

**SCREENSHOTS OF ARTICLES PUBLISHED IN UGC JOURNALS
2019-2020**

இலக்கியத்தில் முருகன்

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வேளாளர் மகளிர் கல்லூரி, (தன்னாட்சி), சேலம்

பண்டைத் தமிழர்கள் இயற்கையை இறைவனாக வழிபட்டனர். வானம், பூமி, இடி, மின்னல், மழை, நெருப்பு, மலை, சத்திரம், சூரியன், பாம்பு, கருடன், சிங்கம், புலி, மயில், சேவல், எல்லை ஆளும் அனைத்தையும் இறைவனாக வழிபட்டனர். அங்கங்கொளாத அனைத்தையும் இறைவனைப் பல வழவங்களாகக் கண்டனர் என்கும் நிறைந்திருக்கும் இறைவனைப் பல வழவங்களாகக் கண்டனர் மகிழ்ந்தனர். முத்தான முத்துக் குமரனாகிய முருகனை மலைமேல் மலைசார்ந்த பகுதியில் வாழும் மக்கள் தங்கள் இஷ்ட தெய்வமாகக் கருதி வழிபட்டனர்.

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சிதம்பரம்: 1
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முருகன்
முருகன் என்றால் அழகு என்று பொருள். முருகனுக்குப் பல பெயர்கள் உண்டு. ஆறுமுகன், செவ்வேள், கந்தன், கடம்பன், கதிர்வேலன், வடிவேலன், பாலமுருகன், பாலதண்டாயுதபாணி, பழனியாண்டவன், கார்க்கிசையன், செந்திலாண்டவர், குமுதன் போன்ற பெயர்களைக் கொண்டவன் முருகன்.

கார்க்கிசைப் பெண்கள் அறுவரும் முருகனைக் கருவாய் தன்வயிற்றில் தாங்கி சரவணப் பொய்கையில் ஒரு தேடி பெற்றெடுத்தனர். அக்குழந்தைகளே ஆறுமுகனாகி ஒரு முருகன் கொண்ட திருமுருகன் ஆவான்.

“ஆண்டாயும் பன்னியரைக் காய்மா றாவார்”



திருக்குறள் மாமலா
தமிழ் & ஆங்கிலம் மாதாந்தர இதழ்
THIRUKKURAL MAAMALAI
Tamil & English Monthly

தீவிய சுதந்திரத் தினாந்தரங்கள்
Happy Independence Day

எண்: 4 | மாதாந்தரம் - 2019 | ஆண்டாட்சி: ரூ. 400/- | விலை: ரூ. 40/-
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தீவிய சுதந்திரத் தினாந்தரங்கள் 50வது திருக்குறள் சிவசாலை மாதாந்தரம் அவைகளால் சான்றுபெற்ற இதழைச் சிறப்பித்து, அதற்கான போட்டி நடத்தி வெல்பவரை நலம் சான்றும் உடனடியாக அன்பளிர் செய்தும் உதவி செய்யும் மதிப்பளிக்கும் இவ்விதழை தொடர்பு கொள்ளுங்கள். அன்புடன் அளிக்கும் இவ்விதழை தொடர்பு கொள்ளுங்கள்.

அன்புடன் அளிக்கும் இவ்விதழை தொடர்பு கொள்ளுங்கள்.

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சுடச்சுட

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By முனைவர் ஆர்.நிர்மலாதேவி, ஈரோடு. | Published on : 02nd January 2020 10:10 AM | அ+ அ- |



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Vol. 3 No. 1 (2021): Volume 3, Issue 1, Year 2021

ARTICLES

Prostitution Life and Prosperity in Epics

PDF

Nirmaladevi R

+ More Info

DOI: <https://doi.org/10.34256/irjt21119>

Abstract

The Science of Anthropology in separate Human Being understand the relationship between the various Human being along Faith, Custom, not written in law and religious belief- Women is most important in human being – In women where is study the all kinds of Arts and proud in her life – Most beautiful women of where only bought pariaum in her life – Silapathigaram – Manimegalai letter to Kovalan is the best one in Tamil literature- Now-a –Day these women's are well in her life style – these women are good



Vol. 2 No. 3 (2020): Volume 2, Issue 3, Year 2020

ARTICLES

The Buddhism Morality in The Epic Manimekalai

PDF

Hemalatha M

+ More Info

DOI: <https://doi.org/10.34256/irjt20313>

Abstract

Manimekalai is one of the five biggest epics. Its religious principle denotes that love and charity are the two eyes of the human life. Love all the human beings in the earth is the major principle of Buddhism. Live without any desire is the noble principle of Manimekalai. The highest altitude and goal of this poetry is Love. Restoration and realization of mankind is the highest doctrine of humanity. We realize the social outlook and voice of humanity by the author Saathanar in this manimekalai epic. The author registered

Vol. 3 No. 1 (2021): Volume 3, Issue 1, Year 2021

ARTICLES

Biological and Foster Mothers in Kamba Ramyanam

PDF

Kavitha N.M

+ More Info

DOI: <https://doi.org/10.34256/irjt2115>

Abstract

Rama, the hero of Ramayana is worshipped by the people. Biological and foster mothers of Rama, the great are really fortunate. The hero of Kamba Ramyanam was manifested more with his foster mother rather than his biological mother. Thus he had two mothers. Kosalai, Rama's biological mother was stable in all the situations and showed maturity in her behaviour. Bharathan, who was fostered by Kosalai was also an esteemed gentle person. Kaikeyi, the foster mother of Rama was affectionate to Rama than



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ARTICLES

Women's in Sīvaka Cinthamani

PDF

Kanakavalli J

+ More Info

DOI: <https://doi.org/10.34256/irjt21132>

Abstract

Ancient Tamils wrote epics with the fundamental objectives worthy of human pursuit, i.e., Aram (Ethics), Porul (Economy), Inbam (Joy) and vidu (Heaven). Though the epics are not happenings of facts, they teach livelihood for generations. As Valluvar says 'what is greater than women?' Women perform the important part in Tamil society. They have capacity to administer family as well as the country efficiently. In Sivaka Cinthamani, Thiruthakka Thevar establishes the hero Sivakan to the core. But depicts the women



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ARTICLES

Women's attire and costumes in the Perungathai

PDF

Devi Meenakshi M.R.

+ More Info

DOI: <https://doi.org/10.34256/irjt20312>

Abstract

Tamil literature is the epitome of the great ideas of our ancient Tamils. Literature is a country's time glass. In which people can connect with them in order to progress. The societal changes in a country's artistic environment are reflected in the local literature. The Epic literature is to highlight the importance of women in their clothing and ornaments. The women's in the **Perungathai** are the beautiful women who come before our eyes. The prosperity of a country is determined by the women living in the country.

**கண்ணதாசன் பட்டுக்கோட்டை பாடல்களில் வெளிப்படும்
சமூக சிந்தனைகள்**

*இயோகையின்க அக முறைய பட்ட ஆய்வரை வேண்டி யளிசு கழனி மடுகு

சமூகம்

ஒரு பண நிலையமும் தகவலும் தேவையை தீர்வற்றிக் கொண்டு வாழ்கிற மக்கள் கூட்டமே சமூகம் எனப்படுகிறது.

மனிதன் தன்னை மறுப்பதோடு கொள்கை அமைத்து வாழத் தொடங்கின முழுமையான மனித குழிக்கும் ஒரு பொதுவான செயல் சமூகமும் என்று கையாக்கப்பட்டிருக்கிறது.

ஒரு சமூகத்தின் மையமாக இருப்பவை மனிதனை ஆளும்படியானவற்றையே உள்ளடக்கிய செயலாற்றுகளே சமூகமும் உருவாகத்தக்க அளவாக அமைகின்ற சமூகத்தின் ஆறுதல்களாக பல குழுக்கள் அமைந்துள்ளன. கவிதைகள் சமூகமாய்க் கருதப்படாமல் தனி இடங்களாகக் கொள்ளுதல்களும் சமூகமாய்க் கருதப்படும் சமூக இடங்களாகக் கொள்ளும் சமூக அமைப்புகள் குடும்ப அமைப்புகள் சமூகத்தின் முதல் நிலை எனலாம்.

கண்ணதாசன் பட்டுக்கோட்டை காலகாலத்திலும்

சமூகமும் தன்மையுடைய துணைகளையும் மனிதன் சமூகமாய்க் படைத்துள்ள சமூகத்தின் அடிப்படைகளும் சமூகம் திருவடிகளில் முட்டிட்டு அனை காலங்களாகக் கண்டு தெரியவராத சில அகதர் சிவமே கவிதையாக உருவாகின்றன. அந்த மனிதனின் கண்ணதாசனும் பட்டுக்கோட்டையுடனும் குறிப்பிடத்தக்கவர்கள் பட்டுக்கோட்டை கூட அகல் மானங்களைக் குடிவாங்கிப் பெருமைகொடுப்பார்கள் இவர்கள்.

கவிதைகளின் மொழிநிலை பட்டுக்கோட்டையுடனும் கண்ணதாசனும் தனி சிவமீட்டத்தை பெற்றுள்ளனர் இவர்கள் தம் பாடல்களில் மனிதனையும் பொதுமக்களையும் சமூகம் வெளியாட்டு.

அகல் மொழி ஆறுதல் அமைந்துள்ள காலகாலமும் கருத்து மனமும் மிகத்துள்ள இவற்றையும் தகவலின் பட்டுக்கோட்டையே இவ்வகை மக்களை சித்திக்க செய்வார்கள் பாடல்களின் மூலம் மதிப்பீடு உடங்கும் செயல் வேண்டும் என்ற ஆர்வத்தோடு உடையவர்கள் இவர்கள்.

கவிதைகளின் குறிப்புகளும் கண்ணதாசன் உத்தேசங்களும் கண்ணதாசன் வெளியிடப்படும் காலகால விளக்கத்து கவிதைகளும் இதற்காக வாழ்ந்து மீண்டும் பாடல்களும் தீர்ந்திருப்பது கவிதைகள் பெருமைகளை மேலும் வளர்த்துள்ளன. கருத்துமனம் ஆனால் சமூகம் வாழ்க்கைகள் வாழ்வதும் படிய பாடல் கவிதைகள் கண்ணதாசனும் பட்டுக்கோட்டையுடனும் இவ்வகை மக்களைத் திருவடிகளில் மனிதம் மறைய சித்தனை.

