

**SCREENSHOTS OF ARTICLES PUBLISHED IN UGC JOURNALS
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சி.ஆர்.சி நூற்றாண்டு விழா
தமிழ் இலக்கியங்களில்
வரலாற்றும் பின்புலமும் பண்பாட்டுப் பதிவுகளும்
(பன்னாட்டு ஆய்வுக்கருத்தரங்கம்)



பதிப்பாளிகள்
முனைவர் கோ. விசயராகவன்
முனைவர் இரா. சாந்தி
முனைவர் வே. தனபாக்கியலட்சுமி
முனைவர் வி.இரா. பவித்ரா



உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை
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3. இலக்கியங்களில் நடுகல் வழிபாட்டு முறைகளும் தற்கால வழிபாட்டு முறைகளும்

முனைவர் வே.வெள்ளையன் உதவிப்பேராசிரியர் தமிழ்த்துறை வேளாளர் மகலிர்களினூடே, கோயமுத்தூர்

பண்டைய காலம் தொட்டு நாட்டைக் காப்பது தன் கடமையாக என்னி வந்திருக்கின்றன. நாட்டைக் காக்க போரில் இறந்த வீரர்களுக்குக் கட்டுவது வழிபாடு செய்து வருவது பண்டையத் தமிழரின் மரபாகும். போரில் இறந்தவர்களின் நினைவைக் காப்பதும் கற்களைநடுகல் என்று அழைக்கப்படுகிறது. வேதங்கள், ஆயிரம் பசுக்களைத் திரைந்து கொடுத்தால் கிடைக்கும் புண்ணியம் போரில் இறக்கும் வீரனுக்குக் கிடைக்கும் என்று கூறுகிறது. புராணாற்றில் நடுகல் வழிபாட்டு முறைகளைப் பற்றிய செய்திகள் கூறப்பட்டுள்ளன. நடுகல் ஏன், எதற்கு என்பது வழிபாட்டின் மற்ற செய்திகளையும் கட்டிக் காட்டியுள்ளது. புராணாற்றில் காணப்படும் நடுகல் வழிபாடு முறைகளைப் பற்றியும் கங்கல நடுகல் வழிபாட்டு முறைகளையும் ஆராய்கிறது.

தமிழ் இலக்கியங்களில் வேந்தர்கள்
(பன்னாட்டுக் கருத்தரங்கம்)



தமிழ்த்துறை
வேளாளர் மகலிர் கல்லூரி (தன்னாட்சி)
கோயமுத்தூர் - 12

அகநானூற்றில் வேந்தர்களின் சிறப்பு

முனைவர் கோ.வெள்ளையன், உதவிப்பேராசிரியர், தமிழ்த்துறை, வேளாளர் மகலிர் கல்லூரி (தன்னாட்சி) கோயமுத்தூர்

சங்க இலக்கியங்கள் அக்காலப் பண்பாடுகளையும் சமூக வாழ்வையும் பிரதிபலிக்கும் காலக்கண்ணாடியாக விளங்குகின்றது. முனைவர் தம் வந்திந்த காலத்தில் புறப்பாடல்களில் வழிபாடு நடத்தி மரபுறும் செய்திகளைப் (கருவுருக்களைப்) பதிவு செய்துள்ளனர். சங்ககாலத்தில் தமிழ்நாட்டில் சேர, சோழ, பாண்டியர் ஆகிய நிலையான அமைந்த அகநானூற்றில் சான்றுகள் உள்ளன. சங்ககாலத்தில் முடியாட்சி நிலைபெற்றது. அரசும் இறைவனுக்கு இணையாகக் கருதப்பட்டால் நிலைத்த புகழை உடையவன் மனிதன் என்றும், உயிர்ந்த நிலையை உடையவன் வேந்தன் என்றும் அழைத்தனர். வேந்தன் என்றும் முதலியவையான நிலையில் உள்ளவர்கள் சேர, சோழ, பாண்டியர் ஆகிய தொண்டையம் சிறப்பும் பெற்று விளங்கிய மூலத்தொழையும் சேர, சோழ, பாண்டியர் என்ற மூன்று முறையில் அகநானூறு காட்டும் உத்தரநாட்டு அரசர்கள் பற்றிய வரலாற்றுச் செய்திகளை ஆய்வதே இக்கட்டுரையின் நோக்கமாகும்.

சேரமன்னர்கள்

தமிழக வரலாற்றில் தொண்டையம் பழமையும் வளமுள்ளவர்கள் சேரமன்னர்கள் மூலத்தொழையில் முதலில் இறங்கினவர்கள் சேரர்கள். சேரமன்னர்களில் சிறப்பும் பழமையும் கொண்ட மனிதன் உதயன் சேரமன்னன்.

உதயன்சேரமன்னன்

உதயன்சேரமன்னன் பிரதானமான சென்று அந்தாடுகளைத் தம் நாட்டிட்டு இணைத்து நகராட்சி, விசுவநித்தும் ஆற்றியுள்ளபடியும் மற்ற செய்தி மரபுறும் பாடல் வரிகள் உள்ளிருக்கின்றது.

- 241 -

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4

Magic Realism as Survival Strategy in Margaret Atwood's *Alias Grace* – A Female- Centric Reading

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Introduction : This paper illuminates the functional role of 'magic realism' in bridging the world of the living and the world of the dead so as to unearth the buried secrets and the peripheral female voices with reference to Atwood's novel *Alias Grace* (1996). Magic realism, the alternate reality that breathes in throughout the narrative is represented by the presence of ghost in the otherwise real life situation. It also throws light on the writer's mission to salvage the female protagonist by the disclosure of repressed truths by assuming the role of a shaman whose negotiation with the dead serves as a survival strategy for her. The paper explicates how in a bid to problematize hegemonic male-centred discourses, the writer has revised history to suit female perspectives. It also testifies the novel's magic realist undercurrents as the protagonist Grace lives in two planes of existence concurrently - of the living and of the dead - to make sense of the present in terms of the past. All the more, her shamanic negotiation with her dead friend Mary Whitney salvages her from the allegation of double murders.

Ghost in Magic Realism : For the marginalized indigenous communities, ghost in magic realism is not a mere hallucination or fabrication of imagination, but a reality existing in an alternate world and functions as an agent for the subaltern to disclose the hitherto untold truth they wish to communicate to the world. In his interview with Margaret Atwood, when Jan Garden Castro asked her about the authenticity and reliability of truth, she claims:

I think one thing that the woman's movement has pointed out is that the fact of being male alters what men say. Whereas once we thought they were doing just objective truth, and it's obvious now that everything passes through the filter. Doesn't mean it's not true in some sense. It just means that nobody can claim to have the absolute, whole objective, total, complete truth. It mitigates tendencies towards autocracy. (232)

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8

Subversion of Women in Margaret Atwood's *Siren Song*

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Margaret Eleanor Atwood is a Canadian writer, prolific poet, novelist, literary critic, eco-feminist, activist, social reformer, humanist and also children fiction writer. Margaret Atwood is renowned for her feminist and mythological themes. Her interest in fairytales and myths, in her early days, stimulated her to use such themes in many of her poems. Atwood's works have acquired widespread popularity among the readers and attained much analytical considerations. Atwood demonstrates through her fiction how women are objectified. She depicts the stereotype representations of women and allows her to derive their identities. Margaret Atwood's *Siren Song* is part of her 1974 collection "You are Happy" and given under the section titled "Songs of the Transformed". In this poem, she shows how the sirens are marginalized and portrayed as alluring and deceptive creatures. Through her poem, Atwood stresses on the destructive power of women which so far has been peripheral in the patriarchally constructed society. It expresses how men get trapped by women through some tragic flaw. There is a popular belief that women are weak, submissive and are easily victimized by men. Though women are stereotypically associated with creative and generative powers, the poem celebrates their destructive power in this poem.

Ecofeminism claims that women have equal political, social, sexual, intellectual and economic rights to men. It involves many movements, theories and philosophies concerned with issues of gender difference advocating women's cause. Atwood takes a feminist stance in the poem *Siren Song* asserting that women too have greater potential to destroy and so she warns men not to take women for granted.

Margaret Atwood's *Siren Song* (1974) is written in free verse and consists of nine stanzas of three lines. Atwood adopts conversational tone and imagery in association with human emotion, which animates the thought of feminism. The poem is an attempt to project the other face of women that is their destructive power. Women are shown only



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THE WRITING STYLE AND NARRATIVE TECHNIQUES IN BHARATI MUKHERJEE'S WORKS

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Abstract

Bharati Mukherjee, an Indian-born American writer who explored the internal culture clashes of her immigrant characters in her novels and stories. Her writings are in an original and imaginative style. She uses great method in her symbolism and metaphorical ability to take a foreign feeling and put it close at home for people that are first world to her. She has designed a mixed prose style and tells her story from many different cultural perspectives. Mukherjee attempted to project women as the central figure in her novels. She succeeded most effectively in presenting the predicament of women. Her restrictive perception of and insight into women's reactions and responses, problems and possibilities, the complex working of their inner selves, their emotional involvements and frustrations. Mukherjee's are mostly ethnic women who migrate from India to America. This paper focuses the writing style and narrative techniques adopted by Bharati Mukherjee as an ornament to her works.

