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வாழ்வியல் விழுமியத்தில் ஒழக்கம்

***முனைவர் நற்குமாரி, உதவிப்பிரிவிடம், தமிழகநாடு, வேளாண் பல்கலைக் கழகம் (நள்ளூர்), தருமவரம் 627012**

மனித இனத்திற்குப் பெருமை தருவதாக அன்பு, பண்பு, அமைதி, பணியே இன்றொரு நடமாட்டமாக உருவாகி, உருவாக, ஒழக்கம் போன்ற விழுமியங்களும், மனிதன் தன் பாதத்திற்கெனல் நடைபட திறவுகனாக வளர்ந்து வந்து பகர்வானது. அதன்னை அவர் வளர்ச்சியின் இன்னு அறிமுகம் செய்தும் பெருமையில் தூய வளர்ச்சியின் சிந்தனை அன்றாடத்தையான பெருமையாக நேடி அமைக்கின்றான். ஆனால் அம்மனிதனுக்குள்ளேயே விழுமியங்கள் மறைந்து விடக்கூடாது மனிதனின் உயிரை மறைந்து விடக்கூடும் தன்மை அமைக்கவும் பண்புக்கும் தன் விழுமியங்கள் அல்லது மனித மதிப்புகள் அன்று அழிக்கப்படக்கூடாது.

"மதிப்பு அல்லது சமூகத்தில் நேரமைக்கும் உயர்வுக்கும் இன்றிப்பண்பாத ஒழக்கம் அமைக்கிறது. பெரும் மதிப்புகளை விழுமியங்கள் என்று அழைக்கின்ற விழுமியங்கள் காலம் ஆழமாக ஒரு சமூகத்தில் காணப்படும்." (சுமாரி 132)

"சமூகப்பதில் முழுமையான மதிப்பிற்கும் அமைதியும் போன்ற திறப்பு வேண்டுகையில், ஒன்றாகத் தனித்திருப்பது தடையாகிறது சில உருவங்களும் கூடுதலாகவும் வித்திருக்க வேண்டும் வேண்டும் இத்தக கூடுதல்கள் மூலம் உருவமாகின்ற தொழில்முறைகள் தாம் மதிப்புகள் அல்லது விழுமியங்கள் (Value) என்று பெரிதும் என்று கூறுகிறோம்." (வாழ்வியல் விழுமியங்கள், ப.11)

ஒழக்கம்
விழுமியக் கலை அல்லது மதிப்பை கல்விக்கள் மூலம் மனிதனுக்கு ஒழக்கம் 'ஒழக்கம்' ஒழக்கம் உயர்வைத் தரும். "மனித இனத்திற்கெனல் தனிப்புகள் பன்ம. ஒழக்கம் முதன்மையானதாகப் பெற்றுக்கொண்டு ஒழக்கம் என்ற சொல் ஒழக்க வேண்டாம் என்று கூறுகிறது. "ஒழக்கம் ஒழக்கம் செய்யும் இனம் மனிதன்." (சுமாரி 132)

உயர்வைத் தரும் ஒழக்கம்
"ஒழக்கம் விழுமியம் தரும்" என்பது தான் நேடி விழுமியம் என்று உயர்வு என்று சொன்னார். ஒழக்கம் உயர்வைத் தருவதன் ஒழக்கத்தை உயர்வும் வேளாண் மதித்தல் போன்ற வேண்டும் என்று மனிதன் தான் வடிவெடுத்திருக்கிறார்.

ஒழக்கம் விழுமியம் தரும் ஒழக்கம்
உயர்வும் ஒழக்கம் பற்றி. (சுமாரி 133)

மனிதனுக்கு ஒழக்கம் ஒழிக்கின்ற உருவமான சொத்து. ஒழக்கம் உயர்வுக்கும் உருவம் பண்பு. சான்றோரும்.

தனித்திருப்பது, பெருமை, இன்றொரு, இன்ன செயலாமை, கல்வி, தன்மைக்கும், மதிப்புக்கும், உயர்வுக்கும், தனித்திருப்பது நடப்பி செயலாமை, தனி ஆய்வு என்றும், பின்னரும் கூறப்படுகிறது. சான்றோரும் உருவமானவரின் இன்றொரு பற்றி ஆசிரியர்களுக்கும் கூறப்பட்டுள்ளது.

**தனி மதித்தல் செயலாமை இன்றொருமே
இன்றொரு செயலாமை கல்விப்போடு**

ஆசிரியர் - வேளாண் தமிழியல் ஆய்விதழ் - (மார்ச்-2018) ISSN : 2178-7550 59

இலக்கியத்தில் மானிடமும் ஊழும்

முனைவர் ஆர். நிம்மலா தேவி
உதவிப்பேராசிரியர் மற்றும் தலைவர் - தமிழ்த்துறை,
வேளாளர் மகளிர் கல்லூரி (தண்டாட்சி),
சரோடு - 638 012



இல்லாத ஒன்றுக்கு பெயர்ச் சொல் உண்டா?, செய்யாத ஒன்றுக்கு வினைச் சொல் உண்டா?, வினை, விதி, ஊழ் இவை யாவும் இல்லாதவை இல்லை. "எல்லா சொல்லும் பொருள் குறித்தனவே" என்கிறது தொல்காப்பியம். இல்லற இயலும், பொருள் இன்பங்களோடு தொடர்புடையது ஊழ். இப்பிறப்பில் ஒருவன் செய்யும் வினையின் பயன் அடுத்த பிறப்பிலும் அவனைத் தொடருமென்ற கொள்கை நல்வினைக்குத் தூண்டுகோலாகவும், தீ வினைக்குத்தடை மதிலாகவும் விளங்கும் என்பது சான்றோர்களின் வாய்மொழி. முற்பிறப்பு வினையின் பயன் இப்பிறப்பில் முதிர்வதை முறைமையின் வெளிப்பாடாகக் கண்டு அதனை ஊழ்வினைப் பயன் என்றனர். ஊழ்வினை வந்து உருத்தது ஆதலின் கோவலன் மாதலியைப் பிரிந்தானென்றும், ஊழ்வினை கடை, உள்ளமட துரப்ப கோவலனும் கண்ணகியும் மதுரைக்குப் புறப்பட்டனர் என்றும், கோவலன் பண்டை ஊழ்வினை உருத்து கொலையுண்டான் என்றும், வாழ்தல் வேண்டி ஊழ்வினை துரப்ப மதுரை வந்த கோவலன் மனைவி எனத் தன்னைக் கண்ணகி பாண்டியனிடம் அறிமுகம் செய்து கொண்டாள் என்றும் சிலப்பதிகாரம் பேசுகிறது.

சேரன்செய்குட்டுவனுக்கு அவனது தமிழ் ஆசானாகிய சித்தலைச் சாத்தனார் சிலப்பதிகாரக் கதையினைக் கூறுகின்றார்.

**"தீத்தறல் வேந்தே செப்பக் கேளோம்
தீவினை சிலம்பு காரணமாக**

குறந்தொகையில் அறச்சிந்தனைகள்

முனைவர் வேளாளர், உதவிப்பேராசிரியர், வேளாளர் மகளிர் கல்லூரி (தண்டாட்சி), சரோடு - 638 012

சமீப இலக்கியங்கள் அடிமன அழிந்தவான கருத்துக்களை உள்ளடக்கியவைகள். சமீப இலக்கியங்கள் புதிய புதிய அறக்கருத்துக்கள், பொறிந்துள்ளன. சமீப பாடல்கள் சமீப அகல் புலம் அடங்கி இரு தலை வழியையும் எடுத்துக்கொள்ளும். அறவழி மட்டுமே கருத்துக்களும் அடங்கி உள்ளன. குறந்தொகை எனும் அகரவலைப் பொறிந்துள்ள அறக்கருத்துக்கள் எடுத்துக்கொள்ளும் கருவியின் மூலக்கம்.

தலை மனித அறம்
குறந்தொகை பாடல்களில் தனிமனித அறம் பெரிதும் எடுத்துக்கொள்ளப்படுகிறது. பரிந்த தலைவன் மனைவி வரும்போது அவளது இழிவுள்ளபொயை என்னாமல் கருவொழுகும் தலைவி அனை நாளும் பல அனை ஏற்றுக் கொள்கிறார்.

காஞ்சி யூரல் கொடுமை
சுந்தரன் எனக்கீ வினைய வறுமே (குறந் 10)
என்ற குறந்தொகை பாடலில் திருக்குறள் கருத்து இடம் பெற்றுப்போக அறியலாம். தலைவன் பொய் வலத்தால் அதனைப் பொருட்படுத்தாமல் தன்னை ஏற்றுக் கொள்ளும் தலைவியின் பொய் தலைவனுக்கு நாணத்ததை உண்டாக்குகிறது.

இன்னசெய்தாரை பொறுத்த வன் நாண
தன்யைகு செய்து விடல் (குறந் 314)
என்றும் குறந் 314 கருத்து புலப்படுத்தப்படுகின்றது.

அன்பும் அருளும் உடைய தலைவியை நினைப்பீர்யும் தலைவன் அறிவுடையவன் அன்பும் கருத்துடன் பாதுகாக்க வேண்டியவற்றைத் துறத்தல் அறிவுடையார்க்குஏவலமை அப்போது செய்யத் துணிந்தாத சான்றோர் ஆகார் என்ற கருத்தினை

அருளும் அன்பும் நினைத்த துணை துறந்து
பொருள் வயிற் பீரீனோர் உறவோர் ஆயின்
உரவோர் உரவோர் ஆக

மடமும் ஆக மடத்தை நாமே (குறந் 20)
என்ற குறந்தொகை பாடல்கள் எடுத்துரைக்கின்றன.