சமூகத்தின் சான்றாக திருவடிகளில் மனிதன் மனிதன் தன் செயலாற்றுகள் மூலம் மனிதனை உயர்வடிகளில் உயர்வடிகளில் பெறும் பொழுதுதான் மனிதன் சமூகத்தில் முழுமையான அடக்கிறான்.

- மனிதன் என்பவர்
- தெய்வ மாகலம்
- வாசிவாசி வழங்கும்போது
- வளம் வாங்கலம்
- வாழ் மொல்த தளவரைத் தந்து
- தியாகி யாகலம்
- உருகியோடும் பெழுளைய மொல
- ஒளிவய விவாடாகலத்தாழி மொ

இ கவிதை கண்ணதாசன் மனிதனை தெய்வத்தின் நிலைக்கு உடக்கிப் பாடியவரின் இவ்வகை சித்தனைத்தின் மனம் மனிதனாக இருப்பதும் தன் அகலமும் ஆனால் செயலும் இவ்வகை மொழி மீள்கதகளில் முயல்கின்ற திறும் வேறுபடுத்தும் வாழ்கின்ற ஆனால் சித்தனைத்தின் திறன் இவ்வகை மூன்று உயிரினங்கள் ஒற்றுமைத் திறமை வாழ்வதற்கு அகல் கவிதை மனிதன் மகத்துவம் பெற வேண்டுமெனிய வாழ் மகத்துவம் மொ சிவம் பெற்றுமையாக இருக்கல வேண்டும் பெழுளைய மொல உருகி ஒளிவய மறுபெற வேண்டும் என்றும் பட்டுக்கோட்டை.

*மனிதனை வாழ்த்தி வேறுபடும்

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ARTICLES

Art myths in the epic PDF

Valarmathi V

+ More Info

DOI: <https://doi.org/10.34256/irjt21117>



Abstract

Art is essentially the one which fantasizes by its aesthetics and provides pleasure through a newer perspective. Nature is the basis for any artistic creation and a creative artist composes literature based on his perseverance love for nature and intellectual vigor. The artist intensely feels that everyone should enjoy what he has enjoyed and this is the uniqueness of art. Myth is the originator of all the arts which came later and myth is employed as the interior focal matter around which the story of an epic nature

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ARTICLES

Folk people fairy Kannagi

PDF

Manimekalai S

[+ More Info](#)DOI: <https://doi.org/10.34256/irjt21128>

Abstract

Kannagi, the women of chaste in Tamil Nadu is worshipped by various villages in different names. Kannagi destroyed the city of Madurai and the Pandiyan king during the Tamil month of Aadi and tasted the fruit of success, so the whole month is greatly celebrated worshipping Goddess Amman. Kannagi's worship through the Kawaagu soil which was introduced among the Sri Lankans is practiced till now. As Kannagi, along with her husband flew to heaven by the border of the Cheras Dynasty. Hence Bagawadhi Amman is

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ARTICLES

The Greatness of Nalangilli, A Chola King in Purananuru – A Review

PDF

Renuka V

[+ More Info](#)DOI: <https://doi.org/10.34256/irjt21133>

Abstract

Chola kings of Sangam period are so great among the Chera, Chola, Pandiya kings, Vēlir (Heads of small territory) and philanthropists of Puranānūru. Their reigns seems to include the special features of modern democracy. They reformed the forests, improved the water resources and gave a good governance to the citizens. So, they were praised as "the kings of water resources", "possessors of paddy", "Chola kingdom



காப்பியமும் பெண்ணியக் கோட்பாடும்

வீ. நதியா ^{அ,*}

^அ தமிழ்த்துறை, வேளாளர் மகளிர் கல்லூரி, ஈரோடு-12, தமிழ்நாடு, இந்தியா.

Epic and feminist theory

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Received : 19-07-2020
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ABSTRACT

The Rhetoric of antiquity which derived from old tales have emerged to be the pioneer for epic stories. 'Parantha mozhigal adiniminthozhugam' which is one of the rhetoric from 'Thol' and the long series which are meant for Perunkaapiyam creates an epic. Ethics, materials, pleasure and spiritual attainment are the four natural aspects, an epic shows off. The research deals with how the women of the particular epic's age have

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ARTICLES

Kongu Cultural Values in the Epic

PDF

Sangeetha P

+ More Info

DOI: <https://doi.org/10.34256/irjt21122>



Abstract

Among the ancient Tamil literatures, which speaks of the pride of Tamilians, the epic, 'Perunkadhai' which originated from the land of Kongu excels in describing the traditional values of Kongu. They include abiding to justice, living with good deeds, speaking the truth, truth alone triumphs, forbidding adultery, sowing good deeds will bring you good things, as you sow so you reap, karma is a boomerang and other numerous moral quoting's were implemented in the lives of the Tamilians. The educated women from the

Mother-Daughter Liaison in Ntozake Shange's *Sassafrass, Cypress and Indigo*

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1sudhalakshmienglish@gmail.com

Abstract

The unique relationship between mother and daughter cannot be replaced by anybody. Understanding this universal truth, Ntozake Shange, an eminent African American playwright, poet, and novelist has created her novel *Sassafrass, Cypress and Indigo* with the portrayal of Hilda, the black single parent of three young girls *Sassafrass, Cypress and Indigo* and her protective nature in the social life of women is very challenging. Knowing well the difficulties of surviving as an African American, Hilda initiates her daughters to identify their selves in every aspect in American society. She becomes the guiding spirit as well as the driving force in her daughters' lives. Shange's thoughts and words through Hilda represents the whole unshaken faith of the African American community and wish for its future generation. The relationship between Hilda and her daughters fills with confidence that teaches the young ones a great self-determination to define and redefine themselves as black women.

Key Words: Socialization, mother-daughter relationship, feminism, black women, and the black community of America.

PSYCHOLOGICAL PERSPECTIVES OF WOMAN IN BHARATI MUKHERJEE'S

THE TIGER'S DAUGHTER

By Ms. BHUVANESWARI. P

ASSISTANT PROFESSOR OF ENGLISH

VELLALAR COLLEGE FOR WOMEN, ERODE,

TAMILNADU.

Bharati Mukherjee, Indian American writer was born on July 27, 1940, in Calcutta. She has attained wide popularity as a feminist writer. Since feminism becomes the dominant aspect of world literature, Mukherjee has explored it in a unique way. Many women writers have explicit outlook of women's world and their works reveal the other side of women. Among them, Mukherjee stands aloof to bring out the psychological trauma of Indian

**Facets of Multiculturalism in Bharati Mukherjee's
*Desirable Daughters***

M.Sharmila
Assistant Professor
Department Of English
Vellalar College For Women, Erode.

ABSTRACT

The word 'diaspora' which is derives from the Greek language, refers 'to disperse' which means spread over a wide area. Diasporic writers are caught between two worlds which enclose the memories of past and future. They experiences the double identity which create the composite form of personality. Such forms of status vary from the essential concept of national and cultural identity. They also search for different relationship that allow people to locate them in more than one location at the similar time. Under such circumstance in the absence of a powerful code, culture is becoming an individualistic activity, in which people organise their own super-constructural and super-cultural, becoming in a method of their own cultural techie. The diaspora themes deals with the life of immigrants who struggles between the native and other cultures, traditions and customs.

The word 'diaspora' plays a duel role of denoting a refugee and an ambassador. As the nature of the two roles being poles apart, a diasporic writer strives to be fair for both

**ECOCRITICISM: A STUDY OF ENVIRONMENT AND
LITERATURE**

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gitatenglish@gmail.com

Abstract

Earth creates living beings. It cares, it helps and it provides the source of living. Human beings must respect and co-operate with Mother Nature. In ancient time, Man was aware of the indispensable relationship between Nature with him. He protected, nurtured and cherished nature so that it might protect and nourish the human race. But in today's world, Man dominates the earth. He forgets to save the nature and as a result, environment encounters its destruction. Ecocriticism is one of the ways that can be a force for engendering positive attitude towards the environment. It explores the possibilities to help building societies with strong environmental consciousness. The ecocritics play an important role in building up the eco-consciousness among the readers. Ecocriticism is a recent theory which emerges three decades before and it has several branches and related terms. It exhibits the necessity of analyzing the literature by concerning the environment.

Keyword: Ecocriticism, Environmental degradation, Ecocritical terms

I. Ecocriticism: A Study of Environment and Literature

"The Earth does not belong to man; Man belongs to the Earth. This we know. All things are connected like the blood which unites one family. Whatever befalls the Earth befalls the son of the Earth. Man did not weave the web of life, he is merely a strand in it. Whatever he does to the web, he does to himself."- Chief Seattle

**A STUDY ON THE PROBLEMS OF WOMEN ENTREPRENEURS IN
GOBICHETTIPALAYAM, ERODE DISTRICT, TAMILNADU.**

Dr.K.K.Saradha, Assistant Professor & Head,
Department of Economics, Vellalar College for Women

Abstract

Entrepreneurs play a vital role in the process of economic growth and development. Entrepreneurship has gained greater significance at the global level under changing economic scenario. Women are an integral part of the economy. All round development and harmonious growth of a nation would be possible only when women are considered as par with men. Women's contribution to national development is crucial at this juncture. So for the integrity and the development of a nation as well as society, a great deal of emphasis must be laid on the women entrepreneurs. Women play a functional role in the family which forms the crux of the

**WOMEN WELFARE SCHEMES IN TAMILNADU DURING
THE FIRST TWO FIVE YEAR PLANS (1951-1961)**

***Dr.R.Sumathy**, Assistant Professor in History, Vellalar College for Women, Erode - 12.

Kamarajar, Former Chief Minister of Tamil Nadu said that the family, society and the entire nation will develop only through women's enlightenment¹. The development of women was universally accepted inference of concern all over the world.

The development of women is indispensable and unavoidable not only for the empowerment and innovation of women folk but also for the progress, prosperity and to the very existence of the world. The partition of the country in 1947 broke up the union of two complementary economics of India and Pakistan which created several problems relating to the sources of raw materials, and upset the structure of production and consumption and trade in the country. After Independence, the Government in India decided to take active interest in the development of economy. The Government set up the Planning Commission in 1950 to assess the country's need of material capital and human resources, so as to formulate plan for their balanced and effective utilization. It was set up to develop the country in all fields².

STAR-IN-CHROMATIC NUMBER FOR DIFFERENT CLASSES OF GRAPHS

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Abstract

The star-in-coloring is the proper vertex coloring of G with the conditions that no path on four vertices is bicolored and if path of length two with end vertices receives the same color then the edges are directed towards the middle vertex. Star-in- chromatic

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Star Coloring of Cartesian Product of Complete Bipartite Graphs, Double Star Graphs with Complete Bipartite Graphs

P.Hemalatha et al.



