



**SHRIMATHI DEVKUNVAR NANALAL BHATT
VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**
OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to the University of Madras and Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

CRITERION III - RESEARCH, INNOVATION AND EXTENSION

3.4.3 Number of research papers in the Journals notified on UGC website during the last five years

LIST OF RESEARCH PUBLICATION – 2022-2023

S.No	Title of the Paper	Name of the author/s	Department	Name of the Journal	Link
1	Pasupakshivicintana of Hari Narayana Dikshita	Ramya Bhatt	Sanskrit	Pracya	VIEW
2	Prevalence of Entrepreneurial attitude among young minds-A diagnostic study	M.S.Lekha	B.A Economics	Journal of Management and Entrepreneurship	VIEW
3	Defining Identity Crisis in Postcolonial Theory and Decolonization Literature: Edward Said	K. A. Nasreen Sultana	B.A English	Shodha Prabha	VIEW
4	Stylistics As a Critical Pedagogic Tool for Teaching Poetry and for Effective Language Negotiation	B. Nagalakshmi	English	Journal of the Oriental Institute	VIEW
5	Collaborative interdisciplinary research for solving Diverse Societal Problems: An Exploratory study	B. Nagalakshmi	B A English	Journal of Aeronautical materials	VIEW
6	Perfect Matching of an Undirected Dense graph based on Geometric Multiplicity	S Hemalatha	B.Sc Mathematics	AIP Conference Proceedings	VIEW
7	D-lucky Edge Labeling of Human Chain and Circular Human Chain Networks	S.Hemalatha	B.Sc Mathematics	IEEE EXPLORE	VIEW
8	Sparse Graph Matching of Aztec Diamond Graph	S.Hemalatha	B.Sc Mathematics	Advances and Applications in Mathematical Sciences	VIEW



**SHRIMATHI DEVKUNVAR NANALAL BHATT
VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**
OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to the University of Madras and Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

9	Securing data using injective labeling on acyclic graphs	D.A.Angel Sherin	B.Sc Mathematics	AIP Conference Proceedings	<u>VIEW</u>
10	Encryption coding on DryasOctopetala with weight injective labeling	D.A.Angel Sherin	B.Sc Mathematics	AIP Conference Proceedings	<u>VIEW</u>
11	On a class of analytic functions closely related to a class defined by silverman and silvia	S.Kavitha	B.Sc Mathematics	Ukrainian Journal of Mathematics	<u>VIEW</u>
12	Dense Elements of B-Almost Distributive Fuzzy Lattices	K. Rekhalakshmi	B.Sc Mathematics	Journal Mathematical Statistician and Engineering Applications	<u>VIEW</u>
13	Effect Of Unsteady MHD Nanofluid In An Asymmetric Wavy Channel With Soret Effect	S. R. Prathiba	B.Sc Mathematics	IJFANS International Journal of Food and Nutritional Sciences	<u>VIEW</u>
14	COM-Poisson Cure Rate Model with Generalized Exponential Lifetimes under interval censoring: An EM-Based Approach.	G. Vijayasree	B.Sc Statistics	JP Journal of Biostatistics	<u>VIEW</u>
15	Likelihood Inference using EM based algorithm for COM-Poisson Cure Rate Model with Generalized Gamma Lifetimes under Interval Censoring	G. Vijayasree	B.Sc Statistics	Advances and Applications in Statistics	<u>VIEW</u>
16	Modelling Carbon-di-Oxide Emission in India using Autoregressive Distributed Lag Models	G. Vijayasree	B. Sc Statistics	Advances and Applications in statistics	<u>VIEW</u>
17	Co integrating regression Models for Carbon-di-oxide emission in India	G. Vijayasree	B. Sc Statistics	Education and Society	<u>VIEW</u>
18	A Study on Tectonic Stress in and around the Chennai region, Tamil Nadu, India	D. Annapoorni	B. Sc Statistics	GIS Science Journal	<u>VIEW</u>
19	3-D Supramolecular, quantum computational, and vibrational spectroscopic investigation on	P. Koteeswari	B.Sc Physics	Molecular Crystals and Liquid Crystals	<u>VIEW</u>



SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to the University of Madras and Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

	Lcysteinium methanesulfonate single crystals				
20	Green synthesis and characterization of copper oxide nanoparticles and their photocatalytic activity	P.Koteeswari	B.Sc Physics	Inorganic Chemistry Communication	VIEW
21	Experimental and DFT investigation on the role of aromaticity on the stability of Hydrogen bonded complexes of cyclohexanone with amines and Hydroxyl compounds	C.Mansiya	B.Sc Chemistry	Journal of Molecular liquids	VIEW
22	Anti-cancer Effect of Gold Nanoparticles of Gracilaria sp. against HeLa and MCF-7 Cell Lines	G.Rani	BSc., PBPBT	Applied Ecology and Environmental Sciences	VIEW
23	Mycosynthesis of Zinc oxide Nanoparticle from Mycelial Biomass of Macroclybe crassa (Sacc.) Pegler & Lodge and its Bio- applications	R. Siva	B. Sc Plant Biology and Plant Biotechnology	Indian Journal of Pure and Applied Sciences	VIEW
24	Biosynthesis of Silver nanoparticles from cultivated Mushroom (Calocybe indica P & C) and its Antibacterial activity	R Siva	B.Sc Plant Biology and Biotechnology	Indian Journal of Applied and Pure Niology	VIEW
25	Analysis Phytochemical And Pigment Of Dry Stem Extract Of Cissampelos Pereira L. (Menispermaceae)	K. Ramani	B. Sc Plant Biology and Plant Biotechnology	ANNALS-Food science and technology	VIEW
26	Phytochemical screening and fluorescence analysis of 4 curcuma Species: studies (Curcuma aromatica Salisb., Curcuma caesia Roxb., Curcuma longa L. And Curcuma zedoaria Roscoe) the Zingiberaceae	K. Ramani	B. Sc Plant Biology and Plant Biotechnology	Indian Journal of Natural Sciences (IJS)	VIEW



**SHRIMATHI DEVKUNVAR NANALAL BHATT
VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**
OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to the University of Madras and Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

	Rhizomes				
27	F Analysis Of Macroscopic And Biochemicals Of Dry Seeds Of Psoralea Corylifolia L. (Fabaceae)	K. Ramani	B. Sc Plant Biology and Plant Biotechnology	ANNALS-Food science and technology	VIEW
28	Biosynthesis Of Gold Nanoparticles (Aunps) And Anticancer Activity And Using Theaqueous Extract Of Drystem Bark Of Crateva Religosa (Hook & Frost) (Capparaceae)	K. Ramani	B. Sc Plant Biology and Plant Biotechnology	ANNALS-Food science and technology	VIEW
29	New Education Policy 2020: A Sentiment Classification	R. Radha	B.Sc Computer Science	Indian Journal of Science and Technology	VIEW
30	Automated Vehicle Number Plate (VNP) Detection based on Optimized Segmentation and Machine Learning	R. Radha	B.Sc Computer Science	IEEE Xplore	VIEW
31	Performance Analysis of Spatio-temporal Human Detected Keyframe Extraction	D. Rajeswari	B.Sc. Computer Science	Journal of Survey in Fisheries Science	VIEW
32	Steganalysis Techniques: A Systematic Review	V. Hemamalini	B.Sc. Computer Science	Journal of Survey in Fisheries Sciences	VIEW
33	Video Keyframe Extraction Based on Human Motion Detection	D. Rajeswari	B.Sc Computer Science	Inventive Systems and Control	VIEW
34	Advance Hybrid RF-GBC-RFE Wrapper-Based Feature Selection Techniques for Prediction of Autism Spectrum Disorder	C.Radhika	B.Sc Computer Science	Journal of Algebraic Statistics	VIEW
35	Early Detection of Autistic children using Wrapper-based Feature Selection Technique	C.Radhika	B.Sc Computer Science	Lecture Notes in Networks and Systems book	VIEW
36	Observations of IOT at Recent Trends	VidhyaSathish	BCA	South India journal of social sciences	VIEW



**SHRIMATHI DEVKUNVAR NANALAL BHATT
VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**
OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to the University of Madras and Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

37	Observations of IOT at Recent Trends	S. Meenakshi	B.C.A	South India journal of social sciences	VIEW
38	Improving the Prediction and Classification of PCOS using SCBOD Feature Extraction with Augmentation.	S. Jeevitha	BCA	International Journal of Computer Science & Network Security(IJCSNS)	VIEW
39	Identifying and Classifying an Ovarian Cyst using SCBOD (Size and Count-Based Ovarian Detection) Algorithm in Ultrasound Image	S. Jeevitha	BCA	The International Journal of Electrical and Computer Engineering Systems (IJECS)	VIEW
40	Optimized Segmentation Technique for detecting PCOS in Ultrasound Images	S. Jeevitha	BCA	Lecture Notes on Data Engineering and Communications Technologies book series (LNDECT, volume 114)	VIEW
41	A Study on Work Life Balance of Women Entrepreneurs	K.Lakshmi	BBA	Journal of the Asiatic Society of Mumbai	VIEW
42	A study on work life balance of first generation women Entrepreneurs	K.Lakshmi	BBA	Sardar Patel Institute of Economic and Social Research	VIEW
43	An Empirical Study on Customer Perceptions of Green Banking in a changing Banking Scenario	P.Brindha	BBA	Sardar Patel Institute of Economic and Social Research	VIEW
44	Impact of pre-purchase consumer behaviour on teen purchase decision making: A study on teen consumer perception as regards cake brands in Chennai city	R.Savithri	Commerce	International Journal of Health Science	VIEW
45	Impact of pre-purchase consumer behaviour on teen consumer satisfaction	R.Savithri	Commerce	Sambodhi	VIEW
46	Impact of customer satisfaction on E- Logistics service providers (A study	R. Savithri	Commerce	The Online Journal of Distance Education and e-	VIEW



SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to the University of Madras and Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

	with reference to Chennai city)			Learning	
47	Role of E-Performance Management In Banks (A Study With Reference To Employees' Perception In Chennai City)	R Savithri	Commerce	Journal of Management and Entrepreneurship	VIEW
48	A Study On Employee's Perception Towards E-Hrm Practices In Public And Private Sector Banks In Chennai	R Savithri	Commerce	Journal of Management and Entrepreneurship	VIEW
49	Consumer Preference And Loyalty Of E-Logistics Service Providers (A Study With Reference To Chennai City)	R Savithri	Commerce	ANVESAK	VIEW
50	A Study on the contribution of Farmer Producer Company (FPC) in Non Timber Forest Produce and Agricultural Produce of Tribal communities (A study on FPC at Tiruvannamalai District)	R. Savithri	Commerce	ANVESAK	VIEW
51	A study on factors influencing consumer loyalty on E-Logistics service providers (A study with reference to Chennai city)	R. Savithri	Commerce	Journal of The Asiatic Society of Mumbai	VIEW
52	A Study On Perception Of Traders About Consumer Traits Towards Online Shopping (Specific Case Of Tiruvallur District)	G. Tamilselvi	Commerce	Sambodhi	VIEW
53	A Study of consumer adoption of online grocery shopping in Chennai City	A.RohiniPriya	Commerce	Sambodhi	VIEW
54	A study on online hedonic shopping behaviour of youth's in Chennai city	A.RohiniPriya	Commerce	NIU International Journal of Human Rights	VIEW
55	A Study on Issues in E-Banking Services from the Perspective of Customers	G.M.Vinothani	Commerce	International Journal of Current Research and	VIEW



**SHRIMATHI DEVKUNVAR NANALAL BHATT
VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**
OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to the University of Madras and Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

	in Chennai			Academic Review	
56	A study on consumer preference and satisfaction towards online grocery ordering and delivery service in Chennai	V. Gayathri	Commerce	Journal of Aeronautical materials	VIEW
57	A study on consumer preference and satisfaction towards online grocery ordering and delivery service in Chennai	S. Seethalakshmi	Commerce	Journal of Aeronautical materials	VIEW
58	Impact of customer satisfaction on E- Logistics service providers (A study with reference to Chennai city)	N. Chithralekha	Commerce	The Online Journal of Distance Education and e-Learning	VIEW
59	A study on factors influencing consumer loyalty on E-Logistics service providers (A study with reference to Chennai city)	N. Chithralekha	Commerce	Journal of The Asiatic Society of Mumbai	VIEW
60	A study on the impact of Fast Food consuming patterns on consumers amid the COVID 19 pandemic and post pandemic, with reference to Chennai City	M. Nivedidha	Commerce	Dogo Rangsang Research Journal	VIEW
61	A Study on Consumer behaviour towards reliance trends retail outlets specifically to pre-purchase, during in-store purchase and post purchase activities with special reference to Chennai city	M. Nivedidha	Commerce	Dogo Rangsang Research Journal	VIEW
62	A study on decision making of final year students in arts and science college about their career	K. Malarvizhi	Commerce	Humanities and Social Sciences	VIEW
63	A Study on perception of IT employees on hybrid working pattern	Vimala Vasudevan	Commerce	Humanities and Social Sciences	VIEW



**SHRIMATHI DEVKUNVAR NANALAL BHATT
VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**
OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to the University of Madras and Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

64	A Study on perception of IT employees on hybrid working pattern	S. Priya Reddy	Commerce	Humanities and Social Sciences	VIEW
65	Influence of Artificial Intelligence Applications of Product Recommendations on Consumers Experience	R.Mehala	Commerce	Journal of Fundamental & Comparative Research	VIEW
66	Impact on Applications of Artificial Intelligence In Consumer Purchase Decision	R.Mehala	Commerce	Journal of the Oriental Institute	VIEW
67	Consumer awareness and consumer preference between allopathic and ayurvedic treatment- A comparative study	S. Seethalakshmi	Commerce	Journal of the asiatic society of mumbai	VIEW
68	Emerging trends in E-commerce :Chennai women customers attitude on e-banking services-An analytical study	S I Fathima Farhana	Commerce	Journal of Oriental Institute	VIEW
69	Effects of digital marketing strategies on clothing purchase behaviour	A. Asma Zainab	Commerce	ANVESAK	VIEW
70	Challenges Faced By Students During Covid Era – An Analytical Study With Reference To Chennai City	S I Fathima Farhana	Commerce	Kala Sarovar	VIEW
71	Challenges Faced By Students During Covid Era – An Analytical Study With Reference To Chennai City	A. Jayadharani	Commerce	Kala Sarovar	VIEW
72	Bitcoin, The Digital Currency, Its Functions And Challenges	R. Neela Anuradha	Commerce	Journal of the Oriental Institute	VIEW
73	Organic Food Products Purchase & Consumption Level Before and During Covid Era	S I Fathima Farhana	Commerce	Journal of Oriental Institute	VIEW
74	Emerging trends in E-commerce :Chennai women customers attitude	K. Shyamala	Commerce	Journal of Oriental Institute	VIEW



SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to the University of Madras and Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

	on e-banking services-An analytical study				
75	Organic Food Products Purchase & Consumption Level Before and During Covid Era	K. Shyamala	Commerce	Journal of Oriental Institute	VIEW
76	A Study of consumer adoption of online grocery shopping in Chennai City	V .Phreethi	Commerce	Sambodhi	VIEW
77	A study on online hedonic shopping behaviour of youth's in Chennai city	V. Phreethi	Commerce	NIU International Journal of Human Rights	VIEW
78	Impact of Instagram Advertisement on Consumer Behavior with Special Reference to the food industry	P. Jayanthi	B.Com A & F	International Journal of Humanities, Law and Social Sciences	VIEW
79	A Study on Customer Satisfaction on Chatbots Services	P. Jayanthi	B.Com A & F	Journal of the Oriental Institute	VIEW
80	Effects of digital marketing strategies on clothing purchase behaviour	Y.Kalaivani	B.Com A & F	ANVESAK	VIEW
81	A Study on Customer Perception towards the plans, pricing and features offered by Netflix	P. Jayanthi	B.Com A & F	Journal of Management & Entrepreneurship	VIEW
82	Impact of Factors influencing the customers in conversational Marketing	P. Jayanthi	B.Com A & F	ANVESAK	VIEW
83	A study on perception of consumers towards Digital wallets	K.R.Radhika	B.Com A & F	Journal of Management & Entrepreneurship	VIEW
84	A study on Customers' Preference towards Flipkart	R.Kavitha	B.Com A & F	Journal of Management & Entrepreneurship	VIEW
85	A Study on Consumer perception towards Green marketing in FMCG	K.Latha	B.Com Honors	Journal of Management & Entrepreneurship	VIEW
86	Customers' preference towards e-pharmacies in Chennai City	J Priya	B.Com Honors	International Journal of Health Sciences	VIEW



**SHRIMATHI DEVKUNVAR NANALAL BHATT
VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**
OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to the University of Madras and Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

87	Trends in Digital Marketing PostCovid-19	C.Tamilarasi	B.Com Honors	Journal of the Oriental Institute	<u>VIEW</u>
88	Impact of Stress on Employee Productivity during Pandemic Outbreak	S. Priya Reddy	B.Com Honors	Anvesak	<u>VIEW</u>
89	Survey of Online Teaching and Learning Methods Special References From Chennai City	P. Kalaivani	B.Com ISM	European Chemical Bulletin Journal	<u>VIEW</u>
90	Impact of social media marketing among users in Chennai city-An empirical study	N. Sukanya	B Com ISM	South India journal of social sciences	<u>VIEW</u>
91	Effectiveness of You tube Advertisement on Viewers - A Study with special reference to Chennai city	N. Sukanya	B. Com ISM	International Journal of Health Sciences	<u>VIEW</u>
92	Role of E-Performance management in banks (a study with reference to employees' perception in Chennai city)	T Y Balakamakshi	B.Com (BIM)	Journal of Management & Entrepreneurship	<u>VIEW</u>
93	A study on employee's perception Towards E-HRM Practices in public and private sector banks in Chennai	T Y Balakamakshi	B.Com (BIM)	Journal of Management & Entrepreneurship	<u>VIEW</u>
94	A Study Of Understanding Customer's awareness about distribuion channels of insurance Sector In India	S. Amalya Rani	B.Com (BIM)	NIU international Journal of Human Rights	<u>VIEW</u>
95	Influence Of Customer's Commitment In Social Media Marketing On Purchase Decisions	S. Amalya Rani	B.Com (BIM)	Journal of Management & Entrepreneurship	<u>VIEW</u>
96	Adaptability of Automation in HRM- A review	V. M. Geetha	B.Com (BIM)	International Journal of Early Childhood Special Education	<u>VIEW</u>
97	New-Age Entrepreneurs And The Factors That Influence Their Sustainability In The Digital World	U. Rehana Fathima	B.Com PA	Shodha Prabha	<u>VIEW</u>



**SHRIMATHI DEVKUNVAR NANALAL BHATT
VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**
OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to the University of Madras and Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

98	The True Brand Of Digital Advertising Is Content Marketing	U. Rehana Fathima	B.Com PA	Kanpur Philosophers	VIEW
99	New-Age Entrepreneurs and the Factors that Influence their Sustainability In The Digital World	K. Shyamala	B.Com PA	Shodha Prabha	VIEW
100	Prevalence of entrepreneurial attitude among young minds – a diagnostic study	R. Christian Mercy	MA Economics	Journal of Management and Entrepreneurship	VIEW
101	Fostering Effective Remote Teams with Team Competency Building	R. Sridevi	MA HRM	European Chemical Bulletin Journal	VIEW
102	Enhancement of organisation performance using Big data and talent analytics	R. Sridevi	MA HRM	International conference on application of analytics in 1 managerial decision	VIEW
103	Prediction of the determination of the number of Antenatal Care visits in NFHS IV Survey of India: Modelling Excess Zero of Count Data	V. Suriya	M.Sc Biostatistics	JP Journal of Biostatistics	VIEW
104	Collaborative interdisciplinary research for solving Diverse Societal Problems: An Exploratory study	S. Santhana lakshmi	M.Sc Biostatistics	Journal of Aeronautical materials	VIEW
105	Identification Of Distinct Factors for Under Five Mortality in State of Maharashtra - An Evidence from NFHS-4	S.Abeena Shantini	M.Sc Biostatistics	Journal of Algebraic Statistics	VIEW
106	Modelling Longitudinal Data - A Comparative study	S.Abeena Shantini	M.Sc Biostatistics	Dogo Rangsang Research Journal	VIEW
107	Count Data Models for the NFHS IV survey in India to Determine the Factors Affecting the Number of Antenatal Care Visits	V. Suriya	M.Sc Biostatistics	Shodha Prabha	VIEW



SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to the University of Madras and Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

108	A study on the development of scaffold fabrication using citric acid polyester – nanohydroxyapatite composite	R.Indira	M.Sc Chemistry	Bulletin of chemical society of Ethiopia	VIEW
109	Antimicrobial activity of chitosan/zno blended coating on silk fabric against Escherichia coli	T. Preethi	M.Sc Chemistry	Research Journal of Chemistry and Environment	VIEW
110	Green route synthesis of nanotitania using ghee and honey as surface directing agents for photocatalytic application	T. Preethi	M.Sc Chemistry	Environmental Engineering and Management Journal	VIEW
111	Performance Analysis of Spatio-temporal Human Detected Keyframe Extraction	C. Victoria Priscilla	M.Sc. Computer science	Journal of Survey in Fisheries Science	VIEW
112	Steganalysis Techniques: A Systematic Review	C. Victoria Priscilla	M.Sc. Computer science	Journal of Survey in Fisheries Sciences	VIEW
113	A Review on Database and Transaction Models in Different Cloud Application Architectures	N.Priya	M.Sc Computer Science	Springer Link	VIEW
114	Advance Hybrid RF-GBC-RFE Wrapper-Based Feature Selection Techniques for Prediction of Autism Spectrum Disorder	N.Priya	M.Sc Computer Science	Journal of Algebraic Statistics	VIEW
115	A New Multi-Phase Feature Selection Framework for the Prediction of Breast Cancer Drug Using Machine Learning Techniques	N.Priya	M.Sc Computer Science	Journal of Algebraic Statistics	VIEW
116	Video Keyframe Extraction Based on Human Motion Detection	C. Victoria Priscilla	M.Sc Computer Science	Inventive Systems and Control	VIEW
117	A Deep Dive Comparison of Cache Replacement Strategies: The Quality of Experience Influencer	C. Victoria Priscilla	M.Sc Computer Science	Computational Methods and Data Engineering	VIEW



SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to the University of Madras and Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

118	A study on intelligent women's security system	C. Victoria Priscilla	M.Sc Computer Science	TELEMATIQUE	VIEW
119	A study on image caption generators using Machine Learning	C. Victoria Priscilla	M.Sc Computer Science	TELEMATIQUE	VIEW
120	A Review on Social Distance Measurement and Face Mask Detection in a Crowd Using Machine Learning	C. Victoria Priscilla	M.Sc Computer Science	TELEMATIQUE	VIEW
121	A Review on Smart Voting System Using Deep Learning Techniques and Facial Authentication	C. Victoria Priscilla	M.Sc Computer Science	TELEMATIQUE	VIEW
122	Cyber Bullying Detection on Social Media Using Machine Learning Algorithms- A Review	C. Victoria Priscilla	M.Sc Computer Science	TELEMATIQUE	VIEW
123	Identifying and Classifying an Ovarian Cyst using SCBOD (Size and Count-Based Ovarian Detection) Algorithm in Ultrasound Image	N. Priya	M.Sc Computer Science	The International Journal of Electrical and Computer Engineering Systems	VIEW
124	Early Detection of Autistic children using Wrapper-based Feature Selection Technique	N. Priya	M.Sc Computer Science	Lecture Notes in Networks and Systems book	VIEW
125	A Novel Feature Selection Approach to Classify Breast Cancer Drug using Optimized Grey Wolf Algorithm	N. Priya	M.Sc Computer Science	International Journal of Computer Science and Network Security	VIEW
126	Optimized Segmentation Technique for detecting PCOS in Ultrasound Images	N. Priya	M.Sc Computer Science	Lecture Notes on Data Engineering and Communications Technologies book series (LNDECT, volume 114)	VIEW
127	Improving the Prediction and Classification of PCOS using SCBOD Feature Extraction with	N. Priya	M.Sc Computer Science	International Journal of Computer Science and Network	VIEW



**SHRIMATHI DEVKUNVAR NANALAL BHATT
VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**
OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to the University of Madras and Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

	Augmentation.			Security	
128	Flood prediction using supervised machine learning approaches	S. Rajeswari	M.Sc Computer Science	Shodhasamhita : Journal of Fundamental & Comparative Research	VIEW
129	Next Word prediction model using RNN	S. Rajeswari	M.Sc Computer Science	Shodhasamhita : Journal of Fundamental & Comparative Research	VIEW
130	Aspect Based Polarity Extraction in Tamil Tweets using Tree-Based Recursive Partitioning Techniques	S. Rajeswari	M.Sc Computer Science	International Journal of Engineering Trends and Technology	VIEW
131	Resilience to stress and psychosocial adjustment among elders in India: A Descriptive Study	Renu Agarwal	M.Sc FSND	European Chemistry Bulletin	VIEW
132	Association of Haemoglobin (HB) level with cognitive ability and academic performance among college going adolescent girls in Chennai City, Tamil Nadu	Renu Agarwal	M.Sc FSND	Journal of the Asiatic Society of Mumbai	VIEW
133	Association between activity based Teaching-Learning and Academic performance	Renu Agarwal	M.Sc FSND	Journal of the Asiatic Society of Mumbai	VIEW
134	Formulation And Evaluation Of Sesame Cake Flour Chikki: Value-Added Product For Health Promotion	Renu Agarwal	M.Sc FSND	ANNALS-Food science and technology	VIEW
135	Formulation And Quality Evaluation Of Fermented Browntop Millet Koozh	R. Vijaya Vahini	M.Sc FSND	ANNALS-Food science and technology	VIEW
136	Optimization And Evaluation Of Barnyard Millet Flour (Echinochloa Frumentacea) Based Ice Cream Waffle Cone Incorporated With Dried	R. Subaratinam	M.Sc FSND	ANNALS-Food science and technology	VIEW



SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to the University of Madras and Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

	Dates Powder				
137	Formulation And Evaluation Of Spirulina And Microgreens Incorporated Rusk	V. Subasshini	M.Sc FSND	ANNALS-Food science and technology	VIEW
138	Antioxidant Profile And Nutritional Analysis Of Nutri-Laddu Using Cassia Auriculata (Avarampoo) Flower Powder	Renu Agarwal	M.Sc FSND	ANNALS-Food science and technology	VIEW
139	A Study On Nutritional Knowledge and Awareness Of Nutritional Disorders Among Anganwadi Workers In The Icds Program	R. Subaratinam	M.Sc FSND	ANNALS-Food science and technology	VIEW
140	Experimental Study On Formulation Of Kalyana Murungai (Erythrina Variegata) Leaves Enculturated Vermicelli	R. Subaratinam	M.Sc FSND	ANNALS-Food science and technology	VIEW
141	A Study On Physico-Chemical, Nutritional And Sensory Characteristics Of Cottonseed Milk Paneer	R. Subaratinam	M.Sc FSND	ANNALS-Food science and technology	VIEW
142	Formulation and Evaluation Of Plectranthus Vettiveroides– Sarbhat	V. Subasshini	M.Sc FSND	ANNALS-Food science and technology	VIEW
143	Formulation And Quality Evaluation Of Sauropus Androgynus Soup Mix	R. Vijaya Vahini	M.Sc FSND	ANNALS-Food science and technology	VIEW
144	Development And Assessment Of Ridge Gourd Peel Incorporated Pasta	Renu Agarwal	M.Sc FSND	ANNALS-Food science and technology	VIEW
145	Innovation And Physiochemical Analysis Of Healthy Antioxidant Gummies Using Amla (Phyllanthus Emblica) And Chia Seeds (Salvia Hispanica)	R.Subaratinam	M.Sc FSND	ANNALS-Food science and technology	VIEW
146	Utilization Of Kitchen Waste (Coconut Meal) In Formulation Of Edible	R. Vijaya Vahini	M.Sc FSND	ANNALS-Food science and technology	VIEW



SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to the University of Madras and Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

	Soup Bowl And Its Quality Evaluation				
147	Development Of Value Added Protein Based Pre – Mix	V. Subasshini	M.Sc FSND	ANNALS-Food science and technology	VIEW
148	Formulation Of A Low-Fat Mayonnaise Incorporated With Cordia Myxa L. Extract As A Fat Replacer	Renu Agarwal	M.Sc FSND	ANNALS-Food science and technology	VIEW
149	Quality Characteristics Of Value-Added Biscuits Incorporated With Dried Corn Silk (Stigma Maydis) Powder	R.Subaratinam	M.Sc FSND	ANNALS-Food science and technology	VIEW
150	Effective Tools For Nutrition Education Program: Black Board Vs Powerpoint Presentation	Renu Agarwal	M.Sc FSND	ANNALS-Food science and technology	VIEW
151	Toxicological profile of pomegranate extract and histopathological assesment in Zebrafish: An In-Vivo study	Renu Agrawal	M.Sc FSND	International Journal of Membrane science and technology	VIEW
152	Standardization Of Amaranth Grain Based Cereal Bars And Evaluation Of Its Physiochemical, Proximate, Microbial And Organoleptic Properties	R. Vijaya Vahini	M.Sc FSND	ANNALS-Food science and technology	VIEW
153	Formulation And Characteristics Assessment Of Gluten-Free Chips	V. Subasshini	M.Sc FSND	ANNALS-Food science and technology	VIEW
154	Effect of a community-based nutrition intervention program about dietary immune nutrients during covid-19 pandemic	V. Subasshini	M.Sc FSND	Journal of Advanced Applied Scientific research	VIEW
155	Impact of social media marketing among users in Chennai city-An empirical study	S. Subbulakshmi	M. Com	South India journal of social sciences	VIEW
156	A study on the Impact of Consumer Perception towards the Adoption of	D. Lalitha	M. Com	Dogo Rangsang Research Journal	VIEW



SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to the University of Madras and Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

	M-Commerce in Chennai city				
157	Effectiveness of You tube Advertisement on Viewers - A Study with special reference to Chennai city	S.Subbulakshmi	M.Com	International Journal of Health Sciences	VIEW
158	Customers' Preference towards e-Pharmacies in Chennai City.	S.Subbulakshmi	M.Com	International Journal of Health Sciences	VIEW
159	Role of E-CRM in E-Pharmacies: A Conceptual View	S.Subbulakshmi	M.Com	Journal Of the Oriental Institute	VIEW
160	Role of MSME's In Economic Development - A Study With Reference To Chennai City of Tamil Nadu State.	S.Subbulakshmi	M.Com	Stochastic Modelling & Applications - Indexing	VIEW
161	Consumers' Perception towards Organic Cosmetic Products	D. Lalitha	M.Com	Sambodhi indo Logical Research Journal of L.D.I.I	VIEW
162	Opportunities and Challenges faced by the entrepreneurs in the digital era	T. Anitha	M.Com	Shodhsamhita: Journal of fundamental and comparative research	VIEW
163	Perception among Senior citizens adaptation to digital culture with special reference to Chennai city.	T. Anitha	M.Com	Journal of the oriental Institute	VIEW
164	A Study on the contribution of Farmer Producer Company (FPC) in Non Timber Forest Produce and Agricultural Produce of Tribal communities (A study on FPC at Tiruvannamalai District)	R.Harini	M.Com CS	ANVESAK	VIEW
165	Impact of Stress on Employee Productivity during Pandemic Outbreak	Vimala Vasudevan	M.Com CS	ANVESAK	VIEW
166	A study on the Impact of Consumer Perception towards the Adoption of M-Commerce in Chennai city	P. Amirtha	M Com A & F	Dogo Rangsang Research Journal	VIEW



SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to the University of Madras and Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

167	Entrepreneurship Attitude among College Students	M. Rekha	M Com A & F	Dogo Rangsang Research Journal	VIEW
168	Customer perception towards service Quality of Life insurance Corporation	M. Rekha	M Com A & F	Dogo Rangsang Research Journal	VIEW
169	Job stress among health care employees: An Emprical Study	M. Rekha	M Com A & F	Dogo Rangsang Research Journal	VIEW
170	Employees awareness on Tax planning and saving Instruments- Emprical Study	M. Rekha	M Com A & F	Dogo Rangsang Research Journal	VIEW
171	Investigation on the Methods and Types of Technology based Customer Engagement: An Empirical Study	S. Kamakshi	M.Com A & F	Journal of Management & Entrepreneurship	VIEW
172	Impact of Instagram advertisement on "Consumer behavior with special reference to the food industry"	S. Kamakshi	M.Com A & F	International Journal of Law, Humanities and Social Sciences	VIEW
173	Impact of Online Marketing on Small and Medium Enterprises	S. Kamakshi	M.Com A & F	ANVESAK	VIEW
174	A Study on Customer Loyalty Towards Catering Business Services Among Customers with Reference to Chennai City	S. Kamakshi	M.Com A & F	Journal of The Oriental Institute	VIEW
175	Trends in Digital Marketing Post Covid-19	S. Kamakshi	M.Com A & F	Journal of The Oriental Institute	VIEW
176	A Study on Customer Perception towards the plans, pricing and features offered by Netflix	S. Kamakshi	M.Com A & F	Journal of Management & Entrepreneurship	VIEW
177	Impact of Factors influencing the customers in conversational Marketing	S. Kamakshi	M.Com A & F	ANVESAK	VIEW
178	A Study on Digital Competency among Senior Citizens with reference to Chennai city	P. Amirtha	M.Com A & F	ANVESAK	VIEW

ISSN 2278-4004
UGC CARE LIST

प्राच्या PRĀCYĀ

(A PEER REVIEWED (REFEREED) JOURNAL
ON SANSKRIT & RELATED STUDIES)

VOLUME-XIV

UPAKATHĀVIŚEṢĀMKAḤ

उपकथाविशेषांकः

धन्योऽयं भारतो देशो धन्येयं सुरभारती ।
तदुपासकाः वयं धन्या अहो परम्परा ॥



EDITOR
DR. MANASHI SHARMA

PUBLISHED BY :
DEPARTMENT OF SANSKRIT
M.D.K. GIRLS' COLLEGE
DIBRUGARH
2022

The Paśupakṣivicintana of Hari Narayan Dikshita: Clarion call for Ahimsā

Ms. Ramya Bhatt

Mankind has been closely living with birds and animals. The Indus people worshipped animals and deified them. Mohenjo-daro and Harappā seals revealing a male god surrounded by four, show the importance of animals in this planet. Even today we can see deities having animals as their weapons or vehicles.

Description of birds and animal can be found in our literature as early as the Vedas. Smṛtis, Epics, Purāṇas, Kāvya and popular fables like the Pañcatantra and Hitopadeśa follow. In all these literature, humans have been depicted as closely interacting with the fauna and many a time, values are taught to humans through fables in the form the behaviour of the animals and birds.

Paśupakṣivicintana of Dr Hari Narayan Dikshit is one such work which highlights the concept of Ahimsā through a plea to the human world to let the fauna live peacefully without fear.

The concept 'अहिंसापरमोधर्मः' has a deep root in Hindu culture. This *dharma* to be followed while dealing with animals, is again and again stressed and highlighted in our literature starting from the Vedas. The *R̥gveda* mentions cow as *aghnyā*- 'should not be killed'. The *Matsya Purāṇa* says that those who ill-treat cows do not prosper. It is also mentioned in our *Śāstras* that adhering to vegetarianism is the path of *ahiṃsā* towards

PREVALENCE OF ENTREPRENEURIAL ATTITUDE AMONG YOUNG MINDS – A
DIAGNOSTIC STUDY

Dr. M.S.Lekha Assistant Professor Department of Economics S.D.N.B. Vaishnav College for Women,
Chrompet, Chennai-44 mahadaslekha@gmail.com
Ms. Christian Mercy R. Research Scholar Department of Economics S.D.N.B. Vaishnav College for
Women Chrompet, Chennai-44 mercychristian77@gmail.com

ABSTRACT

India has taken many attempts to boost the level of entrepreneurship in the country but the fact is that India is still lagging behind in the race of entrepreneurship. India is passing through the phase of demographic transition and hence it has the largest population of young working people. In the year 2017-18 India recorded 6.1 per cent of unemployment which is considered to be the highest in the last 45 years. Thus, India has the largest number of young people but at the same time it has a high rate of unemployment in the economy. It is truly a herculean task to create job opportunities for such a large number of people. India has to find ways to generate employment opportunities. One of the ways to generate employment opportunities and also ensure growth of economic activities is entrepreneurship. This paper intends to study the attitude of young graduates towards entrepreneurship and find the factors that impede entrepreneurship among the youngsters. This study is based on the primary data collected from the students of colleges around Chennai. Financial insecurity and lack of awareness has been a dominant factor in discouraging the entrepreneurial aspirants. Also, it was found that educational institutions can play a significant role in inculcating entrepreneurial acumen among the students.

INTRODUCTION

According to J.B. Say an entrepreneur is an economic agent who brings together the factors of production in such a way that new wealth can be created. This process of bringing together the factors of production and making way for the creation of new wealth is very crucial and inevitable. No country in this world can ever carve their development path without this crucial entrepreneurial activity. The growth story of every developed country in the world is incomplete without the element of entrepreneurship. Entrepreneurship has been an indispensable factor in the growth process of every developed country. Entrepreneurial people are an asset to a country, with all their activities they give a momentum to the process of economic growth and when a country lacks such people the process of economic growth gets retarded. Therefore, it is very important for a country like India with the largest young and working population to ensure that its young minds have the entrepreneurial attitude.

IMPORTANCE OF ENTREPRENEURSHIP

Entrepreneurship according to A.H. Cole is a purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or aggrandize profit by production or distribution of economic goods and service. Increase in the number of entrepreneurs would definitely lead to an increase in the quantum of production and distribution in the country. Production and distribution imply exploiting new resources and techniques to meet the needs of the society and putting into use the idle resources which would otherwise remain unused. One of the major reasons why developed countries could develop and the less developed once lag behind is that the developed countries have had entrepreneurs who exploited resources and put them into productive use while the less developed countries lack such entrepreneurial people and as a result the resources of the country remain unused or under used.

DEFINING IDENTITY CRISIS IN POSTCOLONIAL THEORY AND DECOLONIZATION LITERATURE: EDWARD SAID

Dr.Nasreen Sultana.K.A, Assistant Professor, Department of English, (Shift-II), Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women (Autonomous), Chennai-44.

Abstract

The literary idea of post-colonialism, which analyses the impact of European colonialism on many facets of the life of the colonised and its manifestations in the Western literary and philosophical heritage, is explored in this essay. For the simple reason that he is regarded as the one who laid the cornerstone of this theory, despite the indisputable contribution of many other major authors, the paper concentrates on Edward Said's views in order to shed light on the impact of this theory in the field of literary criticism. This idea is mostly founded on what Said views as the inaccurate perception of the Orient created by Western philosophers as the barbaric "other" in contrast to the civilized West. He thinks that many former colonies are still suffering from the effects of colonialism, which include anarchy, coups, corruption, civil conflicts, and bloodshed. A language and a culture have been imposed by the strong colonizer, while those of the Oriental peoples have been neglected or misrepresented. The paper illustrates how being free from imperialism's repression allowed the natives to eventually create their own culture of opposition, create their own identity, and write their history outside the framework they have been confined to for a long time. It does this by making use of some works by colonial and postcolonial novelists. With these authors, Heart of Darkness by Conrad or Jane Eyre by Bronte cannot be read the same way after Achebe's criticism or Jean Rhys's postcolonial parallel novel Wide Sargasso Sea after Wide Sargasso Sea.

INTRODUCTION

The purpose of this paper is to examine post-colonialism, a literary theory that looks at the history of European colonialism in various parts of the world, its effects on different aspects of colonized people's lives in general, and its manifestations in the Western literary and philosophical heritage specifically throughout the nineteenth and twentieth centuries, in addition to the emergence of literature of opposition and resistance in the former colonies. The purpose of this study is to clarify this idea and the significant impact it has had on literary criticism. For the simple reason that Said is regarded as the one who laid the foundation for this theory, despite the importance of other key figures like Gayatri Spivak and Homi Bhabha in this regard, the paper will concentrate on Edward Said's views and ideas by examining his most significant books and articles. Up until his death from illness in 2003, the renowned academic and lecturer Edward Said, a Palestinian American, held the position of professor of comparative literature at Colombia University. When Said's book Orientalism was released in 1978, it established the foundation for the theory of post-colonialism and raised a storm of debate that persisted beyond Said's death.

Since Napoleon's occupation of Egypt in 1798, western explorers, poets, writers, philosophers, political theorists, economists, and imperial administrators have created a misleading image of the Orient or the East, according to Said. He writes that "Orientalism is a school of thought built upon an ontological and epistemological dichotomy created between "the Orient" and (most of the time) "the Occident" in his widely read book Orientalism. According to Said, such language has been used to either justify occupations and the atrocities that go along with them or to prepare for military expeditions and colonialism against the Orient. He goes on to say that it is quite false to believe that the end of direct colonialism put a stop to such atrocities. Instead, he contends that colonialism's aftereffects, which still plague many of these nations and are mostly to blame for the killing; include turmoil, coups, corruption, civil wars, and other violent conflicts. In this regard, according to Said, a strong coloniser has imposed a language and a culture, whereas the cultures, histories, values, and languages of the Oriental peoples have been disregarded and even distorted by the colonialists in their quest to rule over these peoples and profit from their wealth under the guise of enlightening, civilizing, and even humanizing them. The fact that such peoples,

STYLISTICS AS A CRITICAL PEDAGOGIC TOOL FOR TEACHING POETRY AND FOR EFFECTIVE LANGUAGE NEGOTIATION

*DR. B. NAGALAKSHMI

Abstract

Oakley, Sejnowski and McConville have done research on learning how to learn and their findings on the “neural reuse theory” which deals with learning something from familiar to knowing about unfamiliar in the form of comparison. This comparison in the context of poetry can be figures of speech namely imagery, simile and metaphor. When a person reads poetry and thinks in terms of figurative speech, a trail which is a set of brain-links is being activated. This enables one to do the complex things about the “real” concept (57-64). Based on this theme this article is developed. This article has sprung from the classroom teaching experience. This is a qualitative- descriptive study on pedagogic approach to teach poetry and stylistics analysis using imagery. Teaching poetry is to give the learners sensory experiential learning. This article also relates to the multiple intelligence theory proposed by AG Gardner. This article is backed up by the theories of Stylistics as the greater our detailed knowledge of the working of the language system the greater our capacity for insightful awareness of the effects it creates. The famous definition of poetry highlights the significance of words: “Poetry is the best words in the best order”. A detailed stylistic analysis of the poems using the lens of imagery and other stylistics features in Keats’ Ode to Autumn, Wordsworth’s Lucy Poem and Sarojini Naidu’s Indian Weavers are taken to describe how stylistics analysis can be effectively used by teachers to help students achieve reasonable competence in the appreciation of poetry.