Indian English literature in the recent past has attracted a widespread interest both in India and abroad. It has come to occupy a position of great significance in world literature. Fiction, the most characteristics and powerful form of literary expression today, has acquired a prestigious position in Indo-English literature. As a distinct literary form, the novel has evolved as the most dominant form in the 20th century. It is commonly agreed that the novel is the readiest and most acceptable way of embodying experiences and ideas in the context of our time. The novel written by the Indo-English novelists during this period, tended to be full of colour and often dealt with social problems in India like dowry and superstitious of child marriages. Some writers used the partition of 1947 as a backdrop. Their language was stiff and impersonal. But the "newer Indian-English writing, especially that written in the last decade by novelists like Salman Rushdie, Upamanyu Chatterjee, Anita Ghosh or Bharati Mukherjee is more adventurous, more innovative and more non-conformist. The major reason for this shift is that, during the last twenty years or so, an increasing number of Third World writers have emigrated to the west

and the style and content of their writings has been greatly influenced by the extent to which they were able to identify and adapt to their new surroundings. Those who still feel alienated in their new country, tended to write about people and events which were typical of their country of origin. They were anxious to infuse Indian local color in to their writing. However, those who were able to identify with their new host country were blessed with a bi-cultural perception, which enabled them to write from a wider and more exciting angle.

These expatriate writers often claimed that they were Canadians or Americans or British Asians rather than Indians. Bharati Mukherjee is an example. She called herself, "an American mainstream, trying to export it. This is a vitally important statement for me - I am not an Indian writer, not an exile, not an expatriate. I am an immigrant; my investment is in the American reality, not the Indian". Bharati Mukherjee has created a fair place for herself in the literary circle abroad by her contribution to English writing. She is one of the few prominent Indian American immigrant writers who has not only earned the good name in the U.S. but has also contributed considerably to the 3rd world literature.



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ESCAPING REALITY IS GOOD FOR BLACK CHILDREN - A GLIMPSE OF MAGICAL REALISM IN NTOZAKE SHANGE'S SASSAFRASS, CYPRESS & INDIGO

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Abstract

Fantasy - the world every human being loves to live in. Unlike the harsh realities, dreams and imagination advance a beautiful world for a peaceful and blissful existence. In specific other-worldly fantasy as they are experienced in the white society. Magical Realism, a similar genre in the recent literary world focuses primarily on children or those who view reality as a form of escapism. In magical realism, one can find the representation of the common and every day into the fantastic and the unreal. It is predominantly an act of escapism in which the unreal happens as part of reality. Ntozake Shange an eminent writer in Afro-American literature has used this magical realism in *Sassafras, Cypress and Indigo* through the character Indigo. Shange builds the character of Indigo her magic has power to give her an identity. Like Shange's *Forwards* who lives in the unreal world, Shange has projected Indigo as if she can do anything she wants. Indigo can see reality in different ways that makes the readers to accept supernatural elements as something that is part of her daily life. Due to the utilization of the advanced life situations of the black, Indigo moves her black self with her magic to deliver world. This paper analyzes and reviews that *Magical Realism* is not just a form of writing rather it gives voice to the oppressed black young children like Indigo to establish their identity.

Fantasy - the world every human being loves to live in. Unlike the harsh realities, dreams and imagination serve a beautiful world for a peaceful life. Especially, black children often embrace fantasy as they are oppressed in the white society. Magical realism, a genre in the recent literary world focuses primarily to children or those who view reality as a form of escapism. "Magic realism" or "magical realism" is primarily a Latin American literary movement that arose in the 1950s.

Works of magical realism mingle with realistic portraits of ordinary events and characters with elements of fantasy and myth, creating a rich and riveting world that is at once familiar and dreamlike. It is predominantly an act of escapism in which the unreal happens as part of reality. Magical realist novels and stories have, typically a strong narrative drive in which the protagonists, usually merge with the unexpected and the inexplicable and in which elements of dreams, fairy story, or mythology combine with the everyday. Often it is a magical or kaleidoscopic pattern of attraction and recurrence. Fracis Jameson says, "Magical realism... is to be grouped as a possible alternative to the narrative of contemporary post-colonialism" (201). Especially, a black girl child in America who is oppressed in every part of her life, longs to live a life for her, with her desires come true. The world of fantasy embraces them to feel happy and content.

Thus the best magical realism with its multifaceted characteristics, from the era of its birth to the present, has been used by a number of writers to portray different kinds of world. Gabriel Garcia Marquez, Salman Rushdie, Toni Morrison, Gloria Naylor and Arundhati Roy are few among them to use this magical realism in an effective way. Ntozake Shange has used this magical realism through the character of Indigo in a successful manner in *Sassafras, Cypress & Indigo* (1982).

Shange mainly focuses on the welfare of the younger generation of the black community. Her works - plays, poems and novels foreground the complex process of constructing and defining a selfhood of young protagonists Shange, together with writers such as Alice Walker and Audre Lorde, is recognized for helping to establish a voice for women of colour in the largely white world. Her works show liberated and liberating black female voice. Most of her works reveal anger and frustration towards the inequality of the black women to exhibit themselves in their communal world.

Sassafras, Cypress and Indigo (1982) is constructed in a poetic style that contains cooking recipes, magical spells, dance and letters as that of Joyce's *Ulysses*. With young black girls and their development of identity in the women. *Sassafras, Cypress and Indigo* has, moreover, a

THE TREATMENT OF TRADITIONAL INDIAN WOMEN IN KAMALA MARKANDAYA'S SELECT NOVELS

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Indian women are the reflection of their respective society. A traditional woman is considered to be respectful, humble, caring, faithful, honest, ready to sacrifice anything for the family, pious. Indian English novelists mostly used the traditional images of women in their novels. Kamala Markandaya is one of these prominent signature belongs to this phase of Indian English Fiction and her literary prominence has not lessened a bit even now. She was born and educated in South India as Kamala Purnaiya. After marrying an Englishman, she became, Kamala Purnaiya Taylor. Kamala Markandaya determined to fight for oppressed women in male-dominated society.

Kamala Markandaya projects her women characters basically in a traditional view with all their characteristic traits and inborn qualities. She is conscious of the silent barriers that are laid against women. In her words "There is a tradition. Perhaps not only in India, that women should

is a tenant farmer who doesn't have a land, till his end. He is a poor in everything except love. Even though Rukmani brings up in a land lord's house, she is adjusted with her husband in a mud hut near a paddy. She is a disciplined daughter who is cared for her husband and children. It shows her as an epitome of the archetypal Indian wife. According to Indian tradition, wife should not call her husband by his name. In the same way Rukmani addressed him only as 'husband':

It was my husband who woke me - my husband, whom I will call him Nathan for that was his name, although in all the years of our marriage I never called him that, for it is not meet for woman to address her husband except as "husband" (NS 9 - 10).

Rukmani does all the house hold works in her husband's house. At the back of the hut she seeds some vegetables and sells it in the market (first to Old Granny and then to Binoo). This helps to increase the family



SANGATI: AN ANECDOTE OF DALIT WOMEN

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Introduction

Indian nation having made great strides in many fields in its urban centers has a few dark corners when it comes to its rural regions. Though considerable physical progress has been achieved even in rural areas the fact that education could not make its full impact is still staring in its face. Most of those below the poverty line in rural India are Dalits. Dalit communities traditionally had little choice but to succumb to this inhumanly discriminatory system despite governmental measures which often proved ineffective. Over 70% of the Dalits live below the poverty line, and lack access to education, food, clean water, jobs, shelter and safety. In such a sorry plight of Dalits there appeared to be a ray of hope in the form of Dalit Literature but even this remained restricted to certain regions as much of the Indian Dalit Literature is in vernacular languages. It is this gaping need that translation expects to fill in so as to widen the horizons of Indian Dalit Literature and make it reach to the unreachable. The present Paper makes a humble attempt to study the state of the Indian Dalit Literature in various vernacular languages and how English translation of the same has helped Indian Dalit Literature widen its horizons marching from periphery to the centre in the current times, also presents a summary of gender equality and caste/dalit gender oppression described by Bama in her *Sangati* with the special reference to the paraiyar community in India.

Dalit literature facing the challenges of the so called mainstream literature in the form of its exclusive norms, mores and standards has emerged as the radical nature and rejected its aesthetics and literary theory. It literature aims at dismantling the existing structures of exploitation and restructuring the society and is not just the rature of protest or negation as it made to be perceived. ese literatures, baring languages, do share the litarian ideology and expose the exploitative charisms latent in the Indian society.