Abstract

Let $K_{m,n}$ and $D(K_{1,r}, K_{1,s})$ denotes a complete bipartite graph with m and n vertices and a double star graph on r and s vertices respectively. Let $G_1 = G_2$ denotes the cartesian product of two graphs G_1 and G_2 . In this paper, the star coloring of graphs such as $K_{m,n} = K_{m,n}$ and $D(K_{1,r}, K_{1,s}) = K_{m,n}$ have been studied and the star chromatic number χ_s is obtained for such graphs. It is proved that

How to Cite

et al., P. (2019). Star Coloring of Cartesian Product of Complete Bipartite Graphs, Double Star Graphs with Complete Bipartite Graphs. *International Journal of Advanced Science and Technology*, 28(15), 355 - 360. Retrieved from <http://sersc.org/journals/index.php/IJAST/article/view/1635>

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CHARACTERIZATION OF QUADRATIC RESIDUE CODES OVER Z_{81}

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ABSTRACT:

Quadratic residue code is a type of cyclic code. In this paper, we consider the finite commutative ring Z_{81} . we obtained the idempotent generators of quadratic residue codes over

CONTROLLABILITY RESULTS OF IMPULSIVE INTEGRODIFFERENTIAL SYSTEMS WITH FRACTIONAL ORDER AND GLOBAL CONDITIONS

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Vellalar College for Women (Autonomous)

Dr.M.M.Shanmugapriya
Assistant Professor & Head
Department of Mathematics
Karpagam Academy of Higher Education

Abstract

In this paper the existence of global problems for a group of impulsive integrodifferential equations with fractional order in Banach's spaces is proved. We explain a piecewise unceasing control function to acquire the results on controllability of the regarding impulsive integrodifferential control systems with fractional order. There are many methods which are used to prove the new concept of this chapter.

Keywords: fractional impulsive differential equations, Boundary value problem, fixed point theorem.

1. Introduction

For the past decades, existence of mild solutions of global Cauchy problems has been examined

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1. Introduction
2. Computational details
3. Results and discussion
4. Initial reactions
5. Subsequent reaction from intermediate, I4
6. Subsequent reactions from intermediate, I11
7. Subsequent reactions from intermediate I12
8. Conclusion

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Theoretical study on the gas phase reaction of methyl chavicol with hydroxyl radical

R. Bhuvanewari, K. Senthilkumar

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Photoluminescence properties of pure, Fe-doped and surfactant-assisted Fe-doped tin-oxide nanoparticles

K Sujatha, T Seethalakshmi , A P Sudha & O L Shanmugasundaram

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Abstract

A co-precipitation method with water as a distinctive solvent was used for the synthesis of pure, Fe-doped and surfactant-assisted Fe-doped SnO₂ nanoparticles (NPs). Furthermore, the NPs were characterized using X-ray diffraction (XRD), Fourier-transform infrared, scanning electron microscopy (SEM) with energy-dispersive X-ray analysis (EDAX), high-resolution transmission electron microscopy (HRTEM), UV-visible, photoluminescence spectroscopy and spectrofluorometer. XRD patterns showed a tetragonal rutile structure of SnO₂ phase

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FORMATION AND STRUCTURAL INVESTIGATION OF POLYPYRROLE-IRON OXIDE POLYMER NANOCOMPOSITES

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ABSTRACT- Polypyrrole-iron oxide hybrid nanocomposites were prepared by adding iron oxide nanoparticles (< 50 nm) in different weight ratio (25-100%) with polypyrrole using mechanical mixing method. To investigate the structural, optical, crystalline nature, thermal, morphological and elemental aspect of the resulting material was characterized by various techniques. FT-IR analysis indicates a successful conjugation of iron oxide nanoparticles with polypyrrole. UV-vis spectroscopic study shows $\pi-\pi^*$ transition of polypyrrole and polypyrrole-iron oxide nanocomposites was found at 473 and

excellent electric characteristics and ease of processability [1]. Among them, polypyrrole (PPy) is the first commercial available intrinsic conductive polymer. In recent years the synthesis of PPy has become one of the most important areas of polymeric materials research. PPy has attracted great interest for its doping-dedoping mechanism, environmental stability and tunable conductivity [2]. Effective research in the field of nanocomposite materials, particularly those consisting of nanostructured PPy matrix, develops intensive targeting at novel design of nanocomposite with unique physicochemical

A Novel Hybrid Organic-Inorganic CdO Doped Poly-O-Toluidine Polymer Nanocomposite For Gram Positive Anti-Microbial Activity

S. Tamilselvan, R.Thiyagarajan, N. Dhachanamoorthi

Abstract: An organic-inorganic hybrid Poly-o-toluidine-CdO (POT-CdO) nanocomposite has been synthesized by Insitu chemical oxidative polymerization method. The prepared pure POT and POT-CdO (50%) polymer nanocomposite are characterized by using FTIR, UV-Vis, XRD, SEM, EDAX and antimicrobial activities. In FTIR spectra reveals the information of functional groups (N-H, C-H, C-C, C=C) in pure POT and POT-CdO (50%) nanocomposites also confirm interaction between POT and CdO nanoparticle. The optical absorbance of pure POT and POT-CdO was measured in the range of 250-1000 nm. This absorption spectrum shows two absorption bands centered at 316, 622 nm (pure POT) and the optical band gap energy is (3.93 eV, 1.99 eV) and 314, 613 nm are observed in POT-CdO (50%) nanocomposite and the optical band gap energy is (3.95 eV, 2.02 eV). The XRD pattern of pure POT shows the amorphous nature and the XRD pattern of POT-CdO nanocomposites reveals high crystalline material. The SEM micrograph of POT has porous and irregular structure and POT-CdO nanocomposites are highly agglomerated and form cluster spherical shaped morphology due to Vander Waals force of attraction, the morphology of the material has been confirmed with the formation of organic-inorganic nanocomposite material. The EDAX spectrum of pure POT and POT-CdO nanocomposites C, S, O and Cd elements are present in different weight percentage. The antibacterial activity of pure POT and POT-CdO nanocomposites against gram positive and gram negative were observed using agar well diffusion method. It was also found that POT-CdO has enhanced antibacterial activity compared to pure POT.

Index Terms: Poly-O-toluidine (POT), Cadmium oxide (CdO), Nanocomposites, Antibacterial activity

1. INTRODUCTION

In the recent decades, Conductive polymeric materials have been occupied more important and pivotal position in the field of scientific and technological areas [1-3]. A novel of hybrid organic-inorganic materials present one of the most hastily augments areas of the conducting polymers [4-8]. Hybrid used to modify organic polymeric material or to modify inorganic materials that exhibit very different

2. Experimental

2.1 Synthesis of Poly-o-toluidine-CdO nanocomposites

Pure POT and POT-CdO nanocomposite are synthesized by using chemical oxidative polymerization and Insitu chemical oxidative polymerization method respectively. ortho-toluidine [1M] act as a monomer was dissolved in de-ionized water at room temperature, then a sulfuric acid




Synthesis and Characterization of Polypyrrole-Antimony (III) Oxide Hybrid Polymer Nanocomposites



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Synthesis And Characterization Of Polypyrrole-Zinc Oxide Core-Shell Hybrid Polymer Nanocomposites

Dr.N.Dhachanamoorthi, Dr.M.Jothi, S.Tamilselvan,

Abstract: Synthesis of hybrid functional nanocomposites (PPy-ZnO) was employed with ZnO by mechanical mixing method, this system, the observed FT-IR results ensured the presence of PPy in the composite and also pronounces the characteristic absorption peaks of ZnO around 591 and 438 cm^{-1} . The observed strong vibration in the low wave number region around 591 cm^{-1} is corresponds to antisymmetric vibrations of Zn-O-Zn bond of Zinc oxide. This ensured the presence of ZnO incorporated in the PPy nanoparticles. UV-Vis absorption spectra of PPy-ZnO nanocomposites helps to explore the optical behavior of incorporated nanoparticles into PPy matrix and hence, the integrated ZnO nanoparticles gives rise to the red shift of $\pi-\pi^*$ transition of polypyrrole. The XRD pattern exhibits the crystalline nature of PPy-ZnO nanocomposite and reveal out the existence of different crystallite sizes observed from diffraction peaks. Thermal stability of both polypyrrole and PPy-ZnO nanocomposite was investigated by thermo gravimetric analysis (TGA) and Differential scanning calorimetry (DSC). SEM images reveal that ZnO nanoparticles is deposited on the PPy surface which have a nucleus effect on the polymerization of PPy. It also ensures, the degree of deposition on the surface of PPy increases with ZnO content. SEM images indicated that the zinc particles are embedded in the PPy matrix forming the core-shell structure. ZnO nanoparticles exist as agglomerates due to high surface area and magneto dipole-dipole interactions between the particles. In SEM images, the black core is zinc particles with the diameter range of 50-150 nm and the light colored shell is attributed to PPy in the nanocomposites, which is due to the different electron penetrability. The EDAX results of PPy-ZnO reveals that an elements like Carbon (44.23 wt.%) and Sulfur (3.18 wt.%) molecules decreases and Zinc (23.47 wt.%), Oxygen(29.12 wt.%) molecules increases, while increasing concentration of ZnO nano metal oxide content.

Index Terms: Conducting Polymer, Polypyrrole, Polypyrrole-ZnO nanocomposite, Nanoparticles.

