

International Conference on
**Recent Trends in
Multi-Disciplinary Research**

ICRTMDR -2018



Organized by

V. O. Chidambaram College

(Reaccredited with 'A' grade by NAAC with 3.31 out of 4)

&

Institute For Engineering Research and Publication (IFERP)

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Thoothukudi, Tamilnadu



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ICRTMDR – 18

**INTERNATIONAL CONFERENCE ON RECENT TRENDS
IN MULTI-DISCIPLINARY RESEARCH**

Thoothukudi, Tamilnadu

19th - 20th April, 2018

Organized by:

V. O. Chidambaram College

and

Institute For Engineering Research and Publication

From Director's Desk



Rudra Bhanu Satpathy.,

Director,
Institute For Engineering Research and Publication.

We are extremely glad to welcome researchers as well as scholars from academics and Industries to **International Conference on Recent Trends in Multi-Disciplinary Research (ICRTMDR -18)** organized by V. O. Chidambaram College, Thoothukudi, TN in association with Institute for Engineering Research and Publication (IFERP). Thoothukudi very often known as "Pearl City" has been a gateway of international trade to south India since 15th century. According to Confederation of Indian Industry, Thoothukudi has the second highest Human Development Index in Tamil Nadu next to Chennai. Hence it is a perfect destination to organize "International Conference on Recent Trends in Multi-Disciplinary Research" (ICRTMDR -18) at V. O. Chidambaram College, Thoothukudi.

Our continuous and dedicated effort to bring scientific and academic transformation in India makes us organize world Class scientific events and conferences at educational institute of our country. As Scalar waves (superpower) that travel faster than speed of Light can be generated by resonating our DNA with Pineal Gland, we believe integrated effort to organize international conference like **ICRTMDR -18** at a very short span will be a grand success. We are highly grateful to patron, convener, organizing committee and all the technical staffs of the host college for their swift, smooth and continuous response for execution of preconference propagation. We express our hearty gratitude to all IFERP members for their support and contribution to organize **ICRTMDR -18** at Muthu Kuzhithurai (Thoothukudi).

On behalf of entire team of IFERP I express my warm welcome to researchers, delegates and professional experts from nook and corner of India to bestow this conference by added value their scientific presentation. With gratefulness from core of my heart I appreciate the painstaking effort of our eminent keynote speakers to compromise their valuable schedule for **ICRTMDR -18**

I believe attending scientific events makes us update with progressing technology and academic scopes **ICRTMDR -18** will support in scientific studies and incubation in Southern India.

Sincerely,



Rudra Bhanu Satpathy

Preface

This book reports the Proceedings of the *International Conference on Recent Trends in Multi-Disciplinary Research (ICRTMDR -2018)* held at *V. O. Chidambaram College – Thoothukudi* on the 19 & 20 April – 2018, in association with *Institute for Engineering Research and Publication (IFERP)* .

The publishing department has accepted more than 473 abstracts. After an initial review of the submitted abstracts, 358 papers were presented at the conference and were accepted for publication in the Conference Proceedings. The topics that are covered in the conference include computer science and information technology, electronics and instrumentation, pure and applied physics, chemistry, mathematics and statistics, biological sciences, molecular biology and biotechnology, environmental science, chemical engineering, mechanical engineering, electrical engineering, civil engineering, and biomedical engineering. We would like to thank all the participants for their contributions to the conference and the proceedings.

Reviewing papers of the *ICRTMDR -18* was a challenging process that relies on the goodwill of those people involved in the field. We invited more than 15 researchers from related fields to review papers for the presentation and the publication in the *ICRTMDR -18* Conference Proceeding. We would like to thank all the reviewers for their time and effort in reviewing the documents.

Finally, we would like to thank all the proceeding team members who with much dedication have given their constant support and priceless time to bring out the proceedings in a grand and successful manner. I am sure this *ICRTMDR -18* proceeding will be a credit to a large group of people, and each one of us should be proud of its successful outcome...

ICRTMDR - 18

Secretary's Message



Shri. A.P.C.V. Chockalingam

Hon'ble. Secretary,
V.O.Chidambaram College,
Thoothukudi

It is great pleasure for me to congratulate all the participants in the First **International Conference on Recent Trends in Multi-Disciplinary Research (ICRTMDR-2018)** jointly organized by **Institute For Engineering Research and Publications (IFERP)** and **V.O.Chidambaram College, Thoothukudi** and welcome the participants who have to come to here to exchange experience.

The topics covered by the Conference plays vital role in the modern life, profoundly influencing the course of human civilization. All the great scientific discoveries and information technological achievements in our country have improved the Indian economic status and have created many new ways to the new generations to grow in the technologically advanced environment.

The main goal of the conference is to educate and motivate the participants to develop skill dynamics which must be the high priority of Indian Higher education for the development of various technologies in our country in extraordinary manner. We will endeavour to provide the best through lectures paper presentations and students activities which will be a part of this conference. International speakers and prominent figures in various technical fields have been invited for sharing their latest insights of academic and research in various disciplines.

I feel very much delighted to inform you that First International Conference on "Recent Trends in Multi-Disciplinary Research" (ICRTMDR-2018) will provide innovative outcome to face the emerging challenges in different disciplines. I congratulate all the staff members of the conference who enthusiastically took these efforts. I whole heartedly appreciate the sincere efforts of the entire team of this great event. I wish them all a grand success!

Shri. A. P. C. V.Chockalingam

Principal's Message



Dr. C. Veerabahu

Principal,
V.O.Chidambaram College, Thoothukudi

It gives me immense pleasure to convey that V.O. Chidambaram College has taken up the great challenge of organizing an **International Conference on Recent Trends in Multi-Disciplinary Research (ICRTMDR-2018)** in association with **Institute For Engineering Research and Publications (IFERP)**. I congratulate the faculty for their maiden attempt for holding the conference and I am happy with the revered publication of articles.

The ICRTMDR-2018 will play humble role in bringing together researchers, young scientists and students in an informal environment for discussing the latest advance in various fields.

Visit of various researchers under the roof of V.O. Chidambaram College is a matter to pride and immense pleasure to all of us .I hope that this volume which has been brought out by ICRTMDR-2018 will be of great academic value for common scholars and common readers . I convey my blessings and good wishes to all members of the ICRTMDR-2018 family, for their dedicated involvement in this great event.

Since its inception V.O. Chidambaram College is moving towards the heights of education and serving with quality education. I hope the Management is blessed with such endeavours to happen in future too.

Dr. C. Veerabahu

Convener's Message



Mr. S. Gomathinayagam

Assistant Professor, CSE Dept
V.O.Chidambaram College,
Thoothukudi

On behalf of the organizing committee of the ICRTMDR-2018 I welcome you all. We take pride in organizing this conference in collaboration with the Institute For Engineering Research and Publication (IFERP) at V.O. Chidambaram College –Thoothukudi.

The main objective for organizing this conference is to provide a concrete platform which will encourage and support scholars, researchers and industrialists to carry and accomplish their research targets. In addition, this conference will also facilitate the participants to expose and share their various novel ideas.

We are honoured to have the eminent personalities for this special occasion. This exemplary exposure was possible with the help of the academic community. The committee did an excellent job in ensuring acceptance of only quality work as part of the conference. All the accepted and registered papers were given a unique identification number and published.

As a convener of the conference, I extend my sincere thanks to our Hon. Secretary and Principal for being our source of inspiration in organising this program. My sincere gratitude to IFERP for their sparking efforts and their belief in the excellence of ICRTMDR-2018

Mr. S. Gomathinayagam

ICRTMDR -18

*International Conference on
Recent Trends in
Multi-Disciplinary Research*

Keynote Speakers



Dr. Vijay Tharad.,

Director Operations at Corporate Professional
Academy
Technical Training & Career Development
Mechanical or Industrial Engineering

BIOGRAPHY

Dr. Vijay Tharad is currently Director Operations at Corporate Professional Academy for Technical Training and Career Development and caters to the Technical Training needs of employees of corporate world and provides consultancy services to Universities and Engineering Colleges for Career development of engineering students for smooth switch over from Academic world to corporate culture and work ethics. He has recently retired from Multinational Company Caterpillar India Private Limited after serving them for over 25 years where he was Chief Technical Training consultant for Cat products mainly Diesel Engine, Generator sets and Heavy Earth Moving Machines.

Vijay Tharad has an extensive background in diesel engine, modern electronic controlled diesel engine and latest after treatment technology since 1989. He was involved with training thousands of Cat employees and other corporate employees on emission control systems to help diesel and alternative combustion engines meet future regulated limits. He has authored training material on Diesel Emissions and Their Control, a comprehensive handout, and continues to present seminars in diesel engine technology, selective catalytic reduction for diesel engines, and exhaust gas recirculation.



Dr. Ande Murali Varaprasad

Professor & Director CIGS

BIOGRAPHY

Dr Ande Murali Varaprasad earned his Ph.D. in 1979 from IIT Bombay on Piezoelectric SONAR Technology followed by 3 years of Post Doctoral research experience at Microelectronics & Electrical Engineering Department of Trinity College Dublin, Ireland.

Dr Varaprasad is a reputed DRDO Scientist with 3 decades of experience in the field of Missile Technology at Research Centre Imarat / RCI ie located at Hyderabad. RCI is the brain child of Dr APJ Abdul Kalam and specialises on Avionics, Navigation systems, Control systems, Radar Systems for Agni, Prithvi, Dhanush and Air Defence/AD Missiles.

Dr. Varaprasad has been awarded Japan Matsumae International Foundation medal in 1987 and Materials Research Society of India MRSI medal in 1990. Other notable contributions of Dr Varaprasad include Piezoelectric SONAR systems for Indian Navy while working at NMRL, Bombay, during 1984-88 ie before moving over to RCI Hyderabad.

Dr varaprasad served DRDO for 28 years and retired from DRDO services in 2012. Presently, Dr Varaprasad is Professor of ECE Department at St Ann's College of Engineering & Technology, JNT University, Kakinada involved in teaching and research on Satellite Systems.

(Dr. Ande Murali Varaprasad)



Dr NishaKant Ojha.,

Principal Advisor (Information Technology &
Innovations
New Delhi Area, India

BIOGRAPHY

Dr Nisha Kant being Techno- Commercial Management Graduate and Ph.D in Management had got in-depth expertise in the core area of Management Strategies. and Regulatory Affairs functionality of various Telecom Policies .He had completed his Post – Doctorate in the Research area of - Aspects of IPV6 implementation, Economics Aspects of 4 G implementation and FGN Technologies from Aalborg University , Denmark

An MBA and Post- Doctorate in Electronics & Communications by qualification, Nisha Kant has and had extensive work experience in the Management field of the telecom sector of India for almost 15+ years covering virtually all facets of telecom services and network. Dr.Nisha Kant has also worked as a Regulatory expert for ITU nominated by WPC, DoT Ministry of Communications& IT, Government of India on their behalf and had represented India on a regular basis in Geneva (Switzerland) and in China.

NishaKant had worked as a GM- in the Corporate Regulatory affairs function of Tata Communications Ltd(erstwhile VSNL), a Tata Group Company before acting as a Independent Technical Adviser for various IT'S & Telecom Companies in India & Europe.He was responsible for the overall Regulatory/Policy/ pertaining to regulatory regime/Corporate Affairs of the company.

As of now Dr Ojha is associated in the field Technical consultancy and advisory capacity to para-military ,defence and LEA's .His research also concentrate on Nationals Security Policies pertaining to Machine Learning & AI

His specialised area of interest includes Technical Education, Radio Regulatory affairs for new technologies, Radio mobile communications , Dynamic spectrum management, Defence & National Securities, Technologies Converges Policy Analysis, Cyber's Security-Threat ,Commercial Negotiation, Licensing and Regulatory policies, Interconnection negotiation on technical, commercial and legal issues and extensive knowledge about Telecom and Broadcasting Regulatory Law

(Dr NishaKant Ojha)

ICRTMDR -18

International Conference on Recent Trends in Multi-Disciplinary Research

Thoothukudi, Tamilnadu, April 19th - 20th, 2018

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Acknowledgement

This Conference Proceedings contains the contributions presented during the International Conference on Recent Trends in Multi-Disciplinary Research (ICRTMDR - 2018) that took place at V. O. Chidambaram College between 19th April & 20th April 2018.

The Conference provided a setting for discussing Recent Developments in various fields of Engineering, Science and Arts. It has been a good opportunity for the participants coming from various places and everyone discussed topics in this respective research area.

The Conference had attracted more than 473 submissions. The review committee members of this conference recommended 344 papers and hence these papers were presented during the conference.

We are indebted to the efforts of all the reviewers who helped the quality of the proceedings; we would like to thank all the participants for their contributions to the conference program and for their contributions to these proceedings.

We thank the Management, Principal and the Convener for their continuous and wholehearted support. Many thanks go as well to all the V. O. Chidambaram College Committee Members for their support and hospitality, which allowed all the participants to feel more at home. Our Special thanks go to our colleagues from IFERP for their devoted assistance in the overall organization to the conference. It is also our pleasant duty to acknowledge the financial support from all the sponsors.

E.Santhosh
Conference Coordinator

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ABSTRACTS

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Thoothukudi, Tamilnadu, 19th & 20th, April 2018

Submarine Groundwater Discharge Study Using Magnetic and 2d CF-ERT Method in Mandpad Headland, South India

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Abstract:--

The present study concern about the discharges of freshwater into sea from the northern and southern flank of the Manapad headland, Tuticorin district, Tamilnadu, elevation 25m to 40m MSL. The extension of fracture zone for assessing groundwater in coastal aquifer study through ground magnetic study in Manapad Region. Along the northern flank of the headland, three dug wells are constructed at distance of 20m from the sea and the occurrence of 3.2m below sea level. Coastal marine sands predominantly occur. Hard indurated of calcareous sandstone with shells and ferruginous matter at depth of around 6m. Beneath this formation is an marine sand wherein the present ground water occurs with fairly of domestic usage quality. As aquifer is shallow and unconsolidated water abstraction through dug well is recommended rather than through the borehole. The aim of the study is to delineate of orientation and extension of fracture zone for assessing groundwater in the coastal aquifer through ground magnetic method in Manapad Region. The proton Precession Magnetometer is used to study the fracture zone and their orientation and evaluate the groundwater in coastal aquifer. Magnetic data consists of individual numeric values, which are usually provided either as total field measurements or gradient measurements. Provide a better perspective of the data as a whole; apart from the X-Y-Z graph, contour map presentation is also the most innovative typical method of illustrating data ranges from Gamma ranges from 40220 to 40252 by using SURFER.8. Software. The Manapad head land top layer is covered with karstified as thin lamina and shell fragment, commencing the percolated rainwater made structure of vertical pipes in the part of shell fragment area. The Submarine Groundwater Discharge (SGD), a principal component of fresh water resource in karst topography was identified at the Manapad headland using 2D Carbon Floating Electrical Resistivity Imaging (CF-ERI) technique. The data were collected from the field using the 2D CF-ERI equipment and tools. The measured apparent resistivity values are inverted into inversion resistivity pseudo section by using RES2DINV 3.56 software and iterated to calculate resistivity model. The resistivity zones with a range of values from 31 to 174 Ohm.m act as permeable pathway for freshwater discharge to the downstream side towards sea.

Keyword:

SGD, 2D CF-ERT, Resistivity, Magnetic, freshwater

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Structure-Based Pharmacophore Design and Natural Bond Orbital Analysis of Angiotensin Converting Enzyme Inhibitors

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A.Syed Mohamed., Department of Chemistry, Sadakathullah Appa College, Tirunelveli.

Abstract:--

Hypertension and congestive heart failures are becoming epidemic throughout the world. Angiotensin Converting Enzyme (ACE), a metallo-peptidase is the best known important drug target in the treatment of hypertension and responds to broad range ACE inhibitors such as Captopril. Though there are many synthetic drugs that are being used as ACE inhibitors, the usage of natural compounds has its significance with less adverse effects. In this regard, many phytochemical compounds including alkaloids and flavonoids has been reported with anti-hypertensive activity. In this connection, the present study is focused on determining the anti-hypertensive activity of certain phytochemical compounds and synthetic drugs through docking studies and to explore their pharmacophoric features. The docking study implies that rosmarinic acid was relatively better than that of Standard drugs Lisinopril and Captopril. The pharmacophore modelling, validation and screening studies on rosmarinic acid along with Lisinopril and Captopril resulted in two compounds from Maybridge compound database (CD 01374 and CD 01278). Also the Density function theory (DFT) studies on these compounds explained the charge transfer (HOMO–LUMO energy gap of 2.90 eV) interactions that are taking place within the molecule through strong N–H···N and N–H···O hydrogen bonding is essential for the bioactivity of these compounds. Thus the finding of this study clearly emphasized that the rosmarinic acid could significantly possess better ACE inhibition activity and could be an alternative therapeutic agent to replace the drugs with severe side effects.

Keyterms:--

ACE inhibitors, anti hypertension, Captopril, DFT studies

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Gender discrimination in Indian Judicial System: Causes and Implications

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Abstract:--

In all over the world about a half of women population of working age is in the labour force comparing to nearly 80 per cent of men. As per report of World Bank data in 2014, female (above 15 years of age) work participation rate in India is only 27 per cent. Women participation in Government services is meager due to gender discrimination, violence against women, other forms of women suppression and the patriarchal social structure. Gender discrimination in Government institutions for a long time not only restrains women to enter into these services but also leads to denial of justice, when women are aggrieved of their legal rights and approached Governmental institutions.

Presence of males in government institutions discourages women to claim their legal rights by suggesting loss of chastity, reputation, prestige and other attributes depending on women's status. Masculinity tries to save male perpetrators for bribe or material benefits and suppresses feminine gender in all possible ways and thereby sets bad precedents, which lead to failure of implementation of all kind of women welfare laws. Political arena is completely inaccessible for women. It is persisting by male dominated attitude and practice for a long time. Legislature has meager representation of women, which denies chances for women to participate in the process of framing laws. At this juncture this paper analyses gender disparity in judicial system of our country, causes for this kind of discrimination, its influence on contemporary society and the possible solutions with the help of secondary sources of data.

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Ranking the Problems of Corporate Man power planning and its Solutions using ELECTRE Method

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Abstract:--

The corporate companies face several confrontations in man power planning (MPP), which plays a significant role in the growth of an organization. MPP is not a single entity rather it is highly complex and multifaceted. MPP is not just an activity of filling the vacancies of human resource, but it is a challenging task of assigning the right person in right job at right time. As the efficient and smooth functioning of any establishment depends mainly on the efficiency, competency, capability and prospective of the employees, the corporate companies are keen on formulating man power plans to hold the suitable persons. But still the managerial people face many hurdles in MPP for which appropriate solutions have to be framed. This paper presents the problems of MPP and the solutions to it; also the method of Elimination and Choice Translating Reality (ELECTRE) is used to determine the core problem of MPP and the most suitable solution to it.

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Automatic Agriculture Irrigation System

Geetha., Kalasalingam Academy of Research and Education

Nivetha., Kalasalingam Academy of Research and Education

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Shabeer Navaz., Kalasalingam Academy of Research and Education

Bhuvaneshwary., Kalasalingam Academy of Research and Education

Abstract:--

Agriculture is a subsistence of majority Indians and has great effect on the economy of the country. In a country like India, where climatic conditions change sustainably and irrigation facilities are poor. The main source for irrigation process is ground water. Nowadays ground water level is reduced drastically. In order to compensate this problem farmers are using both well and bore well to utilize ground water. This paper describes the automatic control of motor pumps by checking the level of well and bore well as a source for irrigation process. It prevents motor from dry running, single phasing and over loading. This process is using GSM network. Level sensor is used to check the level in well and bore well. After checking the level controller sends the information to the user, depends on the level in the both well and bore well the user sends the message to the controller to turn on/off the motor by using GSM network.

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Synthesis of Water Soluble Chitosan Nanoparticles, Characterization and Its Implications

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Abstract:--

Chitosan is a derivative of chitin. Chitin or chitosan is differentiated based on the degree of deacetylation (DD) that is determined by the proportion of D-glucosamine and N-acetyl-D-glucosamine. Structurally, Chitosan is a straight-chain copolymer composed of D-glucosamine and N-acetyl-D-glucosamine. Chitin is structural element in the crabs and shrimp and cell walls of fungi. Chitosan is used to synthesize nanoparticles as it is used as very good carrier molecule in drug delivery. It is also being used in delivery of other molecules such as DNA, vectors, protein, siRNA etc. Chitosan is insoluble in water and it requires 1 to 2% acetic acid to get dissolved. Here, we report the synthesis of water soluble chitosan nanoparticles by removal of NH₂ groups and converting them to NH group. Besides succinyl anhydride is used to attach with NH group which makes the chitosan soluble in water. Hence N-succinyl chitosan was prepared by series of chemical reactions. Later tripolyphosphate (TPP) was used to synthesize nano structure with chitosan. Synthesized water soluble nanoparticles were characterized further with FT-IR and scanning electron microscope (SEM). FT-IR analysis with raw chitosan, N-succinyl chitosan and chitosan nanoparticles clearly showed that NH₂ groups are absent in N-succinyl chitosan and chitosan nanoparticles. SEM analysis showed that nanoparticles are synthesized successfully. These chitosan nanoparticles are highly soluble in water. Implication of these nanoparticles is very high in drug delivery and agriculture due to their slow, steady and long term delivery. Water soluble chitosan nanoparticles could be used as effective delivery of nutrients, fertilizers and other agricultural products. It helps in saving these agricultural products approximately by 50% due to its slow, steady and long term delivery mode

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Diurnal and Seasonal Variations of Surface Ozone with Meteorological Parameters at Urban Site, Balabackya Nagar, Tirunelveli, Tamil Nadu, India.

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Abstract:--

Surface Ozone (Surface O₃) measurement at the southern urban site of India, Balabackya Nagar (8.7314° N, 77.7081° E), Tirunelveli, Tamil Nadu was carried out for the first time for a period of one year from November 2016 to October 2017. The increasing trend of surface O₃ is a threatening effect to be monitored seriously as the effect worsen the life of biotic and abiotic factors on the earth. The surface O₃ concentration for various seasons were measured using a portable gas sensitive semiconductor sensor based monitor. From the measurements it was observed that the ozone concentration increases from morning to noon and then decreases. The peak value was obtained in the afternoon. The variation of surface O₃ with meteorological parameters like temperature, Relative Humidity, wind speed were also studied. From the measurements it was revealed that the temperature shows a positive correlation, Relative Humidity shows a negative correlation whereas wind speed shows positive correlation except during winter season with surface O₃. In the observation site the surface O₃ variation was recorded seasonally. A diurnal variation pattern was obtained for surface O₃ in the site. Maximum value of surface O₃ recorded was 51ppb during summer and the minimum value of 6.5 ppb during winter season. The seasonal averaged value of surface O₃ was 49.72ppb during summer and a minimum of 10.42ppb during winter. The maximum rate of change of ozone was obtained as 4.67ppb.

Keywords:

Surface O₃, meteorological parameter, correlation, diurnal variation.

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Assessment of Antipyretic Activity of the Marine Gastropod Tonna Dolium (L)

A.Jenivi., Ph.D Research Scholar, Department of Zoology, St. Mary's College, Thoothukudi

Abstract:--

n investigation was carried out to analyze the antipyretic activity of the marine mollusc Tonna dolium. Methanol extract of Tonna dolium was subjected to antipyretic activity on Wister albino rats by Brewer's yeast induced pyrexia. The extract when administered at a dose of 400 mg / kg body weight caused significant antipyretic activity by lowering the body temperature (36.20 ± 0.04) at 4th hour compared to standard drug paracetamol (36.88 ± 0.02) The methanolic extract of Tonna dolium at the concentration of 200 mg / kg and 400 mg / kg showed a significant ($P < 0.05$) antipyretic activity.

Key words:

Antipyretic Activity ,Methanol , Tonna dolium, paracetamol.

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Power Quality Improvement in Grid Integrated Solar Pv System

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Abstract:--

The need to generate pollution free energy has triggered the effect towards the usage of solar energy interconnection with the grid. Consequently, the Photovoltaic [PV] panel interfaced with the grid causes the power quality problems such as a harmonics, voltage sag etc., Active power filters are the powerful tool for mitigation of harmonics. This proposed work describes the methodology for improving power quality of the grid interfaced with renewable energy. The inverter used in this methodology can also be used as a power converter for injecting power from solar to grid along with harmonic compensation. The proposed concept is validated through dynamic simulation using MATLAB/Simulink Power system toolbox.

Keywords:

Power Quality, Active Power Filter, harmonics compensation

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Joint Delay and Energy Minimization Using Instantly Decodable Network Coding For LoRaWAN

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Abstract:--

The internet of Things (IoT) plays a major role in smart applications so LoRaWAN is vitally used all around the world. In this paper, Instantly decodable network coding (IDNC) is used for improving the completion time and joint delay of LoRaWAN with physical-layer rate awareness. We utilize the stochastic shortest path technique to study the problem of completion time and joint delay problem by selecting the maximum clique node and also to reduce its complexity. A split and merge algorithm used for consuming energy and delay experienced by all receivers. Simulation results show that the cooperation between nodes not only reduces energy consumption but also reduces the complexity of data exchanging in the network.

Key words-

LoRaWAN, IDNC, Merge and split algorithm.

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Analysis of Heavy Metals in Waste Water Effluents in Vellakal, Madurai District, Tamilnadu, India

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Abstract:--

Water serves as a significant utility in irrigation of agricultural lands, generation of hydro-electric power, municipal water supply, fishing, boating and body contact recreation, communication as well as unending domestic activities of man and animals. It also serves as a receptor of industrial waste, domestic waste and waste water resulting from other uses of water. This is demonstrated by continuous circulation, transformation and accumulation of energy and matter through the medium of living thing and their activities. The dynamic balance in the aquatic ecosystem is upset by human activities, resulting in pollution which is manifested dramatically as fish kill, offensive taste, odour, colour and unchecked aquatic weeds. Waste water from these sources is used for drinking and other domestic purposes. In this project, waste water effluent samples were collected from Vellakal, Madurai district in region for a period of three months (December 2017 to February 2018) for the analysis of physico-chemical microbial parameters and heavy metals. This present study will provide information on the levels of heavy metals and physico-chemical parameters in these water sources to serve as baseline data for future studies. In the present study attempts to analyze the physico-chemical microbiological parameters and heavy metals of water from a part of the waste water effluent. The levels for these parameters are higher than their acceptable limits; the decreased levels of beneficial microbial populations in the waste water samples are an indication that the effluent is encumbered with large quantities of xenobiotic compounds. A continuous monitoring of the quality of water and steps to prevent further pollution of the river are to be taken to stop further deterioration in the water quality of characteristic of aquatic environment arise from a multitude of physical, chemical and biological interactions.

Keywords:-

Water effluent, Heavy metals, physico-chemical, xenobiotic and pollution.

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A Study on the GST & Its Implications in Business in Thoothukudi Town

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B. Mahesh vanitha., Research Scholar, V.O.C.College

S. Liyakath., MPhil., V.O.C.College

Abstract:--

Thoothukudi is a developing town. There are number of textiles shop, jewellery shop, hotels, car showroom, bike showroom mall etc. GST starting from 1% to 5% depends on the nature of goods, for example milk, foods, textile, car, bike, jewels etc. So in the surrounding Thoothukudi area, the number of shops available and the GST its will be increases the sale level. Only the poor people and middle class people are affected by purchasing goods and services. The GST impact would be less than the current incidence of taxation. The bulk of benefits will be going to industry that will see logistics costs and taxes decline. The government wants to guard against profiteering by companies that will benefit from seamless input credit or tax on tax. The government want to ensure that GST does not lead to price increase and inflation. It is important to ensure that the GST rate is moderate and credit system should be smooth.

The important point is that GST is the most preferred taxation system as it is a tax on final consumption of goods and services in the jurisdiction where it occurs according to the destination principal. Generally collected as a multi-stage tax, GST system facilitates the “flow-through” of the tax burden to the final consumer while maintain neutrality with in the GST system. GST is not merely a tax reform but a transformation of how the business is conducted in India. It will require careful and proactive planning by all stakeholders to leverage its benefits. So this articles to explain the impact of GST in business in Thoothukudi town.

Keywords:--

GST, Consumption, Multi-Stage Tax, Inflation etc

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Microwave Assisted Synthesis and Characterisation of Cobalt (III) complexes with Macro cyclic ligands

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R. Muthukumar@Sivaraman., Department of Chemistry, Kamaraj College, Thoothukudi

Abstract:--

Cobalt has been chosen as central metal ion because of its ability to form stable complexes in an octahedral environment. Macrocyclic ligand 3, 8-Dimethyl- 4, 7-diazodeca -3, 7- diene-2, 9-dione dioximate has been synthesised by the condensation of 1, 2- Diamino ethane and 2, 3 - Butanedione monooxime in 1:2 molar ratio. The ligand and parent cobalt (III) dioxime have been characterised by elemental analysis, electronic and IR spectral data. Macrocyclic ligands are receiving considerable attention as they are proved to be superior sequestering agents for various radio nuclides of interest for radio pharmaceutical purposes.

Key words:

Macrocyclic ligands, Dimethyl glyoxime, Cobalt (III) dioximes, Electronic Spectroscopy, IR spectroscopy

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A Survey on Data mining Techniques for Heart Disease Prediction

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Dr .G.Murugeswari., Ass.Professor, Department of Computer Science, Kamaraj College, Tuticorin, India.

Abstract:--

Data Mining provides many techniques for transforming the raw data into useful information for decision making. Medical Data mining has potential to explore the hidden pattern in data set of the medical domain. These hidden patterns can be used for clinical diagnosis and disease prediction. Heart disease is one of the common and major causes for death in India. According to a Global Burden of Disease Report, 1.7 million Indians died of cardiovascular illnesses. The number of deaths due to cardiovascular illnesses has gone up by 53% since 2005. The cases of cardiovascular diseases are growing at 9.5% annually according to an ASSOCHAM-Deloitte joint study. At the same time, it is considered to be the most preventable and controllable disease. There are certain factors which may cause heart diseases. The factors include change in life style, food habits and addiction to bad habits, mental stress, smoking, alcohol consumption, Obesity, blood pressure and diabetes etc. This research paper intends to provide a survey of data mining techniques used for medical research area particularly in heart disease prediction. Various research works on association rule mining, classification and disease prediction are analyzed and presented in this paper.

Keyword: -

Data mining techniques, Heart disease prediction, Disease Prediction

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Not Created But Formed: A Critical View of Culture in the Novel of Buchi Emecheta's The Bride Price

J. Jency Prathesha., Research Scholar, Women's Christian College, Nagercoil.

Dr. R. Margaret Joy Priscilla., Assistant Professor, Women's Christian College, Nagercoil.

Abstract:--

The aim of the paper is to expose the tradition of Ibuza culture and also the struggles undergone by women through the society as well as patriarchy. Marriage was the main important tradition among their society. This paper is entitled as "Not Created But Formed in the Novel of Buchi Emecheta The Bride Price". This novel is a part of autobiographical and in addition fictional. So, this gives awareness to the present society about other cultures. This paper deals with the character of Aku. She was dad's princess at early age and on the other side she was expected for the Bride Price. And also this paper shows her life with Chike who over comes the traditions and leads her life with Chike. But at last her life was ended because the bride price was not paid. But her identity was her girl baby. This paper shows the struggles of women by society, by tradition through marriage in African Society.

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Impact of Job Related Factors in Job Satisfaction of Self-Financed College Teachers

Dr. C. Kumari., Assistant Professor, Arignar Anna College, Aralvaimozhi

Dr. S. Ramola Ponnalar., Assistant Professor, Nesamony memorial Christian College, Marthandam

Abstract:--

Job satisfaction is a pleasurable emotional state resulting from the appraisal of one's job and an attitude towards the job. Teachers play a crucial role in the development of a nation's resources. An effective teacher must have a positive attitude towards students and dedication to teaching. In the present study Self-Financed Teachers and Self-Financed Teachers in aided colleges were selected by Stratified Random Sampling method.

Key words :

Job Satisfaction, Self-Financed

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Fuzzy In Multicriteria - Decision Making

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M. Balkees., Reader in Mathematics, Pioneer Kumaraswamy College, Nagercoil.

Abstract:--

A fuzzy approach for tackling qualitative Multicriteria Analysis problems in a simple straight forward manner is presented. An empirical illustration is given and compared the results with the conventional method and this new method proposed is found to be better.

The application of fuzzy sets theory to multi-criteria Decision making (MCDM) models provides an effective way of dealing with the subjectiveness and vagueness of the decision making process for the general MCDM problem. By using the linguistic terms with fuzzy number representation, the Decision Maker (DM) can effectively express his/her subjective assessments. The DM's preference in comparing alternatives or criteria can be better modelled.

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Role of Non-Financial Benefits in Job Satisfaction of Port Trusts Employees - A Comparative Study

Dr.A.Arumugam., Associate Professor of Commerce V.O.Chidambaram College.

Dr.K.Sivagama Shunmuga Sundari., Assistant professor of Commerce, A.P.C.Mahalaxmi College for Women,
Thoothukudi

Abstract:--

Job satisfaction is a result of employees' perception of how well their job provides those things that are viewed as important. Job satisfaction is the most and frequently studied attitude. This paper aims to explore the role of non-financial benefits in job satisfaction of port trusts employees. A sample of 254 employees from V.O.Chidambaranar Port Trust and 370 employees from Chennai Port Trust were selected for the study. They were selected by proportionate random sampling method. The researcher applied statistical tools such as mean, standard deviation and t-test. This study revealed that there is a significant difference between the satisfaction of employees of V.O.Chidambaranar and Chennai Port Trusts with regard to non-financial benefits.

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Extraction of Chitin from Shrimp Shell Wastes by Using Bacillus Licheniformis and Lactobacillus Plantarum

Abirami S., Department of Microbiology, Kamaraj College, Thoothukudi, Tamil Nadu, India.

Nagarajan D., Department of Zoology, Kamaraj College, Thoothukudi, Tamil Nadu, India.

Abstract:--

The present study deals with biological extraction of chitin from shrimp shell waste was done, as an alternative method of chemical treatment to retain the quality of chitin. The shrimp shell waste was deproteinised by using immobilised *Bacillus licheniformis* (SSCL10) and *Lactobacillus plantarum* (MTCC 1407) was used for demineralisation of shrimp shell waste for chitin extraction. Maximum level of extracellular protease (16 U/ml) was produced on the 4th day of fermentation. The protein content of shrimp shell was greatly reduced to 3% from 25% on the 7th day. Maximum deproteinisation of shrimp shell waste of 90% was by *B. licheniformis* and maximum demineralisation of 96% was observed on the 7th day by using *Lactobacillus plantarum* (MTCC 1407). The chitin extraction from shrimp shell waste after deproteinisation and demineralisation showed 30% efficiency. The extracted chitin was confirmed by comparing it with the FT-IR spectrum with standard chitin. The Moisture content and ash content of obtained chitin products were also characterized. The present study deals with a better economic usage of the shrimp waste which minimizes the land pollution and at the same time maximizes the profit for the recovery of the useful products of chitin.

Key words:

Deproteinisation, demineralisation, chitin, shrimp waste etc.

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Random UV Mutagenesis Stimulated over Production of Citric Acid by *Aspergillus niger*

S. Abirami., Department of Microbiology, Kamaraj College, Thoothukudi, India

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A.Selva Raja Pushpa., Department of Microbiology, Kamaraj College, Thoothukudi, India

Abstract:--

The *Aspergillus niger* strain was isolated from soil sample and employed for the production of citric acid from easily available raw materials (citrus fruit wastes). A total of four substrates-lime peels, orange peels and banana peels and beet root peels were selected in this study. The citric acid fermentation was carried out upto 6 days at 30°C. Fermentation process was carried out by using three types of inoculum i.e *A. niger* spores and mycelium and also mutated *A.niger* mycelium for citric acid production. Estimation of citric acid and sugars were done by every 48 hrs. Highest yield of citric acid (10g/100ml) was observed in the mutated mycelium than the spores and normal mycelium. Among the substrates used, orange peels were found to be more suitable for citric acid production. Greatest antimicrobial activity of synthesized citric acid was observed against *E.coli* and also a trail of Calcium Hydrogen Phosphate Dihydrate (CHPD) crystal dissolution was tested. As the increased concentration of citric acid, the dissolution of CHPD crystals were found to be high.

Keywords:

Aspergillus niger, citric acid, CHPD crystals, spores etc.

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Two Solitude”: Mordecai Richler’s ‘The Apprenticeship of Duddy Kravitz’

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Abstract:--

The Jewish-Canadian Literature is characterized by a sense of homelessness and exile, which is dominated in the writings of the immigrant writers of Canada. The characters in the novels of Mordecai Richler try to establish their identity in the Canadian society. Richler’s novels deal with the large national problem of assimilating a Canadian identity out of racial and cultural elements in general and with the process of integrating Jewish elements into Canadian culture. The protagonist Duddy, an young man who has consciously accepted the responsibility of life and was ready to get freed from the clutches of two holds , Jews and non-Jews to assert his individual supremacy. The novel focuses on the relationship between Jew and the Gentile, the struggle for freedom and survival and the disappearances of old values in the modern world.

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A Tech-oriented library based approach in building a good vocabulary through Ereaders

DR.S.Bhavani., V.O.C College Of Education, Tuticorin.

Abstract:--

An e-reader, also called an e-book reader or e-book device, is a mobile electronic device that is designed primarily for the purpose of reading digital e-books and periodicals. ‘Does Ereader improve English language vocabulary of IX Std students?’ is the research question. Simple random sampling was method was used to collect data and the sample size is 25. Experimental Study of Pre test - Post Test Control Group design was adopted to study the research question. Input Hypothesis, Interaction Hypothesis, Affective filter hypothesis and Output Hypothesis are the forms of assumptions made in this research. A short story was loaded into the ereader and given to three students as lent free of cost for a week. Post-test was administered at the end of the week. The pre-test and Post-test scores obtained were further analyzed either in SPSS or in MS-Excel software. Ereaders reduce the cost of purchasing textbooks and it makes reading books a fun and on the whole improve their academic achievement is the major findings of this study.

Keywords:

Ereaders, English Vocabulary, Ebooks, fun reading, academic achievement

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Prospective Memory nurturing the Adolescence

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Abstract:--

Daily activities of any human being must be carried out smoothly without any hindrance. To argue, well-being of an individual paves the way for plethora of achievements in life. To accomplish his routine implementations, he needs the capacity to remember them. This is referred as memory which is one of the major criteria differentiating the humans from wildlife. Out of the various memory types, the prospective memory actually drives anyone to remember the things to be done at the right time. It is probably the essential precursor for an independent life of all and is progressing as one among the newly established field of memory research. Adolescence, being the period of storm and the crucial stage of life, they do need the prospective memory to be groomed as a perfect personality in his society. Thereby they can execute the tough tasks like decision making, cognitive flexibility and critical thinking. Henceforth this paper aims at developing a few strategies through which 'cornerstone of cognitive development' prospective memory of adolescence may be improved greatly. Taking the noble profession as teachers and a part of policymakers, tutors should follow some techniques to enhance the memory of adolescence as the prime responsibility of moulding them as good and useful citizens lies with them.

Keywords:

Memory, Prospective Memory, Adolescence, Cognitive flexibility, Decision making

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Survey on Big data Analytics Techniques

Ramalakshmi. G., Assistant Professor in Kamaraj College, Thoothukudi.

Ratnavali.V., Assistant Professor in Kamaraj College, Thoothukudi.

Abstract:--

Recently, big data plays a major role in Information Technology. It is described as VVVVV which is Volume, Variety, Velocity, Variability, and Veracity. Big data analytics system is to collect data first and then retrieve useful patterns for gain some profit in organization. Big data gives a lot of opportunities to great progress in many fields. Social networks, search engines are also tracking user information and analyze user web behavior. Ecommerce gets improved day by day through big data analytics. Researcher use various techniques to store and analyze the data. The aim of this survey paper is to overview the techniques for analyzing Big data.

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Synthesis and Characterization of silver nanoparticles using Centella asiatica leaves and their antibacterial and antifungal activities

Chandra Lekha., Department of Chemistry, Kamaraj College, Tuticorin

Vijaya., Department of Chemistry, TIMER, Nagercoil

Abirami., Department of Microbiology, Kamaraj College, Tuticorin

Abstract:--

Green synthesis of nanoparticle prevents the atmosphere from pollution and its application in various field has become the favourite pursuit of all researchers. Green synthesis of (AgNPs) was achieved by using the Silver nanoparticles ethanolic extract of Centella asiatica leaf and AgNO₃. Reduction of silver ions into silver nanoparticles was observed as a result of the color change from pale yellow to brown. The synthesized nanoparticles have been characterized by UV-Vis spectroscopy and FTIR. UV-Visible spectrophotometer showed absorbance peak in range of 445 nm. Infrared spectrometer (FTIR) analysis was carried out to determine the nature of the capping agents in leaf extracts. The synthesized nanoparticles showed active against bacteria such as P.aeroginosa, H.influenzae, S.aureus, S.pyogenes and fungi like A.nigar, C.albicans .

Keywords:--

Centella asiatica, Green synthesis, Silver nanoparticles, UV, FTIR, P.aeroginosa, H.influenzae, S.aureus, S.pyogenes, A.nigar, C.albicans .

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Biological synthesis of silver nanoparticles from Mentha piperita and evaluation of its antimicrobial activity

Jeyapratha., Department of Chemistry, Kamaraj College, Tuticorin

Abirami., Department of Microbiology, Kamaraj College, Tuticorin

Abstract:--

The synthesis of metal nanoparticles through plant extract is an important aspect of current nanotechnology. Biosynthesis of silver nanoparticles was carried out by using Mentha piperita plant extracts for the reduction of aqueous silver ions in short period. The biosynthesized silver nanoparticles were characterized by UV and FTIR spectroscopy techniques. The formation of silver nanoparticles was confirmed by the colour change of the sample and a strong absorption peak at 438nm. The synthesized nanoparticles was evaluated for antimicrobial activities against bacteria such as P.aeruginosa, H.influenzae, S.aureus, S.pyogenes, and fungi like A.nigar, C.albicans .

Keywords:

Mentha piperita, silver nanoparticles, UV, FTIR, P.aeruginosa, H.influenzae, S.aureus, S.pyogenes, A.nigar, C.albicans .

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Comparative Study of Green Synthesized Silver Nanoparticles Using Flower Extract of Rosa Chinensis and Nelumbo Nucifera and Its Antimicrobial Activity

Gomathi Pooma., Department of Chemistry, Kamaraj College, Tuticorin.

Eppi Queens., Department of Chemistry, Kamaraj College, Tuticorin.

Chandra Lekha., Department of Chemistry, Kamaraj College, Tuticorin.

Abirami., Department of Microbiology, Kamaraj College, Tuticorin.

Abstract:--

Biologically synthesized silver nanoparticles (AgNPs) are being widely used in the field of medicine. The biosynthesis method is the best eco-friendly. In the present study is to compare the biosynthesis of silver nanoparticles using the fresh flower extracts of Rosa Chinensis and Nelumbo Nucifera and its antimicrobial activity. The silver nanoparticles were characterized by using ultraviolet-visible(UV-Vis), FTIR spectroscopy techniques. The bioreduction of silver ions was observed by the colour changes from pink to brown. Fourier transform infrared spectroscopy (FTIR) analysis revealed that the polyphenolic compounds, flavonoids and other secondary metabolites including in the aqueous extracts may act as capping agent for the nanoparticle synthesis. The biosynthesized AgNPs has been proven antimicrobial activity.

Keywords:

Rosa Chinensis and Nelumbo Nucifera, Silver nanoparticles, UV, FTIR, secondary metabolites Antimicrobial activity.

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Capital Market Operations and Its Impacts on Indian Economy

P.Murugan., Assistant Professor, Department of Commerce with Corporate Secretaryship, Tuticorin.

Mrs. G. Mabel Granapu., Assistant Professor, Department of Commerce with Corporate Secretaryship, Tuticorin.

Abstract:--

This study analysis the influence of the stock market and debt market on the Indian economy. This analysis of data is multiple regression and ordinary least squares estimation techniques. The result of the study shows that the Indian capital market has the potentials of growth including but it has not contributed meaningfully to growth of Indian economy. Thus it was concluded and recommend that the Indian capital market and debt market one of the mainstream in every economy that has the power to influence economic growth, hence the government is encourage to encourage to invest in the form of government securities.

Key words:

Capital Market, Market Capitalization, Economic Growth, Government Securities

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History retold through Kate Grenville's The Secret River

R. Priyadarshini, II M. A. English Literature, V.O. Chidambaram College, Thoothukudi .

Abstract:--

This abstract explores how literature helps to bring out the truth buried behind Australia's brutal past. The novel *The Secret River* helps to break the silence of the white settlers of Australia on how they have come to be so rich despite their beginnings as convicts. Kate Grenville, a non-indigenous writer of Australia wanted to rewrite history for the sake of aboriginal natives and to help them in making a chronicle of their own. This abstract traces Kate's endeavour in rewriting the dark legacy of colonialism. She grew up hearing stories about her ancestors from her mother, but now looking back at it, there was never a mention of the indigenous people in any of the family legends. When the penal colony of New South Wales was first established about two hundred years back, there were already people living in Australia, even before the colonisation of Britain. The natives are not called aborigines for no reason. It was a shock to the system that the mysterious disappearance of the aboriginal people had been kept silent in history. Kate Grenville takes a bold stand and breaks that silence once and for all by explaining the brutal truth of the killing massacre carried out by her white ancestors on the natives just to 'take up' their lands and feel 'settled'. The secret river of blood is veining under Australia's dark past and staining the white settlers' conscience with the innocent aborigines' blood on their hands. Kate despite being a non-indigenous writer tries to do right by her indigenous brothers and sisters by going so far as to break the innocent façade of her own great-great-great grandfather, Solomon Wiseman, whom the novel has been modelled upon, with the accounts of the real facts and incidents of the history untold.

Key words:

history, silence and retold.

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Application of Biosensors in Environmental Pollution and Medicine

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M. F. Valan., Assistant Professor, Department of Chemistry, LIFE, Loyola College, Chennai

Abstract:--

In recent times, environmental wellness and health have won the attention of science and technology. As the world go through an evolutionary transformation, environmental security is taken care with utmost observation and attention. Health is influenced by the ecology. Discharge of toxic pollutants such as chemicals toxins and pathogens necessitate a vigilant monitoring and a thorough check. On this account, detection and diagnosis of environmental pollutants and health hazards need scientific and technological tools. Biosensors proved to be the most attractive analytical tools for better monitoring and to implement medical and environmental legislations in these areas. Biosensor technologies offer the potential to fulfill the parameters of diagnosis. The construction and working of biosensors base an interplay of nanotechnology and medicinal chemistry. This review encompasses the nuts and bolts of Biosensors.

Keywords:

Biosensor, Environmental monitoring, Diagnosis of Disease.

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Chiaroscuro of Conflict, Disaster, Suffering and Ethnic Fratricide: A Study of Jean Arasanayagam's Poetry

Mary Josephine Jerina., Asst. Prof. in English, Department of English(SF), Kamaraj College, Thoothukudi

K.Kalyani., Asst. Prof. in English, Department of English(SF), Kamaraj College, Thoothukudi

R.Balasarasvathi., Asst. Prof. in English, Department of English(SF), Kamaraj College, Thoothukudi

Abstract:--

Jean Arasanayagam is a major creative voice in Sri Lankan writing in English. Through her writings she renders voice to the thousands of oppressed people around the Island of Sri Lanka. Her poem transports the reader to the civil war, where thousands lost their life. She records each and each incident as she too has been a victim through the long years of ethnic war. Being a painter as well as a poet, she gives a vivid picture of the disaster and the suffering of the multitude with the eyes of the painter and poet. In this paper titled Chiaroscuro Of Conflict, Disaster, Suffering And Ethnic Fratricide: A Study Of Jean Arasanayagam's Poetry, the researcher has probed into the poems that portray the disaster from the Collections Apocalypse'83 and Fusillade. The poems serve as a witness and a catharsis of pity and hope in coming out of that traumatic experience. For Jean it was both regeneration and a rerouting of her life and events.

Key words :

Oppressed, suffering, conflict, disaster, suffering, ethnic fratricide

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Hazards of Anthropocentrism in Jill Culton and Roger Allers's Open Season

K. Nithya., II M.A English Literature, V. O. Chidambaram College.

Abstract:--

In general, the whole world experiences various hazards now and then in diverse ways. In another point, unknowingly and sometimes knowingly it moves towards those hazards to meet its own end. Here also, the paper revolves around such ongoing hazardousness of our whole world. It deals with the much uncomplicated film Open Season to expose the very hazardous acts and impacts of the philosophical viewpoint Anthropocentrism. The Open Season is an animated buddy comedy film about an odd couple of buddies that contains the story of a pampered pet grizzly, Boog and wild antler deer, Eliot. In the film, Boog is reared as a pet with all comforts; but in course of time, the situation takes it to the tough wild life where it struggles to adopt its life with a company of Eliot and finally gets the realization from the question what is its real home? So it fights along with the group of wild animals against the people who come to harm them and their home like forest to save their lives and home. Therefore, in the paper, I interpret it is the film of hazards at the ground of anthropocentric views and acts.

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A Study on Online Banking Security

V.Suma, Part time research scholar and Asst.professor,Dept of Commerce,Shri Krishnaswamy College for Women,Chennai

Dr.S.Ramola Ponmalar, Asst.professor,Dept of Commerce,NMCC,Marthandam

Abstract:--

Information security is becoming more vital because the world is becoming highly interconnected with the Internet. Online banking enables the customers to do their banking transactions easily but it is vulnerable to threats due to identity theft and phishing email scams. This study finds out the threats of information security on online banking with some real fraudulent activities happened in the recent days and proposes different security measures that can be taken to protect the internet frauds. These measures will help customers to develop awareness and improve online services provided by the banks which could develop a safeguard against the frauds by the policy reengineering and using advanced unique technology.

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Ecofeminism Vs Darwinism: An Analysis on Margaret Atwood's Novels

K. Rathinam@ Shanmugasundarie., Assistant Professor of English, Sri Sarada College for Women, Tirunelveli

Abstract:--

Ecological concern is increasing in today's world because the nameless diseases and helpless natural calamities. There are several ecocritical writers in various countries however, Margaret Atwood is one of the most popular and respected serious novelists writing today. In addition to a Booker Prize she has received numerous awards and honorary degrees, and in particular she is the centre of a great academic industry inspired by her work. She is significant for ecocriticism because she has addressed environmental issues in her writing and their public lives consistently over more than past twenty five years in building fictional scenarios around climate change at least a decade before the subject came to public attention in the early 1990s. Atwood is a patron of friends of the Earth, and is honorary president of the conservation charity. Atwood had tried to integrate scientific ideas in her work, in theme and as structural elements of narrative. Her novels appear to be highly ecofeministic. But when given a deeper read it shows its deviation from an ecocritical view to Darwinism. The paper is a study on Atwood's novels and her gradual movement from ecofeminism to Darwinism.

Keywords: --

Ecocriticism, ecofeminism, Darwinism, environment, dystopia, etiology, ecology, survival, ecophilosophers, anthropocentrism, and constructionism.

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Acculturation and Changing Food Culture in Kerala

Arya Balachandran., St. Teresa's College, Ernakulam, Kerala

Abstract:--

Indian Food Culture cannot be accounted as a single homogenous one. It varies with states, religions, castes, economic status, geographical peculiarities, availability of products etc. Globalisation and the increase in migrant population have brought in changes in the food patterns of Indians. Each community/ethnic group in India has specific foods which are passed on to their future generations. They are symbolic of the culture and tradition of that particular group. Indian Cuisines are noted for the use of spices and flavours. Kerala, the land of spices has a food culture different from the rest of India which is a combination of multiple cuisines. With the Western, Eastern and other regional influences, food culture in Kerala has undergone many alterations. Acculturation in India has a history which spans from the colonial period under Britain to this period of large corporations. With the merging of cultures, there happens a modification of the diet by retaining traditional food culture and incorporating new food patterns. This diet substitution can affect the health, economy, environment and culture itself adversely. The changes in food culture as a result of acculturation and its consequences form the crux of the paper.

Keywords:

Food Culture, Globalisation, Acculturation, Migrations, Cuisines

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Review of Canny Edge Detection Algorithm and HOG Feature Extraction in Facial Expression Recognition.

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K.M. Vinothiga., II M.C.A Department of Computer Science, in Kamaraj College, Thoothukudi.

Abstract:--

The Facial Expression Recognition system has many applications in the field of machine learning and computer vision. The canny edge detection algorithm has proved to be a very successful one in many image processing applications. It uses intensity gradients of an image for successful edge identification. For feature extraction in (FER) systems many methods are there for still images and videos. HOG(Histogram of Oriented Gradients) is the feature extraction method using image gradients that is applied in many FER systems. The first step of calculation in many FER systems is image pre-processing. This step is for removing noise and ensuring normalized colour and gamma values. This step can be left out when we do feature extraction using HOG descriptor computation, as the HOG descriptor normalization produces the same result. Both the algorithms use image gradients for their computation. In our paper we shall provide a review of these two successful algorithms and analyze them for effective Facial expression recognition with less computational time and memory.

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Oxovanadium (IV) salen catalysed oxidations of organic sulphides with H₂O₂ and electrochemical behavior of complexes

K.Saravanadevi., St. Mary's College (Autonomous), Tuticorin.

Dr.A.Mathavan., V.O.Chidambaram College, Tuticorin.

Abstract:--

Oxovanadium (IV) salen Schiff base complexes catalysed the oxidation of sulphides with H₂O₂ give sulfoxide and sulfones. Oxovanadium complexes are able to generate peroxo complexes with H₂O₂. This hydro peroxovanadium(V) facilitates the nucleophilic attack by the sulfide to form sulfoxide and hence the rate of reaction is increased. The oxidation is selective and sulfoxide is the only product of the reaction. The sulfoxide moiety is involved in important biological activities. Catalytic oxidations of organic compounds with oxidants such as H₂O₂ are less wasteful than the traditional methods. The kinetic study on the H₂O₂ oxidation of organic sulfides catalysed by OVIV salen complexes in dichloromethane was carried out under pseudo first order conditions and this reaction follows the Michaelis-Menten kinetics. In order to account for the spectral and kinetic results we have proposed a possible mechanism involving proton coupled electron transfer in the reaction. The electrochemical methods also provide highly valuable information regarding catalytic process that the oxidation of V(IV) to V(V) and reduction of V(V) to V(IV) is one electron transfer process.

Keywords:-

Oxovanadium(IV) salen complexes, Sulfides and Michaelis-Menten kinetics.

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Pollution Control and Abatement Technology

Dr. C. Nirmala Devi., Asst. Prof. in History, Sarah Tucker College, Tirunelveli

Abstract:--

Man and Environment:

Generally, people are indifferent to their environment. Newton's third law states: 'Every action has an equal and opposite reaction'. This will equally apply to man's relationship with nature as it relates to application of force on inanimate objects. While man sought domination over nature in 5,000 years of recorded history, he has, in the last 50 years, begun to realise that his welfare and his very existence are deeply intertwined with the natural cycles and systems.

Man is unique in many ways and one of these is his ability to subordinate nature and natural resources. So long as the requirements of his economic activities were small in relation to global stocks of critical natural resources, he could count on improving his welfare. However, his economic activities have increased at an exponential rate during the past several decades with the result that the earth's resource base and life support systems have become vastly depleted. The principal manifestations of these impacts are on the global climate, the intricate web of forests, ecology and diversity of living beings and increased transparency of the earth's atmospheric protective shield to harmful ultra-violet radiation. All these are related directly and indirectly with man's economic activities and with each other. They all have serious implications for his future well-being.

Pollution is the deliberate or accidental contamination of the environment with man's waste. Generally "Anything that is released into the environment can be termed pollution".

Key Words:

Types of pollution, Causes, Effects, Control and Abatement.

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Understanding Technostress: Where Are We Now And Where Should We Go?

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Dr. B. William Dharma Raja., Professor & Head, Department of Education, Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu

Dr. S. R. Sundaravalli., Assistant Professor, Department of Education, Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu

Abstract:--

Interaction with technology is not only restricted to technology professional and IT personnel but it extends to all the organisations which use Information Communication Technology to perform day- to-day work. Technology enables the organisations to distribute information much faster than ever before and it also facilitates the employees to do more tasks within a short period. However, to attain maximum efficiency, proper implementation of knowledge and skills is necessary. There is a delicate balance between the challenges and threats appraised by the users of technology at work place. Whenever there is a misfit/gap between the organisational demands and the individual's ability due to pervasiveness of ICT, "technostress" is induced. Technostress has both positive and negative consequences on the individual and the organisation. The aim of this study is to identify the technology characteristics which induce technostress and to analyse the individual's perception and appraisal on various aspects of technostress. The study also provides future implications for the organisations to gain a better understanding on technostress thereby creating new work structure for its employees.