Dalit literature in Tamil has many firsts to its credit. A first Dalit novel in Tamil written by a woman Dalit i.e., Sivakami, was published in 1989. This novel's ilicant contribution to Dalit literary discourse lay in its grounding of Dalit men's violent treatment of Dalit hen at home. Sivakami's novel prepared the ground for stained critique of domestic violence and abuse of Dalit

women at home by Dalit men—fathers, brothers, sons, fathers-in-law, brothers-in-law, apart from sexual and occupational harassment faced by Dalit women outside their homes at the hands of upper caste men and the police. In 1992, another significant Dalit work in Tamil was published. The first Dalit autobiography in Tamil, written by a Dalit woman, Bama, was published and was warmly received by readers and critics. Karukku (1992) discusses oppression borne by Dalits at the hands of state (police), panchayat council - a body serving in an administrative capacity, "student council", the upper castes and at the church. Bama also highlights how Dalit women are oppressed further by Dalit men at home. The collusion of patriarchy with caste hegemony is a harsher and more unjust suppression of Dalit women as shown in the works of Sivakami and Bama.

Bama is a Tamil dalit woman writer who has contributed many literary works to dalit literature such as novels, short stories, poems etc.. Bama's contribution to Dalit literature is significant in Terms of Use are rules set up by the owner of an intellectual property or service to govern how they may be legally used. Bama walked the first major step of success and popularity with her work *Karukku*. She witnessed all the hardships of her own paraiyar women community. Her second work *Sangati* is an ambience of dalit women particularly paraiyars community, it draws a real picture of this community. *Sangati* means news, events, happenings, and the book is one of the interconnected anecdotes.

In Bama's *Sangati* (1994), Dalit women's dual oppression on account of gender and caste is depicted in great detail. *Sangati* is a feminist narrative wherein Bama endeavors to expand feminist agenda to enlist caste oppression as a subject of concern. Bama regards herself as a Dalit feminist and has emphasized the need for formula of a Dalit feminist standpoint. Feminist agenda has to eschew of its bourgeois, elitist. The belief that certain persons or members of certain classes or groups deserve favored treatment by virtue of their perceived superiority, as in intellect, social status, or financial resources. Dalit women face daily threats of rape, sexual assaults, physical violence at the workplace, in public arena as well as violence at home. *Sangati* strings together Dalit women's

DIASPORIC CONSCIOUSNESS IN JHUMPA LAHIRI'S *INTERPRETER OF MALADIES*

S. AISHWARYA

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Abstract

In ancient Greece the term *diapora* meant scattered referring to citizens who migrated to a conquered land. The use of *diapora* is an important conceptual tool today in sociology, anthropology, geography, literature and international migration. The word was used specifically to indicate the experience of the Jew's exile to Babylon after Nebuchadnezzar's conquest over Jerusalem in 587BC. *Diapora* carries a sense of displacement. Usually it has a hope, or at least desire to return to its homeland at some point. It may result in a loss of nostalgia for a single home as people re-root in a series of meaningful displacements. *Diasporic literature* is forged by perspectives that emerged from at least two cultures, identities and languages. Indian diaspora fiction in English forms the major volume of Indian English writing. *Diaspora* fiction argues over alienation, loneliness, homelessness, existential rootlessness, nostalgia, questioning, protest and assertions and quest for identity; it also addresses issues related to amalgamation or disintegration of cultures, discriminating margins of two different social milieus, internalizing nostalgia and suffering a forced amnesia- it may be called as a literary/cultural phenomenon with a distinct melting pot syndrome where identity of each ingredient is under question. It is an experimental recreation of the third world consciousness and a valuable tradition in itself. *Diasporic* writer Jhumpa Lahiri has been awarded the Pulitzer Prize for *Interpreter of Maladies* (1998), a book of short stories that chronicle the lives of Indian immigrants in Boston area. She captures a wide range of problem in her above short story collection. The loneliness and sense of alienation felt by immigrants inability of second generation in getting rid of deep seeded Indian sentiments, predicament of being none-neither Indian nor western, the desperate attempts of immigrants to adjust, their fear and anxiety of one covered in different stories in *Interpreter of Maladies*. Lahiri distinctly portrays the situation of exiled Indians, the people navigating between inherited traditions and the baffling new world they encounter every day.

In *Interpreter of Maladies*, all the nine stories sets in America and India are united by the motives of exclusion, loneliness and the search for fulfilment. These stories portray the specific situation of individuals as an ambiguity of loneliness and alienation. Lahiri chronicles the attempts of married couples, adulterous lovers and immigrants who crossed borders. This works of Lahiri are wide and are spanning three continents, moving effortlessly from Boston to London, to Calcutta and even to Dacca, her stories tell about the lives of Indian immigrants, navigating between the strict traditions they have inherited and the baffling new world they encountered every day.

A Transcendent Matter

On the fifth night, when the company announces that there would be no power cut, Shukumar keeps the room dark by switching off the lights, but Shoba switches on to announce that she has been looking for a new apartment only for her. The couple never thought of laying bare their hearts or to diffuse the tension, as a result there is a chasm between them. Shukumar shares the secret that he held the boy baby and its skin was redder than brown. He also explained that the baby's head is full of black hair and he weighed five pounds. Thus the story ends with the words, "They wept together, for the things they knew now" (22). The story ends in mutual sharing of pain of loss. This story of Lahiri brings before you the urban issues.

SELF - ESTRANGEMENT IN ANITA DESAI'S *CRY, THE PEACOCK; VOICES IN THE CITY; BYE-BYE BLACKBIRD AND WHERE SHALL WE GO THIS SUMMER?*

V.YOGAMBAL

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Abstract

Anita Desai appeared on the Indian literary horizon in the year 1963, when her first novel *Cry, the Peacock* was published. The novel received wide acclaim from the readers and critics. As a writer, she is not willing to go in self-exploration. What she writes is not an act of deliberation, reason, and choice. For her, it is a matter of instinct, silence and waiting. Desai delineated in the novels, the problems and plights of alienated individuals caught in the crisis of a changing society. She excels particularly in highlighting the miserable position of highly sensitive and emotional women, tortured by a humiliating sense of neglect, of loneliness and of desperation. The existential problem of the alienated self finally emerges to be the central theme of her novels. Her technique of fiction as a process of discovery largely depends on simple plot elements that lead to complex situations. While studying her novels, the main theme that she brought into focus is the self-alienation. The characters, we find are forced to manipulate in accordance with the social demands. Desai places her characters in certain delicate human situations and the





SOCIAL STATUS OF SCHEDULED CASTE WOMEN IN SALEM DISTRICT, TAMILNADU

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ABSTRACT

In traditional Indian society, the status of the individual and the group were always influenced by descriptive values. Membership in a particular caste determined his or her position in the areas of economic, social and political life. When the power of caste was supreme in society, one's own customs and religious beliefs play an important role in determining the social status of its members as a whole and women in particular. Social empowerment meant that removal of all the existing socially induced inequalities, disparities and other persisting problems besides providing easy access to basic minimum services. For this, 110 scheduled caste women have been selected and collected their opinion about the social empowerment status through questionnaire. The results are subduced into tables and discussed by using percentage analysis. The results found that majority of the scheduled caste women have living in owned houses and motor cycle for commuting. The results suggested to the scheduled caste women who stayed in rented house that they should empower themselves or through government trainings for getting awareness about the free houses offered by the government and initiate to apply the free houses.

KEYWORDS : Social Status, Scheduled Caste Women, Women Empowerment

1. INTRODUCTION:

Empowerment of women is a crucial factor in the sustainable development of a nation. It is a global issue being discussed in many formal and informal campaigns. Since women constitute nearly half the population, their contribution to the economy, culture, politics, health and education is of great importance in the building up of a nation. Now empowerment of women has become the slogan and motto of many social reformers. Many of them agree that if this half of the population is deprived of basic human rights like social dignity, the term development itself requires a definition. According to Swami Vivekananda, there is no chance for the welfare of the world unless the condition of women is improved.

3. Reservation of seats in the House of People (Lok Sabha) and the Legislative Assembly of the State.
4. Self Employment Scheme for Rehabilitation of Manual Scavengers
5. Centrally-sponsored Pilot Scheme of Pradhan Mantri Adarsh Gram Yojana (PMAGY)
6. Babu Jagjivan Ram Chhatrawas Yojana
7. Supporting Project of All India Nature of Scs
8. National Commission for Safai Karamcharis
9. Assistance to SC/ST affected by riots

3. REVIEW OF LITERATURE:



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Evenly Partite Directed Bigraph Factorization of Wreath Product of Graphs

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P. Hemalatha

Conference paper

First Online: 17 August 2017

587

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Abstract

In this paper, some necessary and sufficient conditions for the existence of an evenly partite directed bigraph $(\vec{K}_{p,q})$ factorization in the product graphs $(C_m \circ \vec{K}_n)^*$ and $(K_m \circ \vec{K}_n)^*$, for $m \geq 3, n, p, q \geq 2$ are obtained.