1. INTRODUCTION

Hybrid nanocomposites materials are one of the most rapidly expanding areas in material physics and chemistry. Many polymers nanocomposite materials have been developed using mechanical mixing. These materials can be prepared as both crystalline and amorphous materials. These materials

unique properties with high electrical conductivity, relatively good environmental stability, nontoxicity, relatively low cost and ease of preparation which are favorable for various types of applications. The mentioned merits lead polypyrrole to have wide potential applications in various fields, such as sensors, actuators and electric devices. On the other hand, the metal



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Photocatalytic activity of pure, Zn doped and surfactants assisted Zn doped SnO_2 nanoparticles for degradation of cationic dye

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

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Photoluminescence properties of pure, Fe-doped and surfactant-assisted Fe-doped tin-oxide nanoparticles

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MS received 16 December 2019; accepted 29 January 2020

Abstract. A co-precipitation method with water as a distinctive solvent was used for the synthesis of pure, Fe-doped and surfactant-assisted Fe-doped SnO₂ nanoparticles (NPs). Furthermore, the NPs were characterized using X-ray diffraction (XRD), Fourier-transform infrared, scanning electron microscopy (SEM) with energy-dispersive X-ray analysis (EDAX), high-resolution transmission electron microscopy (HRTEM), UV-visible, photoluminescence spectroscopy and spectrofluorometer. XRD patterns showed a tetragonal rutile structure of SnO₂ phase without additional peaks and a shift was noted for Fe-doped and surfactant-assisted Fe-doped samples. The crystallite sizes of Fe-doped and surfactant-assisted Fe-doped SnO₂ NPs were found to decrease from 10.39 to 6.347 nm. Spherical morphology with uniform size was observed in all samples from SEM and HRTEM images. The presence of Sn, O and Fe ions was confirmed by EDAX analysis. The band gap energy of NPs was measured to be 3.487, 3.741, 3.845, 3.783 and 3.552 eV for pure, Fe-doped, cetyltrimethylammonium bromide, sodium dodecyl sulphate and Triton (surfactants) assisted Fe-doped NPs, respectively. An increase in the band gap was observed due to addition of Fe and surfactants. The photocatalytic study confirms that pure SnO₂ NPs exhibit a significant photo-degradation of methylene blue dye under sun light. Moreover, the physical properties of SnO₂ were modified by Fe-doping and addition of surfactants in comparison with pure SnO₂ NPs.



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Corrosion resistance of Ni–Cr alloy in artificial tears in the presence of excess of glucose and sodium chloride

• N. Gowsika¹, N. Vijaya², J.Aarthi¹, S.S. Kumaran³ and S. Rajendran⁴

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³ School of Mechanical Engineering, VIT University, Vellore, India

⁴ Post Graduate Department of Chemistry, Research Director, Corrosion Research Centre, St. Antony's College of Arts and Sciences, Tamaraijadi, Dindigul, India

Abstract: During surgical operations in the eye, metallic materials may come in contact with tears. These metals/alloys may undergo corrosion when they contact

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Electroanalysis of reactive dyes on glassy carbon electrode

Kavitha Govindasamy ^a, Sreeja Velliangiri ^b, Saminathan Kulandaivel ^c, Vedhi Chinnapiyan ^d

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Adsorption of Acid Blue 113 using Nanocarbon Spheres and its Kinetic and Isotherm Studies

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

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Accepted: 6 March 2019;

Published online: 28 June 2019;

AJC-19432

Nanocarbon spheres were prepared from the stems of *Alternanthera sessilis*. Their characterization studies were performed and the application of nanocarbon spheres for the adsorption of acid blue 113 from the aqueous solution was studied. Effect of pH of effluent, effect of initial acid blue 113 concentration and the effect of solution temperature were analyzed. Pseudo-first order model, pseudo-second order model, Elovich model, Intra-particle diffusion model, Langmuir model, Freundlich model and thermodynamic parameters were used to evaluate the percentage and the amount of acid blue 113 dye removed. The kinetics follows multi-order and Langmuir type of isotherm. The ΔG , ΔH and ΔS parameters which relate to sorption energy were also evaluated. The outcome of the study indicates that nanocarbon sphere is a potential material for the sorption of acid blue 113 with good efficiency.

Keywords: Acid blue 113, Nanocarbon, Adsorption, Kinetic, Isotherm.



Desalination and Water Treatment

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157 (2019) 157–164
July

Y/Fe/TiO₂ co-doped nano carbon composite for the photocatalytic applications

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Received 13 August 2018; Accepted 20 March 2019

ABSTRACT

A multi-metal catalyst synthesized from *Alternanthera sessilis* is used for the synthesis of nano carbon sphere (NCS) with an average diameter of 50–80 nm. The presence of poly aromatic hydrocarbons favored the formation of fullerene-like carbon balls during the carbon formation. A composite photocatalyst is prepared by co-doping Y/Fe/TiO₂ onto NCS. The synthesized composite catalyst is characterized using X-ray diffraction, scanning electron microscope, energy dispersive X-ray spectroscopy, transmission electron microscope (TEM) and UV-DRS analysis. The TEM image proved the

COMPARATIVE ANALYSIS OF PHOTO DEGRADATION KINETICS USING LINEAR AND NON-LINEAR KINETIC MODELS

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ABSTRACT

The present studies demonstrate the synthesis of nanocarbon ball-like structures with an approximate size of 50 to 80 nm diameter. A visible light active photocatalyst was achieved by co-doping Y/Fe/TiO₂ on the nanocarbon structure. The carbon nanostructure acts as a host material for the Y/Fe/TiO₂ composite and its synergetic effect makes the titania to generate electron-hole pair under the irradiation of visible light. The composition and morphological structures were studied using XRD and FESEM. From UV-DRS analysis, the calculated optical band gap for the composite catalyst is 2.73 eV. The photo-induced fragmentation of the Rhodamine-B dye was studied and the actual kinetics was evaluated using linear and non-linear methods. The non-linear kinetic model found more appropriate to describe the kinetics and the linear model has some limitations.

Keywords: *Altermanthera sessilis*, Waste engine oil, Carbon balls, Rhodamine-B and Band gap.

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ORIGINAL RESEARCH ARTICLE

Int J Pharm Bio Sci Volume 11 Issue 3, 2020 (July-September), Pages:6-14

A Study on Anatomical features of *Acalypha paniculata* Miq. – A medicinal plant

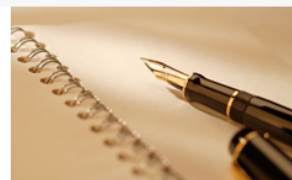
K. Bhavadharaniparkavi and P. Abirami

DOI: <http://dx.doi.org/10.22376/ijpbs.2020.11.3.b6-14>

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Abstract:

Euphorbiaceae is a largest family of flowering plants represented by about 61 genera and 336 species in India, abundantly distributed in the tropical regions. It is also called a sputge family, which includes trees, shrubs and herbs. The study was aimed to explore the anatomical characters of *Acalypha paniculata* Miq. leaf, stem and root. The *Acalypha paniculata* is an erect herb with minute hairs mostly distributed in the shady moist places. Flowers are monoecious, fruit capsule with globose seeds. The microscopical observation showed the presence of multicellular, uniseriate, non-glandular trichomes and paracytic stomata. The transverse section of leaf showed the three vascular bundles, collateral, semicircular in outline and have long parallel compact vertical lines of thick walled circular xylary elements and small units of discrete phloem elements below. The transverse section of stem showed the calcium oxalate crystals as spherical spiny bodies. In the centre of the root there is a dense cluster of small vessels and wide vessels. The powder microscopy reveals the clumps of xylem bundles, parenchyma cells, trichomes, vessels and sieve tubes. The study plant *A. paniculata* is used to treat kidney diseases, hernia, stomach ache, anaemia and antidote. In India, the plant is used as the vegetable. The vascular bundles are three in number in the centre of petiole of Euphorbia genus, the



Pharmaceutical Fields

- Pharmaceutics
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- Pharmacology
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Research Article

**Evaluation of Metal Concentration, FT-IR Studies and Antifungal Screening of *Calocybe indica* – A Fruiting Mushroom**

Sharmila.S*, Ramya.E.K, Mownika.S

1,2,3PG and Research Department of Botany, Vellalar College for Women (Autonomous), Thindal, Erode - 638012, Tamil Nadu, India.

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Received: 05-05-2019; Revised: 22-06-2019; Accepted: 01-07-2019.

ABSTRACT

This investigation was designed for the purpose of phytopharmacognostical, metal concentrations, FT-IR group identification, total phenolics and flavonoid content and antifungal studies of *Calocybe indica*, a healthy and essential medicinal mushroom. Concentrations of four heavy metals (Pb, Cd, Cr, Ni) and two minor elements (Zn, Cu) are determined. In the study of *Calocybe indica*, Zn and Cu concentrations are found in a high level. The phytochemical screening of the edible mushroom was powdered with various solvents showed the presence of proteins and amino acids, alkaloid, flavonoid, anthraquinone, quinone and coumarin. Total phenol content was calculated and expressed as gallic acid equivalent in the series of 4.4 ± 0.54 mg/g. The total flavonoid content was 3.5 ± 0.35 . FT-IR analysis of the ethanolic extract given the major peak observed was at wave number 3444.87cm^{-1} that indicates the presence of C-O (alcohol), C-O (ester), C=C (aromatic), N-O (nitro compounds), N-H (amide), C=C (alkene), C=O (carbonyl), C=C (alkyne), O-H (acid), C-H (alkane) and N-H (amine) groups. The results showed that the antifungal response shown by the ethanol extract of *C. indica* exhibited variable degree of antifungal activity against the tested fungus *Aspergillus niger*.

Keywords: *Calocybe indica*, FT-IR, ethanol, antifungal activity.**INTRODUCTION**

Currently the global population is 7.7 billion and in future it is growing at a faster rate. By the year 2050 the overall population is predictable to attain 9

milky white mushroom variety (*Calocybe indica* P&C var. APK2) was released from Tamil Nadu Agricultural University, Coimbatore, India during 1998. Over a decade, commercial production of this mushroom variety has

An Ethnobotanical Exploration of Medicinal Plants in Manar beat, Karamadai Range, Western Ghats, Tamil Nadu

July 2019 · Asian Journal of Pharmaceutical and Clinical Research 12(9):145-153

DOI:10.22159/ajpcr.2019.v12i9.34562

Authors:**Ramya Ek**

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Anatomical Characterization of Medicinal Plants Using Foldscope: A Paper Based Origami Microscope - (New Diagnostic Tool)

November 2019 · *International Journal of Current Pharmaceutical Research* 11(6):33-38

DOI: [10.22159/ijcpr.2019v11i6.36335](https://doi.org/10.22159/ijcpr.2019v11i6.36335)

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Int. J. Pharm. Sci. Rev. Res., 58(1), September - October 2019; Article No. 22, Pages: 143-148

ISSN 0976 – 044X

Research Article



Ethno-medicinal Uses of Indigenous Tree Species from Mavanatham and Ittarai Villages, Sathyamangalam Reserve Forest Range, Tamil Nadu, India

Dr. S. M. Dhivya*, Dr. K. Kalaichelvi, Dr. S. Sharmila

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ABSTRACT

The study of local knowledge about natural resources is becoming increasingly important in defining strategies and actions for conservation. India, a country with a rich culture and traditional knowledge, has contributed a major share of the world's ethnobotanical work. The main objective behind this study was to record the plants used for medicinal purposes in Mavanatham and Ittarai through regular field visits. There are no previous reports on the documentation of medicinal plants from Mavanatham and Ittarai villages of Thalamalai Hills. The study was carried out during December 2015 to January 2016 resulted in the identification of 56 elite tree species belonging to 29 different families. Their botanical names, vernacular names, family names, habits, parts used and medicinal uses were identified and documented. The representing plants are mostly used to cure diarrhoea, asthma, stomach problems, wounds, skin diseases, rheumatism, poisonous bites, fever, cancer, diabetes and jaundice. Leaves are the most widely (53.57%) used plant part of the reported medicinal plants, followed by bark (46.42%), roots (26.78%), fruit (25%), stems (17.85%), Whole plant (14.28%), seeds (10.71%), flowers (7.14%) and Gum and latex (1.78%). This study therefore concludes, it is necessary that suitability requirements are needed in order to protect the traditional knowledge in a particular area with reference to medicinal plant utilization. The plants need to be evaluated through phytochemical investigation to discover potentiality as drugs.