வாய்மை அறம்
அனைத்து அறங்களிலும் வாய்மையே தரையாய அறம் என்று திருக்குறள் வரையறுத்துள்ளது.

பொய்யாமை பொய்யாமை ஆற்றின் அறம்பிற
செய்யாமை செய்யாமை நன்று
வாய்மைக்குப் பெயர் போன நாளார்க் கோசர்களைப் பற்றி

நாணாக்கீகோசர் தன்மொழி போல
வாய வின்றே
ஒன்று மொழிக் கோசர் போல

என வரும் குறந்தொகைப் பாடல்களில் முறையே ஓளவையாரும்
பாடல்களில் குறந்தொகை தோன்றிய காலத்தில் பொய்மையினை போலப் போய்
வடபாக்கில் இருந்தனர். இதைப் பரணம்.

நாட்டுப்புறக் கதைப்பாடல்களில் வீரம்

ஆ.சுந்திரமயா
முனைவர் பட்ட ஆய்வாளர்,
வேளாளர் மகனி கல்லூரி,
திருவடல் - 12.



தமிழர்களின் வாழ்வியல் கருவிகள் பன்முகமான மரபுகள் சார்ந்து அமைந்துள்ளன. ஆக்கறுகளை வெளிப்படுத்தும் விதமாக இலக்கியங்கள் இன்றுவரை மிளிர்ந்துள்ளன. அங்ககாலம் முதல் கொண்டு மக்கள் வாழ்மொழியாக, நாட்டுப்புறப்பாடல்களை பாடல்கள் பாடிவந்தனர். நாட்டுப்புறம் என்பதே மக்களின் வாழ்க்கையோடு இணைந்த நினைவுகளை உண்டாக்கியது. இவ்வகையில் மக்கள் தங்களுடைய இன்பம் குன்பம் போன்ற உணர்வுகளை வெளிப்படுத்தும் விதமாக நாட்டுப்புற இலக்கியங்கள் அமைந்துள்ளன. மனநிலை நொன்றியவற்றை பாடலாகவோ, கதைவாகவோ கருவி இலக்கியம் (நாடல்) வரம் என்பது மனிதனின் மனவுணர்வில் வெளிப்பாடலாகவே பார்க்கப்படுகிறது. தமிழர்கள் விரும்புபவற்றை பாடல்களில் வீரம், காதல் இரண்டையும் பாடு பொருளாக கொண்டு அமைத்துள்ளன. நாட்டுப்புற இலக்கியமான கதைப்பாடல்களில் உயர் வீர உணர்வுகளைப் படுவு செய்வதே நோக்கம் இக்கட்டுரை அமைகிறது.

நாட்டுப்புற இலக்கியம்

வரலாறு கறுகளை (கோட்பாடு) கருத்துகளை எடுத்துரைக்கும் விதமாக இலக்கியங்கள் அமைந்துள்ளன என்பது நாம் அறிந்த ஒன்றாகும். இக்கால கட்டத்தில் பல இலக்கியங்கள் நொன்றி வளர்ச்சி பெற்று வருகின்றன. எழுத்தும் பூர்வமான இலக்கியங்கள் நினைந்து நின்று மக்களின் வாழ்நாட்களை அறிவ உதவுகின்றன. மக்களால் ஆக்கப்பட்டு மக்களுக்காக

ஆடித்திங்கள் நாட்டம் நம்பிக்கைத் தரவுகளுக்கும்

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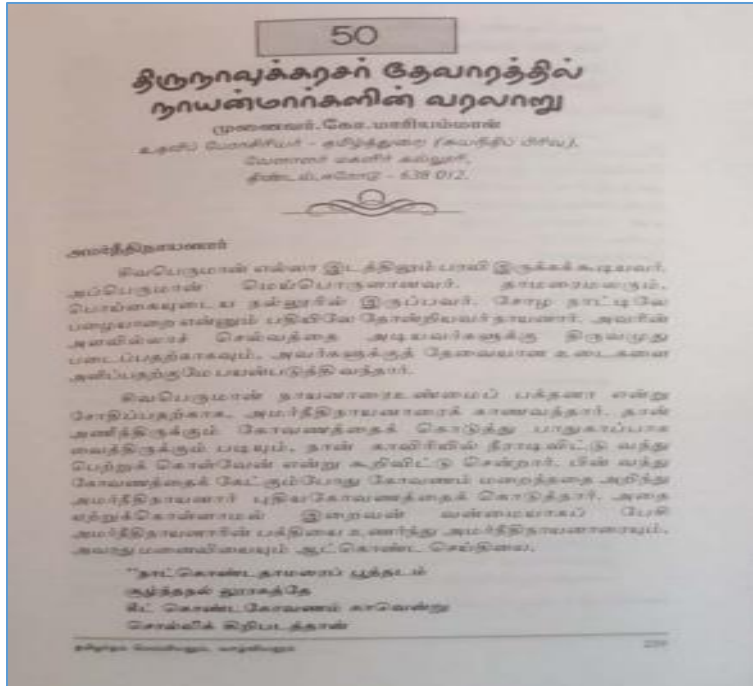


நாட்டுப்புறவியல் என்பது நம்பிக்கைகள், பழக்கவழக்கங்கள் ஆகியவற்றால் பாதுகாக்கப்படும் ஒரு குறிப்பிட்ட மக்களின் பண்பாடாகும். பழக்கவழக்கங்களும், நம்பிக்கைகளும் சமுதாயத்தின் தேவைகளின் அடிப்படையில் நொன்றியவைவராமல் நம்பிக்கைகளும் பழக்கவழக்கங்களும் பண்பாட்டு வளர்ச்சியின் படிக்கற்கள் எனலாம். அறிவு நிலைக்கு அப்பாற்பட்ட எண்ணங்களையே நம்பிக்கைகள் என்பர். நம்பிக்கைகள் மக்களால் உருவாக்கப்பட்டு சமுதாயத்தால் பாதுகாக்கப்படுகின்றன.

நமது நாட்டுப்புறப் பண்பாட்டில் ஆடி மாதத்திற்கு ஒரு தனித்தன்மையும் ஆளுமையும் சிறப்பும் உண்டு. இம்மாதம் தொடர்பாக நாட்டுப்புற மக்கள் கொண்டிருக்கும் நம்பிக்கைகள், சடங்குகள், வாழ்வியல் நெறிமுறைகள் உள்ளிட்ட வரலாறுகளை ஆராய்வதன் மூலம் பல அரிய உண்மைகளையும், பண்பாட்டு மரபுக்கறுகளையும் விளக்கிக்கொள்ள முடியும். இவ்வழக்கறுகள் நாட்டுப்புற மக்களின் வாழ்வியல் உண்மைகளைப் பிரதிபலிப்பதோடு பண்பாட்டு மரபுகளை உட்பொதித்த விளக்குகின்றன. ஆடி மாதம் தொடர்பான நம்பிக்கைகளை மாணிடவியல் நோக்கில் ஆய்வு செய்து பண்பாட்டுக் கறுகளை அடையாளம் காணும் முயற்சியில் இக்கட்டுரை அமைகிறது.

நாட்டுப்புறவியலும், மாணிடவியலும்

தொடக்க காலத்திலிருந்து இன்று வரை மனிதனைப் பற்றிய உருவத்தொற்ற, பண்பாட்டு வளர்ச்சியை ஆராய்வதே



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Water, the Maternal Matrix of Life in Charles Dickens's Our Mutual Friend.

Dr. M. Manopriya
 Assistant Professor of English Vellalar College for Women Thindal (P.O.) Erode,
 Tamil Nadu, India

Abstract

Our Mutual Friend is published in 1865. Like all Dickens's work this novel also has the rich and complex pattern of themes & symbols. It is a satire on wealth and its corrupting power in the society. The present study brings out the various dimensions of the element of water in the plot of the novel.




