABSTRACT**

*An effort is made to integrate various tools and techniques to generate inside and outside attacks for a Network. Various proactive and reactive attacks were generated from source host to destination host for internal Networks, websites, and databases to create probing, DOS, U2R, R2L, and cyber threats. This paper presents the proposed Signature-Based(knowledge) dataset for intrusion detection systems. The raw data was collected from a controlled environment and then processed to have 41 features with full labels. Various paradigms and platforms have been employed, resulting in 41 attributes(parameters) for the traffic. DDoS attacks have also been launched against the server for a collection of sufficient traffic of DOS. Analysis of logs of these attacks at the victim end was accomplished, resulting in a collection of traffic at the host. Further, four classification algorithms were used for analysis, and it is found that Random Forest was the best among all with the highest accuracy.*

**Keywords:** Dataset, Attacks, Attack Tools, Sampling, Random Forest, KNN, SVM, Logistic Regression.



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## PERFORMANCE COMPARISON OF HARD FUSION RULES IN COGNITIVE RADIO NETWORKS

**K. Annapurna, Meesala Bharath and K. Anil Kumar Reddy**  
VFSTR Deemed to be University, Guntur, Andhra Pradesh, India.

### ABSTRACT

*Spectrum sensing plays an important role in cognitive radio networks. The sensing should be more accurate to ensure the primary users to experience least interference, secondary users to get better opportunities for spectrum utilization. But in real time the sensing results are not accurate due to multipath data communication and shadowing. One of the best solutions to improve the sensing accuracy is cooperative spectrum sensing. In cooperative spectrum sensing, multiple secondary users are placed at different locations and transmit their sensing information to a fusion node. The fusion node takes final decision on the primary users' presence based on the data collected from different secondary users and with the help of fusion rule. The impact of different hard fusion rules on sensing accuracy is presented in this paper.*

**Keywords:** *Cognitive Radio Networks, Cooperative Spectrum Sensing, Fusion, Sensing Accuracy, signal detection.*



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## THEORETICAL FRAMEWORK OF STUDENT ACTIVISM

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795003

### ABSTRACT

*Student activism refers to the instances of student unrest posing a significant challenge to the established order or authority. It has created a striking force to act decisively in many nations. A massive wave of student activism emerged in the 1960s worldwide. Student activism usually arises from the conflicts between competing forces in a complex power system. The birth of the university has become the central place for socialising the youth students. The university students have the spirit for more willing to participate in the activities for a change. Many forces have compelled them to become rebels in their activism, resulting in a mass movement receiving enthusiastic support from intellectuals and the public in many events. They organised themselves to launch protests through their organisation against the flawed system. The student organisation has always been a platform for the students to move forward. The collective action of the students constitutes a significant challenge to the harms that fetter the progress of the educational and socio-political life. Their activism has proved to be a legitimate activity in many nations. It is successful in introducing far-reaching changes related to educational and socio-political aspects. The present paper clearly illustrates a theoretical framework of student activism.*

**Keywords:** Activism, Organisation, Students, University, Youth.





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## **URMILA PAWAR'S AAYDAN AND MOTHER WIT: A NARRATIVE OF SOCIAL REJECTION, EXCLUSION, LANGUAGE, RESISTANCE, VOICING AND EMPOWERMENT THROUGH EDUCATION**

**Ulka Tewari**

Research Scholar, AIESR, Amity University Noida & Asst. Prof. Doon Business School, Dehradun

**Dr. Vinaya Kumari**

Associate Professor, AIESR, Amity University Noida

### **Abstract**

*Many Dalit literary works have expressed the experience of social rejection in their works. This paper deals with the implications of the idea about the language, existence of social rejection, exclusion, sufferings, social experiences, trauma within their community and also the darker side of how women are treated in their households by the people of their own community. Also how they overcome the situation with the passage of time being self-determined keeping a positive distinction and maintaining individuality using education as a tool to empower them taking reference of famous Dalit women autobiography Aaydan and short story collection Motherwit by Urmila Pawar.*

*Key words: Social rejection, experience, exclusion, dalit, women, language.*



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## EXPLORING OPEN SOURCE INFORMATION FOR CYBER THREAT INTELLIGENCE

**Madhavi M. Netke\*, Prof.Sarita Patil and Prof .Manjushree Mahajan**

Department of Computer Engg G.H.Raisoni College of Engineering and Management , Wagholi , Pune,  
India

### ABSTRACT

*Cyberspace is playing most forehead role in everyone's life. Daily use of social media cannot be replaced by any other thing. We are using social data for analyzing to discover newly found cyber threats and thefting of datapatterns as well . We are using AI to propose this system to move it out from cyber danger. Main aim to design a projectis by having twitter datawe can design system by usingNaïve Bayes classifier, support vector machine ,Decision tree classifier, Random forest algo,ANN.Preferable model is ideally designed for defining cyber threats and their types.*

**Keywords:** *Machine learning, Support vector machine, Naïve Bayes classifier, Artificial neural network, Decision tree classifier, Random forest ,Threats*



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## GLOBAL ISSUES OF TEACHING-LEARNING COMPETENCIES FOR TEACHERS IN THE ERA OF GLOBALIZATION OF EDUCATION

**Dr. Pratima Mishra**

Professor, Dr D. Y. Patil College of Education, Pimpri, Pune

### ABSTRACT

*Teaching-learning for global competency offers students meaningful opportunities to analyse and explore complex global challenges, communicate respectfully in diverse environments, and apply learning to take responsible, ethical action in contemporary global contexts. Global learning is based on the principle that the world is comprised of interdependent yet inequitable systems. Further, it acknowledges that the teaching and learning process has a vital role in expanding knowledge of human and environmental systems, addressing privilege and stratification, and guiding change and sustainable development. Global learning also fosters the ability to advance equity and justice locally and globally.*

**Keywords:** *global competency, Globalisation, Teaching-learning competency, Global learning, Global Teaching*



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## **PHYSICAL EDUCATION TEACHERS' KNOWLEDGE, ATTITUDES AND BEHAVIOURS TOWARDS SUSTAINABLE DEVELOPMENT IN MANIPUR**

**Dr. Sarungbam Sen Singh**

Former Research Scholar, Department of Physical Education and Sports Science, Manipur University,  
Canchipur, India

**Chongtham Khogendra Singh**

Assistant Professor, Department of Teacher Education, Manipur University, Canchipur, India

### **ABSTRACT**

*This paper is an attempt by the authors to analyse the knowledge, attitudes and behaviours relating to various aspects of sustainable development. The participants were a group of physical education teachers (n=25) government, government aided schools and private school in Imphal West district of Manipur. The tool used was a 51 items questionnaire developed by Michalos et al. (2014). The data were collected during January-March 2020. The objective of the study was to analyse the difference in knowledge, attitudes and behaviours concerning various aspects of sustainable development of PETs according to their age and sex. The results show Older PETs exhibiting better SD Attitudes and marginal better SD Behaviours than their younger counterparts. The results also show Female PETs exhibiting better SD Attitudes and better SD Behaviours than their male counterparts.*

**Key terms:** Physical education teachers (PETs), sustainable development, knowledge, attitudes, behaviours.





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## A DETECTION AND SEGMENTATION OF MEDICAL IMAGE USING MACHINE LEARNING ALGORITHMS

**Md. Nazmul Hassan, Tabassum Progga and Md. Ismail Jabiullah**

Department of Computer Science and Engineering, Daffodil International University, Daffodil Smart City,  
Ashulia, Dhaka, Bangladesh

### ABSTRACT

**Background and objective:** Fatty liver disease (steatosis) is a common condition caused by an accumulation of fat in the liver. A healthy liver has a small amount of fat. When fat accounts for 5% to 10% of the weight of our liver, it becomes a problem. This disease is associated with a significant morbidity and fatality rate. Our proposed research is to develop a machine learning model that can assist doctors in classifying high-risk patients, making a unique diagnosis, and preventing and managing FLD. **Methods:** A total of 105 participants were recruited, with 55 of them having their FLD tested. Classification models were used to discover the disease. Some of the models offered are linear regression, logistic regression (LR), random forest (RF), K-Neighbors Classifier, K-Neighbors Regressor, and Decision Tree Classifier. The confusion matrix was utilized to determine the relationship between the actual and predicted values in the model. **Results:** The findings of this study suggest that machine learning algorithms are well-suited to properly predicting FLD. The Logistic Regression model, according to our research, is the most accurate of the regression models. Among the classification models, the Random-Forest-Classifer had a greater accuracy of 68 percent. **Conclusion:** Our technique could help identify FLD patients who could have a significant impact on treatment patterns. The application of this model for early prediction could save money on treatment and reduce medical costs.

**Keywords**—Fatty Liver Disease (FLD), Ultrasound images, Machine Learning.

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## **BLOCKCHAIN: PLATFORMS FOR IMPLEMENTATION**

**Geet Kiran Kaur**

CSE Department, Chandigarh University, Gharuan, India

### **ABSTRACT**

*Blockchain is immutable decentralized distributed technology that has taken the world by storm. Its properties make it applicable as a viable solution for many diverse fields. Although the work in blockchain is catching up. Still, beginners find it difficult to understand the various platforms that are involved in blockchain implementation. This paper tries to provide an overview of various technologies and platforms that are used for the implementation of blockchain.*

*Keywords—Blockchain, Ethereum, Hyperledger, private blockchain, public blockchain, Distributed ledger, Blocks*



# ABSTRACT

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## **CYBER-CRIMES: A CHALLENGE FOR CYBER-SECURITY IN THE 21ST CENTURY DIGITAL ERA**

**Fr. Baiju Thomas**

Research Scholar, Ramakrishna Mission Vivekananda Educational and Research Institute, Faculty of Disability Management and Special Education, Vidyalaya Campus, SRKV Post, Coimbatore – 20