Keywords:

Technostress, Information Communication Technology, technology characteristics, challenge appraisal, threat appraisal.

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Curriculum for the new generation: the task before teachers

P.T. Anbu Hannah Dora., Associate Professor of French, Holy Cross College (Autonomous), Nagercoil

Abstract:--

The changes the world has witnessed in the last two or three decades are enormous and amazing. The changes are visible in all compartments of life with higher education as no exception. Needs, demands, requirements and expectations are different in the ICT driven modern world of technology. These changes exert massive pressure on higher education which faces the mammoth demand from the world to cope with the changes. The world that was giving importance to knowledge till the first part of the twentieth century slowly started demanding skill from the younger generation. This made a strong impact on higher education in all its components and educational planners and thinkers realized the inevitability of bringing about revolutionary changes in curriculum planning, teaching-learning and also testing and evaluation.

Today the world has shrunk into a global village and higher education is expected to cater to the requirements and stipulations of global job market. This made policy makers of higher education all over the world give a serious thought to curriculum designing. What the world expects today is a curriculum that is relevant, useful and challenging which satisfies the expectations of the younger generation and caters to the needs of the world.

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Edge Magic Pyramidal Graphs

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Abstract:--

Let $G = (V, E)$ be a graph with p vertices and q edges. The Edge Magic Pyramidal labeling of a graph G with p vertices and q edges is an assignment of integers from $\{1,2,3,\dots,p_q\}$ to the vertices and edges of G where p_q is the q^{th} Pyramidal number so that at each edge the sum of that edge label and the labels of the vertices incident with that edge is a constant and the constant must be a Pyramidal number. In this paper we prove that the Cycles, Stars, Peterson graph, Complete bipartite graphs are Edge Magic Pyramidal graphs and introduce the concept of Shift labeling, Edge Antipyramidal labeling. Also we investigate the Edge magic strength of certain graphs. By a graph we mean a finite, undirected graph without multiple edges or loops. For graph theoretic terminology, we refer to Harary [2] and Bondy and Murty [4]. For number theoretic terminology, we refer to M. Apostol [1] and Niven and Herbert S. Zuckerman [5].

Keywords:--

Pyramidal number, Antipyramidal, Cycles, Stars, bipartitite.

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The Explication of Reality: Contiguity in Marilynne Robinson's Housekeeping.

Mrs. M. Hermina., Research Scholar, St.Marys College (Autonomous), Thoothukudi.

Abstract:--

Realistic fiction can be broadly defined as the faithful representation of reality and the literary technique used by the realistic authors to highlight the real life as fiction. It's a genre to narrate stories, which can happen to any regular folks especially-the bored housewives, petty government officials, poor spinsters or poor teenagers-living ordinary lives. Realism in novels is an aesthetic mode to break the classical demands of art to portray life, "as it should be" and highlight life "as it is".

Housekeeping (1981), the novel of contiguity for realism by the American realistic writer, Marilynne Robinson, a nominated debut, for the Pulitzer Prize (2005), represent the ordinary middle class life. This novel is the blend of, the strengths and weaknesses of the realistic character, Ruth and not the conflict of good and evil. It is so disciplined and so full of the thoughts and reflections of Ruth who changes the sense of life rather than to concentrate in her own sense, like her younger sister, Lucille. Housekeeping is regarded as a classic among the realistic novels and was made into a film, directed by Bill Forsyth (1987) with which the author Marilynne Robinson was very much pleased.

The language of realistic literature is presented in this research paper with reference to the American realistic writer, novelist and essayist, Marilynne Robinson.

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Work life balance of women in various phases – an exploration with cognitive content in the recent era.

V. Rajalakshmi., Assistant Professor, Department of Management Studies, Francis Xavier Engineering College, Tirunelveli

Abstract:--

Managing work life balance has become an issue for both the employees and HR departments since work life balance tensions may reduce performance, overall job satisfaction and finally increase the turnover rate. Having a balance between family and work is a biggest challenge for the professional people. The role of working women has changed throughout the world due to economic conditions and social demands. This has resulted in a scenario in which working women have tremendous pressure to develop a career. The ever-increasing work pressure is taking a toll on the working women leaving them with less time for themselves. This affects the person's physical, emotional and social well-being. Thus, achieving work life balance is a necessity for working women to have a good quality of life. This paper is an attempt to explore the phases of women and tough challenges faced by working women in maintaining a balance between their personal and professional life.

Keywords:

Work- Life Balance, Working Women balance between Personal Life & Professional Life.

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Antidiabetic, Antihyperlipidaemic and Antioxidant Activity of *Crotalaria longipes* Wight & Arn .Aerial Part in Alloxan Induced Diabetic Rats

Paulpriya K., Ethnopharmacology Unit, Research Department of Botany, V.O.Chidambaram College, Tuticorin, Tamil Nadu, India

Tresina Soris P., Ethnopharmacology Unit, Research Department of Botany, V.O.Chidambaram College, Tuticorin, Tamil Nadu, India

Mohan V.R., Ethnopharmacology Unit, Research Department of Botany, V.O.Chidambaram College, Tuticorin, Tamil Nadu, India

Abstract:--

The ethanol extract of *Crotalaria longipes* Wight & Arn (Family: Fabaceae) aerial part was investigated for its antidiabetic effect in wister albino rats. Diabetes was induced in albino rats by administration of alloxan monohydrate (150mg.kg, i.p). The ethanol extract of *C. longipes* at a doses of 100mg/kg, 200mg/kg and 400mg/kg of body weight was administered at single dose per day to diabetes induced rats for a period of 30 days. The effect of ethanol extract of *C. longipes* aerial part on blood glucose, plasma insulin, creatinine and urea, serum lipid profile [total cholesterol (TC), triglycerides (TG), low density lipoprotein- cholesterol (LDL-C), very low density lipoprotein- cholesterol (VLDL-C) high density lipoprotein-cholesterol (HDL-C) and phospholipid (PL)] serum protein, albumin, globulin, serum enzymes (serum glutamate pyruvate transaminases (SGPT), and serum glutamate oxaloacetate transaminases (SGOT), and alkaline phosphatase (ALP), Activity of lipid peroxidation (LPO) and antioxidant enzymes, catalase (CAT), superoxide dismutase (SOD), reduced glutathione (GSH) and glutathione peroxidase (GPx) were measured in the serum, liver and kidney of diabetic rats. The ethanol extract of *C.longipes* leaf elicited significant reductions of blood glucose ($P<0.05$), lipid parameters except HDL-C, serum enzymes and significantly increased HDL-C and antioxidant enzymes. The extracts also caused significant increase in plasma insulin ($P<0.05$) in the diabetic rats. From the above results, it is concluded that ethanol extract of *C. longipes* possesses significant antidiabetic, antihyperlipidaemic and antioxidant effects in alloxan induced diabetic rats.

Key words:

Fabaceae, Alloxan, antidiabetic Lipid peroxidation.

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Demographic Dividend and Optimum Population in Indian Context: Issues and Prognoses

Dr N.Pakshi Rajan., Assistant Professor of Economics, V.O.Chidambaram College, Thoothukudi

Abstract:--

This paper examined the issues of India's demographic dividend on a socio-economic spectrum. Demographic dividend :“the economic growth potential that can result from shifts in a population’s age structure, mainly when the share of the working-age population (15 to 64) is larger than the non-working-age share of the population (14 and younger, and 65 and older).It has both virtuous and vicious circle in which it promotes and hurts the economic growth respectively. India's median population age is 27.3 years. India, with more than 65% of the population below the age of 35, India will rise as an economic super power, supplying more than half of Asia's potential workforce over the coming decade. The country's burgeoning population of millennials is around 12 million people are added to working age population every year. By the 2030, the increase in women workforce would boost the overall size of the Indian economy by around one sixth, or the equivalent of close to US\$2 trillion a year in terms of today's purchasing power. IMF says, India's continuing dividend could add about 2% to the annual rate of growth, if harnessed properly. To gain profit from the dividend, it is contingent upon the scale of investment in education, infrastructure, health and security, employment generation and social security. Failing to do so, we can expect there to be additional cost to the society, welfare models will be pushed to the limit, rise in unemployment, loss of income, negative multiplier effect, social dislocations/upheavals like increase in crime, increase in divorce rate, worsening of health and lower life expectancy, and budget deficit. To equip the Indian labours in modern set up of work, 'Skill India' campaign is launched that aims to train 40 crore Indians in different skills. Besides, this paper discussed optimum population and advantages at the point of optimum population in Indian context. It also analysed the 'potential end targets' meaning of optimum population .The potential end targets of optimum population: ' an optimum population is that the earth can support sustainability and so on'. The GFN has developed the concepts of biocapacity and ecological footprint. The Ecological Footprint is the only metric that measures how much nature we have and how much nature we use. It is measured in global hectares(gha), and global hectares per capita(gha/pc). Biocapacity represents the productivity of its ecological assets(including cropland, grazing land, forest land. fishing grounds, and built-up land). The areas that are not harvested can absorb more waste materials we generate, especially carbon emissions. Ecological deficit occurs when a region's demand for the goods and services from its land and seas, including carbon absorption exceeds what that region's ecosystem can renew by itself. Whereas, if a region's biocapacity exceeds its ecological footprint, then the region is said to have ecological reserve. The Ecological Footprint percapita is a nation's total Ecological Footprint divided by the total population of the nation. To live within the means of our planet's resources, the World's Ecological Footprint must have to equal the available biocapacity per person on our planet, which is currently 1.7 global hectares(GHA). The average India has an ecological footprint of 1.1 gha/pc. Though the ecological footprint is on the heavier side(3rd heavier, that stands at 1,360,000,000(in global hectares), ecological footprint in global hectares per capita is lighter, meaning that India amounts less threaten to global sustainability. Biocapacity per capita equals total biocapacity of a region divided by the region's population. The average biocapacity per person for the entire world is 1.7 global hectares. India's biocapacity percapita is 0.4 GHA. India biocapacity deficit is - 0.7 GHA. India's biocapacity deficit in (%) - biocapacity debtors is 144%.

Keywords: --

Biocapacity , Demographic dividend, Economic Growth, Ecological Footprint, , Optimum Population

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Gender Disparities leading to violence in Sivakami's The Grip of change

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Palraj., MSU College, Puliangudi, Tirunelveli Dist

Abstract:--

The main goal of this paper is to find out about the Gender inequality and the role of women in society. We displayed the inequality rights between Male and Female through Sivakami's The Grip of Change. Gender inequality is occupied most societies around the Globe hence India is no exception. Consequences of this, in India Gender problems, Caste discrimination, Masculine brutality, Untouchable are visible. The critical hurdle to education is caste disparity that has spread its root to almost all corners of India. In my point of view that all the parents provide a better environment, equal rights and education to their children who grow up without confront inequality in society. In India, most of the time women rights are dominated and suppressed by the role of Patriarchal society, Child marriage, Son preference and Economic inequalities. Sivagami's novel The Grip of Change not only voices the plight of an exploited a Dalit woman but it also records the waves of 'Change' with the Dalit consciousness, providing a kind of remedy for the ailments in the society. Caste is the most demoralising aspect in woman's identity, which is already located at the periphery of a male dominated society.

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Statistical approach of Landslide investigation using Remote Sensing in Coonoor Watershed, Nilgiris District, Tamilnadu, India

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Abstract:--

In the present study area, landslides are severely affected mainly due to heavy rainfall. Last three decades, frequent landslides are happen in the Nilgiris district especially in the Coonoor watershed. Weight of evidence method is used for preparing the landslide susceptibility map. In this study area, we are using ten factors associated to landslide. For each thematic layer, weightage has to assign by the interpreter. All the ten causative factors layers are overlaid in the GIS environment and then Landslide susceptibility map has been categorized into five classes based on natural breaks (Jenks) method. In particular, the method can be used for predicting the landslide occurrence area in future. The landslide percentage falling in high and very high landslide susceptibility zones 77.92% indicating that the result from the map is good.

KeyWords:

Landslide, Weight of evidence, and Nilgiris District

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Impact Assessment of Check Dam in Lower Vaigai Basin Using Geospatial Technology

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Abstract:--

Madurai is one of the 29 Districts of Tamilnadu and is situated on the south-central part of the state. Vaigai river, which flows in the central part of the district (North – west to south – east direction) is the major source for many drinking water supply schemes. The areas adjacent to rivers and canals are getting water supply from surface sources. Whereas the areas which are not covered by rivers/canal system have to depend on ground water. Further, the artificial recharge structures were constructed in and around Madurai to meet the demands. It is necessary to study their impact to check that how far it is efficiently performing in terms of improving the groundwater quantity and is there any change in life style of people living there before and after construction. Though there were many methods to assess the efficiency of MAR(Managed Aquifer recharge),each method had given results in various perspectives. Hence, the present study was carried out to accurately assess the impact of MAR, particularly the major check dams, on groundwater potential by an integrated study comprising hydrological and socio economic studies in Madurai, Tamil Nadu, India. For this purpose,both primary and secondary data required for this study were collected from government agencies. Field datas were obtained from January 2008 to December 2013 which includes topographical survey, subsurface investigations, periodical groundwater level measurement. The wells within a distance of about 1.25 km are considered to be zone I are considered to be highly benefited by the check dam. The percentage of recharge rate calculated for the wells located in zone I varied from 68% to 71%. The groundwater level in this zone has increased by 3.5 m due to storage of water in the check dam. The zone II extending from 1.25 km to 1.75 km is moderately benefited by the check dam recharge.

Keywords:

Check dam, Assessment, Geospatial Technology

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Customer Satisfaction on Internet Bank Services of State Bank of India in Thoothukudi

E.Chitrai Banu., Ph.d Research Schiolar, PG and Research Department of College, V. O.Chidambaram College, Thoothukudi.

Dr.V.Sornaganesh., Assistance Professor, PG and Research Department of Commerce, V. O.Chidambaram College, Thoothukudi.

K. Mary., II.M.Com , PG and Research Department of Commerce, V. O.Chidambaram College, Thoothukudi.

Abstract:--

In recent trend, the banking industry around the world has been undergoing a rapid transformation. The deepening of information technology has facilitated better tracking and fulfillment of commitments, multiple delivery channels for online customers and faster resolution of issues. In India too, the wave of deregulation in the early 1990s has created heightened competition and greater risks for banks and financial intermediaries. Internet banking has many advantages over other traditional banking delivery methods. Internet banking provides banks with an increased customer base, cost savings, mass customization, product innovations, improved marketing, and communication, the ability to develop non-core businesses, and the ability to offer services regardless of geography and time constraints. With the development of new technology, Internet banking is expected to become a major banking method for customers. Internet banking reduces costs by providing customers with another means of accessing their accounts without physically visiting a bank. Today, customers expect highest quality services from banks which, if fulfilled, could result in significantly improved customer satisfaction levels. This descriptive research study mainly focuses on investigating the customer satisfaction on Internet Bank Services of the State Bank of India, Chidambaram Nagar branch in Thoothukudi. Data were collected using questionnaire from the customers of the particular branch. Appropriate tools were used to find the level of customer satisfaction on internet bank services of State Bank of India in Thoothukudi.

Keywords:

Customer satisfaction and Internet bank services.

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Naturalism Presented in Jack London's White Fang

P.Rajeswari., V.O.C College of Arts and Science, Thoothukudi

Abstract:--

The paper deals with the animal characters through the sociological theme of naturalism in the selected work, White Fang which was written by an American writer Jack London. The novel discusses the life of sled dogs and their environmental adoption with the guidance of the humans. The concept Naturalism shows the reflection of life. Consequently, the evolution theory of Darwin influences many naturalistic writers. They believed that one's heredity and environment shaped one's character and their behaviour. Moreover, Jack London has an interest in Darwin's idea of the survival of the fittest and the continuous struggle with nature. He implemented the philosophy of naturalism in his novel with the help of protagonist White Fang's survival. The paper looks into the transformation of White Fang from a wild to a pampered dog and the chase for survival in the testing conditions of the natural environment.

Keywords:

naturalism, survival, dominance, behaviour, transformation.

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Hydro Geochemical Studies Using Geospatial Technology in Lower Vaigai Basin, Madurai

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Pooja Garg R., Final year Student, Civil Engineering, Velammal College of Engineering and Technology, Tamilnadu, India

Valliammai A., Final year Student, Civil Engineering, Velammal College of Engineering and Technology, Tamilnadu, India

Gayathri Shree S., Final year Student, Civil Engineering, Velammal College of Engineering and Technology, Tamilnadu, India

Abstract:--

The management of river water quality is a major environmental challenge. Monitoring different sources of pollutant load contribution to the river basin is quite a difficult, laborious and expensive process which sometimes leads to analytical errors also. Due to human and industrial activities the ground water and its quality is contaminated that over exploit and pollute the water resources. This is the serious problem now days. Thus the analysis of the water quality is very important to preserve and perfect the natural eco system. The study area we selected is in lower Vaigai river basin from Vaigai camp, Arapalayam to Viraganoor dam, collecting water samples at 8 different locations. Specifically, the objectives of the study are included: to find out the Hydro-geochemistry of surface water and nearby bore well water in lower Vaigai river basin were done and compared. The parameters tested were used to assess the quality of water for determining its suitability for drinking and other domestical purposes . The overall purpose of this study is to find out the water quality trends at present scenario, some mitigating measures for improving water quality of Vaigai river and to identify the root cause for diseases in our study area and improvement measures in the study area. The study of hydro-geochemical and biological characteristics of the water samples suggests that the evaluation of water quality parameters as well as water quality management practices should be carried out periodically to protect the water resources. In our study area, TDS is seen more in Viraganoor dam location in bore well water. From this study, it is inferred that the river water is generally potable after the required water treatment measures.

keywords:

Hydro geochemical, Remote Sensing and GIS , Mitigation measures

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A Study on Perceived Risks towards Online Shopping

V.Gopalakrishnan., Research Scholar, PG Research Dept of Commerce, Kamaraj College, Tuticorin, Tamilnadu, India

Abstract:--

In the rapidly changing time and especially in India where service sector is witnessing exponential growth; the online marketing sector is all set to witness bright future ahead. The increased use of internet in India provides greater prospects for online shopping. Despite of this increased use of internet, there are several factors affecting Indian consumer's online buying behavior. And if the online retailers make aware themselves about these factors they can further develop their prospects and converts potential customers into active ones. In this research paper an effort has been made to find out the perceived risks of Indian customers with reference to online shopping. The risk in online shopping is mainly concerned with the misuse of credit cards, leakage of personnel information, product risk and risk of convenience.

Key words –

Online shopping, Perceived risk, Online consumer, India, Buying behavior, Product risk, Convenience, Security

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Frantz Fanon's The Wretched of the Earth and the Psychology of Colonial Violence

M. Sheyamala., Assistant Professor in English , Department of English (SF), Kamaraj College,Thoothukudi.

J. Alangara Ashok., Assistant Professor in English, Department of English (SF), Kamaraj College,Thoothukudi.

Dr. J. Ragu Antony., Associate Professor in English,V. O. Chidambaram College,Thoothukudi

Abstract:--

Frantz Fanon is a key intellectual in the postcolonial scenario. His writings have found responsive audiences in the ghettos of the United States, liberation movements in Africa and the marginalised population in Europe and in Asia. His seminal works include *Black Skin, White Masks* (1952), *A Dying Colonialism* (1959), *Toward the African Revolution* (1952) and *The Wretched of the Earth* (1961).

Frantz Fanon's *The Wretched of the Earth* (French: *Les Damnés de la Terre*) is both a sociological and a psychiatric analysis of the devastating effects of colonization upon the colonised individual and society. The book is based on Frantz Fanon's dehumanising experiences in his native Algeria then under colonial France. *The Wretched of the Earth* offers an incisive analysis of colonization which is primarily violent and its concomitant therapeutic and liberative violence. It reveals the devastating consequences of colonisation on personal and societal psyches and mental health. Though Fanon's purpose in the book was to "create a new humanity" without any form of discrimination, he also saw the inevitability of violence as a part of the liberation process.

Kew Words:

colonization, violence, liberative violence, psychology.

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Growth and Structural Properties of *MTS* Single crystal doped with ZnSO₄

M. Jeya Lekshimi, Manonmaniam Sundaranar University, Tirunelveli

Abstract:--

Non-linear optical materials are used in laser technology. Searching of new NLO materials is the fascinating research today. Several authors try to grow new inorganic, organic and semiorganic NLO materials have many advantages over both inorganic and organic NLO materials. In this view, in the present investigation ZnSO₄ doped Magnesium ThioUrea Sulphate(MTS) single crystals were grown by slow evaporation technique using rain water as solvent. The size of the grown crystal is up to the dimensions of 50x20x10 mm³. The grown crystals were characterized by SXRD and PXRD measurements. The density of the crystals was determined by the conventional floatation technique. The mechanical strength of the grown crystals was examined by Vickers Microhardness test. The SXRD and PXRD data show that the grown crystal belongs to tetragonal system. The Work hardening co-efficient determined by hardness number shows that, the grown crystals belong to soft category materials. The detailed results obtained in the present investigation will be discussed in the paper.

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A Study on Balking and Re-Service In A Bulk Queue with Two Types of Heterogeneous Service in an Out Patient Department

S.Vijayakumari Saradha., V.O Chidambaram college, Thoothukudi.

Dr.A.Nellai Murugan., V.O Chidambaram college, Thoothukudi.

Abstract:--

We analyze a bulk queue with a single server with two types of heterogeneous service. At the beginning of the service, a customer has the option to choose either type 1 or type 2 service. We added the concept of balking and re-service in this study. Once a service is completed the customer may leave the system or he has the option to demand re-service. In this study we have derived the steady state queue size distribution and some particular cases have been developed.

Key words:

Bulk arrival, heterogeneous service, balking, re-service, queue size

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Restrained Irredundant n-Complete Domination Number of Union of n Copies of Certain Edge Deleted Subgraphs

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L.Shyamala., Asst. Prof. of Mathematics, St. Mother Theresa Engineering College, Thuthukudi-628 102, Tamilnadu, India

Abstract:--

The concept of complete graphs with real life application was introduced in [17]. In [14], A. Nellai Murugan et.al., was introduced the concept of complete dominating number of a graph. In this paper, We introduce a new domination parameter called Restrained Irredundant n-complete dominating set of G , A subset S of V of a non trivial graph domination number $\gamma(G)$ of G is the minimum cardinality taken over all dominating set in G . A subset S of V of a nontrivial graph G is said to be restrained dominating set of G if every vertex in $V-S$ is adjacent to at least one vertex in S as well as another vertex in $V-S$. The restrained domination number $\gamma_r(G)$ of G is the minimum cardinality taken over all restrained dominating sets in G . A subset S of V of a nontrivial graph G is said to be complete dominating set, If for each $x \in V, N[x] \cap N[S - \{x\}] = V - S$ denoted by S' is the complete dominating set. The minimum cardinality taken over all complete dominating set is called the complete domination number denoted by $\gamma_n(G)$ [14]. A subset S of V of a nontrivial graph G is said to be n-complete domination number if every vertex in $V-S$ is dominated by exactly n vertices of S and complete. The minimum cardinality of a n-complete dominating set is the n-complete domination number denoted by $n\gamma_n(G)$. A set $x \in S$ is said to be redundant in S if $N[x] \subseteq N[S - \{x\}]$ otherwise x is said to be irredundant in S . Finally, S is called an irredundant set if all $x \in S$ are irredundant in S , Otherwise S is a redundant set. A subset S of v of a nontrivial graph G is said to be a Restrained Irredundant n-complete dominating set if S is an Restrained irredundant and n-complete. The minimum cardinality taken over all an irredundant n-complete dominating set is called a Restrained Irredundant n-complete domination number denoted by $n\gamma_{r(irn)}(G)$.

Keywords:--

n-Complete dominating set, n-Complete domination number, Restrained Irredundant n-Complete dominating set, Restrained Irredundant n-Complete domination number

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Kinetic, Thermodynamic and Equilibrium Studies On the Removal of Malachite Green (Mg) Dyes by Adsorption On To Low Cost Acqnc Adsorbent

A. Christy Rani., PG and Research Department of Chemistry, Rajah Serfoji Government Arts College, Thanjavur.

S.Arivoli., PG and Research Department of Chemistry, Thiru.Vi.Ka.Government Arts College, Thiruvarur.

N.Ingarsal., PG and Research Department of Chemistry, Rajah Serfoji Government Arts College, Thanjavur.

Abstract:--

The present work deals with adsorption of Malachite Green (MG) dyes carried out in the presence of Activated Cissus Quadrangularis Stem Nano Carbon (ACQNC). Various parameters like the effect of initial concentration, contact time, dose of adsorbent, temperature and pH were also studied. The result shows that when the amount of adsorbent increases, the percentage removal of dye increases. The applicability of Freundlich adsorption and Langmuir adsorption isotherm had also been tested. Adsorption kinetic data have been tested using pseudo second order, intra-particles models and the Elovich model. The thermodynamics parameter such as ΔG^0 ΔH^0 and ΔS^0 were calculated. The adsorption capacities of Activated Cissus Quadrangularis Stem Nano Carbon (ACQNC) were calculated using batch process.

Key words:

Adsorption, Kinetics, Thermodynamics, Malachite Green, Activated Cissus Quadrangularis Stem Nano Carbon (ACQNC)

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Bharati Mukherjee's The Tiger's Daughter – A Notion of 'Voice' and Power.

V. Rajarajeswari., Associate Professor in English, V.O.Chidambaram College, Thoothukudi

Abstract:--

Critical Discourse Analysis is an emerging field of language study analysing the critical tradition of social analysis into language studies, thereby contributing a particular focus on discourse and on relations between discourse and other social elements like power relations, ideologies and so forth. This paper exemplifies the concept / notion of 'voice' in texts and interactional speech. In social life, with a role of discourse represented in works of fiction, an utterance / idea / 'voice' claimed by person(s) of authority become valorised. Thus the utterance / idea / 'voice' represent relations of power within society. The novel The Tiger's Daughter projects 'voices' representing power or insignificance in this article.

Key words:

'Voice' discourse and power.

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Structural, optical, mechanical and NLO properties of pottasium ammonium sulphate crystals synthesized by solution method

N.Rathna., Physics Research Centre , S.T.Hindu College , Nagercoil.

V.S.John., Department of Physics , T.D.M.N.S College, T. Kallikulam.

T.Chithambarathanu., Physics Research Centre , S.T.Hindu College , Nagercoil.

P.Selvarajan., Department of Physics, Aditanar College of Arts and Science, Tiruchendur.

Abstract:--

Conventional slow evaporation solution growth technique was employed to grow crystals of potassium ammonium sulphate (PAS) and characterized structurally, optically and mechanically. X-ray diffraction analysis indicates the crystal system as orthorhombic. The functional groups have been identified using Fourier transform infrared spectral analysis. UV-visible transmittance spectra showed wide transparency window in visible and near IR region. The hardness values of the grown sample have been found by Vickers microhardness test. NLO activity of the sample was tested by Kurtz-Perry technique.

Key words:

Crystal growth; Single crystal; X-ray diffraction; FTIR; UV;SHG; Microhardness

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In Vitro Shoot and Callus Regeneration of Andrographis Paniculata Nees an Important Medicinal Plant

Kalpanadevi .V., Ethnopharmacology Unit, Research Department of Botany, V.O.Chidambaram College, Tuticorin-628008, Tamil Nadu, India.

Mohan. V.R., Ethnopharmacology Unit, Research Department of Botany, V.O.Chidambaram College, Tuticorin-628008, Tamil Nadu, India.

Abstract:--

The present study reveals that the in vitro regeneration of nodal explants of *Andrographis paniculata* were transferred in MS (Murashige & Skoog's) medium supplemented with various auxins and cytokinins at different concentrations and combinations. Nodal explants of *Andrographis paniculata* showed highest percentage of shoot proliferation and callus initiation with the different concentrations and combinations at 1.5, 2 and 2.5 mg/l BAP, 1.5, 2 and 2.5 mg/l Kin, 1.5, 2 and 2.5 mg/l BAP+1.5, 2 and 2.5 mg/l Kinetin, 1.5, 2 and 2.5 mg/l BAP+1.5, 2 and 2.5 mg/l Kinetin+ 1.5, 2 and 2.5 2,4-D . Hence it is concluded that, it is rapid and efficient method for the large scale propagation of a highly valuable medicinal plant *Andrographis paniculata* Nees through in vitro culture of nodal explants.

Keywords:

Andrographis paniculata, in vitro regeneration, MS (Murashige & Skoog's) medium, BAP (Benzyl amino purine) Kinetin and 2, 4- D (2,4-Dichlorophenoxyacetic acid).

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Screening for the Compatible Solute Producing Halobacterium Isolated From Thoothukudi Saltpans and Its Efficacy as a Formulation in Skin Moisturizer

Deepalaxmi RK., Department of Microbiology, St.Mary's College (Autonomous), Thoothukudi, Tamilnadu, India.

Gayathri C., Department of Microbiology, St.Mary's College (Autonomous), Thoothukudi, Tamilnadu, India.

Abstract:--

Microorganisms living in habitats of high ionic strength produce and accumulate compatible solutes aiming at protecting themselves from hyper osmotic environmental stresses. Compatible solutes of halophiles have current applications as bio-stabilizers of proteins and genetic material. Interestingly, out of 9 strains isolated from the saltpans of Thoothukudi district, India, only one strain had the capacity to synthesize compatible solute. This solute was found to reduce transepidermal water loss and thus preventing dehydration of the skin. With these properties, a skin formulation has been invented using compatible solute as an element. The organism was later identified by 16S rRNA gene sequencing method. Hence, the invention is directed to a cosmetic or dermatological composition which also found to possess anti-oxidant properties. The compounds responsible for the activity were identified by GC-MS analysis.

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A Study of Savings and Investment Pattern of Salaried Class People in Thoothukudi City

M. Meena Lavenya., Ph.d Research Scholar, PG and Research Department of Commerce, V.O.Chidambaram College, Thoothukudi.

Dr. Sornaganesh., Assistances Professor, PG and Research Department of Commerce, V.O.Chidambaram College, Thoothukudi.

Abstract:--

Investment is one of the foremost concerns of every individual's investor as their small savings of today are to meet the expenses of tomorrow. Desire usually consists of acquiring goods and services. In order to acquire goods and services and needs moneys. The objective of the study is to determine the relationship between the income and investment pattern of salaried people. Therefore people restore to some sort of planning i.e., planning their income and expenditure. This planning in monetary terms is the budget. The study used basically four main factors of demographic, socio-economic, income and individual factors to test the savings and investment pattern of salaried class people. The data was collected through structured questionnaire of 100 people working in different sectors at Thoothukudi. Analysis has been done through one-way ANOVA and Multiple regression. This research has analysed the salaried class people consider the safety as well as high return on investment on regular basis.

Keyword:

investment, savings, income, planning.

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Spatial distribution of flood basalt on the northwestern continental margin of India

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Abstract:--

Deccan Continental Flood Basalt (DCFB) in central western India is a large igneous province that mainly erupted in less than 1 million year during Chron 29r (~65.6 - 64.8 Ma) through the Cretaceous-Tertiary boundary, and covers almost one-sixth area of Indian subcontinent. It is believed that nearly equivalent area, adjoining to the DCFB, is submerged on the North Western Continental Margin of India (NWCMI). Onshore information about Deccan flood basalt is widely reported from geological and geophysical studies, knowledge about offshore extent of flood basalt is poorly known because of scarcity of marine geophysical data and lack of appropriate approach. Correlation of P-wave velocity in Deccan flood basalt from DSS study, sonic log and litholog data of an onshore drilled-well and litholog data of an offshore drilled-well provided a range of P-wave velocity in flood basalt, which is used as a proxy to delineate the flood basalt in western continental margin of India. The results of the study reveal that P-wave velocity in the flood basalt vary from 4.1 to 5.2 km/s. Flood basalt lie below sediment and carpeted the entire NWCMI extending up to the Laxmi-Laccadive ridges except some isolated basement high features. Depth of occurrence of flood basalt ranges from 800m to 7400m and its maximum thickness is found to be ~3900m in eastern part of the Laxmi Basin. The study presents initial results about the extension of flood basalt on western continental margin of India which may be useful for the researchers and oil industries in India for planning exploration activities in Mesozoic sediment of the margin for hydrocarbon prospects.

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A Fitted Operator and Fitted Mesh Method for Singularly Perturbed Boundary Value Problem

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Campus), Nagercoil -629004, Tamilnadu, India

Abstract:--

A new numerical method for a singularly perturbed boundary value problem using fitted operator and fitted mesh methods is presented in this paper. The specialty of this problem is, it is a problem with a boundary layer at left end of the domain. The method is stable, uniform and optimal with respect to the parameter (singularly perturbation parameter) in the problem. This method is computationally faster and takes less storage space in modern digital computer. Experimental results are presented to view the applicability of the method with the help of real time problems, using MAT-LAB.

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Effect of alloxan mixed diet on proximate composition and its management by silkworm pupae meal diet in fish (Common carp)

S.Radha., Dept of Zoology V.O.Chidambaram College, Tuticorin.

Dr.B.Geetha., Dept of Zoology V.O.Chidambaram College, Tuticorin.

Abstract:--

Present study Alloxan is a well-known and universally used agent for evoking experimental insulin dependent diabetes through its toxic effect on the Beta cells of the pancreas. Medical science has discovered how sensitive the insulin receptor sites are to chemical poisoning. This paper presents a brief overview on the entry of alloxan into foods and its fatal link to diabetes. In the silkworm pupae meal diet as on management to *Alloxan* induced diabetic fishes secluded the fish from the changes induced alloxan in proximate composition. The increase in the levels of alloxan effect of proximate composition is a sign of succession in diabetes. The proximate composition content in control fish was gradually increased with an increasing of time in tested tissues of *common carp*; however, The decline of proximate composition was alloxan concentrations dependent. Proximate composition protein content of control fish was 7.58 mg g⁻¹ wet tissue and it declined to 5.96, 4.67, 4.60 and 4.32 mg g⁻¹ wet tissue in fish exposed to 0.01, 0.1, 1 and 10mg alloxan respectively on day 60. Similar trend was obtained in carbohydrate and lipid also. There was about 1.12, 1.15, 1.26, 1.36 and 1.47% 0.88, 0.76, 0.63, 0.56, 0.43 decrease of glycogen content in liver, respectively in fish exposed to highest alloxan concentration as compared to control fish on day 60. The Supplementation of *silkworm pupae* meal diet 40% management alloxan to almost normal by demonstrating antihypoglycemic and anti-lipidemic properties. The reduction in *alloxan* diabetic fish can be used as a marker in the evaluating the severity of diabetes.

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Problems Faced By Women Entrepreneurs in Tamilnadu

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Dr.M.Murugeswari., Assistant professor, Department of commerce (self-finance), Sri Parasakthi College for women (Autonomous), courtallam.

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Abstract:--

Pandit Jawaharlal Lal Nehru has remarked “When women move forward, the family moves, the village moves and then ultimately the Nation moves forward.” Women are one of the most relevant intact resources if you talk about entrepreneurship. Female entrepreneurship is in advance attention and importance in brightness of the evidence of the importance of new business creation for economic growth and development. Entrepreneurship refers to the act of setting up of a new business, so they are needed to face many problems. Entrepreneurs are responsible for shaping the economy and they are helping creation of new wealth and new jobs by inventing new products, process and services. We are all understood that economic development of the today’s woman is crucial for economic development of any country specially a Tamilnadu. The dependency on service sector has created many entrepreneurial problems for women that they can utilize to enhance their communal standing and reputation. The present paper aims to study about the problem faced by women entrepreneurs in Tamilnadu and to undertake Remedial measures to promote women entrepreneurs. In this paper, an attempt has been made to study the related with problem faces in the present times namely, Family restriction, Lack of Finance, Lack of Finance, Lack of Education, Role quarrel, Unfavorable Environment etc. .

Keywords:

Entrepreneurship, women, economic development, problems.

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A Study on Service Quality towards Digital Banking

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Dr.K.Kamalakaran., Associate professor of commerce, V.O.Chidambaram College, Thoothukudi

Dr. M. Balasubramanian., Assistant Professor of Commerce, Jamal Mohamed College (Autonomous), Tiruchirappalli

Abstract:--

Digital Transformation is future ahead of just moving from traditional banking to a digital world. It is essential changes in how banks and other financial institutions learn about satisfy customers. This study observes that all the dimensions of service quality are significant in case of digital banking. But the level of significance of these dimensions is different. So that a bank frame strategies for digital banking by considering the importance level of these dimensions. Digital banking service must also give right concern to assurance. Banks in their digital banking practices be supposed to focus on individual attention to customers, concern regarding customers specific requirement, customer specific web site design, providing timely and proper guidance, perform the services timely, providing error free information at right time etc. It is similarly essential to give advanced information technological infrastructure for digital banking, appealing and attractive web site, smooth functioning of web site etc.

Key Words:

Service Quality, Digital banking, Customers.

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Exploration of Reviews in Dealing with Academics’ Stress

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Dr. G. Paulraj., Associate professor, PG and research department of commerce , v.o.chidambaram college

Abstract:--

Existence of difference between actual and expected ones amounts to individuals’ stress besides the excessive work load. Indeed, it is a psychological reaction for any threats relating to loss of job or even a life. Stress is unavoidable due to increased workload and complexities in daily life. Now-a-days the world is said to be world of achievement is a world of stress. Everyone is sailing with stress whether it is in family, friends, business, institute or society. In short, it presents at every stages of life cycle. Again all the professions invariability bear some sort of stress. Teaching is one of the stressful professions where one to balance trio students, management and family. Educational institutions attract more number of female teachers which they feel easy to manage them and their committed responsibility. For the teachers, stress occurs in a wide range of work circumstances but it often made worse when employees feel they have little support from their superiors and colleagues and where they can cope with its demands and pressure. A major reason behind their stress is heavy workload, much pressure to achieve target, job insecurity, poor and negative attitude of the students, and dealing with difficult ones. This paper aims to identify the factors responsible for female academics’ stress and extent to which they can successfully manage it by adopting various strategies and methods.

Keywords:

Exploration, Reviews and Academics’ Stress.

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Assessment of Bioactive Constituents by GC-MS of Dendrophthoe falcata (L. f) Ettingsh: An Epiphytic Plant

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Tuticorin -628008, Tamilnadu , India

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Tamilnadu , India

Abstract:--

The ethanol extract of leaf of *Dendrophthoe falcata* was subjected to GC-MS studies. Twenty six phytoconstituents were identified with Dibutylphthalate (13.26%) constituting the major compound, followed by n-Hexadecanoic acid (13.02%), Other identified phytoconstituents include 1,3,4,5-Tetrahydrocyclohexan (8.43%), 2,4-Imidazolidinedione, 1-[[[(5-Nitro-2-Furanyl)Methylene] Amino]- (6.36%), Z,E-2-Methyl-3,13-Octadecadien-1-ol(6.19%), Geranyl Linalool Isomer-B (4.82%), Phthalic acid 5-methylhex-2-yl butyl ester (4.28%), 1,2,3 -Benzenetriol[Pyrogallol] (4.17%), 1-Octadecanol (3.99%), Phthalic acid, bis-(10-hydroxydecyl ester (3.71%), 9-Octadecenoic acid(Z) (3.99%) , 2,6,10-Trimethyl,14-Ethylene -14 -pen (3.52%) and Di-n-octyl phthalate (2.22%). The presence of various bioactive compounds confirms the application of *D.falcata* leaf for various ailments. However, Isolation of individual phytoconstituents may ensure to find a novel drug. This is the first report of identification of active constituents from the leaf of *D.falcata*.

Keywords :

Epiphytic plant ,Dibutylphthalate, Bioactive compound .

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A Study on Awareness and Attitude of Consumers in Buying Goods through Online

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Dr.V.Sornaganesh., Assistant Professor, PG and Research Department of Commerce, V.O.Chidambaram College, Thoothukudi.

M.Krishnaveni., II M.Com, V.O.Chidambaram College, Thoothukudi.

Abstract:--

With the rapid development of network technology, electronic commerce and electronic marketing had been formed and developed gradually. Due to brisk globalization, all types of products are available on the internet. Goods and services, consumer durables, books, audio and video cassettes and services like air tickets can also be purchased online. In recent days, more number of online shopping websites have been developed. The websites are improving themselves by adding features like variety of products, ranges of cost, yearend offers and clearance sale in order to attract prospective buyers. This research paper highlights the awareness of consumers in buying goods through online. This research paper also concentrates on the attitude of consumers in buying goods through online. A sample size of one hundred respondents is selected for the research from Thoothukudi. The study analyses the awareness of consumers in using internet, attitudes of the consumers in buying various products from internet, hours of using the internet and barrier preventing in online purchase. Appropriate findings and suggestions are given in the paper.

Keywords:

Online shopping, Attitudes, Awareness, Internet.

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Strategic Elements Shaping Society and Economy of Today and Tomorrow - An Analysis

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Ms. Sugandha Nandedkar., Associate Professor and Director of Self-Financing Courses, Kamaraj College, Thoothukudi.

Abstract:--

Two different but interconnected species of development make the earth desolate today. They are technology and ideology. At the technology side, the cardinal process is the steady transformation of occupational and vocational lines and activities into corporate model characterised by profit maximisation, competition suppression, rapacious acquisition and takeover, destruction of community entrepreneurship values, damaging the ecology, and every possible unfair practice. This also has an anti-spiritual subcomponent, wherein avenues are looked for to circumvent the otherwise natural process and order. Endeavour to corrupt and destroy everything 'as is' by subtle materials and methods of unrestrained scientific research or highly manipulative theoretical systems, or both, characterises this. Examples are abound in lethal weapon systems, genetic modification, clinical trials, abortions, electronic waste, technological slavery, and many others.

The other component, ideology, rests on the pursuit to gain power, authority and control, on an inordinate scale and intensity, than one individual person or clique deserves or needs. The present condition of society and economy bears testimony to this wherein a very marginal percentage of mortal souls wield disproportionate and imperious control over nearly all wealth, resources, and even, human lives. It is a top-down implementation, rather imposed by the so-called ruling elites that include the bank-bureaucracy-polity-military-judiciary-industry complex, exhibiting a system of big governance model. This is in stark contrast to the equal participation and equitable reward distribution associated with the age-old application of local resources towards the cause of community development.

Causes and sources of this desolation, when ascertained, lead to four major corridors of power and influence. They are, big governance state, misinformation and disinformation, global corporatism, and aberrations of masses. Opinions were sought from college professors as to what they think of such influences. Pursuantly, the four factors were ranked and analysed for difference of opinion, if any, between male and female scholars.

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An Efficient Face Recognition Technique Using Local Binary Descriptors

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Dr.P.Marichamy, Professor, Department of Electronics and Communication, PSR Engineering College, Sivakasi

Abstract:--

In this paper, we propose a rotation-invariant local binary descriptor (RI-LBD) learning method for visual recognition. Compared with hand-crafted local binary descriptors such as LBP and its variants which require strong prior knowledge, local binary feature learning methods are more efficient and data adaptive. Unlike existing learning-based local binary descriptors such as compact binary face descriptor (CBFD) and simultaneous local binary feature learning and encoding (SLBFLE) which are susceptible to rotations, our RI-LBD first categorizes each local patch into a rotational binary pattern (RBP), and then jointly learns the orientation for each pattern and the projection matrix to obtain rotation-invariant local binary descriptors. As all the rotation variants of a patch belong to the same RBP, they are rotated into the same orientation and projected into the same binary descriptor. Then, we construct a codebook by a clustering method on the learned binary codes, and obtain a histogram feature for each image as the final representation. In order to exploit higher order statistical information, we extend our RI-LBD to the triple rotation-invariant co-occurrence local binary descriptor (TRICo-LBD) learning method, which learns a triple co-occurrence binary code for each local patch. Extensive experimental results on four different visual recognition tasks including image patch matching, texture classification, face recognition and scene classification show that our RI-LBD and TRICo-LBD

Keywords:--

Rotation invariance, binary descriptor, feature learning, co-occurrence feature.

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Purchase Behaviour of Clothing of Consumers In Tuticorin District

Dr. J.Ravi., Associate Professor of Economics, V.O.Chidambaram College, Thoothukudi

Abstract:--

The Indian textile and clothing industry is the largest foreign exchange earner in the country. It is also the second largest employment provider after agriculture and plays a key role in the development of the economy. The primary objective of the study is to analyze the features related to the purchase behaviour of clothing of sample respondents in Tuticorin district. Price, fitting, income level of consumers are significant factors and some factors which are found to be insignificant are status, durability, and celebrity endorsement can be ignored by the apparel retailers in their efforts to tap and capture the market. It is found that majority of the respondents purchased their clothing articles as and when needed was ranked first followed by during festival. During seasonal sale was ranked third and on special occasion ranked fourth. During fair/exhibition was ranked fifth respectively. It reveals that price was the most important factor considered by the majority of the respondents both in case of cloth as well as for garments (79.67%) followed by colour and overall workmanship (75.33%), quality of fabric (73.67%), durability (72.67%), easy care / comfort (70.67%), trend / fashion (68.33%), design of the garment (61.33%), brand (54.94%), and 9.26 percent of the respondents did not considered clothing budget. In order to find out whether there is any correlation between the factors considered during clothing and garments purchase of the respondents and their level of satisfaction, chi-square test applied. As the calculated value of Chi-square is greater than the table value at 5 percent level of significance, there is a relationship between factors considered purchasing during clothing and garments of the respondents and their level of satisfaction in the study area. This research shows that purchase behaviour of clothing is having very bright future in India. The readymade apparel market is increasing very rapidly. Hence, the need of the hour is to understand the consumer psyche and proceed accordingly.

Keywords:

fair trade clothes, demographic characteristics, employment, apparel market, purchase decision, budget

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Photoluminescence Study of $(\text{SnO}_2)_{1-x}(\text{ZnO})_x$ Nano composites

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K.U.Madhu., Physics Research Centre, S.T.Hindu College, Nagercoil, (Affiliated to Manonmaniam Sundaranar University, Tirunelveli), Tamil Nadu, India.

Abstract:--

Undoped and Cu^{2+} doped $(\text{SnO}_2)_{1-x}(\text{ZnO})_x$ nanocomposites were synthesized using a simple microwave assisted solvothermal method with ethylene glycol as solvent. The as-prepared samples were calcinated at 500 OC for 1hr. The optical studies were carried out using Photoluminescence measurements. A small shift in the peak position was observed for doped samples when compared to undoped samples. The results obtained were reported and discussed.

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Analysis of Nutrients in the Vermicomposts of Aquatic Weeds Prepared by Eisenia Fetida

T. Sakthika., Department of Zoology, A.P.C. Mahalaxmi College for Women, Tuticorin, Tamil Nadu, India

P. Vimala., Department of Zoology, Govindammal Aditanar College for Women, Tiruchendur, Tamil Nadu, India

Abstract:--

Aquatic weeds are still regarded by many people as a menace because they are not yet aware of the great potential and economic value of these profusely growing uncomfortable plants. The work presents the dynamic use of vermicomposts of Aquatic weeds Waterhyacinth (*Eichornia* sps) and *Chara* sps prepared using *Eisenia fetida*. The nutrients of vermicompost were analysed after 60 days to determine the amount of macro elements and microelements. High amount of nutrients were observed in the vermicompost of Waterhyacinth than the vermicompost of *Chara* sps and control soil. The study shows that vermicompost of water hyacinth can be used as an organic fertilizer in the field to increase the fertility of soil and also to solve the chronic problem of Eutrophication in aquatic water habitats.

Key words:

Aquatic weeds, Vermicompost, Nutrients, Environmental reclamation.

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Floristic analysis of wetlands of agastheeswaram taluk, kanyakumari district, tamilnadu, south india.

Jerlin Deletta. G., P.G. & Research Department of Botany, S.T.Hindu College, Nagercoil, Tamilnadu, India.

B. Parthipan., P.G. & Research Department of Botany, S.T.Hindu College, Nagercoil, Tamilnadu, India.

Abstract:--

Wetland ecosystem forms an important environment for aquatic, semi- aquatic and moisture loving floral and faunal associations. From phytodiversity point of view, many aquatic and semi aquatic plants still remain unexplored. It is therefore necessary to record and to assess the diversity of these wetland plant communities. In the present study, floristic surveys were carried out during 2014- 2016 in the wetlands of Agastheeswaram Taluk, Kanyakumari district, Tamilnadu. A total of 103 angiosperm taxa belonging to 35 families, 73 genera, and 16 orders under 10 clades /groups were documented. The major clades were Commelinids (42 species), Lamiids (18 species), Malvids (17 species), Fabids (10 species), Monocots (8 species), Campanulids (4 species) remaining four clades were monospecific.

Families with maximum number of species include Cyperaceae with 18 species followed by Poaceae (17 species). Habit wise herbs dominant having (95 species) followed by shrubs (6 species) and climbers (2 species) have been documented. The dominant genera were Cyperus (8 species) followed by Fimbristylis (6 species), Ipomoea, Lindernia, Ludwigia (3 species each). Beside these, emergent amphibious hydrophytes contribute 80 species; floating submerged anchored hydrophytes (6 species); submerged anchored hydrophytes (5 species); free floating hydrophytes, floating leaved anchored hydrophytes and submerged suspended hydrophytes (4 species each). Twenty one plant species were exotic species in the present study area. This study provides new baseline information on the floral diversity of wetland plants that will be useful for managing and or controlling plant species.

Key words:

Wetland, Floristic analysis, Hydrophytes, Agastheeswaram Taluk.

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Synthesis, Characterization And Antibacterial Activities Of Co(II), Cu(II), Zn(II) Complexes Derived From Two Different Schiff Base

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M.Selvi Priya., Assistant Professor, Department of Chemistry, Kamaraj College, Tuticorin-628003, TamilNadu, India.

Abstract:--

Two new Schiff bases were synthesized by condensation of benzaldehyde and anthranilic acid in one combination(1), salicylaldehyde and urea in another combination(2). Both bases were used to form distinctly colored complexes with the metal ions Co(II), Cu(II), Zn(II). Two Schiff bases and their metal complexes were characterized using Fourier Transform Infrared Spectroscopy. The FT-IR Spectral results indicate the formation of the metal complexes. All the metal complexes and ligands were screened for their antibacterial activity. Among them Zn-2 complex, Co-2 complex and Schiff base-2 showed good activity against certain three bacterial species.

Keywords:

Schiff base, Metal complexes, FT-IR, Antibacterial activity.

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The Linkage between Higher Education and Employment in India

P.Anuradha., PhD Research Scholar, V.O.Chidambaram College, Thoothukudi

Abstract:--

In this paper, we discuss the higher education system in India along with the link between education and employment. At present, there is a dire need in India to change the structure of the higher education system and a need for expansion of the educational scale along with vocationalisation of education to create a more robust system which corresponds with the needs of the market. Based on this hypothesis, we analyze the relationships between each of the two aspects education and employment respectively. In this paper, the factors and the transmission mechanism of the influence that education has on employment are also explained. Then, the theoretical models of the relationship between education and employment are built up. Finally, we use the secondary data for evaluating the status quo of the unemployment structure in India. Our research strongly indicates that the development of education on the basis of vocationalisation is necessary in India. Adjusting the structure of training and education facilities to the reality of the employment market will be beneficial for employment rates. Additionally, governing bodies need not only depend on the creation of jobs as a solution to the employment crisis, but should promote the development of entrepreneurship among the youth of India. Entrepreneurship is indispensable for catering to the employment needs of such a large population. Vocationalisation and professionalization of higher education has inadvertent effects on employment.

Purpose – The purpose of this paper is to emphasize the creation of job-oriented policies affecting the Indian education system.

Keywords:--

Education and employment , entrepreneurship, higher education system, vocationalisation,.

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Socio-Economic Impact of Financial Inclusion among Small Farmers: A Case Study of Tuticorin District

Dr.S.Kanthimathinathan., Associate Professor and Head of Economics, V.O.Chidambaram College, Thoothukudi

Abstract:--

The present study is undertaken to analyse the socio-economic impact of financial inclusion among the farmers in Tuticorin District of Tamilnadu. The present study built on both primary and secondary data. The present study has covered two blocks from Tuticorin District viz, Srivaikuntam and Alwarthirunagiri selected for the study. Totally 140 small farmers selected from two blocks (each block 70 farmers) by using simple random sampling method. Secondary facts have collected from books, journals, newspapers, internet and bulletins. Percentage, standard deviation, t test, F test, Gini coefficient, chi-square test, and probability analysis used. It has observed that a maximum of 45.67 percent with a personal income of Rs.5, 001 – Rs.10, 000, followed by 21.00 percent have a monthly personal income of Rs10,001-Rs.15,000. The mean monthly personal income of the farmers works out to be Rs.11032.86. The Gini ratio was estimated to analyse the distribution of personal income of the farmer before and after financial inclusion in the study area. The estimated values of Gini ratio before and after financial inclusion indicate that there is no perfect equality among the farmer personal income. However, the decrease in the value of Gini ratio from 0.38619 to 0.20153 shows that the income inequality between the farmer has decreased after financial inclusion. It has inferred that the value of 'F' is statistically significant; therefore rejects the null hypothesis that the average income generated after financial inclusion is the same. The chi-square analysis reveals that the factors are age and education are significant at 1% level. Family type and monthly income are significant at 5% level of significance. The outstanding factors are not significant at 5% level. The present study provides ample evidence to the fact that financial inclusion laid the seeds for the social and economic empowerment of farmers. Financial inclusion will make stronger financial excavating and provide resources to the banks to enlarge credit delivery to the small and marginal farmers in the district selected blocks. Thus, financial inclusion will lead to financial growth in the research area and also our nation which will help to speed up economic growth.

Keywords:

Empowerment, economic growth, Financial inclusion, insurance amenities, vulnerable section,

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Drowning Detection and Underwater Communication in Swimming Pool

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Sushalu Rathna S., Final year, B.E., ECE, Mepco Schlenk Engineering College.

Suruthy E., Final year, B.E., ECE, Mepco Schlenk Engineering College.

Abstract:--

This work intends on developing a product for detection of a person who is drowning in a swimming pool. There are an estimated 3,60,000 annual drowning deaths worldwide. Conventional drowning detection systems make use of surveillance cameras for detecting abnormal behavior. Although intended for safety purpose recording a person inside the pool is unethical. Here the concept is shifted from surveillance based to sensor based system. This is done by providing the swimmer with a jacket which has pressure sensor, Arduino and Zigbee. The concept used here is that as a person goes deeper in the water the pressure exerted on him by the water increases. When a person dives/swims in the pool and if the pressure value of the swimmer goes beyond the safe pressure limit allotted by the life guard then a counter begins to run to provide a time window for the swimmer to go up and reach the safe height. If the swimmer has not yet reached the safe pressure limit and the counter is depleted, the counter will initiate an alarm indicting that the swimmer is drowning. The information from the pressure sensor inside the jacket is sent to the alarm circuit in the life guard's vicinity using Zigbee so that the life guard can save him immediately. The Zigbee transceiver is powered and programmed by Arduino. The main advantage is that Zigbee operates at low power and low data rate, and is generally a more suitable protocol for communicating sensor data. Also communication network delay of Zigbee is in the range of milliseconds which enables fast transmission of data.

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Impact of Low Intensity Pixels of Gray scale Images in compression

Anitha.S., Assist. Prof. of BCA, Govindammal Aditanar College For Women, Tiruchendur.

Abstract:--

Image compression plays a vital role in digital world. Storing and transmitting digital image with high quality is complex task. There are many methods for compressing digital images in the last two decades. In this paper, the digital image is divided into low and high intensity images. The low intensity image alone is compressed and decompressed using three different methods to know the frequency of low intensity pixels in the image. Also, the impact of low intensity pixels in the compression technique is also studied. The three methods are tested with some images and the best method is compared with JPEG 2000 (Joint Pictures Experts Group 2000) and recent methods.

Keywords:

JPEG 2000, Discrete Cosine Transform, Quad-tree Decomposition, Haar Wavelet, Vector Quantization

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Strong (G,D)-number of Product Graphs

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Abstract:--

Strong (G,D)-number of Graphs was introduced by Palani K and Santhaana Gomathi C. Let G be a (V,E) graph. A dominating set is said to be a strong dominating set of G if it strongly dominates all the vertices of its complement. A (G,D) -set D of G is said to be a strong (G,D) -set of G if it strongly dominates all the vertices of $V-D$. In this paper, we find the strong (G,D) -number of product graphs of some standard graphs .