Existence of Solution of Global Cauchy Problem for Some Fractional Abstract Differential Equation

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Abstract

In this paper, by using the fixed point theory, applications of the global condition in physics and new methods, investigation is made and prove the existence and uniqueness of solutions of global Cauchy problems for the fractional differential equation $D^\alpha y(t) = g(t, y(t)), t \in L := [0, t_1]$, $y(0) + f(y) = y_0$ in a

Existence of Extremal Solution for Integral Boundary Value Problem of Non Linear Fractional Differential Equations

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Abstract

This paper investigates an explicit algorithm and explains the presence of maximal solutions for nonlinear fractional differential equations with

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Theoretical Investigations on the Mechanism and Kinetics of OH Radical Initiated Reactions of Monochloroacetic Acid

R. Bhuvaneshwari, L. Sandhiya, and K. Senthilkumar*

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SUBJECTS:
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Abstract

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NON THERMAL PLASMA TREATED SYNTHESISED PURE & ZINC OXIDE INCORPORATED NANO HYDROXYAPATITE

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Abstract

Synthetic nano biomaterials plays an intriguing role as implants and acts as surface protecting agents in replacement of human bones in present days. Hydroxyapatite (HAp) $\text{Ca}_{10}(\text{PO}_4)_6(\text{OH})_2$ is a calcium phosphate identical to bone apatite similar to that of the

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Effect of Na doping on structural, optical, and electrical properties of Cu₂Se thin films prepared by chemical bath deposition method

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Sudha, A. P. ; Henry, J. ; Mohanraj, K. ; Sivakumar, G.

In this work, pure and monovalent Na⁺ ion-doped Cu₂Se thin films were deposited on glass substrates using a simple chemical bath deposition method and the films were annealed at 200 °C. The effect of Na⁺ doping on the structural, surface morphological, compositional, optical, and electrical properties of the Cu₂Se thin films was investigated using X-ray diffraction, field-emission scanning electron microscopy (FESEM), diffuse reflectance spectra, and Hall effect analysis. The X-ray pattern reveals that both pure and Na⁺-doped Cu₂Se thin films crystallized in cubic structure with a shift for Na-doped films indicating the incorporation of Na into host Cu₂Se site. FESEM images show uniformly distributed multi geometrical

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Effect Of Surfactant On The Synthesis Of Ferric Doped Tin Oxide Nanoparticles By Co-Precipitation Method

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Abstract: The Fe doped tin oxide nanoparticles were synthesized using a non-ionic surfactant (triton X-100) from the hydrous metal chloride (SnCl₂·2H₂O) and ferric chloride. The role of non-ionic surfactant triton X-100 during the synthesis of Fe doped SnO₂ nanoparticles are investigated and results revealed that the formation of spherical, microcrystalline Fe doped SnO₂ nanoparticles. The average particle size of the Fe doped SnO₂ nanoparticles is ~15nm, while that of triton X-100 assisted Fe doped SnO₂ nanoparticles is ~3nm. The band gap energy of Fe doped SnO₂ nanoparticles are ~4 eV, whereas triton X-100 assisted Fe doped SnO₂ nanoparticles are ~5eV, respectively. An increase in band gap energy is observed with a decrease in particle size because of three dimensional quantum confinement effect shown by synthesized Fe doped SnO₂ nanoparticles in their electronic spectra. The synthesized Fe doped SnO₂ nanoparticles were characterized by X-ray powder diffraction, Fourier transformed infrared spectroscopy (FT-IR), Scanning electron microscopy and optical properties were investigated using UV-visible spectroscopy.

Keywords: Fe doped SnO₂, triton x-100 Doping, Scanning Electron Microscope, optical Properties

Communication

Synthesis and Characterization of Monovalent, Divalent and Trivalent Cation Doping of Cu_2Se Thin Films Using Chemical Bath Deposition Method*

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Abstract: In this work, pure and Bi^{3+} , Cd^{2+} , Na^+ - doped Cu_2Se thin films were prepared by chemical bath deposition (CBD) method. The effect of doping on optostructural properties was analyzed. XRD patterns show the cubic phase for pure and Bi^{3+} , Cd^{2+} , Na^+ - doped Cu_2Se thin films. The doped films show higher absorption than Cu_2Se in the visible region. The band gap energies of the films were found to be 1.75 eV, 1.70 eV, 3.66 eV, 2.55 eV for pure and Bi^{3+} , Cd^{2+} , Na^+ - doped Cu_2Se thin films, respectively.

Keywords: Cu_2Se thin films, Cation doping, chemical bath deposition (CBD), XRD.

Kuppuvelsamy Vanitha Bharathi* et al. /International Journal of Pharmacy & Technology



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Review Article

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BIODEGRADABILITY OF STARCH BLENDS- A REVIEW

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Received on 10-07-2017

Accepted on: 22-09-2017

Abstract:

Degradation is a major delinquent across the world, due to the use of synthetic plastics. Ample efforts have been exerted to progress starch-based polymers for conserving the petrochemical resources, reducing environmental impact and searching more pharmaceutical applications. The inherent advantages of synthetic polymers are obvious, but natural polymers accomplish diverse array with promising mechanical and barrier properties. At present and in the near future, effective strategies would be developed to strengthen starch blends as completely biodegradable polymers of appropriate biocompatibility, degradation rate. Due to its inter and intra-molecular hydrogen bonding property, attempts have been

Research Article



GC-MS Analysis of Bioactive Compounds in the Whole Plant of Ethanolic Extract of *Ludwigia perennis* L.

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PG and Research Department of Botany, Vellalar College for Women, Thindal, Erode, Tamil Nadu, India.

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Received: 08-07-2017; Revised: 24-08-2017; Accepted: 12-09-2017.

ABSTRACT

GC-MS analysis of bioactive compounds in whole plant of ethanolic extract of *Ludwigia perennis* L. revealed the presence of 29 bioactive compounds. The major bioactive compounds are 13-Docosenamide (19.87%); (4, 3', 4'-Tris (methoxy carbonyl methoxy)-6, 6'-dimethyl biphenyl-3-yloxy) acetic acid methyl ester (16.51%); Ergost-7-en-3-ol, (3 α) (11.72%). Hence, these bioactive compounds are responsible for the various pharmacological actions.

Keywords: *Ludwigia perennis*, GC-MS, ethanolic, bioactive compounds.

INTRODUCTION

Medicinal plants are widely used by the traditional medicinal practitioners to cure different diseases due to their world-wide availability and fewer side effects. Medicinal plants are valuable therapeutic agents; both in modern and traditional medicine¹. Plants play a role in the prevention and treatment of diseases and reduce the adverse effects of treatments². Throughout the world, they have been

compounds. Medicinal plants are at curiosity to the field of biotechnology as well as most of the drug industries depend on plant parts for the future production of pharmaceutical compounds¹⁰.

GC-MS is used for analysis of compounds directly in traditional medicines and medicinal plants. In recent years this study have been applied for the analysis of medicinal plants to be a valuable method for the non polar compound analysis and volatile essential oil, fatty

Research Article



Quantitative Phytochemical Screening and HPTLC Fingerprinting of aerial parts of *Sarcostemma brevistigma*

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Received: 07-11-2017; Revised: 28-11-2017; Accepted: 13-12-2017.

ABSTRACT

Preliminary quantitative phytochemical screening and HPTLC (High performance-Thin Layer Chromatography) finger print profile was carried out in *Sarcostemma brevistigma*. Quantitative analysis indicated that, different solvent extracts of *S. brevistigma* contained relatively higher levels of total flavonoids, total phenolics and tannins. HPTLC fingerprinting profile displayed the existence of 11 flavonoids, at the R_f in the range of 0.02 to 0.94 and 12 phenolic compounds were separated at the R_f in the range of 0.03 to 0.98. It was concluded that HPTLC fingerprint analysis of aerial parts of ethanolic extract of *S. brevistigma* can be used as a diagnostic tool for the correct identification of the plant and it is useful as a phytochemical marker and also a good estimator of genetic variability in plant populations. Further, the separation and characterization of the bioactive compound from the plants is to be evaluated and reported in near future.

Keywords: Quantitative, HPTLC finger printing, flavonoids, phenols, screening.

INTRODUCTION

Natural product has always remained as a profile source for the discovery of new drug and used since the Vedic period.¹ Ayurveda has been a vibrant system of health care in India and has been

and check for adulterants in the herbal formulations were successfully made by several researchers.¹¹⁻¹³

Sarcostemma brevistigma (Somalatha) is an Asclepiadiaceae species, distributed in temperate, subtropical and tropical regions. They are found across

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> Pharmacognosy Res. 2017 Dec;9(Suppl 1):S27-S33. doi: 10.4103/pr.pr_25_17.

