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**Realization of Women Professors on Common Social Challenges Faced by the Women in the Society**

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**Abstract**

A woman is the basic unit of society. As women makes a family, family makes a home and homes make a society. Thus, a society would never come into existence without the contribution of women. The very first and best school of a child is its mother's lap. A good healthy society does not automatically merge on its own and stands firm but needs to be emerged and for its emergence women play a pivotal role. Although women teachers play a significant role towards the overall development of the family, they face challenges in managing family as well as their job responsibility. Generally, working women perform dual roles as an income generator and primary caregivers to their children in the family. Due to performing dual roles, it might be hard for working women to fulfill the commitment towards the family as well as professional. This study focus about realization of women professors on common social challenges faced by the women in the society. The study deals with women professors of self finance Arts and Science College, Engineering and Teacher Training Institution in Erode district of Tamil Nadu.

Notes on Intuitionistic Fuzzy Sets

ISSN 1310-4926

Vol. 21, 2015, No. 3, 66-79

**Transversals of intuitionistic fuzzy  
directed hypergraphs**

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**Abstract:** Hypergraph is a graph in which an edge can connect more than two vertices. Directed hypergraphs are much like standard directed graphs. In usual directed graph, standard arcs connect a single tail node to a single head node whereas in the intuitionistic fuzzy directed



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### Article Details

#### GC-MS ANALYSIS OF PREMNA LATIFOLIA ROXB. VAR. MOLLISSIMA (ROTH) C.B. CLARKE.

KAVYA A. AND JAYANTHI G.\*

Department of Botany, Vellalar College for Women, Erode - 638 012, Tamil Nadu, India E-mail: jayanthi\_tu@yahoo.co.in

#### ABSTRACT

In this study, the chemical composition of the ethanol extract of *Premna latifolia* Roxb. var. *mollissima* (Roth) C.B. Clarke was investigated. GC-MS analysis revealed 21 compounds. The major constituents were n-hexadecanoic acid (29.25%), 9,12-octadecadienoic acid (z,z) (23.92%), phytol (13.75%), tetradecanoic acid (8.73%) and  $\alpha$ -sitosterol (4.46%).

Year 2016 | Volume No. 53 | Issue No.05 | Page No. 38-42

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**Evaluation of *in vitro* anti-diabetic activity of *Elaeocarpus serratus* fruit**

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PG and Research Department of Botany, Vellalar College for Women, (Autonomous), Erode- 638012, Tamil Nadu, India

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**Article info**

Article History:  
Received 28 August 2015  
Accepted 23 September 2015

**Abstract**

Diabetes is a clinical syndrome characterized by hyperglycemia due to absolute or relative deficiency of insulin. Recent decades have experienced a sharp increase in the incidence and prevalence of Diabetes mellitus. Pancreatic  $\alpha$ -amylase and  $\alpha$ -glucosidase inhibitors offer an effective strategy to lower levels of post prandial hyperglycemia via control of starch breakdown. The objective of the present work was to evaluate the ethanolic

## M<sup>2</sup> FILTER FOR SPECKLE NOISE SUPPRESSION IN BREAST ULTRASOUND IMAGES



### Abstract

Breast cancer, commonly found in women is a serious life threatening disease due to its invasive nature. Ultrasound (US) imaging method plays an effective role in screening early detection and diagnosis of Breast cancer. Speckle noise generally affects medical ultrasound images and also causes a number of difficulties in identifying the Region of Interest. Suppressing speckle noise is a challenging task as it destroys fine edge details. No specific filter is designed yet to get a noise free BUS image that is contaminated by speckle noise. In this paper M<sup>2</sup> filter, a novel hybrid of linear and nonlinear filter is proposed and compared to other spatial filters with 3x3 kernel size. The performance of the proposed M<sup>2</sup> filter is measured by statistical quantity parameters like MSE, PSNR and SSI. The experimental analysis clearly shows that the proposed M<sup>2</sup> filter outperforms better than other spatial filters by 2% high PSNR values with regards to speckle suppression.

### Authors

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### Keywords

Ultrasound Imaging, Speckle Noise, Spatial Filters, M3 Filter, M<sup>2</sup> Filter

Published By :  
ICTACT

Published In :  
ICTACT Journal on Image and Video  
Processing  
( Volume: 6 , Issue: 2 )

Date of Publication :  
November 2015

DOI :  
10.21917/ijivp.2015.0166

Corpus ID: 212535389

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## Rumination on Scaffold Pattern Language for Multi-Tenant SaaS Application Development

N. Balasubramanian, S. Jayapal • Published 2016

Internet has sophisticated the life of a populist. The cloud is an internet based technology which is location independent. It provides "on demand" service to the customer on pay-per-use model. The multi-tenancy is an essential characteristic in cloud, which has motivated many researchers to contribute their work. Scaffold is a platform, where, programmers can specify and integrate application and database. The pattern is a reusable component used to develop applications. NoSQL document data... [Expand](#)