Keywords: Imagery, Stylistics, Syntactic, Figurative, Pedagogy, Multiple Intelligence, Sensory, Auditory, Visual, tactile, Kinaesthetic

INTRODUCTION

Teaching poetry may be a joyful experience for teachers but for the students it may be excruciating as I have seen students looking at me as an alien at the moments when I try to describe poetry to make my learners also have the sensuous experience as experienced by the poet and the readers. But later I understood that they also had the sensuous experience unknowingly. As during one revision class I got the answers shuffled for the questions on different types, names of the poet and titles of the poem but when I explained a few lines, describing the scene for example ‘our poet is riding on a horse in the valley to see his lady love’. The students could instantly relate ‘Mam, it is Lucy Poem’. This

Journal of the Oriental Institute, ISSN: 0030-5324, UGC CARE LIST NO. 135,
Vol. 71, Issue. 02, No.01, April -June: 2022, pp. 29-34

*Assistant Professor, Department of English, SDNB Vaishnav College for Women, Chennai – 600 044
nagalakshmi.thiru@gmail.com

COLLABORATIVE INTERDISCIPLINARY RESEARCH FOR SOLVING DIVERSE SOCIETAL PROBLEMS: AN EXPLORATORY STUDY

Dr. B. Nagalakshmi

Asst. Professor, Department of English (SFS), SDNB Vaishnav College for Women, Chennai
– 44 Tamil Nadu nagalakshmi.b@sdnbvc.edu.in

Dr. S. Santhana Lakshmi

Asst. Professor, Department of Bio-Statistics (SFS), SDNB Vaishnav College for Women, Chennai – 44 Tamil Nadu santhanalakshmi.s@sdnbvc.edu.in

Abstract

This paper aims to study the significance of Collaborative Interdisciplinary Research (CIDR) to address the emerging societal problems. This paper describes the concept of Inter disciplinarily and Collaboration by grounding with theory. This paper makes an attempt to study the current statistics on interdisciplinary researches within the regional, national and international level to identify the gap using the available database and other Survey methods. Subsequently the research explores the definitions, advantages, perceptions, challenges and limitations in carrying out such collaborative research using literature review and mixed method of qualitative and quantitative study to arrive at solutions and implications for implementing. The purpose of the exploratory study is not to provide conclusive results but to provide better understanding of the problems and trigger further researches. This draws on the significance of Collaborative Interdisciplinary Research (IDR) in Multidisciplinary education and Interdisciplinary study is also identified as thrust area for providing solutions for emerging day-to-day life, diversified problems by triggering future research and development. The study has provided a strategic design for implementing collaborative IDR and gives suggestions and implications for policy making decisions.

(KeyWords: Interdisciplinary, collaboration, multidisciplinary, technology, social sciences, research writing, societal problems)

Introduction

Collaboration is increasingly becoming spontaneous, voluntary, inevitable and seamless in all the spheres strongly driven by the spirit of development at times of growth and the feeling of compassion at times of crises. As the world today is grappled with complex crises ranging from threats of technology, calamities to the recent pandemics, it is becoming impossible to address these with experts specialized in a particular domain. The best solution arises out of interaction and collaboration among the experts from adjoining areas relating to the problem. This is evident in the indispensable role played by statistics in the recent pandemics in controlling the spread of Covid. Technologies and social media enable reaching out the unreached at the time of natural calamities and disasters by mobilizing the resources and manpower. Use of AI is increasingly indispensable in the fields of medicine, banking, e-commerce, Travel and Hospitality. This interaction across disciplines is not new but have happened and evolved ever since ancient times. A dire need arises for collaboration across disciplines. This

Perfecting Matching of an Undirected Dense Based on Geometric Multiplicity

Jini Justus^{1,2, a)}, Hemalatha Sundaramurthy^{3, b)}

¹ Department of Mathematics, Kings Engineering College, Sriperumbudur, Chennai – 602 117, Tamil Nadu, India.

² Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chrompet, Chennai-600 044, Tamil Nadu, India.

³ Department of Mathematics, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chrompet, Chennai – 600 044, Tamil Nadu, India.

^{a)} Corresponding author: jinigunaseelan@gmail.com

^{b)} hemalatha.s@sdbnvc.edu.in

Abstract. One of the important concepts of Graph Theory is Matching Theory. Several Concepts on Matching Theory has been dealt in [1, 2, 3]. The technique of maximum matching on directed graphs have been studied in [1]. In this paper, a new approach for finding maximum matching of an undirected dense graph based on largest geometric multiplicity of Eigen values using exact controllability network is studied. It will be interest to further study on their properties.

Keywords: Graph Theory, Matching, Maximum Matching, Geometric Multiplicity, Dense graph.

AMS Classification Key: 05C, 05C70, 911368, 15A18

1. INTRODUCTION

One of the important concepts of Graph Theory is Matching Theory. Under this topic we discuss the method to find maximum matching of an undirected dense graph using Largest Geometric Multiplicity of Eigen values.

Maximum Matching nodes can be obtained using the largest geometric multiplicity through the transpose of adjacency matrix. The maximum matching of an undirected dense graph is discussed under this topic separately. The basic idea of this method is obtained from the Exact Controllability for Dense networks. Maximum Matching based on largest geometric multiplicity of an undirected dense graph are illustrated by a theorem.

Let $G_u = (V_n, E_n)$, where G_u is the undirected graph, V_n be the Nodes (non empty finite set of elements) and E_n is the Edges (finite set of ordered pairs of different nodes).

2. PRELIMINARIES

Maximum Matching of an Undirected Graph

The independent set of edges where no two share a node is matching M of an undirected graph. If a node is incident to an edge then it is matched, otherwise it is unmatched. The Matching of Maximum cardinality among all matching is known as Maximum Matching M^* . If all the nodes are matched then the Maximum Matching M^* is a perfect matching. The edges corresponding to the matched nodes are the matched edges.

Dense graph

A graph is called Dense if the number of edges is close to the possible number of edges. An Undirected graph can have at most $\frac{n(n-1)}{2}$ edges.

Largest Geometric Multiplicity

The largest number of linearly independent Eigen vectors corresponding to an Eigen value is known as Geometric Multiplicity.

The minimum number of driver's node N_D of an undirected graph is obtained by the largest geometric multiplicity $\mu(\lambda_j)$ of the Eigen value λ_j of A_j

$$\mu(\lambda_j) = \dim V_{\lambda_j} = N - \text{rank} \{ \lambda_j I_N - A \}$$

Where $\lambda_j = 1, 2, 3, \dots, N$ represent the distinct Eigen values of A and I_N is the unit matrix with the same as A .

$$N_D = \max \{ \mu(\lambda_j) \}.$$

D-lucky Edge Labeling of Human Chain and Circular Human Chain Networks

G. Rajini Ram

Department of Mathematics
Sri Sairam Engineering College (Autonomous)
Tamilnadu, India
Research Scholar

Department of Mathematics
Shrimathi Devkumar Nanlal Bhatt Vaishnav College for Women (Autonomous)
Chennai - 44, Tamilnadu, India
rajini.math@sairam.edu.in

Dr. S. Hemalatha

Department of Mathematics
Shrimathi Devkumar Nanlal Bhatt Vaishnav College for Women (Autonomous)
Chennai - 44, Tamilnadu, India
hemalatha.s@sdbnvc.edu.in

Dr. K. Anitha

Department of Mathematics
Sri Sairam Engineering College (Autonomous)
Tamilnadu, India
anitha.math@sairam.edu.in

Abstract—Basic knowledge and motivation from d -lucky labeling of graphs, we obtained D -lucky edge number of two graphs namely human and circular human chain graphs.

Index Terms— D -lucky, edge, labeling, human graph, circular human graph.

I. INTRODUCTION

In graph theory, the labeling is most important concept studied by [3]. d -lucky idea was given by [4]. Estimating lucky labeling for human chain graph and concepts of circular human chain graph given by Anitha et al. see [1], [2]. Further Rajini Ram gave the proof of D -lucky edge results [5]. Many applications are in Network communication here, estimated D -lucky edge results of human and circular human graphs.

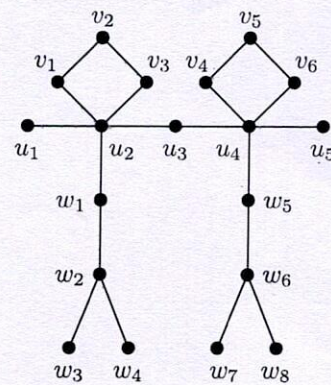


Fig. 1.

Definition I.1. Human chain $HC_{n,m,k}$ is acquired from path $u_1, u_2, \dots, u_{2n+1}$, $n \in N$ uniting a cycle C_m and Y -tree Y_{k+1} , $k \geq 3$ to each u_{2i} for $1 \leq i \leq n$. $V(C_m) : v_1, v_2, \dots, v_{(m-1)n}$ and $V(Y_{k+1}) : w_1, w_2, \dots, w_{kn}$.

$V(HC_{n,m,k}) = \{u_i, v_j, w_t, \text{ where } 1 \leq i \leq 2n+1, 1 \leq j \leq (m-1)n, 1 \leq t \leq kn\}$ and $|V| = (m+k+1)n+1$
 $E(HC_{n,m,k}) = \{u_i u_{i+1}, \text{ for } 1 \leq i \leq 2n\} \cup \{u_{2i} w_{k(i-1)+1}; u_{2i} v_{(m-1)i}; u_{2i} v_{(m-1)(i-1)+1}; w_{ki} w_{(ki-2)/0} \leq i \leq n-1, 1 \leq j \leq k-2; v_{(m-1)i+j} v_{(m-1)(i+j+1)}, 0 \leq i \leq n-1, 1 \leq j \leq m-2\}$ and $|E| = (m+k+2)n$.

Definition I.2. A circular human chain graph $CHC_{n,m,k}$ is acquired from cycle u_1, u_2, \dots, u_{2n} , $n > 2$ by uniting cycle C_m and Y -tree Y_{k+1} , $k \geq 3$ to each u_{2i} , $1 \leq i \leq n$. $V(C_m) : v_1, v_2, \dots, v_{(m-1)n}$ and $V(Y_{k+1}) : w_1, w_2, \dots, w_{kn}$.
 $V(CHC_{n,m,k}) = \{u_i, v_j, w_t, \text{ where } 1 \leq i \leq 2n, 1 \leq j \leq (m-1)n, 1 \leq t \leq kn\}$ and $|V| = (m+k+1)n$
 $E(CHC_{n,m,k}) = \{u_i u_{i+1}, \text{ for } 1 \leq i \leq 2n-1\} \cup \{u_1 u_{2n}\} \cup \{u_{2i} w_{k(i-1)+1}; u_{2i} v_{(m-1)i}; u_{2i} v_{(m-1)(i-1)+1}; w_{ki} w_{(ki-2)/0} \leq i \leq n-1, 1 \leq j \leq k-2; v_{(m-1)i+j} v_{(m-1)(i+j+1)}, 0 \leq i \leq n-1, 1 \leq j \leq m-2\}$

978-1-6654-7995-0/22/\$31.00 ©2022 IEEE



SPARSE GRAPH MATCHING OF AZTEC DIAMOND GRAPH

J. JINI¹ and S. HEMALATHA²

¹Department of Mathematics
Kings Engineering College
Chennai – 602 117, Tamil Nadu, India

¹Research Scholar
Shrimathi Devkunvar Nanalal
Bhatt Vaishnav College for Women
Affiliated to University of Madras
Chrompet, Chennai-600 044, Tamil Nadu, India
E-mail: jinigunaseelan@gmail.com

²Department of Mathematics
Shrimathi Devkunvar Nanalal
Bhatt Vaishnav College for Women
Affiliated to University of Madras
Chrompet, Chennai – 600 044, Tamil Nadu, India
E-mail: hemalatha.s@sdnbvc.edu.in

Abstract

One of the important concepts of Graph Theory is Matching Theory. Several Concepts on Matching Theory has been dealt in [1, 2, and 3]. The technique of maximum matching on directed graphs have been studied in [1]. In this paper, a new approach of forming Aztec diamond using Domino tiling is studied and the Aztec Diamond graph is formed by dimer covering which will be a sparse graph. The matching of sparse graph is found based on geometric multiplicity of Eigen values using exact controllability network.

2020 Mathematics Subject Classification: 05C70

Keywords: Graph Theory, Matching, Maximum Matching, Geometric Multiplicity, sparse graph, Aztec Diamond, Domino Tiling.

Received August 21, 2021; Accepted September 25, 2021

Securing Data Using Injective Labeling on Acyclic Graphs

D.A.Angel Sherin^{1 b)}, Dr.V.Maheswari^{2 a)} and Dr.V.Balaji^{3 c)}

¹Research Scholar, Department of Mathematics,
Vels Institute of Science, Technology & Advanced Studies (VISTAS),
Pallavaram, Chennai-117.

²Professor, Department of Mathematics,
Vels Institute of Science, Technology & Advanced Studies (VISTAS),
Pallavaram, Chennai-117.

³Assistant Professor, PG and Research Department of Mathematics
Sacred Heart College, Tirupattur, Vellore Dt- 635601.

^{a)}d.a.angelsherin@gmail.com

^{b)}Corresponding author: maheswari.sbs@velsuniv.ac.

^{c)}pulibala70@gmail.com

Abstract. In this research paper we transmit the data or message to the receiver using the optimised weight Injective technique on a family of certain acyclic graphs. Weight injective labeling is a class of graphs labeling widely used in networking of communication channels. Labeling is a technique used to number each vertex or edge with non-negative values. Weight injective labeling of a graph is an injection, where the edges are numbered with a set of forms. Networking plays a major role in communication. This communication should be safe and secure. We use weight injective labeling technique on acyclic graph patterns. Also we have clubbed octal numeral system to hide a message. Our goal is to secure the message in an appropriate way that hacking should be avoided. In this paper work we investigated a new labeling technique with cryptography to provide secure data transmission to avoid hacking of data by Brute force attack.

Keywords: Edge Injective Labeling, Path graph, 4p-Lobster graph, Caterpillar graph, octal numeral system.

2010 Mathematical subject classification Number: 05C78.

INTRODUCTION

In this modern world securing data plays an important role. Everything modernizes into digital form. We need to keep the data in a confidential and secure manner. If we pass data through tele conversation and image it can be eavesdropping. In order to secure the information we have found the new methodology. The M. Kalaimathi, B. J. Balamurugan, explained a new Labeling technique and "Computation of Even-Odd Harmonious Labeling of Certain Families of Acyclic Graphs"[1]. The V. Maheswari, S. Rekha and V. Balaji introduce a combination of graph labeling with cryptography to secure the message in "Quotient Remainder Labeled Graph" [2]. Natalia Tokareva talks about the "Connections between graph theory and cryptography"[11] getting inspired with this we defined a new Edge Injective Labeling using functions. A function is a mapping of elements from domain to co domain. The classes of functions are classified into injective, surjective and bijective functions. Every distinct element of domain mapped to co-domain is injective or one-one functions. Now we combine graph labeling

Encryption Coding on DryasOctopetalawith Weight injective labeling

D.A.Angel Sherin^{1 b)}, Dr.V.Maheswari^{2 a)} and Dr.V.Balaji^{3 c)}

¹Research Scholar, Department of Mathematics,
Vels Institute of Science, Technology & Advanced Studies (VISTAS),
Pallavaram, Chennai-117.

²Professor, Department of Mathematics,
Vels Institute of Science, Technology & Advanced Studies (VISTAS),
Pallavaram, Chennai-117.

³Assistant Professor, PG and Research Department of Mathematics
Sacred Heart College, Tirupattur, Vellore Dt- 635601

^{a)}d.a.angelsherin@gmail.com

^{b)}Corresponding author: maheswari.sbs@velsuniv.ac.