Keywords: Mavanatham, Ittarai, indigenous knowledge, documented, ailments.

Pharmacognostic and analytical assessment for *Pterolobium hexapetalum* (Roth.) Santapau and Wagh. – A dynamic Folklore therapeutic plant

Sharmila S Dhivya S M Akilandeswari D Mownika S Ramya E K

DOI: <https://doi.org/10.26452/ijrps.v11i3.2467>

Abstract

The aim of the current study was to assess a scrupulous pharmacognostic cram is to enhance the constructive information with regard to its species identification, characterization and standardization of a dynamic folklore therapeutic plant *Pterolobium hexapetalum*. It is one of the largest scrambling shrubs belonging to the Leguminosae family having significant medicinal properties. The aerial part of the fresh and healthy plant materials was

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Main Text
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Materials and Methods
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Phytosociological assessment of tree vegetation in tropical moist deciduous forest of veerakkal area, Nilgiris, Western Ghats, India

Ramya E.K*, Sharmila S., Mownika S.
Department of Botany, Vellalar College for Women (Autonomous), Erode-638 012, India
*E-mail: ekramya16@gmail.com
Online published on 19 September, 2020.

Abstract

A phyto-sociological study was accomplished in the Tropical moist deciduous forest of Manar beat (Veerakkal forest ecosystem), Karamadal Reserve forest, Nilgiris South Division, India during January to December 2018. Nineteen tree species belongs to 13 families were identified. The circumference ranged between 100–180 cm and height between 15 to 25 m. *Pongamia pinnata* and *Terminalia arjuna* depicted the highest important value index (IVI) which defined the dominant species. Community indices Shannon diversity (2.7877), Simpson index (0.1352), Margalef index (4.2513), Menhinick's index (0.2753) and equitability of evenness (2.1813) of the tree species the community indicate the status of biodiversity of tree species. *Dalbergia latifolia* and *Santalum album* species are comes under vulnerable category in 2019, and these species are observed in the ecological survey of sampling plots.

Tag

Micropropagation of an Endangered and Endemic Medicinal Plant *Cayratia pedata* Var. *Glabra*

April 2020 · *Asian Journal of Pharmaceutical and Clinical Research*
13(6):191-196

DOI: [10.22159/ajpcr.2020.v13i6.37017](https://doi.org/10.22159/ajpcr.2020.v13i6.37017)

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Sharmila et al., J Adv Sci Res, 2020; 11 Suppl 5: 54-65

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Research Article

MICROCHEMISTRIC, PHYTOCHEMICAL, UV-VIS AND FT-IR ANALYSIS AS A HERBAL STANDARDIZATION TOOL – A TRIAL WITH *PSILOTRICHUM NUDUM* (MOQ.)

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

*Corresponding author: drsharmilas@yahoo.com

ABSTRACT

The target of the examination is to look at the perceptible structure and anatomical portrayal of *Psilotrichum nudum* as a convention to be followed for natural ID of the plant additionally to create phytochemical profile. This work has analyzed the morpho-anatomy of the leaf and stem, in order to supply knowledge to the medicinal plant identification. Histochemical studies were made to localize different components, viz., carbohydrates, proteins, alkaloids, phenols, flavonoids, lipids, steroids and starch in the tissues (stem) and to detect ethanol compound by UV-VIS spectrum analysis and FTIR analysis with the use of standard marker compounds that is used in drug analysis. Various parameters like microscopy, physiochemical constants, fluorescence analysis of powdered as well as its extractives and phytochemical of different extractives were studied for its standardization. The results denoted that the study plant has a rich source of medicinal values.

Keywords: *Psilotrichum nudum*, Morpho-anatomy, Histochemical, Phytochemical

1. INTRODUCTION

Amaranthaceae is a family of flowering plants, based on its type genus *Amaranthus* it is generally called as

localize the active molecules histochemically. There is no detailed pharmacognostic and pharmacological studies or establishment of quality parameters has been done on any



ANTI-INFLAMMATORY ACTIVITY OF THE LEAVES OF *ACACIA CAESIA* (L.) WILLD. AGAINST CARRAGEENAN INDUCED PAW EDEMA IN WISTAR RATS

S. Sharmila*, S.Mownika, S.M. Dhivya

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

*Corresponding author: drsharmilas@yahoo.com

ABSTRACT

The present study investigates the anti-inflammatory activity in ethanolic extract of *Acacia caesia* (L.) Willd. by *in vitro* denaturation and proteinase inhibitory action and also *in vivo* Carrageenan-induced paw edema assay supported with enzymatic antioxidant status in Wistar rats. *Acacia caesia* is an armed woody straggling shrub having creamish-white heads in terminal panicles. The local name of the species is 'Babool' belongs to the family Mimosaceae, which is ethnomedicinally used in the treatment of skin, sexual problems, wound, stomach and tooth problems. The traditional uses of this study plant show that the plant is a good candidate for antioxidant related activity such as anti-inflammatory. Further the *in vitro* antioxidant studies such as β -carotene/linoleic acid peroxidation inhibition property and ferric reducing power assay showed that the ethanol extract displayed the highest inhibition effect (82.42 ± 0.66 % and 0.3456 ± 0.0078 respectively). The 400 $\mu\text{g/ml}$ of extract has the maximum *in vitro* anti-inflammatory activity and the same extract effectively suppressed the Carrageenan induced rat paw edema thickness which showed 95.30 percentage of inhibition. The increased level of lipid peroxidation in Carrageenan treated animals was significantly ($p < 0.05$) reduced by the administration of the plant extract in higher amount. Carrageenan induced depletion of SOD, CAT and GPx levels were also significantly ($p < 0.05$) restored by the administration with ethanolic extract in a dose dependant manner. From the results of present study it can be stated that the extract of *Acacia caesia* are effective in inhibiting protein denaturation,



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GC-MS and HPLC analysis of *Cocos nucifera* (L.) flowers

AUTHOR(S)

Chinnasamy Chitra Vadivu, Malliplayam Palanisamy Ambika Devi, Veluchamy Balakrishnan, Thirumalaisamy Sundari

ABSTRACT

The phytochemical analysis of flowers of *Cocos nucifera* was investigated. GC-MS also helpful to find out component present in *Cocos nucifera* flower extract. The chemical components identification is studied from the

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Research Article**Phytochemical, antimicrobial and antioxidant studies of *Cocos nucifera* (L.) flowers**Chinnasamy Chitra Vadivu^{1*}, Mallipalayam Palanisamy Ambika Devi¹, Veluchamy Balakrishnan², Thirumalaisamy Sundari³¹PG and Research Department of Botany, Vellalar College for Women (Autonomous), Thindal, Erode- 638012, Tamil Nadu, India²PG and Research Department of Botany, Arignar Anna Government Arts College, Namakkal –637 002, Tamil Nadu, India³Department of Chemistry, K.S.R. College of Engineering, Tiruchengode-637 215, Tamil Nadu, India

Received: 3 September 2020

Revised: 13 October 2020

Accepted: 30 October 2020

Abstract

Background: Medicinal plant have various phytochemicals and used for the treatment of different kinds of disease. **Objectives:** To determine the phytochemical, antimicrobial activity and antioxidant analysis of *Cocos nucifera* (L.) flowers. **Materials and Methods:** *Cocos nucifera* flowers were shade dried and extracted with solvents ethanol and water then extract screen for antimicrobial and antioxidant activities. Phytochemical screening such as carbohydrates, alkaloids, steroids, phlobatannins, saponins, tannins, terpenoids, quinones, flavonoids, phenols and glycosides. For antimicrobial studies seven bacterial and two fungal clinical isolates selected for the study. DPPH antioxidant studies also performed based on the phytochemicals present in *Cocos nucifera* flowers. **Results and conclusion:** Phytochemical analysis confirmed that ethanol, chloroform and aqueous extracts were showed the presence of carbohydrates, flavonoids, phenols, terpenoids, quinones, sterols and glycosides. The *Cocos nucifera* flower extract tested seven bacterial clinical isolates and two fungal clinical isolates. The 4mg of plant sample showed the maximum zone of inhibition. The DPPH assay showed maximum 5 mg of plant extracts having better activity in ethanol, chloroform and ascorbic acid. The results showed that phytochemical constituents present in *Cocos nucifera* flower

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International Journal of Pharmacognosy and Phytochemical Research 2019; 11(4); 299-303

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ISSN: 0975-4873

Research Article

GC-MS Analysis of Ethanolic Extract of Leaf of *Elaeocarpus tuberculatus* Roxb.

Jayashree I*, Geetha D H, Rajeswari M

PG & Research Department of Botany, Vellalar College for Women, (Autonomous), Erode-12, Tamil Nadu, India

Received: 24th Nov, 19; Revised 1st Jun, 19; Accepted 25th Jul, 19; Available Online: 25th Aug, 19**ABSTRACT**

To detect the bioactive compounds of ethanolic extract of *Elaeocarpus tuberculatus* Roxb. leaves using GC-MS analysis. Thirty compounds were identified from the test plant. Some of the bioactive compounds screened include Lupeyl acetate, Phytol, 9,12,15-Octadecatrienoic acid,(Z,Z,Z)-, 3-Eicosane, Neophytadiene, Docosane, Dodecanoic acid and 1,2-Benzenedicarboxylic acid. The compounds were identified by comparing with retention time and peak area and by interpretation of mass spectra. From the result it can be concluded that the bioactive compounds have many applications like anti-microbial, antioxidant, anti-cancer and anti-inflammatory properties.