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Free radical scavenging activity of bark of *Hypericum mysorens* Heyne

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Tresina PS., Ethnopharmacology unit, Research Department of Botany, V.O. Chidambaram College, Tuticorin – 628 008, Tamil Nadu, India

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Abstract:--

The genus *Hypericum* is a large genus of herbs or shrubs with more than 450 species dispersed worldwide. The plants grow generally in temperate regions and are used in traditional medicine in many parts of the world. In this study, antioxidant activity of petroleum ether, benzene, ethyl acetate, methanol and ethanol extract of bark of *Hypericum mysorens* was determined. Antioxidant activity was evaluated using four different reactive oxygen species (ROS) scavenging assays containing DPPH (1,1-diphenyl-2-picrylhydrazyl) free radical, hydroxyl radical, superoxide anion, ABTS radical and reducing power assay. Ethanol extract of *Hypericum mysorens* (800µg/ml) exhibited the maximum DPPH (113.64%) and Superoxide (113.27%) radical scavenging activity. Methanol extracts showed higher Hydroxyl (106.31%) and ABTS (116.22%) radical scavenging activity. It also exhibited higher reducing activity. Hence, these extracts could be considered as natural antioxidants and may be useful for treating diseases arising from oxidative deterioration.

Keywords:

Hypericum mysorens bark, DPPH, free radical, reducing power.

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Impact of gamma irradiation on the nutritional and antinutritional qualities of Mucuna deeringiana (Bort) Merril: an underexploited food legume

P.S. Tresina., Ethnopharmacology Unit, Research Department of Botany, V.O.Chidambaram College, Tuticorin, Tamil Nadu.

V.Sornalakshmi., Ethnopharmacology Unit, Research Department of Botany, V.O.Chidambaram College, Tuticorin, Tamil Nadu.

V.R. Mohan., Department of Botany, A.P.C.Mahalaxmi College for Women, Tuticorin, Tamil Nadu.

Abstract:--

Impact of gamma irradiation on Mucuna deeringiana, the tribal legume seeds at various doses (2, 5, 10, 15 and 25 kGy) were assessed for its proximate composition, vitamins (niacin and ascorbic acid) and antinutritional factors. Gamma irradiation resulted in an increase in crude protein at all doses, whereas the crude lipid, crude fibre and ash confirmed a dose-dependent decrease. Unirradiated seed samples of M. deeringiana were rich in niacin and ascorbic acid content. They were significantly decreased on irradiation at all the doses. Impact of gamma irradiation revealed a dose-dependent increase in total free phenolics and tannins while the rest of the antinutritional factors like L-DOPA, phytic acid, hydrogen cyanide, trypsin inhibitor activity, oligosaccharides and phytohaemagglutinating activity were significantly reduced. Increased in vitro protein digestibility was noted in the irradiated seeds. Findings of the current study expose that use of gamma irradiation does not affect the overall nutritional composition and can be used as an effectual method of preservation.

Key Words:

Mucuna deeringiana, gamma irradiation, niacin, ascorbic acid, antinutritional factors.

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Influence of Zn doping on the properties of Cuprous oxide (Cu₂O) thin film

J.Vijay Anandh., P.G and Research department of Physics, The M D T Hindu College, Tirunelveli.

S.Subramanian., P.G and Research department of Physics, The M D T Hindu College, Tirunelveli.

Abstract:--

Thin film of CuO and CuO doped with Zn for different concentrations were prepared by spin coating method. The crystal structure was investigated by X-Ray diffraction technique and found to be monoclinic. The optical properties concerning the absorption and transmission spectra were studied and the band gap was evaluated. The bonding nature of the prepared films was studied by Fourier transform infrared spectroscopy. Temperature-dependent dielectric studies have also been carried out. The results will be presented.

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Spectral, optical and hardness studies of potassium iodate crystals grown by solution method

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U.Rajesh Kannan., Department of Physics, Kamaraj College, Tuticorin-628003, Tamilnadu, India.

Abstract:--

Light is important in nature and the study of light is known as optics. There are mainly two branches of optics viz., linear optics and nonlinear optics. The nonlinear optics has been recognized as the promising field which has significant applications in the fields of laser technology, communication technology, optical computing technology and opto-electronic technology. There has been a lot of interest in growing varieties of nonlinear optical (NLO) crystals such as organic, inorganic and semiorganic crystals. In this work, an inorganic NLO crystal namely, potassium iodate is considered for the growth and characterization. AR grade potassium chloride and iodic acid chemicals were purchased commercially and they were taken in 1:1 molar ratio and by solution method, single crystals of potassium iodate were grown. The solubility study has been carried out in the temperature range 30o C-60o C in water and it is found that the sample has positive temperature coefficient of solubility. The lattice constants of the grown crystal of potassium iodate were found by XRD method and it crystallizes in triclinic system. The presence of the functional groups in the sample was confirmed by FTIR method. The nonlinear optical property of the grown crystal was confirmed by Kurtz-Perry powder technique. The linear optical constants were evaluated by UV-visible spectral studies. Hardness parameters such as microhardness, work hardening coefficient, yield strength and stiffness constant were determined for the grown crystals of potassium iodate.

Keywords:--

Crystal growth; solution method; characterization; NLO; XRD; SHG; Spectroscopy; micro hardness; FTIR

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Determination of in Vitro Antioxidant Activity of CARALLUMA UMBELLATA HAW. Whole Plant Extracts

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V.R.Mohan., Ethnopharmacology unit, PG & Research Department of Botany, V.O. Chidambaram College, Tuticorin – 628 008, Tamil Nadu, India.

Abstract:--

The genus *Caralluma* includes 13 species distributed in all the tropical and subtropical regions of the India. *Caralluma umbellata* Haw. is a thick, erect, leafless, branching, and succulent perennial herb. It is medicinally important and rich in pregnane glycosides, which may possess different biological activities. In vitro antioxidant activity of petroleum ether, benzene, ethyl acetate, methanol and ethanol extracts of *C. umbellata* whole plant was tested using various antioxidant model systems viz., DPPH, hydroxyl, superoxide, ABTS and reducing power assay by using standard procedures. The radical scavenging effect was found to increase with increasing concentrations. Among the solvent tested ethanol extract of *C. umbellata* exhibited highest DPPH (136.55%) followed by hydroxyl (138.13%) and superoxide (139.54%) when compared to standard ascorbic acid. Similarly ethanol extract of *C.umbellata* exhibited highest ABTS radical scavenging activity (124.13%) when compared to trolox as a standard. Like the antioxidant activity, reducing power of the extract increases with increase in concentration. This study indicates significant free radical scavenging potential of *C.umbellata* whole plant which can be exploited for the treatment of various free radical mediated ailments.

Keywords:

C.umbellata, ethanol, ABTS, reducing power

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synthesis, Growth and Some Characterization Studies on Solution Grown Crystals of Tetrakis-Thiourea Trichloroacetic Acid

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Abstract:--

Nonlinear optics (NLO) is at the forefront of current research because of its importance in providing the key functions of frequency shifting, optical modulation, optical logic, and optical memory for the emerging technologies in areas such as telecommunications, signal processing, and optical interconnections. The title compound belongs to semiorganic material category and showing good nonlinear optical as well as mechanical behaviors. This crystal was synthesized by taking thiourea and trichloroacetic acid in 4:1 molar ratio. Single crystals were grown by slow evaporation method and the grown crystals were found to be light yellow colour and transparent. The size of the grown crystals was about 15*7*5 mm³. Solubility studies were carried out in the temperature range 30°C -50° C. The single crystal X-ray diffraction studies show that the grown crystal belongs to orthorhombic crystal system with $a = 15.332 \text{ \AA}$, $b = 17.134 \text{ \AA}$, $c = 5.490 \text{ \AA}$, $\alpha = \beta = \gamma = 90^\circ$, $V = 1442.1 \text{ \AA}^3$. Other characterization studies like FTIR, FT-Raman, UV analysis, TG/DTA, microhardness, SHG, PL, Z-Scan etc were carried out and the results will be presented in details.



Photograph of the grown crystals of tetrakis-thiourea trichloroacetic acid

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Efficacy of Organic Fertilizer on the Growth and Yield of (Luffa acutangula) Ridge Gourd Based on Cow Products

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M.Tamilarasi., PG Department of zoology & Research Centre, Sri parasakthi college for women, courtallam, Tamilnadu

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Abstract:--

Organic farming is gaining importance in the modern agriculture. Organic agriculture is a system that relies on safe ecosystem management rather than external agricultural inputs. It is adopted with a blend of ecologically safe modern technologies which are acceptable to the farmers. Different kinds of cow based liquid organic manure such as Panchagavya, Sanjibani, Kunapajala, Jeevamrutha, Beejamrutha, Amritpani etc., The organic liquid products such as Panchagavya, Jeevamrutha, and Beejamrutha which are eco-friendly organic preparations made from cow products. The use of liquid products such as Panchagavya, Jeevamrutha, and Beejamrutha significantly increases the growth, yield and quality of crops. These liquid organic solutions are prepared from cow dung, urine, milk, curd, ghee, legume flour and jaggery. Locally available products become more effective fertilizer after fermentation. In this study, Panchagavya, Beejamrutha and Jeevamrutha are used in different concentrations and different combinations. In this, there are six different concentrations is used to treat the ridge gourd plant. Beejamrutha and Jeevamrutha is used in two different concentrations such as T₁ T₂. Panchagavya, Beejamrutha and Jeevamrutha combinations also used as a fertilizer the treatments are T₁, T₂, T₃, T₄. The present study reveals that there is a significant increase in the growth and yield parameters of ridge gourd.

Keywords:--

Beejamrutha, Jeevamrutha, cow products

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Evaluation of Antiinflammatory Potential of Leaf and Stem Extracts of NEIBUHRIA APETALA

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R.Michael Evanjaline., Ethnopharmacology Unit, PG & Research Department of Botany, V.O.Chidambaram College, Tuticorin, Tamil Nadu.

Parthipan., PG & Research department of Botany, S.T.Hindu College, Nagercoil.

V.R.Mohan., Ethnopharmacology Unit, PG & Research Department of Botany, V.O.Chidambaram College, Tuticorin, Tamil Nadu.

Abstract:--

To evaluate antiinflammatory potential of leaf and stem extracts of Neibuhria apetala Dunn. by in vivo antiinflammatory models. Acute toxicity level of different extracts using acute toxic class method as described in Organization of Economic Co-operation and Development Guidelines No. 423. Carrageenan (1%) was administrated and inflammation was induced in rat paw. The leaf and stem ethanol (ENAL and ENAS) extracts of N.apetala evaluated for antiinflammatory activity by in vivo carrageenan induced rat paw edema method. The in vivo results of ENAL and ENAS showed 84.43% and 84.00% inhibition of inflammation at 400 mg/kg body weight after 3 hr administration of test drugs in albino rats. The potency of the leaf and stem ethanol extracts of N.apetala were compared with standard indomethacin (10mg/kg) which showed 84.26% protection in in vivo carrageenan induced rat paw edema model. The present investigation has confirmed the antiinflammatory activity of N.apetala due to presence of bioactive phytoconstituents for the first time.

Keywords:

N.apetala, Acute toxicity, edema, carrageenan

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Anti-inflammatory Effects of Crateava Magna Leaf and Stem Bark Extracts in Rats.

G.Vijaya., Department of Botany, T.D.M.N.S.College, T.Kallikulam.

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V.R.Mohan., Ethnopharmacology Unit, PG & Research Department of Botany, V.O.Chidambaram College, Tuticorin-, Tamil Nadu.

Abstract:--

To assess the in vivo antiinflammatory activity of ethanol extracts of leaf and stem bark of *Crateava magna* (Lour) DC. in carrageenan induced acute inflammation in rats. Acute toxicity study was carried out to determine the toxicity level of different extracts using acute toxic class method as described the Organization of Economic co-operation and Development Guidelines No.423. Ethanol extracts at 200 and 400 mg/kg doses were tested for antiinflammatory activity in Carrageenan induced rat paw edema model and paw thickness was measured every one hour upto 3 hrs. In carrageenan induced inflammation model, at two different doses of leaf and stem bark produced significant ($p < 0.001$) reduction, when compared to vehicle treated control group. The efficacy of the leaf and stem bark extracts of *C.magna* were compared with standard indomethacin (10mg/kg) which showed 84.37% production in in vivo carrageenan induced rat paw edema model. In the present study leaf and stem bark extracts of *C.magna* showed good antiinflammatory activity in rats.

Keywords:

Antiinflammatory, *Crateava magna*, edema, carrageenan

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Comparison of Leaf Recognition using Multi-layer Perceptron and Support Vector Machine

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Gladston Raj S., Head, Department of Computer Science, Govt. College Nedumangad, Thiruvananthapuram.

Abstract:--

Identification of leaves from digital images using various automatic pattern recognition algorithms results in performance degradations. Here, various leaf features are been extracted and exposed to Multi-layer Perceptron and Support Vector Machine. The leaf images are taken from the Columbia Dataset and that are preprocessed to get the region of interest (ROI). The shape, color and vein features are then extracted from the selected ROI. The prominent features are then found out by using Principal Component Analysis (PCA). The reduced feature sets are supplied to these algorithms for identification. Total 150 samples were taken from this dataset spreads over 10 different leaf species. Multilayer Perceptron and Support vector machine are trained with 104 leaf images and are been tested and validated using 23 leaf images each. A comparison is made between the performances of these two learning methods and found that the leaf recognition accuracy of the support vector machine is better than that of Multilayer Perceptron algorithm.

Keywords:-

Feature extraction, Shape features, Vein features, Wiener filter, Color features, Principal Component Analysis, Multi-layer feed forward network, Support Vector Machine.

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Comparative Study of Local Descriptor for Face Description

J.Vikarm., Agaram Public School, Dharapuram

Abstract:--

This paper presents a novel and effective facial image representation based on Local Binary Pattern (LBP) texture features. The face image is split into several regions from which the LBP feature distributions are abstracted and linked into an augmented feature vector to be used as face descriptor. The accomplishment of the suggested method is determined in the face recognition problem under different attempts.

Finding good descriptors for the appearance of local facial regions is an open issue. Ideally, these descriptors should be easy to compute and have high extra-class variance (i.e., between different persons in the case of face recognition) and low intraclass variance, which means that the descriptor should be robust with respect to aging of the subjects, alternating illumination and other factors.

The LBP operator is one of the best performing texture descriptors and it has been widely used in various applications. It has proven to be highly discriminative and its key advantages, namely, its invariance to monotonic gray-level changes and computational efficiency, make it suitable for demanding image analysis tasks. The idea of using LBP for face description is motivated by the fact that faces can be seen as a composition of micropatterns which are well described by such operator.

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Anticholesterolemic Activity of Foliar Application of Extracts of Ulva Reticulata Grown Fruit of Cyamopsis Tetragonoloba (L) Taub In Alloxan Induced Diabetic Rats

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N. Ahila., Department of Botany, Kamaraj College, Thoothukudi, Tamil Nadu, India.

P. Benjamin JeyaRathnakumar., Department of Botany, Kamaraj College, Thoothukudi, Tamil Nadu, India.

Abstract:--

The methanolic extract of foliar application of extracts of Ulva reticulata grown fruit of Cyamopsis tetragonoloba was investigated for its anticholesterolemic effect in alloxan induced rats. Group I represented control, group II, III, IV, V, VI and VII represented reference control, standard Glibenclamide (600 µg/kg), control plant extract (200 mg/g), control plant extract (400 mg/g), treated plant extract (200 mg/g), treated plant extract (400 mg/g) respectively. Oral administration of control fruit extract (200 mg/kg) decreased Total Cholesterol (TC), Total Glycerides (TG), Low Density Lipoprotein (LDL), Very Low Density Lipoprotein (VLDL) and increased High Density Lipoprotein (HDL) by 19.67 %, 19.4 %, 26.42 %, 21.5 % and 23.37 % respectively. In group VI treated fruit extract (200 mg/kg) TC, TG, LDL and VLDL were reduced by 22.14%, 22.23%, 31.34% and 26.67% in comparison with reference control respectively. HDL cholesterol (32.93%) was increased in relation to reference control portraying the efficacy of seaweed extract. The result clearly indicated that foliar application of extracts of Ulva reticulata grown fruit of Cyamopsis tetragonoloba acquire a considerable and dose dependent hypercholesterolemic effect in alloxan induced rats as effective as an artificial drug.

Keywords:

Anticholesterolemic effect, alloxan, seaweed extract, Ulva reticulata, Cyamopsis tetragonoloba

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Hepatoprotective activity of Barleria courtallica Nees.(Acanthaceae) leaf against CCl₄ intoxicated

A. Ponmathi Sujatha., Ethnopharmacology unit, Research Department of Botany, V.O. Chidambaram College, Tuticorin, Tamil Nadu, India.

S. Muthukumarasamy., Department of Botany, Sri K.G.S. Arts College, Srivaikuntam, Tamil Nadu.

Mohan V.R., Ethnopharmacology unit, Research Department of Botany, V.O. Chidambaram College, Tuticorin, Tamil Nadu, India.

Abstract:--

The present study was designed to evaluate the hepatoprotective activity of Barleria courtallica leaf in liver damage induced by CCl₄. The degree of protection was measured by estimating the biochemical parameter like protein, serum glutamate oxalo transaminase (SGOT), serum glutamate pyruvate transaminase (SGPT), alkaline phosphatase (ALP), total, conjugated and unconjugated bilirubin level. Activity of lipid peroxidation (LPO) and antioxidant enzymes like glutathione peroxide (GPx), glutathione reductase (GRD), superoxide dismutase (SOD) and catalase (CAT) in liver tissue homogenate were observed. The hepatoprotective activity of ethanol extract at the doses of 200 mg/kg and 400 mg/kg body weight p.o was compared with silymarine (100 mg/kg p.o) treated animals. From the experimental result it was proved that the B. courtallica leaf extract possesses hepatoprotective potency in a dose dependent manner by reducing the elevated levels of marker enzymes and by increasing the decreased antioxidant enzyme activity.

Key words:

hepatoprotective, B. courtallica, ethanol extract

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Socio Economic Empowerment of Women through Self Help Groups-A Study With Reference To Thoothukudi District in Tamilnadu

V.Valliammal, Associate Professor of Economics, P.G. & Research Department of Economics, V.O.C.College, Tuticorin

Abstract:--

The main aim of this research is to identify the socio-economic empowerment of women through Self-Help groups. Self-Help Group is a small economically homogeneous group of rural poor which is voluntarily ready to contribute to a common fund to be lend to its members as per groups' decision .The members' work for the group's solidarity, awareness, social and economic empowerment by way of democratic functioning. The Self-Help Group movement become a silent revolution within a short span of tense in the rural credit delivery system in many parts of the world. It has been documented that nearly 153 developing countries including India, have taken this up in a large scale. In 1997, World Micro Credit Summit at Washington brought together the developed and the developing countries to tackle the serious problem of poverty by using micro credit as a tool to empower the poorest sections. A global movement was thus launched to reach 100 million of world's poorest families by the year 2012.

The present study covers the Thoothukudi and Thiruchendur taluk in the state of TamilNadu.The data was collected from the Self-Help Group members (n=300).This study found that the average age of SHG members was 40 years and majority of respondents lives in nuclear family and it has been observed that majority of the women members monthly income fall in the category of Rs 5000-Rs 10000 in both the taluks, and 90 percent of the SHG members are married and majority of the respondents developed their saving attitude after joining SHG and they came to know about the savings after seeking help from others. They feel that savings had positive impact on family economic status.

Keywords:

Self-Help Groups, Women Empowerment.

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On β^* - closed and β^* - open maps in Topological Spaces

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K. Rajendra Suba., Assistant Professor, Department of Mathematics, St. Mary's college (Autonomous), Thoothukudi, India

Abstract:--

In this paper, we define a new class of maps namely, β^* - open and β^* - closed maps in topological spaces and study some of its basic properties and relations among them. It is shown that the composition of β^* - closed maps need not be β^* - closed and compared the β^* - open and β^* - closed maps with other existing open and closed maps in topological spaces.

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Marketing Problems of Onion Cultivators in Tuticorin District

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P.Irudhaya Stenny, Assistant Professor of Economics, V.O.C. College, Thoothukudi.

Abstract:--

Onion (*Allium Cepa*) is a vital and crucial item in every kitchen as condiment and vegetables in India. It is an essential crop in all regions and commercially refined in various countries. Tamil Nadu accounts for 5 percent of onion area (Small onion and Bellary onion) and contributes 3.74 percent of production. Therefore the present study attempted to throw light on socio-economic condition, motivating factors and marketing problems of onion cultivators in Tuticorin District. The present study based on both primary and secondary data. Primary data collected through interview schedule. Secondary facts have collected from books, journals, newspapers, internet and bulletins. Percentage, standard deviation, F test, Gini coefficient, chi-square test, and probability analysis used for interpreting data. It inferred that high income was ranked first for motivating factors for onion growing followed by short duration. Traditional was ranked third and down interest ranked fourth respectively. It can infer that there is a significant difference in the mean scores of different groups of farmers by land used for cultivation of onion. The chi-square analysis reveals that the factors are age and education are significant at 1% level. Family type and monthly income are significant at 5% level of significance. The outstanding factors are not significant at 5% level. Onion growing is profitable in Tuticorin District. The commodity always remains in demand irrespective of the type of season. As could be seen from the data, the price fluctuation reported by 49 percent of the sample farmers. It indicated the magnitude of this problem faced by the onion farmers. Inadequate transport facilities and the high cost of transport were stated to be the problem by 25 percent of the sample farmers. From the discussions with the sample farmers, it found that most of the farmers had the problems faced by the onion growers in the production of onion were a large number of middlemen, involvement among traders in reducing prices, high transport cost, high rates of seeds and fluctuating prices. The farmers also face lack of scientific knowledge of the technology and inadequate availability of seed of good keeping quality cultivators.

Keywords:

labour intensive, vegetables, onion, intermediaries, motivating factors scientific knowledge

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Design of Phantom and Flexible Antenna Array for Early Diabetic Foot Detection

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Dr.V.Latha., Professor, Department of electronics and communication engineering, Velammal Engineering College, Chennai.

Abstract:--

This paper deals about designing a phantom and a flexible antenna array for detecting the diabetic foot ulcer at the earlier stage itself. Phantom is something apparent to sense but with no substantial existence. As we cannot use the real time leg in software for detecting the diabetic foot ulcer we use phantom .Phantom is designed by selecting the appropriate dimensions and the dielectric properties of human leg. Initially the design of antenna is done and simulated then the phantom for leg with and without wound is designed and they are getting simulated. The variations in E-field, H-field, and Current density are measured. It is found that the current density value has been increased twice than that of the leg without wound, E-field and Magnetic Field value get reduced in the presence of wound. The entire simulation is done using the HFSS software.

Index Terms:--

HFSS, Phantom.

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Brown Seaweeds Biochemical : Review

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Abstract:--

Seaweeds is one of the most important marine renewable resources. They are used for foods, fertilizers, cosmetics, medicine and biofuel production from pre-historic periods. Seaweeds contain proteins, lipids, carbohydrates, Minerals, fiber and vitamins. Seaweeds are involved wide applications in many industries. The biochemical composition of seaweeds varied from species to species and also their ecological and physico-chemical conditions. The present review we emphasized the biochemical compositions of different brown seaweeds as well as their important applications.

Keywords:

Seaweeds, Protein, Carbohydrate, lipids.

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Green Synthesis and Characterization of Gold Nano Particles Using Palmyra Sprout Root an Eco Friendly Approach

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P. Vijaya Kumar., Research Scholar, Department of chemistry, St.Xavier's college(Autonomous),Palayamkottai,Tamil Nadu, India

Dr. S.Mary Jelastin Kala., Research Scholar, Department of chemistry, St.Xavier's college(Autonomous),Palayamkottai,Tamil Nadu, India

Abstract:--

Eco-friendly green synthesis is one of the promising branches of nanoscience for applications in different biomedical fields. It makes the topic more attractive due to non toxic and very low cost of synthesis. In this present study we deal with the synthesis of eco-friendly and cost effective gold nanoparticles by using Palmyra Sprout root as the reducing agent. The gold nanoparticles are characterized by using UV-visible spectrophotometer, FT- IR, XRD and SEM methods. The anti-bacterial and anti-fungal activity of the synthesized gold nanoparticles were also tested. To the best of our knowledge, this is the first report on the rapid green synthesis of gold nano particles using Palmyra sprout root extract.

Keywords:--

Nanoparticle, Palmyra sprout root, UV- spectro photometer, FTIR, XRD, SEM-EDX, anti bacterial and antifungal activity

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Phytochemical, Spectral Analysis of Greenhouse Solar Dried Medicinal Plants (Moringa oleifera, Trigonella foenum-graecum)

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C.Veerakalyanamunnadi., Research Scholar, Department of physics, The M.D.T Hindu College, Tirunelveli.

Abstract:--

The main objective of this study is to develop a solar green house dryer which may result in considerable reduction of drying time and to preserve the quality of the medicinal plants (Moringa oleifera, Trigonella foenum-graecum). Phytochemical analysis of greenhouse solar dried, shadow dried medicinal plants (Moringa oleifera, Trigonella foenum-graecum) have been successfully prepared by Soxhelt apparatus. In the present work qualitative and quantitative phytochemical analysis were carried out for the selected medicinal plants. The qualitative estimations were done in triplicates and the mean values are taken. Secondary metabolites like Tannins, alkaloids, flavanoids, saponins, aromatic acid, protein, steroid, triterphenoid, catachicin, anthroquinones, sugar and reduced sugar are dominantly reported in all chosen plants. In quantitative estimations, biochemical and physiological studies were carried out for carbohydrates, proteins, phenols and lipids using standard method of analysis. Spectral analyses were carried out to confirm the presence of phytochemicals. Through on an experimental basis, the exercise has made it clear that the greenhouse solar dryer is a promising appliance since it is based on renewable energy and with effective marketing, can be used for various drying purposes.

Keywords:

Greenhouse solar drier, Moringa oleifera. Trigonella foenum-graecum, Soxhelt apparatus, Phytochemical analysis, Spectral analysis.

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Social Repercussions of Kerala Model Development

Keerthana Santhosh., Assistant Professor, Department of History, St. Mary's College, Thoothukkudi.

Abstract:--

Kerala Model Development is the development pattern of Kerala. It is a globally accepted model with high human development indices but with low per capita income. India, which is the seventh largest country in the world still suffers from poor living standards. At the same time, a tiny state in India is acting as a model to almost all developing countries. As the Nobel laureate Amartya Sen himself said, 'India does not need to look elsewhere for development pointers; yet there is much India can learn from Kerala's developmental experience'. Kerala has emerged as a fully literate state, fully electrified state, open defecation free-state etc. The base of this development can be traced to education. With low dropout rate and high enrolment ratio, Kerala is acting as a model in the realm of women education also. The present paper aims at a study of the development of Kerala from the formation of Kerala state in 1956 to the present day with special emphasis on social scenario.

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Recent trends in Management Information Systems

A.Pugazh Naavarasi., Assistant professor,(MBA),Francis Xavier Engineering College

Abstract:--

The modern business world has a complex factor for it's survival to shift their primary focus from mere profit to gain competitive advantage. Effective and efficient strategic decision making by ensuring that the right kind of information reaches the right person in the right format at the right time determines the market position of any business. Management Information System is a rapidly evolving IT based system that continuously create information from raw data collected from various sources and compiles individualized reports of various kinds which helps different levels of management in informed strategic decision making. MIS, oriented is the rapid evolving technology surrounding Artificial intelligence which aims at maximum automation of business processes. This paper discusses the recent trends in MIS which discusses the success and survival of modern business in today's era. The evolution of modern dynamic MIS from its Traditional manual version to the latest cloudbased MIS services and predictive business modeling are discussed along with the Framework and Components of MIS. The role of MIS and recent trends in business is examined in detail. The need for increased efficiency and to enhance maximum productivity make the study on MIS relevant than ever before. It plays an important role in the profit making or smooth running of the business firms.

Key Terms

Management Information System, Business, IT (Information Technology) Information Requirements, trends in MIS.

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Recent Trends and Growth in Entrepreneurship Development in India

Mrs. D. Annie Rose Nirmala., Associate Professor, Department of Management Studies, Francis Xavier Engineering College

Abstract:--

Entrepreneurs play a key role in any economy. Entrepreneurship is considered to be a significant determinant of economic development. New entrepreneurial activities play a vital part in the process of creative destruction that fosters innovation, employment, and growth. Entrepreneurship development is the key factor to fight against unemployment, poverty and to prepare ourselves for globalization in order to achieve overall Indian economic progress.

Definition of Entrepreneur by Investopedia: An entrepreneur is an individual who, rather than working as an employee, founds and runs a small business, assuming all the risks and rewards of the venture. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services and business or procedures. According to economist Joseph Alois Schumpeter, entrepreneurs are not necessarily motivated by profit but regard it as a standard for measuring achievement or success.

Definition of Entrepreneurship: Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business.

According to Stevenson's, Entrepreneurship is the pursuit of opportunity beyond resources controlled. In near future India will be the largest individual contributor to the global demographic transition. The U.S., Census Bureau predicts that India will surpass China as the world's largest country by 2025, with a large proportion of those in the working age category. Over the next two decades the continuing demographic dividend in India could add about two percentage points per annum to India's per capita GDP growth.

The Government of India has undertaken several initiatives and instituted policy measures to foster a culture of innovation and entrepreneurship in the country. Job creation is a foremost challenge facing India. With a significant and unique demographic advantage, India, however, has immense potential to innovate, raise entrepreneurs and create jobs for the benefit of the nation and the world.

In the recent years, a wide spectrum of new programmes and opportunities to nurture innovation have been created by the Government of India across a number of sectors. From engaging with academia, industry, investors, small and big entrepreneurs, non-governmental organisations to the most underserved sections of society.

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An Analytical Study on Cost, Returns and Constraints in Flower Cultivation in Kanniyakumari District

Dr. M. Kavitha., Assistant Professor of Commerce, Arignar Anna College, Aralvaimozhi.

P. Deepa., Ph. D. Scholar, Arignar Anna College, Aralvaimozhi.

Abstract:--

India is predominantly an agricultural country. Floriculture is a branch of agriculture. Agricultural marketing in India is basically in the clutches of middlemen and the peasants are in their octopus grip. Marketing of flowers poses more problems compared to other agricultural commodities as they have a high degree of perishability, steady decline in price, interference many number of middlemen and are grown mostly by the small and marginal farmers. Further, the flower growers are affected by the problems like time of sales, price fluctuation, non-availability of fertile seedling, high wage rate, non-availability of labourers, high transport cost, high commission and malpractice by the middlemen.

In the present study cost and returns structures of marginal and small growers cultivating flowers are analyzed. The cost has been categorized into preparatory cultivation, manure and manuring, seed and sowing, irrigation, weeding and earthing up, plant protection and harvesting. The per acre average cost and returns structure of marginal and small farmers cultivating Tuberose flowers, Nerium and Jasmine flowers are tabulated with the help of tables.

Key words:

Marginal Farmers, Small Farmers, Middle Men.

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Subaltern Literary Concept- Subjugation of Untouchables in Meena Kandasamy's THE GYPSY GODDESS

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Abstract:--

“Subaltern contains the group who are marginalized, oppressed and exploited on the cultural, political, social and religious grounds”. Subaltern literature reflects different themes such as sufferings, marginalization, gender bias, slavery of lower and working classes, ignored women, neglected section of society, poor classes etc. Meena Kandasamy claimed her identity as a Dalit woman who is an Indian poet, fiction writer, translator and activist. Her work expresses the voice of the Dalits, the people at the lowest stage of India's ancient caste system. Despite the fact that the Indian constitution abolished this system, Dalits still face widespread discrimination. She speaks about the contemporary issues of her native India. She clearly reveals the societal assumptions that assign specific roles to people based on caste or gender. Her first novel *The Gypsy Goddess* spotted the line between fiction and massive critique in describing the 1968 massacre of forty four untouchable men, women and children who were striking for higher wages in Kilvenmani village, Tanjore district. While analyzing this novel, we could come across various issues of Dalits such as unjustness, inequality, the pattern of identity, economic backwardness, lack of employment and handling of Dalit have been detailed closely. Dalits were enduring these kinds of oppression from long time due to their caste.

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A Survey of Various Routing Algorithms for Mobile Ad-Hoc Networks

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Dr. M. Sivajothi., Associate professor, computer science department, Manonmaniam sundaranar university, Tirunelveli.

Dr.T.C. Raja kumar., Associate professor, computer science department, Manonmaniam sundaranar university, Tirunelveli.

Abstract:--

A Mobile Ad-hoc Network (MANET) is form over wireless media by the various mobile nodes. In other word we can say if various mobile nodes from a network without any infrastructure, such kind of network is known as Mobile Ad-hoc Network. In MANET communication between two mobile devices are performed by routing protocol. Routing in MANET is a challenging task due to the dynamism of the network. This paper presents a coherent survey on various routing algorithm of ad hoc mobile networks, with the intent of serving as a quick reference to the current research issues in ad hoc networking. In this survey paper we proved an overview of various routing protocols proposed by various researchers. We will also provide comparative study of all routing protocol to find out the performance of protocol for large MANET.

keywords-

MANETS, Mobile Ad-Hoc networks

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Literature and Society: How Literature reflects society.

S. Keerthika., V. O. Chidambaram College

Abstract:--

Literature exhibits or in other words is the mirror of the society. It plays an exceptionally important role right from the history. Basically Literature reflects human activity in that particularly society. Literature helps to expose societal realities. Most of the works in literature deals with the social issues in detail which helps people to realize the truth and think it in a different view than the people who don't show their face to literature. It have a unique function in shaping and teaching society at huge. Literature carries the real events in the society and presents it as a mirror of the society so that people can view it and atone wherever it is necessary. Understanding how literature persuades the person and how it is reflective of individual's society is something that should be given more consideration and thought. Shakespeare in Hamlet holds the view that the purpose of literature is "to hold the mirror up to nature". Here the word nature indicates the broad spectrum of human nature.

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Studies on Structural, Optical, Spectral Characterization of Zinc Doped Manganese Sulfide Nanoparticles

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Abstract:--

Nanoparticles have different properties compared to that of bulk and microparticles and they have a lot of applications in present modern science and technology. In this work, pure and zinc doped manganese sulfide (MnS) nanoparticles have been prepared and studied. MnS is a wide band gap dilute magnetic semiconductor that has large potential applications in short wavelength optoelectronic devices, photo-catalysis, solar cells, single electron transistors etc. The reactants such as manganese acetate and thiourea were dissolved in 1:1 molar ratio in double distilled water to prepare the pure MnS nanoparticles. Here the samples have been prepared by microwave assisted solution technique. For formation of MnS nanoparticles sodium hydroxide solution was used and for controlling the size of nanoparticles, L-tartaric acid was used as the capping agent. To prepare the zinc doped MnS nanoparticles, zinc acetate was added. The synthesized undoped and doped MnS nanoparticles were subjected to various studies like XRD studies, FTIR studies, UV-visible spectral studies, SEM studies and TEM studies.

Key words:

MnS ; Doping; Microwave solution technique; XRD; FTIR; SEM; TEM

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Methods in Hard and Soft Clustering with Applications

M.Dhanalakshmi., Assistant Professor , Department of Computer Science, Kamaraj College, Thoothukudi, Tamilnadu, India

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Abstract:--

In recent years, the application of clustering has gaining importance in research field. The goal of clustering is descriptive, it classify data points into meaningful groups. Clustering groups the data on the principle of maximizing intra similarity and minimizing inter similarity between groups. It discovers a new set of categories that give useful reports based on requirements from unlabelled data. Clustering can be applied to hard and soft computing which can be classified as hard and soft clustering. In hard clustering data points belong to only one group conversely in soft clustering data point may overlap in clusters based on the membership value. Hard clustering involves data point are of crisp value similarly in soft clustering data points are of fuzzy values. This paper present an view of partition and hierarchical based clustering methods that involved in hard and soft clustering as well as the applications of clustering in the field of Finance, Medical, Weather forecast, Education, Marketing and Fraud detection.

Keywords:

Hard Clustering, Soft Clustering, Partition Method, Hierarchical Method

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Investigation of Aggregation Induced Emission Enhancement of Anthracene Derivatives and Interaction with BSA

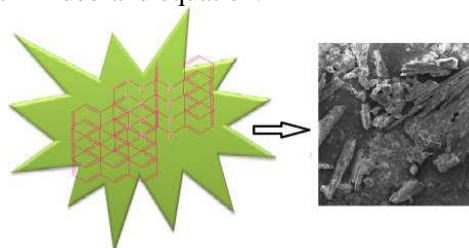
D.Simon., PG & Research Department of Chemistry, V.O.Chidambaram College, Thoothukudi.

K.Krishnaveni., PG & Research Department of Chemistry, V.O.Chidambaram College, Thoothukudi.

Dr.A.Mathavan., PG & Research Department of Chemistry, V.O.Chidambaram College, Thoothukudi.

Abstract:--

A new three anthracene derivatives of amide (R1), Urea (R2), thiourea (R3) were synthesised and characterized by UV-Visible, FT-IR, EI-MS and NMR techniques. Anthracene derivatives are soluble in THF and which aggregates by varying the fraction of water from 0% to 90% (V/V). The emission intensities were increasing by increasing the water fraction. Conjugated organic molecules have very high luminescence efficiency in the dilute solution. The significant enhancement in their light emission intensity is called as Aggregated Induced Emission Enhancement (AIEE). The UV-Visible absorption spectra have the absorbance at 251-259 nm are decreased with increasing the fraction of H₂O and tails are appeared in this spectra which indicates that the twisted intra molecular charge transfer (ICT) on their AIEE behaviour, the receptors emission spectra with excitation at 400 nm have a broad emission enhancement due to aggregation could be observed because of the free rotation of the phenyl and anthracene rings about the axes of C N bonds. The AFM spectral studies shows that the size of receptor compounds (R1-R3) are in the range from 100-500 nm which confirms that there is an aggregation of particles in THF and H₂O mixture. The SEM analysis of R3 in water fraction (90%) show that the cluster of ordered microsphere to rod shaped nanoparticles. The interaction between receptor compounds (R1-R3) and BSA has been investigated by using UV-Visible absorption, fluorescence emission spectral techniques. These spectral studies confirms that BSA binds with the receptor compounds through non-covalent types of interactions and fluorescent intensity of receptors compounds enhances gradually by increasing the concentration of BSA. The binding constant values were calculated by the modified Benessi-Hildebrand equation.



Keywords:--

Aggregated Induced Emission, Anthracene derivatives, Bovine Serum Albumin

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A Spectral approach of AIE in pyrene Schiff base derivatives and its interaction with BSA

R.Pratheeba., PG & Research Department of chemistry, V.O.Chidambaram College, Thoothukudi.

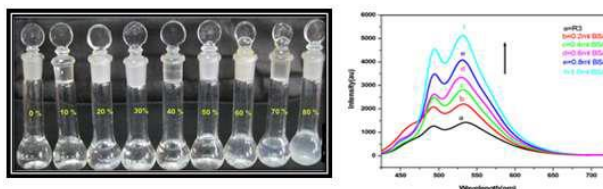
S.Gurusamy., PG & Research Department of chemistry, V.O.Chidambaram College, Thoothukudi.

Dr.A.Mathavan., PG & Research Department of chemistry, V.O.Chidambaram College, Thoothukudi.

Abstract:--

The pyrene Schiff base complexes containing amide (R1), urea (R2) and thiourea(R3) derivatives have been successfully synthesized and characterized by using FT-IR, H NMR and EI-MS spectrometry. The derivatives are used for aggregation studies by varying the water fraction (0% - 80%). The UV-visible absorption spectra have the absorbance at 236-239 nm, 281-288 nm and 366 -410 nm in pure THF solution. With an increase the water fraction from 0% - 70%, the three absorption peaks basically remained at the same positions. Then further increased water fraction at fw=80% the absorption peak suddenly decreased. At the same time, levelled – off tails appeared in the visible region in the range of 450 – 600 nm. These spectra indicate that the formation of nanoaggregate. The receptors in emission spectra with excitation at 400 nm shows a broad emission band centred at 450-480 nm. The emission enhancements due to aggregation. The compounds emit low fluorescence in THF solutions because of the free rotation of the pyrenyl and substituted amide, urea and thiourea benzene rings about the axes of the olefinic double bonds, but they exhibit strong fluorescence in the aggregate state by increasing the water fraction 0% - 80% because of the restricted intermolecular rotation (RIR), and suppression of photo induced electron transfer (PET) due to hydrogen bonding interaction of imines donor with water. The AFM spectral studies shows that the size of the receptor compounds (R1, R2 and R3) are in the range from 100-500 nm, which confirms that there is an aggregation of particles in the THF/H₂O mixture. From the SEM analysis, the receptors R1, R2 and R3 have numerous spherical and flower shaped structures observed the diameter has 100 nm. The R3 water fraction 90% shows that the rod shaped nano particles.

The interaction between receptor compounds (R1, R2 and R3) with BSA. The binding studies characterised by UV-vis absorption and fluorescence emission spectral studies. The fluorescence emission spectral studies confirm that the fluorescent intensity of receptors compounds enhances gradually by increasing the concentration of BSA. The receptors bind with the BSA non-covalent interactions, such as electrostatic attraction and hydrophobic effect to form aggregate. The binding constant values were calculated by the Benesi-Hildebrand equation.



Keywords:--

Restricted Intramolecular Rotation (RIR), Photo Induced Electron Transfer (PET), Bovine Serum Albumin (BSA).

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Infrequent Pattern Mining Techniques: A Review

G. Sophana., Research Scholar, Department of Computer Science, Kamaraj College, Thoothukudi.

V. Joseph Peter., Associate Professor in Computer Science, Kamaraj College, Thoothukudi.

Abstract:--

Data Mining is the process of extracting useful information or patterns from the data in large relational databases. In data mining, frequent pattern mining plays an important role for finding correlations among data. Similarly infrequent patterns are finding the uninteresting patterns that are rarely found in the database provide useful information. The aim of Infrequent Pattern Mining is to mine patterns which are not frequent that is the support value less than the threshold. Infrequent pattern mining (IPM) also plays a major role in the field of research and it has wide application domains such as medical, banking, biology, market basket analysis, telecommunication etc. Mining infrequent patterns from large dataset is challenging. In this paper we focus on study of various existing infrequent pattern mining techniques like Positive and Negative Association Rule (PNAR), Minimal Infrequent Itemset Mining (MIIM), Rare Association Rule (RAR), Pattern-Growth Paradigm and Residual Trees, Optimization Rule Based and Confabulation Inspired Association Rule Mining.

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A Study on Mining High Utility Itemsets for Promoting Business Activities

R. Sheeba Mary Ananthi., Research Scholar, Department of Computer Science, Kamaraj College, Thoothukudi.

Dr. V. Joseph Peter., Associate Professor in Computer Science, Kamaraj College, Thoothukudi.

Abstract:--

In recent era, High Utility Itemset Mining (HUIM) is an emerging critical research topic. In traditional approach, the items which occur frequently together are extracted from a database. But the frequency of Itemset is not sufficient to reflect the actual utility. Utility mining is an extension of frequent Itemset mining by considering the utility of an item. Utility Mining is the process of discovering all item sets whose utility values are equal to or greater than the user specified threshold in a transaction database. Utility Mining covers all aspects of economic utility in data mining and helps in direction of itemset having high utility. The main objective of high utility itemset mining is to find the itemset having maximum utility values. We can extract the high utility from rare itemsets, irregular occurrence, On-Shelf time period of products, from different discount strategies. In this paper, we present a various algorithms for High Utility Mining to promote business activities.

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A Study on Mining Applications in Uncertain RFID Data

N. Bala Vignesh., Research Scholar, Department of Computer Science, Kamaraj College, Thoothukudi.

Dr.V.Joseph Peter., Associate Professor in Computer Science, Kamaraj College, Thoothukudi

Abstract:--

RFID technology is an emerging technology uses radio frequency waves to transfer data between readers and tagged objects, and provides fast data collection with precise identification of objects with unique identifications without line-of-sight. RFID technology consists of data gathering, distribution, and management systems that have an ability to identify or scan information with increased speed and accuracy. RFID technology can be used for locating, tracking and monitoring physical objects. Sensors in RFID devices are intrinsically sensitive to environmental factors. The signal from sensors suffers from high uncertainties due to the nature of signal fluctuation in real-world conditions. The uncertainties that exist in RFID data complicate tasks of determining objects positions and containment relationships. This technology has significant advantages, RFID has been widely used for access control, objects tracking, smart box, highway tolls, logistics and supply chain, security and healthcare, etc. In particular, RFID has been adopted and deployed to collect various types of data in the manufacturing field. In this paper we focus on study of data mining applications of uncertain RFID data.

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Climate Change and Its Impact on Agricultural Productivity in India

Dr.S.D.Shanthi., Assistant Professor of Economics, S.T.Hindu College, Nagercoil

Abstract:--

Climate change has a serious impact on the availability of various resources on the earth especially water, which sustains life on this planet. Changes in the biosphere, biodiversity and natural resources are adversely affecting human health and quality of life. Throughout the 21st century, India is projected to experience warming above global level. India will also begin to experience more seasonal variation in temperature with more warming in the winters than summers. Longevity of heat waves across India has extended in recent years with warmer night temperatures and hotter days, and this trend is expected to continue. The average temperature change is predicted to be 2.33°C-4.78°C with a doubling in CO² concentrations. These heat waves will lead to increased variability in summer monsoon precipitation, which will result in drastic effects on the agriculture sector in India. Climate models predict a gradual rise in carbon dioxide (CO²) concentration and temperature across the globe. These models, however, are not very precise in predicting future changes in local weather conditions. Local weather conditions such as rain, temperature, sunshine and wind, in combination with locally adapted plant varieties, cropping systems, and soil conditions can maximize food production as long as plant diseases can be controlled. Agriculture production is directly dependent on climate change and weather. Possible changes in temperature, precipitation and CO² concentration are expected to significantly impact crop growth. The overall impact of climate change on worldwide food production is considered to be low to moderate with successful adaptation and adequate irrigation.

Keywords

Agriculture productivity; Climate change; Rainfall, irrigation, cropping system.

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Public Awareness towards GST in Tenkasi taluk

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Dr.S.V.Divya., Assistant Professor inCommerce (SF), Sri Parasakthi College for women, Courtallam.

Abstract:--

Introduction of GST was a significant step in indirect tax reforms in the country. GST is said to have eradicated the cascading effect of taxes which prevailed previously in the nation. GST is the need of the hour in the tax system. The Government has initiated various means and ways to incorporate GST into the tax system. Currently, it is one of the debated topic in the country. GST is a revolutionary step and will bring a major change in tax system in the nation. Though it has drawn criticism initially, its benefits will be realized later on. The “One nation One tax” principle is satisfied with the help of GST. It has not only been a milestone but also a successful reform. There are numerous challenges, which requires constructive reforms in the complete implementation of GST. Hence, against this backdrop the present study has been made to study the public awareness towards GST in tenkasi taluk.

Keywords:

Goods and Services Tax, Awareness

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“Impact of PMSBY, PMJJBY & APY schemes in reaching Financial Inclusion in India”- an Empirical Study”

Vidya shree D V., Research Scholar, Dept. of Studies & Research in Commerce, Tumkur University, Tumkur, Karnataka

Abstract:--

“A large proportion of India’s population was without insurance of any kind, health, accidental or life. Worryingly, as our young population ages, it is also going to be pension-less. Encouraged by the success of the Pradhan Mantri Jan Dhan Yojana (PMJDY), the Government of India proposed to work towards creating a universal social security system for all Indians that will ensure that no Indian citizen will have to worry about illness, accidents or penury in old age.” Government announced insurance schemes Pradhan Mantri Suraksha Bima Yojana (for Accidental Death and Disability), Pradhan Mantri Jeevan Jyoti Bima Yojana (for life insurance) and Atal Pension Yojna (for pension). These schemes were launched by Prime minister on 9 May 2015. The government plans to use technology to the extent possible to reach out to the beneficiaries, thereby plugging leakages in the system. This article gives the highlights of these schemes and also focuses on how best these schemes have reached to the Indians. The paper is based both on primary and secondary data. Secondary data shows comparative analysis of overall enrollment ratio, rural and urban wise enrolment and bank-wise gross enrolment. Primary data focuses on awareness level of semi-urban people and the possible reasons for non-adoption of these schemes. The paper also focuses on the role of digitalization in reaching these schemes to people, challenges faced by people in using these schemes through online services. The researcher used ANOVA, Post-hoc test and Weighted Average Score (WAS) for analyzing primary data.

Key words:

Pradhan Mantri Suraksha Bima Yojana, Pradhan Mantri Jeevan Jyoti Bima Yojana , and Atal Pension Yojna, challenges, people, digitalization..

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A Study on Biochemical contents of Xancus Pyrum in Tuticorin Coastal Area of Gulf of Mannar Region

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Dr.Geetha., Associate Professor, , Dept of Zoology, V.O.Chidambaram College, Tuticorin, Tamilnadu, India

Abstract:--

The sacred chank *Xancus pyrum* is a gregarious and large gastropod, and it inhabits distinct chank beds. The chank flesh is found to be rich in protein and mineral and the nutritive values is almost equal with the flesh of any fish. The sacred chank *Xancus pyrum* forms a commercial fishery along the south-east coast of India. In the Gulf of Mannar (GoM), there are about 10 chank beds. It extends from off Vaipar to Tiruchendur, and Tuticorin as base. This paper is a report of research work carried out in Tuticorin which is a part of Gulf of Mannar. An Investigation was carried out to assess biochemical contents in the commercially important species *Xancus Pyrum*. Protein, Total Carbohydrates, Total Lipid, Total Ash and Total moisture were studied from the *Xancus Pyrum* collected from the Tuticorin Coastal Area. The study revealed that the biochemical contents to be Protein 37.9%, Total Carbohydrates – 14.8%, Total Lipid – 4.5%, Total Ash – 0.89% and Total moisture to be 82.5%.

Index Terms—

Xancus Pyrum, Biochemical contents, Tuticorin, Gulf of Mannar

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Effect Size Reduction on Parameters Affecting Anaerobic Biodegradability in High Organic Biomass

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Abstract:--

Bio-energy seems to be the most probable solution to the replace conventional energy to save our natural resources and our environment. In India, many water bodies have been damaged because of the excessive growth of aquatic weed. Aquatic waste mainly affects the water bodies, results in discoloration and leads to environmental problem such as eutrophication and creates an unpleasant odor. The Aquatic plants are considered to be a fast growing aquatic weed. These aquatic weeds require special adaptation to living habitat either submerged in water (or) at the water surface. The aim of present study is to size distribution curve graded in the form of the High organic biomass from unavoidable aquatic weed and this action impacts on disposal issue. Pretreatment of Aquatic waste is an essential tool to enhance the particle size reduction. At 6000 rpm the obtained values of SCOD, Protein, Carbohydrate released 3100, 0.673, 1.026 at optimal pretreatment time of 10 min. The effect of particle size reduction pretreatment will be carried from 6000 to 14000 rpm respectively. Therefore, based on the result, it could be concluded 14000 rpm was considered as optimal for the cumulative percentage finer (10-30%) than the sieve size (0.425mm).The results suggest that small particle size favours methane yield.

Keywords:

Aquatic weed, mechanical pretreatment, particle size reduction, size distribution curve, finer percentage.

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Velunachiyar – Laudable Tamil Women

A.Jekila., M. Phil. Scholar, Pearl Research Centre for History, Culture and Tourism, St. Mary's college (Autonomous), Thoothukudi.

Abstract:--

Sivagangai district was a part of the old Ramanathapuram District. The old Ramanathapuram district played a dominant role in the history of South India. Ramnad as a whole was called “Greater Marava” and Sivaganga, which was separated from it came to be called as “Lesser Marava”. Rani Veeramangai Velu Nachiyar was the queen of the Tamil kingdom of Sivagangai and was the first queen of Tamil origin to fight against the British in India. She formed an army and fought and won against the British in 1780. She was trained in the skills of using weapons and also in martial arts including fencing, shedding arrow, spear throwing, horse riding and archery. Apart from heroic arts and sports, she was a scholar in many languages and well versed in twin epics Ramayana and Mahabharata. Sivagangai second king Muthu Vadukanatha Periya Udaiya Tevar married Ramanatha puram princess velu nachiyar. Velu Nachiyar, formed a woman's army called “udaiyaal” in memory of Udaiyaal, who died in the battle against the British. She developed a separate well trained women's army whose members were equally brave, patriotic and disciplined. In the battle, upon finding the ammunition depot, Velu Nachiyar had her first human bomb - a dedicated woman warrior by the name of “Kuyili,” carry out the difficult job. That brave, young woman, after dousing herself with inflammable oil, walked into the arsenal and lit herself. Seconds later, the entire place was ablaze. This patriotic young woman, who was a human bomb, sacrificed her precious life for the freedom of her mother land from foreign rulers. Queen Velu Nachiyar granted powers to Marudu brothers to administer the country in 1780. Velu Nachiar died of illness in 1796. Her daughter Vellacci inherited the throne. This remarkable woman's courageous exploits are well niched in the annals of Indian history and they will keep inspiring people for generations to come.

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Arabs and Mosque in Kayalpatnam

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Abstract:--

Kayalpatnam is an ancient historical coastal village of South India. It lies in the southeast part of Indian Peninsula, on the shore of Bay of Bengal. This village situated in Thoothukudi district. Once Kayalpatnam was chief trade center of Arabs. Chinese and Greeks were frequently visited for trade. There are 65 mosques in Kayalpatnam. Karuppu Udaiyar Palli was ancient one. It was built on (9th Hijra) A.D 630 by the following Sahabas (Representative of Muhammed the Prophet).

1. Kalid Ibn Saeed Ibn Al Ass(Rali)
2. Tabid Ibn Kais Ibn Sumas(Rali)
3. Abdulla Ibn Saad Ibn Abu Sarah(Rali)
4. Abdulla Ibn Abdulla Ibn Ubaiee(Rali)
5. Abdulla Ibn Abdul Aziz Ibn Umar(Rali)

Among the five eminent Sahabas the first four returned back to Arabia and last one went to Calicut for Missionary service. Every mosque in Kayalpatnam has its own historical background and closely associated with Socio and Economic life of the people. This paper attempts to bring out the first Arabian Settlement, Culture and historical background of the mosques in Kayalpatnam.

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Ascidians - A Pharmacologically Potent Marine Bioresource

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Abstract:--

Ascidians are the largest and most diverse class of the subphylum Tunicata comprising approximately 3,000 species. They are commonly called as “Sea Squirts” and are an important group of marine, sedentary organisms found distributed all over the world from the littoral zone to the deep sea and as the major components of fouling community occurring on the hull of ships, piers, pilings, test panels, buoys, floats, cables and various other harbour installations. In the present study, they were collected from intertidal rocky shore and deep sea harbour of Thoothukudi harbour basin with the help of a SCUBA diver. The collected ascidians were narcotised with few crystals of menthol, fixed in 4% formalin and identified up to the species level using key to identification of Indian ascidians. 39 species of ascidians were observed. Out of these, 30 species were identified as colonial ascidians - *Aplidium indicum*, *Aplidium multiplicatum*, *Polyclinum constellatum*, *Polyclinum madrasensis*, *Polyclinum nudum*, *Eudistoma lakshmi*, *Eudistoma pyriforme*, *Eudistoma viride*, *Distaplia nathensis*, *Trididemnum clinides*, *Didemnum granulatum*, *Didemnum perlucidum*, *Didemnum psammathodes*, *Diplosoma macdonaldi*, *Diplosoma similis*, *Diplosoma swamiensis*, *Lissoclinum fragile*, *Lissoclinum textile*, *Trididemnum clinides*, *Ecteinascidia diaphanis*, *Ecteinascidia garstangi*, *Ecteinascidia imperfecta*, *Ecteinascidia krishnani*, *Ecteinascidia venui*, *Eusynstyela tinctoria*, *Perophora formosona*, *Perophora multiclathrata*, *Symplegma ocellata*, *Botrylloides chevalense*, *Botrylloides magnicoecum* and 9 were simple ascidians - *Phallusia arabica*, *Phallusia nigra*, *Ascidia gemmata*, *Ascidia sydneyensis*, *Rhodosoma turcicum*, *Styela canopus*, *Microcosmus exasperatus*, *Microcosmus helleri*, *Herdmania momus*. Pharmacologically potent products like Orthidines A-E, Polyandrocarpamine, Aplidiopsamine A, Didemnins, tamandarins and Ecteinascidin 743 isolated from different species of ascidians have been reported to possess various activities such as antibacterial, antiviral, antitumor, anti-inflammatory, immunosuppressive, cytotoxicity and antiplasmodial. It is suggested that ascidians from Thoothukudi as well as Indian water can also be screened for similar activities.

Keywords:

Ascidians, Thoothukudi and Pharmacology.