Pharmacognostic Assesment of the Endemic and Vulnerable Medicinal Climber- *Cayratia pedata* (Lam.) Gagnep. var. *glabra* Gamble and Its Antibacterial Activity

S Sharmila ¹, K Kalaichelvi ¹, S M Dhivya ¹, P Premamalini ¹, P Abirami ¹, G Jayanthi ¹

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May 2021

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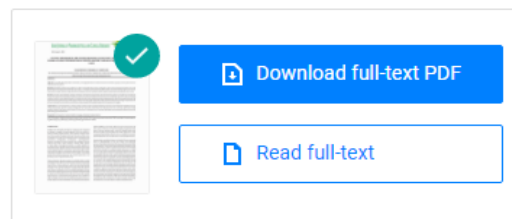
January 2018 · *Asian Journal of Pharmaceutical and Clinical Research* 11(1):105

DOI:10.22159/ajpcr.2018.v11i1.19986

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ChemTech

International Journal of ChemTech ResearchCODEN (USA): IJCRGG, ISSN: 0974-4290, ISSN(Online):2455-9555
Vol.10 No.7, pp 925-930, 2017**Ethnobotanical survey of medicinal plants for Skin diseases and Poisonous bites in Chennampatti range, Erode district, Tamilnadu.**C. Yogeshwari^{1*} and P. Kumudha¹¹PG and Research Department of Botany, Vellalar College for Women (Autonomous), Thindal, Erode – 638012, Tamil Nadu, India.

Abstract : For thousands of years, medicinal plants have played an important role in treating and preventing a variety of diseases. Traditional medicinal practices based on the use of plants account for about 85% of the primary healthcare derived globally. Documentation of ethno-medicinal information have substantial role in illuminating folk knowledge which facilitates the discovery of modern allopathic drugs. The present study was initiated with an aim of

DOI: 10.22159/ajpcr.2018.v11i2.23361 • Corpus ID: 102689395

PHYTOCHEMICAL EVALUATION OF TILIACORA RACEMOSA COLEBR. USING GAS CHROMATOGRAPHY - MASS SPECTROMETRY (GC-MS)

C. Yogeshwari, P. Kumudha • Published 2018 • Chemistry • Asian Journal of Pharmaceutical and Clinical Research

Â Objective: The objective of this study is to characterize the phytoconstituents of *Tiliacora racemosa* Colebr. using gas chromatography mass spectrometry (GC-MS). Methods: Preliminary phytochemical and physicochemical analysis was carried out using standard procedures. GC-MS analysis of methanolic extract was carried out using Thermo GC-Trace Ultra version: 5.0, Thermo MS DSQ with a DB 35MS capillary standard non-polar column and gas chromatograph interfaced to a mass selective detector (MS DSQ... [Expand](#)

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CHEMICAL EXAMINATION OF CHLOROFORM FRACTION OF CLEOME FELINA L. F.

Manjuparkavi K. and Jayanthi G.*

PG and Research Department of Botany, Vellalar College for Women (Autonomous), Erode - 638 012, Tamil Nadu, India E-mail: jayanthi_tu@yahoo.co.in

ABSTRACT

The present investigation, the phytochemical composition of the chloroform fraction of *Cleome felina* L.f. by Gas Chromatography Mass Spectrometry (GC-MS) analysis revealed totally 30 constituents. The major constituents are octadecane, 9-octadecenamide, (z)-, 2-tert-butyl-4-isopropyl-5-methylphenol, hexadecane, dodecane, 1-iodo-, tricosane, 2,6,10,14,18,22-Tetracosahexaene, 2,6,10,15,19,23- hexamethyl-, (all-e)-, 3-Tetradecene, (z)-, decane, 2-methyl-, 1,2-benzenedicarboxylic acid and bis(2-methylpropyl) ester.

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Article Details

GC-MS ANALYSIS OF HEXANE: CHLOROFORM FRACTION OF INDIGOFERA TRITA L. F.

Aranganayaki J.(a) and Jayanthi G.(a*)

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ABSTRACT

In the present study, the hexane: chloroform fraction of Indigofera trita has been subjected to gas chromatography mass spectroscopy (GC-MS) analysis. Thirty phytochemical constituents have been identified. The major chemical constituents are phthalic acid, di(2-propylpentyl) ester, hexadecane, 1-[trans-4-(1-fluoro-2-iodoethyl)cyclohexyl]-trans-4-(3,4-difluorophenyl) cyclohexane, eicosane and 1- methyl-1-(allyloxy)-1-silacopent-3-ene.

Year 2018 | Volume No. 55 | Issue No.02 | Page No. 15-19

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ORIGINAL RESEARCH ARTICLE

Int J Pharm Bio Sci Volume 9 Issue 4, 2018 (October - December), Pages:50-59

Histochemical detection and localization of secondary metabolites in *Cleome felina* L.f.

K. MANJUPARKAVI AND G. JAYANTHI

DOI: <http://dx.doi.org/10.22376/ijpbs.2018.9.4.b50-59>

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Abstract:

In order to exploit and utilize the ethno botanically valuable plant *Cleome felina* L.f., we studied the histochemical localization of secondary metabolites in leaf, stem and roots. The results showed the localization of different phytochemicals like alkaloids, starch, tannin, phenols, flavonoids, carbohydrate, starch, protein and lipids. The regions were localized through colourization using different reagents. The phytochemicals were identified prominently in different regions. Micro morphological features may reveal the standardization of traditional drug sources.

Keywords: Histochemical localization, *Cleome felina*, Cleomaceae, alkaloids, secondary metabolites, Micromorphology.



Pharmaceutical Fields

- Pharmaceutics
- Novel drug delivery system
- Nanotechnology
- Pharmacology
- Pharmacognosy



ORIGINAL RESEARCH ARTICLE



Int J Pharm Bio Sci Volume 9 Issue 4, 2018 (October - December), Pages:18-29

Histochemical localization of secondary metabolites in *Indigofera trita* L.f.

J. ARANGANAYAKI AND G. JAYANTHI

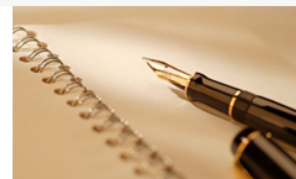
DOI: <http://dx.doi.org/10.22376/ijpbs.2018.9.4.b18-29>

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Abstract:

Indigofera trita which belongs to the family Leguminosae has a huge number of medicinal properties. In order to explore and utilize this plant, the present study was undertaken to localize the secondary metabolites in leaf, stem and root. The results of present study showed identification and localization of secondary metabolites present in different region of this study plant. Micromorphological characters showed shield-like trichomes, amphistomatic stomata, spherical shaped cells with short and sharp horn-shaped ridges. The presence of the calcium oxalate crystals (druses) were observed in the leaf. This study would help in the identification of secondary metabolites like alkaloids, starch, proteins, tannins, phenols, reducing sugars, flavonoids, saponins and lipids in the plant tissues.

Keywords: Histochemical localization, *Indigofera trita*, Leguminosae, Secondary Metabolites, Ergastic substances, Amphistomatic.



Pharmaceutical Fields

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- > Nanotechnology
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Phytochemical Screening and Anti-Diabetic Efficacy of *O. sanctum* Seed Extract on Streptozotocin Induced Diabetic Rats



K. Kavitha , S. Ponne

Affiliations

1 Department of Foods and Nutrition, Vellalar College for Women, Erode, Tamilnadu, India



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ABSTRACT

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ARTICLE METRICS

The present study was designed to assess the in vitro and in vivo anti-diabetic efficacy of *O. sanctum* seed and its phytochemical screening.