^{c)}pulibala70@gmail.com

Abstract. DryasOctopetala is a flowering plant that grows near the arctic and mountain region. DryasOctopetala structure is used to develop a graph called D₈O. The D₈O graph is divided into two segments Petal and Pistil. Consider the Pistil of the flower to be a Wheel Graph by avoiding the hub and spokes of the wheel. Take each corner of petals to be vertex and sides to be an edge. Number each vertex by $f(v) = 2n + 1$ where $n=0,1,2,3,\dots$ and edges by weight injective labeling with difference 6. The prime focus is to create a different pattern of coding techniques using matrix coders. Eventually, the ordinary message is converted into the Ciphertext using the coding system. Further, a final inference is achieved in this part by elaborating the algorithm through examples and pictures by SageMath software.

Keywords: Weight injective labeling, DryasOctopetala, Flower graph, Wheel graph, Matrix coder, Alphabet Ordinal.

2010 Mathematical subject classification Number: 05C78.

INTRODUCTION

Cryptography is a method of securing information or communications in hidden form. The word crypt means secret and graphy means writing. The method of writing the series of procedures is called a cryptographic algorithm. This algorithm is divided into two forms one is symmetric and asymmetric. Graph Labeling is the assigning of numbers or symbols to the vertex and edges. In this paper, take a D₈O graph by assigning $f(v) = 2n + 1$ where $n=0, 1, 2, 3,\dots$ to the vertices and edges is labeled using Weight injective labeling. Then follow the Matrix encryption algorithm to secure the message and decryption of the message is done using clues given by the sender.

Ukrains'kyi Matematychnyi Zhurnal

Current Archives Submissions Major topics of interest About ▼

Home / Archives / Vol 74 No 11 (2022) / Research articles

On a class of analytic functions closely related to a class defined by Silverman and Silvia

S. Kavitha

SDNB Vaishnav College for Women, Chennai Tamil Nadu, India

M. Darus

Univ. Kebangsaan Malaysia, Selangor, Malaysia

S. Sivasubramanian

Univ. College of Engineering, Anna Univ., Tindivanam, India

DOI: <https://doi.org/10.37863/umzh.v74i11.6523>

Keywords: Univalent; Starlike functions of order α ; Starlike function with respect to a boundary point; Coefficient estimates.

Abstract

UDC 517.5

We define and study a class of analytic functions in the unit disc by using the modification of the well-known Silverman and Silvia's analytic formula for starlike functions with respect to a boundary point. The representation theorem, as well as growth and distortion theorems are established for the new class of functions. Further, early coefficients of the new class of functions are also estimated.

References

A. S. Abdullah, R. M. Ali, V. Singh, *On functions starlike with respect to a boundary point*, Ann. Univ. Mariae Curie-Skłodowska, Sect. A, **50**, 7–15 (1996).}

Dense Elements in B-Almost Distributive Fuzzy Lattices

K. Rekhalakshmi^{1, b)}, V. Maheswari^{2, a)} and V. Balaji³

¹Research Scholar, Department of Mathematics

Vels Institute of Science, Technology & Advanced Studies (VISTAS), Tamil Nadu, India.

²Assistant Professor, Department of Mathematics

Vels Institute of Science, Technology & Advanced Studies (VISTAS), Tamil Nadu, India.

³Assistant Professor, PG & Research Department of Mathematics

Sacred Heart College, Tamil Nadu, India

^{a)} Corresponding author: maheswari.sbs@velsuniv.ac.in

Article Info

Page Number: 739 - 745

Publication Issue:

Vol 71 No. 3s2 (2022)

Article History

Article Received: 28 April 2022

Revised: 15 May 2022

Accepted: 20 June 2022

Publication: 21 July 2022

Abstract

In this paper we define the concept of a dense element in a B-Almost Distributive Fuzzy Lattice BADFL (B, A) and prove that the set $D_A(B)$ of all dense elements of B is an implicative filter of B . Also, we establish a fuzzy epimorphism of (B, A) into (B^*, A) the set of all closed elements of (B, A) and prove the existence of an fuzzy epimorphism of $D_A(B)$ into $D_A\left(\frac{B^* \times B}{\theta}\right)$. We prove that (B^*, A) and $\left(\left[\frac{B^* \times B}{\theta}\right]^*, A\right)$ are fuzzy isomorphic.

1. Introduction

U. M. Swamy and G. C. Rao [8] proposed the notion of an Almost Distributive Lattice (ADL) as a generalisation of most current ring and lattice theoretic extensions of a Boolean algebra. As an extension of Heyting algebra [1] presented the notion of a Heyting Almost Distributive Lattice (HADL) in [6]. If $(H, \vee, \wedge, \rightarrow, 0, m)$ is a HADL, the set H^* containing all closed elements of H is both a bounded pseudo complemented semilattice and a bounded implicative subsemilattice of H , as shown in [4]. Zadeh developed the notion of fuzzy set in [10], which was extended by Goguen in [13] and Sanchez in [11] to define and explore fuzzy relations. We also defined a binary operation $\underline{\vee}$ on (B^*, A) and established that $(B^*, \underline{\vee}, \wedge, *, 0, m)$ is a fuzzy Boolean Algebra. In this study, we expand certain essential features of Dense elements in BADFL using the fuzzy partial order relation given in [12].

In this paper, we explore the concept of dense elements in an BADFL (B, A) and prove that the set $D_A(B)$ of all dense elements of B is an implicative filter of B . Also we establish an fuzzy epimorphism of (B, A) into (B^*, A) and prove the existence of an fuzzy epimorphism of $D_A(B)$ into $D_A\left(\frac{B^* \times B}{\theta}\right)$. Finally, we prove that (B^*, A) and $\left(\left[\frac{B^* \times B}{\theta}\right]^*, A\right)$ are fuzzy isomorphic.

Following are some significant results and definitions required for the study of dense element characteristics on B-ADFLs.

Effect Of Unsteady MHD Nanofluid In An Asymmetric Wavy Channel With Soret Effect

Prathiba. S.R.¹⁾, Karthika. A.²⁾

1) Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai,, India

2) Sri Krishna College of Engineering and Technology, Coimbatore, India

Abstract

Flow through asymmetric wavy channel is important in electronics coolant in industry and biomedical industry. Numerous investigations have been reported presenting analytical and numerical solutions for a plethora of different geometrical scenarios, such flows are important in rocket propulsion control, crystal growth technology, astrophysical plasma fluid dynamics, tri-biological regulation in moving machine parts and magnetohydrodynamic energy generators. An electrically conducting oscillatory incompressible nanofluid past a asymmetric wavy channel bounded by a porous medium is considered. Appropriate boundary conditions are considered on the boundary of the wavy channel. The nano fluid effects in velocity profile, temperature profile and concentration profile for various parameters are plotted with graphs. Heat and mass transfer effects are analyzed.

1 Introduction

The effects in a wavy wall channel using forced convection was studied by Wang and Chen [12]. Oscillatory flow in an asymmetric wavy channel with magnetic effect was discussed by Sudharsan Reddy *et al.* [11]. The same work in irregular channel with chemical reaction was analyzed by Satya Narayana *et al.* [10]. Soret effect for a wavy channel was discussed by Sasikumar *et al.* [9]. Magnetohydrodynamic flow in rotating systems continues to stimulate significant research in the fields of engineering science and applied mathematics.

Dragon and Grotberg [3] studied the mass transport in a flexible tube with oscillatory flow in the year 1991. Oscillatory Stokes flow in porous media was discussed by Chapman and Higdon [1]. Many studies were gone through the field of oscillatory flow through porous media in the year 2000. Later, Graham and Higdon [4] worked on the oscillatory forcing of flow through porous media. Looker and Carnie [7] discussed the hydrodynamics of an oscillating porous sphere. An exact solution of oscillatory flow through a porous medium in sphere was discussed by Loganathan and Prathiba [5],[6]. Magnetohydrodynamic flow past a rotating cylinder was derived by Prathiba *et al.* [8]. Axial dispersion in packed beds of spheres was done by Crittenden *et al.* [2].

Oscillatory flow through many objects has gained importance lately since it is used in industry and geophysical applications. With a vast array of potential applications, it is fairly evident that a lot of people have put in their minds and thoughts, trying to invent more innovations in this prevalent field. Nano particles have introduced to increase the transfer of heat in the fluid. Many methods are used to progress current of the fluids by dangling nano particles in waters.

Recently the flow of fluids in an asymmetric porous wavy channel was studied by many researchers. In this paper the heat and mass transfer, soret effect on magnetohydrodynamic



COM-POISSON CURE RATE MODEL WITH GENERALIZED EXPONENTIAL LIFETIMES UNDER INTERVAL-CENSORING: AN EM-BASED APPROACH

Janani Amirtharaj and **G. Vijayasree**

Department of Statistics

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women

Vaishnava College Road, Lakshmi Nagar, Shanthi Nagar

Chromepet, Chennai - 600044, Tamil Nadu, India

e-mail: janani25amirtharaj@gmail.com

Abstract

A mixture cure rate model is considered for time-to-event data having a cure fraction under a competing risks scenario. It is assumed that the count of unobservable competing causes follows a Conway-Maxwell Poisson (COM-Poisson) distribution, and time-to-event follows a generalized exponential distribution. The expectation-maximization (EM) algorithm is applied for estimating the proposed model parameters under the interval-censoring. The model performance is studied by Monte Carlo simulation using Akaike information criteria (AIC) and Bayesian information criteria (BIC), for varying sample

Received: April 26, 2022; Accepted: June 21, 2022

Keywords and phrases: cure rate model, EM algorithm, maximum likelihood estimates, Akaike information criteria, Bayesian information criteria.

How to cite this article: Janani Amirtharaj and G. Vijayasree, COM-Poisson cure rate model with generalized exponential lifetimes under interval-censoring: an EM-based approach, JP Journal of Biostatistics 21 (2022), 29-54.

<http://dx.doi.org/10.17654/0973514322019>

This is an open access article under the CC BY license (<http://creativecommons.org/licenses/by/4.0/>).

Published Online: August 6, 2022



LIKELIHOOD INFERENCE USING EM BASED ALGORITHM FOR COM-POISSON CURE RATE MODEL WITH GENERALIZED GAMMA LIFETIMES UNDER INTERVAL CENSORING

Janani Amirtharaj and G. Vijayasree

Research Department of Statistics

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women
Chennai, Tamil Nadu, India

Abstract

In this paper, we assume the competing causes to follow a Conway-Maxwell Poisson (COM-Poisson) distribution with lifetimes under interval censoring mechanism. COM-Poisson distribution comprises some discrete distributions such as geometric, Poisson and Bernoulli and the time-to-event distribution includes some lifetime distributions, namely, lognormal, gamma and Weibull. The flexibility of generalized gamma family of distributions is assessed by carrying out a generalized gamma simulation study using EM based algorithm for estimating the model parameters and their standard errors. A profile

Received: September 21, 2022; Revised: September 30, 2022; Accepted: October 15, 2022
2020 Mathematics Subject Classification: 62N02, 62P10.

Keywords and phrases: cure rate models, COM-Poisson distributions, generalized gamma lifetimes, likelihood ratio test, Akaike information criteria, Bayesian information criteria.

How to cite this article: Janani Amirtharaj and G. Vijayasree, Likelihood inference using EM based algorithm for COM-Poisson cure rate model with generalized gamma lifetimes under interval censoring, *Advances and Applications in Statistics* 82 (2022), 65-99.

<http://dx.doi.org/10.17654/0972361722081>

This is an open access article under the CC BY license (<http://creativecommons.org/licenses/by/4.0/>).

Published Online: November 4, 2022



MODELLING CARBON DIOXIDE EMISSION IN INDIA USING AUTOREGRESSIVE DISTRIBUTED LAG MODELS

S. Deepa and G. Vijayasree

Research Department of Statistics

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women

Chromepet, Chennai, Tamil Nadu, India

Abstract

Autoregressive distributed lag (ARDL) model is one of the powerful tools to model time series data, which allows simultaneous estimation of both long run and short run parameters. The current article focuses on modelling the impact of renewable energy production, non-renewable energy production, gross domestic product and urban population growth on carbon dioxide emission in India during 1971 to 2014. The long run relationship between covariates and regressors is established using ARDL bound test. The estimated long run parameters suggest that both renewable and non-renewable energy production make a significant impact on the carbon dioxide emission. The asymmetric relationship between the considered factors and

Received: December 14, 2022; Accepted: February 22, 2023

2020 Mathematics Subject Classification: 62P12, 62M10.

Keywords and phrases: autoregressive distributed lag model, renewable energy, non-renewable energy, carbon dioxide emission.

How to cite this article: S. Deepa and G. Vijayasree, Modelling carbon dioxide emission in India using autoregressive distributed lag models, *Advances and Applications in Statistics* 87(2) (2023), 119-137. <http://dx.doi.org/10.17654/0972361723031>

This is an open access article under the CC BY license (<http://creativecommons.org/licenses/by/4.0/>).

Published Online: April 24, 2023

COINTEGRATING REGRESSION MODELS FOR CARBON-DI-OXIDE EMISSION IN INDIA

Deepa S, Research Scholar, Research Department of Statistics, Shrimathi Dev Kunvar Nanalal Bhatt Vaishnav College for Women, Chrompet, Chennai – 600044

Vijayasree G Assistant Professor, Research Department of Statistics, Shrimathi Dev Kunvar Nanalal Bhatt Vaishnav College for Women, Chrompet, Chennai – 600044

Abstract

The carbon-di-oxide emission in India taken from World Bank from 1971 to 2014 is modelled using cointegration regression models namely Fully Modified Ordinary Least Square (FMOLS), Dynamic Ordinary Least Squares (DOLS), Canonical Cointegrating Regression (CCR). The factors like Renewable Energy production, Non-Renewable Energy production, Financial Growth and Population Growth are considered in the study. The stationarity of the variables under study are checked using Augmented Dickey Feller (ADF) test. The parameters of FMOLS, DOLS and CCR models are estimated and the models are compared using adjusted R square and MAPE. The CCR model that closely estimates the actual values of the carbon-di-oxide emission suggests that the contribution to emission of carbon di oxide from Renewable energy production is less when compared to emission from Non-Renewable energy production. The stability of model parameters is checked using Hansen's Parameter instability test and the parameters were found to be stable in the DOLS model with significantly cointegrated variables.

Key Words: *Cointegrating Regression, Renewable Energy, Non-Renewable Energy, Carbon di oxide emission.*

INTRODUCTION

Time series analysis focuses on modeling and forecasting based on the historical behavior of the data, collected over a period of time. The Classical Univariate and Multivariate time series models are applicable only if the time series is stationary. Most time series data possess properties such as joint dependence and non-stationarity, thus use of classical techniques for analysis may not be appropriate. Modelling time series data having non-classical properties have been studied extensively by several researchers leading to the development of time series techniques combining regression analysis.

