



SOUVENIR

INTERNATIONAL CONFERENCE

On

**Multidisciplinary Research Towards
Sustainable Development**



Organised By

Indian Academicians and Researchers Association (IARA)

Date: 3rd October 2021



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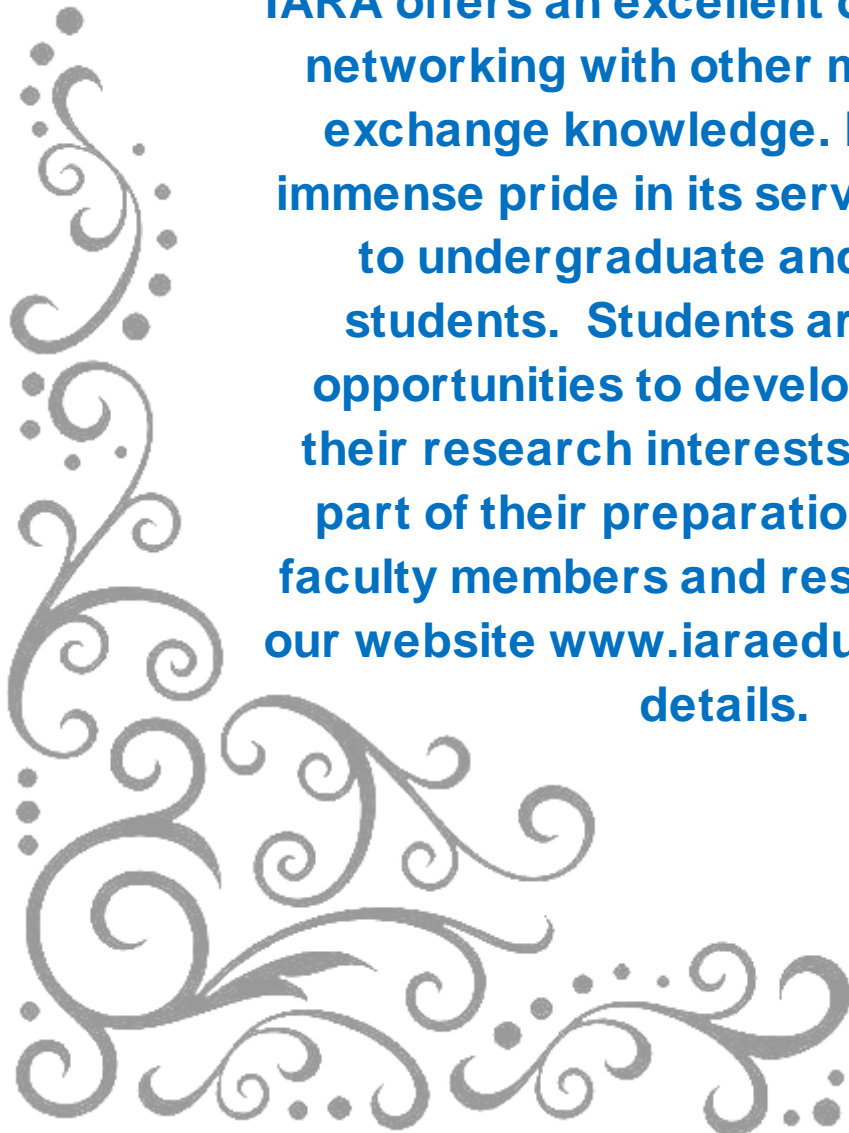
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ABOUT IARA

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, 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 for more details.



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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MODEL OF PERFORMANCE MANAGEMENT ANALYSIS FOR AN INFRASTRUCTURE PROJECT

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ABSTRACT

Infrastructure Projects plays a vital role for the development of any country. Economy of any country is majorly depends on its infrastructure projects. In the construction of any infrastructure project improving efficiency by means of Cost and Time is well understood in the effectiveness of Cost saving but in many infrastructure projects it is observed huge losses to the contractor's and late finishing of the projects and also the cost and time performance of the project is bad.

There is a necessity to look projects Performance from the bottom level of heirarchy for Improving construction efficiency instead of by means of Time and Cost effectiveness would surely contribute to cost saving. Therefore, this research aims to create a model of Performance Management for an infrastructure project and the causes for loses and delays which has been neglected.

Based on different literature reviews issues related to the performance management is identied and Questionnaire is developed for survey which is validated from the subject matter experts , consultants and contractors of the project. Data obtained from the direct and indirection inspection of the ongoing work, their behavior is all obtained followed by general questioning with different categories of the work force from engineers to the helpers are obtained. Analysis of data obtained is done and a portfolio of the candidates is created and all the onsite and off site assessment data obtained is used to evaluate them in order of their understanding with regards to the standards and specifications of the project. A model of the Performance of the workforce in a infrastructure project is made to understand the issues contributing towards the performance management which leads to high loses and delays. This model helps how to improve the performance of the workforce which leads to saving the cost and minimize the delays. For better results create awareness of the Performance Management for an Infrastructure Projectstandards pertaining to every category is trained and the data collection after training is obtained and the performance before and after training is compared and the wastage hours and cost is obtained to conclude the research for the future projects.

Keywords: Performance Management , Infrastructure Project, Cost, Delays, Site Assessment and Work force.

ABSTRACT

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PHOTODEGRADATION OF TOXIC DYES BY USING SPINEL NANO-COMPOSITE: A SHORT REVIEW

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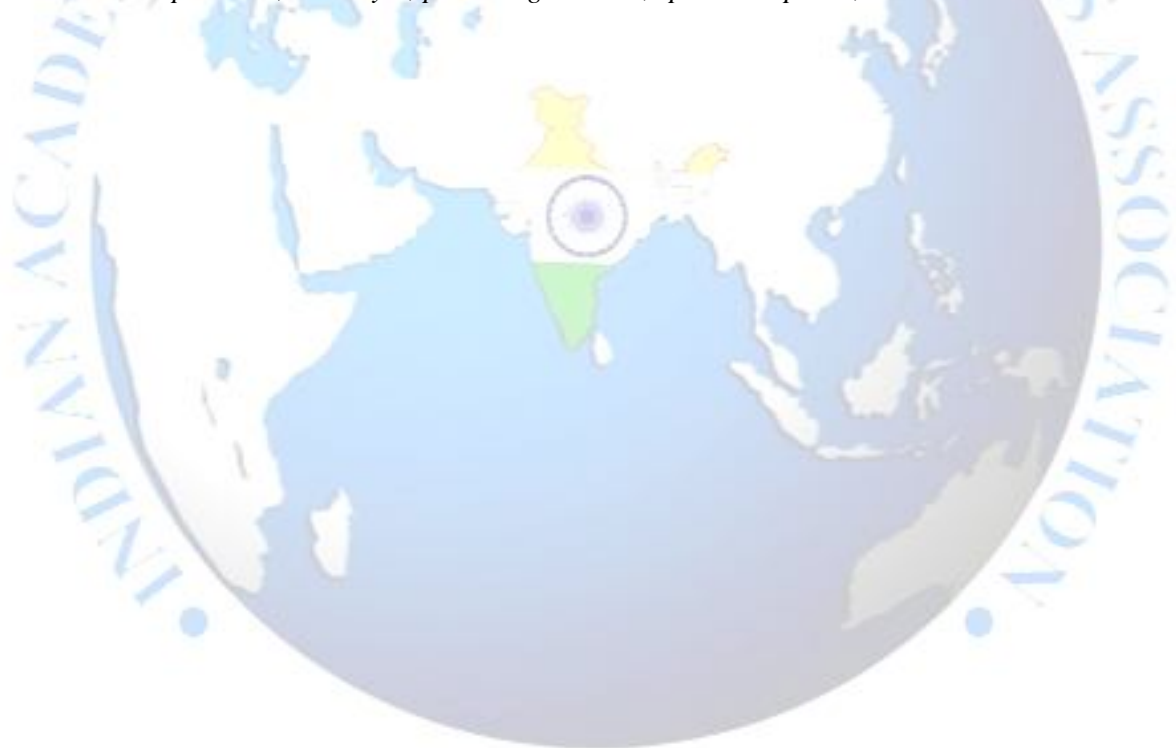
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ABSTRACT

Water pollution is now a growing issue due to rapid growth in industrialisation which makes difficult to find a balance between the growing population and the availability of clean water. Various types of semiconductors have been discussed by previous researcher but they have some drawbacks which makes metal oxide of spinel structure an emerged photocatalyst due their smaller band gap. In this paper we have discussed various spinel composite, their various methods of preparation and their photodegradation efficiency on different dyes. Mixed transition metal oxides' photocatalytic action can be attributed to their spinel structure, tiny particle size, and vast surface area. Different spinel composite like FeCo_2O_4 , MnCo_2O_4 , ZnCo_2O_4 showed enhanced photocatalytic efficiency of 89.02%, 74.83% and 77.5% against MB at about 110 min where as $\text{g-C}_3\text{N}_4$ and NiFe_2O_4 gave 90% and 98% at 225 min.

Key-words: Water pollution, toxic dyes, photo-degradation, spinel composite, mechanism



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TREND ANALYSIS OF LS FACTOR AT VARIOUS SLOPE LENGTH USING NOMOGRAPH

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ABSTRACT

LS factor is one of the five important factors of the USLE/RUSLE equation. Most researchers are using Universal Soil Loss Equation (USLE) and Revised Universal Soil Loss Equation (RUSLE) methods to calculate the estimation of soil erosion. It is very difficult for the researchers to calculate the LS factor, due to its complexity. This paper introduces innovative polynomial trend analysis for various fixed slope lengths. These trends are easy to calculate with the same accuracy as given by RUSLE and USLE, with an easy approach. The paper starts dealing with the LS factor introduced by RUSLE/USLE and draws the nomograph based on derived results. These results are also used in the creation of the trend polynomial curve.

Keywords: Nomograph, Soil erosion, Trend polynomial curve, LS-factor.



ABSTRACT

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ONLINE PURCHASE BEHAVIOUR DURING COVID – 19 IN RURAL AREAS

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ABSTRACT

2020 will remain in history because of Corona virus diseases 2019 (Covid – 19) that has influenced our lives in every field. The economy will never be the same as before covid -19. Our country went into complete lockdown from 23rd march. From the day of the lockdown, almost all the services and factories were suspended. Now, offline shopping becomes difficult as well as risky in rural areas also. It will attract the shoppers to take the advantages of internet technology by online shopping including the rural people. There is a need to understand the dominating factors influencing the online purchase behavior of rural customers due to this pandemic. The objectives of the study will be to explore the factors influencing the online shopping during the covid – 19 pandemic situation and to know about the preferred product that customers want to purchase more through online during the covid – 19 pandemic. The study is based on primary data that has been collected using a structured questionnaire. The primary data is collected on convenience sampling method from 100 respondents. Factor analysis is used for analyzing the data. Finding of the study will help in knowing the online shopper behavior under situation of covid -19 and the study will help the online shopping service providers to make better strategies for providing more satisfaction to customers and to win the competitors. The study suggested that online companies should make effective marketing strategies in rural areas to grab the opportunities of market penetration.

Keywords: Online Shopping, consumers buying behavior, Covid – 19, Rural areas, Factor analysis.

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A STUDY ON ASSESSMENT OF OUTSOURCING AND ITS DECISION MAKING BY HOTEL HOUSEKEEPING DEPARTMENT IN 4-STAR AND 5-STAR HOTELS OF DELHI NCR

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ABSTRACT

The trend of outsourcing has brought a new era in business management. Non-core activities are handed over to the external expertise and organizations focus on core activities and competencies to increase their competitive advantage and manage costs. The decision of what is a core activity and what isn't to an organization is the most difficult task, the decision might not be same for all departments of a hotel. The current study investigates the outsourcing in housekeeping department and its trend as well as the factors influencing decision of outsourcing and what all influences the selection of activity to be outsourced. The objective of the study is to identify the functions being outsourced, the factors influencing outsourcing decision of services and the effects of outsourcing and its challenges in the housekeeping department. A structured questionnaire survey was chosen to assess the factors and the sample population were the 4 star and 5-star hotels of Delhi NCR. The housekeeping department employees were the respondents and a total sample of 300 was chosen for the study. The data was analyzed through quantitative techniques. The study findings revealed that outsourcing was already being practiced by majority of hotels and the factors influencing decision of outsourcing were to cut costs, increase flexibility, improve profits and high quality of service. Outsourcing shall be a beneficial process for hotels if proper decision making is conducted beforehand and a proper market research is done to choose a vendor.

Keywords: Outsourcing, housekeeping, decision, decision making, hotels, outsourcing of housekeeping services, assessment, influence

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AN ANALYSIS OF ENGAGEMENT LEVELS OF EMPLOYEES IN AUDIT FIRMS DURING PANDEMIC

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ABSTRACT

Level of employee engagement is a predictor of both individual and organizational performance, hence there is an utmost necessity to bind the employees together and keep a constant vigil on the engagement levels with the organisation. In the toughest and unpredicted situations like pandemic it is a challenging spell for all organisations to make employees stick towards their organisation, with increased levels of engagement. In addition, it is highly required for the organisations to keep the employees associated with strong mind towards their job and contributing their best in this virtual mode.

The main purpose of this paper is to analyse the engagement level of employees in audit firms in recent pandemic situation. This study is based on collection of data in survey method for the preliminary pilot test of 64 respondents employed in various organisations in audit firms. Selection of samples was carried out using convenience sampling technique. This research model comprises of two factors, organisation and individual enhancing the engagement level of employees. The results are based on descriptive analysis and reliability tests showcasing the prominent items considered for enhancing the levels of engagement among employees during this pandemic situation. Furthermore, structural equation modelling is carried out to understand relationship among variables. This study reveals that there is an evident gap in engagement levels among employees whose nature of job involving travel and not involving travel. This research is a pilot analysis for further investigation on the contributors of work engagement of individuals.

Keywords: Engagement level, Organisation, Employees, Audit firms



ABSTRACT

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EMOTIONAL INTELLIGENCE- A STUDY AMONG INFORMATIONAL TECHNOLOGY EMPLOYEES

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ABSTRACT

Emotional Intelligence (EI) refers to the group of the capabilities that allow all individuals, particularly leaders, to utilize their emotions to guide thinking and action, to regulate impulse, one's moods, feelings and others', to think and to hope. The concept has widely progressed in the past decade and many researchers are conducted widely. The purpose of this paper is to understand the perception of the Information Technology employees working in an organization in Chennai. Questionnaire method was used to collect data from 179 Employees and the study findings based on z test and ANOVA revealed that significant differences existed between the Gender, Monthly Income and Designation based on the scores of the Emotional Intelligence. Thus the study concluded that although emotional intelligence is popularized and widely studied, it remains lively and timely useful concept and a key element for gauging the capability of individuals to understand, monitor and control one's own and other feelings.

Keywords: emotions, emotional intelligence, moods, feelings.



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HEALTH EFFECTS OF PACKAGED DRINKING WATER AND ITS CONSUMER'S BUYING PERCEPTION IN CHENNAI

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ABSTRACT

Water is an essential product in our daily life. Without water, nobody can live their life. Due to the change in consumer taste and preferences and people's buying perception, water is considered as a commercial product especially for drinking. It is sold out in a packaged bottle to carry easily by the consumers. It is also easy to store and use, especially in travel, kept for use in a commercial place also at home. This packaged drinking water though having many good things to consume, it also has its negative counterpart. The negative effect of packaged drinking water concerns mainly in the health of the consuming people. This study analyzes about the health effects of packaged drinking water and consumer's buying perception of this packaged drinking water. The perception of the consumers has both positive and negative responses. Therefore, this paper comprises of the good and bad health effects of consuming packaged drinking water and how the consumer's buying perceptions changes due to their standard of living, lifestyle, taste and preferences of others, demand of water and so on. Data were collected from 50 people who are residing in Chennai and statistical tools were also used to prove it.

Keywords: Packaged water, Consumer's perception, Health effects, Taste and preferences, Buying capability.

ABSTRACT

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PERCEPTION STUDY OF TEACHING PROFESSIONALS TOWARDS HR PRACTICES

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ABSTRACT

A key challenge in Human resource management comes to designing, implementing and monitoring policies, in particular, in the public sector, where legal frameworks and administrative rules often lack flexibility and adaptability. The key challenges in higher education institutions worldwide are designing proper management systems, need to build complex academic communities appropriate career management procedures, as well as national policies are required. These strategies help the institutions in recruiting, motivating and keeping qualified staff and are linked appropriately to the quality, level of state spending in education and governance mechanisms. This research article tries to explore the perception of these faculty towards the efficient HR practices adopted in educational institutions. The study was done with 161 college faculty and the data was collected using questionnaire method. The analysis used was z test and the results revealed significant differences in the scores on HR practices and the gender & Designation of the faculty and higher level of unsatisfactory responses were received from the respondents based on certain dimension of HR practices. Thus, in conclusion institutions are lacking the appropriate human resources practices and this needs to be properly addressed. Unsatisfactory working conditions have an impact on the attitudes and Behaviour of staff and create an obstacle to the modernization of higher education. Thus, this study concludes by suggesting appropriate measure to improvise the HR Practices in organizations.

Key Words: HR practices, educational institutions, ethics, recruiting, motivating, qualified staff

ABSTRACT

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A SHORT SURVEY ON AGING EVALUATION OF POWER TRANSFORMER INSULATION OIL

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ABSTRACT

The reliability of power transformers is restricted by the system quality of electric insulation that also operate as a heat transferring media. Conversely, cellulose insulation gets decomposed owing to overheat of transformers leads to diminution in their life span. Therefore, it is much significant for checking the oil insulation and insulation levels for improving the transformer quality. This survey makes a significant analysis on about 30 papers regarding aging assessment of power transformer (PT). More particularly, varied performance measures that are contributed in diverse articles are analyzed. In addition, a comprehensive study is made regarding the maximal performances attained in each works. Moreover, chronological analysis is done that shows the count of works deployed in the respective years.

Keywords- Power transformers; Insulation; Aging Evaluation; Moisture content; Performances.



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A STUDY OF STRESS LEVEL OF STUDENTS IN GOVERNMENT UNIVERSITY: A SYSTEMATIC REVIEW LITERATURE

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ABSTRACT

Stress is physical, mental, and emotional tension on a person. Stress is a part of life but in students, there are many causes behind their stress level. The transition from school education to university education, new teaching methods, an environment of the university, language barrier, educational loan. University education is a very important turning point in an individual's life; this education plays a very crucial role in their career. To work out the key issues and gaps within the current academic research, this paper conducted a scientific review of educational research papers available theoretical, applied, and empirical to supply a summary of stress level of students, academic stress level, the stress level of male and female students and causes of stress among university students. The result expresses that the present literature reports four key groups of topics: stress level of students, the academic stress level of students, the relation between stress level and gender also, and causes of stress. Still, during a promising phase of research, the issues covered in literature means a level of stress among students is increasing day by day due to some causes or factor and its effect on students. The selection of research strategies is moreover restricted to range and intensity. This look contributes to expertise the to be had studies stress level among university students and finding research gaps for future study.

Keywords: *Stress, Stress level, academic stress level, causes of stress, Male and Female students.*

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A STUDY ON CUSTOMER PREFERENCE TOWARD RETAIL SHOPS IN MADURAI

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ABSTRACT

Customer may buy goods from Retail Shops. Retail is one of the fastest growing fields today in India. Customer have to buy their products easily and conveniently through retail shop. It is confined to factors influencing the customer behaviour, their level of satisfaction, level of problem of the respondents to analyze the significant relationship between socio-economic factors and level of satisfaction and level of problem faced by the customer while purchase their products. The area of study is extended to Madurai only. Data have been collected from 75 retail customers in Madurai. Customer describe that they layout of the department stores should be improved. Packing must be in improved.

“Retail“ originates from the French world retailer, which means “to cut the piece off” or to break bulk. Retailer is someone who cuts off or sheds a small piece from something. Retailing is the set activities that market the products or services to final consumers for their personal or household use. It does this by organizing their availability on a relatively large scale and supplying them to customers on a relatively small scale. Retailer is a person or Agent or Agency or Company or Organization who is instrumental in reaching the goods or services to the End User or Merchandise or Services to the End User or Ultimate consumer.

Retailing is one of the oldest businesses of mankind and almost close to settled agriculture, as its origins can be traced back to the time when exchange of goods started taking place. Any exchange (even barter) as in prehistoric times represent retailing as there was a direct interaction with the consumer. As the development of human civilization took place and business as an entity took birth, the direct producer to the consumer interaction gave way to a business – to consumer interaction. Any business to consumer interaction in the present context can be interaction in the present context can be termed as retailing therefore encompasses all formats of direct marketing too, in its broader sense.¹

As retailing is a consumer interfacing activity and acts as a last link in the supply chain, it is where data generated about the consumer about products and services could be of immense help for members across the supply chain. As product be and service categories as well as proliferate, the data

That could be collected increase by leaps and bounds, if the number of consumers that retailers interact with increases in order to make meaningful inferences from the same. Traditional retailing became a professional and widespread enterprise, personal memory started to fail and therefore, a need for technology to record data for analysis emerged. Information technology, therefore, is one of the greatest enables of efficient and effective retailing.²

Retail store is a large departmental retail establishment offering a relatively broad and complete stock of dry groceries, fresh meat, perishable products and dairy products supplemented by a variety of convenience, non-food merchandise and operated primarily on a self-service basis.

Retails are the sale of goods and services from individuals or business to the end-user. Retailers are part of an integrated system called the supply chain. In simple term retailer purchases goods or products in large quantities from manufactures directly or through wholesaler, and then sail smaller quantities to the consumer for profit. Retail is an emerging sector in India so the marketers are influencing the customer by offering them in a variety of product in different ways, at various locations, in various forms resulting in emergence if different retail formats. Customers are highly influenced by image of the retail outlet, its attributes, product range, variety, services, employee's behaviour, decor, music and marketing strategies. Retailing can be done in either fixed location like stores or markets, door-to-door or by delivery. There are two differ types of retail outlets operate in the market first one is organized retail which refers to the sectors undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. This includes

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the corporate retails formats of the exclusive brand outlets, hypermarkets, supermarkets, departmental stores and shopping malls. Another is unorganized retail which is traditional formats of low-cost retailing for example, hand cart and pavement vendors, mobile vendors, local kirana shops, general stores, convenience stores, hardware shop, small retail business in apparel, electronics, food etc. new retail formats are growing at a rapid pace in India. The retail sector is controlled by traditional and modern retail formats. These formats have emerged and developed with the growth of population in India. Organized retailing formats. There remains a need among India business to understand the changing behaviour of customers towards shopping in organized retail outlets. The remains a need among Indian business to understand the changing behaviour of customers towards shopping in organized retail outlets. The remains a need among Indian businesses to understand the activities, interest, satisfactions', motives and lifestyles have contributed immensely to the growth of organized retail outlet catering to varied needs of the customers. The purchasing pattern of the customer has changed recent days. Customer's buying behaviour is influenced by social factors, such as group to which the customers along and social status. In a group, several persons may interact to influence the purchase decision. Change in consumption pattern is due to Lifestyle, income of middle angel population in big cities is rising rapidly and easier access to credit. Drastic change in the behaviour of the consumer, in view of growing economy, earning capacity, less time and fast track life, have to face emerging challenge for the organized in India. Among the different type of retail outlets available, a customer can choose any outlet confidently different this aspect, the researcher mode a study on customer preference toward retail shops.³



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A STUDY ON DIGITAL TRANSFORMATION IN TOURISM

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ABSTRACT

The aim of the research is to examine the impact of technology upon tourism. For the purpose of this research a mixed approach was used. Digital innovation is transforming the way we live, work and run businesses it has global impact on economies, sectors and industries. The commencement of the Digital India programme in 2014 led the country into the League of nations that is revamping their economies and governance with the power of technology. Since then, Digital India has affected almost all aspects of our lives, ranging from work, travel, communication to shopping, education and healthcare. It is expected that the tourism sector, and especially the hospitality industry, will rely heavily upon technology in the following years. India has been ranked 51st out of 63 countries in the 2017 IMD World Digital Competitiveness ranking. Technology today plays a vital role in shaping the travel industry. With the increase in internet penetration and availability of smart phones India's Travel sector has expanded in the recent years. Among the service sectors in India, the tourism has emerged as one of the major drivers of growth. The rich and cultural and historical inheritance variety in flora and fauna and places of natural beauty spread across the country has enriched tourism in India. The role of new technologies and automation in streamlining the business processes across the value chain thereby canvassing picture of digital travel revolution unfolding.