### **ABSTRACT**

*The current study deals with cyber-crimes: challenges for cyber-security in the 21st-century digital era. The first thing that leaps to mind when people think of cyber security is 'cybercrime,' which is on the rise every day. Governments and corporations approach cybercrime protection in a multitude of ways. Despite various cyber security programs, many people are worried about cyber security. The study's primary focus is on the cyber security risks posed by modern technology. New cyber security technologies, ethics, and cyber security developments are also explored. Cybercrime was made brought about by technological advancements, which scared web users. In the current environment, it is no longer possible to generalize crime throughout the globe because cybercrime has become a global concern. Knowledge and rules about cybercrime must be international rather than national. Only by implementing new laws and developing global preventive and defensive technologies can we safeguard our society from the evil of "Cyber Crime." The area of involvement has expanded as an outcome of digital technology, turning borderless and global. Any criminal behavior carried out over the internet for monetary or non-monetary gain is defined as a crime. Cybercriminals use confidential information to carry out their crimes. The most common offenses are stalking, hacking, phishing, internet fraud, identity theft, and virus transmission. Cyber-security has transformed into a significant and fast-moving security challenge in the era of information, Communication, and Technology (ICT). Cyber threats appear likely to infiltrate every nook and cranny of national economies and infrastructure facilities as the world's reliance on ICT grows; indeed, a rise in cyber-attacks aimed at people, businesses, and governments worldwide has accompanied the broader structure of computers and Internet-based connectivity. Meanwhile, some governments increasingly see ICT as a national security advantage and a battleground for strategic fights. This study illustrates the role of cyber security in today's security issues, building on the strategy by examining cyber security from a global context. More people will enter the digital arena as an outcome of their modern lifestyles and use technology for online shopping and banking. At the same time, safeguarding data has become more complex. Furthermore, online crime, often known as cybercrime, has increased due to the extensive use and development of social media. In the field of information technology, data security is vital. Cyber security is among essential priorities in the 21st-century digital era.*

**Keywords:** *Cyber-Crimes, Challenges, Cyber-Security, 21st century, and Digital Era.*



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## LUCY MAUD MONTGOMERY'S PSYCHOLOGICAL REFLECTIONS IN "ANNE OF GREEN GABLES"

Sanchna Chopra<sup>1</sup> and Dr. Vinaya Kumari<sup>2</sup>

<sup>1</sup>Research Scholar, Amity University

<sup>2</sup>Associate Professor, Amity University

### ABSTRACT

*Stories speak of the characters in all aspects of everyday life and nature, and every character has different issues. The problem usually explained in the story is the writer's experience. Many of the workers (under construction) are influenced by their personal lives. From time to time, even the characters in the work reflected their own personal characteristics. The purpose of this study is to analyze Lucy Maud Montgomery's psychology as a script reflected in her novel Anne of Green Gables. The documentation contains the content of Montgomery's novels and biographies. The approach to analyzing a novel is psychological. As a result, writer Lucy Maud Montgomery and the novel's protagonist Anne have an imaginary personality that belongs to a practical type of imagination, a desire to be grateful, and loneliness. In addition, loneliness empowers Lucy Maud Montgomery to create her personality when writing her work. Despite the immense popularity of her books, especially the Anne of Green Gables, L.M. Montgomery is often not discussed by literary historians in the development of Canadian national culture. This is interesting because some of Canada's leading writers, such as Margaret Atwood, Alice Munro, and Jane Urquhart, have acknowledged their attachment to Montgomery's fiction. This collection complements the fact that scholars did not unearth the "Canadianness" of Montgomery's writings. This is the first systematic attempt to investigate and investigate Montgomery's active involvement in Canadian nationalism and identity, including regionalism, norm-building, and Canadian-American cultural relationships. It examines their work in connection with many dramatic changes in their time, such as the movement of women and the emergence of new technologies. It then examines the domestic and international consumption of the Anne of Green Gables, both in the form of "high culture" and in the form of cultural tourism. A wide range of contributors represent cross-disciplinary and cross-border views, including feminists, biographies, psychoanalysis, history and cultural approaches. Scientific considerations are effectively accompanied by creative contributions, personal considerations and interviews. This groundbreaking collection appeals to all fans of Montgomery's work and students of Canadian literature. It puts Montgomery and her work directly in the mainstream of Canadian literary history, emphasizing its importance for the cultural development of our country.*

*Keywords: Psychology, Author, Anne of Green Gables Novel, Psychoanalytic, Imagination.*



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## DATA MINING FOR INVASION DISCOVERY

**Prof. Muskaan Kursija**

### **ABSTRACT**

*Invasion Discovery techniques using data mining have attracted more and more interests in recent years. This paper explores how to make data mining useful for intrusion detection. Data mining techniques to consider and types of expertise and infrastructure needed are suggested. This paper has two intended audiences: network security professionals with little background in data mining, and data mining experts with little background in network invasion discovery.*



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## **NOVEL FILM FORMING SPRAY FROM TEA TREE LEAVES WITH SPECIAL EMPHASIS ON DEVELOPMENT, FORMULATION AND EVALUATION**

**Swati N. Deshmukh<sup>1\*</sup>, Vanita Gade<sup>1</sup>, Aniket Garud<sup>2\*</sup>, Rahul Dumbre<sup>1</sup>, Bhagyashri Warude<sup>2</sup>, Sunita Maharaj<sup>1</sup>, Swapnali Girme<sup>1</sup> and Sunita Shewalkar<sup>1</sup>**

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<sup>2</sup>SJVPM's Rasiklal M. Dhariwal Institute of Pharmaceutical Education & Research, Chinchwad, Pune

### **ABSTRACT**

*The dictum of this study was to develop topical film forming spray having tea tree oil which might increase wound healing. Film-forming sprays supply several benefits compared to standard topical preparations as a result of they will give uniform drug distribution and dose, increased bioavailability, lower incidence of irritation, continuous drug unleash, and accelerated wound healing through wet management. Film-forming sprays comprises polymers and excipients that improve the characteristics of preparations and enhance the soundness of active substances. every style of chemical compound and excipient can turn out films with completely different options. Therefore, the varied sorts of polymers and excipients and their analysis standards ought to be examined for the event of alot of best kind of film-forming spray. The chosen literature enclosed analysis on formulation and analysis of film forming spray victimization polymers and plasticizers as film-forming matrices for potential medical use. This text discusses the categories and concentrations of polymers and excipients, sprayer varieties, evaluations, and significant parameters in decisive the sprayability and film characteristics. Ultimately we have a tendency to conclude that the developed film forming spray formulations were clear, sleek and versatile in physical look. The analysis studies were conferred ability to evaporate speedily on applies, hydrogen ion concentration becomes like that of traditional skin offered of lower skin irritation. Spray is a lot of convenient to use, may be applied simply therefore improve patient acceptance and compliance.*

*Keywords: Tea Tree leaves, Melaleuca alternifolia, Novel film forming spray, topical drug delivery*

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## **IMPACT OF DIGITAL MARKETING STRATEGIES ON THE MARKETING EFFECTIVENESS AND CUSTOMER SATISFACTION: A STUDY WITH SPECIAL REFERENCE TO MYNTRA**

**Mrs. Sonti Sushila Kishor**

M.Phil Research Scholar, Department of Commerce, Government Arts College for Men, Nandanam, Chennai-35

### **ABSTRACT**

*Online advertising is a hard and fast of effective equipment and methodologies used for selling merchandise and carrier thru the net. Online advertising consists of a much broader variety of advertising factors than conventional enterprise advertising because of greater channels and advertising mechanism to be had at the net. Online advertising is marketing and marketing and advertising the goods or offerings of a enterprise over Internet. Online advertising is based upon web sites or emails to attain to the customers and it's miles mixed with e-trade to facilitate the enterprise transactions. In on line advertising, you could sell the goods and offerings through web sites, blogs, email, social media, forums, and cellular Apps. Online advertising approach is crucial for agency running in markets with excessive net penetration. Online stores delivered the bodily analogy of products and offerings at a regular bricks and mortar purchasing centres or retail Centre and lots of kinds of on line purchasing. Business-to- customer (B2C), on line purchasing and enterprise-to-enterprise (B2B) on line purchasing. Online shops in enterprise to shop for from different enterprise.*

*Online shops allow the patron to test the firms product and offerings to view the pix or pix of the goods and informing the product records and specifications, charge etc. Online advertising approach is a crucial for agency operated with very excessive net penetration. Online advertising techniques are: Social media advertising, Email advertising and Content advertising.*



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**TO ANALYZE THE IMPACT OF OTT PLATFORM ON SCHOOL STUDENTS IN THE AREA OF  
KALYAN, ULHASNAGAR, AMBERNATH; BADLAPUR**

**Sunil N Shah and Padmavati Deshpande**

Assistant Professor, SST College of Arts and Commerce

## **ABSTRACT**

*The telecom industry has been one that has had to deal with a continuously changing business and technology environment more than most other industries over the past half century. Traditionally the principal revenue streams for telecom operators have been voice and messaging (SMS) with data coming in at a far third till recently. But while telcos had been quick to react to previous game changing developments such as the internet explosion and the emergence of cellular mobile communications in the 1990s, they seem to have been caught napping in the face of the newest challenge to their revenues, Over The Top (OTT) service providers. The growing impact of OTT services on telcos' voice and messaging revenue is a widely accepted phenomenon. Their impact on mobile data traffic and telco data revenue are also areas that have been acknowledged as critical points for consideration. This study attempts to link these issues to shift in consumer preferences, identify the underlying factors there of and to understand the factors driving users towards OTT services.*





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## **WEIGHT OPTIMIZATION OF CRANKSHAFT BY USING ALUMINIUM METAL MATRIX COMPOSITE USING ANSYS TOOL**

**Dr. Atul Patil<sup>1</sup>, Dr.M. S. Deshmukh<sup>2</sup>, Dr. Sarika A. Patil<sup>3</sup> and Ganesh Bhalerao<sup>4</sup>**

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<sup>4</sup>Assistant Professor, Mechanical Engineering, Dr. D.Y. Patil Institute of Technology, Pimpri, Pune, MS, India

### **ABSTRACT**

*The Crankshaft is a critical machine component in an IC engine motor. The Crankshaft is containing of two web units and one crankpin, which transforms the reciprocating movement of the piston to a rotary motion with a four bar linkage. This project study work is related to weight optimization of 4 cylinder diesel engine crankshaft of Maruti swift Vxi 1200 cubic capacity. The static structural analysis do in ANSYS 2020R1 software by using three materials which based on their composition viz. Cast iron, C70 Alloy steel and Aluminum MMC reinforced with silicon carbide & fly ash.*

*The consideration like von misses stress, deformation; maximum and minimum principal stress & strain were obtained from analysis software. The results of finite element will show that the Aluminum based composite material is best material among al three components. The results are validated through test such as tensile tests, Hardness test, and two body Wear test.*

*Keywords— 4 cylinder IC engine Crankshaft, Finite Element Analysis, Al metal matrix Composite.*