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### Multi attribute content searching scheme based social group identification for social networks in mobile disconnected networks

September 2015 · *International Journal of Applied Engineering Research*  
10(15):35050-35054

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Kalaivani A

## One Step Integrity Management Approach Based Public Auditing In Shared Data In Cloud Environment For Privacy Preservation

[PDF] from researchgate.net

Authors A Kalaivani, B Ananthi

Publication date 2015

Journal International Journal of Applied Engineering Research

Volume 10

Issue 15

Pages 35936-35940

**Description** The nature of cloud environment is to share data between different users but the integrity management is the key issue which has been handled by various approaches like attribute based schemes and others. The most approaches struggles with the problem of maintaining integrity of shared data and providing public auditability. We propose a one step integrity management and public auditing scheme to improve the data public auditability in cloud environment. The data owner generates different keys to perform encryption and decryption of the data stored in the cloud. The keys can be accessed by the users who are registered in the cloud environment and they are allowed to perform modification on the data. The modification performed will be reflected and the data owner has to ensure the originality of the data. Upon modification, the audit server communicates with the data owner which verifies the modified information using the Meta data of the original data. The data owner keeps track of information signature like number of zeros or ones padded to each block of the data. Whenever the user performs modification, the public auditor communicates with the data owner to verify the block

## Service Quality in Public Sector Internet Banking Services in Erode City

K. S. Eswari<sup>1\*</sup> and S. Jamunadevi<sup>2</sup>

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### Abstract

Probing the quality of service sector has gained momentum and in particular the banking sector is the main focus of attention for its quality of e-services. This study is based on E-SERVQUAL scale based on gap model proposed by Parasuraman, Zeithaml and Arvind Malhotra [3, 4]. A sample size of 200 was taken using convenience sampling method covering five public sector banks in Erode city. The study reveals that the internet banking services lag behind the customers' anticipation. This is confirmed by the negative gap registered in case of all the parameters of evaluation of e-service quality, which affirms the findings of the earlier researchers [5, 7, 10-13]. Therefore, narrowing down this gap is the need of the hour to elevate the internet banking services offered by the select banks yielding a buoyant e-banking segment.



**A STUDY ON BUYING BEHAVIOUR OF WOMEN CUSTOMERS TOWARDS ONE GRAM GOLD JEWELLERY IN**

**ERODE CITY**

**Dr.K.Gunasundari, Assistant Professor in Commerce,  
Vellalar College for Women (Autonomous), Erode -12,**

**ABSTRACT**

*This study aims at analysing the Buying behaviour of women customers towards one gram gold Jewellery in Erode city. The modern marketing concept is that all elements of business should be geared towards the satisfaction of consumers. Consumer buying behaviour is the sum total of consumers' attitudes. Preferences, intentions and decisions regarding the consumers' behaviour in the market place when purchasing a product or service are taken into consideration. The study of consumer behaviour draws upon social science disciplines of anthropology, psychology, sociology and economics. This entails a thorough understanding of consumer behaviour and buying motives. According to World Gold Council, India is the largest market for gold jewellery in the world, representing a staggering 746 tons of gold in 2010. 75% of women say they are constantly searching for new designs. Indian market is plush with varied designs and offerings. The ever increasing demand and the strong market base to meet the needs raise the standard of Indian Gold Market.*

*The demand for jewellery in South India results in more exquisite designs and quality products. Erode, an emerging city is also known as "TURMERIC CITY" for its tradition, pure and rich culture. This is a class-1 city in Tamil Nadu where usage of gold occupies a prominent place. In this context, the researcher aims to analyse the buying behaviour of women customers in one gram gold jewellery. Non probabilistic convenience sampling technique was used to collect data. The primary and secondary data were used. 100 samples were collected through a structured questionnaire. Data were analysed through simple statistical methods like percentage, weighted average method and chi-square analysis. The study also provides various suitable suggestions.*

*Keywords: Buying behaviour, Customer, Design, Jewellery, One gram gold, Women.*

## **Stock Price Volatility Estimators in Merger Announcement – An Empirical Analysis**

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### **ABSTRACT**

*The purpose of this study is to estimate the stock price volatility with respect to merger announcement using an event study methodology. Merger announcements do not significantly alter the trading liquidity and pricing efficiency of the sample stocks. However, return volatility does decline on post event basis. It is also observed that while stock financed mergers are value creating, cash financed mergers seem to be value destroying in the short run. Specifically, this study analyzed the effects of service and manufacturing industries in mergers announcements the stock price volatility in India. Volatility as a measure of risk plays an important role in many financial decisions in such a situations. The main purpose of this study is to examine the volatility of the merger announcement period and its related stylized facts using Garman and Klass estimators.*