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Isolation and characterization of wound healing bioactive compounds from the marine cephalopod Octopus dollfusi

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Abstract:--

Wounds are inescapable events in life. Wounds may arise due to physical, chemical or microbial agents. Healing is survival mechanism and represents an attempt to maintain normal anatomical structure and function. Wound healing is a process by which tissue regeneration occurs. Natural products have numerous medicinal applications and play important roles in the biology of the organisms that accumulate in them. Marine molluscan extracts have immense potential for the management and treatment of wounds. These natural agents induce healing and regeneration of the lost tissue by multiple mechanisms. In the present study the wound healing potential of the methanol extract of marine cephalopod Octopus dollfusi in Wistar Albino rats was evaluated and the compounds which could be responsible for wound healing were isolated and characterized through GC-MS

Keywords:--

Wounds, Wound healing, Octopus dollfusi, GC-MS.

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Antioxidant studies of a colonial ascidian *Didemnum psammathodes*

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Abstract:--

Oxidative stress is an imbalance between the production of free radicals and the ability of the body to counteract or detoxify their deleterious effects by way of neutralisation by antioxidants. An antioxidant is a molecule that inhibits the oxidation of other molecules and protects the body cells and tissues from damages caused by free radicals and ROS. They are released from the diet that we take and enter the cells through the blood stream and prevent damage to cells by cleaning up. Methods like DPPH, Hydroxyl, ABTS, superoxide, and reducing power was used to evaluate free radical scavenging activities of various concentrations of different extracts of *Didemnum psammathodes* using ascorbic acid and trolox as standard. The radical scavenging effect was found to increase with increasing concentrations. Ethanol extract (108.26, 112.15) showed highest DPPH, hydroxyl radical scavenging activity. Whereas, in ABTS and superoxide methanol extract exhibited highest (138.16, 126.81). Methanol and ethanol extracts exhibited higher reducing ability among the solvent tested. The results revealed that the extracts possess potential reducing power and hence antioxidant activity compare to standard.

Keywords:

Colonial ascidian, *Didemnum psammathodes* and antioxidant

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Goods and Services Tax (GST) - A Bird's Eye View

Akhil M P., Research Scholar, University of Kerala.

Abstract:--

Goods and Services Tax (GST) is an indirect taxation in India merging most of the existing indirect taxes into single system of taxation. GST is a comprehensive indirect tax on manufacture, sale and consumption of goods and services throughout India to replace taxes levied by the central and state governments. The Government's GST regime seeks to replace excise duty, import duties, VAT and service tax regulations, along with other Cess and surcharges, with three separate legislations namely CGST, SGST and IGST. GST would be applicable to all transactions of goods and service, and it to be paid to the accounts of the Centre and the States separately. The biggest advantage of GST is economic unification of the country. This paper focus on the background of GST, its framework and benefits in the Indian economy.

Keywords:

Goods and service tax (GST), Framework, Benefits

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Studies on Effect of 4,4'-Diaminodiphenyl Sulphone During Electrochemical Co-Polymerisation With N- Methylaniline

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Abstract:--

Conducting polymers hold significant promise as electrode. The main investigation in this work is performed on single electrodes for the characterization of polymers. In the present study the electrochemical behaviour of homo polymer of N-Methyl Aniline (NMA) was discussed also the electrochemical behaviour of the copolymer of N-Methyl Aniline with five different concentrations of 4,4'-Diaminodiphenyl Sulphone (DDS) has been described.

Keywords:

co-polymerisation, N-Methyl aniline, DDS, conducting polymers.

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Honeyed Copper Nanoparticles- Synthesis, Characterisation and biological applications

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Abstract:--

Studies reveal that noble metals have promising anticancer properties and their nanoparticles can be used as therapeutic agents. Compared to silver and gold, copper is much cheaper and its salts are easily available. There are many approaches to synthesize nanoparticles, many involve time consuming, rigorous techniques. Adhering to the principles of green chemistry, simple, easy methods, which use available plant parts and microbes as structure directing agents for the synthesis of nanoparticles, are also being investigated. Honey, a common antimicrobial known for ages, has been reported to have reducing and stabilizing properties. In this work, honeyed copper nanoparticles (HCuNp) were synthesized from copper sulphate and diluted honey mixture. The resulting HCuNp were characterized by UV-Vis spectra, FTIR, XRD, SEM and EDAX. The presence of the SPR band at around 450nm shows copper nanoparticles are formed. The XRD results show that the HCuNp is crystalline as there are sharp peaks. SEM images show the particles are non-uniform. EDAX confirms the presence of copper and a very small amount of oxygen. Antimicrobial activity is enhanced compared to plain honey or copper. Hydrogen peroxide assay experiment was carried out to ascertain the antioxidant property of HCuNp, results show it is significant

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Villagers Inclination towards Healthcare System

Dr. V. Sangeetha., Assistant Professor, Department of Commerce with Corporate Secretaryship, Sri Sarada College for Women, Tirunelveli

Dr. G. Paulraj., Associate Professor, Department of PG and Research Centre in Commerce, V.O.Chidambaram College, Thoothukudi

Dr. L. Dinesh., Assistant Professor of Commerce, INDO-American College, Cheyyar, Thiruvalluvar University

Abstract:--

Healthcare a predominant over valuables is an unparallel feature in all spheres of human status. Indeed this is not only the individual's health consciousness transcending to the State's role. In line with its responsibility, the State has taken various healthcare measures in attaining the objectives, for instance polio attack, of reducing a vulnerable issues affecting a common people. However a question remains unanswered in case of bewielding dengue and a critical issues causing lives lose. Generally the villagers are far behind the urban counterparts in many aspects, thought former too reaches the high literacy and taking with them a technological advancement, they used to pay least concern over their health. In order to remove this hardship, the State should ensure an effective functioning of healthcare system which needs a robust financing mechanism, adequately trained workforce, sufficient health facilities and logistics to deliver quality medicines and technologies.

Among the various measures initiated by the State, establishment of primary health centers is milestone in ensuring rural health which make the people in availing services conveniently. This study examines the attitude of the rural people in their selection of treatment place and the role played by PHCs in delivering their services to rural mass. For this purpose, about 300 respondents in Thoothukudi District were identified randomly and collected data for analysis. This study observes that nearly one-third of the responses felt a poor sanitation causes for their diseases, and around two- third of a sample response use PHCs because of their easy access for ensuring the good health. Besides the role of PHCs in significant in attracting the people whose profiles fall within education, family income and their family size.

Keywords:

Causes of Diseases, Health Consciousness, Rural Health and Welfare Program

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Synthesis, growth and characterization Studies of Semi organic NLO L-Valine Calcium nitrate single crystals

K.A.Vijayalakshmi., Srivasavi College of Arts and Science, Erode, India.

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U. Rajesh Kannan., Department of Physics, Kamaraj College, Tuticorin-628003, Tamilnadu, India.

Abstract:--

Single crystals of semi organic non-linear L-Valine Calcium nitrate grown by slow evaporation method using water as a solvent. The L-Valine phase was confirmed by single crystal powder X-ray diffraction analysis. Presence of various functional groups of L-Valine was characterized by Fourier transform infra-red spectrum (FT-IR) and the non-linear optical property is analyzed by Kurtz powder technique. The optical behavior was examined by Ultra violet –visible spectrum and found that the crystal is transparent in the region between the 245-1100nm. Hence it may be very much useful for the second harmonic generation (SHG) applications.

Keywords:

Semi-organic nonlinear single crystal, L-Valine, Slow evaporation method, Second harmonic generation

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A study on Green accounting practice in corporate sector of India: Issue and challenges

Dr. A.Venkateswaran., Assistant Professor, DIEMS, Aurangabad, Maharashtra.

Dr. V.Uma., Assistant professor, Department of commerce, Ambai Arts college, Ambasamudram-627401.Tirunelveli Dist of Tamil Nadu

Dr.S. Sundaramoorthy., Assistant professor, Department of commerce, Sri Paramakalyani College Alwarkurichi

Abstract:--

Environmental accounting has been gradually introducing in India entities along with the increasing awareness of environmental and social responsibility. In recent years there has been a marked revival of interest in the areas of corporate social responsibility (CSR) and social and environmental accounting (SEA) among business, governments, public policymakers, investors, unions, environmentalists and others. In India is facing the twin problem of promoting economic development and protecting the environment. Accounting of environmental effects on economic development is pre-requisite to have a sustainable development. It is observed that many efforts have been done to develop a mechanism of incorporating environmental data with national income to compute economic development. The accounting of interaction between firm and environment is a pre-requisite to find out sustainability gap in micro level. This study attempts to address the development of corporate level environmental accounting and the problems associated with that. The aim of the paper also to examine the various areas of social practices in which companies are involved.

Key words:

Environment, Accounting and reporting, environmental cost.

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An Epitome of Traditionalism: Draupadi

S.Divya Bharathi., I.M.A English Literature, V.O.C.College, Thoothukudi.

Abstract:--

Yajnaseni is originally written in Oriya language. It is an Indian novel written by Dr. Pratibha Ray, translated into English by Pradip Bhattacharya. Pratibha Ray is an eminent novelist and short story writer of Orissa. In her stories she has tried to unravel the underlying mysteries of society. The innumerable strains of modern life, the alienation of individuals, hedonistic philosophy, corruption in the narrow lanes of politics and moral degradation which comprises the nucleus of her thoughts are reflected in her novels. The novel Yajnaseni narrates the life account of Draupadi through her own voice. The author has depicted the inner conscious of Draupadi. This paper consists of the ups and downs of Draupadi's emotions as a daughter, wife and daughter-in-law. Through the point of view of Draupadi, we understand the suffering and traumas she affected and of course the happiness she had through her journey of life.

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Air Pollution Monitoring and Estimation Using Diffusion Process

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Chennai, India.

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Abstract:--

This paper presents a method to monitor and estimate the level of pollution in the environment using diffusion process present in the image processing method. Diffusion process is used to reduce the level of noise present in the images. The percentage of pollution present in the environment is also calculated and the estimation ratio is obtained. Air pollution has become a major issue in the modern world; the reason is industrial emissions and increasing urbanization along with traffic jams and heating/cooling of buildings. Monitoring urban air quality is therefore required by municipalities and by the civil society. Current monitoring systems rely on smoke and exhaust detection system that has been developed for monitoring exhaust gases using far infrared camera which is costly. In this paper, we focus on an alternative or complementary approach, with image processing aiming at obtaining the images from environment and monitoring the pollutants present in the environment using image processing method, along with implementation of the diffusion process to reduce the image noise without removing significant parts of the image content. In image processing the input may be image or video frames. The outputs are also images. Various tasks like classification, feature extraction, recognizing different patterns can be done using image processing method.

Key Terms-

Monitoring, feature extraction, Diffusion process, Estimation Ratio.

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More functions associated with α^*g closed sets in Topological spaces

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D. Karthika., M.Phil Scholar, Department of Mathematics, St. Mary's College (Autonomous), Thoothukudi, India

Abstract:--

In this paper, α^*g - open and α^*g - closed sets are used to define and investigate a new class of functions called totally α^*g -continuous functions and its properties are discussed. Relationships between this new class and other classes of existing functions are established. Additionally, we define strongly α^*g -continuous functions and study its properties and compare it with other existing strongly continuous functions in topological spaces.

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Analysis on Cryptographic Algorithms for Effective Secure Implementation of Cryptosystem in Cloud

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Dr.D.S.Mahendran., Associate Professor, Dept of Computer Science, Aditanar College (Affiliated to Manonmaniam Sundaranar University, Tirunelveli), Tiruchendur, Tamil Nadu, India

Dr.S.John Peter., Associate Professor & Head of Research Center, Dept of Computer Science, St.Xavier College (Autonomous and Affiliated to Manonmaniam Sundaranar University, Tirunelveli), Palayamkottai, Tamil Nadu, India.

Abstract:--

Security plays an important role in all types of computer system from standalone PC to computer system in the cloud. Security can be achieved through cryptographic algorithms. Cryptographic algorithms are categorized as symmetric and asymmetric based on the type of keys used. In public Cloud, Data is sent through an insecure channel such as internet and stored in a Datacenter which is located far away from the user. So, context effective cryptographic algorithms are needed in the public cloud for transmitting, storing and handling key management. To implement security, good and context effective cryptographic algorithm should be identified through cryptanalysis. In this paper different cryptographic algorithms are analyzed for efficiency based on computer system used to run algorithm, memory requirement, computational cost and performance.

Keyword:

Cloud, Data, Security, Context, Cryptographic algorithm, transmitting, storing

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Naga Insurgency

M .Arockia Selva Sundari, V.O.C College.

Abstract:--

In 1881 Naga Hills became part of British India. The Naga Club formed in 1918 told the Simon Commission in 1929 “to leave us alone to determine for ourselves as in ancient times”. Naga National Council (NNC) was formed in the year 1946. In the beginning, the political objective of the NNC was solidarity of all Nagas, including those of the unadministered areas and the inclusion of their hills within the province of Assam in a free India, with local autonomy and adequate safeguards for the interest of the Nagas. This demand of the Nagas was well received in the circle of the Indian National Congress.

The return of Angami Zapu Phizo from Burma (now Myanmar) helped the undercurrents of the Naga politics to come to the surface within a year in the form of NNC’s June 1947 declaration that the Naga Hills would cease to be part of India with the departure of the British NNC declared Nagaland an Independent State on August 14, 1947. The NNC resolved to establish a ‘sovereign Naga State’. This declaration marked the beginning of a new chapter of confrontation and conflict, of armed insurrection by a section of the Nagas and the counter offensive resorted to by the Indian security forces. The assumption of the direct leadership of the NNC in Dec 1950 by Phizo, the ‘referendum’ in the year 1951 by NNC (NNC claimed that 99 percent of the participants supported an independent Nagaland), establishment of a parallel govt in 1956 are some of the important developments that led to an armed struggle by a section of the Nagas.

On Dec 1, 1963, President Radhakrishnan inaugurated the State of Nagaland at Kohima and P. Shily Ao became the Chief Minister. But the underground activities still continued. NNC, Federal Govt of Nagaland and its army were declared as ‘unlawful associations’ under the Unlawful Activities (Prevention) Act, 1967 on Aug 31, 1972.

‘Shillong Accord’ was signed with a section of the NNC leaders on 11 Nov 1975. Important leaders such as NNC President Phizo, Isak Chishi Swu and Thuingaleng Muivah were not parties to the Shillong Accord. On 31 January, 1980, National Socialist Council of Nagaland (NSCN) was formed with Isak Chishi Swu as the Chairman, SS Khaplang as Vice President and Thuingaleng Muivah as its General Secretary. This outfit which initially had a strength of 150 cadres has been carrying on an armed struggle with the security forces of India.

On 30 April, 1988, an attempt to assassinate Muivah and Tangkhul cadres in NSCN was executed in which a large number of cadres were killed. However, Muivah escaped the attempt. As a result, NSCN was vertically split into one faction headed by SS Khaplang and the other led by Isak Chishi Swu and Muivah. Khaplang was suspecting that Muivah was secretly initiating talks with Indian Govt.

PV Narsimha Rao as PM set the ball of negotiations with the Naga insurgent groups when he met Isak Chishi Swu and Muivah in Paris on 15 June 1995. Since then the talks are held with the insurgent groups

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by an interlocutor on behalf of Govt of India. The talks with NSCN headed by Swu is in an advanced stage of finalisation.

Impact of Information Technology on Innovative Banking Products and Services with Special Reference to SBI

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A.Geethanjali., Assistant Professor in Commerce(SF), Sri Parasakthi College for Women, Courtallam.

Abstract:--

The Customer orientation of the banking sector has significantly increased in recent times. The introduction of a variety of new products and services with emphasis on quality of services clearly indicate the banks address the issue of Customer needs and requirements through a Customer Centric approach.

An information and communication Technology banking service are also made available through Computer. Now in most of the branches, Computers are being used for banking transactions. There is a Sea change in the Technology world, as it is a world of innovation. The SBI appears to be on the fast track for IT based products and services.

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A Study on Service Quality of Southern Railway With Reference to Tuticorin Terminal

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B.Durga., M.Phil (commerce) research scholar, PG & Research Department, V.O.C College, Thoothukudi

Dr. N. Maria Navis Soris., Associate professor in commerce, PG & Research Department, V.O.C College, Thoothukudi

Abstract:--

The research paper focus on the Service Quality of Southern Railway in Tuticorin Terminal. Indian Railway is the second largest railway in the whole world. Indian Railway is one of the most effective network was established in 18th century. Thus, Indian Railway render various valuable service to the passengers. Compared to other transportation, Indian Railways are convenient mode of transportation, affordable etc. The passengers really depend on rail mode of transportation with many of reason of which safety, convenience and economy service factors of railways are prominent. Indian Railway was divided into several division, among that one of the division is southern railway. Southern Railway was the 1st railway zone to be created in independent India. The capital of Tamilnadu, Chennai serves as the head quarter of southern railway. The southern railway has many sub-division among the Madurai division is the head division of the Tuticorin terminal station. Tuticorin is a fast growing in development era. In the developing time, transportation is must. So, the Tuticorin terminal station was chosen. The passengers expect huge services like cleanliness, ticketing system, modern appearance of platforms, clarity of announcements & display boards, medical facility in the train, sanitation ,cloak room and lift facilities in platform etc., from Indian Railways, but the railways providing few of the service in good quality and many of its services are not good. When the Indian Railways is not fulfil the passenger's expectation, they are ready to switch over to another mode of transportation service. The study is empirical, and a survey among passengers was conducted. Based on the analysis it was founded out that Amenities provided the railways presently in trains are all satisfied for the passengers. So the study analyzed those facility factors including Amenities provided south Indian Railways and its variables to determine the satisfaction of the passengers. In this paper, respondents were selected by convenient sampling method and data was collected on basis of questionnaire, analysed and interpreted with the help of statistical techniques.

Keywords:

Service Quality, Amenities, Tuticorin Terminal, Southern Railway

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Women in the Traditional and Social Situation in Manju Kapur's Home

Mrs. S.Akila., Chandy Polytechnic College, Thoothukudi

Abstract:--

Manju Kapur's Home (2007) is her third novel. This novel points out the traditional belief of the rural women and the various traditional stories. In this novel we find Manju Kapur has beautifully portrayed the women characters in general and Nisha the protagonist in particular. Nisha has to struggle for establishing her identify and to survive in their male dominated world. The novel explains the patriarchal society and one of the daughter, breaks the rule with the changing social equations. This novel deals with various issues related to women and their traditions are discussed. The social situation in which Indian women lead their life are also presented. Home is undoubtedly a mastery novel, which tells about kindness, compromises and secrecy which is present at the heart of every family.

Keywords:

Tradition, social situation, culture, survive, patriarchy

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Consumers Attitude on Brand Loyalty of Nestle Products

Dr.G.Paulraj., Associate professor, PG and Research Department of Commerce, V.O.Chidambaram College, Thoothukudi.

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Abstract:--

In the present days there are a large number of domestic and global players in the market place. The key to achieve success is to retain the customers by providing the things which they expect. With the presence of advanced technology, the consumers' expectations have ascended to a very high standard and it becomes very daring for the marketers to achieve customer satisfaction. Customer attrition is another evident challenge facing every industry. In order to overcome this trend, the company has to strengthen its delivery system in both pre and post purchase services to a customer resulting to sustain their repeated purchases and build "Brand Loyalty". Nestle is one among a popular brand which has been serving this world for over one hundred and thirty years. It has differentiated itself through its high quality product mix and positioned itself as health and Nutrition company targeting the health conscious people throughout the world. Moreover it also deals with juices, chocolates, prepared food like noodles, baby food, infant formula milk and breakfast cereals in and extended to worldwide. Nestle is a low cost leader with its efficient operations. Branding creates emotional and cultural responses. As consumers are bombarded with a variety of products to meet the same needs, branding provides a way for consumers to reduce their time for decision-making. By considering only those products that they feel are relevant to them or that have met their needs acceptably in the past.

Key words:

Customer satisfaction, Brand loyalty, Quality products, Decision making

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Integrated geophysical investigation of offshore extension of Alibag-Uran fault, Mumbai, India.

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Abstract:--

The Alibag-Uran fault has been studied on land, but information about its offshore extension is not known so far. Here we present a detailed integrated geophysical investigation of the offshore extension of the Alibag-Uran fault in the Thane Creek, Mumbai based on recently acquired, high resolution shallow seismic reflection, magnetic, bathymetry and existing borehole data. The geophysical data were collected along seven parallel traverses and processed for further analysis and interpretation. 3D Euler deconvolution and 2D crustal magnetic model revealed offshore extension of Alibag-Uran fault zone and presence of other lineaments/faults in the study area. 2D crustal magnetic model and seismic data show presence of basaltic basement at depth of 10 to 44 m, which is validated by existing borehole data. The model also reveals basaltic flows during chron with 29R (~66 Ma-65 Ma) outpoured over the pre-faulted zone with several deep seated intrusive dykes (~20 to 80 m wide), which resulted the present structural configuration. Seismic data reveals two types of gas charged zone in this study area. In zone-I acoustic masking starts at ~1 m below the seabed whereas it starts at deeper depth at ~7 m below the seabed and shows upward forcing

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Effect of Padina tetrastromatica Hauck extract on growth and pigments of Vigna aconitifolia (Jacq.) Marechal

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ArumugamMaruthupandian., Seaweed Biology and Biotechnology Laboratory, Department of Botany, School of Life Sciences, Periyar University, Periyar Palkalai Nagar, Salem, Tamil Nadu, India..

Abstract:--

The present study has been made attempt on to assess the growth parameters (% of germination, shoot length, root length, fresh weight and dry weight) photo synthetic pigments (chlorophyll a,b and total chlorophyll) and protein of seven days old seedlings of Vigna aconitifolia after the treatment of aqueous extracts of Seaweed Padina tetrastromatica extract. The aqueous extracts of seaweed were prepared by boiling method with various concentrations like 2%, 4%, 6%, 8% and 10% then the water extract was used as control. The results showed 4% concentration of seaweed extract are very effective compared to extract of other concentrations. Based on the observations the low concentration extract of Padina tetrastromatica can be used as a bio-stimulant to better growth of Vigna aconitifolia as well as may be other crops.

Key words:

Seaweed, SLF, Padina tetrastromatica, Vigna aconitifolia,

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ICT in Teaching – Learning Process

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Abstract:--

ICT is a generic term referring to technologies, which are being used for collecting, storing, editing and passing on information in various forms. Information and Communication Technologies, (ICT's) are one of the major contemporary factors shaping the global economy and producing rapid changes in society. ICT have fundamentally changed the way of learning, communicating, and business. ICT can transform the nature of education where and how learning takes place and the roles of students and teachers in the teaching learning process. ICT has the potential to enhance access, quality and effectiveness in education in general and to enable the development of more and better teachers in particular. A personal computer is the best known example of the use of the ICT in education, but the term multimedia is also frequently used. Multimedia can be interpreted as a combination of data carriers, for example video, CD-ROM, Floppy disc and internet and software in which the possibility for an interactive approach is followed. The existence of ICTs does not transform teacher practices in and of itself. However, ICTs can enable teachers to transform their teacher practices, given a set of enabling conditions.

Teachers' pedagogical practices and reasoning influence their uses of ICT, and the nature of teacher ICT use impacts student achievement. ICTs are seen as important tools to enable and support the move from traditional 'teacher-centric' teaching styles to more 'learner-centric' methods. Pedagogical practices of teachers using ICT can range from only small enhancements of teaching practices using what are essentially traditional methods changes, to more fundamental changes in their approach to teaching. ICTs can be used to reinforce existing pedagogical practices as well as to change the way teachers and students interact.

Key words:

ICT, E-learning, E-teaching, Active, Blended, Collaborative, Evaluative, Creative, Integrative and U-learning.

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Determinants of Employees' Occupational Stress in Private Organisations

A. Kingston., Research Scholar, PG and Research Department of Commerce, V.O. Chidambaram College, Tuticorin.

Dr. G.Paulraj., Assistant Professor, PG and Research Department of Commerce, V.O. Chidambaram College, Tuticorin.

Abstract:--

The paper aims to disclose the different grounds for occupational stress at work place. Occupational stress is defined as a physical or psychological disorder associated with an occupational environment, can affect the working environment and endanger the well-being of the workforce. In a common parlance, any discomfort which is felt and perceived at an individual level and triggered by instances, events, persons in the organisation, or situations that are too intense and frequent in nature. Researchers identified occupational stress as the stress results from the perception that the demands exceed one's capacity to cope at work.

Primary data is collected from 210 employees working in private sectors around Thoothukudi using convenient sampling method. The study is about to examine the causes of occupational stress under four different constructs; individuals' inability to cope up with the organisational demand, job design, interrelationship level among the workforce, and the working conditions of the organisation. The direct effect of these four constructs on occupational is to be measured using structural equation modelling (SEM).

Key words :

Occupational Stress, Private Employees, Job design

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Study on the influence of selected plant growth regulators on the growth and induction of callus in *Mucuna pruriens* - The Marvelous Natural drug.

Mrs.G.Priscilla Sweetlin., Assistant Professor, Department of Botany, Lady Doak College, Madurai.

Dr.Rachel Regi Daniel., Associate Professor, Department of Botany, Lady Doak College

Abstract:--

Mucuna pruriens (Fabaceae), a medicinal plant exhibits various medicinal properties. All parts of *Mucuna* possess medicinal properties. The high demand for plant material from *Mucuna pruriens* in the production of ayurvedic medicine turns the technique of plant-tissue culture into one of the alternatives for the improvement of crops. The purpose of this study was to develop an efficient micropropagation system for *Mucuna pruriens*, an important medicinal plant in India. A range of plant growth hormones were investigated for inducing callus from 17 days invitro raised seedlings. The protocol could thus be helpful for invitro mass propagation of *Mucuna pruriens*. Callus induction of *Mucuna pruriens* was investigated by using different combinations Auxins and cytokinins such as NAA, 2, 4-D, BAP. Efficient and simple, direct organogenesis (rooting) system was developed when invitro derived nodal explants cultured on Murashige skoog (MS) medium supplemented with various plant growth regulators. The induced shoots produced adventitious roots on MS medium supplemented with auxins and cytokinins. Highest frequency of root multiplication was observed with 2.5mg/l of NAA and 2.5mg/l of BAP. The maximum number of rootlets (12-16) was induced on full strength MS medium. The highest frequency of callus induction was observed in medium containing 2 mg/l, 3 mg/l 2,4-D with full strength MS medium at pH 5.8. Callus derived from nodal explants was found to be big and friable and yellow in colour. This work aims to develop a efficient protocol for the in vitro propagation of *Mucuna pruriens*.

Key Words:

Naphthalene acetic acid, 2,4-Dichlorophenoxy acetic acid, Benzylaminopurine(BAP), Plant tissue culture, *Mucuna pruriens*

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A Study on Consumer Brand Preference towards Green Tea in Thoothukudi Town

R.Mohana., M.Phil Research Scholar, PG and Research Department of commerce, V.O.Chidambaram College, Thoothukudi.

Dr.K.Kamalakaran., Head and Associate Professor of Commerce, PG and Research Department of commerce, V.O.Chidambaram College, Thoothukudi.

Abstract:--

Tea has been cultivated for centuries and remains one of the most widely consumed beverages in the world. Tea is one of the most refreshing and popular beverage. Green tea is the common scientific name of the herb *Camellia Sinensis*. It has been cultivated in China and the Asian region for thousands of years, and today, tea is the second most popular drinks, served both hot and cold. Many health benefits are said to be gained by consuming tea, Green Tea has recently become more widespread in India. Green Tea has been historically promoted for having a variety of positive health benefits. Green Tea may help to reduce the risk of cancer, promote oral health, reduce blood pressure, and help with weight control. In this regard, the main objective of the study is know the preference of the consumers regarding the consumption of Green Tea. The collected data with the help of well -structured questionnaire. Sixty five samples were taken in Thoothukudi town for this study. The data subjected to analysis and the findings of the study reveals that the maximum of the respondents prefer Tajmahal brand of green tea. Majority of the respondents are having green tea in evening alone and most of the respondents are said the green tea price is high. The study also reveals that majority of respondents feel the green tea for diet support.

Key words:

Green tea, Beverage, Consumer preference.

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Dewan Ramiengar and His Reforms in Travancore (1880-1887)

N.Lakshmana Perumal., Ph.D.Scholar, Department of History, M.S, University, Tirunelveli.

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Abstract:--

The present research paper entitled, “Dewan Ramiengar and His Reforms” analysis the reforms of Ramiengar and their impact on the life and progress of the people of Travancore. Among the distinguished personalities who shaped the administration of Travancore, Dewan Ramiengar occupied an important place. He was appointed as Dewan by Visham Thirunal Maharaja. Dewan Ramiengar was in office for a period of seven years from 1880-1887. During this period the Dewan gave a face-life to Travancore on its wheels. He gave primary importance to the agricultural reforms. He also provoked keen interest in the educational development of the State. His period was remarkable for the betterment of forest administration. Irrigation system in South Travancore was seriously taken by the Government. The salt development was completely reorganised. A Stamp Regulation Act was passed in the lives of the British Act to suit the local people. He was mainly responsible for the reorganisation of the Police Department in 1881. New roads were constructed in order to improve the transport communication. Thus, his achievement in the various branches of administration enhanced the status of the State and endeavoured to eradicate the grievances of the people.

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Consumer Perception and Satisfaction towards Personal Care Product of Hul in Thoothukudi City

M.Nithya., M.Phil Research Scholar, PG and Research Department of Commerce, V.O.Chidambaram College, Thoothukudi.

Dr. M. Jeyakumari., Associate professor, PG and Research Department of Commerce, V.O.Chidambaram College, Thoothukudi.

Abstract:--

In the present era with a large number of national and global players involved in the marketing and manufacturing of non-durable goods or consumer packaged goods, the key to achieve success is to retain the customers. In today's technology driven global market place, customer's expectation has ascended to very high standards and in fact the marketer finds it difficult to achieve customer satisfaction. Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods (FMCG) Company with its leadership in Home and Personal Care Products, Foods and Beverages. It strives hard to create a better future every day and aid people to feel good, look good and get more out of life with their brands and services that are good for them and good for others. India is one of the greatest enormous markets which can offer great potential over the future with 10 percent per capita income in India that can be doubled. In FMCG, there are huge opportunities to catalyze penetration, increase usage and upgrade consumers. To maintain their competitive advantage, it has aggressively extended more deeply in India, moving from large to small towns and from urban to semi-urban areas.

Key words:

Personal care, Customer satisfaction, Beverages. Hindustan Unilever (HUL)

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Artificial Intelligence Marketing

T.Thiraviyam., Department of Business Administration, V.O.Chidambaram College, Thoothukudi

Abstract:--

It cannot be denied that the world is rapidly shifted to a digital era. People are consuming more digital content on a daily basis by spending more time online. The digital tools and sites they use play an ever growing role in their lives. Smart marketing companies recognize this and adapt the concept of artificial intelligence in their marketing strategies.

Artificial intelligence is revolutionizing the marketing world presently. Big data and an exponential growth in computing power have opened the doors for artificial intelligence to take off. With advancements being made in machine learning, neural networks, and deep learning technology, more companies are looking in to artificial intelligence to make their operations smarter and more efficient. Increasingly, the world of marketing is embracing these resources to make sense of data, learn more about customers, and streamline operations.

This paper begins with an introduction about Artificial Intelligence marketing and it further explores how marketers are utilizing the power of Artificial Intelligence and discusses the necessity of using this strategy for the marketing of product and services.

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On Changing Behavior of Vertices and Edges of Some Graphs

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A. Nagarajan., V.O.C. College, Thoothukudi.

Abstract:--

Let G be a (p, q) graph and $f: V \rightarrow \{0, 1, \dots, p+q-1, p+q+2\}$ be an injection. For each edge $e=uv$, the induced edge labeling f^* is defined as follows:

$$f^*(e) = \begin{cases} \frac{|f(u) - f(v)|}{2} & \text{if } |f(u) - f(v)| \text{ is even} \\ \frac{|f(u) - f(v)| + 1}{2} & \text{if } |f(u) - f(v)| \text{ is odd} \end{cases}$$

Then f is called Near Skolem difference mean labeling if $f^*(e)$ are all distinct and are from $\{1, 2, 3, \dots, q\}$. A graph that admits a Near Skolem difference mean labeling is called a Near Skolem difference mean (NSDM) graph. In this paper, two new parameters V^+ and E^- are introduced and verified for some graphs.

Key words:

Near Skolem Difference Mean graphs, Near Skolem Difference Mean labeling, Shadow graph.

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Self-Identity of a transgender in the novel “The Danish Girl”

S.Berni., M.A. English Literature, V.O. Chidambaram College, Thoothukudi.

Abstract:--

LGBT has become a term vast know in the recent trend in literature. This paper throws light on the turmoil that a transgender undergo during her initial period. Identity is one of the most important feature in a person. A person is given his or her place in the society through their identity. In this paper Self identity can be seen in a hassle of a transgender who tried to come out of the inner struggles and to prove her identity as a transgender. The paper brings out the struggles of a transgender who was one of the first person to undergo the sex transplant surgery in 1920s. The paper also deals with the sociological background in which the system of transgender made a drastic tumult among the people.

Key Words :

LGBT, Gay Literature, Transgender, Self-Identity.

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Thoothukudi, Tamilnadu, 19th & 20th, April 2018

Modernity of Tamil and English Undergraduate Students

P. Jeyasathya., Research scholar, V.O.Chidambaram College of Education, Thoothukudi-8

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Abstract:--

We are in modern society. Everything in the world is changing. Change is the law of nature, and changes in the society take place in every minute. In our society, lot of changes happened from traditional to modern. People are also changing their attitude towards modernity. Modernity means the quality or condition of being modern. Modernity is a very controversial and important aspect of our society. Attitude towards modernity plays an important role among college students. They want to change themselves to be modern by changing their behavior and attitude towards modern society. In this context, the study was conducted to find out the level of modernity of Tamil and English undergraduate students. For this study, survey method was adopted. The sample consists of 300 Tamil and English undergraduate students in Thoothukudi and Tirunelveli District. A simple random sampling technique was used. Self made modernity scale was used to collect the data. The statistical technique used was percentage analysis and 't' - test. The educational implications and suggestions for further study are given based on the findings.

Key words:

Modernity, undergraduate students, language students and society.

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Vehicular Ad-Hoc Network (Vanet)

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Abstract:--

VANET is a technology that uses moving cars as nodes in a network to create a mobile network. VANET turns every participating car into a wireless router or node, allowing cars approximately 100 to 300 meters of each other to connect and, in turn, create a network with a wide range. As cars fall out of the signal range and drop out of the network, other cars can join in, connecting vehicles to one another so that a mobile Internet is created. Fixed equipment can belong to the government or private network operators or service providers. It is estimated that the first system that will integrate this technology are police and fire vehicles to communicate with each other for safety purposes. Advancing trends in ad hoc network scenarios allow a number of deployment architectures for nearby vehicles and between vehicles and nearby fixed roadside equipment. Vehicular ad hoc network is one of the most interesting research areas due to low cost, flexibility, fault tolerance, high sensing fidelity, creating many new and exciting application areas for remote sensing. So, it has emerged as a promising tool for monitoring the physical world with wireless sensor that can sense, process and communicate. Their applications range from safety and crash avoidance to Internet access and multimedia. VANETs are considered as one of the ad hoc network real-life application enabling communications among nearby vehicles as well as between vehicles and nearby fixed equipment, usually described as roadside equipment. Vehicular Ad-hoc Networks are expected to implement a variety of wireless technologies such as Dedicated Short Range Communications(DSRC) which is a type of Wi-Fi. Other Wireless Technologies are Cellular, Satellite and WiMAX. Vehicular Ad-hoc Networks can be viewed as component of the Intelligent Transportation Systems (ITS).Vehicular ad hoc networks (VANETs) can provide scalable and cost-effective solutions for applications such as traffic safety, dynamic route planning, and context-aware advertisement using short-range wireless communication. To function properly, these applications require efficient routing protocols. However, existing mobile ad hoc network routing and forwarding approaches have limited performance in VANETs.

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Preparation and Characterization of Nickel Oxide Nanoparticle Incorporated Polyaniline

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Abstract:--

Nickel oxide nanoparticles were synthesized through chemical method. Polyaniline was synthesized by oxidative polymerization of aniline using potassium persulphate as oxidizing agent. Polyaniline-nickel oxide nano composites prepared by five different percentages of NiO nanoparticles were mixed with synthesized polyaniline. The metal oxide and nano-composites were characterized by UV-Vis, FT-IR, AFM and electrochemical studies. The FT-IR spectral studies indicated the presence of metal oxide in nanocomposites. The surface morphology was characterized by AFM. The UV-vis spectrum of polyaniline has two main absorption peaks, at 318 and 614 nm. Among these two, the absorption band at 318 nm is assigned to the $\pi-\pi^*$ transition of the phenyl ring and another band at 614 nm is assigned to the polaron $n-\pi^*$ transition. From the UV-vis spectra of nanocomposites, the three absorption peaks can be assigned and as the composition of metal oxide incorporation was increases in polyaniline the absorption peaks decreased.

Key Words:

Polyaniline, Nanocomposites, Nickel oxide, AFM, Electrochemical

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Effect of Motivations Provided By Hr Managers

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Abstract:--

Motivation refers to reasons that underlie behaviour that is characterized by willingness and volition. Intrinsic motivation is animated by personal enjoyment, interest, or pleasure, whereas extrinsic motivation is governed by reinforcement contingencies. Motivation involves perceptions, values, interests, and actions. Motivation and satisfaction of employees are the two key factors for the proper and adequate productivity of any organisation. If these two factors are properly met then the employee can perform well. The present study was carried out to find out the motivations status of employees in recent times and to determine the many drivers of motivations and to identify the level of satisfaction of employees. This study help know the satisfaction level of employees with the motivational factors used by the HR Manager.

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Chhau: An In-depth Cultural Introspection

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Abstract:--

Chhau, a traditional dance drama form prevalent in Eastern India. The term 'chhau' seems to be a generic name of a group of stylistically varying dances. It ranges from simple folk to highly evolved styles. It is a highly specialized masked danced where expression is through body language, where moods and sentiments are shown through limb movements and graceful head and neck movements. It has evolved from a martial art form. The dancers perform to enact different mythological stories in order to give a whole new dimension to storytelling. The themes of these dances range from aspects of the natural world, to abstract expressions. To distinguish one from the other use of an epithet has become inevitable. The three most representative styles of chhau have as their epithets the names of the places where they developed under the patronage of the respective feudal nobility. They are known as Seraikella chhau, Mayurbhanj chhau and purulia chhau. The particular dance form binds together people from different social strata and ethnic background with diverse social practices, beliefs, professions and languages. However increasing industrialization, economic pressures and new media are leading to a decrease in collective participation with communities becoming disconnected with their roots. This paper is an attempt to make an in-depth cultural introspection of the different chhau forms and also tries to analyse the contemporary cultural issues in connection with it.

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A Detailed Study on Vegetation Indices - Towards Agriculture Degradation Monitoring In Madurai Region, South India

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Abstract:--

Vegetation monitoring is important in understanding the effects of management practices on natural resource. Monitoring services are adapted on a case-by-case basis in order to meet management needs and objectives. In almost every case, some of the most important vegetation characteristics that are measured will be cover, species, composition, and native species.. This analysis is done on Multispectral sensor images of Madurai region. The images is acquired from from Sentinel-2 LISS-IV Satellite. This paper gives with comparing the performance of various vegetation indices parameters on semi arid region Madurai, Tamilnadu. There are forty index parameters calculated for this purpose. These parameters are grouped into first generation indices and second generation indices. The classified vegetation indices are further grouped into two main categories: indices created from the combination of two spectral bands, notably the red and near infrared, and indices created from the combinations of three or four bands. Some of the popular indices calculated are NDVI, SAVI, TVI, EVI, and PVI computed for the Resourcesat (IRS- P6) satellite imagery and the results are compared. From the vegetation classified output maps, the change map is computed. The change map is a measure of extent to which vegetation has been degraded in the study area during the period year 1994 to 2004.

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Green Synthesis, Characterization of CdO nanoparticles and Zr ion doped CdO nanoparticles assisted *Acalypha indica* for photocatalytic application

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Muthu Chudarkodi R.R., Department of Chemistry, V.O. Chidambaram College, Thoothukudi-628 008, Tamil Nadu, India.

Abstract:--

The synthesis of semiconductor nanoparticles is an expanding research area due to the potential applications in the development of nanotechnologies. The CdO nanoparticles have been synthesized by adding a leaf extract of *Acalypha indica* into the aqueous solution of cadmium nitrate. The aqueous *Acalypha indica* leaf extract acts as a solvent with multiple roles as promoter, capping agent and reductant for the synthesis of undoped CdO and Zr ion doped CdO nanoparticles. Cadmium oxide nanoparticles were characterized by using UV-Visible spectrophotometer, FTIR, AFM, XRD and SEM. The size of the CdO nanoparticles and Zr ion doped CdO nanoparticles were estimated using Debye- Scherrer equation. Photo catalytic degradation was also investigated with crystal violet dye under UV-irradiation source. The CdO and Zr ion doped CdO nanoparticles exhibited potential photo catalytic activity towards the degradation of crystal violet dye. Green synthesis using *Acalypha indica* found to be the best capping agent for synthesizing nanoparticles.

Keywords:

CdO, nanoparticles, Green synthesis, *Acalypha indica*, XRD, SEM, Photo catalytic activity.

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A Study on Consumer Attitude towards E-Banking in Tuticorin

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Abstract:--

Financial liberalization and technology revolution have allowed the developments of new and more efficient delivery and processing channels as well as more innovative products and services in banking industry. The world is changing at a staggering rate and technology is considered to be the key driver for these changes around us. An analysis of technology and its uses show that it has permeated in almost every aspect of our life. Many activities are handled electronically due to the acceptance of information technology at home as well as at workplace. Slowly but steadily, the Indian customer is moving towards the E-banking. The ATM and the Net transactions are becoming popular. But the customer is clear on one thing that he wants net-banking to be simple and the banking sector is matching its steps to the march of technology. E-banking or Online banking is a generic term for the delivery of banking services and products through the electronic channels such as the telephone, the internet, the cell phone etc. The concept and scope of e-banking is still evolving. It facilitates an effective payment and accounting system thereby enhancing the speed of delivery of banking services considerably.

Key words:

E-banking, Internet banking, Automated Teller Machine

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A Tool to Decipher the Total Period of Non-Deposition and Erosion over a Subaerial Unconformity

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Abstract:--

High resolution shallow seismic sparker data was acquired on the inner continental shelf of Goa, India to identify and map subsurface stratigraphic and geomorphologic features. The dataset revealed buried channel incision signatures which were carved during lowered sea-level conditions. On the basis of these incision signature we identified two prominent subaerial unconformities SU1 and SU2 of the study area. Instead of long and high cost borehole data, we used “concept of river base level” and “sea level curve” together to find out total period of non-deposition and erosion at a point on a subaerial unconformity. We interpreted that subaerial unconformity SU1 is older than SU2 and were exposed during last glacial period and penultimate glacial period respectively. SU1 was exposed in last glacial period during ~73 - 10 kyr BP whereas SU2 was exposed in the penultimate glacial period during ~187 – 125 kyr BP. Based on the analysis of high cost long sediment core data, similar inferences has been drawn for the age of subaerial unconformity corresponding to last glacial period and penultimate glacial period elsewhere. Although, the methodology used here is not expected to be as accurate as results drawn from ground truthing technique and do not give in-depth information for seismic facies analysis. Nonetheless, methodology suggested in this study can be used to find out age of subaerial unconformities on inner continental shelf satisfactorily. Advantage of this methodology is that this method, at certain extent, provides alternative to high cost long cores for comparison of geomorphologic signatures of river incisions formed during different sea cycles.

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Synthesis and Electrochemical studies of Polyaniline at Different Atmospheric Condition

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Abstract:--

Electroconducting polyaniline (PAni) are of great interest for a large number of applications due to their easy processing and relatively low cost compared to other materials such as the inorganic one. The PAni was synthesized by bulk polymerization of aniline using 0.25M potassium perdisulfate (K₂S₂O₈) as an oxidant at room temperature, in 1M hydrochloric acid medium.

The Cyclic Voltammetric studies (CVs) are obtained in 1.0 M H₂SO₄ electrolyte by casting the PAni paste on GC working electrode. The effect of pH on the voltammetric response is studied to determine the electroactive behaviour of PAni modified GCE in redox reactions over a pH range of 1.0 to 13.0. CVs of PAni modified GCE were performed under different atmospheric conditions (deareated, O₂ & N₂) in the pH 1.0.

The surface coverage values as well as the diffusion coefficient values are found from Chronoamperograms of the PAni modified GCE by Cyclic voltammetric method. PAni modified GCE enhances the electrocatalytic activity towards methanol reduction for N₂ saturated buffer. The double layer capacitance value calculated from Electrochemical Impedence Spectroscopy.

Key words:

PAni, Cyclic voltammetry, Chronoamperometry, Electrochemical Impedence Spectroscopy.

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Biosynthesis of silver nanoparticles from Brown Seaweed Padina gymnospora.

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Abstract:--

The division of modern science the nano-biotechnology is emerging field in recent years. The present study is focused on the biological synthesis of silver nanoparticles (AgNPs) from the Padina gymnospora. The synthesized Ag NPs were characterized by using UV-Vis Spectroscopy, Fourier Transform Infrared Spectroscopy (FTIR), zeta potential and DLS, XRD and Scanning Electron Microscopy (SEM). The biologically synthesized silver nanoparticles were tested against pathogens like Staphylococcus aureus, Enterococcus faecalis, Klebsiella pneumoniae, Escherichia coli, Bacillus subtilis and Pseudomonas fluorescens. The results showed a significant bioactive potential of silver nanoparticles of Padina gymnospora.

Keywords:

Seaweeds, AgNPs, Antimicrobial activity.

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An economic study of Intra Natal Care Services in the Rural Areas of Agasteeswaram Taluk, Kanyakumari district

Dr. Amala Gemsla S., S.T.Hindu College, Nagarcoil

Abstract:--

The complication of child birth may sometimes be the cause for the child-bearing women. The period of child birth is known as intra natal period. Intra natal period is a critical period for a pregnant woman to give birth to a baby. This period is critical because the woman is supposed to be under rebirth. The possibility of occurrence of death probably takes in this period. This death adds fuel to the fire of mortality rate. Saving the life of mothers during the intra natal period would reduce the prevailing mortality rate. In Kanyakumari district the maternal mortality rate (MMR) was 1.11 per 1000 live births in 2001, the rate declined to 0.68 in 2005, further declined to 0.45 in 2010-11 and it was 0.27 in 2013-14. Tamilnadu state Government launched financial assistance scheme for poor women during maternity. The assistance would be extended to poor women over 19 years of age for the birth of the first two children. Institutional delivery would definitely reduce the mortality rate. To boost up institutional delivery, Muthu Lakshmi Reddy Maternity Benefit Scheme launched by Tamil Nadu is enhanced to Rs.12000/-. The cash assistance will be given in three installments (Rs.4000/-) for the pregnant women who should be of age 19 years and above and be in the Below Poverty Line (BPL) and undergoing delivers in the Government institutions. Among the four taluks, the number of deaths during intra natal period was found higher (0.46 per thousand live births) in the rural areas of Agasteeswaram taluk in Kanyakumari district. The aim of the study is to assess socio-economic and demographic factors influencing women's decision for choice of institutional delivery in the rural areas of this taluk of the district and to make the MMR zero in the years to come in this taluk. The objectives of the present study are (i) to assess the intra natal care services provided for the respondents. (ii) to discuss about the expenditure incurred by the respondents during the intra natal period (iii) to analyse the problems faced by the respondents during the intra natal period in the study area. Four panchayats (two town panchayats and two village panchayats) were randomly selected and from which 120 respondents (30 respondents from each panchayat) were selected. Primary data were collected from the sample respondents by employing a well-structured interview schedule. Statistical tools like chi-square test and multiple regression were employed to assess the primary data collected from the sample (120) respondents who have one to three months old new born babies. The collected primary data were incorporated into Excel sheet for further analysis to fulfill the objectives of the study.

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A Study of Srivilliputhur Andal Temple

S.Petchimuthu., Ph.d Research Scholar in History, V.O.Chidambaram college, Thoothukudi

Abstract:--

Srivilliputhur Andal Temple in Srivilliputhur, a town in Virudhunagar District in the South Indian State of Tamil Nadu, is dedicated to God Vishnu. The Temple is associated with the life of Andal, who was found under a Tulsi plant in the garden inside the temple by Periazhwar. The temple follows thenkalai tradition of worship. The temple is maintained and administered by the Hindu Religious and Endowment Board of the Government of Tamil Nadu.

The Temple has inscriptions from Chola, Pandya and Nayak rulers. The original structure was constructed by Tribuvana Chakravarthy Konerinmai Kondan Kulasekaran and the Andal Temple by Barathi Rayar. The temple's gateway tower, 192 ft tall, is the official symbol of the Government of Tamil Nadu.

Srivilliputhur is mentioned in Brahmakaivatsa puranam and Varaha puranam. This paper focuses on the etymology, legend, history, religious significance, architecture, festivals and religious practices followed in the historical temple.

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Gait Analysis for Possible Ulcerations using Smartphone: A Case Study

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Srinidhi Ganesan., SRM Institute of Science and Technology

Mohana Saha., SRM Institute of Science and Technology

Abstract:--

Gait analysis is the study of body mechanics to assess individual's ability to walk. Foot ulcer may occur for various reasons, peripheral neuropathy being one of them, is a main reason for non traumatic lower limb amputation. Main objective of our project was to study the gait pattern of individuals for differences in Ground Reaction Force value in accordance with their BMI using android mobile application to check the possibility of foot ulceration. The gait was recorded and analyzed using Diafoot, our mHealth application. To suffice the research domain of this case study, smartphone with the application was attached to the lower thigh of the subject. The subject was asked to walk a fixed distance of 8m and the developed application recorded acceleration, speed, step count, Body Mass Index and Ground Reaction Force. Our study showed that the Ground Reaction Force values of the underweight, normal, overweight and obese individuals showed significant differences, with which we found that it is practicable to predict the possibility of foot ulceration using Ground Reaction Force value since it will eventually impact the foot plantar tissue.

Keywords:

Gait, Acceleration, Body Mass Index, Ground Reaction Force, Foot Ulceration

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Evolution of Education: Towards Sensory Emotive Web

Prof. J. Rawoofu Nisha., Assistant Professor of Education, V.O.Chidambaram College of Education, Thoothukudi.

Abstract:--

Achieving a balance between the development of Information and Communication Technologies (ICT) development and teaching competences has become essential. The rapid evolution of the Web has presented universities with the challenge of preparing today's academic staff for the ICT of the future. This article compares the developments of the Internet and the Web with those of education. The web influences people's way of thinking, doing and being, and people influence the development and content of the web. The evolution of the web from Web 1.0 to Web 2.0, web 3.0, web 4.0 and now to Web 5.0 can be used as a metaphor of how education should also be evolving, as a movement from Education 1.0 towards that of Education 5.0. The Web, Internet, Social Media, and the evolving, emerging technologies have created a perfect storm or convergence of resources, tools, open and free information access. The result is not only a change in what individuals learn but how, why, and where they learn. Taking this one step further, or from another angle, moving from Education 1.0 to Education 5.0 can be likened to moving from Pedagogy/ Essentialism/ Instructivism through Andragogy/ Constructivism towards Heutagogy/ Connectivism tends to Peeragogy and Cybergogy. Education 1.0 is like the first generation of the Web, a largely one-way process. Education 2.0 includes more interaction between the teacher and student; student to student; and student to content/expert. Education 3.0 is a connectivist, heutagogical approach to teaching and learning. Education 4.0 establishes a blueprint for the future of learning – lifelong learning – from childhood schooling, to continuous learning in the workplace, to learning to play a better role in society. Education 5.0 could be understood as a critical examination of the use of technology and networked systems. It is time to consider a change of perspectives towards a stronger emphasis on personality development, basic values, empowerment, democracy and collective responsibility.

Key Words:

Pedagogy, Andragogy, Heutagogy, Peeragogy, Cybergogy, Essentialism, constructivism, connectivism, Sensory Emotive Web

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Total Domination in Graphs – Minus (Signed)

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Abstract:--

A function $f: V(G) \rightarrow \{+1, 0, -1\}$ defined on the vertices of a graph G is said to be a minus total dominating function if the sum of the values of its function is atleast one over any open neighborhood. The minus total domination number $\gamma_t^-(G)$ of G is the minimum weight of a minus total dominating function on G . By simply changing “ $\{+1, 0, -1\}$ ” in the above definition to “ $\{+1, -1\}$ ”, we can define signed total dominating function and the signed total domination number $\gamma(G)$ of G . Here we present a sharp lower bound on the signed total domination number for a k -partite graph, which results in a short proof of a result due to Kang et. al. A sharp bounds on γ and γ_t^- for triangle – free graphs are given.

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Study on Social Media Marketing With Specific Reference to Facebook

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Abstract:--

In the modern business world, communicating with customers about products, services and company itself is an important part of every business. Now 'a' days this process becomes easier with development of Internet and social media. Social media simplifies the communication processes and reaching the target audiences as a whole. It is understandable that many companies, opening for start-ups and finishing with corporations, use online advertising as a significant part of their marketing strategies.

In this context, study has been made to know Social Media Marketing through Facebook. It is hoped that such study will help to gain knowledge on issues which hinders the usage of Facebook as a marketing tool.

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An New Adaptive Low Frequency Noise Removal From ECG Signal

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Dr.K.Valarmathi., Professor, Department of Electronics and Communication, PSR Engineering College, Sivakasi, India.

Abstract:--

Electrocardiogram (ECG) signal is the electrical activity of the human heart. The ECG contains important information about the overall performance of the human cardiac system. Therefore, accurate examination of the ECG signal is very important but challenging task. ECG signal is often very low amplitude and contaminated with different types of noises due to its measurement process e.g. power line interference, amplifier noise and baseline wander. Baseline wander is a type of biological noise caused by the random movement of patient during ECG measurement and distorts the ST segment of the ECG waveform. In this paper, we present a comprehensive comparative study of five widely used adaptive filtering algorithms for the removal of low frequency noise. We perform extensive experiments on the Physionet MIT BIH ECG database and compare the signal to noise ratio (SNR), convergence rate, and time complexity of these algorithms. It is found that modified LMS has better performance than others in terms of SNR and convergence rate.

Index Terms—

Automatic ECG Analysis, Adaptive Filter, Least Mean Square, Signal to noise Ratio

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Influence of Social Media on Women Empowerment

Dr.C.Thanavathi., Assistant Professor of History, V.O.Chidambaram College of Education, Thoothukudi

Abstract:--

The word media is defined as ‘one of the means or channels of communication, information, or entertainment in society’ as newspapers, radio, televisions and social networking sites etc. Media technology has made communication increasingly easier as time has passed throughout history. Today, children are encouraged to use media tool in school and expected to have a general understanding of various media technologies available.

The media technology shapes the advance modern society. In the contemporary period, social media is the most popular among all other means of communication and information. 30 percent of World’s population is active social media users whereas in India the active social media users are 15 percent of the population which is a sizeable proportion. Usage of social media is on increase and it is estimated that such percentage will increase every year by 10 percent. Moreover, 60 percent of social media users are youth who are prone to cyber crimes and problems. For many connected users in India, access to the Internet is primarily for accessing social media networks.

The most popular activities on social media include maintaining one’s own virtual profile on the likes of Facebook and Twitter, posting and sharing an update as well as replying to something a friend has posted.

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Mamang Dai's the Black Hill: A Story from Border Perpetuating Borderland Consciousness

T. Rexlin., Research Scholar, V.O. Chidambaram College.

Dr. R. Mercy Latha., Associate Professor, V.O. Chidambaram College.

Abstract:--

Every story that was told and the stories that are waiting to be told must have a reason to be told and the reasons must have some genuine intention to get exposed to the readers. The aim of this article is to argue that the understanding of reasons and intensions are an effective methodology to use in investigating the motive of a story. In few cases, the reason turns out to be one's burden that the one has to bring forth it in any form of writing. Sometimes, stories will directly reveal its reason and intension and in some cases the preface of stories will serves as a guide to figure out the reasons and intension. Probing into those reasons will give us a concentrated meaning sewed in the story.

By underlining the necessities in understanding the reasons and intensions, this paper attempts to critically examine a story with regard to the writer's reason and intension. For such intensive study, this paper draws a story written from a convulsive place where the reason demands the author to narrate stories. Stories that are told from such state will usually be repulsive or revolutionary. But the fiction, *The Black Hill* by Mamang Dai, focused on this paper is neither repulsive nor revolutionary; instead it serves a greater motive. Surviving at the borderlands of India, touching the boundaries of other great nations, Mamang Dai chooses an 'in-between' place to presents a story of a man and his wife. This paper will study the story within the framework of Gloria Anzaldúa's *Boderlands/ Le Frontera: The New Mestiza* to expose the motive behind the story of the couple.