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## **CULTURAL HERITAGE OF THE ‘KHIAMNIUNGAN’ TRIBE OF NAGALAND AND SOME OF ITS UNEXPLORED ASPECTS**

**Dhritee Tapati Dey**

### **ABSTRACT**

*The cultural heritage of India is known for its remarkable diversity. A considerable part of its attributes are from the culture of the existing tribal communities who are immensely diverse among themselves as well. Their cultural heritage, in terms of folklores, fabrics, craftsmanship and most importantly, music and dance, draw inspiration from common activities such as worships, agriculture, trees etc. This paper discusses about some of the special and less explored aspects of the cultural heritage associated with a tribe from the state of Nagaland (present in the north eastern part of the country) called the “Khamniungan”. We will also discuss about how their folk culture that mainly revolves around the agricultural practices performed by them, that has some very interesting and unique rituals.*

*Keywords: Khamniungan, cultural heritage, agriculture, Nagaland, northeast*



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## **CORPORATE SOCIAL RESPONSIBILITY: CURRENTLY TRENDS, PRACTICES AND WAY FORWARD**

**Dr. Satish Kumar\* and Ms. Neha Dubey\*\***

\*Associate Professor and \*\*Assistant Professor, Faculty of Social Work, Parul University, Vadodara Gujarat

### **ABSTRACT**

*Background: With the growing Industrialization and competition, the main aim of any capitalist economy is to maximise its profit. But recently, the practice of CSR is gaining traction in both theory and practice. CSR in developing countries like India has played a significant role as the majority of the population living here is deprived of economic and social growth status. Such an idea of Social responsibility is also evolved in the modern corporates too. For the new generation of corporate leaders, profit optimization is more important than only profit maximization. Hence there is a shift in accountability from shareholders to stakeholders (including employees, consumers, and affected communities).*

*Today, CSR activity is on the agenda of many CEOs. It is also being considered seriously by the Governments (National and local), as well as NGOs, consumer groups, investors and other actors in civil society.*

*Method: In the present study an efforts has been made to find out the recent trends and practices with the help of secondary data & sources only between the years 20016 to 2021. The study focused on the various aspects of CSR like total amount spend by top 10 companies during the years, Development Sector wise, CSR spend, CSR Spent: PSU v/s Non-PSU Companies, CSR Spent by listed and unlisted companies, More than Prescribed Amount spend and less than Prescribed Amount spend by the companies during the last five years.*

*Current Trends & Practices: The analysis of the secondary sources shows that in FY 2016 – 17 highest amounts of CSR spent was in state of Maharashtra (2492 Cr.), Karnataka (888 Cr), Gujarat (871 Cr), Tamil Nadu (551 Cr.), AP (754 Cr.), Delhi (521 Cr.), Odisha (317 Cr), Rajasthan (327 Cr.), UP (328 Cr.) while lowest in Haryana (390 Cr.) In FY 2017 – 18 highest amounts of CSR spent was in state of Maharashtra (2833 Cr.), Karnataka (1162 Cr), Gujarat (984 Cr), Tamil Nadu (688 Cr.), AP (578 Cr.), Delhi (637 Cr.), Odisha (506 Cr), Rajasthan (445 Cr.), UP (442 Cr.) while lowest in Haryana (370 Cr.) In FY 2018 – 19 highest amounts of CSR spent was in state of Maharashtra (3207 Cr.), Karnataka (1280 Cr), Gujarat (1088 Cr), Tamil Nadu (900 Cr.), AP (669 Cr.), Delhi (808 Cr.), Odisha (691 Cr), Rajasthan (604 Cr.), UP (524 Cr.) while lowest in Haryana (381 Cr.) In FY 2019 – 20 highest amounts of CSR spent was in state of Maharashtra (3427 Cr.), Karnataka (1483 Cr), Gujarat (996 Cr), Tamil Nadu (1110 Cr.), AP (720 Cr.), Delhi (935 Cr.), Odisha (752 Cr), Rajasthan (735 Cr.), UP (585 Cr.) while lowest in Haryana (529 Cr.) and In FY 2020 – 21 highest amounts of CSR spent was in state of Maharashtra (2646 Cr.), Karnataka (967 Cr), Gujarat (1167 Cr), Tamil Nadu (749 Cr.), AP (589 Cr.), Delhi (840 Cr.), Odisha (496 Cr), Rajasthan (454 Cr.), UP (680 Cr.) while lowest in Haryana (398 Cr.)*

*Among the top 10 companies who spent the amount in development sector, Reliance Industries Ltd stands first, following below ONGC, TCS, Infosys, HDFC Bank, NTPC, ITC, Mahanadi Coalfields ltd, Wipro and NMDC Ltd.*

*From the analysis it was found that that CSR spent by listed companies is more than unlisted and it is observed that in FY 2019-20 CSR amount spent is highest compared to other financial years.*

*In the FY 2016-17 the total 1848 no. of Companies spend Highest number of amount as prescribed in their CSR projects budget and in FY 2018-19 total 736 number of Companies spend Lowest amount spend as prescribed in their CSR projects budget*

*Way Forward: on the basis of finding trends and practices it can be concluded that in future the educational support to be key agenda, Livelihood support to continue, more collaboration with public authority need to be done, Cross-organisational planning is required Bottom-up approach need to focus and , More utilisation of CSR funds need to ensure.*



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## **FORMULATION & EVALUATION OF CELECOXIB LOADED MICROSPONGES FOR CHEMOPREVENTION OF FAMILIAL ADENOMATOUS POLYPS (FAP)**

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Visakhapatnam, Andhra Pradesh, India

### **ABSTRACT**

**OBJECTIVE:** *The main motto of this study is to develop and assess oral capsules containing celecoxib microsponges for colon targeting in order to treat Familial Adenomatous Polyps (FAP) and prevent the development of cancer.*

**MATERIALS AND METHODS:** *The Celecoxib microsponges were made utilising a quasi-emulsion solvent diffusion method. Eudragit S 100 (polymer), polyvinyl alcohol (emulsifier), and ethanol (co-solvent) were used. The ratios of drug to polymer utilised are 1: 0.25, 1: 0.5, 1: 0.75, 1: 1, and 1: 2. FTIR, optical microscopy, scanning electron microscopy (SEM), percent yield, percent drug content, percent encapsulation efficiency, and in vitro dissolution testing are used to assess the microsponges.*

**RESULT:** *Compatibility studies found that the drug and the excipients employed have no interactions. Varying the drug-polymer concentration has a noticeable change in product yield, drug content, encapsulation efficiency, particle size, and drug release. SEM analysis says that the produced microsponges formulation was extremely porous, indicating their potential for increased drug loading. In vitro dissolution profile revealed that the MF6 formulation was more efficient, releasing 92% of the drug during a 12 h period.*

**CONCLUSION:** *The optimized formulation demonstrated 90 percent drug release in a controlled way over a 12 h period and was found to be an efficient method of formulation to increase drug solubility, hence increasing the drug's bioavailability and providing an advantage over conventional formulations.*

**Keywords:** *Microsponges, FAP, Celecoxib, chemoprevention, polyps.*



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## **CONSTRUCTION OF HISTORY FROM THE PERSPECTIVE OF TOPOGRAPHY: DELIBERATIONS ON DR. S. RAJASHEKHARA'S WORK**

**Mr Virupaksha<sup>1</sup> and Dr. S. K. Kallolikar<sup>2</sup>**

<sup>1</sup>Ph,D Research Scholar, Department of History and Archaeology Karnatak University, Dharwad – 580003

<sup>2</sup>Research Guide and Professor, Department of History and Archaeology Karnatak University, Dharwad – 580003

### **ABSTRACT**

*History is the study of past with use different methodology to understand and Pacific. Sources are utilised to construct the particular period. Maps always use in geography and topographical studies but in the history of Karnataka particular to the Vijayanagar period the pioneer work done throw the perspective of historical map carried out by one of the renovated historian Dr. S. Rajasekhara.*

*Is works mainly focus to the period of Vijayanagar and its contemporary maps not only seen as topographically context in his work elaborately discussed trade routes, trade station and social moments with specially created maps. History of Karnataka understand well with this purpose of the study of maps related works of Rajasekhara works to reconstruct the history of Karnataka with the purpose of effectively to understand history and used mainly secondary works are used this article. Some of the most complex historical incidents like the timeline and extent of the empires expansion prominent place Kings can be teach easy for student by map method. With the help of maps mainly modern period and emergence of nation state division also easily understand as political and administration division clearly identify through maps the maps are closely related to historical study.*

*Key words: Historical maps, the map approach, the drawbacks of map, benefits of map, deliberation of Dr S. Rajasekhara's work.*



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## USING PYTHON FOR VOICE ENABLED PERSONAL ASSISTANT

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<sup>1,2</sup>Student, B.Sc. (IT), K.C College, Churchgate

<sup>3</sup>M.Sc. (IT), M.Phil. (IT) Assistant Professor, K.C College, Churchgate

### ABSTRACT

*A personal voice assistant is the software that can perform task and provide different services to the individual as per the individual's dictated commands. This is done through a synchronous process involving recognition of speech patterns and then, responding via synthetic speech. Through these assistants a user can automate tasks ranging from but not limited to mailing, tasks management and media playback. As the technology is developing day by day people are becoming more dependent on it, one of the mostly used platform is computer. We all want to make the use of these computers more comfortable, traditional way to give a command to the computer is through keyboard but a more convenient way is to input the command through voice. Giving input through voice is not only beneficial for the normal people but also for those who are visually impaired who are not able to give the input by using a keyboard. For this purpose, there is a need of a voice assistant which can not only take command through voice but also execute the desired instructions and give output either in the form of voice or any other means. Harry draws its inspiration from virtual assistants like Cortana for Windows, and Siri for iOS. It has been designed to provide a user-friendly interface for carrying out a variety of tasks by employing certain well-defined commands. Users can interact with the assistant either through voice commands.*

*Keywords: - voice assistant, user friendly, voice command, python.*



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## **PSYCHOLOGICAL DISTRESS IN FIRST-TIME EXPECTANT FATHERS: A QUALITATIVE STUDY**

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<sup>1</sup>Student, 2<sup>nd</sup> year M.Sc. Clinical and Counselling Psychology, Sri Dharmasthala Manjunatheshwara College, Ujire, Affiliated to Mangalore University, Karnataka.