Volume 7, Issue 2, February 2019

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Dr.Vanitha . S

MANJU KAPUR'S CUSTODY: THE REALITY BEHIND PLATONIC LOVE AND ROMANTIC LOVE IN MARRIAGE

Authors S. VANITHA

Publication date 2019/2

Journal IJELLH - INTERNATIONAL JOURNAL OF ENGLISH LANGUAGE, LITERATURE IN HUMANITIES ISSN: 2321-7065

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Preparation and Characterisation of Pure and Zn-doped SnO₂ Nanoparticles

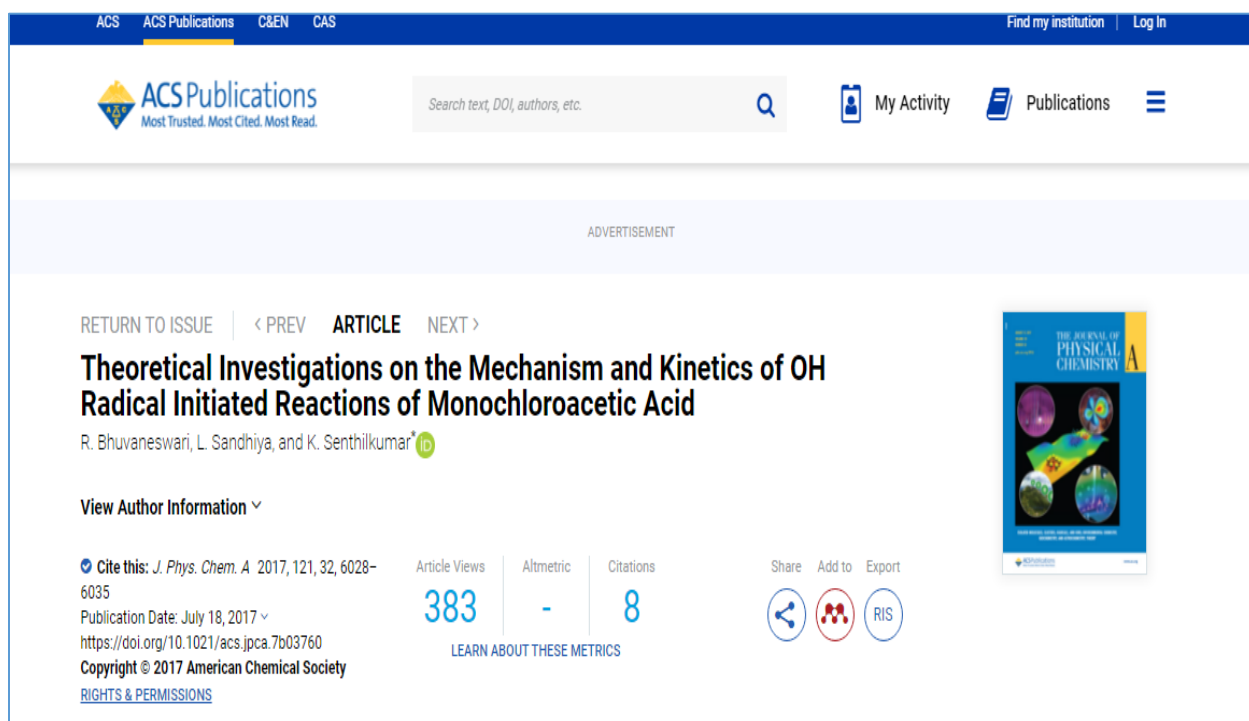
K. Sujatha^{1*}, T. Seethalakshmi²

¹ Assistant Professor, PG Department of Physics, Vellalar College for Women, Thindal, Tamilnadu, India

² Assistant Professor, PG Department of Physics, Karur Government College, Karur, Tamilnadu, India.

ABSTRACT

In this report, Pure and Zn-doped SnO₂ nano powders were synthesized by co-precipitation method. The structure, surface morphology, optical, and functional groups were analyzed by X-ray diffraction, Field Emission Scanning Electron Microscope (FESEM), UV-Vis spectroscopy, Fourier transform infrared spectroscopy (FTIR), photoluminescence spectra, Energy Dispersive Spectroscopy (EDAX) and cyclic voltammetric method, respectively. The results were compared with pure tin oxide nanoparticle. X-ray analysis shows that the obtained powder has tetragonal rutile type structure with average crystallite size of 34 nm which reduced to 9 nm with Zn addition. Increase in band gap is observed from UV-Vis spectroscopy by the addition of zinc in SnO₂. PL spectrum of the



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

R. Bhuvaneswari, L. Sandhiya, and K. Senthilkumar^{*}

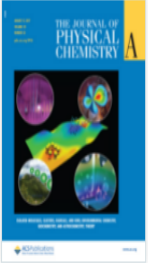
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Materials Science and Engineering: C

Volume 92, 1 November 2018, Pages 26-33



Fabrication and characterization of chicken feather keratin/polysaccharides blended polymer coated nonwoven dressing materials for wound healing applications

O.L. Shanmugasundaram ^{a,*,} , K. Syed Zameer Ahmed ^{b,} K. Sujatha ^{c,} P. Ponnmurugan ^{d,} Amit Srivastava ^{a,} R. Ramesh ^{a,} R. Sukumar ^{a,} K. Elanithi ^a

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Nano-Structures & Nano-Objects

Volume 18, April 2019, 100305



Photocatalytic activity of pure, Zn doped and surfactants assisted Zn doped SnO₂ nanoparticles for degradation of cationic dye

K. Sujatha ^{a, b, c,} , T. Seethalakshmi ^{c, d,} , A.P. Sudha ^{b,} O.L. Shanmugasundaram ^d

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Influence of surfactants on structural, morphological, optical and antibacterial properties of SnO₂ nanoparticles

August 2019 · *IET Nanobiotechnology* 13(7)

DOI: [10.1049/iet-nbt.2019.0095](https://doi.org/10.1049/iet-nbt.2019.0095)

Authors:



Sujatha K



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ADSORPTION EFFICIENCY OF ACTIVATED CARBON PREPARED FROM *Delonixregia* FRUIT PODS - KINETIC, EQUILIBRIUM AND THERMODYNAMIC STUDIES

^aG. Gokilaveni, ^bDr. V. Sreeja

^a M.Phil Scholar, Vellalar College for Women (Autonomous), Erode

^b Assistant Professor of Chemistry, Vellalar College for Women (Autonomous), Erode

Abstract:

Adsorption is one of the fairly important processes mainly used for the dye effluent treatment. Activated carbon DRACP prepared from *Delonix Regia* Fruit Pods using phosphoric acid is used for the removal of reactive red 2 dye from the synthetic effluent. The physiochemical and morphological properties

Cyclic Voltammetric studies of Reactive Anthraquinone Dye RB4**^aG. Vinitha, ^bDr.V.Sreeja**^aM.Phil Scholar, Vellalar College for Women (Autonomous), Erode^bAssistant Professor of Chemistry, Vellalar College for Women (Autonomous), Erode

Abstract: The cyclic voltammetric behaviour of Reactive Blue 4 dye on glassy carbon electrode is studied at various pH 1.0 – 13. Since pH 13 showed no characteristic response the studies are limited to pH 9.2. The effect of scan rate and concentration of the analyte is also carried out. Cyclic Voltammograms showed well-defined oxidation and reduction peaks that may be due to the electroactive amino and anthraquinone group present in the dye. The cathodic reduction on glassy carbon electrode in aqueous solution can form the basis to change the

COMPARATIVE EFFICIENCY OF Pb-Pb, Pb-SS, Pb-Cu ELECTRODES IN THE ELECTROCHEMICAL DESTRUCTION OF REACTIVE ORANGE M2R**^aS. Tamilarasi, ^bDr.V.Sreeja**^a Assistant Professor, Vellalar College for Education, Erode^b Assistant Professor of Chemistry, Vellalar College for Women, Erode**ABSTRACT**

The removal of pollutants from effluents by electro chemical degradation has become an attractive method in recent years. This paper discussed the comparative efficiency of electro chemical destruction of synthetic effluent of reactive orange M2R by using Lead-Lead, Lead-Stainless Steel, Lead-Copper electrodes. The effect of pH, current density and temperature is studied. The highest % of COD reduction,



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Article Detail

PHYTOCHEMICAL PROFILE OF TWO GREENS: AMARANTHUS TRISTIS AND BASELLA ALBA, FOR THEIR IN VITRO ANTIOXIDANT AND ANTIMICROBIAL PROPERTIES- A COMPARISON

Author: SUBRAMANIAN PRIYADHARSHINI*, KUPPUVELSAMY VANITHA BHARATHI

Abstract: Green leafy vegetables occupy an imperative place among the food crops as they provide adequate amounts of carbohydrates, proteins, vitamins and minerals for consumers. Despite their nutritive value, nowadays greens remains underutilized due to lack of awareness and promotion of appropriate technologies for their effective utilization, modernization. Aerial parts of Amaranthus tristis and Basella alba were chosen to investigate their phenolic, flavonoid, carbohydrate and protein contents tagged with



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STUDIES ON THE ADSORPTION OF RHODAMINE-B USING NOVEL NANO CARBON BALLS

V.Priya¹, S.K. Krishna^{1,*}, V. Sivakumar² and P. Sivakumar³

¹Department of Chemistry, Chikkaiah Naicker College, Erode-638004 (TN) India

²Department of Chemistry, Sri Vasavi College, Erode-638316 (TN) India

³Department of Chemistry, Arignar Anna Govt Arts College, Namakkal-637 002 (TN) India

*E-mail: ragul2022@gmail.com

ABSTRACT

The study demonstrates the facile synthesis of nano-sized fullerene-like carbon balls named as nano carbon spheres (NCS) and its application for the effective adsorption of a textile dye Rhodamine-B (Rh-B) from the stimulated solution at laboratory scale. The essential controlling factors like pH of the effluent, initial Rh-B concentration and the solution temperature are investigated. The kinetics follows multi-order and Freundlich type of isotherm. The sorption energy-related parameters like ΔG , ΔH and ΔS were also evaluated. The outcome signposts that NCS is a potential material for the sorption of Rh-B with good efficiency.

Keywords: Nanocarbon, Kinetics, Isotherm, Adsorption, Dye, Effluent.