Region of Non Interest based Medical Image Authentication in Wavelet Domain Using Fuzzy Inference System

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Abstract

Medical images produced from different modalities are stored in image database. Teleradiology technology transmits those images through network



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A survey on attribute based encryption techniques in data security using cloud environment

C. Bagyalakshmi, E.S. Samundeeswari

Abstract:

Cloud computing is a transformative computing paradigm that involves delivering applications and services over the internet. It is a pay-per-use model to the users and user can either transfer the file or share the data through internet. It also provides software and hardware installation by it, hence user can access or store the data without any installation requirements. But the most challenging phenomena in cloud environment is data security as users need proper security aspects to handle access or storage of data. There exists many

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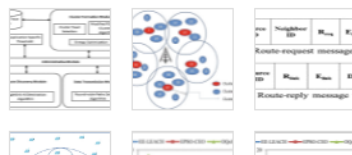
Keywords

1. Introduction
2. Related work
3. QoS-CMRP problem formulation for WSNS model
4. Proposed QoS-CMRP for WSNS
5. Results and discussion
6. Conclusion and future work

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An optimized QoS-based clustering with multipath routing protocol for Wireless Sensor Networks

O. Deepa ^a, J. Suguna ^b

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<https://doi.org/10.1016/j.jksuci.2017.11.007>

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Abstract

As the Wireless Sensor Networks (WSNs) continue to evolve, it becomes more



An Optimized QoS-based Multipath Routing Protocol for Wireless Sensor Networks

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* Corresponding author's Email: odecparaja@gmail.com

Abstract: As the Wireless Sensor Networks (WSNs) continue to evolve, it becomes more and more significant in day today life. WSN is a promising approach, but finding optimal route discovery is more problematic due to the resource constrains of sensors and the various application requirements. The proposed Optimized Quality of Service based Multipath Routing Protocol (OQoS-MRP) for WSN is designed to find near optimal multi-hop communication path from the sink to sensors by considering various QoS metrics. The best-case multipath route selection procedure is used for transferring the data to sink. According to QoS metrics, the performance of this communication protocol is evaluated and compared with other existing protocols namely EE-LEACH and MRBCH. The simulation result shows that OQoS-MRP achieves prominent data communication while maintaining reasonable energy consumption. It also reduces the transmission delay and communication overhead on the basis of ensuring the outcome of the entire network.

An Efficient Encryption-Then-Compression System using Asymmetric Numeral Method

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Abstract—Image compression is an important task in the field of image processing and it is an essential process in digital world to reduce the memory for storage and processing of the images. Many practical applications need compression and security. Encryption is a security control and widely used in many computer applications to provide protection for data. The images are encrypted before compression to give high level security and drawn much attention in several applications like data transferring, medical, navy and military operations. This paper has proposed an efficient image Encryption and Then Compression system (ETC) using Asymmetric Numeral Method (ANM) for compressing the images. The proposed ANM coder is compared with the existing Huffman and Arithmetic coder. The comparative analysis will be carried out for different size of images and results are illustrated that the proposed system is efficient in terms of compression ratio (Bits per Pixel) and computation time.

Keywords – Image Encryption, Lossless Compression, Security, Asymmetric Numerical Method and Prediction Error Clustering.

I. INTRODUCTION

In this digital era, huge amount of data is transferred every second and the use of digital images are also increased. Digital images require more time for transmission because of their larger size. Hence, it is important to



The Effect of Class Imbalance in Diabetic Disease Prediction by Machine Learning From Healthcare Communities

P. Kalaiyarasi and Dr.J. Suguna

Abstract:

Nowadays, the society is facing an elevated number of deaths which relates to diabetic. Every minute the death rate due to diabetic disease is continuously increasing, whereas researchers are working on different big data technologies which can help the health care professionals in the area of diagnosing the diabetic disease. Various classification schemes are available in the literature in order to predict the disease. This paper focuses on prediction of diabetic disease using the different machine learning techniques namely. Decision tree, K-

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ENHANCING FILTER BASED ALGORITHMS FOR SELECTING OPTIMAL FEATURES FROM THYROID DISEASE DATASET

K. Pavva • Published 2017 • Computer Science • International Journal of Advanced Research in Computer Science

In medical science, automatic disease diagnosis is an invaluable tool because of restricted observation of the specialist and uncertainties in medical knowledge. Advances in medical information technology have enabled healthcare industries to automatically collect huge amount of data through clinical laboratory examinations. To explore these data, the past few years have envisaged the use of Computer Aided Diagnosis (CAD) systems in many screening sites and hospitals. While using CAD, thyroid... [Expand](#)

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INTERNATIONAL JOURNAL OF ENGINEERING SCIENCES & RESEARCH
TECHNOLOGYREVIEW OF LITERATURE ON FILTER AND WRAPPER METHODS FOR
FEATURE SELECTIONK. Pavya^{*1} & Dr. B. Srinivasan²^{*1}Assistant Professor, Department of Computer Science, Vellalar College for Women, India^{*}Associate Professor, Department of Computer Science, Gobi Arts and Science College, India

DOI: 10.5281/zenodo.1135878

ABSTRACT

In health care, automatic disease diagnosis is a precious tool because of limited observation of the expert and uncertainties in medical knowledge. Progresses in medical information technology have enabled healthcare industries to automatically collect huge quantity of data through clinical laboratory examinations. To explore these data, the past few years have envisaged the use of Computer Aided Diagnosis (CAD) systems in many hospitals and screening sites. Machine learning techniques are gradually introduced to construct the CAD systems owing to its well-built capability of extracting complex relationships in the biomedical data. Data mining is a pioneering and attractive research area due to its vast application areas and task primitives. Data classification is one of the most important tasks in data mining. Feature Selection is also known as Attribute selection which selects subset of features from original set by removing the irrelevant and redundant features. This paper focus on the literature review of two feature selection techniques namely, filter approach and wrapper approach.

Enhancing Wrapper Based Algorithms for Selecting Optimal Features from Thyroid Disease Dataset

K. Pavya^{1*}, B. Srinivasan²^{1*} Department of Computer Science, Vellalar College for Women, Bharathiar University, Tamilnadu, India²Department of Computer Science, Gobi Arts and Science College, Bharathiar University, Tamilnadu, India^{*}Corresponding Author: pavyavcw@gmail.com

Available online at: www.ijcseonline.org

Received: 19/Feb//2018, Revised: 25/Feb2018, Accepted: 17/Mar/2018, Published: 30/Mar/2018

Abstract: Advances in medical information technology have enabled healthcare industries to automatically collect huge amount of data through clinical laboratory examinations. Thyroid disease (TD) is a study of Endocrinology and is considered as one of the most common diseases that is frequently misunderstood and misdiagnosed. Machine learning techniques are increasingly introduced to construct the CAD systems owing to its strong capability of extracting complex relationships in the biomedical data. Feature selection is a technique to choose a subset of variables from the multidimensional data which can improve the classification accuracy in diversity datasets. In addition, the best feature subset selection method can reduce the cost of feature measurement. This work focuses on enhancing the wrapper based algorithms for feature selection.

Keywords: Data Mining, Feature Selection, Wrapper Method, Genetic Algorithm, Ant Colony Optimization

I. INTRODUCTION

Proper analysis of the thyroid data besides clinical examination and complementary investigation is a vital issue in the identification of thyroid disease. Data mining

performance can be improved using Feature selection. Feature selection is used to eliminate the irrelevant features from the data without much loss of the information. There are two types of feature selection algorithm namely, Filter

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Multipath Ant Colony Optimization Algorithm (MBEEACO) to Improve the Life Time of MANET

S. Kokila, Dr. C. L. Brindha Devi • Published 2017

MANET selects a path with least number of intermediate nodes to reach the destination node. As the distance between each node increases, the quantity of transmission control increases. The power level of nodes affects the simplicity with which a route is constituted between a couple of nodes. This research paper utilizes the swarm intelligence technique through the artificial bee colony (ABC) algorithm to optimize the energy consumption in a dynamic source routing (DSR) protocol in MANET. The... [Expand](#)

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International Journal of Engineering & Technology, 7 (2.20) (2018) 302-305
International Journal of Engineering & Technology

 Website: www.sciencepubco.com/index.php/IJET

Research paper



Probability Model for Intrusion Detection System in Mobile Adhoc Network

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Abstract

Wireless technologies increasingly exist everywhere in advanced networks; however, this new innovation accompanies its own set of challenges. The nodes in the wireless network are characteristically 'open' and viewable by all network scanners. Networks are protected using many firewalls and encryption software's. Firewalls restrict access between networks to prevent intrusion and do not indicate an attack within the network. An Intrusion Detection System (IDS) is required which monitors the network, detects misbehavior or anomalies and notifies other nodes in the network to avoid or punish the misbehaving nodes. In this paper, we propose a

**OPTIMIZED ENERGY EFFICIENT MULTIPATHMODEL BASED CROSS LAYER
ROUTING TECHNIQUES FOR GAUSS MARKOV MOVABLE NODE MANAGEMENT IN
MANET**

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Vellalar College for Women, Erode

²Assistant Professor, Department of Computer Science
Queen Mary's College, Chennai

Abstract

Due to unbalancing nature, few nodes in the network are exceedingly overloaded with routing duties which causes the large queue size, high packet delay, high packet loss ratio and high power consumption. The performance investigation and simulation are carried out to evaluate network

**A Review on Data Mining Techniques towards Various Intrusion Detection
Systems in MANET**

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ABSTRACT: The computer network and its application over the various platforms has the tremendous growth. This exploits vulnerabilities over the network and it is very tough to solve the security issues. The vast number of intrusion over the network leads to failure of network. There are many IDS available for detecting the intrusion. This paper argues the various Data mining techniques available and how it helps to achieve the goal with higher accuracy on IDS. Also this paper discusses and compare with traditional approaches of DM practices on IDS. Also the paper tells the user about IDS and IPS for the network with data mining approaches and suggesting the user for selecting the preferable approach for finding the intrusion over the network effectively.