<sup>2</sup>Assistant Professor of Department of PG Studies and Research in Psychology, Sri Dharmasthala Manjunatheshwara College, Ujire, Affiliated to Mangalore University, Karnataka.

### **ABSTRACT**

*Transition to parenthood is a pleasant life event in overall, it can also be a source of despair and worry. When a man becomes a father, his risk of mental health problems rises, just as it does for mothers, but there is little literature on the field of study. Expectant fathers face personal, interpersonal, and social changes as they prepare to become parent, all of which have a significant impact on the infant-parent interaction, and the infant's maturation. The present study was conducted to see the psychological distress in first time expectant fathers during the prenatal period. The study adopted a qualitative exploratory research design using semi structured interviews. The sample size selected for the current study was 14 men using purposive sampling method. The data was analysed using thematic analysis for the participants. 3 themes and 6 subthemes were emerged for expectant fathers. Anxiety, stress, irritability and lack of awareness were identified as common psychological discomfort in the participants, according to the findings of the study.*

*Keywords: Expectant fathers, psychological distress, Prenatal*



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## **FORMS OF CYBERCRIME AND PREVENTION OF CYBERCRIME IN THE REPUBLIC OF NORTHERN MACEDONIA**

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### **ABSTRACT**

Today's information society faces a number of challenges in the fight against organized crime, especially “cybercrime and cyber-terrorism” as new models of threats in the 21st century. The more sophisticated information technology becomes, the more complex the methods and tools used to combat criminal activity, especially in cyber-terrorism.

This paper examines the forms and forms of cybercrime and their characteristics. Also, as part of the research in this paper, the types of cybercrime that appear in the Republic of Northern Macedonia during the past years are reviewed and an analysis of the forms that occur in our country is performed.

*Keywords: cybercrime, criminal offense, prevention, types of cybercrime.*





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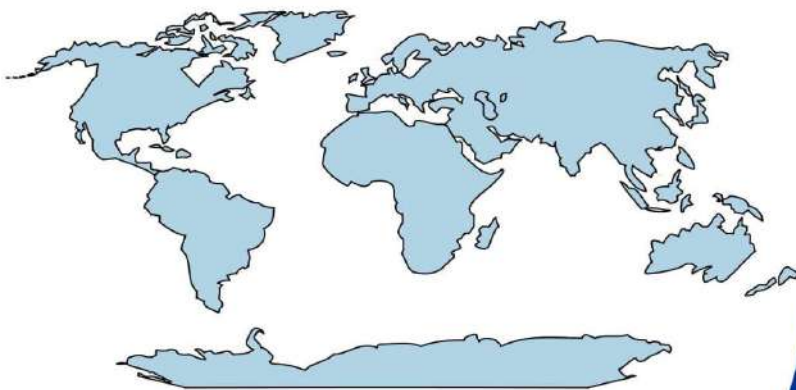
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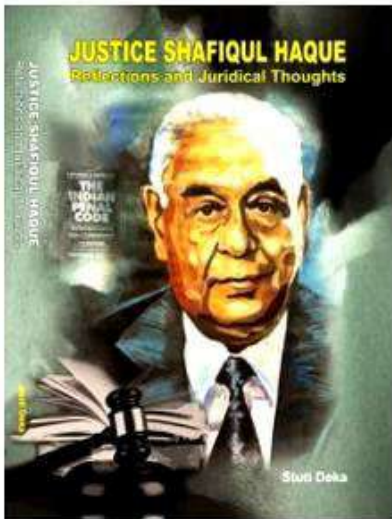


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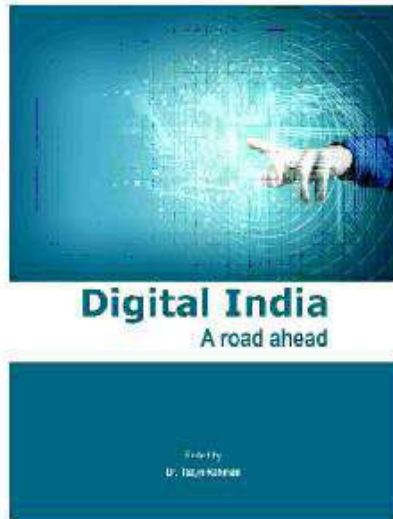
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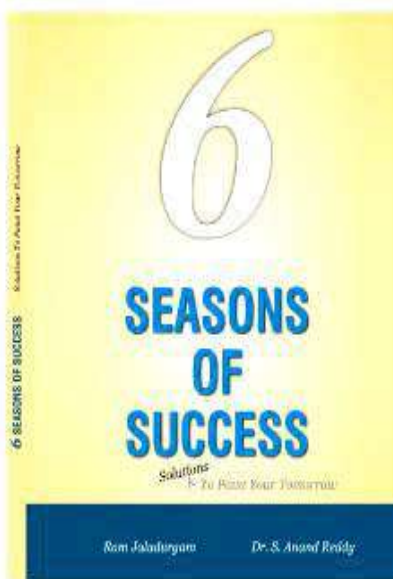
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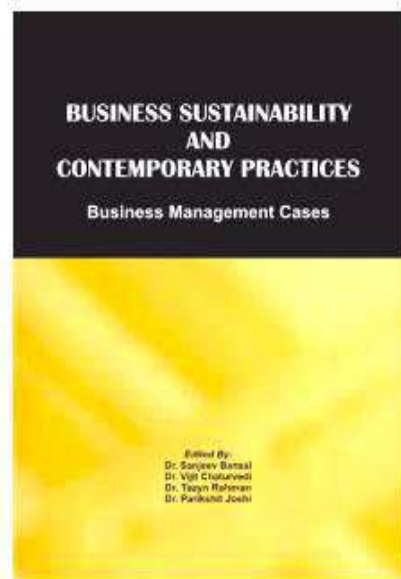
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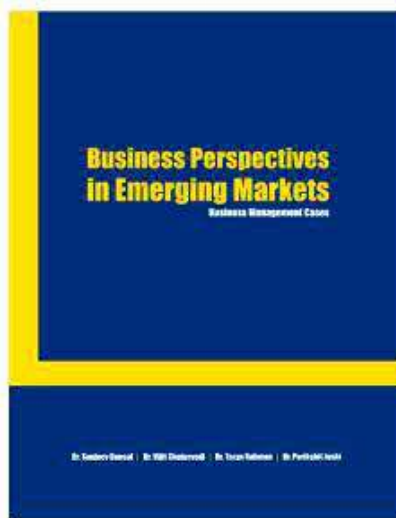
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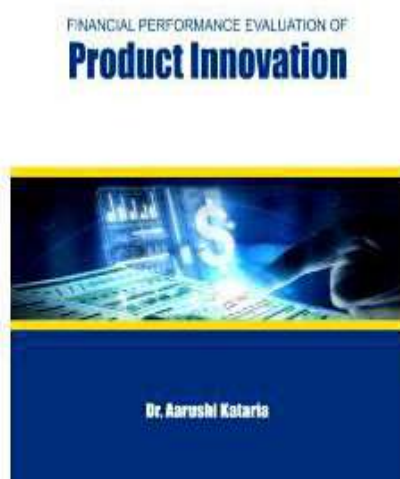


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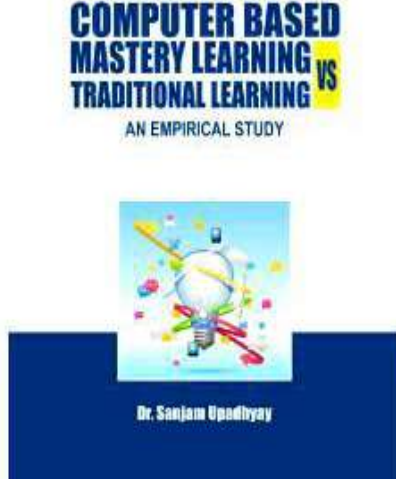
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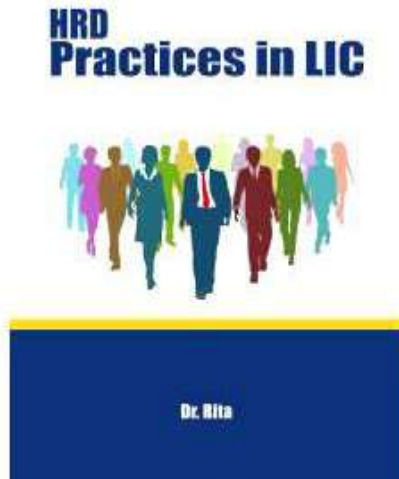
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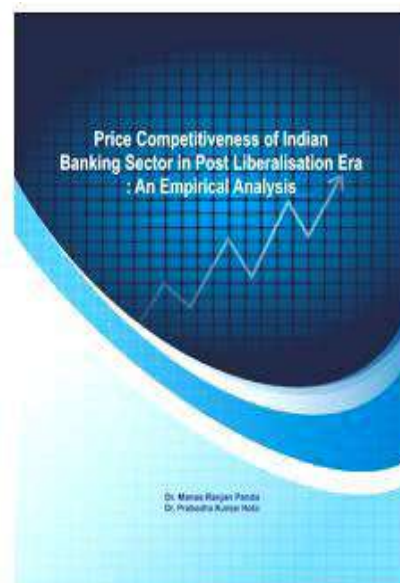
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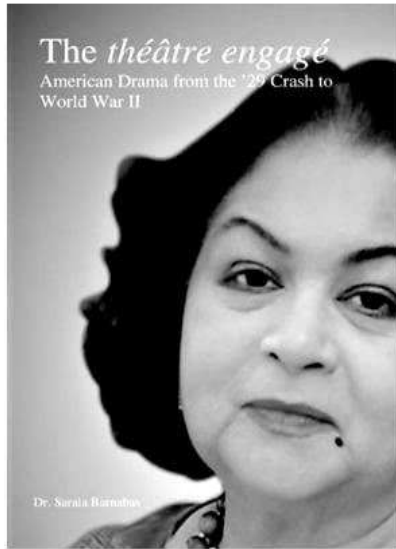
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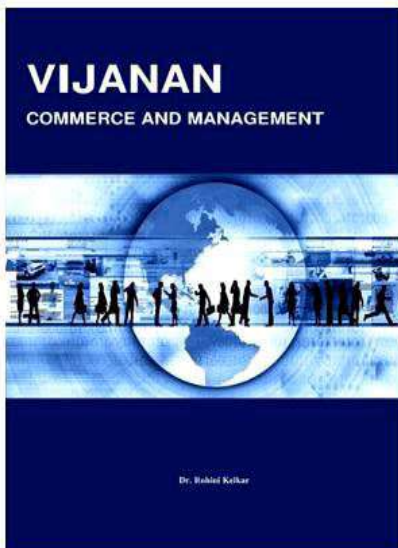
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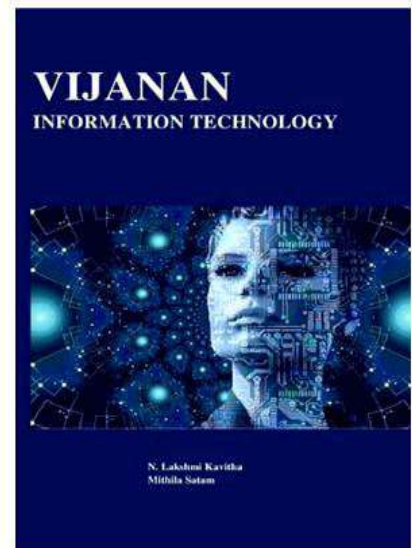
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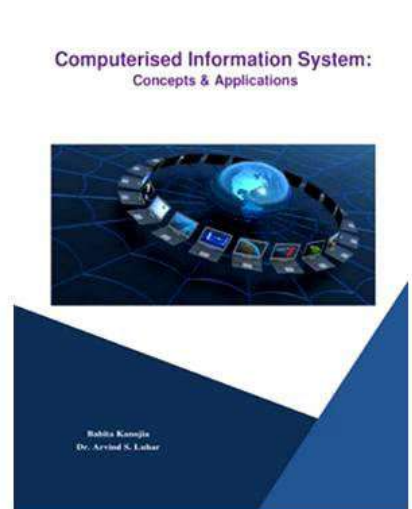
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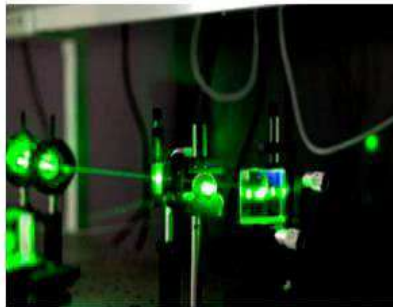
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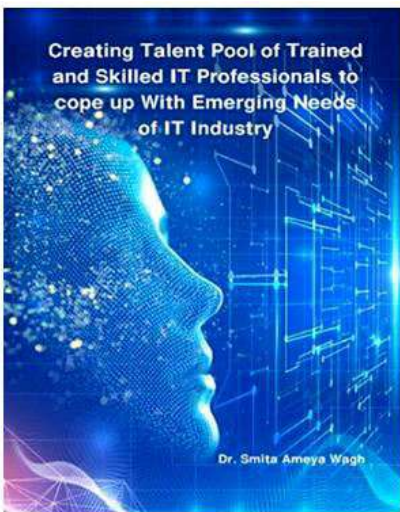