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INTRODUCTION

There is a growing concern about the quality of the environment all around the world due to the discharge of various categories of pollutants. The water pollution, in particular, makes a great impact on the healthy human life. Among the pollutants which are added in the water bodies, wastewater containing dyes are a



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ECOLOGY AND THE RAPD TECHNIQUES USED TO ASSESS THE GENETIC DIVERSITY IN PTEROLOBIUM HEXAPETALUM, A SCRAMBLING MEDICINAL SHRUB IN MARUTHAMALAI AND CHENNIMALAI HILLS, THE WESTERN GHATS

S. Sharmila, D. Akilandeswari, +1 author S. Mownika • Published 2019 • Biology • International Journal of Pharmacy and Pharmaceutical Sciences

Objective: To investigate the ecological and genetic diversity, climatic factors, edaphic factors morphological and reproductive characters and RAPD analysis of medicinal plant species *Pterolobium hexapetalum* in two hills viz., Maruthamalai (arid) and Chennimalai (very arid), which is located in Coimbatore and Erode districts, Tamil Nadu. **Methods:** The present research was carried out by using a random amplified polymorphic DNA (RAPD) analysis was made to determine the genetic variation between... [Expand](#)

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International Journal of Pharmacognosy and Phytochemical Research 2019; 11(3); 221-229

doi: [10.25258/phyto.11.3.18](https://doi.org/10.25258/phyto.11.3.18)

ISSN: 0975-4873

Research Article

Pharmacognostical and Phytochemical Investigations of *Harpullia arborea* (Blanco) Radlk. – A Sapindaceae Member

Sharmila S*, Ramya E K, Mownika S, Anusha M

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

Received: 27th Jan, 19; Revised and Accepted 25th May, 19; Available Online: 25th Jun, 19

ABSTRACT

Harpullia arborea is an important tree species with lots of medicinal importance and it belonging to the family Sapindaceae. It is commonly called as Soap Nut family which is found in most of the hilly regions in India. Each and every part of the plant is used traditionally in various ailments. The secondary metabolites present in *Harpullia arborea* were found to be alkaloids, flavanoids, glycosides, phenols, tannins, steroids, tri-terpenoids and resins. Gas chromatography (GC) is recognized as the most suitable technique to find out how many components and in what proportion there are in a complex mixture of volatile compounds. Isolation of individual components would however, help to find new drug.

Keywords: *Harpullia arborea*, physico-chemical, phytochemical, GC-MS.

INTRODUCTION

In modern years the uses of medicinal plants in treatment of diseases has gained considerable importance. Plants and fruits are considered as one of the main sources of

method normally achieves the best packing results, but there are several occasions when the dry packing method works just as well if not better. The slurry method is often used for macro scale separations⁶.

Pharmacognostical Studies on *Salmalia insignis* (Wall.) Schott. & Endl., A Bombacaceae Member

Sharmila S^{1*}, Mownika S, Ramya E K

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

Received: 20th Mar, 19; Revised 11th Apr, 19; Accepted 28th May, 19; Available Online: 25th Jun, 19

ABSTRACT

The macroscopic, microscopic, histological identification and microscopic constants of *Salmalia insignis* can be used as a rapid, inexpensive and botanical identification technique which would be of immense value in standardization and authentication of this plant. The present study was carried out to investigate the preliminary phytochemical screening and in vitro antioxidant activity of *Salmalia insignis*. In the present work we investigated the phytochemical screening to find out new sources of natural antioxidant activity source from the leaf of *Salmalia insignis* with different solvents such as ethanol and petroleum ether. The phytochemical screening was carried out using standard phytochemical tests. Quantitative analysis was performed to confirm and quantify the presence of phenolics content and total flavonoids in the aerial plant extracts of the study plant. The in vitro antioxidant activity was tested on Hydroxyl radical scavenging activity of different solvents such as Petroleum ether, Ethanol and Butylated hydroxynisole. These compounds correspond to varied medicinal properties that can be exploited for the treatment of many diseases.

Keywords: *Salmalia*, phytochemical, Butylated hydroxynisole and Hydroxyl radical scavenging activity.

Research Article



GC-MS Analysis of Bio-active Components in Petroleum Ether Extract of *Lepidagathis scariosa* (Nees.) – Acanthaceae.

S. Sharmila^{*1}, R. Nalli², E.K. Ramya³, S. Mownika⁴

¹PG and Research Department of Botany, Vellalar College for Women (Autonomous), Thindal, Erode, Tamil Nadu, India.

^{*}Corresponding author's E-mail: drsharmilas@yahoo.com

Received: 15-11-2018; Revised: 20-12-2018; Accepted: 05-01-2019.

ABSTRACT

Acacia caesia (L.) Willd., is a armed woody straggling shrub belongs to the family Mimosaceae. The local name of the species is 'Kari indu or Indamul'. It is commonly known as 'Babool' in India and ethnomedicinally have long been used for the treatment of skin, sexual problems, wound, and stomach and tooth problems. The present work was carried out to find out the bio-active compounds in the aerial plant powder of *Lepidagathis scariosa* (Nees) using Gas Chromatography- Mass Spectrometry method. This investigation aims to analyze the preliminary phytochemicals of *Lepidagathis scariosa* to understand its phytoconstituents and to characterize the phytochemical constituents of *Lepidagathis scariosa* using GC-MS analysis. *Lepidagathis scariosa* shows the existence of many active compounds. Isopropyl myristate, Isopropyl Tetradecanoate, -5-(Hydroxymethyl)-2-(1-methyl-2-imidazolyl)-1H-benzimidazol, -1-Methyl-1-caprolactone compounds were present in major peak area. The result confirms that the plant has obviously presence of anti-oxidant, anti-ulcer and anti- cancerous properties.

Keywords: GC-MS, *Lepidagathis scariosa*, phytochemical analysis, petroleum ether.

INTRODUCTION

Plants are the major sources used in traditional medicine have stood up to the test of time and it reveals many novel compounds for preventive and curative medicine to modern science. India is sitting on a gold mine of well recorded and traditionally well practiced use of herbal medicine¹. Therapeutically

More than 2,000 phytochemical compounds have been identified from plants⁶. Pharmacognostic studies are pivotal in herbal technology as it ensures plant identify, lays down standardization parameters which will help and prevent adulterations. Such studies will help in authentication of the plants and ensures reproducible quality of herbal products which will lead to safety and efficacy of natural products.

Research Article



In vitro Anti-microbial activity of *Elaeocarpus tuberculatus* Roxb.

Indhiramuthu Jayashree*, Geetha, DH, Rajeswari, M

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

*Corresponding author's E-mail: indramuthujayashree@gmail.com

Received: 26-01-2018; Revised: 28-02-2018; Accepted: 15-03-2018.

ABSTRACT

In the present study, the anti-microbial efficacy of acetone, methanol and water extracts of leaf, stem bark and fruit of *Elaeocarpus tuberculatus* Roxb. (Elaeocarpaceae). The plant parts were examined against four bacterial species (*Shigella sonnei*, *Salmonella typhi*, *Staphylococcus aureus* and *Klebsiella pneumoniae*) and a fungal species (*Candida albicans*) using the agar well diffusion method. The plant extracts exhibited a dose-dependent inhibition of microorganisms, especially; the acetone and methanol extracts of leaf and stem bark displayed maximum anti-bacterial activity against all the bacterial species studied. The plant extracts also displayed high anti-fungal activity against *Candida albicans* particularly; the acetone extract showed pronounced anti-fungal activity. Generally, the lower concentrations of the extracts were susceptible to the fungal pathogen. The results of the study confirm the plant *E. tuberculatus* could also be a new source for anti-microbial drug discovery.

Keywords: *Elaeocarpus tuberculatus*, phytochemical, solvents, anti-microbial assays, agar well diffusion method.

INTRODUCTION

Since the discovery of penicillin (1929) and its use in chemotherapy, a great number of important antibiotics have been found¹. The success story of chemotherapy lies in the continuous search for new drugs to counter the challenge posed by resistant strains of

contain hard and highly ornamental stony endocarp of fruit (nut) commonly known as 'Rudraksh'. The stony endocarp is used as religious jewelry in the form of beads throughout India and Southeast Asia. Rudraksha beads users have repeatedly confirmed the medicinal properties such as dielectrical energy and permanent magnetic

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Article

Diversity of medicinal plants in eratti hill, thamarai karai beat of bargur reserve forest, western ghats in erode district, tamilnadu, india

October 2018 - *Asian Journal of Pharmaceutical and Clinical Research* 11(10):78

DOI: [10.22159/ajpcr.2018.v11i10.27905](https://doi.org/10.22159/ajpcr.2018.v11i10.27905)

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ORIGINAL RESEARCH ARTICLE



Int J Pharm Bio Sci Volume 9 Issue 4, 2018 (October - December), Pages:8-20

Morphoanatomical, physico-chemical standardisation and HPTLC analysis in the plant extract of *Lepidagathis Scariosa* (NEES) - Acanthaceae

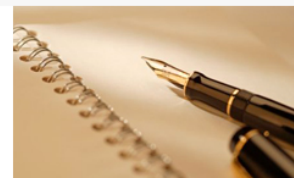
S. SHARMILA, R. NALLI, M. SURUMBAYEE AND E.K. RAMYA

DOI: <http://dx.doi.org/10.22376/ijpbs.2018.9.4.p8-20>

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Abstract:

The objective of the study is to observe the macroscopic parameters and anatomical characterization of *Lepidagathis scariosa* (Nees) as protocol to be followed for botanical identification of the plant. Histochemical studies were made to localize different components, viz. alkaloids, phenolic compounds, flavonoids, lipids, starch and saponin in the tissues (Stem and Leaf) and to quantify flavonoid compound by HPTLC analysis with the use of standard marker compounds that is used in drug analysis. The study plant has a rich source of medicinal values. But no systematic studies is carried out for their anatomical and histochemical analysis, especially pharmacognostical studies on this plant