Keywords:

concentrated meaning, intension, convulsive state, borderlands, in-between

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Green synthesis, characterisation and biological activity of Platinum Nanoparticle using Croton Caudatus Geisel leaf extract

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S.Mary Jelastin Kala., Department of chemistry, St.Xavier's college(Autonomous),Palayamkottai-627002. Tamil Nadu, India.

Abstract:--

In this present study we explore the reducing and capping potential of aqueous leaf extract from Croton Caudatus Geisel for the synthesis of platinum nano particles. The colour change and uv visible spectroscopic analysis reveals the surface Plasmon resonance (SPR) of the final reaction product which confirms the reduction of platinum (IV) into platinum nano particles. FT-IR, XRD, SEM-EDX,TEM studies confirms the strong reducing potentials of Croton Caudatus Geisel leaf extract which can also be tested in the green synthesis of other metallic nano particles.

Keywords:

Nanoparticle, Croton Caudatus Geisel, UV- spectro photometer, FTIR, XRD, SEM-EDX, TEM.

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Synthesis and Characterization of Zinc Oxide Nanoparticles by a solution-free mechanochemical reaction

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C. Vedhi., Department of Chemistry, V.O.Chidambaram College, Tuticorin, Tamilnadu

Abstract:--

Zinc oxide plays an important role in current industry due to its special characteristics such as anti-corrosion, anti-bacteria, has low electrons conductivity and excellent heat resistance. Therefore the objective of this study, pure zinc oxide nanoparticles (ZnO) were successfully synthesized by a solution-free mechanochemical reaction using zinc acetate dihydrate and oxalic acid as the precursor. The as-prepared precursor was calcined at 500°C temperatures for 2h to form ZnO nanoparticles. The phase and structural transformations were investigated by X-ray diffraction (XRD) and Fourier Transform Infrared Spectroscopy (FT-IR). FT-IR spectra of ZnO nanoparticles showed peaks in the region between 538 and 486cm⁻¹ which corresponds to the stretching vibration of Zn – O band. The XRD studies showed a rather more crystalline behaviour of the nanoparticles and the grain size was calculated using Scherer's formula and found to be 18nm. XRD spectra revealed that the ZnO crystal has a hexagonal wurtzite structure and the strongest three diffraction peaks at $2\theta=31.88^\circ$, 34.61° and 36.29° which are in close agreement to the literature. Scanning electron microscopy (SEM) has been used to study the morphological features of the ZnO nanopowder. Result of EDAX (Energy Dispersive X Ray Spectroscopy) characterization shows that the ZnO nanoparticles has good purity (Zinc content of 49.84% and; Oxygen content of 50.16%). The corrosion inhibition efficiency of the nanoparticles were calculated for mild steel in 0.1M HCl and 3.5% NaCl solution using electrochemical impedance spectroscopy (EIS) and polarization (Tafel) studies.

Keywords:

ZnO, Nanostructure, Mechanochemical Synthesis, Morphological Effect, Electrochemical studies

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Ethnomedicinal Plants of Kalakad-Mundanthurai Tiger Reserve Forest, Tirunelveli District, Tamilnadu, India

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S. Muruges., Department of Botany, School of Life Sciences, Periyar University, Periyar Palkali Nagar, Salem-11, Tamilnadu, India.

A. Maruthupandian., Department of Botany, School of Life Sciences, Periyar University, Periyar Palkali Nagar, Salem-11, Tamilnadu, India.

Abstract:--

Kalakad Mundanthurai Tiger Reserve is such a valuable repository of floral and faunal biodiversity in the Southern Western Ghats, both in terms of species richness and endemism. This paper was carried out from 2005 to 2018 research papers to assess the medicinal plants which are used by the tribals (Kannikars) people for various human ailments. Based on the previous studies, 494 plant species belonging to 234 families are described under this study. Out of 494 plant species, 486 are Angiosperms, 6 Pteridophytes and 2 Gymnosperms. Among them 171 herbs, 151 shrubs, 10 trees, 63 climbers, 2 Lianas and 1 epiphyte. The documented ethnomedicinal plants were mostly used to treatment of diabetes, jaundice, cough and cold, snake bite, skin diseases, urinary disorders and rheumatism.

Keywords:

Ethnomedicinal plants, Tribals, Kalakad forest, Tirunelveli

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On Semi* δ -regular and Semi* δ -normal Spaces

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S. Pious Missier., PG and Research Department of Mathematics, V.O Chidambaram College, Tuticorin-628 008, Tamil Nadu, India.

Abstract:--

The purpose of this paper is to introduce the concepts of semi* δ -regular and semi* δ -normal spaces using semi* δ -open sets and investigate their basic properties. We also discuss their relationships with already existing concepts.

Mathematics Subject Classification: 54D10, 54D15.

Keywords:

semi* δ -regular, semi* δ -normal.

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Digital Trinket

L. Manisha Priya, B.E., Computer Science, Jeppiaar Institute of Technology, Chennai

Abstract:--

This paper describes the use of Trinket in a digital way. Trinket worn for many reasons -- for exquisite, to impress others, or as a symbol of affiliation or commitment. Basically, Trinket embellish the body, and has very little practical purpose. However, researchers are looking to change the way we think about the beads and bobbles we wear. In the next wave of mobile computing devices, our trinket might double as our cell phones, personal digital assistants (PDAs) and GPS receivers. In the next age of computing there will be an explosion of computer parts across our bodies. It can defined as the wireless wearable computers that allow you to communicate by different ways. This paper enlightens on how various computerized Trinket (like ear-rings, bracelet, ring, necklace etc) will work with mobile embedded intelligence. 'Digital Trinket' can help you solve problems like forgotten passwords and security badges.

Keywords

Wearable Computers, Mobile Computing, Embedded Systems, Wireless Computing.

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A Study on the Effect of NaCl Stress on *Vigna radiata* (L.) Wilczek. Var Co-6

Pauline Jenifer.S., Assistant Professor, Department of Botany, St. Mary's College (Autonomous), Thoothukudi.

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St. Xavier's College (Autonomous), Palayamkottai

Abstract:--

Salt stress is a condition where, excessive soil solution causes inhibition of plant growth and leading to plant death. Soil salinization is one of the major factors of soil degradation. It has reached 19.5% of the irrigated land and 21% of the dry land agriculture. The effect of NaCl salinity on morphological parameters of *Vigna radiata* (L.) Wilczek, var.Co-6 was studied. The morphological characters such as shoot length, leaf number, fresh weight, dry weight, leaf area and relative growth rate decreased with increasing concentrations. As the scarcity for the fresh water gets increasing, the need for salinity resistant plant emergence become inevitable. The work done here may not provide sufficient information to raise a model crop for salt resistant. So further research process can be conducted in molecular and genetic level to produce a model salt resistant transgenic plant.

Key words:

NaCl stress, shoot length, fresh and dry weight, leaf area, relative growth rate

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Utilization of SiO₂ derived from silt of Zirconium complex, Tuticorin for the preparation of Fe₃O₄@SiO₂ supported nano-catalyst for photodegradation of methylene blue

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T. Peter Amaladhas, Associate Professor, P.G and Research Department of Chemistry, V.O. Chidambaram College, Thoothukudi, Tamil Nadu, India

Abstract:-

Disposal of byproducts/wastes from industries has been the biggest problem faced by developing countries. Compelling environmental laws and public awareness about pollution has made the entrepreneurs to rethink about use of wastes for useful purposes. In this work silt - an industrial waste of Zirconium Complex, Tuticorin has been used to prepare silica by sol-gel method. The magnetite (Fe₃O₄) and Ag nanoparticles (AgNPs) have been synthesized by co-precipitation and bio-reduction methods respectively. Fe₃O₄ nanoparticles and Fe₃O₄/AgNPs have been incorporated into SiO₂ by impregnation followed by calcination at 600 °C. Thus prepared Fe₃O₄@SiO₂ and Fe₃O₄/Ag@SiO₂ supported nanocatalysts have been characterized by Diffuse Reflectance Spectroscopy (DRS), Fourier Transform Infrared Spectroscopy (FT-IR), X-Ray Diffraction (XRD), Scanning Electron Microscope (SEM), and Energy Dispersive X-Ray Analysis (EDAX). DRS and XRD have confirmed the presence of the nanocatalysts in silica, which was further supported by EDAX data. The application of thus synthesized Fe₃O₄@SiO₂ and Fe₃O₄/Ag@SiO₂ as supported nanocatalysts in the photo degradation of methylene blue has also been ascertained.

Key words:

Precipitated silica, Magnetite incorporated silica, sol-gel method, Photocatalyst.

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Sunlight Induced Biosynthesis of Noble Metal Nanoparticles using *Caulerpa scalpelliformis* and Application as Catalyst for the Photodegradation of Dyes

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S.S. Subitha., P.G and Research Department of Chemistry, V.O. Chidambaram College, Thoothukudi - 628008, Tamil Nadu, India

T. Peter Amaladhas., P.G and Research Department of Chemistry, V.O. Chidambaram College, Thoothukudi - 628008, Tamil Nadu, India

Abstract:--

The biosynthesis of nanoparticles is increasingly regarded as a rapid, ecofriendly and easily scalable technology. Use of marine resources for the synthesis of metal and metal oxide nanoparticles is envisaged as a potential green chemistry approach that interconnects nanotechnology and plant biotechnology. In this paper, biological synthesis of nano-sized silver and gold using the extracts of *Caulerpa scalpelliformis* - a seaweed as a reducing and stabilizing agent under sunlight irradiation is reported. The nanoparticles were formed in few seconds and were characterized by UV-vis, FT-IR, TEM, EDAX and XRD. The kinetics of formation of Ag and Au NPs was monitored using UV-visible spectrophotometer by following surface plasmon bands. TEM analysis revealed that most of the Ag and Au nanoparticles are spherical in shape with average size of 21.8 nm and 8.5 nm respectively. The antimicrobial studies of AgNPs showed effective inhibitory activity against the clinical strains of gram-negative and gram-positive bacteria. The localized surface plasmon resonance of AgNPs was used for the photo-driven degradation of cationic dyes (malachite green and methylene blue). Thus this green technique can be used for bulk production of noble metal NPs, and thus prepared nanoparticles may be used treat effluent from dye and textile industries.

Key Words:

Biosynthesis, *Caulerpa scalpelliformis*, Cationic dyes, Surface plasmon, Photodegradation

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Perception and Utilization of Mothers towards Anganwadi Centres in Southern Districts of Tamil Nadu

A.Antony Selva Priya., Ph.D Research scholar, PG and Research Department of Commerce, V.O.Chidambaram College, Thoothukudi.

Dr. M. Jeyakumari., Associate professor, PG and Research Department of Commerce, V.O.Chidambaram College, Thoothukudi

Abstract:--

The ICDS (Integrated Child Development Services) programme is one of the most important public programme in India. ICDS is a centrally sponsored scheme translated into action in pursuance of national policy for children. It is one of the largest child development programs in the world. The scheme was launched on 2nd October 1975. The focal point for the delivery of ICDS for mothers and children is an Anganwadi. Within the ideology of the ICDS, the Anganwadi is considered as a main source for the total social development of its beneficiaries. The ICDS scheme provides a package of six integrated services to different groups of the target population comprising children below the age of six years, expectant and nursing mothers and other women in the age group of 15-44 years belonging to poor families. These services are supplementary nutrition, health check-up, primary health care/referral services, nutrition and health education, immunization and non-formal pre-school education. In ICDS scheme mothers are considered to be the major clients as they play a vital role in improving the growth, nutrition and overall development of their child. Hence, it is necessary to find the level of utilization of services from Anganwadi centres by the children in the first five or six years and also the perception and satisfaction level of the mothers of Anganwadi school children on the services provided at Anganwadi centres.

Key words:

Anganwadi, perception, ICDS.

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Heavy metals concentration in edible fish species from Thoothukudi coast of Southern India

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P. Sivasubramanian., Department of Geology, V.O. Chidambaram College, Thoothukudi, Tamil Nadu, India

John Prince Soundranayagam., Department of Physics, V.O. Chidambaram College, Thoothukudi, Tamil Nadu, India

P. Sivasubramanian., Department of Geology, V.O. Chidambaram College, Thoothukudi, Tamil Nadu, India

Abstract:--

In aquatic ecosystem, Heavy metals are considered as the most important pollutants, since they are present throughout the ecosystem and are detectable in critical amounts. The present study gives a brief account of the toxic effects of Heavy metals on fish in Thoothukudi Coast, Southern Tamil Nadu. The fish samples *Terapon jarbua*, *Megalops cyprinoids*, *Terapon puta*, *Leiognathus sp.*, *Atropus sp.* and *Pseudotriacanthus* (Reef fish) were collected from Thoothukudi coast in the year 2016. The concentrations of Heavy metals (Cu, Zn, Pb, Cd, Fe, Mn, Cr, and Cd) were measured in the liver, gills and muscles. The levels of Heavy metals varied significantly among fish species and organs. As expected, muscles always possessed the lowest concentrations of all heavy metals. In most of the studied fish, the liver was the target organ for Zn, Cd and Fe accumulation. Zn and Mn, however, exhibited their highest concentrations in the gills. Different species of fish showed inter-specific variation of metals, as well as variations between fish from the same species. These differences were discussed for the contribution of potential factors that affected metals' uptake, like age, geographical distribution and species' specific factors. Generally, recorded heavy metal concentrations were within the range or below the levels in similar species from global studies. The concentration of metals in the present fish muscles were accepted by the international legislation limits and are safe for human consumption. Finally, some recommendations are given to treatment of different kinds of wastewaters, sewage and agricultural wastes before discharge into the aquatic systems. Also, enforcement of laws and legislations regarding the protection of aquatic environments must be taken into consideration.

Keywords:

Heavy metals, edible fish, species, muscles, sewage wastes

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Who am I in the world? – The Greatest Exploration of Self-Discovery: with reference to Paulo Coelho’s “The Alchemist”.

Dr. N. Ratna., V.O. Chidambaram College, Thoothukudi, Tamil Nadu, India

Abstract:--

Existentialism as an off shoot of post modernism deals with the compulsion of human beings needs to make choices in life. According to the existentialists, man is responsible for his living and he has to face the consequences of his living. In this regard, this paper attempts to study Paulo Coelho’s “The Alchemist” an existential work of art. The novel bursts with optimism and penetrates how the protagonist overcome his dilemma and the process of decision making which eventually concludes in providing him the feel of satisfaction and implicits the emergence of self-discovery as well.

Key words :

Optimism, dilemma, decision making.

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Removing the Difficulties of Prospective Student - Teachers' Pronunciation of /p/, /b/ and /d/, /t/ Sounds through Drill and Oral Practice

A.Antony Arockia Anufial Mel., Assistance Professor of English,V.O.C.College of Education, Thoothukudi.

Dr.V. Chanthiramathi., Associate Professor of English,V.O.C.College of Education, Thoothukudi.

Abstract:--

Language has a very important social purpose, because it is mainly used for communication. A language can be used in two ways for the purpose of communication. It can be spoken or written. The medium of speech is more important than the medium of writing. This is because speeches come first in the history of any language, community and individual. Human being started speaking long before writing. So speaking is important for an individual to express himself/herself.

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Insurance Sector in India: Towards the 2020 Vision

Dr. S.Rosita., Assistant Professor and Head i/c., Department of Commerce, Madurai Kamaraj University, Madurai.

Mr. D.Selvaraj., Part Time Research Scholar, Department of Commerce, Madurai Kamaraj University, Madurai.

Abstract:--

The General Insurance (GI) industry in India has evolved significantly over the last decade and is now at a watershed in its development. From a ` 12,000 crore top-line industry in 2001-02, today it is worth ` 70,000 crore, clocking an annual growth rate of 17%. The industry today provides a cover of ` 1,000 lakh crore, which by itself is a huge testament to its importance to the economy. While the last few years have been challenging for the industry's profitability, the industry holds significant potential, both from the perspective of growth and value creation. However, to meet its full potential, India's GI industry will require a concerted effort by all the stakeholders. This report paints a picture of the aspirations of the GI industry and what it will take to realise the vision.

Keywords:

Insurance Sector in India, GDP and Vision 2020.

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Cleanliness Management

(A special reference to women students of V.O.Chidambaram College, Thoothukudi)

Cisma.F., Assistant Professor of Commerce, V.O.Chidambaram College, Thoothukudi.

Abstract:--

It is all about awareness and people know the importance of cleaning, unlike in the past when getting across 'conceptualized cleaning' was a big challenge." The contribution of women in this change of attitude is significant. "Women have an intrinsic sense of attending to cleaning at all levels. Looking at the lifestyles we lead, the unhygienic surrounds we live in... the viruses... today, cleanliness has become a necessity – the emphasis on hygiene is being re-emphasized. Especially with health being a major concern, cleanliness has a huge challenge. Everyone understands the implications and importance of cleanliness. Women being fetish for cleanliness know its importance and have better knowledge. In a way it also helps women contribute better to their families.

In this regard, this study was undertaken to promote a sense of awareness in the minds of respondents, it also aimed to suggest various cleanliness measures that could be prescribed to the local authorities, the government and the general public. Respondents chosen were women students, girls and women relatives of the respective women students. Women were chosen as respondents with an assumption that sense of cleanliness would spurt in the minds of women folk first and that this cleanliness instinct would be spread to other family members.

The size of the sample was 100 and convenience sampling technique was adopted. Simple statistical tools such as chi-square and other relevant tools were applied to find the relationship between the personal profile and personal hygiene and also the cleanliness factors at the local environment. Based on the findings appropriate suggestions and conclusions were also given.

Keywords:

Cleanliness, promoting cleanliness awareness

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By-catch assessment of Selected Conus Species (Gastropoda: Conoidea) in Tuticorin Coast at Gulf of Mannar, Tamil Nadu

Mr.K.Ganesh., Ph.D. Research Scholar, Department of Zoology, VOC College, Thoothukudi, Manonmaniam Sundaranar University

Dr.J.Shoba., Teaching Assistant, Department of Zoology, VOC College, Thoothukudi, Manonmaniam Sundaranar University

Dr.B.Geetha., Associate Professor, Department of Zoology, VOC College, Thoothukudi, Manonmaniam Sundaranar University

Abstract:--

The by-catch of Marine gastropods was collected from two different coastal area of Tuticorin district from Gulf of Mannar. In the present survey, 16 species of Conus (Gastropoda: Conoidea) were recorded in January 2018 to March 2018. A field survey was carried out to assess the availability of Conus species in by-catches of two fish landing centres via Tuticorin and Threshpuram in Gulf of Mannar coasts. At each centre, by-catch trash from crab net, trawl net, thallumadi and Karaivalai of fishing vessels was collected every fortnight. Sixteen type of conus species were recorded from the by-catches.

Keywords:

Gastropod, Conus, By-catch Survey, Diversity, Gulf of Mannar.

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A Study on Job Satisfaction of Women Employees in Fireworks Industries at Sivakasi

V.Murugeswari., Assistant Professor In Commerce.,Thiruvalluvar College, Papanasam.

Abstract:--

A woman is the builder and moulder of a nation's destiny. Though dedicate and soft, she has a heart far stronger and bolder than man. She is the supreme inspiration for man's onward, an embodiment of peace, love, pity and compassion. Ostensibly the position occupied by women in a society determines the degree of development of that particular nation. Fireworks industry is one of the labour intensive industries in our country especially in South India. It mainly depends more upon women than men. Hence in this study an attempt is made by the researcher to study how far the women labourers involved in the fireworks industry are satisfied with their job.

The present study has been undertaken with the primary objective of analyzing the factors influencing job satisfaction and opinion of women employees in fireworks industry. The investigation encompassed an extensive survey to obtain primary data from sample respondents of 114 employees in Sivakasi. The interview schedule covered all the details like personal data, factors like system of wage payment, bonus, advance , incentives etc., The data were collected using the investigation list which contained 25 phrases on Likert scale in order to measure the opinion of women employees.

Key words:

Job Satisfaction, fireworks, employees, opinions.

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Raja Ram Mohan Roy – Father of Modern India

Dr. Ms. S.M. Vimala., Assistant Professor in History, St. Mary's College (Autonomous), Thoothukudi

Abstract:--

The social reform movements in India have aimed at uprooting social evils and inculcating in men and women the spirit of sacrifice for the general good of the society. Some Socio-Religious Reform Movements and the Government took steps to improve the position of women. Raja Ram Mohan Roy was the greatest champion of reform movement, Father of Indian Renaissance and he was considered as a forerunner in the women's liberation movement in India. He was a pioneer of progressive reform in all walks of life and 'the Herald of a New Age' in India. His extensive studies freed his mind from the bigotry that characterized an average Bengali. Although Ram Mohan Roy was a man of versatile genius, the governing passion of his life was religious reform. Ram Mohan Roy proved to be the champion of Hinduism. While he defended Hinduism against the hostile criticism of the missionaries, he sought to purge Hinduism of the abuses that had crept into it. At the early age of fifteen, he had criticized idolatry and supported his viewpoint by quotations from the Vedas. He started a campaign for the abolition of Sati, condemned polygamy and concubinage, denounced casteism, advocated the right of Hindu widows to remarry. Thus, Ram Mohan Roy sought to effect a cultural synthesis between the East and the West. He was the first person who tried to abolish sati and all other evil practices. He, the founder of Brahma Samaj, (The Society of God) was the earliest reform movement of the modern type which was greatly influenced by modern Western ideas. This multi-faceted personality was indeed a great son of India.

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Social Justice in Education

Dr. G. Amutha Ranjini., Assistant Professor of Bio-Science, V.O.C.College of Education, Thoothukudi-628001, TamilNadu

Abstract:--

Social justice is a value that gets integrated into the teaching philosophies and actions of teachers. Teachers can connect engagement in these activities to writing assignments that enable students to reflect upon how their actions have the potential to evoke social change. The identification of virtues is role contingent that is, the set of virtues of teachers will differ from the set of virtues of political leaders or scientists. Identifying the virtues of social justice educators requires identifying those dispositions that support social justice.

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E-Satisfaction and E-Loyalty of Online Shoppers with respect to their buying attributes

A.Sinthuja Cardoza., Assistant Professor of Business Administration, V O Chidambaram College, Thoothukudi

Abstract:--

Online shopping has become the order of the day for Indian consumers. Consumers today aims at personalization for bettering their experience. This study aims to examine the buying attributes like price, brand, exceptional quality and services, fast shipping, wide variety and an easy to navigate site. The analysis of this study gauges the moderating role of demographic variables of online shoppers in respect with their gender, age, and educational background. This study also creates a need for companies to understand, how consumers perceive online buying. The results of this study points out the relation between satisfaction with online service and customer's intention to buying in the future, which generates customer loyalty. Finally, the influencing variables behind the shift and surge of online shopping is also recommended, which entails a better understanding of customer specificities for addressing the e-shoppers need and expectations

Key words

E-Satisfaction and E-Loyalty, Buying attributes, Demographic variables

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Quest for Identity: A Brief Study of Avantika Debnath's The Bridal Pyre

J. Jacinthshia., II M.A. English Literature, V. O. Chidambaram College, Thoothukudi.

Abstract:--

Avantika Debnath, the writer of Indian writing, records her experience of Indian women's condition in the society. To project the psyche of Indian women, the writer use literature to express her views in a realistic way. Her novel The Bridal Pyre came up with the genre of writing about women justice fiction because she wanted to raise her voice for the women who turned deaf and blind to their problems. She feels that there is no shame in fighting for what we deserve. The main theme in this novel is the expectations in marriage for woman, the role of woman in her family life and her struggle to find her own identity. It begins as a domestic story and it turns out to be a women's battle against the evils that exist in our society. The novel deals with the life of Meera, the problems in her life, testimonial of her patience and at last fighting back to get her own identity. Avantika portrays Meera as a rebel against traditionalism and trying hard to establish her own identity in this modern world. The modern women are educated, engaged with career and are economically independent. In spite of stringent laws which favours women, they were subjected to domestic violence, physical and verbal abuse, denying them to express their feelings and emotions. The society fix patterns for the family which conveys the idea that women should be submissive and dependent on man. It is also agreed by women that all these power patterns are self – protective. Self- sacrificing women move towards conflicting female characters searching for their own identity. This story represents the contemporary modern women's struggle to define their own and to establish her identity. Avantika traces the woman's journey from self-sacrifice to self- realization and from self- denial to self- assertion.

Key words:

identity, self-realization, self-assertion, self-protective

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Antibacterial activity of crab portunus pelagicus from three stations of Gulf of Mannar coast.

Shibana C., Department of Zoology, St.Mary's College (Autonomous) Thoothukudi.

Thilaga R.D., Department of Zoology, St.Mary's College (Autonomous) Thoothukudi.

Esther Merein., Department of Zoology, St.Mary's College (Autonomous) Thoothukudi.

Abstract:--

Marine crabs are potential sources of new antibiotics. The search for antibacterial agents has taken a definite direction in developed countries. The present investigation was taken up to study the antibacterial activity of methanol extract of the crab *Portunus pelagicus*. It was collected from three stations of gulf of Mannar coast. Different concentrations (1.25mg, 2.5mg and 5mg) of methanol extract of the crab tissue tested against five bacterial strains such as *Enterococcus faecalis* (ATCC - 29212), *Enterobacter aerogens* (MTCC-111), *Staphylococcus aureus* (ATCC-25923), *Proteus vulgaris* (MTCC-1771) and *E. coli* (ATCC 25922) for antibacterial activities. The highest zone of inhibition (20mm and 17mm) was observed against *Staphylococcus aureus* at 5mg concentration in stations I and III and the zone of 18mm (maximum antibacterial activity) was observed against *Enterobacter aerogens* at 5mg concentration. The lowest zone of inhibition (11mm, 11mm, and 10mm) was observed against *E. coli* at 1.25 mg concentration in all three stations. No inhibition zone was observed against *Enterococcus faecalis*, and *Proteus vulgaris* in all the concentration. The result of the present study indicate that the antibacterial factors are also produced in crustacean tissues. So the crab can be used as an antibacterial drugs to cure many diseases.

KeyWords :

Portunus pelagicus, *Enterococcus faecalis*, *Enterobacter aerogens*, *Staphylococcus aureus*, *Proteus vulgaris*, *E. coli*, zone of inhibition.

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Biosynthesis of iron oxide nanoparticles using Psidium guajava fruit extract

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F. Mercy., Department of Chemistry, V.O. Chidambaram College, Thoothukudi - 628008, Tamil Nadu, India.

Abstract:--

Iron oxide nanoparticles (Fe_3O_4) were prepared by using biosynthetic route. Psidium guajava fruit extract was used as a reducing as well as capping agent. The reaction process was very simple, bio orientated, and convenient to handle. The iron oxide nanoparticles were characterized by x-ray diffraction, transmission electron microscopy, energy dispersive spectroscopy, Fourier transform infrared spectroscopy and vibrating sample magneto meter techniques. The size of the iron oxide nanoparticles was found to be 10-25 nm. Saturation magnetization of the nanoparticles was found to be 17.2 emu/g.

Keywords:

Fe_3O_4 ; Biosynthesis; Psidium guajava; Magnetic properties.

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Bama's Sangati: A Subaltern Narrative

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Abstract:--

Bama is the significant writer in Tamil language who has considerably contributed to dalit literature. Her novel "Sangati" challenges the supremacy of the narratives of oppression as the default frame of reference in dalit- feminist discourses. "Sangati" explains how dalits are subaltern by the upper caste community and then the narrative voices for the people who have been proud to be subaltern for many a generation. And, this paper attempts to contextualize the political representation of subalternity in its narrative of Bama, as Gayatri Spivak calls it "strategic re-inscription". Sangati deals with the subaltern as the subject.

Key Words:

Subaltern, narrative and dalit

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Comparative assesment of structure of reduced grapheneoxide synthesized by chemical and thermal methods

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Abstract:--

Graphene being the wonder material of this century has exemplary intrinsic properties which can be exploited in different fields. Synthesis of Graphene on a large scale therefore assumes greater importance. One way to achieve this is to convert natural graphite to Graphene oxide (GO) and then convert it to graphene by reduction. The product so obtained is reduced GO (rGO) . Reducing GO to produce rGO is an extremely vital process because it has a large impact on the quality of the rGO produced which will determine how close rGO will come in terms of structure to pristine graphene. In this work GO produced from graphite by modified Hummer's methd is reduced using chemical and thermal methods and the structural features of the synthesized rGO is compared with emphasis on UV-Vis, FTIR, XRD and SEM characterisation techniques. It is found that there is a considerable bathochromic shift in the band due to the π - π^* transition on reduction of GO by both the methods indicating the formation of reduced GO (rGO). The shift is 38nm in chemical reduction while it is 33nm in thermal reduction indicating chemical method has produced highly reduced GO. Band gap calculated from UV-Vis spectra shows highly conducting nature of rGO. FTIR study shows the absence of peak at 1723cm⁻¹ due to C=O stretching frequency indicating the formation of rGO. The enhancement in intensity of the peak due C=C stretching in the case of chemical reduction again confirms the formation of highly reduced GO. These observations were further substantiated by XRD and SEM data. Thus chemical method of rGO synthesis resulted in highly reduced smaller sized well dispersed graphene sheets.

Keywords:

Graphene, GO, rGO, UV, FTIR, XRD and SEM.

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Comparative study of synthesis of reduced grapheneoxide by different reducing agents

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Abstract:--

Grapheneoxide (GO) obtained by modified Hummer's method was used as precursor to synthesize reduced grapheneoxide (rGO) using different reducing agents like hydrazine monohydrate and ascorbic acid. The structural features of the as synthesized rGO was characterized by UV-Vis, FTIR, XRD, SEM and EDAX studies. UV-Vis spectra of the synthesized samples showed the formation of rGO as evidenced by a red shift of band at 224nm of GO. This shift was more in the case ascorbic acid reduction than hydrazine indicating enhanced reduction of both epoxy and hydroxyl groups by ascorbic acid resulting in the formation of highly reduced GO. FTIR spectra also substantiated this fact by complete disappearance of C=O stretching peak in ascorbic acid reduction. The formation of crystallites in the nanometer scale was confirmed by XRD. SEM micrographs showed the presence of layered morphology in both the methods but EDAX analysis showed considerable reduction in atom% of oxygen in ascorbic acid reduction. Thus this work proved that reduction of GO using ascorbic acid produced highly conducting, smaller sized rGO with layered morphology.

Keywords:

GO, rGO, UV, FTIR, XRD, SEM and EDAX.

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A Study on the Financial Performance Analysis of Sugarcane Mills in Tamilnadu

Dr. Marimuthu.KN., Assistant Professor, Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli

G. Soundarya Kodi., Assistant Professor, Department of Commerce (s/f), Sri Parasakthi College for Women, Courtallam

Abstract:--

Financial statements are official records on the financial actions of the company, compact or other unit over a period of time which supply for general idea of a company or person financial state of affairs the mutually short and long term. Financial statements be used for supervision tool chiefly by company executive and investors in assess the overall status on financial condition of the company. Financial statements are required for the vendor, investor, worker, future investor, income tax department. The investor who is involved to invest his money in a mining company will be intense to know about the economic performance and financial conditions of the company to ensure profitability and better return on venture. Limited studies have been carried out by investigators on financial analysis of removal companies. This project envisage to carryout complete financial analysis of various non-coals and coal mining companies with determination of different financial ratio to provide tools for thoughtful decision making by the investors and mine management. The performance of the firm can be measured by its financial outcome, i.e., with its size of earnings Riskiness and profitability be two main factors which jointly establish the value of the concern. Financial decisions which increase risks will decrease the value of the compact and on the other supply, financial decisions which increase the profitability will increase value of the firm. Risk and profitability is two essential ingredient of a business concern. There has been a considerable debate about the ultimate objective of firm performance, whether it is profit maximization or wealth maximization. It is observed to while considering the hard performance, the profit and wealth maximization are linked in addition to be effected by one-another. A company financial performance therefore is normally judged by a series of ratios or figures However, profit and loss account is a statement, which is prepared for a particular financial year. In Indian context, where a psychoanalyst has to rely upon the audit financial statement for a particular company, the performance is to be judged from the financial statement only. This chapter however indicates some of the techniques, which are able to be worn for such analysis of financial performance.

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Role of a Teacher in a content based Teaching English

S. Masilla Mathi Arasi., II M.A English literature, V.O. Chidambaram College, Thoothukudi.

Abstract:--

Teaching is the highest form of understanding. Most of the communication is done in English as the medium of teaching. Everyone knows that it is Worldwide Language. To acquire good Teaching skills, one has to acquire expertise in all four skills. In this regard, the teacher plays a very important role in attracting the student's attention by creating interest among the students. Teaching becomes increasingly popular as means of developing linguistic ability. The teacher should play many roles as learner, evaluator, listener and assessor. Before teaching, a teacher should think from the learner's perspective. By doing, so one can easily capture with students interest. In English Language Teaching (ELT), especially, when English is connected to class room teaching, it plays a very significant role in adopting the student's attention. The competence of teacher is a vital issue to overcome the problems of English Language Teaching.

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Breaking the Myth in Sefi Atta's Everything Good Will Come

K. Ramya Lakshmi, II M.A English Literature, V.O.Chidambaram College, Thoothukudi.

Abstract:--

Liberal Feminism is an individualistic form of feminist theory, which focuses on women's ability to maintain their equality through their own actions. Sefi Atta's debut novel Everything Good Will Come addresses the diplomacy of the contemporary female identity. The novel examines the growth of the protagonist physically as well as psychologically. Through these various forms of growth the protagonist Enitan becomes conscious of her surroundings and how it makes impact on her life. This paper discuss about the importance of liberalism in shaping the vision of the woman. The female characters in this novel are bold and courageous who utilize their chances to prove their individuality. The paper also examines the political landscape in Nigeria and how impact on the life of women. The paper submits that the women should come out of their spaces in family and they should actively participate in the social matters. They should work for the upliftment of the women's freedom. She must fight for her space in the society. She should break out the unwanted norms in the society.

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Development of communication skills among teachers to become an effective facilitator:

Hemalatha. H., Research Scholar, Dept of Education, Bangalore University, Bangalore.

Dr. H. R. Jayamma., Professor, Dept of Education, Bangalore University, Bangalore.

Abstract:--

Teachers need excellent communication skills to succeed in their profession. Listening, speaking, writing and Reading communication skills are required by teachers to facilitate understanding of teaching findings and the ability to accomplish their responsibilities effectively. Teachers are constantly gathering, sorting, analyzing and explaining information to learners. Not only do teachers need to accomplish technical tasks, they must also communicate efficiently and effectively with internal and external customers. Development of effective communication skills is an important part of teachers' advancement potential. Teachers must possess highly developed communication skill levels to become a successful professional. The development of these skills not only enhances the teachers' potential, but will also improve the quality of teachers produced. Advanced communication skills are required in every aspect of the teaching process. Teachers must possess highly developed oral and writing skills to communicate with management, learners and co-workers effectively. Open communication lines will minimize the potential of ill feelings during the teaching process. The next step is to carefully listen before responding to what the other person is communicating. Defensiveness needs to be avoided in the teaching process. Loss (2000) recommends utilizing positive statements, rather than accusatory statements, when communicating. Also, Rees & Garrud (2001) suggested that older, mature students have high positive attitudes toward communication skills training.

key words:

communication skills, Teachers, positive attitudes, effectively, successful

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Techniques of Teaching English with Edutainment

P. Priya., Assistant Professor of English, V.O.C.College of Education, Thoothukudi

Abstract:--

Learning is “a bitter medicine that needs the sugar –coating of entertainment to become palatable” (Resnick, 2004). English is a universal language as it is used by over 350 million people across the globe. The main aim of teaching English is to help children acquire practical command of English so that it may be useful to them in everyday life. In other words they should acquire a command over it for a practical purpose.

Second language teachers and researchers have commonly spoken of language learning “strategies”. But this new area of focus, known as the communicative strategy leads the language teachers to seek task-oriented activities which engage the students in creative language use. The main goal of language games is to make the learners use the language. The present paper highlights the different kinds of activities through which English can be taught in a fun way to the learners.

The coinage of the term Edutainment is an integration of “Education” and “Entertainment”. This term promises both ‘learning together’ and ‘fun’. So if students are trained with the help of entertainment it will strengthen their language skills. Moreover it will develop social skills and build strong relationships when they interact with each other.

Games are fun way and motivating way to learn a language. It helps the learners who are shy or worried about making mistakes. Most of teachers find games to be a strong classroom tool for foreign language learners. There are many benefits which range from cognitive aspects of language learning to more cooperative group dynamics.

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Literature and Society: How Literature reflects society

S. Keerthika., V. O. Chidambaram College

Abstract:--

Literature exhibits or in other words is the mirror of the society. It plays an exceptionally important role right from the history. Basically Literature reflects human activity in that particularly society. Literature helps to expose societal realities. Most of the works in literature deals with the social issues in detail which helps people to realize the truth and think it in a different view than the people who don't show their face to literature. It have a unique function in shaping and teaching society at huge. Literature carries the real events in the society and presents it as a mirror of the society so that people can view it and atone wherever it is necessary. Understanding how literature persuades the person and how it is reflective of individual's society is something that should be given more consideration and thought. Shakespeare in Hamlet holds the view that the purpose of literature is "to hold the mirror up to nature". Here the word nature indicates the broad spectrum of human nature.

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Women Empowerment through Education

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Dr.M.H.Ahamed Bilal Mahaboob., Assistant Professor, Department of History, Kamaraj College, Thoothukudi - Tamilnadu

Dr.B.Ponnuthai., Assistant Professor, Department of Commerce, Kamaraj College, Thoothukudi - Tamilnadu

Abstract:--

Women empowerment' is the process of enabling and developing ability or potential in women so that they can think and act freely, exercises their choice and control their lives and thereby reducing discrimination and exploitation towards them. It brings about upliftment of women in social, economic and political spheres where they are able to play an equal role at par with men in society. But women who constitute half of the population in India yet they have been subjected to the oppression of patriarchal order and suffered from fewer rights and lower social status than men for centuries. This widespread discrimination and exploitation of women evoke the need for empowerment of women. In spite constitutional guarantees, enactment of laws, initiations of social reformers, efforts by the government through different schemes and programmes and U.N.O.'s directives, the equal status of women in India is not still achieved to the desired goals after 68 years of Independence. According to Census, 2011, 74.04% of the population is illiterate, comprising 65.46% females and 82.14% males. As per report of UNDP, 2013 on Human Development Indicators, women constitute 48% of the population in India of which 29% is national workplace and 26% women have access to formal credit. This situation encourages the present writer to find out the effective measures for women upliftment. Hence an attempt is made to depict the present of women empowerment, its possible determinants and how education can be used as an instrument of women empowerment. This paper attempts to find out the possible problems faced and possibilities ahead in promoting women empowerment through education. Finally, it is realised that education enables women not only to acquire knowledge but also aid to help them to achieve economic security, social status, self- confidence, courage and inner strength to face challenges in and reduces disparities and exploitation upon them. Lastly, a strategy of broad educational along with favourable attitudes of all concerned has been recommended for women empowerment.

Key Words:

Women empowerment, Education, Census, UNDP, U.N.O.

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Empowering Women with Kudumbashree – A Study of Vamanapuram Block in Thiruvananthapuram District - Kerala State

Dr. M. S. Shibi Chandradas., Principal, PMSAPTM Arts & Science College, Kadakkal, Kollam

Abstract:--

The topic on “Women Empowerment” is a burning issue all over the world. “Women empowerment” and “women equality with men” is a universal issue. Women Empowerment refers to the creation of an environment for women where they can make decisions of their own for their personal benefits as well as for the society. Women empowerment is to increasing and improving the social, economic, political and legal strength of the women, to ensure equal-right to women, and to make them confident enough to claim their rights.

Kudumabashree is the women empowerment and poverty eradication program, framed and enforced by the State Poverty Eradication Mission (SPEM) of the Government of Kerala. Kudumbashree was launched by the Government of Kerala in 1998 with an aim to eradicate poverty in rural and urban areas of Kerala through community development schemes, under the leadership of Local Self Governments. It is now considered as one of the largest women-empowering projects in India. The programme is linked to local self-government institution and it makes all the effort to alleviate poverty through an integrated approach involving effective union of resources and action.

It combines different kind of activities like thrift and credit, micro enterprises, income generating activities and a wide range of welfare activities. Kudumabashree chooses a family based approach; it reaches the family through women and the community through these families. Kudumabashree forms self-help groups with members preferably from the same socio-economic background and a village-based financial intermediary usually composed of 10–20 local women. Each member makes a small regular savings contribution over a few months for generating a capital within the group. After that SHG can begin lending services to its members without any collateral security. The collected funds may then be lent back to the members to serve different purposes. Many SHG's are associated with banks for the delivery of micro-credit. The Reserve Bank of India has issued instructions permitting the nearest Commercial or Regional Rural Bank, or even a Cooperative Bank to open Savings Bank account for SHGs. Kudumabashree is thus granted the same privileges. It thus chooses to focus on three major aspects ie; Women empowerment, economic empowerment and social empowerment through the use of such allocated funds.

Kudumbashree has three tiers community based organization (CBO) for its effective administration and decentralized operations. Neighborhood group (NHG) -This is the lowest tier consisting of 15 to 40 women members from poor families. Meetings are arranged on a weekly basis, in the house of one of the NHG members. The Area Development Society (ADS) is the second tier. ADS are formed at ward level- Panchayath, municipality or a corporation by joining 10-15 NHGs. The Community Development Society (CDS) is the highest tier formed by union of all the ADSs in the respective Panchayath, in ‘rural’ or municipality and in ‘town’ or corporation in city areas. It monitors the thrift and credit activities of NHGs at these levels ie. Panchayath or municipality or corporation level.

Thiruvananthapuram district kudumabashree mission consist of 13 blocks. Out of the 13 blocks, there are total 83 units. The Vamanapuram block consists of 8 CDS units and at present there are 389 kudumbasree units functioning in the block. Each kudumba sree unit consist of atleast 15 members.

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A Comparative Study of Hrm Practices in Indian Overseas Bank and Hdfc Bank in Thoothukudi District

Dr. A. Arumugam., Assistant Professor, V. O. Chidambaram College, Thoothukudi.

G. Lawrence., Assistant Professor, V. O. Chidambaram College, Thoothukudi.

Abstract:--

This research paper explores the human resource management practices and their outcomes of Indian Overseas bank and HDFC bank in Thoothukudi District. This study covers Training, Promotion and Performance Appraisal of the employees of both Indian Overseas bank and HDFC bank.

Human Resource Management is important for banks because banking is a service industry. Management of people and management of risk are two key challenges facing banks. How you manage the people and how you manage the risk determines your success the banking business.

The objective of this paper is to analyse the effectiveness of Training in Indian Overseas Bank and HDFC bank, to study the impact of Promotional activities in Indian Overseas Bank and HDFC bank and to find the outcome of Performance Appraisal of Indian Overseas Bank and HDFC bank.

The study is based on survey method. Primary data are collected from the field directly by using structured Questionnaire. The secondary data are collected from books and websites. Indian Overseas bank is selected as Public sector bank and HDFC bank is selected as Private sector bank for this study.

In the wake of Globalisation, Public sector banks are facing stiff competition from Private sector banks. The public sector banks are finding it difficult to cope up with competition. The employees in the public sector bank are not so well trained to cater to the needs of the new age demanding customers. Most of the public sector banks are saddled with deadwood and not willing to learn and get trained. So, the HRM activities of the public sector banks should be designed in such a way to make the public sector banks to be on par with the private sector banks. The public sector banks also need to concentrate on maintaining a good relationship between the superiors and their subordinates, so that it will contribute to the betterment of the banks

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An Analysis of the Economic Feasibility of Livestock Farmers in Thoothukudi District

Dr M. Neela Devi., Assistant Professor, V. O. Chidambaram College, Thoothukudi.

Abstract:--

Livestock is one of the important segments of Asian agriculture. The farm animals such as the cattle, buffalo, goat, sheep, soon were always reared as domestic animals. India with its enormous indigenous bovine population & indigenous method of agriculture has comparative advantage in converting to organic farming to meet the increasing demand for safe food including organic food products locally and internationally. The Indian dairy farmers who are contributing towards India number one position in milk production, which depends on certain rules, procedures and Certification standards to be observed. After cultivation of crops, livestock is the second largest productive asset in rural areas. Of the total household in the rural area, about 73 percent own some form of livestock.

Among this formers, small and marginal formers account for three quarters of the household. Livestock and its allied activities like dairy and meat production emerged as an important sector of Indian rural economy. They are important an integral parts of country's economic fabric in rural areas. It plays a vital role in socio-economic development of a region country. It is considered as a source of employment involving the people in various operations for the rural population in the developing world. The livestock sector recently emerged as an important form of diversification of agriculture in many developing countries like India. It is an important source of food securities as it provides meat, milk and other dairy products, which enrich the nutrition intake.

Tamil nadu is an agricultural state and majority of the farmers own cattle. It is one of the frontline State of India in milk production.

Thoothukudi District has been chosen as a study area to show the role played by economic feasibility of marginal and small livestock farmers. Agriculturally Thoothukdui district in one of the fast developing districts of Tamilnadu state.

Keywords:

Bovine Population, Domestic animals, Economic Feasibility, Livestock

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Cu (Ii), V (Iv) and Co (Ii) Complexes of 2-Picolinic Acid Encapsulated In Fly Ash Based Zeolite, Their Characterization and Catalytic Activity towards Hydroxylation of Phenol

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T. Peter Amaladhas., P.G and Research Department of Chemistry, V.O. Chidambaram College, Thoothukudi- 628008, Tamil Nadu, India

Abstract:--

Fly ash is a major residue generated from coal fired power plants. Owing to the environmental threats posed by fly ash, several attempts have been made for gainful utilization of fly ash. In this work, the possibility of synthesizing high value added products such as zeolites from fly ash has been explored. Fly ash based zeolite (FAZ) has been synthesized from fly ash by hydrothermal treatment. The formation of FAZ has been confirmed by FT-IR, XRD, TGA, SEM, XRF and BET surface area analysis. The cation exchange capacity of FAZ has been determined. Cu(II), V(IV) and Co(II) complexes of 2-picolinic acid have been encapsulated in the pores of FAZ by flexible ligand method. The zeolite encapsulated complexes were characterized by FT-IR, SEM, AAS, TGA, XRD and UV-Vis spectrophotometry. The change in the stretching frequencies of C-O and C=N indicates that the C=O and C=N groups are involved in co-ordination with the central metal ion. M-O stretching has been observed at 767 cm⁻¹ for the encapsulated metal complexes. The encapsulated metal complexes thus prepared have been screened for catalytic activity using hydroxylation of phenol as a test reaction, the products identified to be hydroquinol and catechol by GC-MS. The extent of the reaction has been monitored as a function of time. A maximum conversion efficiency of 73.10% has been observed. Such heterogeneous catalysts offer the advantage of easy separation of the catalyst and reusability.

Keywords:

Fly ash zeolite, flexible ligand method, 2-picolinic acid

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Automated Segmentation of Retinal Blood Vessels using Optimized Gabor Filter with Local Entropy Thresholding

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X. Jude Christo Cedric., Asst. Professor, Computer Science, V.O. Chidambaram College, Thoothukudi.

S. Gomathinayagam., Asst. Professor, Computer Science, V.O. Chidambaram College, Thoothukudi.

Abstract:--

Fly ash is a major residue generated from coal fired power plants. Owing to the environmental threats posed by fly ash, several attempts have been made for gainful utilization of fly ash. In this work, the possibility of synthesizing high value added products such as zeolites from fly ash has been explored. Fly ash based zeolite (FAZ) has been synthesized from fly ash by hydrothermal treatment. The formation of FAZ has been confirmed by FT-IR, XRD, TGA, SEM, XRF and BET surface area analysis. The cation exchange capacity of FAZ has been determined. Cu(II), V(IV) and Co(II) complexes of 2-picolinic acid have been encapsulated in the pores of FAZ by flexible ligand method. The zeolite encapsulated complexes were characterized by FT-IR, SEM, AAS, TGA, XRD and UV-Vis spectrophotometry. The change in the stretching frequencies of C-O and C=N indicates that the C=O and C=N groups are involved in co-ordination with the central metal ion. M-O stretching has been observed at 767 cm⁻¹ for the encapsulated metal complexes. The encapsulated metal complexes thus prepared have been screened for catalytic activity using hydroxylation of phenol as a test reaction, the products identified to be hydroquinol and catechol by GC-MS. The extent of the reaction has been monitored as a function of time. A maximum conversion efficiency of 73.10% has been observed. Such heterogeneous catalysts offer the advantage of easy separation of the catalyst and reusability.

Keywords:

Fly ash zeolite, flexible ligand method, 2-picolinic acid

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A Comparative Study of NPAs in Public & Private Sector Banks in India

Dr.A.Balamurugan., V.O. Chidambaram College, Thoothukudi.

S.Balammal., V.O. Chidambaram College, Thoothukudi.

M.Kantha Priya., V.O. Chidambaram College, Thoothukudi.

R.Kamatchi., V.O. Chidambaram College, Thoothukudi.

Abstract:--

Non performing assets are one of the major concerns for banks in India. NPAs reveal the performance of banks. It affects the liquidity and profitability of banks. Growing non performing assets is a recurrent problem in the Indian banking sector. The NPAs growth has a direct impact on profitability of banks. It involves the necessity of provisions, which reduces the overall profits and shareholders' value. The problem of NPAs is not only affecting the banks but also the whole economy. In this article, a comparative study has been made between NPA of public sector banks and private sector banks in India for the past 5 years. The factors contributing to NPAs, reasons for high NPAs and their impact on Indian banking operations, the trend and magnitude of NPAs in Indian banks. The recovery of NPAs in both public and private sector banks has been analysed.

Keywords:

NPA, Public and Private Sector Banks, Gross NPA, Net NPA...etc

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Impact Of Dietary Supplementation Of Spirulina On Reduction Of Copper And Cadmium Toxicity And Improvement Of Alkaline Phosphatases Activity In Carp Labeo Rohita (HAMILTON , 1822)

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T. Dyson., P.G. and Research Department of Zoology, V.O. Chidambaram College, Tuticorin, TN, India.

Abstract:--

Impact of Spirulina diets (0, 2.5, 5.0, 7.5, and 10%) on the reduction of copper and cadmium toxicities based on acid and alkaline phosphatase was studied in a fresh water fish Labeo rohita for 60 days. Fish exposed to sublethal level of Copper and Cadmium individually and in combinations of both fed with control diet significantly ($P < 0.05$) reduced the phosphatases activities; however the above parameters were improved in the fish exposed to individual and combinations of Cu and Cd fed with Spirulina supplemented diets. Combination of Cu + Cd exposure was most toxic followed by individual exposures of Cu and Cd. Among the diets, 7.5% diet has been considered as optimum for L.rohita since this diet elicited maximum reduction of Cu and Cd toxicity and thereby an improvement of acid and alkaline phosphatases activities in tested tissues of L.rohita.

Keywords:

Copper, Cadmium, Cu + Cd exposure, Spirulina, Phosphatases activities, Labeo rohita

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Synthesis, growth and characterization Studies of Semi organic NLO L-Valine Calcium nitrate single crystals

K.A.Vijayalakshmi., Srivasavi College of Arts and Science, Erode, India

S.Ramalakshmi., Research and development center, Coimbatore, India.

P.Selvarajan., Department of Physics, Aditanar College of Arts and Science, Tiruchendur, Tamilnadu, India.

U. Rajesh Kannan., Department of Physics, Kamaraj College, Tuticorin-628003, Tamilnadu, India.

Abstract:--

Single crystals of semi organic non-linear L-Valine Calcium nitrate grown by slow evaporation method using water as a solvent. The L-Valine phase was confirmed by single crystal powder X-ray diffraction analysis. Presence of various functional groups of L-Valine was characterized by Fourier transform infra-red spectrum (FT-IR) and the non-linear optical property is analyzed by Kurtz powder technique. The optical behavior was examined by Ultra violet –visible spectrum and found that the crystal is transparent in the region between the 245-1100nm. Hence it may be very much useful for the second harmonic generation (SHG) applications.

Keywords:

Semi-organic nonlinear single crystal, L-Valine, Slow evaporation method, Second harmonic generation.

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Biosynthesis, characterization and sensing applications of zinc oxide nanostructures

P. Libin Raj., Department of Physics, Holy Cross College, Nagercoil, Tamil Nadu, India

Sr. Gerardin Jayam., Department of Physics, Holy Cross College, Nagercoil, Tamil Nadu, India

Abstract:--

We report the synthesis of zinc oxide (ZnO) nanostructures using the leaf extract of *Atrocarpus hetrophyllus*. The biosynthesized ZnO nanostructures were characterized by UV-Vis diffuse reflectance spectroscopy (UV-DRS), Fourier transform infrared spectroscopy (FTIR), X-ray diffraction (XRD) and scanning electron microscopy (SEM). The UV-DRS study estimated the band gap of the ZnO nanopowder as 3.54 eV. The XRD pattern confirmed the hexagonal wurtzite structure of ZnO nanostructures. The FTIR spectra confirmed the presence of functional groups which accounted for the stabilization of the nanostructures. The morphology and size of the ZnO nanostructures have been found from SEM analysis. A ZnO sensor was fabricated and its performance and sensitivity were investigated.

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A Scalable Two-Phase Top-Down Specialization Approach for Data Anonymization Using MapReduce on Cloud

T.Saranya., M.Sc, computer science, V.O. Chidambaram College, Tuticorin, TN, India.

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J.F.Jude Hema., Assistant Professor, Computer Science, V.O. Chidambaram College, Tuticorin, TN, India.

Abstract:--

An algorithm for anonymous sharing of private data among parties is developed. This technique is used iteratively to assign these nodes ID numbers ranging from 1 to N. This assignment is anonymous in that the identities received are unknown to the other members of the group. Resistance to collusion among other members is verified in an information theoretic sense when private communication channels are used. This assignment of serial numbers allows more complex data to be shared and has applications to other problems in privacy preserving data mining, collision avoidance in communications and distributed database access. The required computations are distributed without using a trusted central authority.

Existing and new algorithms for assigning anonymous IDs are examined with respect to trade-offs between communication and computational requirements. The new algorithms are built on top of a secure sum data mining operation using Newton's identities and Sturm's theorem. An algorithm for distributed solution of certain polynomials over finite fields enhances the scalability of the algorithms.

Key word:

Data Anonymization, MapReduce, Newton's identities, Sturm's theorem

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Enhancing Life Skills through Responsibilities

P. Christy Beulah Selvakan., V.O. Chidambaram College, Tuticorin, TN, India.

A. Kavitha., V.O. Chidambaram College, Tuticorin, TN, India.

Dr. R. Sasipriya., V.O. Chidambaram College, Tuticorin, TN, India.

Abstract:--

Life skills are needed to become a successful adult. In today's world learners are pressurized towards continues & high scores, rather than skills. An teacher can develop these skills can be developed by assigning works, group activities and roles. By providing opportunities, each day to every learner, it would train them to learn and practice life skills. These daily roles and responsibilities bring out the inside strength in the learners.

Keywords:

Life skills, responsibility.

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Consumer Satisfaction towards Online Shopping

S. Sivaranjani , M.Phil Research Scholar , PG & Research Department of Commerce ,V.O. Chidambaram College, Tuticorin, TN, India.

Dr. M. Jeyakumari., Associate Professor, PG & Research Department of Commerce ,V.O. Chidambaram College, Tuticorin, TN, India.

Abstract:--

The rapid development of the internet has a strong impact upon the worldwide marketing environment. Currently it has become one of the most popular approaches for businesses and customers to perform trade over the internet. Businesses are coming up with creative ways to promote their product via online. Thus, it describes how modern market is replacing the traditional markets. This study is taking place to identify the factors that may influence customer's online shopping satisfaction. The act of purchasing products or services over the internet is called online shopping. Generally, the success of online shopping thoroughly depends on the customer satisfaction during their purchase. Today both urban and rural areas enjoy internet facilities. Precisely for this reason customers are purchasing the product and services through online. Thus this study is focused to analyse the socio- economic characteristics of the respondents and the online shopping websites preferred by the respondents. The primary data will be collected from 160 respondents in Thoothukudi district. Therefore, this paper focuses on satisfaction on online shopping and online purchasing behavior.

Keywords:

Customer Satisfaction, Online Shopping, Purchasing behavior, Internet

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Gender discrimination in Bapsi Sidhwa's The Pakistani Bride

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Abstract:--

It was only after the Second World War that the women novelists excelled in gender-related limitations in their thematic concerns. They started writing about a range of experiences, which includes the neglected and the frightening areas to be dealt with. In Sidhwa's work, the themes diverge from traditional to contemporary. The feminine imagination in her novels is presented with a strange humour to discuss serious socio-political issues even though, Sidhwa is not gender conscious in writing about any issue.

In this novel, Sidhwa emphasizes the differences of two cultures which can never meet, be that of a Pakistani, an American or the mountains and the plains. Zaitoon, a girl, brought up in the liberal environment of Lahore can never cope with the tribal savagery. Similarly, Carol, an American woman cannot adjust to the Pakistan's conservative outlook. The novelist, here, also brings the theme of partition crisis which killed Zaitoon's own parents. But her main focus in *The Pakistani Bride* is always on the plight of women. *The Pakistani Bride* exposes the same fate of many brides whose stories remain unspoken; whose tears, the world can never see; whose sacrifices have never been admitted or admired. From this thorough analysis of the major themes of the novel, it is clear that the justification of the title *The Pakistani Bride* is beyond question. It exactly anticipates the themes Sidhwa has dealt with in this novel.

Keywords:

Gender, socio-political issues, tribal savagery, conservative, plight of women

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Thalikku Thangam Thittam

M.Arumuga Masana Sudalai., Ph.D HISTORY [Fulltime] , P.G&Research Department of History , V.O.Chidambaram College , Thoothukudi

Abstract:--

February 24th, 1948: Born in Melukote town, Mysuru district. Her parents Jayaraman and Vedavalli named their child as Komalavalli. She is from an orthodox Tamil Brahmin Family. Jayalalithaa was an Indian actor who turned into a politician and served five terms as the Chief Minister of Tamil Nadu, for over fourteen years between 1991 and 2016. From 1989 she was the general secretary of the All India Anna Dravida Munnetra Kazhagam , a Dravidian party. In 1991 Jayalalithaa became Tamil Nadu's youngest chief minister for the first time. Despite a monthly salary of Rs.1 . Roughly translated as 'Gold for marriage', the scheme was announced in AIADMK's 2006 manifesto and implemented when she came to power in 2011. Named after social activist Moovalur Ramamirtham, the scheme gives four grams of gold and cash upto Rs.50,000 to economically-backward women who have completed their degree or diploma. She had promised to raise the amount of gold to one sovereign during the current regime. At a time when gold was being sold at such high rates, it has become true in the houses of BPL families who could conduct the marriage in a humble manner and present the girl (bride) with four grams...Not only the couple, but the next two to three generations in the families which benefitted from the scheme would not forget our leader," he noted, adding the government had procured 2020 tonnes of gold for this scheme.

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Throe of being stolen in Doris Pilkington's Caprice - The Stockman's Daughter

Colette Sharmila., Assistant Professor of English, V.O.C. College, Thoothukudi, Affiliated to Manonmaniam Sundaranar University, Abhishekapatti, Tirunelveli

Dr. A. Alangara Betsy., Assistant Professor of English, St. Mary's College, Thoothukudi

Abstract:--

The British controlled dominated and exploited the indigenous population in the process of colonizing Australia in the late Eighteenth Century. They appropriated the aborigines' land, resources and wealth: they also left psychic scars of stealing their children from the indigenous families under the guise of civilization. Colonial Governments saw Aboriginals not as people who had been colonized but as heathens to be converted and institutionalized. The 'Assimilation Policy' as it was called advocated in all the states of Australia in order to remove the half caste aboriginal children. These children were placed in mission or welfare homes, ostensibly to provide them with a better standard of living and walled knowledge education. The policy also expected the forcibly removed children to learn European values and compelled them to adopt Christianity and thereby integrate them into the White culture. These Children came to be known as the 'Stolen Generation'. Till today, the literally 'filched generation' clamour for recognition in the White Australian Society. Literature by Aboriginals is replete with instances of such forced removal of children from their mothers. The history of the removal of Aboriginal children from their families is likely to be undocumented without these stories. It is these personal experiences that fill out the picture of generations of the separated children.

This paper will foreground on the psychic scars of the Stolen Generation writer Doris Pilkington's novel Caprica – The Stockman's Daughters. Further this paper will discuss and analyse the fear, persecution, angst desolation and the pain felt by the stolen children and their families in the novel Caprice – The Stockman's Daughter.

Keywords:

Colonisation, Australian Stolen Generation – Trauma – throe – Assimilation Policy – Psychic Scars, Fear – Desolation – Angst.

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Isolation, Purification and Characterization of Hypaphorine and Rutin from Hedyotis Leschenaultiana Dc (Rubiaceae)

A.Rajesh,, Department of Botany, Govt. Siddha Medical College, Palayamkottai.

P.S.Tresina,, Department of Botany, Govt. Siddha Medical College, Palayamkottai.

V.R.Mohan,, Department of Botany, Govt. Siddha Medical College, Palayamkottai.

Abstract:--

The genus Hedyotis finds a prominent place in different Indian systems of medicine. The different ethnic communities in India have used different species of Hedyotis in the treatment of various ailments. Taking into consideration of the medicinal importance of Hedyotis, the whole plant of Hedyotis leschenaultiana DC was subjected to isolation and identification of bioactive constituents. The extract was purified and isolated by column chromatography and thin layer chromatography (TLC). The isolated compounds were then subjected to UV spectrum, FTIR for identification of functional groups and ¹HNMR and ¹³C-NMR for identification of protons and carbon atoms. ESI-MS was done to identify the molecular weight of the isolated compounds. From the spectra obtained from FT-IR, ¹HNMR, ¹³C-NMR and ESI-MS, the isolated compounds were found to be Hypaphorine and Rutin with the molecular weight of 246 and 610 respectively.

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Digital Hygiene and Mental Health of Teen Age Children

M.Ramya., M.Ed Student, V.O.C. College, Thoothukudi.

M.Ajitha Mary Vimala., M.Ed Student, V.O.C. College, Thoothukudi.

Abstract:--

Adolescence is an age of stress and storm. Teenage comes with a lot of problems and challenges teenage behavior problems are something that almost every parent and teachers has to face. Teenagers face depression, stress, pressure, suicidal ideation. Digital hygiene is the practice associated with maintaining a high level of health in digital life. Mental health includes emotional, psychological social wellbeing Mental health is needed to do the day to duty life. This paper discusses about what's digital hygiene, how can it be maintained among teenage children to keep their mental health stable.

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A Study on the Working Condition of Salt Pan Workers in Thoothukudi

S.Prakash., M.Phil Research Scholar, PG and Research Department of commerce, V.O.Chidambaram College, Thoothukudi.

Dr.N.Maria Nevis Soris., Associate professor in commerce, V.O.Chidambaram College, Thoothukudi.

Abstract:--

Salt is very essential dietary commodity. Common salt is an article of daily necessity for human consumption. It has been important commodity for hundred years. It is used widely in the chemical industry and has various industrial uses. It is considered to be the basic as well as a highly indispensable commodity. Salt can be consumed by both rich and poor only to the limited and fixed quantity irrespective of the price or health. Salt is not found in nature. It is available in abundant quantities in sea water. Salt is a cheap and bulk commodity. It is produced in our country by the private, Co-operative and Government sectors. India now ranks third in the world in the production of salt. Salt is an important physiological necessity of life. With an enormous and growing population, the demand for salt is vital importance. Salt is used for several purpose. It is used for cooking as table salt and as a preservative in the preparation of condiments, pickles and food stuffs. It is also used to a limited extent in agriculture as an insecticide, wood killer and for stock feeding. It finds use in curing fish, meat packing, dairying and other industries to prevent deterioration. It is used in several industries such as glass, leather, soap, oil purification, dyestuffs, textiles, ceramics, refrigeration etc., In this regard, the main objective of the study is know the consumer working condition of salt pan workers in Thoothukudi.

Key words:

Salt chemical, sea water, fixed quantity.

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Female Diaspora as Doubly Marginalised: A study on Jhumpa Lahiri's The Namesake

Dr. R Ajith., Assistant Professor, PG & Research Dept. of English, V O Chidambaram College, Thoothukudi

Abstract:--

Diaspora, the Greek term was first used to name the displaced Jewish people, but later the term gained global significance and was used to denote the people of American and African Ancestry. In literature diasporic writers are those who have settled in countries other than their home land, distinguishing the living habitat with the roots. The Indian diasporic writers concentrated on depicting the immigrant problems like identity crisis, racial and cultural divergence, alienation of the mind, the loss of a sense of belongingness and the feeling of uprootedness, etc. Jhumpa Lahiri belongs to the second generation Indian American Diaspora community, born in London, 1967, to immigrant parents from the state of West Bengal, India. Her debut novel *The Namesake* (2004), discusses the diasporic themes such as the generation gap between first and second generation immigrants, conflict of East- West beliefs, cultural displacement, nostalgia, loss of identity, alienation, disintegration of cultures and so on. The present study explores the female diasporic characters like Ashima Ganguli as doubly marginalized: marginalized as an immigrant and marginalized as an immigrant women.

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Investigations on growth and studies of ferric sulfate doped KDP crystals

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P.Selvarajan., Department of Physics, Aditanar college of Arts and science, Tiruchendur-628216, Tamilnadu.

N.Balasundari., Physics department, Sri K.G.S arts College, srivaikundam- 628619. Tamilnadu.

U.Rajesh kannan., Department of Physics, Kamaraj College, Tuticorin-628003, Tamilnadu, India.

Abstract:--

Single crystals of undoped and ferric sulfate doped potassium dihydrogen phosphate (KDP) crystals were grown by slow evaporation solution growth technique using water as the solvent.

2 mole% of ferric sulfate was added as the dopant into the aqueous solution of KDP for preparation of the doped sample. Solubility of the samples was measured using water as the solvent at different temperatures. The lattice parameters were found by XRD method. The relative SHG efficiency was measured for both the samples by Kurtz-Perry method. Hardness parameters were determined at different applied loads. Dielectric behavior of the samples was studied by measuring dielectric constant and loss factor at various frequencies and temperatures. Third order NLO studies were carried out for the grown crystals of undoped and ferric sulfate doped KDP by Z-scan technique. Thermal studies and spectral studies were also performed for the samples to find thermal stability, functional groups and optical band gap.

Key words:

Single crystal; solution growth; doping; KDP; XRD; SHG; spectral method; hardness; dielectrics; Z-scan

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Philosophy for Live & Let Live

Dr. Anas Mohammed A., Research Scholer

Abstract:--

It is a special feature of this century that most people cease to exist before they reach full growth. War, Terrorism, accidents, natural disasters and ever personal animosity cause the unnatural eradication of human life. In addition, the most dangerous thread of 'suicide' also affects humanity. The lack of real knowledge about life and more than that spiritual ignorance are the real causes for such a plight. We have the philosophies of the Upanishats, Holy BhagavatGita, Budha's philosophies, AshtavakraGita, Holy Bible, Holy Qur'an, and Thirukural etc. to tide over all kinds of difficulties, but they don't go down in to the hearts of individuals in the proper manner. They were all utilized as means to grasp and establish power by the rulers whoever they are. According to official statistics of the Kerala the number of those who committed suicide in the last one and half year is about thirteen thousands, but if we add the numbers of those who drowned and meet with "accidental deaths" the suicide rate wise be much greater.

Everyone who turns desperate due to any reason should think about this, Have you heard of any cat having committed suicide which failed to catch a mouse?. Why these much despair for human beings alone?

Several people pine due to the lack of children; why can't those youth who put an end to their life for silly reasons, be their children; how many of them are thinking of suicide as they have lost their partners in life? Why can't they extend a helping hand to them and be their life partners? It will provide a meaningful life to both of them. What a large number of people exists in this world without eyes, ears, legs, tongue and any kind of help from anywhere, if those who think about suicide, spare one moment to remember them, can they be as last resort to the these people as their eye, ear, leg, hand, and tongue?

Thousands of great men have appeared on earth and disappeared, but ever in their life time, only a few could realize the greatness of life.

The Holy Qur'an and Holy Bible promise a magnificent paradise after a natural death. The Vedas / Upanishads also promise 'Moksham (or Nirvana in Buddhism)' after death. That means death will come at any rate. Then why should one cease the journey in the middle.

As we cannot take bath in the same water in a river more than once; this moment also will pass as we wish or not then why can't we enjoy this precious moment. Since both good and evil, virtue and vice arise from the same Almighty, if we can attain a state of realization of God who is the omniscient power of past, present and future, then we can be the objects of dedication, witnessing everything along hire in, Fourth terms (apart from Rajas, Thamas, Satwa) Sachithananda (Utter happiness) and Brahmasmi.,

shall we try.....

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IOT Based Smart Real Time Monitoring Echo System

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Vishnu.P.I., Asst.prof of E, PMSA PTM Arts & Science College, Kadakkal, Kollam, Kerala, India

Arungopi., Student, Department of CS, PMSA PTM College of Arts & Science Kadakkal, Kollam

Nikhil.M., Student, Department of CS, PMSA PTM College of Arts & Science Kadakkal, Kollam

Abstract:--

An ecosystem, a term very often used in biology, is a community of plants and animals interacting with each other in a given area, and also with their non-living environments. Global warming and climate change have the potential to alter biological systems. As global warming alters these patterns on timescales considerably shorter than those that arose in the past from natural climate variability, relatively sudden climatic changes may challenge the natural adaptive capacity of many species. On land, rising temperatures and changes in precipitation patterns and drought frequencies are likely to alter patterns of disturbance by fires and pests. So to overcome this problem we go for smart Ecosystem techniques using IoT. This project includes various features like GPS based remote controlled monitoring, wild fire, moisture & temperature sensing, intruders scaring, security, leaf wetness and proper irrigation facilities. It makes use of wireless sensor networks for noting the soil properties and environmental factors continuously. Various sensor nodes are deployed at different locations in the Ecosystem. Controlling these parameters are through any remote device or internet services and the operations are performed by interfacing sensors, Wi-Fi, camera with microcontroller. This concept is created as a product and given to the conservation of Ecosystem.

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Determination of bioactive compounds from the hexane extract of ipomoea pes-caprae (L.) R. Br by gc-ms analysis

A.Ramesh., Department of Chemistry, Chikkanna Government Arts College, Tirupur.

J. Balamani., Department of Chemistry, Chikkanna Government Arts College, Tirupur.

Abstract:--

The bioactive compounds of the hexane extracts of Ipomoea pes-caprae (L.) R. Br stem and leaf were investigated using Perkin-Elmer Gas Chromatography – Mass Spectrometry (GC-MS), while the mass spectra of the compounds found in the extract was matched with the National Institute of Standards and Technology (NIST) library. Twenty compounds were identified from the stem and leaf of I. pes-caprae respectively. GC-MS analysis of hexane extract of stem of I. pes-caprae revealed the presence of β -sitosterol (21.28%), (6E, 10E)-3,7,11,15-Tetramethyl – 1,6,10,15,19,23-Hexamethyl-1,6,10,14,18,22-tetracosahexaen – 3 –ol (7.73%), Lanosterol (5.93), Stigmasterol (5.54%) and Geranylgeraniol (4.35%), while the leaf of I. pes-caprae revealed the existence of γ -sitosterol (20.35%), 2, 6, 10, 15, 19, 23 – Hexamethyl-1, 6, 10,14,18,22-tetracosahexaen-3-ol (12.84%), Hexatriacontane (6.71%), Lanosterol (6.12%), α -Amyrin (5.07%), Stigmasterol (5.05%), Vitamin E (4.86%) and Campesterol (3.72%).

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On Zero-Symmetric Semicentral Γ -Near Rings

D. Radha., Assistant Professor in Mathematics, A. P. C. Mahalaxmi College for Women, Thoothukudi, Tamil Nadu, India.

C. Raja Lakshmi., II M. Sc (Mathematics), A. P. C. Mahalaxmi College for Women, Thoothukudi, Tamil Nadu, India.

Abstract:--

In this paper, we define zero-symmetric part in semicentral Γ -near rings. The definitions of left semicentral, right semicentral gamma near rings are defined along with the equivalence conditions for an idempotent e in the Γ -near ring to be both left semicentral and right semicentral. Any reduced gamma near ring with unity is both left and right semicentral Γ -near ring if it is zero-symmetric. Any left (right) regular unital Γ -near ring is right (left) semicentral gamma near ring if it is zero-symmetric.

Key Words:

Semicentral, idempotent element in Γ -near ring, unital, zero-symmetric, left (right) regular, reduced.

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Polyindole Based Zinc Oxide Nanocomposite –Synthesis and Characterization

S.Shyamala., Department of Chemistry, V.O Chidambaram College, Tuticorin.

Dr.R.R.Muthuchudarkodi., Department of Chemistry, V.O Chidambaram College, Tuticorin.

Abstract:--

In the present work polyindole based zinc oxide nanocomposite was prepared. Here zinc oxide nanoparticles were prepared separately using well-known wet-chemical method. Polyindole based zinc oxide nanocomposite was prepared using chemical oxidative polymerisation method. Polyindole was also prepared separately from its monomer indole to compare their properties with their counter parts. The samples have been analysed using UV,FTIR, XRD and CV techniques.The surface morphology is investigated with SEM and AFM analysis. FTIR studies showed that there is strong interaction between polyindole and nano sized Zinc Oxide particles. The AFM image showed by Polyindole picture was changed entirely in the case of nanocomposite. FTIR showed the vibration bands of both polyindole and zinc oxide in the nanocomposite. From the XRD spectrum the particle size was calculated using Scherrer's equation.

Keywords:

XRD, morphology, nanocomposite, chemical oxidative polymerisation, polyindole.

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Influence of gamma irradiation on antioxidant enzymes in three accessions of Dolichos lablab var. vulgaris

E. Daffodil D Almeida., Department of Botany, St. Mary's College (Autonomous), Thoothukudi-628001, Tamil Nadu, India

V.R. Mohan., Department of Botany, V.O.Chidambaram College, Thoothukudi-628008, Tamil Nadu, India

Abstract:--

The three accessions of Dolichos lablab var. vulgaris (black, brown and white coloured seed coat) were subjected to gamma irradiation and its effect was investigated with respect to antioxidant enzyme induction. When dry seeds were subjected to different doses of gamma rays (5, 10, 15, 20 and 25 kGy), the activities of peroxidase (POD), catalase (CAT), superoxide dismutase (SOD) and glutathione peroxidase (GPx) were significantly ($p < 0.05$) induced upto 15 kGy of gamma irradiation. A significant ($p < 0.05$) dose dependent increase in the concentration of lipid peroxidation content (MDA) was observed in all the accessions of D. lablab var. vulgaris. The activity of glutathione-S-transferase (GST) and reduced glutathione content (GSH) were significantly stimulated at the dose level of 10 kGy. The three accessions of D. lablab var. vulgaris varied in their gamma irradiation sensitivity with respect to the characters concerned.

Keywords:

Antioxidant enzymes, peroxidase, catalase, superoxide dismutase, glutathione-S-transferase, gamma irradiation.

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Cultural Hybridity in Amitav Ghosh's The Hungry Tide

Silvia.P.D., V.O.Chidambaram College, Thoothukudi-628008, Tamil Nadu, India

Abstract:--

Amitav Ghosh in all his novels contemplates on the social issues of the contemporary society. His *The Hungry Tide* exposes many concerns like dislocation, colonization, conflict of cultures and rootlessness. This paper tries to explore how hybridization is being dealt with in the select novel. Hybridity is the result of dislocation. In *The Hungry Tide* issues like home and homelessness, place and displacement, conflict of culture and classes are brought forth against the geographical backdrop. The novel revolves around the struggle between modernity and politics of ecology on one side and the precarious life of the indigenous people and their relationship with nature on the other side.

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Fluoride contamination in Groundwater: Issues and Challenges

S. Selvam., Department of Geology, V.O. Chidambaram College, Thoothukudi, Tamil Nadu, India

V.Stephen Pitchaimani., Department of Geology, V.O. Chidambaram College, Thoothukudi, Tamil Nadu, India

D.Manimaran., Department of Geology, V.O. Chidambaram College, Thoothukudi, Tamil Nadu, India

Abstract:--

Fluoride concentration in groundwater sources used as major drinking water source in rural area of Ottapidaram Taluk, Thoothukudi District, Tamilnadu was examined and the toxic effects by intake of excess fluoride on rural habitants were studied. Fifty four groundwater samples were collected throughout Ottapidaram Taluk and its surroundings during post monsoon season in 2015. World Health Organization (WHO) guideline value and the permissible limit of fluoride as per Bureau of Indian Standard (BIS) is 1.5 mg/L. The spatial interpolation maps of different ions were prepared by ArcGIS 10.2. Fluoride ion concentrations ranged between 0.11 to 3.3 mg/l with an average value of 1.2 mg/l in this area whereas, distribution pattern showed high concentrations in the vicinity of Akkanayakanpatti and Sterlite area. Alkaline pH, low calcium concentrations, high groundwater temperatures, and semiarid climatic conditions of the study area may cause elevated fluoride concentrations in groundwater, by increasing the solubility of fluoride-bearing formations (fluoride). High fluoride (1.5 mg/l) samples were commonly located in the Mixed Composite Gneisses and in the Granitoid Mica Gneiss and Shell limestone, respectively. Linear trend analysis on seasonal and annual basis clearly depicted that fluoride pollution in the study area is increasing significantly. Fluoride concentrations showed positive correlations with those of Na^+ and HCO_3^- and negative correlations with Ca^{2+} and Mg^{2+} . The alkaline waters were saturated with calcite inspite of the low Ca^{2+} concentrations. The saturation index indicates dissolution and precipitation contribute fluoride dissolution along with mixing apart from anthropogenic activities.

Keywords:

Ottapidaram, Fluoride, Linear trend analysis, saturation index, anthropogenic activities

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Novel Application of Hydrotropic Solubilization in the Spectrophotometric Analysis of Paracetamol Tablets

S.Muthumariappan., PG& Research Department of Chemistry, V.O.C .College Tuticorin.628008

C.PaulRathi., PG& Research Department of Chemistry, V.O.C .College Tuticorin.628008

Abstract:--

Simple, rapid, accurate and economical analytical methods are described for the determination of Paracetamol in tablet dosage form. In the present investigation, 10.0 M urea solution (hydrotropic solubilizing agent) was employed to solubilize the Paracetamol (a poorly water soluble drug) from fine powder of its tablets to carryout spectrophotometric analysis. Estimation was carried out for 10 commercial available tablet samples by spectrophotometry method. The result showed that Beer's law was obeyed in concentration range of 1-10 μ M with good linearity. The recoveries were within 98.5-101.0% for paracetamol was good with acceptable limits of detection (LOD) and quantitation (LOQ) for both compounds. A remarkable increasing in solubility of the compounds was obtained. The optimized methods showed good reproducibility and recovery with standard deviation of < 1.0% .

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Advanced Computational Geostatistical Studies of Groundwater Quality of Vilathikulam Region, Thoothukudi District, Tamilnadu, Tamilnadu, India.

Kuttalingam U., P.G Studies and Research Dept of Geology, V.O.C College (Affiliated to M.S.University,Tirunelveli)Thoothukudi, India.

Udayanapillai A.V., P.G Studies and Research Dept of Geology, V.O.C College (Affiliated to M.S.University, Tirunelveli) Thoothukudi, India.

Murugan D., P.G Studies and Research Dept of Geology, V.O.C College (Affiliated to M.S.University, Tirunelveli) Thoothukudi, India.

Lakshmanan C., PG studies and Research Dept of Botany, V.O.C.College(Affiliated to M.S.University,Tirunelveli)Thoothukudi,India.

Abstract:--

Fifty three representative ground water samples collected during pre-monsoon and post-monsoon seasons on 2015 from Vilathikulam region, Thoothukudi district, Tamilnadu, India were subjected to analysis for various major water quality parameter such as P^H , TDS, Cations Ca^{2+} , Mg^{2+} , Na^+ , K^+ and Anions HCO_3^- , SO_4^- , Cl^- , F^- and No_3^- . The GIS based spatial distribution maps for the integrated parameters of cations $Ca+Mg, Na-K$ and anions HCO_3^- , SO_4^- , Cl^- were prepared by the software ArcGIS 10.1. The advanced geostatistical evaluation such as Multiple Correlation, Principal Component Analysis and Cluster Analysis for the samples were performed by the geo-statistical software PAST. Further, the water quality parameters were illustrated with Piper, Richard, Wilcox and Doneen diagrams through Aquachem Software 4.0 versions. Finally, ground water qualities are compared with BIS and WHO standards of drinking water and other standards such as live stock and irrigation purposes.

Keywords:

Water quality parameters, Arc GIS9.3 : PAST, Piper, BIS and WHO, Drinking water; Livestock and Irrigation.

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Effect of stone crushers dust on chlorophyll content of some medicinally valuable plants from Sri Moolakkarai village of thoothukudi district.

Dr.S. Beulah Jerlin., Assistant Professor, Department of Botany, St. Mary's college (Autonomous), Thoothukudi

Abstract:--

The present investigation aims at studying the effect of stone crushers dust on chlorophyll content of some medicinally valuable shrubs. The dust deposition on the leaves affected the metabolic activities of these two plants. The moisture percentage of leaves was lower due to absorption of water vapours by dust particles. The pH of leaves at the polluted site was higher. There was maximum depletion of chlorophyll content in *Cassia auriculata* that showed the more sensitivity of the leaves of this plant towards stone crusher dust. It is suggested that stone crushers around Sri Moolakkarai Village of Thoothukudi District should take some suitable measures so that the vegetation around them is not affected so as to protect the biodiversity of this area.

Key words :

Stone Crushers, Dust, Chlorophyll Content, Pigments.

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A Study on Impact of Digital Marketing in Customer Purchase Decision in Thoothukudi

Mrs. R. Tiffany., Assistant Professor, Department of Commerce, Holy Cross Home Science College, Thoothukudi

Dr. S. Santhana Kamala., Assistant Professor, Department of Commerce, Holy Cross Home Science College, Thoothukudi

Mrs. M. Phorkodi., Assistant Professor, Department of Commerce, Holy Cross Home Science College, Thoothukudi

Abstract:--

Digital marketing can be defined as the process of promoting of brands using digital distribution channels comprising internet, mobile and other interactive channels. The basic advantage in this form of advertising lies in its low cost model. The aim of the study is to examine the implication of digital marketing in consumer purchase decision and to find out whether the consumers are aware of digital marketing and the digital channels influence their purchase decision. The study is carried out through survey from 50 respondents. The results of the survey are analyzed using chi square test. The findings revealed that customers are aware of digital marketing and they prefer to by shopping goods through digital channels. The study is performed in a particular geographical area and this may be considered as a limitation to judge the purchase decisions of all customers of various regions. As the world is moving towards digital era, the digital channels play a vital role in the increase of sales of any firm's products. So the present study made an attempt to reveal the impact of digital marketing on customer purchase decision. This report will help to get an idea about digital marketing and how the digital marketing has impact on revenue generation for digital marketing companies.

Keywords:

Digital, Online, goods, revenue, channels.

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Traffic Load Computation on Cluttered Road Scenes

V.S.Harilakshmi., Manonmaniam Sundaranar University, Tirunelveli

Dr.P.Arockia Jansi Rani., Manonmaniam Sundaranar University, Tirunelveli

Abstract:--

Large urban areas are subjected to face a major problem of traffic congestion because of the increase in number of vehicles. Traffic congestion plays a vital role in Intelligent Transportation System (ITS). Different techniques have been proposed to estimate the traffic load to combat traffic congestion. Most of the works detect the edge of vehicles and count the number of vehicles in the frame. The method of counting number of vehicles may give faulty results and inefficient in case of extremely overlapping vehicles in congested road. This paper proposes the method of calculating the traffic load levels based on the application of image processing techniques on the background segmented road patch. Traffic load levels are then estimated based on the careful investigation and mapping of the feature values. Proposed load computation algorithm based on segmentation of cluttered road scenes shows superior results when compared to the existing load computation algorithms.

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Consumer Satisfaction on Personal Care Product of Hindusthan Unilever Limited With Reference To Thoothukudi

A.Saratha., M.Phil Research Scholar, PG and Research Department of commerce, V.O.Chidambaram College, Thoothukudi.

DR.K.Kamalakaran., Head and Associate Professor of Commerce, PG and Research Department of commerce,
V.O.Chidambaram College, Thoothukudi.

Abstract:--

Now a day's most business organizations are operating in a complex and competitive environment where demands are constantly changing. In this era of intense competition, especially within the FMCG sector, one can achieve success only after having a thorough understanding about their target consumer preference and satisfaction. Personal care industry is composed of hair care, bath products, skin care and cosmetics, and oral care. Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company with a heritage of over 80 years in India and touches the lives of two out of three Indians Hindustan Unilever is looking to diversify its beauty and personal care portfolio and is also working on expanding its distribution network across the country over the next two years. The study is conducted in and around Thoothukudi and a sample of 60 respondents was taken. The collected data with the help of well -structured questionnaire. The study shows that consumers give more importance to the 'Price' of the personal care brands they buy. Further the variation of the influence of different factors across gender, marital status, age group and educational level of respondents was also analyzed in this article. The finding of the study reveals that the maximum of the respondents are female and most of the respondents are graduates using HUL personal care Products.

Keywords:

FMCG - Preference - Customer Satisfaction – Brand – HUL – Personal care products.

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Customer Relationship Management Strategies in Shopping Malls: A Study

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Dr.M.Jeyakumari., Associate Professor, PG & Research Department of Commerce, V.O.C College, Tuticorin.

Abstract:--

Internet technologies have provided many competitive advantages such as speedy, selectivity, individuality and interactivity. The Internet enables customers to search products and services meeting their needs with less time than before. The digital market place where buyers make orders on Internet and internet has appeared to become a prevalent sales channel. After dot-com bubble burst in 2002, an uncountable number of small-sized shopping malls have been thriving due to many good characteristics of online marketplace, including significantly reduced search costs and menu cost for products or services and easily accessing products or services in the world. While some malls thrive to flourish, many of them even vanished. These days, the revenue curve changes from steep to gentle slope because the owners of the shopping mall are unaware of developing CRM strategies that fit to them.

Therefore, our study aims to deal with couple of research objectives; to understand the CRM strategies that could increase revenue of malls. Secondly, to identify the factors influence shoppers to continue shopping at shopping mall. Convenient sampling method is employed to collect data in the shopping malls in Southern districts of Tamilnadu. Primary data have been collected in the shopping malls from 260 respondents. The above stated research objectives are to be analysed.

Keywords:

Customer relationship, shopping malls, CRM strategies.

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Thoothukudi, Tamilnadu, 19th & 20th, April 2018

Pharmacological and Antibacterial studies of Synthesized doped and undoped Zinc oxide nanoparticles by using Triumfetta rotundifolia Plant Extract

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Abstract:--

Development of reliable and eco-friendly green methods for the production of metallic nanoparticles have many advantages in the field of nano-technology. The aim of the present work, describes a cost effective and environment safe technique for green synthesis of doped and undoped Zinc oxide nanoparticles by using the plant extract as reducing agent. The synthesized nanoparticles have been characterized by UV-VIS spectra, FTIR, XRD, SEM, EDX, TGA, CV and Particles size analysis. The absorption maximum was scanned by UV-VIS spectroscopy. Further these biologically synthesized nanoparticles exhibit a tremendous anti bacterial activity. Hence, the plant based route could be considered as fast and easy bio process of nanoparticles production.

Keywords:

Zinc oxide nanoparticles, UV-VIS, FTIR, XRD, SEM, EDX, Pharmacological studies

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Normality in Idempotent Commutative Γ -Semigroup

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Abstract:--

In this paper, a normality in an idempotent commutative Γ -semigroup is defined. A notion of left (right) normal, left (right) quasi-normal, regular, normal, left (right) semi-normal, left (right) semi-regular, in a normal idempotent commutative Γ -semigroup S are defined. Any left (right) normal is left (right) quasi-normal in an idempotent commutative Γ -semigroup and vice versa. Also, it is regular if and only if it is normal and the same statement is proved with respect to semi-regular and semi-normal substructure. Any quasi-normal is also semi-regular as well as semi-normal and also the converse in an idempotent commutative Γ -semigroup. In a commutative idempotent Γ -semigroup, left regularity implies both left and right normality.

Keywords:-

Γ -semigroup, idempotent, commutative, left and right regular, left and right normal, left and right quasi-normal, left and right semi-normal, left and right semi-regular.

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Effects of Various Levels of Spirulina on Growth Performance in Carassius Aurarus

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Abstract:--

The goldfish, *Carassius auratus* is one of the most commonly kept aquarium fish added to stagnant water bodies to reduce mosquito populations. Spirulina is one of the most natural sources of nutrition known for both terrestrial and aquatic animals. Spirulina contains 60-70% of protein and is the richest source of vitamin B-12, β – carotene (twenty times that of carrots) with essential fatty acids and minerals. The study was conducted to determine the optimum level of dried Spirulina in test diets for goldfish. The growth rate was measured after 35 days. The fish (T1, T2, and T3) which were fed with the diet supplemented with dried Spirulina at a concentration of 0.5, 1.0 and 1.5 percent, the growth rate was significant compared to the control. The growth rate was highest in T2 when compared to other Spirulina supplemented groups. Maximum growth rate was observed in the group supplemented with 1.0% spirulina.

Key words:

Carassius auratus, Spirulina

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Quantitative assessment of bacterial indicators of faecal pollution from two different Coastal environs.

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T.Balasubramanian., Centre of Advanced Study Marine Biology Annamalai University, Parangipettai – 608502

Abstract:--

Marine ecosystem is being threatened by the discharge of untreated sewage wastes and industrial effluents which ultimately affects the sustainability of living resources and public health. These wastes carry enormous level of microbial pathogens to the marine environment and results in negative impact on the marine resources thus causing economic loss. Sewage effluents contain a wide range of human enteric pathogens ,which may pose a health hazard to the exposed human population when they are discharged into natural waters. The primary objective of this study is to assess and study the nature, intensity and extent of biological pollutants of ennore coastal area which is severely affected by enormous quantity of industrial and domestic wastewater disposal.and Pichavaram mangrove which is unpolluted area when compared with Ennore coast.Microbiological examination of coastal water have a special status in marine pollution studies, as it is a direct measurement of deleterious effect of coastal pollution on human health through food chain. It is essential to monitor marine microbial population to ensure the safety of seawater for recreational purpose. Microorganisms in seawater include several harmful bacteria which are capable of causing diseases such as diarrhea and cholera and make potential threat to human health. These pathogenic organisms present in coastal waters contaminated by domestic sewage and other organic waste materials.

The present investigation highlights the occurrence and distribution pattern of enteric pathogens in marine water. It also evaluates the influence of anthropogenic inputs and raw sewage on the incidence of these bacteria from two stations,Pichavaram mangrove and Ennore estuary.The regular microbial monitoring in the coastal environment is an integral and essential part in predicting microbial pollution of coastal waters.

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Synthesis, Characterization and biological activities of polymer and chitosan-metal oxides nanocomposites

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Abstract:--

Nanocomposites, a high performance material exhibit unusual property combinations and unique design possibilities. With an estimated annual growth rate of about 25% and fastest demand to be in engineering plastics and elastomers, their potential is so striking that they are useful in several areas ranging from packaging to biomedical applications. Being environmentally friendly, applications of nanocomposites offer new technology and business opportunities for several sectors of the aerospace, automotive, electronics and biotechnology industries. In this work, the four polymer-metal oxides (V_2O_5) and chitosan based metal oxides nanocomposites (V_2O_5 and In_2O_3) were synthesized using chemical methods. All the nanocomposites were characterized by various spectral techniques like UV-Vis absorption, photoluminescence, FT-IR, XRD, DSC and AFM studies. The polymers and nanocomposites were further characterized by FESEM study. The AFM studies shows that the prepared polymer - V_2O_5 nano composites and Chitosan - metal oxide nanocomposites sizes in the range from 51 to 117nm and 55 to 115nm respectively. The FESEM studies shows that both the chitosan- In_2O_3 nanocomposite and chitosan- V_2O_5 nanocomposites have nano rock and nano grain like structures respectively. Their antibacterial and antifungal studies were also carried out for chitosan- metal oxides nanocomposites. However chitosan- V_2O_5 nanocomposite has higher antibacterial activity than chitosan- In_2O_3 nanocomposite.

Keywords:

Nanocomposites, chitosan, polymers and nanorock structure.

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Strongly g^* -closed sets in Topological Spaces

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Abstract:--

In this paper, we introduce the concept of strongly g^* -closed sets in Topological spaces and investigate the relation between other closed sets. Also we characterize the properties.

Mathematics Subject Classification: 54A05.

Keywords:

g^* -closed set, g^* -closed set, strongly g^* -closed set.

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A New Class of Continuous Functions in Bitopological Spaces

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Abstract:--

The concept of bitopological space was first introduced by J.C.Kelly in 1963 (i.e) a non empty set X equipped with two arbitrary topologies τ_1 and τ_2 .The concept of generalized closed sets plays a significant role in general topology and these are the research topics of many Topologists worldwide.In1970 Norman Levine introduced the concept of generalization of closed sets in topological spaces and he defined the semi-open sets and semi-continuity in bitopological spaces.The concept of continuity in topological spaces was extended to bitopological spaces by Pervin (1967).The authors of this paper have already introduced (i, j) - $g^{##}$ closed sets. (i. e)a subset A of a bitopological space (X, τ_1, τ_2) is called (i, j) - $g^{##}$ -closed if $\tau_j\text{-cl}(A) \subseteq U$,whenever $A \subseteq U, U$ is τ_i - $g^{\#}$ -open in (X, τ_1, τ_2) and some of the properties were discussed. In this paper we introduce (i, j) - $g^{##}$ continuous functions in bitopological spaces and discuss the relation with other continuous functions and obtained their characteristics.

Key words:

Bitopological space, (i, j) - $g^{##}$ closed set, (i, j) - $g^{##}$ continuous map.

AMS Mathematics Subject Classification 2010:54A05,54A10.

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Optical, structural, morphological and thermal properties of mixed Co_3O_4 - CuO - ZrO_2 nanoparticles

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Abstract:--

Mixed metal oxides (Co_3O_4 - CuO - ZrO_2) nanoparticles were synthesized through wet chemical method. Optical, structural, morphological and thermal properties of mixed Co_3O_4 - CuO - ZrO_2 nanoparticles were studied by UV- DRS, XRD, FT-IR, SEM, TEM, SAED, AFM, TG/DTG and DSC. UV-Vis diffuse reflectance spectrum indicated that the band gap of Co_3O_4 - CuO - ZrO_2 nanoparticles is about 2.52 eV. The average crystalline size of Co_3O_4 - CuO - ZrO_2 nanoparticles was estimated from the X-ray diffraction peaks of powders using Scherrer's formula. The average crystalline size varies from 12.93 to 23.83 nm. The FT-IR confirmed the formation of Co_3O_4 - CuO - ZrO_2 by exposing the presence of M-O bonds. The synthesized Co_3O_4 - CuO - ZrO_2 nanoparticles have irregular morphology with size ranging from 10 - 40nm as evident from SEM, TEM and AFM micrographs. TG/DTG and DSC studies revealed good thermal stability of the Co_3O_4 - CuO - ZrO_2 nanoparticles. From the TG analysis, a total mass loss of only 28.86% was observed in the temperature range from RT to 1200°C.

KEYWORDS:

Co_3O_4 - CuO - ZrO_2 , Morphology, Band gap, Thermal stability.

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Modified Electrode used for Detection of Heavy Metals

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Abstract:--

Electroanalysis more advantages due to high sensitivity, reduction in sample consumption, high-speed analysis, low operating cost and high scan rate in all cases. Surface modification by multiwalled carbon nanotubes (MWCNTs) on a glassy carbon electrode (GCE) was employed in the present study to determine metal traces (Pb, Cu, Cr and As). The multiwalled carbon nanotubes modified glassy carbon electrode exhibits superior performance in comparison to the bare glassy carbon electrode and yielded a higher electrochemical response. After optimization of the experimental and voltammetric conditions, the best voltammetric responses were obtained in pH 7.0 with -1.2 V initial scanning potential, 0.004 V scan increment, 0.075 V pulse amplitude and 0.1 s pulse width. A straight line with good correlation was obtained from the plot of peak current vs. concentration. From the straight line plot, R² values were obtained to be 0.990 (Pb), 0.995 (Cu), 0.988 (Cr) and 0.989 (As). With the MWCNTs/GCE as the working electrode there is a noticeable shift in the peak potential. This may be due to the increase of the electrochemically active surface. The results compared with ICP-OES and found to be in good agreement. AFM topographic images of thin film of *Syringodium isoetifolium* revealed nearly cloudy and snow zone structures in acid and aqueous medium. 3-D structures could be due to the presence of some heavy metals in *Syringodium isoetifolium*.

Key words:

MWCNTs, GCE, ICP-OES, AFM, Heavy metals

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History of Agrarian Life after Independence from 1951-56 – A Study

Kosalairani.T., Research scholar, VOC college, Tuticorin

Abstract:--

An attempt is made to trace out the significance of Agrarian life of Independence. This research paper is an analytical study by the help of primary and secondary sources. There has been a steady development in all aspects of agriculture. Irrigation facilities were improved with the proper implementation under the five year plans in the state. Green Revolution in terms of hybrid varieties and application of chemical fertilizers increased the production to a great extent. Abolition of Lamindari system, Land turning, consolidation of farms introducing of the land ceiling act were the new agricultural reforms introduced for the agricultural production positively in Tamil Nadu.

This fundamental objective of planning is to accelerate economic development of the country by bringing about an optimum utilization of its resources, so that the masses can have a reasonable high standard economic well being. The first attempt at systematic planning in India was made by M.Visvesvarya, when he published in his book 'Planned economy of India'. Three years later, the Indian National congress set up the National Planning committee under the chairmanship of Pandit Jawarharlal Nehru, which submitted its report as late as 1948, since the Second World War and abnormal political development in this country supervened. The Government of India also realized that the need for planning and accordingly, a Department of Planning and Development was set up in 1944, which grew up both short term and long term plans, the former for the restoration of economic normally after the war and the later for the country's economic reconstruction and development.

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Left Singularity and Left Regularity in Near Idempotent Γ – Semigroup

D. Radha., Assistant Professor in Mathematics, A.P.C Mahalaxmi College for Women, Thoothukudi, India.

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Abstract:--

In this paper, left singularity and left regularity in a near-idempotent Γ – semigroup are defined. In a near-idempotent Γ – semigroup λa is left singular and it is also proved that every δ class in a near-idempotent Γ – semigroup S is left (right) singular if and only if S is left (right) regular. ξ - class is defined and proved that it is a near null semigroup. Also $\xi a \xi b \subset \xi$ for all a, b in S and $\xi ab = \xi a$ in a left singular near-idempotent Γ – semigroup. Any near-idempotent Γ – semigroup is left regular if and only if $\rho = \xi$ and right regular if $\lambda = \xi$. Also any near idempotent Γ – semigroup is near-commutative if $\delta = \xi$. Any near-commutative Γ – semigroup is near commutative if only and only if it is both left and right regular.

Keywords:

Near- idempotent, Γ – semigroup, regular, singular semigroup, δ class, λ -class in near-idempotent Γ – semigroup, near-commutative Γ – semigroup.

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A Post Colonial Contemplation of the Subjugated Afro - American Captives in Colson Whitehead's The Underground Railroad

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Abstract:--

Post Colonialism dealt with the colonization , deolonization and neolonizing process.Post Colonization discusses the political ethical and metaphysical concerns about gender,nationality,cultural identity, nationality ,race ,ethnicity,language and power. Subaltern was the main concept of Post Colonialism. Colson Whitehead was an American writer. His works are about the issue of slavery , race and cultural identity . His style of writings were languorous . Among the works of Colson Whitehead The Underground Railroad is a fantabulous novel .He worked The Underground Railroad as a genre of historical fiction . The novel is about whether the protagonist taste the essence of freedom or not. Colson Whitehead depicted the underground railroad .There was a record that there was an actual underground railroad system. The novel may not present the actual life of the African people but it is literal.While analyzing this novel we would come across the issue of slavery , brutality, violation and inequality.The Afro-Americans were endured these kinds of oppressions for their lifetime.

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Impact of Technology on Genre Fiction

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Dr B.Manivannan., V.O.Chidambaram college, Tuticorin.

Abstract:--

Genre fiction, which has been otherwise called popular fiction, began its development in the late 19th century due to the advancements of technological progress. Since the invention of various techniques in printing press, binding and circulation, the fate of genre fiction has completely changed. It has adopted various technical advancements to keep pace with the pressing needs of the time. In the present day consumerist culture, reader as a consumer considers the act of reading a novel consuming a product. Hence, genre fiction is more of reader centered. Now a novel can be read in different formats such as paper back, kindle edition, hard cover, mass market paperback, audio CD, audio cassette and flexibound. Technology and its devices have provided unique platforms like blog, instagram, twitter and other social networking sites for renowned authors not only to express themselves but also to communicate to their fan base and get instant feedback about their creative work. The very production and reception of these popular novels are thus undoubtedly modified by technology. This paper attempts to focus on how technology and genre fiction grow in tandem forming a new elitist reader community.

Keywords:

Technology, genre fiction and elitist reader community

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Immunostimulating Activities of Tunicate-Phallusia Nigra Savigny, 1816 on Mda-Mb-231 Tumor Bearing Mice

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Abstract:--

The present study was carried out to assess the immunostimulating activities of ethanolic extract of simple tunicate *Phallusia nigra* on MDA-MB-231 tumor bearing Swiss albino mice. 100% toxicity was observed in 0.60 mg/ml concentration. Since the tunicates are sedentary organisms, they are rich in secondary metabolites as chemical defence. Standard methodology has been adopted to assess the various parameters. The results showed highly significant and dose related increase in quantitative hemolysis of sheep red blood cells, lymphocyte proliferation, NK cytotoxic activity and phagocytosis rate. The results obtained for group IV treated with highest dose of the extract was near to the group treated with the standard drug vincristin. It is concluded that the bioactive compounds present in *Phallusia nigra* may modulate immune functions and play a vital role in cancer prevention and treatment.

Keywords:

Phallusia nigra, MDA-MB-231, Immunostimulating, Hemolysis, Lymphocyte proliferation, NK cytotoxic activity, phagocytosis rate.

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Growth and Characterization of Pure and L-Histidine doped Glycine Sodium Nitrate Single Crystal

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Abstract:--

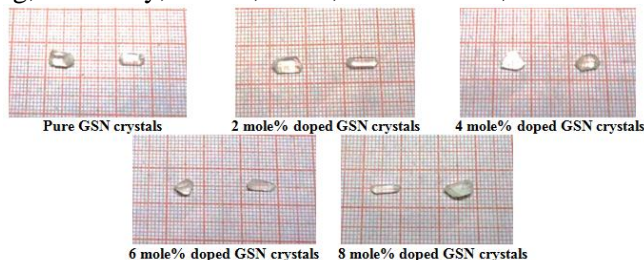
Single crystals of GSN and different molar concentration of L-Histidine doped GSN crystals; have been grown from aqueous solution by slow evaporation method. Solubility studies of GSN and L-Histidine doped GSN for different temperatures shows that, the grown crystals, solubility increases linearly with increase of temperature and also due to increase in percentage of dopant, which proves the positive temperature coefficient of solubility. The grown crystals were subjected to Powder X-ray diffraction, which identifies that all the grown crystals where belong to monoclinic system. Though the additives are varied with different molar concentration, it does not alter the parent crystal system. No change in basic structure is observed except for the slight change in their intensity of peaks with the addition of L- Histidine.

Fourier transform infra-red spectra shows that the L- Histidine doped GSN provides similar spectra as that of pure GSN spectrum, but there is shift observed for all the peaks suggesting that there is wide range of interactions for the grouping. UV-Vis-NIR absorption spectra helps us to identify that the lower cut-off wavelength is 217 ± 1 nm for pure and L- Histidine doped GSN single crystals. The wide transmission shown in the entire visible region (300-900nm) of our grown crystals, confirms that these materials may be a potential candidate for opto-electronic applications like optical filters.

Vickers microhardness measurements were carried out on pure and L- Histidine doped GSN crystals, it reveals that the hardness values of the crystal decreases due to the increase in the dopant ratio except at 4 mole% doping. Photoluminescence spectrum (PL) result shows that pure and L- Histidine doped GSN shows a strong and broad emission peak at around 528nm which illustrate that the crystals has an emission of green radiations.

Keywords:

Single crystals; Doping; Solubility; PXRD; FTIR; UV-Vis-NIR; Photoluminescence



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Green synthesis of Novel Nickel oxide Nanoparticles using Mangroves and its Electrochemical Characterization

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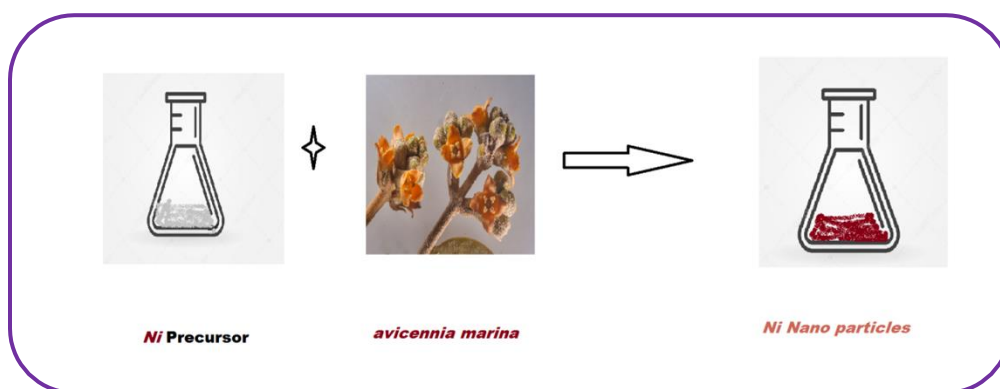
C. Vedhi., P.G. Research department of chemistry, V.O. Chidambaram College, Tuticorin

Abstract:--

Green technology and bio perspective research approaches are long lasting and most preferable one. Magic of this output is harmless and mostly in nano scale. Mangroves are small tree that's grows in saline environment. Many types of mangroves are available in worldwide, *Avicennia marina* which is available in Tuticorin District, flower part of species has utilised for synthesis of NiO nano particle. NiO nanoparticles are using as catalyst, sensors, plastics, batteries, smart energy efficient materials, etc., Effective and novel nano materials are got. The characterisation techniques of UV, FTIR, AFM, Electrochemical workstation are used to analysis of novel nanoparticles. In UV, optical absorption peak intensity was found from 225 to 303 nm. The FTIR band at 418.57 cm⁻¹, 466 cm⁻¹ and 618.67 cm⁻¹ reveals the presence of NiO. Spongy like morphological behaviour was exhibits by atomic force microscopy.

Keywords:

Green synthesis, Mangroves, UV, FTIR, AFM.



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Reasons why we need Social Science

Dr.S. Antony Vinolya., Assistant Professor of History, V.O.C.College of Education, Thoothukudi.

Abstract:--

Social science is, in its broadest sense, the study of society and the manner in which people behave and influence the world around. In recent years STEM (Science, Technology, Engineering, and Mathematics) sciences have received the majority of investment and support from government, universities, etc., while these subjects are no doubt important, the importance of social sciences should not be ignored. Role of Social Science in development of an individual is an essential one by following the strategist like awareness of the world and environment, helps to develop cultural understanding, helps to develop critical thinking abilities, economic education, helps to enhance the social understanding and it helps one to become better citizens. Reasons for the need of social science: Social scientists help to imagine alternative futures, can help to make sense of finances, Social scientists contribute to the health and well-being, it might save life, can make neighborhoods safer, social scientists as public intellectuals, it can improve the children's lives and education, can change the world for the better, can broaden once horizons and to guarantee the democracy. Social sciences means to quire more knowledge and help us to know the mystery of the society and ameliorate the interactions with each other, additionally the social science are the most important science in our life because human being is the element who lives with in a society which takes the great part in the social science.

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Role of DIC, NSIC in Entrepreneurial Development in Thoothukudi

Enok Raja Singh., Department of Business Administration V.O.Chidambaram College, Tuticorin

Abstract:--

There is a very important role for entrepreneurs to spark economic development by starting new businesses, creating jobs, and contributing to improvement in various key goals such as GDP, exports, standard of living, skills development and community development. The basic objective of the MSME Department of the Govt. of Tamilnadu is to achieve massive increase in employment by promoting Micro , Small , Medium Enterprises and Rural Industries. The District Industries Centre , Thoothukudi has been pursuing the basic objectives by assisting for optimum utilization in existing industries , faster promotion of new MSME and Village Industries with a rural base and by increasing the employment opportunities in Small Industries sector. The small entrepreneurs require various types of assistance right from the selection of an item for manufacture , inputs like credit , raw materials , power land and building etc., Under the new scheme of District Industries Centre the entrepreneur can get such assistance through one agency.

This study aims at analyzing in detail the various assistances provided by the district industries centre in the various parts of the city to promote entrepreneurship. It focuses also on the important schemes offered, the level of awareness among the public towards DIC and the steps taken by DIC to increase this awareness level.

Keywords:

entrepreneurial development, MSME, DIC

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SHG - Bank Linkage Programme in India: A Study

Dr. Kamalakannan., Assistant Professor and Head, PG and Research Department of Commerce, V O Chindambaram College, Tuticorin.

Abstract:--

SHG is a homogeneous group of poor people voluntarily coming together to save whatever amount they can save conveniently out of their earnings, to mutually agree to contribute to a common fund and to lend to the members for meeting their productive and emergency needs. The SHG is a viable organised setup to disburse micro credit to the rural people specially to the women for the purpose of making them enterprising and encouraging to enter into entrepreneurial activities. The SHG - Bank linkage programme is an important strategy for delivering financial services to the poor in a sustainable manner in India. SHG is a method of organising the poor people and the marginalised to come together to solve their individual problem. The SHG - Bank linkage programme was launched by NABARD in 1992 with the policy support of the Reserve Bank of India. The programme was mainstreamed with commercial banks and co-operative banks in 1996. A main objectives of the programme has been financial inclusion by extending outreach to poor house holds in rural areas making available credit services at their door steps with easy and self managed access to formal financial services on a sustainable basis and in a cost effective manner.

NABARD has been playing the role of propagator and facilitator by providing conducive policy environment, training and capacity building besides extending financial support for the healthy growth of SHG Bank linkage programme.

This paper is primarily aimed at examining the progress of SHG - Bank linkage and to analyse the role of SHG's in the saving habit of its members. The study is based on secondary data collected from the publications of NABARD. The total number of SHG's linked with Banks was 50,09,794 in 2007-2008 which became 85,76,875 in 2016-2017. The study reveals that the compound annual growth rate of SHG's linked with commercial banks Regional Rural bank and Co-operative banks during the period of ten years from 2007-2008 to 2016-2017 are 5.22, 7.17 and 7.41 respectively. Their savings amount with banks on 31st March 2008 was Rs 378538.95 lakhs which became Rs 1611422.67 lakhs on 31st March 2017. Compound annual growth rate of saving with commercial banks, Regional Rural Banks and Co-operative banks during the period of 10 years from 2007-2008 to 2016-2017 are 19.30, 13.44 and 17.51 respectively. There is a wide variation of average amount of savings in different regions of the country. Hence efforts should be made to motivate the banks to take active interest in this programme in mobilisation of savings.

keywords :

Self Help Group, Micro Finance, Micro Credit, SHG - Bank Linkage and Savings.

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E-Wallet Payment: Swot Analysis from Customer Perception

Dr. J.Mohamed Ali., Assistant Professor & Ph.D., Research Advisor in Commerce, Khadir Mohideen College, Adirampattinam, Thanjavur, Tamilnadu, India

Mr. L.Vijaya Gopalan., Research Scholar in Commerce, Khadir Mohideen College, Adirampattinam, Thanjavur-614 701, India

Abstract:--

In India, e-pockets come underneath the legally identified term - “pre-paid payment units”. Pre-paid charge devices are described inside the RBI recommendations issued underneath the payment and settlements systems act, 2005 as fee units that facilitate buy of goods and offerings, along with price range switch, towards the price stored on such instruments. The value stored on such instruments represents the price paid for by the holders with the aid of coins, by way of debit to a financial institution account, or with the aid of credit card. The pre-paid instruments can be issued as smart cards, magnetic stripe cards, net bills, net wallets, cell accounts, cellular wallets, paper vouchers and this kind of device which can be used to get admission to the pre-paid amount. Not like different pre-paid payment units, e-pockets are best a web primarily based on-line account, sans the lifestyles of a bodily card. Cell pockets are an e-pockets in which the cell telephone receives doubled up as a digital pockets. Being a pre-paid payment device, e-wallets are also concern to the guidelines stipulated by means of RBI for such devices.

Electronic wallet (e-pockets) refers to a digital, internet based fee device which stores financial value in addition to private identity related facts. Such digital charge structures enable a purchaser to pay on line for the goods and offerings, inclusive of shifting funds to others, by means of the use of an incorporated hardware and software program system. Hardware may be a cell or pc. Communiqué among the purchaser and the seller might also happen over the net or blue tooth or on cell network. Consequently, e-wallet is not anything however online cash account which does no longer require the use of a bodily card for venture transactions. Unlike savings financial institution debts do now not provide any hobby for maintaining cash in it, but rewards the holders thru coins-backs for making purchases through it. Not like credit score cards, e-wallets are pre-loaded cash. Consequently, it resembles greater to a debit card.