WOMEN ENTREPRENEUR

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S.Gokula Priya

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Introduction

The status of women in India has been changing due to growing industrialization, globalization, and social legislation. With the spread of education and awareness, women have shifted from kitchen to higher level of professional activities. Entrepreneurship has been a male-dominated phenomenon from the very early ago, but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. In almost all the developed countries in the world women are putting their steps at par with the men in the field of business. The role of Women entrepreneur in economic development is inevitable. Now-a-days women enter not only in selected professions but also in professions like trade, industry

Vol. 5

Special Issue 1

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E-GOVERNANCE MODEL AND ITS OTHER INITIATIVES

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Abstract

Electronic governance or e-governance is the for delivering government services, exchange of information, communication transactions, integration of various stand-alone systems and services between government-to-citizen (G2C), government-to-business (G2B), government-to-government (G2G), government-to-employees (G2E) as well as back office processes and interactions within the entire government framework. Through e-governance, government services will be made available to citizens in a convenient, efficient and transparent manner. The three main target groups that can be distinguished in governance concepts are government, citizens and businesses/interest groups. In e-governance there are no distinct boundaries. This research paper highlights the main initiatives regarding implementation of E-Governance.

Keywords: e-governance, interactions, services, initiatives.

DIGITAL INDIA: E-COMMERCE & E-GOVERNANCE

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Abstract

The E-Commerce is prospered and stands for booming growth in Rural India. Their success depends on the understanding of the market, quantity of consumers and offering various features. This

This paper is concerned with current scenario of internet users in India, how government campaign "Digital India" can connect maximum number of rural Indians to all over the world through Internet and how E-Commerce Industries can convert this mass of rural Indians for trading.

LIQUIDITY AND LONG -TERM SOLVENCY ANALYSIS OF TATA CONSULTANCY SERVICES

Dr.C.BRUNDHIA

Assistant Professor of Commerce,
Vellalar College for Women (Autonomous), Erode.

N.KABILA

M.Phil., Research Scholar in Commerce,
Vellalar College for Women (Autonomous), Erode.

Abstract

Financial Management includes planning, organizing, directing and controlling the financial activities such as procurement and utilization of funds of the enterprise. It is a powerful mechanism of determining financial strengths and weakness of a firm. Analysis of liquidity and solvency position of a company helps to know whether the company is in a position to pay off its short term and long term dues as

A large business firm has to raise funds from several sources and has to utilise those funds in alternative investment opportunities. In order to ensure the most judicious utilisation of funds and to provide a reasonable rate of return on the investment, sound financial policies and programmes are required. Unwise financing can drive a business into bankruptcy just as easily as a poor product, inept marketing or high production costs.

A STUDY ON WORKING CAPITAL MANAGEMENT OF CEAT TYRES COMPANY LIMITED

Dr.P.JANAKI

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S.KEERTHANA

M.Phil., Scholar,
Department of Commerce,
Vellalar College for Women (Autonomous),
Erode -12.

Abstract

A well designed and implemented working capital management is expected to contribute positively to the creation of a firm's value. "Working Capital" is the capital invested in different items of current assets needed for the business, viz, inventory, debtors, cash and other current assets such as loans

accomplish its objectives. So, this paper deals with studying various aspects of working capital management that is necessary to carry out the day-to-day operations. The term working capital refers to that part of firm's capital which is required for financing short term or current assets such as cash, marketable securities, debtors and inventories.

A STUDY ON CONSUMERS' SATISFACTION TOWARDS CALL TAXI SERVICES IN ERODE CITY

¹Dr. P.Janaki, ²Ms. S.Keerthana.

¹Assistant professor in commerce, ²M.phil. Research scholar,

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¹Vellalar College for women (Autonomous), Erode, India

Abstract: Service industry is developing quality of services in accordance with the extremely changing and competitive market environment. It must focus on its clients to meet the needs of customer and make them to be satisfied by the quality of service. Currently, the service has an important role in the economy of the information age. The advanced technology causes new service concepts that consumers can access to communication services, do the inquiry, search the information where they want to buy and sell products over the internet. In the past decade, the transportation services have undergone tremendous changes. Among various modes of transportation, the cabs have become important mode of transportation in metropolitan and urban cities in India. The organized cab service providers have increased in the recent years. There is stringent competition among various operators like Saravana, lemon, Dora, FastTrack and my taxi etc. In this regard, it is necessary to understand the customer satisfaction towards call taxi services is very important to formulate business strategies.

Index Terms: Service industry, Transportation, call taxi

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Dr. S. Vishnuvarthani

Customers' Perception on Services Offered by Bank of Baroda in Erode City- An Exploratory Study

Authors P.Nandhini S. Vishnuvarthani

Publication date 2018/2

Journal Emperor International Journal of Finance and Management Research

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Authors N. Vidhya

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Thenmozhi E

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Authors E. Thenmozhi

Publication date 2018

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Issue 02

Pages 271-273

An Empirical study on Customers' Opinion towards Mobile Banking in the City of Erode at Tamilnadu, India

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ARTICLE DETAILS

Article History

Published Online: 05 February 2018

Keywords

Mobile Banking, Wireless Banking, Electronic Banking

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ABSTRACT

Technology is evolving every new day and has its impact on everything. It is considered as the key driver for the changes taking place around the world. In the world of banking, technology has brought about a complete paradigm shift in the functioning of banks and delivery of banking services. Gone are the days when every banking transaction required a visit to the bank branch. But now, most of the transactions can be done from the comforts of one's home and customers need not visit the bank branch for anything. Technology would be the key to the competitiveness of banking system. The growth of the mobile banking has added a different dimension to banking. Mobile banking could be a revolution in banking.

INTRODUCTION

Technology plays an important role in banking sector. Mobile phone is a common technology device that became part of every individual in the information era. Mobile Banking is an emerging alternate channel for providing banking services. India is the second largest telecom market in the world which

- To find out opinion of the respondents regarding mobile banking.
- To identify the problems faced by the respondents while using mobile banking.

STATISTICAL TOOLS USED FOR ANALYSIS

CUSTOMER'S AWARENESS TOWARDS E-BANKING SERVICES OFFERED BY THE PUBLIC SECTOR BANKS IN ERODE CITY

G.PUNITHA

Assistant Professor, Department Of Commerce (SF),
Vellalar College For Women (Autonomous), Erode

ABSTRACT

The paper deals the customers perception towards e-banking system related to customer awareness towards e-banking system. The data collected from the primary source were analyzed with the help of various statistical measures such as simple percentage analysis, averages, chi square test

taking place in the information technology. Electronic means of banking includes electronically operated devices such as computers, ATMs and in addition internet, telephone, mobile handsets and other means are also used as part of e-banking. An essential feature of e-banking is that it provides round-the-clock access to banking operations.

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Dr. S. Vishnuvarthani

Electronic Payment System - An Overview

Authors P NANDHINI S Vishnuvarthani

Publication date 2018/4

Journal Shanlax International Journal of commerce

Volume 6

Issue Special Issue

Pages 23-29



**A COMPARATIVE ANALYSIS ON FINANCIAL
PERFORMANCE OF INDIAN AUTOMOBILE COMPANIES
WITH REFERENCE TO MAHINDRA AND MAHINDRA
LIMITED AND MARUTI SUZUKI INDIA LIMITED**

Dr. S. Devaki* & C. Chitra**

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** Assistant Professor, Department of Commerce, Vellalar College for Women, Erode, Tamilnadu

Cite This Article: Dr. S. Devaki & C. Chitra, "A Comparative Analysis on Financial Performance of Indian Automobile Companies with Reference to Mahindra and Mahindra Limited and Maruti Suzuki India Limited", *International Journal of Interdisciplinary Research in Arts and Humanities*, Volume 3, Issue 1, Page Number 216-219, 2018.

Abstract:

The automobile industry is an important part of the manufacturing sector and considered to be an indicator of economic development of any country. The present study aims to measure the short term and long term solvency, working capital requirements and profitability of Mahindra and Mahindra Limited and Maruti Suzuki India Limited by applying ratios and statistical tools like Mean, Standard Deviation, Co-efficient of Variation, CAGR and test of hypothesis- t test. A comparative analysis of the results has been made. The study has been undertaken for the period of ten years from 2006-07 to 2015-16. The result of the study shows both the companies have to improve their short term and long term solvency position and profitability ratios prove their efficient performance.

Key Words: Liquidity, Profitability, Leverage, Working Capital.