Pharmaceutical Fields

- > Pharmaceutics
- > Novel drug delivery system
- > Nanotechnology
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**Asian Journal of
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UGC APPROVED JOURNAL



FORMULATION AND PHYSICOCHEMICAL CHANGES IN PAPAYA LASSI AND WHEY UTILIZED FRUITS ADDED PAPAYA LASSI

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**M.Sc. Foods and Nutrition,
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ABSTRACT

Papaya lassi and whey utilized fruits added papaya lassi was formulated and prepared with different proportions. From the formulated lassi, papaya dates lassi and whey papaya banana lassi were highly acceptable than the combination of other fruits added lassi. The physico chemical characteristics like titrable acidity, pH and syneresis were analysed in triplicates, it was found that the titrable acidity increases, pH decreases and syneresis level increases as time increases. The percentage of total sugar and reducing sugar content of papaya dates lassi and whey papaya dates lassi received higher value and the percentage of non-reducing sugar content was higher in papaya avocado lassi and whey papaya banana lassi. The highly accepted papaya lassi and whey utilised papaya with combination of other fruits lassi were analysed it microbial safety, at the end of storage



Mean Square Error Optimization to Authenticate Multi-Modality Medical Images in Wavelet Domain

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¹Associate Professor and Head, Department of Computer Science, Vellalar College for Women, Erode, Tamilnadu, India.

²Research Scholar, Department of Computer Science, Vellalar College for Women, Erode, Tamilnadu, India.

E-mail: srivisval4@gmail.com

*Corresponding author E-mail: jayanthiskp@gmail.com

Abstract

Medical image watermarking which hides patient's information in the medical image ensures its imperceptibility and at the same time provides robustness to the information that is embedded. Current research scenario embeds the authenticated message as watermark in the frequency domain to get watermarked image which has most of its values as real numbers. Since pixel intensity values must be represented as integers, the watermarked image is converted into spatial domain where the rounding error problem occurs and the



Weight Optimization Model based on Neural Network for Breast Cancer Prediction

¹K. Preetha and ²S.K. Jayanthi

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Abstract

Mammography is the process of using low-energy x-rays to examine the human breast for diagnosis and screening. The goal of mammography is to save lives by finding breast cancer as early as possible when they are more treatable. The aim of this paper is to classify the mammogram images



Text Independent Writer Identification System for Offline Tamil Handwritten Documents Using Textural and Structural Features
D. Rajalakshmi and Dr.S.K. Jayanthi

Abstract:

Identifying a person based on his/her digitized form of handwriting samples is an important behavioural biometric model and is a challenging research problem. This paper focuses on developing a text independent writer identification system for offline Tamil handwritten documents. Writer identification is the task of determining the writer when there are n candidates. This classification task has to be learnt from a set of handwriting samples provided by each candidate. Given a test sample of an unknown writer, the task is to

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Ensemble Fuzzy C_{5.0} Decision Tree and Reduced Error Pruning (EFDR)
***S.Deepa Sankari, Dr.E.S.Samundeeswari**

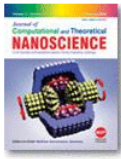
Abstract:

Data mining is a process of extracting hidden and useful information from the database repositories. Data mining techniques are applied to improve the pattern searching. Classification using decision tree is an essential task in the data mining that is used to predict the unknown class labels in high dimensional data. A decision tree is a graphical depiction of all possible outcomes of a decision. The existing algorithm C_{5.0} is more memory efficient, provides smaller decision trees, supports boosting, weighting and winnowing. Fuzzy logic provides ease of understanding and improves the feature selection. The fuzzy decision tree algorithms

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Authors: Priya, P. Muruga¹; Samundeeswari, E. S²;

Source: Journal of Computational and Theoretical Nanoscience, Volume 15, Numbers 11-12, November 2018, pp. 3341-3343(3)

Publisher: American Scientific Publishers

DOI: <https://doi.org/10.1166/jctn.2018.7623>

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Smart Grid is an intelligent grid that controls the generation, transmission and distribution of the electric current. The monitoring of this grid is more important. The electric current is carried over by the transmission towers through the transmission lines from the generation plant through the substation to the distribution center. The transmission towers are placed in between the substations. The transmission lines are monitored using the Wireless sensor networks. These sensors are used since they cost very low, provide reliability and efficiency. They have no mobility. These sensors are placed in the transmission towers to collect the data and send to the control center between the substations. During transmission there are possibilities of nature attacks

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An Efficient Algorithm Retrieval System using Soft Computing Mechanism

R. Suganya¹, J. Suguna²

¹Research Scholar, ²Associate Professor,

¹²Department of Computer Science, Vellalar College for Women, Erode, Tamilnadu, India

Abstract- Algorithms are found everywhere in Computer Science literature and offer a precise methodology to resolve problems. From Human Genome project to economics and internet, algorithms have influenced each and every aspect of research. The current state-of-the-art search engines however, are not optimized to search for algorithms. They do not distinguish between documents that contain an algorithm and those that do not. As a result, the search results contain a variety of unwanted and irrelevant documents. The main focus of this paper is to extract the algorithms from the collection of scholarly articles and create an information retrieval system to retrieve the relevant algorithms. It first analyses a document to check for the presence of an algorithm. If there is any algorithm found in the document, the algorithms are extracted from the text documents. Two different techniques are used to retrieve the relevant algorithm from the database such as hard computing and soft computing techniques. In hard computing, cosine similarity method is used to find the similarity between the query and the document collection. In soft computing, Zadeh's min-max operation is used to retrieve the relevant algorithm from the database. Performances of the two methods

the normal book-selling channels. The gray literature includes technical reports, research reports, theses and dissertations, trade and business literature, conference and journal papers, government reports, and so on [1].

Gray literature is stored in text databases. The assets of information implanted in the vast volumes of text databases distributed all over is enormous, and such databases are rising exponentially with the revolt of current Internet and information technology. The trendy data mining algorithms have been developed to dig out information from well-structured classical databases, such as relational, transactional, processed warehouse data, etc. Multimedia data are not so structured and often less formal. The majority of the textual data spread all over the world are not very formally structured either. The structure of textual data formation and the underlying syntax vary from one language to another language (both machine and human), one culture to another, and possibly user to user.

Text mining can be classified as the special data mining technique mainly appropriate for knowledge and information discovery from textual data. Automatic understanding of the



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Editor : Dr. K. Ganesh
Print ISSN : 2249-0701
Frequency : Quarterly

Image Encryption Using Arnold Map

Author : P. Sridevi and J. Suguna

Volume 8 No.1 Special Issue:February 2019 pp 70-73

Abstract

Nowadays transmission of data over the network is increasing and the data can be in the format of text, image, audio and video. Images are widely used in maximum applications of daily life. Image encryption is one of the most recent area of research to meet the demand during image transmission. Transformation of image from one form to erroneous form is called as image encryption. So, it can be secured from unauthorized users. The security of encrypted image is completely dependent on two important aspects i.e. the strength of the cryptographic algorithm and the confidentiality of

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Comparative Study of Human Interaction Pattern Mining Approaches

S. Uma et al.

[PDF](#)

Abstract

Opinion Mining and Sentiment Analysis in Natural Language Processing (NLP) are challenging, as they require deep understanding. Understanding involves methods that could differentiate between the facts of explicit and implicit, regular and irregular, syntactical and semantic language rules. Researches oriented towards Natural Language Processing and Sentiment Analysis have many unresolved problems like co-reference resolution, negation handling,

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et al., S. U. (2019). Comparative Study of Human Interaction Pattern Mining Approaches. *International Journal of Advanced Science and Technology*, 28(17), 919 - 926. Retrieved from <http://sersc.org/journals/index.php/IJAST/article/view/2455>

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The Significance of Fine Tuning Parameters in Supervised Machine Learning Techniques for Diabetic Disease Prediction

P.Kalaiyarasi et al.

PDF

Abstract

In health care analysis, data mining plays a significant role in disease prediction. Presently, our society large amount of death rates are due to diabetic disease. The mortality rate of the patients in diabetic disease has been increased every year. Researchers are dealing with various machine

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et al., P. (2019). The Significance of Fine Tuning Parameters in Supervised Machine Learning Techniques for Diabetic Disease Prediction. *International Journal of Advanced Science and Technology*, 28(17), 364 - 375. Retrieved from <http://sersc.org/journals/index.php/IJAST/article/view/12025>

RESOURCE ALLOCATION AND TASK SCHEDULING IN CLOUD ENVIRONMENT

S. Selvakumar, Ph.D, Research Scholar, Asst. Professor, Thiruvalluvar University College of Arts and Science, Tirupattur, Tamil Nadu, India. E-mail:selva.sks@gmail.com

Dr.B. Ananthi, Asst. Professor and Head, Vallalar College for Women (Autonomous), Thingal, Erode, Tamil Nadu, India. E-mail:ananthibalamohan@gmail.com

Abstract- Cloud computing alludes to the utilization of processing, software, platform, as a service. It's a type of utility computing where the client need not hire essential framework and pay for just what they utilize. Processing resources are conveyed as virtual machines. In such a situation, information management in virtual machines in Cloud Computing is another test and task scheduling calculations assume an essential part where the point is to plan the tasks viably in order to diminish the turnaround time and enhance resource usage and Data Management. In this work, we intend two techniques for resource allocation and task scheduling for high information in Cloud computing. The principle objective is to enhance information management in virtual machine in Cloud computing and enhance the aggregate execution time of all tasks.