Keywords: Lupeyl acetate, Phytol, Neophytadiene, Docosane.**INTRODUCTION**

Cure of any debilitating human ailments and diseases may be found among the world's flora in nature's pharmacy and there are multitudes of potential useful bioactive substances to be derived from plants¹. Plants are

expect the discovery of molecules of chemotherapeutic value in this large family.

Elaeocarpus tuberculatus Roxb. is a majestic tree about 80 ft. high and 7 ft. in girth distributed from South and East Asia through Malaysia to Australia and Pacific

A PERSPECTIVE STUDY ON NATURAL COLOURANTS (RED BETA VULGARIS) AND DEVELOPMENT OF VALUE ADDED PRODUCTS

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Associate Professor and Head
&

Mrs.D.Thenmozhi,
Assistant Professor,

Dept of Nutrition and Dietetics, Vellalar College for Women (Autonomous), Erode.

Abstract

Food colouring, or colour additive, is any dye, pigment or substance that imparts colour when it is added to food or drink. They come in many forms consisting of liquids, powders, gels, and pastes. Food colouring is used both in commercial food production and in domestic cooking. Food colorings are a common additive used in the production of foods and beverages. A colour is deemed natural if its origin is vegetal, microbiological, animal or mineral. Whereas, artificial colors were created in labs (and sometimes accidentally) by chemists. Natural ingredients are derived from natural sources – for example, Beets, Carrot, Bougainvillea, Amaranth and some berries provide that is used as a food coloring. Many other additives,

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INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

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A Comparative study on Nutritive Value of White and Brown Eggshell powder and Formulation of Value Added Cookies

¹Mrs.D.Thenmozhi, Assistant Professor, Dept of Nutrition and Dietetics, Vellalar College for Women, Erode, ²Dr.N.Sabitha, Associate Professor and Head, Dept of Nutrition and Dietetics, Vellalar College for Women, Erode

¹Assistant Professor, ²Associate Professor and Head

¹Vellalar College for Women, Erode,

²Vellalar College for Women, Erode

Abstract

Calcium plays a key role in the treatment and prevention of bone demineralization. A widely used calcium enrichment source is purified CaCO₃ with a high calcium content (about 40%). Chicken eggshell powder, with a



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Optimization Of Domestic Garlic Flavored Conventional Parboiled Puffed Rice (ORYZA SATIVA L.) Using Rsm

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AUTHOR(S)

A.Sangeetha, K.Swathi, A.Saranya, R.Devanampriyan, A.N.Sathyaraayan

KEYWORDS

BBD, Garlic flavor, Hot air puffing, Oryza sativa L, Puffing characteristics, RSM, Sensory characteristics

ABSTRACT

Rice is one of the popular food grains and is used as the staple food in many countries which provide the symbol of global unity and cultural identity. Flaked rice, expanded rice, popped rice, breakfast cereals, infant foods are some of the processed products of rice. Puffed rice is a whole grain product from pregelatinized milled rice. To overcome the limitations of traditional method of puffing, hot air puffing methodology was used in our study. As garlic is the commercially available spice with many medicinal properties, it was also used as a flavoring agent along with the puffed product to increase the nutritional and sensory characteristics. The puffing characteristics were studied at different soaking time (2 h, 3 h and 4 h), puffing temperature (240°C, 250°C and 260°C) and puffing time (40 s, 50 s and



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Internal Repeats of Human Organs

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B. Ramya, E. S. Samundeeswari

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Abstract

In cloud computing bioinformatics plays the major role to maintain the large amount of protein data is available in less amount of resource is a challenge thing in life sciences. These biological

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Volume 24 - Issue 7

PREDICTION OF DIABETIC DISEASE USING ENSEMBLE CLASSIFIER

P.Kalayarasi, J.Suguna

Abstract

In today's human life, diabetic is the most vulnerable and non-communicable disease creating a great impact in their life. Change in lifestyle and work culture of the people results in millions of diabetic in 21st century. Huge amount of data are generated in the modern world, by means of computational analytics on clinical big data. This data are put into creating a medical intelligence that could be drive the forecasting and prediction. This development in medical intelligence results in great benefit to the people by reducing the hospital re-admission and medical cost, by making this system a patient-centric. Reducing the optimal cost and run time is the result provided by means of improving the health care system by data analytics. In this paper, the diabetic data are gathered from Kaggle repository. Initially, data has to be pre-processed and randomly divided into training and testing data. Then different ensemble algorithms namely, Bagging, Boosting and Stacking are used for predicting the diabetic disease. Finally ensemble classifiers results are evaluated by using various validation metrics.

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An Enhanced Human Interaction Pattern Mining Using Genetic Based Partial Ancestral Graph Meet

S. Uma and Dr. J. Suguna



Abstract

Opinion mining manages information recovery and sentiment analysis manages assessing the recovered information. The need to comprehend popular opinions has become because of the viral idea of web based life where the opinions are circulated unevenly and quickly. The primary aim of this paper is to propose a Genetic based Partial Ancestral Graph (PAG) meet approach

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Paper Title

TRAJECTORY DATA MINING USING FUZZY LOGIC WITH COMPRESSION MODEL

Authors

C.Gogulapriya, Dr.J.Suguna

Keywords

Trajectory mining, Cloud Computing, Fuzzy Logic, Compression Model.

Abstract

Trajectory mining is to analyse the trajectories collected from moving objects and discover the patterns including the grouping of similar trajectories, classify the trajectories into different categories, anomaly and interesting location detection, and compute pairs of similar objects from two trajectory collections. The main focus of this paper is to compress the group of moving objects by using Trajectory data mining. In this work, the Merge algorithms are used to compress the trajectory data set based on location sequence of a group of moving objects and their nearby distances and Fuzzy Logic algorithm to find the feasible trajectories. The performances of the proposed methods are compared with each other and with existing algorithm using some validation measures and accuracy analysis is used to validate

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Paper Title

SENSITIVE RECOMMENDATION SYSTEM USING SPATIAL SOCIAL UNION WITH USER RELATIONSHIP SIMILARITY MODEL

Authors

S.Priyadarshini, Dr.J.Suguna

Keywords

Cross-Domain Recommendation System,M-Friend Algorithm,Spatial Social Union(SSU) Graph

Abstract

Cite this article

S.Priyadarshini, Dr.J.Suguna, "SENSITIVE RECOMMENDATION SYSTEM USING SPATIAL SOCIAL UNION

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Extraction and Grading of Malignant Tumor from Abnormal Mammogram Image using Marker Controlled Watershed Segmentation

K. Preetha, S. Velmurugan, M. Vijayakumar



Abstract

Breast cancer is one of the most important causes of increased death rates among women worldwide. Mammography is the most effective method for early diagnosis of breast cancer. The main goal of mammography is to detect small, non-palpable cancers at a premature stage. Doctors need a

How to Cite

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International Journal of Advanced Science and Technology

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Breast Cancer Early Prediction Using Enhanced Feature Extraction And Classification Algorithm

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2 Dr. P.R.Tamilselvi.,

*M.Sc., M.Phil., Ph.D., Assistant Professor of Computer Science,**Government Arts & Science College, Komarapalayam, India.*

Abstract

In recent years, because of an expansion in the rate of various malignancies, different data sources are accessible in this field. Thus, numerous researchers have gotten inspired by the disclosure of helpful information from accessible data to help quicker dynamic by specialists and decrease the negative outcomes of such diseases. Data preprocessing is a technique of setting up the crude data and making it

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Paper Title

CLASSIFICATION OF NORMAL OR ABNORMAL MAMMOGRAM IMAGE USING NEURO-OPTIMIZATION

Authors

Dr.K.Preetha

Keywords

Breast Cancer, Malignant Tumor, Benign Tumor, Classification, Normal, Abnormal, Neural Network, Optimization Technique

Abstract

Breast cancer is the most common malignancy type diagnosed in women both in the developed and developing countries. Mammography is an imaging process used to create visual images of the breast for clinical analysis

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An Aggregate Model for Prognosticate Diabetic Disease using Dissimilar Feature Selections with Upright Classification Techniques

P.Anitha, P.R.Tamilselvi

Abstract— Our aims are to find the accuracy of classification with the normalisation in different types and the features in the techniques of selection on Diabetic Mellitus and the Pima Indian Diabetic dataset. Data Mining is the process of extraction. It extracts the previous unknown, valid and important information from the large amount of the data bases and can make the crucial decisions using the information. The classification methods are K-Nearest Neighbour and J48 decision tree can be applied to the data set of original and as well as the dataset with the pre-processed dataset. All the process of pre-processing can be applied to Pima Indian Diabetic Dataset to analyse the classification performance in terms of accuracy rate. The performance metrics is used to identify the accuracy classification is Recall, F-measure, Sensitivity and specificity, Precision, and Accuracy. The simulation is done by R tool.

Keywords: Data Mining, Health Informatics, J48, KNN, Dataset.

I. INTRODUCTION

classification. They used various techniques and software tools. In this work they focus on sensitive and accurate data.

V. AnujaKumari and R.Chitra proposed a classification model using Support vector machine to classify the diabetic diagnosis. This is a machine learning method. This is used to classify a high dimensional huge data set. They use the Pima Indian database for diabetic.

MadhuriPanwar, Amit charyya, Rishad A. Shafik and Dwaipayan Biswas proposed a method for diabetic diagnosis using the classifier called K-nearest neighbor algorithm. They have done various comparative analysis with the existing reports. The work has shown many results by feature reduction.

III. METHODOLOGY

Step 01: For the mining of data, initially the data require to be acquired from the information of obtainable source. The

Privacy Preserving Data Mining using Secure Multiparty Computation

P.Yoganandhini and G.Prabakaran
 Research Scholar, Associate professor
 Department of CIS , Department of CSE,
 Annamalai University.

Abstract: Distributed computing considers the scenario where a number of distinct, yet connected, computing devices (or parties) wish to carry out a joint computation of some function. The aim of secure multiparty computation is to enable parties to carry out such distributed computing tasks in a secure manner. Two important requirements on any secure computation protocol are privacy and correctness. The privacy requirement states that nothing should be learned beyond what is absolutely necessary; more exactly, parties should learn their output and nothing else. The correctness requirement states that each party should receive its correct output. In this paper, the practical experiment using Secure Multiparty Computation to implement a secure auction is reported. The system that was implemented is clearly described and its performance is evaluated. The results confirmed that the proposed scheme is extremely effective when compared to the existing schemes.