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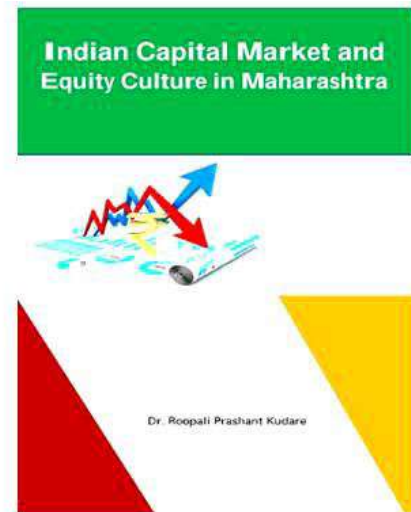
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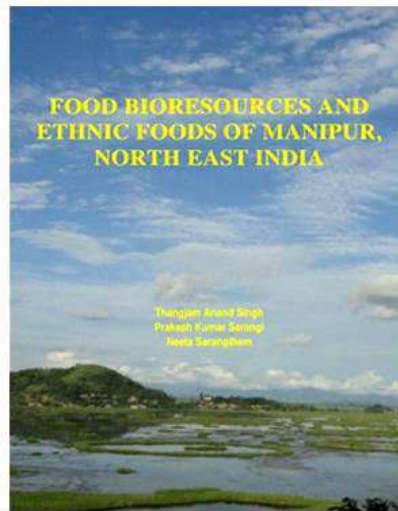
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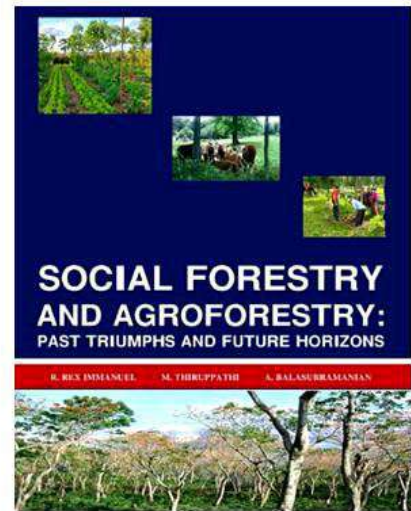




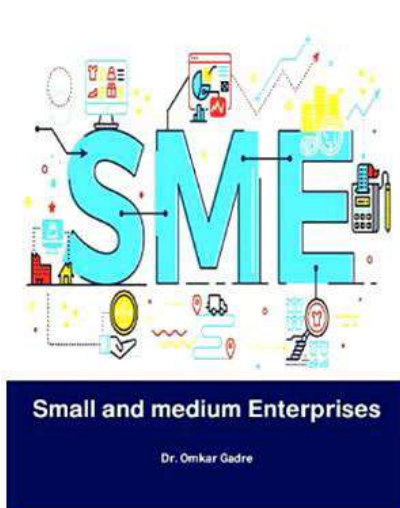
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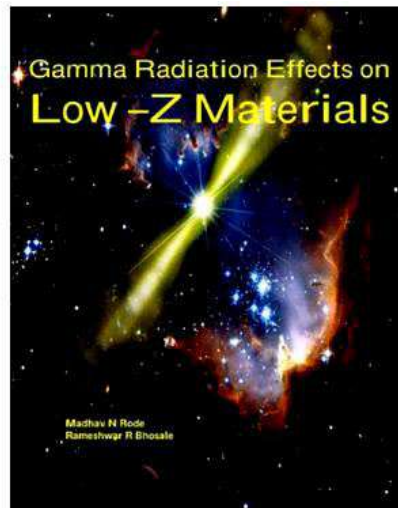
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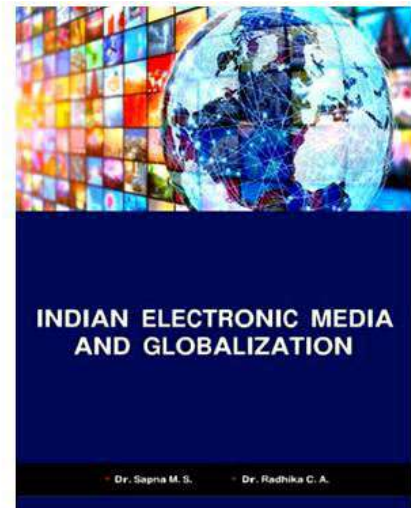
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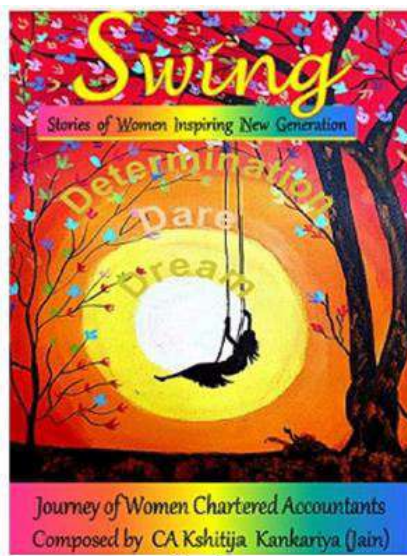
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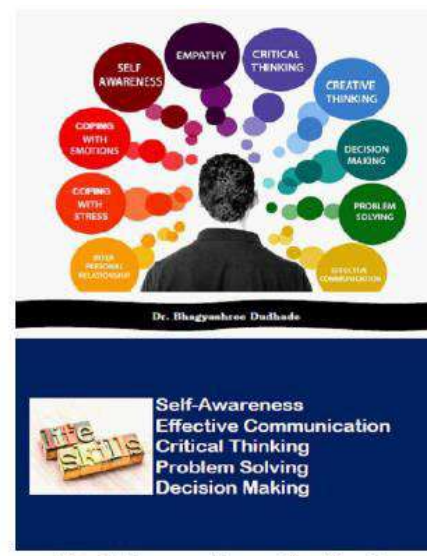
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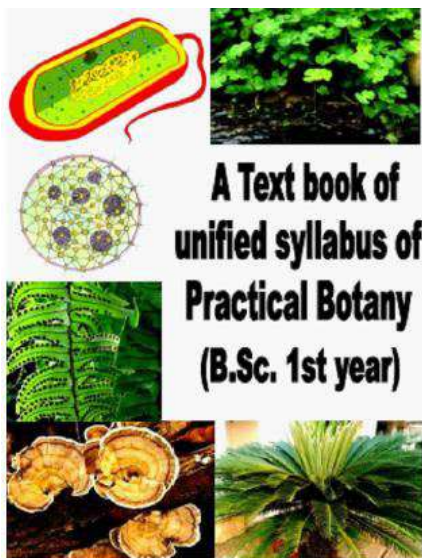