An asymptotic theory of regression was developed by Phillips (1986) for integrated variables and situations involving spurious regression. Phillips (1987) researchers, and students discover, use, and build upon a wide range of content in a trusted digital archive. We use information technology and tools to increase productivity and facilitate new forms of scholarship. For more information about JSTOR, please contact support@jstor.org.. The Econometric Society is collaborating with JSTOR to digitize, preserve and extend access to Econometrica. This paper studies the random walk, in a general time series setting that allows for weakly dependent and heterogeneously distributed innovations. It is shown that simple least squares regression consistently estimates a unit root under very general conditions in spite of the presence of autocorrelated errors. The limiting distribution of the standardized estimator and the associated regression t statistic are found using functional central limit theory. New tests of the random walk hypothesis are developed which permit a wide class of dependent and heterogeneous innovation sequences. A new limiting distribution theory is constructed based on the concept of continuous data recording. This theory, together with an asymptotic expansion that is developed in the paper for the unit root case, explain many of the interesting experimental results recently reported in Evans and Savin (1981, 1984) showed that simple least square regression consistently estimates a unit root under very general conditions in spite of presence of autocorrelation. Multivariate regression theory for integrated process was developed by Park & Phillips (1989). Phillips & Hansen (1990) extended the work of Park & Phillips by modifying the Ordinary Least Square Parameter (OLS) and termed

A Study on Tectonic stress in and around the Chennai region, Tamil Nadu, India

Thamizhchelvan R ^a, Francis Lawrence J^b, Annapoorani D^c and Sivakarun N ^d

^a Indian Meteorological Department, Chennai, Tamil Nadu, India, ^b Department of Geology, Presidency College, Chennai, Tamil Nadu, India, ^c Department of Statistics S.D.N.B Vaishnav college for Women, Chennai, Tamil Nadu, India, ^d Annamalai University, Tamil Nadu, India.

ABSTRACT

To understand the occurrence status of earthquake events in and around the Chennai city, geology, tectonic setup, and epicenter data are collected for the decade from the year 2000 to 2010 respectively. Origin of the earthquake events, pressure building, and its very executions are mostly taking place at the deeper level. Surface events like monsoon depressions, cyclonic storm, forest fires, and dust and sand storms are all cause factors that have a good number of clues and hints to trace the formation and development and forecast well in advance. Thus, a lot of life and property have been saved. But, earthquake events cannot be traced or noticeable from the surface observations, and the parameters for their observation too not fully specified. An earthquake is formed by a collective expression of pressure developed under feasible geological conditions. Typically, it needs vast land mass, a conducive geological setup for pressure building, and a suitable point for releasing of gained pressure. To understand the seismic wave flow of Chennai city and its surroundings, epicenter data covering more than 500 km is collected and statistically analyzed.

Keywords: Earthquake, Tectonic, Epicenter

INTRODUCTION

Chennai city has an area of 1177 sq.km. It is sprawling as a city increasingly invites people from various parts of the country daily for employment and business purposes. The Government of Tamilnadu also expands its jurisdiction frequently as demand is pressing. Chennai has a population of around 10 million, and the floating population is more because it is a state capital and high-ranked business city. To accommodate the residents and the floaters, city buildings are raising taller too many folded compared to last two decades.

Earlier, the LIC building was the one standing tallest in the city. Now, from recent IT companies are taller and each one is a multistoried structure and race of such buildings one can see very

Author for Correspondence: Thamizhchelvan R ^a Email: gracebrother24@gmail.com



Log in

| Register



Cart

Molecular Crystals and Liquid Crystals >

Latest Articles

32 | 0

Views CrossRef citations to date | 1 Altmetric

Research Article

3-D Supramolecular, quantum computational, and vibrational spectroscopic investigation on L-cysteinium methanesulfonate single crystals

P. Koteeswari, Solhe F. Alshahateet, R. Santhakumari, Is Fatimah & Suresh Sagadevan ✉

Published online: 30 Jan 2023

Download citation <https://doi.org/10.1080/15421406.2023.2171558>

Check for updates

Sample our
Physical Sciences
Journals

>> Sign in here to start your access
to the latest two volumes for 14 days

Full Article

Figures & data

References

Citations

Metrics

Reprints & Permissions

Read this article

Abstract

This article reports on molecular modeling using density functional theory (DFT) performed on L-cysteinium methanesulfonate (L-CMS). Calculations were performed on the B3LYP/LanL2DZ level with 6-31 G(d,p) basis set using the

Gaussian 09 program package. The optimized structure, HOMO-LUMO, energy gap, electronic properties, MEP, dipole moment, first-order molecular hyperpolarizability

Short communication

Green synthesis and characterization of copper oxide nanoparticles and their photocatalytic activity

P. Koteeswari^a, Suresh Sagadevan^{a,*}, Is Fatimah^b, Assefu Kassegn Sibhatu^c,
Saiful Izwan Abd Razak^d, Estelle Leonard^e, Tetsuo Soga^f^a Department of Physics, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai 600044, Tamil Nadu, India^b Nanotechnology & Catalysis Research Centre, University of Malaya, Kuala Lumpur 50603, Malaysia^c Department of Chemistry, Faculty of Mathematics and Natural Sciences, Universitas Islam Indonesia, Kampus Terpadu UII, Jl. Kaliurang Km 14, Sleman, Yogyakarta, Indonesia^d Department Physics, College of Natural and Computational Sciences, Debre Berhan University, Ethiopia^e Centre for Advanced Composite Materials, Universiti Teknologi Malaysia, 81300 Skudai, Johor, Malaysia^f Biomimetic Device and Tissue Engineering Research Group, School of Biomedical Engineering and Health Sciences, Faculty of Engineering, Universiti Teknologi Malaysia, 81310 Skudai, Johor, Malaysia^g Laboratoire TIMR UTC-ESCOM, Centre de recherche de Royallieu, rue du docteur Schweitzer, CS 60319, F-60203 Compiègne Cedex, France^h Department of Electrical and Mechanical Engineering, Nagoya Institute of Technology, Gokiso-cho, Showa-ku, Nagoya 466-8555, Japan

ARTICLE INFO

Keywords

CuO

Nanoparticles

Green synthesis

Optical and photocatalytic activity

ABSTRACT

Copper Oxide (CuO) nanoparticles were synthesized through a green approach using the papaya and banana peel reducing as well as a stabilizing agents and copper (II) nitrate trihydrate salt as a precursor. The sample was characterized by X-ray diffraction (XRD), Fourier-transform infrared spectroscopy (FT-IR), Scanning electron microscope (SEM), Transmission electron microscope (TEM), and UV-visible diffuse reflectance spectroscopy (DRS). The characterization results revealed about the CuO NPs structure, shape, energy gap, and functional group variations. The energy band-gap was calculated to be 1.92 (papaya peel extract), and 1.22 eV (banana peel extract), respectively. Under visible light irradiation, the photocatalytic activity of CuO NPs was investigated by degrading Methylene blue (MB) dye. It depicts that synthesized CuO NPs have a great potential for application as a photocatalyst to degrade textile colours in wastewater treatment in a short period. Moreover, the pseudo-first-order reaction rate constants were found to be 0.00359 min^{-1} (papaya peel extract) and 0.00335 min^{-1} (banana peel extract), respectively.

1. Introduction

Green chemistry-based nanoparticle synthesis has shown enormous promise in recent years as a cost-effective and environmentally acceptable alternative to chemically prepared nanoparticles. [1–3]. In recent years, there has been an increase in interest in investigating the use of innovative materials for environmental contamination concerns [4]. Several sectors, including fertilizers, tanning, paints, petrochemicals, pigments, metal fabrication, batteries, electroplating, alloys, mining, sugar and paper, discharge of heavy metals through runoff into wastewater. Dyes emitted from textiles, food, cosmetics, printed matter, leather, rubber, paper and pharmaceuticals also belong to this group and pose significant risks to human health and the environment [5]. Therefore, due to their widespread applications in energy conversion

and environmental remediation, such as the use of clean and renewable solar energy, the improvement of photoelectrochemical processes and the degradation of pollutants have been shown to have high potential value in green chemistry [6–8]. Photocatalysis is an environmentally friendly process that has emerged as a viable option for degrading a variety of organic pollutants [9]. Metal oxide nanoparticles are widely characterized by their high stability and wide range of applications in the fields like batteries, antibacterial investigations, electronic devices, photocatalytic activity, and so on [10–12]. CuO is a well-known p-type semiconductor material exhibiting the smallest direct energy bandgap of 1.3 eV – 2.1 eV at room temperature and can act as a promising material for photocatalytic application [13]. Sol-gel, pyrolysis, magnetron sputtering, hydrothermal, thermal oxidation, and co-precipitation are some of the techniques used to synthesize copper oxide nanoparticles

* Corresponding author.

E-mail address:

(S. Sagadevan)



Experimental and DFT investigation on the role of aromaticity on the stability of hydrogen bonded complexes of cyclohexanone with amines and hydroxyl compounds

A. Justin Adaikala Baskar^a, L. Ajay Joshva^a, D. Dhanapal^a, N. Johnnee Britto^b, M. Jaccob^b, C. Mansiya^c, V. Kannappan^d

Show more

Share Cite

<https://doi.org/10.1016/j.molliq.2022.120221>

Get rights and content

Abstract

The existence of intermolecular hydrogen bonded interaction between four structurally hydroxyl and amino compounds namely, phenol (**PHE**), aniline (**ANI**), cyclohexanol (**CHL**) and cyclohexylamine (**CHA**) with cyclohexanone (**CHE**) was investigated in *n*-hexane medium at 303K by experimental methods (ultrasonic, UV–Visible, IR spectral analysis) and theoretical (DFT, NCI) methods. From the acoustical and excess thermo-acoustical parameters, strong solute–solute interactions of hydrogen bonded type between the solutes were established. The formation of 1:1 complexes between cyclohexanone and hydroxyl, amino compounds was confirmed by UV–visible spectral method and the presence of hydrogen bonding in these complexes was proved by IR spectrum. The stability constant of the four hydrogen bonded complexes was calculated by both ultrasonic and UV–Visible spectroscopic methods. Interestingly, it was found that the order of strength of hydrogen bonding between **CHE** and hydroxyl as well as amino compounds is in the order **CHE-PHE > CHE-ANI > CHE-CHL > CHE-CHA**. DFT calculations, NBO analysis and NCI plots were also made to quantify the nature of stabilizing interactions between CHE and hydroxyl and amino compounds. Our computed results are in good agreement with the experimental observations. It is observed that aromatic moiety adjacent to hydrogen donor influences significantly the stability of the H-bonded complexes.

Graphical abstract

Anti-cancer Effect of Gold Nanoparticles of *Gracilaria* sp. against HeLa and MCF-7 Cell Lines

Sugandhi S, Rani G*

Department of Plant Biology & Plant Biotechnology, S.D.N.B. Vaishnav College for Women, Chennai, India

*Corresponding author: ranvenshre@gmail.com

Received July 01, 2022; Revised August 04, 2022; Accepted August 14, 2022

Abstract The main objective of this study was to examine the anticancer activities of the gold nanoparticles of marine seaweeds viz., *Gracilaria verrucosa*, *G. pudumadamensis* and *G. salicornia*. Gold nanoparticles of the three species of *Gracilaria* were tested for their anticancer properties *in vitro* against HeLa and MCF-7 cancer cell lines. HeLa cell line is cervical cancer cells and MCF-7 is breast cancer cells. The anticancer activity of gold nanoparticles of the seaweed was observed based on cell viability and morphology of the treated cells and control. Among the three species, *G. verrucosa* showed a greater activity with an IC 49.80 against HeLa than the other two species. While greater anticancerous activity was observed in *G. salicornia* with IC 49.69 against MCF-7 cell line. The morphology of the treated cells showed a great variation when compared to the control cells. Thus, the *in vitro* assay indicated that the gold nanoparticles synthesized by these red seaweeds are the significant source of a noble anticancer agent. The study also revealed that *G. verrucosa*, *G. pudumadamensis* and *G. salicornia* could be the promising bioagents for cancer therapy in the near future.

Keywords: gold nanoparticles, *Gracilaria*, HeLa, MCF-7, cell line, MTT

Cite This Article: Sugandhi S, and Rani G, “Anti-cancer Effect of Gold Nanoparticles of *Gracilaria* sp. against HeLa and MCF-7 Cell Lines.” *Applied Ecology and Environmental Sciences*, vol. 10, no. 8 (2022): 534-539. doi: 10.12691/aees-10-8-6.

1. Introduction

Seaweeds are a group of marine multicellular macroscopic algae mainly belonging to Chlorophyceae, Phaeophyceae and Rhodophyceae. They have gained much importance in food, pharmaceutical and agriculture industry. They are rich source of bioactive compounds which possess therapeutic properties. Seaweeds contain bioactive substances like proteins, lipids and polyphenols, with antibacterial, anticancer, antioxidant, antifungal, antiviral properties [1,2]. Isolation of cytotoxic anti-tumor substances from marine organisms has been reported by several authors [3-8]. Discovery and identification of bioactive compounds from natural resources is the most essential research in the present scenario. Hence in the present study, *G. verrucosa*, *G. pudumadamensis* and *G. salicornia* (Rhodophyceae) were collected from East coast of Tamil Nadu, South India to synthesize gold nanoparticles and to see its effect on anticancerous activity.

Algal nanotechnology has made its contribution to all spheres of human life. Globally biological green synthesize of nanoparticles using algae has attracted the focus of scientists from all fields mainly because the chemical methods are laborious process and are not eco-friendly. In the field of algal nanotechnology,

synthesize of gold and silver nanoparticles is very popular and there are many research works carried out currently. However biosynthesize of silver nanoparticles and its effect as antibacterial, antiviral, anti-tumour is a more common work than biosynthesize of gold nanoparticles (AuNPs) [9,10,11,12]. The biogenic synthesize of AuNPs using algae is a simple, low-cost, environmental friendly, nontoxic, reliable, and safe approach that can be used for a range of applications [13]. The biosynthesized AuNPs have potential use as a carrier for anticancer drug delivery [14]. Hence in the present work, AuNPs were synthesized from the red algae *G. verrucosa*, *G. pudumadamensis* and *G. salicornia* (Rhodophyceae).

Breast cancer is the most prevalent cancer in the world (22% of all the cases) and causes the highest percentage of the cancer deaths (14% of all cancer deaths) in women worldwide. HeLa is a cervical cancer cell line which has contributed to many medical breakthroughs. Though there are many advanced treatment for the cancer diseases, many studies have shown that some algae contain various biologically active substances with potential therapeutic applications in human [3]. Algae are used as a valuable source of biomolecules for new drug development, including novel anticancer compounds [7]. Hence in the present study, AuNPs synthesized from *G. verrucosa*, *G. pudumadamensis* and *G. salicornia* were used in the MTT assay to test their anticancer properties *in vitro* against the HeLa (cervical) and MCF-7 (breast) cancer cell lines.