Key words: Association Rule Mining; Distributed Data Mining; Frequent Pattern Growth; Privacy Preserving Data Mining (PPDM); Secure Multiparty Computation (SMC).

I. INTRODUCTION

International Journal of Engineering and Advanced Technology (IJEAT)
 ISSN: 2249 – 8958, Volume-9 Issue-2, December, 2019

Market Basket Analysis with Enhanced Support Vector Machine (ESVM) Classifier for Key Security in Organization

P.Yoganandhini, G.Prabakaran

ABSTRACT: Market Basket Analysis is considered to be one among the highly popular and efficient sort of data analysis exploited in the marketing and retailing field. The objective of market basket analysis lies in deciding the products purchased together by the customers. Its name has originated from the concept of customers filling into a shopping cart everything of all they had purchased (a "market basket") while doing shopping in the grocery. Having a knowledge of the products that customers buy in group can be quite useful for a retailer or to any other organization. A store could make the best use of this information to keep the products that are often sold together in the same place, whereas a catalog or World Wide Web (WWW) merchant could utilize it for deciding the structure of their catalog and order form. Since several applications such as market basket analysis, fraud detection in web, medical diagnosis, census data, Customer Relationship Management of business that makes use of association rules exists, the process involving Decision making can be improved. Security is also regarded to be an important facet for transactions done individually and frequent itemsets for database that are horizontally partitioned. In order to render security for lastly bought often used itemsets for transaction purposes, this research work introduces a novel key security algorithm that uses RSA cryptographic technique which is

no clue on the ways of extracting the significant information from their massive customer repositories for achieving a contentious edge. Market basket analysis (also called as association rule mining) is an approach employed for the discovery of end user buying patterns. Also, one among the important tasks of retail dealers is the management of their product portfolios to increase the profit obtained of the store or retail chain on the whole. Making use of the marketing mix mechanisms for influencing the purchases for a particular product generally affects both the recommended category and associated groups. In addition, a retailer prefers not just advertising for one group, but in several at the same time [3,4,5].

By extracting associations co-occurrences from stores' transactional databases. The discovery of an aspect, for instance, that the customers of supermarket possibly will tend to buy products such as milk, bread, and cheese jointly, or the bank's clients can possibly make use of a category of services together, which can aid the concerned managers in the design of the store setup, web sites, product blend and grouping, and other tactics of marketing. Due to the

Privacy Preserving Data Mining Using Secure Multiparty Computation Based On Apriori and Fp-Tree Structure of Fp-Growth Algorithm

P.Yoganandhini, G.Prabakaran

Abstract: In this work, a method is proposed to deal with secure multiparty computation (SMC) based problems. The computation is done on the grocery dataset collected from three various grocery shops. The privacy is maintained by generating the rules based on FP-Tree algorithm under Association Rule Mining (ARM). Privacy and correctness are the important requirements of SMC. In privacy requirement, the things apart from necessary are not learned. This implies that only output will be learned by the parties. Each party must receive correct output to ensure the correctness. In this work, secure auction is done using SMC and frequent item sets are computed to perform the association rule mining. The most familiar FP-growth schemes have the short fallings like former space complexity and latter time complexity. The performance of the algorithms has been enhanced by using APFT algorithm which is a combined version of FP-tree structure of FP-growth algorithm and Apriori algorithm. The conditional and sub conditional patterns are not generated continuously in APFT. The speed of the APFT is high when compared to Apriori algorithm and FP-growth. The correlated items are included by modifying APFT and non-correlated item sets are shaped by using APFT. This modification is used for FP-tree optimization. From the frequent item set, the

databases, data mining in which the results are scrutinized for the side effects. The twofold is a key in preserving privacy of the data in mining. The private data are trimmed out of the real dataset. It will enable receiver to not compromise on privacy. The data mining algorithms are used to extract the private information from dataset to disqualify it [1]. In PPDM, various techniques are implemented to secure the private data and sensitive data after mining process. The personal data are left confidential. Moreover, there is a necessity to guard insightful knowledge all through a data mining practice. This is known as PPDM. The resources of data are spread over various locals in Distributed Data Mining (DDM) model. Proficiently attainment of the mining can be done using various algorithms. The most of the proposed techniques are not considering security as an issue, mostly they concentrate on improving efficiency. The data can be distributed by vertically or horizontally partitioning it.

PPDM is a broad area of research [2] in public and

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Fuzzy Based Association Rule Mining and Classifier for Market Basket Scrutiny to Enhance the Key Security in Organization

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Abstract - Current technical achievements of storing data and database management technologies also provided windows to new productivity techniques for all forms of organization. Market Basket Analysis (often referred to as association rule mining) has become a valuable way of finding company buying trends by collecting associations or co-occurrences in store transaction databases. Since the information gained from the study could be used to shape marketing, sales, service, and operating strategies, it also has generated increased interest in research. Nevertheless, current methods that fail to reveal essential buying patterns in such a multi-store environment, due to an underlying assumption that the items under review are already on shelf throughout all stores most the time. We are implementing a new approach in this paper to address that deficiency. Security is however considered to become an important aspect of individually performed transactions and regular database itemsets that are partitioned horizontally. This research work presents a novel vital protection algorithm which utilizes RSA cryptographic concept based on classifier, in addition to making security for eventually purchased sometimes used item sets of transaction purposes. The classifier uses information of several frequently used itemsets, and presents the actual company with a key value. For example, if there are any reliance users, only the valid users may get that market info. The majority of the reliance organisation's customers may not permitted to pick the main interest of the results. First, with the aid of the Enhanced Fuzzy-based Weighted Association Rule Mining Algorithm (EFWARM), the frequent itemsets are mined to mine the frequency item set. The Fuzzy-based multi-kernel spherical support vector (FMSSVM) classifier then optimizes the key functions of the frequently itemsets mined.



IMPACT OF DIVIDEND ANNOUNCEMENT ON SHARE PRICE

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Abstract

Dividend declaration is considered as one of the key focus areas of the organisation's financial policy. Dividend policy adopted by a firm has an inference in the practical life of both the manager and the organization's stakeholders. It is similar in case of investors who consider dividend as not only a source of income but also an important determinant for the purpose of firm's valuation. In these aspects, the present study has been taken into account to investigate impact of dividend announcement on share price whether with special reference to select Indian Automobile industries for a period of 10 years from 2008 to 2017. Event Study Approach has been used to analyse the impact of dividend announcement on share price of select Indian Automobile industry.

Key Words: Dividend, Dividend Announcement and Rate of Return.

Introduction

Dividend is an important part of investment and Dividend policy occupies a major role in the financial management of an organization and serves as a mechanism for control of a managerial opportunism. Dividend also acts as the barometer of financial soundness and solvency, management efficiency and overall growth of an organization. At the time of declaration of dividend, two factors namely, the motives behind it and the market reaction after its declaration are given due consideration. Most of the companies consider it as advantageous to declare the dividend, as it will have positive impact on its goodwill and the share prices. The frequency of dividend payment and dividend offering method may vary from company to company. It is one of the motivational factors to retain their shareholders for long period. The announcement of changes in corporate finance variables like dividend in an uncertain economic environment are very often regarded as signals sent by the company management to be interpreted by the outside investors.

Vol-48-Issue-30-February-2020

Corporate Social Responsibility- Initiatives and Framework

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ABSTRACT

CSR is the way that businesses manage the economic, social and environmental impacts of their operations into their value, culture, strategy and operations to maximize the benefits and minimize the downsides. CSR needs to be integrated into the strategic framework of the organization. The indisputable purpose of business is to earn profit. Enterprises that practice CSR gain the confidence of consumers, customers and investors and it can be valuable investment in a good business strategy. The economic activities should not merely generate

**A STUDY ON AWARENESS OF INVESTOR TOWARDS MUTUAL
FUND IN NAMAKKAL DISTRICT**

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Miss.S.Indhupriya,
Assistant Professor
Department of Commerce (CA),
K.S.R College of Arts and Science for Women, Tiruchengode

Abstract

Mutual funds provide an opportunity to the small investor to invest their nominal savings for a nominal benefit. It enables the investors to take part in Indian capital market. The Indian mutual fund industry is growing rapidly only because of entry of various mutual fund schemes. ~~Several factors that hinder the mutual fund industry in India. This paper tries to bring~~

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Corporate Social Responsibility in India

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P.KARTHIKA,

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ABSTRACT

Corporate social responsibility and ethics are the issues that are becoming more and more important in today's business environment. Corporate social responsibility (CSR) allows business organizations to develop responsible attitude toward the all the stakeholders and give a frame to work within that frame and to behave ethically and contribute towards the economic development of the nations. As the business environment gets increasingly complex and stakeholders become vocal about their expectations, good CSR practices can only bring in greater benefits. The purpose of this paper is to know the CSR practices in India and to know

Environmental Reporting Practices of Selected IT Companies in India

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Abstract

The present study is a critical investigation of the environmental disclosures practices by selected IT Companies in India. This paper attempts to study the disclosure level and problems involved in environmental accounting and reporting practices of the sample study. It also makes an attempt to study the conceptual aspects of environmental reporting and its regulatory framework. For the purpose of the study top 5 IT companies on the basis of their total sales which were ranked in the website www.indiancompanies.in have been taken as sample and their annual report for the year 2018-19 have been taken as study period for analysis as it is the recent year to reveal the consistency of disclosure of environmental aspects.

Keywords

Environmental reporting, IT Companies, Disclosures, E-Waste.

INTRODUCTION

Rapid growth of technology, upgradation of technical innovations, and a high rate of obsolescence in the electronics industry have led to one of the fastest growing waste streams in



Dr.M.Prema

A Study on Work Life Balance of Women Employees in Relation to Satisfaction at Home in select Commercial Banks in Erode District

Authors Dr.M.Prema and Dr.S. Suresh

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A STUDY ON CUSTOMER LOYALTY TOWARDS PAYTM IN ERODE CITY

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ERODE

ABSTRACT

The objective of this study is to evaluate the customer loyalty towards Paytm in Erode city. This study identifies the relationship between demographic variables and study related factors. This is an empirical research based on primary data, collected through questionnaire. The sample size is 100 selected on convenient sampling method. The findings of the research study, reveals that majority of the respondents is highly influenced by their Friends / Relatives recommendation. There is no significant relationship between all the personal factors of the respondents such as age, educational qualification, occupation and study related factors such as purpose of usage except period of usage and frequency of usage.

KEYWORDS

Paytm, Erode, customer loyalty

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Lending Performance of Sathyamangalam Large sized Multipurpose Cooperative Society with respect to Joint Liability Group Loan

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Abstract: Cooperative sector is the third emerging sector in India. Cooperative societies to rendering services to poor people in rural areas. It is imperative to discuss the lending performance of Joint Liability group in LAMP Society from 2008-2009 to 2016-2017. Growth and development of LAMP Society were based on the key area of Deposit, Loans and advances, Borrowings, Profitability and productivity. Lending performance concept occupies pivotal role in the theory of financial management. The analysis of financial statement is a process of the evaluation, the relationship between various components of the financial statement for better understanding of the performance of Sathyamangalam LAMP Society. In this structure, the researcher is made an attempt to know the financial soundness by applying tools like Trend analysis Average annual growth rate, Compound annual growth rate.

Keywords : Deposit, Loans and Advances, Borrowings, Trend analysis, Profitability.

1. Introduction

In Tamil Nadu, there are 22 Large Sized Multipurpose Cooperative Societies. with an aim of improving the socio-economic status of the tribal people and to provide a market for their produce, to sell produce like samai, varagu, honey and tamarind under a common brand name. The benefit of tribal people and those living in hilly areas, LAMPS were formed with the primary objective of providing credit and distributing agricultural inputs to improve farm productivity. Apart from providing essential commodities



S. Tamil Vani

Social and Economic Conditions of Joint Liability Group Client - With special reference to Modakurichi Block, Erode District, Tamilnadu

Authors Dr.C.Vellaichamy S.Tamilvani

Publication date 2019/6

Journal International Journal of Research and Analytical Review

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Problem and Prospects of Joint Liability Groups - With special reference to Sathyamangalam Large sized Multipurpose Cooperative Credit Society, Erode District

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ABSTRACT

The Main goal of forming and financing Joint Liability Groups is to increase the flow of credits to farmers, which help small, tenant and marginal farmers, poor individuals who do not have proper title to their land holding to take up farm activities and provide free loans to target clients through JLG. Mutual trust and confidence is built between banks and tenant farmers and among group members through JLG. It also aims to providing food security to the backward sections by supporting the enhanced agriculture productivity, livelihood promotion

An Economic Analysis of Joint Liability Lending – with Special reference to Thoppampalayam Primary Agricultural Cooperative Credit Society Ltd., Erode District

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Abstract

Agriculture is the backbone of our country. In this connection we have to improve production of agriculture there are number of village cooperatives to be introduced and issued agricultural loan such as crop loan, KCC loan, Agri. jewel loan, At present Joint Liability Group loan introduced to be granted is against the mutual guarantee offered by the group. In

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A STUDY ON HUMAN RESOURCE REPORTING PRACTICES OF SELECTED PUBLIC AND PRIVATE SECTOR COMPANIES IN INDIA

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Abstract

Human resource refers to the esteemed workforce within an organization responsible for performing the tasks. The concept of human resource accounting in India is an emerging one and the Indian companies act does not provide any guidelines for revealing any significant information about human resources in financial statements. The framework of human resource accounting is concerned with the effort of the accounting research to prepare human resource investment and value analysis for managerial planning and control. The present study aims to exhibit the human resource reporting practices of selected public and private sector companies in India.

Keywords: Accounting, Financial Year, Employees and Value added.

Introduction

Human resources are the most valuable resources of any organization. The success or failure of an organization mainly depends on the quality, caliber and

A Study on Job Satisfaction among School Teachers with Reference to Private Schools in Erode City

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ABSTRACT

Teachers are the most important group of professionals for our nation’s future. Job satisfaction among teachers is good not only for themselves but society as a whole. Teachers are the source of guidance in all the crucial steps in the academic life of students. When the teachers are satisfied in their job, they will have interest to teach students effectively and efficiently. Job satisfaction consists of a total body of feeling about the nature of job. In this aspect, the present study has been undertaken to identify the level of job satisfaction among school teachers working

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Prospective of Ecotourism: Post Covid-19

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ABSTRACT - Ecotourism is a form of tourism directed to undisturbed natural areas and contains a variety of ethical travel practices. It directly promotes economic development and political empowerment of local communities. It gives a completely different view of the world and challenges to open minds to different ways of thinking and work towards the conservation of nature and biodiversity. At the same time, it enlightens people about cultural diversity and environmentally friendly practices. This paper examines the factors that influence to prefer ecotourism spot after Covid-19 and also the level of opinion on ecotourism in post Covid-19. Henry Garrett Ranking method was applied to find out the factors that influenced to prefer ecotourism spot after Covid-19. Simple percentage analysis and chi-square test were applied to find out the level of opinion on ecotourism in post Covid-19. The result showed that the first factor influenced to prefer ecotourism spot after Covid-19 was visiting uncrowded destinations followed by experiencing remote and unspoiled nature, supporting economic benefits to local communities, more attention on food and accommodation and see unusual plants and animals. The researcher suggested that companies engaged in the tourism sector can take responsibility to regain trust of people that ecotourist destinations and accommodations are all safe from Covid-19.

Keywords: Covid – 19, Ecotourism, Level of Opinion, Preference, Prospective, Travel



Consumers' Perception towards Branded Fast Food Restaurants – A Study in Erode City

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ABSTRACT - Fast food restaurant is one of the fastest-growing industry in India. The people prefer fast food restaurants for their convenience, time saving and relaxing dining experience. The lifestyle of the people is changing in day-to-day life which results in increasing number of people to choose fast food restaurants. Initially fast food restaurants faced assertive challenges in getting accepted by consumers due to cultural mismatch. Today, fast food industry is being fitted to food concern and is welcomed by public as well as getting famous by the country. Fast food chains are achieving acclaim among the youngsters. A firm can satisfy the customer by meeting the specific expectations of the product they have by virtue of interaction with the firm. A model of customer perception varies across firms depending on the product they offer. All the components or the attributes should focus on the quality, core service or the value. The customers experience these states as an emotion of delight. In order to increase the customer delight, the firm needs experience based expectations rather than the normal expectations. In this aspect, the study has made an attempt to analyse the consumers' perception towards branded fast food restaurants in Erode city.

IMPACT OF COVID-19 ON BANKING SECTOR IN INDIA

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Abstract

COVID-19 is undoubtedly one of the biggest global events of our lifetimes, presenting unprecedented challenges to many industries, governments and people all over the world. It could be the most serious challenge to financial institutions especially banking sector in nearly a century. As the economic fallout spreads, banks find themselves juggling some big priorities that require concrete steps to reposition now while also recalibrating for the future. They are working to keep their distribution channels open, despite social distancing advice and supervisory and compliance functions that were never

Paper Title

THE OPPORTUNITIES AND CHALLENGES FACED BY RURAL WOMEN ENTREPRENEURS IN ERODE DISTRICT, TAMILNADU

Authors

Dr. SHANTHINI B

Keywords

Rural women entrepreneurship, globalization, economic liberalization and supporting services.

Abstract

Rural women entrepreneurship is gaining importance in recent days in the wake of globalization and economic liberalization. Rural women accept challenging roles to meet their personal needs and become economically self-sufficient. The main objectives of the study were to ascertain the supporting services rendered by the government and financial institutions and to analyze the challenges faced by Rural Women Entrepreneurs. The study was conducted among seventy rural women entrepreneurs in Erode District using stratified random

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Paper Title

CUSTOMERS' SATISFACTION TOWARDS RESTAURANT SERVICES IN ERODE CITY

Authors

Mrs. T. KANCHANAMALA

Keywords

Restaurant services, customer satisfaction, customer preferences and expectations.

Abstract

One of the biggest contemporary challenges of management in restaurant service industries is providing and maintaining customer satisfaction. Overwhelming customer demand for quality products and service has in recent years become increasingly evident to professionals in the restaurant services. Customer satisfaction measures offer a meaningful and objective feedback about customers' preferences and expectations. The main

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Paper Title

A STUDY ON EMPLOYEES' ABSENTEEISM IN JAWAN KNIT GARMENTS, TIRUPUR

Authors

Ms. M. VAIDHEHI

Keywords

Absenteeism, Productivity, Absence, Leave and Organisation.

Abstract


Absenteeism is one of the major issue in almost all the organisations. The study is undertaken to identify and analyze the employee's absenteeism level of the company and the study was conducted among the employees of Jawan Knit Garments in Tirupur. The scope of the study is to identify and analyze the reason for employees' absenteeism and also to know the employees working atmosphere of the company, overall satisfaction of the employees, and how it affects employees' absenteeism. The study tries to bring out the solution for reducing employees' absenteeism which in turn helps for the betterment of company's growth and development.

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	Authors Dr.M.Mythily	DOI Details  Digital Object Identifier Online Entry Providing A Free digital object identifier by	Contact Us Click Here
Published Issue Details Current Issue Past Issue	Keywords satisfaction, workforce, issues.		
	Abstract Gender differences exist in both the experience of and satisfaction with medical practice. Addressing these gender differences will optimize the participation of female physicians within the medical workforce. Vast changes in the health care system have dramatically affected the day-to-day work lives of most physicians. The		

Perception and Attitude of Library Professionals towards Knowledge Management System in Engineering Colleges: A Study

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Abstract

This paper discusses the perception of library professionals towards Knowledge Management System in Engineering College libraries. The data were collected using questionnaire method from the Librarians and Assistant Librarians working in Engineering Colleges. The data were collected from 212 respondents out of 280 respondents. The study found that majority of the library professionals have good perception about the Knowledge Management System. 88.7% of the respondents are found that Knowledge Management System is useful to update with the latest technologies. Also, the study revealed that 97.2% of the

An Analysis of Knowledge Management Skills in Managing Information Resources: A Study among Library Professionals in Engineering Colleges

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Abstract

This paper highlights "An Analysis of Knowledge Management Skills among Library Professionals in Managing Print and Electronic Resources". A well-structured questionnaire was designed and distributed among Library Professionals to collect data. The data were converted into SPSS for analysis. It is found that majority of the library and information science professionals are highly skillful in managing print resources than E-resources. It is further found that majority of the Library Professionals are highly using E-resources and retrieving the information through various devices. The result further shows that 97.2% of the respondents highly preferred "Workshops" to undergo training to enhance their skills on Knowledge Management. The study also recommends that Library Professionals are required to enhance their skills on Knowledge Processing, Subscription to E-Databases and to use Social Media for sharing of information.