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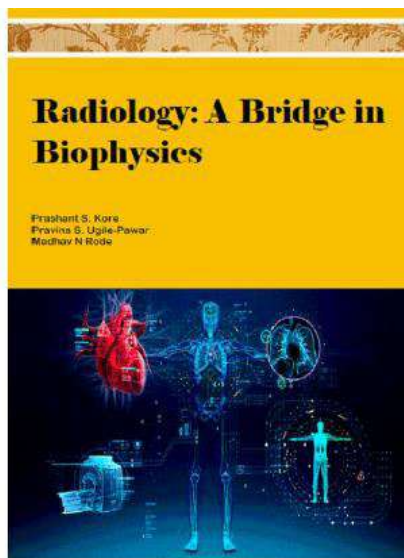
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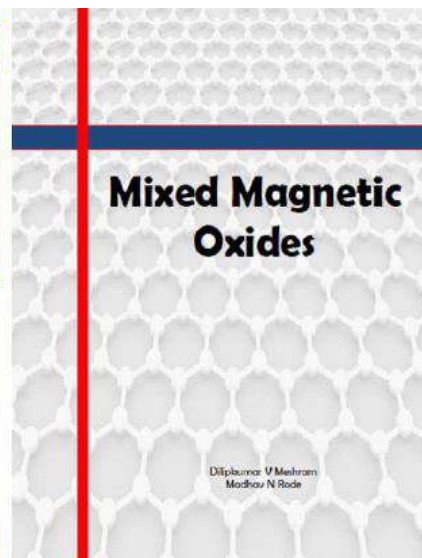
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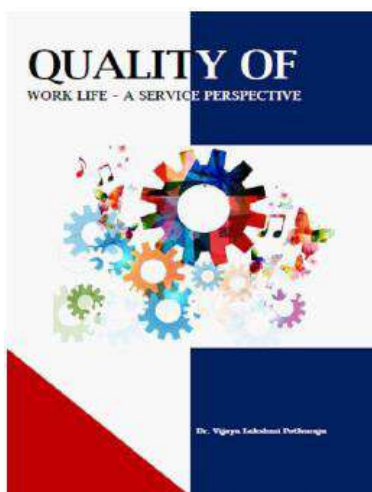
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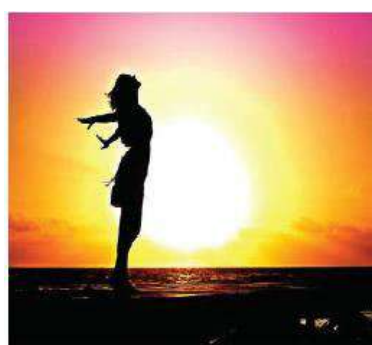
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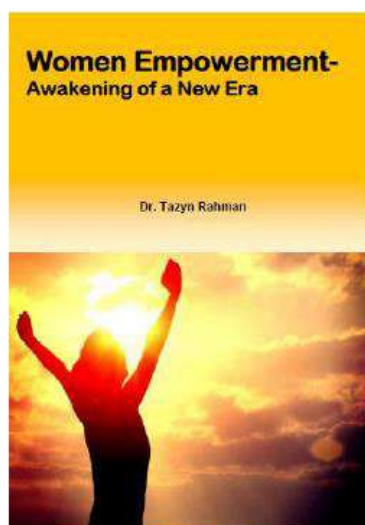


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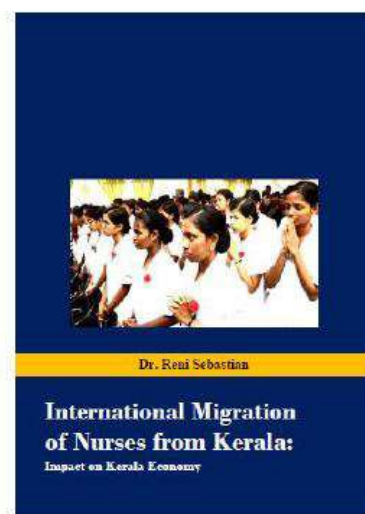
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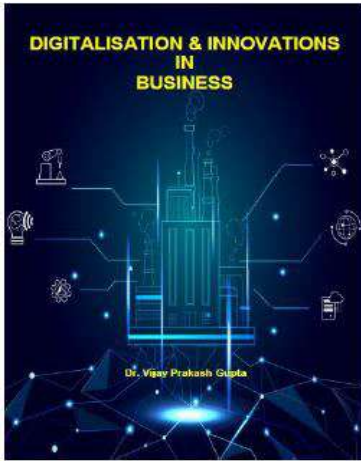
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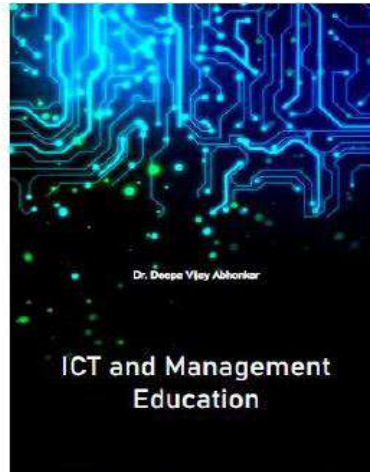
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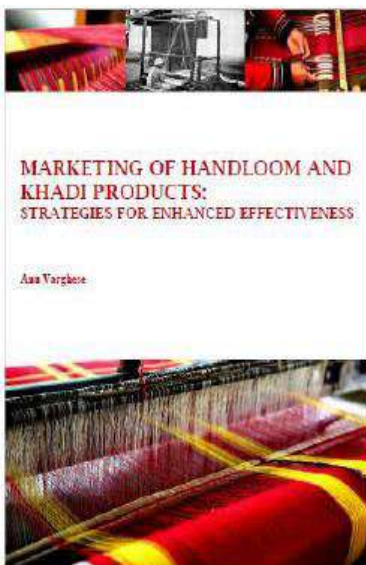
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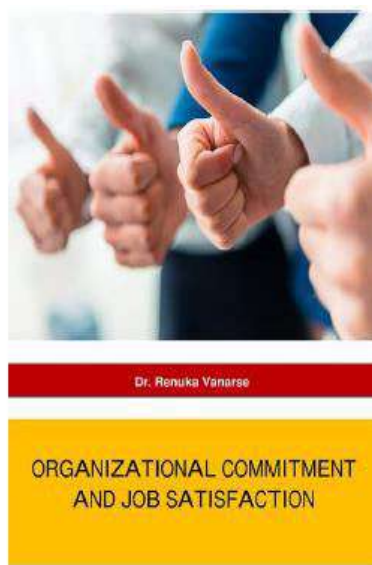
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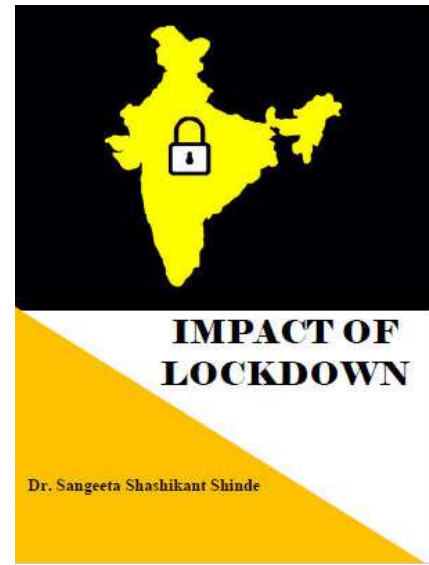
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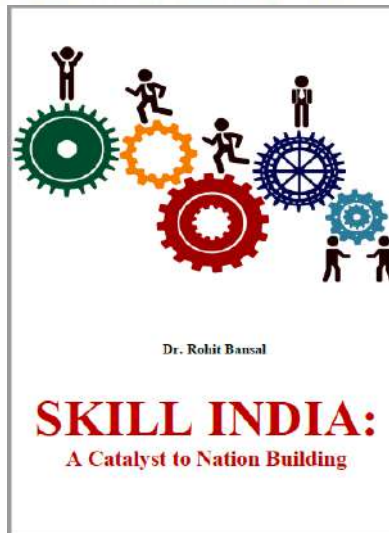
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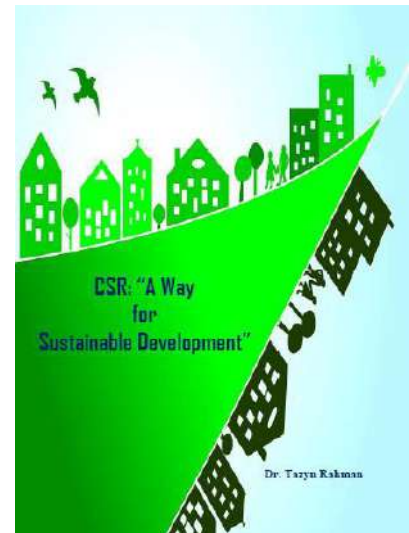
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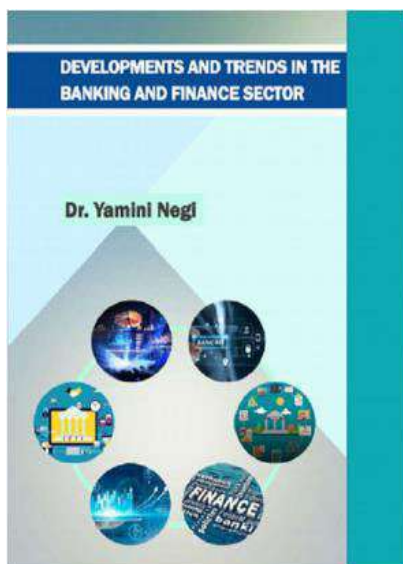


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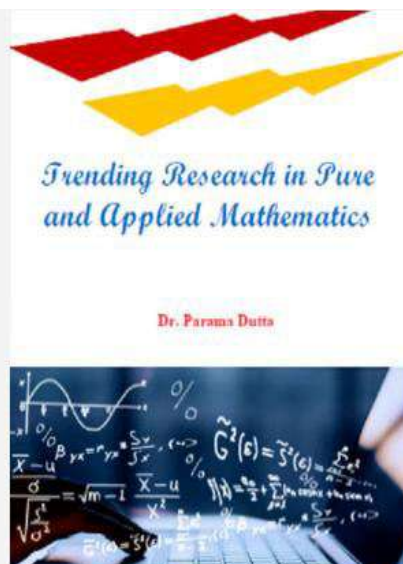


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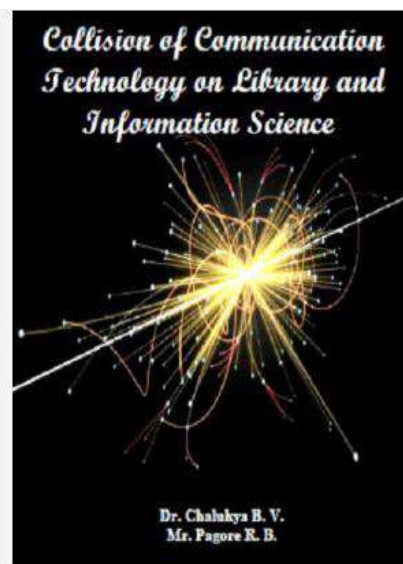