Mycosynthesis of Zinc oxide Nanoparticle from Mycelial Biomass of *Macrocybe crassa* (Sacc.) Pegler & Lodge and its Bio- applications

¹S.P. Suvetha and ²Dr. R. Siva

Department of Plant Biology and Plant Biotechnology
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women,
Chromepet, Chennai-600044 (India)

¹*corresponding author -suvethaperumalsdnb@gmail.com

Abstract

Myconanotechnology has gained a great attention now a days due to increased Bio-medical application , eco- friendly nature, cost – efficient without side effects. The present study was focused on mycosynthesis of Zinc Oxide nanoparticle using the mycelium of *Macrocybe crassa* with zinc nitrate as precursor. The synthesized nanoparticle was further characterized by UV-VIS spectroscopy, FTIR spectroscopy and SEM anlaysis which proved the presence of spherical shaped nano structure. The Anti-bacterial activity of synthesized nanoparticle was studied using four bacteria, a high zone of inhibition was obtained in *Pseudomonas florescens* followed by *B. subtilis*, *S. aureus*, *E. coli*. The Anti-tumor effect of ZnO nano particle was also analysed against DLA cell line using tryphan blue exclusion method. The synthesized ZnO nanoparticle could be a excellent supplement when used along with anti-cancer drug in the medicinal field after proper *in vivo* analysis.

Key words : Mycosynthesis, *Macrocybe crassa*, DLA cell line, Anti-tumor, SEM.

Nano particles can be synthesized by Physical, Chemical and Biological methods. The synthesis of nano particles using biological method is inexpensive,eco friendly and easier¹³. The biosynthesis of nanoparticle using microbial extract / plant extracts mainly contains various reducing agents which reduces the metal compounds to elemental metal nanoparticles (or) metal oxides nanoparticles³. There are various NPs that can be prepared as their oxides, including Tio2, tin (IV) oxide, zinc oxide, silicon dioxide (Sio2)¹⁵. The zinc nanoparticles have gained focus on research due to their excellent thermal, chemical stability⁴ conductivity,

¹Research Scholar, ²Assistant Professor and Head.

Biosynthesis of Silver nanoparticle from cultivated Mushroom (*Calocybe indica* P&C) and its Antibacterial activity

¹S P Suvetha and ²R Siva

¹Research Scholar, ²Assistant Professor, Department of Plant Biology and Plant Biotechnology, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Woman, Chennai-600044 (India)

*Email: suvethaperumalsdnb@gmail.com

Abstract

Environmental friendly green synthesis of silver nanoparticles from cultivated mushroom utilizing different spawn grains reduced by different substrates has shown essential benefits due to the fact that of potential therapeutic applications. The found AgNPs were categorized by UV - visible spectrum, FTIR and SEM which showed the reduction of Ag⁺ ions to Ag⁰. Further, the aqueous extract was analyzed for qualitative and quantitative phytochemical screening and statistical analysis (one- way ANOVA) were reported to check the significance over substrate and their harvest. The synthesized AgNPs shows more absorption UV spectrum (420nm) and FTIR vibrational peaks (3278, 2933, 1634, 1372, 1018.88 and 933cm⁻¹) respectively. SEM analysis was also performed. Antibacterial efficacy was studied against *Escherichia coli*, *Staphylococcus aureus*, *Bacillus subtilis* and *Pseudomonas aeruginosa* by disc diffusion method. The present study revealed that the synthesized AgNPs from *Calocybe indica* play a major role in developing the therapeutic drug against bacterial infectious disease and other health associated disorders.

Calocybe indica is consumable milky white mushroom and it's highly cultivated in India. The main advantage of edible mushroom are rich in protein content, grows even at high temperature and have long shelf life¹³. Cultivation of mushroom process has many benefits which includes low cost, less numbers of labors, large scale production done

in small spaces and highly effect in biotechnological field²⁸. Microbial method is useful for the maximum production of recycling agro waste in India²⁷.

Varieties of mushrooms are available, world -wide amount that only 2,000 species are edible, from that approximately 650 species

ANALYSIS PHYTOCHEMICAL AND PIGMENT OF DRY STEM EXTRACT OF *CISSAMPELOS PEREIRA* L. (MENISPERMACEAE)

Ramani K¹, Thirsha K²

¹Assistant Professor, Department of Plant Biology and Plant Biotechnology,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of
Madras, Chennai, Tamil Nadu, India.

²Student, M.Sc., Department of Plant Biology and Plant Biotechnology,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of
Madras, Chennai, Tamil Nadu, India.

Abstract

Cissampelos pereira L. is commonly known as "Velvet Leaf plant", "Vatta-t-tiruppi and Urikkakodi" in Tamil is a species of flowering plant in the family Menispermaceae. The plant is a slender tomentose medicinal climber with triangular leaves and greenish inflorescence. The plant is used as best brain tonic in Ayurveda and traditionally used for anti-diarrhoeal, anti-inflammatory, antioxidant, anti-microbial and anti-fertility. The stem is slender, flexible found either creeping or twinning reaches up to 1 cm diameter. The present study is to "Analyze phytochemical and pigment of dry stem extract of *Cissampelos pereira* L. (Menispermaceae)". To study the morphological evaluation of dried stem size, colour, odour, taste and texture. The phytochemical and pigments analysis carried out using standard methods. Quantitative analysis of pigments measure in different regions by digital colorimeter at wavelength ranges from 400 to 680nm carried out. The qualitative phytochemical results show that the presence of primary metabolites (Carbohydrates, proteins and fats), secondary metabolites (Alkaloids, phenolic compounds, steroids) and absence of carboxylic acids, phlobatannins, resins, saponins and triterpenes. Additionally, scientific validation of traditional knowledge of *C. pereira* is vital for ensuring safety, efficacy and mechanism of action before clinical uses.

Keywords: *Cissampelos pereira*, Menispermaceae, Medicinal, Stem, Phytochemical

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

INTRODUCTION

Plants are the important source of food, shelter and obviously of life for safe life, health and prevention of diseases. Medicinal plants are plants which contain substances that could be used for therapeutic purposes or which are precursors for the synthesis of useful drugs. The medicinal value of these plants lies in bioactive phytochemical constituents that produce definite physiological action on the human body. The genus "*Cissampelos*" has 30 to 40 species are distributed in the tropical and subtropical world. *Cissampelos pereira* L. is a species of flowering plant in the family Menispermaceae (Vaidhya, 1998). The species of this plant are easily distinguished by the cup-shaped calyx and corolla. It is commonly known as Velvet Leaf plant, Midwife's herb as mainly used in women ailments. Tribal people in India use the plant to prevent pregnancy. Vatta-t-tiruppi, Urikkakodi, Appatta in Tamil; Padhi, Padha in Hindi; Chiruboddin Telugu; Padavali in Kannada; Kattuvalli in

Malayalam; Venivel in Gujarati; Akanadi in Bengali; Padavela in Marathi. The species is also known as abuta and called Laghu patha in Ayurvedic medicines. In Tamil Nadu, it is called Ponmusutai and it is used for a number of medicinal purposes. It is a dioecious, tomentose, climbing shrub, of flowering plant in the family Menispermaceae. It is the best brain tonic and treating ulcer, wound, rheumatism, fever, asthma, cholera, diarrhoea, antimalarial, antiviral and dengue virus. It is used for heart problems, kidney stones, kidney infections and pains, asthma, arthritis, muscle cramps and stomach pains. The ultimate objective of the pharmacognostic investigation of dried stem of *Cissampelos pereira* is identification of the genuine crude drug. The macroscopic characters can be utilised for correct botanical identification of plants. The preliminary phytochemical and pigments tests were carried out to study the distinctive features of the drugs to provide basis for standardisation of genuine drug. These techniques established



Phytochemical Screening and Fluorescence Analysis of 4 *Curcuma* Species: *Curcuma aromatica* Salisb., *Curcuma caesia* Roxb., *Curcuma longa* L. and *Curcuma zedoaria* Roscoe the Zingiberaceae Rhizomes

K. Ramani*

Assistant Professor, Department of Plant Biology and Plant Biotechnology, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai, Tamil Nadu, India

Received: 03 Oct 2022

Revised: 24 Nov 2022

Accepted: 26 Dec 2022

*Address for Correspondence

K. Ramani,

Assistant Professor,

Department of Plant Biology and Plant Biotechnology,

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women,

Chromepet, Chennai, Tamil Nadu, India.

Email: kkramanicc@yahoo.com



This is an Open Access Journal / article distributed under the terms of the **Creative Commons Attribution License** (CC BY-NC-ND 3.0) which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. All rights reserved.

ABSTRACT

Green plants play a key role in medicinal and aromatic compounds that have improved human health care by synthesizing and preserving a variety of biochemical products that are used as raw materials for drug development. The varieties of turmeric use prepare many Ayurveda medicines. *Curcuma* rhizomes are used as dry powder form an essential source of food additives, spice and condiments. It is used as carminative, stimulant, treat inflammation, burns, leucorrhea, bronchial complaints, digestive disorders, various pathological conditions including cancer and insect bites in traditional medicine. Their chemical active ingredients, which have distinct physiological effects on the human body, are what give them their medical worth. In this study, four species of *Curcuma* will have their phytochemicals and fluorescence analyze (*Curcuma aromatic* Salisb., *Curcuma caesia* Roxb., *Curcuma longa* L. and *Curcuma zedoaria* Roscoe). The phychemical analysis reveals that aqueous extracts contain substances such as sugars, proteins, lipids, alkaloids, glycosides, phenolic compounds, saponins, steroids, and terpenes. The fluorescence feature is a crucial factor in the pharmacognostic assessment of unprocessed medicines. It is crucial in determining the quality and purity of drug-related raw materials. The results of this study can be used to identify genuine samples and spot adulterants in turmeric powders.

Keywords: *Curcuma*, Turmeric, *Zingiberaceae*, Medicinal, Rhizome, Phytochemical



52866

F ANALYSIS OF MACROSCOPIC AND BIOCHEMICALS OF DRY SEEDS OF *PSORALEA CORYLIFOLIA* L. (FABACEAE)

K. Ramani¹, Keerthana K².

¹Assistant Professor, Department of Plant Biology and Plant Biotechnology,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of
Madras, Chennai, Tamil Nadu, India.

²Student, UG, Department of Plant Biology and Plant Biotechnology,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of
Madras, Chennai, Tamil Nadu, India

Abstract

Psoralea corylifolia L. (Syn: *Cullen corylifolium* Linn.) “Babchi seeds” in English, “Karpokarishi” in Tamil, belongs to the Fabaceae family. The plant is an erect, annual medicinal herb growing throughout the plains of India. The seeds are dark brown, kidney-shaped, acrid, astringent in taste, aromatic odour, covered with a mucilaginous layer. They are rich in flavonoids, coumarins, terpenoid, resins, trace of alkaloids, as well as several other antioxidants help in preventing vascular diseases. They provide calcium to our bones for strengthening and cardiac tonic widely utilised in treating leprosy, leucoderma, skin diseases, supporting the growth of healthy hair, healing cracked heels, remedy for respiratory troubles, anti-inflammatory, antitumor, antibacterial, anthelmintic, aphrodisiac and deobstruent. The present study is to “Analysis of macroscopic and biochemicals of dry seeds of *Psoralea corylifolia* L. (Fabaceae). Morphological evaluation of dry seed size, colour, odour, taste and texture. The phytochemical and pigments analysis carried out using standard methods. Quantitative analysis of pigments measure in different regions by digital colorimeter at wavelength ranges from 400 to 680 nm carried out. The qualitative phytochemical results show that the presence of reducing sugars, starch, resins, proteins, fats, phenolic compounds (flavonoids, coumarins, polyphenol, tannins), steroids, terpenoids, carotenoids, quinone and trace of alkaloids.

Keywords: *Psoralea corylifolia*, Medicinal, Seed, Fabaceae, Biochemical

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

INTRODUCTION

Plants have been the basis of many traditional medicines throughout the world for thousands of years and continue to provide new remedies to mankind. Plants have been one of the important sources of medicines since the beginning of human civilization. The recent resurgence of plant remedies resulted from several factors, such as effectiveness of plant medicines and lesser side effects compared with modern medicines. *Psoralea corylifolia* Linn. (Syn: *Cullen corylifolium* Linn.) “Babchi seeds” in English, “Karpokarishi” in Tamil, belongs to the Fabaceae family. The word “*Psoralea*” originates from the Greek word, which stands for “affected with the itch or with leprosy”. The plant is a small, erect, annual herb growing up to 60–120 cm in height throughout sandy, loamy plains of Central and East

India. They have grooved and gland-dotted stems (Rajpal, 2005). The stem and branches are covered with white hairs. Leaves are simple, broadly elliptic, rounded, and mucronate at apex, clothed with white hairs on both surfaces, covered with numerous black dots, 5 main nerves springing from the base (Rajpal, 2005). Flowers are dense, corolla yellow or bluish purple (Rajpal, 2005), axillary, 10–30 flowered racemes (Sharma *et al.*, 2001). Flowering time is from August to December (Agharkar, 1991). Fruit is small, 5 mm long, subglobular, slightly compressed, pitted black, beaked without hairs, indehiscent, one-seeded pod, which is adhering to the pericarp (Rajpal, 2005; <http://www.alibaba.com>). The fruits of *P. corylifolia* consist of a sticky oily pericarp (12% of the seed), a hard seed coat and kernel (Krishnamurthi *et al.*, 1969). This plant is that

BIOSYNTHESIS OF GOLD NANOPARTICLES (AUNPS) AND ANTICANCER ACTIVITY AND USING THEAQUEOUS EXTRACT OF DRYSTEM BARK OF *CRATEVA RELIGIOSA* (HOOK & FROST) (CAPPARACEAE)

K. Ramani¹, Krithika Gayathri S².

¹Assistant Professor, Department of Plant Biology and Plant Biotechnology, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

²Student, UG, Department of Plant Biology and Plant Biotechnology, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

Abstract

C. religiosacommonly called as “Sacred Garlic Pear”, “Maavilangkai” in Tamil, is a species of Capparidaceae family. It is a moderate size deciduous medicinal tree covered with multicellular glandular hairs, which gives pungent smell. Stem woody, yield valuable timber. Stem bark is grey, smooth horizontally wrinkle, enriched with phytoconstituents. The present study is to “Biosynthesis of Gold nanoparticles (AuNPs) and anticancer activity using theaqueous extract of drystem bark of Cratevareligosa (Hook & Frost) (Capparaceae)”. Phyto Nanotechnology has gained attention with time as it comprises an eco-friendly, cheap and rapid process for the synthesis of gold nanoparticles (AuNPs). Every part of plants has been reported to synthesis of AuNPs. Synthesize AuNPs from HAuCl₄. The EDTA used as a reducing agent. The yellow colour of sample turned into ruby red which indicates that gold nanoparticles are present in the sample. The results record using UV-Vis spectroscopy. Temperature, pH, cell growth rate and all had an effect on the morphology and size of gold nanoparticles during development. The optimal temperature for the production of gold nanoparticles was identified by adjusting the incubation temperature of the cell-free filtrate from 28 to 55 °C. The ideal pH for gold nanoparticle formation was identified by changing the pH of the cell-free filtrate using buffers ranging from pH 5 to 9. Spherical AuNPs exhibit a range of colours brown, orange, red, purple or blue in aqueous solution as the core size increases from 1 to 100 nm and generally show a size-relative absorption peak from 500 to 550 nm. Spectrophotometer reading of AuNP speak at 540nm. Cancer becomes greatest critical soundness problems, the most reason of death in the globe. Anticancer activity of breast cell line using MTT assay. The absorbance at 570nm was measured by a microplate reader. Cell viability assay results were expressed as percentage of cell viability.