Key words: Tourism, travel industry, digital transformation, technology and tourism etc.,



ABSTRACT

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A STUDY ON THE INVESTMENT PATTERN OF NON-TEACHING STAFF WORKING IN EDUCATIONAL INSTITUTIONS WITH SPECIAL REFERENCE TO MADURAI CITY

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ABSTRACT

Save and invest in one's fund to increase future income. The nature and financial markets have undergone tremendous changes. Investing funds has become a very complex task because of the large number of savings and investment companies and the products they provide, terms and conditions, and complex regulations. This research attempts to use Madurai City as the research object to study the investment model of non-faculty staff in colleges and universities, and select 100 sample interviewees as the research object. Most interviewees prefer to invest money in projects that they expect safety and future returns.



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A SURVEY ON SMART AGRICULTURE USING WIRELESS SENSOR NETWORK ON IOT WITH CLOUD COMPUTING

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ABSTRACT

IoT is one among the technology where the new developments are introducing day by day. The future computing and communication technology relies under integration of IoT and Cloud. This technology generally migrate with traditional agriculture methods to control the cost, maintenance and monitoring performance. Generally, precision agriculture sensors monitor to agriculture related temperature, humidity, Soil PH level, nutrition level, water level and so on. The development of geomatics in agriculture maintains economic viability with satellite and aerial imagery in farming enterprises. Advances in Wireless Sensor Networks (WSN) and image sensor identifies the landscape especially manageable as agriculture production zones effectively. This paper focused survey on typical applications of agricultural based IoT network with cloud support. This survey used to understand the different technologies to build and develop smart agriculture. This survey helps to create friendlier environments and efficient agricultural productions for the migration of people to the cities.

Keywords—Internet of Things (IoT), Cloud Computing, Smart Agriculture, precision agriculture, WSN



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ADVANCEMENT TOWARDS A SUSTAINABLE FUTURE: EUROPEAN UNION'S PROGRESSION FROM LINEAR TO CIRCULAR ECONOMY MODELS

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ABSTRACT

After the end of the second World War, 20th century European economic historiography was a witness to the gradual increase in awareness of the soon to be reached limits of linear economy models. This determined the interest for the design of a new model of economic organization called 'Circular Economy (CE)' that would provide the necessary goods and services for maintaining and improving living standards for more and more people without ever increasing the consumption of raw materials and the quantity of waste ejected into the environment. The aim of this paper is to conduct a multidimensional comparative analysis of the transition to CE in European Union (EU) countries. The purpose is also to analyse whether economic development measured by GDP (gross domestic product) affects the analysed CE variables. Based on the hypotheses set, an econometric model was formed where GDP was identified as an independent variable, while the dependent variables were the production of municipal wastes per capita, the recycling rate of municipal wastes, the recycling rate of packaging wastes by types of packaging, the recycling of bio-wastes, and the recycling rate of e-wastes. The first part of the statistical analysis conducted using the Stata software package shows the Pearson correlation between the stated variables, while the second part explores the univariate regression model. The classification of EU countries according to the level of their advancement in the implementation of CE was adopted as a main research task. The comparative analysis was conducted by means of statistical methods. It was found that among all EU countries, those of the old EU are the most advanced in terms of CE. The results point towards the conclusion that the application of the CE model can ensure economic growth and GDP growth while reducing the use of natural resources and ensuring greater environmental protection.

Keywords: Circular Economy (CE); Environmental Protection; European Union (EU); Gross Domestic Product (GDP); Linear Economy; 20th Century European Economic Historiography.

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AI IN ATMS-PERSONALIZED BANKER MACHINE

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ABSTRACT

In this modern era, the ATM system is enhancing Banker's job for performing financial transactions like cash withdrawal, cash remittance, check account balances, etc., The current ATM system uses ATM cards and PIN for authentication. Considering the risk of handling cards, the current Pandemic situation, and technological innovation for better client services, this project proposes a smart ATM i.e., Personalized Banker Machine (PBM) using Iris scanner, fingerprint (biometric) authentication, voice recognition & OTP for accessing the user's Bank Account with the help of existing Bank details and UIDAI, in order to interact with customers applying Artificial Intelligence (AI), Machine Language (ML) & Robotic Process Automation (RPA). In this process, the bank will collect customer's fingerprints, mobile numbers, emails and names or extracting data from UIDAI for the new to bank customers and on the other hand, PBM could fetch the existing details of the customers. PBM will store these personal details of a specific user will be stored into the back end, i.e., in the bank's cloud storage. The AI program used in PBM makes interaction easy with the customer and ensures that illiterate people can also access the latest financial technology. The main aim of the proposed research article is to develop a multi-layer security system, reduce the cost to banks, increase onboarding of new customers, cross-selling third-party products, better customer experience, and enable a touch-free PBM system & to enable the use of biometric as a safety feature to reduce the customer walk in and access banking operations during this Pandemic.

Keywords: ATM, Biometric, UIDAI, PBM, ML, AI, RPA.

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AN APPROACH TO ENERGY EFFICIENT DESIGN FOR NATURALLY VENTILATED MASS HOUSING USING LIFE CYCLE ENERGY AND LIFE CYCLE COST ANALYSIS

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ABSTRACT

Globally, residential buildings use a large portion of energy among various sectors and hence require energy conserving measures to achieve sustainability. In Himachal Pradesh, a housing board namely Himachal Pradesh Housing and Urban Development Authority (HIMUDA) is responsible for developing mass housing. It is seen that due to lack of energy efficiency regulations, the housing colonies developed using standard house designs for various income groups like HIG, MIG, LIG and EWS, in which the houses of standard design are constructed at various locations in the state that results in development of prototypic colonies at many locations. This paper analyses the most common prototype design of HIG residences used in most of their colonies in Himachal Pradesh including the study area named Nayanagar, Hamirpur. The study calculates, for 50 years as life span, the embodied energy of existing houses using material specifications, operational energy and total Life Cycle Energy and their respective costs using Himachal Pradesh Schedule of Rates /market survey and Rs. 4.7/kWh (current market price) as operational energy cost. The study further identifies and compares the embodied energy, operational energy and Life Cycle Energy and Life Cycle Cost of three other alternatives developed in same plot area of 144m² but with varying design characteristics such as house type, room sizes, built up area, exposed surface area, volume, compactness ratio, exposed walls area, window area and Window to Wall Ratio (WWR) and finally the impact of each factor on embodied, operational and total energy and their respective costs is determined. The study analyses the impact of design on Life Cycle Energy and Life Cycle Cost.

Keywords: Life Cycle Energy; Life Cycle Cost; mass housing; Himachal Pradesh



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AN ASSESSMENT OF TEAM COHESION BETWEEN INTER-UNIVERSITY VOLLEYBALL AND HANDBALL PLAYERS

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.ABSTRACT

Historically, cohesion has been identified as the most important small group variable. Also cohesion has been the object of scientific scrutiny in both Sport and Exercise Psychology. The term cohesion is derived from the Latin word "cohaesus", which means to cleave or stick together. Like many social constructs, cohesion has been defined in a variety of ways. Festinger defined it as "the total field of force that act on members to remain in the group". In sports Psychology, Carron, Brawley and Widmeyer proposed that cohesion is "a dynamic process that is reflected in the tendency for a group to stick together and remain united in the pursuit of its instrumental objectives and for the satisfaction of member affective needs". The purpose of the study was to compare the team cohesion between Volleyball and Handball men players. To achieve the purpose of the study investigator had selected eight (N=80) men players, forty men players each from Volleyball and Handball games during the South Zone Inter-University Volleyball and Handball Tournament held at Vijayawada and Bengaluru respectively. The tournaments were conducted during the year 2019. The data pertaining to the selected psychological variable of this study, team cohesion was measured by using Group Environment Questionnaire (GEQ) by Albert V.Carron Et. Al. (1985). To test the hypothesis of the study, the data collected was analyzed by using the statistical technique 't' test with the help of statistical package for the social science (SPSS) and level of significance was set 0.05. The findings and results of the study reveals that There was a significant difference in team cohesion between Volleyball and Handball players.

Keywords: Handball, Volleyball, Team Cohesion, Inter-Univrsity

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AN EMPIRICAL EVALUATION ON AWARENESS AND INCLINATION OF CUSTOMERS TOWARDS HEALTH INSURANCE DURING PANDEMIC

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ABSTRACT

For every individual in India, Health insurance Policy has become a necessity. It provides a risk coverage against expenditure which is caused by unforeseen medical emergencies. Today, when the medical inflation rates are so high, failing to hold an adequate health cover policy can prove to cost very high, financially. The purpose of this research is to identify how much awareness public have about Health Insurance during pandemic and to identify their inclination to buy health insurance policies. Like privacy, health research has a very high value to the society. This pandemic situation made us to realise the importance of our health and the policy which will safeguard our life. The research was connected only about health insurance policy. Advancement in health information technology are creating a transformation in health sector that could facilitate studies which was not feasible in the past, and thus it leads to a new insights regarding health and disease. For analysis purpose, SPSS software is used to find the solutions to the objective of the research. It can be concluded that insurance companies have to create more awareness level towards health insurance as well.

Keywords: Health Insurance, Customer preferences, Inclination, Level of awareness, Perception



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AN EMPIRICAL STUDY ON FACTORS INFLUENCING IMPULSE BUYING BEHAVIOUR OF CUSTOMERS AT APPAREL STORES

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ABSTRACT

Impulsive buying is the tendency of a customer to buy goods and services without planning in advance. When a customer takes such buying decisions at the spur of the moment, it is usually triggered by emotions and feelings. Impulsive buying can't be categorized for one specific product category. Impulsive buying can be seen in products such as chocolates, clothes, mobile phones and in big-ticket items such as cars, jewellery etc. Impulsive buying means making an unplanned purchase. It is based on an irrational thinking. Marketers try to tap this behaviour of customers to boost sales. By keeping this view, an attempt has been made to analyse the key factors determining Impulse buying behaviour of the customers at an apparel store. The study used both primary and secondary data and the recorded responses were analysed using statistical tools includes ANOVA, Chi-square and Correlation analysis. It was found that majority of the respondents are much interested in apparel shopping and spending time in fashion related activities, and strategies are suggested to the stores to offer more discounts and coupons to retain the customers and make them to buy more and more in future.

Keywords: *Impulse Buying, Customers, Purchases, Marketing strategies*



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CADMIUM AND LEAD TOXICOLOGICAL RISK ASSESSMENT IN AQUEOUS EXTRACTION OF TINOSPORA CORDIFOLIA USING INDUCTIVELY COUPLED PLASMA – OPTICAL EMISSION SPECTROSCOPY WITH ITS BIOCIDAL ACTIVITY

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ABSTRACT

Heavy metals residual accumulation in aqueous extraction of *Tinospora cordifolia* (Giloy leaf) lacking refereed literature in pharmaceutical applications such as vasorelaxant, anti-microbial, anti-diabetic, and anti-inflammatory due to presence of diterpenoid, alkaloids, glycosides and other aliphatic compounds. Estimation of cadmium and lead toxicological risk assessment from leaf aqueous extraction was main aim of study. Herbal extraction is having slow acting so single dose is not effective like allopathic medicine, perhaps long term exposure is required. Therefore, residual accumulation of heavy metals in body occur. Cadmium and lead level were measured with the help of inductively coupled plasma – optical emission spectroscopy (ICP-OES). Satisfactory results were obtained that confirms safety of *Tinospora cordifolia* leaves aqueous extraction as effective home remedial as well as pharmaceutical product. Biocidal activity of aqueous extract was tested on *Aeromonas hydrophila*. Satisfactory results were obtained from extract as a point of biocide. In best of our knowledge, cadmium and lead content as Heavy Metal Impurities (HMIs) in aqueous extraction of *Tinospora cordifolia* leaves with its Biocidal action is first reported in this study.

Keywords: *Tinospora cordifolia*, Herbal extraction, ICP-OES, HMIs etc.

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CAUSES OF BURNOUT AND ITS EFFECT ON WORK PLACE SUSTAINABILITY AMONG HEALTH CARE PROFESSIONALS IN CHENNAI CITY

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ABSTRACT

Purpose

The Causes of Burnout and its outcome on the work place sustainability among Health care professionals is inevitable to be analysed in present day health care industry for the benefits of health professionals to align their mind and physique in order to deliver quality care for patients and to contribute for the success of health care practices of the institutions they belong. In overall the ability to sustain by overcoming burnout by health professionals leads to conductive work environment, patient- service provide healthy relationship and enhance social care as well as national health safety practices.

Design/Methodology/Approach

The research paper is a empirical analysis of causes of burnouts by exploring the factors and to validate its effect on work place sustainability among health care professionals in the categories of doctors, nursing staff and supporting staffs like lab technicians and analyst so on. There were 130 sampling units were interviewed through structured questionnaire and their views on burnout and work place sustainability were identified as factors leads to burnout and its effect on sustainability.

Findings

The research paper observe that there are six factors namely work place integrity, conflict, work place perception, job incompatibility, awareness, psychological contract and work place sustainability related to work place burnout among health care professionals. It is also understood there are factors like awareness, job incompatibility, psychological contract and conflict which causes burnout significantly influence the work place sustainability of health professionals. In this conflict and incompatibility have negative effect. The psychological contract and awareness have positive effect.

Originality/Value

The present research further investigated the causes of burnout with special reference to job content in health care professionals. It attempted to further probe other factors away from existing theoretical model based factors. It also tested the significant influence of burnout factors on employee sustainability.

Key words: Burnout, Work place Sustainability, Health Care Professionals and Working Environment.

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COMPARATIVE STUDY ON MARITAL ADJUSTMENT AMONG RURAL AND URBAN MARRIED WOMEN

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ABSTRACT

Marital adjustment is considered as the major important role of everyone's life. Marriage in reality is a way of living. It is main success and satisfaction in persons life and it's a lifelong processes. Nowday's people's lives under complex environment which is turn causes anxiety and divorce between the marital relationship . The present study was undertaken to study and compare marital adjustment among rural and urban married women. A sample of 120 married women of 60 were living in urban area and 60 were in rural area were randomly selected for the present study. Adjustment inventory a standardized tool developed by Dr. Gayatri Tiwari, Mrs. Jaswant Deora and Ms. Sneha Jain (2018) was used for the present study. The results found a significant difference in association with the classification of respondents by age group, shows that higher percentage of women respondents are in the age group of 38 to 42 years , As regarding to occupational status were also found significant difference between urban and rural married women on their marital adjustment with occupational status . The finding of the study shows that both urban and rural womens' over all mean marital adjustment scores have slight difference responses in marital adjustment. In above average urban married womens' have higher percentage of adjustment level when compared to rural married women.

Keywords: marital adjustment, married women, urban and rural married women.

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COMPLIANCE WITH INTERNATIONAL FINANCIAL REPORTING STANDARDS, IMPORTANCE AND OBSTACLES: EXPERIENCES OF SOME COUNTRIES

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ABSTRACT

International accounting and financial reporting standards are no longer subject to their application in developed countries only, but the need has become urgent in all countries that seek to realize the progress of civilization and engage in the global environment and access to international financial markets to adopt these standards, the research aims to evaluate Iraq's experience in compatibility with International Accounting Standards, the inductive approach was adopted to show the importance and obstacles to adopting international accounting and financial reporting standards, and to present the experiences of a group of selected countries in this field, and to explain the justifications for compatibility with these standards in Iraq and the most important obstacles facing their application, and the research reached a set of conclusions, including, Despite the importance of compatibility between accounting standards in facilitating the process of comparison in the performance of companies, there are clear differences in the positions of countries regarding compatibility with international accounting standards, and that this compatibility process faces obstacles and difficulties, due to the presence of requirements and ingredients that must be met to implement those standards. And that the experience of issuing the Iraqi accounting rules fought by the Accounting Standards and Rules Board of the Office of Financial Supervision, constitutes a faltering experience Compared to the experiences of other countries,

Keywords: *International Accounting Standards, Compatibility, experiences of some countries*

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DEVELOPMENT AND IN-VITRO EVALUATION OF MEDICATED TRAVEL SICKNESS LOLLIPOP

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ABSTRACT

Motion sickness is a sensation of wooziness. Motion sickness is the most common problem in people traveling. The purpose of this study was to resolve related problems, and Meclizine is an antihistamine used to prevent and treat nausea, vomiting, and dizziness caused by motion sickness. It also is used to reduce dizziness and loss of balance caused by inner ear problems. The oral route is the most convenient and usually the safest and least expensive. Medicated lollipops had the potential for drug delivery orally; therefore, the purpose of this study was to formulate medicated lollipops for the oral drug delivery of meclizine hydrochloride. Medicated lollipop was prepared using sucrose, corn syrup, HPMC K 100M, and other ingredients. The lollipops were further evaluated for weight variation, hardness, friability, drug content, and in vitro dissolution study. Stability study shows developed medicated lollipop was stable for one month at $30^{\circ} \text{C} \pm 2^{\circ} \text{C}$ at $65 \pm 5\% \text{RH}$ (Room Temperature). So, This Medicated lollipop formula is considered a potential vehicle for meclizine hydrochloride for delivery orally.

Keywords: Meclizine hydrochloride, Sucrose, Corn syrup, HPMC K100 M, Citric acid, Calcium carbonate



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DIGITIZATION OF LIBRARY RESOURCES OF GAUTAM BUDH CENTRAL LIBRARY, BABASAHEB BHIMRAO AMBEDKAR UNIVERSITY, LUCKNOW: A CASE STUDY

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ABSTRACT

This study examines the digitization of library resources in Gautam Budh Central Library Babasaheb Bhimrao Ambedkar University, Lucknow. For this study, certain research objectives have been formulated and research design adopted for this study is descriptive survey. Questionnaire method is used as a tool for getting primary data. Total 20 library staff was selected as a sample of the study. The findings of the study reveals that majority of the library staff have practical approaches for digitization and most of the library professionals are facing various problems during digitization process, i.e., as standby power generating set, solar power system, utility power systems etc..

Keywords: *Digitization, Library Resources, Library Professionals, Information Resources, ICT Skills, Case Study*



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ECONOMICS OF PRODUCTION AND MARKETING OF SUMMER GROUNDNUT IN WASHIM DISTRICT

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ABSTRACT

The present study on economics of production and marketing of summer groundnut in washim district was carried out during the year 2019-2020. The standard cost concept were used along with the simple tabular analysis for working out cost and returns of Summer groundnut..

Washim district in Maharashtra was selected purposively to carry out the present study. Three tahsils viz. Washim, Malegoan and Risod were selected. Villages from each tahsil were selected randomly based on maximum potential area and production of Summer groundnut and from each tashil 3 villages were selected. For present study 10 farmers from each village i.e. total 90 farmers were selected randomly from chosen area. The study revealed that the average size of holding of Summer groundnut farmers for small, medium and large size groups are 1.42, 2.79 and 5.90 respectively. The average per hectare hired human labour use was 52.51 man days and family human labour use was 26.67 man days, while the use of bullock pair was 4.03 pair days, seed rate used was 110.99 kg and use of N, P, K was 25.52, 49.53 and 30.13 kg respectively. The average per hectare Cost A, B and C were Rs. 40502.20/-, Rs. 58254.90/- and Rs. 69356.15/-, respectively. The average productivity was to extent upto 17.25 quintals. The benefit cost ratio of summer groundnut cultivation at cost 'C' was 1.42 indicated that the summer groundnut crop is profitable crop enterprise. Different marketing channels such as Producer - oil miller (consumer), Producer - wholesaler - oil miller (consumer) and Producer - village trader - wholesaler - oil miller (consumer) were followed by the sample farmers. However, in channel II Producer - wholesaler - oil miller observed the highest producers share to consumer rupee i.e. 95.89 per cent. Per quintal marketing cost was found highest in channel III i.e. Rs. 268.00/-. The major items of cost were transportation charges and cost of gunny bags. The major constraint faced by summer groundnut growers during production is unavailability of irrigation facilities which was observed about 96.67 per cent followed by high cost of inputs, unavailability of quality seeds during sowing, high wage rate and electricity problem which was observed as 87.78 per cent, 85.60 per cent, 81.11 per cent and 80.00 per cent, respectively.

Keyword: Production, Marketing, Summer groundnut, cost and returns, cost concept, cost-benefit ratio, gross income, gross returns, net returns, price spread,

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EFFECT OF DIFFERENT DIMENSIONS ON MARITAL ADJUSTMENT AMONG MARRIED WOMEN

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ABSTRACT

Marital adjustment describes the accommodation of spouse to each other. Factors contributing to level of marital adjustment include marital satisfaction, cohesion, agreement, affection, and conflict. Well-adjusted couples are expected to have long-lasting, stable marriage, whereas poorly adjusted marriages are expected to experience instability and /or to end in divorce. Other predictors of marital adjustment include age differences between spouses, length of time married and number of children. A study was conducted to know the "Effect of different dimensions on marital adjustment among married women". The marital adjustment standardised tool developed by developed by Dr. Gayatri Tiwari, Mrs. Jaswant Deora and Ms. Sneha Jain (2018) was administered to the women. A sample of 120 married women's were 60 respondents from working and 60 respondents were from non-working women respondents of the age group of above 30 years was randomly selected for the present study. The data was collected and tabulated and the tests used to analyse the data were student t-test and chi-square test. The finding showed that respondents from working and non-working married woman have a moderate lifestyle. The results also indicate that working married women have higher mean score percentage in the dimension of socially oriented and were found to enjoy every social gathering. And non-working married women were found to be family oriented and maintain family values and spend money keeping in view of family status.

Key words: *Marital adjustment, couples, working and non-working women.*

ABSTRACT

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EFFECTIVENESS OF E – LEARNING AND ONLINE SESSIONS AMONG COLLEGE STUDENTS IN MADURAI DISTRICT – THE STUDENT’S PERSPECTIVE

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ABSTRACT

E-learning refers to the utilization of data and communication technologies to enable the access to online learning/teaching resources. The web is widely used as a research and academic tool, providing a society with access to global information and instant communication. The COVID-19 has resulted in colleges shut all across the world. Globally, over 1.2 billion children are out of the classroom. As a result, education has changed dramatically, with the distinctive rise of e-learning, whereby teaching is undertaken remotely and on digital platforms. The aim of the study was to investigate the Effectiveness of e – learning and online sessions among college students in Madurai District. Data were collected from 100 college students studying in Madurai district.