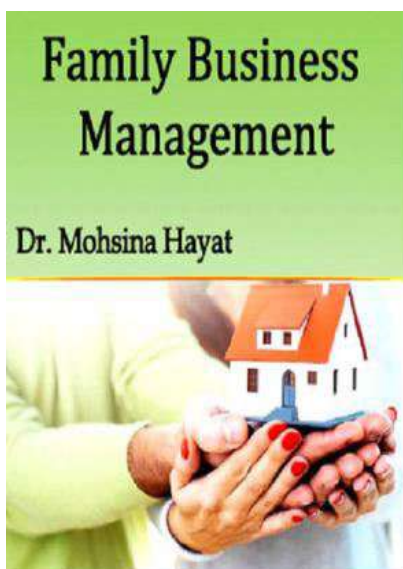
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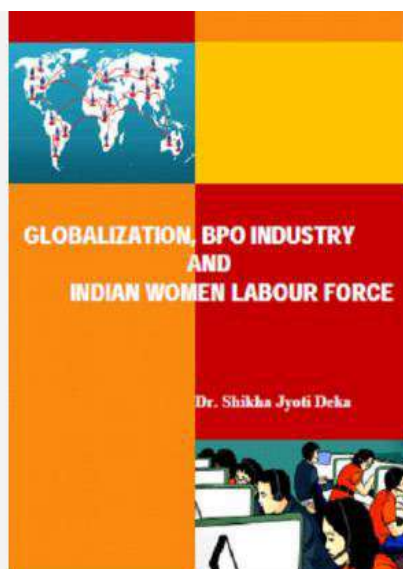
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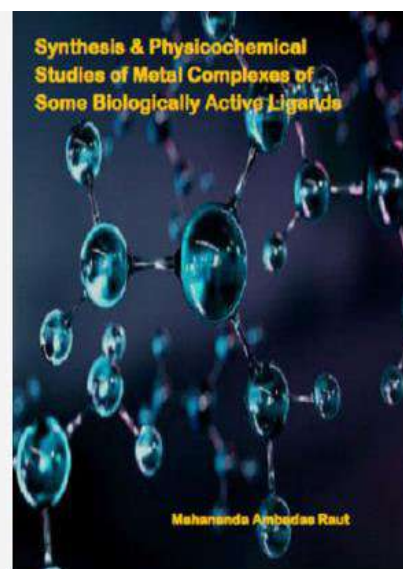
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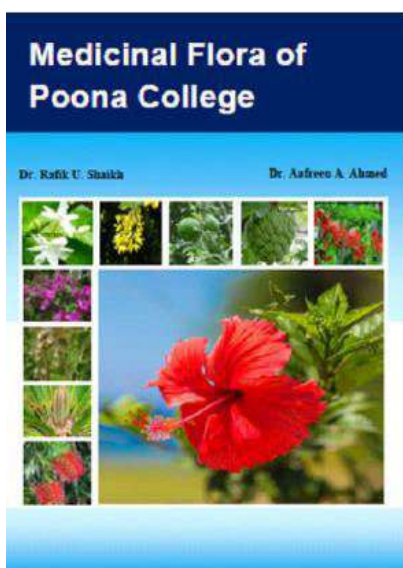
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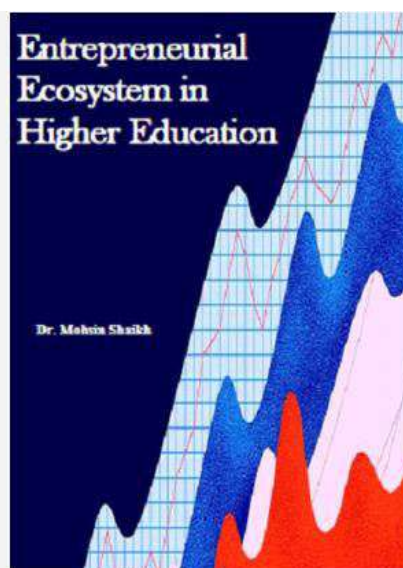
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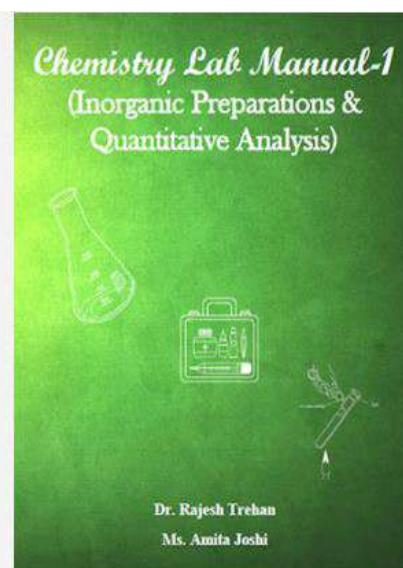
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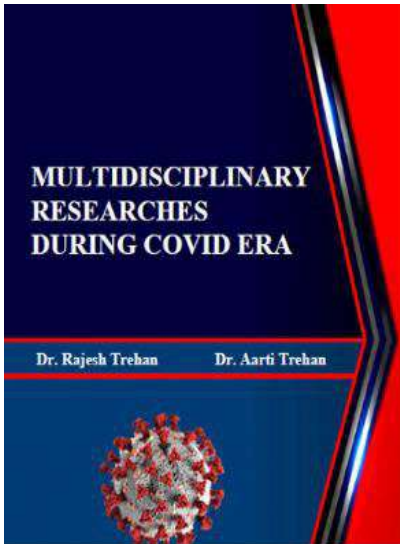


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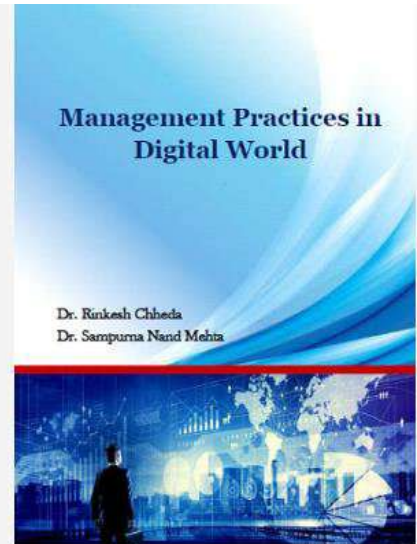
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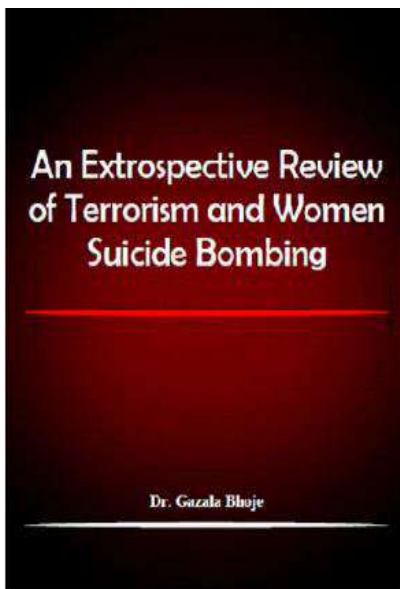
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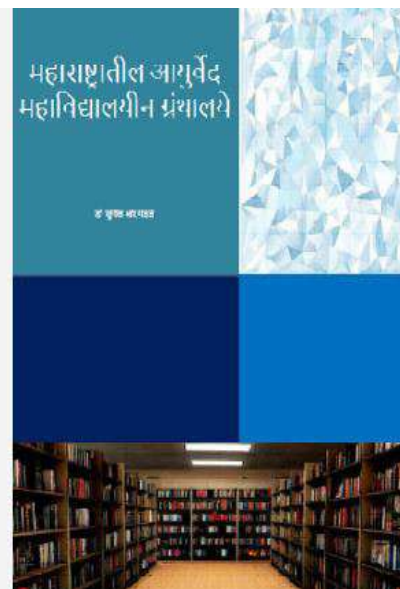
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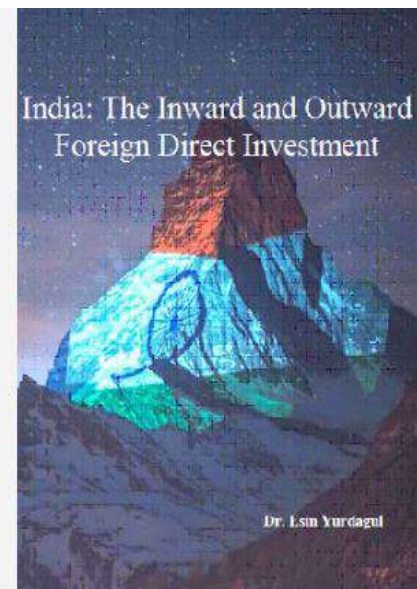
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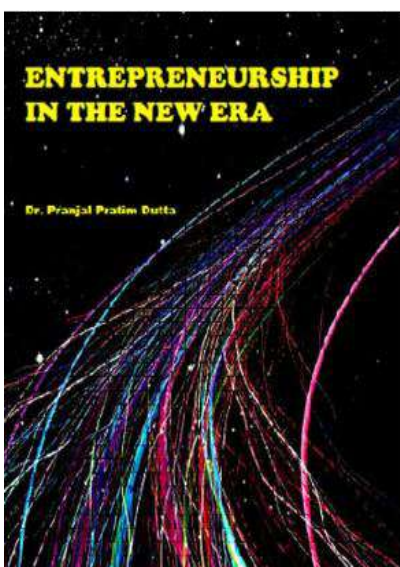
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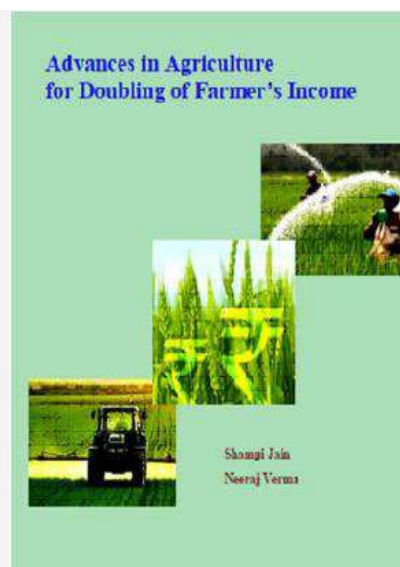
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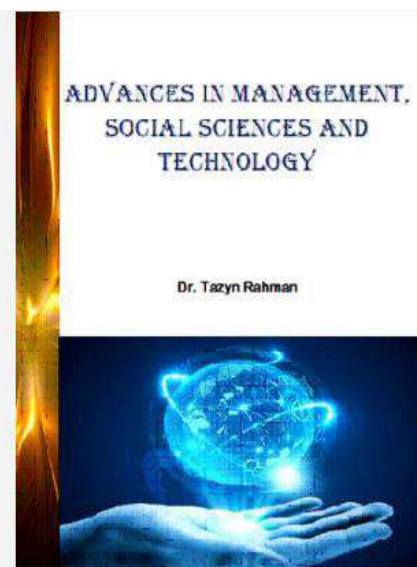
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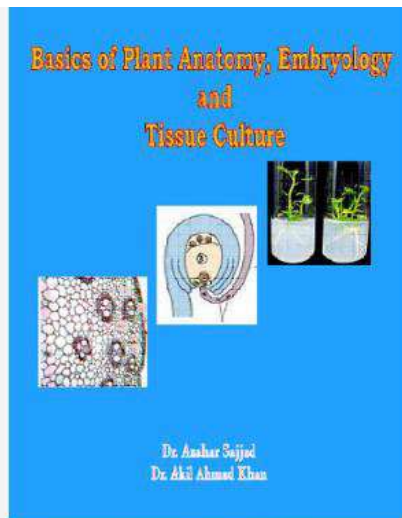
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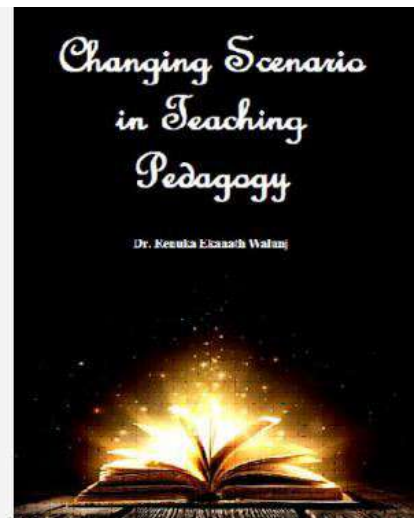