Keywords: Task scheduling, Resource allocation, cloud computing

I. INTRODUCTION

Cloud computing can be best depicted as an extremely automated, promptly scalable, on-demand computing stage of storage, virtually unlimited processing, and purposes boundless connectivity, availability to carry task, constantly accessible to complete task of any size and charged source of utilization. While this advancement makes, Cloud computing is quick and turn outs to be as pervasive a platform as internet. Cloud computing is large scale Data centre resource which is more concentrated

COMPARATIVE ANALYSIS OF KEY MANAGEMENT SYSTEM WITH SECURITY ASPECTS IN MOBILEADHOC NETWORKS

Dr. B. ANANTHI, S.SUTHA

Associate Professor & Head in Computer Science (UG & PG), Vellalar College for Women Erode, Tamilnadu, India.

Research Scholar, Vellalar College for Women Erode, Tamilnadu, India.

E-Mail-ananthibalamohan@gmail.com, [E-Mail- Sutha.s84@gmail.com](mailto:E-Mail-Sutha.s84@gmail.com)

Abstract:

Mobile Ad-Hoc Networks (MANETs) established their potency within the preparation for range of fields, however extremely at risk of security attacks. The multicast key management in ad hoc networks involves the energy expenditure while distributing and updating the keys. In order to reduce the energy expenditure of the key distribution and updation, an energy efficient key management technique has to be considered. In this paper focus on various Key Management techniques used in MANET, and also give comparative analysis of various security concepts like key management techniques to prevent MANET from security attacks.


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Volume 15 - Issue 3

Medical Image Compression Using MultiWavelet Transform and MBTC

Abstract

Image compression plays an important role in digital image processing applications such as for image transformation and storage space. The image compression process is about reducing and removing redundant image data so that a digital image file can be effectively sent over a network or can be stored on computer disks with the reduction of data size. In this paper, we proposed image compression using wavelet transform and encoding technique that reduces image data. Multiwavelet Block Tree Coding (MBTC) is an algorithmic technique employed for the encoding of image data for image compression. Peak Signal to Noise Ratio (PSNR) and Mean Square Error (MSE) values are used as an error metric for performance analysis.

Paper Details

PaperID: 191045

Author's Name: V. Priya and Dr.B. Ananthi

Keywords: Multiwavelet, Histogram and MBTC.

Year: 2019



An Efficient Method for Medical Image Compression Using Multi Wavelet Transform with SPIHT Algorithm

V. Priya and Dr.B. Ananthi

Abstract:

In digital image processing, image compression is one of the most important processes, which is used to addresses the redundant data and to reduce the amount of data, required to represent a digital image with better quality. The fundamental source of the reduction process is the removal of redundant data. Wavelet transform coding is the most preferred method in the image compression techniques. In transformation stage

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Performance Analysis of Failure Nodes Using an Efficient Energy Aware Task Scheduling in a Cloud Environment

S. Selvakumar and Dr.B. Ananthi

Abstract:

The expanding cost in data centres power utilization, and the comparing environmental threats have brought a developing interest up in energy-efficient computing. Regardless of its significance, little work was done on acquainting models deal with the utilization productively. With the developing utilization of Cloud Computing, this issue turns out to be extremely significant. In a Cloud Computing, the administrations keep running in a data center on an arrangement of clusters that are overseen by the Cloud processing condition.

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Adaptive Clustering Method for Fault Tolerance in Cloud Environment

¹S. Selvakumar, ²Dr.B. Ananthi

¹Ph.D, Research Scholar, Asst. Professor, Thiruvalluvar University College of Arts and Science, Tirupattur, Tamil Nadu, India.

²Asst. Professor and Head, Vallalar College for Women (Autonomous), Thingal, Erode, Tamil Nadu, India.

¹E-mail:selva.sks@gmail.com, ²E-mail:ananthibalamohan@gmail.com

Abstract - Power consumption in data centre is one of the significant expenditures for numerous organizations. Reducing power in a data centre using physical resources can be achieved by clustering the virtual machine (C-VM). It reduces the number of physical machines used and as well it reduces the cause of failure occurrence in the system. This work elaborates an efficient C-VM algorithm used in dynamic VM consolidation, to achieve reduced power consumption and fault tolerance strategy. An effectual framework to withstand failure can be achieved by clustering technique in the data centre. Our proposed work shows a significant performs in clustering than the traditional clustering methods.



A Novel Encrypted Key based Secure Communication Protocol for Intrusion Detection and Prevention System in Manets

Dr.B. Ananthi and S. Sutha

Abstract:

Mobile Ad hoc Networks (MANETs) have gained immense amount of interest owing to their mobility and convenience of deployment. But, the nature of MANETs makes them to be more susceptible to various kinds of security attacks compared to the wired networks. In this case, Intrusion Detection and prevention System (IDPS) is suggested that targets at detecting intrusion and avoid the presence of selfish nodes in a network. These IDPS approaches utilized for wired networks may no more be efficient and adequate fused directly in a

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An Efficient Method for Medical Image Compression Using Multi Wavelet Transform with SPIHT Algorithm

V. Priya and Dr.B. Ananthi

Abstract:

In digital image processing, image compression is one of the most important processes, which is used to addresses the redundant data and to reduce the amount of data, required to represent a digital image with better quality. The fundamental source of the reduction process is the removal of redundant data. Wavelet transform coding is the most preferred method in the image compression techniques. In transformation stage medical images are subjected to multi wavelet transform using the filter banks Geronimo Hardin Massopust

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International Journal of Engineering & Technology, 7 (4.7) (2018) 297-302

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Research paper



Hybrid Thyroid Stage Prediction Models Combining Classification, Clustering and Ensemble Systems

K.Pavya¹, Dr.B.Srinivasan²

¹ Assistant professor, Department of Computer Science, Vellalar college for women
² Associate professor, Department of Computer Science, Gobi arts and science college
 *Corresponding author E-mail: pavyavcw@gmail.com

Abstract

Early and correct detection of thyroid disease is very important for correct and timely treatment. The need to increase the accuracy of detecting and classifying thyroid disease poses a great challenge not only to the research community but also to healthcare industries. Usage of machine learning algorithms for thyroid disease classification is an area of research that is gaining popularity for the past few years. Automatic thyroid disease computer aided system for diagnosing the disease requires sophisticated and effective algorithms to

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A Review on Human Activity Recognition System

N. Geetha¹, E. S. Samundeeswari²

Section: Review Paper, Product Type: Journal Paper
Volume-6, Issue-12, Page no. 825-829, Dec-2018

CrossRef-DOI: <https://doi.org/10.26438/ijcse/v6i12.825829>

Online published on Dec 31, 2018

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Cloud Based Virtual Machine Allocation Techniques: A Survey

N.Gomathimari¹, N.Geetha²

Section: Survey Paper, Product Type: Journal Paper
Volume-6, Issue-12, Page no. 837-840, Dec-2018

CrossRef-DOI: <https://doi.org/10.26438/ijcse/v6i12.837840>

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Paper Title

ENERGY SAVING MODEL FOR CLOUD COMPUTING BASED VIRTUAL MACHINE ALLOCATION USING PSO ALGORITHM

Authors

N.Gomathimari, N.Geetha

Keywords


Cloud Computing, Virtual Machine Allocation, Energy Consumption, Response Time, Particle Swarm Optimization, VM Migrations

Abstract

Abstract: A cloud computing uses an important virtualization technology to provide cloud computing resources likes CPU, memory and storage to the users in terms of virtual machines. Virtual machine allocation and optimization of energy


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AN IMPROVED PREDICTION MODEL FOR TYPE 2 DIABETES MELLITUS DISEASE USING CLUSTERING AND CLASSIFICATION ALGORITHMS

Mrs. P. Laura Juliet¹, T. Bhavadharani²

¹Assistant Professor, Dept. of Computer Applications, Vellalar College for Women, Erode, Tamilnadu, India

²Research Scholar, Department of Computer Science, Vellalar College for Women, Erode, Tamilnadu, India

Abstract - Due to its continuously increasing occurrence, more and more families are influenced by diabetes mellitus. In this study, we have proposed a novel model based on data mining techniques for predicting Type 2 diabetes mellitus (T2DM). The main problems that we are trying to solve are to improve the accuracy of the prediction model, and to make the model adaptive to more than one dataset. In order to get the experimental result, we used the Pima Indians Diabetes Dataset from UCI Machine Learning Repository. Pre-process the dataset using K-means clustering algorithm. CFS Subset Evaluation method is used for feature selection. The aim of this paper is to select the correlated features. In the proposed model, K-means is used for data reduction with classifiers for classification. The conclusion shows that, this model attained a higher accuracy when compared with other models. Moreover, this model ensures that the dataset quality is sufficient. To further evaluate the performance of this model, we applied it to two other datasets. Both experiments results show good performance. The result shows that the proposed model has reached better accuracy compared to other previous studies. On the basis of the result, it can be proven that the proposed model would be helpful in Type 2 diabetes diagnosis.