Keywords: *E-learning, online learning, Academic performance.*



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ENHANCED DISEASE PREDICTION MODEL FOR DIABETES MELLITUS USING NOVEL WAY OF MACHINE LEARNING

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ABSTRACT

Currently a lot of people are affected by diabetes and it leads to other severe health problems. Existing many methods identifies the disease in the beginning stage and most of the methods fail to met the accuracy and also more time complexity. The proposed method is enhanced by eliminating the existing issues. Imbalanced dataset become balanced dataset using sampling techniques, which in initialized by the amount of training is increased with sliding window technique. The diabetic prediction process is enhanced by using the Intensity Weighted Firefly Optimization techniques, which is used to pick the features based on the correlation between the features which removes the irrelevant features in the diabetic prediction process. Different type of features is handled by applying the PCA based feature transformation technique. Normal and diabetes classes are classified by hybrid random formed by applying the selected features. Prediction accuracy is maximized by applying the relevance between each features. Different datasets are applied to the present study to improve the efficiency of the diabetes prediction system. Minimum misclassification error rate and maximum accuracy is predicted with the proposed model when compared to other methods.

Keywords: Diabetes prediction, Machine learning, feature selection, Random forest, Fire fly optimization



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ENVIRONMENT-ENERGY POLICY OF INDIA: CHALLENGES AND RESPONSES

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ABSTRACT

This paper makes an endeavour to put forward a methodical viewpoint on the urgent need for achieving Environment Sustainability and Energy Security and in the same array seek to perceive the Challenges and Opportunities. In post-independence period, the gravity of deteriorating Ecology and Environment was realized but no attempts were made till 1972 UN Conference on Human Environment. The huge shift from non-renewable to renewable sources of energy has ushered in a major change in how the nations of the world are making use of this resource.

Energy is closely linked with the golden thread that weaves through the very fabric of any nation big or small connecting development, social inclusion and environmental protection. Renewable Energy has been used from time immemorial specially Solar and Wind. However for a country like India the Renewable Energy Revolution/ Action Plan 2022 will make the country Energy Efficient, as India has a target to generate 30 percent of its electricity from Renewable resources by the end of 2030. Energy fuels the economic progress of any country and is a fundamental need of a society. Energy has been called the fuel of economic progress and the ready availability of cheap energy serves to stimulate industrial development. Energy is a critical input for the growth and development of any country. It is the lifeline of the national economy.

This paper will conclude by stating that there exists a strong intricate link between Environment and Energy Policies. The crucial role played by the heads of the state will go a long way in reshaping the Energy-Environment status of the country. Concerns about geopolitical instability and fuel supply security, as well as pollution and climate change, are pushing the nation to find alternative sources, of clean energy and to reduce harmful emissions. The introduction of cleaner fuels in the giant sector of transport should be a priority.

Keywords: Energy Security, Carbon-constrained-economy, Carbon neutrality, Energy Predicament, Energy Independence, Next generation fuels, Energy Crisis, Energy Revolution, Fuel Policy, Climate Disaster, Green philosophy, Ecological Imperative.

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FINANCIAL PERFORMANCE ANALYSIS OF PREFERRED PRIVATE SECTOR BANKS IN DINDIGUL

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ABSTRACT

Modern trade and commerce would almost be impossible without the availability of suitable banking services. The Economic development in our country has not been even planning being accepted as an instrument of economic change. This has been reflected in regional imbalances in economic development. Historically, the private sector banks played a crucial role in the growth of joint stock banking in India. The first half of the 20th century witnessed phenomenal growth of private sector banks. The Industrial Credit and Investment Corporation of India (ICICI) were formed in 1955 at the initiative of the World Bank, the Government of India and representatives of Indian industry. The Karur Vysya Bank Limited was set up in the year 1916 at Karur in Tamil Nadu (India). The Bank started with only Rs. 1 lakh capital. Deposits grew from ₹40568.37 Cr in FY 2020 to ₹41952.97 Cr in FY 2019. The growth recorded by your bank was higher than the 3.30% growth in deposits recorded in the banking system during the fiscal under report.

Keyword: Private Sector Bank, Financial Performance, Karur Vysya Bank, ICICI Bank



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FUNDAMENTAL RIGHT TO HEALTH AND ACCESSIBILITY TO COMMON MAN

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ABSTRACT

The right to health is an inclusive right, extending not only to timely and appropriate health care, but also to the underlying determinants of health, such as access to safe and potable water and adequate sanitation, healthy occupational and environmental conditions, and access to health-related education and environment. Health generally understood with reference to medical scientific discipline and medicine, confined to the medical professionals and scientists, however, it includes socio-economic and political determinants as well, as right to health is a social and political right. This article aims at highlighting the recognition of right to health at international arena, duly acknowledged by various international conventions from where it has gone beyond natural right to become legal as well as fundamental right and in India has been endorsed by the Indian Constitution, though not explicitly but through Article 21, Right to life is considered as encompassing the Right to Health. The paper focusing to the jurisprudential evolution of health rights and its duly incorporation into Indian Judicial approach, as Indian courts have recognised the fundamental right to health and health care. Various decisions of the Hon'ble Supreme Court and High Courts in India, especially during the current pandemic situation, has given wide interpretation to right to health as equivalent to the right to life under Article 21 of the Constitution of India and made it obligatory upon State to provide health care facilities to all citizens of India, extended to providing free, cheap or subsidized medical care and also considered the obligations of the private health care sector.

Keywords: Health, Health Rights, Indian Judiciary, International Covenants, Indian Constitution, Fundamental Rights, Obligation of State and private sector.

ABSTRACT

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GENDER ROLE PREFERENCES AND PERCEPTIONS OF WOMEN IN HIGHER EDUCATION

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ABSTARCT

The gender stereotyping is an obstacle to women's rights to meaningful progress in implementing human rights obligations to address harmful stereotypes and wrongful stereotyping will require all of us – treaty bodies, special procedures, and many others – Gender stereotyping is wrongful when it results in a violations of human rights and fundamental freedoms. This group which is marginalized is a female gender. To define Gender Stereotype are over generalization about the characteristics of an entire group based on the gender, Hence we find that, making a decision based on once gender always creates Gender Stereotype

Index Terms : Race, , Gender, Higher Education



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GOA: CLIMATIC EMERGENCIES WITH SPECIAL REFERENCE TO CYCLONE AND FLOODS

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ABSTRACT

Goa's climate has certainly changed – it is experiencing huge man-made impacts. It has become extremely built-over and greatly urbanized, with massive road building works. The amount of concrete on Goa's surface has escalated exponentially. This has created heat islands which are ecologically harmful. Another major change is the emergence of extreme climatic events and this too has a fallout in Goa in terms of the loss of ecology. Environmental changes are based on factors like urbanization, population and economic growth, increase in energy consumption and agricultural intensification. The degradation has adverse impacts on humans, plants, animals and micro-organisms. To cope up with the critical situation, we need to make optimum use and management of resources, sustainable development, adoption of green concept and above all community participation in all developmental activities. Because of climate change and the rapid warming of the Arabian Sea, there are now more and more cyclones impacting the western coast. Cyclone Tauktae has been the most direct hit so far- it is perfectly predictable that there will be more. This is very important point – those of us who have been following climate change a while knew that major impacts were coming, but we didn't expect these would happen so soon and with such massive effect. With the ongoing development, the developed countries as well as developing nations neglected the global climate change. A developed nation like Germany faced one of the worst floods, China has experienced floods after 1000 years. Many of the Indian states are facing worst flood situations, in fact the state of Goa never faced such floods until 1982.

Keywords: Climatic Emergencies, Environmental Governance, Environmental Degradation, Desiltation, Environmental Encroachment, Incessant Rain, Tropical Cyclones.



ABSTRACT

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GREEN FINANCE

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ABSTRACT

The COVID-19 pandemic has emerged as a significant, one-of-a-kind element affecting air quality in 2020. Some have dubbed the global lockdowns as the "largest-scale experiment ever" in air quality since the temporary reduction in fossil fuel consumption linked with significant reductions in air pollution. Air quality improved in 65 percent of worldwide cities in 2020 compared to 2019, while 84 percent of countries saw overall improvements. Pollutant concentrations are expected to rebound due to the circumstances of these advances. Hence the need for Green Finance is more now than ever. Green finance is about investing in the companies that promote healthy environment and release less carbon emissions.

Keywords: Green finance, Sustainability, Environment, Climate



ABSTRACT

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GROWTH RATE OF CSR SPENDING ON SELECTED NAVARATNA CENTRAL PUBLIC SECTOR COMPANIES IN INDIA

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ABSTRACT

The Companies Act, 1956 is replaced with the companies Act, 2013 and CSR has been made mandatory for a specific class of companies. Corporate Social Responsibility is that the continuing commitment by business to behave ethically and contribute to economic development while improving the standard of lifetime of the local people at large. Companies take resources within the sort of raw materials, human resources etc. from the society. By performing the task of CSR activities, the businesses are giving something back to the society. This study is predicted on the secondary data. During this paper deals with the expansion rate of CSR spending on selected Navaratna Central Public Sector Companies in India from 2014 to 2020.

Key words: CSR, Navaratna Central Public Sector Companies, CSR spending, CSR Activities



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IDENTIFICATION OF URBAN PROBLEMS AND SUSTAINABILITY ISSUES IN SMALL VILLAGE OF DUNGRI: A CASE OF MANALI

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ABSTRACT

Urban form is defined in terms of many urban pattern aspects like compactness, density, sustainable transport systems, diversity all when interwoven into spatial form defined by set of landmarks, edges, paths, nodes, boundaries etc. give recognition to that space. It also establishes the identity of the urban space which can be further gauged on parameters of sustainable development. Today hill towns have seen huge influx of population both permanent and floating. Tourist flock these areas and in order to cash on their recreation many support services which may be temporary sprung up in the area. However, this creates issues like stressed infrastructure facilities, breakdown of ancillary facilities like huge traffic jams on narrow hilly roads, casualties owing to landslide due to haphazard development irrespective of basic slope and topography of the area. A case of Dungri Village of tourist hill town Manali is similar in this context whereby famous Hadimba Mata temple is located and attracts thousands of tourist coming to Manali. Hadima Mata temple is well known for its centuries old wooden architectural styled layout, relief features and ornamentation. Due to this, it receives large number of tourists especially in peak tourist seasons. This has led to propping of many urban issues creating problems in daily life of the inhabitants Present study aims to study such issues through survey and documents and provides practical solutions for such problems. Adoption of these proposals would enhance the sustainable aspect of the urban pattern that are degrading in present context.

Keywords: Sustainability, Dungri village, infrastructure, urban issues



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IGNITE THE SPIRIT OF NATIONALISM -NEED OF THE HOUR

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ABSTRACT

Nationalism is still a major force in world affairs. Nevertheless, there are powerful economic and cultural forces undermining nationalism, usually described as globalization, developing around multi-national corporations, banks, insurance companies, global communications, the dominance of the English language. Globalization creates new identities and new loyalties by its cultural and economic processes, but it also creates a potential backlash of resistance to the threats to national identity that it produces by its international, westernized, homogenized character. Nationalism in some sense of the word can be traced back to pre-Renaissance times. In its modern sense, of having political implications, it is a relatively recent phenomenon. We can distinguish between ethnic nationalism, which links nation with race and language and birth, and civic nationalism, which links nation with citizenship with no ethnic limitation on who is potentially a member of the nation. We can also distinguish between liberal, reactionary and radical nationalism. Furthermore, nationalism can fulfill a number of political functions such as promoting social change, creating social cohesion, or strengthening the hold of the ruling class. Nationalism has had an immense impact in the nineteenth and twentieth centuries, especially in undermining empires and multi-national states. Actually even in the global society of the twenty-first century it remains a powerful force. Negative sense of nationalism leads to aggression and imperialism however on this paper highlighted about the positive sense of nationalism. This paper is mainly focused on Manipur as a parameter of India.

Keyword: Globalization, homogenized character, imperialism, national identity, nationalism.



ABSTRACT

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IMPACT OF COVID-19 WAVES ON CUSTOMERS ONLINE SHOPPING IN RANCHI: A CASE STUDY

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ABSTRACT

E-commerce or electronic commerce is not that new in context of Indian scenario. For last one decade E – commerce became more popular among common people for marketing purpose. Specially after launching of 4G in India, common people too are taking interest in E- Commerce. But during Covid-19 period, a drastic change came in customer' online buying behavior. Where first wave of Covid-19 developed the habit of online shopping, the second wave forced people to go for online shopping because of it's fear factors. Lots and lots of people lost their family members, relatives and friends during this period. Thus the two waves of Covid-19 had different impact on customer's choice of on line shopping. There are certain factors which mainly govern the buying behavior of the common people of our country. In this paper the authors have tried to find, these factors and the impact of these two waves in the life of people of Ranchi.

Key word: E-commerce, Covid -19, customer buying behavior.



ABSTRACT

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IMPACT OF E-BOOKS ON THE BUSINESS PROGRESS OF LOCAL BOOKSTORES IN DELHI BEFORE AND AFTER COVID-19

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Professor, RDIAS

ABSTRACT

With the increase in readership books retailing market have also been growing at a stagnant rate. But with the advent of E-Books and COVID-19 pandemic, it became hard for the retailers to keep up with the market, some adapted this change whereas major population of the retailers have resisted to change. This study provides an insight on how E-Books have affected the local book stores in Delhi before and after COVID-19.

Keywords: Books, E-Books, Physical Books, Bookstores, Readers, Delhi, Covid-19



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IMPACT OF FINANCIAL BRAND VALUES ON FIRM PROFITABILITY AND FIRM VALUE OF INDIAN PHARMACEUTICAL COMPANIES

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ABSTRACT

Purpose

The research paper aims to suggest an appropriate financial brand valuation model in the Indian context by conducting an extensive review of literature on various brand valuation models and to gauge the financial brand values of the Pharmaceutical companies in India using the appropriate Financial Brand valuation model in the Indian Context. The study also aims at analyzing the effect of financial brand value and various brand value drivers on firm profitability. The contemporaneous effect of brand values of pharmaceutical companies on firm value is also tested using panel data regression analysis.

Design/methodology

The sample consisted of 29 listed pharmaceutical companies in BSE 500 index for a period of 10 years from 2009 to 2018. Panel data regression method is used for the analysis. Financial brand value, Prestige driver, loyalty driver, extension driver, Return on Assets, Return on Equity, Return on Capital, Stock price, and Tobin's Q are the major variables used in the different models developed.

Findings

Positive contemporaneous relationship between brand value and profitability (ROA) has been found out. Strong Pharmaceutical Brands are having higher profitability measured in terms of Return on Asset. Brand value drivers (Prestige driver, loyalty driver and extension driver) did not show any significant effect on profitability. Positive contemporaneous relationship between brand value and firm value (Tobin's Q). Study found insignificant relationship between Brand value and stock price. has been found out. Among control variables, Advertisement spending showed positive effect on firm value. Research limitations/implications – The study focuses only on 29 listed pharmaceutical companies in Indian capital market. In terms of implication, theoretical bases discussed in the literature review and hypotheses development are mostly validated.

Practical implications

The findings are providing important practical implications to pharmaceutical firms, different management of the companies, outside investors, investment analysts and managers, the government, and other policymakers.

Originality

The study evaluating the financial brand value of a set of companies using an appropriate model suggested by literature for the Indian context is a novice. Although some studies are there abroad that tests the nexus of brand value-profitability and brand value-firm value, all those studies are used top-performing brands. This study used all brands in the industry to ensure a robust result and used multiple performance variables in the case of profitability and firm value. This is the only longitudinal panel data-based study in the field of brand value performance literature as it used the most objective measure of financial brand value from only a finance perspective by avoiding the bias of marketing and customer perceptions

Keywords: Hirose model, Brand value, Brand Equity, Pharmaceutical brands. Panel data techniques.

ABSTRACT

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IMPACT OF FLEXIBLE WORKING TIMES ON WORK-LIFE BALANCE

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ABSTRACT

The purpose of this paper is to examine the effect of flexible hours on work-life balance or stress between work and life. A systematic literature and Meta-analysis technique is used to achieve our objective. Publication bias was checked through Funnel Plot. Forest Plot is used to analyze the impact of all studies with the weighted mean. The finding of our study is showing a summary effect of all studies with the Random effect model.

Keywords: *Work-life balance, Summery effect, Meta-Analysis, Publication bias*



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INDICATORS OF FAMILY LIFE WELFARE IN TRADITIONAL ECONOMIC SYSTEM OF MANGGARAI SOCIETY (A CULTURAL LINGUISTIC ANALYSIS)

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ABSTRACT

This study explores indicators of family life welfare in traditional economic system of Manggarai society with special reference to forms and meanings of linguistic phenomena they employ in economic culture discourses of agriculture and animal husbandry in Manggarai language. The study is viewed from cultural linguistics. The study is descriptive in nature. The results of study show that forms and meanings of linguistic phenomena used in economic culture discourses of agriculture and animal husbandry in Manggarai language are specific to Manggarai culture designating indicators of family life welfare in traditional economic system of Manggarai society. As conceptualized in cognitive map of Manggarai society, indicators of family life welfare related to agriculture are marked by availability of abundant corn and rice as staple foods and of vegetables as side dishes, while the indicators of life welfare related to animal husbandry are marked by availability of pigs and chickens raised.

Key words: indicator, family life welfare, traditional economic system, Manggarai society

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INFLUENCE OF STUDY HABITS ON ACADEMIC ACHIEVEMENT OF PHYSICAL EDUCATION TRAINEES

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ABSTRACT

Study habits are well-planned, and the study structure is purposefully developed to help learners to comprehend academic subjects and pass an exam. A structured programme of subject matter at institutions is referred to as an academic curriculum in the study. The term "study habit" can apply to a student's study method, which might be systematic, efficient, or ineffective. The phrase "study habit" refers to the patterns that a person has established in relation to his or her academic pursuits. It's a one-of-a-kind capability. Some pupils enjoy reading alone, whereas others prefer reading in a group setting. When it comes to identifying the type of study habits, there are no hard and fast rules. It can be passed down or acquired. On his or her own, the child can form his or her own study habits. Academic achievement refers to a student's, instructor's, or institution's progress toward short- or long-term educational goals. The cumulative grade point average (CGPA) and the completion of educational benchmarks such as secondary school diplomas, bachelor's degrees, postgraduate degrees, and degree programmes are used to assess academic achievement. The purpose of the study was to know the influence of study habits on the academic achievement of physical education trainees belong to Kuvempu University. For achieving the purpose of the study thirty-six male post graduate physical education trainees from Kuvempu University were selected randomly. Standard test tools were used to measure Study habits and Academic Achievement. To know the influence of study habits on the academic achievement of physical education trainees Karl Pearson's co-efficient of correlation statistical technique was used at 0.05 level of significance. Analysis of the data concluded that the study habits of physical education trainees were significantly influenced on their academic achievement.

Keywords: Study habits, Academic achievement, Physical Education Trainees, CGPA, Reading Ability

ABSTRACT

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INFLUENCE OF TELEVISION ADVERTISEMENT ON FEMALE CONSUMER BUYING BEHAVIOUR WITH RESPECT TO COSMETICS DURING PANDEMIC PERIOD

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ABSTRACT

The current trends among young women in this millennium era wish to have their looks as per their idols portrayed in the cosmetic advertisements. Young women play an important role in the market as they exert enormous influence over the spending power across a growing number of product categories including cosmetics. The beauty industry tends to reveal unrealistic beauty standards in cosmetic advertisements which some may lead to negative effects on young women such as feeling inadequate of self-esteem and lack of self-confidence. As a result of this negative effect of personal beauty evaluation, The purpose of this study is to identify the Influence of television advertisement on female consumer buying behavior with respect to cosmetics at Chennai city, Tamil Nadu during pandemic. The research design used was descriptive in nature and the Sample size was 200 female consumers. The present study followed Friedman test to establish the relationship between television advertisement and female consumer buying behavior with respect to cosmetics. Based on the findings television advertising have great Influence on buying behavior of women customers towards cosmetics products. It was found that there is a greater Influence of Effective Advertisement and Consumer Buying Behavior towards Cosmetics on Satisfaction of them towards Cosmetics especially during COVID period. Based on findings of the study the researchers have given suggestions and conclusions.

Key words: Television advertisement, Female consumer Buying behavior & Select cosmetics.

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INVESTIGATION INTO ENERGY EFFICIENT AND SUSTAINABLE ASPECTS OF VERNACULAR ARCHITECTURE AS COMPARATIVE WITH MODERN ARCHITECTURE: A CASE STUDY OF HAMIRPUR DISTRICT, HIMACHAL PRADESH

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ABSTRACT

Concept of sustainability today is not just confined to judicious usage of resources, low energy /energy efficient architecture or green architecture but also addresses centuries' old aspects of architecture interwoven into fabrics of society, evolved from nature in crude form and refined later with advancements in both science and technology. This paper deals with similar aspect of sustainability: vernacular architecture, today keenly seen as alternative solution to high energy and resource consuming modern construction practices. This paper unfolds vernacular architecture through a case study of Hamirpur district located in Indian state of Himachal Pradesh, to explore the social and environmental sustainability hidden in architectural and spatial features of old traditional construction techniques. The aim of research is to highlight merits hidden in the vernacular architectural style which can be incorporated in modern construction practices, identify problems in its use in modern context and suggest ways to mitigate them. The research covered 40 villages (out of total 82) with similar distribution of vernacular and modern conventional architectural style on the basis of visual socio-economic survey based on information as per official document "Development plan –Hamirpur". Further 60 houses at random were selected representative of these villages which comprised of 30 houses for traditional vernacular architectural style: V-1 and 30 houses for conventional architectural style: C. Based upon the exhaustive regression analysis of the data collected, conclusions were drawn regarding the ways in which vernacular architecture can contribute towards sustainability.

Keywords: Sustainability; Vernacular architecture; Construction; Himachal Pradesh



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ITERATIVE TECHNIQUE USING THE GRADIENT METHOD APPLIED TO ECONOMIC DISPATCH PROBLEM OF REAL POWER GENERATION

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ABSTRACT

The generating capacity of power plants is generally greater than the load demand and the total losses under normal operating conditions. In addition, power stations are not the same distance from load centers and have different fuel costs as well. Hence the need to develop improved methods for the economic dispatch of the electrical energy generated from their locations. In this paper an iterative technique using the gradient method applied to economic dispatch of real power generation. The performance and effectiveness of the proposed algorithm are verified via numerical studies on the 26-bus test system network. The results of simulation are obtained using matlab Simulink.

Keywords: Economic Dispatch problem, iterative technique, gradient method, costs of generation, demand power, power losses.