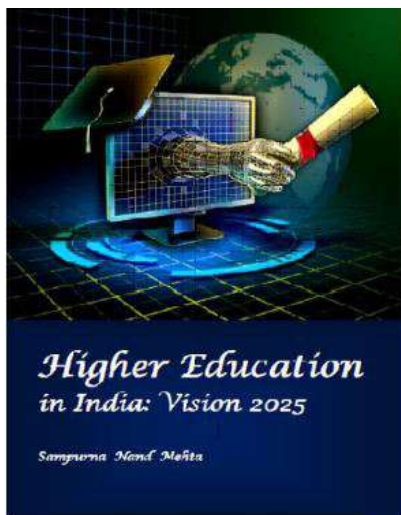
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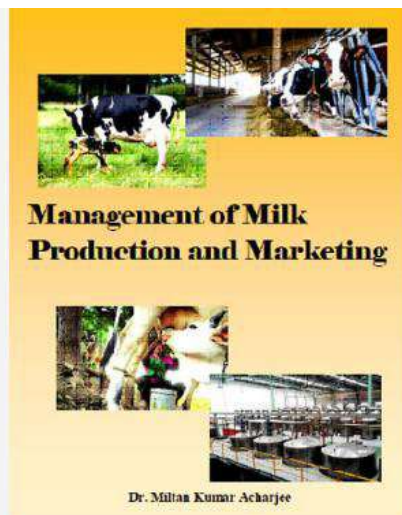
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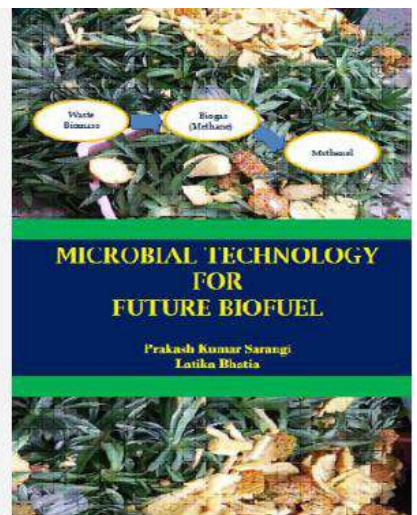
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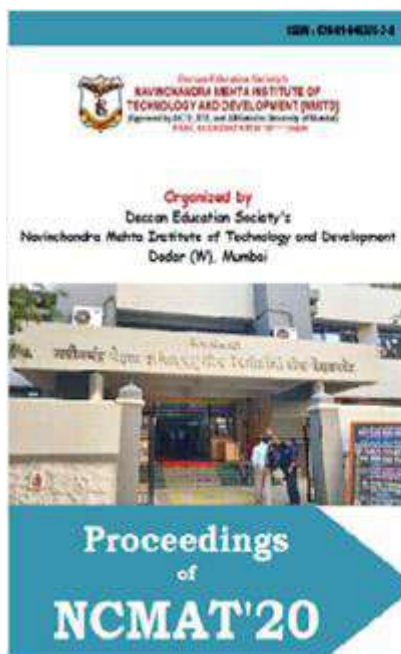
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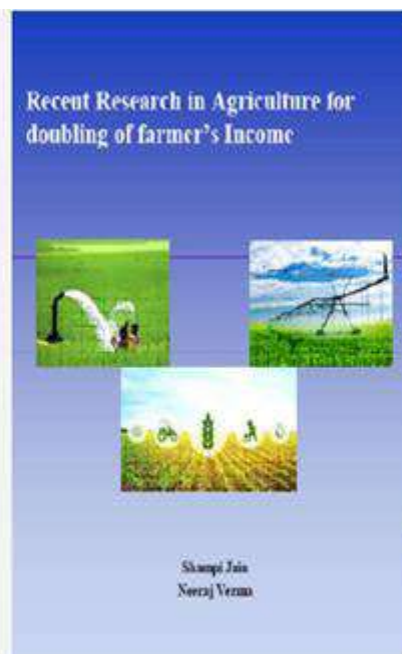
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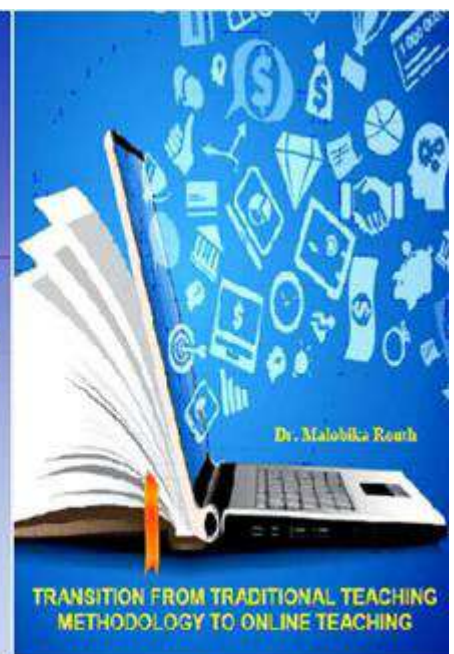
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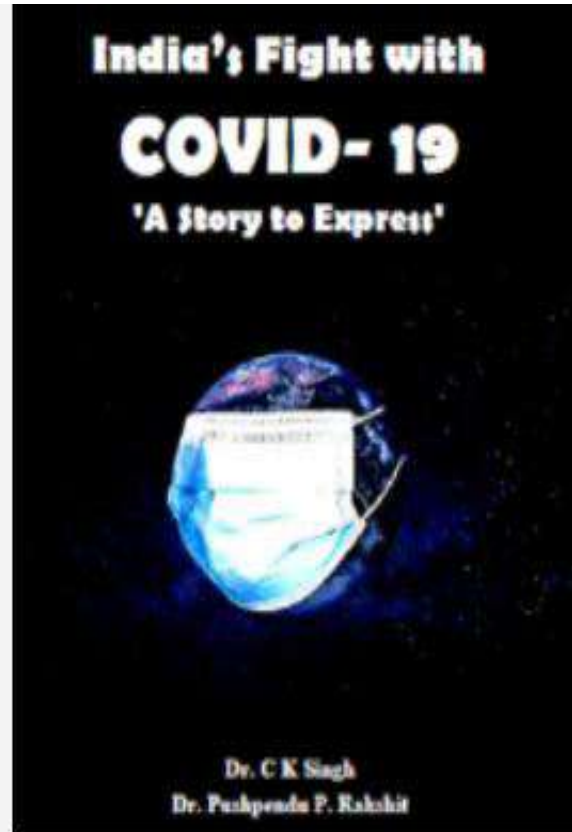


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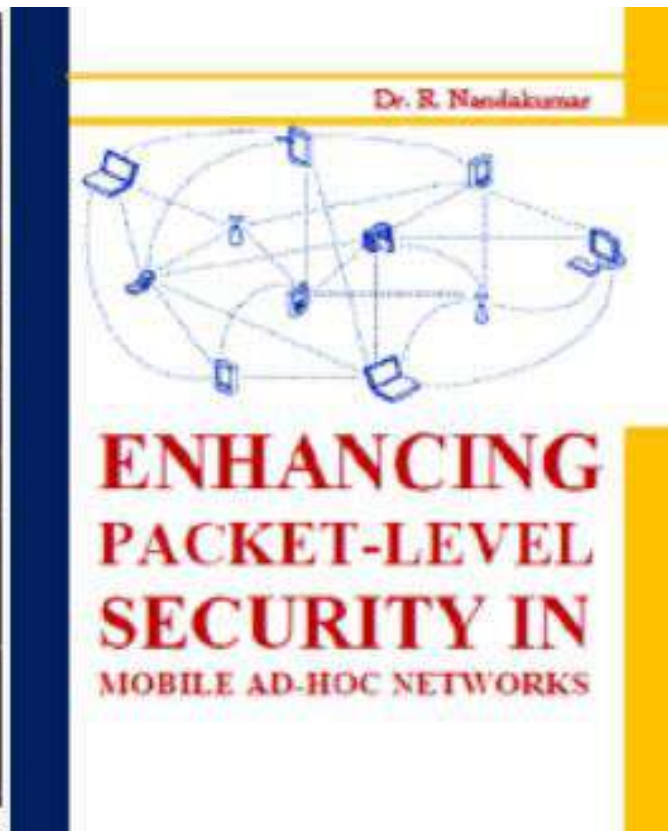
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