**Keywords:** Mergers And Acquisitions, Event Study Analysis, Garman And Klass Estimators

### **1.INTRODUCTION**

Industry streamlining refers to a broad array of activities that expand or contract a company's operations and its financial structure or bring about a significant change in its organizational structure and internal financing. A major research approach assessing corporate reshuffle events is the value effect (short and long term) of the announcement of restructuring. Typical findings from early studies suggest that M&As did not enhance firm value, either in the short-run (Dodd, 1980; Asquith, 1983; Malatesta, 1983; Jarrell & Poulsen, 1989) or in the long-run (Asquith, 1983; Agrawal,



## GOVERNMENT INITIATIVES FOR CONTINUING EDUCATION OF SCHOOL DROP OUTS - A SNAPSHOT

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### ABSTRACT

Children are the future of a nation. For an emerging and developing country like India, development of underprivileged children holds the key to the progress of the nation itself. Education is the pond of knowledge. Every country of the world is working towards enhancing its level of development. Education forms the foundation of a developed society. Smile Foundation, a national level development organization, has a network of more than 100 children welfare projects and a bandwidth of many NGOs and non-profits organisations across India. Various education programmes launched by Smile are: Mission Education, Smile Twin e-Learning Projects, Swabhiman, Action for Change, and You Can Make A Difference. Numerous projects under Smile's educational programmes cover poor children under difficult circumstances such as child labour, children of poorest of the parents, underprivileged children inflicted and affected with HIV/AIDS, runaway and street children, children with rare disability [Autism, Deaf & Dumb, Blind, and Spastic etc.], disaster struck children and slum children etc.

### Financial Health of Selected Iron and Steel Companies in India-Z Score Model

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Online published on 22 June, 2018.

### Abstract

Financial analysis is a process of critical examination of the financial information contained in the financial statement in order to understand and make decision regarding the operation of the firm. In this study, an attempt was made to ascertain the financial soundness of the selected steel companies. For this purpose, ten years data were collected with the help of secondary sources of information. This paper uses the Altman's Z-score model to predict the financial status of selected steel companies in India. The result clearly indicate that the liquidity, working capital turnover efficiency and solvency position of the companies is that the financial health of Jsw, Tata Steel and Mahindra ugin were good and there is no scope of bankruptcy, where as the financial health of other selected companies were not in healthy Zone in many years.

### Keywords

Financial soundness, Liquidity, Solvency, Altman's Z-score.




**CAPITAL STRUCTURE, PRODUCTIVITY AND PROFITABILITY ANALYSIS OF SELECT HOUSING FINANCE INSTITUTIONS IN INDIA**

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**VELLALAR COLLEGE FOR WOMEN**  
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**SRI VASAVI COLLEGE**  
**ERODE**

**ABSTRACT**

*As a result of the ongoing economic deregulation measures of the government, particularly those in the financial and banking sector, there have been marked changes in the housing finance system in India. These are characterized by an unprecedented growth in the housing loan market. These developments have resulted in the availability of better housing loan options, better customer service and have made housing loans more affordable to the public. The present study is focused on financial and operational performance of Housing Financial Institutions. The statistical tools like summary statistics, discriminate function analysis, Stochastic Frontier Analysis and Altman's Z score analysis were used for the analysis. The results of the study revealed that the select Housing Finance Institutions are*



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International Journal in Management & Social Science

Year : 2016, Volume : 4, Issue : 2

First page : ( 287) Last page : ( 293)

Online ISSN : 2321-1784.

A study on performance appraisal of selected iron and steel companies in India

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*Online published on 4 August, 2018.*

Abstract

Steel is one of the most important products of the modern world and is of strategic importance for any industrial nation. From construction industrial machinery to consumer products, steel finds a wide variety of applications. The progress of the steel industry has a critical influence on the pace of India's development and as such great importance is attached to capacity expansion in line with expected demand at cost and price which make Indian steel internationally competitive. India is expected to become the world's second largest producer of steel in the next 10 years, moving up from the third position, as its capacity is projected to increase to about 300MT by 2025. Companies should design a balanced capital structure, use fixed assets efficiency, adopt credit policies, apply modern inventory and cash management systems and control operating costs to improve and maintain the financial performance in future.

Keywords

Fixed Assets Efficiency, Credit Policies, Modern Inventory and Cash Management Systems.

**AN EMPIRICAL STUDY ON CUSTOMERS' PREFERENCE TO BSNL  
LANDLINE SERVICE IN ERODE CITY**

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Assistant Professor

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**S. Loganayaki,**

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Erode-12, Tamilnadu

**ABSTRACT**

*In the ages of information, telecom services have become essential device of human development. Today internet has transformed our life in a great manner. People rely on internet for their day to day services . The market of internet is increasing and the demand for greater bandwidth and*