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JOB SATISFACTION AND WORK MOTIVATION IN PRIVATE SECTOR BANKS EMPLOYEES: A REVIEW LITERATURE

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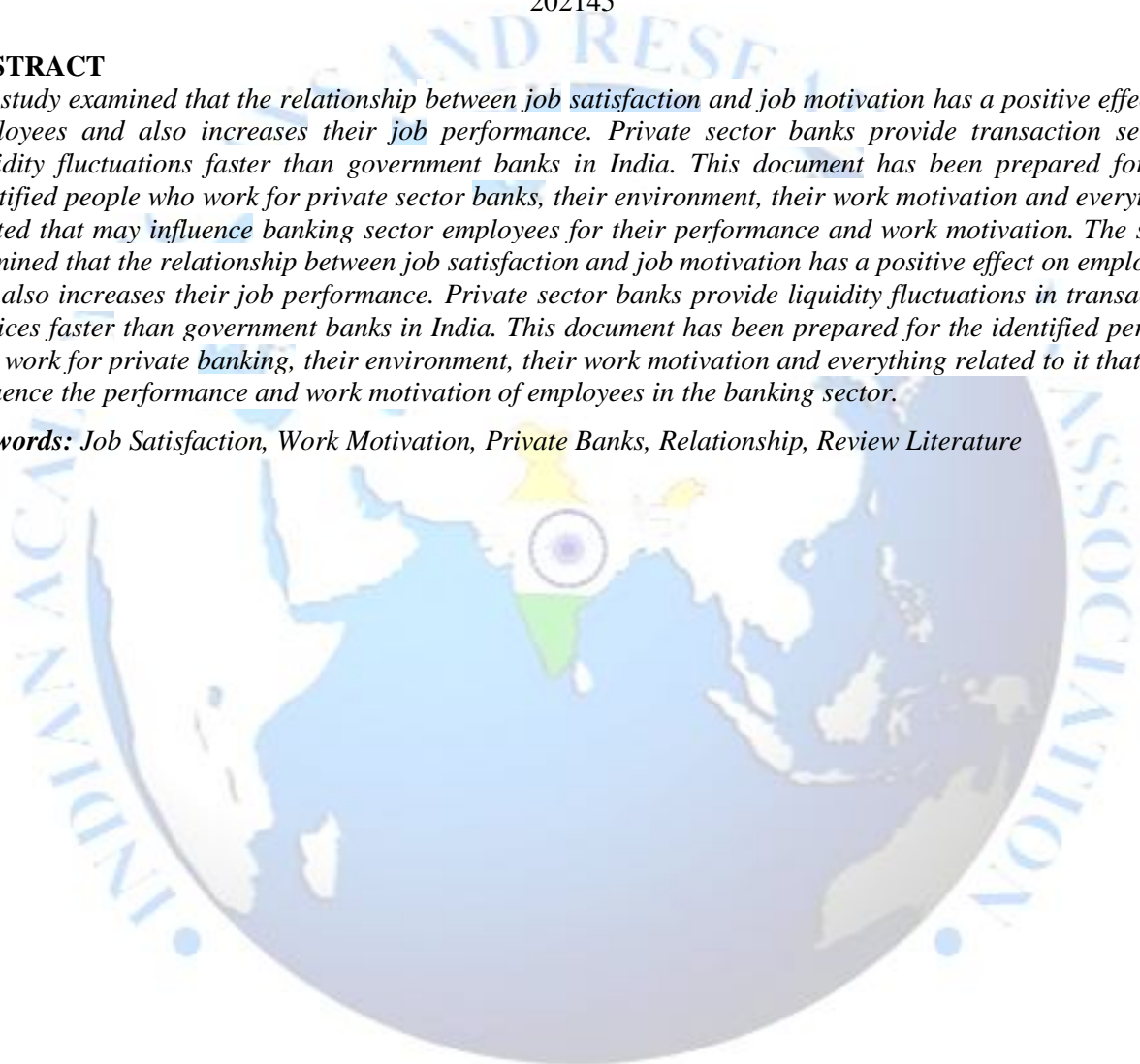
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ABSTRACT

The study examined that the relationship between job satisfaction and job motivation has a positive effect on employees and also increases their job performance. Private sector banks provide transaction service liquidity fluctuations faster than government banks in India. This document has been prepared for the identified people who work for private sector banks, their environment, their work motivation and everything related that may influence banking sector employees for their performance and work motivation. The study examined that the relationship between job satisfaction and job motivation has a positive effect on employees and also increases their job performance. Private sector banks provide liquidity fluctuations in transaction services faster than government banks in India. This document has been prepared for the identified persons who work for private banking, their environment, their work motivation and everything related to it that may influence the performance and work motivation of employees in the banking sector.

Keywords: Job Satisfaction, Work Motivation, Private Banks, Relationship, Review Literature



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KNOWLEDGE OF THE FACULTY MEMBERS ON OPEN EDUCATIONAL RESOURCES: AN ANALYTICAL STUDY

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ABSTRACT

The continuous development of information and communications technologies (ICT) is one of the drivers of the knowledge economy. Technology continues to gain ground in higher education and has already enhanced the on-campus student experience, through student portals, Internet access, digital libraries, and the availability of laptops, handhelds and other portable devices. The study aimed to analysis the knowledge of the faculty members on open educational resources and it's attempted to present the relationship of the knowledge on open access among their experience of teaching. The study highlighted that most of the faculty members are having good level of knowledge on the open educational resources such areas of Open Educational Resources costs less than non- open access ones, open access journals have faster publication times than other types of journals, The study highlighted relationship of the experience of the faculty members and their knowledge on the open educational resources.

Keywords: Open Access, Attitude, Engineering



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MINIMUM DOMINATING ENERGY OF SOME BIPARTITE GRAPHS

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ABSTRACT

M.R. Rajesh Kanna et al defined the minimum dominating energy, $E_D(G)$ of some families of graphs such as, Star graph, Complete graph, Crown graph and Cocktail graphs. Motivated by this, we obtained the minimum dominating distance energy of Barbell graph and Shadow graph of $D_2(K_{1,n})$. Relation between domination number, energy and rank of minimum dominating distance matrix of graphs are also established.

AMS Subject Classification: 05C50, 05C69

Keywords: minimum dominating set, minimum dominating matrix, minimum dominating eigenvalues, minimum dominating energy of a graph.

ABSTRACT

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ON GENERALIZED METRIC SPACE TYPE AND RELATED FIXED POINT RESULTS

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ABSTRACT.

In This Paper, Generalizing Certain Conclusions From The Literature To Re-Prove Them In The Context Of Rectangular Space Generalization.

Keywords. *B-Metric Space; Rectangular Metric Space; B-Rectangular Metric Space; Banach Contraction Principle.*



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PATTERNS OF URBAN DEVELOPMENT AND THEIR PROBLEMS IN A HILLY TOWN OF HIMACHAL PRADESH: A CASE OF OLD MANALI

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ABSTRACT

Hill towns of north-western Indian state Himachal Pradesh are known for their breathtaking beautiful sites, traditional houses, eco-friendly environment and health resorts. Tourists flock such places for health benefits, rejuvenation, meditation, adventure sports etc. purposes. However, over-crowding of these hill stations by the tourists has led to multi-faceted problems like loads of pressure on existing infrastructure facilities, chaotic conditions of traffic, and occurrence of accidents, invitation to natural calamities and many more. Apart from these, another significant implication is on urban pattern that urban form and imaginability of the areas is getting distorted and natural calm beauty of the areas is fast disappearing from the scene. This is due to mushrooming of unplanned and unregulated activities in these areas just to suffice the tourist requirements which eventually also has become significant economic activity generators of the area. Present study deals with case of small hamlet of old Manali whereby problems for permanent population are increasing in terms of breakdown of different infrastructure facilities. With the help of development plan and pilot survey conducted with the help of students and trained personnel and discussion with town planning authorities, problems were identified and appropriate solutions have been provided as remedial strategies for improving the degrading condition of old Manali.

Keywords: urban form, Manali, hill town, infrastructure, problems



ABSTRACT

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PERCEPTION OF PATIENT SAFETY CULTURE: HOSPITAL MANAGERS VIEW POINT

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ABSTRACT

Patient safety is a very complex subject and is being a part of the hospital organization and has moral value and beliefs which add value to the structure and support of safety culture and behavioural model in a health organization. The present study focuses on the hospital manager's perception and view point about safety culture in hospitals. A cross sectional survey was conducted among 32 health care institutions and data collected from hospital managers using a structured questionnaire based on the safety culture, which was analyzed with parametric and non-parametric statistical techniques. The findings provided that all managers provide a strong positive attitude formation towards the patient safety culture to be in healthcare institutions. The study didn't find any difference between the hierarchies of the hospitals managers working in different healthcare institutions. Further the study has a practical implication in designing a road map adoption of safety system in hospitals.

Keywords: Patient Safety, Health Care Institutions, Safety Culture, Organization Culture



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PUBLIC ACCOUNTING - A CONCEPTUAL ANALYSIS

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ABSTRACT

Accounting for public institutions is a system, which involves the registration and maintenance of accounting records by public institutions of their financial performance. There are three categories of organizations: public, private and nonprofit concerns. Each of these has different objectives: for example, private sector organizations make the most profit for their long-standing existence, public organizations or governments work for sustainable socio-economic development, and NGOs to provide services to society in general. It is obvious that the financial transactions of each of these organizations are different from each other. It is therefore impossible for their transactions to be recorded on a single accounting standard. It is therefore necessary to apply different accounting standards to these organizations individually. The financial results of public institutions must be made available to the public transparently. To ensure this, it is necessary to have standards applicable to the public sector to take account of their financial transactions. This paper is intended to analyse the accounting system of public institutions globally and in the Romanian context.

Keywords: *accounting of public institutions; cash base; commitment base; IPSAS; IFRS.*



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RECENT TRENDS IN CASHLESS PAYMENT SYSTEMS IN INDIA

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ABSTRACT

Electronic payment system refers to the transfer of fund from one individual to another through electronic medium without the involvement of any physical cash or cheques. It can be done with the help of internet. With the advancement in technology the payment system also developed. Present Indian scenario also trying their good to replace the paper based payment system to digital payment system. In this paper study has been done on the various e-payments methods available to the peoples like NEFT, RGTS and IMPS etc. In this study found that cashless payment systems are adopted by peoples only because it's convenient for them. Another finding also found that the major problem faced by the people 'Lack of security'. Finally this study concluded that to increase the usage of cashless payment system, bank should provide a high degree of comfort and offer an utmost security for the peoples financial transactions ensuring zero error. Bankers should join their hands with the awareness programme of RBI to make the people aware. Electronic fund transfer ensures transparency of fund movement which will help for economic development through capital mobilization.

Key Words: *e-payments, cashless payment system, methods, reasons for adopting cashless transactions, problems*



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RESPONSIBILITY TILL WHAT EXTENT-A STUDY ON NGOS

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ABSTRACT

The management runs the business and the board ensures that it is being run in the right direction such, governance keep the companies directed and controlled. Corporate Social Responsibility is a misleading term as responsibility should be voluntary in nature but, in reality it has been mandated by law to a large extent. Implementation of CSR activities realistically requires a willingness to create social and environmental value along with profitability. Responsibility to the stakeholders is crucial and whether such responsibility be mandated by law or kept voluntary is a debate for years and many discussions have been made on this. There have been many instances of upliftment of the marginalized and deprived because of the projects and initiatives by the big and multinational companies. There are projects of various magnitude and some have acclaimed popularity not in India but all over the world. But still we find that there are many situations where destitute people are not receiving such benefits and this pandemic situation have made it more clear. The projects are not always implemented by the companies themselves but through certain NGOs and other agencies and here lies a big problem. Recently, certain proposed amendments in CSR policy have been made and if implemented, the situation will become more severe. We know it is not only the responsibility of the government, but the corporates also have such responsibilities and many corporates are doing their best. But still there is a gap mainly due to implementation. This paper tries to identify the reason for such gap, why these benefits are not reaching the entire community but only to a handful of them. Special reference to south kolkata slum region. This paper also tries to find the future of such projects and potholes of implementation of such projects.

Keywords: Social Responsibility, Government, NGOs, CSR policy rules, Implementation

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ROTATING THERMAL WHEEL PERFORMANCE EVALUATION IN VARYING CIRCUMSTANCES IMPLEMENTED IN HOSPITAL CLEAN ROOM

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ABSTRACT

For long-term management, energy efficiency becomes a need that cannot be overstated. It is also a key element in meeting the United Nations Framework Convention On Climate Change's commitments. Energy efficiency is simply a basic need for green buildings. The elderly society is one of the hallmarks of industrialized countries. In these nations, there is a strong need for health care and medical services. Due to the potential primary energy savings, air to air heat exchangers play a critical role in mechanical ventilation equipment, both in the renovation of existing buildings and in the construction of new ones. Heat wheels, in particular, are gaining popularity due to their low pressure drop and excellent efficiency. This research primarily looks into and evaluates the usage of a rotating thermal wheel to recover energy from the return air of a central air conditioning system's air handling unit (AHU) in an hospital cleanroom. The results show that as the temperature and relative humidity of outdoor fresh air rises, as well as when the central chiller's Coefficient of Performance (COP) falls, the percentage energy savings owing to the rotating thermal wheel rises.

Keywords: Energy efficiency, Cleanroom, Heat wheel, air conditioning system, Air handling unit, recirculation air systems, Coefficient of Performance.

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SKIN DISEASE LOCALIZATION USING IMAGE SEGMENTATION ALGORITHMS

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ABSTRACT

Skin diseases are the most common diseases and their clinical diagnosis methods are expensive and time consuming. This work presents comparative analysis of image segmentation algorithms such as Watershed algorithm, Level Set algorithm, K-means Clustering algorithm, Otsu Thresholding algorithm, GrabCut algorithm and K-means Clustering with Addition algorithm used to localize Atopic Dermatitis, Lichen Planus, Pityriasis Rosea and Psoriasis lesions. The dataset of 400 images from the DERMNET is used for this study. Further, the performance of the algorithms has been evaluated using Full Reference method based on four evaluation parameters – PSNR, UQI, SSIM and MSE. K-means Clustering with Addition algorithm has shown good performance compared to other segmentation techniques with UQI and SSIM values of 0.846 and 0.625 respectively.

Keywords – Atopic Dermatitis, Lichen Planus, Pityriasis Rosea, Psoriasis, Image pre-processing, Image Segmentation, Watershed Marker-Based, Level Set, K-means Clustering, Otsu Thresholding, GrabCut, K-means Clustering with Addition, Qualitative Analysis



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SUSTAINABLE DEVELOPMENT OF POLYMERIC NANOMATERIALS

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ABSTRACT

The rising expense of depletion and the dangerous consequences of petroleum resources on the environment in the creation of polymeric resins encourage us to strive toward the sustainable development of nanomaterials. Nanomaterials receive a lot of interest due to their size, shape, and surface, and they have better physical and mechanical characteristics. Several greener approaches produce polymeric nanoparticles to lower the cost-effectiveness, biodegradability, and plentiful availability in nanomaterials with low toxicity. Cashew nut shell liquid (CNSL) –phenolic lipid are supposed to be the ideal precursor for the synthesis of polymeric nanomaterials. The present work reports the fabrication of CNSL based nanomaterials via green route. Several standard techniques used to characterize the materials. The synthesized nanomaterials can be utilized for the protective applications. The application of such green-synthesized nanomaterial in environmental remediation leads to achieve environmentally beneficial results.



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SYNTHESIS AND BIOLOGICAL EVALUATION OF NICOTINIC ACID DERIVATIVES FOR ANTIMICROBIAL AND ANTIOXIDANT ACTIVITIES

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ABSTRACT

A series of novel *N*-{(1*E*)-3-oxo-1-phenyl-3-[2-(pyridin-3-carbonyl)hydrazinyl]prop-1-en-2-yl}benzamides (3*a*-3*m*) were synthesized by reaction of 4-benzylidene-2-(substituted phenyl)oxazol-5-one derivatives with nicotinic acid hydrazides. Structures of synthesized nicotinic acid derivatives were confirmed by using FT-IR, ¹³C-NMR, ¹H-NMR and Mass spectra. All the title compounds were evaluated for their antimicrobial activity by cup plate method, and antioxidant activity by in vitro methods such as DPPH and nitric oxide radical scavenging assays. Molecular properties, Bioactivity scores, druglikeness and toxicities of final compounds were predicted by Molinspiration and OSIRIS online tools respectively. Out of all the derivatives, compounds 3*l*, 3*m* and 3*f* exhibited appreciable antimicrobial activity against tested bacteria and fungi when compared to that of standard drugs amoxicillin, streptomycin, and fluconazole. Among all the compounds screened, 3*k* and 3*m* derivatives exhibited equipotent activity with that of standard antioxidant ascorbic acid in both DPPH and Nitric oxide scavenging methods. In silico studies indicated that all the final compounds followed the Lipinski's rule indicating compounds oral bioavailability, free from toxicity and have good drug likeness score. Among the series, compound 3*m* exhibited good antimicrobial and antioxidant properties which need further study to market as potential drug molecule.

Keywords: Antimicrobial activity, antioxidant activity, nicotinic hydrazide, lipinski rule, molinspiration

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THE CULTURAL CONCEPTUALIZATION OF MANGGARAI SOCIETY ON SOCIAL CONFLICT IN FAMILY REALM

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ABSTRACT

This study investigates cultural conceptualization of Manggarai society on social conflict in family realm, as reflected in forms and meanings of linguistic phenomena used in traditional expressions in Manggarai language as the mirror of Manggarai culture. The study is descriptive. The theoretical framework is cultural linguistics. The results of study show that nature of social conflict in family realm is an internal problem in household and, as such, there is no need to involve external parties to solve it and solution mechanism is win-win solution as both parties are declared right. Clan chief is declared wrong as he is negligent in doing precautions to prevent conflict. As they are of same clan, clan chief is difficult to determine which party is right or wrong. The solution mechanism is through local-democratic model aimed at maintaining social harmony between the members of wa'u as a patrilineal-genealogic clan. Theoretically, the study is beneficial to contribute significance of cultural linguistics as a new paradigm in cognitive linguistics and, practically, the study is beneficial to preserve traditional expressions of Manggarai language as the contents are local wisdoms for Manggarai society.

Key words: *cultural conceptualization, Manggarai society, social conflict, familyrealm*

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TO FIND OUT THE ACTIVE INGREDIENTS IN MEDICINAL PLANTS USED IN FOLK MEDICINE

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ABSTRACT

Wild plants and their parts were used as traditional medicine from long back as it is or by little processing. Bark and fruits of Indian bael or bilva were used to study the active ingredients from *Aegle marmelos*. And used to treat diarrhoea or constipation. *Andrographis paniculata* commonly named as Kalmegh used in fever, weakness, release of gas. Its all parts were tested for active ingredients. *Asparagus racemosus* commonly known as shatawari used to enhance lactation, boosting immunity etc. Its roots and seeds were analyzed. Rhizome of *Acorus calamus* used for determination of phytochemicals. *Aloe vera* is another medicinal plant whose fleshy leaves were used for study. In case of *Adathoda vesica*; the whole plant is reported having an antispasmodic effect as well as making easy respiration. Thus the whole plant was used for study by drying in oven at 38°C to 41°C in oven for a week or 10 days and used after crushing for analysis. *Brahmi* or *Bacopa monnieri* was used to treat mental disorders and or boosting memory. *Pashan Bheda* / *Pathar Chur* botanically it is known as *Coleus barbatus* whose roots were observed effective in relief of kidney stone patients. Flowers of *Cassia angustifolia*, its dry tubers are important in rheumatic arthritis. *Centella asiatica* or *mandukparni* used against jaundice. This whole dried herb used for determination of the phytochemicals. Bark of *Cinnamomum zeylanicum* or *dalchini* was found effective in treatment of bronchitis and cardiac disorders. *Embellica officinalis* generally known for its antioxidant properties. The leaves bark and roots were tested for the determination of phytochemicals. *Vai* or *Vidanka* botanically *Embelia ribes*; the whole plant parts were used for analysis. Seeds of *Eclipta alba* reported as having an anti-inflammatory, digestive activity. Seeds of *Gymnema sylvestre* the *Gudmar* / *madhunasini*, and rhizomes of *Gloriosa superba* generally known as 'agnishikha' used to avoid unwanted pregnancy and to treat STD gonorrhoea. *Hemibismum Indicus* roots and leaves were analysed. The bark and seeds of *Holorheena antidysentrica* were used to study its content. Tannins, phlobatannins, saponin, steroid, terpenoids were determined as positive tests with antioxidant properties.

ABSTRACT

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THE IMPACT OF COVID-19 ON PILGRIMAGES TOURISM IN VELLORE DISTRICT TAMILNADU DURING THE PANDEMIC PERIOD: AN EMPIRICAL STUDY

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ABSTRACT

During the pandemic of the Coronavirus, the pilgrims were unable to make their pilgrimages. Places with more temples remain without pilgrims. Five different temples, such as Sripuram Golden Temple, Jalakandeswarar Temple and Rathinagiri Balamurugan, have been empirically studied. There have also been collected data on tourism and pilgrimage. During the first six months of the pandemic, religious tourism and temple pilgrimage fell by 85-95 per cent. The temples in the Vellore district were closed for a couple of months at the time of the pandemic. The pandemic affects pilgrimage, so the number of pilgrims has decreased in the last fifty years. There have been further changes in the reasons for expeditions to the chosen temples. Temple Custodians and pilgrimage organisers ensure the safety of pilgrims and the temple itself. The temples of Vellore have encouraged pilgrims through online prayer services, spiritual pilgrimages and virtual pilgrimages to strengthen their link with the temples, which shows how pilgrimages and religious tourism developed.

Keywords: Empirical Study, Pilgrimages Tourism, Covid-19, impact, Vellore District.



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UNIVERSITY SOCIAL RESPONSIBILITY AND REPUTATION: STUDY AT STATE UNIVERSITIES IN INDONESIA

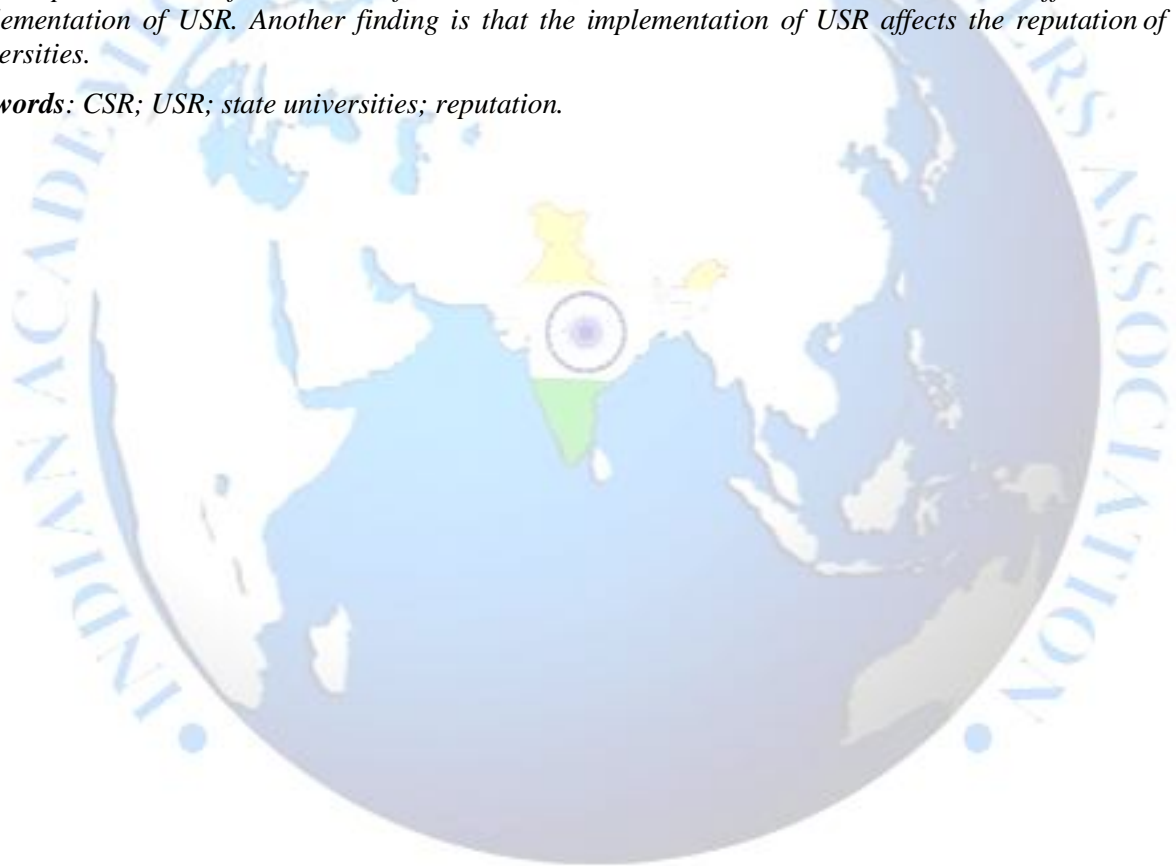
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ABSTRACT:

This study aims to analyze the level of implementation of university social responsibility (USR) at state universities that have different statuses and to determine the effect of USR implementation on the reputation of universities. Case studies were conducted at 3 (three) state universities with different statuses, namely: Universitas Gadjah Mada (UGM) with legal status as a state university, Universitas Sebelas Maret (UNS) with service agency status general, and the Universitas Pahlawan Nasional (UPN) with the status of a work unit university. Empirical data are taken from the internet, both for the USR implementation variable and the reputation variable in 2019-2020. Results of the study show that there is no difference between UGM and UNS in the implementation of USR, while for UGM and UPN, and UNS and UPN there are differences in the implementation of USR. Another finding is that the implementation of USR affects the reputation of state universities.

Keywords: CSR; USR; state universities; reputation.



ABSTRACT

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WASTE WATER TREATMENT METHODOLOGIES- A REVIEW

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ABSTRACT

Wastewater is water whose physical, chemical or biological properties have been changed as a result of the introduction of certain substances which render it unsafe for some purposes such as drinking. The day to day activities of man is mainly water dependent and therefore discharge 'waste' into water. Some of the substances include body wastes (faeces and urine), hair shampoo, hair, food scraps, fat, laundry powder, fabric conditioners, toilet paper, chemicals, detergent, household cleaners, dirt, micro-organisms (germs) which can make people ill and damage the environment. It is known that much of water supplied ends up as wastewater which makes its treatment very important. Wastewater treatment is the process and technology that is used to remove most of the contaminants that are found in wastewater to ensure a sound environment and good public health. Wastewater Management therefore means handling wastewater to protect the environment to ensure public health, economic, social and political soundness



ABSTRACT

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WATER SUSTAINABILITY AND ECONOMIC INCENTIVES FOR URBAN HOUSEHOLD IN INDIA

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ABSTRACT

Water crises are alarming at a high rate which draws the attention of policy makers at international, national, and state level. According to the World Bank, Urban population of India accounts for 35 percent of the total population. The Government of India has initiated programs and schemes for the sustainable use of water for domestic, agriculture and industry. An attempt has been made in this paper to find out the economic incentives for urban water users for sustainable water use through the review of literature. The summation of literature review shows that India is missing economic incentives to encourage the efficient use of water by urban households.

Key Words- Water, Water Sustainability, Economic Incentive, Urban Household, Sustainable Use of Water



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ZIRCONIUM –BASED METAL-ORGANIC FRAMEWORKS FOR SUPER CAPACITOR APPLICATIONS

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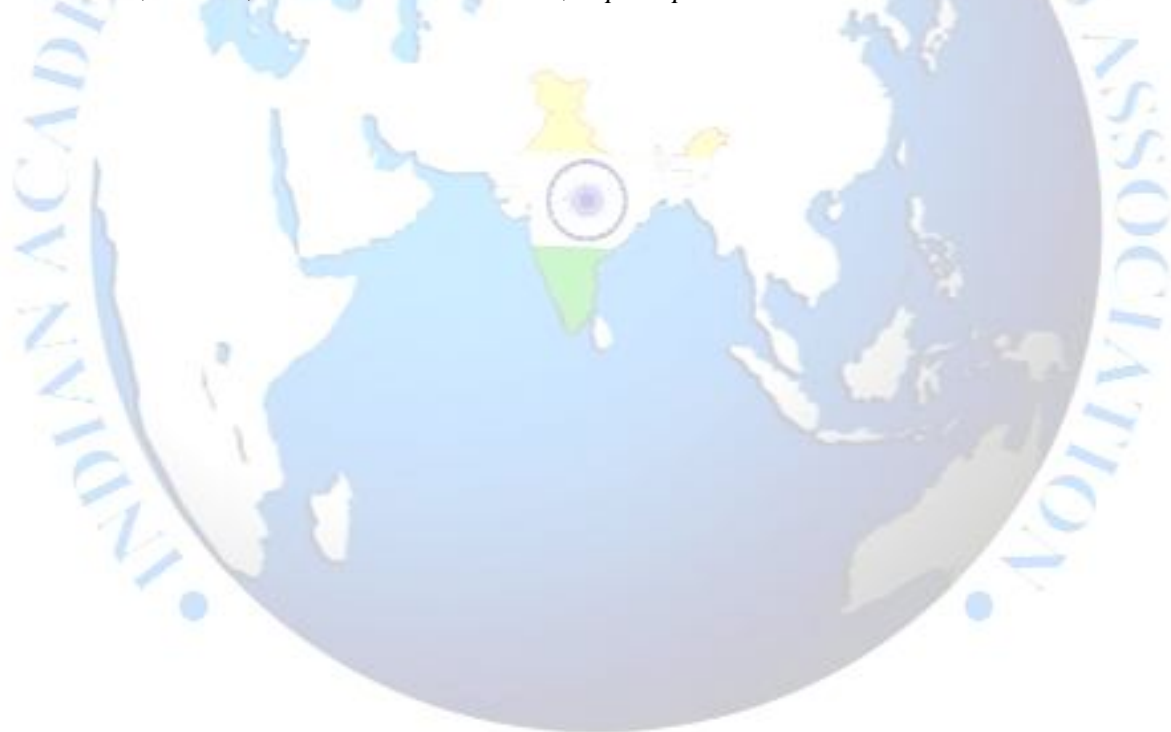
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ABSTRACT

Metal-organic frameworks are considered as promising materials for a vast array of applications. Because of their unique features, they have gained increasing attention in both energy storage and conversion applications like batteries, super capacitors, solar, and fuel cells. Of the many combinations of MOF that are available, a zirconium based MOF called UiO-66 was chosen for this study. The synthesis procedure was optimized and the product has been characterized using X-ray diffraction, FT-IR spectrometry, SEM, and TGA. One of the growing applications of MOF is in the electrochemical energy storage devices. In this context, the ability of UiO-66 to serve as electrochemical material in a supercapacitor was tested. It showed a maximum specific capacitance value of 20.7 mF g⁻¹ at 50 mV s⁻¹ scan rate and also good recycling stability (charge/discharge cycles).

Keywords: MOF, UiO-66, Electrochemical material, Supercapacitor



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COMPARATIVE ANALYSIS OF BREAST CANCER DETECTION USING ENSEMBLE CLASSIFIER AND FIREFLY ALGORITHM

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ABSTRACT

The early and exact detection of breast cancer saves the life of women worldwide. Today, breast cancer is the leading cause of death among women worldwide. Automatic and precise diagnosis, detection, and image classification provide a second opinion to the physician when planning treatment for breast cancer. The advancement of biomedical engineering enables the classification and detection of natural images. The classification and detection of natural images is a function of an artificial neural network. The artificial neural network generates a variety of models for breast cancer images, including supervised and unsupervised classification processes. Improved classification algorithms forecast a better outcome for breast cancer cells undergoing treatment. The proposed feature optimization-based breast cancer detection method is used to classify and detect breast cancer using a firefly optimization algorithm. The applied pulse coupled neural network model is more effective and accurate at classifying cancer cells. The model of a pulse coupled neural network has significant advantages over the model of a conventional neural network. The proposed algorithm is evaluated in MATLAB environments using the renowned breast cancer dataset CBIS-DDSM.

Keywords: Mammogram, Computer Aided Diagnosis (CAD), Breast Cancer, Firefly algorithm, Ensemble Classifier, Feature Optimization.

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STABILIZING THE VARIABILITY IN ACCURACIES OF STATE-OF-THE-ART MODELS USING BEFITTING TECHNIQUES IN PLANT DISEASE DETECTION

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ABSTRACT

Recently, numerous attempts have been made to accurately detect plant diseases in the early stages using Machine Learning and Deep Learning techniques. State-of-the-Art Deep Learning architectures along with Computer Vision techniques have delivered commendable results in plant disease detection, requiring lesser time, effort, and resources when compared to traditional methods. In this paper, four Deep Learning models have been compared and evaluated, namely Denset169, DenseNet201, Xception, and Inception-V3. Two approaches to data augmentation were used, which improved the model's accuracy and reduced varying class-wise accuracies due to imbalance of class distributions in the dataset. The PlantVillage dataset that was used to train these models is a publicly available dataset consisting of 54,306 images of diseased and healthy plants. It consists of 14 crop species and 26 diseases. Each model was evaluated based on its performance in identifying individual classes of the dataset. The final accuracies are reported for the experiments without data augmentation and then after applying the two data augmentation approaches. DenseNet169, DenseNet201, Xception and Inception-V3 achieved an accuracy of 98%, 97%, 91% and 92% respectively (without any data augmentation). The data augmentation approach 1 worked better for the Inception-V3 model whereas, for DenseNet169 and Xception, approach 2 worked better. The Densenet201 model achieved a stable accuracy of 98%, with or without data augmentation. The high variance in the accuracies of specific classes was also stabilized and increased when proposed augmentation methods are used.

Keywords: Deep Learning, Data Visualization, Image Classification, Image Processing, Plant Disease Detection

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COMPARATIVE STUDY OF KEY GENERATION FOR INTERNET OF THINGS COMMUNICATION DEVICE

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ABSTRACT

Today's academics are focusing on the physical layer-based security idea, particularly signal-based encryption and key generation in the physical layer security process. The wavelet transform function generates a session shared key for communication before sampling RSS (received signal strength) and convolution of Lagrange's interpolation. The fundamental issue with this system is key generation problem and device bit mismatch. For the mentioned bottleneck concerns, minimization is necessary, necessitating the usage of the suggested DCT – DWT based key generation and sharing methods. In terms of bit agreement and generation rate, the suggested algorithm is exceedingly efficient. The suggested approach extracts the RSSI signal's channel reciprocity property. In terms of quantization and bit representations, the energy and entropy characteristics of the channel are estimated. To exchange information, the suggested approach uses a public-key cryptography algorithm such as a cyclic key in conjunction with the IEEE802.11 wireless protocol. Increased randomization minimizes the risk of security breaches, which is why the cyclic key technique is used. The algorithm's overall approach reduces the computational overhead of the secret key creation process for IoT enabled devices. In the Internet of Things, transform and language interpolation techniques were employed to improve the efficiency of the key generation process. The proposed key generation algorithm enhances efficiency by 5-8 percent.

Keywords: IoTs, SKG, DWPT, CK, Security, Cryptography

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INDIGENOUS KNOWLEDGE AND PRACTICES- A CULTURAL KNOWLEDGE

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ABSTRACT

Sources indicate 75% of global population is home to indigenous peoples and cultures and about 5000 different cultures exist. There is 90-95% cultural diversity globally. Only 25% world population historically colonized most of the highest biodiversity and the homeland of many indigenous peoples.

India has a tradition of rich civilization. This has its root in the primordial Indian village system rising from stone culture to agriculture; thence confederated states and imperial kingdoms. Indigenous knowledge and practices are imbedded in the rudiment tools and artifacts, reading of the signs and seasons, belief systems, rites and rituals, passage rites, proverbial sayings and riddles, folk songs and stories, children's games. For the survival of these prehistoric customs in the greatest abundance, we must go to the fringe of jungle dwellers that live along the Central Indian hills. Their main habitat is in the British Central Provinces, Berar where they connect link between the Bhils in Rajputana to the west and the Santals and other cognate races of Bengal hill. They are also found in southern Mirzapur (UP) and in parts of Bundelkhand. In these areas the jungle tribes are mainly represented by the Kols, Korwas, Korkus, Moasis, Beonrihas, Kharwars, Majhis, Bhuiyas, Bharias, Binjhvars, Cheros, Gonds, Uraons, etc. and their cognate tribes. The production of indigenous knowledge and practices could be seen through these aborigine groups in their agricultural practices, administration of herbal medicines, ecological conservation approach, collection and processing of herbal food, cultural practices, etc. On the substratum of all these plays indigenous knowledge and practices of the people who produce the cultural knowledge. It is tolerably certain that many of them have only quite recently adopted the use of metals and are little removed from the Age of Stone. However, many of these tribes have been brought under Brahminic influence. Before the expiry of another generation they will have lost much of their primitive customs which make them so interesting to the ethnologists.

Keywords: Indigenous, Baiga/Byga, Bhuinya/Bhumia, Sustainable, Cultural- relics, Artifacts, Bewar, Deowar, Marya, Kolerian, Dravidian, ethnology, ethnomedicine

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FINANCIAL PROFICIENCY OF WOMEN EMPLOYEES IN KERALA

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ABSTRACT

The purpose of this paper is to understand the financial proficiency of working women in Kerala. Overall financial proficiency is measured with Financial Literacy, Financial Self efficacy, Financial Attitude, Financial Planning Activity, Financial Risk Preference and Financial Advice Seeking. The researcher has used a structured questionnaire for data collection. Cross sectional field study was used and the respondents were 450 working women from private sector in the field of education, health and finance and insurance. SPSS was used for the study. Descriptive statistics and One sample Z test are used for the study. Women's financial literacy skills and confidence in financial planning is limited comparing to men and women are found to be less involved in financial planning actions. Hence identifying the financial literacy level of working women helps the financial planners to provide them with required financial advices. The findings suggest that the level of financial proficiency of women employees is medium.

Keywords: *Financial Literacy, Financial Self Efficacy, Financial Attitude, Overall Financial Proficiency, Working Women.*



ABSTRACT

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CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO KANNUR DISTRICT, KERALA

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ABSTRACT

It's the era of technology where everything can be done using an online platform or internet. Technology has become a part and habit of peoples life. Busy Schedules day by day increased travelling expenses have shifted the mind set of people to prefer and do shopping using online medium. Many businesses have used this opportunity of developed technology and started to do business on online platform. The success of every business depends on retaining its existing customers, only a satisfied customer will retain in business. Therefore studying about customer satisfaction is very important for the future growth and existence of online shopping as tough competition is going on now a day's. Even though generally people are satisfied with online shopping there are certain areas where the customers have mentioned their problems where the marketers need to consider and improve for their successful continuation in future.



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ENHANCED IMAGE COMPRESSION TECHNIQUE USING SPIDER-MONKEY OPTIMIZED CODE-BOOK IN VECTOR QUANTIZATION METHOD

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ABSTRACT

The evolution of nature inspired approaches would play a predominant role in image-processing techniques. This approaches would minimize the noise intrusion, image blurring complication and also improvises the image-enhancement procedure, image-fusion, restoration of the original image, image-segmentation processes, edge-detections of the images, image-generation processes, recognition of the image-patterns and the thresholding process of the image compression mechanism. Hence as the initiative, various optimization image compression techniques has been implemented for the efficient image processing mechanism and in several image processing applications. This paper presents the implementations of nature-inspired approaches such as VQ-Vector Quantization image compression technique and Spider-monkey optimization approach for process of image compression. The key role of VQ-Vector-quantization technique relies in the code-book design, wherein this approach also depicted for the lossy-compression process due to the higher rate of compression and the simplified algorithm for decoding process. Another approach of SMO-Spider monkey optimization technique also employed along with VQ-technique for the image-compression process. The SMO-approach is presented for optimization by considering the intelligent monkey's behaviour such as social structure of fusion fission behaviour of monkeys. Hence this technique taken as the effective mechanism to deal with complex type image optimization conflicts. The performance of the compression is evaluated by determining the PSNR-peak signal-to noise ratio values and the CR-compression-ratio values of the decompressed images implementing the SMO-VQ technique

Keywords: VQ-Vector Quantization, SMO-Spider-monkey optimization, image compression techniques, PSNR. CR, codebook, vectors, PSNR-peak-signals to the noise-ratio.

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CHARGE TRANSPORT IN ORGANIC SEMICONDUCTORS: A BRIEF REVIEW

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ABSTRACT

Organic materials have magnetic electronic and optoelectronic properties with excessive demand in functional electrical and optical device applications. The focus of this review study is on the many ways of load transfer in organic semiconductors. For optimal functioning, regulating charging movement is essential for optoelectronic systems such as LEDs, FETs and organic solar cells. Therefore, the design of materials with enhanced structural properties needs to understand mechanisms determining charge transport. Herein, we have discussed the basics of organic semiconductors, their transformation from inorganic to organic semiconductors. After that, we debated organic materials: Molecular Semiconductors and Polymers (Organic Polymer Semiconductors), which gives better results in their charge transportation. We then elaborate on factors affecting charge carrier mobility in organic semiconductors and the charge transport in technologically relevant materials. Lastly, different approaches to charge transport are discussed here, like the Variable Range Hopping Model, MTR (Multiple Trapping and Release Theory), Bandlike transport, Hopping Transport, and Polaron model. This review paper would be eminently helpful for researchers working in this field.

Keywords: Organic Materials, Charge transport, Hopping and Polaron model, Band-Like Transport.



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IMPROVING SECURITY OF VISUAL CRYPTOGRAPHY BY CONTRAST SENSITIVITY FUNCTION

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ABSTRACT

Without using complicated conventional cryptographic techniques, Visual Cryptography (VC) has been created to encode images into multiple shares and decode them by stacking the shares. This method aims to securely transmission of real-time images without compromising their visual quality. From this perspective, a Signific VC (SVC) method has been suggested to generate meaningful shares from the Secret Image (SI) and embed them into the Least Significant Bits (LSB) of the Cover Image (CI). By extracting the LSB, the SI was restored on the receiver side. But, this LSB embedding was not vulnerable to attacks since the LSBs of the image were easily decoded by invaders. Hence, in this article, a Secure SVC (SSVC) method is proposed which applies the Contrast Sensitivity Function (CSF) rather than using the LSB embedding and extraction tasks. It comprises 2 different stages: share generation and reconstruction. In the share generation stage, the SI is transformed into the Signific SI (SSI) and the shares are created. Then, the CSF is determined to choose the blocks of the CI and the created hidden shares are implanted at random with the selected blocks of the CI. So, semantic and meaningful shares are produced. Such embedded CI blocks are known as shares. After that, the created shares are forwarded to the user over the transmission medium. Similarly, a key share is created from the received shares in the reconstruction step to recreate the SI. Based on this SSVC method, the robustness of retrieving SIs from the CI is increased. Further, the testing outcomes prove that the SSVC achieves high efficiency in secure image transfer/access in cloud systems compared to conventional VC methods.

Keywords: Cryptography, cloud computing, Confidentiality, Watermarking

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BUYERS DECISIONS ON PURCHASE OF ELECTRONIC GOODS IN CHENNAI CITY

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ABSTRACT

This examination presents buyer's dynamic styles towards acquisition of electronic merchandise specifically, Mobile telephones, Laptops and so forth in Chennai city. The Consumer Style Inventory for exploring diverse customer dynamic styles, was taken on in this examination. A pre-ried poll was utilized as the apparatus to gather essential information and the essential information was gathered from 412 customers in Chennai city. This paper particularly presents the buyers' dynamic styles dependent on electronic merchandise. The outcome shows that there is no critical contrast between the customers.

Key words: Investigation, Decision-production styles, Electronic Goods, Chennai City



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PURCHASER ATTITUDES ON VARIOUS PURCHASING CONDUCT OF RUSTIC INDIA

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ABSTRACT

It's generally simple to gauge what rustic shoppers purchase, where they purchase from and the amount they purchase. Understanding why they purchase is the most troublesome in country India and what components instigate them to purchase. This examination attempts to discover the variables answerable for various purchasing conduct of the country shoppers and how these components assume a significant part in the rustic customers purchasing dynamic cycle. The variables, for example, family size, item bundling, age, culture, and publicizing affect buyers' dynamic cycle, whereas cost is related to item. Rustic purchasers are on a very basic level not quite the same as their metropolitan partners. The lower levels of education and restricted openness to item and administrations are notable, yet there are additionally contrasts in utilization designs with an immediate effect on pay levels and pay streams, and an undeniable degree of between reliance influencing the elements of rustic buyer conduct. All add to make rustic purchaser conduct different from the metropolitan shopper. To comprehend this an overview was directed and Analytical Hierarchy Process procedure was applied to contemplate the cooperation of one factor to other.

Keywords: Attributes, Buying conduct, Culture, dynamic, country market.



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A REVIEW PAPER ON MAXIMUM UTILIZATION OF RENEWABLE SOURCE USING INTERNET OF THINGS (IOT)

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ABSTRACT

Renewable energy production and utilization are the key role of energy sector. For fulfilment of demand it will quite necessary to use of modern technology like IoT (Internet of Things). It will necessary to increasing the efficiency of production of renewable energy, so from that IoT play important role to reduce the waste of energy from the production of renewable energy source. This paper contain reviewing of IoT application in power sector (generation), dispatch centre (Transmission) & demand sector (Distribution), in the form of smart grid. Also we discuss in this paper of different sensor which will used to getting fruitful output of renewable source. Furthermore we review of enable technology of IoT for cloud computing and data analysis in various platforms. Also we review in this paper for solution of some challenge of affixed IoT in the various sectors. There will attach the IoT system on physical device as well as operator through a communication device. In this paper review the different communication link of various ranges. There will needed a maximum output and efficiency of renewable energy on one end to other end also eliminate on power loss as such as negligible reason.

Keywords: Energy utilization of various sectors, IoT, Smart grid, sensors, Communication

ABSTRACT

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ON NON-HOMOGENEOUS QUINTIC EQUATION WITH FIVE UNKNOWNNS

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ABSTRACT

The process of obtaining non-zero distinct integer solutions to the non-homogeneous quintic equation with five unknowns given by is illustrated.

Key words: *non-homogeneous quintic, quintic with five unknowns, integer solutions*



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NOVEL α -CYANOCINNAMIC HYDROXAMIC ACIDS: *IN SILICO* PREDICTION OF MOLECULAR PROPERTIES, BIOACTIVITY SCORE, TOXICITY RISKS, PHARMACOKINETICS, DRUG-LIKENESS AND SYNTHETIC ACCESSIBILITY

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ABSTRACT

Cinnamic hydroxamic acids and α -cyanocinnamamides were found to possess anticancer properties. A few of cinnamic hydroxamic acids were currently used in the treatment of cancer. In view of this several novel α -cyanocinnamic hydroxamic acids were developed by in silico method and estimated their molecular properties, bioactivity score, toxicity risks, pharmacokinetics, drug-likeness and synthetic accessibility using free online software Molinspiration Cheminformatics, Osiris Property Explorer and SwissADME. All the title compounds obeyed Lipinski's rule of five indicating that these compounds have drug-likeness and good oral bioavailability. All the title compounds predicted as good bioactive enzyme inhibitors and moderately active protease inhibitors. Most of these compounds found to have low toxicity risks and better drug score. The present in silico study also demonstrates the synthetic accessibility of designed title compounds. The results were compared with the standard drugs Belinostat and Panobinostat.