1. Introduction:

The development of a country can be measured with its development in infrastructure including transportation system. An efficient transport helps in increasing productivity and enhances competitiveness of the economy. The automobile industry is an important part of the manufacturing sector and considered to be an indicator of economic development of any county. It was recorded tremendous growth over the years and has emerged as a major contributor to India's Gross Domestic Product. It contributes 22 per cent of the country's manufacturing Gross Domestic Product, 7.1 per cent of the country's GDP. The overall growth of India's

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**Green Marketing and Its Impact on Consumer Buying Behaviour
on Green Products with Special Reference to Selected Districts of
Tamilnadu**

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ABSTRACT: Green marketing is going to be proactive topic with it steps into the world of the consumers where consumers are not only aware for the multiple brands and their perceived quality but also they have started to pay more attention to the environment and thereby becoming more eco friendly. Therefore the companies are also exploring the various ways for communicating with the customers so that customers can be retained as loyal for long by adopting green marketing. The aim of the study is how consumer buying behavior is affected by the green marketing. How demand could be enhanced by pursuing the green strategies. The results from this illustrates that companies need to increase their communication with the customers for going green, and that attributes like price and quality are more important than "environmental responsibility". The research study took place in selected districts of Tamilnadu. The data has to be collected from well structured questionnaire to understand the importance of green and sustainable development, in addition to books, journals, and websites.

Keywords: Green marketing, consumer behavior, green management, sustainability.



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A Study on Determinants of Dividend Behaviour of Selected Banking Companies in India

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PDF (471 KB)

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Abstract

This study examines the Corporate Dividend Behaviour in the Indian context through Lintner's dividend model, Brittain's Cash Flow Model, Brittain's Explicit Depreciation model and the impact of a liquidity and leverage as determinants of dividend policy with profit after tax and depreciation. The study covers period of 15 years from 1998-99 to 2012-13. From the analysis, it can be concluded that profit after tax, lagged dividend and cash flow has significant impact on the dividend policy of Indian banking industry.

Keywords

Dividend Pay-out, Lagged Dividend, Cash Flow, Depreciation and Net Profit after Tax



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Trends in Dividend Behaviour of Public Sector Banks with Special Reference to State Bank Groups – An Empirical Analysis

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ABSTRACT

Dividend payout ratio provides a simple and logical basis for judging the dividend policy of the firm. For this purpose, it is important to study the relationships that exist between profit and dividend. Moreover, comparative data on corporate profit and corporate dividend over a period of time will disclose the manner in which both variables are moving. Hence, this study examines the Trends in the Dividend behavior in selected Banks for the period of 15 years from 1998-99 to 2012-13. The analysis is done through preparation of Dividend Payout ratio to see the composition of profit and dividend along with relevant descriptive statistics and also ANOVA test has been used to test the Significance. It is concluded from the analysis that the former dividends play a major role in determining current dividend.

AN ASSESSMENT OF PRODUCTIVE EFFICIENCY OF THE SELECT PRIVATE SECTOR NON-BANKING FINANCE COMPANIES IN INDIA

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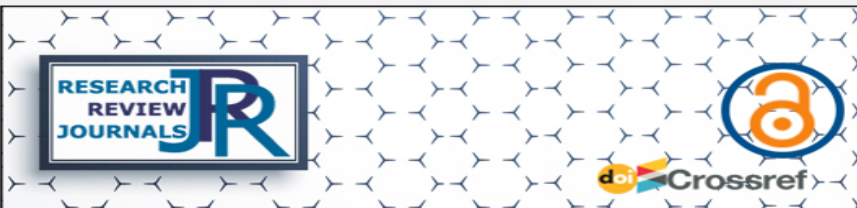
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A Study on Factors Influencing Online Consumers' Perception on Purchase Intention with Special Reference to Erode District

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Abstract

Technology usage has not only reduced various business activities but also offers shopping through e-Commerce or m-Commerce. Digital marketing has affected each and every person's activities. An online shopping system that permits a customer to submit online orders for items and/or services from a store that serves both walk-in customers and online customers. Hence the study to examine the factors influencing consumers to shop online and to find out the problems faced by the customers. This study was based on primary data, which was collected from 100 respondents with the help of a structured questionnaire from online buyers in Erode city. The data was analyzed by using the appropriate statistical techniques. The results found that the most important problem faced by the respondents is waiting to receive the product and least problem is lack of trustworthiness of vendors, undergone bad experience. This study will also be

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Consumers Satisfaction to Wards Online Shopping with Special Reference to Erode District

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ABSTRACT

Internet has changed the way purchases of goods and services. People feel uncomfortable to buy the products, so online shopping is a boon as it saves time. Shoppers can visit online stores from comfort of any place at any time by sitting in front of the computer. So it is convenient for them to shop online. The purpose of this study is to explore the influence of online benefits customer satisfaction. The data has been collected on convenience from 100 respondents who have experienced. The data was analyzed by using the appropriate statistical

A STUDY ON CONSUMER'S SATISFACTION TOWARDS ONLINE PURCHASES AT ERODE DISTRICT OF TAMILNADU

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ABSTRACT: *The recent growth of e-commerce and the consumer's increasing interest in purchasing over the net have significantly changed the landscape of Indian retail market. Today customers are inclined to accept the changes and keep their eyes on the benefits they can obtain from online retailers. The business owners who use e-commerce as a distribution channel need a clearer understanding of who buys online, what they buy online, why they buy online, and how the non-Internet buyer can be transformed into an online buyer in order to increase online sale. The paper attempts to identify the determinants of online purchase intentions of different age groups in Indian context. Based on extensive literature review, factors affecting online purchase intentions, antecedents of service quality and consumer attitudes were identified and a structured-non-disguised questionnaire was prepared. The data was collected through survey of 150 peoples who visited in the Erode region of Tamilnadu.*

A STUDY ON THE USAGE OF SOCIAL NETWORK SITES BY COLLEGE STUDENTS WITH SPECIAL REFERENCE TO ERODE DISTRICT - TAMILNADU

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ROLE OF E-HRM IN AN ORGANISATION

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Abstract

Human resource management (HRM) has always played a major role in improving the performance of an organization. There exists a strong relationship between Organizational Effectiveness (OE) and HRM. E-HRM can be one of the most powerful driving force towards enhancing OE and the concept of sustainability. E-HRM can be considered as a multilevel phenomenon to perform HR activities. It can help the organizations to upgrade the HR functions to web based technology and speed up the flow and implementation of business strategies and processes. It will take the HRM functions to one level up in contributing to OE. In the last, this paper will describe the role of e-HRM in an organization.

Keywords: e-HRM, HRM, Organisation, Technology

Introduction

E-HRM refers to the application of (ICT) for implementing HR strategic policies and practices in the organizations or in a broader terms it can be referred as "the (planning, implementation, and) application of information systems for both networking and supporting actors in their shared performing of HR activities". E-HRM can be used for all HRM functions from traditional activities to transformational activities that add to organizational effectiveness. It can also be used to manage whole employee lifecycle from its recruitment to its exit from the organization. Self-service systems have been developed with help of dynamic software's to perform maximum transactional activities. In 21st century, all HR departments are changing them to e- HRM around the world with rapid innovations in web based technologies.



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GROWTH OF ELECTRONIC RETAILING IN INDIA

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Abstract

Electronic retailing is the sale of goods and services through the internet. The success of e-tailing depends on the effective web site design, effective shipping and prompt delivery, return and replacement process, period of filling out online orders form and speed of response time to e-customers. The Confederation of Indian Industry reported that the business to business (B2B) segment of e-commerce is estimated to be more than double from \$300 billion in 2014 to \$700 billion in 2020, while business to consumer (B2C) segment will grow more than seven times from \$13.6 billion in 2014 to \$101.5 billion in 2020. "Make in India" initiative will also play a vital role for boost up Indian economy with e-retailing growth. The present study aims to analyze the growth of electronic retailing in India.

Keywords: Electronic, Growth, retailing and service

Introduction

Electronic retailing is the sale of goods and services through the internet. Electronic retailing can include business-to-business (B2B) and business-to-consumer (B2C) sales of products and services, through subscriptions to website content, or through advertising. E-tailing requires businesses to tailor traditional business models to the rapidly changing face of the internet and its users. Successful e-tailing requires strong branding and distribution efficiency.

Essentials of E-Retailing

Electronic retailing or e-tailing, as it is generally being called now, is the direct sale of products, information and service through virtual stores on the web, usually designed around an electronic catalogue format and auction sites. There are thousands of storefronts or e-commerce sites on the Internet that are extensions of existing retailers or start-ups. Penetration of computers and proliferation of the Internet has given rise to many new forms of businesses, such as business process outsourcing, medical transcription, remotely managed educational and medical services and of course, electronic retailing.

There are certain essential ingredients for an electronic retailing business to be successful. One must consider these components well in advance before setting up an electronic storefront. These essential components are:

- Attractive Business-to-consumer (B2C) e-commerce portal
- Right revenue model
- Penetration of the Internet

Support Services in E-Retailing

The electronic retail business requires support services, as a prerequisite for successful operations. These services are required to support the business, online or offline, throughout the complete transaction-processing phases. The following are the essential support services: