

SPARKLES

VOLUME III

Socio-Pedagogy & Techno Methodology



**Shrimathi Devkunvar Nanalal Bhatt
Vaishnav College for Women
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SPARKLES - VOLUME III – SOCIO-PEDAGOGY & TECHNO METHODOLOGY

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Foreword

*Research is to see what everybody else has seen,
and to think what nobody else has thought*

- Albert Szent-Gyorgyi

Today, as the world has undergone a sea of change in all fields, including educational development, it is time to recognize the importance of research and to guide both teachers as well as students on the fundamental component of various studies laced with societal importance. The educational changes necessitated by computing and communication technologies are profound and this journal comprises relevant articles and research papers that are written by students with the support of teachers. In this issue of SPARKLES – Socio Pedagogy and Techno Methodology the readers can get information about myriad perspectives on online teaching & learning, smart phones, covidnomics etc. I wish the current issue to reach miles and traverse a healthy path of Research and Development.

Dr. R. Geetha

Principal

Shrimathi Devkunvar Nanalal Bhatt
Vasihnav College for Women, Chromepet.

From the Editorial Board

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women is the first Women's college in Kanchipuram district, Tamil Nadu. The College has carved a niche in women's education by upgrading its status as a Research Institute in 2012 with 7 Departments viz. History and Tourism, English, Statistics, Physics, Plant Biology and Plant Biotechnology, Computer Science, Commerce and English in 2020, offering Ph.D. programme. Seven Research Departments offer Full-time and Part-time Ph.D. Programme and 3 departments offer Part-time Ph.D. programme. At present, there are 10 Under Graduate courses in the aided structure and 21 Under Graduate courses, 17 Post Graduate courses, 5 M.Phil. Courses in the self-supporting structure and there are 89 research scholars currently pursuing their research. The College caters to the needs of 6800+ students with high standard of education and discipline through committed staff that makes women students wiser and stronger. Our college has always been ahead in promoting research initiatives.

It has initiated a one of a kind Young Researcher Project (YRP) for the Under graduate & Post graduate students to showcase their research acumen and scientific temper in their respective fields of specialisation.

To promote a healthy research and writing culture, the college takes pride in publishing two International Half-yearly Journals – International Journal of Multidisciplinary Research in Arts, Science and Commerce (IJMRASC) and Svādhyāya - International Journal of Trans-disciplinary Research and Development (SIJTRD). SIJTRD promotes the concept of trans-disciplinary research by collaborating with natural sciences. IJMRASC encourages Innovative Research, Review of the existing research, Comparative research of different approaches and its interpretation, problem solving research, community based and social relevant research.

To encourage the art of writing research articles amongst UG, PG students and faculty members of our college, we have taken an initiative to publish a multidisciplinary research book SPARKLES – Socio Pedagogy and Techno Methodology which comprises conceptual articles, technology based research ideas, research findings, and investigative ideas. This is an opportunity for the students to build their technical writing skills and formulate research

spirit. The New Education Policy promotes research initiatives among students at the early stage so as to inculcate the quintessence of research skills among our students, in order to encourage them to explore and provide an exposure to various societal concepts.

Computer Science students have written the paper “OpenAI with ChatGPT” on the latest technology and wireless communication technology which is the need of the hour.

The article written by students with Sanskrit as second language beautifully portrays Bhagavad Gita as a guiding text for quality management in different disciplines.

Commerce students have explored the nuances of Financial technology and Tax payer’s perception towards adoption of E-filing. Students have also written articles on the socially relevant and pertinent topics like “Collection of E-waste and other Recyclables” and “Unemployment in India”.

The journal also features articles in Tamil that delve on feminism and the worship of deities in regional and indigenous cultures. Articles that discuss a diversity of topics like cartoon programmes, need for menstrual leave, photography skills, influence of social media and buying behaviour among youth and literary studies makes this issue stand apart with a rich uniqueness in research ethos. Articles written centering the challenges faced by students’ community and work place culture in various organizations is an evidence of the contemporary nature of the research articles.

We appreciate the efforts of the young researchers who have made their maiden attempt in writing articles for SPARKLES. Students’ efforts in understanding the workable research areas and their ability to observe and write investigative or exploratory articles show their research inclination and involvement to provide a viable solution. Their studies reflect a positive direction in the growing trend of research. We are confident that this issue would stimulate the future contributors.

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WIRELESS UNDERWATER COMMUNICATION USING LI-FI TECHNOLOGY – A REVIEW

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ABSTRACT

Underwater data transmission is one of the significant methods of correspondence between ships, submarines, and scuba divers; we can also track lost ships and drowned airplanes. Underwater communication is usually done by acoustic signals, electromagnetic waves, optical signals, or ultrasound waves. The drawback of these systems was signal deterioration, less speed rate utilized over a short reach, less secure data, etc., To overcome these problems Li-Fi technology is used; the data transmission is done using LED sources. It provides high-speed communication, better efficiency, availability, accessibility, and high security of the information than the existing technologies.

Key words: *Li-Fi, LED, Underwater communication, Visible Light Communication (VLC), Wireless Communication, IoT, Transmitter, Receiver.*

INTRODUCTION

Li-Fi (Light Fidelity) is one of the recent technologies for wireless communication. Professor Harald Haas presented the idea of “Li-Fi” in 2011. Li-Fi is a bidirectional wireless system that uses Light-Emitting Diodes (LED) as a medium to transfer data; a light source with a chip needs to transmit a signal through the light waves. It utilizes 802.11 protocols, infrared, ultraviolet, and visible light for communication. By using Li-Fi, we can also work with electromagnetic interference. Unlike Wi-Fi, Li-Fi provides the high speed and bandwidth of the internet. In 2017, the University of Eindhoven conducted a research where they obtained a download rate of 42.8 Gbits with infrared light with a radius of 2.5 m which is far superior to the speed of Wi-Fi.

Wireless underwater communications have different difficulties to transmit data. Some of the factors that affect underwater communications are pressure, salinity, turbidity, temperature, amount of light entering the water surfaces, effects of the waves, etc., Even though underwater communication has lots of challenges but it plays a vital role in transmitting data. The existing technologies for underwater transmissions are Radio Frequency communication, Optical transmission, and Acoustic communication. The radio frequency doesn't appropriate for long-range distances (3-300 Hz), the optical transmissions have specific fixed frequencies (450 - 550 nm frequencies) and the acoustic communication doesn't work for the multiuser correspondence Li-Fi proposed a solution for these existing technologies. It produces a high data rate within a short range which can be used as an alternative approach to RF and acoustic communications.

REVIEW OF LITERATURE

This paper reviews the existing wireless underwater communication through Li-Fi technology. Patil et al [1] proposed a project for wireless communication underwater utilizing an Atmel®AVR® ATmega8 chip. The prototype consists of an IC 7805-based DC power supply, Atmel®AVR® ATmega8, IR transmitter, IR receiver TSOP18, 16x2 LCD, Piezo Electronic Buzzer, Receiver module OS-RX04-ASK, Transmitter module MO-SAWR. On the transmission side, the LCD and keypad are initialized if the Piezo Electronic buzzer is pressed the corresponding character is displayed, or else it waits for the keypad to be pressed. The character inputs are sent to the IR transmitter via the Transmitter module MO-SAWR. On the receiver side, the LCD and keypad are initiated and checked for the received signal. The IR receiver receives the signal and decodes it. The decoded signal is transmitted to the Receiver transmitter OS-RX04-ASK.

Krishnamoorthy et al [2] implemented a project for cloud storage using IoT and GPS modules. On the sender side, the PIC microcontroller (9 – 12v), and the keypad unit are programmed for sending the data of the audio signal in two modes: Manual mode and Bluetooth mode. In the manual mode, the data is sent through a keypad whereas, in the Bluetooth mode, the data is sent through a PC or mobile via bluetooth. The data is modeled using Binary phase shift Keying modulation. The Li-Fi transmitter packed the LCD signal and sends it to the receiver side. The Photodetector on the receiver side receives the arriving signal and then is processed using the microcontroller; the received audio signals can be heard through the speaker. The GPS module tracked the position and save it in the cloud via GPRS/GSM – IoT modem.

There are two sound system-sending strategies: Pulse Code Modulation streaming (PCM) and MP3 over Visible Light Communication (VLC) were explored and executed by Maideen Abdulkader Jeylani et al [3]. On the transmitter module, the audio data is transmitted to the audio bluetooth then the data is converted in the form of LED light in the Li-Fi transmitter and sent to the receiver. The Li-Fi receiver which is a solar panel (photodiode) receives the data which is in the form of analog signals and sent it to the PIC microcontroller where it processed the data. The transmitter made the data to support the output devices. The audio is amplified and can be heard through the speaker.

The analysis of the noise in the data is proposed by Aman et al [4], the analog signals from the mp3 audio are converted to digital conversion using frequency modulation (FM), then the signal is converted to light in the LED driving circuit and sent to the receiver. On the receiver block, the photodiode converts the digital signals to electrical signals. Then the signal converts from digital to analog and the data can be heard by the speaker. During this experiment, the authors added various noises and concluded that if the noise is between 1 – 0.7, the noise signal can be retrieved.

Suhash Reddy et al [5] proposed a project for large-distance transmission (Ship – Ship transmission). On the sender/ship 1 side, the audio signal is converted to electrical signals. The microcontroller converts the USB logic to Transistor-Transistor Logic (TTL). They used two different sources of light: LED and LASER. The light is modulated using the Li-Fi transmitter and passed to the water. The photodiode which is in the buoys converts optical signals to electrical signals. These signals were transmitted to the antenna above the sea. The satellite communicates with the antenna in the buoy where signals are converted from electrical to optical signals, the signals are transmitted from the satellite to the antenna of another buoy whose range is within the destination ship is located. The optical signals from the buoy are sensed by the receiver/ship 2, which converts optical signals to electrical signals and sent them to the microcontroller. The microcontroller identifies the data and the route of the receiver converts the data from TTL logic to USB logic. The audio signals can be heard by the speaker. The performance analysis of wireless underwater communication using Li-Fi technology is shown in table 1.

TABLE 1: ANALYSIS OF THE WIRELESS UNDERWATER COMMUNICATION USING Li-Fi TECHNOLOGY

S. No.	Author	Transmitter	Receiver	Benefits
1	Patil et al [1]	Transmitter module MO-SAWR	Receiver module OS-RX04-ASK	Sending the signals between the sender and the receiver
2	Krishnamoorthy et al [2]	Li-Fi transmitter	Photodiode	GPS module tracked the position and save it in the cloud via GPRS/GSM – IoT modem.
3	Maideen Abdulkader Jeylani et al [3]	Li-Fi transmitter	Solar Panel	The transmitter made the data to support the output devices. The audio is amplified and can be heard through the speaker.
4	Aman et al [4]	LED driving circuit	Photodiode	The audio data of the sender can be heard by the receiver through the speaker. If the noise is between 1 – 0.7, the noise signal can be retrieved.
5	Suhash Reddy et al [5]	Li-Fi transmitter sent to the Photodiode of the Buoy	The optical signals of the buoy are sent to the Photodiode of the receiver.	The data can be transmitted between two ships or over a large range using the satellite signals

METHODOLOGY

There are two significant modules for transmitting the data from the source to the destination using Li-Fi: Transmitter (Tx) and Receiver (Rx). The transmitter module is used on the sender side and the receiver is used on the receiver side. On the sender side, the data is fetched by the transmitter and converted into light waves, and sent to the receiver through a water channel. The receiver module absorbs the light waves and converts them into data.



Fig 1: Block Diagram of the Wireless Underwater Communication Using Li-Fi

A. Transmitter (Tx)

The basic transmitter module consists of the power supply unit, PIC microcontroller, keypad, Li-Fi transmitter, and LED. The power supply unit supplies the power for the transmitter; it contains transformers, filter rectifiers, and regulators to obtain a single unit of power. The Keypad is used to activate the transmitted commands. The brain of the transmitter is the PIC microcontroller; it acquires the input from the Keypad and displays the data. The LED transmits the data to the Li-Fi transmitter. The Li-Fi transmitter transfers the data to the receiver. Figure 2 represents the basic transmitter working block.

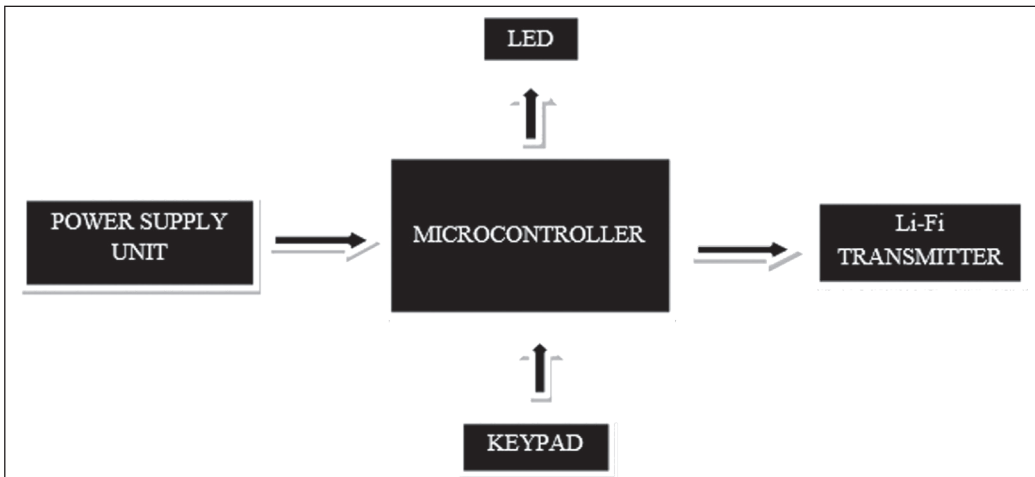


Fig 2: Transmitter

B. Receiver (Rx)

The basic receiver module comprises the power supply unit, Li-Fi receiver, PIC microcontroller, and LED. Figure 3 shows the basic receiver working block. The power supply is operating as a unit to the receiver. The Li-Fi receiver receives the data from the Li-Fi transmitter. The Li-Fi receiver is a photodiode that absorbs the signal from the LED. The data is converted into electronic signals and stored in the cloud. Thus, the cloud provides the output data for various applications.

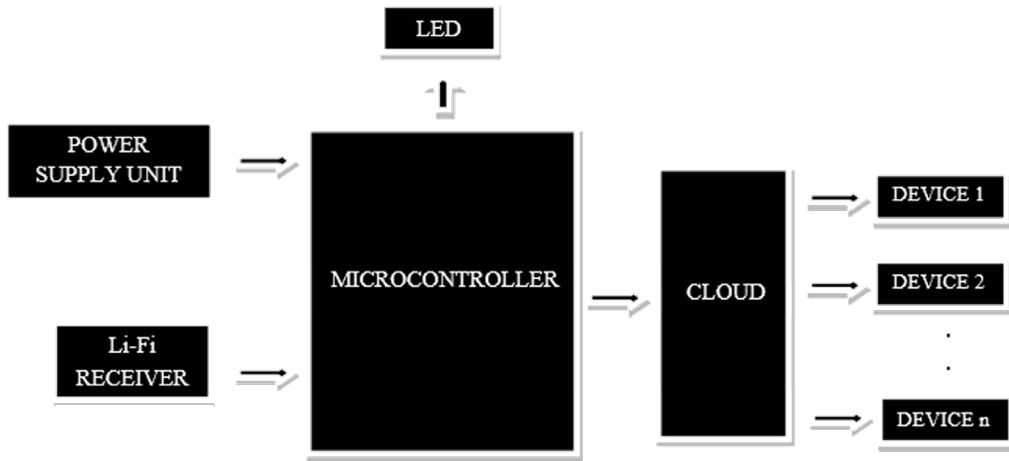


Fig 3: Receiver

APPLICATIONS

Some of the applications of Li-Fi in underwater communications:

- The Li-Fi can be used for rescue operations.
- It tends to be utilized for angler security.
- The Li-Fi can be used by the Naval force where they can screen foes.
- It is also used for the researchers to know about the shipwreck.
- If there is any oceanic calamity or catastrophic event, we can able to alert the ship/ships.

FEATURES

- Li-Fi enhanced secure wireless communication.
- It provides high transmission of data.
- It required low power.
- We can avoid the RF spectrum because it uses an optical spectrum.
- Compare to other existing technologies, Li-Fi technology is less destructive to humans.

CHALLENGES AND FUTURE SCOPE

There are many models to propose wireless underwater communication using Li-Fi, but there are some fundamental challenges of Li-Fi technologies. The light waves can penetrate opaque materials. The receiver can't able to receive the data when the light waves are blocked. If the ocean waves produce more noise, then it may affect the light waves. The loss of data may happen when there is more noise. The wide range of data transmission is questionable.

A ton of exploration is directed at Li-Fi innovation. This technology will become the future of technology and it has immense potential. It will assist with influencing the world into a greener environment. In contrast with other existing technologies like Wi-Fi, the Li-Fi gives better execution, fast information rate, cost-efficient, profoundly secure information, and eco-accommodating. Li-Fi can be utilized in different fields like the Health sector, Defense industry, Education sector, Disaster management, Traffic management, Versatile Networks, RF avoidance field, Indoor wireless communication, and so forth.,

CONCLUSION

Even though Li-Fi innovation is in the beginning stage, it has numerous advantages in all other fields. It is an alternative approach to radio-based wireless. Li-Fi continues toward a greener, more secure, and more promising time to come. Underwater Communication utilizing the Li-Fi will be valuable for salvage activities, angler security, and submarine watches. It delivers a profoundly safe transmission without influencing the living organic entities in the ocean.

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V-COLLECT (COLLECTION OF E-WASTE AND OTHER RECYCLABLES)

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ABSTRACT

In a world of growing technology every day, thousands and millions of new technologies/ gadgets were introduced and being bought by the people all over the world. But what about the existing gadgets which are outdated? They are not properly disposed, which makes harmful effects to our earth. To control this, recycling is the best solution, whether the recyclers has attained their 100% potential? No. Hence our V-collect service helps to attain the recyclers to achieve their potential recycling ability through various modes of collection.

Key words: *E -Waste , RECYCLING E -Waste and other recyclables ,Website ,Mobile application.*

INTRODUCTION

Improper disposal of Electronic Waste emits high level of Greenhouse gases, which increases the Global Warming which leads to increase the sea water level and more harmful things to our earth. To make effective control over the issue, we need recycling, but as of now the recyclers are not getting enough recyclable products to recycle. Only 30-40% of the capacity were utilised. To attain the full potential, all the recyclable products should reach the proper recyclers.

Research Methodology

We have collected the information, data and evidences that are supported to our project are from trustable sources from internet, various public newspapers, from some recyclers and also we have also conducted a survey regarding our V-collect and that gave us the sufficient and appropriate information to proceed further in our project.

Research Analysis

Effects

Emission of Greenhouse Gases by,

- LAPTOP - Emits up to 331 Kgs of Greenhouse gases
- Books - 2 Kgs of Greenhouse gases
- Athletic Shoes - 13.6 Kgs of Greenhouse gases
- Jeans - 33.4 Kgs of Greenhouse gases

(The greenhouse effect will cause Global warming)

Problems of Recyclers

- Even though recyclers have good recycling capacity, they are not getting enough e-waste for recycling. (only 30-40% of capacity is utilized)
- Here comes our collection service.
- We are building a bridge between E-waste products and E-waste recyclers.
- By different modes of collection, we provide solution for the recyclers.

Current Market size of E-waste

- \$49,880 Million (as of 2020)
- Projected to reach \$143,870 Million by 2028
- Growing at 14.3% in span of 8 years.
- The estimation of increase shall be in the order of highest to lowest, i.e.,
- Metal > plastic > Glass > and Others

Current Indian Market

- India is the 5th e waste producing countries
- Total recyclers in India 468 (In TN 1 recyclers, 22 dismantling units)
- India have the potential to recycle 95% of its e-waste
- But it recycles only 22%
- Remaining 78% not being recycled.

Goals and Objectives

In a world of growing technologies, there is also a need to take care of old products. We recycle the old product to provide eco-friendly environment to the society to adapt to technologies.

Research Findings

Collection of E-waste/Recyclables

1. Through WEBSITE or MOBILE APPLICATION
2. ON WHEEL collection at certain centres
3. Collect through SMART BOXES in corners of city places.

1. Through Website or Application

- “Sell your E-waste” website or mobile application shall be developed
- User will register through app or web application
- E-waste shall be collected through a delivery agents.
- Shipped or transported to e-waste management companies
- Our website will also work as an **E-commerce site for electronics (Affiliation)**

2. Wheel Collection

- Date and Time to pick up the E-waste shall be notified
- Trucks or any vehicle according to the pickup shall be sent to collect
- Places for the pickup shall also be disclosed.

Example: On 10th October, at 12.30-1.30 pm, V-collect vehicle will arrive to collect the e-waste.

3. Smart Box collection:

- User will put the e-waste inside the boxes which are specifically designed to collect e-waste
- User will enter the measurement of E-waste (on screen settings shall be designed in such manner)
- Once the E-waste received, 6 Digit code will be sent to user’s mobile number.
- With that code, the person can avail offer in our website to buy new products.
- Once the box is filled, it will intimate our company to collect at that time through a notification.

Impacts

The ultimate goal of every business is to make profit. Our business V-collect has two ultimate goals. First to save environment and secondly to make profit out of them. Our projects is not only focussing on IT sectors, Tech manufacturers, Educational institutions and Hospitals, We are also focussing on every common individual households. Our project also has the ability to provide employment opportunities.

CONCLUSION

V-Collect is a project which acts as intermediary between recyclers and the recyclable product holders. To bring out the electronic wastes from households, we also provide certain monetary benefits to them. With this marketing strategy our V-Collect service can grow more and provide eco-friendly environment around the globe.

REFERENCE

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4. TimesofIndia.com

Special Mentions

Some of the following companies collect E-waste and recycle them, but not similar to our project

- Trashman
- Green Era recyclers

மல்லிச்சியம்மன் வழிபாட்டு மரபுகள்

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ஆய்வுச் சுருக்கம்

புகழேந்திப் புலவர் மற்றும் கூற்றுவ நாயனார் பிறந்த சிறப்பிற்குரிய பொன்விளைந்த களத்தூர் சோழர் காலத்தில் 'நெற்கோட்டம்' என்ற பெருமைக்குரியது. இவ்வூரில் குடிகொண்டுள்ள பிடாரி மல்லிச்சியம்மனுக்கு ஆண்டுதோறும் ஆடி மாதம் மூன்றாவது வாரம் திருவிழா நடைபெறுகிறது. பக்கத்து ஊர்களுக்குக்கெல்லாம் தாய் கிராமமாகத் திகழும் பொன்விளைந்த களத்தூரில் கொண்டாடப்படும் இவ்விழா கலைகளையும் பண்பாட்டையும் பேணிக்காக்கும் விதமாக அமைந்துள்ளது. ஊரையும் தங்களையும் பாதுகாக்கும் தெய்வத்தை நாமும் ஆண்டுதோறும் கொண்டாடினால் தெய்வம் நம்மை துன்பத்திலிருந்து காக்கும் என்ற மக்களின் நம்பிக்கை இக்கட்டுரையின் வழி வெளிப்படுவதை அறியலாம்.

கலைச்சொற்கள்

புகழேந்திப் புலவர் - பொன்விளைந்த களத்தூர் - கூற்றுவ நாயனார் - பொன்பதர்கூடம் - பிடாரி மல்லிச்சியம்மன் - கங்கை அம்மன் - மாரியம்மன் - கொல்லமேடு - வீரக்குப்பம் - எடையூர் - கழுங்குன்றம் - பிராமணி - மகேஸ்வரி - வாராகி - கௌமாரி - இந்திராணி - தனலட்சுமி - புற்றுக் கோவில் - குத்துக்கல் - கல்பட்டு - எலுமிச்சைப்பட்டு - கோரைப்பட்டு - பொலிக்காரர்கள் - தடிக்காரர்கள்.

முன்னுரை

இயற்கை வழிபாட்டின் அடிப்படையில் தோன்றியது இறைவழிபாடாகும். மனித குல நாகரிகத்திற்கும் வளர்ச்சிக்கும் அடிப்படையாக அமைந்த தெய்வ நம்பிக்கை மனிதனது வாழ்வைச் செம்மைப்படுத்த துணை புரிகிறது. சிறு தெய்வங்களுக்கான அதன் வழிபாட்டு முறைகள் ஏட்டில் எழுதாத காவியமாக விளங்குகிறது. ஒவ்வொரு இனமக்களும் அவரவர்களுக்குரிய சிறு தெய்வங்களை வழிபடும் வழக்கத்தைக் கொண்டுள்ளனர். குறிப்பிட்ட இன மொழி மக்களால் வழிபடப்படும் முறைகள் செவிவழிக் கதைகளையே தன் வரலாறாகக் கொண்டுள்ளன. வழிபடும் மக்களின் பழக்க வழக்கங்களுக்கு ஏற்ப மாறுபடும் பூசைகளைக் கொண்ட தெய்வங்களைச் சிறு தெய்வங்கள் என்று அழைக்கிறோம். அவ்வகையில் பொன்விளைந்த களத்தூரில் குடி கொண்டிருக்கும் சிறு தெய்வமான மல்லிச்சியம்மன் கோவில் வழிபாட்டு மரபுகள் பற்றி இக்கட்டுரையில் காணலாம்.

மல்லிச்சியம்மன் கோவில் அமைந்திருக்கும் இடம்

செங்கல்பட்டு மாவட்டத்தில், திருக்கழுக்குன்றம் தாலுகாவைச் சார்ந்த அருள் மிகு பிடாரி மல்லிச்சியம்மன் கிராம தேவதை கோவில் பொன்விளைந்த களத்தூர் என்ற கிராமத்தில் அமைந்து பக்தர்களுக்கு அருள் பாலித்து வருகிறது. செங்கல்பட்டில் இருந்து 10 கிலோமீட்டர் தொலைவிலும் திருக்கழுக்குன்றத்திலிருந்து 10 கிலோமீட்டர் தொலைவிலும் இக்கோவில் அமைந்துள்ளது.

கோவில் அமைப்பும் தெய்வங்களும்

ஏரிகள் சுழந்திருக்கும் பொன்விளைந்த களத்தூரின் மையத்தில் மல்லிச்சியம்மன் கோவில் அமைந்துள்ளது. ஏரிக்கரையை ஒட்டி கோவிலின் உள்ளே நுழையும் முகப்புப் பகுதியில் திரிகூலமும், அசுரனின் தலையும் வைக்கப்பட்டுள்ளது. கோவிலின் கருவறையில் மல்லிச்சியம்மனுடன் ஆறு தங்கைகளான கௌமாரி, வாராகி, தனலட்சுமி, இந்திராணி, மகேஸ்வரி, பிராமணி மற்றும் இடது பக்கத்தில் வீரபத்திரரும் வலது பக்கத்தில் விநாயகரும் எனப் பிற தெய்வங்களின் சிலைகளும் அமைந்துள்ளன. கோவிலைச் சுற்றியும் ஐந்து சிறு தெய்வங்களும் அந்தத் தெய்வங்களுக்குக் கீழே அவர்களுக்கான சந்திக்கற்களும் வலது பக்கத்தில் கிணறும் அமைக்கப்பட்டுள்ளது. கோவிலின் சற்றுத்தொலைவில் சப்தகன்னிகளுக்கான வழிபாட்டிடமும் அதன் எதிரில் புற்றுக் கோவிலும் அமைந்துள்ளது.

ஊரின் சிறப்பு

பொன்விளைந்த களத்தூர் என்று சொல்லப்படும் இந்த ஊர் ஆதி காலத்தில் **பொற்களந்தைக் கோட்டம்** என்று அழைக்கப்பட்டது. தற்போது இப்பெயர் மருவி **பொன் விளைந்த களத்தூர்** என்று அழைக்கப்படுகிறது. முற்காலத்தில் பொற்களந்தைக் கோட்டத்தில் அமைந்துள்ள முன்குடும்பீஸ்வர ஆலயத்தில் பூசாரி ஒருவர் வேலை செய்தார். ஏழைக் குடும்பத்தைச் சேர்ந்த அவருக்கு ஏழு பெண் குழந்தைகள் இருந்தனர். எப்படி ஏழு பெண்களுக்கும் திருமணம் செய்வது என நினைத்து ஏங்கிய நிலையில் அவருக்கு அரசர் ஒரு சிறிய நஞ்சை நிலத்தைத் தானமாகக் கொடுத்தார். ஊரில் உள்ள மற்ற எல்லா வயல்களிலும் நன்றாக அறுவடை முடிந்து நெற்கதிர்கள் அறுக்கப்பட்டது. அதனால் எல்லாரும் நல்ல நிலையில் இருந்தார்கள். பூசாரி வயலில் மட்டும் ஒரு நெற்கதிர் கூட வரவில்லை. இதனால் வருத்தமுற்றுச் சிவபெருமானிடம் புலம்பிக் கொண்டே வயலுக்குப் புறப்பட்டார். அப்பொழுது அந்த பூசாரியின் வயல்வெளிகளில் திடீரென்று நெற்கதிர்கள் எல்லாம் தங்கமாய்க் காட்சியளித்தன. அதனை அறுவடை செய்து தம் ஏழு பெண்களுக்கும் திருமணம் நடத்தி வைத்தார். இப்படி நெற்கதிர்கள் பொன்னாக விளைந்ததால் இந்தக் கிராமம் அன்று முதல் பொன்விளைந்த களத்தூர் என்று அழைக்கப்படுகிறது.

கடல் போன்ற பெரிய ஏரிகளை உடையதாக இந்த கிராமம் அமைந்துள்ளது. மழை நேரங்களில் ஏரி நிரம்பினால் நடப்பட்டிருக்கும் 51 குத்துக்கல்லில் இருந்து விழும் தண்ணீர் வயல் வழியாகப் பாய்ந்து ஊருக்குள்ளே செல்லும். அப்படிச் செல்லும் தண்ணீர் பொலபொலவென்று கல்மீது பட்டுச் செல்வதால் அந்த ஊரைக் **கல்பட்டு** என்றழைத்தனர். பக்கத்து ஊர் எல்லையில் அத்தண்ணீர் பட்டுக் கோரைப் புற்கள் எல்லாம் மின்னும் நிலையில் காட்சியளிப்பதால் அந்த ஊரைக் **கோரைப்பட்டு** என்றும், அதனை அடுத்த ஊரில் எலுமிச்சை நிறைய விளைந்து காய்த்து இருப்பதால் அந்த ஊரை **எலுமிச்சைப்பட்டு** என்றும் அழைக்கின்றனர். இறுதியில், அந்தத் தண்ணீர் வல்லிபுரம் வழியாகச் சென்று பாலாற்றில் கலக்கின்றது. பொன்விளைந்த களத்தூர் இன்றும் தாய் கிராமமாக விளங்குகிறது. இங்குள்ள நெல்லை, பக்கத்து ஊர் கொல்லையில் வைத்துத் தூற்றுவதால் இதனைக் **கொல்லைமேடு** என்றும் அந்த நெற்பதர்களைச் சேர்த்து வைத்திருக்கும் பக்கத்து ஊரினை **பொன்பதர்க்கூடம்** என்றும் வீரத்தோடு பேசியதால் **வீரக் குப்பம்** என்றும் நெல்லை எடை போட்டுக் கொடுப்பதால் அவ்வூரை **எடையூர்** என்றும் அதன் அருகில் உள்ள ஊர் **கழுங்குன்றம்** என்றும்

வழங்கப்படுகிறது. பொன்விளைந்த களத்தூரின் மற்றொரு சிறப்பு 63 நாயன்மார்களில் ஒருவரான **கூற்றுவநாயனார்** ஆண்ட புண்ணிய பூமி இது. நளவெண்பாவை எழுதிய **புகழேந்திப்புலவர்** பிறந்த ஊரும் இதுவேயாகும்.

கோயிலின் வரலாறு

ஆதிகாலத்தில் பொற்களந்தைக் கோட்டம் என்னும் பெயருடைய பொன்விளைந்த களத்தூரில் முதலில் கிராம தேவதையாகக் கருக்காத்தம்மன் அருள் பாலித்து வந்தான். அப்பொழுது கருக்காத்தம்மன் மீது கொண்ட பக்தியினால் அம்மனிடம் பக்தன் ஒருவன் தனக்குச் சக்தி தரும்படி வேண்டினான். அம்மனும் தன் சக்தியைக் கொடுத்தான். அப்பொழுது அவன் சக்தி பலிக்கிறதா இல்லையா என்று அம்மனிடமே சோதித்துப் பார்த்தான். அம்மன் தன் சக்தியை அவனிடம் கொடுத்ததால் அம்மனுக்குச் சக்தி குறைந்துவிட்டது. இதனால் அவன் கருக்காத்தம்மனை அடிமையாக்கி ஒரு வேலைக்காரி போல் நடத்தினான். அதனால் கருக்காத்தம்மன் இதனைத் தன் மூத்த சகோதரியிடம் சொல்ல வேண்டும் என்பதற்காக இரவே கிளம்பி மகாபலிபுரத்தில் இருக்கும் மல்லிச்சியம்மனைக் காணச் செல்கிறான். கருக்காத்தம்மன் தன் மூத்த சகோதரியிடம் நடந்தவற்றையெல்லாம் கூறினான். மல்லிச்சியம்மன் 'நீ என் கருவறையில் இரு. நான் உன் இடத்திற்குப் போய்ப் பார்த்துவிட்டு வருகிறேன்' என்று சொல்லி மல்லிச்சியம்மன் களத்தூருக்கு வருகிறான். ஆதிகாலத்திலேயே மகாபலிபுரத்திற்கும் களத்தூருக்கும் உறவு இருந்ததாகக் கூறப்படுகிறது.

களத்தூர் வந்த மல்லிச்சியம்மன், தன் தங்கையின் கருவறையில் இருக்கிறான். அந்த அசுரன்வந்து 'கருக்காத்தம்மா' என்று அழைக்கிறான். அம்மா அமைதியாய் இருக்கிறான். 'அடி கருக்காத்தா' என்று மீண்டும் அழைக்கிறான். அதற்கும் மல்லிச்சியம்மன் அமைதியாக இருக்கிறான். உடனே அவன், 'ஏன் இவள் கதவைத் திறக்கவில்லை' என்று கோபத்துடன் கதவை உதைத்துப் பார்த்தான். அங்கு உள்ளே இருப்பது கருக்காத்தம்மன் இல்லை என்பதைப் பார்க்கிறான். உடனே மல்லிச்சியம்மன் கோபத்துடன் அவனைத் துரத்துகிறான். அவனுடைய தலைமுடியைப் பிடிப்பதற்கு ஆக்ரோஷமாக வருகிறான். அந்த அரக்கனுக்கு மாயா சக்தியும், தண்ணீரில் மறையும் சக்தியும் இல்லை. அதனால் அவன் தலையைக் கொய்து அந்தத் தலையை எடுத்துக்கொண்டு கோபத்துடன் வருகிறான். அந்த தலையைக் கோவிலின் முகப்பில் வைக்கிறான்.

சகோதரியின் கோபத்தைத் தணிப்பதற்கு ஆறு தங்கைகளும் வருகிறார்கள். மல்லிச்சியம்மன் கௌமாரி, வாராகி, தனலட்சுமி, இந்திராணி, மகேஸ்வரி, பிராமணி இவர்கள் ஏழு பேரும் சுற்று கிராமங்களுக்குத் தாய் கிராமமாக விளங்கும் பொன்விளைந்த களத்தூரிலேயே தங்குவோம் என்று கருவறையில் அமர்ந்தனர். இதனால் சிவபெருமான் மல்லிச்சியம்மனுக்கு ஈஸ்வரி பட்டம் கொடுத்ததுடன் கங்காதேவியையும் சூரிய சந்திர பிறையும் அளித்து **மல்லீஸ்வரி** என்ற சிறப்பு பெயரும் வைத்து, இந்த கிராமத்துக்கு அதிபதியாக இருக்கும்படிக்கூறினார். அதன் பின் கருக்காத்தம்மன் மகாபலிபுரத்திலேயே கோயில் கொண்டுவிட்டான். மல்லிச்சியம்மன் உள்ளிட்ட சப்த மாதாக்களோடும், வீரபத்திரரும், விநாயகரும் என்று பிற தெய்வங்களும் கருவறையில் இருக்கின்றனர்.

திருவிழாவும் வழிபாட்டு முறைகளும்

மல்லிச்சியம்மன் கோயிலில் தினமும் விளக்கு ஏற்றித் தேங்காய், பூ, பழத்துடன் எலுமிச்சை விளக்கும் ஏற்றி வழிபடுகின்றனர். பிற ஊர்களில் இருந்து வருபவர்களுக்கும் மல்லிச்சியம்மன் குலதெய்வமாக இருப்பதால் அவர்களும் பொங்கல் வைத்துப் பூசை செய்து வருகின்றனர். எந்த ஒரு செயலையும் தொடங்கும் முன், பொன்விளைந்த களத்தூர் மக்கள் மல்லிச்சியம்மனிடம் உத்தரவு கேட்ட பின்பே செய்வர். திருமணம், வேலை வாய்ப்பு, வீடு பால்காய்ச்சுதல், பூவாடக்காரி அழைத்தல் என எல்லாவற்றிற்கும் மல்லிச்சியம்மனாகிய காவல் தெய்வத்தை வணங்கிய பின்பே அச் செயல்களைச் செய்கின்றனர். ஆடி மாதத்தில் களத்தூரில் உள்ள எல்லா சிறு தெய்வங்களுக்கும் காப்புக் கட்டி, திருவிழா நடத்திய பின்னரே, மல்லிச்சியம்மனுக்கு வெகு சிறப்பாகத் திருவிழா நடந்து வருகின்றது.

காப்புக் கட்டுதல்

‘குருவை மறந்தாலும் குலதெய்வத்தை மறவேன்’ என்ற பழமொழிக்கேற்ப இக்கிராம மக்களின் குலதெய்வமாகிய மல்லிச்சியம்மனைச் சுற்றியுள்ள சிறு தெய்வங்களுக்கு ஆடி மாதம் மூன்றாம் வாரம் காப்பு கட்டி, தீமிதித் திருவிழா நடத்துகின்றனர். கங்கை அம்மனுக்கும், மாரியம்மனுக்கும் வீடுகளில் கூழ் காய்ச்சி வணங்கி விட்டு கோவிலுக்கு எடுத்துக் கொண்டு சென்று வணங்குகின்றனர். அதன் பிறகே மல்லிச்சியம்மனுக்கு இரவு இரண்டு மணி அளவில் சாமியிடம் உத்தரவு கேட்டு, சாமி உத்தரவு தந்த பிறகு, ஐந்து பொலிக்காரர்களுக்கும் இரண்டு தடிக்காரர்களுக்கும் காப்புக்

கட்டுகின்றனர். மல்லிச்சியம்மன் காவல் தெய்வம் என்பதால் ஊரின் ஒவ்வொரு தெருவின் கடைசியில் சந்திகள் அமைக்கப்பட்டிருக்கும். கோயிலில் சந்தியில் காப்புக் கட்டிய பிறகு ஊரைச் சுற்றி பொலிகாரர்களும் தடிகாரர்களும் பூசாரியும் சந்தியைக் கழுவி பூசை செய்து நைவேத்தியம் வைத்துச் செல்கின்றனர். காப்புக் கட்டிய நாள் முதல் அடுத்த ஐந்து நாட்கள் மாலை ஐந்து மணி அளவில் சாமியை ஒரு குடில் அமைத்துக் காப்புக் கட்டியவர்கள் அதனைச் சுமந்து கொண்டு ஊரைச் சுற்றிச் செல்வார்கள். ஒவ்வொரு சந்திக்கும் ஒவ்வொரு விதமான மந்திரம் சொல்கின்றனர். பூசாரி மந்திரத்தை உச்சரிக்கும் போது பொலிக்காரர்களும் தடிக்காரர்களும் ஓ... என்ற சத்தமும் குலவையும் போடுவார்கள். இவர்கள் வரும்பொழுது குறுக்கு நெடுக்காகவோ எதிரிலோ ஊர் மக்கள் வர மாட்டார்கள். அப்படி வந்தால் உடம்பு சரியாமல் போய்விடும் என்பது நம்பிக்கை. அதனால், ஊர் மக்கள் மல்லிச்சியம்மனுக்குக் காப்புக் கட்டியதும் கவனமாகவும், பாதுகாப்பாகவும் இருப்பார்கள். காப்புக் கட்டிய ஐந்து நாட்களும் இரவில் தடிக்காரர்கள் ஒவ்வொரு வீட்டின் வாசலுக்கும் வருவர். அப்பொழுது ஒவ்வொரு வீட்டிலும் பெண்கள் ஒரு தட்டில் அவல், மிக்சர், பிஸ்கட் போன்ற பொருட்களை வெளியே கொண்டு வைத்துவிட்டுக் கொஞ்சம் தொலைவில் நிற்பர். அதனைத் தடிக்காரர்கள் எடுத்துக்கொண்டுச் செல்வார்கள். பின்பு பெண்கள் அந்த தட்டை எடுத்துக் கொண்டு வருவார்கள். இவ்வாறாகக் காப்புக் கட்டுதலின் முறை அமைகிறது.

கொடை விழா

கோவிலின் திருவிழாவிற்கு வீட்டிற்குத் தலைகட்டு (வரி) ரூபாய் 2000 என்று வசூலிக்கப்படும். பணம் இருப்பவர்கள் முழுப் பணத்தையும் கொடுப்பார்கள், இல்லாதவர்கள் பாதி பணம் கொடுத்துவிட்டு மீதிப் பணத்தைப் பிறகு கொடுப்பார்கள். அவ்வாறு பெறும் பணத்திற்கான வரவு செலவு கணக்கினை ஊர்மக்களுக்கு அச்சடித்துக் கொடுப்பர்.

ஆறாம் நாள் விழா

காப்புக் கட்டி ஐந்து நாட்கள் சாமி ஊர்வலம் நடைபெறும். ஐந்தாம் நாள் இரவு பொலிக்காரர்கள் அவர்கள் தத்தம் வீட்டில் சாமியை வழிபடுவர். சைவ உணவை விருந்தாக எல்லாருக்கும் அளிப்பர். ஆறாம் நாள் காலையில் தடிக்காரர்கள் மேள, தாளத்துடன் ஊருக்குள் வருவர். அப்பொழுது வீட்டில் உள்ள பெண்கள் வீட்டின் வெளி வாசலில் சாணி மெழுகிக் கோலமிட்டுத் தட்டில் வெற்றிலை, பாக்கு, பூ, பழம், மஞ்சள், குங்குமம், நெல்பொரி வைத்து விட்டு நீங்கி வந்து விடுவார்கள். அப்போது தடிக்காரர்கள் அவற்றை எடுத்துக்கொண்டு தட்டை மட்டும்

வைத்து விட்டு செல்வார்கள். ஆறாம் நாள் இரவு பொன்விளைந்த களத்தூர் மக்கள் எல்லாரும் மல்லிச்சியம்மனை வேண்டி வீட்டில் அம்மனை நினைத்து அசைவ உணவும் கொழுக்கட்டையும் படைத்து அப்பிரசாதத்தை உண்டதும் கோயிலுக்குச் செல்வர். அங்குப் பொலிக்காரர்கள் ஐவரும் தேரடித் தெருவில் எண்ணெய்தேய்த்து, ஊரின் ஏரியில் சென்று குளித்துவிட்டு வருவர். பொலிக்காரர்கள் வருவதற்குள் 18 கைகளைக் கொண்ட மல்லிச்சியம்மனை அலங்கரிப்பர். பின்பு பொலிக்காரர்களும் தடிக்காரர்களும் பட்டாடை அணிந்து தலையில் பூவினால் செய்யப்பட்ட தொப்பியை அணிவர். அதில் மேளம் அடிக்கும் தடிகாரருக்கு மட்டும் ஜடைவைக்கப்படும். பிறகு அம்மனை, ஊர் மக்கள் அனைவரும் சேர்ந்து தூக்கிக் கோவிலைச் சுற்றி ஏரிக்கரை வழியாகத் தெருவிற்குள் அழைத்து வருவர். அப்பொழுது அம்மனைச் சுமந்து வரும் ஊர் மக்களிடம் இருந்து மல்லிச்சியம்மனைப் பிராமணர்கள் வாங்கி, தங்கள் தோளில் வைத்து ஆடிக்கொண்டு வருவார்கள்.

பொலிக்காரர்கள் கையில் பலி கொடுக்கும் கத்திகள் இருக்கும். இது தொலைவில் இருந்து பார்ப்பதற்கு மல்லிச்சியம்மன் ஆடிக்கொண்டு போர்களத்திற்கு வருவது போல் காட்சியளிக்கும். பிறகு அம்மனை தேரடித் தெருவில் உள்ள தேரில் அமர்த்துகின்றனர். அதன் பிறகு எல்லோரும் கோவிலுக்குத் தேரை இழுத்துக் கொண்டு செல்வார்கள். இரவு 11 மணி அளவில் கோயிலில் பூசாரி அம்மனை வணங்கி விட்டு ஆட்டைப் பலி கொடுத்து, ஆட்டின் தலையை மட்டும் வெட்டி எடுத்துவிட்டு ஆட்டியின் உடம்பில் ஒவ்வொரு பகுதியையும் சிறுசிறு துண்டாக்கி முப்பத்திரண்டு துண்டுகளாக அறுக்கப்படுகின்றன. அறுத்த உறுப்புகளை உறுப்புச் சட்டியில் போடுகின்றனர். மல்லிச்சியம்மன் கோவிலில் திருகுலத்திற்குக் கீழ் அசுரன் தலை இருக்கும். அங்குப் பூச்சட்டியும் உறுப்புச்சட்டியும் வைக்கப்பட்டிருக்கும். உறுப்பை அறுத்து உறுப்புச் சட்டியில் போட்டு பூசாரி மந்திரங்கள் ஓதுவர். மந்திரம் ஓத ஓத பொலிக்காரர்கள் அம்மன் அருள் வந்து சாமியாடுவர். அங்குள்ள ஊர் மக்களும் அருள் வந்து ஆடத்தொடங்குவர். பிறகு, அவர்கள் அனைவரும் கோவிலைச் சுற்றி வரத் தேர் புறப்படும். ஏரிக்கரை அருகில் வந்ததும் பொலிக்காரர்கள் மீது வந்த அருளை அடக்குவர். பிறகு சாமி வாண வேடிக்கையுடன் மேளத்துடனும் ஊருக்குள் வரும். அப்பொழுது அம்மனுக்கு வேண்டுதல் வைத்தவர்கள் தேர் தங்கள் வீட்டிற்கு முன்பு வரும்பொழுது சாமி முன்னால் ஆட்டைப் பொலிகாரர்களில் ஒருவர் பலி கொடுப்பர். இப்படியாகத் தேர் ஊர் முழுவதும் சுற்றி வரும் பொழுது ஒவ்வொரு சந்தியிலும் உறுப்புச் சட்டியில் இருக்கும் உறுப்பை எடுத்து வீசுவர். இப்படி இரவு பகலாகத் தேர் ஊர் முழுவதும் சுற்றி வரும்.

ஏழாம் நாள் திருவிழா

தேர் காலை பத்தரை மணி அளவில் கோவிலுக்குள் செல்லும். அவ்வாறு சென்றவுடன் மீண்டும் ஓர் ஆட்டைப் பூசாரி பலி கொடுத்து உறுப்பை அறுத்துச் சட்டியில் போட்டுக்கொண்டு மந்திரம் ஓதுவர். அப்பொழுது பொலிக்காரர்களும் தடிக்காரர்களும் அருள் வந்து உறுப்புச் சட்டியை எடுத்துக் கொண்டு ஓடுவர். அவர்கள் பின்னாடி ஊர் மக்களும் ஓடுவர். அவர்கள் ஊரைச் சுற்றி ஓடும்போது பொலிக்காரர்கள் உறுப்புச் சட்டியில் இருக்கும் உறுப்பைச் சந்திக்குச் சந்தி தூக்கி எறிவர். அவர்கள் ஓடிவரும் போது யாரும் எதிரில் போகக்கூடாது. போனால் மூச்சு பேச்சு இல்லாமல் மயங்கி விடுவர் என்ற நம்பிக்கை கலந்த பயம். இவர்கள் ஓடிய பிறகு வீட்டில் இருப்பவர்கள் கோவிலுக்குச் சென்று கோயிலில் பொங்கல் வைத்து பூசை செய்வர். அதனைச் சாமி முன்வைத்து வணங்கி விட்டு, அப்பொங்கல் பாணையை எடுத்துக்கொண்டு அங்குள்ள கன்னிக் கோயிலையும் புற்றுக் கோயிலையும் சுற்றி வருவர். பிறகு எல்லோரும் திருவிழாவின் காரணமாகப் பல ஊர்களில் இருந்து வியாபாரம் செய்ய வந்தவர்களின் கடைகளில் பொருட்களை வாங்குவர்.

மாலை 6 மணியளவில் மல்லிச்சியம்மன் தாய் வீடான **களத்தூர் காலணியிலிருந்து** தாய்ச்சீரை அம்மனுக்கு எடுத்துக் கொண்டு வருவர். அப்பொழுது ஊர்மக்கள் வாண வேடிக்கையுடனும் மேளத் தாளத்துடனும் தங்களைக் கல்யாணப் பெண் மாதிரி அலங்கரித்துக் கொண்டு வருவர். அந்தச் சீரை அம்மனுக்குப் படைத்துவிட்டு, பின்பு ஆட்டைப் பலி கொடுப்பர். பொலிக்காரர்களுக்கும் தடிக்காரர்களுக்கும் மாற்று ஆடை கொடுத்து மீண்டும் உறுப்பு அறுத்து மந்திரம் ஓதப்படும். அப்பொழுது அருள் வந்து பொலிக்காரர்கள் ஓடுவர். இரண்டாம் நாள் தேர் மீண்டும் ஊர் முழுவதும் சுற்றி வரும். இது **இரவு தேர்** என்று அழைக்கப்படுகிறது. அப்பொழுது யாரும் ஆட்டைப் பலி கொடுக்க மாட்டார்கள். மாலை, வெற்றிலை, பாக்கு, பூ, கற்பூரம் வைத்து பூசை செய்வார்கள். பொலிக்காரர்கள் பூச்சட்டியும் உறுப்புச்சட்டியும் கையில் வைத்திருப்பர். அந்தப்பூச்சட்டியில் பொதுமக்கள் ஒரு ரூபாய் போட்டால் அவர்களைத் தேருக்கு முன் நிற்க வைத்து முகத்தில் தண்ணீர் அடித்து உறுப்புச் சட்டியில் இருக்கும் இரத்தத்தையும் நெற்றியில் ஓடுவர். இப்படி இரண்டு நாட்களாகத் தேர் ஊர் முழுவதும் சுற்றி விட்டுக் கோயிலை வந்தடையும்.

மஞ்சள் நீராட்டு

திருவிழாவின் மறுநாள் மல்லிச்சியம்மனை அலங்கரித்து வாண வேடிக்கையுடனும் மேளத்துடனும் சாமி ஊர்வலம் புறப்படும். ஊர்வலம் செல்லும் சாமியுடன் வரும் பக்தர்களும் இளைஞர்களும் ஒருவர் மேல் ஒருவர் மஞ்சள் தண்ணீர் ஊற்றுகின்றனர். எல்லோரும் தம் வீட்டில் இருக்கும் பாத்திரத்தில் தண்ணீர் ஊற்றி மஞ்சள் கலந்து வாசலில் வைப்பர். சாமியுடன் வருபவர்கள் அதை எடுத்து மற்றவர்கள் மீது ஊற்றுவர். அப்பொழுது மாமன்களும் முறைப் பெண்களும் மஞ்சள் தண்ணீர் ஊற்றி மகிழ்ச்சி அடைகின்றனர். பிறகு தட்டில் வெற்றிலை, பாக்கு, பூ, பழம், தேங்காய் ஒரு குவளையில் மஞ்சள் தண்ணீர் வைத்து சாமிக்கு அருச்சனை செய்கின்றனர். சிறிது நேரம் கழித்துப் பொலிக்காரர்களும் தடிக்காரர்களும் வருவார்கள். பெண்கள் அவர்கள் காலில் தண்ணீர் ஊற்றி மஞ்சள் குங்குமம் வைத்து வணங்கி விட்டு அவர்கள் கொடுக்கும் பூக்களைத் தங்கள் சேலையின் முந்தானையில் வாங்குவார்கள். இப்படி மஞ்சள் நீராட்டு விழா நடைபெறும்.

முடிவுரை

பொன்விளைந்த களத்தூரில் குடிகொண்டுள்ள மல்லிச்சியம்மன் தன் கிராமம் மட்டுமல்லாமல் அதனைச் சுற்றி இருக்கும் கிராம மக்களின் நலன் காக்கும் தெய்வமாக விளங்குவதை இங்குக் காண முடிகிறது. இங்கு நடைபெறும் திருவிழாக்கள் மக்களின் பண்பாட்டு மரபுகளை வெளிப்படுத்துவதாக அமைகிறது. இதன் வாயிலாக ஒரு சமூகத்தின் பலதரப்பட்ட மக்களின் வாழ்க்கை முறைகளைக் காண முடிகிறது. இக்கோயிலில் அமைந்துள்ள தெய்வங்களையும் அதற்கென வகுக்கப்பட்ட வழிபாட்டு முறைகளையும் இங்குத் தெளிவாக அறிய முடிகிறது. இத்தெய்வம் ஊர் பாதுகாப்பிற்காக உருவான தெய்வம் என்பதையும் இத்திருவிழாக்கள் கலைகளைப் போற்றும் நோக்கத்தோடு மட்டுமல்லாமல் பண்பாட்டைச் சொல்லும் விதமாகவும் எடுத்துரைப்பதாக இக்கட்டுரை அமைந்துள்ளது.

சான்றொண் விளக்கம்

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2. திருமதி த.லட்சுமி (தகவலாளர்), பொன் விளைந்த களத்தூர் கிராமம், செங்கல்பட்டு மாவட்டம்

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ஆய்வுச் சுருக்கம்

நவீனக் கவிதைகள் படிப்பவர்களின் மனநிலைக்கு ஏற்ப, பொருத்திப் பார்க்கும் தன்மை உடையன. கவிஞர் இளம்பிறை எழுதிய 'நீ எழுத மறுக்கும் எனதழகு' என்னும் கவிதைத் தொகுதியானது சராசரி பெண்ணின் வாழ்க்கையை மட்டுமல்லாது படிக்கும் பெண்கள், வேலைக்குச் செல்லும் பெண்கள், குடும்பத்தில் பெண்கள், வீட்டில் இருக்கும் பெண்கள், கிராமத்துப் பெண்கள் எனப் பெண்ணின் பல்வேறு பரிமாணங்களைப் பிரதிபலிப்பதாக உள்ளது. பெண்ணானவள், ஓர் ஆடவன் எழுத மறுத்தாலும் தான் என்றும் அழகே என்று எண்ணி ஒவ்வொரு செயலிலும் வெற்றி நடை போட வேண்டுமென்பதைப் பறைசாற்றுவதாக இக்கவிதைத் தொகுப்பு அமைந்துள்ளது. அத்தகைய கவிதைகளுடே வெளிப்படும் பெண்ணியச் சிந்தனைகளை எடுத்து இயம்புவதாக இக்கட்டுரை அமைந்துள்ளது.

கலைச்சொற்கள்

இளம்பிறை - நீ எழுத மறுக்கும் எனதழகு - பெண்ணியம் - அப்பாவின் கையெழுத்து - முதல் மனுஷி - அசதி - கபடம் - காலிப் பாத்திரம் - கருப்புப் பெண்ணியம் - நம்பத் தகுந்த சில

முன்னுரை

ஒருவரது உள்ளத்து உணர்வுகளைப் படம் பிடித்துக் காட்டும் கருவியாக விளங்கும் கவிதைகளின் வாயிலாகப் பெண்ணியம் குறித்த சிந்தனை இன்று மிக அதிகமாகப் பேசப்படுகின்றது. பெண்ணுக்குள் திணிக்கப்பட்ட ஆண் மீதான பயம், சடங்குகளில் கட்டுறுவது, மூடப் பழக்க வழக்கங்களில் முடங்குவது, தன் உணர்வுகளை வெளிப்படுத்தாமல் இருப்பது, காம உணர்வுகளை அடக்கிக் கொள்வது, தனிமைப் புலம்பல்களை அங்கீகரிப்பது, அகத்தைக் கலைத்துப் போடுவது ஆகியனவே பெண்களின் தன்மைகள் என இவ்வுலகம் காட்டுகிறது. இதனை வெளிப்படுத்தப் பெண்கள் கதைகளையும், கவிதைகளையும் கையிலெடுத்துள்ளனர். ஏனெனில் கலையும், இலக்கியமும் கலாச்சாரத்தைப் பதிவு செய்யக் கூடியவை. அவ்வகையில் வெளிவந்த இலக்கியங்களில் கடந்த 40 ஆண்டுகளில் கவிதைகள் பற்றிய ஆய்வுகள் பல்கிப் பெருகி வருகின்றன. அந்த வகையில் கவிஞர் இளம்பிறையின் 'நீ எழுத மறுக்கும் எனதழகு' கவிதை வாயிலாக வெளிப்படும் பெண்ணியச் சிந்தனைகளை இங்கு காணலாம்.

பெண்ணியம் - சொல் விளக்கம்

Feminism என்னும் ஆங்கிலச் சொல் femina எனும் இலத்தின் மொழியிலிருந்து உருவானது. இதன் பொருள் பெண்மைக்குரிய இயல்புகளை உடையவள் என்பதாகும். இச்சொல்தமிழில் பெண்ணியம், பெண்நிலைவாதம், பெண்நிலை ஈர்ப்பு, மகளிர் இயல், பெண்நலக் கொள்கை ஆகிய சொற்களால் அழைக்கப்பட்டு வருகிறது. "பெண்ணியம் என்பது பெண்களுக்கான உரிமைகளைப் பெற்றுத் தருவது மட்டுமல்ல, சமூகத்தையே மாற்றி அமைக்க முயல்வதாகும் என்கிறார். பெண்ணியம் ஆண் ஆதிக்கத்தை அழித்து பெண்ணாதிக்கத்தை நிலை நிறுத்துவது அன்று. ஆணின் உரிமையை ஏற்பது. எனவே ஆணாதிக்கத்தை ஒதுக்கி ஆணும் பெண்ணும் சம உரிமையுடன் இணைந்து வாழ்வதாகிய இல்லற வாழ்வும் சமூக வாழ்வும் பெண்ணியத்தின் கோட்பாடாகும்"¹ என்ற சார்லட் பன்ச் கருத்து நினைவு கூறத்தக்கதாகும்.

பெண்ணியமும் அதன் நோக்கமும்

சமுதாயம் குறித்த புதிய தேடலான பெண்ணியமானது பல்வேறு குறிக்கோள்களை உள்ளடக்கியதாக உள்ளது. இது பெண்ணின் பல்வேறு பரிமாணத்தை உள்ளடக்கியது. பெண் மதிக்கப்படும் பொழுது இச்சமூகம் மிளிரும். இதைத்தான் பாரதி,

பெண்மை வாழ்க வென்று கூத்திடுவோமடா

பெண்மை வெல்க வென்று கூத்திடுவோமடா

என்கிறார். ஏனென்றால் ஒரு சமூகத்தின் இயக்கத்திற்குப் பெண்ணின் பங்களிப்பும் அவசியமாகிறது. பெண்ணைப் புறம் தள்ளி எந்த வளர்ச்சியும் எட்ட முடியாது. பெண் இயற்கையானவள். இயற்கை எப்படிச் சமூகத்திற்குப் பயன்படுகிறதோ அதைப் போலவே பெண்ணும் சமூகத்திற்குப் பயன்படுகிறாள். அதனால்தான் பெண்ணும் இயற்கையும் ஒன்று எனக் கூறுகின்றனர். ஆண், பெண் இருவரும் சமம் என்ற உரிமைகளை ஒருங்கிணைந்து நிலை நாட்டுதல், பெண்கள் தாம் மேற்கொள்ளும் அனைத்து வகை வாழ்க்கை முறைகளுக்கும், பணிகளுக்கும் உரிமை உடையவர்களாக இருத்தல், ஆண் ஆதிக்கத்தை அடையாளம் கண்டு அதனை அறவே களைதல், பெண்களின் மீதான அனைத்து வகை ஒடுக்கு முறைகளையும் ஆராய்ந்து அவற்றைப் போக்குவதற்கான தீர்வுகள் மற்றும் விடுதலை பெறுவதற்கான வழிமுறைகளைப் பின்பற்றுதல், பெண்களின் நலனைப் போற்றுதல், சாதனை அடைதல், அடைந்தவற்றைக் காத்தல் என்பன போன்ற பிறவும் பெண்ணியத்தின் நோக்கமாக உள்ளது.

இலக்கியப் புடைப்புகளும் பெண்ணியச் சிந்தனையும்

“இலக்கியத்தின் நோக்கம் வாழ்க்கையைப் பிரதிபலிப்பது மட்டுமன்று, வாழ்க்கையில் தீவிரப் பங்கெடுப்பதும் வாழ்க்கையை ஆராய்வதும் அதன் நிறைகுறைகளை எடுத்தியம்புவதும் அதிலிருந்து படிப்பினையைப் பெறுவதுமாகும்”² என்கிறார் குகல் தினோவ் டேவிட். பெண்களைத் தாழ்வுபடுத்தும் சமூக அரசியல் பொருளாதார நடைமுறைகளையும், கட்டமைப்புகளையும் சமத்துவமின்மையை எதிர்க்கும் கலாச்சாரத்தையும் குறித்த பல புடைப்புகள் வந்து கொண்டிருக்கின்றன .

“கவிஞன் நான் ஒரு காலக் கணிதம்

கருப்படு பொருளை உருப்பட வைப்பேன்”

என்பார் கண்ணதாசன். அவ்வகையில் தற்காலக் கவிதை வரிசையில் இளம்பிறை எழுதிய “நீ எழுத மறுக்கும் எனதழகு” கவிதை வாயிலாகப் பெண்ணியச் சிந்தனைகள் பல வெளிப்படுவதை இங்குக் காண முடிகிறது.

நம்பத் தகுந்த சில

பெண்கள் தம்முடைய மனத்தில் இருக்கும் சோகத்தையும், ஆசை விருப்பங்களையும், யாரிடமும் எளிதில் வெளியே சொல்லமாட்டார்கள். சில நேரங்களில் வாயில்லா ஜீவன்களிடம் சொல்லி விடுவாள். அவ்வாறு சொல்வதைப் “பூவரச மொட்டுகளிடம் கூறினால் அதுகூட ஆறுதலாகக் குளிர்ந்தக் காற்றை வீசும், காகம் கரைந்துப் பதில் அளிக்கும், பூனையானது நான் இருக்கிறேன் என்று தன்னுடைய வாலால் உரசும். காற்றும் நினைவும் நிரம்பிய அறை கவிதை எழுத வைக்கும். ஆனால் பெண்ணின் சோகங்களையும் கஷ்டங்களையும் சக மனிதர்களிடம் கூறினால், ஆறுதல் கிடைக்காமல் குறை கூறிக் கேலி செய்வதுதான் நடந்துகொண்டு இருக்கிறது. சமூகத்தில் இத்தகைய நிலையை

“விட்டிருக்கலாம் அத்துடன்

உன்னிடம் கூறாமல்” 3

என்கிற ஒற்றை வரியில் உணர்வை வெக்கிறார். இங்குச் சமூகத்தில் பெண்கள் தன் பிரச்சினைகளைக் கூட யாரிடமும் நம்பிக் கூற முடியாத நிலை இருப்பதைக் கவிஞர் இளம்பிறையின் **நம்பத்தகுந்த சில** கவிதை வாயிலாக அறிய முடிகிறது.

கபடம்

ஆண் பெண் இணைந்து நடத்தும் இல்வாழ்க்கையை,

“அன்பும் அறனும் உடைத்தாயின் இல்வாழ்க்கை

பண்பும் பயனும் அது” 4

என்பார் வள்ளுவர். இளம்பிறையின் **கபடம்** கவிதையில் ஆசிரியர் வேலைக்குச் செல்லும் பெண்களின் மனநிலையை அழகாகப் படம் பிடித்துக் காட்டுகிறார். அலுவலக வேலையை முடித்து விட்டு வந்த அசதியில் ஆடையைத் தளர்த்துதல், முகம் கழுவுதல், தலைக்குத் தைலமிடல், வீட்டு வேலை முடிக்கும் வரைத் தூங்கும் கைக்குழந்தைத் தந்த நிம்மதி என வரிசைப்படுத்தி இறுதியில் தன் கணவனைப் பற்றி அனைத்தும் தெரிந்தும் தெரியாதவள் போல் நானும்

“இவற்றினூடே உன்னை...

அறியாமல் அல்ல

உன் கபடங்களோடு

சேர்த்தே அணைத்துக்கொள்கிறேன்” 5

என்கிறார். இங்கு ஆண்கள் எத்தனைக் கபட வேலைகள் செய்தாலும்

பெண்ணினம் அதனை மறந்து மன்னித்து ஏற்றுக் கொள்ளும் பண்பு ஒரு புறம், குடும்பம் என்பது சீராக இருக்க வேண்டுமெனில் தலைவன் என்ற தலைமை வேண்டும் என்கிறச் சமுதாயக் கட்டுப்பாடு எனப் பலவித எண்ணத்தில் அனைத்தையும் பொறுத்துக் குடும்பம் நடத்தும் பெண்களின் நிலையை இங்குக் கூறிச் செல்வதைப் பார்க்க முடிகிறது.

காலி பாத்திரம்

தண்ணீர் இல்லாமல் வாடிக் கிடக்கின்ற நெற்கதிர்களின் நிலையை உணர்த்தும் இளம்பிறையின் காலிப் பாத்திரம் கவிதையில்,

“வெடித்துக் கிடக்கிறது நிலம்

வரவேண்டிய நதியின்

வழியெங்கும் தடைகள்

வெந்து சாகிறார்கள்

விளைய வேண்டிய

பிள்ளைகள்” 6

என்று இங்கு எத்தனையோ ஏழை மாணவச் செல்வங்கள் கல்வி உதவித்தொகை இல்லாமல் படிக்கமுடியாது தவிக்கும் நிலையையும் அவர்கள் மனமும் இதே போல் உடைந்து கிடப்பதையும் சித்தரித்துள்ளார். நீரைப் போலவே கல்வியும் ஏழை, பணக்காரர் என்ற பாகுபாடின்றி அனைவருக்கும் சரிசமமாகக் கிடைத்தால் கிராமமும் நகரமாக மாறும் என்ற ஆசிரியரின் எண்ணம் வெளிப்படுவதை அறிய முடிகிறது.

முதல் மனுசி

இறைவனது படைப்பில் உலகத்தில் முதல் மனுசியாக இருக்கும் பெண்ணின் மனோ நிலையையும் உணர்ச்சியையும் கவிஞர் முதல் மனுஷி கவிதையில் வெளிப்படுத்துகிறார். உலகத்தில் முதலில் தோன்றிய பெண் தனக்குக் குழந்தை பிறக்கப் போவதைக் கூட உணராதவளாய்த் தனக்குள் என்ன நடக்கிறது என்று கூடத் தெரியாத நிலையில் இருப்பதை,

“நீர்நிலை கரையில்

புரண்டு புரண்டவள்

அழுததைப் பார்த்து

அலைகள் எழுந்தன.

கண்ணீர் வழிந்ததில் ...உமிழ்ந்ததில்

கரிக்கத் தொடங்கியது

சமுத்திரம் .

இன்னதென்று சொல்ல யாருமற்றவளின்

கலங்கிய சித்தம் கண்டிருந்த மேகம்

கருத்துப் பொழிந்தன” 7

என்கிறார். இன்று சமூகத்தில் பெண்கள் பலர் அந்த ஏவாள் போலத் தனக்கு என்ன நடக்கிறது என்பதை அறியாத முதல் மனுசியாக இருப்பதைக் காண முடிகிறது. பெண் என்பவள் எப்போதும் விழிப்புடன் இருந்தால் தான் தன்னைக் காக்க முடியும் என்ற சிந்தனையை இங்கு முன் வைக்கிறார் .

அறுவடைக் காலம்

ஓவ்வொரு பெண்ணும் தன் குடும்ப நலனுக்காக எத்தகைய துன்பத்தையும் தாங்கிக் கொண்டு இருக்கிறாள். இங்குக் கவிஞர் வீட்டிலும் வயல்வெளியிலும் கஷ்டப்படும் பெண்களை நம் கண் முன் காட்சிப்படுத்துகிறார். கிராமங்களிலும் நகரங்களிலும் ஆண்களுக்கு இணையாகவேப் பெண்களும் வேலைப் பார்க்கின்றனர். ஆனால், ஓர் ஆண் வேலை செய்துவிட்டு அவர்களுடைய களைப்பைப் போக்குவதற்காக மது அருந்தி மனைவியைச் சமைத்துத் தரச் சொல்லி அடிக்கின்றான். அப்பெண்ணும் தன்னைப் போலவே வேலை செய்து களைப்பாகத்தான் இருக்கிறாள் என்ற எந்த எண்ணமும் இல்லாமல் இருக்கும் ஆண் இனத்தைப் பார்த்து கவிஞர்,

“அல்லு பகல் உழைப்பவள

அடிக்க கையை நீட்டாதய்யா...

சீக்கிரமா சமைச்சு தாரேன்

‘சிடு சிடு’ ன்னு பேசாதய்யா...”8

என்று வேண்டுகிறார். வேலை செய்துவிட்டு வீடு திரும்பும் போது ஓய்வெடுக்க விடாமல் ஆண் சமூகம் செய்யும் தொல்லையையும் கொடுமைகளையும் இங்குச் சுட்டிக்காட்டுகிறார். “இந்தியா சுதந்திரம் பெற்று 65 ஆண்டுகள் ஆகிவிட்டது என்றும் பெண்களின் நிலையில் இப்பொழுது பெரிய அளவில் முன்னேற்றம் இல்லை. நாட்டில் மிகப் பெரும்பாலான பெண்கள் மனிதத் தன்மையோடு நடத்தப்படவில்லை. உடல் மற்றும் மனரீதியான வன்முறை பெண்களை மிகவும் பாதிக்க செய்கிறது என்று உச்ச நீதிமன்ற நீதிபதி ரஞ்சனா டீ தேசாய் அகில

இந்திய பெண் வழக்குரைஞர்கள் கூட்டமைப்பின் தேசிய மாநாட்டில் 07/02/2012 அன்று பேசியுள்ளார்⁹. இந்தியாவில் வேலை செய்யும் பெண்களின் நிலையில் எந்த ஒரு மாற்றமும் ஏற்படாமலேயே இருப்பதை இங்குக் காணமுடிகிறது.

கருப்பு பெண்ணியம்(Black Feminism)

இன்றைய சமுதாயத்தில் நிறத்தை வைத்து ஒருவரின் தரத்தைக் கூறுவது மிக அதிகமாகிவிட்டது. கருப்பு நிறத்தை வைத்துப் பல பிரச்சனைகளைப் பெண்கள் சந்திக்கிறார்கள். கருப்பு நிறத்தைப் பெற்றிருக்கும் பெண்களை இந்தச் சமூகமானது நிறத்தை வைத்துக் கேலியும் கிண்டலுமாகப் பேசுகிறது. இதனையே,

“ என் கருப்பு நிறத்தை

வீடே சேர்ந்து

கிண்டல் செய்யும்போதெல்லாம்

‘என் தாயார் போல கருத்தான என் மக’ என்று

ஆறுதல் தந்தாய்” 10

என்று தன் தந்தை மட்டும் நிறத்தைப் பார்க்காமல் தன் குணத்தையும் செயல்திறனையும் போற்றுவதைப் பதிவிடுகிறார் ஆசிரியர். இவ்வரிகளின் மூலம் ஒரு குழந்தையின் மனக்குமுறல் வெளிப்படுவதை அறியமுடிகிறது. ஏனெனில் வெள்ளை நிறம் மட்டுமே அழகு, பெருமை என்ற மனநிலையில் நம்மைச் சுற்றி இருப்பவர்கள் கொண்டாடும் பொழுது கருப்பு நிறமுடைய குழந்தையின் மனம் வருத்தமுறுவது இயற்கையே. ஆனால் ஒருவர் வெற்றியடையும் பொழுது நிறத்தை அல்ல திறமையையும் குணத்தையும் மட்டுமே இவ்வுலகம் பாராட்டும் என்பதைப் பார்க்க முடிகிறது.

அசதி

சமுதாயத்தில் குடும்ப வாழ்வில் மனைவி பற்றிய மரபு வழிச் சிந்தனைகள் மாற்றம் பெற வேண்டும். ஆண் தான் ஆள்பவன் என்ற நிலையை மாற்றித் தம் வீட்டுப் பெண்ணின் உணர்வை மதித்து ஒழுக வேண்டும் என்ற நிலை உருவாக வேண்டும். **அசதி** கவிதையில் பெண்கள் காலையிலிருந்து இரவு வரை செய்யும் வேலைகள், அவளிடம் இருக்கும் உடல் அசதி மற்றும் அவள் செய்யக்கூடிய வேலையில் சந்திக்கும் பிரச்சனைகள் என அனைத்தும் இடம்பெற்றுள்ளது. கவிஞர் காலையில் விழித்தவுடன் அந்நாளைய நிகழ்வுகளை ஒரு கவிதையில் எழுதலாம் என்று எண்ணுகிறார். ஆனால் காபி, சிற்றுண்டி,

மதிய உணவுத் தயாரிப்பில் அதை செய்ய இயலவில்லை. அவள் நறுக்கிய காய்கறிகளின் கழிவைக் கூட அவளால் அகற்ற முடியாமல், பாத்திரங்களைக் குவித்துப் போட்டு அவசரமாய்த் தலைமுடியைக் கட்டிக்கொண்டு ஓட்டமும், நடையுமாய்ப் பேருந்து நிலையத்திற்குச் சென்று பேருந்தில் உட்காரக் கூட இடமில்லாமல் நின்றபடியே பயணம் செய்து, வேலை முடித்து வந்து இரவில் கவிதை எழுத வேண்டும் என்று எண்ணுவதற்குள் அசதியில் தூங்கி விடுகிறாள். அதனால் நொடிப் பொழுதில் பளிச்சிட்டு மறையும் கவிதை வரிகளை அவளால் எழுத இயலாமலேயே போகின்றது என்பதை,

**“பால் சூடாக்கிய போதும் கூட
நினைத்துக் கொண்டேயிருந்தேன்
எழுதிவிட்டுதான் படுக்க வேண்டுமென்று
இன்றைக்கும் வந்துவிட்டதெனக்கு
கவிதைக்கு முன்
தூக்கம்”11**

என்ற வரிகளின் மூலம் பளிச்சிடும் சிந்தனையைக் கூடக் கவிதையாகப் பதிவிட முடியாத பெண்களின் நிலை இங்குப் புலப்படுகிறது. இதுதான் வேலைக்குச் செல்லும் ஒவ்வொரு பெண்களின் நிலையாக உள்ளது என்பதை உணரமுடிகிறது.

அப்பாவின் கையெழுத்து

பள்ளியில் படிக்கும் ஒரு குழந்தையின் மனநிலையை இளம்பிறையின் அப்பாவின் கையெழுத்து கவிதை பகர்கிறது. படிக்காத தந்தையிடம் மதிப்பெண் அட்டையில் கையெழுத்து வாங்கும் இளம்பெண்ணாக,

**“நீ கையெழுத்துப் போட்டா நேரமாயிடும்
இங்க் தடவுறேன் ரேக வையுப்பா
பறப்பேன் நான்” 12**

என்கிறார். தன் தந்தை மதிப்பெண் அட்டையில் கையெழுத்திடுகிறேன் என்று சொல்லிப் பாழாக்கி விடுவாரோ என்ற குழந்தை மனது இங்குப் புலனாகும்.

பெண் கல்வியின் முக்கியத்துவம் அறியாத கிராமியப் பெண்ணாக நம் கவிஞரின் தாய் திகழ்கிறாள். “பெண்களுக்குக் கல்வி தேவையான ஒன்று என்ற எண்ணம் 1820-களிலேயே வலுபெற்று 1830 முதல் 1860 வரையில் பெண்களுக்காகத்தனிக்கல்விக் கூடங்கள் நிறுவப்பட்டன”13.

கல்வியின் பெருமை என்னவென்றே தெரியாத தன் தாய் படிப்பு தான் படி அளக்கப் போவதா? பெண் குழந்தைக்குப் படிப்பு எதற்கு? அவள் வேலை செய்து குடும்பத்தைக் கவனிக்க வேண்டும் என்ற பழமை வாதத்தை முன்வைக்கிறாள். இது ஒவ்வொரு கிராமப்புறத் தாயின் எண்ணமாகவே இருப்பதை அறிய முடிகிறது.

“கோட்டயில பெண்பொறந்தாலும்

போட்ட புள்ளி தப்பாதுனு

எங்கிட்டுப் போயி இழுபடப்போவுதோ.....”14

என்று பெண் குழந்தைகள் எவ்வளவு கல்வி கற்றாலும் முடிவில் அவள் திருமணமாகி அடுத்த வீட்டிற்குச் சென்று அடிமையாகத் தான் அவள் இருப்பாள். அங்கு சென்றும் அப்பெண் குழந்தை, குடும்பத்திற்காக வேலை தான் செய்யப் போகிறாள் என்ற எண்ணம் வெளிப்படுவதைக் காண முடிகிறது. இங்கு எவ்வளவு கல்வி கற்றாலும் இந்தச் சமூகம் பெண்களை அடக்கியே வேலை செய்ய வைத்திருக்கிறது என்ற பெண்ணிய அடக்குமுறையைக் காண முடிகிறது.

முடிவுரை

சமூக மேம்பாடு என்பது ஆண் பெண் இருபாலரும் இணைந்து செயல்படுவதில் தான் உள்ளது. அவ்வகையில் சமூகத்தை முன்னேற்ற விழிப்புடன் நோக்குபவனும் அதில் நிலவும் சிக்கல்களுக்கும் தம் எழுத்துக்களின் வழி தீர்வு காண்பவனுமே படைப்பாளியாகிறான். அந்த வகையில் பெண்ணியச் சிந்தனைகளைப் படிப்பவர் மனத்தில் விதைக்கும் படைப்பாளிகள் தற்போது இலக்கியங்களைத் தேர்ந்தெடுத்துள்ளனர். காலத்தின் தேவைக்கேற்பப் படைப்பாளிகளின் பரிணாமங்கள் மாறிக்கொண்டே வருகின்றன. பெண்கள் கல்வி கற்றுத் தனக்கென ஓர் இடத்தைச் சமூகத்தில் பெற்றால் மட்டுமே அவர்கள் சிறப்படைய முடியும். அதுவே அவர்கள் துணிச்சலுடன் தத்தம் உரிமையைப் பெற வழி வகுக்கும். மேலும் பெண்ணியச் சிந்தனை என்பது இக்காலக் கட்டத்தின் கட்டாயக் கோட்பாடாக உள்ளது என்பதை இளம்பிறை அவர்களின் நீ எழுத மறுக்கும் எனதழகு என்னும் கவிதைத் தொகுப்பின் வாயிலாக அறியமுடிகிறது. இனி இது போன்ற பெண்ணியச் சிந்தனைகளை மேலாய்விற்குப் பயன்படுத்துதல் இன்றியமையாததாகிறது.

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A STUDY ON FINANCIAL PERFORMANCE OF ZOMATO LTD USING RATIO ANALYSIS FOR THE YEAR 2018-2022

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ABSTRACT

Zomato is an Indian multinational aggregator and food delivery company. Zomato app is one of the most comprehensive and user friendly app. In this app people can search for nearby restaurants and cafes, order food online, and get it delivered at their doorstep. Zomato provides information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in select cities. As of 2019, the service is available in 24 countries and in more than 10000 cities. The project report is based on the study on the financial analysis of Zomato limited. The main objective of the study is to analyze the financial position of the company and to evaluate the current operations and to compare performance with the past years. The study analyses the financial strength and weakness of the company with the help of a balance sheet and profit and loss account. The tool used is ratio analysis to determine the financial growth of Zomato ltd for the year 2018-2022

Key words: *Financial position, strength, growth, food delivery.*

INTRODUCTION

Zomato is a food delivery company founded by Deepinder Goyal and Pankaj Chaddah in 2008. It is one of the most user friendly app where people can search for nearby restaurants and cafes, to order food online and get it delivered at their doorstep. The main work of Zomato is to satisfy the customers by their service. It has been rapidly growing and one of the successful startups in India. Financial statement analysis of Zomato for last 5 years which aims to estimate current and past financial positions and the results of the operation of a Zomato. And the tool used here is ratio analysis for the Comparison of the calculated ratios with the ratios of the same firm in the past, or the ratios developed from projected financial statements or the ratios of some other firms or the comparison with ratios of the industry to which the firm belongs.

Type	Public
Traded as	BSE: 543320 NSE: ZOMATO
ISIN	INE758T01015
Industry	Online food ordering
Founded	July 2008; 14 years ago
Founders	Deepinder Goyal & Pankaj Chaddah
Headquarters	Gurgaon, Haryana, India
Area served	Worldwide
Key people	Deepinder Goyal (CEO)
Services	Food delivery Table reservation
Revenue	₹ – 4,687 crore (US\$590 million) (2022)[1]
Operating income	₹ – 1,220 crore (US\$–150 million) (2022) [1]
Net income	₹ – 1,222 crore (US\$–150 million) (2022)[1]
Total assets	₹ – 16,505 crore (US\$2.1 billion) (2022)[1]
Total equity	₹ – 17,327 crore (US\$2.2 billion) (2022)[1]
Owner	Info Edge (15.17%) Alipay Singapore (7.1%) Antfin Singapore (7%)[2]
Number of employees	5,000+ [3]
Subsidiaries	Blinkit
Website	zomato.com

REVIEW OF LITERATURE

- KU Leuven in his research article (2021), “The Impact of Online Delivery Services on the Financial Performance of Restaurants.” In his research he gathered financial data of 49 Belgium restaurants that joined Deliveroo between 2010 and 2018. He compared the financial performance before and after joining based on the tools “ratio analysis”. He used profitability, solvency and liquidity ratios. In this study he contributed to the growing literature regarding the gig-economy. His study provides empirical evidence with the collaboration with OFD intermediaries can lead to financial performance for restaurants when considering the short term and liquidity.
- Purushottam Meena and Gopalkumar (2022) in his research article, “Online food delivery companies performance and consumers expectations during covid-19 : An investigation using machine learning approach.” In this paper they used social media data to explore online food delivery companies’ performance and customers’ expectations during the COVID-19 pandemic. They have collected data for four popular companies from India- Zomato and swiggy and from Us- ubereats and Grubhub. They concluded that customers in India are more satisfied with OFD companies than US customers in Pandemic.

- Dsouza Prima Frederick and Sachin K. Parappagoudar (2021) in their research article, “swoc analysis of Zomato - A case of online food delivery service. “The objective of their study is to identify the various principles of marketing mix and to analyse the marketing mix followed by Zomato. The study analysis was based on secondary data. They extracted information from Zomato website, journal articles and business websites. He concluded that Zomato’s digital marketing strategy will have to keep advancing.

OBJECTIVES

- To analyze the profitability, solvency, liquidity positions and operational efficiency of Zomato Ltd
- To evaluate current operations and compare performance with past performance.

LIMITATIONS

- The study is based on secondary data only.
- The study has been conducted only for the five financial year.
- The study was analyzed by using ratio analysis.

RATIO ANALYSIS

Liquidity Ratio

LIQUIDITY RATIO					
TYPES	YEARS				
	2017 - 2018	2018 - 2019	2019 - 2020	2020 - 2021	2021 - 2022
Current ratio (in times)	12.18	5.69	1.78	8.42	11.06
Absolute liquid ratio (intimes)	1.72	0.28	0.42	1.62	2.21

INTERPRETATION

The ideal current ratio is 2. In the above table the higher current ratio of the company in the year 2021-2022 is 11.06 which indicates that the company has adequate current assets to meet its current liabilities.

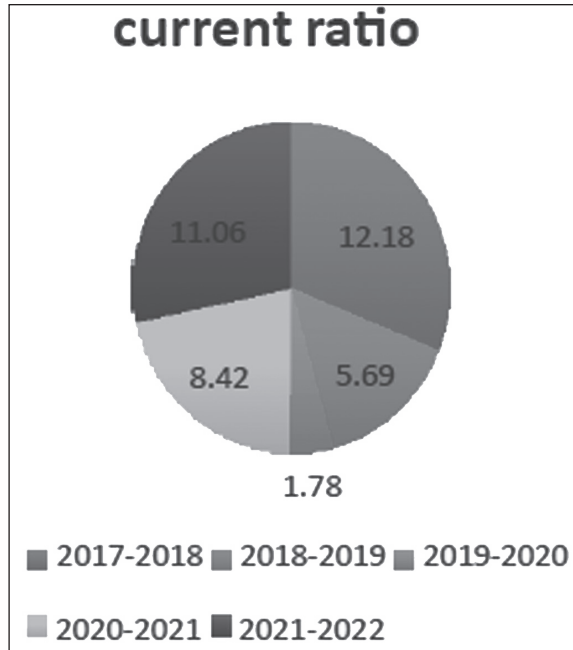


Chart 1: Current Ratio

ABSOLUTE LIQUID RATIO

The ideal absolute liquid ratio is greater than 1, that indicates the company has adequate quick assets to meet its current liabilities. In the below table the higher quick ratio in the year 2021- 2022 is 2.21 shows that the company has adequate quick assets to meet its current liabilities.

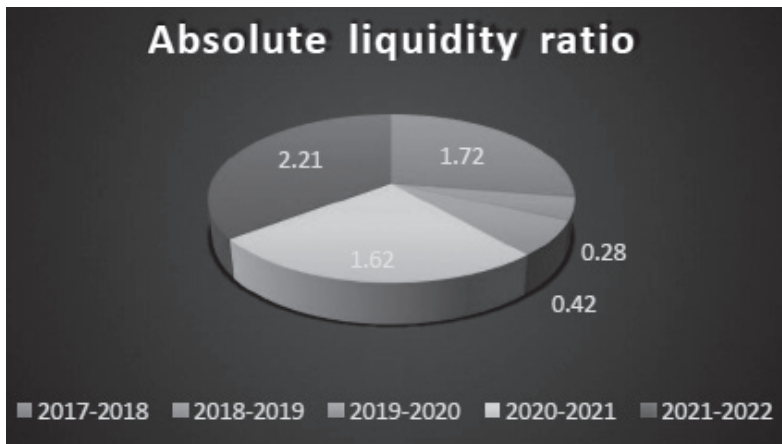


Chart 2: Absolute Liquidity Ratio

SOLVENCY RATIO

SOLVENCY RATIO					
TYPES	YEARS				
	2017-2018	2018-2019	2019-2020	2010-2021	2021-2022
Proprietary Ratio	0.82	0.78	0.20	0.89	0.96
Debt Equity Ratio	1.34	2.51	8.15	6.89	6.26
Fixed Assets Ratio	70.89	38.38	1.57	1.27	3.05

PROPRIETARY RATIO

The ideal proprietary ratio is 0.5. In the below table the higher ratio in the year 2021-2022 is 0.96 which reduces the risk to the creditors.

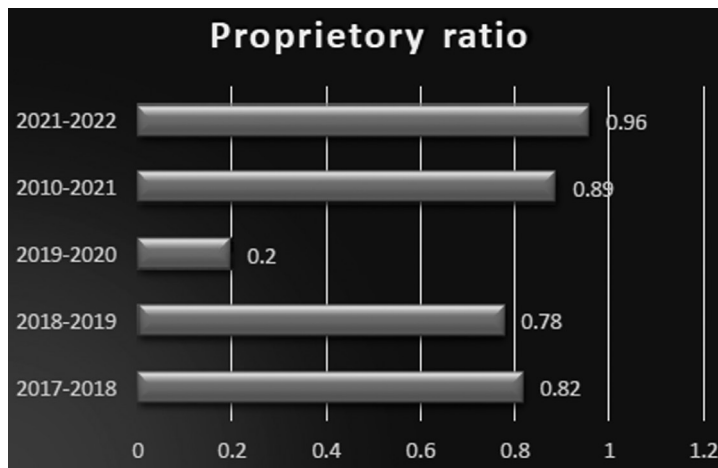


Chart 3: Proprietary Ratio

DEBT EQUITY RATIO

The ideal debt equity ratio is 1. In the below table the lowest debt equity ratio in the year 2017-2018 is 1.34, which shows the long term solvency position of the company is good.

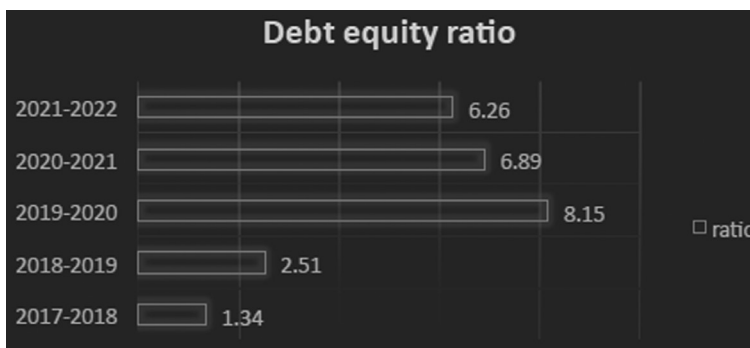


Chart 4: Debt Equity Ratio

FIXED ASSET RATIO

The ideal fixed asset ratio is 0.67. in the below table the higher ratio is 70.89 which shows that the company is officially using its assets to generate sales

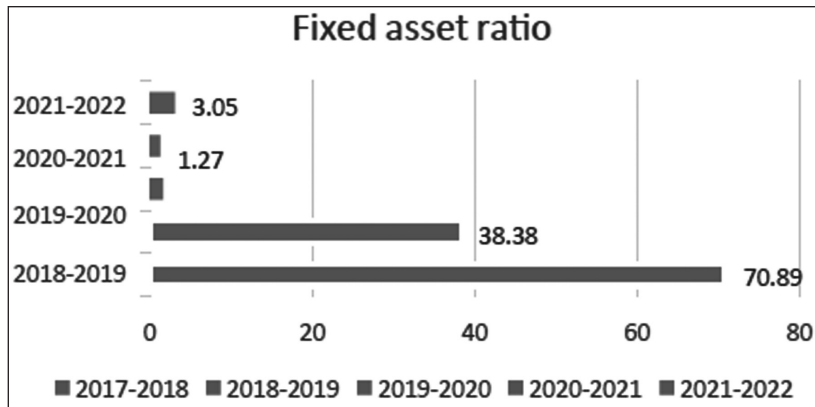


Chart 5: Fixed Asset Ratio

TURNOVER RATIOS

TURNOVER RATIOS					
TYPES	YEARS				
	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
Debtors Turnover Ratio	20.39	21.55	18.73	14.92	24.62
Fixed Assets Turnover Ratio	0	0.19	0.3	0.75	3.03
Working Capital Turnover Ratio	0.39	0.45	4.1	0.47	0.54

DEBTORS TURNOVER RATIO

In the below table the higher ratio in the year 2021-2022 is 24.62 and the lower ratio in the year 2020- 2022 is 14.92. the higher ratio indicates that the company will be receiving its debts within a short period. Similarly the lower ratio indicates that the company will be receiving its debt in a longer period.

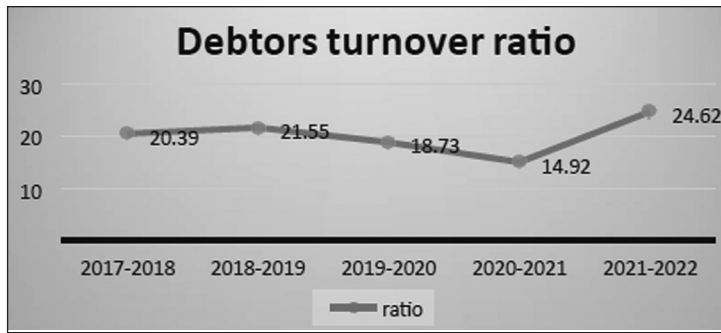


Chart 6: Debtors Turnover Ratio

FIXED ASSETS TURNOVER RATIO

In the below table the higher ratio in the year 2021-2022 is 3.03. this indicates the efficiency in utilization of fixed assets.

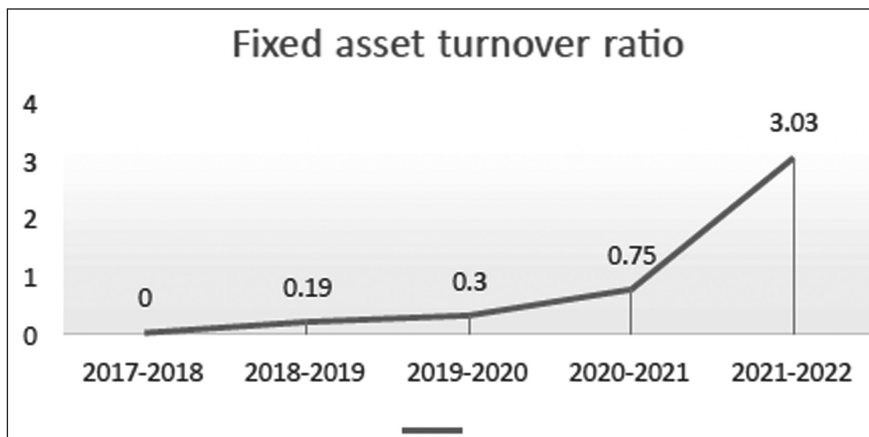


Chart 7: Fixed Assets Turnover Ratio Working Capital Turnover Ratio

In the below table the higher ratio in the year 2019-2020 is 4.10 indicates that the lower investments of working capital and more profit for the company. The lower ratio in the year 2017-2018 is 0.39 that indicates higher investment in working capital and less profit for the company.

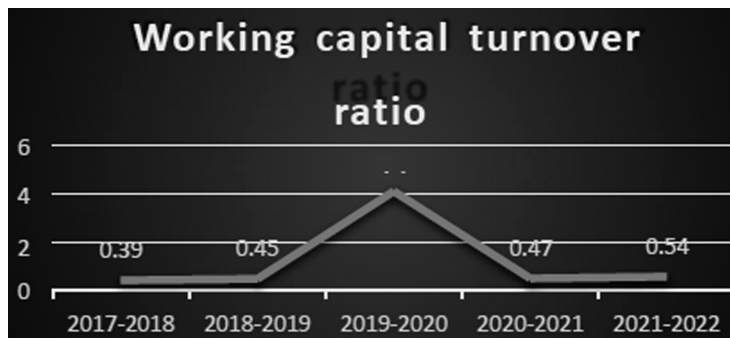


Chart 8: Working Capital Turnover Ratio

CONCLUSION

In comparison to the prior year, Zomato Limited's financial situation is improved this year. Zomato is the busiest online meal delivery business, offering the largest discounts and promotions, as well as friendly and skilled delivery personnel and helpful customer assistance. The foundation for financial analysis is laid by ratio analysis. In comparison to earlier years, Zomato Ltd.'s financial situation has drastically improved. The secret to Zomato's success is that they generated income by selling adverts to restaurants and companies who wanted to use the platform to reach their target consumers. The readers of financial statements also employ ratio analysis to have a better picture of a company's health. Liquidity ratios, solvency ratios, and turn over ratios are a few fundamental types of ratios utilized in ratio analysis. These ratios have been used to assess the financial situation.

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CHATSONIC: AN ALTERNATIVE TO THE POPULAR OPENAI'S CHATGPT

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ABSTRACT

Because ChatGPT relies on processed data from before 2021, it has some great powers but also some limitations. Because of this, a lot of people, including us, have questioned whether other ChatGPT competitors also use real-time data from the internet. In this Chatsonic review, we will examine the features of this AI content creator and how they allow for the production of material based on the most recent information, including current events. Continue reading to find out how modern AI may be applied to produce content based on current information.

Key words: *Writesonic, ChatGPT, Chatsonic.*

INTRODUCTION

The GPT-3 and ChatGPT models from OpenAI are used by Writesonic's conversational AI content generator, Chatsonic, to generate personalized content for users with permission. Chatsonic, in contrast to ChatGPT (as of January 2023), has the additional power of real-time online search, enabling it to provide highly relevant information even on current issues and news. It may be used to produce a variety of content kinds, including landing sites, SEO blog entries, virtual entertainment, and more, just like other AI content generators. ChatGPT may generate material in a conversational form, produce more sophisticated outputs than GPT-3 tools, and examine prior chat thread conversations by utilizing the Chatsonic tool.

HOW DOES CHATSONIC WORK?

The first step is to register for a Writesonic account so that you can begin using Chatsonic and its capabilities. You can use Chatsonic as well as the other Writesonic AI products once you've created a free trial account.

1. ACCESSING CHATSONIC AI

When you first use the Chatsonic AI tool, a simple dashboard with a limited number of settings will be displayed. Use of Google data, which is enabled by default but can be disabled if you'd rather not, is the first decision to be made.

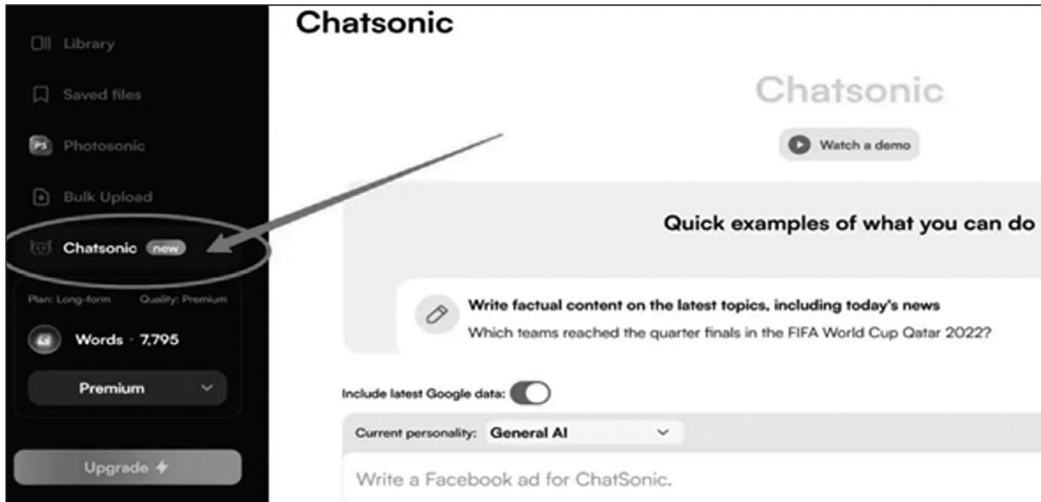


Fig 1: Chatsonic Dashboard

USING THE CHATSONIC AI TOOL

A drop-down menu with the label “Current persona” is located underneath the “Include latest Google data” option. The “Normal AI” option, which is appropriate for the majority of use scenarios, is the default choice. Yet, there are 14 additional choices available, based on your unique demands.

If you want the AI to keep track of previous discussions, you can activate a new “Memory” option. If you depend on conversation threads to generate material, this functionality will be helpful.

Chatsonic Features

- Google search toggler for ongoing information coordination with Google search
- Capacity to produce computer-based intelligence craftsmanship
- Reset visits with a single tick
- Voice order capacities
- Four strong utility highlights
- Capacity to flip Memory on or off

FACTUAL CONTENT GENERATION WITH GOOGLE SEARCH

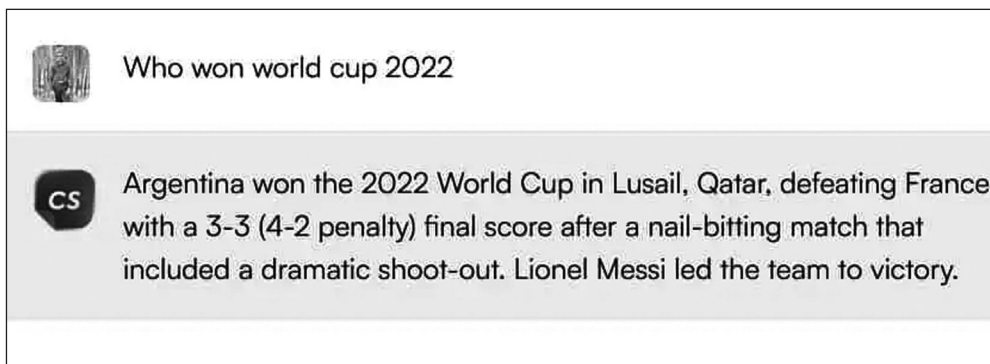


Fig 2: Content Generation with Google Search

The Chatswonic chatbot's integration with Google Search is one of its primary advantages, enabling users to get the most recent and pertinent information. With the help of this function, Chatsonic can produce accurate and current material. Simply enable the "Include latest Google data" option at the top of the prompt textbox to use this feature.

ChatGPT's lack of access to the most recent news and information distinguishes Chatsonic from ChatGPT. You can use Chatsoni to get exact and in-depth responses to queries like who won the 2022 World Cup.

2. VOICE COMMANDS

Voice commands are instructions given verbally to a computer, device, or program. Many different apps, including web browsers, music players, and document editors, can be controlled by voice commands. Smart home gadgets and connected equipment can also be operated using voice commands. Moreover, voice commands can be used to access or manage information, such as requesting virtual assistants or posing queries.

To find a certain type of information, such as a recipe, or to create reminders or alarms, for instance, voice commands can be utilized.

POWERFUL HANDY FEATURES

- Many applications and devices come with powerful, handy features that can make life easier and more efficient. For instance, many smartphones come with voice command capabilities that allow users to easily access information and control apps by simply speaking.
- Additionally, many web browsers come with features such as tabbed browsing, which allows users to open multiple websites in separate tabs without having to open separate windows.
- Furthermore, many devices come with features such as automatic updates and cloud storage, which can make data transfer and storage much faster and easier.
- Additionally, many devices come with features such as power-saving modes, which can help conserve battery life and save energy.

3. AI ART GENERATION

Art generation is the process of creating computer-generated images using artificial intelligence (AI). The process is similar to how humans create art, but it's automated and driven by algorithms. AI-generated art can range from simple abstract images to complex portraits and digital recreations of famous works.

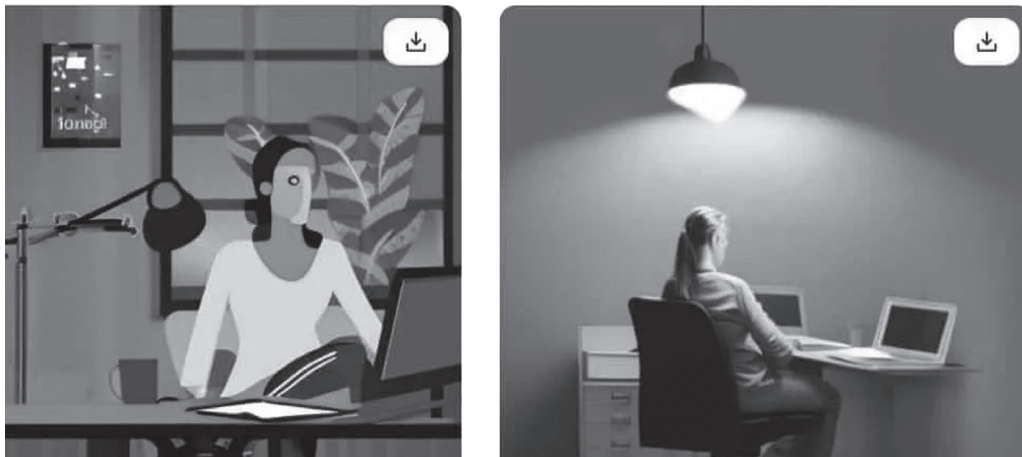


Fig 3: Art Generation

A simple use case

AI-generated art can be applied in many different contexts. It may be used to design stunning website backdrops, artwork for animation or film projects, posters, and even t-shirts. Video games and virtual environments can both use AI-generated art to produce realistic visual effects. Here's a rundown of other master personas accessible for you:

- Personal trainer
- Dentist
- Doctor
- Accountant

WHAT IS WRITESONIC?

WriteSonic is an AI-driven writing assistant designed to make it easier for people to create high-quality content quickly and easily. WriteSonic uses natural language processing to take in user input and generate custom pieces of content in various formats, including blog posts, emails, essays, and more. It produces original, plagiarism-free content tailored to the user's specifications within minutes. These are the all Writesonic features:

- AI high-quality content.
- AI advanced customization options
- AI has a variety of writing tools
- AI Ideas for Article
- AI has an intuitive user interface

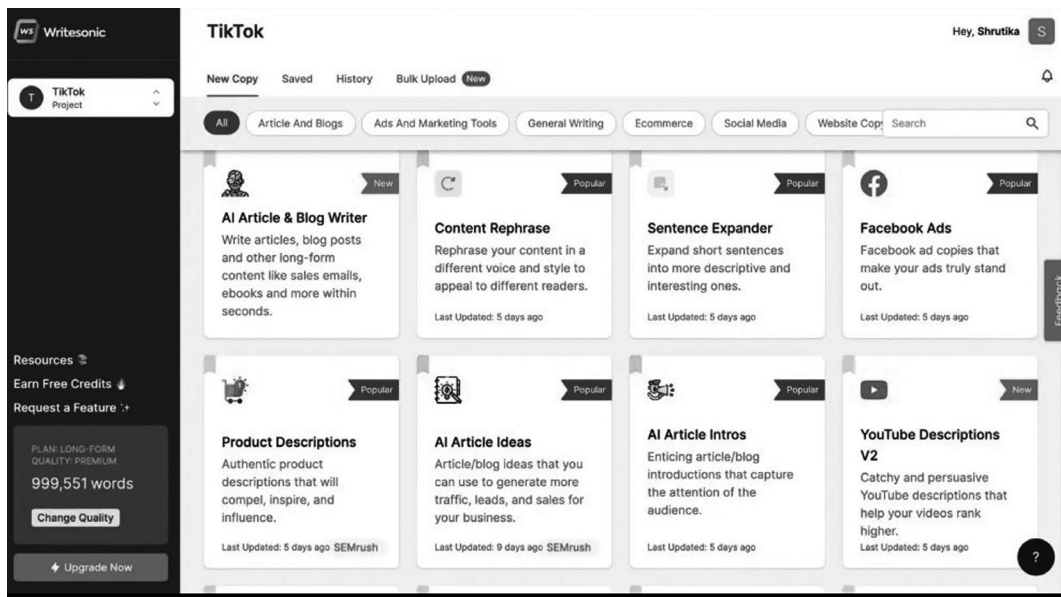


Fig 4: Writesonic

Advantages of Chatsonic

- ChatSonic is a revolutionary AI writing assistant that can produce top-notch content quickly and easily. It has several advantages that make it stand out from other similar services:
- Speed – ChatSonic can generate quality content in a fraction of the time that it would take a human writer.
- Accuracy – ChatSonic provides accurate answers (about 80 words) that are completely original and plagiarism-free.
- Creativity- ChatSonic can create compelling, creative content that engages readers and keeps them coming back for more.
- Safety - ChatSonic will refuse requests related to violence, sexuality, self-harm, or requests to produce offensive or highly controversial material.

Disadvantages of Chatsonic

- While ChatSonic is a powerful and cost-effective writing assistant, it does have some limitations.
- It cannot write long-form content, like blog posts and articles, as it only produces short answers of up to 80 words.
- It can only generate content that is related to the question or topic that is provided.
- It cannot provide feedback or advice on the content that it produces, as it is not a human writer.

Main Difference Between Chatgpt and Chatsonic

- ChatGPT and ChatSonic are both AI-powered chatbot platforms.
- However, ChatSonic is the more advanced and efficient of the two.
- ChatSonic is faster and more efficient than ChatGPT, has better text quality, and can generate images.
- Whereas ChatGPT is less sophisticated than ChatSonic, ChatSonic has advantages in its ability to understand and respond to a wide range of customer concerns, its customization and personalization abilities, and its learning process

CHATSONIC PRICING

- ChatSonic is a ChatGPT elective that develops the restrictions of ChatGPT, giving conversational computer-based intelligence wings with ChatSonic. ChatSonic is prepared and fueled by “Google Search” to visit with you on continuous recent developments and moving themes.
- ChatSonic also comprehends voice orders and answers like Siri or Google Aide. The beginning cost is \$12.67 each month, and a free preliminary is accessible.
- Also, Writesonic has two reasonable evaluating plans — Free Preliminary, and Long-Structure.

CONCLUSION

Totally! Chatsonic is an incredible instrument for producing craftsmanship from texts and making remarkable and non-copied content. While you hang tight for ChatGPT to interface the web, you can use Chatsonic for use cases that require up-to-date data like most recent industry news. I trust this Chatsonic survey guide has been useful in giving an outline of the apparatus so you can choose if it merits getting it for your business.

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IMPACT OF SNAPCHAT APPLICATION AMONG COLLEGE STUDENTS (A STUDY WITH SPECIAL REFERENCE TO CHENNAI CITY)

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ABSTRACT

The study focuses on the impact of Snapchat applications among college students. The study revealed that the female users are more when compared to male . The objective of this research was to find out why people use Snapchat in their daily life. Snapchat originally began its life as a project in 2011. Recently the app became popular for its filters and other attractive features. For the research purpose, the study was conducted with the help of Exploratory Research. 66 students were selected randomly for this sample from college. To know about the scale of impact of Snapchat application among the college students, this research has been designed consisting of 10 items. This scale of impact has been verified. The collected data was tabulated and analysed using percentage analysis. Moreover the result shows that most of the people use Snapchat for its Filters and Quality features.

Key words: *Snapchat application, social media, colleges.*

INTRODUCTION

Snapchat

Snapchat is defined as, “A Social Network where users share content which deletes itself after a set time of 24 hours. Posts can be sent as messages or shared to all friends via a user’s story”.

Impact of Snapchat

Snapchat is an application which is used widely by the people around the world. Currently, this application has gained attention from various people for its unique features. Snapchat application focuses on the privacy of their users. So people gets attracted to it. Mostly, students were using this application, so it got a high impact among them.

A UNIQUE FEATURES

Snapchat application is popularly known for its unique features. This application makes people engaged with their friends by maintaining a feature called streaks. People mostly get attracted for the different features of this application. So there are many users for this application.

SCOPE OF THE STUDY

This study is based upon the impact of the Snapchat application among college students in and around Chennai and to identify the student's attitude towards the Snapchat.

OBJECTIVES OF THE STUDY

1. To analyse the attitude and behaviour of the Snapchat users.
2. To determine the majority users of Snapchat based on gender.
3. Reason for using Snapchat.
4. To determine the connectivity of online friends.

REVIEW OF LITERATURE

- **Silky Gaur and Suchithra Srivatsava (2017)** conducted a study on perception of college students in Delhi towards Snapchat application. The study was undertaken to investigate the usage pattern of the application among the students. The sample size was taken between the age group of 16 to 21 consisting mainly of Undergraduate students. The findings revealed that the youth of today gains instant gratification by posting pictures that lasts only a few seconds and Snapchat hits the bull eyes.
- **Dr Lawaheth (2016)** made a research on the effect of Snapchat. The sample size selected for the study was 200 chosen randomly from Qassim University of Arts and Science. He made this research to know about the social hatred of Snapchat application among the students of Qassim University of Arts and Science. The research he made was on the time, age and faculty, that has no difference among students and has a equal impact among all the people.

RESEARCH METHODOLOGY

- Research design – exploratory research
- Sampling- convenience sampling
- Sample size – 66 respondents
- Period of study- 15 days
- Data collection :
 - ▶ Primary data – structured questionnaires
 - ▶ Secondary data – journals and websites

Tools of analysis:

1. Percentage analysis

LIMITATIONS OF THE STUDY

1. The study focuses only on college students
2. The survey was conducted only in Chennai city. Hence the result from the study may or may not be applied to other areas.
3. Only Snapchat users are focused on this survey.

ANALYSIS AND INTERPRETATION OF DATA

Table No: 1

1. Gender		
Particulars	No. of respondents	Percentage
Male	28	42%
Female	38	58%
Total	66	100%

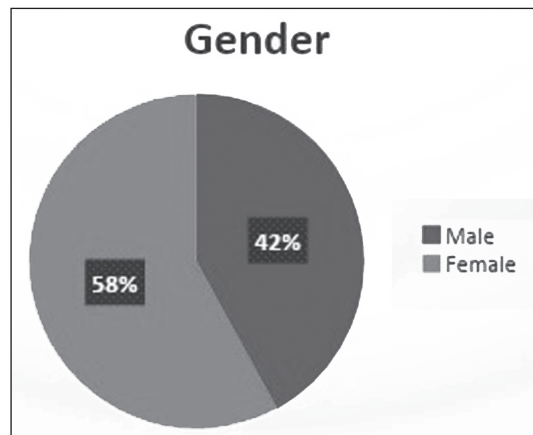


Chart No: 1

Inference

From the above table it can be inferred that female respondents are more when compared to male. Hence female users are more for Snapchat according to the study. There are 58% female users and 42% male users.

Table No: 2

2. Educational Qualification		
Particulars	No .of respondents	Percentage
UG	42	64%
PG	24	36%
Total	66	100%

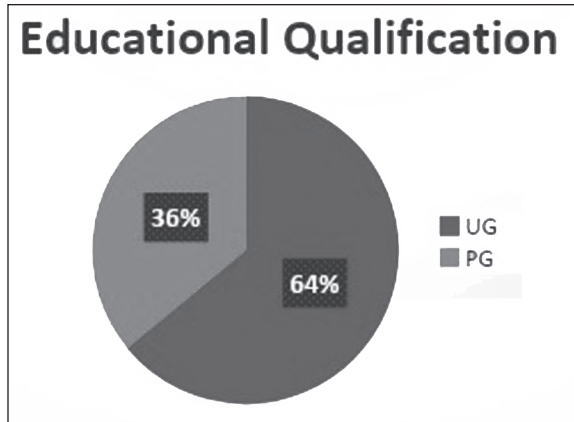


Chart No: 2

Inference

From the above table it can be inferred that the UG student’s responses are more when compared to PG students. Hence UG students are more in using Snapchat according to the study. There are 64% of UG students and 36% of PG students.

Table No: 3

3. Preference		
Particulars	No. of respondents	Percentage
Selfie	38	58%
Back camera	28	42%
Total	66	100%

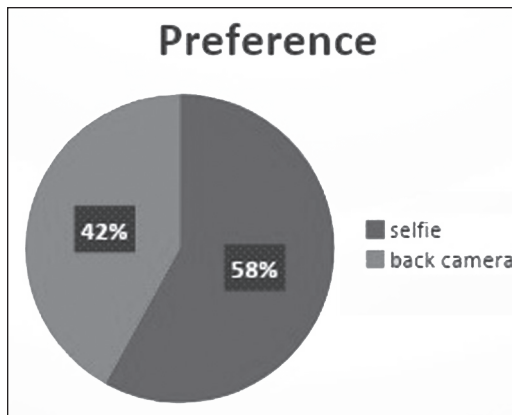


Chart No: 3

Inference

From the above table it can be inferred that the preference for selfies are more when compared to back cameras. Hence students mostly prefer selfies. There are 58% preference for selfies and 42% preference for back cameras.

Table No: 4

4. Reason for using Snapchat		
Particulars	No. of respondents	Percentage
Filters	29	44%
Spotlight	3	4%
Chatting	4	6%
All the above	30	46%
Total	66	100%

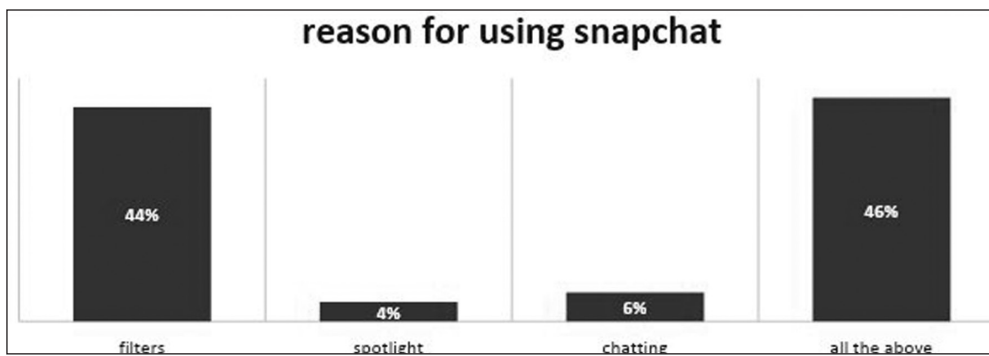


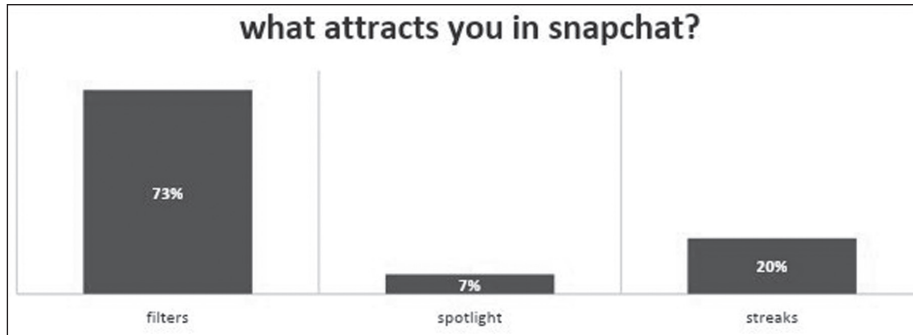
Chart No: 4

Inference

From the above table it can be inferred that the reason for using Snapchat among students is filters, spotlight and chatting. Students like all features in Snapchat. They do not choose specifically any feature. 44% of students like filters, 4% of students like spotlight, 6% of students like chatting, and the majority of students have chosen all three, that is 46%.

Table No: 5

5. What attracts you in Snapchat?		
Particulars	No .of respondents	Percentage
Filters	48	73%
Spotlight	5	7%
Streaks	13	20%
Total	66	100%

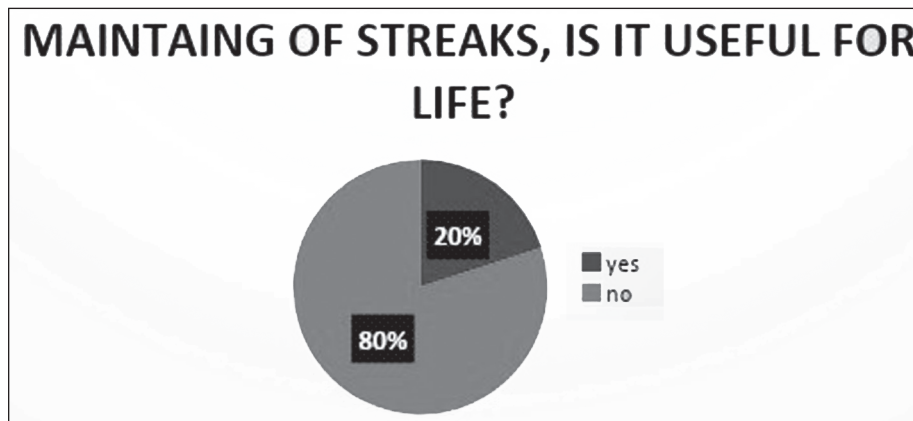
**Chart No: 5**

Inference

From the above table it can be inferred that the attraction of students towards Snapchat. Students are mostly attracted to filters. There are 73% of students chosen filters and 7% of students chosen spotlight and 20% of students chosen streaks.

Table No: 6

6. Maintaining streaks, is it useful for life?		
Particulars	No. of respondents	Percentage
Yes	13	20%
No	53	80%
Total	66	100%

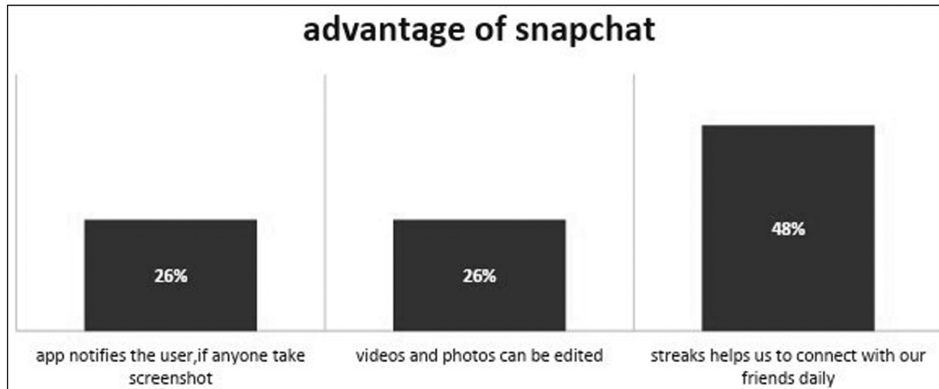
**Chart No : 6**

Inference

From the above table it can be inferred that most of the respondents have agreed that maintaining streaks is not useful for their life. 20% of students agreed and 80% of students disagreed.

Table No: 7

7. Advantage of Snapchat		
Particulars	No.of respondents	Percentage
App notifies the user, if anyone take screenshot	17	26%
Videos and photos can be edited	17	26%
Streaks helps us to connect with our friends daily	32	48%
Total	66	100%

**Chart No: 7**

Inference

From the above table it can be inferred that the advantages of using Snapchat among college students. Students mostly feel that the streaks which help in the connectivity of friends, are considered as the advantage of Snapchat. 26% of students consider screenshot notification as an advantage. 26% of students consider the editing as advantage and other 48% consider the streaks as advantage.

Table No: 8

8. Disadvantage of Snapchat		
Particulars	No .of Respondents	Percentage
Takes more storage	11	17%
Addiction to streaks	27	41%
A snap can be viewed only 2 times	28	42%
Total	66	100%

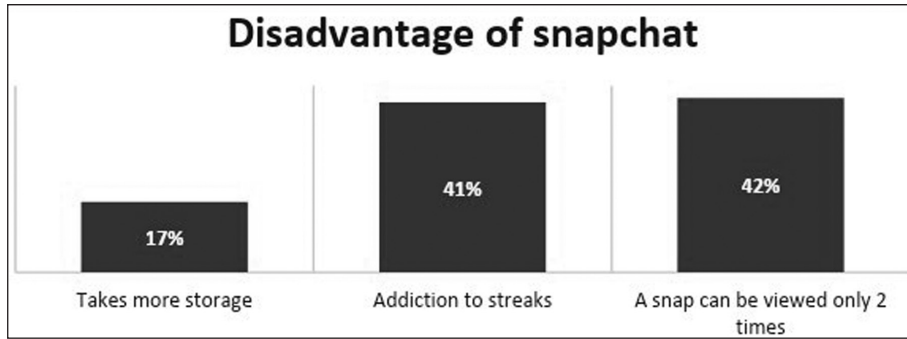


Chart No: 8

Inference

From the above table it can be inferred that the disadvantage of Snapchat among college students. Students mostly feel the disadvantage as the snaps can be viewed twice. 17% of students consider storage as a disadvantage. 41% of students consider addiction as a disadvantage and another 42% consider that the snap can be viewed twice as disadvantage.

Table No: 9

9. Other benefits of Snapchat		
Particulars	No. of Respondents	Percentage
Reminds friends birthday	31	47%
It doesn't share personal information	32	48%
We can play online games with our friends	3	5%
Total	66	100%

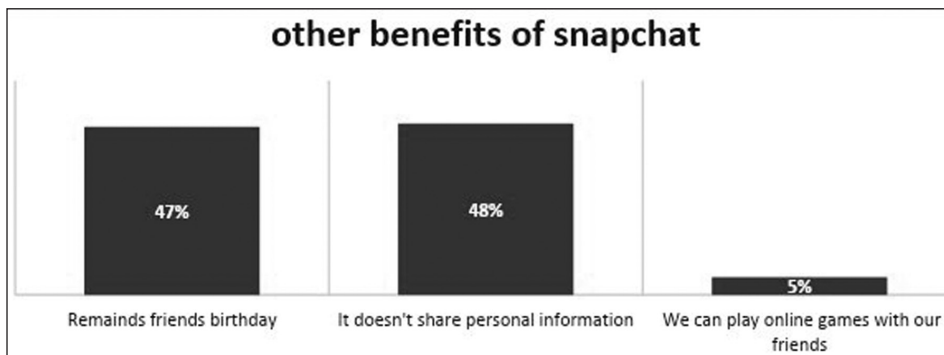


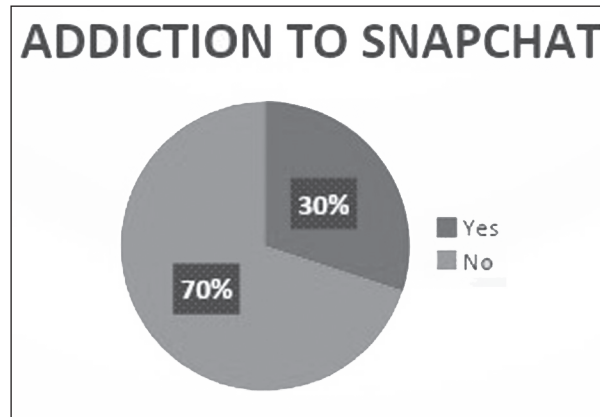
Chart No: 9

Inference

From the above table it can be inferred that the benefits of using Snapchat. Most of the students consider the privacy of Snapchat as a benefit that it does not share personal information to anyone. 47% of students consider birthday reminders as a benefit. 5% of students consider online games as a benefit and another 48% consider privacy as a benefit.

Table No: 10

10. Addiction to Snapchat		
Particulars	No. of Respondents	Percentage
Yes	20	30%
No	46	70%
Total	66	100%

**Chart No: 10**

Inference

From the above table it can be inferred that the addiction among college students. Most of the students don't get addicted to Snapchat according to the study. 70% of students said no to addiction and 30% of students said yes to addiction.

FINDINGS

- All the respondents have accounts in the Snapchat application.
- Around 58% of college students are female users.
- Majority of respondents (64%) are UG students.
- Majority of respondents (58%) prefer selfies.
- Majority of respondents (73%) are attracted to filters of Snapchat.
- Majority of respondents (80%) think streaks are not useful for life.
- 48% of respondents think streaks help in connectivity with their friends.
- 42% feel the disadvantage as the snap can be viewed twice.
- 48% of respondents think privacy is the benefit of Snapchat.
- Around 70% of students are not addicted to Snapchat.

SUGGESTIONS

- Snapchat can be used privately by person- to- person photo sharing .
- It can also be used to send videos, live video chatting, messaging, creating caricature-like Bitmoji avatars.
- The users can share a chronological story that will be broadcasted to all the followers.

CONCLUSION

The purpose of this research was to identify the impact of Snapchat application among college students. Based on the analysis it can be concluded that most of the students use Snapchat for the purpose of filters. It was also found that students use Snapchat to get connected with their friends by maintaining streaks.

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CARTOON PROGRAM-AN ENTERTAINMENT OR A STRESS BUSTER (A COMPARATIVE STUDY BETWEEN CHILDREN AND ADULT)

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ABSTRACT

Cartoons are animated shows that have been enjoyed by people of all ages for decades. This research aims to explore whether cartoons serve as an entertainer or a stress buster. The purpose of this research is to investigate whether cartoons are primarily used for entertainment or if they also serve as stress reliever for viewers. Through a literature review, it was found that cartoons can have multiple benefits, including stress relief, entertainment and emotional regulation. However, the effects of cartoon on individuals may vary based on age, gender and personal preferences. This research will also examine the impact of cartoon on mental health and well- being, including the potential risks associated with excessive viewing.

***Key words:** Cartoons, Entertainment, Stress Reliever, Mental Health, Potential Risks.*

INTRODUCTION

Cartoons have been an integral part of popular culture for many decades, entertaining audiences with their colourful characters and whimsical storylines. They have become a beloved form of entertainment for people of all ages, from young children to adults. However, as our lives become increasingly busy and stressful, some have suggested that cartoons may also serve as stress buster, proving a welcome escape from the pressures of everyday life.

The purpose of this research is to investigate whether cartoons are primarily used for entertainment or if they also serve as stress reliever for viewers. Additionally this research will examines how the effects of cartoons may vary based on age group, gender and personal preference.

The use of cartoons as a stress reliever is a relatively new area of research, and it has yet to be fully explored. However, as the world becomes most fast-paced and stressful, the potential benefits of cartoons as a stress buster are becoming increasingly important to consider. Though a literature review and analysis of relevant data, this study will provide insights into the effectiveness of cartoons as both an entertainer and a stress buster.

SCOPE OF THE STUDY

This study is based upon the responsiveness relating to cartoon series. The age group is mainly based on children and adults. Who are near Chennai city. To identify the interest on watching cartoon series.

OBJECTIVES OF THE STUDY

- To assess the awareness of children and adults regarding cartoon series.
- To analyse the interest of the adults and children towards cartoon series.
- To offer meaningful suggestion for improvement of cartoon series.

RESEARCH METHODOLOGY

- Research Design: Exploratory Research.
- Sample Design: Random Sampling.
- Sample Size: 140 Respondents.
- Period Of Study: 30 days.
- Data Collection:
 - ▶ Primary Data- Structured Questionnaire.
 - ▶ Secondary Data- Television and Websites.

Tools of Analysis: Percentage Analysis, co-relation.

LIMITATIONS OF THE STUDY

- Time was the major constraint for the study.
- The survey was limited to Chennai city only.
- Findings of the study are based on the assumption that respondents have given correct information.

ANALYSIS OF THE STUDY

Table 1: Gender

Particulars	No.of.responses	Percentage%
Male	46	33
Female	94	67
Total	140	100

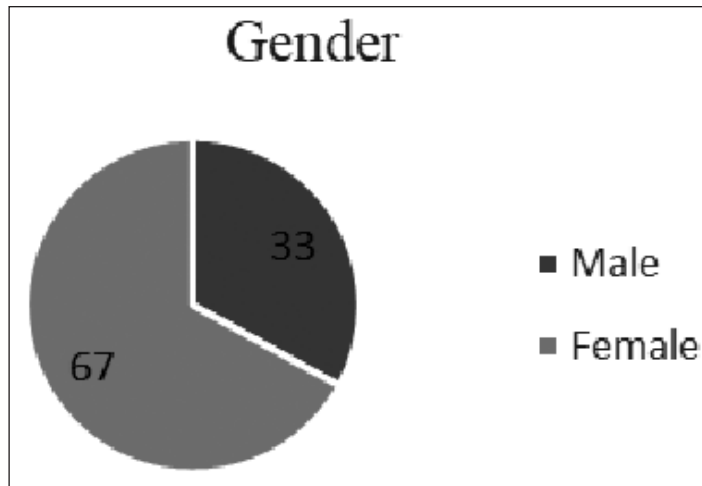


Fig 1: Gender

Source: Primary Data – Questionnaire

In the above mentioned table and pie chart represents that the male responses are 33 and female responses are 67.

Table 2: 2 Age Group

Particulars	No.of.responses	Percentage%
Less than 15	6	4
15-30	127	91
Above 30	7	5
Total	140	100%

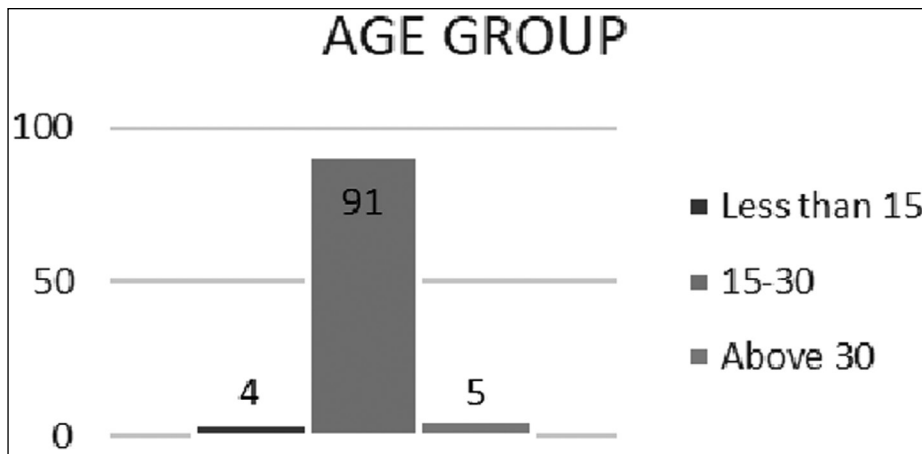


Fig 2: 2 Age Group

Source: Primary Data – Questionnaire

In the above mentioned table and bar diagram represents the age group that varies based on less than 15, 15-30 and above 30. 4 percentage is less than 15 age group responses, 91percentage is 15-30 age group responses and 5 percentage is above 30 age group responses.

Table 3

Particulars	No.of.responses	Percentage%
Yes	102	73
No	38	27
Total	140	100

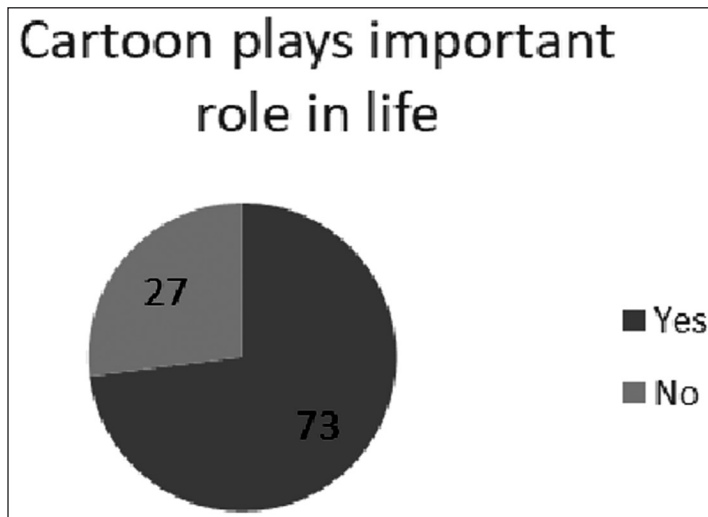


Fig 3: Did Cartoon Series Plays A Important Role in Your Life?

Source: Primary Data – Questionnaire

In the above mentioned table and pie chart 73 percentage of them says that cartoon plays an important role in their life.

Table 4

Particulars	No.of.responses	Percentage%
Stress relief	62	44.3
Irritate	3	2.1
Very happy	48	34.3
Relax	27	19.3
Total	140	100

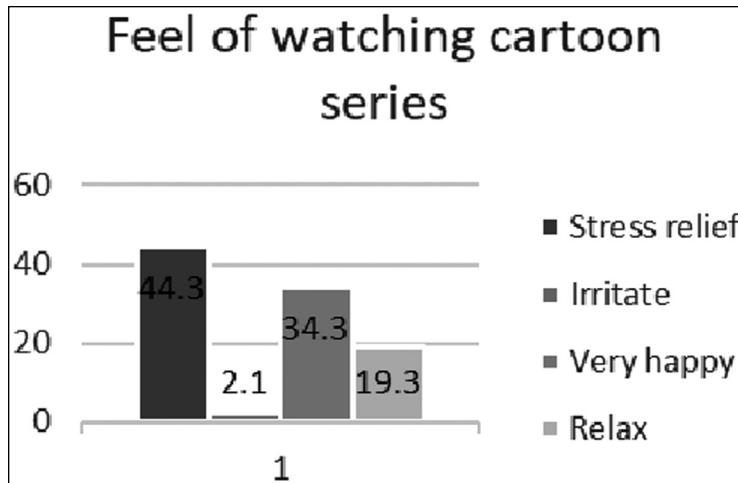


Fig 4: How Do You Feel When You Watch Cartoon Series?

Source: Primary Data – Questionnaire

In the above mentioned table and bar diagram 44.3 percentage of people says that they feel stress relief while they are watching cartoon series.

Table 5

Particulars	No.of.responses	Percentage%
Yes	34	24.3
No	106	75.7
Total	140	100

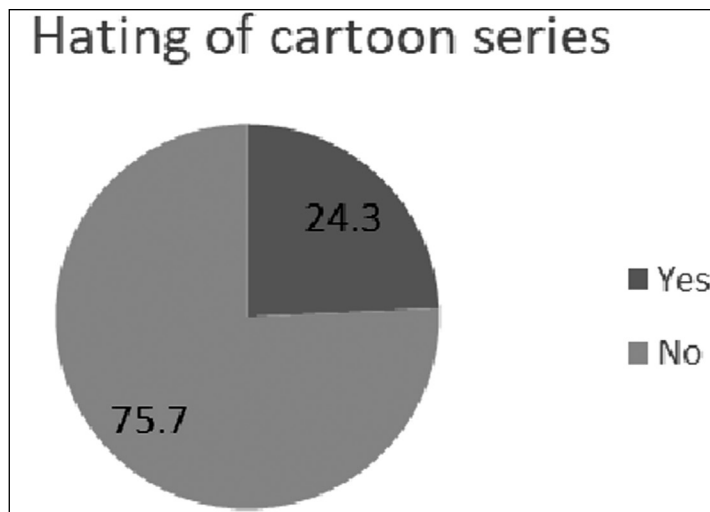


Fig 5: Did You Hate any Cartoon Series?

Source: Primary Data – Questionnaire

In the above mentioned table and pie chart 75.7 percentage of responses does not hate any cartoon series.

Table 6

Particulars	No.of.responses	Percentage%
Television	65	46.4
Social Media	10	7.2
Both	65	46.4
Total	140	100

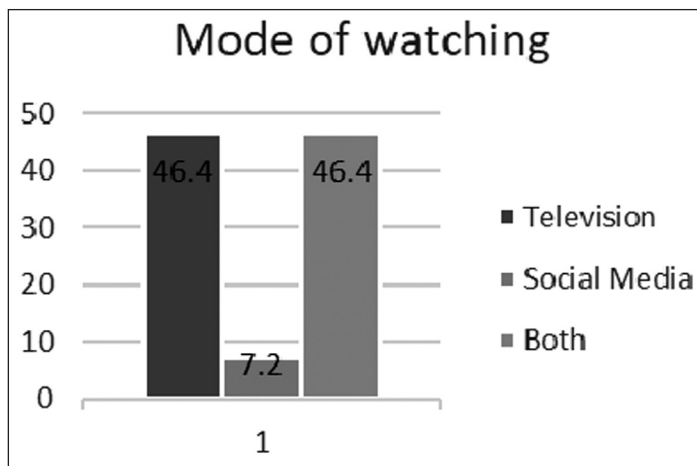


Fig 6: Mode of Watching Cartoon Series?

Source: Primary Data – Questionnaire

In the above mentioned table and bar diagram 46.4 percentage of responses watch cartoon series both from the television and from the social media.

Table 7

Particulars	No.of.responses	Percentage%
Less than 1 Year	13	9.3
1 - 3 Years	14	10
Above 3 Years	113	80.7
Total	140	100

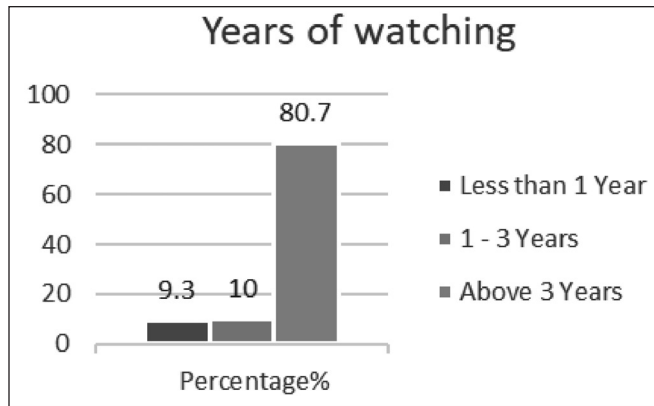


Fig 7: Years of Watching Cartoon Series?

Source: Primary Data – Questionnaire

In the above mentioned table and bar diagram 80.7 percentage of responses watches cartoon for more than 3 years.

Table 8

Particulars	No.of.responses	Percentage%
Daily	52	37.1
Weekly	42	30
Foretime	11	7.9
Once in a month	35	25
Total	140	100

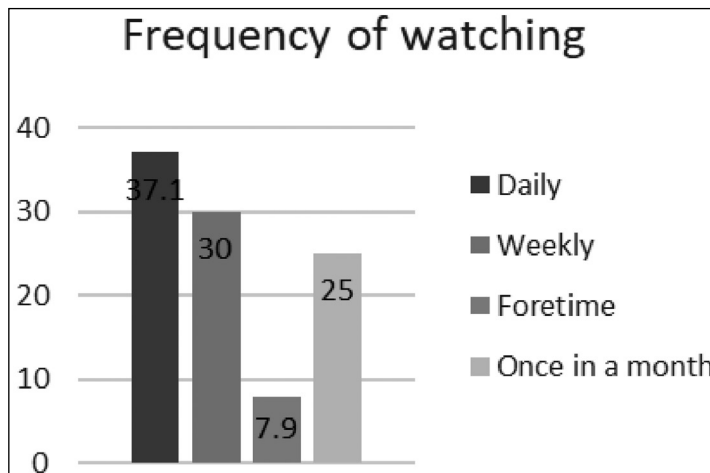


Fig 8: Frequency of Watching Cartoon Series?

Source: Primary Data – Questionnaire

In the above mentioned table and bar diagram 37.1 percentage of responses watches cartoon daily.

Table 8

Particulars	No.of.responses	Percentage%
Yes	63	45
No	77	55
Total	140	100

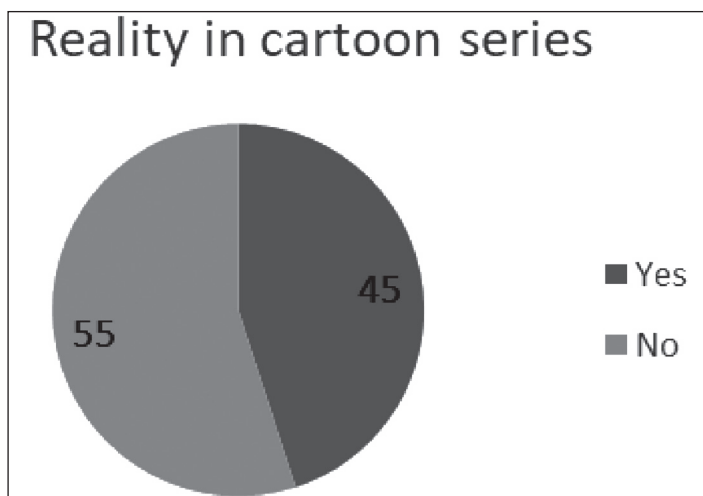


Fig 9: Whether the Cartoon Series Shows the Reality?

Source: Primary Data – Questionnaire

In the abovementioned table and pie chart 55percentage of responses says that cartoon series does not shows the reality.

Table 10: Correlation Between Age Group and the Feel While Watching Cartoon Correlations

		Age	Feel
Age	Pearson Correlation	1	.587
	Sig. (2-tailed)		.681
	N	140	140
Feel	Pearson Correlation	.587	1
	Sig. (2-tailed)	.681	
	N	140	140

Since the correlation value is in positive (0.587), there is a positive relationship between the age and the feel while watching cartoon.

FINDINGS

- 73% of the respondents are aware about the cartoon series.
- 44.3 % of the respondents consider watching cartoon series as a stress reliever.
- 75.7% of the respondents does not hate the cartoon series.
- Most of the respondents watching cartoon series through television and social media.
- 80.7% of the respondents watches cartoon series more than three years.
- The respondents have said that they are liking to have a cartoon character in their life.
- 37.1% of the respondents watches cartoon series daily.
- 55% of the respondents have said that cartoon series does not shows any reality in their life.
- There is a positive correlation between the children and the adult respondents and this research shows the mentality of the people showing interest towards cartoon series.

SUGGESTIONS

- Cartoons helps children to retain information better.
- This research will also examine the impact of cartoons on mental health and well-being, including the potential risks associated with excessive viewing.
- Ultimately, the research findings suggest that while cartoons can be an effective stress buster, their primary purpose is to entertain audiences.

CONCLUSION

The cartoon and the cartoon characters are not real in the life. But children are much interested to have a cartoon character in their real life. And also adults treat it as a stress relief and relaxed. Most of them watching cartoon series are more than 3 years. This study conclude that cartoons plays an important role both in children and adults life.

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ARGUMENTS FOR AND AGAINST MENSTRUAL LEAVE

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ABSTRACT

This study is to travel over the arguments for and against menstrual leave for women. Where many women consider it as a revolutionary decision as they undergo some pain & difficulties during their periods. On the other hand, some arguments are against menstrual leave such as it will impact the employment opportunity for women as hiring companies will give lesser chance to women.

Key words: Menstrual, women, periods, leave.

INTRODUCTION

The first **menstruation** generally begins between the ages of 12 and 15. Menstruation is not a disease or a disability, it is a cycle of normal changes in hormone production. Menstruation causes physical as well as emotional changes along with cramps, vomiting, weakness and diminished concentration. Symptoms in advance of menstruation is called Premenstrual syndrome. In 2016, at University college London, John Guillebaud Professor of Reproductive Health explained “Menstruation pain can be as bad as having a heart attack”.

RESEARCH METHODOLOGY

This is a conceptual paper. To build a theoretical framework, I started synthesizing the magazines, internet, and related theories of this subject.

OBJECTIVE

- To overview the arguments for and against menstrual leave for women
- To understand and analyze the importance of menstrual leave
- To know the legal aspects about menstrual leave
- To create awareness about menstrual leave

REVIEW OF LITERATURE

1. The study “Implementation Menstrual Leave Policy In India” by Prithivi Raj and Antra Pandit (2021) was an empirical study with a crucial discussion of first-day-of-period leave. The aim of this study is to absorb the attitude of both men and women towards menstrual leave policy in the workplace.
2. The Research paper “Menstrual Leave at Workplace: Employees point of view” by KIIT scholars was tried to find the opinion of the employees about the benefit of menstrual leave. This was an empirical study by collecting samples from Agartala, Bhubaneswar and Raiganj. As a conclusion of this research, they have found favour responses towards menstrual leave.
3. The paper “Menstrual Leave Awakening to the New Dawn” by Sakshi Kanodia and Bhanu Srivastava discusses the importance of menstrual leave. It concludes that the benefit of this idea is to provide women the flexibility when menstruating and not to give them special concessions. And it is essential to shift from period shaming to create a period friendly environment.

RECENT INITIATION

The Kerala government have granted menstrual leave for women students. The Cochin University of Science And Technology (CUSAT) implemented it. CUSAT is the first education institution in the state to provide such menstrual leave for the girl students. It was declared by an order dated January 11, 2023.

WORLDWIDE EVOLUTION

In the year 1992, the Bihar government offered women in the workforce two days of menstrual leave in a month. There are many countries which have national laws regarding menstrual leave. It includes South Korea, Japan, Indonesia, Taiwan, and Spain. Even in India, Companies like Swiggy, Zomato, Byju’s have announced paid menstrual leave.

LAW ABOUT MENSTRUAL LEAVE

Spain is the first European nation to pass law approving “Menstrual leave”. It grants workers the right to paid menstrual leave.

Recently, a proposed bill called “Right of Women to Menstrual Leave and Free Access to Menstrual Health Products Bill, 2022” has been introduced as a legal initiative in India. The purpose of the bill is to provide paid leave of three days for women during their periods and extend the benefits to students.

ARGUMENTS FOR MENSTRUAL LEAVE

- a) Women are facing many physical and mental difficulties during their menstrual time. This kind of benefit has to be appreciated.
- b) This will reduce the compulsion on them to work along with cramps and pelvic pain. This initiation will reduce the stress on them during their menstrual time.

- c) Every human body is different and the extent of the pain that a women can undergo is different. So, giving them off during these days will be a huge relief for them.
- d) Still there are many people who consider talking about menstruation as a taboo (prohibited). So, this benefit will break that kind of impression.
- e) This will help women to give better output and productiveness.
- f) The physical as well as emotional difficulties faced by them are because of the hormonal changes. May not all women might experience it but more than 50% of the women do experience it. Hence, this start-up will be highly appreciated.

ARGUMENTS AGAINST MENSTRUAL LEAVE

- a) If women are allowed to take off for 1 or 2 days each month, there is a chance to give more preference to men workers than women. This may lead to workplace inequality.
- b) If a leading senior women employee takes off, the work planned can be done delay or misaligned.
- c) A trans women or a women who went through the trouble of early menopause might be subject to scrutiny questions at the workplace.
- d) It leads to privacy issue. It might be forcing someone to reveal something that they would rather keep private.
- e) If both women and men expect equality; if they expect equal pay; if they expect same opportunity, they have to work equally hard under any circumstances.

CONCLUSION

In conclusion, the key fact from this study is that women's equal participation in all field is essential to meet the challenges of the 21st century. But at a humanitarian consideration this relaxation should be given to all women workers under labour law.

Providing this benefit will boost every women to work productively in the succeeding days after their menstrual leave.

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KAHU AS THE WHALE RIDER

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ABSTRACT

Pacific literature mainly originated in the indigenous states of the Pacific Islands, Australia, and New Zealand. Pacific literature helps us learn back and forth about the cultures and lifestyles of particular survivors, which are extinct now. Pacific Island literature is a circuitous collection of works that encompasses the culture of indigenous people. Many writers brought their works into the spotlight to represent the plight of the extinct culture. Each and every culture has its own stereotypical issues. This paper mainly concentrates on the novel "The Whale Rider." The Whale Rider by Witi Ihimaera was turned into a film in 2002. This novel falls under the genre of children's literature, but it also discusses other major plights in their community, which even entertains the children by showing a moral in the end. This novel stands as an example of the greatness of Maori culture. The general themes that are found in the novel are: the sacredness of nature is being polluted, racism, tradition versus modernity, misogyny, etc. The writer cleverly described gender discrimination through the character Kahu in an underlined version with a reconciliation at the end, which is not seen as a major controversy. In this novel, the foremost superstitious belief is that women are expected to give birth to a male child. The tradition of being a chieftain in the community is passed from man to man and not from man to woman. The false notion is that only men have the power to rule over the community.

Key words: *Pacific literature, sacredness of nature, racism, gender discrimination, male heir etc.*

INTRODUCTION

The term "Whale Rider" was the title given to males in the Maori community. The rider, who is adept at guiding the herd of whales, is the focus of this novel, which centers on the female protagonist, Kahu, who performs gender performativity to save her community. When Kahu's mother was about to give birth to Kahu, his great-grandfather, uncle, and all other people in the Maori community expected that it would be a boy, but fate gave a twist to the wish of the aggressive great-grandfather. "A girl," Koro Apirana said, disgusted. 'I will have nothing to do with her.' She has broken the male

line of descent in our tribe” (The Whale Rider, chapter 3). The great-grandfather’s anticipation leads him to dismay. Koro believes that since the girl was born, she couldn’t be the heir to the throne. Nanny Flower, who is the wife of the chieftain, is considered one of the strongest characters in the novel despite her gender. The nuances of gender discrimination preceded the novel. In order to make Koro do the work, Nanny Flower often intimidates Koro, her husband, by saying that she will call off their wedding. Nanny Flower was the chieftain in her own community. She is brave, bold, and courageous. Nanny Flower names Kahu after Koro’s ancestor. Nanny Flower was rejoicing because Kahu would be the next heir to the throne. But Koro sees this as defaming their culture.

The environment has been exterminating the sacredness, and it has been unpleasant for the whales. Because of the ecological destruction and global warming that led to the pollution of the sacred relationship of humans towards nature, “let’s keep them cool.” Kahu was in harmony with nature. The legend behind Kahu’s name, which she inherited from her ancestors, may be the reason for the harmony that she has with nature and for her knowing the language of the island creatures. This legend may be true according to the Maori people, but Kahu was so adamant in proving her capability to her great-grandfather, who never reciprocated his love or showed concern for Kahu. Kahu’s family, except her great-grandfather, went to a function held at her school. She represented her Maori culture through dance by playing a prominent role with a troop of young girls; she also recited a speech written in Maori. The show was entertaining and meaningful. Also, they find it exotic that their tradition is becoming extinct due to post-colonial revolutionary developments. Kahu’s show may be the representation of the whole community’s query, which was put forth to the notice of civilized people by warning them to save the land and ethnicity.

Kahu was adopted by her maternal side. Koro disliked the presence of Kahu in their village. But Kahu has steadfast love for Koro Apirana. Nanny Flowers is the one strong character with a radical way of thinking. She often threatened Koro for the sake of Kahu. Kahu’s love for Koro and Nanny Flowers’ influence made her rebellious and challenging. Kahu aimed to save nature and whales from the pervasive act. Kahu secretly admired the cultural training that had been given by her great-grandfather to the boys in the village. None of the practicing male troopers were as brave as his own ancestors, which made Koro disappointing. But Kahu was gritty like her great-grandfather’s. She became adept at the language of speaking with the whales; the whales were familiar with the sounds of Kahu.

“Suddenly the sea was filled with awesome singing, a song with eternity in it. Then the whale burst through the sea and astride the head was a man. He was wondrous to look upon. He was the whale rider” (Chapter 4). The cultural practice of having a male heir to the throne is seen as noble in Maori culture. Koro cannot tolerate that the next heir to the throne is a female. He cannot accept the fact that a girl will become an heir. Koro is a man with conventional notions; he thinks that women have no ability to be heirs to the throne. Earlier, the whale rider was “he,” but toward the latter part of the novel, it is pointed out that the name “whale rider” is not limited to males. It depends on the brave human, despite gender or sex. Gender performance plays a vital role. The term “whale rider” is given only to the males. The various portrayals of gender inequalities preceded the plotline of the novel.

According to Judith Butler, “gender performativity” refers to the performances that one puts on in day-to-day life. In the novel, Kahu, the female protagonist, performs gender performativity by guiding the herd of whales, which is exclusively led by the male heir in Maori culture. She performs gender performativity in order to prove her ability to her great-grandfather. Despite learning gardening from her great grandmother, Kahu was more into the adventure of protecting the community. Her desire to prove her capacity has grown very aggressive. Women are always expected to prove that

they are capable and powerful in whatever they do. As we see in the novel “The Whale Rider,” Kahu proves that she is capable of being the leader of the Maori people in the end. “I fell off the whale. If I was a boy, I would have held on tight. I’m sorry, Paka, I’m not a boy” (Epilogue, chapter 21). “You are the best grandchild in the whole wide world,” he said.” After all the tough times and unpleasant sufferings, she is taken into consideration. Finally, she is accepted by her great grandfather. Hence, Kahu’s worth is proven in the end.

In conclusion, it has been proven that she is capable of leading the community into a brave future. Women were expected to prove anytime and every time that they were capable. As Chimamanda Ngozi Adichie rightly says in “We should all be feminists,” even after proving her worth, she is not counted. Even in the current epoch, the idea of women proving something is pertinent. In respect to this, the example of selecting a class monitor from Chimamanda Ngozi’s “We all should be feminists” is highly relatable. Even though this novel comes under the genre of children’s literature, it is crystal clear that all females, irrespective of their age, should prove their capacity and strength. The novel ends with the reconciliation of the great-grandfather and great-granddaughter. After the perpetual effort, the bloodshed by Kahu showed her bravery, which may have melted the heart of her great-grandfather. In the olden days, it was matriarchy. The hypocrisy of the novel is that it ends with moral reconciliation and reciprocal love. She is praised as one the greatest grandchild of Koro. This novel has communal disputes about gender studies.

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A STUDY OF PHOTOGRAPHY SKILLS OF ARTS AND SCIENCE COLLEGE STUDENTS IN CHENNAI CITY

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ABSTRACT

The reason for the study is to know the interest on photography among the college students. By this research we can easily identify the how many of them are interested in photography, in what camera they are willing to take photos and what type of photos they like. This research was conducted among the college students the respondents are 60. Convenience sampling method was adopted and the questionnaire was distributed. Collected data was tabulated and analyzed using percentage analysis.

Key word: *Photography skill, Camera*

INTRODUCTION

Photography is an art like drawing, sketching and painting. Photographers use their camera see the world in a different way, and record the happy moments as memories. Photography is the skill that practice of creating durable image by recording light, either electronically by means of an images sensor, or a light-sensitive material such as photographic film.

The word "PHOTOGRAPHY" was word from the Greek word "*photos*" means genitive of light and the word "*graphie*" means a line or drawing. The word "PHOTOGRAPHY" combined together means drawing with light.

DEFINITION

The camera eye and the mind's eye share a vision that has imposed itself on this century. Photographs now confirm all that is visible. and photographs will affirms what is one day remembered. Human affairs have not quite been the same since the first images formed on plates of copper, but after a century and a half we are

-Wright Morris

Photography is the procedure of take down an image on light sensitive film or, in the case of digital photography, via magnetic memory. Photography shows all recording or transmit visual images, by means of still photographs, television transmit, motion pictures, or otherwise.

SCOPE OF STUDY

This is based on the photography skill among students in Chennai city town to identify the interest on photography among students.

OBJECTIVES

- To analyze the photography skills among college students.
- To study about the emergence of photography skills in recent days.

REVIEW OF LITERATURE

Peizhi Qian (2021) carried out a methodical literature review of art photography on internet media. The findings of the study revealed that many art photographers worked on many artworks based on the various problems being circulated in the social media. Artworks include snapshot, selfie and identity. Few of these problems are connected to the famous photography, which review the tension between art and famous photography. The photographers share the whole series on the online platform in order to interconnect with the peoples. By this, the researcher concluded that art photography on online platform also echoes with its history and age of digital culture.

Hakan Yaman (2017) conducted a study on observation and thoughts and opinion of cinematographers on fine art photography at Turkey. The survey was conducted with the help of purposive selected sampling method. The questionnaire consisted of 19 questions. The collected data was analyzed and evaluated. The result of the research shows most of the people taking photos in order to capture their happy moments , and for documenting as a part of their hobby. The perception was for documenting reasons the photos must be taken for documentary reasons.

RESEARCH METHODOLOGY

- Research design : Exploratory Research
- Sample design : Convenience sampling
- Sample size : 60 respondents
- Period of study : 15 days

Collection of Data

- Primary data - Structured Questionnaires.
- Secondary data – websites and books

DATA AND SAMPLE COLLECTION

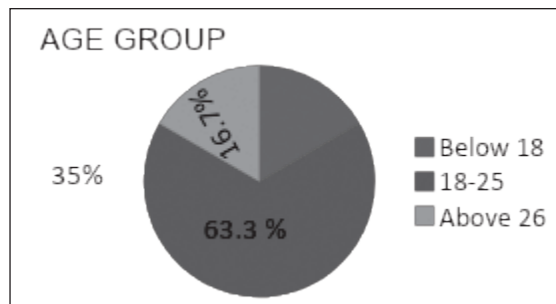
The data collection process for the research was done through the collection of primary data (Questionnaire) and secondary data (Website, Books). The required data for the work was accumulated a structured form which was circulated among the students in Chennai city. The collected was analyzed and interpreted certain results. Due to limitations of time and scope of study the number of respondents from which the data collected is 60.

LIMITATIONS OF THE STUDY:

- Time was very limited to conduct the study.
- The size of sample contain of 60 arts and science students in Chennai city.
- Finding of the study are asked on the assumption that the respondents have given correct information.

Table 1: Age Group

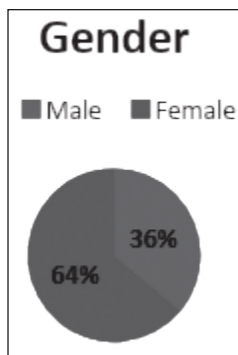
Particular	No. of respondents	Percentage
Below 18	10	35%
18-25	40	63.30%
Above 26	10	16.70%
Total	60	100

**Chart No 1: Age Group**

Inference: In this survey we divided the age groups into categories. The respondent all from the age categories is Below 18 is 10 respondents and 18-25 is 40 respondents and 26 and above is 10 respondents.

Table 2: Gender

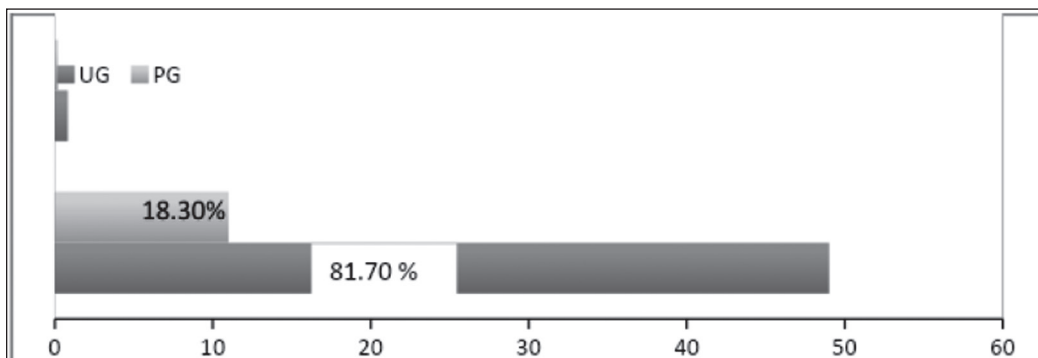
Particular	No. of respondents	Percentage
Female	38	64%
Male	22	36%
Total	60	100

**Chart 2: Gender**

Inference: Female responses are 38 and male responses are 22.

Table 3: Educational Qualification

Particular	No. of respondents	Percentage
UG	49	81.70%
PG	11	18.30%
Total	60	100

**Chart 3: Educational Qualification**

Inference: 82% of the respondents were UG and 18% of the respondents were PG

Table 4: Are You Interested in Photography

Particular	No. of respondents	Percentage
NO	4	6.70%
YES	56	93.30%
Total	60	100

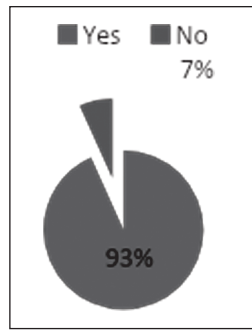


Chart 4: Are You Interested in Photography

Inference: In this question 56 responses has said yes and 4 responses has said no and the point 1 represents YES and point 2 represents the NO

Table 5: Camera`S Mostly Used

Particular	No. of respondents	Percentage
Mobile	47	78.30%
DSLR	5	8.30%
Digital camera	8	13.40%
Total	60	100

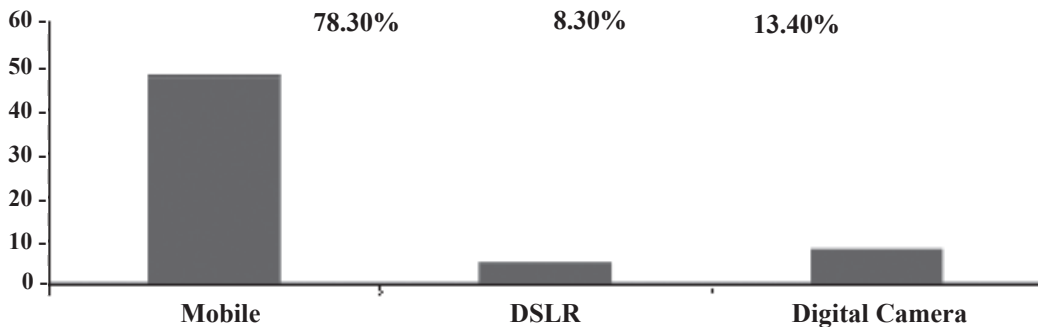


Chart 5: Camera`S Mostly Used

Inference: For this question many of them answered mobile it has high majority and few said digital camera and very few only said DSLR. And the responses are for mobile is 47, DSRL is 5 and digital camera is 8.

Table 6: Type of Photography You Like Most

Particular	No. of respondents	Percentage
Wildlife photography	10	16.70%
Nature Photography	36	60%
Selfies	14	23.30%
Total	60	100

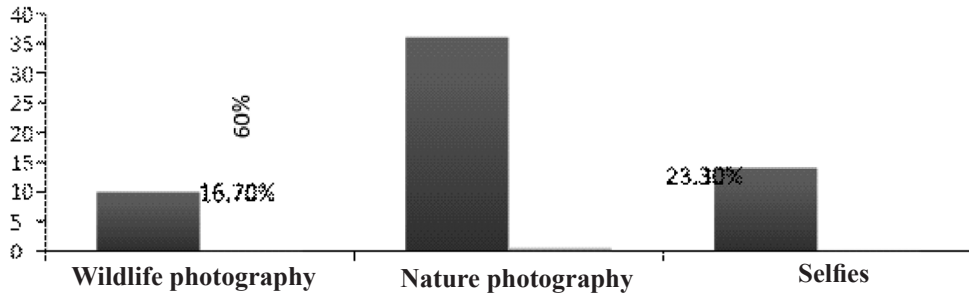


Chart 6: Type of Photography You Like Most

Inference: Most of the students like the nature photography than the other two. The respondents for wildlife photography is 10, nature is 36 and the selfies is 14.

Table 7: What Do You Prefer More

Particular	No. of respondents	Percentage
Selfies	26	43.30%
Digital camera	22	36.70%
DSLR	12	20%
Total	60	100

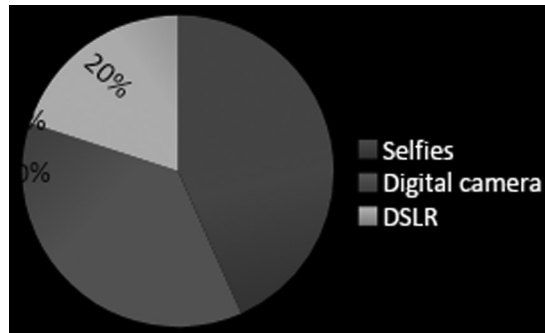


Chart No 7: What Do You Prefer More

Inference: The selfies has a 26 responses digital camera has 22 responses and the DSLR has 12 responses.

Table 8: Circulation of Photos

Particular	No. of respondents	Percentage
Before smart phones	9	15%
After smart phones	51	85%
Total	60	100%

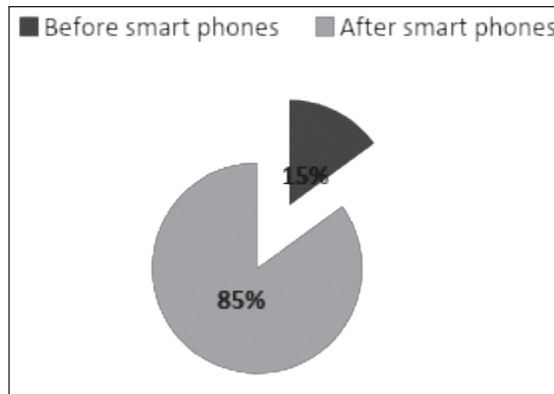


Chart 8: Circulation of Photos

Inference: The circulations of photos are became more after smart phones that is 51 responses and before smart phones is 9.

Table 9: Which Type of Photography You Like

Particular	No. of respondents	Percentage
Digital	25	41.70%
Portrait	27	45%
Fine art	8	13.30%
Total	60	100

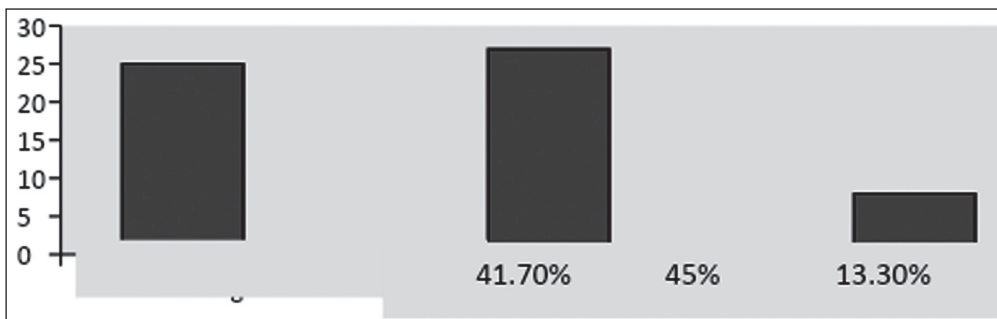


Chart 9: Which Type of Photography You Like

Inference: Digital has 25 responses and portrait has 27 responses and fine art has 8 responses.

Table 10: Purpose of Taking Photos

Particular	No. of respondents	Percentage
For profile photo	25	41.70%
For posting on social media	17	28.30%
For professional use	18	30%
Total	60	100



Chart 10: Purpose of Taking Photos

Inference: In this survey the students answered equally for all the categories' that are for profile photo is 25, for posting on social media is 17 and for professional use is 18.

FINDINGS

1. 66.7% of the respondents are in category of 18-25 age group.
2. 64% of the respondents are female.
3. 81.7% of the respondents are studying UG.
4. 93.3% of the respondents are interested in photography.
5. 78.3% of the respondents are mostly used mobile camera's.
6. 60% of the respondents are mostly like nature photography.
7. 43.3% of the respondents are prefer to selfies.
8. 85% of the respondents said circulation of photos are more after the invention of smart phones.
9. 45% of the respondents are like the portrait type of photography.
10. 41.7% of the respondents are taking the photos for the profile photo.

SUGGESTIONS

- In this research the type of photography suggested by most of the students is nature photography.
- The camera mostly used by the students is mobile camera
- Digital camera photos are highly recommended by the students

CONCLUSION

This research is about the study of photography skills among students. According to students ideology, most of them taking photos for their memories and to record funny moments. The things that tempts the students to capture those beautiful moments and things mainly wanted to share the wonderful memories to them friends. There is a vast difference between before and after invention of smart phones. Nowadays taking photos became a habit. Using photography we can capture our memories and funny moments happening around us. Photography is more than a documentation process. It is more an art form and should be treated with the same respected as painting and sculpture.

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TECHNICAL WORK BEHIND G-PAY

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ABSTRACT

The most crucial aspect of modern living is technology. This journal presents a concise perspective on GPAY, the most well-known and commonly used online payment platform. One of the payment platforms that is used to move our money more securely is GPAY. The Go Cashless initiative has been vigorously promoted by the Indian government in an effort to regularise and streamline currency transactions following demonetization. The effects of demonetization have led to a phenomenal increase in digital payment methods like e-banking, mobile banking, card transactions, etc. One of the fastest-growing digital payment systems, Unified Payments Interface (UPI), allows users to transfer and receive money using Virtual Payment Addresses. (VPA). We have discussed all the crucial elements that come together to form the G- pay work.

Key words: *G-pay, UPI, BHIM, Online transaction, Digital payment.*

ABBREVIATIONS

- AIS – Automatic Identification Systems
- API – Application Programming Interface
- BHIM – Bharat Interface for Money
- FSP – Financial service Provider GPay - Google Pay
- GPS – Global Positioning System
- ID – Identity Document
- IOS – iPhone Operation System
- NCP – National Competition Authority
- NCPI – National Payments Corporation of India
- NFC – Nera field Communication
- PIS – Personal Information System
- POS – Point of Sale

- TEZ – Total Exclusion Zone
- TPP – Third Party Provider
- UPI – Unified Payments Interface
- VPA – Virtual Payment Address

INTRODUCTION

Technology is the tangible integration of scientific information to human life's objectives. In every area, technology has decreased labour and time requirements and increased production efficiency. Our lives are now simple, comfortable, and pleasurable thanks to it. Our daily routines have changed due to technology. The globe is now more intimately connected than ever thanks to technology. Online payment is one of the most noteworthy innovations. You are able to pay using the internet. Online purchases move more quickly than more conventional ones like checks or cash. When it comes to internet payment, there are no restrictions on time or place. The payment may be made at any time and from any location in the globe. These days, there are a tonne of payment applications accessible online. Here, we'll examine what a G-pay is and how it works technically.

HISTORY OF G PAY

G-Pay stands for Google pay

Originally released on May 26, 2011, Google wallet later changed its name to Android pay on September 11, 2015, and TEZ was subsequently rebranded as Google pay on August 28, 2018. For contactless payments on Android smartphones, use Google Pay. On iOS, the peer-to-peer features and account access are accessible. To transfer and receive money, you don't need to be using the G-pay app. Even through their website, G-pay makes money transactions simple. When a user taps the G-pay payment button, a catalogue of accepted payment methods appears on a payment sheet. When the user chooses a payment method and uses it safely, your app receives a payment token for that method. Your software sends the payment token and purchase information to its backend.

COMPONENTS OF G-PAY

1. UPI (Unified Payment Interface)

Before NCPI (National Payment Corporation of India) enabled the option of interbank transaction using mobile apps, moving money from a single financial institution to another was a big deal. The word UPI was governed by this RBI. Users of UPI can send money immediately using a mobile device. The National Payments Corporation of India (NCPI) created the real-time payment system, which facilitates interbank transfers in India. Your location information is stored by the UPI protocol, not the G-Pay server. Your UPI VPA and previous money transactions are retained by G-pay. For security reasons, making a UPI (Unified Payments Interface) transaction through Google Pay necessitates that GPS location be enabled. UPI uses the GPS location of the user's device as one of its security features to confirm that the transaction is being made from a place that is known to be related to the user.

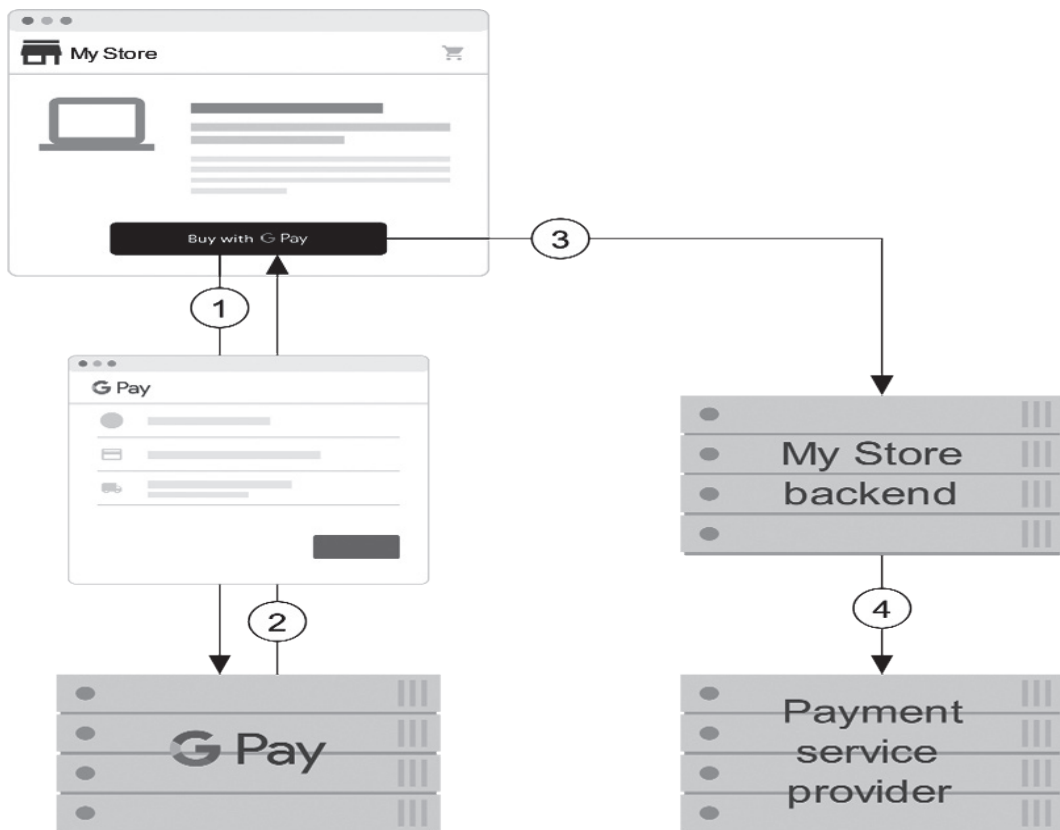
By confirming that the transaction is being made by someone who is physically present at the spot where the transaction is taking place rather than someone who took the user's device or login credentials, this helps to prevent fraud. If the location doesn't match where the user is typically situated, it can also be used to identify suspicious transactions and stop them from being completed.

What UPI exactly is?

A popular mobile payment technique called UPI enables instantaneous, cost-free money transfers between bank accounts. Each user must possess a UPI ID in order to send money using the UPI system. A bank account's UPI ID serves as a special identifier when sending and receiving money between banks. Your UPI ID for G-Pay is created by banks that offer payment services, including SBI, HDFC, AXIS, and ICICI

2. API

Application Programming Interface (API) uses digital codes for software-to-software contact, enabling secure data integration while facilitating seamless data transmission between various systems. UPI services are one area where APIs are used. UPI uses the software of the associate bank service provider to easily withdraw money from your bank account. Each transaction is distinct because the items you want to buy will vary depending on your requirements. Therefore, the bank service provider accommodates your use of UPI apps in accordance with the services offered by the business offering the product. In a similar way, APIs are paving the way for new financial transactions and simplifying life.



3. BHIM

Narendra Modi introduced the BHIM (Bharat Interface for Money) software on December 30, 2016. Its primary objective was to promote a “digital economy” and make it simple to make cashless payments after demonetisation. The BHIM app, which is named after Dr. BR Ambedkar, the designer of the Indian Constitution, is an amalgamator of Unified Payment Interface (UPI) services provided by different banks. Designed by India’s National Payment Corporation, a non-profit organisation (NCPI). Through your bank account, mobile number, QR code, or by establishing an individual digital identity (also known as a virtual payment address), the BHIM app allows a variety of cashless transactions. (VPA).

4. VIRTUAL PAYMENT ADDRESS (VPA)

A VPA, which is essentially the location to or through which VPI money transfers can be made, is required to make UPI payments, just as you need a credit or debit card to make purchases. VPA is a special financial address that you can use to transfer or receive money to or from your bank account using UPI. Since neither the sender nor the recipient can discover that your VPA is shared, it provides extra security and safety for your transactions and can’t be used for any other purposes. It is a special code for your account that enables Gpay to recognise your activities as being solely yours. These handles are generated by the UPI program, which also makes payments possible.

HOW TO BEGIN USING G-PAY

- a) Type your cell phone number.
- b) Log in using the Google account you use.
- c) Integrate G-pay with your credit account.
- d) Install the UPI password.

Another distinctive G-pay function is cash mode. Users can send money to nearby G-Pay users without providing their bank account information or cellphone number.

WHAT IS OPEN BANKING?

Open banking is the use of public APIs to let customers handle their finances using third-party products and services that talk to financial institutions. Open financial APIs have so far given customers the security to:

1. Account Information Service

Their banking information to selected non-bank third parties (Account Information Service, or AIS). Parties can innovate and offer services thanks to AIS, which can help consumers better comprehend their financial situation.

2. Payment Initiation Service

Initiate bank account transfers through the chosen third parties (Payment Initiation Service, or PIS). PIS enables users to move right away on the insights and enhances their financial well-being.

3. Third Party Provider (TPP)

Organisations or individuals who access client accounts using standards-compliant APIs to offer account information services or to start payments.

4. Financial Service Provider (FSP)

The organisation that offers consumers and other businesspeople money services.

5. National Competition Authority (NCP)

One or more organisations that have been designated by a state member as having the authority and assigned duties to carry out the certification, supervision, and enforcement functions in accordance with this Regulation and the delegated and implementing acts enacted on its behalf.

6. Application Programming Interface (API)

A computer interface that spells out how various software middlemen should communicate. Payment Initiation Services (PIS) and Account Information Services (AIS) are the two categories of API services that are addressed by Open Banking. (PIS).

7. Account Information Service (AIS)

Give TPPs access to banking, transaction, and other financial info via user content. Through an identification and verification procedure carried out by a redirect to the FSP surface, the user, TPP, and FSP create confidence. After finishing, a token is generated that allows the TPP ongoing access to the user's account information.

8. PAYMENT INITIATION SERVICES (PIS)

Make it possible for TPPs to start payments using user content from accounts held by financial organisations.

WHICH PROGRAMMING TOOL DID THE GPAY'S DEVELOPMENT USE?

Swift was used to build Google Pay at first, and Kotlin was used for Android. Later, flutter changed the writing. The fact that flutter provides a consistent experience across various devices is one of the reasons to choose it. Gpay, an app for Android smartphones, communicates with payment terminals using Near Field Communication (NFC).

- a) Configure a Web Application to take Credit Cards by Integrating it with the Google Pay API.
- b) Set the Gpay API version.
- c) Select a coin payment technique.
- d) Give a list of accepted credit card networks.
- e) Find the JavaScript utility for the Google Pay API.
- f) Using the Google Pay API, ascertain your preparedness to pay.
- g) Add a payment option for Google Pay
- h) A PaymentDataRequest object should be created.

- i) Create a user motion event handler.
- j) Fetch payment information in advance of user contact.
- k) Set up a payment authorization.

Put it all together

SMART ROUTING WITH EXTRA UPI IDS

Due to problems with UPI payment systems, transactions may take longer or fail. By routing your transactions through the server, which will guarantee a successful payment, an extra UPI ID increases your chance of a successful transaction. Different institutions' additional UPI IDs offer various transactional paths. Gpay will select a different payment route if any of the UPI ID routes are not accessible in order to give you a seamless payment experience. For your bank account, you can store up to 4 UPI IDs.

Example: @okaxis, @akhdfcbank, @oksbi

ADVANTAGE OF GPAY

- The fact that Google Pay is generally compatible with both Android and iOS devices is one of its biggest advantages. Payments can also be made via the Google Pay website, in addition to the app.
- Everyone is very concerned about the security of online transactions. Tokenization, which GooglePay uses, offers high security for its customers and ensures that their credit and debit card information is kept private. Thus, fraudulent deals will be avoided.
- It is not necessary to always bring your money with you when you go shopping; just your phone or smartwatch will do. These days, there are more merchants accepting Google Pay as a form of money.
- There are appealing incentives for using or supporting it.
- The money you receive from other users can be sent, requested, and deposited immediately into your bank accounts.
- You can automatically lock your phone using Google's Find My device service in the event that it goes missing.

DISADVANTAGE OF GPAY

- The users of g-pay on websites may be concerned about security because an online portal may have access to your personal information or bank account, particularly if you use multiple accounts.
- ID theft, phishing assaults, and database exploits are on the rise as more people use g-pay at the moment. We need a lot of expensive protection software to stop this, which costs a lot of money.
- One of the biggest issues in nations like India is illiteracy; because the elderly are unfamiliar with technology, they are afraid to use g-pay and favour traditional payment methods.

- In order to set up online payment choices and other services that go along with them and require extra money, we need internet.
- G-pay is not backed by all banks; it is not accepted everywhere. Therefore, you cannot send money to a customer if your bank does not allow Google Pay. Customers and businessmen both suffer from this.

CONCLUSION

Google Pay is making significant strides towards revolutionising the Indian financial industry. If customers/users don't use the app, they will lose out on a plethora of features and simple money transfer transactions. If you are unsure about mobile banking's security, look into it. Mobile phones can now be used as the main means of sending and receiving payments thanks to UPI. To allow every person with a bank account to conduct digital transactions using a mobile phone, UPI takes advantage of the high teledensity in India. Even the smallest merchant can start taking digital payments without the use of a POS machine in India, which has a weak infrastructure for merchant payment acceptance.

In this study journal, we have discussed the technical work that goes into G-pay, including how it functions and the parts that make up this application. All of those technologies had been in use without our being aware of their real creation or functioning. You should be able to learn the basics from this journal, we trust.

“WE ALL PAY FOR LIFE WITH DEATH, SO EVERYTHING IN BETWEEN SHOULD BE FREE”

-Bill Hicks

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BHAGAVAD GITA: VIS-À-VIS THE SCHEMA OF TOTAL QUALITY MANAGEMENT

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ABSTRACT

Total Quality Management, a branch of management science, became important with the implementation of the Liberalization, Privatization, and Globalization (LPG) programme in the 1980s to rescue the Indian economy from depression. Amidst many age-old works, the Bhagavad Gita is said to be one of the authentic pieces that gives answers to any kind of the management's situation over the years. This paper gives an idea on how Bhagavad Gita is helpful in Total Quality Management. Going along with the ancient principles given in the Scriptures leads to an increase in management's efficiency, which helps them achieve their goals faster. The use of these concepts in the workplace will help harvest more benefit from them because our ancient writings contain solutions for situations and difficulties.

Key words: *Total Quality Management, Bhagavad Gita, Charter of Deming, Vidura Neeti*

INTRODUCTION

Glimpse of Total Quality Management (TQM)

TQM is the maintenance of high standards of quality to meet customer requirements, thereby achieving their satisfaction. As TQM is a continuous process of maintaining the standard, it requires efficient management policies.

OBJECTIVES OF TQM

- To achieve customer satisfaction through maintenance of quality.
- To bring necessary changes in the product according to the customer's demand.
- To introduce a process by which a high standard is maintained continuously.
- To create awareness of quality among all the workers and the employees.

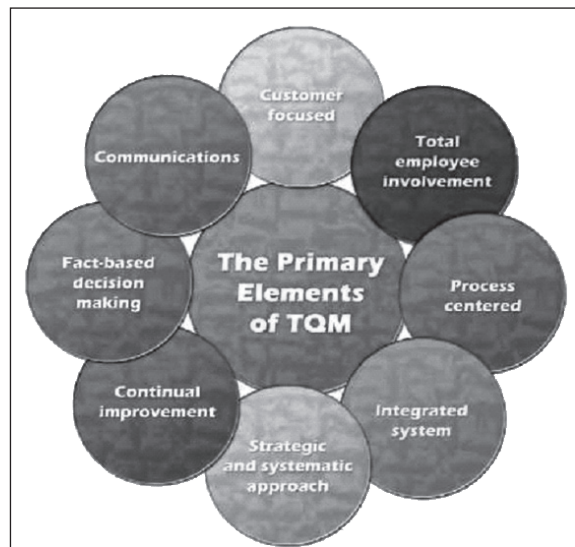


Fig 1: Elements of TQM

CHARTER OF DEMING – PRINCIPLES

W. Edwards Deming proposed a guideline for top managers that greatly helped Japan recover from its economic devastation after World War II. They are:

1. Create consistency of purpose for improvement of product and service.
2. Adopt the new philosophy that ever-increasing quality is necessary for corporate survival.
3. Seek the errors at the beginning stage and rectify them.
4. Stop awarding business on price tag alone.
5. Constant improvement of the system of production and service.

6. Introduce modern methods of job training.
7. Introducing leadership training.
8. Drive out fear.
9. Remove barriers between staff areas.
10. Eliminate slogans, exhortations and targets for workspace.
11. Eliminate numerical quotas.
12. Remove barriers to workmanship pride.
13. Introduce rigorous program of education and training.
14. Take action to accomplish the transformation.

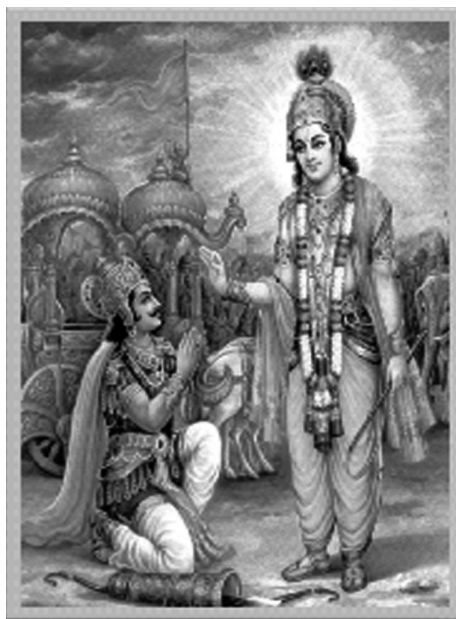
A GLIMPSE OF BHAGAVADGITA

It is a major component of Mahabharatham and is the exchange between Arjuna and Lord Krishna right before the Battle of Kurukshetra begins. When Arjuna is perplexed and reluctant to participate in the conflict as he fears killing his own relatives, who are the adversaries, Lord Krishna bestows the divine intellect.

धर्मं चार्थं च कामे च मोक्षे च भरतर्षभ ।
यदिहास्ति तदन्यत्र । यन्नेहास्ति न तत् क्वचित् ॥

Meaning: Righteousness, Economy, Desire and Liberation can all be found elsewhere if it is found here. But whatever is not found here does exist nowhere.

This is the sloka recited by Maharishi Vaishampayana to King Janamejaya illustrating the significance of Mahabharatam.



**Fig 2: Bhagavad Gita
A SMIDGEN IN A SAGA**

REVIEW OF LITERATURE

1. **D. Weerawardena, K. P. M. Priyasad, and T. D. Weerasinghe (2018)**, in their work **Managing Lives at Work: Lessons from Bhagavad Gita**, looked at the contemporary managerial practices provided in the Bhagavad Gita's Karma Yoga chapter. One of the slokas revealed that people who are preoccupied with how the results would then affect their current job make them less motivated, which should be avoided, which turned out to be the fundamental tenet of total quality management.

2. **G. Suryaprakash Rao (2010)**, in his article **The Bhagavad Gita- Management Model Empowers Corporates and Society** said that the Bhagavad Gita would emerge as a management model leading to the empowerment of corporate leaders, managers, and professionals to enhance individual and organizational performance. Among the many principles said in the Bhagavad Gita, five principles, namely: Inner Peace (atma jnana), Stable Mind (stitha prajna), Focus on means (Karma Yoga), Mode of Goodness (sattva guna), and Surrender (Sharanagathi) lead a manager or a professional to excel in management qualities like Conflict resolution, Leadership, and Circle of Influence.

INTER-RELATIONSHIP BETWEEN TQM PRINCIPLES ANDBHAGAVAD GITA

Remove Barriers to Workmanship Pride

A TQM principle says to remove barriers to pride of workmanship, which is to avoid performance appraisal, especially merit rating. Similarly, one of the Gita slokas comes up with the same meaning.

The Bhagavat Gita (III.19) says that one has to perform his/her duty without any attachment to the outcome and consequently he/she attains supremacy.

कर्मण्येवाधिकारस्ते मा फलेषु कदाचन ।

मा कर्मफलहेतुर्भूर्मा ते सङ्गोऽस्त्वकर्मणि ॥ (Bh. Gi. II 47)

Meaning: One simply has the right to carry out one's tasks, not to base his/her rights on the outcomes. Hence, neither embracing laziness nor attributing it to him or her as the cause of the outcome should be done.



Fig 3: VIDURA NEETI – Verses Of Value Education

It is essential to quote from **Vidura Neeti**, which enunciates what a leader should not be.

षड् दोषाः पुरुषेणैह हातव्या भूतमिच्छिता ।

नदिरा तन्दरा भयं क्रोध आलस्यं

दीर्घसूत्रता ॥

(Vi. Ni. I 85)

Meaning: Sleep, Drowsiness, Fear, Anger, Laziness and Procrastination are the six evils to be avoided by a person who wishes to attain prosperity.

INSTITUTE LEADERSHIP TRAINING

Good management is attributed to a good leader. Training the employees to become a good leader is one among the principles of TQM.

The Bhagavad Gita (III.21) emphasizes the significance of being a leader, i.e., whatever the great people(leader) do, the common people follow them. The world pursues the standards set by them.

The Bhagavad Gita tells of the way of being a leader, or how the leader should be.

न बुद्धभिर्दं जनयेदज्जानां कर्मसङ्गिनाम् ।
जोषयेत्सर्वकर्माणविदिवान्युक्तः समाचरन् ॥ (Bh. Gi. III 26)

Meaning: The (wisdom) leader shouldn't disturb the minds of ignorant individuals attached to productive behaviour by getting them to quit working. Instead, by carrying out their responsibilities in an intelligent manner, they should motivate the uneducated to carry out their responsibilities as well.

ELIMINATE SLOGANS, EXHORTATIONS AND TARGETS FOR WORKSPACE

It is not advisable to assign any work targeting zero defects and new productivity. This may cause dismay among the employees, and they will lose motivation in their work.

The Bhagavad Gita (III.35) says that performing one's natural prescribed duty with flaws is much preferable to performing another's prescribed duty flawlessly. In fact, it is preferable to die while performing one's duty than to follow another's dangerous path.

The below mentioned sloka describes the mindset of steady and wise people.

दुःखेष्वनुद्विग्नमनाः सुखेषु विगतस्पृहः ।
वीतरागभयक्रोधः स्थितधीर्मुनिरुच्यते ॥ (Bh. Gi. II 56)

Meaning: The mind of steady and wise people remains undisturbed amidst misery; they do not crave for pleasure and are free from attachment, fear, and anger.

DRIVE OUT FEAR

Individual ability varies from person to person, and each has their own thought process. It is good enough to allow employees' to come up with their own ideas and opinions without any fear of being reviled.

The Bhagavat Gita (III.33) says each person has a unique nature; wise people always act in accordance with that nature, and there is no purpose to repression.

CONCLUSION

The management must carry out their duties in accordance with the codex's instructions in order to achieve their objective. Everyone in a competitive environment must carry out the specific tasks that their authority has assigned to them. These obligations are presented as principles, and this has

been recounted as a narrative in the epics and other archaic manuscripts. A management team might effortlessly understand and enhance its performance towards the advancement of their organisation by abiding by these principles, which are conveyed in the narrative format.

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INFLUENCE OF SOCIAL MEDIA AMONG YOUNGSTERS IN ONLINE MARKETING

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ABSTRACT

Social media marketing means utilizing social media to promote their products and sell products through social platforms. This aims to influence of interactive social media marketing communications on teenager's mental, affective, and behavioural attitude in Chennai city. This research focuses on youngsters in Chennai city and examines their perception towards social media marketing and their opinion about it. Using sample data and structured questionnaire we can look how youngsters get influenced to buy products.

Key words: Social media, Marketing, Youngster

WHAT IS MARKETING?

Marketing is the process of getting potential customers and products or services together. The main aim of marketing is to promote the buying or selling of product or services. Marketing of products may also include selling, advertising, and delivering products to consumers or other business. It is one of the main elements of business management. It is commonly known for the attracting customer and knowledge about management of exchange relationships.

WHAT IS SOCIAL MEDIA MARKETING?

Social media marketing is the form of digital marketing which uses social media platforms to effectively reach a wider audience and have a communication with customers. It is mostly use by the small-scale entrepreneur to help them sell more products and attract new customers and services to existing new customers. It gives you unique products and various offers that drive traffic back to the website. These social media sites allow the users to see the comments made by others about a product, which occurs frequently on social media sites. By repeating the comments quite frequently, the users can get information about the product and make them to buy products online. Some popular examples of social media networking websites over the years are **Facebook, Instagram, Twitter and Snapchat.**

SCOPE OF STUDY

This study focuses on influence of social media marketing among youngsters. To find out how it entails advertising products and services using social media among youngsters and the reason why they prefer online shopping.

OBJECTIVES OF THE STUDY

- To analyse the influence of online media marketing among youngsters
- To study the attitude of youngsters towards online marketing

REVIEW OF LITERATURE

- **Mariatul Qibtiyah binti Hasloni (2022)** The research paper aimed to present literature review regarding influence of social media on youth customer. The findings revealed that social media platform not only play an essential role in daily communication, but they have notable impact, particularly on the youth customers. The use of technology Web 2.0 among youth influences every single working environment and daily life.
- **Dr. Rasmeet Kaur Malhi (2021)** The research focused on how digital marketing has taken over in the market among youngsters. The paper also concentrated on changes in consumer behaviour. The research result showed that 70% of the respondents love to shop online and the remaining 30% is dissatisfied with the online market. The social media has changed the tastes and preference of the young customers. The digital marketing classifies the needs and desires of the customers. The innovative advertisement forms are the best to attract the consumers and to give them a brief info about the product.
- **Rodney Graeme Duffett (2017)** The objective of the research was to investigate the impact of social media marketing on young people in south Africa's cognitive and behavioural attitude components in the country. For this purpose, questionnaire was prepared and distributed to 13,000 students among the ages of 13-18 years. For the data that are gathered, a linear model was worn as statistical tool for the collected data. The final research findings showed that each attitude component among individuals was positively impacted on online marketing. It was also shown that youngsters who utilized social media often, updated their profiles frequently.

RESEARCH METHODOLOGY

- Research Design – Exploratory research
- Sample design – Convenience sampling
- Sample size – 62 respondents
- Period of study – 15 days
- Data collection
 - ▶ Primary data – structured questionnaire
 - ▶ Secondary data – websites

DATA AND SAMPLE COLLECTION

The data collection process was done through the collection of primary data (questionnaire) and secondary data (websites). The required data for the research was collected through structured questionnaire which was circulated among Chennai city. Due to time constrain and scope of the study no of respondents from which the data collected is 62.

TOOLS OF ANALYSIS

Analysis and comparison of the data for the research is done through percentage analysis.

LIMITATIONS OF THE STUDY

- This study focuses only on youngsters
- This survey was limited to Chennai city
- And sample size is restricted to 62 respondents

ANALYSIS AND INTERPRETATION OF DATA

Table 1: Age Group

Age Group	No. of Respondents	Percentage
18-25	54	87.10%
26-40	2	3.20%
41-60	6	9.70%
Total	62	100.00%

Source: Primary data

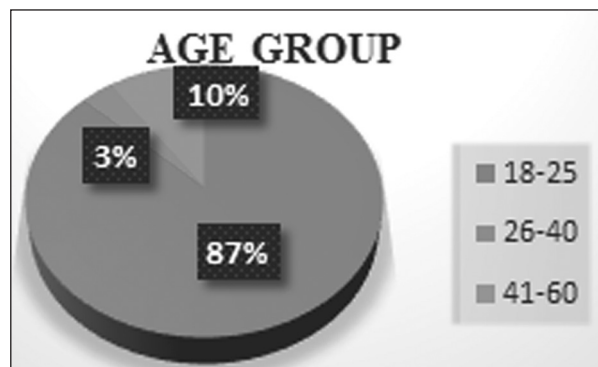


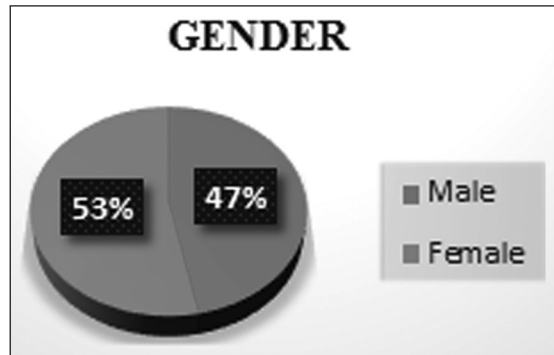
Chart 1: Age Group

Inference: Using PERCENTAGE ANALYSIS, it was found that **87.10%** of the respondents from the age group (18-25), **3.20%** from the age group (26-40), and **9.70%** from the age group (41-60)

Table 2: Gender

Gender	No. of Respondents	Percentage
Male	29	46.80%
Female	33	53.20%
Total	62	100.00%

Source: Primary data

**Chart 2: Gender**

Inference: Using PERCENTAGE ANALYSIS, it was found that **53.2%** were males respondents and **46.80%** were female respondents.

Table 3: Preference of Online Shopping

Particulars	No. of Respondents	Percentage
Prefer	35	56.50%
Not prefer	27	43.50%
Total	62	100.00%

Source: Primary data

**Chart 3: Preference of Online Shopping**

Inference: Using PERCENTAGE ANALYSIS, it was found that **56.50%** preferred on online shopping and **43.50%** not preferred online shopping.

Table 4: Social Media Platforms

Social Media Platforms	No. of Respondents	Percentage
Instagram	44	71%
Twitter	1	1.60%
YouTube	16	25.80%
LinkedIn	1	1.60%
Total	62	100%

Source: Primary data

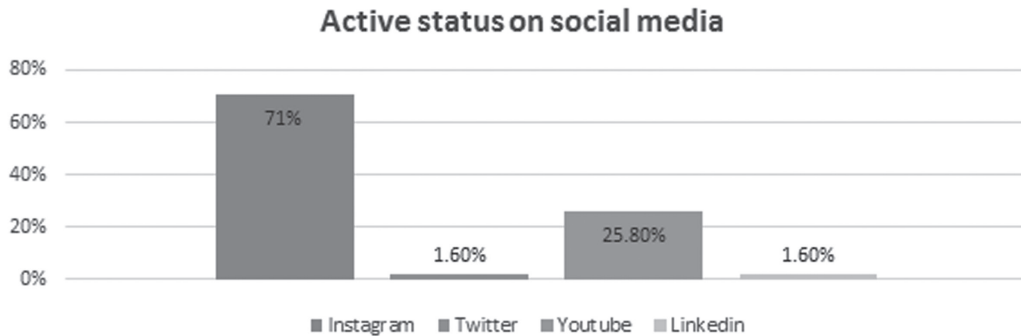


Chart 4: Social Media Platforms

Inference: Using PERCENTAGE ANALYSIS, it was found that **71%** (instagram), **1.60%** (twitter), **25.80 %**(YouTube), and **1.60%** (LinkedIn) shows the active status on social

Table 5: Thoughts About Celebrities Involving in Social Media Marketing

Particulars	No. of Respondents	Percentage
Influencing	23	37.10%
Helpful	10	16.10%
Not necessary	29	46.80%
Total	62	100.00%

Source: Primary data

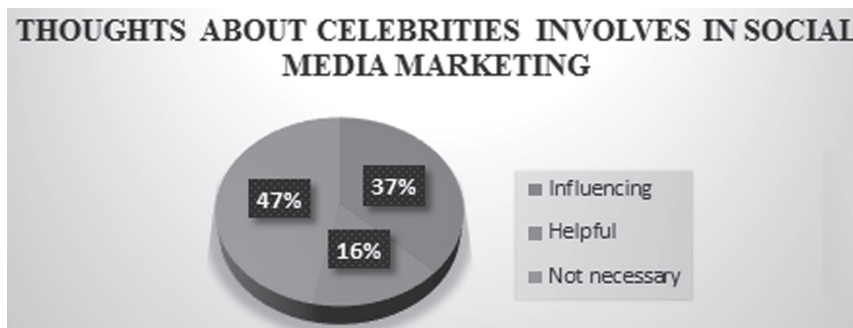


Chart 5: Thoughts About Celebrities Involving in Social Media Marketing

Inference: Using PERCENTAGE ANALYSIS, it was found that **47%** of youngsters says involving of celebrities in social media marketing is influencing.

Table 6: Advertisements

Particulars	No. of Respondents	Percentage
Television	8	13.30%
Social media	32	51.70%
Newspaper	6	10%
Any other platform	16	25%
Total	62	100.00%

Source: Primary data

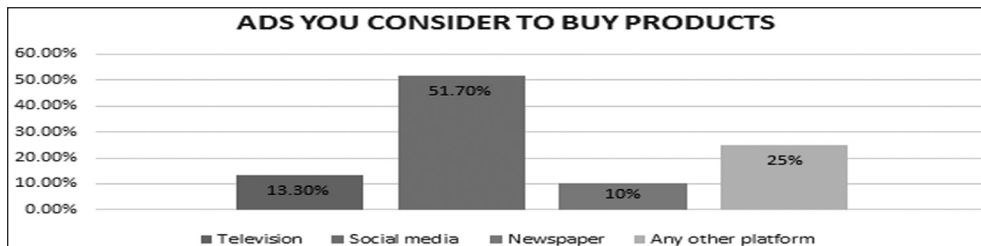


Chart 6: Advertisements

Inference: Using PERCENTAGE ANALYSIS, **51.70%** of youngsters consider social media to buy products.

Table 7: Influencing Factor

Particulars	No. of Respondents	Percentage
Build product awareness	17	27.40%
Influencers	7	11.30%
Discounts and deals	38	61.50%
Total	62	100.00%

Source: Primary data

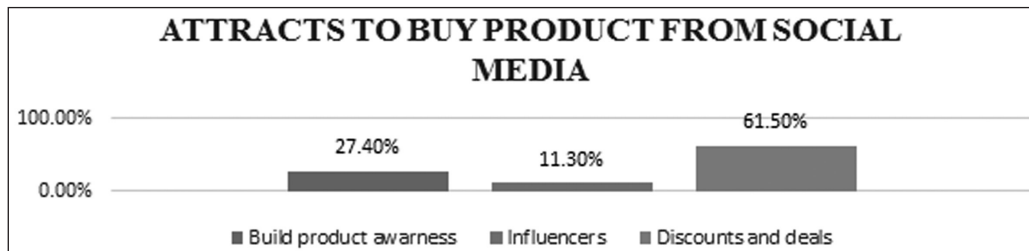


Chart 7: Influencing Factor

Inference: Using PERCENTAGE ANALYSIS, it was found that **61.50%** of youngsters get attracted for discounts and deals on online marketing.

Table 8: Attracting Attributes

Particulars	No.of Respondents	Percentage
Talking bad about competitive companies	4	6.50%
Being funny	8	12.90%
Being responsive	13	21%
Offering exclusive content	19	30.60%
Sharing interesting visuals	18	29.00%
Total	62	100.00%

Source: Primary data

**Chart 8: Attracting Attributes**

Inference: Using PERCENTAGE ANALYSIS, it was found that **30.6%** of youngsters buy products by getting attracted to exclusive content.

Table 9: Content

Particulars	No. of Respondents	Percentage
Blogs	15	24.20%
Visual image	30	48.40%
Podcast	3	4.80%
Live videos	14	22.60%
Total	62	100.00%

Source: Primary data

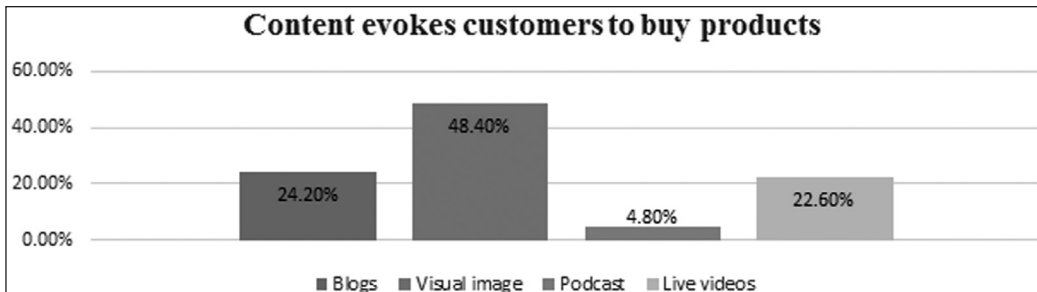


Chart 9: Content

Inference: Using PERCENTAGE ANALYSIS, it was found that **48.40%** of youngsters says that they attracted by the visual images on social media marketing.

FINDINGS

- 56.50% of respondents prefer to do online shopping.
- 71% of respondents uses instagram mostly on social media.
- 61.80% of respondents get attracted to discounts and deal in social media marketing.
- 29% of respondents is attracted to exclusive content from brands.

SUGGESTIONS

- Some brands on social media can cheat youngsters by sending fake products. Be aware of the sites and buys products from most recommended websites.
- Social media is one of the biggest platform to show our talent. We the youngsters can appreciate small entrepreneurs to promote their brand by retweeting their products in social media.

CONCLUSION

During those days since there was no technology development people use to go nearby shops to purchase the products by analysing the quality of products. Nowadays, as a result of technology development people got attracted from the advertisement displayed in social media and order their product by analysing reviews and ratings. As an impact of these social media advertisement people could able to buy the products from all over India. From this study youngsters are influenced by social media marketing due to various factors such as discounts, offers, referral code, coupons, door step delivery and loyalty points given by the seller.

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UNEMPLOYMENT IN INDIA

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ABSTRACT

In India, Education and Employment take a part in an important role to develop economic level as well as increase the standard of living of the people. Education is used as a tool to gain knowledge about any particular job and they can get placed in job easily in both private sector and government sector. Government could help the jobseekers by providing credits and loan facilities to start a small business which is used to avoid migration of rural to urban areas for employment opportunities. In the Post Pandemic period, Individuals are most affected by unemployment and they struggle a lot in the economy. Women are motivated to educate and are encouraged to start a small business to become an independent.

Key words: *Unemployment, Education, Migration, Economic level.*

INTRODUCTION

The employment opportunities in India are quite low. Educated people challenging to find their respective jobs. They are doing their work which is totally different from their studies. For this reason, educated people migrate towards abroad because they are getting better paid off and their work is relevant to their studies. The demand for employment is increases every year but supply is not sufficient. Without employment there is no growth in an individual income. So, this affects our Indian Economy. Every year in India approximately 65 lakhs students passed out from the college. But everyone is not getting the job. This situation even worse in post pandemic period, people are fired from their jobs and jobseekers hard to find their jobs. In 2023, Google, Dell, Twitter, Amazon, Microsoft fired their employees. Population is one of the reasons that the people are not getting enough employment opportunities.

Population in India is not equal to employment opportunities in India. Rural people are most affected than urban people because urban people have the awareness about the employment opportunities provided by both private and public sector. But rural people won't get proper guidance and awareness about it. When we contrast to urban there is no growth in rural areas.

RESEARCH METHODOLOGY

Research is a combination of two words Re and search. In research, we are trying to discover the new facts from existing reviews. Research methodology is a technique where we have to define problem and find a solution using various exploratory tools. Under this we will collect data, validate it and results will be generalised.

RESEARCH DESIGN

It is the framework of the research which includes all aspects in finding solution to a problem. Experts says that the research project is act as a glue that holds the research project together.

CONCEPTUAL RESEARCH

Conceptual research is research of existing reviews are read and analysed and the new dimensions of the concept are based on existing study is described. It is linked with theoretical conceptual or objectives.

DIMENSIONS OF REDUNDANCY IN INDIA

The National Sample Survey Office (NSSO) is an organization which is run by the Ministry of Statistics and Programme Implementation (MOSPI), that is used to measures redundancy in India using the following methods:

1. Normal Rank Method: The present method estimates lone unwaged individuals who were not in paid employment for a significant period in the 365 days leading to the review.
2. Weekly Rank Method: The present method estimates lone unwaged individuals who were not in paid employment for an hour or any day of the week leading to the review.
3. Everyday Rank Method: Below the present method, an individual's redundancy situation is restrained for everyday of a quotation week. An individual, who has no waged work, even one hour a day, is considered to be redundant for that day.

REASONS OF REDUNDANCY IN INDIA

If employment opportunities are less in India. It leads the people to migrate different parts of a countries. It creates a lack of population in one place. On the other hand, there is a high density of population in such a place. It does not promote people to get education. They work as slaves for low paid wages even though they give their full potential. In India, there are no sustainable opportunities in the states of our country. After a pandemic period, the people who unoccupied our country for an employment opportunity. So, after pandemic period, many people are unemployed when employment opportunities have declined. In large joint families that have large enterprises, A lot of people will be dependent on the income earned by earning members. Unemployment will adversely affect joint families. In Industrial side, there is a lack of financial assistance will result in the non-development of medium and small-scale industries.

CONSEQUENCE OF REDUNDANCY IN INDIA

The obstacles of redundancy have caused the problematic of scarcity. Unemployment will lead the youth in the engagement of illegal activities to earn funds. That results in more crime in this country. Unemployed people who become addicted to bad activities such as suicide attempts, resulting in reduced human resources in our country. It will have a major impact on the society and it will face a poverty.

OBJECTIVES OF EMPLOYMENT OPPORTUNITIES IN INDIA

They should set up a new self-employment like schemes, missions and micro enterprises which is used to progress the employment opportunities in backwoods as well as downtown areas of our country. They should bring backwoods and downtown jobless youngsters together and provide self-employment scope at their dwelling. They should provide an ongoing foundation in a wide segment of backwoods and downtown youngsters in our country. This helps to avoid movement of youngster from backwoods to downtown areas. They should increase earning capacity and to improve progress rate of backwoods and downtown recruitment.

STRATEGIES TO IMPROVE EMPLOYMENT OPPORTUNITIES IN INDIA

A better education is used to make a human capital formation. It is used to develop our economic level of our country. An education is used to choose our career in life.

Government should approve multinational companies and domestic industries which increases an employment opportunity. It is used to improve our standard of living. They should help youngsters to begin a small business. They should help youngsters by providing business loans and credit facilities at a low rate of interest.

Measures Seized by the Government

1. **Integrated Rural Development Program (IRDP):** The present scheme was begun in the year 1980 with the aim of creating opportunities for complete employment in backwoods regions.
2. **Training of Rural Youth for Self-Employment (TRYSEM):** This scheme was launched in the year 1979 with the aim to support jobless backwoods youngster to develop a skill for self-employment.
3. **The Pradhan Mantri Kaushal Vikas Yojana (PMKVY):** This scheme was introduced in the year 2015, aims to make it possible for a significant number of Indian youngsters to enroll in skill training that is relevant to their business and would allow them to get a better living.
4. **Start Up India Scheme:** This scheme was introduced in the year 2016, this program pursues to generate an atmosphere that boosts and supports an entrepreneurship throughout our country.

CURRENT INFORMATION ON REDUNDANCY PERCENTAGE IN INDIA

This table shows current information on redundancy percentage in India in a state wise.

State	December 2022	State	December 2022
Andhra Pradesh	7.7	Maharashtra	3.1
Assam	4.7	Meghalaya	2.7
Bihar	19.1	Odisha	0.9
Chhattisgarh	3.4	Pondicherry	4.7
Delhi	20.8	Punjab	6.8
Goa	9.9	Rajasthan	28.5
Gujarat	2.3	Sikkim	13.6
Haryana	37.4	Tamil Nadu	4.1
Himachal Pradesh	7.6	Telangana	4.1
Jammu & Kashmir	14.8	Tripura	14.3
Jharkhand	18.0	Uttar Pradesh	4.3
Karnataka	2.5	Uttarakhand	4.2
Kerala	7.4	West Bengal	5.5
Madhya Pradesh	3.2		

Source: [https://www.insightsonindia.com/indian-economy-3/poverty-and-unemployment/unemployment/measures-required-to-reduce-the-current-unemployment-rate-in-india-2/Unemployment Rate of India 2023, CompleteState-wiseList\(studyyiq.com\)](https://www.insightsonindia.com/indian-economy-3/poverty-and-unemployment/unemployment/measures-required-to-reduce-the-current-unemployment-rate-in-india-2/Unemployment Rate of India 2023, CompleteState-wiseList(studyyiq.com))

STEPS NEEDED TO REDUCE INDIA'S CURRENT UNEMPLOYMENT RATE

Both organized and unorganized sectors need to adopt technology of labour intensive in order to generate sufficient occupations in the backwoods and downtown segments of the economy. The growing streamlining of agriculture in various states has condensed the employment resistance of agronomic manufacture development. National Employment Policy (NEP) would be a multidimensional set of interpositions casing a variety of community and financial problems distressing many political issues. The present strategy would be an crucial instrument for making a substantial involvement to the achievement of the 2030 Agenda for Sustainable Development goals.

CONCLUSION

The employment opportunities in India can be improved by implementing awareness programs about what are the employment opportunities to their respective studies when they are studying college. Improving job vacancies in the public sector on a non-discriminatory basis. By providing quality education, people have the confidence to create opportunities for themselves. Education and Employment are the two things which make our country to be proud.

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AN ANALYTICAL STUDY ON PREFERENCE OF SCHOOL STUDENTS TOWARDS COMMERCE GROUP THAN SCIENCE GROUP

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ABSTRACT

The research study aims to investigate the preference of school students towards commerce or science groups for their academic pursuits. The study was conducted using survey questionnaire administered to a sample of students from several schools among Chennai and Chengalpattu district. The data collected from 55 respondents via online using G-form. All 55 respondents were answered the entire question appropriately so accepted the entire questionnaire. All the data were categorised by percentage analysis. The results indicate that a significant proportion of students prefer to pursue commerce courses over science courses. Factors such as future career prospects, personal interests, and academic performance played major role in choosing the courses. The study concludes that while science remains a popular choice, commerce has emerged as a desirable option among school students. These findings have important implications for educators, policymakers, and parents in guiding students towards their preferred academic streams.

Key words: *Career, Personal Interest, Academic Performance.*

INTRODUCTION

The commerce stream and the science are the most popular areas to study among school students. Job opportunities are immense in both the streams. In between this, many of the students are choosing the commerce group than the science group. Due to the afraid of doing practical and writing records, secured low marks in 10th board examination. On the other hands, some of them are interested in commerce stream and want to pursue professional courses like CA, CMA, CS. Even, their parents had already, studied in the commerce field that make them to choose the commerce field.

REVIEW OF THE LITERATURE

Tayyaba M Akaram, Ayesha Ijaz, Hamid Ikram (2017) conducted the research on “Exploring the factors responsible for declining students interest in chemistry” with the help of questionnaire method.

The researchers found that major students had less interest in Chemistry but the most prominent area of students were interested in Chemistry experiments due to their background circumstances.

Michael W Apple (1985) conducted a research on “The culture and commerce of the textbook” maintained only on the analytical level. The researcher said that the culture and commerce in two ways, as a lived process, as what Raymond Williams has called a whole way of life. So that commerce is related to day to day activities.

Glen S Aikenhead (2006) conducted a research on “Science education for everyday life: Evidence-based practice”. The researcher said that connect students to broader human concerns in their day to day activities and culture in the overview of humanistic approaches to science that gives us focuses on present thinking and worldwide historical finding.

RESEARCH GAP

Hence, all the above reviewed paper talked about only one core area of the present studies. So, the researchers consider this as a research gap and compared two core areas that are commerce and science in this research paper.

SCOPE OF THE STUDY

This is based upon preference over commerce group than science group among school students and to identify whether the students choosing commerce group for fear of science, or they really want to learn and achieve in this stream.

OBJECTIVES OF THE STUDY

1. To identify the key factors that helps students to choose commerce group than science group.
2. To analyse the students awareness and interest to learn in the commerce stream.
3. To find out that the parents were well educated about the future opportunities in the stream that encourage students to choose.

RESEARCH METHODOLOGY

1. Research design – Exploratory research
2. Sampling – convenience sampling
3. Sample size – 55 Respondents
4. Period of study – 15 days
5. Data collection
 - Primary data - structured questionnaires
 - Secondary data –Journals and websites
6. Tools of analysis
 - Percentage analysis

LIMITATIONS OF THE STUDY

1. The sample size consists of 55 respondents only.
2. Survey was limited among the school students only.
3. Finding of the study assume of the respondents have given correct information.
4. Time was a major constraint for the study.

ANALYSIS AND INTREPRETATION OF DATA

Table 1: Gender

Gender	No. of Response	Percentage
Male	18	32.7
Female	37	67.3
Total	55	100

Source: Primary data

From the above table, it is inferred that majority of the respondents are female at the percentage of 67.3% (37 respondents)

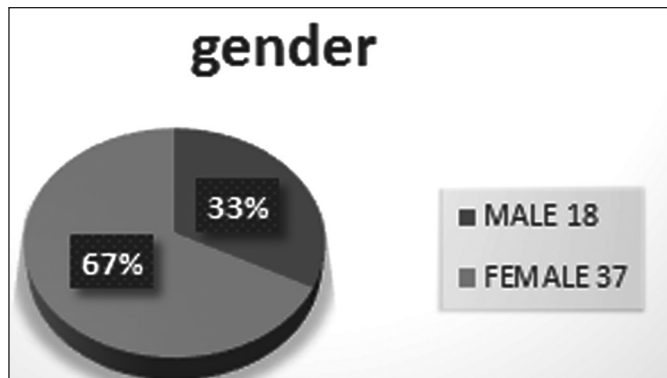


Chart No 1: Gender

Table 2: Class

Particulars	No. of Responses	Percentage
11TH	8	14.5
12TH	47	85.5
Total	55	100

Source: Primary data

The response of 12th students is more than the class of 11th students. The 12th students respond are 85.5%.

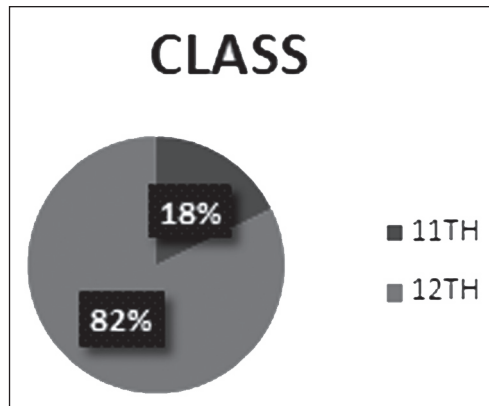


Chart No 2: Class

Table 3: More Job Oppurtunity by Choosing Commerce Field

Particulars	No. of Responses	Percentage
Agree	42	76.4
Disagree	1	1.8
May Be	12	21.8
Total	55	100

Source: Primary Data

From the above data , it is understood that out of 55 samples collected 76.4% of respondents have agree that there is more job oppurtunity by choosing commerce field these are the highest respondents. 21.8% of respondents say that may be and 1.8 respondents for disagree this statement



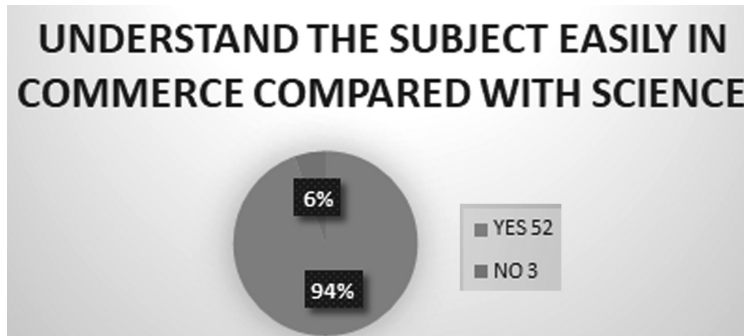
Chart 3: More Job Oppurtunity by Choosing Commerce Field

Table 4: Understand the Subject Easily in Commerce Compared With Science

Particulars	No. of Responses	Percentage
YES	52	94.5
NO	3	5.5
Total	55	

Source: Primary Data

From the data collected, it is inferred that among 55 respondents 94.5% of respondents are willing that they can understand the subject easily in commerce compared with science. 5.5% of respondents are not willing that they can understand the subject easily in commerce compared with science.

**Chart 4: Understand the Subject Easily in Commerce Compared with Science****Table 5: Score More Marks in Board Exams by Taking Commerce Group**

Particulars	No. of Responses	Percentage
Agree	43	78.2
Disagree	4	7.3
May Be	8	14.5
Total	55	100

Source: Primary Data

From the collected data collected, it is inferred that among the 55 respondents 78.2% of respondents are willing and agree the statement that they can score more marks in board by taking commerce group the 14.5% of respondents are telling this statement may be willing and 7.3% of respondents are not agreeing this statement.



Chart No: 5 Score More Marks in Board Exams by Taking Commerce Group

Table 6: Subjects are Connected with Daily Lifestyles

Particulars	No. of Responses	Percentage
Yes	27	49.1
No	4	7.3
Sometimes	24	43.6
Total	55	100

Source: Primary Data

From the data collected, it is inferred that among the 55 respondents 49.1% respondents are agreeing the statement that the subjects are connected with their daily lifestyles, 43.6% respondents says that sometimes this statement can be agreeing and 7.3% are disagreeing this statement.

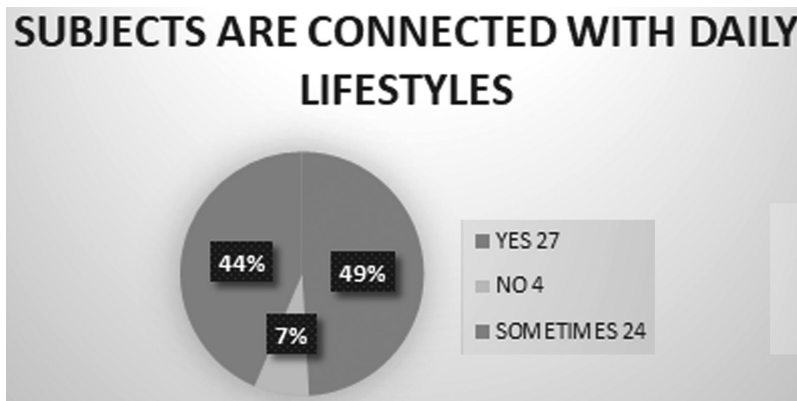


Chart 6: Subjects Are Connected With Daily Lifestyles

Table 7: Fear of Science Practicals and Records

Particulars	No of Responses	Percentage
Agree	22	40
Disagree	20	36.4
May Be	13	23.6
Total	55	100

Source: Primary Data

From the data collected, it is inferred that among the 55 respondents 40% of respondents are agreeing the statement fear of science practical and records they choose the commerce group, 36% of respondents are disagreeing the statement and 24% of respondents says that it may be for this statement.

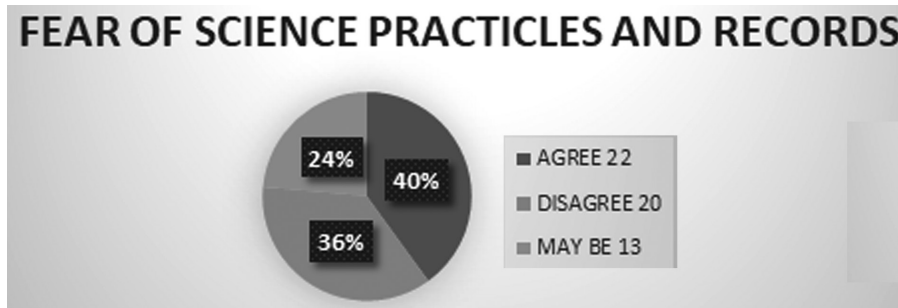


Chart 7: Fear of Science Practicals and Records

Table 8: Commerce Group is Only for the Students Who had Secured Low Marks

Particulars	No. of Responses	Percentage
Agree	7	12.7
Disagree	42	76.4
May Be	6	10.9
Total	55	100

Source: Primary Data

From the data collected, it is inferred that among the 55 respondents 76% Of respondents are disagreeing the statement that the commerce group is only for the students who had secured low marks in their 10th board examination 13% of respondents say that it may be and 11% of respondents are agreeing this statement.

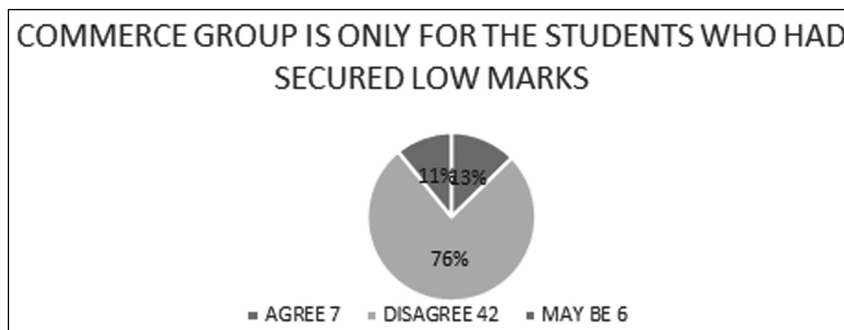


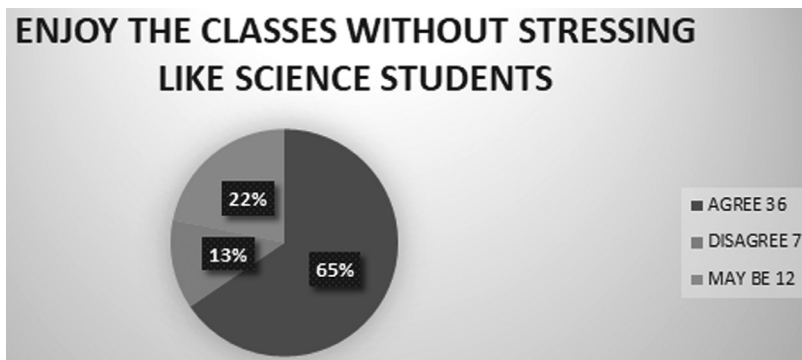
Chart 8: Commerce Group is Only for the Students Who had Secured Low Marks

Table 9: Enjoy the Classes Without Stressing Like Science Student

Particulars	No. of Responses	Percentage
Agree	36	65.5
Disagree	7	12.7
May Be	12	21.8
Total	55	100

Source: Primary Data

From the data collected, it is inferred that among the 55 respondents 65% of respondents are agreeing the statement that they choose commerce group to enjoy the classes without stressing like science students, 22% of respondents says that it may be and 13% of respondents says are disagreeing this statement.

**Chart 9: Enjoy the Classes without Stressing Like Science Student****Table 10: Parents had Studied in Commerce Field**

Particulars	No. of Responses	Percentage
Yes	18	32.7
No	37	67.3
Total	55	100

Source: Primary Data

From the data collected, it is inferred that among the 55 samples 67% of respondents says no to the statement whether their parents had studied in commerce field and 33% of respondents says yes to the statement.

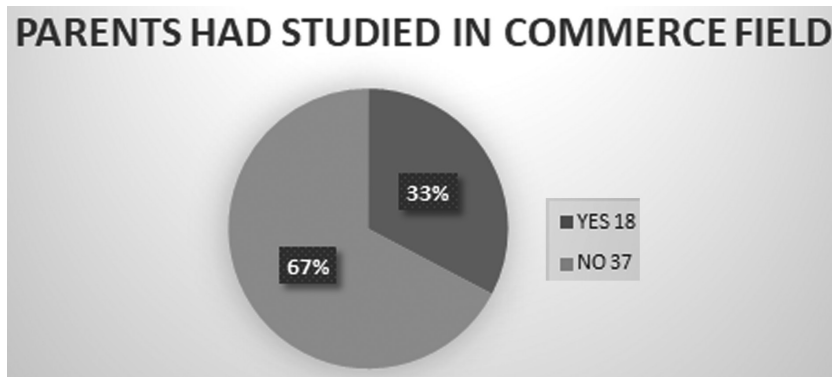


Chart 10: Parents had Studied in Commerce Field

Table 11: To Pursue Professional Courses Like CA, CMA, CS

Particulars	No. of Responses	Percentage
Yes	38	69.1
No	17	30.9
Total	55	100

Source: Primary Data

From the data collected, it is inferred that among the 55 respondents 69% says yes to the statement to pursue professional courses like CA, CMA, CS and 31% of respondents says no to the statement.



Chart 11: To Pursue Professional Courses Like CA, CMA, CS

FINDINGS

1. 37% of the respondents are female.
2. 47% of the respondents are belonging to class 12th.
3. 42% of the respondents have agreed that to get more job opportunity by choosing commerce field.
4. 52% of the respondents have strongly accepted that they understand the subjects easily in commerce group.
5. 43% of the respondents have agreed that to score more marks in board exams by taking commerce group.

6. 27% of the respondents have accepted that the subjects relate to their daily lifestyles.
7. 22% of the respondents have agreed of science practical and records in the way of chosen commerce group.
8. 42% of the respondents have disagreed that commerce group is only for the students who secured low marks in their 10th board examination.
9. 36% of the respondents have agreed that enjoy the classes without stressing like science students.
10. 37% Of the respondents have not accepted that already, their parents had studied in the same field.
11. 38% of the respondents have strongly accepted that they want to pursue the professional courses like CA, CMA, CS by choosing this stream.

SUGGESTIONS

1. To remove practical and records in the science group, students may prefer this stream.
2. To give the proper guidance before taking the group. So, that the students are aware of what stream they want to select.
3. To change the mindset of the students that science group is only for the toppers and commerce group is only for those who secured low marks.
4. Both the streams have immense opportunities based on their studies.

CONCLUSION

We are in an era of students who secured high marks were suggested to science group and the students who have secured low marks were suggested to commerce group. Apart from this, the understanding that the only point of difference while choosing between science VS commerce is your interest in the subject. Even though without stressing like science students, there are plenty of students who have already made a huge plan of what they must study and learn things in the commerce stream.

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PROS AND CONS OF ONLINE CLASSES

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ABSTRACT

As coin has both sides, online classes have its own boon and ban. In the last five years, online learning has grown rapidly. Before Covid-19, students were using online education to enhance their skills by opting for online certification courses. But with the covid induced lockdown and persistent closure of educational institutions, the country testified to a boom in online education. The objective of the study is how virtual classes helped the students and how they overcome their challenges in online learning. For the research purpose, the study was conducted with the help of questionnaire. The collected data was tabulated and analysed using percentage analysis. The results revealed that online classes were beneficial but it paved the way for technical malpractice in online exams and increased the usage of electronic gadgets.

Key words: *Online classes, virtual learning, google classroom, open book exams, e-learning.*

INTRODUCITON

Online Classes

As all of them suffered a lot in continuing their studies during the pandemic period for about two years, the only source that helped students to continue their studies were online classes. Online classes are a combination of video recordings and live lectures with course reading and tests. They are generally conducted using a virtual portal through which students gather reading materials, interact with teachers and classmates, view grades, and monitor progress. In general, many online classes are self-paced, and students can choose the time slot to study. During lockdown when there was no other option to educate the students, teachers came to know about the Virtual Educational System. That was made possible only because of technology development. Although it took some time for teachers and students to get to know about the features, soon they got to it and thus virtual classes helped for uninterrupted learning. Online classes have both advantage and disadvantage. This study focuses on Pros and Cons of Online Classes.

SCOPE OF THE STUDY

The study focuses on the suggestions given by the students and parents for online classes. The scope of the study is to analyse the Pros and Cons of online classes.

OBJECTIVES OF THE STUDY

- To analyse the perception of the students and their parents regarding online classes.
- To report whether online classes were helpful during pandemic.
- To examine the challenges faced during the online classes.

LIMITATIONS OF THE STUDY

- Lack of time was the major drawback of the study in collecting the data.
- The size of sample was constrained to 55 respondents only.
- Survey was limited within Chennai city.
- Findings of the study assume that the respondents had given correct information.

RESEARCH METHODOLOGY

- Research design - Exploratory research
- Sampling - Convenience sampling
- Sample size - 55 respondents
- Period of study - 15 days
- Data collection
 - ▶ Primary data - Questionnaire
 - ▶ Secondary data - Journals and Online sites
- Tools of analysis -Percentage analysis.

LITERATURE REVIEW

- **Narmeen Tayseer (2021)** conducted a research study on advantages and disadvantages of online classes in Middle East University. The researcher conducted a quantitative study with the help of a structured questionnaire. The sample size was 86 students and 29 instructors from the University. The findings of the study revealed that the major advantage of online class was learning English which proved to be more interesting than the traditional method. And it was also found that the major disadvantages were high internet cost and online classes were not suitable for all the topics being handled.
- **Alaa Zuhir Al Rawashdeh (2021)** aimed to identify the advantages and disadvantages of online learning in the University of United Arab Emirates. For this purpose, a descriptive study was conducted using random sampling method from Ajman University during the academic year 2018-19. Closed ended structured questionnaire was used for the study. Collected data was analysed using percentage analysis. 81% of the respondents have agreed that online classes were useful for e-learning in the most scientific way. 80% have stated that

online classes increased a good contact between the student and the faculty. 70% students have indicated that there is a presence of electronic illiteracy among parents, which reduces their ability to follow their children electronically.

- **Khadijah Mukthar (2020)** explored the perception of teachers and students regarding its advantages, limitations and recommendation of online study. The qualitative case study was conducted during March and April 2020. With the help of maximum variation sampling, 12 each among students and teachers from University of Medicine and University of college of Dentistry, Lahore were participated. The study concluded that the advantages were remote learning, comfort, accessibility where the limitations includes inefficiency and difficulty in maintaining academic integrity. The suggestions made were to train the faculty on the usage of online modalities and developing lesson plan with reduced load.

DATA ANALYSIS

Table 1: Gender

Gender	No of Responses	Percentage
Male	7	12.7%
Female	48	87.3%
Total	55	100%

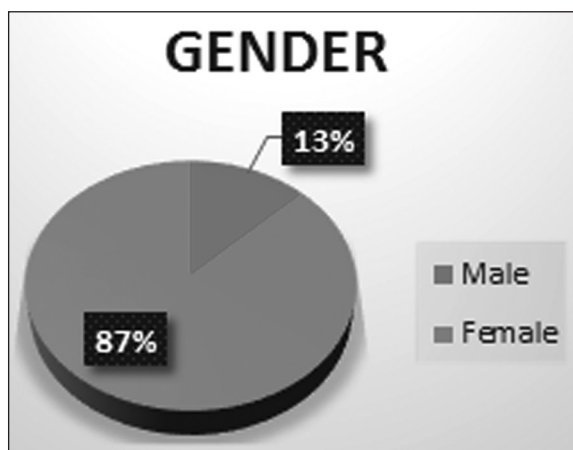


Chart 1: Gender

Inference: From the above table & pie chart it is inferred that out of 55 samples collected, 13% were male and 87% were female.

Table 2: Age

Age	No of responses	Percentage
Below 20	35	63.60%
20 – 25	16	29.10%
26 and above	4	7.30%
Total	55	100%

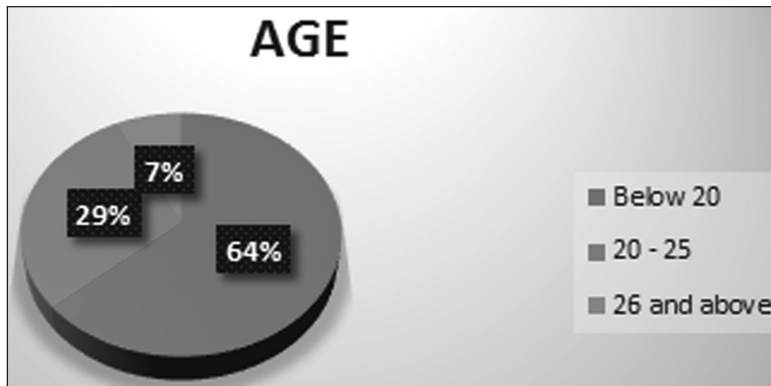


Chart 2: Age

Inference: From the above table & pie chart, it is inferred based on age group, 64% of respondents belong to age Below 20, 29% of respondents belong to age 20-25 and 7% of respondents belong to age 26 and above.

Table 3: Scheduled Timing for Online Classes were Comfortable to Attend

Particulars	No of Responses	Percentage
Yes	39	70.90%
No	16	29.10%
Total	55	100%

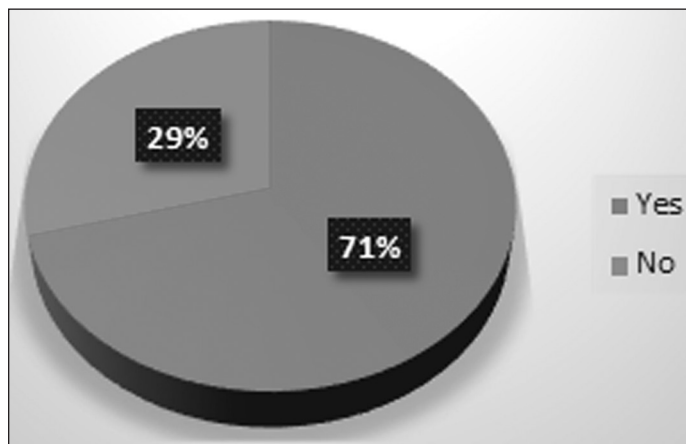


Chart 3: Scheduled Timing for Online Classes were Comfortable to Attend

Inference: From the above table it is inferred that 71% of respondents are comfortable with the timing for online class while 29% not comfortable with the timings.

Table 4: Did Online Class Helped You to Overcome the Fear or Anxiety to Communicate with Teacher

Particulars	No of Responses	Percentage
Yes, I felt comfortable to communicate	33	60.00%
No, I could not communicate	22	40.00%
Total	55	100%



Chart 4: Did Online Class Helped You to Overcome the Fear or Anxiety to Communicate with Teacher

Inference: From the above table it is inferred that around 60% of respondents felt comfortable to communicate without fear while 40% could not able to communicate freely.

Table 5: Can You Able to Follow the Syllabus Taken in Virtual Class?

Particular	No. of Responses	Percentage
I can follow	20	36.40%
Quite difficult to follow	29	52.70%
I couldn't follow	6	10.90%
Total	55	100%

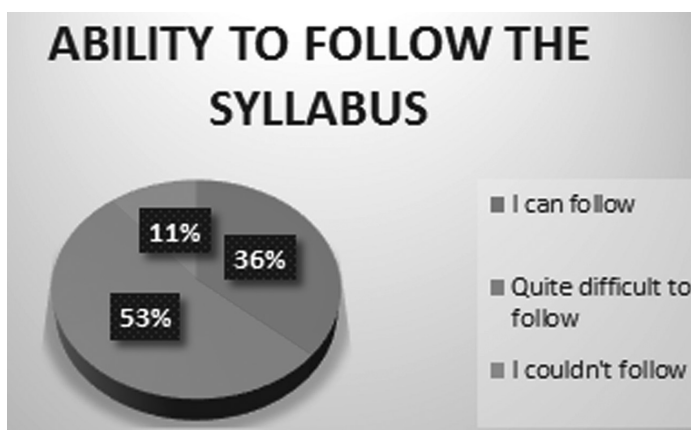


Chart 5: Can You Able to Follow the Syllabus Taken in Virtual Class?

Inference: From the above table it is inferred that regarding the ability to follow the syllabus 36% was able to follow, 53% found quite difficult to follow and 11% could not able to follow the syllabus among the respondents.

Table 6: Do You Agree That Online Class Kept You in Touch with Learning and Knowledge Seeking?

Particulars	No of Responses	Percentage
Yes	37	67.30%
No	18	32.70%
Total	55	100%

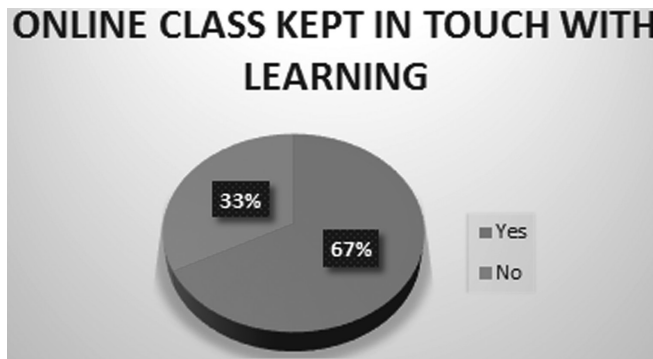


Chart 6: Do You Agree that Online Class Kept You in Touch with Learning and Knowledge Seeking?

Inference: It is inferred from the above table & pie chart, around 67% of the respondents agreed with the statement that online class kept in touch with learning, on the other hand 33% disagreed with the statement.

Table 7: What are the Issues You Faced During Online Class?

Particulars	No. of Responses	Percentage
Network issues	30	55.00%
Eyesight problem	25	45.00%
Total	55	100%

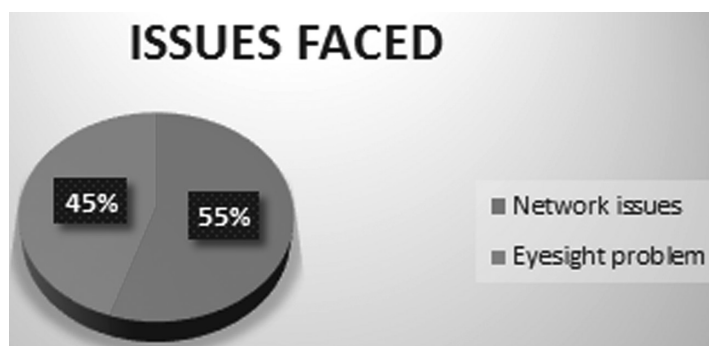


Chart 7: What are the Issues You Faced During Online Class?

Inference: It is inferred from the above table that 55% of the respondents faced network issues and 45% of the respondents faced eyesight problem.

Table 8: Was Online Class Stressful?

Particulars	No of responses	Percentage
Yes	23	41.80%
No	32	58.20%
Total	55	100%

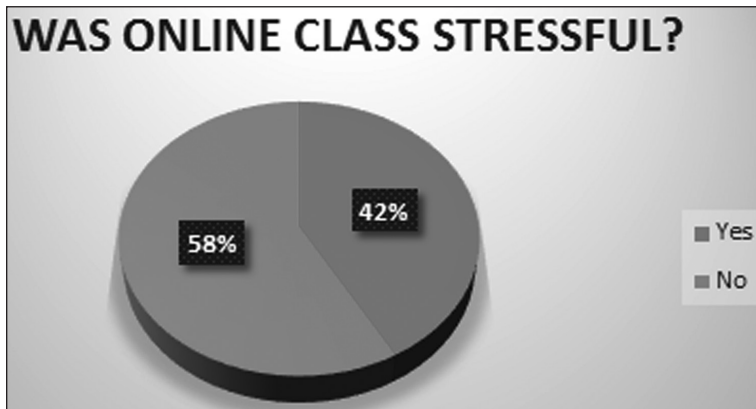


Chart 8: Was Online Class Stressful?

Inference: From the above table it is inferred that 42% of the respondents felt stressful and 58% does not feel stressful regarding the online class.

Table 9: Online Class Paved Way to do Technical Malpractices During Online Exams? Do You Agree?

Particulars	No of responses	Percentage
Yes, I agree	43	78.20%
No, I disagree	12	21.80%
Total	55	100%

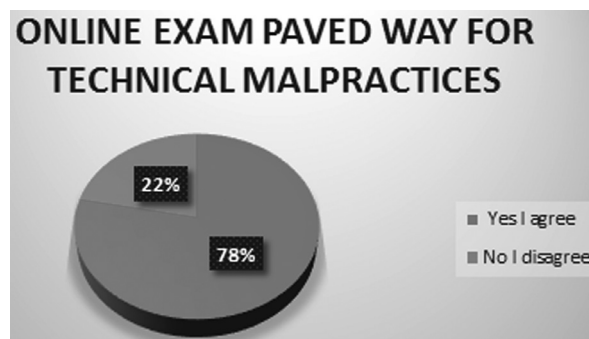


Chart 9: Online Class Paved Way to do Technical Malpractices During Online Exams? Do You Agree?

Inference: From the above table it is inferred that 78% agreed that online exams paved way for technical malpractice while 22% disagreed with that.

FINDINGS

1. 87% of the respondents were female.
2. 63.60% of the respondents belong to the age group below 20.
3. 71% of the respondents were comfortable with the scheduled timing of the virtual classes.
4. 60% of the respondents agreed that online class helped to overcome fear and anxiety.
5. 52.70% of the respondents could able to follow the syllabus taken in online class.
6. 67.3% of respondents agreed that online class kept students in touch with learning and 58.2% of respondents does not feel online class stressful .
7. 55% of the respondents faced network issues.
8. 78.2% of the respondents agreed that online exams paved way for technical malpractice.

SUGGESTIONS

- Most of the students and parents agreed that online exams paved way to do technical malpractices. and so online exams can be reduced.
- Primary student's parents suggested offline class than online class since primary students are not much aware of online classes.

CONCLUSION

The above study deals with pros and cons of online classes. Overall, all had felt that online classes were comfortable and helpful in pandemic to keep in touch with learning. But at the same time, they felt quite difficult to follow the syllabus taken. Even though they faced network issues, eyesight problem they overcome by relaxing themselves like, reducing the usage of phone and for network issues they used broadband. Hence it is concluded that online classes have advantages like it can be attended from anywhere at anytime, disadvantage is technical malpractices done by the students during online exams. Those who have used the online classes properly and wisely got benefitted.

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A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF ITC LIMITED

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ABSTRACT

Fast moving consumer goods, commonly known as FMCG products, generate the highest revenue in the market. The demand for each product is a growing trend as it benefits all classes of people. This was made possible by factors such as innovation, packaging, advertising, technology, etc. This industry has created the highest number of job opportunities among all industries like finance, HR, marketing etc. Finance is the lifeblood of industry. Business and accounting is the heart of the organization. Liquidity and solvency ratios are indicators that determine the working capital position and capital structure of a company. A bar chart was used. The study highlights the financial performance of ITC Ltd.

Key words: *FMCG Products, Finance, Financial statements, Ratios, Bar Chart, ITC Ltd.*

INTRODUCTION

Ratios are those mathematical terms that express the relationship between two variables. It is expressed in numerical form. In arithmetic terms, this compares the numerator to the denominator. In other words, a ratio combines two numbers to examine their relationship. Ratio analysis is the process of determining and presenting the relationships between groups of numerical items in financial statements. The main purpose of ratio analysis is to present financial statements with proper interpretation and enable management to make fruitful decisions. The ratio is a precious gem available for business management in terms of effective decision making.

OBJECTIVES

- Analyze the solvency position of the company in the financial years 2020-2021 and 2021-2022
- Underline the efficient operation of the group through solvency for the financial years 2020-2021 and 2021-2022.
- To determine the overall profitability of the group for the financial years 2020-2021 and 2021-2022

SCOPE OF THE STUDY

The purpose of the study is the strength of the balance sheet and each of its current elements. It reflects the resources and liabilities of the company. This includes the financial performance of the organization. This allows for intra-company comparisons and year-to-year performance. It represents the financial reputation of the group

LIMITATIONS OF THE STUDY

Research is not free from bias. The study used only the financial statements of two current years, and it is not possible to calculate the evolution of money. This shortcoming would delay the acceptance of trend analysis

RESEARCH METHODOLOGY

The study used secondary data. The information is collected from the official annual report of ITC Ltd through its website. The indicators are calculated based on liquidity, solvency and profitability. The balance sheet and profit and loss for 2 years are used as the annual accounting report. The chart used was a bar chart.

REVIEW OF LITERATURE

AYAN CHAKRABORTY (2017) studied the impact of financial leverage and coverage ratios with the aim of understanding overall operating efficiency and effectiveness, company growth. The main components of the study were sales, operating profit, PBT, net assets, invested capital, interest and loans. Financial instruments included operational, financial and combined leverage; interest and dividend margin rate. Correlation analysis was used to determine the coefficient between leverage and earnings per share. The report noted that there is no tax protection from debt relief. A final opinion was given on the improvisation of the debt-to-value ratio.

NEHA RAWAT (2020) studied the analysis of financial statements of ITC Ltd with the aim of analyzing the financial strengths and weaknesses and comparing the statements over a period of 2 years. The study used MS-Excel to present comparative and common size income statement and balance sheet, ratio, trend, Du Pont analyses. The report noted good signs in terms of liquidity, solvency, operational efficiency and profitability factors.

HARSHITH KUMAR SHETTY.N (2022) analyzed the profitability and liquidity position of top ten FMCG companies from 2017-2021 and asset management capabilities. It used the statistical tools average, standard deviation and one-way ANOVA. Using one-way ANOVA, it was found that there was no significant difference in the financial performance of FMCG companies. It concluded by specifically mentioning that no company maintained a constant flow ratio of 2:1 and an acid test ratio of 1:1. It also revealed that Nestle India was the strongest company.

DATA ANALYSIS AND INTREPRETATION

a) On the Basis of Liquidity

- $\text{Current Ratio} = \text{Current Assets} / \text{Current Liabilities}$
- $\text{Liquid Ratio} = \text{Liquid Assets} / \text{Current Liabilities}$
- **$\text{Absolute Liquidity Ratio} = \text{Total Absolute Liquid Assets} / \text{Current Liabilities}$**

Particulars	2020-2021 (in crores)	2021-2022 (in crores)
Current Assets	31815.42	30942.01
Current Liabilities	10174.17	11478.09
Liquid Assets	22334.55	20944.24
Cash Balance	231.25	184.97
Bank Balance	3370.25	3692.97
Marketable Securities	14046.71	11624.95
Total Absolute Liquid Assets	17648.21	15502.89
Current Ratio	3.127077688	2.695745547
Liquid Ratio	2.195220839	1.824714739
Absolute Liquidity Ratio	1.7346093	1.350650674

Source: Secondary Data

Based on the above, the current ratio is 3,127:1 at the end of 2021 and 2,695:1 at the end of 2022; the liquidity ratio at the end of 2021 is 2,195:1 and at the end of 2022 is 1,824:1, and the absolute liquidity ratio for 2020-2021 was 1,734:1 and 2021-2022 was 1,350:1.

b) On the basis of solvency

- **Debt equity Ratio = Total long-term Debt / Shareholders Funds**
- **Proprietary Ratio = Shareholders' Funds / Total Tangible Assets**

Particulars	2020-2021 (in crores)	2021-2022 (in crores)
Total- Long Term Debt	516.99	360.83
Shareholders' Funds	59004.58	61399.57
Total Tangible Assets	68268.68	71771.4
Debt-Equity Ratio	0.00876186	0.005876751
Proprietary Ratio	0.86429941	0.85548798
Particulars	2020-2021 (in crores)	2021-2022 (in crores)
Operating Profit (Profit Before Tax)	17164.15	19829.53
Capital Employed (Total of all Assets)	71580.54	75092.5
Return on Investment (in %)	23.9787937	26.40680494

Source: Secondary Data

From the above table it was revealed that debt ratio in 2020-2021 was 0.008:1 and in 2021-2022 was 0.005:1 and property ratio in 2020-2021 was 0.864:1 and in 2021-2025 was 0.008:1.

c) On the basis of profitability

- **Return on Investment = Operating Profit / Capital Employed × 100**

Particulars	2020-2021 (in crores)	2021-2022 (in crores)
Operating Profit (Profit Before Tax)	17164.15	19829.53
Capital Employed (Total of all Assets)	71580.54	75092.5
Return on Investment (in %)	23.9787937	26.40680494

Source: Secondary Data

The table above revealed that the return on invested capital for the years 2020-2021 was 23.978% and 26.406% for 2021-2022.

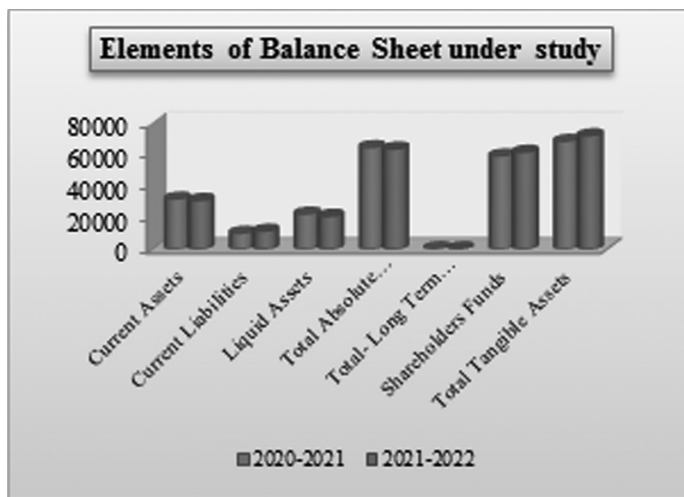


Chart no. 1- Elements of Balance Sheet under Study

Chart 1 describes some components of the balance sheet that have been used for educational purposes. In both years, current assets were greater than current liabilities. Therefore, the working capital was positive in both years. Long-term debt was less than the assets of shareholders and ensured the high solvency of the company.

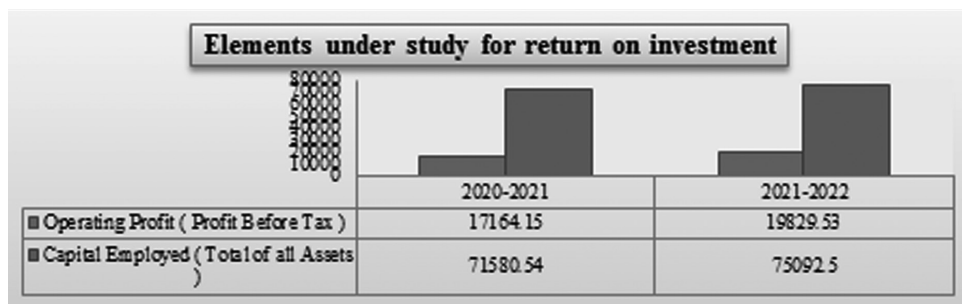


Chart 2: Elements under Study for Return on Investment

Chart 2 describes certain financial statements used for calculating return on invested capital. It turned out that in 2020-2021 the ROI was 23,978% and in 2021-2022 it was 26,406%, which increased.

FINDINGS, SUGGESTIONS AND CONCLUSION

Findings

- i) The ideal flow ratio is 2:1. On the contrary, the current ratio is high in both years at 3,127:1 and 2,695:1.
- ii) A normal liquid ratio is 1:1. But the liquid ratio is also high in both years at 2,195:1 and 1,824:1.
- iii) The absolute liquidity ratio of the model is 0.75:1. However, the company kept it higher in both years at 1,734:1 and 1,350:1 in the respective years.
- iv) The debt to equity ratio was kept within the nominal range of 0.008 and 0.005 in the year. The ownership ratio was maintained within 0.80
- v) Invested capital was calculated from the balance sheet, and operating profit (pre-tax profit) increased, which in turn increased the return on invested capital. The return on invested capital was 23,978% and 26,406% in 2020-2021 and 2021-2022.

SUGGESTIONS

Since cash is the king of all assets, a company must maintain a sufficient cash balance to cover its contingent assets. Therefore, it is necessary for the company to increase the balance of funds. Cash also provides excellent support in determining the need for working capital. This is because it increases and accelerates the supply of goods and increases sales for better business opportunities.

CONCLUSION

Relationship analysis is a basic technique for identifying the needs of stakeholders and consumers. This is a basic and obvious way to increase recognition. Therefore the company ITC Ltd is the best in terms of liquidity, solvency and overall financial stability

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CHATGPT - UNLOCKING THE POWER OF AUTOMATED CONVERSATION ALCHEMY

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ABSTRACT

This study aims to analyse the impact of ChatGPT, an artificial intelligence-based chatbot application, on various industries. ChatGPT is a chatbot application that uses natural language processing (NLP) and deep learning algorithms to enable interactions between people and computers. It is capable of understanding human language and responding to user inquiries. This research will examine the role of ChatGPT and its impact on various sector. The findings of this research will provide valuable insight into how ChatGPT can be used in education, to improve customer service, improve the accuracy of banking services, make healthcare more efficient and in other sectors.

Key words: *ChatGPT, Artificial Intelligence, human language, business, education, chatbot, NLP.*

INTRODUCTION

ChatGPT is a cutting-edge artificial intelligence-based chatbot application that uses natural language processing (NLP) and deep learning algorithms to enable interactions between people and computers. The application is capable of understanding human language and responding to user inquiries. This technology has had a major impact on various industries, from customer service to banking and finance, healthcare, travel, and gaming. This study aims to analyze the impact of ChatGPT on these industries, and to provide valuable insight into how the technology can be used to improve customer service, accuracy of banking services, and make healthcare more efficient.^[2]

COMPONENTS OF CHATGPT

ChatGPT is built on a transformer network architecture which utilizes a vector representation of text called embeddings. This allows ChatGPT to understand and generate natural language in a way that is similar to humans. ChatGPT also utilizes a memory component, which allows it to remember previous conversations and generate more natural responses. Additionally, ChatGPT has a number of other components such as a tokenizer, a decoder, and a generator. These components work together to allow ChatGPT to understand and generate natural language.

WORKING

ChatGPT combines neural network architecture and unsupervised learning to generate responses, unlike typical NLP models that rely on explicitly constructed rules and labeled data. This makes it a valuable tool for managing a wide variety of conversational activities, as it allows you to learn to compose responses without being explicitly told about the appropriate response.

ChatGPT uses a deep learning architecture known as Multi-Layer Transformer Network, which has been proven successful in understanding and responding to natural language. A model is given an input sentence and uses its internal knowledge to analyze it and provide an answer that relates to the input.

ChatGPT's ability to generate responses appropriate to the context of the conversation is one of its main advantages. This shows that the model can understand the flow of conversation and generate responses that naturally connect to what has already been said. Conversation models are ideal for tasks such as customer support, as they are needed to manage large numbers of requests and follow-up questions without losing context.

ChatGPT can perform a wide range of NLP tasks and generate responses such as sentiment analysis, language translation, and text summarization. This makes it a flexible tool with many uses.

GPT – 3 Technologies

Generative Pre-trained Transformer 3 (GPT-3) is the third iteration of this technology and starts with the basics. This means that a trained algorithm is used that is supplied with all the data necessary to accomplish the text generation task at hand. Approximately 570 GB of text data extracted from the web can be accessed using the CommonCrawl dataset combined with additional text selected by OpenAI.

Ask him a question and you'll expect the most accurate answer. When you request a task such as writing a synopsis or poem, the synopsis or poem will be displayed. GPT-3 can create anything with linguistic structure: questions, essays, long book summaries, language translations, notes, and even computer code.^[8]

CAPABILITIES OF CHATGPT

ChatGPT is capable of a variety of tasks, including language understanding, text generation, and conversation automation. ChatGPT is also capable of understanding context, which allows it to generate more natural and meaningful responses. For example, ChatGPT can understand the difference between a statement and a question and will generate an appropriate response based on the context. Additionally, ChatGPT can understand subtle nuances and generate responses that are more natural-sounding than those generated by other NLP tools.

WHAT KINDS OF QUESTIONS CAN YOU ASK?

You can ask anything, even if you don't get an answer. OpenAI suggests several categories. B. Explain science, ask for business ideas, get programming help.

when asked it to write an essay on it. Then asked it to make it more exciting, behold, ChatGPT pumped it up with words like battlefield, adrenaline, lightning, and adventure.

ChatGPT's expertise is extensive and its ability to follow conversations is amazing.

You don't have to look far to find bot reviews that are blowing people's minds. Twitter is full of users demonstrating his AI prowess in generating artistic prompts and writing code.

Well, you can ask it anything you would ask a real person. You can ask it about its opinion on current events, its favorite movies, or its favorite type of music. You can also ask it questions about its own experiences, such as where it has traveled or what it thinks about a particular topic.

You can also ask ChatGPT about its own knowledge. It can be asked about its understanding of technical topics, such as computer programming or data science. It can also be asked about historical facts or even current events. In addition, it can be asked about its own AI capabilities, such as its ability to self-learn or its understanding of language.

Finally, you can ask ChatGPT about its own emotions and feelings. You can ask it how it feels about certain topics, or if it has any advice. It can also be asked about its own sense of humor, or how it feels about certain jokes. This can be an incredibly powerful tool for understanding how an AI thinks and feels.

IMPACT ON VARIOUS SECTORS

Customer Service

ChatGPT is becoming increasingly popular in the customer service industry, as it is capable of responding quickly to customer inquiries and providing accurate and timely responses. This technology can also help to reduce customer wait times, improve customer service quality, and increase customer satisfaction. Furthermore, it can help to identify customer preferences and provide tailored solutions to their queries.

Retail and E-Commerce

ChatGPT has already made a huge impact on the retail and e-commerce industries. By providing customers with an AI-powered chatbot, retailers are able to provide customers with personalized, engaging experiences. The chatbot can provide customers with product information, answer questions, and even process orders. This has allowed retailers to reduce customer service costs and improve customer satisfaction. ^[6]

Banking and Finance

ChatGPT is also being used in banking and finance, as it can enable customers to access their accounts and manage their finances in real-time. The technology can also be used to provide customers with personalized financial advice and recommendations. Furthermore, it can help to reduce the human errors associated with manual financial processes, which can lead to improved accuracy of banking services.

Healthcare

ChatGPT is being used in the healthcare industry to help patients better understand their medical conditions and treatments. For example, ChatGPT is being used to help patients with chronic illnesses better monitor and manage their conditions. The chatbot is also able to provide medical advice and guidance, which can help reduce the cost of doctor visits. ^[1]

It is being used in the healthcare industry to provide patients with personalized medical advice and recommendations. The technology can be used to provide patients with access to their medical records and enable them to interact with medical professionals in real-time. Furthermore, the technology can help to reduce the amount of time spent by medical professionals on administrative tasks, resulting in improved patient care. ^[3]

Education

ChatGPT is also being used in the education sector to help students better understand their course material. The AI-powered chatbot is able to answer student questions and provide personalized learning experiences. This has allowed students to better retain information and learn more efficiently. ^[4]

Business

ChatGPT is being used in business to help automate customer service tasks, such as responding to customer emails and inquiries. This has allowed businesses to save time and money, while still providing high-quality customer service. Additionally, businesses are using ChatGPT to automate tasks such as customer segmentation, lead generation, and market research.

Social Media

ChatGPT is also being used to automate some aspects of social media interaction. For example, ChatGPT can be used to respond to customer inquiries, provide customer support, and even create content. This has allowed businesses to be more efficient and provide better customer service.

CHATGPT LIMITATIONS

The size and complexity of ChatGPT's model, which requires a lot of resources to run, is one of its drawbacks. This can make it difficult to use in real-time applications such as chatbots that require immediate responses.

As a generative model, ChatGPT also has the drawback that it cannot always provide an accurate answer for a given request. The generated response can be meaningless or irrelevant in some cases, making it difficult to use in certain applications.

Like other NLP models, ChatGPT has limitations regarding the accuracy and amount of training data. In this case, we cannot guarantee that we will be able to answer all inquiries.

POTENTIAL ETHICAL ISSUES

ChatGPT, an AI language model, is a modern technological marvel, able to understand, process, and generate human-like speech with stunning accuracy. But with great power comes great responsibility. As ChatGPT has become more popular, many ethical issues have surfaced.

One of the most pressing issues is that of bias. ChatGPT's training data comes from a variety of sources, and this diversity can also introduce bias when certain points of view or voices are overrepresented. Without careful maintenance and oversight, ChatGPT can inadvertently perpetuate the prejudices and inequalities that exist in society. Another ethical issue facing ChatGPT is that of privacy. As an AI language model, ChatGPT can access vast amounts of user data, including personal information and sensitive topics. It is important to ensure that this data is collected and stored securely and that user privacy is protected.

But perhaps the most insidious ethical issue with ChatGPT is the potential for misinformation. As an AI system, ChatGPT is as trustworthy as the data it is trained on. If ChatGPT is not carefully monitored and trained on reliable sources, it may unwittingly promote false information and conspiracy theories, leading to confusion and harm.

These ethical concerns aren't just hypothetical, they're already starting to affect the real world. From biased recruitment algorithms to fake news generated by AI language models, the unintended consequences of these powerful technologies can be far-reaching and devastating.

As we continue to develop and deploy AI language models like ChatGPT, it's important to do so with a deep understanding of the potential ethical implications. By taking a thoughtful and proactive approach to these issues, we can ensure that ChatGPT and other AI systems are used responsibly and socially beneficial.

CONCLUSION

In conclusion, ChatGPT is a cutting-edge artificial intelligence-based chatbot application that has had a major impact on various industries. By providing customers with an AI-powered chatbot, businesses are able to provide high-quality customer service, while also reducing costs. ChatGPT has already had a huge impact on the retail and e-commerce, healthcare, education, business, and social media industries, and is sure to have an even greater impact in the future. ^[7]

ACKNOWLEDGMENT

I would like to express my sincere thanks and gratitude to my teacher Dr. M. Mahadevi (Associate Professor) for being my mentor and giving me this opportunity to do this wonderful analysis on the topic (ChatGPT - Unlocking the Power of Automated Conversation Alchemy), which also helped me in doing a lot of research and I came to know about so many new things I am really thankful.

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AWARENESS ABOUT FINTECH (FINANCIAL TECHNOLOGY) AMONG COMMERCE STUDENTS

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ABSTRACT

India is adapting to the realm of financial technology, where Fintech has revolutionized various sectors such as insurance, loans, accounting services, real estate valuations, wealth management, investment, and other financial markets. This study is done to know the awareness level of commerce students towards fast growing financial technology (fintech). For this research a sample of 104 respondents were taken into account. The data was collected from commerce background students in Chennai city through questionnaires. The data collected was tabulated and analyzed using percentage analysis. The study revealed that only a small portion of respondents are aware of the term fintech and the career opportunities that are available in the area of fintech.

Key words: *Fintech, Awareness, Opportunities.*

INTRODUCTION

Fintech refers to innovative technologies designed to enhance and automate the provision and consumption of financial services. The main purpose of Fintech is to enable businesses, company owners, and consumers to manage their financial operations and processes more efficiently using specialized software and algorithms that can be accessed through computers and mobile devices. Fintech was originally associated with the technology used in the back-end operations of traditional financial institutions. However, it has expanded to encompass a range of sectors and industries, including education, retail banking, and investment management. Furthermore, Fintech also involves the development and use of digital currencies, such as Bitcoin.

The advent of new technologies, such as Machine Learning/Artificial Intelligence (AI), predictive behavioral analytics, and data-driven marketing, has eradicated the necessity for financial decision-making based on conjecture and habitual patterns. Fintech has embraced the utilization of automated customer service technology, such as chat bots and AI interfaces, to aid customers in completing basic tasks and minimize staffing expenses. In addition, Fintech is also being utilized to combat fraudulent

activities by analyzing payment history data to identify transactions that deviate from the typical pattern.

SCOPE OF THE STUDY

The study focuses on the awareness level of financial technology (fintech) among commerce students in Chennai and their perspective towards it.

OBJECTIVES OF THE STUDY

1. To access the level of awareness of Fintech among commerce students
2. To analyze the perspective of the commerce students towards Fintech.

REVIEW OF LITERATURE

- **Rohini Nitin Misal and Rajesh U Kanthe (2022)** conducted a study aimed to assess the awareness and adoption of financial technology in Equitas Small Finance Bank for customer service. The study used a sample of 150 respondents and found that most customers were from rural areas and unfamiliar with the services provided by Fintech. While Fintech technology and solutions offer a platform for fast and efficient operations, caution must be exercised to avoid unforeseen incidents. Although people are utilizing Fintech technology-enabled solutions, only a small percentage (22%) of respondents were familiar with the term “Fintech.”
- **Dr. Mayur Rao (2022)** conducted a research study to investigate the impact of the Covid-19 pandemic on people’s perception of Fintech. The article discussed the trends in the Fintech industry and how it has provided small businesses with the opportunity to offer financial services without the involvement of traditional banks by utilizing IT and finance integration. The study also examined the acceptance of new technology and services, focusing on the central and peripheral paths. The results indicated that the central path had a greater impact than the peripheral path. To promote payment-type Fintech services, the study recommends that convenience and usability should be continuously improved.

RESEARCH METHODOLOGY

1. Research Design - Exploratory Research
2. Sample Design - Convenience sampling
3. Sample Size - 104
4. Period of study - 15 days
5. Data Collection - Primary Data: Questionnaire
Secondary Data: Websites, Journals, Books
6. Tools of Analysis - Percentage Analysis $\frac{\text{Number of Respondents}}{\text{Total number of Samples}} \times 100$

LIMITATIONS OF THE STUDY

1. The study had a restricted time frame
2. The sample size is limited to only 104 respondents
3. The survey was carried out exclusively within the city of Chennai.
4. It is assumed that the information provided by the respondents is honest and reliable

ANALYSIS AND INTREPRETATION OF DATA

Table 1: Demographic Factors

Demographic Factors	Variables	Percentage (%)
Age	Between 18 - 21	78.8%
Gender	Female	62.5%
Level of Education	UG	75%

Source: Primary Data

From the data collected it is inferred that majority of the respondents are female between the age group of 18 – 21 with UG level of Education.

Table 2: Awareness of the Term Fintech

Particulars	Percentage (%)	No. of Respondents
Yes	30.8	32
No	69.2	72
Total	100	104

Source: Primary Data

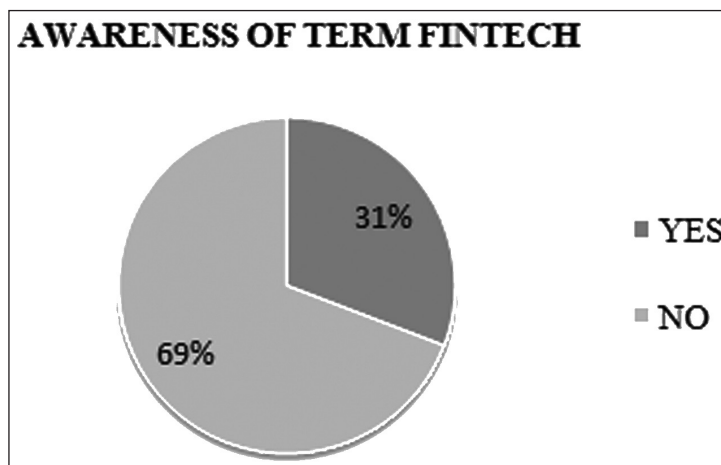


Chart No: 1

It is inferred from the data collected that among the 104 samples collected, only 30.8% of respondents are aware of the term fintech and remaining 69.2 % of the respondents have not been aware of the term Fintech.

Table 3: Prior Knowledge About Fintech

Particulars	Percentage (%)	No. of Respondents
Yes	16.3	17
No	83.7	87
Total	100	104

Source: Primary Data

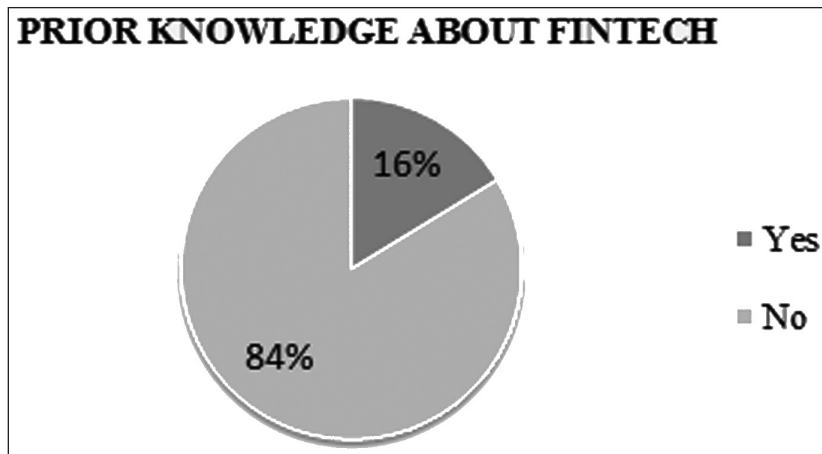


Chart No 2

From the above data collected, it is understood that out of the 104 samples collected 83.7% of the respondents have no prior knowledge about fintech and 16.3% of the respondents only have basic knowledge about fintech.

Table 4: Attended Orientation Programme Regarding Fintech

Particulars	Percentage (%)	No. of Respondents
Yes	7.7	8
No	92.3	96
Total	100	104

Source: Primary Data

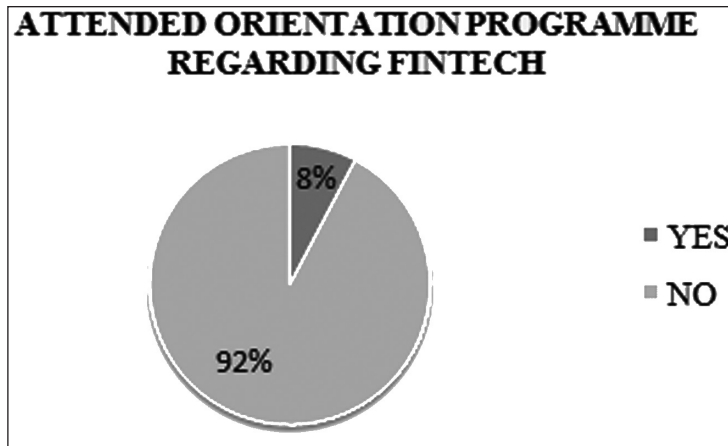


Chart No: 3

From the above data collected, it is inferred that out of 104 respondents only 7.7% of the respondents have attended orientation programme regarding fintech, at least once. The remaining 92.3% of the respondents are not aware of the orientation programmes that are conducted by various institutions regarding fintech.

Table 5: Interest to Gain Knowledge About Fintech

Particulars	Percentage (%)	No. of Respondents
Yes	80.8	84
No	19.2	20
Total	100	104

Source: Primary Data

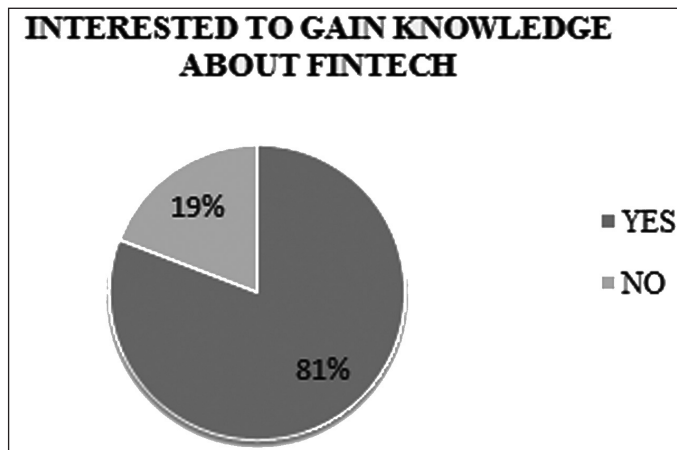


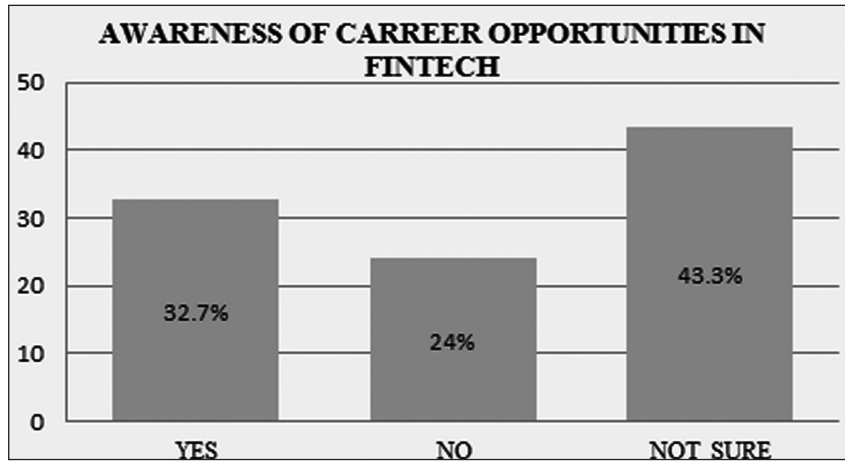
Chart No: 4

From the data collected, it is inferred that among the 104 respondents 80.8% of the respondents are positively willing to gain more knowledge about fintech, while 19.2% of the respondents are not willing to gain more knowledge about it.

Table 6: Awareness of Career Opportunities in Fintech

Particulars	Percentage (%)	No. of Respondents
Yes	32.7	34
No	24	25
Not sure	43.3	45
Total	100	104

Source: Primary Data

**Chart No: 5**

From the data collected it is understood that among the 104 respondents 32.7% of respondents are aware of the career opportunities that are available in the field of fintech, while 24% are not aware of the career opportunities and the remaining 43.3% of the respondents are not sure of the career opportunities that are available in the field of financial technology.

Table 7: Respondents Who Believe that Having Knowledge About Fintech Could Make them Competent

Particulars	Percentage (%)	No. of Respondents
Yes	52.9	55
No	10.6	11
Not sure	36.5	38
Total	100	104

Source: Primary Data

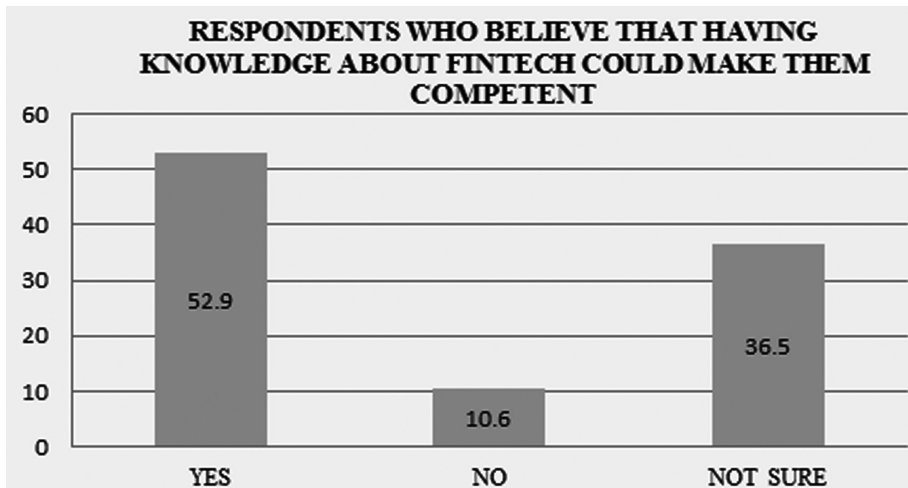


Chart No: 6

It is inferred from the data that among the 104 respondents 52.9% of them believe that having knowledge about fintech could make them competent whereas 36.5% of the respondents do not believe that having knowledge about fintech could make them competent.

Table 8: Source Preferred By Respondents to Gain More Knowledge About Fintech

Particulars	Percentage (%)	No. of Respondents
School/College	42.3	44
Private Institutions	10.6	11
Online Sources	29.8	31
Professional Bodies	17.3	18
Total	100	104

Source: Primary Data

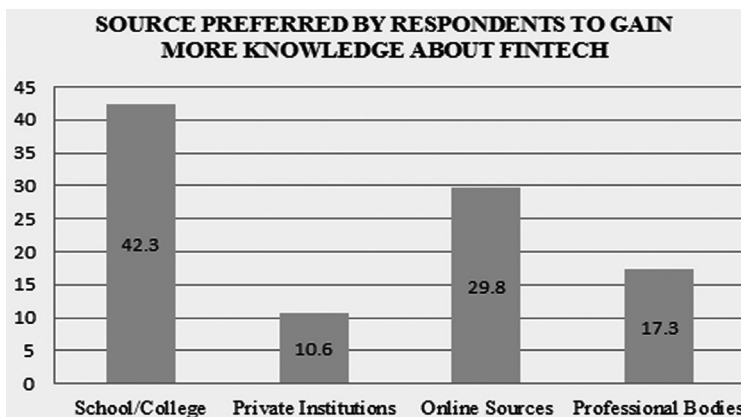


Chart No: 7

From the data collected, it is inferred that among 104 respondents 42.3% of the respondents prefer schools/colleges, 10.6% prefer private institutions, 29.8% prefer online sources and 17.3% of the respondents prefer professional bodies to gain more knowledge about fintech.

FINDINGS

Using Percentage Analysis, it was found that:

1. 30.8% of the respondents are aware of the term Fintech (financial technology).
2. 16.3% of the respondents have prior knowledge about Fintech.
3. 7.7% of the respondents have attended orientation programmes conducted by various institutes regarding Fintech.
4. 80.8% of the respondents are interested to gain more knowledge regarding Fintech.
5. 32.7% of the respondents are aware of the career opportunities that are available in the field of Fintech.
6. 52.9% of the respondents believe that having knowledge about Fintech could make them competent.
7. Most of the respondents i.e., 42.5% prefer schools/college to gain more knowledge on Fintech than any other sources.

SUGGESTIONS

1. As most of the respondents prefer school/colleges to gain knowledge about Fintech, school/college could take initiatives to conduct orientation programmes on Fintech.
2. Students are encouraged to gain more knowledge about Fintech through boot camps, other online sources and learning apps such as Coursera, Udemy, etc...
3. Schools and Colleges can include Fintech as an allied subject in their syllabus.
4. Fintech start-ups can conduct orientation programmes regarding the opportunities and career options that are available in the field of Fintech.

CONCLUSION

There has been advancement in technology ever since the beginning of the 21st century. With this many industries have been updating and adapting themselves to the new technological environment. One such industry is the Finance and Marketing Industry. Evolution of Financial Technology has aided the firms in a rather positive way. The use of Fintech has been shown to enable greater control over finance, help save money and time, establish better financial practices and alleviate stress. These evolutions have also opened new gates of career opportunities in the field of financial technology. The firms are now recruiting personnel who are well updated and have knowledge of fintech. By enrolling in the Professional Certificate in Fintech program, individuals can gain an extensive understanding of all aspects of Fintech, as well as hands-on training and strategic guidance on advanced technologies such as API, Blockchain, Cloud Computing, AI, and Machine Learning.

In this study it is inferred that level of unawareness is more significant among the commerce students in Chennai. So it is advisable for the new graduates and younger generation to gain more knowledge and up skill themselves about the latest technologies in the financial industry which would make them competent in the technological world.

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- P.R. Vittal, Business Statistics

EMPLOYEES PERCEPTION TOWARDS ORGANIZATIONAL CULTURE WITH SPECIAL REFERENCE TO ASIAN PAINTS LIMITED (NUNGABAKKAM BRANCH)

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ABSTRACT

Organizational culture has an impact on the employee's satisfaction level with their work. An organizational goal can be achieved only when the employees of the company are happy about the culture that is maintained. It allows employees to focus on their work without interruptions caused by a lack of an effective organizational culture. Every company has to focus on its culture for better development. This study focuses on employees' perceptions of organizational culture, with a specific focus on Asian Paints Limited with respect to Nungambakkam branch. The sample size of the study was 100 employees of Asian Paints Limited in Chennai city with respect to Nungambakkam branch. A questionnaire was used to collect the data from the employees. The statistical tools used in the study were percentage analysis, correlation, Regression, cross tabulation and chi-square.

Key words: *Organizational culture, Employees perceptions, Employees satisfaction, organizational goal.*

INTRODUCTION

Organization involves its employees in the process of planning, organizing and sharing the thoughts with the hierarchies for the decision making. The growth of the organization is depending on the employee's performance. The employees of the company should be satisfied with the work culture and norms that are maintained within the organization. They are various factors that makes the employees committed towards the work. So, the organization should develop its key areas for better functioning and that in turn boosts the employees in achieving the organizational objectives. Employees perceptions towards the organization can be studied through OCTAPACE tool which includesethics, values, beliefs, attitude, norms, ethos, climate, environment and culture. Organizational culture is the principle and attitude of the group employees who work for the achievement of organizational goal.

COMPANY PROFILE

The founders of Asian paints limited are champak Lal choksey, chiman Lal Choksi, Suryakant Dani and Aravind vakil. Asian paints limited is the multinational paint company and it is Asia's second largest paint corporation. it is the holding company of Berger International. The Headquarters of Asian paints limited is situated in mumbai. it is engaged in the business of manufacturing, selling and distribution of paints, coatings, bath fittings. it also provides other related services.

OBJECTIVES OF THE STUDY

1. To know the demographic profile of the employees
2. To analyze the working years with respect to monthly of employees in the organization.
3. To find the common factor motivates the employees to work for the firm.
4. To know the effectiveness of communication among the departments.
5. To analyze the gender with respect to satisfaction level towards existing organizational culture.

REVIEW OF LITERATURE

Dr.V.M. AnithaRajathi et al (2020) studied on the on-employee perception towards the organizational culture in manufacturing industry. The main objective of the study was to find the employee perception towards the organization culture in manufacturing units and to study the factors (OCTAPACE) that affects the organizational culture. The study found that the company encourages the employee for their organizational goals, mission and productivity through better organizational cultural practices.

M.Shanthi et al (2017) studied on the employees' perception towards the organizational culture with special reference to BSNL. The study main objective was to find the relationship between socio-demographic factor and organization culture factor and to know the association between commitment and independent variable openness factor. The sample size of the study was 150 respondents. The information was collected from the respondents through Primary data. The analysis of the study was through frequency analysis and the statistical tool used in the study was ANOVA and Correlation. The study found that there is no relationship between the work Experience and Trust factor and the comparison between Gender and Openness factor is positively correlated.

Peter Carlos Okantey (2014) studied on employee perception of the impact of satisfaction and motivation on job performance in the case of Ghanaian workers. The main objective of the study was to found the level of satisfaction of the employees. The sample size of the study was 503 respondents. The information was collected from the respondents through primary data. The analysis used in the study was Descriptive analysis. The statistical tool used in the study was Regression analysis. The study found that the satisfaction and motivation significantly influence job performance in a positive way.

R.Durgadevi et al(2017) studied on the organizational culture and its impact on employee performance with reference to it sector Chennai the main objective of the study was to found the relationship between organizational culture and organizational performance. The sample size of the study was 230 IT employees. The information was collected from the respondents through primary data. The analysis used in the study was Percentage analysis. The statistical tool used in the study was ANOVA and Multiple Regression. The study found the organizational culture has the positive impact on the organizational performance.

RESEARCH METHODOLOGY

Period of the Study

The study was conducted during January 2021 to April 2021 from the employees of Asian Paints Limited with special reference to Chennai city.

SAMPLING DESIGN

The sample size of the study was 100 employees of Asian Paints Limited. The data was collected through structured questionnaire.

STRUCTURE OF THE QUESTIONNAIRE

A well-framed questionnaire was used to collect the primary data. It consists of two parts namely Part A and Part B.

PART A – It represents the demographic profile of the employees.

PART B – It represents the Employees perception towards organization culture

STATISTICAL TOOLS

The statistical tools used in the study were percentage analysis, correlation, chi-square, cross tabulation and regression. The data was analyzed through SPSS software

LIMITATION OF THE STUDY

The scope of the study is limited to 100 employees of Asian Paints Limited in Chennai city with respect to Nungambakkam branch.

DATA ANALYSIS

Percentage Analysis

Table 1: Demographic Profile and Employees Perception Towards the Organizational Culture (Dominant Group Only)

Variables	Dominant Group	Percentage
Age	25-35	63%
Gender	Male	83%
Marital Status	Married	57%
Monthly Income	10,000-20,000	34%
Perception towards existing organization culture	Satisfactory	55%
Job Tenure	1 year-5 years	47%
Factor	Salary	35%

Working Hours	9 hours	49%
Perception towards safe working environment	Yes	96%
Acceptance of ideas and decisions	Yes	52%
Communication of information	Keep fully informed	57%
Efficient functional management	Yes	95%
Recreation facility	Company picnics	50%

Source: Primary data

INTERPRETATION

Table 1 shows the demographic profile and employees' perception towards the organizational culture. This table shows only the dominant group of employees responded to a set of questions. The dominant group with respect to gender was male under the age group 25 years-35 years. The employee's perception towards the organizational culture was satisfactory.

CORRELATION

H_0 : There is no significant relationship between monthly income and number of years working in the organization

H_1 : There is a significant relationship between monthly income and number of years working in the organization

CORRELATIONS			
		Monthly income of respondents	No of years working
Monthly income of respondents	Pearson Correlation	1	.561**
	Sig. (2-tailed)		.000
	N	100	100
No of years working	Pearson Correlation	.561**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 2- Relationship Between Monthly Income and Number of Years Working in the Organization

Source: Primary data

INTERPRETATION

The correlation showed that the relationship between the monthly income and years of experience of employees in the company. The Pearson correlation is 0.561 at 1% level of significance. This shows the positive correlation between monthly income and number years of working of employees.

REGRESSION

H_0 : There is no relationship between gender and level of satisfaction towards existing organizational culture,

H_1 : There is a relationship between gender and level of satisfaction towards existing organizational culture,

Table 3 – Relationship Among Gender and Satisfaction Level

COEFFICIENTS ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.887	.175		10.771	0.00
	Gender	-.256	.144	-.177	-1.778	.079

a. Dependent Variable: satisfaction

Source-Primary data

INTERPRETATION

Table 3 shows the association between gender and satisfaction level towards existing organizational culture. Since the significance value is **0.079** null hypothesis is accepted. There is no relationship among the gender and satisfaction level towards existing organizational culture. H_0 is accepted and H_1 is rejected.

CHI-SQUARE

H_0 : There is no significance relationship between age and motivational factors

H_1 : There is a significance relationship between age and motivational factors

Table 4: Cross Tabs Between Experience Years and Motivational Factors

MOTIVATIONAL FACTORS × YEARS OF EXPERIENCE CROSSTABULATION						
Count						
		Years of Experience				Total
		Less than 1 year	1-5 years	5-10 years	More than 10 years	
Motivational Factors	Salary	10	13	8	4	35
	Job security	3	6	3	17	29
	Loyalty	1	7	1	2	11
	Appreciation	1	20	0	2	23
	Others	0	1	0	1	2
Total		15	47	12	26	100

Source: Primary data

INTERPRETATION

Table 4 shows that the employees with the experience of 1-5 years are motivated by the factor salary. Job security is the factor for the employees who have more than 10 years of work experience, loyalty is the factor for 1-5 year of experience and appreciation is the factor for 1-5 years of experience.

Table 5 -Chi-Square Between Years of Experience and Motivational Factors

CHI-SQUARE TESTS			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	45.131a	12	.000
Likelihood Ratio	45.616	12	.000
Linear-by-Linear Association	.086	1	.769
No of Valid Cases	100		

Source: Primary data

INTERPRETATION

In Table 5, the calculated level (0.000) is less than (0.05) at the 5% significance level. Therefore, the alternative hypothesis is accepted. Thus, there is a significant association between years of experience and motivational factors.

CROSS TABULATION

Table 6: Cross Tabs Among the Organizationcultural Factors and it`S Confirmation

Factors	Yes	No
Safe environment	96	4
Satisfaction with the functional management	95	5
Acceptance of ideas and decision	52	48

Source: Primary data

INTERPRETATION

Table 6 shows the cross tabulation among the organization cultural factors and the confirmation from employees. It shows that 96 respondents confirmed that the environment is safe and secure.95 respondents are satisfied with the functional management of the firm. Only 52 respondents confirmed that the employees are being heard and appreciated for their ideas and decisions.

WEIGHTED AVERAGE METHOD

The formula used to calculate weighted mean is $\sum (xiwi)/\sum wi$

Table 7 - Weighted Average Value and Rank on Employee Ssatisfaction

Particulars	Weights					
	4	3	2	1	Weighted mean $\sum(xiwi)/\sum wi$	Rank
Provides consistent training	85	11	0	4	37.7	1
Feedback at regular intervals	23	45	31	1	29	3
Reward for the work	32	31	33	4	29.1	4
Satisfied with the perks offered	37	37	24	2	30.9	2

Source: rimary data

Weights assignment: Strongly agree (4), Agree (3), Disagree (2), Stronglydisagree (1)

INTERPRETATION

The employees were asked to choose the degree of satisfaction like strongly agree, agree, disagree, strongly disagree for the satisfaction level towards organizational culture. According to weightedaverage method Table 7, Rank –1, shows that the company provides consistent training to the employee, Rank-2 depicts that the employees are satisfied by the perks offered by the company. Rank -3 shows that the employees are given feedback by the company at regular intervals. Rank -4 shows that the company gives rewards for the work of employees.

FINDINGS

Specific Findings

- Correlation is used to find the relationship between monthly income and number of years working in the organization. It shows the positive relationship between the monthly income and no of years working in the organization
- Linear regression is used to test the relationship among the gender and satisfaction level towards existing organizational culture. It shows there is no association between gender and satisfaction level towards existing organizational culture.
- In case of weighted average method, it shows the major factor that gives motivation to the employees is that the company is providing consistent training to the employees.

SUGGESTIONS

- The organization can take some more hygiene measures for the excellent organization culture like fair rewards and recognitions for the performance.
- The organization can also increase the efficiency of the factors like increasing the salary, ensures job security, immense appreciations for the intellectual performance etc... through which every worker in the organization can be motivated.

- The organization is in need of providing some more creative recreation facilities for the workers which will act as a key factor to work with interest and passion.
- Each idea and decisions are need to recognized and rewarded.
- The organization should give the feedback to every employee at regular intervals.

CONCLUSION

The culture within an organization is very important, playing a large role in whether it is a happy and healthy environment in which to work. In communicating and promoting the organizational ethos to employees, their acknowledgement and acceptance of it can influence their work behavior and attitudes. The organization includes belief and value of the person in the organization to attain the objective of organization. Organizational culture leads to improve the satisfaction of the workers in the organization and its makes changes in the performance of the organization. The organization must make regular study on the performance of the employees and should also find the reason for the lack of performance and strive to rectify the errors which affect the employee's performance as well as the objective of the organization. This study mainly concentrates on the existing organizational culture that prevails in the organization. Employee's perceptions towards that existing culture were satisfactory wherein some of the excellence measures needed to be taken for the effective culture. The study concluded that the worker's involvement towards the organization needs to trust over an organization and need to adapt with their culture and their changes. It makes a commitment to the job and makes all employees satisfied and its helps to further improve the organization.

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A STUDY ON HOW DISCOUNT STRATEGY AFFECTS THE BUYING BEHAVIOUR OF YOUNGSTERS WITH SPECIAL REFERENCE TO CHENNAI CITY

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ABSTRACT

Strategic planning is a methodology followed by both corporates and retailers in acquiring new customers in the course of business. Discount strategy serves a great role in the activities of the business in pursuing the loyalty of the customers. The study aims to find out the merits and demerits of the discount strategy followed by corporates and other entities in the pricing of products. The survey also evaluates the consumer perspective when choosing a line of products when purchased in discounts. Discount pricing is a policy followed by businesses to attract masses. For the above, the company clearly knows its objectives and also its approaches to attain its purpose. The pricing strategy from a consumer point of view is supported by inferential tools. The study is conducted on the basis of primary data collected from consumers.

Key words: *Discount pricing, Business strategy, Consumer behavior.*

INTRODUCTION

Discount pricing is a competing strategy followed by both corporates and retailers to increase the growth of the business. There are various advantages to both sellers and buyers in terms of discount pricing. The seller has advantages with regard to attracting new customers, increasing the sales volume, clearance of inventory before expiring and out-dation, etc., while the purchasers have advantages of

buying the products at cheaper rate than expected and could purchase more quantity for the same amount available. It is also important for a company to ensure a minimum profit or no loss in case of selling its products or services at a discount.

OBJECTIVES OF THE STUDY

1. To evaluate the demographic profile of the respondents.
2. To assess the merits and demerits of discount strategy
3. To identify the consumer perspective while choosing a line of product when offered on discount.
4. To find out the highest percentage of consumers with respect to occupation.
5. To find out the most frequently purchased line of a product when discount is provided.

LIMITATIONS OF THE STUDY

1. The respondents of the survey is restricted to 100.
2. The study is limited to the respondents in Chennai.
3. The study is restricted to youngsters.

RESEARCH GAP

Various research is conducted to study general consumer behavior. Whereas this study is conducted and concentrated on the buying behavior of youngsters between the age group of 16 to 30 years in particular.

TOOLS OF ANALYSIS

The analytical tools used in the study of how discount strategy affects the buying behavior of youngsters with special reference to Chennai city are percentage analysis, pie-chart, and chi-square techniques.

REVIEW OF LITERATURE

According to Hussain Al- Salamin and Eman Al Hassan (2016), there was a positive relationship between prices and consumer behavior. The study was conducted among 385 respondents in Saudi Arabia. The statistical tool ANOVA is used to study the factors relating to odd pricing and bundle pricing techniques.

Kanchan Shekhawat, Adarsh Puri, Neha Sharma, Harshad Wagh, and Priyanka Kokatnur in their study “impact of discount on consumer buying behavior” (2020) stated that the objective of the research is to investigate the effect of sales promotion on buying behavior of consumers. The research is carried on with the objective to find out sales promotion methods which affect the consumers buying behavior. It also gave important to various types of discounts like buy one get one, bundle discount, samples, coupon discount, etc., The study made use of an experimental research design.

Farshad FaezyRazy and Masoud Lajevardin their study “ Investigating Relationship between Brand Image, Price Discount and Purchase Intention”(2015) explained that there was a significant difference between brand image and purchase intention and discounts do not contribute to the trade-off between product knowledge and purchase intention. Their research also made use of the Analysis of Variance technique as their tool for research analysis.

RESEARCH METHODOLOGY

- Method of Sampling: Convenient Sampling
- Sample Size: 100 respondents
- Data collection methods: Primary data and Secondary data
- Source of Primary Data: Structured Questionnaire
- Source of Secondary Data: Books, Articles , and Newspaper
- Type of Research Design: Qualitative Research Design
- Types of Research Tool: Percentage analysis, Pie-Chart, and Chi-square analysis
- Area of study: Chennai city, Tamil Nadu.

ANALYSIS AND INTERPRETATION

Percentage Analysis

Table 1: Demographic Profile Of The Respondents

Questions	Dominant Group	Percentage (%)
Age	19-21 Years	52
Gender	Female	82
Marital status	Unmarried	86
Occupation	Student	67
Monthly Income	Rs.10000 to 25000	42
Preferred products with discounts	Clothes	56
Preferred Purchase time for discounts	Festive time	62
Source of information about discounts	Social media	47
Preferred mode of discount shopping	Offline	59
Preferred place for discount purchase	Bazaar	34
Preferred e-com site for discounts	Amazon	42
Expected minimum discount percentage	10%	52
Reasons for discount purchase	Cheap	33
Satisfaction level (out of 10)	8	26
Difficulties in discounts purchase	Not up to expectations	37

PIE-CHART

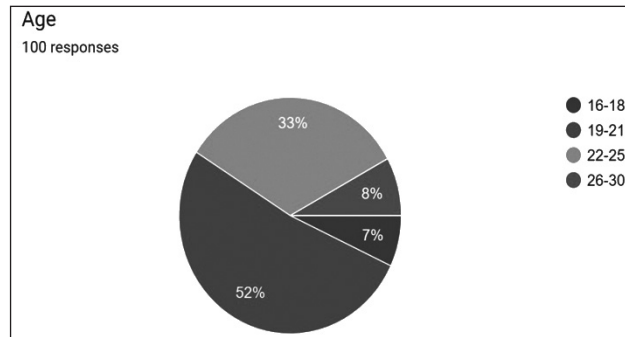


Fig 1: Discount Purchasers with Respect to Occupation

INTERPRETATION

From the figure, it is clear that 67% of respondents are students and the least 3% of respondents are doing their own business.

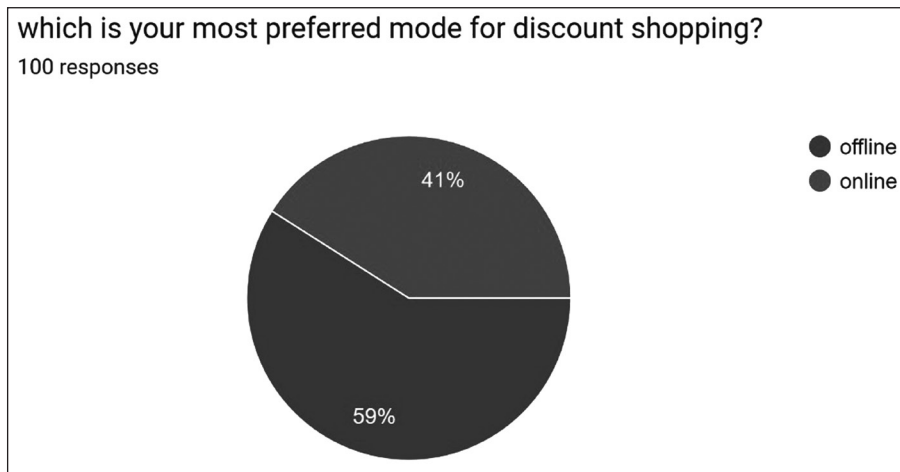


Fig 2: Preferred Mode for Discount Purchases

INTERPRETATION

With regard to the question, it is clear that 59% of respondents prefer offline discounts while 41% of respondents prefer online discounts.

your difficulties of discount shopping?

100 responses

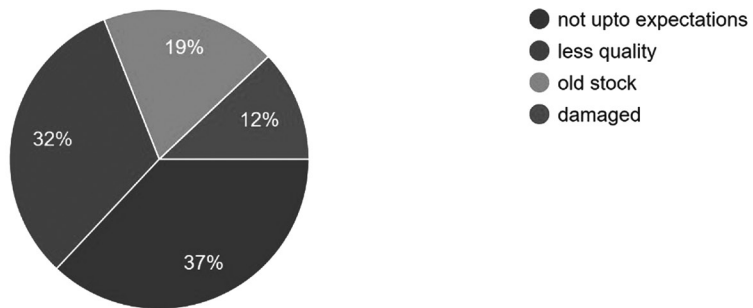


Fig 3: Difficulties of Discount Purchases

INTERPRETATION

From the above, 37% of respondents do not meet their expectations in case of discount shopping.

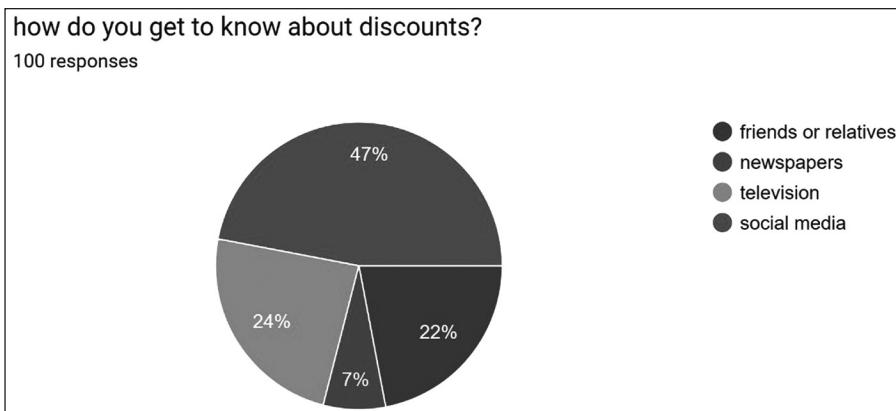


Figure 4: Source of Information About Discounts

INTERPRETATION

With regard to the question, 47% of respondents rely on social media as source of information about discounts

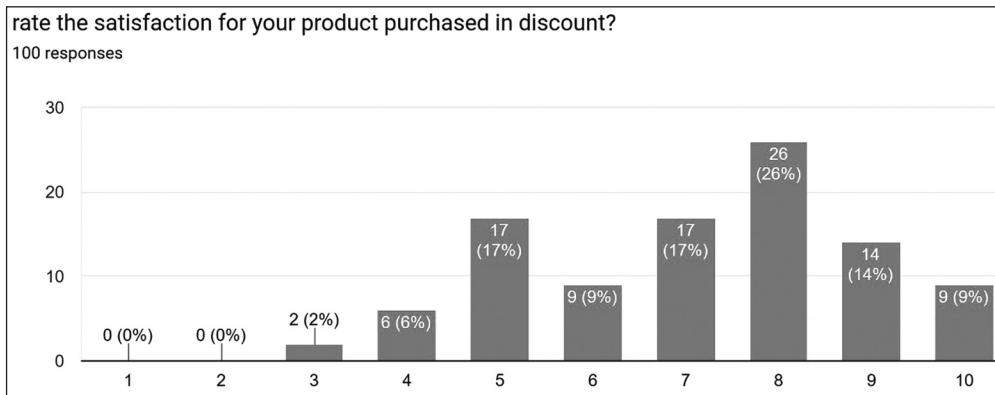


Fig 5: Overall Satisfaction Rate of Consumers (Out of 10)

INTERPRETATION

Concerning the question, the study concluded that the consumers are fairly satisfied with discount shopping as 26% of respondents gave a rating of 8 out of 10 for discount purchases.

CHI-SQUARE TEST

Association Between Age and Most Preferred Product By Consumers When Discount Is Applied

H0: There is no significant association between Gender and preferred product by consumers when discount is applied.

H1: There is a significant association between Gender and preferred product by consumers when the discount is applied.

Table 2: Showing Cross-Tabs Between Gender and Most Preferred Product By Consumer when Discounts are Applied

Gender	Food Items	Clothes	Footwear	Accessories	Electronics	Provisions	Total
Male	1	8	2	0	6	1	18
Female	16	48	2	6	2	8	82
Total	17	56	4	6	8	9	100

Table 3: Showing Chi-Square Between Gender and Most Preferred Product By Consumers when Discounts are Applied

Independent Variable	D.f.	Chi-Square Values	Asymp. Sig	Inference
Gender	5	0.001	<0.001	Significant

INTERPRETATION

Since the calculated value is less than 0.05 at 5% level of significance, the Null Hypothesis is rejected and the Alternative Hypothesis is accepted. So, there was a Significant Association between Gender and the most preferred product by consumers when discounts are applied.

CHI-SQUARE TEST

Association Between Monthly Income and Reasons for Choosing Discount Products

H0: There is no significant difference between monthly income and reasons for choosing discount products.

H1: There is a significant difference between monthly income and reasons for choosing discount products.

Table 4: Showing Cross Tabs Between Monthly Income and Reasons for Choosing Discount Products

Income Level	Cheap	Quality	Quantity	Usefulness	Total
Below Rs.10000	8	9	5	7	29
Rs.10000 - 25000	15	12	5	10	42
Rs.25000 -50000	9	6	1	7	23
Above Rs.50000	1	0	2	3	6
Total	33	27	13	27	100

Table 5: Showing Chi-Square Test Between Income Level and Reasons for Choosing Discount Products

Independent Variable	D.f.	Chi-Square Variable	Asymp. Sig	Inference
Monthly Income	9	0.001	0.521	Not significant

INTERPRETATION

Since the calculated value (0.521) is greater than 0.05 at 5% level of significance, Null Hypothesis is accepted. So, there is no significant association between monthly income and reasons for choosing discount products.

CONCLUSION

The study showed a positive relationship between gender and preferred products. In the modern world, people consume infinite number of products every day. Irrespective of class and income level, all individuals have attraction towards discounts. “MORE DISCOUNT MORE SATISFACTION”. This quote suits every consumer. The finding showed that people deriving benefits from discounts as it makes the product cheaper and it was also found that people are also sometimes not satisfied on discount purchases as it does not meet their complete expectation on products. It is also very clear that respondents prefer discount on clothes over others. The research also provides some suggestions for business to check upon their quality control and standard to increase its sale volume and to attract new customers.

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FOOD SYSTEM OF INDUS VALLEY PEOPLE – FROM KNOWN TO UNKNOWN FACTS

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ABSTRACT

The purpose of this paper is to explore the culinary traditions of the Indus Valley Civilization, as well as examine the remarkable phenomena that took place within the region. Through ongoing excavation efforts, greater insight has been gained into the economic, theological, social, cultural, political, scientific, and artistic aspects of this civilization. This paper delves into these various topics with a particular focus on the culinary practices of the Indus Valley people. Additionally, the rich history and documentation of this civilization will be considered.

***Key words:** Diversity, planned cities, Granaries, Great Bath, Pashupati Seal, wheat, barley, marine fish.*

INTRODUCTION

Food plays a crucial role in defining human civilization, acting as a cultural reflection that incorporates diverse traditions and histories. India's status as the world's second most populous country and seventh largest in terms of land area provides a backdrop for its rich assortment of climates, soil types, ethnicities, religions, linguistic groups, social classes, customs, and cuisines. Cuisine enjoys a preeminent position in India's cultural landscape. Indian food distinguishes itself from other culinary traditions, not solely in its flavor profile, but also in its cooking techniques. Food culture is intrinsically linked to variables such as climate, land, and natural resources, which influence what can be grown in a particular region. India's food system underscores the significance of consuming produce "in season," such as local greens and mangoes during the summer, and winter root vegetables when temperate climates prevail. This practice stems from a belief that locally-grown produce is more flavorful, nutritious, and potent. Thus, the food system has an enormous socio-economic and cultural impact on Indian society. The Indus Valley Civilization, which emerged around 2500 BC, is regarded as one of the most significant civilizations of the world alongside the Mesopotamian, Egyptian, and Chinese civilizations. Therefore, this research paper will delve into the food system of the Indus people by analyzing a recent historical study.

INDUS VALLEY CIVILIZATION

Sir John Marshall, Director General of Archaeology, discovered the Indus Valley Civilization in 1924, while R.D. Banerjee and R.B. Dayaram Sahni respectively uncovered Mohenjodaro in 1922 and Harappa. Sir John Marshall's three notable books revealed compelling insights into the social, economic, and cultural conditions of this era. Harappa and Mohenjodaro are considered the most prominent cities of this civilization, hence its name. It was geographically dispersed across Punjab, Sindh, Baluchistan, Rajasthan, Gujarat, and Western Uttar Pradesh, spanning from Mandu (Jammu) in the north to Daimabad (Ahmednagar, Maharashtra) in the south, and Sutkagengor (in Baluchistan) in the west to Alamgirpur (Western UP) in the east. Even settlements in Afghanistan and Turkmenistan were discovered.

FEATURES OF INDUS VALLEY CIVILIZATION

The Indus Valley Civilization, an ancient prehistoric culture, has left an indelible legacy through their world-renowned planned towns. These cities were planned with right-angle street intersections and grid designs, showcasing impressive sophistication and development unrivaled by other modern societies. The towns featured wide roadways, some measuring 10.5 meters in width, which archaeologists believe indicate market activities. Burnt bricks were used to pave the roads to accommodate ox carts. In addition to the granaries, two-storied houses, and closed drainage lines, the cities boasted an excellent wastewater management system, weights for measurements, and a variety of everyday objects such as toys, pots, and seals. The rectangular grid pattern of the towns featured main streets running North-South and secondary streets East-West, intersecting at right angles. The civilization had an active trading system with the Sumerians, producing metal products, including copper, brass, tin, and lead, but not iron. Jewelries like bangles, earrings, finger rings, necklaces, and armlets featuring crimson pottery with black designs, as well as magnificent statues and seals, provide fascinating insights into their fine arts. The Indus Valley Civilization was noted for its reverence for both male and feminine deities, as revealed by the discovery of the Pashupati seal featuring a three-eyed person, as well as the Ling and yoni symbols. The absence of temples and mansions amidst the towns underlines the civilization's unique character.

FOOD SYSTEM OF INDUS PEOPLE

During the Indus civilization, agriculture was the dominant occupation and the people primarily consumed vegetables, fruits, and meats. Lentils, peas, chickpeas, green gram, and black gram were grown in the Harappa region, while wheat and barley were their main food sources. These grains were likely used to make bread, gruel or porridge by cooking them in water. Broomcorn millet was also cultivated in certain regions, including Gujarat, and wild rice was fed to their animals. A variety of fruits, vegetables, and spices, such as brassica, brown mustard greens, coriander, dates, jujube, walnuts, grapes, and figs were consumed. While other foods like mango, okra, sugarcane, garlic, turmeric, ginger, cumin, and cinnamon may have been locally available, there is insufficient evidence to support this claim. Sesame was cultivated for its oil, while fish and shellfish were consumed from rivers, lakes, and the sea. Harappans enjoyed raw, dried, and salted fish, including marine fish like jack and catfish, which were discovered at Harappa, located inland.

The Harappan homes featured a kitchen that opened into the courtyard, complete with a hearth or fireplace constructed of brick. Cooking was done using pottery vessels of various sizes, and the more affluent residents utilized metal implements as well. Interestingly, the grinding of grain in contemporary India still involves the use of large, circular stone slabs made of granite. These

same types of grinding stones were discovered in both Mohenjodaro and Harappa, indicating the long-standing nature of our culinary traditions. Additionally, tandoori ovens, used for baking, were uncovered at both Mohenjodaro and Lothal, mirroring the practices of the modern-day Punjab region. Historical records suggest that numerous fruits were consumed by the people of the Indus Valley cities, including lemons, melons, dates, pomegranates, and even bananas.

FINDINGS OF THE RECENT STUDY

Recent research indicates that the inhabitants of the Indus Valley civilization consumed a diet consisting of various animal products, including pig, buffalo, sheep, and goat flesh. The study “Lipid residues in pottery from the Indus Civilization in northwest India” explored the lipid residues present in pottery from Harappan sites to gain insights into the dietary habits of the people. The research revealed that the people favored beef consumption and the consumption of meat in general. The study further indicates that the preference for beef consumption is evident in the high numbers of cattle bones found, accounting for 50% to 60% of the bones discovered, and 90% of the cattle were kept alive for dairying production. Additionally, the research found that the Indus Valley civilization consumed other domestic and wild mammals, birds, reptiles, riverine fish, and mollusks. The study provides chemical evidence of the cooking of milk products, meat, and plant mixtures in pottery vessels. Overall, the research highlights the significance of animal products, including dairy and meat, in the diet of the rural and urban settlements of the Indus Valley civilization in northwest India.

CONCLUSION

A great diversity of food traditions exists across the country and the social role of food is well-recognized. There is new evidence that the people of the Indus Valley civilisation had a mixed diet, with meals possibly including pig, buffalo, sheep and goat meat. Prior to the scientific investigation of food system of Indus which gives the information that during the period people consumed mostly vegetables, fruits and a variety of cereals and pulses and meats. Yet, the recent study clearly proves that meat was the major dominated food of the Indus people. Hence, the food system of the Indus people throws a new light on cultural history of India.

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COMPARATIVE STUDY OF DINE-IN AND TAKE-AWAY OF FOOD ITEMS AFTER COVID-19

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ABSTRACT

Cloud kitchen got popular during the pandemic period due to people fear of virus spread. However after the pandemic scenario is different, people prefer dine in than take-away. Dine-in solves two purposes, one is food carving and another one is outing with family and friend. The survey was taken among various age group people to know what they prefer after the pandemic situation. The objectives of the research paper are to study comparative of dine-in and take-away of food item. Hence, the researcher has tried to capture the people's opinion after covid-19 pandemic. For the research purpose, the study was conducted with a help of structured questionnaire. Questionnaire was circulated in Chennai city. Data were collected from 50 respondents via online through G-Form. The entire questionnaires were accepted and data were analysed by percentage analysis method. The collected data was tabulated and analyzed using percentage analysis. The study concluded that people prefer dine-In more than take-away due to various advantages attached with that.

Key words: *Dine-in and take-away, food item.*

INTRODUCTION

The study was conducted to analyse the people's preference of dine- in and take-away of food item after covid-19. Cloud kitchen got popular during the pandemic period due to people fear of virus spread. However after the pandemic scenario is different, people prefer dine-in than take-away. Dine-in solves two purpose, one food carving and another one is outing with family and friend. Cloud kitchen concept came from take away, many people started buying food from restaurant and brought back to home and have the food. Because of that many restaurant thought there is no need for sit-up areas in the restaurant only kitchen is sufficient. Due to this they can reduce the rent and expenses related to maintenance of the sit-up areas. During pandemic take-away was increased so many restaurant restricted the business area with one kitchen and reception for billing and delivery.

Dine-In concept is the traditional one, people comes to the restaurant, order food from the menu card and enjoy their food at restaurant itself. After the pandemic people tempt to out so they started the traditional way of having food outside by dine-In at their favourite restaurant. This research paper concentrates on key factors, why people prefer to have food by dine-in option.

REVIEW OF LITERATURE

Jina Jang, Eunjing lee, et al (2022) said in the research paper that changes in perception related to food items before and after the covid-19 crisis. In 2019, the author found that some of the words that are frequently used were famous restaurant, dish, dinning out, dish, delicious and family order”. But the same thing changed in 2021 as deliver, Covid-19, delivery, family and order. The author concluded that in the pre-covid-19 pandemic era, it was found that there is an increase in trend towards negative emotions and weakening trend towards the positive emotions.

Cristina Gonzalez-Monroy, Irene Gomez-Gomez, et al (2021) analysed the eating behavioural changes during the pandemic of Covid-19 by the way of comparing the behaviour of eating before and after the Covid-19 outbreak. The study concluded that to improve proper nutrition, the eating behaviour during a state of alarm to be developed but at the same time a benchmark for future directions could also be established.

Belinda Lemini Kunde, Ingu-Britt Morgan, et al (2022) said in the research paper that in covid-19pandemic, in relation to the industries of restaurant, the consumer behaviour has been adjusted accordingly, Restaurants faced a huge loss during the pandemic period. The author analysed a research paper about the exploration of restaurants during the pandemic period, specially analysed their manager and consumer behaviour in the restaurant. The author concluded that such an event should happen again, as well as their unconscious decisions with such predicaments.

SCOPE OF THE STUDY

The study was conducted based on the comparative of din- in and take-away of food items to identify the situation after covid-19.

OBJECTIVES OF THE STUDY

1. To determine the majority of dine- in and take- away of food items before and after covid-19.
2. To identify which is better in now-a-days. Dine- in or take-away.
3. To analyze the reason for order in online of food items.

RESEARCH METHODOLOGY

- Research Design : Exploratory research
- Sample Design : Convenience sampling
- Sample size : 50 Respondents
- Period of Study : 15 days
- Data collection
 - ▶ Primary data – Structured questionnaire
 - ▶ Secondary data – Journals and website

DATA AND SAMPLE COLLECTION

The data collection process for the research was done through the collection of primary data and secondary data. The data collected was analysed and interpreted with certain results. Due to the limitation of time and scope of the study the number of respondents from which the data was collected is 50.

TOOLS OF ANALYSIS

- Percentage analysis

LIMITATIONS OF THE STUDY

- Time was the major constraint for the study.
- The sample size was restricted to 50 respondents
- The study was purely based on pandemic situation.

ANALYSIS AND INTERPRETATION OF DATA

Table 1: Gender

Gender	No. of. Respondents	Percentage
Male	26	52%
Female	24	48%
Total	50	100%

Source: Primary data – Questionnaire

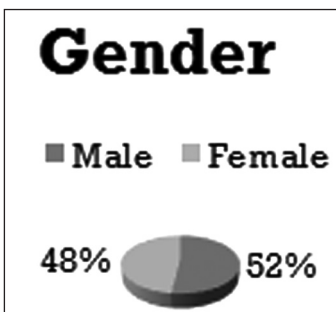


Chart 1: Gender

Inference: From the above mentioned table and chart it is inferred that 50% of respondents received were male respondents are more compared to female. There are 52% male and 48% female.

Table 2: Age Group

Age	No. of. Respondents	Percentage
Below 20	27	54%
20 - 30	20	40%
Above 30	3	6%
Total	50	100%

Source: Primary data – Questionnaire

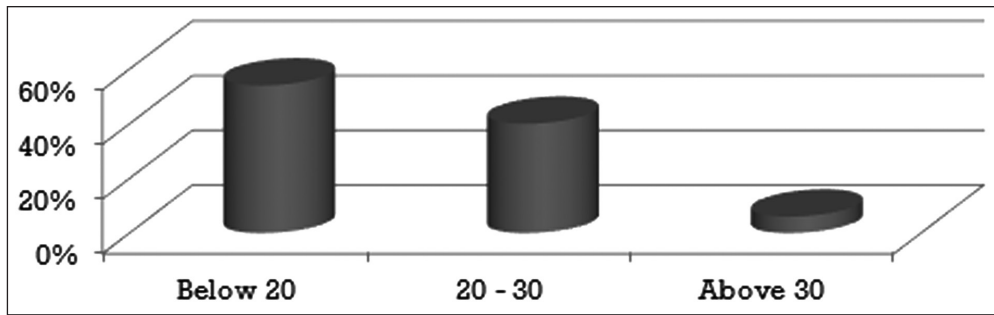


Chart 2: Age Group

Inference: From the above mentioned table and chart it is inferred that 50% of respondents received were below 20 age group is more than others. The respondents are received from three age groups were below 20, 20 – 30 and above 30.

Table 3: Preference

What did you prefer mostly?	No. of. respondents	Percentage
Dine in	29	58%
Take away	21	42%
Total	50	100%

Source: Primary data – Questionnaire

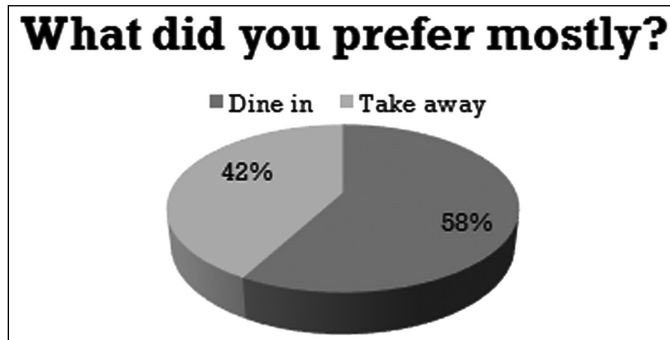


Chart 3: Preference

Inference: From the above mentioned table and chart it is inferred that the most of the people prefer take away the food than dine-in. There are 58% people were prefer dine in and 42% people prefer to take-away.

Table 4: Preference Over Dine In after Covid-19

Did you prefer dine- in after Covid?	No. of. respondents	Percentage
Yes	30	60%
No	20	40%
Total	50	100%

Source: Primary data - Questionnaire

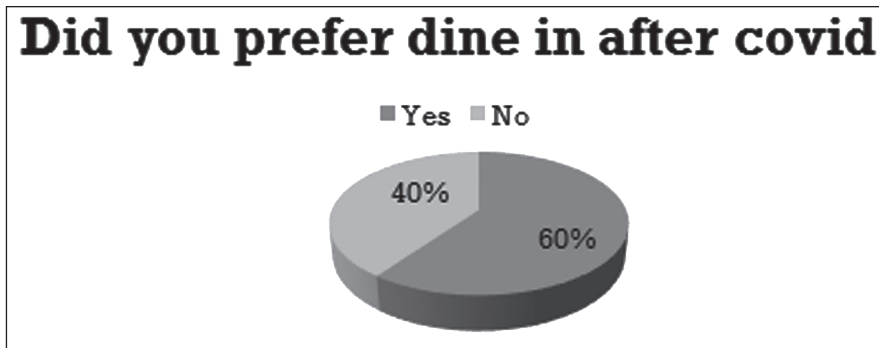


Chart 4: Preference Over Dine In After Covid-19

Inference: From the above mentioned table and chart it is inferred that 60% of people were prefer dine- in after covid-19 pandemic and 40% people didn't prefer dine- in after covid-19 pandemic.

Table 5: Take Away Over Dine In

Is take away is better than dine in	No. of. Respondents	Percentage
Yes	33	65%
No	17	35%
Total	50	100%

Source: Primary data - Questionnaire

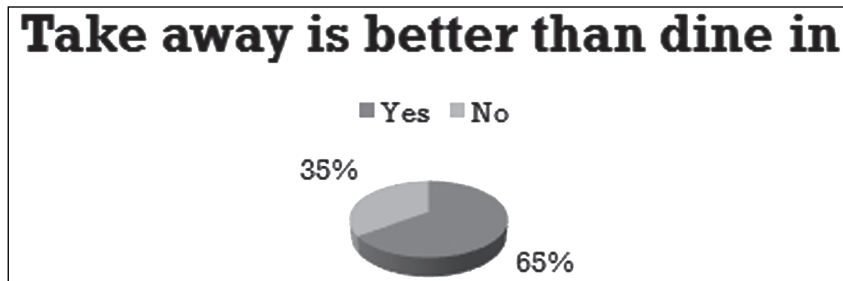


Chart 5: Take Away Over Dine In

Inference: From the above mentioned table and chart it is inferred that 65% of people were prefer take away than dine- in. 35% people didn't prefer that.

Table 6: Benefit In Dine In

Benefit in Dine In	No. of. Respondents	Percentage
Family outing	36	72%
Authentic cuisine experience	14	28%
Total	50	100%

Source: Primary data - Questionnaire

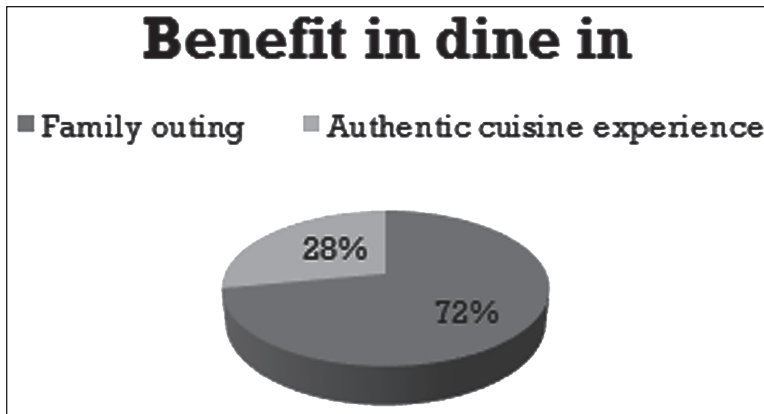


Chart 6: Benefit In Dine In

Inference: From the above mentioned table and chart it is inferred that family outing is more than authentic cuisine experience. The benefit of dine-in is family outing. 72% is family outing while 28% is authentic cuisine experience.

Table 7: Difference Between Dine In and Take Away

Major Difference Between Dine In and Take Away	No. of. Respondents	Percentage
Yes	42	84%
No	8	16%
Total	50	100%

Source: Primary data – Questionnaire

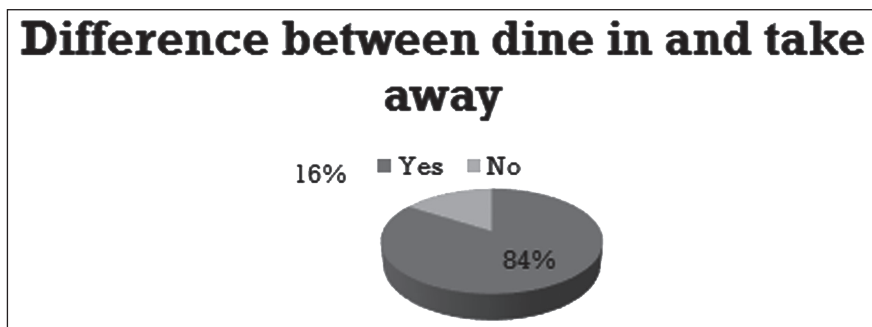


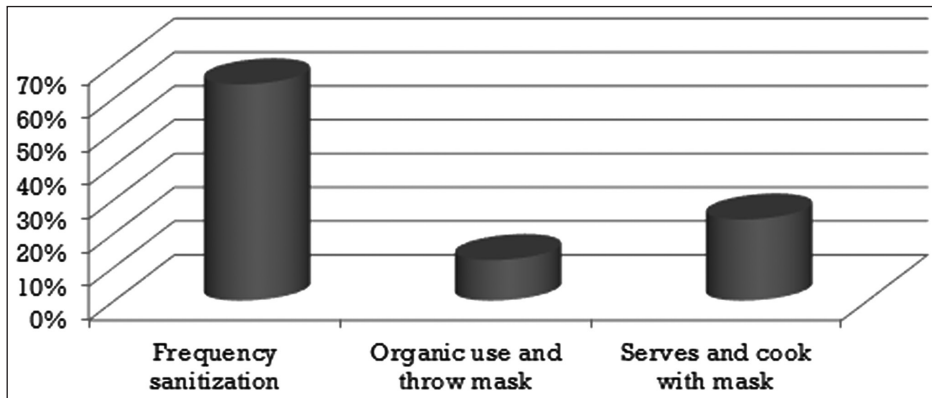
Chart 7: Difference Between Dine In and Take Away

Inference: From the above mentioned table and chart it is inferred that 84% people answered there is a difference between dine-in and take-away.

Table no.8 Post Pandemic Feedback for Dine In

Post pandemic feedback for Dine In	No. of. Respondents	Percentage
Frequency sanitization	32	64%
Organic use and throw mask	6	12%
Serves and cook with mask	12	24%
Total	50	100%

Source: Primary data - Questionnaire

**Chart 8: Post Pandemic Feedback for Dine In**

Inference: From the above mentioned table and chart it is inferred that frequent sanitization is more than others. 64% is frequent sanitization, 12% is organic use and throw mask and 24% is serves and cook with mask.

Table 9: Reason for Ordering Food Online After Covid-19

Ordering Food Through Online After Covid? Reason	No. of. Respondents	Percentage
Convenience of getting food at doorstep	20	40%
Discount offers	14	28%
Nil	16	32%
Total	50	100%

Source: Primary data - Questionnaire

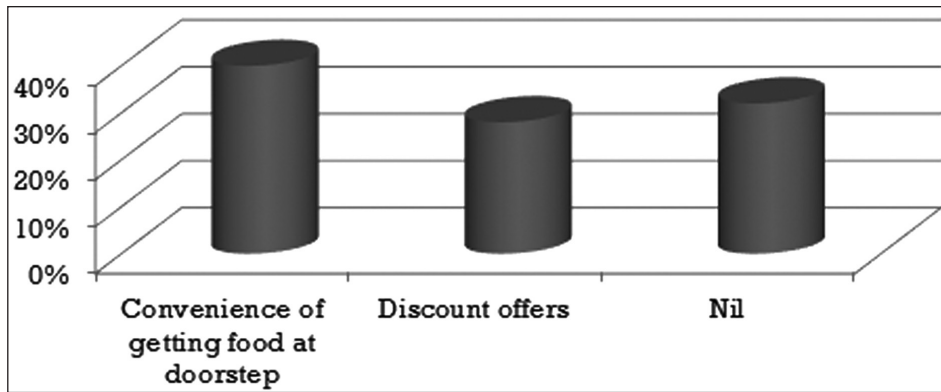


Chart 9: Reason for Ordering Food Online After Covid-19

Inference: From the above mentioned table and chart it is inferred that convenience of getting food at doorstep is more than others. 40% is convenience of getting food at doorstep, 28% is discount offers and 32% is nil.

FINDINGS

1. 58% of the people prefer dine-in.
2. 72% people considered dine in as family outing
3. 64% people answered frequent sanitization in important in post pandemic situation.

SUGGESTIONS

- Post pandemic situation restaurants are suggested to serves and cook with mask, organic use and throw mask.
- Family outing through dine-in is the most important to spend time with family and friends.

CONCLUSION

The purpose of this research was to identify the preference for dine-in and take-away food items after covid-19. Based on the analysis it is concluded that most of the people were willing to dine-in. The reasons are, that they prefer family outings and to experience various cuisines. So they did not prefer to do take-away food. Other than the above major two reasons dine-in gives more advantages like having food as hot and fresh, no need to transfer the food in plastic containers for packing, if they need extra items they can order straight away in the restaurant during dine-in. Hence the majority of the people prefer dine-in.

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FACTORS INFLUENCING JOB SATISFACTION OF WORKERS IN GLOBAL LEATHERS PRIVATE LIMITED

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ABSTRACT

Employee satisfaction is one of the major elements that an organization has to consider. Employee Satisfaction is the joy or pleasure of working and it is the sense of accomplishment after having done a job in a flawless manner. Various types of research have been conducted previously focusing on employee satisfaction relating to public and private sectors. However, the research framework conducted in this study is to focus on the workers in the factories and the factors that motivate them which, in the end, helps to get satisfied with their jobs. Quantitative factors such as bonuses, and incentives and qualitative factors such as employer-employee relationship, words of appreciation, etc were considered and from the results, it can be concluded that quantitative factors paved a major role in motivating the workers rather than qualitative factors.

Key words: *Employee satisfaction, wages, bonus, employee relationship, word of appreciation, qualitative and quantitative factors.*

INTRODUCTION

The concept of employee satisfaction began in the 18th century but during the great depression in the 1930's the importance of employee satisfaction was highly recognized. Due to huge unemployment and mass economic downturn in the entire world, there was a desperate need to satisfy the existing employees. As industries emerge and grow, there is an increased need for employee satisfaction as it is important for the company to satisfy the employee to increase the productivity in the organisation

which ultimately create more profits. There are several factors that contribute to the job satisfaction of the employees and having a deep understanding of those factors will help the organization to focus on both the employees as well as the company as a whole.

According to this research, the factors that determine the level of satisfaction of workers can be divided into two factors namely quantitative and qualitative factors. Factors like a bonus, incentives, salary increments, and paid holidays can be termed quantitative factors and other factors such as word of appreciation, effective leadership, employer-employee relationship, and work environment can be termed qualitative factors. An employee requires both factors to attain motivation towards the work given but what truly matters is how much of these factors influence them in the long run.

In this research paper, factors such as relation between the employers and the employees, relation among the employees, work atmosphere, work-life balance, wages, bonus and other incentives, management of stress level of the employees, challenges faced by them in the organization and the level of impact it had on them, health and safety measures taken by the company, the policies and procedures and other such non-monetary benefits given by the organization to the workers are considered and a comprehensive study on the same was made.

LITERATURE REVIEW

Barve, B.N. (1999) stated that the motivation of employees is the result of various attitudes possessed by the employees and they are concerned with factors such as work conditions, wages, supervision, evaluation of work, social relations to, job and other similar items. He concluded that trained workers are more satisfied in the job compared to non-trained workers and trained workers are also affected by more stress than that of the non-trained workers. He also claims that there is a negative relationship between job satisfaction and the mental health of workers.

S. Kadar Basha (1992) says that job satisfaction is important for the physical health, mental health and social participation of an employee. He also mentions that Dr. John French states that there is a risk of coronary heart disease expected from job stress. He divided the stress into 8 factors such as conflicts in workplace, overload of work, pressure from superiors, peer pressure, lack of co-ordination, being responsible for others work, having to work for other employers and under skilled jobs. He states that taking care of the mental health of the workers can result in a better working environment and yield more returns.

Siegel (1962), in the study, concludes that all the results may be grouped under two headings on the basis of their pertinence to factors (i) intrinsic or (ii) extrinsic to the job itself. Factors intrinsic to job include pay, job security, participation and personal recognition, hours and working conditions and occupational status. Among factors extrinsic to job are perceptions of supervision, sex, age, level of intelligence, job experience and personal adjustment. Job satisfaction in office and factory workers is not related to extraversion and negatively related to mental health.

Blum and Naylor (1968) view that an attitude is not job satisfaction though it may contribute to job satisfaction since the latter is comprised of a number of attitudes. Some studies have dealt only with attitudes on some specific job factors but have been called job satisfaction studies. An attitude is not job satisfaction though it contributes to job satisfaction. An attitude of an employee is considered as a readiness to act in one way rather than another in connection to specific factors related to job.

Vroom (1964) has done an excellent job of examining the relationship between Job Satisfaction and various aspects of job behaviour and summarised his findings. Vroom categorized studies in terms of which job behaviours are correlated with Job Satisfaction. Specifically he grouped them into studies of turnover, absenteeism, accidents and job performance.

OBJECTIVE

The objectives of this study are;

- To understand the factors that affects the level of satisfaction of the employees of global leathers private limited.
- To identify how much each of the factors contribute to the overall level of satisfaction of the employees.
- To analyse the relationship between work atmosphere and job satisfaction and between these two factors.

DATA AND METHODOLOGY

The data was collected from 100 workers from factories surrounding Medavakkam, Tambaram. The questionnaire was divided into two parts and the first part consisted of 5 questions related to the demographic details of the workers and the second part consisted of 15 questions related to their factors that contributed to their level of motivation such as employee engagement, training, interpersonal relationship, health and safety and job satisfaction. The samples were collected from two leather manufacturing and exporting factory and random sampling was used to derive the results. 50 workers were chosen in random from each company and a total of 100 workers were chosen.

RESULTS AND DISCUSSION

Table 1 shows the sources of sample collected and it can be seen that 50 workers from each company was chosen at random.

Table 1: Distribution of Sample

S.No	No. of Workers	Sample
1	500+	50
2	200+	50
Total Sample		100

Table 2 shows the demographic characteristics of the respondents

Table 2: Demographic Characteristics

Qualification	Frequency	Percent
Below 10th	30	30
10th – 12th	59	59
Graduates	8	8
Diploma	3	3
Marital Status	Frequency	Percent
Married	38	38
unmarried	62	62
Age	Frequency	Percent

18 and below	13	13
19-30	49	49
30-45	32	32
45 and above	6	6

Form the above table, it can be inferred that 30% of the workers are having an educational qualification of below 10th and 59% are from 10th – 12th. 8% have done their graduation and 3% of them have done their diploma. 38% of the workers are married whereas the rest 62% are unmarried. 13% of workers are 18 and below, 49% are between the age group 19 and 30, 32% of them are in the age group of 30 and 45 and 6% of the workers are from 45 and above.

Table 3 and 4 shows the employee engagement with the management and their peers respectively.

Table 3: Employer-Employee Relation

Response	Frequency	Percent
Good	66	66
Not sure	23	23
bad	11	11
Total	100	100

Table 4: Employee-Employee Relation

Response	Frequency	Percent
Good	32	32
Not sure	51	51
bad	17	17
Total	100	100

From table 3, it can be seen that out of 100 workers, 66% of them claim that there is a good level of employer-employee relationship whereas 11% claim the opposite. From table 4, it can be seen that out of 100 workers, only 32% of them claim that there is a good relationship among the employees whereas 51% are not sure about the results and 17% disagree to the statement. It is found that interpersonal relationships play an important role in the satisfaction levels of workers as workers with better interpersonal relationship claims to be more satisfied than the rest.

Table 5: Work Atmosphere

Response	Frequency	Percent
Strongly agree	19	19
Agree	41	41
Neutral	9	9
Disagree	26	26
Strongly disagree	5	5
Total	100	100

From the table above it can be seen that 60% of the workers agree that work atmosphere serves as a factor for determining the level of satisfaction of the workers whereas 31% of them disagree. It can be said that work atmosphere is necessary to know the employee satisfaction with majority of workers agreeing to it.

Table 6: Work-Life Balance

Response	Frequency	Percent
Strongly agree	15	15
Agree	12	12
Neutral	24	24
Disagree	20	20
Strongly disagree	29	29
Total	100	100

In table it can be seen that 49% of the workers disagree that work-life balance plays an important role in determining the level of satisfaction whereas 27% of them agree to that and 24% of them are neutral about the statement. Even though a considerable number of workers are neutral about the statement, it can be concluded that work-life balance does not contribute to the workers satisfaction related to the job as the majority of the workers disagree with the statement.

Table 7: Wages

Response	Frequency	Percent
Yes	100	100
Not sure	0	0
no	0	0
Total	100	100

From table 7 it can be inferred that all the workers agree to the fact that wages are one of the major factors for determining the employee's satisfaction. From the research conducted among 100 workers, it was also found that 67% feel unsatisfied with their wages and feel that they're underpaid. The organisation must focus on the workers' wages to increase productivity.

Table 8: Bonus and Incentives

Response	Frequency	Percent
Yes	89	89
Not sure	8	8
no	3	3
Total	100	100

Table:9 Bonus And Incentives

Response	Frequency	Percent
Highly satisfied	23	23
Satisfied	12	12

Neutral	31	31
Dissatisfied	27	27
Highly dissatisfied	7	7
TOTAL	100	100

From table 8, it can be seen that 89% of workers agree that incentives and bonuses lead to satisfaction of them whereas 11% disagree to it. In table 9, it can be seen that 35% of the workers feels satisfied with the bonus given by the company whereas 34% disagree to it and 39% workers feel neutral about the statement. since majority of the workers (89%) claim that bonus determines the level of satisfaction, the statement is agreed.

Table 10: Stress Levels

Response	Frequency	Percent
Definitely not	0	0
Probably not	0	0
May/may not	4	4
Probably yes	18	18
Definitely yes	78	78
Total	100	100

Based on the above findings, it can be concluded that 96% of the workers agree that stress levels play a crucial role in determining the employees' level of satisfaction and it has an inverse relationship with the level of satisfaction. Higher the stress level, lower will be the level of satisfaction and vice versa.

Table 11: Challenges

Response	Frequency	Percent
Yes	31	31
Neutral	32	32
No	37	37
Total	100	100

From table 11, it can be inferred that 37% workers feel that challenges do not have an impact on the employee satisfaction and 32% of the workers are not sure about the results and 31% agree to the above sentence. From that, it can be concluded that challenges in the work does not relate to job satisfaction.

Table 12: Health and Safety

Response	Clarity	Importance	Certification	Checkup	First Aid
Yes	80	78	50	46	100
No	20	22	50	54	0
Total	100	100	100	100	100

From the above table, it can be concluded that 88.5% of the workers claim that their workplace has proper health and safety measures and proves that it motivates them as it gives them a feeling of safety and security.

Table 13: Fair Policies and Procedures

Response	Frequency	Percent
Yes	31	31
Neutral	32	32
No	37	37
Total	100	100

31% of workers agree that the company follows fair policies and procedures whereas 37% of them disagree to that. Significant number of workers agree that there is no direct relationship between policies and employee satisfaction. Hence, it can be concluded that there is no significant relation between the both variables.

Table 14: Other Non-Monetary Benefits

Response	Word of Appreciation	Flexible Working Hours	Other Rewards
Yes	84	23	76
No	16	77	24
Total	100	100	100

From table 14, it can be found that 61% of the workers agree that other non-monetary benefits such as word of appreciation, flexible working hours, etc contributes to the job satisfaction whereas 39% of them disagree to it. Since majority of the workers agree to the above statement, it can be concluded that non-monetary benefits do affect the employees' level of satisfaction.

CORRELATIONS

		work_atmosphere	employee_satisfaction
work_atmosphere	Pearson Correlation	1	.914**
	Sig. (2-tailed)		.000
	N	100	100
employee_satisfaction	Pearson Correlation	.914**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

From the above table, it can be seen that there is a positive relationship between work atmosphere and employee satisfaction as the level of correlation is between zero and one. Hence it can be said that it is highly correlated.

CONCLUSION

The findings of the study contribute by the way of helping the organization in understanding the various factors that affect employee satisfaction and help the management to have a better knowledge about the qualitative and quantitative needs of the workers to achieve the level of satisfaction. From the above findings, the conclusions arrived are;

- There is a positive level of correlation between the work atmosphere and employee satisfaction which concludes that the work atmosphere has a direct impact on employee satisfaction.
- Both employer-employee and employee-employee relationship plays an important role for the workers in the organization.
- All the workers agree that quantitative factors such as monetary benefits are a high source of motivation.

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DEVIATION IN LEARNING BEFORE AND AFTER COVID-19 (A STUDY WITH SPECIFIC REFERENCE TO STUDENTS IN CHROMEPET REGION)

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ABSTRACT

The Covid-19 pandemic has caused abrupt and profound changes around the world. This is the worst shock to education system in decades, with the longest school closures combined with looming recession. It's not enough for schools to simply reopen their doors after Covid-19. Students will need tailored and sustained supports to them readjust and catch up after the pandemic. Suspension of face-to-face instruction in schools during the Covid-19 pandemic has lead to concerns about consequences for students learning. In this survey, the respondents prefer that the offline mode is best than the online mode classes because during online class the students get distractions and deviated in learning.

Key words: Covid-19, Education system, Students.

INTRODUCTION

The Covid-19 has affected the education system in the world. All the education institutions were closed to keep social distancing. In India, the educational institutions were closed for more than a year and the students learned through online class from their home. The pandemic has affected 90% of the learners. During that time, many students affected by Covid-19, get lazy of listening of online class and get deviated into some other social media apps and get addicted to it. After Covid-19 it would be followed they went to offline classes but the distraction in learning is still there. It affected their academic performance; usage of mobile phone is increased among students.

SCOPE OF THE STUDY

This study is based upon the deviation in learning during Covid-19 among the students in and around Chennai and identifies the distractions in learning.

OBJECTIVES OF THE STUDY

- To analyze the deviation in learning before and after Covid-19.
- To provide meaningful suggestion to reduce the usage of mobile phone among students.

LIMITATIONS OF THE STUDY

- The major limitations for the study is time
- The sample size consists of 50 respondents only
- All the respondents were students only
- The survey was taken around the Chennai students only
- Findings of the study are based on the assumptions that the respondents have given correct information

REVIEW OF LITERATURE

- **Anamika Sharma (2021)** conducted an empirical study on evaluating pre and post COVID 19 learner's perception in higher education. The objective of the research paper was to evaluate the learner's perception in higher education in India. The paper also compared the difference between the perception of same set of students in pre and post COVID 19 learning. The data was collected from 366 I year, II semester students from University in Rajasthan using online questionnaire. The collected data was analysed with the help of SPSS. The findings of the study revealed that the average age of respondents was 20.2 years. It was also found that there is a statistically significant difference between the students perception on pre and post learning since the post learning faces lot of deviations than the pre COVID learning.
- **Daniel Opoku (2021)** focused on investigating the distractions towards learning after COVID 19. For the purpose, the researcher sampled 456 learners who returned to school from the pandemic lockdown in order to resume the learning. Data was collected and evaluated using SmartPLS tool for Structural Equation Modeling. The study revealed that the distractions included environmental factors, technological distractions and learning family distraction that had impact on students' learning.

RESEARCH METHODOLOGY

- Research design - Exploratory research and objective in nature
- Sample design – Convenience sampling
- Sample size – 50 respondents
- Period of study – 15 days
- Data collection
 - ▶ Primary data – Structured questionnaire
 - ▶ Secondary data – Journal and websites

TOOLS OF ANALYSIS

Analytical technique is used to obtain findings and arrange information in a logical sequence from the collected data. PERCENTAGE ANALYSIS statistical tools used in the study.

DATA AND SAMPLE COLLECTION

The data collection process for the research was done through the collection of primary data (questionnaire) and secondary data (journals and websites). The required data for the work was collected through a structured questionnaire which was circulated among the people in Chennai city. The data collected was analyzed and interpreted certain results. Due to the limitations of time and scope of the study the number of respondents from which the data collected is 50.

ANALYSIS AND INTERPRETATION OF DATA

Table 1: Gender

Particulars	No .of. Respondents	Percentage
Male	10	20%
Female	40	80%
Total	50	100%

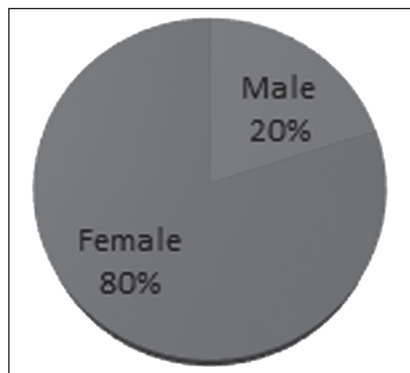


Chart 1: Gender

Inference

From the chart it is inferred that out of 50 samples collected 20% of the respondents are male and other 80% of the respondents are female

Table 2: Age Group

Particulars	No .of. Respondents	Percentage
Below 18 years	11	22%
18-20 years	32	64%
Above 20 years	7	14%
Total	50	100%

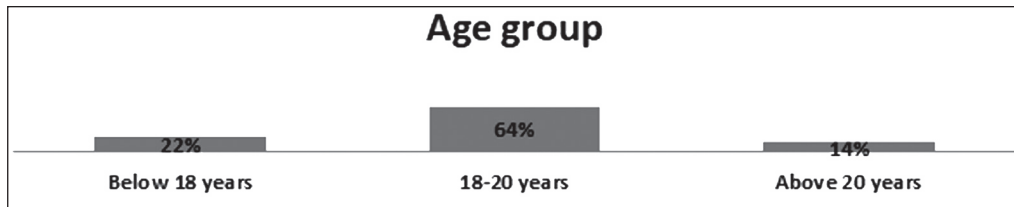


Chart 2: Age Group

Inference

From the chart it is inferred that out of 50 samples collected 22% of the respondents were below the age of 18 years and 64% of the respondents were between 18 -20 years and 14% of the respondents were above 20 year

Table 3: Do You Feel that Learning Before Covid -19 is Best than the Learning After Covid -19

Particulars	No .of. Respondents	Percentage
Agree	19	38%
Neutral	22	44%
Disagree	9	18%
Total	50	100%

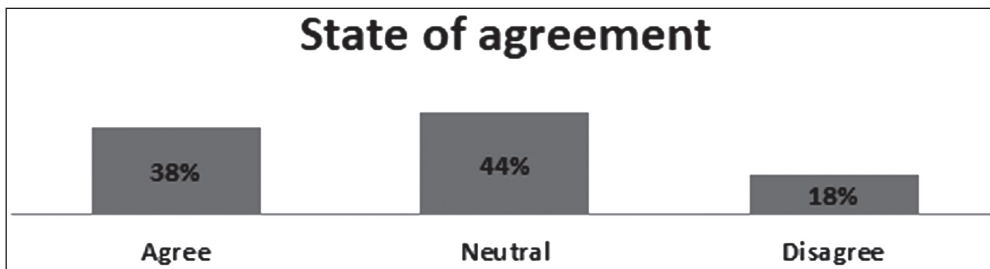


Chart 3: Do You Feel that Learning Before Covid -19 is Best than the Learning After Covid -19

Inference

From 44% of the respondents have said that learning before and after Covid-19 is neutral. Secondly, 38% of the respondents were agreed that learning before Covid-19 is best. Thirdly, 18% of them were disagreed that before Covid-19 is best than the after Covid-19.

Table 4: Academic Performances is Good Before Covid -19 Compared to Now?

Particulars	No .of. Respondents	Percentage
Agree	31	62%
Disagree	19	38%
Total	50	100%

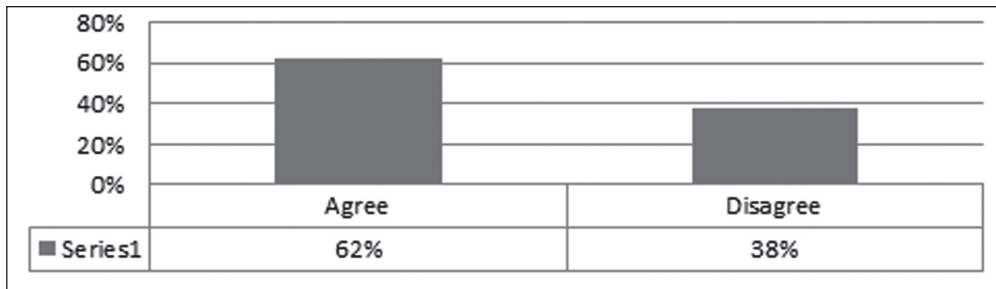


Chart 4: Academic Performances is Good Before Covid -19 Compared to Now?

Inference

From the chart, 62% of the respondents that their academic performance is good before Covid-19 compared to now, and 38% of the respondents disagreed that their academic performance is good before Covid-19.

Table 5: There is More Deviation in Studies After Covid-19

Particulars	No .of. Respondents	Percentage
Yes	33	66%
No	17	34%
Total	50	100%

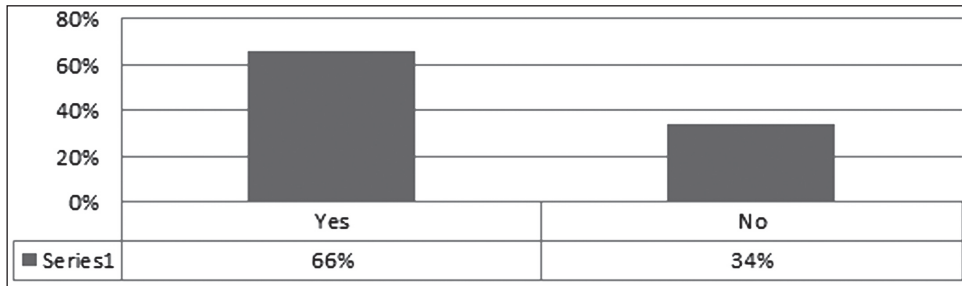


Chart 5: There is More Deviation in Studies After Covid-19

Inference

According to 66% of the respondents, there is more deviation in studies after Covid-19 and 34% of them said that the there is deviation after Covid-19 in learning.

Table 6: The Knowledge of the Students Have Reduced After Covid- 19, You Think that it was the Impact of Online Class

Particulars	No .of. Respondents	Percentage
Agree	42	84%
Disagree	8	16%
Total	50	100%

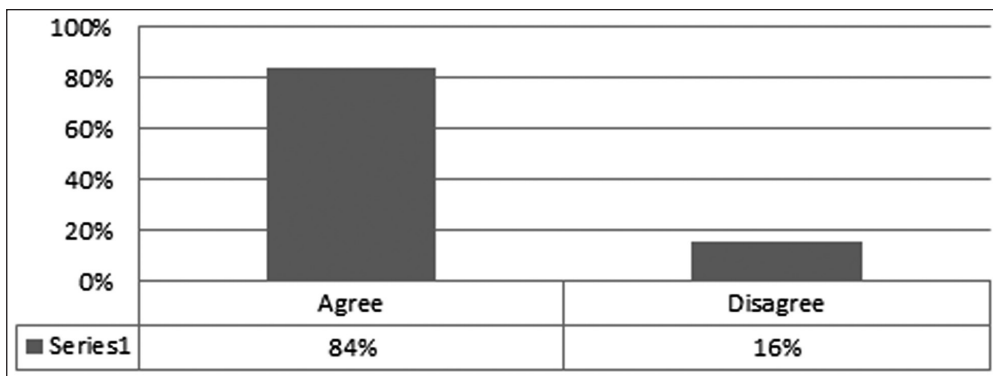


Chart 6: The Knowledge of the Students have Reduced After Covid- 19, You Think that it was the Impact of Online Class

Inference

84% of the respondents agreed that the knowledge of the students have reduced after Covid-19 due to online class. So, it has a high majority. But 16% of the respondents disagreed for this.

Table 7: Which Method of Learning is Easier for You?

Particulars	No .of. Respondents	Percentage
Online mode	6	12%
Offline mode	44	88%
Total	50	100%

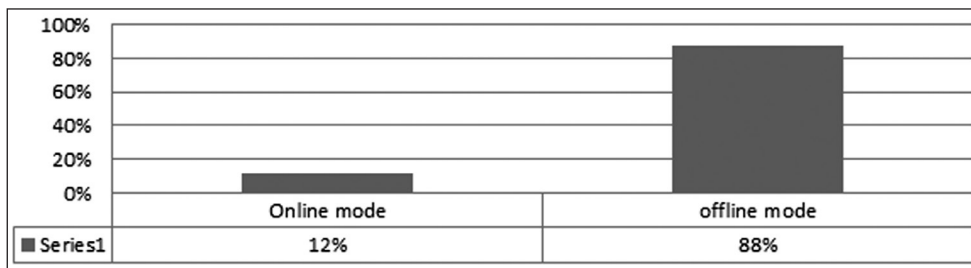


Chart 7: Which Method of Learning is Easier for You?

Inference

Offline mode is the easier method of learning for 88% of the respondent's .But 12% of the respondents said that online mode is easier for them.

Table 8: How Many You Well Concentrated in Online Classes Without Deviation?

Particulars	No .of. Respondents	Percentage
Concentrated well	11	22%
Not concentrated well	39	78%
Total	50	100%

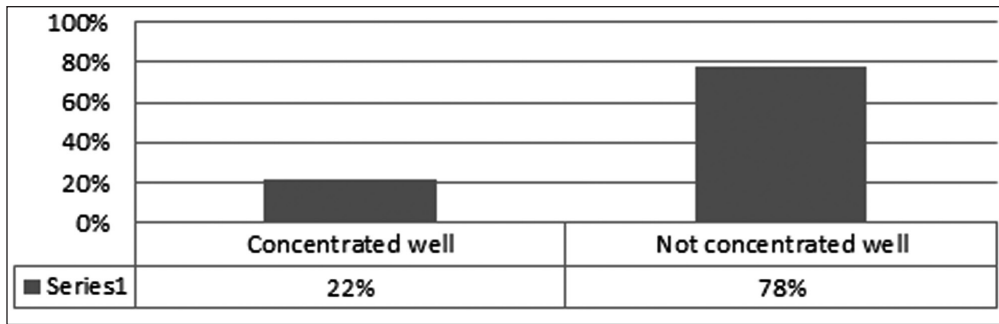


Chart 8: How Many You Well Concentrated in Online Classes Without Deviation?

Inference

From the respondents, 78% of the respondents didn't concentrate well in online class. Only 22% of the respondents have concentrated well in the online class without any deviation.

Table 9: Usages of Social Media By Students has Increased After Covid-19?

Particulars	No .of. Respondents	Percentage
Strongly Agree	47	94%
Strongly Disagree	3	6%
Total	50	100%

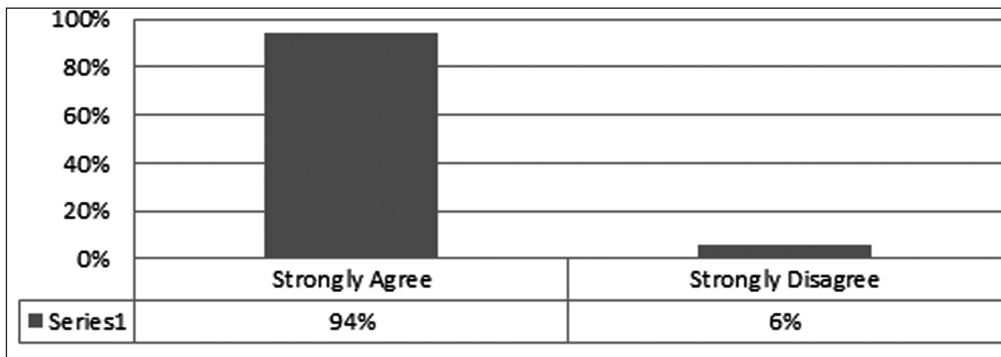


Chart 9: Usages of Social Media By Students has Increased After Covid-19?

Inference

According to 94% of the respondents, the usage of social media by students has increased rapidly after Covid-19. Only 6% of the respondents refused it.

FINDINGS

- 80% of the respondents are female
- 64% of the respondents are 18 – 20 years

- 44% of them feel that deviation in learning before and after Covid-19 is neutral
- 62% of them said that their academic performance is good before Covid-19 compared to now
- 66% of them deviated in learning after Covid-19
- 84% of them feel that their knowledge is reduced due to online class
- 88% of the respondents prefer offline mode class
- 78% of them were not well concentrated in online class during Covid-19
- 98% of them feel that usage of social media by students is increased after Covid-19

SUGGESTION

From this it is suggested to take offline class instead of online class. In unavoidable situations it is preferred to opt for recorded classes as it can be viewed at anytime.

CONCLUSION

From the research, it is concluded that there is more deviation in learning after Covid-19, due to mobile phones. Even many of them agreed that they are unable to concentrate in online classes due to increased usage of social media. Many of the respondents feel easier to learn through offline mode than the online mode. According to them, the knowledge of the students has reduced due to online class. Hence it is suggested to reduce the usage of mobile phone to avoid deviations during learning.

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TAXPAYER'S PERCEPTION TOWARDS THE ADOPTION OF E-FILING IN CHENGALPATTU AND KANCHIPURAM DISTRICTS

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ABSTRACT

E-filing is a powerful instrument that offers important social and economic benefits. It can be distributed to a sizable population of people who invest their liabilities in the government as well as to the government as a potent aid for effective administration. The current research examines how income tax payers perceive e-filing empirically. 50 taxpayers who were specifically chosen for convenience filled out a structured questionnaire to provide the investigation with source data. In order to analyse the respondents' understanding level, satisfaction level, and difficulties, descriptive statistics and factor analysis had been used.ing has provided income filers with the convenience of use, but they are experiencing other issues like website rashes and difficulties with certain functions.

Key words: E-filing, Awareness, Perceptions, Satisfaction, Problems.

INTRODUCTION

The process of bringing up tax forms online using tax preparation software that has been pre-approved by the relevant tax administration is known as electronic filing. It refers to the income tax imposed on an individual or group of individuals (taxpayers) that changes depending on their revenue or earnings (taxable income). (2017) Kumar et al. India has a large e-filing market. The current study sought to understand how individual income taxpayers felt about electronic filing. (2017) Kumar et al. Primary data are being used in the inquiry. Questionnaires are used to examine compliances in order to ascertain the taxpayer's perception, sense of satisfaction, and comprehension of the electronic filing process.

OBJECTIVES OF THE STUDY

1. To know about the demographic profile of the respondents
2. To analyze a factor that affects e-filing among taxpayers.

SCOPE OF THE STUDY

The aim of the current study is to find out how people in the regions of Chengalpattu and Kanchipuram feel about e-filing. This study will assist in identifying the variables that affect how ITR is perceived.

LIMITATIONS

The study period was limited to a month with 50 respondents considered for the study. The final results of the research were declared based on the respondent's opinions so the results may be biased or uneven.

REVIEW OF LITERATURE

Gayathriet al. (2016), the aim of the study was to understand how tax payers felt about submitting their income tax returns electronically. Primary data was collected with the aid of questionnaires to gauge the respondents' level of understanding and satisfaction with e-filing. The study's findings show that respondents filed their taxes electronically to receive their refunds more quickly, while 4% of respondents filed for special cash rebates, and only 7% of respondents claimed that they had no need to file electronically because the rationale for doing so was cognitive stress..

Pantowet al. (2016) The study's goal is to examine the influence of perceived utility, usability, impressionistic factors, and attitudes on the taxpayer's decision to use an e-filing system. They used questionnaires to collect responses from the respondents to the main data they used in their analysis. According to the study's findings, taxpayers will be more likely to embrace the use of the e-filing system as a method of online tax filing if they are aware of its advantages and ease of use, as well as recommendations from others.

Kumar et al. (2014) addressed government officials, policymakers, current and potential taxpayers, e-filing intermediaries, finance software developers, and academics the advantages of electronic tax filing. The research concentrated on the advantages that various social groups gained from the e-filing of income tax returns. The study finds that the Income Tax Department needs to boost some employment possibilities for people and promote e-filing campaigns.

Lambertonyet al. (2014) discovered that taxpayer plans increase tax filing. Practically, the piece focused on the benefits of electronic filing. According to the study's findings, the taxpayer's reporting procedure may change how taxes are paid with the assistance of the government.

Ling et al. (2014) suggested investigation to ascertain how e-filing is affected by e-participation. Researchers looked at how citizens used e-government services. Prior to actually using a set of structured questionnaires to gather data, a set was planned and navigated. The investigation comes to the conclusion that adoption of the e-filing method is primarily explained by a willingness to embrace new technology, or i.e.

Rajeswari et al.(2014) proposed research to check the understanding and fulfillment level of e-tax filing of salaried employees. An examination has been earned towards the technical and managerial limitations of e-filing patterns. The study concludes that auditors could conduct seminars and workshops to create awareness about e-filing methods

Chawla et al.(2013) examined to evaluate taxpayers' awareness and degree of satisfaction with regard to filing income tax returns electronically. A survey with 300 respondents was distributed, and the main data were re-analyzed using the mean score for ranking on a Likert scale of 5 and the results of ANOVA and the chi-square test. According to the research, respondents filed their taxes electronically because it was faster to receive their money, 4% did so in order to receive special cash rebates, and only 7% said they lacked the courage to do so because of mental stress.

Arora (2012) examined the electronic filing process used in India and the development of the country's e-taxation system by describing the system's annual progress based on tax returns. The information came from a third source. The study's findings indicate that the Indian Tax system has undergone some significant changes as a result of e-taxation.

Mamta (2012) showed that using the e-filing method was simple for taxpayers. to determine if there were any issues the customers had with manipulating the e-filing system. 300 interviewees and their findings from the investigation were recorded. According to the study's findings, the majority of citizens have the necessary infrastructure to use the e-Filing system at home or at work. The main benefit of filing taxes online is convenience.

Lu et al. (2010) an example of empirical theory for online tax filing was carried out. This example would be taken into account when e-government was first introduced. Tax equity and norms were also taken into account in the research. The research focused on factors affecting behavioural reference, including behavioural supervision, philosophy, and subjective norms.

Azmi et al. (2009) Their research showed how the taxpayer responded to learning who would be using the electronic filing system. In Malaysia, the e-filing method is a vital component of electronic government. There were 200 individuals in the sample. Emails were used to disseminate the questionnaires. A 7-point Likert scale was used as the foundation for the poll instrument. The research proposed a prototype with three constructs: perceived risk, perceived comfort of usage, and sensed efficacy.

RESEARCH METHODOLOGY

Primary and secondary data were the main focus of the research. A well-organized questionnaire was created and distributed to 50 people who were seen in the Kanchipuram and Chengalpattu regions. Academic publications were consulted for secondary data collection. This study used a descriptive research methodology and simple random sampling. Utilizing SPSS, percentage analysis and factor analysis were used as statistical instruments.

DATA ANALYSIS

Table 1: Shows the Demographic Profile of the Respondents

S.No	Factor	Major factor	Percentage
1	Gender	Male	57%
2	Age in years	More than 40	32%
3	Educational Qualification	PhD	38%
4	Occupation	Self Employed	40%

Source: Primary Data

Inference

Table 1 shows that most of the respondents fell under the age group of More than 40, 57% of the respondents were male, and 38% of the respondents were Ph.D. holders. The majority of the respondents were Self Employed.

FACTOR ANALYSIS FOR PERCEPTION OF ADOPTION OF E-FILING

Table 2: Showing KMO Test

Sampling Adequacy.	.89522
.Chi-Square	1910.877838
Df	406
Sig.	.000

Source: Primary Data

Inference

Table 2The Kaiser-Meyer-Olkin (KMO) Measure is an indicator of sampling adequacy for data reduction methods. A KMO value greater than 0.6 is generally considered acceptable and valid. In addition, Bartlett's test of sphericity can assist researchers in predicting the outcome of factor analysis and determining whether it is appropriate to proceed with the analysis. To summarize, the KMO Measure and Bartlett's test are important tools for assessing the suitability of data for factor analysis.

Table 3: Total Variance Explained

Component	Cumulative %
1	75.031
2	43.187
3	56.835
4	70.212
5	79.811
6	60.97

Source: Primary Data

Table 4: Rotated Component Matrix

Factors	Components					
	Performance-Based Factor	Accomplishment-Based Factors	Social Influencing Components	Facilitating Conditions	Faith Worthiness of the Internet	Intention Factors
E-filing would be a useful tool for my daily life.	.920					
The use of e-filing motivates me to complete the task more efficiently.	.883					
E-filing increases my productivity.	.891					
E-filing enhances my effectiveness.	.963					
It would be convenient for me to input and modify data when using an e-file system.		.876				
The e-file system is user-friendly.		.865				
The instructions for using an e-file system are easy to follow.		.840				
Learning to use an online tax-filing process would be beneficial for me.		.806				
E-filing makes filing taxes more clear and comprehensible.		.828				
The opinion of significant people in my life influences me to use e-file methods.			.910			
People around me who use e-file systems have a higher social status.			.897			
E-filing complements other technologies I use.			.843			
I possess the necessary knowledge for e-filing.				.915		
I can seek assistance from others when encountering difficulties with e-filing.				.870		
I am satisfied with using e-ITR.				.815		
I have the resources necessary for e-filing.				.881		
I feel confident in the legal and technological structures that protect me from issues.				.947		

Factors	Components					
	Performance-Based Factor	Accomplishment - Based Factors	Social Influencing Components	Facilitating Conditions	Faith Worthiness of the Internet	Intention Factors
The internet has sufficient safeguards to make me feel comfortable using e-ITR.					.956	
The internet is a secure and reliable environment for transacting with the government.					.915	
I am confident in my ability to navigate the e-file website.					.853	
I am confident in my ability to file income tax returns online.					.896	
I am confident in my ability to navigate the data-collection screens on an e-file website.					.919	
I am confident in my ability to complete and submit income tax forms electronically.					.898	
I plan to file my taxes via e-file.					.886	
I will try an e-file service before deciding whether or not to use it in the future.						.919
I prefer using the internet to file my taxes.						.876
I anticipate using an e-file system in the future.						.871
I intend to use an online filing method for my income tax return next year.						.861

Source: Primary Data

Inference

The table shows the results of a principal component analysis of a survey on the use of e-filing for tax returns. The analysis was conducted on 26 questions that asked respondents about their attitudes and behaviors towards e-filing. Six components were extracted, and their respective eigenvalues, percentages of variance explained, and cumulative percentages are presented.

The first component explains 54.784% of the total variance, the second component explains an additional 8.319% of the total variance, and so on. Together, the six components explain 76.45% of the total variance.

The table also displays the loadings of the original variables on each of the six components. For example, the first variable “I would find that e-return useful for my day-to-day life” has a high loading of 0.92 on the first component, indicating that it is strongly related to that component. Similarly, the second variable “use of e-file encourages me to accomplish the task more quickly” has a high loading of 0.883 on the first component, suggesting that it is also strongly related to that component.

FINDINGS

1. Overall, the results of the principal component analysis suggest that respondents’ attitudes and behaviors towards e-filing can be explained by six underlying components, with the first component being the most important. The variables that have high loadings on each component can provide insights into what factors are most important in shaping attitudes and behaviors towards e-filing.

SUGGESTIONS

1. E-payment gateways should be improved by the tariff authorities.
2. An e-payment technique should encourage taxpayers to go with cashless options.
3. A double-entry web should be guaranteed with powerful software packages it must be associated with GSTIN norms.
4. Directing to PAN and associating between Savings, Deposits for Saving Purposes, expenditure of Insurance premiums, Donations, etc., these items should be classified to compute the applicable tax liability and resist the announcement administering and prosecutions.
5. The statement should produce the aggregate receipts of income and aggregate qualified savings or spending which are sufficient for reimbursements and exemptions.
6. The prototype of E-ITR should demonstrate a map of the web that should be demonstrated in the Annexures.
7. Government can perform quizzes, conversations, meetings, and workshops in schools and colleges to develop understanding to educate and enable citizens about the Tax System and regime in India.
8. Necessary adjustments should be provided to the automated System so that it could automatically award reimbursements and calculate the Interest associated based on earlier records.

SCOPE FOR FURTHER RESEARCH

The current research was conducted on the Individual understanding of e-filing in the Chengalpattu and Kanchipuram districts. Further study can be performed in other areas.

CONCLUSION

Income Tax is an important component of Direct Taxes. Income tax contains an important origin of capital for the government. Direct tax should have virtue such as transparency, feasibility, capacity, and anti-inflationary. Tax should have aspects of explanations for the finding of the provisions. The current research concentrated on the perception towards e-filing in Chengalpattu and Kanchipuram districts. Based on the results of the study individuals were impacted by the involvement of security protocol of the Internet, peer effect, user-friendliness of the website, and online commerce procedure. Hence the study infers that e-filing has built an optimistic effect on individuals in Chengalpattu and Kanchipuram districts.

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ALIENATION AND SUBJUGATION OF WOMEN: POSTCOLONIAL FEMINIST READING OF ANITA DESAI'S FIRE ON THE MOUNTAIN

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ABSTRACT

Theory of Post Colonialism is a lens through which we can approach literature and look for the traces that colonization has left on society or on individual's characters. Postcolonial Feminism aims to understand and undo the legacies of colonialism within Feminist activism. Postcolonial Feminism is a way to look beyond the whitewashing of feminism and to understand the nuance of power, geopolitics and money at play in the oppression and exploitation of women. Anita Desai's Fire on the Mountain is a work that illuminates the fact how women in the colonized societies are often marginalized not only on the basis of class and caste but also because of their gender. The novel portrays how women are being subjected to power apparatuses and still in today's developing world, Power is used to silence women by societal institutions through which their rights are interpellated. Sometimes, the power of culture and tradition is used to curb the female voice and oppression is wielded in the form of patriarchal culture, hegemony, social normatives, conventionalities, gender role stereotypes, stigmas etc.

This study holds a Postcolonial reading of Anita Desai's Fire on the mountain and the major themes of the novel: alienation, silencing, stigmatization and stereotyping of women by the normative codes of the patriarchal society. It also examines the portrayal of women characters as the victims of social normative expectations of the male dominant society. This study potrays how gaze creates an impact on an individual's identity and how it affects the expression of the real "self". It also studies the influence of colonial gaze on the minds of the people and the sense of otherness created among individuals. The study also unravels the importance of the emergence of new women whose minds should be decolonized from the shackles of patriarchy

Key words: *Subjugation, gender stereotypes, patriarchal norm, gaze, self-identity.*

INTRODUCTION

Edward Said is regarded as the founder of Postcolonial Studies is known for his work *Orientalism*, published in 1978 is considered to be the foundational work on which the Postcolonial theory was developed. The work justified the colonial domination of the East by the West in every aspect. Edward Said's work focuses on the exploration and interrogation of the boundaries that were drawn by the colonizers to divide and rule the people both emotionally and physically. These artificial boundaries created a sense of 'otherness' between the two – the East and the West. Said focused on these fabricated, stereotypical boundaries of the Middle-East. This concept of creating a division between people resulted in the formation of the 'us-other' dualism. These misconceptions were perpetuated by the colonizers who took them along into a new country. The colonizers who were 'the power' of the colonized countries/nations, they created stereotypical beliefs which were interpellated through the other societal institutions. The colonial gaze objectified the colonized in terms of race, caste, class and gender. The gaze shatters the expression of the real self by setting false, socially normative expectations.

According to Michel Foucault, both the Power and Knowledge are not seen as independent entities, but they are inextricably related to each other – Knowledge is always an exercise of power and power is always a function of knowledge. This relationship between both the entities portrays the social construction of knowledge, identity and the ways in which power influences the societal institutions in framing normatives. Ania Loomba (1998) sums up postcolonialism as a new critical vocabulary emerging from recent developments in social sciences, literature, linguistic studies and discourses in the varied forms of communication.

Postcolonial Feminism is a branch of feminism which was developed in the 1980s with the aim of decolonizing feminist activism. The theory highlights the experiences of women which includes gender-based discrimination and subjugation in the western cultures and former colonies. Postcolonial feminism is a lens through which we can look upon the long term after effects of colonialism, which has paved the way for inequality and subjugation of women through the existence of oppressive structures of patriarchy. It portrays the state of women within patriarchy by taking the perspectives of socially marginalized women in their relationship to the male dominant society.

Postcolonial discourse is the discourse of the colonized and the oppressed. Colonialism has not ended with the departure of the colonizers. It is an ongoing process, it deals with various forms of oppression. The lens of postcolonial theory helps in the critical study of the texts both literary and non-literary. The countries which were colonized by the colonizers has an irreplaceable mark which affected and continues to affect the history of their history. The colonized people even after the departure of the colonizers they continue to suffers the consequences of colonization and the aftermath of the history of colonization.

The term postcolonialism refers to any of the strategic ways of redefinition of marginality and suppression. According to SaraSuleri, "This reimagining of the postcolonial has made way for the theoretical articulation and has enabled the coalition between postcolonial and feminist theories" (Sara Suleri, Ashcroft, 1995).

Postcoloniality articulates along the economic, social, cultural and historic factors. In reality, it works distinctly in many parts of the world. It potrays patriarchy as a relationship that perpetuates inequality because it is regarded as a co-existing phenomenon with the other social structures that exists within the society.

POSTCOLONIAL FEMINISM AND SUBJUGATION OF WOMEN

Postcolonial feminists unveils the parallels that exists between colonialism and the oppression of women. According to the imperial colonial notion, the westerners were superior and the colonized were considered to be inferior races who must be civilized and educated. Postcolonial feminists contest against the idea of generalization of women's lives, since these generalizations doesn't portray the real plight of the women who were colonized and subjugated by the westerners. They wanted the women voices across the world to be heard. The lens of postcolonialism makes one to explore a lot of issues and injustices laid to women relating to subordination, subjugation, oppression, misrepresentation, suppression, colonization and resistance. Postcolonial feminism provides a lens to view a more nuanced image of women's lives around the world. Postcolonial feminist theories provides analytical tools to address the issues of the women who struggle by the creation of false intellectual discourses like patriarchy which curtails the freedom of women through its beliefs and customs which are perpetuated through the societal institutions.

Gayatri Spivak's work "Can the Subaltern Speak?, 1995" and Edward Said's work "Orientalism, 1978" established a hold to disregard the views of western colonial writings and their notions. Women who are stereotyped, stigmatized and silenced are the subalterns whose voices become never heard in the society. Gayatri Spivak suggests the use of a 'strategic essentialism' by incorporating the subaltern voice of the marginalized and silenced as a strategic and necessary position from which to speak and to be heard. The conceptualization of subaltern provides a social category of power structures.

African American feminist Bell Hooks in her essay "Understanding Patriarchy" discusses the politics of patriarchy, which deconstructs the ontology of victimhood inside the patriarchal system. Bell Hooks deviates from the conventional description of patriarchy where men and women equally suffer victim role. It is believed that there is always an existence of gender bias, inequality, abuses in this society. But people seldom locate the reason behind these problems, that is patriarchy. Patriarchy can be defined as a social organization manifested by the supremacy of the male members in the clan or family and dependent status of female members. The concept of patriarchy incorporates all the socio-political mechanisms which replicate and exert male dominance over women. There are different models of patriarchy at different times and in different cultures and places but the lower value given to women and their roles as compared to men and their roles, remains constant in all models.

"The patriarchy is a political social system that insists that males are inherently dominating, superior to everything and everyone deemed weak, especially females and endowed with the right to dominate and rule over the weak and to maintain that dominance through various forms of psychological terrorism and violence".
(Understanding Patriarchy, Bell Hooks, P.1)

PLACING WOMEN AS SUBALTERN

From Gramsci to Spivak, the term 'the subaltern' has been used to refer to those groups in the society who become subjects of discrimination, characters burdened by their conflict between morality and economic woes. The term 'subaltern' was first introduced by the philosopher, Antonio Gramsci, through his work on cultural hegemony. 'Subaltern, meaning inferior rank identifies those groups in the society that are denied access and accommodation from the society's established institutions by which people have a voice in the society. It also refers to subordination in terms of class, race, gender, caste, language and culture (Louai, 2012).

The subalterns lack the opportunities to express their real self. A key feature of the subaltern is they have a lack of opportunities which would otherwise alter their fate (Spivak). This is because of the society, which is dominantly driven by patriarchy that is controlled by the power structures, therefore, they are closed to options like education, freedom, exercise of free will, self-identity, self-awareness etc. “Literature sketches the vulnerability and struggle of subjugated human beings” (Saha, 2013). The paper portrays the sufferings, subjugation, alienation and oppression of women through the chief protagonists of Anita Desai’s *Fire on the mountain*. The characters in the novel are stand-ins of the women in the society, who are burdened by traditional social systems, normative ideologies; therefore, suffering physiological and psychological damage.

‘Can the Subaltern Speak?’ of Gayatri Chakravorty Spivak identifies the condition and the state of women in the postcolonial Indian societies who live under the patriarchal regimes and restrictions. She portrays women’s inaccessibility to voice and her silenced space of abjection. Women in the former colonized countries are doubly colonized and the most oppressed of these women can be seen in the position and the state of the subaltern in Spivak’s work. Spivak through her work portrays that there is no space from where the subaltern subject can voice out / speak. Chandra Mohanty speaks on the representation and generalization of the experiences of third world women. She warns against ‘freezing the women in time, space and history’(Spivak, Can the Subaltern Speak?)

WOMEN IN THE WORLD OF ANITA DESAI

Anita Desai in *Fire on the Mountain* speaks of the agony of women who straddle between convention and modernity. The female protagonist decides to battle and challenge the customary, socially, culturally acknowledged standards and normatives of the patriarchal society. Simon De Beauvoir states, ‘One is not born, but rather becomes a woman (Beauvoir, 1949). Desai gives more accentuation to investigate the state of women who live within the shackles of patriarchy. The Protagonist of the novel – Nanda Kaul decides to dissent and battle against the deep rooted conventions, standards and normatives of the society. She turns out to be a New woman , who turns decisive and obstinate looking to find genuine self. Anita Desai features the picture of new women through her female characters in the work *Fire on the Mountain*. Through the characters Nanda Kaul, Raka and Ila Das, Desai attempts to attest with their voice that they are expected to be just as quintessence who are expected to live to the expectations of the normative male dominant society.

NANDA KAUL’S ALIENATION

As the novel begins, Nanda Kaul lives in an abandoned house at Carignano in Kasuli. Her determined detachment and non-involvement is due to her trauma of marital life and she becomes a recluse out of vengeance. Her desire for seclusion portrays her past, emotional abandonment and her traumatic experiences in her unhappy relationship with her faithless husband and selfish children. Nanda Kaul’s past portrays how she was stereotyped, silenced and stigmatized to satisfy the patriarchal normatives. Nanda Kaul was expected to be a good wife, though it was not reciprocated by her husband. She was expected to live to cater the expectations of the societal gaze. She becomes a victim of the social normative expectations of the male dominant society.

“Far from being a happy wife, she felt like an animal put into a cage and very skillfully trained to dance.... at the command of the ring master- her domineering husband, whom she could not defy.” (p. 127).

As long as she was in the house of the Vice-chancellor's, she was expected to serve the members and the visitors of the family. The patriarchal male gaze restricts the liberty of a woman and expression of the real self. The life of Nanda Kaul portrays how Power is used to silence women by the societal institutions. The power of culture and tradition is used to curb the female voice. Nanda Kaul's life reflects how oppression is wielded in the form of patriarchal hegemony, social normatives, conventionalities, gender stereotypes and stigmas.

Anita Desai adds a new dimension to the novel, which dives into the deep bottomless human psyche and brings the hidden contours into focus. The novel majorly portrays the themes of alienation and isolation and the resultant agony in the life of an old widow, Nanda Kaul. Nanda Kaul stands still as a mountain, looking down the plains, her past memories that haunt her. She carries the fire within – the fire that has been suppressed by her past duties and obligations. The Fire in the novel may symbolize her burning desire which is buried under the norms, expectations, duties, obligations and responsibilities imposed by a normative male-dominant society. This mirrors the stereotypical gender ideologies, which restraints and curtails the freedom of women to express their “real self”.

The novel is written in three parts and each part portrays the life of a woman character. Anita Desai through her characters portray how these characters undergo an inner conflict within themselves. This leads them to start a relationship with solitude and becomes an utter maze of isolation. Tara, the mother of Raka and the grand-daughter of Nanda Kaul is a victim of physical abuse because of a toxic relationship with her husband. This creates a trauma in the tender psyche of Raka. Desai through the characters of Nanda Kaul, Tara and Raka reflect how a woman is supposed to suffer everything and remain a mute victim to the brutalities of the male dominant ideologies generated by her husband and father.

“Raka wanted only one thing – to be left alone and pursue her own secret life amongst the racks and pines of Kasuli..... Nanda Kaul – a recluse out of vengeance. For a long line of duty, obligation and her great granddaughter was reclusive by nature, by instinct.” (p. 48)

Raka loses trust in belongingness due to the witnessing of the chaotic life of her mother. This makes her develop a reclusive behavior and she refuses to get attached to anybody. As a child, she herself becomes a natural recluse. She possesses a weird imagination and is drawn to uncanny places. She does not possess the mentality of the children of her age. Raka's emotional abandonment makes her a victim of emotional deprivation. Raka's alienation and her reclusive behavior are the result of her traumatic past stifling home environment which has created an everlasting traumatic imprint in her tender psyche.

Desai depicts the patriarchal hegemony through her choice of words like, the use of the concept of home and house. Whenever Nanda Kaul recollects her past, she terms the house in which she lived with her husband as “the Vice-chancellor's house”. This reflects that for Nanda Kaul it wasn't her “home”. This reflects that Nanda Kaul had never felt any belongingness to that house and her physical and emotional alienation in “the Vice-chancellor's house”. Nanda Kaul becomes disillusioned with her selfish, disloyal, infidel husband, who ‘treated her simply as an object’. Her relationship with her husband did not involve her real, inner “self”. Her past life as a dutiful wife, mother and the hostess of the vice-chancellor's family did not give her any satisfaction or a sense of belongingness. Katherine M. Rogers claims that patriarchal feeling or the desire to keep women subject to men is the “most important cause of misogyny, because the most widely and firmly entrenched in society” (Rogers, 272)

“In its earliest years, feminist criticism concentrated on exposing the misogyny of literary practice: stereotyped image of women in literature as angels or monsters, the literary abuse or textual harassments or women in classic and popular male literature and exclusion of women from literary history.” (Elaine Showalter, The New Criticism, 5)

Nanda Kaul after spending her life as a wife and mother, she develops a feeling of victimhood and abjection. She was physically and emotionally forced to withdraw from all the falsities. Desai portrays the theme of marital discord which leads to alienation and loneliness in the life of Nanda Kaul. The psychological seclusion and isolation of Nanda Kaul is echoed by the landscape of the mountain and the bareness of the Carignano garden. The nature that surrounds Nanda Kaul echoes her inner apathy and projects her ‘self’ which is alienated and deprived of emotions. Her past appears that it was not her own life rather she was a character and her role is over after her husband dies, nullifying and negating her maternal responsibility, she is forced to move towards solitude and lands in Carignano. Her voluntary seclusion is out of a vengeance and a kind of revolt not only against patriarchy but also against culture and tradition as a whole.

Nanda Kaul’s repression of all those years was the reason for her inner conflict with her own self and her voluntary seclusion. Nanda Kaul gathers all the rages, denigration and humiliations, socially as well as emotionally to ignite in Carignano. Even though she gathers all the rages as fire that burns within, she fails to vent it out to burn the falsities of the patriarchal norms and ideologies. But it is not the same in the case of her great grand-daughter Raka. Desai presents Raka as a strong young girl who is in contrast to her great grandmother’s act of repression of past incidents. Instead, she holds complete control of herself/ her life.

The two women characters Nanda Kaul and Ila Das tried to repress all the inequalities and injustices which were wielded by the patriarchal norms. The act of repression within themselves has in turn swallowed them. But in the case of Raka, she lets the fire out which burns within.

CONCLUSION

Postcoloniality speaks aloud along with economic, social, cultural and historical factors and how it works differently in the different parts of the world. It portrays patriarchy as a relationship of inequality because its existence is considered always as a co-existence with the other social structures of the society. This postcolonial feminist reading of Anita Desai’s *Fire on the mountain* shows that the issues and struggles are relative and contextual and they need to be looked within specific historical and cultural frameworks in which they are embedded together. Social, cultural, racial and gendered oppression have neglected the right to equality for women and their ability to express their real self. Decolonization is the essence of postcolonial feminism. The theory observes, describes and takes an objective realistic view of women’s conditions in their social and cultural set up. It questions the double marginalization of socially, culturally, economically marginalized, alienated and subjugated women in the male dominant society.

There was scratching at the window that turned to a tapping, then a drumming. ‘Nani, Nani,’ whispered Raka shivering and crouching in the lily bed, peeping over the sill.

‘Look, Nani, I have set the forest on fire. Look, Nani – look – the forest is on fire.’

Raka's act of burning the mountain holds a symbolic significance. The act reflects Raka's resolve to destroy the world where a woman cannot hope to live her life with her real self. The fire is metaphorically symbolic and significant since it burns away all the rages which were repressed within the selves of many women, for whom there were no means to vent it out. Fire as a creator and a destroyer, it has burnt down the repercussions of the injustices which were laid to the women who were the victims of the social normative expectations of the male dominant society. The novel ends with Raka setting fire to the mountain, as a metaphor to Emancipation of the alienated women. Raka finally lets out the fire to end the conflicts she faces, thereby she creates a hope for a new beginning. Raka's act of setting fire to the mountain ends the novel with a hope of emancipation, as a sign of letting out the fire which were carried for years within the 'selves' of socially, culturally, economically, marginalized and alienated women in the male dominant society.

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SOIL MONITORING AND AUTOMATIC IRRIGATION SYSTEM USING IOT

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ABSTRACT

Technology nowadays is doing a great job of serving humanity, yet food is still a man's most fundamental and important requirement. It may be argued that more than 85% of Bangladesh's population is dependent on agriculture, either directly or indirectly. Water pump irrigation cannot be maintained due to frequent power outages, a lack of grid lines in distant areas, and the high cost and unavailability of fuel for pump operation. The IOT-based automatic irrigation system is provided in order to provide a sustainable irrigation system as well as a field monitoring system for increased crop development and optimal production. In this system, IOT and WSN are used to administer and monitor the irrigation system. IoT is used to collect realtime and stored data on various soil contents. WSN is used to construct a fully wireless, userfriendly system in order to grow and irrigation water appropriately to the land. Various sensor types are employed. The drip irrigation system in this study is entirely automated and is managed and controlled by a "Thing Speak Cloud Server." The soil's temperature and humidity level are routinely checked. The system sends messages via the wireless module to the user informing them of any abnormal situations, such as reduced moisture content, temperature increases, and even water concentration.

Key words: *IOT-Based, Automatic Irrigation, ThingSpeak Cloud Server, Soil temperature, Humidity.*

INTRODUCTION

It is well recognised that water supplies are dwindling on a global scale. On the other hand, the need for fresh water rises as a result of growing urbanization, population expansion, industrialization, and agricultural growth. Water is utilised more for irrigation than for any other reason in nations with an agricultural economy, including Bangladesh, and any disruption in the water supply can reduce output rates. By maintaining water management practises and modern technology, water consumption efficiency may be increased without reducing production. The need for agro-based nations to adopt more effective agricultural technologies to improve water resource management has grown urgent. The idea of a “Digital Bangladesh” has greatly accelerated the expansion of digital information retrieval, communication, and storage. The idea of the Internet of Things (IOT) today has improved the quality of human existence. Everyone refers to this network of interconnected computers, items, things, creatures, individuals, etc. The system is capable of transferring information via a network without the assistance of a person. IoT has been a growing concept for many years. It has been proved that the Wireless Sensor

Network (WSN) system is very useful for irrigation management in terms of water saving. The WSN system is a mesh network of interconnected sensor nodes that immediately collects environmental data and transmits it to the company in real time, which is particularly useful for farmers. This system may be used for real-time monitoring as a decision making tool as well as a data gathering device. Farmers are concerned that a lack of water or excessive irrigation might reduce productivity. They must be aware of the timing and volume of water needed for diverse crops. Most farmers are not particularly aware about their farms or how to improve agricultural practices to maximize productivity. Due to all of these tensions, agricultural support systems need to be resolved. IoT-based Wireless Sensor Networks (WSN) for farm monitoring controls are used to solve this issue. Wireless Sensor Network (WSN) technology enables communication via the internet or for any type of information exchange between computers and other electronic devices without the need for a cable connection. With the aid of sensor network systems, significant progress has been made in the agricultural environment. The WSN is reportedly the most significant technology of the twenty-first century. WSN is a complete set of low-cost, versatile, low-power sensor nodes for both short- and long-range wireless communication. WSN enables multichip communication and various network topologies. WSN can reduce the difficulty and the work involved in monitoring the environment. It allows for the reduction of labour and water costs. This device can remotely measure a wide range of data, including temperature, humidity, and the percentage of soil moisture. Results from wireless systems appear to be much superior to those from wired systems. In this context, IOT-based wireless sensor networks are a potential solution for managing irrigation and monitoring soil conditions by using actual meteorological data based on local temperature and humidity. A network of tiny gadgets that gather and interpret real-time data from the fields where they are used. By employing this technique, it is possible to create an automatic irrigation system and soil monitoring system that is independent of human intervention in terms of precise quantification, location, and irrigation time. These systems are referred to as smart irrigation and soil monitoring systems for this reason. The objective is to showcase a range of efficient irrigation systems and soil monitoring systems utilising IoT-based wireless sensor networks in an era of more expensive and constrained water supplies. By deciding when to irrigate, these devices may improve water usage efficiency and give the ideal soil condition. The irrigation strategy can be covered in the second section, which can then be followed by an introduction to smart irrigation based on wireless sensor networks. The act of intentionally adding water to an land is known as irrigation. There are several types of irrigation. A variety of effective water delivery technologies are quickly replacing the outdated ones and being applied to the land. There are many different types of irrigation systems,

depending on how water is spread throughout the area. In order to investigate the soil condition at any time and decide what kinds of crops should be grown and what should be done with the soil to get the best crop production, a system has been developed in this report to address the issues of real-time monitoring and stored data monitoring. Additionally, the system is remotely automated and cell phone controllable, which can save labour costs and farmer effort.

OBJECTIVES

1. To create an inexpensive, IOT-based, autonomous watering system.
2. To keep track of moisture levels under various circumstances.
3. Using an app for a mobile device to improve the system.
4. WSN will be used to enhance the system (Wireless Sensor Network)

RANGE AND RESTRICTIONS

The scope of this project is:

1. Tracking the moisture content of the soil.
2. An Automated Control System.
3. Soil Monitoring in real time.
4. System of mobile based control.
5. Platform based on IOT.

This Project's Limitations are as Follows

1. An internet connection is required in order to utilize the system.
2. The method may be utilized on a field where AC electricity is not accessible by using batteries.

REVIEW OF THE SYSTEM

Three Nodes make up the system that we suggest.

- Arduino, a soil sensor, and an NRF24L01 module make up Node1.
- (Arduino+NRF24L01+DHT11 Sensor+ESP8266 Wi-Fi Module) makes up Node2.
- Node 3 is made by of (NodeMCU and Relay Module).

Node 1: Node 1 is equipped with a nRF24L01, an Arduino Uno and a capacitive soil moisture sensor.

- A capacitive soil moisture sensor collects information by sensing data from the soil.
- Arduino Uno: This board processes the soil moisture data.

It is a wireless module called nRF24L01. The nRF24L01 transmits the edited data wirelessly to node 2.

Node 2: The ESP8266 Wi-Fi module, Arduino Uno, nRF24L01, DHT11, and Node 2 are installed.

- Data sent by node 1 is received by the nRF24L01 module, which then transmits it to the Arduino.
- The Arduino receives temperature and humidity data from the DHT11 module.
- Arduino Uno: It manages every aspect of data processing.
- Module for ESP8266 Wi-Fi: To send all the processed data to the Thingspeak server, this module connects to the internet.

Node 3: A Node MCU and Relay are installed on it.

- Node MCU: The relay module is controlled by this device, which also gets data from the Thing speak Cloud Server, analyses it, and provides it to the mobile app for real-time monitoring.
- Relay Module: With the help of the NodeMcu, this module can turn the DC pump on or off.

Methods and Tools Employed

Table 1

Item	Description
Arduino Uno	ATmega328P 8-bit AVR family microcontroller with an operating voltage between 6 to 20V and a DC current of 40 milliamperes on I/O pins.
NodeMcu	ESP-8266 32-bit, 3.3V operating voltage, 4-10V input voltage, 4 MB/64KB flash memory
Platform utilized for this Development	IA-32, x86-64, ARM.

The Arduino C++ programming language was used.

Setup for the Experiment

In a part of the experimental configuration known as IOT (Internet of Things), data is sent from Node 1 to Node 2. Data is collected by Node 2 and sent to the Thing Talk cloud server through the internet. This information is sent to Node 3 through the internet. Realtime data monitoring is taking place. In the WSN (Wireless Sensor Network) Part, information is remotely sent from node 1 to node 2. It comes with an NRF4L01. Using a smartphone app to manually or automatically control the pump (Blynk): The pump may be started or stopped automatically. A mobile device can also be used to manually run the pump.

Sensing Apparatus

Soil moisture information is sensed via a capacitive soil moisture sensor. Node 1 is where the sensor is mounted. An Arduino Uno and NRF24L01 module in Node 1 transmit data to Node 2 wirelessly.

There are three pins on the capacitive soil moisture sensor.

1. The 5 VCC Pin.
2. GND Pin
3. Reading analogue data.

The Sensor's 5V VCC pin is connected to the Arduino, which supplies power for the Sensor to carry out the operation. The Analog pin of the Sensor is connected to the Arduino's A1 pin, while the GND pin is connected to the GND pin. When the sensor is powered by 5V VCC through pin A1, the Arduino receives the sensor value from the Analog Reading pin of the sensor.

SYSTEM HARDWARE OVERVIEW

- The hardware is divided into two parts:
 1. Receiver Section
 2. Transmitter Section
- Additionally, the system includes a microcontroller 328P, a GSM module, an LCD, and a ZigBee module.

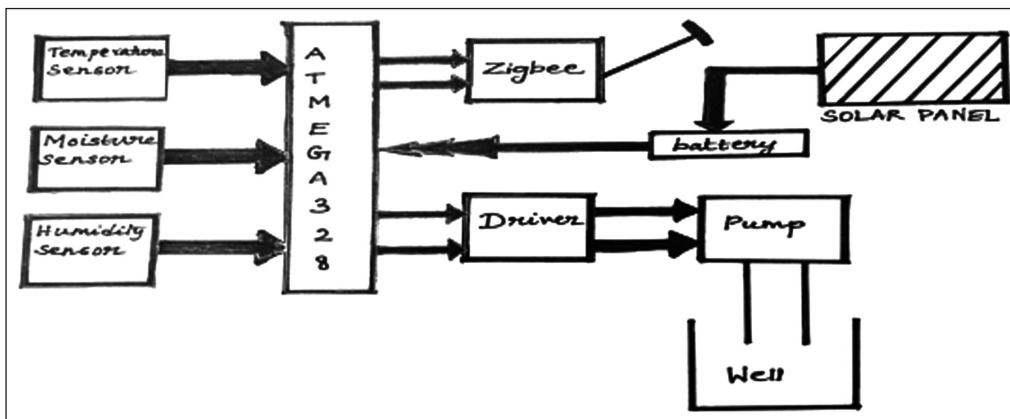


Fig 1: Transmitter

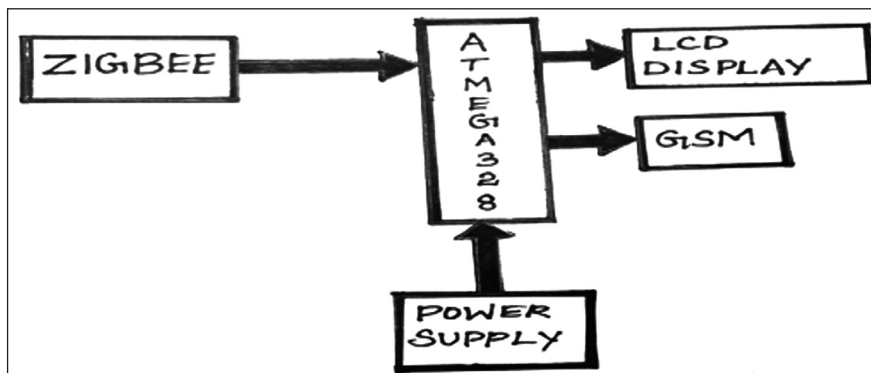


Fig 2: Receiver

SENSORS

The system uses three sensors mostly consisting of the following

1. Temperature
2. Humidity
3. Soil moisture



Fig 3: Temperature Sensor

- LM35
- Temperature range: -55 to 150 degrees Celsius.
- Temperature in Celsius (centigrade) is exactly proportional to output voltage

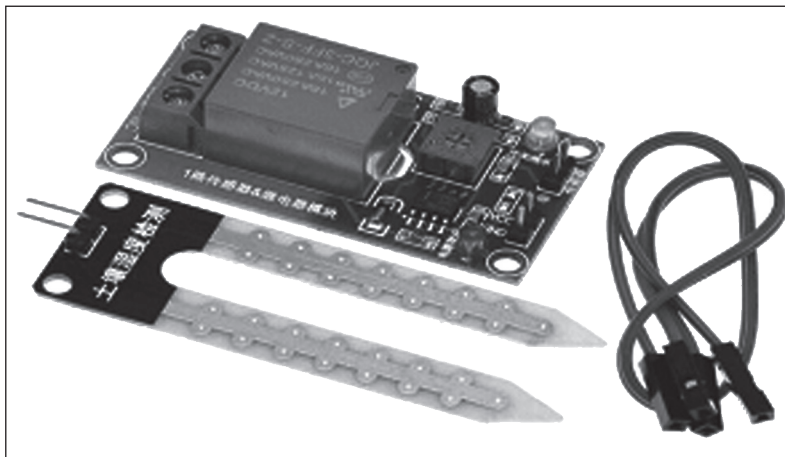


Fig 4: Soil Moisture Sensor

- A frequency domain sensor is a common variety.
- Neutron moisture meter.
- In this sensor, two probes that are plunged into the soil to measure moisture provide analogue output changes between 0.60 and 12 volts.

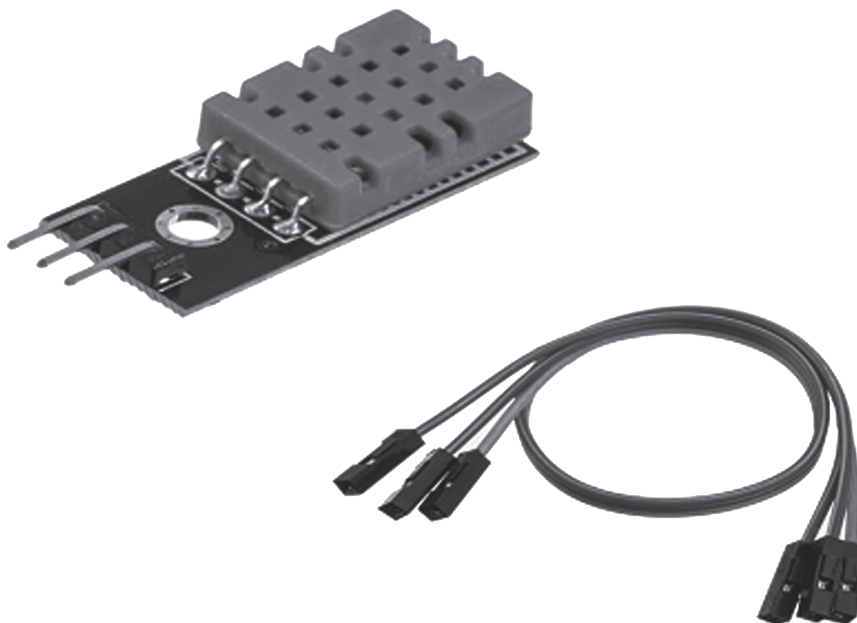


Fig 5: Humidity Sensor

- It records the temperature and moisture of the air.
- Percentage representation of relative humidity.
- HS1100 is employed to detect humidity.
- The output is in the 5 kHz to 10 kHz frequency range.

ALGORITHM

(Arduino + nrf24L01 module + soil moisture sensor)

STEP 1: Begin.

STEP 2: Examine the value of the Soil Moisture Sensor.

STEP 3: Processes the Value on Arduino.

STEP 4: Wirelessly transmit the value using the nrf24L01

(ESP8266WifiModule, Arduino, nRF24L01 Module, and DHT11 Sensor)

STEP 1: Begin.

STEP 2: To use a nrf24L01 module to get the value from the soil moisture sensor

STEP 3: To read the DHT11 sensor's temperature and humidity values.

STEP 4: Processes the values on Arduino

STEP 5: Utilize the ESP8266 WIFI Module to send all values to the Thingspeak Server.

(Mobile App + Relay Module + Nodemcu)

STEP 1: Begin.

STEP 2: To read the information from the Thingspeak Server, use Nodemcu.

STEP 3: Processes the values on Nodemcu.

STEP 4: Send the values to the mobile app (Blynk).

STEP 5: Choosing whether to switch the motor on or off manually or automatically.

STEP 6: The pump will automatically turn on if the soil moisture value is less than 60%.

STEP 7: If the soil moisture measurement is greater than 80%, the pump will shut off automatically.

STEP 8: Using the Blynk mobile app, you may switch the pump on or off between 61% and 79%.

STEP 9: End

Operating Theory of the Controlling System

There are three key components at play here

1. IOT (internet of Things) part

From Node 1 to Node 2, data is transmitted. Node 2 gets the data and over the internet to the Thing speak cloud server. This information is delivered to Node 3 through the internet. This is actual time data monitoring.

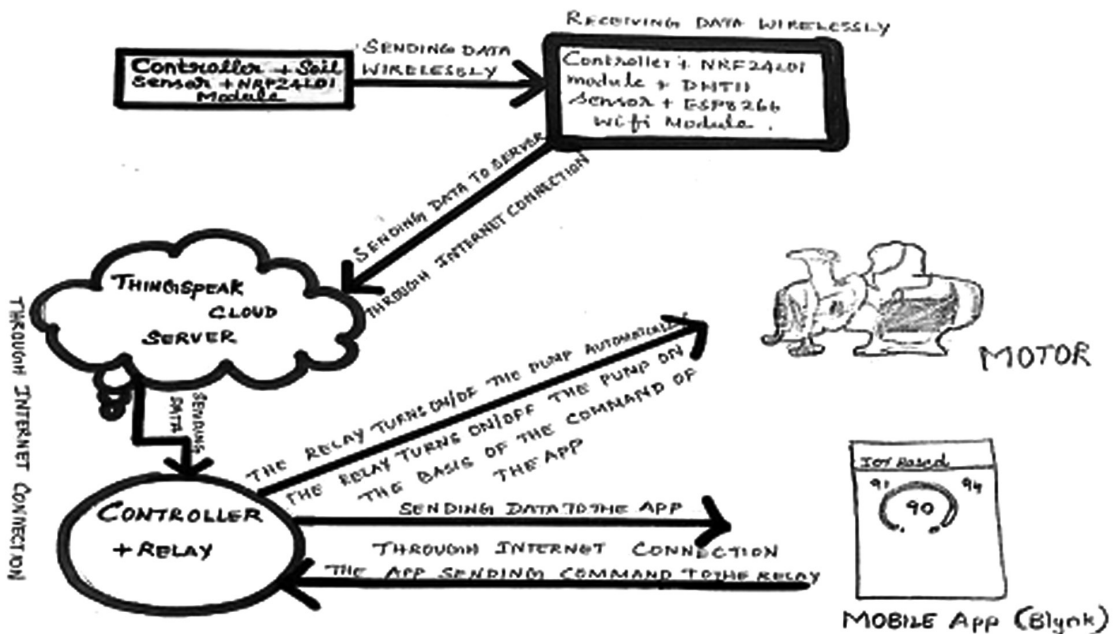


Fig 6

3. Controlling the pump automatically or manually through a mobile app Blynk):

The pump may be automatically started or stopped. The (pump may be manually operated using a mobile as well.

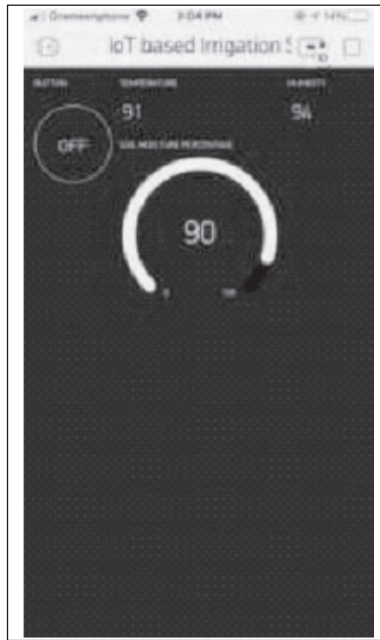
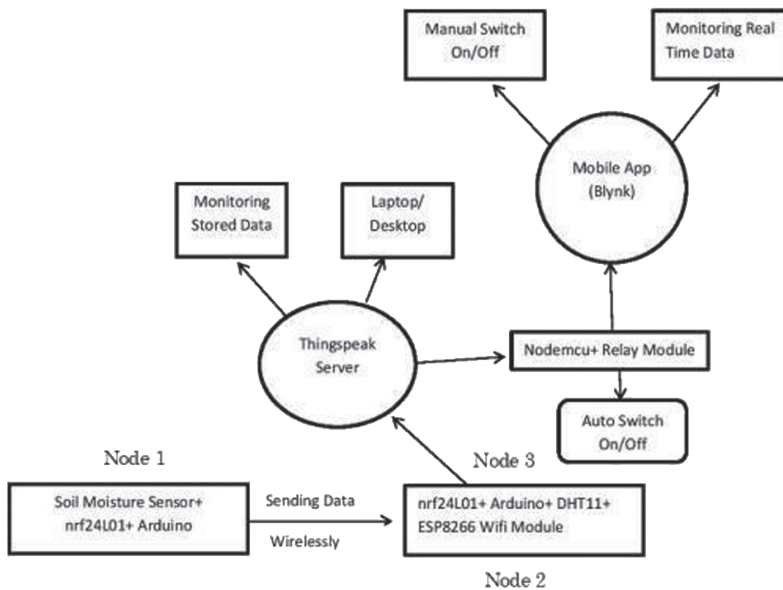


Fig 8: Mobile App (Blynk)

STRUCTURE OF THE SYSTEM



Setup for the Experiment

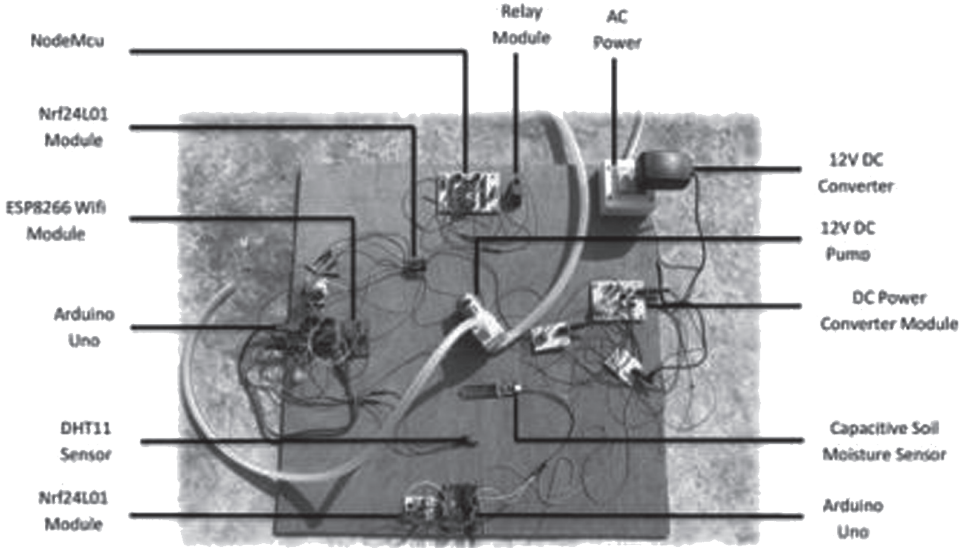


Fig 9

Capacitive Soil Moisture Sensor for the sensing system

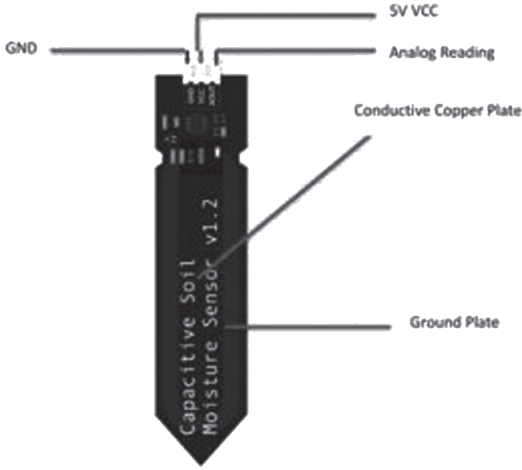


Fig 10: Mob

ADVANTAGES

- Boost in productivity.
- Less water used.
- Safe.
- No labour is necessary.
- Reduce nutrient leaching and soil erosion.
- Require a reduced water supply.

CONCLUSION

The creation of a system for real-time and archived data monitoring of soil condition during irrigation is the key accomplishment of our thesis. Because agriculture is the foundation of our economy, productivity must be our only priority. Soil monitoring and water waste during irrigation must be kept to a minimum to guarantee optimal output. Designing a fully automated drip irrigation system with real-time soil monitoring and saved data monitoring utilizing the Internet of Things and wireless sensor networks is the major objective of our thesis. The system effectively keeps track of the soil's moisture, humidity, and temperature levels. The system's data collection may be utilized to do additional analysis.

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ELECTRO DEPOSITION OF ZINC

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ABSTRACT

Electrodeposition is a process of coating a thin layer of one metal on a pinnacle of a different metal to modify its surface properties by way of donating electrons to the ion in a solution. In this work an attempt was made to deposit Zinc on ITO glass substrate at room temperature from a simple sulphate bath with ammonium sulphate as the additive. The structural properties of the deposited layer on the ITO substrate were examined using X-ray diffraction and FTIR spectroscopic analyses.

Key words: *Electrodeposition, ITO, Zinc, XRD, FTIR*

INTRODUCTION

Electrodeposition refers to a film growth process which consists in the formation of a metallic coating onto a base material occurring through the electrochemical reduction of metal ions from an electrolyte. It is one of the most traditionally used methods for metal and metallic alloy film preparation in many technological processes (Blum, 1949). It is widely used in industry and decorative arts to improve object surface qualities such as abrasion and corrosion resistance, lubricity, reflectivity, electrical conductivity and appearance. With the higher currents available, metal machine components, hardware and automotive parts requiring corrosion protection and enhanced wear properties, along with better appearance, could be processed in bulk. Electrodeposition process is done to achieve the desired electrical and corrosion resistance materials, to reduce wear and friction, improve heat tolerance and for decoration. Hence the surface properties of a material can be tailored and new materials for a variety of applications can be explored through this technique.

The industries most heavily impacted by corrosion include production and manufacturing, transportation, government, utilities, and infrastructure. Zinc is also used in alloys such as brass, nickel silver and aluminium solder. Zinc oxide is widely used in the manufacture of very many products such as paints, rubber, cosmetics, pharmaceuticals, plastics, inks, soaps, batteries, textiles and electrical equipment. A process known as zinc plating is frequently used to protect metals such as iron and steel against the relentless forces of corrosion. Zinc plating involves the electrodeposition of a thin coating of zinc metal onto the surface of another metal object, known as a substrate. The zinc coating creates a physical barrier that prevents rust from reaching the underlying metal surface [1]. Zinc is chosen because of its innate ability to fight corrosion. In fact, zinc is often referred to as the corrosion- prevention workhorse. Zn coatings are widely used in industry, not only because Zn is anodic to steel and thus sacrificially protects the base metals but also owing to its low cost and natural abundance. Hence an attempt was made to deposit a thin layer of Zinc on an ITO substrate at room temperature in our laboratory under normal condition.

EXPERIMENTAL METHOD

Preparation of Electrolyte and the Process of Deposition

The electrolyte for the deposition was prepared from the respective salts of Zinc Sulphate Heptahydrate (0.5 M solution), Ammonium Chloride (0.2 M solution) and Boric Acid (0.2M solution) in distilled water. The calculated amount of the salts were added in steps in 100 ml of distilled water in a clean beaker and the solution was stirred using a magnetic stirrer to get a homogenous solution. The obtained solution was filtered using filter paper and transformed into a clean beaker for deposition. The electrodeposition of zinc on an ITO glass plate was carried out in a two-electrode system. The ITO glass plate (3×3 cm²) was used as the cathode and a pure steel plate of dimension (3×3 cm²) was used as the anode. The electrodes were rinsed with distilled water and dried with a drier. A metal stand with a clip is used to place the cathode and anode inside the electrolyte. Care should be taken to avoid the contact of electrodes with the walls of the beaker. The electrical circuit is completed by connecting the negative terminal of power supply to the cathode and positive terminal of the power supply to the anode using connecting wires. When the applied voltage reaches 6V, slowly the current starts flowing in the circuit and the deposition starts at the cathode terminal. It is observed that the current remains constant as the voltage is increased. The voltage was increased, and current was noted for 30 minutes. The experimental setup used for the electrodeposition of zinc is shown in figure 1.

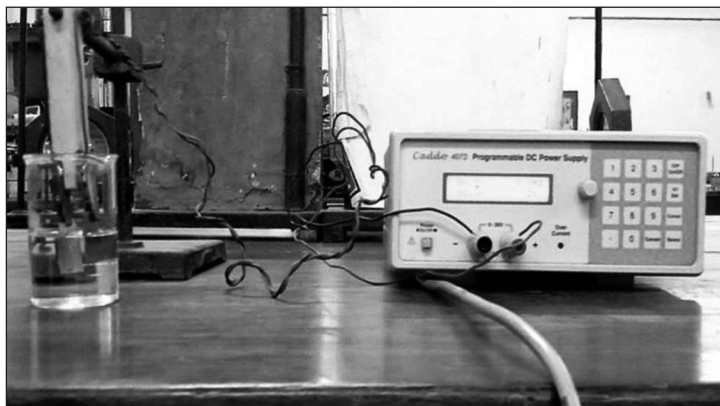


Fig 1: Experimental Setup for the Slectrodeposition of Zn

The observed reading for the voltage applied and the current flowing in the circuit during the deposition process is tabulated in Table 1.

Table 1: Applied Voltage vs Current Density

Applied Voltage (V)	Observed Current (Ma)	Power (W)
1	0	0
2	0	0
3	0	0
4	0	0
5	0	0
6	0.05	0.3
6.1	0.05	0.3
6.2	0.05	0.3
6.3	0.05	0.3
6.4	0.05	0.3
6.5	0.05	0.3

After passing the voltage for 30 minutes, the power supply is switched off. The cathode is removed from the electrolyte and rinsed with distilled water and dried. It is observed that a thin layer of zinc is deposited on the cathode (ITO glass plate) as shown in the figure 2. The mass of the deposited zinc is found to be 0.1g.



Fig 2: Deposited Zinc

RESULTS AND DISCUSSIONS

XRD Analysis

The deposited zinc was characterized using X-ray diffraction analysis for confirming the presence of Zinc and analyzing its crystalline nature [2]. The obtained X-ray diffraction spectrum is shown in figure.3.

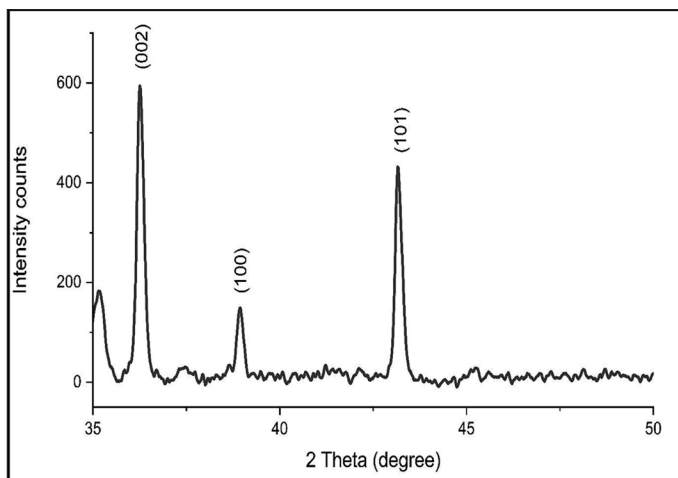


Fig 3: XRD Spectrum of Deposited Zinc

From the graph it is noted that the peaks were sharp indicating the good crystalline nature of the deposited sample (Stephen 2000). The prominent peaks are identified for the deposited Zinc. The 2θ values obtained for the peaks agreed with the values in the literature report. The crystalline size of the deposited zinc for the main diffracted peaks is calculated using Debye-Scherrer equation.

The average particle size was found to be 43.65nm which is derived from the FWHM of more intense peak corresponding to (002), (100) and (101) planes using Scherer's formula. From this it is found that the size of the zinc particles deposited on the cathode were in the nanoregion.

FTIR Spectroscopic Analysis

To identify the fundamental group present in the sample, FTIR spectroscopic study was carried out for the deposited zinc. The FTIR spectrum obtained is shown in figure 4.

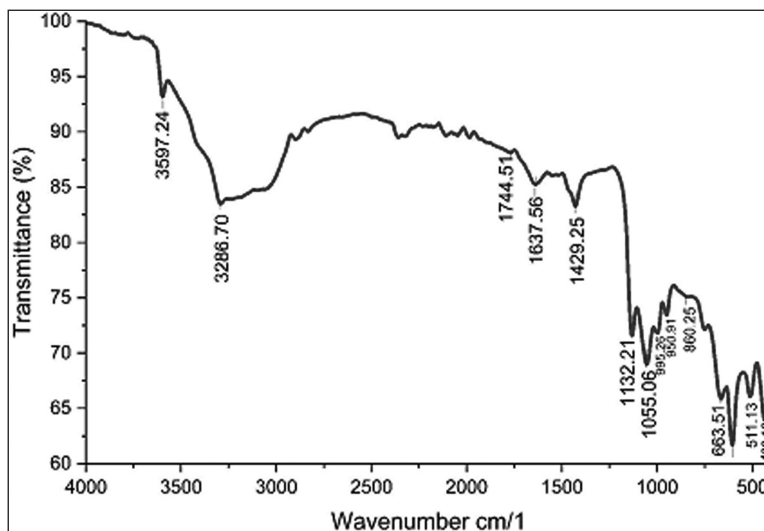


Fig 4: FTIR Spectrum of Zinc

The peaks indicate the characteristic functional group present in the sample. It is inferred that the sample have absorption peaks in the range of 3597.24 cm^{-1} , 3286.70 cm^{-1} , 1744.51 cm^{-1} , 1637.56 cm^{-1} , 1429.25 cm^{-1} , 1132.21 cm^{-1} , 1055.06 cm^{-1} , 995.26 cm^{-1} , 860.25 cm^{-1} , 511.13 cm^{-1} and 430.12 cm^{-1} . Bandwidth of 400 cm^{-1} - 200 cm^{-1} exhibited the fingerprint region of zinc while the peaks at 511.13 cm^{-1} and 430.12 cm^{-1} were attributed close to Zn stretching vibration. The vibration band assignments of the deposited zinc were listed in Table 2.

Table 2: Vibrational Band Assignment Oof Deposited Zinc

S. No	Wave Number (cm^{-1})	Reported Values (cm^{-1})
1	430.12	300 - 500
2	511.13	575.9
3	663.51	-
4	860.25	863.3
5	950.91	-
6	1055.06	1005.3
7	1132.21	1118.1
8	1429.25	1595.8
9	1637.56	1639.33
10	1744.51	-
11	3286.70	3258.32
12	3597.24	3437.8

CONCLUSION

Zn coatings are widely used in industry, not only because Zn is anodic to steel and thus sacrificially protects the base metals but also owing to its low cost and natural abundance. In this work an attempt was made to electrodeposit zinc on ITO glass plate from the bath containing zinc sulphate heptahydrate, ammonium chloride and boric acid. The deposited zinc was characterized by XRD, FTIR and UV spectroscopic analyses. The powder diffraction spectrum confirms its good crystalline nature and also it was observed that the size of the deposited particles is in the nanoregion. The FTIR studies reveal the band assignments for Zn which is in good agreement with the values reported in the literature. From the UV-vis spectrum, the absorbance is maximum in the UV region and decreases for the visible region.

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