Keywords: α -Cyanocinnamic hydroxamic acids, Lipinski's rule, Enzyme inhibitors, Drug-likeness, Synthetic accessibility.



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NEGATIVE IMPACT OF TEACHER'S EXPECTATIONS ON SLUM CHILDREN

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ABSTRACT

An earlier study by the researcher had shown slum children underachieve compared to non-slum children. Teachers' perceptions of socially and economically disadvantaged children were examined by giving teachers a detailed questionnaire. It was administered to the teachers working in the different types of schools, where slum children were enrolled. Thirty six teachers out of 50 teachers from 7 different types of schools returned the filled in questionnaires. The results indicate the following: (i) 86.1% of teachers say they can identify the socially and economically disadvantaged children through their physical appearance, behavior, attitude, body language, daily activities, way of dressing and living, classroom behavior and the expression of language in the classroom. (ii) 88.9% of teachers say parent's education plays a crucial role in the academic achievement of the students. (iii) 72.2% of the teachers responded, family Income could assist children's Educational Qualification. (iv) 97.2% of teachers say these children are disadvantaged from the basic needs, less clean environment and they lack proper nutritious food and poor home environment. Poverty and illiteracy is also another major concern. These children are helpless to meet their needs. (v) 100% of teachers say providing a better platform to these children can help them to shine good in future. However, since the majority of teachers clearly seemed to be able to distinguish between slum and non-slum children and also had somewhat different expectations from these sets of children, some sort of expectancy effect may be at work in the classrooms, resulting in under performances of slum children.

Keywords: *Urban Slum Children, Educational Achievements, Socially Disadvantaged Children, Economically Disadvantaged Children, Teachers' Perception*

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ESTIMATION OF SELECTED HEAVY METALS IN RESPIRABLE PARTICULATE MATTERS AT AN INDUSTRIAL CITY KOTA, INDIA UNDER METEOROLOGICAL INFLUENCE

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ABSTRACT

Evaluation of some heavy metals' concentrations in respirable particulate matter (RPM) samples collected from five zones situated in Kota city during both summer (March, April, May & October) and winter (January, February, November & December) of 2012-13 has been carried out. At all zones, winter season is found to have higher mean concentrations of anthropogenic origin metals (Pb, Zn, Cu and Cd) and lower load of crustal origin metals (Ca, Mg and Fe) while summers face the higher scourge of crustal origin metals and lower anthropogenic origin metals. The concentration trends in different seasons were influenced by various meteorological conditions such as temperature, relative humidity, wind velocity and wind direction. Enrichment factor and principal component analysis indicate that coal based Kota Super Thermal Power Station (KSTPS) is the major source of heavy metals besides other industrial activities in the study area.

Keywords: Heavy metals, RPM, Meteorological conditions, Enrichment factor, Principal component analysis.



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EXPERIMENTAL INVESTIGATION ON PERFORMANCE AND EMISSION CHARACTERISTICS OF DIESEL ENGINE USING DUAL BIODIESEL BLENDS (MANGO + RAPESEED OIL)

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ABSTRACT

The world's energy prerequisites are expanding quickly. The exhaustion of petroleum derivative stores, ecological contamination, and increment of fuel costs has driven the world to line up a substitution of the sustainable source of energy. There is an increasing need to explore substitute fuels such as biodiesel which are more environmentally friendly, that one may increase the usage of petroleum derivatives like diesel and petroleum. There is a constraint in utilizing pure vegetable oils straightway in diesel engines because of their high thickness and low volatility. The experiments are performed utilizing dual biodiesel (mango + rapeseed) blends and contrasted with diesel fuel attributes.

During performed experiments, the test engine was running at an invariable rpm of 1500. But the test was performed at distinct loading states and variable compression ratios. This study demonstrates the performance and emission attributes of a variable compression ratio diesel engine (VCRDE) with dual biodiesel blend (mango + rapeseed).

The present exploration is led to assess tentatively the performance (BTE, BSFC) and emissions (CO, HC, CO₂, NO_x) attributes of the VCR 4 Stroke diesel engine. The trial aftereffects of this investigation showed that usage of dual biodiesel (mango + rapeseed) blended with diesel oil slightly reduces the engine performance because of lower warming worth of biodiesel contrasted to unadulterated diesel. Although the emissions like HC, CO, CO₂ are noticeably declined but the NO_x emission rose which is the only concern in the time of experimentation.

Keywords: Dual Biodiesel (mango + rapeseed oil) · Compression Ratio · Performance and emissions · VCR 4 Stroke diesel engine (VCRDE)

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FACTORS INFLUENCING THE YOUTH TO CHOOSE THEIR CAREER PATH

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ABSTRACT

The choice of a career affects an individual's future in a very important way. Many factors are affecting a career choice due to professional motivation, family influences, and external influences. Analyzing these factors will influence the decision-making of choice of their career path. For Statistical Analysis data has been collected from the youth of Hyderabad through a structured questionnaire. By applying the convenient sampling method the sample of 580 respondent's information has been collected and analyzed. The information has been examined and tested by applying statistical tools – Analysis of Variance (ANOVA), t-test, Regression analysis, Exploratory Factor Analysis (EFA) and Relative important index using IBM SPSS version 20. The result shows that mother's education and occupation play a very important role in their children's careers. It also shows that Gender, Caste, Family size, and presence of Govt. employees in the family had a significant influence on the youth career options. Sense of social responsibility and self capability come foremost among the various reasons for a person to continue his/her job. The majority of the youth believe that Professional Motivation is the most important influenced factor for choosing their present career. The Novelty of the study is there has been no relationship established between caste and career choice. The influence of a mother's occupation and the presence of a government employee in the family on career choice has not been discussed in earlier works. Job motivation and satisfaction of fulfilling a social responsibility by continuing in the job has not been studied.

Keywords: Factors, Job Satisfaction, Career option, Professional Motivation, Exploratory Factor Analysis



ABSTRACT

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RPA- ROBOTIC PROCESS AUTOMATION REVIEW FROM BUSINESS PERSPECTIVE

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ABSTRACT

Robotic automation process is a branch of computer science in which the software robots are deployed to do repeated task done by humans and are replaced by computers program. RPA is a program, which is designed to mimic like humans while doing the daily routine repeated tasks. It is widely used in many organizations and verticals such as banks finance manufacturing and customer related activities. This gives lot of saving for organization and give scope for further development and induction of new technical in addition to cost saving.



ABSTRACT

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A STUDY ON ONLINE CLASSES AFFECTED THE STUDENT'S MENTAL HEALTH IN THIS PANDAMIC SITUATION

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ABSTRACT

There's a decent side to online classes and a terrible side as well. Schools that can furnish drawing in online classes alongside co-educational exercises and customary shared cooperation have seen better emotional wellness among understudies. For other people, it has gotten tedious, which has prompted an ascent in nervousness and hyperactivity among kids. In such manner, EducationWorld talked with a couple of kid specialists to know why they think this is occurring and how it tends to be tended to.



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PROMOTING SUSTAINABLE GHOST MARKETING STRATEGIES CONCERNING SMALL BUSINESSES OF SELF-HELP GROUPS IN INDIA

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ABSTRACT

Earth's overshoot day is when we use all the budget of natural resources allotted for that year, and the remaining days of that year are spent on borrowing excess, and we say the budget for that year to be a deficit. Year by year, the earth's overshoot days are just preponing, which is a serious issue to be worried about. The main reason for the dates to move forward is the increase in unsustainable practices in almost all the fields of human life, especially in growing businesses.

The covid-19 pandemic disrupted the global economy, which as a result, several business organizations had to shut down, and many lost their jobs. To combat the challenges faced during this period, one of the world's most significant microfinance projects by NABARD, the genesis of SHG, proved to be a boon to the rural society of India, emerged small businesses focused on sustainability. There are more than a crore SHGs with over 25000crores deposit in India. The following study identifies the problems faced by people around the globe and how Self-help groups established small businesses to help deprived people in the rural areas to overcome and combat the pandemic challenges in India. This study recognizes and focuses on marketing strategies used by these small business firms and how it has affected their sales in terms of work location, the popularity of their products, and other personal needs. Theoretical research is conducted to evaluate the change in sales after implementing ghost marketing strategies and practice of sustainability to the existing small business firms of SHGs. This research further indicates that the change in sales after promoting ghost marketing strategies is positive, improves the business's growth, helps the meagre combat the difficulties due to the global pandemic, and increases awareness for saving the planet.

Keywords: sustainable development, eco-friendly, Ghost marketing, self-help group (SHG), marketing strategy, small business, covid-19 pandemic, awareness

ABSTRACT

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SCROLLING INDEX NUMBERS ON WEB PAGE TO BETTER USER EXPERIENCE

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ABSTRACT

Improving and to better User Experience of Webpages on Smartphones and computers a JavaScript based technology of “Scrolling Index Numbers on web page to provide better User Experience” is recommended. What it means is that User gets to see number of downside and upside scrolls available at any time on the webpage. Each single screen size page is considered to be single page. This allows users to communicate index of same page information and be aware how many pages of content is available on current page.

Keywords: *Better User Experience, User Interface, Webpages, Websites, Scrolling Numbers, indexing web page*



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CONSTRUCTION OF PHYSICAL FITNESS TEST BATTERY FOR 15 TO 17 YEARS HIGH SCHOOL BOYS OF DHARWAD DISTRICT

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ABSTRACT

The purpose of the study was to construct a physical fitness test battery for high school boys of Dharwad district. 100 high school boys from 10 different schools of Dharwad district are served as the subjects of the study (N=100). 23 physical fitness tests are selected for this study. Objectivity and Reliability coefficient of the twenty three tests are established. Further test are administered and gather the data. Further data was subjected to Factor analysis for selection of tests to construct the test battery. The physical fitness test battery consisting of five test items considering the administrative feasibility and educational application is recommended for high school boys of 15 to 17 years to assess their physical fitness. The implications of results are discussed.

Keywords: Physical fitness, test battery, factor analysis.



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JUDGED WITHOUT TRIAL- A CRITICAL REVIEW OF SOCIAL MARGINALIZATION IN POST-MODERNIST LITERATURE

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ABSTRACT

Discrimination is a major global nodus. Though reformist initiatives and widening qualitative efforts in the field of social research have been effective in addressing major tangible issues like poverty, class conflicts, status and gender, but gradually the focus is shifting to uncover the subtle & deep rooted aspects of marginalization which pervade almost every society specifically in form of individual-society tussle, thus making it an international concern. It is in this context that this study explores the concepts of marginality and exploitation present in the selected instances of African and Indian postmodern literature. This study tries to bring together thematically diverse empirical studies of characters from the epic Mahabharata and works of African poet Ama Ata Aidoo's After the Ceremonies, An Angry Letter in January, Metaphor and the Slave Trade. This study reflects the various aspects of human's social and economic history - the heritage of slavery, the stigma of being born in low caste, the consequences of political regimes and racial conflicts. It recollects the painful agony of separating from family, exiled from their native place, forced to be a slave and how it feels to be discriminated and deprived of basic rights.

Keywords: Post-Modernism, Marginalisation, Slave Trade, Cross-Culture, Agony, Metaphors

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FORMULATION AND EVALUATION OF VAGINAL BIOADHESIVE TABLETS OF ANTIVIRAL DRUGS

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ABSTRACT

Ritonavir is an anti-viral, which has been used in the treatment vaginal disorder. Ritonavir is almost completely absorbed after oral administration but has low bioavailability of about 10-15% because of first pass metabolism. As first pass metabolism removes approximately 85-90% of the drug, so for clinical efficacy of the drug it should be frequently administered. Hence an attempt has been made to produce sustained release dosage form of the ritonavir which can be specifically employed for the treatment of HIV infection. The Mucoadhesive tablets of ritonavir has been prepared by direct compression methods and evaluated for various parameters such as thickness, friability, hardness, drug content, weight variation, swelling index, surface pH, bioadhesive force, bioadhesive time, drug release etc. The kinetic data was applied to the optimized formulations. So formulation of ritonavir in a vaginal mucoadhesive tablet dosage form will decrease the frequency of administration, which can lead to an improvement in patient compliance and thereby improving its clinical efficacy.

Keywords: Ritonavir, Vaginal tablets, Mucoadhesive polymer, Bioadhesion tiome

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RESEARCH-UNIQUE EXPERIENCES – A STUDY

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ABSTRACT

In majority cases; Research Proceedings follow a typical pattern. However; as per one School of thought; Researchers' experiences are unique.

Research Significance is going to increase after implementation of New Educational Policy when Multi-Disciplinary Research Universities are expected to focus exclusively on Research.

The Research Scope and Objectives are adapted to Research Environment and Prevailing Circumstances. The Researcher may not come out with practical outcome always; still he knows different Research Areas.

Under exceptional circumstances; the Researcher enjoys a right to comment "Although the Research Findings are showing something through Data Analysis and Interpretation; the Researcher himself strongly feels contrary to the Research Findings on the basis of the informal social clues; he has actually experienced while interviewing the respondents."

In the words of Philip Kotler; "The Research Methodology has a deep impact on the Findings; thus; Conclusions of the Research."

During the course of the Research; sometimes Researchers experience extra-ordinary or different factors or matters as Findings or Conclusions. In this Research Paper; the Researcher has tried to probe into the reasons for this situation.

Key Words-(a) Research Environment (b) Advance Research(c) Research Specialist (d) Pseudo or Artificial Responses.

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CROSS BORDER POWER TRADING MODELLING EXAMINE FOR INDIAN REGION

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ABSTRACT

Cross border power exchanging sector is constantly developing. So, the participating nations must be updated with the latest development in this sector which is bounded by a regulated framework and with enable the operator of the power plant to trade efficiently. Initially there was need to provide risk free finance to build the infrastructure. Now the money earned by the utilities was carefully invested to develop the system and so the amount of risk involved is also less. So, now the original requirement for regulation is no more. Power can be considered to be an essential thing that can be sold or purchased in the market. The main focus of this work is to make a cross border power trading (CBPT) model which coordinates different operation and will share data w.r.t electric power trade among India and it's cross border neighbouring countries. The main duties of CBPT would be gathering, investigating and sharing relevant data so that there is a revolutionary change in the interconnected power system in the region in terms of generation and transmission. The power system designer's market administrators, control framework planners considers this work as the guide line for the promotion of cross fringe electricity market with system reliability and security.

Keywords- Power Trading, Congestion Control, Power Control, etc.



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FINANCIAL INTELLIGENCE IN THE DIGITAL AGE

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ABSTRACT

Technology is increasingly pervasive in all aspects of our lives, including the financial sector. Because of technological advancements in this field, a wide range of financial services can now be delivered via digital media. Financial literacy is a critical factor in achieving financial inclusion. The internet can be used for saving and investing, as well as accessing digitalized financial services such as professional advisory, wealth management, stock market investment, tax/audit consulting, and mobile banking. Financial services that are digitalized can help us save a lot of money. To decide on the way and mode of investing, financial awareness and understanding are essential. We may quickly obtain financial information in the present era using smart phones and mobile applications such as Money Control and ET Money. Women typically have lesser financial skills than men. The goal of this study is to look into the digital financial intelligence of Kerala's female private sector employees. A structured questionnaire was used to collect data by the researcher. 450 female employees in the fields of Education, Health, Finance and Insurance participated in the survey. The focus of this paper is on female private sector employees' Awareness of, Access to, and Use of digital financial services. Percentage analysis, Descriptive statistics, and the ANOVA test were all used by the researcher in this study. The overall mean value for Awareness, Access, and Use of digitalized financial service platforms was found to be higher than the average score. When compared to the level of awareness of digital financial services, usage was found to be lower among female private sector employees in Kerala.

Keywords: Digital Age, Financial Intelligence, Awareness, Usage, Implications.

ABSTRACT

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A STUDY ON SPECIAL HOMOGENEOUS CONE

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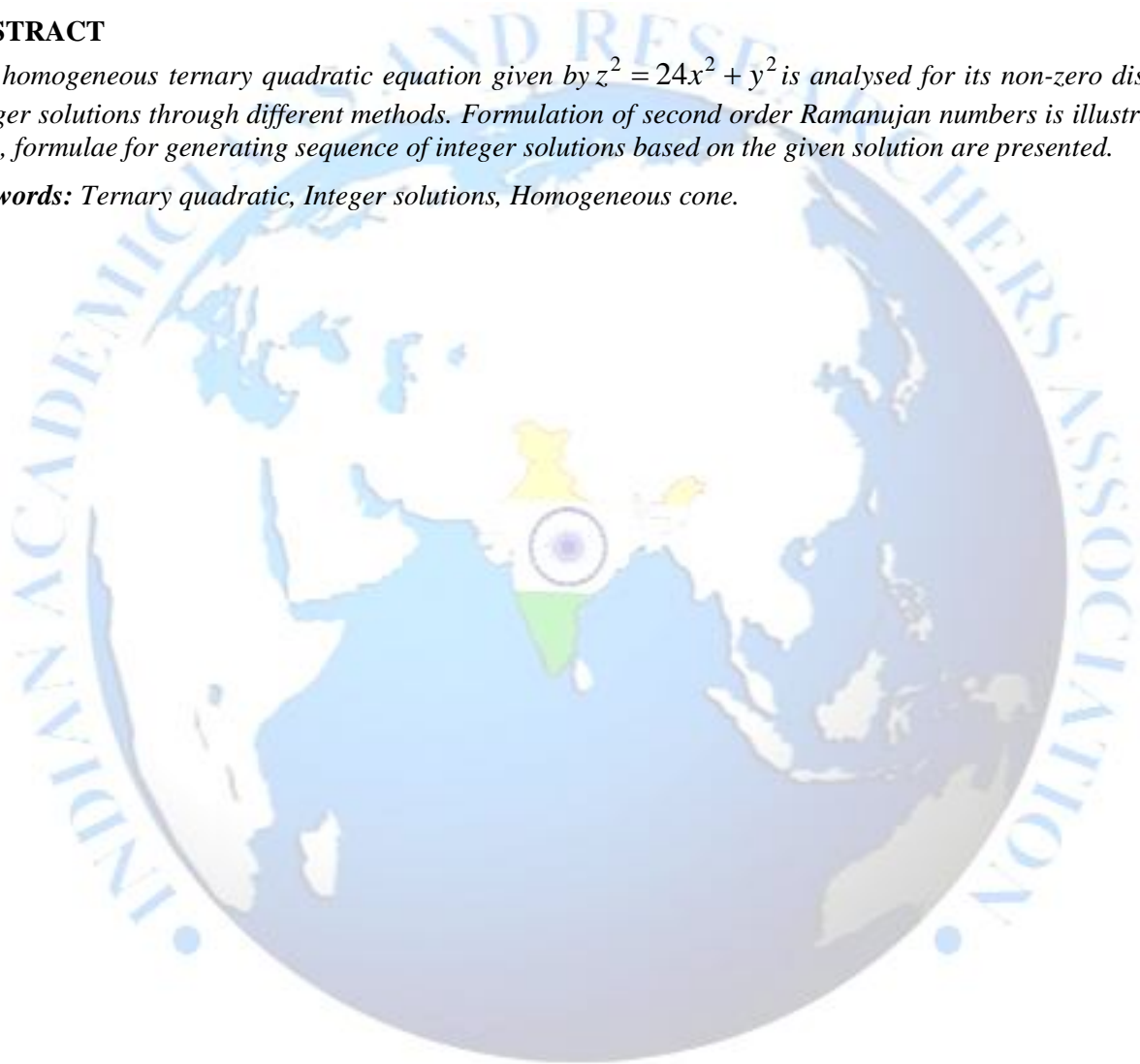
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ABSTRACT

The homogeneous ternary quadratic equation given by $z^2 = 24x^2 + y^2$ is analysed for its non-zero distinct integer solutions through different methods. Formulation of second order Ramanujan numbers is illustrated. Also, formulae for generating sequence of integer solutions based on the given solution are presented.

Keywords: Ternary quadratic, Integer solutions, Homogeneous cone.



ABSTRACT

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FORMULATION OF PYTHAGOREAN TRIANGLE WITH PROPERTY

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ABSTRACT

A search is made to obtain Pythagorean triangle with property is $\lambda(\text{Hypotenuse} * \text{Perimeter} - 4 * \text{Area})$ equal to a square multiple of perimeter. A few numerical examples are presented.

Keywords: Pell equation, integer solutions, Pythagorean triangle.



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TRACKING OF HUMAN ACTIVITIES

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ABSTRACT

Is it possible to know what is happening at a particular place precisely without seeing video clips where we are physically absent. Nowadays all of us being engaged with other works we don't have much time to spend on seeing the full-length video to know what is happening. But there is an alternative option for this, i.e in the form audio clip which is exactly like a person narrating the scene. The main advantage of this is we can simultaneously save time and multi-task i.e doing our work by listening to the audio clip that is generated by getting the up to date information and also if any person suddenly falls which may cause heavy injuries which can indirectly lead to a major medical issue for elderly people. So to prevent such emergencies, it will also provide an alarm system to detect human falls. This is possible by using current trending technologies like image processing and computer vision to capture the live moments, RNN with LSTMs to process and analyze the captured ones and by using natural language processing we can describe what is going on. Audio clips are generated by using Google Text to Speech API and they are sent to users.

Keywords: Human activity tracking system ,alert detection , LSTM , VGG16, Inception V3 .



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EMPOWERING SELF-DIRECTED LEARNING THROUGH TECHNOLOGY, ORGANIZATION AND PERSONAL SUPPORT IN ONLINE DISTANCE LEARNING: A CONCEPTUAL REVIEW

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ABSTRACT

Self-directed learning is the emerging trend in higher education especially during COVID-19 pandemic which need greater effort from students in their learning process. However, less is known about the effect of technology, organizations and personal support with regards to emotional stability during online learning to the implementation of self-directed learning. Besides, there are less comprehensive model explaining about self-directed learning with regards to psychological well-being. This study will asses whether emotional stability mediate the association between technology, organizations and personal support with self-directed learning among students in higher education institution in Malaysia. This study will help to develop comprehensive framework related to self-directed learning among students in higher education institutions. Besides, this study will also contribute to new findings with regards to psychological well-being among students, especially during COVID-19 pandemic in which students have various factors that will influence their learning process. This study is important because it will suggest a proper method for students to implement self-directed learning successfully, not only in their study, but also for their lifelong learning.

Keywords: *Self-directed Learning, Technology, Organization, Personal, Lifelong Learning*

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A STRUCTURAL MODEL ANALYSIS OF THE E-WALLET BEHAVIOURAL INTENTION AMONG ADULTS DURING THE COVID-19 PANDEMIC IN MALAYSIA

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ABSTRACT

E-wallet offering a new platform to make payment of the products effectively especially during COVID-19 pandemic. It is designed to encourage consumers and small business owners to use digital payments for a safer and more efficient transaction. Hence, this study intends to further investigate the effects of perceived risk, government support, behavioural intention and perceived usefulness as mediating factors on the intention to use e-wallet among adults during COVID-19 pandemic in Malaysia. A total of 602 total respondents were collected among adults from Peninsular Malaysia and Sabah and Sarawak in East Malaysia. Then, the data was analysed using the partial least square SEM (SmartPLS 3.2.7). The findings of this study revealed that perceived risk, perceived usefulness and government support directly influenced behavioural intention on e-wallet usage during the COVID-19 pandemic. Moreover, this study showed that perceived usefulness completely mediates the impact of government support and perceived risk on e-wallet. Lastly, this study contributes to the advancement of knowledge for marketers of e-wallet companies and financial services in understanding the behaviour and difficulties to adopt e-wallet among youth in Malaysia.

Keywords: E-wallet, Perceived Usefulness, Government Support, Perceived Risk, Behavioural Intention



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IMPACT OF COVID-19 & LOCKDOWN ON PSYCHO-SOCIAL & ECONOMIC FUNCTIONING: A STUDY OF VADODARA CITY

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ABSTRACT

Background: Lockdown was used as a preventive strategy to reduce the local transmission of COVID-19 as a best measure. The various researches indicate that the pandemic born lockdown is clearly having an impact on the existing habits of people and their social behaviour. In order to explore further about the impact on psycho-socio & economic functioning an exploratory research study was conducted. Keeping in view the objectives and nature of the study probability based an online survey using list based sampling frame was used for the selection of the respondent. A total number of 214 respondents responded to the survey conducted through web based data collection process across Vadodara city of Gujarat state.

Results: The results of the study shows that the respondents working in private sector has worst affect of lockdown/COVID-19 as compare to working in government sector. Students faced new challenges due to technology connectivity and new mode of learning. The domestic task/work for housewife is increased drastically. Majority of the respondents stated that their is a major impact on social functioning, which includes change in daily routines and habits, sleeps pattern disturbed along with eating habits. Respondents started using social media excessively. The period has also offered new learning opportunities to individuals and respondents developed the skill of cooking, yoga, reading habits; spend their leisure time in planting/drawing/sketching and gardening. The study also shows that respondents were able to save more money due to lockdown.

Conclusion: As we all experienced that how the current pandemic situation has changed the living style and behaviour pattern of all. The present study could be important to highlight some of the major trends in an adjustment of our daily routine along with transformation of habits and way of living.

Keywords: Covid-19, Lockdown, Pandemic, Corona-virus, Work from Home.

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WINNING THE PEACE: SPECIAL ECONOMIC ZONES DEVELOPMENT MODEL FOR POVERTY ALLEVIATION IN THE CONTEXT OF PEACEFUL ECONOMIC INTEGRATION IN THE BORDERS OF NKRI – RDTL

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ABSTRACT

This study describes government efforts and community readiness in accepting Special Economic Development (SED) while designing Special Economic Zone (SEZ) development model pro-poor, pro-equality, and pro-integration of an adaptive peaceful economy at the NKRI - RDTL boundary. The study is descriptive. The results of study show that the regional government of Belu regency has attempted to develop the NKRI-RDTL border area through the SEZ development proposal. However, the SEZ is still a discourse as it should cover Belu city area and other border areas on the island of Timor. Empowerment, training, and assistance approaches are still hampered due to the limitation of human resources, funding, and coordination. The local culture marginalizes certain aspects so that their orientation in life is far from a visionary approach, except providing the needs for survival. The focus of attention that should be well prepared, in addition to economic infrastructure, is human resources and the poverty reduction approach must be integrated to meet their basic needs such as clean water, economy, and education.

Keywords: landlocked, border community, NKRI, RDTL, SEZ

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ENHANCED SECURITY MECHANISM FOR STORAGE IN CLOUD COMPUTING

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ABSTRACT

In recent years, the security of Cloud Computing became an attractive issue due to the high demand for applications in this technology in different sectors of life such as education, economy, and public services. This study proposes an optimal security solution that takes advantage of three modern security mechanisms for Cloud applications which are AES, DES, and Blowfish. This solution work through the Genetic Algorithm by finding the minimum cost of the time delay of encryption and decryption, and bandwidth all together. Simulation results analysis shows the enhancement in security and performance.

Keywords— Cybersecurity; Symmetric Encryption Algorithms; Cloud Computing; Genetic Algorithm.



ABSTRACT

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CHANGES IN THE SHORT-TERM INDUSTRIAL FOOTPRINT OPTIMIZATION DUE TO THE COVID19 PANDEMICS

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ABSTRACT

Industries play a critical role in the growth of global economic development and transition. Footprint management is the process of systematically evaluating were to generate each of the references in a company's product catalogue. It achieved by examining the strategy's cost-effectiveness, benefit, and help, as well as its versatility in responding to emerging business changes and customer needs. The research in this area is immense as countless factors influence it. Nevertheless, this vast research becomes scarce when tackling industrial footprint optimization and events like the COVID19 appear. The article aims to present a literature review considering the critical issues and urgency for recovery from changes in short-term industrial footprint optimization caused due to the covid 19 pandemic.

Keywords: “Footprint”, “Optimization”, “Industry 4.0”, “Supply Chain”, “Covid 19 Pandemic”.



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INDIA TRANSITIONING TOWARDS SUSTAINABLE DEVELOPMENT GOALS 2030

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ABSTRACT

The paper aims to highlight some steps which India is taking to achieve Sustainable Development Goals (SDGs) 2030. Sustainable Development, according to the Brundtland Commission, is looking after the needs of the future generations without hampering the needs of the present generation. On the 25th of September 2015, 193 countries became a signatory to achieving 17 sustainable development goals. These 17 goals have 169 measurable targets which are expected to be accomplished by 2030. These goals cover all the developed and the underdeveloped countries. The motto of the goal centers on eradicating complete poverty in every form. India has been responding towards these through a mixed model approach from both Government and Corporate Sector.

There has been sustained Government spending in spreading awareness and campaigns and expanding health and education infrastructure. India has also mandated corporate participation in these areas through enacting CSR laws, devising reporting frameworks, and impact assessment.

One important development in Indian financial markets is the recognition of sustainability. National Stock Exchange (NSE) indices is an organization that generates and maintains many market indices towards investor awareness about market performance. These benchmark indices, under the umbrella name National Stock Exchange Fifty (NIFTY), measure the performance of Indian stock markets over the years. There are multiple filtering criteria to assess the performance of select sectors, groups, or themes. It has introduced new filtering criteria based on the Environment Social Governance (ESG) framework to assess the performance of those companies which qualify as good corporate as per the ESG framework. There is a suitable case to popularize that the ESG framework is mandatory for all companies not limiting it to large companies alone. This will help in spreading the CSR culture irrespective of the size of the company.

Last, a brief analysis of CSR activities for the state of Karnataka is done. The paper draws conclusion towards a multi-stakeholder approach for achieving the universal goals.

Keywords–SDGs 2030, Sustainable Development, CSR, Karnataka, NIFTY ESG, multistakeholder.

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COMPARATIVE STUDY OF SEGMENTATION ALGORITHMS AND EVALUATION OF AN IMPROVED ALGORITHM FOR GLIOMA TUMOR DETECTION

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ABSTRACT

Glioma is an expansive class of brain and spinal tumor that can be treated depending upon the type of cell, grade, location at which the tumor originated and size of the tumor in the brain. This paper highlights results obtained using the different image processing techniques and segmentation algorithms along with an improved region-based algorithm ameliorated by pre-processing and post-processing operations developed to extract the cancerous region from the brain MRI (magnetic resonance imaging) of a patient suffering from glioblastoma multiform. We have also presented statistical analysis for our improvised region-based algorithm developed. Hypothesis testing is done to verify and evaluate the performance of the algorithm. The results of the study indicated an enhanced level of performance of the algorithm with an accuracy of 83.91% for detecting glioma and 90% accuracy in indicating no tumor condition from brain MR images.

Index Terms—Glioma tumor, Image segmentation, Bit-plane slicing, Region growing, Convex Hull, Statistical Analysis



ABSTRACT

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SENTIMENT ANALYSIS IN POLITICAL CONTEXT AND LATEST GOVERNMENT POLICIES

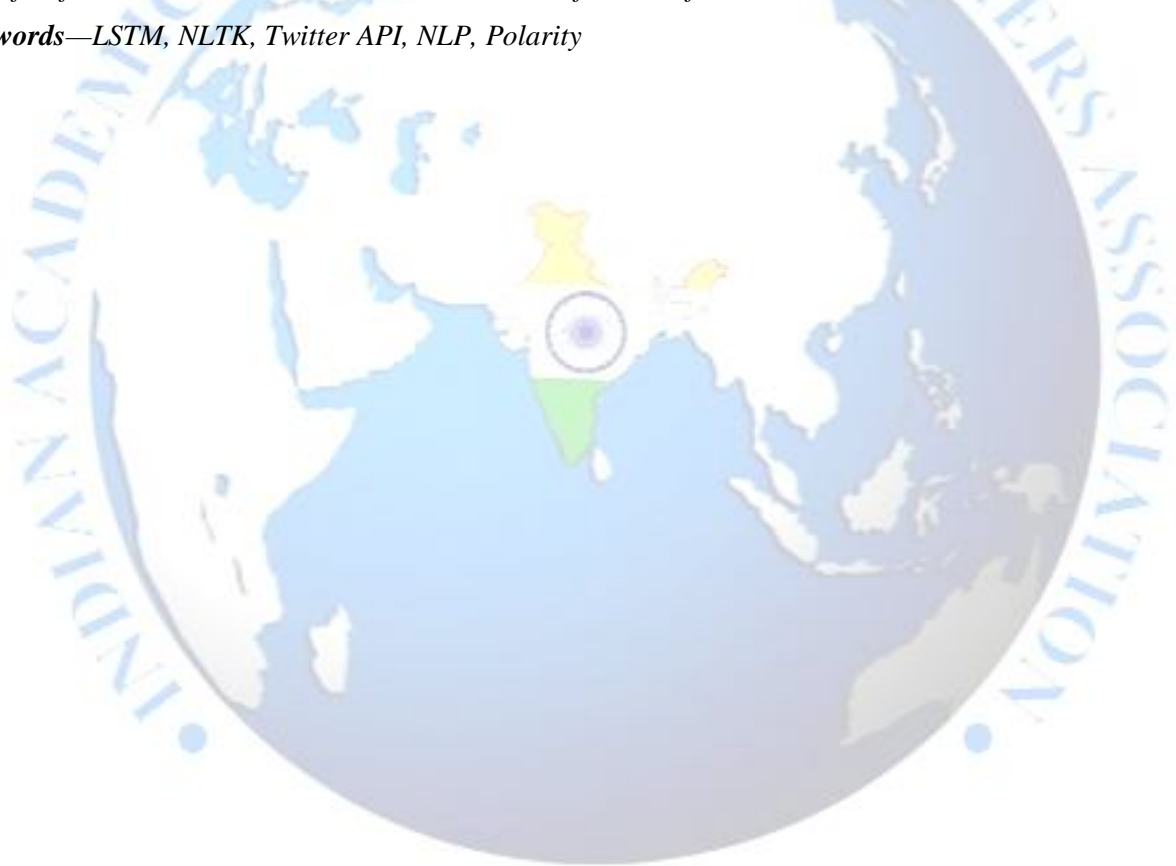
Dr. Meena Arora

JSS Academy of Technical Education, Noida 201301

ABSTRACT

This paper addresses the problem of political sentiment analysis in twitter; that is classifying tweets according to the sentiment expressed in them: positive, negative or neutral. Twitter is an online micro-blogging and social-networking platform which allows users to write short status updates of maximum length 140 characters. It is a rapidly expanding service with over 200 million registered users - out of which 100 million are active users and half of them log on twitter on a daily basis - generating nearly 250 million tweets per day. Due to this large amount of usage we hope to achieve a reflection of public sentiment by analyzing the sentiments expressed in the tweets. Analyzing the public sentiment is important for many applications such as firms trying to find out the response of their products in the market, predicting political elections and predicting socioeconomic phenomena like stock exchange. The aim is to develop a functional classifier for accurate and automatic sentiment classification of an unknown tweet stream.

Keywords—LSTM, NLTK, Twitter API, NLP, Polarity



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PREDICTION OF POWER FROM PHOTOVOLTAIC PANELS SETUP USING MACHINE LEARNING TECHNIQUES BASED ON SOLAR IRRADIANCE IN INDIA

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ABSTRACT

Most of the natural energy resources will get depleted within few years in near future. However solar irradiance is considered as one of the natural energy resources which will not get affected. It will continuously increase in upcoming years. Solar irradiance is the measure to determine the sun's radiation per square meter. People are getting to reuse everything in India and especially the energy sources are reused nowadays. Through the photovoltaic panels, the solar irradiance can be utilized to produce renewable energy. It can help to figured out how the photovoltaic panel setup is made. In this paper, solar irradiance from central Indian cities are collected, sorted from maximum to minimum with respect to cities are as arranged in descending order. From NASA, the data is collected and to process the data various models, methods and algorithms have been applied. After the data is processed, the clear idea is obtained in which the PV panels setup is produces higher electricity and more economical than others through the solar irradiance as renewable energy. Three algorithms such as Artificial Neural Network- ANN, Linear regression and random forests are utilized. Among them random forest shows better results.

Keywords: Solar irradiance, Power Prediction, PV Panel, ANN, Linear Regression and Random forest



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MARKET CAPITALISATION AND MARKET PERFORMANCE OF SELECT BLUE CHIP COMPANIES LISTED IN NIFTY 50 INDEX

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ABSTRACT

Because of the stock market's volatility, investors can buy and sell their shares swiftly and easily. When compared to less liquid assets such as immovable property, this is an appealing feature of investing in stocks. The stock market is frequently said to as a "reflection" of the country's economic health. A firm's performance is reflected in its stock price. Organizations with strong performance are thought to have strong demand for their stock, which will push up the cost, and vice versa. The performance of a bank, for example, can be represented by the performance of the bank's share prices, which are frequently reliable indicators of how well the bank is doing. However, there is a market manipulation game going on. Stock price fluctuations are influenced by rumors, speculation, and short-selling, among other manipulation activities. The present study is intended to examine the relationship between the market capitalization and market performance of select blue-chip companies listed in NIFTY 50 Index.

Keywords: Liquidity, Market Capitalization and Market Performance.



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IOT AND ANN IN EARLY FLOOD PREDICTION AND WARNING SYSTEM USING WEATHER DATA

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ABSTRACT

Heavy seasonal downpours of rain cause flood events happen in most vulnerable places of India. Natural mishaps like flood bring great loss to the country/region affecting human lives, livelihoods and peaceful existence. Flood events are beyond human control, still such loss during flood events can be mitigated through effective monitoring, early predicting and forecasting. Monitoring weather parameters using traditional devices during climatic hazards is a challenging factor. Emerging innovations in technology has brought solution with Internet of Things (IoT). IoT is a powerful technology which contributes in monitoring weather data and making it available for various research process. In this research, IoT sensors are used to gather weather factors from the location for predicting flood. Numerous researches carried out using various methods encounter challenges due to climatic changes. Therefore, flood prediction is enhanced using Artificial Neural Network (ANN) integrated with IoT. Chennai is chosen as the research study area. This research aims at reducing the flood impacts by anticipating prediction and forecasting. Weather parameters like temperature, humidity, wind speed, wind flow and rainfall are monitored and gathered using IoT sensors. Data generated by IoT devices will be enormous and cannot be stored in IoT devices instead transmitted to cloud through WiFi for further analysis. ANN method which generalizes the correlation between the input layer and output layer is utilized to predict flood in advance. Severity of flood is forecasted to the registered personals and local public two days early through text message and flood forecasting website. Experimental analysis and outcomes confirm the feasibility of the proposed system in terms of performance and training efficiency.

Keywords: Internet of Things, Artificial Neural Network, Flood Monitoring, Flood Prediction, Flood forecasting

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COMPARATIVE PERFORMANCE ANALYSIS OF STATE BANK OF INDIA AND PUNJAB AND SIND BANK USING CAMEL FRAMEWORK

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ABSTRACT

The capacity and importance of banking sector cannot be under-estimated in the development of an economy. The quality of economy of any nation essentially relies on the quality and productivity of financial system, which, thus, relies on a sound banking system. The present study measures the financial health of two public sector banks on the basis of their highest and lowest deposit operating in India from viewpoints of capital adequacy, management efficiency and liquidity. For this CAMEL framework has been used. Data used for the study pertains from 2014-15 to 2018-19 and has been collected from the annual reports of the selected banks. The study revealed that performance of both the banks have improved over last five years. The performance of State Bank of India has seen some fluctuations while performance of Punjab and Sind Bank has been consistent. However, on the whole State Bank of India has performed better than Punjab and Sind Bank.

Keywords: Indian Banks, Capital Adequacy, Asset Quality, Management Efficiency, Earnings and Profitability, Liquidity.

ABSTRACT

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THE ONLINE TEACHING AND LEARNING IN INDIA: ISSUES AND CHALLENGES

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ABSTRACT

Education is the most important requirement for inclusive growth empowering individual and society opening up opportunities and promoting public participation in the development policies. Due to the current situation of Covid-19, online teaching learning process has become the norm for delivery of education in higher education institutions. E-learning solutions have replaced the conventional classroom teaching. The aim of this research paper is to understand the effectiveness of online teaching learning process from the perspective of students. It is to understand the benefits and obstacles of online learning faced by higher education institutions. A primary survey has been conducted among students of higher education to assess student's perspective regarding online learning. The survey highlights that fact that though students have to some extent adapted to online learning, they prefer conventional learning to online learning.

Key words: Higher education, Students, Educational resources, Online learning, Challenges



ABSTRACT

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MUNICIPAL SERVICES AND CITIZEN'S SATISFACTION: A WARD-WISE STUDY OF THANE MUNICIPAL CORPORATION

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Dr. Ashok D. Wagh

Research Guide, C.K.T. College, Panvel

ABSTRACT

The ultimate objective of all function of Municipal Corporation is the satisfaction of city people. Therefore to evaluate the satisfaction level of Thane city people located closer to Mumbai holds cosmopolitan population next to Mumbai. The Municipal Corporations are divided their city areas in different administrative wards to facilitate easy in administration and service delivery but unfortunately the wards are not equally blessed with various services provided, which results significant difference in service satisfaction and growth of different wards. The present study examine the uniformity of satisfaction of city peoples of different Administrative wards of Thane Municipal Corporation on services provided and determine rank wise status of all nine administrative wards of TMC with respect to service satisfaction. Therefore the data is collected from all nine administration wards of Thane Municipal Corporation (TMC), analysed with suitable statistical tools and suggest suitable measures to improve overall and equal satisfaction of city people of Thane city.

Key Words- Thane Municipal Corporation (TMC), Administration Wards, Service satisfaction



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BUDGETED AND ACTUAL REVENUE AND EXPENDITURE OF THANE MUNICIPAL CORPORATION: A COMPARATIVE STUDY

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Dr. Ashok D. Wagh

Research Guide, C.K.T. College, Research Centre, Panvel (MS)

ABSTRACT

The Municipal Corporation are having budgeted estimation regarding revenue, grants which they expectable to receive as well as expenditures planning of upcoming financial year. But in reality there is a difference in estimated and actual revenue and expenditures which affect the development planning of administration and citizen's expectations. The study is an attempt to undertake to analysis of budgeted revenue and expenditures with actual with respect to Thane Municipal Corporation in order to find whether any significant difference is exist between them. For this prepare trend analysis tables for comparative study by Income and Expenditure Account and Budget Books of 10 years from 2007-08 to 2016-17. It statistically examine whether the budgeted revenue reach to reality and to examine the budgeted expenditure utilise up to maximum extend for development of the Thane City.

Key Words- Thane Municipal Corporation (TMC), Budget, Revenue, Expenditures



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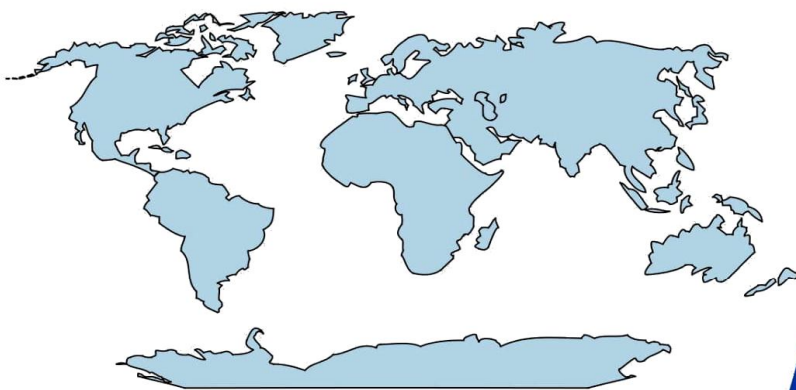
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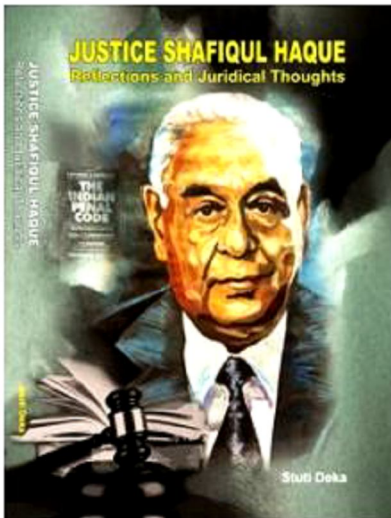


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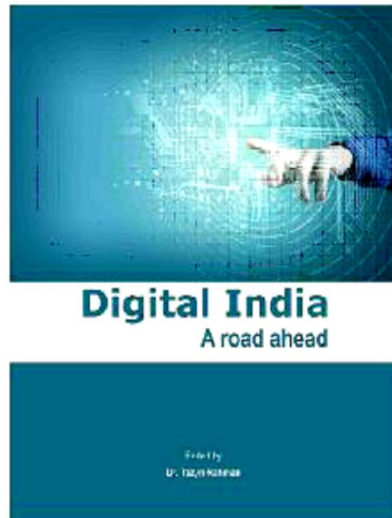
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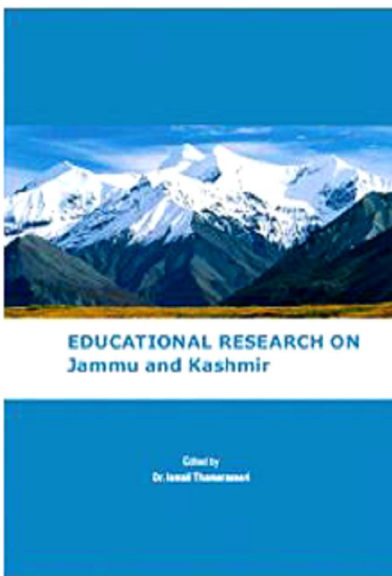
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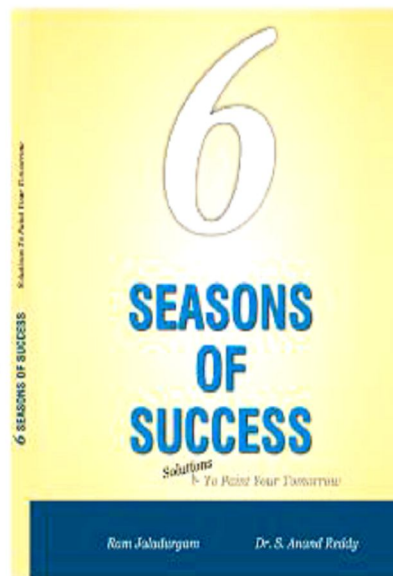
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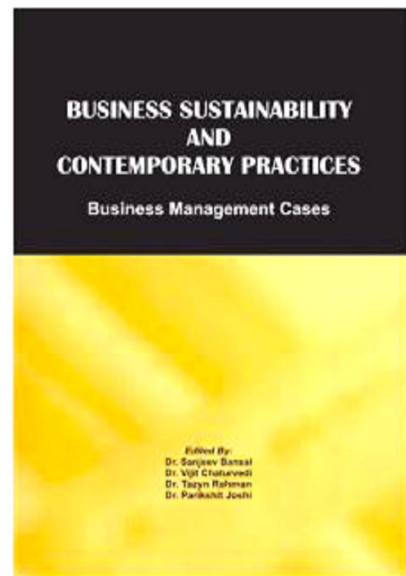
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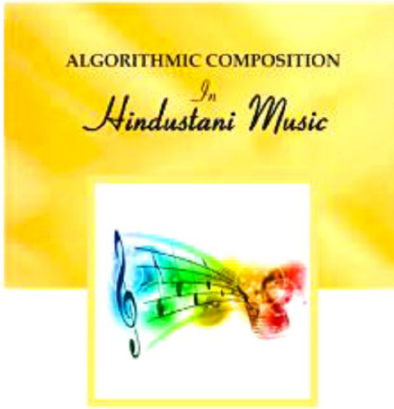
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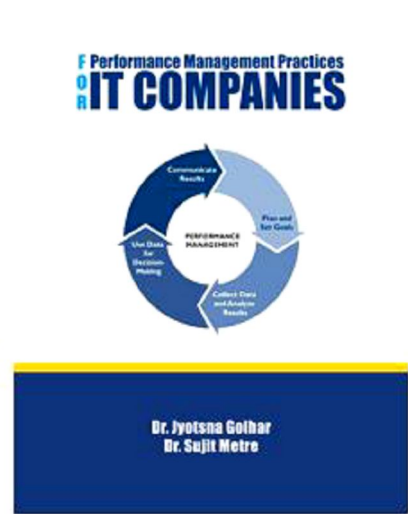
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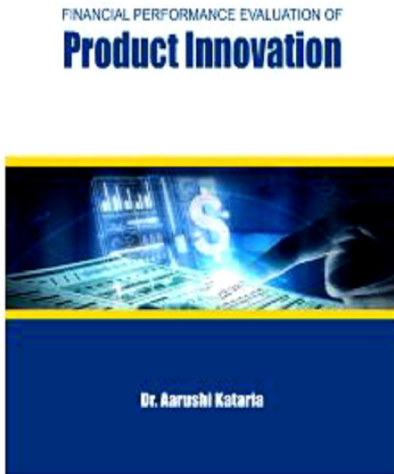


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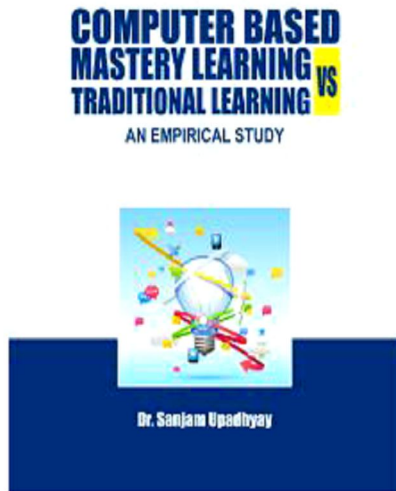
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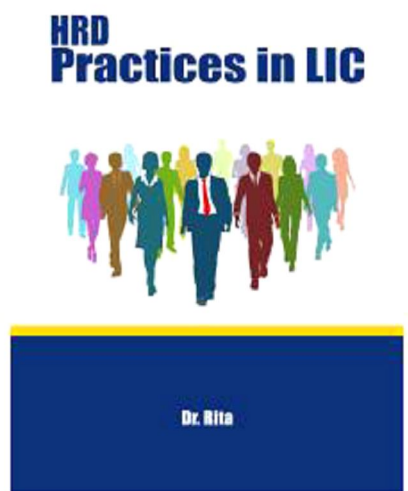
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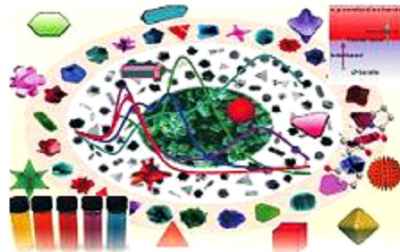
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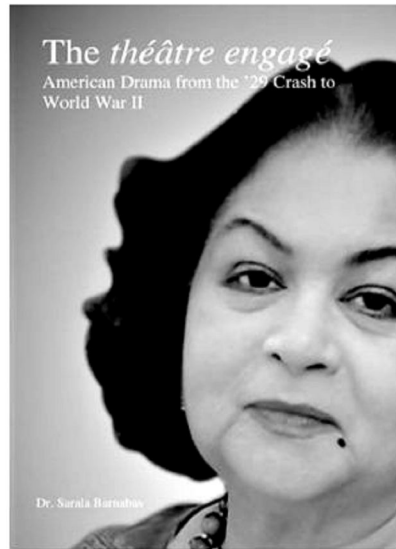
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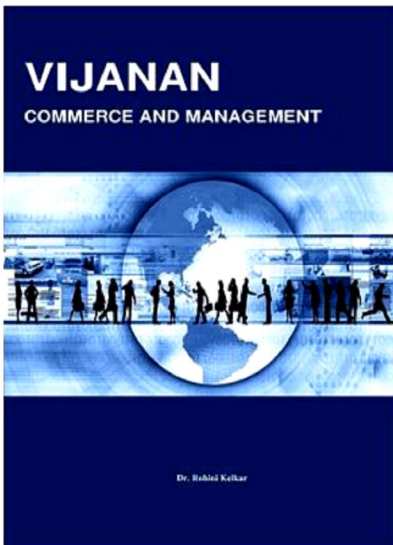
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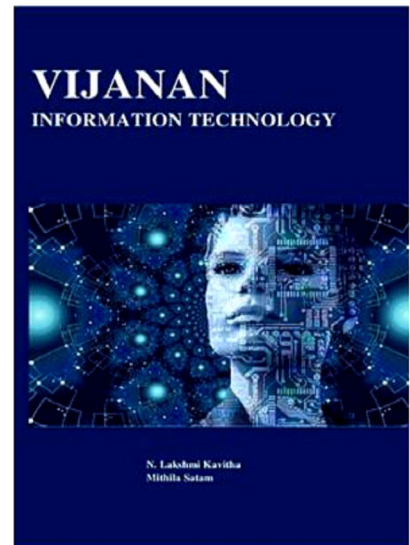
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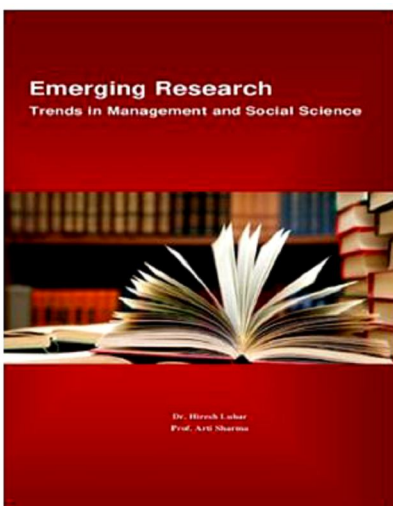
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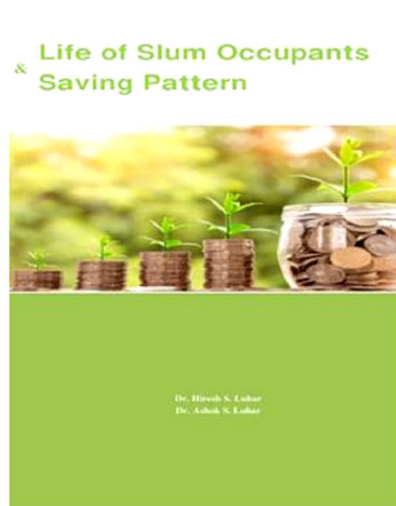
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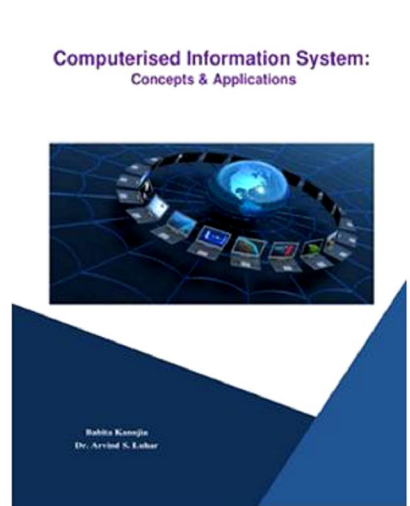
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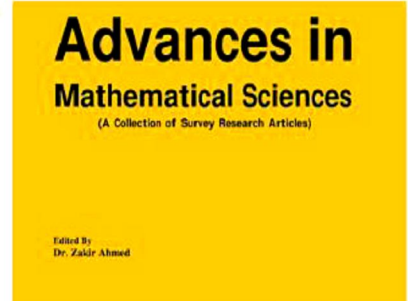
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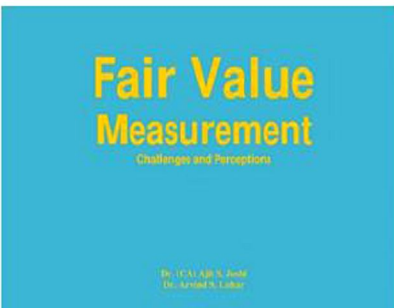
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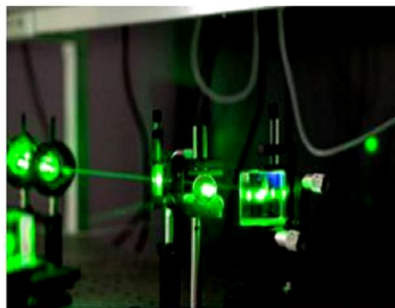
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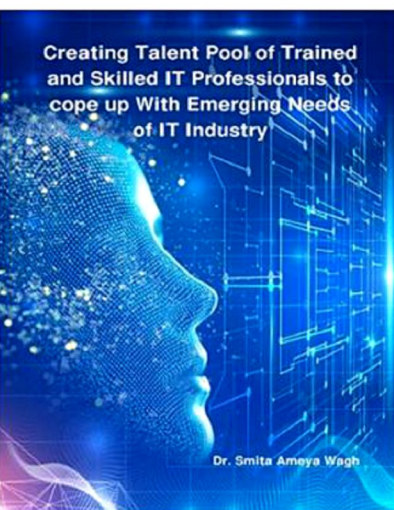


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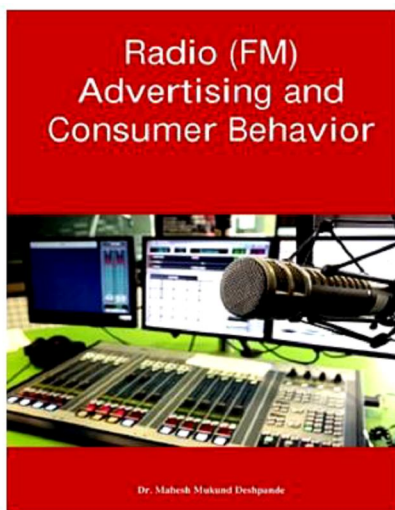
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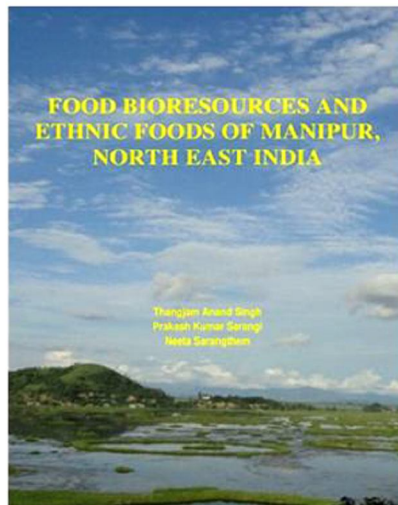
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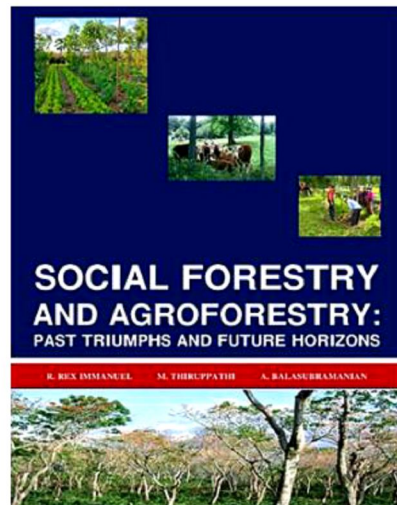
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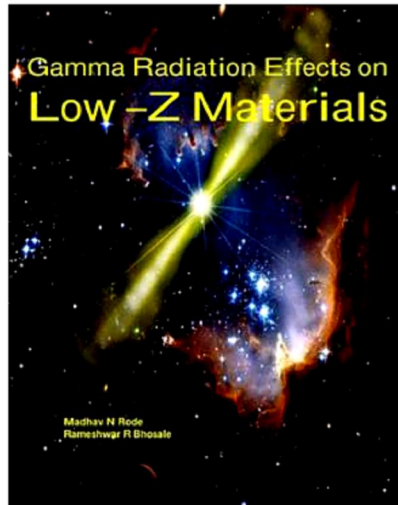
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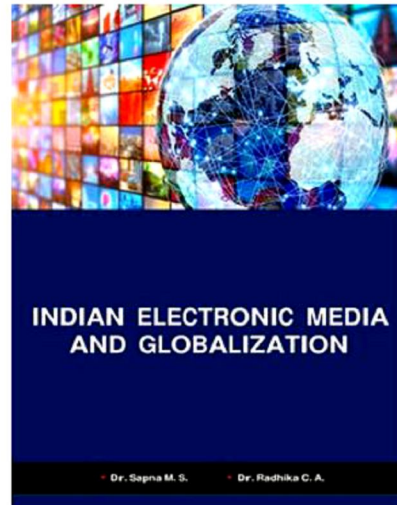
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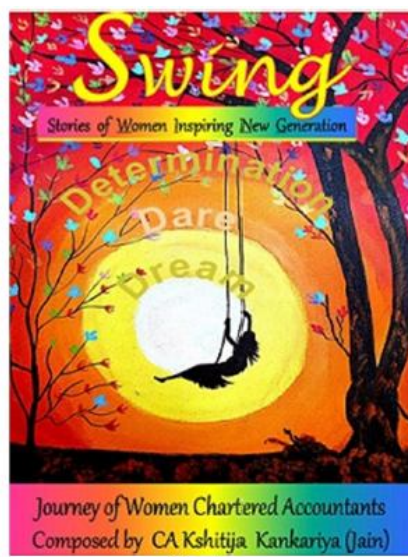
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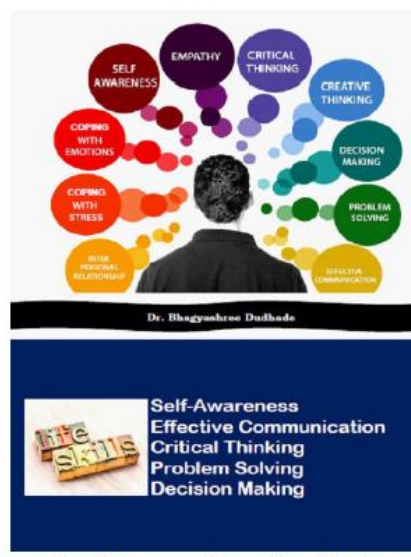
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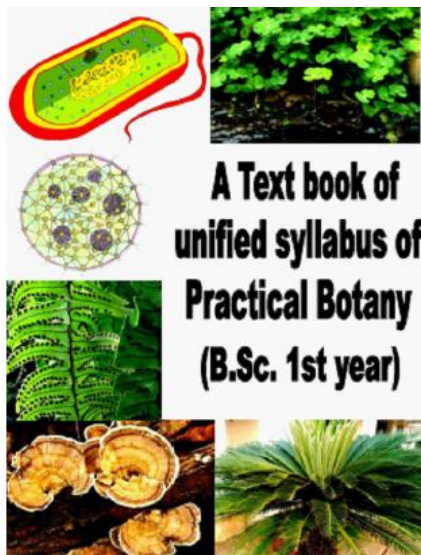
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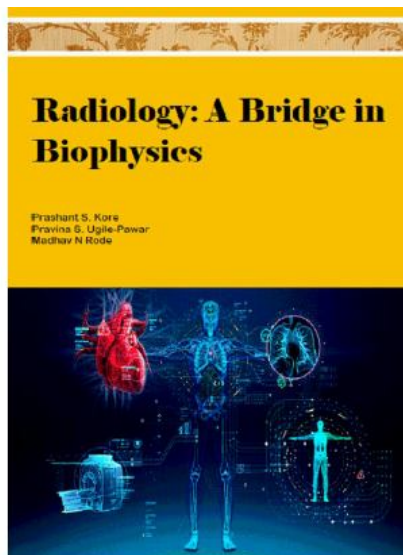


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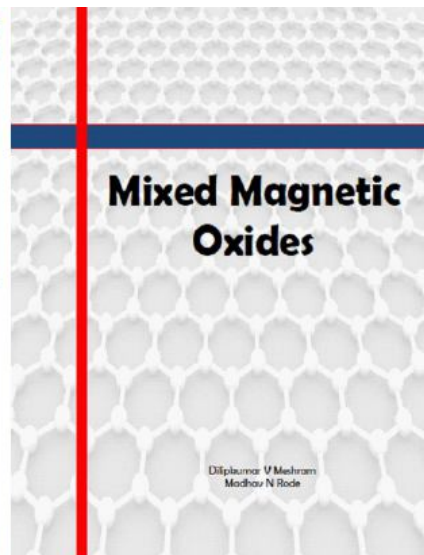
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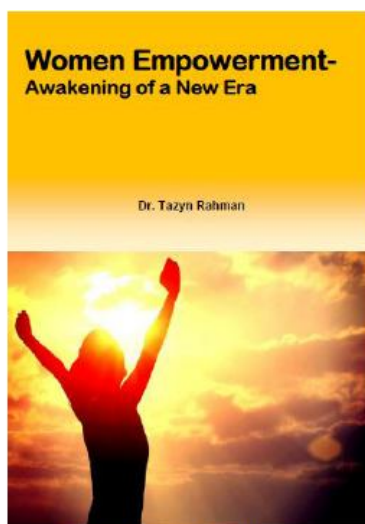


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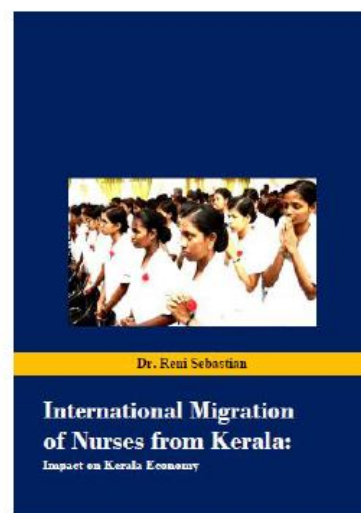
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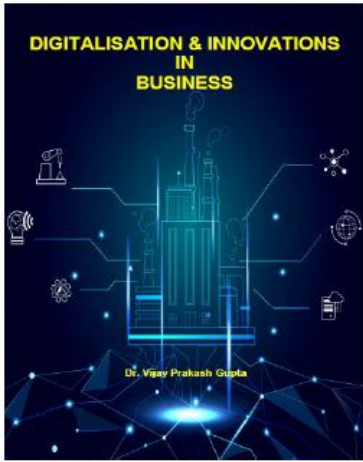
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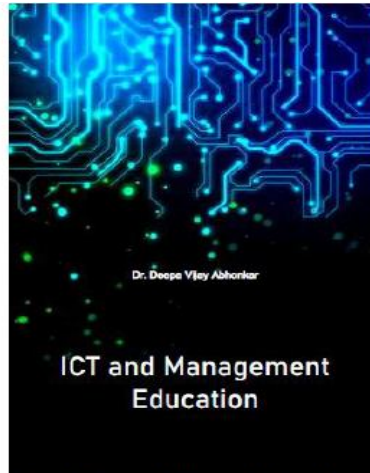


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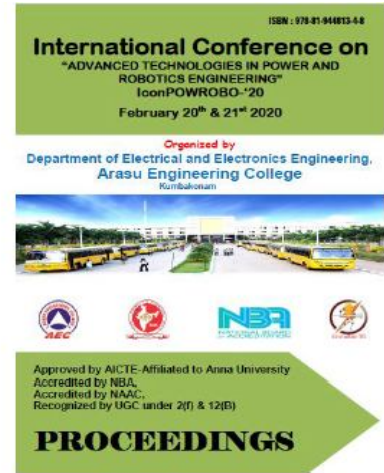
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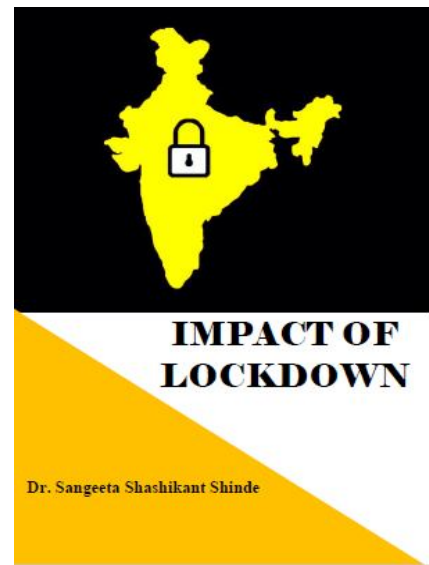
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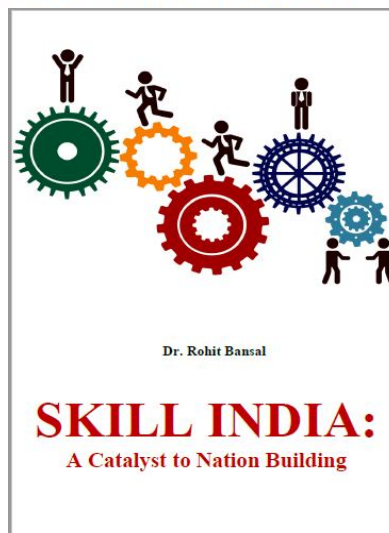
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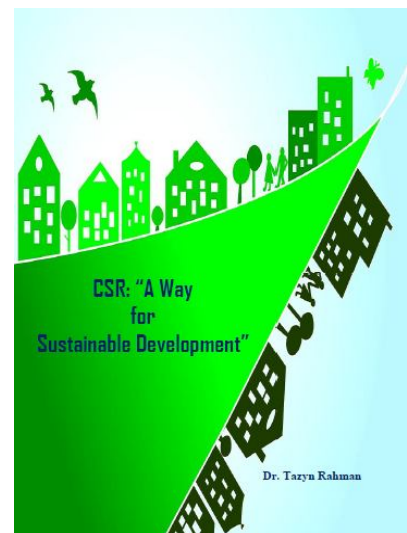
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