Published: 18 January 2018

An improved model based on genetic algorithm for detecting intrusion in mobile ad hoc network

P. Bharathisindhu  & S. Selva Brunda

Cluster Computing **22**, 265–275 (2019) | [Cite this article](#)

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Abstract

In any data communication between networks, it is very essential to maintain a high level of security to make sure that the data communication is safe and trusted. There may be chance for intrusions and misuses of information in a network. Intrusion detection systems (IDSs) has become an important component in terms of computer and network security. Detection can be host based or network based. The existing approaches being utilized in intrusion detection are not efficient. This paper presents a genetic algorithm based IDS to detect the

Cluster Computing (2019) 5265–5275
<https://doi.org/10.1007/s10586-018-1745-7>



An improved model based on genetic algorithm for detecting intrusion in mobile ad hoc network

P. Bharathisindhu¹  · S. Selva Brunda²

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Abstract

In any data communication between networks, it is very essential to maintain a high level of security to make sure that the data communication is safe and trusted. There may be chance for intrusions and misuses of information in a network. Intrusion detection systems (IDSs) has become an important component in terms of computer and network security. Detection can be host based or network based. The existing approaches being utilized in intrusion detection are not efficient. This paper presents a genetic algorithm based IDS to detect the malicious nodes in the network. Cloud computing understands users in network nodes in ad hoc or fixed manner to have long term connectivity for service utilization. The proposed approach performs better compared to Gaussian Naïve Bayes classifier approach. The objective value of chromosome is calculated through a set of iterations. The experimental results show that the computation time is reduced with high successful detection and network performance is improved to provide reliable transmission. The model is also suitable for users on cloud framework.

Keywords Cloud computing · Genetic algorithm · Intrusion detection system · Malicious packets

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Probability Model for Intrusion Detection System in Mobile Adhoc Network

Bharathisindhu P., Dr S.SelvaBrunda

Abstract | Keywords | References | PDF

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

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Liquidity and Profitability analysis of the selected Stock Broking Companies

Vol-3 | Issue-07 | July 2018 | Published Online: 05 July 2018 PDF (274 KB)
DOI: <https://doi.org/10.5281/zenodo.1312347>

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Abstract

Finance is the nerve centre and lifeline of any economic activity and therefore present in every sphere of economic and business life. It plays an extremely crucial role in the continuity and growth of a business. Ratio analysis is one of the basic analysis for examining the financial position and performance of the selected stock broking companies. t-test is a statistical procedure used to examine the mean difference between the sample and the population mean. It can also help to examine the existence of the significant difference between the years of the

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N Vidhya

A Study on Customers' Satisfaction and Loyalty Towards Airtel Mobile Network Services in Erode City

Authors N. Vidhya

Publication date 2018

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Volume 5

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A STUDY ON CONSUMERS' SATISFACTION TOWARDS HIMALAYA PRODUCTS IN ERODE DISTRICT

G. Punitha'

Abstract

Marketing Concepts start with the consumer needs and ends in Consumer Behavior in meeting these needs. Every action of a person is based on needs. The real problem is to learn what a customer takes into consideration when he chooses a particular brand. The marketers have to go through a number of challenges in selling products like cosmetics as they have to be applied directly on human skins and body. There is a perceived risk of dissatisfaction of the consumers as far as its benefits are concerned. It is necessary to study the consumer buying behavior in this regard. The needs of elderly consumers are different from those of young consumers. Newly married couples have needs which are totally different from older retired married couples. To successfully market the products by keeping the consumers with different personal characteristics in mind, the marketer must accordingly modify his marketing strategies. In these backgrounds, the present study is an attempt to measure the consumers satisfaction towards Himalaya products with Erode district.

Keywords : Marketing Concept, Consumer Behavior, Himalaya products, Marketing strategies

Introduction

It is well known fact that the success of any business organization stems from company's ability to understand and influence consumer behavior. This type of research should be considered when designing and

products with rare herbs collected from the foothills of the Himalayas.

STATEMENT OF THE PROBLEM

In these backgrounds, the present study is an attempt to measure the consumers satisfaction towards

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Determinants of Visitors' Preference Regarding Theme Parks - A study in Erode City

Authors Dr.P.Janaki & Ms.S. Renugadevi

Publication date 2019/4

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Title

CONSUMERS' BRAND PREFERENCE TOWARDS USING DIRECT-TO-HOME (DTH) SERVICE – A STUDY IN ERODE CITY

Authors

Dr.P.Janaki

Abstract

DTH – direct to home is a digital technique of entertainment where analog signals are being used for broadcasting the varied channels. Today, DTH in India has made its favorable image while offering quality service in all major aspect of cable satellite. Best picture and sound clearance are the key features of DTH service in India. As with rising demand of DTH in India, the service providers have also been raised where at present Videocon DTH, Dish TV, Sun TV, etc. are the major players in the market.

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N Vidhya

A Study on Consumers' Attitude towards Organic Food Products in Erode City

Authors N. Vidhya

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Ratio Analysis of The Selected Stock Broking Companies

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Online published on 14 August, 2018.

Abstract

Brokerage firms are the business entities that deal with stock trading. India, with an increasing capital market and a growing number of investors, has a number of brokerage firms. The study is an attempt to cover the financial performance of select stock broking firms in India for a period of ten years from 2005–2006 to 2014–2015. The study covers secondary data of 5 stock broking companies and activity and solvency ratios applied for analysis. The findings of solvency ratio analysis explores that all the companies have a significant difference within the study period. The activity ratio analysis explores that except few companies all the companies not have a significant difference within the study period. A stock brokerage is an investment services company that is primarily involved in the business of buying and selling stocks and other financial securities on behalf of its clients in return for a fees or commission. The industry operates under close government regulations that aim to protect the investing public. The SEBI has been set-up to ensure that the stock exchanges discharge their self-regulatory role properly. To prevent malpractices in trading and to protect the investors, the SEBI has assumed the monitoring function, requiring brokers to be registered and stock exchanges to report on their activities. The stock brokerage industry emphasizes client value because clients generally have a long-term relationship with the brokerage.

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A Study on trend of Fast Food Buying Behavior of Consumers with special reference to Erode District

Vol-3 | Issue-08 | August 2018 | Published Online: 07 August 2018 PDF (239 KB)
DOI: <https://doi.org/10.5281/zenodo.1341290>

Author(s)
Dr. C. Sangeetha  ¹
¹Associate professor & Head, Department of commerce (CA), Vellalar college for women, Erode (India)

Abstract

Fast food is a type of mass produced food that is prepared and served very quickly, was first popularized in 1950s, and may be relatively less nutritionally valuable compared to other foods and dishes. The present study used both primary as well as secondary data. The present study has been undertaken to find out various factors influencing customer's awareness level regarding fast food services. A sample of 200 respondents was selected for the study based on convenient sampling.




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Analysis of the Financial Performance of a Stock Broking Companies using Multiple Regression

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DOI: <https://doi.org/10.5281/zenodo.1554888>

Author(s)
Dr.C.Sangeetha  ¹
¹Associate professor & Head, Department of commerce (CA),Vellalar college for women,Erode-12 (India)

Abstract

The equity brokerage industry in India is one of the oldest in the Asia region. India had an active stock market for about 150 years that played a significant role in developing risk market, promoting enterprise and supporting the growth of industry. The study Financial Performance of select stock broking firms in India cover for a period of ten years from 2005-2006 to 2014-2015 with the framework of judgement /purposive sampling technique. The Multiple Regression Analysis reveals that there is a positive association and a good fit of relationship with the net profit in all the companies' financial ratio except for a few stock broking companies. The demonetization and global volatilities will partly impact the broking volumes by the end of the year 2017.The equity market volumes growth rate for the year 2017 is of 12-15%.



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A study on Working Capital Management of Indian Tobacco Company (ITC) Limited

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DOI: <https://doi.org/10.5281/zenodo.1412755>

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Abstract

A well designed and implemented working capital management has a significant contribution for firm's profitability as well as to maintain liquidity powers. The purpose of this study is to assess working capital adequacy and its impact on profitability; to investigate the relationship between profitability and liquidity of firms. The management of short term assets and liabilities refers to the management of working capital. Working capital means the amount of funds that a company requires for financing its day-to-day operations. Working Capital includes the current assets and current liabilities areas of the balance sheet. Working Capital Management is the process of planning and controlling the level and mix of current assets of the firm as well as financing these



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AN EMPIRICAL STUDY ON FACTORS INFLUENCING WORK LIFE BALANCE OF PRIVATE SCHOOLS' WOMEN TEACHERS WORKING IN ERODE CITY

M. Prema, S. Suresh

ABSTRACT

In India Schools are the social institutions; those have been under intense criticism. Teachers are expected to fill multi facets roles in their daily tasks. In the process of balancing these tasks, their productivity at the work place may be affected. Moreover, recent trends in education system have enforced comprehensive continuous evaluation of pupils that has led to perceived work load increase among school teachers. To combat this issue successfully, the most important factor is to investigate the relationship between productivity of school teachers and their work-life balance. The present study is undertaken to evolve the factors influencing the Work Life Balance of Women Teachers working in Private Schools in Erode City. This study consists of a sample size of 100 Private School teachers. The tools for the analysis include Descriptive analysis, weighted average analysis and Chi-square test. We propose that Work Life Balance is nowadays, no doubt a major concern to be discussed as a serious matter and has to be manage.