E-wallet is a component of the charge system. the word “payment system” is described in India to intend a machine that permits price to be effected among a payer and a beneficiary, involving clearing payment or settlement service all of them. a “fee machine” as understood in India, can consist of the systems permitting credit score card operations, debit card operations, smart card operations, cash switch operations or such comparable operations.

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Salt Export from Thoothukudi District

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Dr. M. Jeyakumari., Associate Professor, PG and Research Department of Commerce, V.O.Chidambaram College, Thoothukudi

Abstract:--

India is the third largest salt producing country in the World after China and USA with global annual production being about 230 million tones. The growth and achievement of salt industry over the last 60 years has been spectacular. When India attained Independence in 1947, salt was being imported from the United Kingdom to meet its domestic requirement. However, today it has not only achieved self-sufficiency in production of salt to meet its domestic requirement but also in a position of exporting surplus salt to foreign countries. This paper gives a comprehensive picture of the current salt export scenario in Thoothukudi district. The study is descriptive in nature and is based on secondary data obtained from Annual Administration reports of Tuticorin circle collected from the Assistant Salt Commissioner, Salt Department, Thoothukudi. This research paper shows a clear picture of salt export trends for ten years from 2003-04 to 2012-13 and also reveals the prevailing export conditions of salt from Thoothukudi district.

Keywords:

Salt export, salt industry, Thoothukudi.

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A filmic adaptation study of J.K. Rowling's Harry Potter and the Philosophers stone

N. Jothi., PhD Research Scholar, PG and Research Department of English, V.O.Chidambaram College, Thoothukudi

Dr. V. Chanthiramathi., Research Guide & Associate Professor, PG and Research Department of English, V.O.Chidambaram College, Thoothukudi

Abstract:--

Filmic adaptation is the adaptation of a literary work into a film. It provides a new look to the original source text. This paper "A filmic adaptation study of J.K. Rowling's Harry Potter and the Philosophers stone" is a study of the filmic adaptation of J.K. Rowling's Harry Potter and the Philosophers stone. It is not an analysis of which genre it is more successful- novel or film, nor about the fidelity of the film to its source. This paper is a study of the text and film based on the seven issues of adaptation studies namely inclusion, exclusion, compression, extension, substitution, re-sequencing and invention. It works to analyse the filmic adaptation on a new context.

Keywords:

Filmic adaptation, J.K.Rowling, Harry Potter, Adaptation study.

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Growth and characterization of Cu ions doped L-Threonine Single Crystals

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Dr.K.Amudhavalli., Associate Professor of Physics, V.O.C.College,Thoothukudi

Abstract:--

Single crystals of copper sulphate doped L-Threonine were grown by slow evaporation technique. Pure and Cu doped L-Threonine single crystals were grown from aqueous solutions of various dopant concentration ratio Viz.1:0.001, 1:0.002, 1:0.004, 1:0.008 and 1:0.01. Totally six crystals (one pure and five doped) were grown on identical conditions by slow evaporation technique. The density of the six crystals was determined by floatation technique. The refractive index of the pure and Cu doped crystals was determined by Abbe Refractometer and applying Gladstone's rule.

The presence of Cu atoms in the doped crystals was confirmed by EDX spectrum and the dopant concentration of the crystals was also estimated from EDX Data. FTIR and FT-Raman spectrum were recorded. The Atomic force microscopy 2D and 3D images of pure and a crystal with 0.01Cu concentration were taken so as to analyze surface morphology.

The details pertaining to unit cell parameters, crystal system and space group of all the grown crystals were collected from single crystal X-ray diffraction.

An automated powder X-ray diffractometer was used to collect the powder X-ray diffraction data for the samples. The indexing of PXRD was done by applying the Lipson and Steple procedure for all crystals.

The dielectric studies for all the crystals were carried out at different frequencies Viz. 1 kHz, 10 kHz, 100 kHz, 1 MHz and 2 MHz for various temperatures ranging from 40°C to 130°C.

UV-Vis-NIR spectrum was taken for all crystals to study the optical properties. The optical band gap was estimated from Tauc's plots. Optical constants, refractive index, optical conductivity, dielectric constants and electric susceptibility of the crystals were also determined. The SHG efficiencies of the doped crystals were found to be greater than that of KDP crystal.

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Synthesis and Characterisation of Iron Oxide Nanoparticles by Using Catharanthus Pusillus(Murr.) G.Don(Apocynaceae) Plant Extract

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Mary Jelastin Kala S., Department of Chemistry, St.Xaviers College, Palaymkottai,Tamil Nadu

Mohan V.R., Ethnopharmacology unit, Research Department of Botany, V.O.Chidambaram College,Tuticorin-628008, Tamil Nadu.

Abstract:--

Iron oxides have attracted a great deal of attention among specialists because of their multivalent oxidation states. The iron oxide nanoparticles have been synthesized by adding a Catharanthus pusillus whole extract into the aqueous solution of ferric chloride. The synthesized nanoparticles were characterized by X-Ray diffraction (XRD), Scanning Electron Microscopy (SEM), and EDAX spectrum. SEM image shows the nanostructures of prepared iron oxide nanoparticles exhibit cubic structure. The XRD spectrum confirmed the prepared iron oxide nanoparticles in phase.

Keywords:

Iron oxide; SEM; X-ray diffraction; EDAX spectrum.

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A Comparative Study on the Effect of Ulva Lactuca Extracts on the Non-Specific Immune Response in Cyprinus Carpio Infected With Aeromonas Hydrophila and Pseudomonas Aeruginosa

Dr.D. Radhika., Dept of Zoology and Research centre, V.O.Chidambaram College, Thoothukudi

A. Mohaideen., Dept of Zoology and Research centre, V.O.Chidambaram College, Thoothukudi

Abstract:--

The seaweed *Ulva lactuca* was chosen for the study the seaweed was extracted with ethanol. The fishes [Common carp (*Cyprinus carpio*) (weight 10 ± 5 g)] were divided into five groups. They were infected with *A. hydrophila* (1.6×10^4 CFU/fish) and *Pseudomonas aeruginosa* (1.7×10^7 CFU/ml⁻¹). The infected fishes were injected with seaweed extract (0.30mg) suspended in saline solution (group 3). One group was injected only saline control (group 1) the other one group was injected with ciprofloxacin (0.30mg) (standard) suspended in saline (group 2). The experiment was carried out for 28 days. Every seven days interval the fishes were injected with seaweed extract and blood parameters of RBC, WBC, HB, Ht, MCV, MCH, MCHC, Phagocytic assay, Lysozyme assay and NBT assay were recorded. From this study we can understand that the fish injected with seaweed extracts as good Immunostimulants properties and the seaweed *Ulva lactuca* was more active in both *Aeromonas hydrophila* and *Pseudomonas aeruginosa* infected fishes.

Key words:

Ulva lactuca, *Aeromonas hydrophila*, *Pseudomonas aeruginosa*, Haematology, Immunostimulant assay

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Bulgarian Bag Training Effect on Leg Explosive Power and Shoulder Strength among Volleyball Players

Dr.S.Arumugam., Assistant Professor, Department of Physical Education and Sports, Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu.

Abstract:--

To find out the Bulgarian bag training effect on leg explosive power and shoulder strength among volleyball players. To achieve this purpose of this study, twenty male volleyball players were randomly selected as subjects from Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu, India. The selected subjects were 23 ± 2 years of age, height 172 ± 7.5 centimeters and weight 65 ± 7.3 kilograms. The selected participants were randomly divided into two groups such as Bulgarian bag training group-I (n=10) and control group-II (n=10). Group-I underwent Bulgarian bag training for alternative three days and one session per day and each session lasted about 60 minutes for eight week periods. Group-II was not exposed to any specific training but they were participated in regular activities. The data on leg explosive power and shoulder strength were collected and administering by Sargent vertical jump and push up tests respectively. The pre and post-tests data were collected on selected criterion variables prior to and immediately after the training programme. The pre and post-test scores were statistically examined by the dependent 't' test and Analysis of co-variance (ANCOVA) for each and every selected variables separately. It was concluded that the Bulgarian bag training group had shown significantly improved on leg explosive power and shoulder strength when compared to the control group. However the control group had not shown any significant improvement on any of the selected variables such as leg explosive power and shoulder strength.

Keywords:

Bulgarian Bag Training, Leg Explosive Power, Shoulder Strength, Volleyball Players

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Environmental Education

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S. Lenin., Assistant Professor, Department of Education, Manonmaniam Sundaranar University, Tirunelveli

Abstract:--

Environment is the sum total of all surroundings of a living organism including natural forces and other living things, which provide conditions for development and growth as well as danger and damage. Environment Education is defined in its broader sense to encompass raising awareness, acquiring new perspectives, values, knowledge and skills, and formal and informal processes leading to changed behaviour in support of an ecologically sustainable environment. This paper deals with the promotion of environmental education and also the steps to enhance the features of environmental education.

Keywords:

Environment, Education, Nature.

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Synthesis, Characterisation and Biological Studies of Metal Oxides and Silver Doped Metal Oxides Nanoparticles

P.Amutha., PG & Research Department of Chemistry, V.O.Chidambaram College, Tuticorin – 628 008, Tamil nadu, India.

S.Gomuraj., PG & Research Department of Chemistry, V.O.Chidambaram College, Tuticorin – 628 008, Tamil nadu, India.

A.Mathavan., PG & Research Department of Chemistry, V.O.Chidambaram College, Tuticorin – 628 008, Tamil nadu, India.

Abstract:--

Nanoparticles exhibit a number of interesting characteristics including unique physical, chemical, optical, magnetic and electric properties. Vanadium pentoxide, cerium oxide, samarium Oxide, Ag doped vanadium pentoxide, Ag doped cerium oxide, Ag doped Samarium Oxide nanoparticles and V₂O₅-CeO₂, V₂O₅-Sm₂O₃ nanocomposites are prepared by chemical methods. The prepared nanoparticles are characterized by using analytical techniques such as FT-IR, UV-VIS(DRS), XRD, SEM, AFM and TEM analysis. The interaction of metal oxides with mixed and doped metal oxides nanoparticles are studied by UV-visible absorption spectroscopy studies. The stretching and bending vibrations of metal oxides doped metal oxides are characterised by using FT-IR techniques. The X-ray diffraction studies (XRD) have shown crystallite size of nanoparticles around 18 nm to 52 nm. The particle sizes and morphology of nanoparticles are determined through Scanning Electron Microscope (SEM), Transmission Electron Microscope (TEM) and Atomic force Microscope (AFM). It confirms that the particle sizes are nanoscale range and the sizes of the metal oxides nanoparticles are found to be 20 nm. The measured band gap energy values are in the range from 2.38 to 4.39 eV which indicates that all the nanomaterials are semiconductive in nature except cerium oxide. The Ag doped V₂O₅ nanoparticles are highly active towards antimicrobial activities.

Keywords:

Vanadium pentoxide, Samarium oxide , mixed metal oxides, doped metal oxides.

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Origin of Mambazhathurai Dam

Dr.N.Mary Usha., Assistant Professor in History., Scott Christian College., Nagercoil.

Abstract:--

Mambazhathurai dam was constructed across the river Mambazhathuraiyar. The Mambazhathuraiyar reservoir scheme is located at about 3k.m from Villukuri village which is on the Nagercoil-Thiruvananthapuram main road. Mambazhathuraiyar dam is situated near Anaikidangu in Villukuri village which contemplate the formation of reservation with an effective capacity of 44.54M.ft. It is 35 meaters long and 80ft.high. From the dam 25 tanks receive water for irrigation. Mambazhathuraiyar river is situated in Kalkulam Taluk of Kanyakumari District.

Key Words:

Mambazhathuraiyar dam, Villukuri village, near Anaikidangu, Kalkulam Taluk, Kanyakumari District.

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Formation of the Trivandrum Diocese

Dr. Alex Mathew., Bishop Abraham Memorial College., Thuruthicad., Pathanamthitta District., Kerala.

Abstract:--

Kerala, called “The Cradle of Christianity in India” has always had the credit of having the largest number of Christians in India. Christian society existed from the commencement of the Christian era in India, especially in Kerala. Few historians of the 13th century opine that pope Innocent III deputed some Franciscans and Dominicans for the propagation of the Christian faith at Quilon, Mampally-near Anjengo and Veliathura – near the port. As a result of their evangelization a Diocese in Quilon was established in 1329 by Pope John XXII.

Keywords:

Trivandrum Diocese, Christianity, Quilon, Mampally, Anjengo, Veliathura

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Financing of Higher Education: A Special Reference to Education Loan

Anjali J M., State Bank of India, Pallickal, Thiruvananthapuram

Abstract:--

Development of higher education depends on various factors, among which finance plays a major role. Financing higher education has attracted serious attention of policy makers and educational thinkers. Alternative ways of financing higher education being explored and implemented to overcome the problem of deficit finance and cost recovery. Among them educational loan is increasingly seen as an important source of finance. It is necessary to note that education loan has become a way transferring financial burden from government to consumers of higher education.

Key words:

Higher Education, Public Expenditure, Education loan

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Literature: A Sustaining force of Knowledge Systems in Society -A Historical Overview

Anoop V S., Research Scholar., Scott Christian College., Nagercoil.

Abstract:--

Literature is a carrier of knowledge systems. It is an artistic form of human life. The literature is the true reflection of Society. All happenings in society are reflected in literature in one form or another. The word meaning of literature is the art of writing books in different forms like poetry, plays, stories, prose, and fiction etc. Literature is a sustaining force of cultures, traditions, beliefs and values etc. The realms of literature are always rich and varied. The literature broadens our perspectives on the world. It is one of the arts that allow us to move beyond the inevitable boundaries of our own lives and culture for sake of humanity. All happenings in society are reflected in literature in one form or another. Literature is a sustaining force of cultures, traditions, beliefs, values, inventions, discoveries in a society that constitute knowledge system. This paper is an attempt to examine such role of literature

Key words:

literature, knowledge, humanism, culture, transformation

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Social Service Society in Trivandrum Latin Diocese

Dr.Einstain Edward.B., Bishop Abraham Memorial College., Thuruthicad.,Pathanamthitta District., Kerala

Abstract:--

The Trivandrum Social Service Society, a charitable organization was registered on 7th June 1960 under Travancore-Cochin Literary, Scientific and Charitable Societies Act, XII of 1955. Ever since this Welfare Organisation is under the control of the Trivandrum Diocese. All the endeavors of this Society are directed towards the social- economic upliftment of the poor and oppressed sections of the society, irrespective of caste, creed and community. The Society rendered its services in various directions. When natural calamities occurred, serious efforts were made to protect the people.

Key words:

Trivandrum Social Service Society, economic upliftment, irrespective of caste- creed , community

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Recent trends and challenges in physical education and sports sciences

Sunanth T.S Raj., Research Scholar, Manonmaniam Sundaranar University, Thirunelveli

Abstract:--

The aim of this paper is to identify the current trends and challenges in physical education and sports and based on these current challenges, future trends and challenges would be discussed. There are various factors which are diminishing the interest of students in physical education activities. Although the physical education is being taught as a part of curriculum in all the schools but lack of adequate time and trained teachers, good facilities are responsible for little interest in this field. The future challenges to make this field interesting involves an adequate curriculum, sufficient funds allotment for holding various competitions and role of technology to create awareness about the importance of physical activities and sports in our daily life. All these issues have been discussed in the present study.

Key words:

Physical education, sports, curriculum, technology.

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Impact of Cyber Crimes and Education

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Abstract:--

Cyber Crimes as any crime that is committed by means of special knowledge use of computer technology. The threat of cybercrime is an ever-present and increasing reality in both the private and professional sectors. With the advent of the internet, old crimes have taken on a new appearance. Theft and fraud can now be received directly into a personal home through online means. The financial loss and personal pain caused by hacking and other internet-related crimes cannot always be measured, but statistics are reported each year. Though these crimes span many aspects of life, the most prolific boil down to hacking and digital piracy. Hackers are able to gain access to financial assets and information, while other criminals are able to illegally download entertainment products, causing a decline in sales and loss of revenue. Cybercrime highlights the centrality of networked computers in our lives and the fragility of such seemingly solid facts as individual identity.

Key words:

Cyber Crimes, Technology, Internet, Computer

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Biosynthesis of nanoparticles from Phallusia Arabica

H. Kohila Subathra Christy., Department of Chemistry, A.P.C. Mahalaxmi College for Women, Tuticorin, Tamil Nadu, India

V.K. Meenakshi., Department of Zoology, A.P.C. Mahalaxmi College for Women, Tuticorin, Tamil Nadu, India

Abstract:--

The development of eco-friendly technologies in material synthesis is of considerable importance to expand their biological applications. Nowadays, a variety of nanoparticles with well-defined chemical composition, size and morphology have been synthesized by using different microorganisms and their applications in many cutting-edge technological areas have been explored. This paper highlights the recent developments of the biosynthesis of iron oxide nanoparticles from the ethanol extract of *Phallusia arabica*. Biosynthesis of nanoparticles of ethanol extract of *Phallusia arabica* has been reported out for the first time. The synthesized iron oxide nanoparticles were characterized by Ultra Violet - Visible spectrum (UV-Vis), X-Ray diffraction (XRD), Atomic Force Microscopy (AFM), and Fourier Transform Infra Red spectroscopy (FT-IR). XRD and AFM image shows the nanostructure of prepared iron oxide nanoparticles.

Keywords:

Iron oxide nanoparticles, *Phallusia arabica*, AFM

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Measuring customer satisfaction in banking sector: With special reference to banks of Tamilnadu

Sajan Kumar.V., Research Scholar, In Commerce ,Scott Christian College, Nagercoil.

Abstract:--

Today, banking is regarded as a consumer-oriented services industry and banks have started realizing that their business increasingly depends on the quality of the consumer service provided and overall satisfaction of the customer. Relationship marketing has become the most critical aspect to corporate banking success. Today, customers expect higher quality services from banks which, if fulfilled, could result in significantly improved customer satisfaction, and potentially retention levels. This empirical research study focuses on customer satisfaction in banking sector in tamilnadu. It is hoped that this research paper would help the bank management not only in improving the overall level of customer satisfaction but also strengthening the bond between the banks and their customers, thereby helping the banks to retain and/or expand their overall customer base.

Keywords:

Customer Satisfaction- Banking Sector Banks of Tamilnadu

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Education Drop-Out among Scheduled Tribals

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Abstract:--

India is a home to a large variety of communities. Tribes are also citizens of India the Scheduled Tribal population represents one of the most economically impoverished and marginalized groups in India. With a population of more than 10.2crores, India has the single largest tribal population in the world. This constitutes 8.6 per cent of the total population of the country (Census of India, 2011). Education is one of the primary agents of transformation towards development. Education is in fact, an input not only for economic development of tribes but also for inner strength of the tribal communities which helps them in meeting the new challenges of life. The literacy scenario of the Scheduled tribes in general is below the literacy rate of the general population of the country. The paper is based on education drop-out of tribal people.

Keywords:

Education, Literacy, Tribal

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An integrated Remote Sensing and GIS Approach for Percolation Ponds site selection in the Coastal Aquifers: a case study from Tuticorin, Tamilnadu, India

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Sivasubramanian. P., Department of Geology, V.O. Chidambaram College, Tuticorin.

Selvam. S., Department of Geology, V.O. Chidambaram College, Tuticorin.

Abstract:--

Tuticorin is the capital city of Tuticorin district, Tamilnadu, India and it has a sea port. The presence of the sea port facilitates the development of several heavy industries like SPIC, Thermal Power station, Sterlite copper smelting industries etc and several other small industries. Because of the industrial development, the people have started migrating to Tuticorin from peripheral villages in search of their fortune. The rapid and accelerated urbanisation and industrialisation caused the over exploitation of groundwater and leads to the sea water intrusion in the coastal aquifers of Tuticorin. Tuticorin usually receives very less annual rainfall and lack of water conservation practices. Because of the above reasons this coastal town is facing a severe shortage potable groundwater. The safe development of groundwater resource primarily depends upon the groundwater recharge. Artificial groundwater recharge is essential in this type of terrain to avoid sea water intrusion. In this study, an attempt is made to identify zones favourable for artificial-recharge for augmentation of groundwater through Remote Sensing and Geographic Information System (GIS). Following weighted thematic maps such as geology, geomorphology, slope, soils and land use pattern were prepared and integrated on the basis of the users defined criteria using the ArcGIS software to identify the suitable site for the percolation ponds.

Keywords:

Tuticorin, Remote sensing and GIS, Percolation pond, Water conservation practices.

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GSM Based Smart Energy Meter

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Abstract:--

Electrical energy saving is an important one in global due to the increase of population and energy challenges globally. As per the reference of International energy outlook 2017, the electrical energy consumption for residential and commercial buildings in India is expected to increase more than twice the global average increase by 2020. The smart technology for energy saving for house hold is still in the concept stage. The main objective of this work is to develop the low cost intelligent electrical energy monitoring system for residential and commercial buildings. The non-intrusive measurement of voltage, current and power are carried out for single phase electrical power line. The measured output of the sensor unit is interfaced with Arduino board and the further processing is carried out by means of the software. The consumed electrical energy per hour information is communicated to the end user by using GSM module. The developed smart energy meter is tested in the laboratory and it provides the expected output.

Keywords:

Non-intrusive measurement, smart meter, Arduino and GSM module

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Studies on the Biodiversity and Proximate Composition of Cephalopods in Thoothukudi, Gulf of Mannar, Tamilnadu

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Abstract:--

The cephalopods (squids, cuttlefish and octopi) are exclusively marine molluscs. Though globally is considered as delicious seafood. These are commercially important and are fished in large quantities in several countries. In the present study were investigated the distribution and availability of cephalopods was collected from three fish landing centres via Thuravaikulam, Vellapatti and Mottakopuram at Thoothukudi district were recorded from September 2017 to March 2018. At each centre, by-catch trash from crab net, trawl net, thallumadi and karaivalai of fishing vessels was collected every fortnight, analysis of proximate composition like protein, carbohydrate, lipid concentrations of cephalopods and an the physicochemical parameters. In addition, the methods of exploitation of squid, fishing methods and conservation strategy. The present study revealed that the diversity indices of cephalopods and biochemical composition of squid and physicochemical parameters.

Keywords:

Cephalopod, By-catch, Diversity, Conservation, Proximate Composition etc.

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Stabilization of Clay Using Rubber and Fibre Material

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Abstract:--

The objective of this paper is to study the effectiveness of soil stabilization using waste rubber and fibre material. The coir fibre is a natural material obtained from coconut shell which helps in improving sub grade soil strength. The strength of the soil can be improved by the use of rubber tyre chips. The process of soil stabilization helps us to achieve required properties of soil needed for construction of structures. Shredded rubber tyre passing through 75 micron I.S Sieve and coir fibres of varying length from 0.5 to 3 cm of varying percentage is used. The percentage of rubber used are 4%, 6%, 8% and 10% and the percentage of coir fibre are 0.25%, 0.5%, 0.75% and 1%. From the UCS and CBR test results, it is found that the optimum percentage of stabilizing weak sub grade soil by coir fibre and rubber are 0.5% and 8% respectively. It is also found that, on addition of these waste materials in pavement, the strength of soil is increased and thickness of pavement is reduced. By the use of these waste materials, the hazards in environment are highly reduced and quantity of stone aggregate in pavement is reduced. From this paper it is concluded that, by the addition of waste materials, clay soil is stabilized, it is found to be environment friendly and cost effective

Keywords:

Stabilization, Sub grade, UCS, CBR

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Synthesis and Characterisation of Fe₃O₄ Nanoparticles

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Abstract:--

Magnetite (Fe₃O₄) nanoparticles were prepared by the chemical co-precipitation method from ferrous/ferric mixed salt-solution in alkaline medium. The conditions for the preparation of Fe₃O₄ nanoparticles were optimized and Fe₃O₄ nanoparticles were successfully prepared at optimum pH 11, initial temperature of 45 °C and at stirring rate of 500 rpm. The structure, morphology and optical properties of as prepared nanoparticles were characterised with the help of XRD, SEM-EDX, FT-IR and UV-Vis-DRS spectra. The bandgap energy (E_g) from absorption spectrum was evaluated as 2.4 eV by the Tauc equation. Therefore the semiconductor nanoparticles can play a suitable role as a photocatalyst under light irradiation.

Keywords:

Magnetite nanoparticles; photocatalyst; co-precipitation

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A Study on the Entrepreneurial Behaviour among the Students of Arts and Science College in Thoothukudi City

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S.Anthony Alwin., II M.Com, PG and Research Department of Commerce,, VO Chidambaram College, Thoothukudi.

Abstract:--

Entrepreneurs play a vital role in the economic development of any country. The Entrepreneur is one of the most important inputs in the economic development of a country or regions within the country. Entrepreneurial competence makes all the difference in the rate of economic growth. Entrepreneurs refer to those who undertake the risk of new enterprises. Entrepreneurship refers to the process of action an entrepreneur undertakes to establish an enterprise. It is creative and innovative skill and adopting response to environment. It promotes capital formation and creates wealth in the country. It is hope and dream of millions of individual around the world. It has the thrill of risk, change, challenge and growth. It is a pathway to prosper. It reduces unemployment and poverty. Students of higher education who are potential entrepreneurs, having necessary entrepreneurial competencies become a successful entrepreneur in future. Hence, studying the entrepreneurial behaviour of college students assumes importance, so that the same can be fostered in their education. This article presents the outcomes of the survey conducted among the students of Arts and Science College in Thoothukudi city. The study is a survey research and based on primary data with 100 respondents as sample size. This study was conducted with the objectives of examining the socio economic conditions of the respondents and factors influencing the entrepreneurial behaviour of students. The study reveals that 58 percent and 24 percent of the respondents are having middle level of entrepreneurial ability and high level of entrepreneurial ability respectively. There is no significant relationship between socio economic variables and entrepreneurial behaviour of the respondents. Entrepreneurship education program may be implemented in the colleges which educates students in taking responsibility, facing risk and fund raising strategies and the student maybe given some practical exposure on producing and marketing the products. Faculty members may monitor the level of entrepreneurial ability of the students and may extend their support to the students in improving their entrepreneurial ability.

Keywords:

Entrepreneur, Entrepreneurship, Entrepreneurship Development Program and Entrepreneurial Traits.

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Indicators of Evidence, Sources and Settings of Empowerment: Case of Women Entrepreneurship

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Abstract:--

Gender equality and women's empowerment is an important development priority, as highlighted by its inclusion in the Millenium Development Goals (MDGs). The empowerment of women is a societal process crucial to development and progress. In developing countries like India, the majority of entrepreneurial activities of women are concentrated in the informal sector, which is an important source of employment. The informal sector is often characterised by lower entry barriers than the formal economy, including less stringent requirements for skills or qualifications, fewer regulations on registration, and limited start-up capital. Understanding these benefits, women are keen to jump on to the business arena. Despite of the benefits, the unorganised sector often fails to capitalize the potential for empowerment. Hence, it becomes important to measure the level of empowerment does the women entrepreneurship deliver in the developing country.

This paper aims to explore linkages between women's empowerment and entrepreneurship and aims to develop a framework for empowerment inclusive of three key indicators: (1) Indicators of evidence of empowerment (the extent of power and control women yield over decision making), (2) Indicators of sources of empowerment (such as education, employment, access to finances and so on), and (3) Indicators of settings for empowerment (the individual attributes of women and the proximal and distance environments of their lives, such as community, society, which create contexts for empowerment). Such a conceptualization acknowledges the multifaceted and dynamic nature of empowerment across multiple domains

Keywords:

Women Entrepreneurship, Economic Empowerment, Decision Making Power, Social Empowerment

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Geographicity of Symbols in Tamil Thinai and English Landscape Poetry: An Interdisciplinary Study

Dr.B.Manivannan., Associate Prof. in English, V.O.C College, Tuticorin, Tamilnadu

Abstract:--

Tamil Thinai poetry is one of the oldest creative works in the world remarkably disseminating across the continents the great lineage of Tamil intellectuals' knowledge in landscape. It is not only a literary critical phenomenon but also an ecological concept comprising human and geography or humanity and ecology. It uses nature objects to depict human subjectivity symbolically. These symbolic representations well expound how landscape is connected with mindscape. And, this poetic tradition provides the theory which is based on land divisions and is the hallmark of thinai poetics. Hence, this article attempts to find an interdisciplinary perspective to relate English landscape poetry with the prominent features of sangam/thinai poetry, which deals with "geographicity" of symbols representing human behavior and emotions. And, theorization of these symbols is achieved through a cognitive act that is otherwise called, socio- cultural cognitive formation.

Keywords:

Sungam/Thinai poetics, English landscape poetry and socio- cultural cognitive formation.

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Assessment of Speech Denoising Algorithms Using Cepstral Distance

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R.Dhanapal., Department of Biomedical Engineering, Sri Shakthi Institute of Engineering and Technology, Coimbatore

Abstract:--

Speech enhancement algorithms are assessed and their recitals are assessed using Cepstral Distance measure. The Spectral Subtractive algorithms, Statistical model based algorithm, Spectral Subspace algorithm and Wiener algorithm are compared with Neighshrink algorithm (a wavelet thresholding technique). An IEEE speech sentence is chosen for the study and the algorithm is tested with noisy speech signal produced by a prosthetic device for laryngectomy patients. Four real world noises at 5 dB, 10 dB & 15 dB noise levels are used for the assessment. From the results, it is observed that the performance of the wavelet thresholding technique is superior compared to the spatial domain techniques.

Keywords:

Cepstral Distance; Speech enhancement; Laryngectomy; Neighshrink

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Language and Literature

Felcita Amelia Dharmaraj., M.Phil.English Literature, V.O.C. College

Abstract:--

When we take the author Robert Frost, he was born on March 26, 1874 – January 29, 1963. He is an American poet. He is very well known in the New England. His father was a journalist and whose name is William Prescott Frost Jr. . Frost had his schooling in his paternal grandparents house. He was graduated in the year 1892. Then he worked in his mother's school where he taught Latin. In the year 1894 Frost published a poem named "My Butterfly". This made him get an earning of \$15. As he was working as a teacher Frost published some of his poetry that he wrote and it was published in magazines.

He worked as a cobbler, farmer, and a teacher. He just worked as a teacher in the Pinkerton Academy and had the post for merely five years. Then he worked at the state normal school in Plymouth.

Frost later wrote some poems based on the family tragedies that he underwent and suffered for a decade and those poems are as follows:

"The Silken Tent"

"I Could Give All to Time"

"Never Again Would Birds' Song Be the Same" and at last

"The Most of it".

The works that is mentioned above stands in the first place above all of Frost's works. He says in one of his essay that is in "The Figure a Poem Makes" that both the things that is wildness as well as subject can be fulfilled. This is stated in the following sentence that is "how a poem can have wildness and at the same time a subject that shall be fulfilled."

According to Language and Literature he just uses the frequent language that we use in our day to day life and it is very easy to understand as it is based on his daily life situation.

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Graphene oxide – Synthesis, Characterization and assessment of its ability to detect Cr (VI)

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Abstract:--

Graphene engross researchers because of its fascinating electrical, thermal properties and mechanical stiffness. GO (Graphene Oxide) has been synthesized by methods like chemical vapour deposition, epitaxy method, sonication and by chemical treatment. In this work GO was synthesized by using modified Hummers method and characterised by UV, FT-IR, XRD and TEM analysis. UV-Vis studies showed peak at 300 nm is due to $n-\pi^*$ transition. XRD analysis showed that 2θ value at 10° confirmed the formation of graphene oxide. TEM images clearly confirmed the layer structure in nano-dimension. Band gap were calculated using Tau plot. GO were used as a sensor for Chromium. The low concentration of Cr (VI) can be easily detected by GO. UV-Vis spectra were employed to study the sensing ability and shift in the peak clearly revealed that GO formed complex with Cr. An attempt was made to employ GO to synthesize graphene using bioreductant.

Keywords:

Hummer's method, $n-\pi^*$ transition, Tau plot and Cr sensor.

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History of Pudukottai District a Study

P.Manikandan., Ph.d Research Scholar in History, V.O.Chidambaram College, Thoothukudi.

Abstract:--

Pudukottai became a separate district only during recent times. The area is clearly founded upon ancient traditions. The district of Pudukottai has a very eminent history. It seems to have seen the ruling of various dynasties over the course of time. Our Tamil literature has seen various poets who have hailed from this particular area. It proves to be a very sacred land to the Pandyas. It was a great centre of trade and business. History tells that many of the wars between the Pallavas and the Pandiyas have been fought in this area. Tamil literature of the Sangam period has mentioned many places of this district. The district became a sort of marchar land between the Pandyas and the Pallavas. The Cauveri river plays an important role in the geography of the area. The area is a reserve for various archaeological explorations. It has many monuments and scriptures that identify the diversity of rulers the land has seen. It is a abode of cultural inferences. The ground has always been a point for power struggle between the Cholas, Pandiyas and the Pallavas. The area was at its beneficial peak only during the reign of Raja Raja I. In the 17th and 18th centuries the area also saw the rule of the Thondaiman Dynasty. The famous Carnatic Wars were mostly fought around Tiruchirapalli. The history of Pudukottai is of vital importance in order to understand the transformations that have taken place in Tamil Nadu over the course of time.

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Ockhi Cyclone and its Impact in the Kanyakumari District of Southern Tamilnadu, India: An Aftermath Analysis

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A. Samual Durai., Department of Geology, V.O.Chidambaram College, Tuticorin, Tamilnadu, India.

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P. Sivasubramanian., Department of Geology, V.O.Chidambaram College, Tuticorin, Tamilnadu, India.

Abstract:--

The Origin of Ockhi can be tracked to an area of low pressure that formed in the eastern Andaman Sea on 21st November 2017. While traversing the southern part of the Bay of Bengal, favorable conditions established it to consolidate into a cyclonic storm on 29th November 2018 and devastated parts of Srilanka and Kanyakumari District of Tamilnadu. On its track, Ockhi cast severe damages to structures and property and also claimed the lives of at least 218 people in the Kanyakumari district. An integrated Remote sensing and GIS study has been conducted to estimate impact of Ockhi on Landuse and Landcover of Kanyakumari District. Landsat 8 Imageries of Pre and Post Ockhi where compared and changes made by cyclone Ockhi has been estimated in the present study.

Keywords:

Ockhi-Cyclone, Landsat, Image Processing, SAGA, Disaster.

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An Analysis of Self Help Groups and Women Entrepreneurship - A Study in Thoothukudi District

Dr.C.Rathinam., Associate professor , P.G and Research Department of Commerce, V.O.Chidambaram college, Thoothukudi .

Dr.K.Kamalakannan., Associate professor and Head ,PG and Research Department of Commerce, V.O.Chidambaram college, Thoothukudi.

Abstract:--

The economic development of a country to a large extent depends on human resources. Women constitute almost half of the population in India and the contribution of this population in the social economic development of the country has been vital. It is necessary to develop entrepreneurship among women and encourage them to take up independent income generating activities so that the significant workforce of the country may be utilised more efficiently in order to generate more income, reduce unemployment, minimize incidence of poverty, reduce national imbalance and promote export trade. The SHG is a viable organised setup to disburse micro credit to the rural women for the purpose of making them enterprising and encourageing to enter into entrepreneurial activities. Women entrepreneurs may be defined as a woman or group of women who initiate, organise and run business enterprises. The entrepreneurial competency of persons is a crucial to make any business a successive one. The potentiality of entrepreneurial competency is a prerequisite for any type of entrepreneur. If the entrepreneurs do not have these competencies, it has to be built up in due course of time through entrepreneurial development programmes . The entrepreneurial competency of the respondents indicates the entrepreneurial traits possessed by the respondents inorder to enrich their performance in enterprising. The present study has made an attempt to measure the entrepreneurial competency of the respondents. This article present the outcome of the survey conducted among the women entrepreneur SHGs in Thoothukudi district by collecting primarydata from 506 respondents. This article consider seven skill viz active, self confidence, workaholic, sincere, innovative, particitive and scientific approach for assessing entrepreneurial competency of the respondents. This study reveals that there is a significant relationship between, level of education of the respndent, age of the respondent, number of members in family of the respondent, native of activity carried on by the respondent and year of experience in running enterprises and entrepreneurial competency of the respondents. The study reveals that women entrepreneurs are facing problem in marketing their products. Hence, SHG members should be trained by professional to market their products. Government should take more steps in solving the problems of entrepreneurs and provide financial assistance to NGOs and Government Orgnsations to conduct entrepreneurial development programme periodically at Taluk head quarters.

keywords:

SHG, Womenentrepreneur, Entrepreneurship and Entrepreneurial competency.

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Strength and Durability of High Performance Concrete Using Metakaolin

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Stephen Pitchaimani., Department of Geology, VOC College

Abstract:--

In today's world concrete is probably the most extensively used construction material in the world. Nowadays High Performance Concrete (HPC) is widely used for better workability, durability, high tensile strength and for their use of environment friendly material.

In this current paper, Metakaolin is used as admixture to produce high strength concrete. Metakaolin can be used as a concrete constituent, replacing part of the cement content, since it has pozzolanic properties. This paper presents experimental studies conducted on HPC mix of M-60 grade using mineral and chemical admixtures in various proportions. According to Indian Standard and Morth, the M-60 grade concrete mix has been designed. The replacement levels has been 0%, 10%, 20%, 30%, 40% and 50% (by using weight) for Metakaolin. The end results obtained from compressive strength, tensile strength, durability and Non Destructive Test (NDT) are to be compared with the conventional specimens. In this paper low water ratio of 0.30 is used and hence, chemical admixture named DARACEM 813 is used for enhancing the workability of concrete. The compressive and tensile test on the hardened concrete is done for 7 days test and 28 days test. The durability of the concrete is tested using acids (Concentrated Sulphuric Acid (H₂SO₄) and Hydrochloric Acid (Hcl)) and alkaline (Sodium Hydroxide (NaOH)). Finally the NDT of Rebound Hammer and Ultrasound test has been conducted for the cubes.

keywords:

High Performance Concrete (HPC), Admixtures, Metakaolin, DARACEM 813, Compressive strength, Tensile strength, Durability test, Acids, Alkaline, Non Destructive Testing (NDT), Rebound Hammer test, Ultrasound test.

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A Study on Investment Analysis and Portfolio Management

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Abstract:--

Investment Analysis is a classical application in Long-Range Planning. It deals with the investigation of uncertainties, the evaluation of alternatives, the answer to “What-if” questions. The study of how an investment is likely to perform and how suitable it is for a given investor. Investment analysis is key to any sound portfolio-management strategy. Investors not comfortable doing their own investment analysis can seek professional advice from a financial advisor. An analysis of past investment decisions. An investment analysis is a look back at previous investment decisions and the thought process of making the investment decision. Key factors should include entry price, expected time horizon, and reasons for making the decision at the time. For example, in conducting an investment analysis of a mutual fund, the investor would look at factors such as how the fund has performed compared to its benchmark. The investor could also compare performed to similar funds, its expense ratio, management stability, sector weighting, style and asset allocation. Investment goals should always be considered when analyzing an investment; one size does not always fit all, and highest returns regardless of risk are not always the goal. For any beginner investor, investment analysis is essential. Performance.

keywords:

Investment , analysis, alternatives, decision, management

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On Intuitionistic fuzzy ideals in Boolean like Semi rings

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P.Meenakshi., Assistant Professor of Mathematics, A.P.C.Mahalaxmi College for Women, Thoothukudi.

Abstract:--

In this paper, we introduce the concept of Intuitionistic fuzzy ideals in Boolean like semi rings and investigate some of their properties.

keywords:

Boolean like semi ring, Intuitionistic fuzzy set, Intuitionistic fuzzy ideal.

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Path related n-Cap cordial graphs

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Abstract:--

Let $G = (V,E)$ be a graph with p vertices and q edges. A n -Cap ($\bar{\alpha}$) cordial labeling of a Graph G with vertex set V is a bijection from V to $\{0,1\}$ such that if each edge uv is assigned the label

$f(uv) = \begin{cases} 0 & \text{if } f(u) = f(v) = 1 \\ 1 & \text{otherwise} \end{cases}$ with the condition that the number of vertices labeled with 0 and the number

of vertices labeled with 1 differ by at most 1 and the number of edges labeled with 0 and the number of edges labeled with 1 differ by at most 1.

The graph that admits a $\bar{\alpha}$ cordial labeling is called a $\bar{\alpha}$ cordial graph (nCCG). In this paper, we proved that $Path P_n$, $Comb (P_n \odot K_1)$, $P_m \odot 2K_1$ and $Fan (F_n = P_n + K_1)$ are $\bar{\alpha}$ cordial graphs.

keywords:

n-Cap cordial labeling, n-Cap cordial graph. 2000 Mathematics Subject Classification 05C78.

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Antibacterial Activity of Green Synthesised Nano Particles of Some Selected Sea Weeds

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Dr.D.Radhika., Department of Mathematics, V.O.Chidambaram college, Tuticorin , Tamilnadu

Abstract:--

The antimicrobial efficacy of various solvent extracts of marine algae is compared with antimicrobial activity of green synthesized silver nanoparticle using some seaweed extract (Sargassum muticum, Turbinaria ornata, Padina antillarum, Ulvalactuca, Gracillaria corticata, Eucheuma denticulatum). Anti-bacterial activity of crude seaweed extract having silver nanoparticles was compared against some fish pathogens. The crude extracts were prepared from the selected seaweeds using different solvents namely ethanol, methanol, and acetone. Silver nano particle was synthesized using 1mM silver nitrate. The sea weed extracts were tested for their antibacterial activity against pathogenic bacteria using disc diffusion method. It was observed that the green synthesized silver nano particle has more inhibitory activity when compared to crude sea weed extracts. Among the solvents acetone was found to be more suitable.

keywords:

Antimicrobial, Inhibition, Silver nitrate, Fish pathogen, Green synthesis

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E-Waste Management (Reduce, Reuse, Recycle): A Challenge of Pupils Healthy Life In India

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Prof.Mrs.M.Sasikala., Department of Education, V.O.C College of Education, Tuticorin , Tamilnadu

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Abstract:--

"E-waste" is a popular, informal name for electronic products nearing the end of their useful life. The present thematic study says, Electronic waste or E-waste is one of the rapidly growing problems of the world. To know about the danger and management of E-waste and to find out the awareness of pupils regarding E-waste management, because it is mainly affects the healthy life of pupil and people in India. Some research report mentioned above of the burden of E-waste in India. The effect of E-Waste constituents on health. E-waste management is a biggest challenge and when giving importance to E-waste management strategies then only one can save the pupils healthy life. The pupil as a strength of our developing country going to be developed country. So that, the pupils must have awareness of Green ICT, that is how to reduce, reuse and recycle the E-waste.

keywords:

E-waste, Awareness, Management Strategies, Green ICT, Reduce, Reuse, Recycle

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The Effects of Different Substrates on the Growth and Yield of Oyster mushroom (Pleurotus ostreatus)

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Dr. J. Shoba., PG and Research Department of zoology, V.O.Chidambaram College, Thoothukudi

Abstract:--

The study was conducted to compare the effects of different substrates on the growth, yield, and nutritional composition of oyster mushrooms *Pleurotus ostreatus*. *Pleurotus ostreatus* is popular and widely cultivated throughout the world mostly in Asia, America, and Europe. Moreover, the interest in oyster mushroom is increasing largely due to its taste, nutrient, medicinal properties. *Pleurotus ostreatus* need a short growth time and their fruiting bodies are not often attacked by diseases and pests. *Pleurotus* species a rich source of protein, carbohydrate lipid, moisture, ash. Apart from food value their medicinal value for diabetes and in cancer therapy has been emphasized. This research was carried out to investigate the nutritional value of *Pleurotus ostreatus* oyster mushroom to examine the effect of two different substrates like paddy straw and sugar cane molasses. The steps involved in cultivation was composting the substrate, bagging the substrates, sterilizing the bagged compost, spawning, incubation, and harvesting. The samples were analyzed for Biological Efficiency (BE) and nutritional composition (protein,carbohydrates, lipid,moisture and ash). The results indicated that different substrate formulas gave a significant difference in BE and nutritional composition. Mushroom with paddy straw shows increased BE and nutritional composition. It indicated paddy straw was the most suitable substrate formulas for cultivation of oyster mushrooms

keywords:

Pleurotus ostreatus,Paddy straw, Sugarcane molasses, BE, Nutritional composition.

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Attitude of Policy Holders towards Life Insurance With Reference to Teachers of Higher Secondary School

Siva palani.S., V.O.Chidambaram College, Thoothukudi

Abstract:--

Human beings are confronted with various risks in their daily life. Every risk involves losses which may be monetary or physical. Even the physical loss may cause monetary loss. Thus a person subjected to a particular risk, incurs a loss. The function of insurance is to aid during loss over a large number of persons who are likely to face the risk. If all such persons, who are exposed to a particular risk, co-operate to share the loss caused by the risk, the person who actually suffers loss will get relief. Insurance is a co-operative device to spread the loss caused by a particular risk over a number of persons who are exposed to it and who agree to insure themselves against that risk. After economic reforms, many leading commercial banks and financial institutions are carrying on life insurance business. At this juncture there is a need to study the services rendered by LIC towards its policy holders. This study is based on the survey method. Researcher selected 84 respondents in the study area by adopting random sampling techniques.

keywords:

LIC, risk ,policy holders, investment.

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Panchayankurichi War – II

P.S. Muthulakshmi., PG & Research Department of History, V.O.Chidambaram College, Thoothukudi

Abstract:--

Ariyanatha Mudaliar Dalawai of Viswanath Nayak of Madurai divided Madurai region into 72 Palayams for administrative purpose. Panchalankurichi was one among them. Panchalankurichi palayam was handed over to Veera Pandiya Kattabomman. Veera Pandiya Kattabomman as a poligar under the supremacy of Madurai Nayak. Britishers captured Madurai and compelled all poligars to pay tax to the British. Some poligars disobeyed British order and refused to pay tax. Poligars made a confederation against the British which caused for the outbreak of South Indian Rebellion. Before the outbreak of South Indian Rebellion Veera Pandiya Kattabomman alone opposed the British. Government of Madras sent a force under Major Bannerman to suppress Veera Pandiya Kattabomman. War was held between Veera Pandiya Kattabomman and British forces two times. Finally by the strategy of Bannerman, Veera Pandiya Kattabomman was defeated and hanged. This paper attempts to bringout the achievements of Bannerman in the second Panchalankurichi War.

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The Role of Innovation for a Successful Marketing

T. Binky Sharmila., Assistant Professor, PG and Research Department of Commerce, V O Chidambaram College, Tuticorin.

Abstract:--

Marketing is “The management process responsible for identifying, anticipating and satisfying customer requirements profitably”. But in today’s globally competitive market environment, satisfying customers is a rigid task for every organisation or marketers. This calls out the changes in marketing environment which pushes the marketers to come out with new factors to create a positive impact in their growth of business cycle and in purchasing impression of customers. This article takes one of the key factor Innovation which is proficient of bringing massive revolution in marketing field. Innovation is nothing but a process of coming up with fresh and new ideas which no one has ever brought it into market and applying them accordingly to customer’s needs or trend with a anticipation of creating positive impact. Innovation is necessary to survive, compete, with hold market leader status and to earn more profit in the market. Innovation marketing is a method of involving significant changes in product design or packaging, product placement, product promotion or pricing. This article focuses on how marketing process, that communicate the value of a product or service to customers which uses the coordination of four elements called the 4 Ps of marketing : Place (Distribution) Price, Promotion, and Product, could acquire innovation conception to add little more colors in the wings of their marketing strategies. For these mentioned reasons, this paper pays special attention to the marketing innovation techniques and the increasingly significant impact it has on the process of achieving sustainable competitive advantage.

Keywords:

Innovation, Marketing Techniques, 4 P’s of Marketing.

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Role of kunjitham Gurusamy in Dravidian movement

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A. Vimala., PG and Research Department of History, V.O. Chidambaram College, Thoothukudi

Abstract:--

Role of Women in politics is important in the male dominant society. Several woman participated in India's freedom struggle movement. In Tamilnadu the Justice Party was established in 1917 as against the Brahmins monopoly in government jobs. This opposition was called the non Brahmin Movement and Dravidians come under the category of non Brahmin. The Dravidian Movement included Temple Entry Movement, Self respect movement, Movement for Womens Liberation.

Woman in the Dravidian movement took part in these programmes. Nagammai, Maniammai, Muthulakshmi Reddi, Ramamirtham Ammaiyar, Dharmambal and Alamelumankai were some of the eminent women in this movement. Their history is incorporated in the regional History Curriculum. Kunjitham Gurusamy was also one of the prominent members of the Dravidian movement. But her participation and services to this movement have not received much attention. So this paper attempts to bring out the role of Kunjitham aurusamy in the self Respect Movement, particulars in women liberation programmes.

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Cultural and Heritage of River Tamiraparani

Dr. M. Jeyakumari., Assistant Professor, Department of History, V. O. Chidambaram College, Thoothukudi

Abstract:--

Water is one of the most valuable natural resources on earth, and is essential for every living organism. People mostly depend on water for agricultural and domestic purposes. So river banks are called as cradles of civilization. The river Tamiraparani was one of the major river in Tamilnadu and it also one of the perennial rivers in India which feed two major districts of Tamilnadu, namely Tirunelveli and Tuticorin. The Greeks of the Ptolemy's time called this river as the Solen. It is the symbol of Tamil culture and Heritage and an identity for south Tamilnadu. It is one of the symbols of Tamil culture and history; referred in Tamil literature as Porunai nathi. Almost all the villages and towns along the course of this river have historical importance. One among them is Adichanallur.

This article is a study to bring out the cultural and heritage of the River Tamiraparani with its Historical importance.

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Some Graphs on Near Divisor Cordial

S.Davasuba., Research Scholar, Department of Mathematics, V.O.Chidambaram college, Tuticorin -628008. Tamilnadu, India

Dr. A.Nagarajan., Associate Professor, Department of Mathematics, V.O.Chidambaram college, Tuticorin -628008. Tamilnadu, India

Abstract:--

A Near divisor cordial labeling of a graph G with vertex set V is a bijection f from V to $\{1, 2, \dots, |V| - 1, |V| + 1\}$, such that if each edge uv is assigned the label 1 if $f(u)$ divides $f(v)$ (or) if $f(v)$ divides $f(u)$ and 0 otherwise, then the number of edges labelled with 0 and the number of edges labelled with 1 differ by almost 1. If a graph admits Near divisor cordial labeling, then it is called Near divisor cordial graph. In this paper, We proved graphs such as $J(n+1, n)$, S_n , $B_{n,m}^2$, $K_{1,n}$, $S(K_{1,n})$, $K_{2,n}$, $K_{3,n}$, $P_n + 2K_1$, $\langle K_{1,n}^{(1)}, K_{1,n}^{(2)} \rangle$ and $\langle K_{1,n}^{(1)}, K_{1,n}^{(2)}, K_{1,n}^{(3)} \rangle$ are Near divisor cordial (NDC).

Keywords :

Cordial labelling, Divisor cordial labelling and Near divisor cordial labelling.

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Strong (G,D)-number of Graphs

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Abstract:--

(G,D)-number of Graphs was introduced by Palani K and Nagarajan A. Let G be a (V,E) graph. A subset D of $V(G)$ is said to be a (G,D) -set of G if it is both a dominating and a geodetic set of G . A dominating set is said to be a strong dominating set of G if it strongly dominates all the vertices of its complement. In this paper, we introduce the concept Strong (G,D) -number of a graph and find the same for some standard graphs and its bounds.

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Teaching English through Literature

M. Esakkiammal., M.Ed Scholar, Department of Education, Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu

Abstract:--

This paper aims at emphasizing the use of literature as a popular technique for teaching both basic language skills (i.e. reading, writing, listening and speaking) and language areas (i.e. vocabulary, grammar and pronunciation) in our times. Reasons for using literary texts in foreign language classroom and main criteria for selecting suitable literary texts in foreign language classes are stressed so as to make the reader familiar with the underlying reasons and criteria for language teachers' using and selecting literary texts. Moreover, literature and the teaching of language skills, benefits of different genres of literature (i.e. poetry, short fiction, drama and novel) to language teaching and some problems encountered by language teachers within the area of teaching English through literature (i.e. lack of preparation in the area of literature teaching in TESL / TEFL programs, absence of clear-cut objectives defining the role of literature in ESL / EFL, language teachers' not having the background and training in literature, lack of pedagogically-designed appropriate materials that can be used by language teachers in a classroom context) are taken into account.

Key Words:

Literature, Teaching Literature, The Teaching of Language Skills, Foreign Language Teaching, Literary Competence.

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Role of Education in Women strengthen in India

Ms. Seema rani., Research Scholar, BPSITTR (BPSMV), Khanpur Kalan, Sonapat, Haryana

Ms. Jyoti singh., Research Scholar, BPSITTR (BPSMV), Khanpur Kalan, Sonapat, Haryana

Ms. Mamta., Research Scholar, BPSITTR (BPSMV), Khanpur Kalan, Sonapat, Haryana

Abstract:--

Women empowered means mother India empowered. 'Women empowerment' is the process of enabling and developing ability or potential in women so that they can think and act freely, exercises their choice and control their lives and thereby reducing discrimination and exploitation towards them. When women who contribute almost half of the population are empowered it will strengthen the national economy. Education is considered as a landmark for women empowerment because it makes them able to respond to the challenges, to face their traditional role and change their lives. Increasing access to education notwithstanding, gender discrimination still persists in India and lot more needs to be done in the field of women's education in India. As education is both an input and input of human being development, educational equity will ensure enabling and industrial growth. Education can do much more for women's rights, dignity and security. Education is the only solution to open the golden gate of freedom for development. Eileen Malone Beach sees education, health care, and income as a blessed trinity because they are so closely related. Present paper discusses the role of education on empowerment of women in India. Finally, it is realised that education enables women not only to acquire knowledge but also aid to help them to achieve economic security, social status, self- confidence, courage and strengthen to face challenges in life and reduces disparities and exploitation upon them.

Key Words:

Women empowerment, Education.

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SDS-PAGE analyzed in cowpea [*Vigna unguiculata* (L.) Walp.] Gamma irradiation in different doses of seeds by using protein markers

D. Dhanavel., Research Scholar, BPSITTR (BPSMV), Khanpur Kalan, Sonapat, Haryana

S. Gnanamurthy., Research Scholar, BPSITTR (BPSMV), Khanpur Kalan, Sonapat, Haryana

P. Pavadai., Research Scholar, BPSITTR (BPSMV), Khanpur Kalan, Sonapat, Haryana

Abstract:--

The account of germplasm is an indispensable activity of Cowpea crop improvement. However, identification based on morphological and viable mutant characters of germplasm is a time of overshadowing and sometimes vaccinated due to environmental influence on character expression. Among biochemical techniques, SDS-PAGE (Sodium Dodecyl Sulfate- Polyacrylamide Gel Electrophoresis) is most widely used due to its validity and simplicity for describing genetic structure of Cowpea crop of germplasm. Seed protein patterns obtained by electrophoresis have been successfully used to resolve the taxonomic and evolutionary problems CO 6 and CO 7 of two varieties of crop plants. The SDS – PAGE is considered to be a practical and reliable method for identification of particular genotype because seed storage proteins are largely independent of environmental conditions. Cowpea is an important legume crop with manifold uses and a number of varieties are available with almost same characteristics, therefore it becomes important to develop techniques to distinguish closely related cultivars. Most of the work on cowpea storage protein was confined to regulation of storage degradation, accumulation and quality of storage protein and characterization of storage protein of Glutinin. However, the information on varietal differences in electrophoresis patterns of seed proteins is insufficient. The purpose of this study was to compare protein content and electrophoresis patterns of SDS – PAGE to estimate differences in banding pattern was present in CO 7 then CO 6 and control of cowpea genotypes.

Key Words:

Cowpea, Protein, SDS-PAGE, Gamma rays and Markers.

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Effect of Chemical Mutagenesis and yield performance of Cowpea (*Vigna unguiculata* (L.) Walp)

N. Seetharaman., Department of Botany, Annamalai University, Annamalai Nagar, Tamil Nadu India.

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S. Gnanamurthy., P.G. Research Department of Botany, A. A. Govt. Arts College Cheyyar, Tamil Nadu India.

Abstract:--

In the present investigation two cultivars of Cowpea (CO 6 and CO 7) were practiced for mutagenic treatment of EMS, DES and SA to study the effect on 100 seed weight and seed coat colour characters. The LD50 value for 50% of reduction and 50% germination of seed germination it's known as called lethal dose/concentration, lethal dosages values of Cowpea in 30mM of EMS treatment, 25mM of DES and 20mM of SA treatments. A mixed trend of positive and negative shift in mean values was observed in both the cultivars in all the mutagenic treatments for the number of pods per plant and 100 seed weight in M2, M3 and M4 generations. In this study of seed mutants were observed which characterized by development of anthocyanin pigment in the testa of seeds. They took slightly less number of days to attain maturity as compared with control in both variety CO 6 and CO 7. The heritability estimates for number of pods bearing branches, number of pods, 100 seed weight and seed yield per plant were higher in M2 generation than in M3 and M4 generations in the two (CO 6 and CO 7) varieties of Cowpea (*Vigna unguiculata* (L.) Walp). The high estimates of heritability in yield and yield components has been found to be useful from plant breeder's view point as this would enable him to base his selection on the phenotypic performance.

Key Words:

Cowpea, EMS, DES, SA, Anthocynin, LD50 value and generation.

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An Analysis of the Attitude of Investors towards Financial Assets in Thoothukudi

Dr.V.Sornaganesh., Assistant Professor, PG and Research Department of Commerce, V.O.Chidambaram College,Thoothukudi

G.Maria Delicia Helina., Head,Assistant Professor,Department of Commerce, Holy Cross Home Science College-Thoothukudi

Abstract:--

Behavior of investors in stock market continues to be a topic of study for many researchers. When faced with complex situations, investors often rely on mental shortcuts and end up in a biased decision. Of all irrational behaviors, 'herding' is considered as one of the most significant one. The present study aims at the Risk capacity and tolerances that vary according individual's differences. It is therefore essential for enterprises, institutions and government to understand their attitudes and tailor the schemes to attract funds from their sector. The Government is to frame policies, offer concessions, and ensure safety of funds to make investment congenial, for which purpose a study of the attitude of investors is vital. Hence there is good scope of mobilizing financial saving of this sector. Overall, the result of the study is an indication that if saving are stimulated and investment channelized properly, there would be substantial capital formation and there by economic growth. Therefore it was found pertinent to take up a study of the attitude of investors financial assets in Thoothukudi.

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Being and not becoming: A study of John Barth's The Floating Opera

Dr. P.T.Selvi Kohila, Asst.Prof.Of English, V.O.Chidambaram College, Tuticorin.

Abstract:--

Existentialism and Nihilism as philosophies are historically and culturally of European origin but it has spread widely to have become a modern international phenomenon. The two World Wars and their aftermath had fostered the growth and proliferation of existentialism and nihilistic attitude on the continent. In the United States of America certain aspects of modern experience make American intellectuals susceptible to the existentialistic and nihilistic style of philosophizing. John Barth, a postmodern writer dramatizes the madness of the contemporary society in his novels. His works have certain modern relevance and it takes its nourishment from the two mentioned philosophies. The paper titled "Being and Not Becoming: A study of John Barth's The Floating Opera" proposes to analyze Barth's 'The Floating Opera' as dramatizing various nihilistic attitudes and existentialistic fervor.

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Problem Solving Ability in Computer Science of Standard Xi Students

Dr.M.Kanmani, Tamilnadu Teachers Education University, Chennai.

Abstract:--

Problem Solving is a form of thinking in which a person is confronted with problem. In Problem solving, the person recognizes his/her ideas or reconstructs his/her experiences in order to overcome obstacles and attain it. This study aims to find the problem solving ability in computer science of standard XI students. Survey method was adopted for the study. Three hundred standard XI students were selected randomly for the study. Descriptive and inferential statistics were employed for analysing the data. The findings of the study shows that there is a very low positive correlation between problem solving ability and academic achievement of standard XI students.

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Automated E-Billing and Supply Control Using Power Line Communication

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Tirunelveli, Tirunelveli

Abstract:--

In this project, billing and verifying consumption of power is totally automated and the communication is made possible entirely through the power line. This communication is bi-directional at a faster data rate through long distances. By digitizing, the currently used analog energy meter has been completely transformed to a digital one. This system automatically collects the consumption and status of data from energy meter device and transfers the data to Electricity Board (EB) office by using power lines. After verifying customer's serial number, bill will be issued to the customer and the same will be stored in the database. Automatic supply tripping under the case of failure in bill settlement by the customer and restoring the supply in case of bill settlement is governed by a circuit. This circuit consists of a microcontroller (AT89S52). It controls the LCD display and the power line communication unit. The EEPROM AT24C04 is used to store the output of the microcontroller permanently. The interface used is MAX232. This is used to control the speed of data transfer between MODEM and the microcontroller. Hence it is beneficial to the customer as the system is made user friendly.

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Online Job Seeking With Map Integration

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V.VinothKumar., UG Students, Department Of CS&IT, Kalasalingam Academy of Research And Education.

V.Manoranjithem., Assistant Professor, Department Of CS& IT, Kalasalingam Academy of Research And Education

P.Vidhya Saraswathi., Assistant Professor, Department Of CS& IT, Kalasalingam Academy of Research And Education

Abstract:--

Nowadays large scale economy Online Job seeking procedure is a overwhelming task for potential human resources.It entails a indepth search of job websites, newspapers, individual mediators etc to identify an employment opportunity .This paper is web-site developed in Html,CSS, JavaScript, MySQLandPHP. The main aim of this web-site is to improve the services of candidates and vendors. It maintains the entire details about the company. The primary features of this website is high accuracy, responsive design, flexibility and easy availability. And it has candidate to register their details with resume stored using MySQL database.The method used here is an online application that can be accessed throughout the organization and outside as well as with proper login provided. The central concept of this website is that the candidate can easily view all the details about the company through the internet with Map Location. This method can be used as an Online Job Entry for job seekers .It is easy to locate the place of employer. Online Job Seekers logging must be able to upload their information.

Keywords—

MySQL,Online Job Seeking ,PHP,Website

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Enhanced Corrosion Resistance Of Mild Steel In Hydrochloric Acid Solution By Sida Acuta Bunn.F Leaf Extract: Electrochemical Study.

M.Selvam., PG & Research Department of Chemistry V.O.C. College, Tamil Nadu.

S.Pushpavalli., PG & Research Department of Chemistry V.O.C. College, Tamil Nadu.

T.Sweety., PG & Research Department of Chemistry V.O.C. College, Tamil Nadu.

A.Muthulakshmi., PG & Research Department of Chemistry V.O.C. College, Tamil Nadu.

Abstract:--

The biodegradable inhibitor, which could effectively reduce the rate of corrosion of mild steel, were investigated by chemical (weight loss) & Electrochemical (potentiodynamic polarization & Electrochemical Impedance Spectroscopy (EIS)) techniques. The mixed type inhibitors extracted from sida acuta leaf exhibited excellent inhibition performance, & the inhibition efficiency for mild steel reached 93.84 % at 298 K in hydrochloric acid. Moreover, the adsorption mechanism of the inhibitors on a mild steel surface is described by the Langmuir adsorption isotherm. The morphology of the surface of the specimens was analysed using atomic force microscopy, energy dispersion spectroscopy & scanning electron microscopy. The results obtained from chemical & electrochemical techniques are in good agreement.

Keywords—

Sida Acuta, acid corrosion, AFM, EDS, SEM, & EIS.

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Separation Axioms via Regular $*$ – Open Sets

S.Pious Missier., Associate professor(Retd), PG & Research Department of Mathematics, V.O.Chidambaram College, Tuticorin, India.

M.Annalakshmi., Research scholar, PG & Research Department of Mathematics, V.O.Chidambaram College, Tuticorin, India.

S.Jackson., Assistant professor, PG & Research Department of Mathematics, V.O.Chidambaram College, Tuticorin, India.

Abstract:--

The aim of this paper is to introduce new separation axioms regular $*$ -regular, regular $*$ -normal, r $*$ -regular and r $*$ -normal using regular $*$ -open sets and investigate their properties. We also study the relationships among themselves and with known axioms regular, normal, semi-regular and semi-normal.

Keywords—

Regular $*$ -regular, regular $*$ -normal, r $*$ -regular, r $*$ -normal.

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New Forms of P^g continuous Functions

S. Jackson., Assistant Professor ,P.G&.Research Department of Mathematics, V.O.Chidambaram College, Thoothukudi, India.

S.Anushuya., PG student ,P.G&.Research Department of Mathematics, V.O.Chidambaram College, Thoothukudi, India.

K.Srimathi., PG student ,P.G&.Research Department of Mathematics, V.O.Chidambaram College, Thoothukudi, India.

S.Saranya., PG student ,P.G&.Research Department of Mathematics, V.O.Chidambaram College, Thoothukudi, India.

Abstract:--

The idea of generalized Closed sets presented by Levine assumes a critical part in General Topology. This thought has been examined widely as of late by numerous topologists. The investigation of generalized Closed sets has prompted several new and fascinating ideas. Dunham further investigated the Properties of $T_{1/2}$ spaces and defined a new Closure operator Cl^* by using generalized Closed sets. S.Pious Missier and S.Jackson[6] introduced a new notion of generalized closed sets called P^g closed sets. The purpose of this paper is to define Strongly P^g Continuous and perfectly P^g Continuous functions which are the different forms of P^g continuous function. In this paper we derived some important results and establish its relationship with other forms of P^g continuous functions.

AMS Subject Classification: 54C05,54C08,54C10.

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Contribution of Lakshmi Sahgal to Indian National Army

M.Sorna Nayaghi., V.O.chidambaram College of arts and science.

Abstract:--

Lakshmi Sahgal was born on October 24, 1914 in the Madras Presidency to S. Swaminadhan, an eminent lawyer, and A.V. Ammukutty, a social worker and freedom fighter. Lakshmi Sahgal was a revolutionary of the Indian independence movement, an officer of the Indian National Army, and the Minister of Women's Affairs in the Azad Hind government. Lakshmi Sahgal is commonly referred as "Captain Lakshmi", a reference to her rank when taken prisoner in Burma during the Second World War. Each stage of the life of this extraordinary Indian women represented a new stage of her political evolution – as a young medical student drawn to the freedom struggle; as the leader of the Rani of Jhansi regiment of the Indian National Army and immediately after Independence she restarted her medical practice in Kanpur amongst refugees and the most marginalised sections of society and in post-Independence India, she became a member of the Communist Party of India (Marxist) and the All India Democratic Women's Association (AIDWA) and demanded for political, economic and social justice. This paper attempts to bring out the contribution of Lakshmi Sahgal to Indian National Army.

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Studies on Nanocomposites of Rice Husk Ash with Palmitic Acid

V.Rajeshwari., Assistant Professor, P.G and Research Department of Chemistry, V.O.C College, Tuticorin

Dr. Jessica Fernando., Assistant Professor, P.G and Research Department of Chemistry, V.O.C College, Tuticorin

Abstract:--

Husk composites were synthesized by solution mixing method. The synthesized composite was characterized using UV-Vis, FTIR, SEM, Spectro Fluorometry and AFM spectroscopy. UV spectrum of rice husk ash/palmitic acid composite shows absorption band at 310nm to 315nm which might be due to the $n-\pi^*$ transitions of the C=O groups. It is effectively red shifted compared to the wavelength of bulk Rice husk which appeared at 302 nm. IR spectrum shows an intense peak in the range of 470-450 cm^{-1} which is attributed to the Si-O asymmetric bending vibration of Si-O-Si bond and confirms the highly condensed silica network. The bands at 1705 and 2360 cm^{-1} are due to C=O stretch in acid and C=C stretching. The band at 3430 cm^{-1} due to O-H stretching of COOH group of palmitic acid is very weak and broad in the composites which may be due to the bonding of the group with Si of rice husk ash. The prepared nanocomposites were crystalline and the presence of several peaks indicates random orientation of the crystallites. The SEM images of rice husk ash/palmitic acid shows a regular network like structure which is uniform. This is may be due to a regular arrangement of silica and palmitic acid in the presence of surfactant. Dye degradation efficiency was studied using rosaniline dye solution. The composite exhibited degradation efficiency of 37%.

Keywords:

Nanocomposites, Palmitic acid, SEM, AFM

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Efficacy of GIS, Remote sensing and Entropy in the Analysis of Urban Systems

Anto Sanjay Felix., Lecturer, Department of Information Systems, College of Computing and Informatics, Wolkite University, P.O. Box: 07, Wolkite, Ethiopia.

Dr. Sivasubramanian., Associate Professor, Department of Geology, V.O.Chidambaram College, Tuticorin, Tamil Nadu, India.

Abstract:--

Urban sprawl in general is discussed as the expansion of human population, away from, a central high-density urban area, to its surrounding low-density areas. This phenomenon is instigated by urbanization, population growth, industrialization, housing and commercial expansion and so forth. The pros of attraction of living in a nice neighborhood with better schools and lower crime rates must be weighed against the cons. Many a time the term 'Urban Sprawl' has a negative connotation, because on many environmental implications like loss of agricultural land, forests and habitat, disturbance of local flora and fauna, increase in Public Expenditure, Increased Traffic, Environmental Issues, Impact on Social Lives etc. Planned urbanization in the wake of development will have a low impact on the environment and social aspects. Unplanned urban sprawl is sure to escalate the harmful impacts on the environment.

Geographical information systems in hands with Remote-sensing have the technology and tools for spatial and attribute data capture, storage, analysis, inference and reports. They are commanding in the sense that the analysis of the trends of the past and present sprawls over a period of time can be used to predict the future trend and hitherto recommend decision makers and stake-holders are aware and sensibly direct urbanization with very limited hack on the environment. Entropy in urban sprawl is the mode in which its distribution takes place. Urban Sprawl is characterized as, Low density, Strip development, scattered development and Leap-frog development. Entropy plays a definitive role in studying the mode of urban sprawl in a geographical area of interest. Geographical Information system, Remote sensing technology and Entropy together make a resilient group in the study, analysis and planning of the urban sprawl of a geographical area. This paper is a review of the efficacy of GIS, Remote sensing and Entropy in the analysis of Urban sprawl.

Keywords:

Urban sprawl; spatial entropy; urban systems; entropy monitoring.

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Application of Triangular Fuzzy Numbers in Decision Making

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T.Aathivignesh., PG student, P.G&.Research Department of Mathematics,V.O.Chidambaram College, Thoothukudi, India-628008.

Abstract:--

The fuzzy set theory has been established in 1965 by Lofti A. Zadeh from the University of Berkeley. Under certain conditions the fuzzy set formed in the real numbers is called Fuzzy Number. Due to the uncertainty of information and the complexity of the decision-making problem, it is difficult for decision makers to express their preferences by using exact numbers. So to reduce the complexity we can use the fuzzy numbers in such cases. Fuzzy Numbers plays a vital role in many applications decision making, Fuzzy Logic and approximate reasoning etc. In this paper we used the Triangular Fuzzy Number to find the best team in a Group Dance Competition between Five Teams.

Keywords:

Fuzzy Number, Triangular Fuzzy Number, Decision making

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Open and Closed maps via P^g sets

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B.sakthi Devi., PG student, P.G&.Research Department of Mathematics,V.O.Chidambaram College, Thoothukudi, India-628008.

M.Mala.,PG student, P.G&.Research Department of Mathematics,V.O.Chidambaram College, Thoothukudi, India-628008.

S.Shyamala.,PG student, P.G&.Research Department of Mathematics,V.O.Chidambaram College, Thoothukudi, India-628008.

Abstract:--

The investigation of generalized closed (g- closed) sets in a topological space was initiated by Levine and concept of $T_{1/2}$ spaces was introduced. Dunham additionally explored the the properties of $T_{1/2}$ spaces and defined a new closure operator cl^* by using generalized closed sets.S.Pious Missier and S.Jackson[6]cleared another pathway by introducing a new notion of generalized closed sets called P^g closed sets. This paper explores P^g Open and P^g closed maps in topological spaces and concentrate some of its essential properties and relations among them. In this paper we derived some important results and establish its relationship with other existing open and closed maps in topological spaces.

AMS Subject Classification: 54C05,54C08,54C10.

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An Application of Pentagonal Fuzzy Number Matrix in Personality Development Index

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S.Keerthana.,UG student, P.G&.Research Department of Mathematics,V.O.Chidambaram College, Thoothukudi, India-628008.

S.Hari Krishnamoorthy .,UG student, P.G&.Research Department of Mathematics,V.O.Chidambaram College, Thoothukudi, India-628008.

Abstract:--

The fuzzy set theory has been established in 1965 by Lofti A. Zadeh from the University of Berkeley. Under certain conditions the fuzzy set formed in the real numbers is called Fuzzy Number. Due to the uncertainty of information and the complexity of the decision-making problem, it is difficult for decision makers to express their preferences by using exact numbers. So to reduce the complexity we can use the fuzzy numbers in such cases. In this paper we adapted the Pentagonal Fuzzy Number to know the best personality from the values of Personality Development Index proposed by Kaliappan and Karthikeyan (1997) which was used to assess self awareness, self confidence, emotional adjustment and stress coping ability

Keywords:

Fuzzy Number, Pentagonal Fuzzy Number, Personality Development Index, Decision making.

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An Analysis of Water Quality Using Fuzzy Matrices

S. Jackson., Assistant Professor , P.G&.Research Department of Mathematics,V.O.Chidambaram College, Thoothukudi, India-628008.

S.Nivedha., PG student, P.G&.Research Department of Mathematics,V.O.Chidambaram College, Thoothukudi, India-628008.

P.Amutha.,PG student, P.G&.Research Department of Mathematics,V.O.Chidambaram College, Thoothukudi, India-628008.

T.Annya.,PG student, P.G&.Research Department of Mathematics,V.O.Chidambaram College, Thoothukudi, India-628008.

Abstract:--

The classical set theory is built on the fundamental concept of set of which an individual is either a member or not a member. Thus, many real-world problems cannot be described and handled by the classical set theory,including all those involving elements with only partial membership of a set. To overcome this problem In the year 1965 Lofti A. Zadeh coined Fuzzy set theory.In 1998 W.B.Vasantha Kandsamy cleared a pathway by establishing Fuzzy matrix theory. A fuzzy matrix is a matrix with elements having values in the fuzzy interval. In this Paper We Introduced Four new types of Fuzzy Matrices Called Initial Raw quantity Matrix(IRQ Matrix),Average Quantity Dependent Matrix(AQD matrix),Redefined Quantity Dependent Matrix(RQD Matrix),Combined Effect Quantity Dependent Matrix(CEQD Matrix) to know the level of chemicals mixed in the water samples from various places in the Kancheepuram District .

AMS Mathematics Subject Classification: 15B15.

Keywords:

AQD, RQD, CEQD, Decision making, Chemicals ,Water Quality

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The Position of Dalit Women in Tamilnadu

Dr.K. Sasikala., Assistant Professor, PG & Research Department of History, V.O.Chidambaram College, Thoothukudi

Abstract:--

Depressed class people of India were treated untouchables. Apart from that they faced so many social problems. The condition of Dalit women in Tamilnadu was not so good. They faced the triple burden of caste, class and gender. Caste Hindus illtreated Dalit women due to their poverty, ignorance and illiteracy. Dalit women got social awareness through the Dalit social reformers. The government concentrated attention on Dalits particularly Dalit women. The government of India and Tamilnadu state government enacted Dalit women security legislations. This paper focused the condition of Dalit women and security legislations for Dalit women.

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Strong (G,D)-number of Middle Graph

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M.Mahalakshmi., I.M.Sc, A.P.C.Mahalaxmi College for Women, Thoothukudi.

A.Sony., I.M.Sc, A.P.C.Mahalaxmi College for Women, Thoothukudi.

Abstract:--

Strong (G,D)-number of Graphs was introduced by Palani K and Santhaana Gomathi C. Let G be a (V,E) graph. A dominating set is said to be a strong dominating set of G if it strongly dominates all the vertices of its complement. A (G,D)-set D of G is said to be a strong (G,D)-set of G if it strongly dominates all the vertices of V-D. Strong (G,D)-number of Product graphs was discussed by S.Velammal & S.Rajalakshmi . In this paper, we find the strong (G,D)-number of Middle graphs of some standard graphs .

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Fuzzy Number Analysis in Neural Networks

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S.Sundar Raj.,PG student, P.G&.Research Department of Mathematics,V.O.Chidambaram College, Thoothukudi, India-628008.

Abstract:--

Fuzzy set theory, which was first proposed by the researcher Zadeh (1965), has become a very important tool to solve problems and it provides an appropriate framework for representing vague concepts by allowing partial membership. Neural Network is an interconnected network that resembles human brain ,used to be a key segment of mathematical education. Artificial neural network are widely used as an effective approach for handling non-linear and noisy data, especially in situations where the physical process relationships are not fully understood and they are also particularly well suited to modeling complex systems on a real time basis. Numerous models have been created in the literature for the description of the neural system. In this paper, we utilize pentagonal fuzzy number to pick the best machine for work by Feed-Forward Neural Network(FFNN).

Keywords:

Fuzzy Number, Pentagonal Fuzzy Number, Feed-Forward Neural Network.

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On P^g Closed Sets

S. Jackson., Assistant Professor , P.G&.Research Department of Mathematics,V.O.Chidambaram College, Thoothukudi, India-628008.

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B.Ajitha.,PG student, P.G&.Research Department of Mathematics,V.O.Chidambaram College, Thoothukudi, India-628008.

Abstract:--

Dunham [3]explored the properties of $T_{1/2}$ spaces and defined a new closure operator cl^* by using generalized closed sets which was introduced by famous topologist Levine. S.Pious Missier and S.Jackson [6]cleared another pathway by introducing a new notion of generalized closed sets called P^g closed sets. This paper is devoted to P^g derived set, P^g exterior, P^g Frontier and P^g Border of a subset of a topological space. We investigate the fundamental properties of the above speculations and explore the inner relationship between them.

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Impact of Fuzzy Techniques in Psychology

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C.Maria Jacksina., PG student, P.G&.Research Department of Mathematics,V.O.Chidambaram College, Thoothukudi, India-628008.

Abstract:--

The fuzzy set theory has been proposed in 1965 by Lofti A. Zadeh from the University of Berkeley. This theory depends on the intuitive reasoning by taking into account the human subjectivity and imprecision. It is not an imprecise theory yet a thorough scientific theory which deals with subjectivity and uncertainty which are common in the natural phenomena In the year 1998 Fuzzy matrix theory was developed by W.B.Vasantha Kandsamy. A fuzzy matrix is a matrix with elements having values in the fuzzy interval. This paper devoted to the application of fuzzy matrix in the field of psychology. In psychology, the Thurstone interest schedule was the first formal technique to express preferences for different occupations of a person. It was developed by Louis Leon Thurstone in 1947.In this paper we utilized Fuzzy matrix theory to find the best personality among the personalities by their scores in Thurstone interest schedule.

AMS Mathematics Subject Classification: 15B15.

Keywords:

AQD, RQD, CEQD, Decision making, Thurstone interest schedule

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Personality Index- An Analysis Using Combined Effect Quantity Matrix

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N.Esther Angeline., PG student, P.G&.Research Department of Mathematics,V.O.Chidambaram College, Thoothukudi, India-628008.

A.Blessy Mano., PG student, P.G&.Research Department of Mathematics,V.O.Chidambaram College, Thoothukudi, India-628008.

Abstract:--

The notion of fuzzy set systems from the observation made by Zadeh (1965) is that more often than in, the classes of objects encountered in the real physical world do not have precisely defined criteria of membership. In 1998 W.B.Vasantha Kandsamy cleared a pathway by establishing Fuzzy matrix which elements having values in the fuzzy interval. In this Paper We Used Initial Raw quantity Matrix (IRQ Matrix), Average Quantity Dependent Matrix (AQD matrix), Redefined Quantity Dependent Matrix (RQD Matrix) and Combined Effect Quantity Dependent Matrix (CEQD Matrix) to know the best personality from the values of Personality Development Index proposed by Kaliappan and Karthikeyan (1997) which was used to assess self awareness, self confidence, emotional adjustment and stress coping ability.

AMS Mathematics Subject Classification: 15B15.

Keywords:

AQD, RQD, CEQD, Decision making, Chemicals ,Water Quality

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Some Remarks on Soft JP Open Sets in Soft Topological Spaces

S. Jackson., Assistant Professor , P.G&.Research Department of Mathematics,V.O.Chidambaram College, Thoothukudi, India-628008.

S.Piousmissier., Associate Professor (Retd), P.G&.Research Department of Mathematics,V.O.Chidambaram College, Thoothukudi, India-628008.

Abstract:--

When managing uncertainties, a few speculations such as Fuzzy set theory, Intuitionistic fuzzy set theory, Vague set theory and Rough set theory have innate challenges because of deficiency of parameterization. In 1999,Russian Mathematician D.Molodstov [2] stipulated soft set theory to annihilate the ambiguity that emerges in the most of the problem solving methods. The conception of soft sets became stable once Shabir and Naz introduced soft topological spaces in 2011, which are defined over an initial universe with a fixed set of parameters. In 2016, The authors of this paper cleared another pathway by presenting a new class of generalized closed set called soft JP closed sets in soft topological spaces. This paper is devoted to Soft JP Open and Soft JP closed maps. We also studied some of its basic properties and the interrelationship of the above maps with other Soft maps. Also its several characterizations and properties are obtained.

AMS Classification: 06D72.54C05,54C08,54C10.

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Effect of Ethanol Extract of Coleus amboinicus Lour. On Some Physiological Aspects In Root – Knot Nematode Infected Host Plant, Solanum lycopersicum (L).

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Dr .S.Mohamed Ibrahim., P.G&.Research Department Of Zoology,V.O.Chidambaram College, Thoothukudi, India-628008.

Abstract:--

The host plant may be regarded as living culture medium of the parasite and serve as a source of energy for the development of root – knot nematode, *Meloidogyne incognita*. Some aspects of pathophysiology of this nematode on *Solanum lycopersicum* (L) were studied. The leaf of *Coleus amboinicus* Lour extracted by ethanol were applied for varied concentration. The nematode infection lead to stunted growth, root galling and chlorosis. The application of leaf extract influenced the plant growth, vigour etc. The pathogenesis is reflected at tissue levels with low sugar, protein, lipid in root and shoot systems. This reduction might be by possible consumption by nematode. The energy content was reduced in root and shoot systems in the infected plant and increased in treatment plant. The reduction of sugar content in the infected untreated plant reduced the activities in the root and shoot were observed for dehydrogenases of glucose and alcohol. A perusal of the redoxenzyme activities shows a specific increase of dehydrogenates activities in the infected host plant under treatment.

KEYWORDS:

Energy, Sugar Enzymes, *M. incognita*.

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Evolution and Changing contours of Translation Studies in Indian Literature

Srinivas A., M.Phil Translation Studies, University of Hyderabad.

Abstract:--

When Comparative Literature was acclaimed as a distinct discipline both academically and practically in the latter half of the twentieth century, Translation Studies was an emerging discipline. Translation Studies has grown up both as an inter-discipline and a separate one in the past fifty years. However, though it has gone through considerable changes in its developing years, it still is treated as an inter-discipline and a discipline without strong philosophical basis.

The dispute in formulating a strong basis for the discipline through theories and literary works has not ended so far (the definition of “Translation” is still in its making). On the other side, Comparative and Translation theorists like Gayathri Spivak has contributed to a significant extent in understanding and enlarging the context of translating Indian Literature. It is evident that many groundbreaking books and papers published on translation theory that have international circulation are written in European languages, especially in English. Not to mention that they drew their examples and exemplars mainly from European and American Literature. It is time that Indian Literature both ancient and contemporary are introduced in to the scenario and dealt with. But, to study and translate Indian Literature with better quality on a larger context, it is essential for Translation Studies scholars to delve into multiple disciplines that are not been researched so far.

Keywords:

Translation Studies, Comparative Literature, Paradigm Shift, Maria Tymoczko, Jeyamohan

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Strongly, perfectly and Contra M_I^* -continuous in Ideal Topological Spaces

P.Mariappan., V.O. Chidambaram College, Thoothukudi.

Abstract:--

In this paper we have to introduced the concept of strongly M_I^* -continuous, perfectly M_I^* -continuous and contra M_I^* -continuous maps in ideal topological spaces. Also we have discussed the relationship with other existing continuous maps, composition between these continuous maps and its equivalent properties.

AMS Subject Classification: 54C05

Keywords:

Strongly M_I^* -continuous, Perfectly M_I^* -continuous and Contra M_I^* -continuous.

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(G,D)-number of Weak Product and Composition of Graphs

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Abstract:--

(G,D)-number of Graphs was introduced by Palani K and Nagarajan A. Let G be a (V,E) graph. A dominating set is a subset D of V such that every vertex in $V-D$ is adjacent to atleast one vertex of D . A (G,D)-set D of G is a subset D of $V(G)$ which is both a dominating and a geodetic set of G . In this paper, we find the (G,D)-number of weak(or Kronecker) product and strong product (or composition) of some standard graphs.

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Biological Simulation as a Tool in Predicting the Efficiency of Salt Production in a Selected Of Selected Saltern in Tuticorin District

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Abstract:--

Design of salterns, biological composition and environmental factors interact and control the salt production. In designing the layout of salterns, often Baume density of brine alone considered. Mixing of bittern also done thinking that it would increase the yield. Salt yield and at times salt scrapping becomes difficult in some salterns. Chemical analysis of source brine and geochemical simulation to reach halite boundary gives the evaporation factor required to concentrate the brine. Using this factor, direction of wind flow through the selected area would decide the layout of a successful saltern. *Dunaliella viridis* cells were mass cultured under cool white light of 2000-3000 lux with 16:8h (Light: Dark) cycle, at room temperature $30\pm 1^\circ\text{C}$, in 1.5 M NaCl (pH 8.5) supplemented Sea water growth medium (Gomez-Pinchetti et al., 1992.)

$$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4$$

Stainless steel trays of the size of 20 x 20 x 7.5 cm were used to simulate the reservoirs, condensers and crystallizer ponds. 1 litre of brine, showed a depth of 25 mm and that of 2 litres brine 50mm depth. The different concentrations of pigment tried were 50, 100, 200 and 400 $\mu\text{g L}^{-1}$. In toto, 72 trials were carried out [4 concentrations (50, 100, 200 and 400 $\mu\text{g L}^{-1}$) x 2 volumes (1 and 2 litres) x 3 densities (8.2, 12 and 16 $^\circ\text{Be}$) of brines x 3 repetitions]. In order to know the best or most suitable concentration of *D. viridis* to maximize salt production, the data was processed using the Statistica 5.0 software, taking test and control samples in a single column. Samples were suitably codified. One-way analysis of variance was performed. In order to substantiate the role played by *D. viridis* in salt production, the statistical tool – ANOVA – was preferred. Following are the hypotheses set for evaluating the conclusion. 400 $\mu\text{g L}^{-1}$ chlorophyll pigment from live *D. viridis* cells is the optimum quantity for maximum production. In all the trials tried, the test trays with *D. viridis* enhanced salt yield

Key words:

salterns, *Dunaliella viridis*, tray simulation study, pigments, halite nucleation

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Kinetic and Equilibrium Studies On the Removal of Copper Ions by Adsorption on to Low Cost Acplnc Adsorbent

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S.Arivoli., PG and Research Department of Chemistry, Thiru.Vi.Ka.Government Arts College, Thiruvarur.

C.Kathiravan., PG and Research Department of Chemistry, Rajah serfoji Government Arts College, (Autonomous), Thanjavur.

Abstract:--

An adsorbent prepared from Carica Papaya Leaves, by acid treatment was tested for its efficiency in removing copper ion. The process parameters studied include agitation time, initial copper ion concentration, adsorbent dose, pH and temperature. The adsorption followed second order reaction equation and the rate is mainly controlled by intra-particle diffusion. Freundlich and Langmuir isotherm models were applied to the equilibrium data. The adsorption capacity (Q_m) obtained from the Langmuir isotherm plot at an initial pH of 6.0 and at 30, 40, 50, 60 \pm 0.50C. The influence of pH on metal ion removal was significant and the adsorption was increased with increase in temperature. A portion of the copper ion was recovered from the spent ACPLNC using 0.1M HCl.

Key words:

Activated Carica Papaya Leaves Nano Carbon (ACPLNC), Copper ion, Adsorption isotherms, Equilibrium and Thermodynamic parameters, Intra-particle diffusion.

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Chemical synthesis and characterisation of Multimetaloxide ZnO-MgO-ZrO₂ Nanocomposite

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Muthu Chudarkodi R.R., Department of Chemistry, V.O. Chidambaram College, Thoothukudi-628 008, Tamil Nadu, India.

Abstract:--

Nanotechnology is a facilitating technology that deals with nanometre sized particles in several fields of science such as Chemistry, Physics, Biotechnology and also in Material science. A heterogeneous, versatile multi metal oxide ZnO-MgO-ZrO₂ nano catalyst was prepared by chemical co-precipitation method. The synthesized multimetaloxide nanoparticles were characterized by several analytical techniques such as UV, FT-IR spectroscopy, XRD (X ray Diffraction Studies), SEM (scanning electron microscope), CV (Cyclic Voltametry) and AFM (Atomic Force Microscope). The UV-visible absorption spectrum showed a characteristic optical absorption peak of ZnO-MgO-ZrO₂ nano catalyst at 260 nm. The X-ray diffraction pattern suggested the formation and crystallinity of ZnO-MgO-ZrO₂ NPs. Spherical ZnO-MgO-ZrO₂ NPs synthesized with an average particle size of 26 ± 5 nm were confirmed by scanning electron microscopy. Photo catalytic degradation was also investigated with crystal violet dye under UV-irradiation source.

Key words:

Multi metal oxide, ZnO-MgO-ZrO₂, XRD, SEM.

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Preparation of Perfluorooctanoic acid incorporate Nano size Poly (o-toluidine) and it's Characterization

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Abstract:--

Perfluorooctanoic acid (PFA) doped poly (o-toluidine) (POT) was synthesized via chemical oxidative polymerization of o-toluidine with potassium peroxy disulphate as an oxidant. The role of doping on the structure and morphological changes in poly (o-toluidine) were characterized by FTIR, UV-Visible spectroscopy, cyclic voltammetric (CV), SEM, TGA, XRD, TEM and electrochemical impedance spectroscopy measurements and the results were analyzed. The solubility of perfluorooctanoic acid doped poly (o-toluidine) was studied in various solvents. It showed good solubility in DMSO, DMF, acetone, acetic acid, THF and Dichloromethane. The bands at 1765, 3326 and 1400 cm⁻¹ belonging to PFO are observed in the spectra of surfactant doped polymers. SEM analysis shows the change in the surface morphology of doped poly(o-toluidine) was predominantly dependent on the concentration of the surfactant. Elemental analysis was done by EDAX which shows the presence of C, N, O and F. XRD pattern showed that the formation of nanosized (39nm) polymer. Cyclic voltammetric studies of the surfactant doped polymer exhibited one oxidation peak at 376.3 and one reduction peak at -73.8 mV. Electrical conductivity of PFO doped POT increased with increase of the surfactant concentration. The X-ray diffraction (XRD) pattern and transmission electron microscopy (TEM) image showed that the formation of nano sized polymer.

Key words:

Poly (o-toluidine), Perfluorooctanoic acid, XRD, Cyclic Voltammetry, morphology.

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Segmentation of Fluid Regions in Patients Having Diabetic Macular Edema Using Graph Algorithm and Neutrosophic Sets In Optical Coherence Tomography Images

Anupriya.G., Student, Easwari Engineering College, Chennai

Usha.A., Associate Professor, Easwari Engineering College, Chennai

Abstract:--

Optical coherence tomography (OCT) is a latest imaging technology with applications in medicine, biology as well as materials investigations. Over the time, diabetes can lead to serious problems in the blood vessels, retina, nerves, brain and eyes. These problems can lead to Diabetic macular edema (DME) causing problem in eye area to resolve this, Segmentation of fluid in optical coherence tomography images is implemented. Segmentation of OCT images is done using neutrosophic set and graph algorithm. Graph algorithm is applied to the neutrosophic set in order to segment the inner layers of eye and identify the fluid regions. Cluster computation is done using the cost function method to implement cluster based fluid segmentation. Finally, by ignoring the very small regions and middle layers finally the fluid regions are obtained for the diagnosis of DME.

Key words:

Fluid/cyst segmentation, graph algorithm, neutrosophic set, optical coherence tomography, diabetic macular edema.

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Design of Dual-Band Band Pass Filter Using CSRR

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Abstract:--

A Filter block has been highly attention due to it's highly importance in wireless communication systems. High consonant level regularly organizations with the execution of the filter block. The utilization of both low-pass or band-stop channel and the progression impedance lines techniques to lessen the deceptive qualities of the channel are not a pragmatic arrangements since that includes greater intricacy and huge in measure. In this paper, a solitary unit cell of a corresponding split ring resonator composed on the ground plane of the ordinary five shaft bandpass channel has been proposed and considered as more functional technique to energize the second bandpass recurrence band and to take care of the essential channel issue as far as third request symphonious trademark concealment (3fo). The last structure has been mimicked utilizing the CST Microwave Studio. The yields appeared and furthermore return misfortune upgrade is clear through the blend between the corresponding split ring resonators and band pass channel. Different focal points no many-sided quality includes and low in powerful cost.

Key words:

Dual band; BPF; CSRR; third harmonic reduction, cst microwave studio.

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Design a Frequency Reconfigurable Antenna for WLAN Application using CST

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P.Uma Maheswari., Department of Electronics and Communication Engineering, Kalasalingam Academy of Research and Education

Abstract:--

A Planar type antenna is specially designed with the ability to reconfigure various frequency ranges. Based on the frequency range, this antenna can be switched between different applications. The design is a T-Shaped antenna with two slotted rings and a basic co-axial feed is used for its simulation. At the both sides of the antenna, pin diode is used as a switch in order to vary the dimension. Variation in dimension gives the difference in frequency range. The simulation is performed using CST Microwave Studio suite. Two different frequencies of 5GHz and 5.9 GHz are obtained for the above antenna design. Both frequencies find application in WLAN (Wireless Local Area Network).

Key words:

Planar antenna, Frequency reconfigurability, WLAN, CST Microwave Studio Suite.

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Trimming of Zeal Based on Tracking in Wireless Sensor Network using Kalman Filter

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MadhanaGayathri., UG Student, Department of Electronics and Communication Engineering , Kalasalingam Academy of Research and Education

Diwakaran., Asst.Prof, Department of Electronics and Communication Engineering , Kalasalingam Academy of Research and Education

Abstract:--

WirelessSensor Networks has been utilized for some applications. Sensor hubs are utilized as a part of extensive variety of utilizations, for example, security, military and ecological observing. A standout amongst the most generally utilized application in WSN is Target Tracking. KalmanFilter has actualized progressively application that including by utilizing vision camera to perform constant picture preparing for vehicle following. In our work, we utilized KalmanFilter based calculation to build the objective exactness and by decreasing the pointless information's in sensor arrange, will prompt increment in vitality effectiveness. This procedure can done by coordinating both Cluster and Prediction techniques.

Key words:

Wireless sensor networks, Target Tracking, Kalman Filter.

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Design of Rectangular Helix Slow-Wave Structure for 140 GHz Travelling Wave Tube using CST

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G.Balaji., Department of Electronics and Communication Engineering, Kalasalingam Academy of Research and Education, Krishnan koil, Virudhunagardistrict

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Abstract:--

The slow wave structure of rectangular coil has been used to develop a high power mm wave traveling influx .The rectangular coil structure has been evolved from circular coil slow wave structure .This types of coil slow wave structure is a kind of planar structure. The dispersion properties and interaction impedance of high frequency characteristics are included in this structure. The rectangular helical structure are to reduce the backward wave oscillation before time transient solver. The dimensional parameter of 9.40KV and 40mA,

Key words:

Rectangular coil structure, travelling influx (TRAVELLING INFLUX), time transient solver, beam wave interaction, slow wave structure.

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Lucky Edge Labeling of Some Special Graphs

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Abstract:--

Let G be a Simple Graph with Vertex set $V(G)$ and Edge set $E(G)$ respectively. Vertex set $V(G)$ are labeled arbitrary by positive integers and let $E(e)$ denote the edge label such that it is the sum of labels of vertices incident with edge e . The labeling is said to be lucky edge labeling if the edge set $E(G)$ is a proper coloring of G , that is, if we have $E(e_1) \neq E(e_2)$ whenever e_1 and e_2 are adjacent edges. The least integer k for which a graph G has a lucky edge labeling from the set $\{1, 2, \dots, k\}$ is the lucky number of G denoted by $\eta(G)$.

A graph which admits lucky edge labeling is called Lucky Edge Graph.

In this paper, it is proved that $Z - (P_n)$, Fish Graph $C_n @ K_3$, Butterfly Graph K_3^2 , Double Triangular Snake DT_n , Flower Graph fl_n , P_n^2 are Lucky Edge Graphs.

Key words:

Lucky Edge Graph, Lucky Edge Labeling, Lucky Number. 2010 Mathematics subject classification Number: 05C78.

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Antimalarial activity of chosen marine halophytes from Tuticorin coast against chloroquinone sensitive Plasmodium falciparum

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Margaret Beula., Scott Christian College, Nagercoil, Tamil Nadu, India

Sundaram Ravikumar., School of Marine Sciences. Department of Oceanography and Coastal Area Studies, Alagappa University, Thondi campus, Tamil Nadu, India

Banergee Rajkumar., Scott Christian College, Nagercoil, Tamil Nadu, India

Sundaram Prasanakumar., School of Marine Sciences. Department of Oceanography and Coastal Area Studies, Alagappa University, Thondi campus, Tamil Nadu, India).

Abstract:--

Malaria is a fatal parasitic disease transmitted by mosquitoes. The drugs resistant Plasmodium falciparum causes the most virulent form of malaria in humans and it is described as a public health disaster causing increased morbidity and mortality. Seven seaweeds species and two sea grass species were collected Tuticorin coastal area and the seaweeds and seagrass extracts of three different solvents (diethyl ether, ethyl acetate and ethyl alcohol) were tested for in vitro antiplasmodial activity against Plasmodium falciparum. It is observed that Caulerpa scalpelliformis is having the minimum inhibitory concentration (IC₅₀) values in all the three solvent extracts. The IC₅₀ values of crude extract from C. scalpelliformis extracted with diethyl ether, ethyl acetate and ethanol are 27.343, 23.953 and 19.109 µg ml⁻¹ respectively, which falls under the active category as they fall in the range IC₅₀ < 5 to < 50 µg ml⁻¹. The in vitro antiplasmodial activity might be due to the presence of sugars, proteins, and phenols in the ethanolic extracts of seaweeds. Thus C. scalpelliformis has the highest antiplasmodial activity against the malarial human P. falciparum. When compared with the different solvent used for the extraction, the inhibitory concentrations of the seaweed and seagrass extracts differ in their polarity, and found that, the inhibitory concentration is found minimum with the ethanol solvent. It is concluded from the present study that, the ethanolic extracts of seaweeds of C. scalpelliformis possess lead compounds for the development of antiplasmodial drugs.

Key words:

Antimalarial, Artemether, Chloroquinone, Marine halophytes, Plasmodium falciparum, Seaweeds, Seagrasses,

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Impressions of Pre-Independence and Tumultuous India in Bapsi Sidhwa's Water

Raeshma Godsen., Ph.D Research Scholar, Women's Christian College, Nagercoil.

Dr. R Margaret Joy Priscilla., Associate Professor, Women's Christian College, Nagercoil.

Abstract:--

Literature is a reflection of life. Literature aims to present delight and instruction to the readers. Novel had its origin in medieval romance. It is referred as a tale of love and adventure. Bapsi Sidhwa is an award winning internationally acclaimed Pakistani writer. The novels of Bapsi Sidhwa reflects the evils faced by the common people especially women due to the popular cultures, beliefs and traditions. The trauma of the partition of India is briefly explained to its extent by Bapsi Sidhwa. This paper endeavours to show the helpless condition of women especially the widows in Indian society. Bapsi Sidhwa portrays the discrimination the discrimination that existed between the hindu society and the peculiar harsh treatment of women in her novel Water. The social clashes that existed within the society and the dragging of widowed women towards prostitution are widely analysed through the protagonist Kalyani and explained in this paper. Finally the paper is concluded with the findings that nothing can exist long and a victim cannot be a victim always.

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From Halcyon to Turbulence: A Study on Human Betrayal in Ngugi Wa Thiongo's Petals of Blood

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Abstract:--

The study aims at exploring the impact of colonialism and neo colonialism captured by Ngugi in his novels *Petals of Blood* through a thematic analysis of betrayal. The study also attempts to excavate Ngugi's strong nationalist vision of a Socialistic Kenya by expressing his desire for a social upheaval. Neo colonialism is the new kind of colonisation taking place in a new and different way which paralyses the economic, political and cultural growth of a decolonised nation. It was believed that Kenya would achieve its nationalist vision after its independence. But to his dismay Ngugi realised that post independent Kenya was riven by corruption, socio – political, economic exploitation and disillusionment cast mostly on the peasants and the working community by the political leaders who had emerged since independence. Neo colonial Kenya is led by the representatives of former colonial masters and other foreign interests affecting the country's growth and development. . The novel *Petals of Blood* illustrates the social, economic, political and cultural effects of neo colonialism in the neo colonial Kenya which is now ruled by the Black elite who perpetuates economic inequality and social injustice. The study concludes in expressing Ngugi's fervent desire of social upheaval in Kenya marking a practicable path to change.

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The Impact of pH on the Bio-Chemical Contents of Sardinella Longiceps at Gulf of Mannar in Tuticorin District

Mrs.M.Muthukani., A.P.C Mahalaxmi College, Tuticorin.

Abstract:--

Oceans play a very important role in the global carbon cycle and earth's climate system. Direct effects include the impact of increasing CO₂ concentration and acidity, which may affect all stages of the life cycle. The objective of this is to study the impact of different selected pH in *Sardinella Longiceps* fishes and to investigate the impact of selected pH on the biochemical contents, such as carbohydrates, lipids and proteins. Samples were collected at the Therespuram area of Tuticorin. Normal sea water with pH value of 9.0 is the control condition of experimental setup and pH value of 8.0, 8.5, 9.5 and 10.0 is the experimental condition. Lemon Juice was added to get the pH value of 8.0 and 8.5. Toothpastes and cleaning agents were added to get pH value as 9.5 and 10.0. Fish used in this investigation were starved for 40 hours prior to sampling. At each sampling, five fishes were dissected immediately. The gills, liver, intestine and muscle pooled for different five pH value groups of four specimens fish each before homogenizing in an aqueous suspension (1:10 wet mass: volume ice-cold distilled water) and the resulting solution. From the present study it is observed that the level of bio chemicals in the Liver, Gills, Intestines and muscles are at average under controlled pH of 9.0. The Bio-chemicals were at Maximum when the pH is 9.5 and minimum when the pH is 8.0

Keywords:

Sardinella Longiceps, Biochemical contents, pH, Gulf of Mannar, Ocean Acidification

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Mgnrega: It's Implication in India: A Overview

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Abstract:--

In today's globalized world, every country is facing challenges of cut throat competition, privatization, liberalization, economy development and allied problems. India is facing same problems along with development of rural India. If we concentrate on development of rural area by applying suitable (Human Resource Development) HRD parameters, it will strengthen the economy of India. Because rural development offers an important window through which we learn about the impact of accountability mechanisms on governance structures at the grassroots. The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) scheme was started by Govt. of India in lieu to provide at least 100 days employment to people at the rural level. Its major aim was to strength the rural society. The Indian Govt. has contributed huge capital in this scheme and almost every year this amount is increased. After 11 years of its launch, this scheme has given the mixed results. As MGNREGA is started all over India, we can easily analyze both the positive and negative effects of this scheme with this paper. In some parts it has made the people especially women self-dependent and increased the employment rate while in some parts a number of reports regarding the corrupt activities in MGNREGA, non-availability of work, biasness regarding distribution of work had come. This paper aims at providing an overview of MGNREGA's implementation in several parts of India.

Keywords:

MGNREGA, Employment Guarantee, Lab our, Rural Areas, Income, Standard Of Living, Women Upliftment.

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Cooperative Learning- An Active Learning Instructional Strategy of Inclusive Education.

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Dr H R Jayamma., Research Guide, Department Of Education, Bangalore University, Bangalore.

Abstract:--

All learners have a right to education, regardless of their individual characteristics or difficulties. Inclusive education has grown from the belief that education is a basic human right and that it provides the foundation for a more just society. Inclusive education initiatives often have a particular focus on those groups, which, in the past, have been excluded from educational opportunities. These groups include children living in poverty, those from ethnic and linguistic minorities, girls (in some societies), children from remote areas and those with disabilities or other special educational needs. To ensure success for students with disabilities in general education classrooms, teachers must plan collaboratively, create structured classrooms with clear rules and expectations, and teach content in meaningful and memorable ways. However, even with well-planned inclusive services, general education teachers and co-teaching teams often struggle with how to effectively teach students with disabilities in general education classrooms. This paper provides tips for inclusive practices especially various collaborative activities that will assist general education teachers in meeting the educational needs of their students with disabilities.

Keywords:

Cooperative Activities, Collaborative, Disability, Inclusive Education, Special Education Needs

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Roman Domination number of more graphs

T. Narmatha., M.Phil Scholar, A.P.C Mahalaxmi College for Women, Thoothukudi, Tamilnadu, India.

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Abstract:--

Roman domination number was introduced in an article in Scientific American by Ian Stewart. For a graph $G = (V; E)$, let $f: V \rightarrow \{0; 1; 2\}$, and let (V_0, V_1, V_2) be the ordered partition of V induced by f , where $V_i = \{v \in V | f(v) = i\}$ and $|V_i| = n_i$, for $i = 0; 1; 2$. There exists a 1-1 correspondence between the functions $f: V \rightarrow \{0; 1; 2\}$ and the ordered partitions (V_0, V_1, V_2) of V . Thus, we will write $f = (V_0, V_1, V_2)$.

A function $f = (V_0; V_1; V_2)$ is a Roman dominating function (RDF) if $V_2 < V_0$, where $<$ means that the set V_2 dominates the set V_0 , i.e. $V_0 \subseteq N[V_2]$. The weight of f is sum of $f(v)$ where $v \in V$. That is $w(f) = 2n_2 + n_1$. The Roman domination number, denoted $\gamma_R(G)$, equals the minimum weight of a RDF of G and we say that a function $f = (V_0; V_1; V_2)$ is a γ_R -function if it is an RDF and $w(f) = \gamma_R(G)$. In this paper, we find the Roman domination number of some more graphs such as book $B_n, (S'(P_n \odot K_1), (S'(S_n)), M(C_6), M(F_{1,n}), T(F_{1,3}), P_2 \odot P_n$, etc..

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Computerisation of Vedic Mathematics-II (General Multiplication and Polynomial Division)

T. Narmatha., M.Phil Scholar, A.P.C Mahalaxmi College for Women, Thoothukudi, Tamilnadu, India.

K. Palani., Associate Professor of Mathematics, A.P.C Mahalaxmi College for Women, Thoothukudi, Tamilnadu, India.

Abstract:--

T.Narmatha, K .Palani initialized the art of writing c++ programme for Vedic mathematics. As the continuation of the work, in this paper, we tried to create c++ programme to generalize the Vedic method of multiplication. (i.e.) for multiplication of any two numbers and then the Vedic method of division of any polynomial of degree n by linear polynomial.

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Synthesis of Cu₂O by SILAR and the impact of Annealing on the Structural Properties

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Abstract:--

The present study focuses on fabrication of Cuprous oxide thin film on an amorphous glass substrate using SILAR technique. Four samples were prepared in total and three samples were annealed at various temperatures, 200°C, 300°C, and 400°C. The annealed samples were compared with the as-deposited sample. The structural analysis of the prepared samples was examined by X-Ray Diffraction. The analyses revealed that annealing converts cuprous oxide into cupric oxide at higher temperatures. Also, the preferred orientation for Cu₂O is along (111) plane and for CuO the predominant peak is along (002). The particle size, lattice parameters, dislocation density and micro-strain values of the samples were calculated.

Keywords:

Cuprous oxide, Cupric oxide, SILAR, Particle size, Lattice constant, Dislocation density, Micro strain.

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Synthesis, Characterization and Application of MoO₃-ZrO₂ mixed oxide Nano Particles

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Abstract:--

Nano MoO₃-ZrO₂ mixed oxides were prepared using wet chemical method by mixing equimolar solutions of Ammonium molybdate(0.1M) and Zirconium oxychloride(0.1M) in aqueous Sodium hydroxide and it refluxed at elevated temperature. The prepared nano MoO₃-ZrO₂ mixed metal oxide nanoparticles were characterized by XRD, SEM, EDAX studies.. From XRD studies the size of the nano MoO₃-ZrO₂ mixed oxide nanoparticles are in the nm size by Debye scherr's formula. SEM morphological studies of nano mixed MoO₃-ZrO₂ revealed the particle distribution with crystal and granular structure. EDAX analysis indicates the presence of Mo, Zr and O elements.

Keywords:

MoO₃-ZrO₂ , XRD,SEM,EDAX .

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Green synthesis of undoped and Ti ion doped CeO₂ nanoparticles assisted by the dried fruit extract of emblica officinalis and its efficient photocatalytic activity in aqueous medium

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J.Ashli., Department of Chemistry, V.O Chidambaram College, Tuticorin, Tamilnadu, INDIA

Abstract:--

The objective of this paper is to report a non-toxic, potential green synthetic method for the synthesis of cerium oxide nanoparticles from ammonium ceric sulphate using *Embilica officinalis* dried fruit extract as a stabilizing agent. Synthesised nano CeO₂ were characterized using UV-Vis and PL spectroscopic techniques, XRD, and TEM. Both undoped and Ti doped CeO₂ nanoparticles absorb at 253 nm and emit at a wavelength of 352 nm and 350 nm respectively. Using Debye scherrer formula, the size of the spherical shaped undoped and Ti ion doped nanoparticles were calculated to be 23.82 nm and 24.82 nm respectively. Photocatalytic degradation of p-nitrophenol under UV-irradiation was also investigated. Undoped and Ti ion doped cerium oxide nanoparticles possess photocatalytic activity while the latter shows enhanced degradation efficiency percentage (79%) and can be used as an effective photocatalyst.

Keywords:

CeO₂ nanoparticles, Green synthesis, Embilica officinalis, Photodegradation.

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Synthesis, structural characterization, anti-microbial and DNA binding studies of novel Schiff base metal(II) complexes derived from Isoniazid and 2-(4-nitro-phenyl)-2H-isoquinolin-1-one

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Abstract:--

Novel complexes of Cu(II), Co(II), Zn(II) and Ni(II) with isoniazid derivative (derived from 2-(4-nitro-phenyl)-2H-isoquinolin-1-one and isoniazid) were synthesised and characterized by spectroscopic techniques like elemental analysis, magnetic susceptibility measurements, molar conductivity, IR, ¹H-NMR, ¹³C-NMR, UV-Vis., EPR, thermal analysis and FAB Mass spectra. Further, the synthesized metal complexes were subjected to DNA binding study using electrochemical method and indicate partial intercalation binding mode. The synthesized metal complexes exhibited significant antimicrobial activity against the organisms Escherichia coli, Staphylococcus aureus, Klebsiella pneumoniae, Proteus mirabilis, Salmonella typhi and candida albicans when compared with the standard antibiotic (Streptomycin). The ligand and its metal complexes were screened for antioxidant activity and all the complexes showed favorable free radical scavenging activity. Among the synthesized metal complexes, the copper complex marked the highest activity. The in vitro antimycobacterial activity against Mycobacterium tuberculosis was also assessed and summarized.

Keywords:

Isoniazid, Antioxidant, Escherichia coli, Staphylococcus aureus, Klebsiella pneumoniae, Proteus mirabilis, mycobacterium tuberculosis.

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Electroreduction of Oxygen on Copper Nanoparticle Deposited Glassy Carbon Electrode with 1, 4 Naphthoquinone and its derivatives

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Abstract:--

The electrochemical reduction of oxygen has been studied on copper nanoparticle modified glassy carbon electrode (CuNP/GCE) with 1,4-naphthoquinones (NQ) in various buffer solutions from pH 1.0 to 13.0 employing cyclic voltammetry, chronoamperometry and chronocoulometric technique. The stability of the modified electrodes was ascertained in acidic and neutral media. The modified electrode was prepared by solvent evaporation of copper nanoparticle on the surface of GCE. The surface morphology of CuNP/GCE was examined by atomic force microscopy (AFM). The influence of pH and scan rate on the electrochemical and electrocatalytic behaviour was studied and pH 7.0 was chosen as the optimum working pH by comparing the shift in oxygen reduction potential. The oxygen reduction behaviour of CuNP/GCE was compared with bare GCE. Electrochemical studies reveal that CuNP/GCE shows a high electrocatalytic activity towards O₂ reduction. The oxygen reduction proceeds by a two-electron pathway.

Keywords:

Copper nanoparticle modified glassy carbon electrode, 1,4-Naphthoquinone, Oxygen reduction.

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