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M. Prema
Research Scholar, Department of Commerce

August 7, 2018

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Analysis of Profitability of the select Private Sector Non-Banking Finance Companies in India

Dr. V. Thilagavathi; Dr. M. Lalitha

Profitability is the heart of any financial institution's long and short-term strategy and in today's global economic climate and regulatory environment, determining its key drivers is a critical priority. NBFCs play an important role in the financial market of a country and for this it is very important to evaluate the firms that operate in an efficient manner and also the factors which affect their profitability. In this study an attempt has been made to identify the profitability of the select private sector Non-Banking Finance Companies in India for the period of 2000-2014 through the technique of Ratio Analysis. The analysis found that the Net Profit Margin, Operating Profit Margin and Return on Net Worth showed good financial performance of the select private sector NBFCs. That is, the earning capacity of the companies is considered satisfactory.



Thilagavathi V. et al., IJSRR 2018, 7(3), 1142-1148

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International Journal of Scientific Research and Reviews

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 techniques. The results found that the overall level of satisfaction of the consumers towards online purchase. This study will also be useful for the online buyers and also online traders to increase their sales.



International Journal of Scientific Research and Reviews

A Structural Equation Model for Consumers' Buying Behaviour and Satisfaction Towards Durable Goods in Erode District

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² Department of E-Commerce, Vellalar College for women(Autonomous), Thindal, Erode ,India

ABSTRACT

Consumer behaviour can be characterized as "the decision-making process and physical action engaged with getting, assessing, utilizing and discarding merchandise and ventures". Purchasing conduct is all psychological, social and physical conduct of potential client as they wind up mindful of assess buy devour and enlighten other individuals regarding the item and administrations. For the present study, the universe comprises of the consumers, who are utilizing durable products in Erode district. The sampling units have been selected by covering all the nine taluks of Erode district. The size of sample is 770 respondents. Both primary and secondary data were used in the study for the purpose of analysis. For collecting primary data, field survey technique was employed. Descriptive research has been considered the most appropriate for the study. The researcher used close-ended and open-ended questions in the questionnaire to collect primary data. Structural Equation Modeling, or SEM, is a very general, linear, cross-sectional statistical modeling technique. The Factor analysis, path analysis and regression represent the special cases of SEM. SEM is a largely confirmatory, rather than exploratory technique. The model is first estimated and the correlations or covariance matrix between the constructs or factors then serves as input to estimate the structural coefficients between constructs or latent variables.



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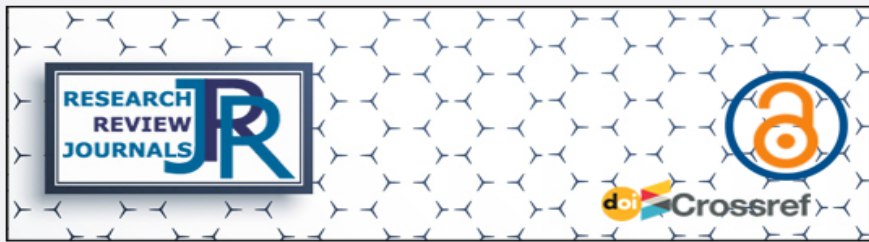
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Title: Factors Influencing the Purchase Behaviour of Consumers Towards Durable Products in Erode District
Authors: M.Hemalatha, P.Parimaladevi
Abstract: An attempt has been made to know the experiences while purchasing consumer durables of the respondents. For the purpose of this study, it has been classified into twenty seven categories viz., always buy the brands which already decided in advance, given the same
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A Study on Customer Intention in Online Shopping of Smart Kitchen Appliances

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Author(s)
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Abstract

The internet has developed into a new distribution channel and online transaction is rapidly increasing. This has created a need to understand how the consumer perceives online purchase. Online shopping is the process consumers go through when they decide to shop on the internet. Smart kitchen appliances play a major role in our daily life as they make our work easier. The more we try to make our life convenient and comfortable, the more significant the role of appliances turns out to be in determining the life style of women. Hence, an effort has been made to investigate online consumer intention to buying of smart kitchen appliances, which in turn provides E-marketers with a constructional framework for fine-tuning their E-businesses' strategies.



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Title
A STUDY ON USER'S SATISFACTION OF CALL TAXI SERVICES IN ERODE CITY

Authors
Dr M Jayanthi
Dr.K.Gunasundari

Abstract
Call taxis are taxi services in India in several cities in India. In erode city, they operate under a regular taxi permit, they are treated as vehicles for hire. They often offer services at all times of the day. Call taxi services are not officially recognized by the motor vehicles Act. They are preferred as they are considered safer, more convenient than auto rickshaws and reliable. There has generally been a legal struggle concerning the certification of motor

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A STUDY ON CUSTOMER SATISFACTION TOWARDS BIG BAZAAR WITH REFERENCE TO TIRUPUR CITY

R.Sangeetha

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

Received: June 20 , 2018

Accepted: August 07, 2018

ABSTRACT

Customer Satisfaction is a measure of how products and services supplied by a company to meet or surpass customer expectation. Customer service and shopping comfort are at the core of Big Bazaar's philosophy. Innovation and initiative define its brand character. The concept of everything under one roof, competitive price, responsiveness, assurance, empathy, merchandise quality, store loyalty bring more customers to the store. Hence, an attempt has been made to reveal the customer satisfaction towards big bazaar with reference to Tirupur city.

Keywords: Customers, Quality, Satisfaction and Service



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A Study on Human Resource Development Climate in Tamilnadu Newsprint and Papers Limited, Karur

Authors

R.Sangeetha

Abstract

In the fast changing environment organizations can scale new heights only through the effective and efficient use of Human resources. An organization success is determined as much by the skill and motivation of its members as by almost any other factor. So an optimal level of development climate is essential for facilitating HRD activities. TNPL was promoted by the Government of Tamil Nadu for manufacture of Newsprint. Printing and writing paper

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A STUDY ON STRESS AMONG WOMEN EMPLOYEES WITH SPECIAL REFERENCE TO TIRUPUR CITY

Authors

Ms.R.Sangeetha

Keywords

Keywords: Recognition, Satisfaction and Stress

Abstract


Stress is a natural human response to its environment. Stress has become significant due to dynamic social factor and changing needs of life styles. It is the most important subject of contemporary competitive world. Recognition, participation, continuous training and stress relaxation practices to be implemented to provide higher productivity and satisfaction among employees. Hence, an attempt has been made to reveal the stress among women employees with special reference to Tirupur city.

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Opinion of College Students on Online Social Networking Sites

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^bAssistant Professor, Department of Commerce CA, Nandha Arts and Science College, Erode, India

Abstract

Now-a-days, the online social network plays a major role in everyone's life. The admiration and magnification of online social networks around the world has constructed a new place of interaction and communication among people. Each individual can share their knowledge, opinion, emotions and experiences with one another by using these networks. The innovation in the sites has some benefits to the people and at the same time, it has also risk factors and problems. There are more than 300 social networks available, but some of them are commonly used. Most of the social networking sites have no security. It had a chance to misuse the user's information. Especially, the youngsters are addicted and ostentatious to the online social networks. It leads to stress, misbehavior and etc., In this aspect, the present study examines the opinion of college students on online social networking sites.



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CONSUMERS' SATISFACTION TOWARDS THE USAGE OF MOBILE PHONE SERVICES IN ERODE CITY

Authors

Dr.S.Vishnuvarthani

Abstract

Telecommunication has been recognized world-over as an important tool for socio-economic development of a nation and plays a phenomenal role in the growth and modernization of various sectors of the economy. Over the last few years, Indian telecom market has shown an overwhelming growth due to domestic demand, policy initiatives undertaken by the Government and admirable efforts by the players of the industry and in the process has

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AN EMPIRICAL STUDY ON THE IMPACT OF SALES PROMOTION AT BIG BAZAAR IN TIRUPUR CITY

Authors

E.Thenmozhi , S.Logeshkumar,

Keywords

growth, sales promotion, buying behaviour

Abstract

India has one of the largest numbers of retail outlets in the world. Of the 12million retail outlets present in the country, nearly 5 million sell food and related products. Though the market has been dominated by unorganized players, the entry of domestic and international organized players is set to change the scenario. Organized retail segment has been growing at a blistering pace, exceeding all previous estimates. Retail industry in India is expected to rise 25% yearly being driven by strong income growth, changing lifestyles, and favorable demographic patterns. It is expected that by 2020 modern retail industry in India will be worth US\$175- 200 billion. Indian retail industry is one of the fastest growing

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Title

A Literature Review on Meditation, Emotional Intelligence and Subjective Well-Being

Authors

Dr.SHANTHINI B

Abstract

Human encounters an array of emotions from happiness to sadness and extreme joy to depression. Each of these emotions creates a different reaction within the body and secretes different types of hormones which affect both physical and mental well-being. "Good" changes can be just as stressful as "bad" changes. In general, the body responds to the ways of one's thinking, feeling and acting which is often called as neural connectivity within mind and body. When the human beings are stressed, anxious or upset, the body tries to

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Title

Affective Organisational Commitment:An investigation among employees of public sector bsns in Erode district

Authors

Dr..M.Mythily

Abstract

This study aims to study the affective organisational commitment among employees of public sector banks in Erode district.Affective commitment is the positive emotional attachment towards the organisation.This study reveals the relationship between socio-economic factors and affective organisational commitment.

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