Keywords: *Cratevareligosa*, *Capparidaceae*, Gold Nanoparticles, Stem bark, Anticancer

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

INTRODUCTION

Cratevareligosa (Hook & Frost) Synonyms *Crateva magna*, commonly called as “Sacred Garlic Pear”, “Maavilangkai” in Tamil, is a species of Capparidaceae family (Matthew, 1983). The generic name “*Crataeva*” is given in the honour of Crataevus, a Greek botanist, who was living in the time of Hippocrates and the species name “*religiosa*” indicates its growth near the places of worship (Udaysing Hari Patilet. *al.*, 2011). It is a moderate sized deciduous tree with 15m tall, covered with multicellular glandular

hairs, which gives pungent smell. The bark serves as a protective layer for the more delicate inside wood of the tree. The people wore the garland made from the bark of this tree. Leaves are trifoliate compound. Flowers cream in terminal corymbs. The plant is very important in traditional medicine to cure for urinary infections, strengthens the bladder. It is protection against liver diseases. The plant is used for an ornamental purpose. The bark and leaves possess medicinal properties (Pandey 1969). Traditionally used for inflammation, fever, arthritis, bronchitis, urinary calculi and



RESEARCH ARTICLE



OPEN ACCESS

Received: 31-05-2022

Accepted: 05-02-2023

Published: 02-03-2023

Citation: Sujatha E, Radha R (2023) New Education Policy 2020: A Sentiment Classification. Indian Journal of Science and Technology 16(9): 614-621. <https://doi.org/10.17485/IJST/v16i9.1164>

* **Corresponding author.**

sujatha.ravi19@gmail.com

Funding: None

Competing Interests: None

Copyright: © 2023 Sujatha & Radha. This is an open access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Published By Indian Society for Education and Environment (iSee)

ISSN

Print: 0974-6846

Electronic: 0974-5645

New Education Policy 2020: A Sentiment Classification

E Sujatha^{1*}, R Radha²

¹ Research Scholar, Research Dept. of Computer Science, SDNBV College for Women, University of Madras, Chrompet, Chennai, 600044, India

² Associate Professor, Research Dept. of Computer Science, SDNBV College for Women, Chrompet, Chennai, 600044, India

Abstract

Objectives: To develop a model of multi-class classification which provides better performance for the large dataset. To reduce complexity of the model and to analyse the sentiments of twitter data in an efficient way. **Methods:** The sentiment analysis has been performed on the New Education Policy 2020. Totally, 105045 tweets were collected from the Twitter database using Tweepy library in python. The sentiment analysis was done on English tweets. The pre-processing and feature extraction was done by using pyspark packages. The hybrid of unigram and bigrams feature sets was used. To extract the labelled dataset, AFINN dictionary was used. The classifiers such as Random Forest in Machine Learning and Convolutional Neural Network, Bidirectional Long Short-Term Memory in Deep Learning were used to determine positive, negative and neutral sentiments of tweets. **Findings:** The Accuracy (97%), Precision (97%), Recall (97%), F-Measure (97%) and 99% of ROC-AUC with the minimum Log Loss 0.10 was obtained by the hybrid of Convolutional Neural Network and Bidirectional Long Short-Term Memory. **Novelty:** The complexity of the model was reduced by using Convolutional Neural Network which selects the relevant features. The performance of the model was evaluated by using the various metrics such as accuracy, precision, recall, f-score, log loss and roc-auc whereas in the existing works only limited metrics were used. The efficiency of the proposed model can be proved in any case.

Keywords: Random Forest Classifier (RF); Convolutional Neural Network (CNN); Bidirectional Long Short-Term Memory (BLSTM); Support Vector Machine (SVM); Term Frequency – Inverse Document Frequency (TF-IDF)

1 Introduction

As the Machine Learning, Artificial Intelligence and Natural Language Processing technologies are flourishing in recent day's sentiment analysis is becoming very popular. Dealing with the huge amounts of data, analysing the sentiments will be a tedious one. But with the Artificial Intelligence techniques insights can be gained quickly from a large volume of texts. There exist numerous applications of sentiment analysis such as marketing, e-commerce, research and politics. But this field is still in its infancy.

Conferences > 2022 International Conference... ?

Automated Vehicle Number Plate (VNP) Detection based on Optimized Segmentation and Machine Learning

Publisher: IEEE

Cite This

PDF

R. Radha ; V.R. Viju All Authors

56Full Text Views

Alerts

Manage Content AlertsAdd to Citation Alerts

Abstract

Document Sections

I. Introduction

II. Literature Survey

III. Pro Posed Methodology

IV. Results and Discussion

V. Conclusion

Authors

Figures

References

Keywords

Metrics

More Like This

DownPDF

Abstract:Vehicle number plate (VNP) detection is a rather difficult operation unless we assume the use of a static camera, fluctuations in illumination, known VNP templates, ensur... **View more**

► Metadata

Abstract:

Vehicle number plate (VNP) detection is a rather difficult operation unless we assume the use of a static camera, fluctuations in illumination, known VNP templates, ensured color patterns, and other simple assumptions. Practical applications require robust and generalized VNP detection methods to meet complex situations. By treating the vehicle VNP as an object, this research presents an innovative solution to this problem. The primary purpose of this study is to address the following VNP detection challenges: (1) VNP detection in each frame of an image sequence, (2) partial VNP detection, and (3) VNP detection by moving cameras and cars. This research compares a segmentation method for Artificial Neural Fuzzy Inference System classification against a variety of traditional methods and state-of. the-art object identification approaches (ANFIS). The expectation maximum (EM) approach can be used to compute the ANFIS parameters. A high recognition rate can be attained with this strategy. Extensive tests and comparisons show that the experimental results outperform standard methods.

Published in: 2022 International Conference on Sustainable Computing and Data Communication Systems (ICSCDS)

Date of Conference: 07-09 April 2022

DOI: 10.1109/ICSCDS53736.2022.9760741

Date Added to IEEE Xplore: 27 April 2022

Publisher: IEEE

Performance Analysis of Spatio-temporal Human Detected Keyframe Extraction

Victoria Priscilla C¹

*Associate Professor & Head, PG Department of Computer Science, Shrimathi Devkunvar
Nanalal Bhatt Vaishnav College for Women, University of Madras, Chennai
(TamilNadu), India, aprofvictoria@gmail.com*

Rajeshwari D²

*Research Scholar, Research Department of Computer Science, Shrimathi Devkunvar
Nanalal Bhatt Vaishnav College for Women, University of Madras, Chennai
(TamilNadu), India, rajisowji2011@gmail.com*

Abstract

Closed circuit television (CCTV) surveillance for detecting the humans involves an expanded research analysis especially for crime scene detection due to various restraints such as crowded annotation, night footages, and rainy (noisy) clips. The main visualization of the crime scene is to recognize the person in particular obtained in all frames is a challenging task. For this occurrence, Content-Based Video Retrieval (CBVR) method refines the collection of these video frames resulting keyframes to reduce the burden of huge storage. Here, Spatio-Temporal classifiers method as an added advantage with frame differencing and edge detection method reports the human detected keyframes without the termination of background regions in order to negotiate the crime scene more efficiently. The main objective of this paper is to analyze the obtained keyframes with Human detection pointing a distinctive between Spatio-Temporal HOG-SVM and HAAR-like classifier to survey the optimum. Finally, the resulting keyframes mutated with the canny edge detection method by HOG-SVM sequel with greater accuracy level of 98.21% compared to HAAR-like classifier.

Keywords: *CCTV surveillance, HOG (Histogram of Oriented Gradients) – SVM (Support Vector Machine), HAAR-like Cascade Classifier, Keyframe Extraction, Spatio-Temporal feature extraction, Human Detection, CBVR (Content Based Video Retrieval).*

I. Introduction

In the current circumstances, CCTV surveillance is used in many public areas such as official sectors, airport authorities, railway stations etc. The surveillance video footage documents only the images or the videos of the instance occurred with huge stored video data of day-to-day instance. The security room further receives the captured videos of crime scene only after the event expired with no other supplementary information. The main requisites of investigator have to sit for a long

stretch to suspect the suspicious activity or some abnormal activities from these footages to accumulate the evidence. The suspected frames with the human criminal activity in the video surveillance still a challengeable task. Therefore it is necessary to determine an algorithm to detect the human and object in the surveillance footages to quote the crime scene frames.

Human detection in video surveillance plays a crucial role in diverse applications including the abnormal event perception, crime scenes,

Steganalysis Techniques: A Systematic Review

C. Victoria Priscilla

Associate Professor & Head, PG Department of Computer Science, SDNB Vaishnav College for Women, 'University of Madras', Chennai, India, aprofvictoria@gmail.com

V. HemaMalini

Research Scholar, Research Department of Computer Science, SDNB Vaishnav College for Women, 'University of Madras', Chennai, India, hemaveera123@gmail.com

Abstract

World at present is full of data. Data plays a major role in all aspects in development in any field, future predictions, decision making etc. Securing data is very important not only to avoid breaches but also to shield the confidential messages. There comes the concept of Steganography. Steganography is the art of covering data up under an ordinary text or image or video. When steganography is misused by hiding malware in safe files, there comes the art of detecting steganography called Steganalysis. Some known methods in Steganalysis are Stego-only, Known cover, Known message, Chosen stego and lastly Chosen message attacks. This work presents a survey on recent trends in steganography and use of machine learning algorithms in steganalysis.

Keywords: *Steganography, Steganalysis, Cryptography, Machine learning.*

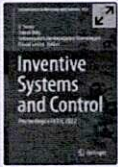
1 Introduction

Immense data is produced electronically every second. It is no surprise that protecting the data is very important. Lots of methods evolved in this regard. Steganography is one such method in which other than the sender and the intended recipient, no one could suspect the existence of the message. It is a Greek word meaning "Hidden writing". Steganography was traced long back in history around 440 BC in Greece when people wrote messages on wood and covering them with the cover medium like wax, they passed the message. Invisible inks were used by Romans, whose writings were deciphered using light or heat. Microdots were introduced by Germans. Null ciphers were also used to hide secret messages. In 1499AD from a disguised book named Steganographia, we could find the visibility of the concept (wikipedia, n.d.). Steganography is a partner to Cryptography. While cryptography protects a message, steganography hides the

message itself. Though cryptography and steganography sound similar, they are two different concepts with the same goal of protecting the message (Dickson, 2020). In cryptography, the information is transformed to a cipher text using an encryption key. Then the cipher text is transformed back to the initial message using a decryption key by the receiver. The middle men would know that some encryption form has been applied. But in steganography, the existence of the message is concealed. Data is not usually altered in Steganography. But nowadays, data is first encrypted and then concealed for increasing security. (Margie Semilof, 2021). The encoding system of Steganography is its key feature. In the data protection field, Steganography is the flourishing concept.

2 Steganography process


In steganography, use of key is optional but when used, gives more security. There will be a cover file to shield the secret message. The



Inventive Systems and Control pp 427–441

[Home](#) > [Inventive Systems and Control](#) > Conference paper

Video Keyframe Extraction Based on Human Motion Detection

C. Victoria Priscilla & **D. Rajeshwari** 

Conference paper | [First Online: 02 August 2022](#)

281 Accesses

Part of the [Lecture Notes in Networks and Systems](#) book series (LNNS, volume 436)

Abstract

Due to the substantial growth of CCTV surveillance data, it is very hard to cumulate the crime scene information from a long durable video collection as frames. Keyframe extraction is used to eradicate the non-essential frames in order to reduce the processing time of an entire video. Still, keyframe extraction lags to gain more accuracy on determining the crime scene with human detection, thus the spatiotemporal feature extraction approaches the human motion detection phase using the HOG descriptor along with the SVM classifier was reviewed from the existing methods. In this study, two methods are implemented by a combination of frame difference method with HOG along SVM on various edge detection methods, predicts the optimization of human motion detected keyframes. These extracted human detected keyframes are sustaining the local features as keyframes for depicting the crime scene as a clear summarized report. Finally, the experimental result shows that spatiotemporal feature extracted keyframe through Canny edge detection achieves 98.73% as recognition accuracy.

Keywords

CCTV surveillance Keyframe extraction Human motion detection

Spatiotemporal feature extraction Edge detection

Histogram of oriented gradients (HOG) descriptor

Support vector machine (SVM)

This is a preview of subscription content, [access via your institution](#).

Advance Hybrid RF-GBC-RFE Wrapper-Based Feature Selection Techniques for Prediction of Autistic Disorder

C.Radhika¹, Dr N.Priya²

Shrimathi Devkunwar Nanajal Bhatt Vaishnav College for women,

University of Madras, Tamilnadu, India

Corresponding author's Email: radhamegha24@gmail.com

Abstract— Autistic disorder is a premature developmental ailments characterized by impaired societal interaction and persistent verbal exchange with stereotyped conduct. Detecting autistic ailments at an early stage is time consuming and very expensive. Machine learning classifiers play an imperative role in the early detection of autism spectrum disorders. The intention of this article is to make people aware of the early deduction of ASD in affected children. We provide a new hybrid technique to select the Feature-RF-GBC-RFE model in this work using the feature-based recursive feature elimination (RFE) ensemble of the Random Forest (RF) and the Gradient Boosting Classifier (GBC). Feature selection is a system that derives a subset of the perfect capabilities of a predictive modeling dataset. The feature in the ASD dataset is analysed and reduced by age category in this article. The hybrid RF-GBC-RFE feature selection technique, ML techniques such as Random Forest, Support Vector Machine, Gradient Boosting Classifier, and AdaBoost are used to study the reduced feature set. The model's overall performance can be categorized into precision and sensitivity metrics. A hybrid RF-GBC-RFE feature selection strategy is proposed in a unique way that improves data classification accuracy.

Index Terms— ASD, ML Techniques, RFE, Wrapper-based.

I. INTRODUCTION

Autism spectrum disorder, also known as ASD, is a neurological development condition that is frequently associated with expensive medical expenses and time-consuming tests. The early identification of characteristics associated with ASD can assist in slowing the evolution of the condition [1]. ASD is a gathering of neurodevelopmental inabilities that are not treatable but rather might be improved by early intercessions [2]. ASD is a complicated, highly genetic disorder in which a number of natural factors interact with inherited features to raise the risk and lead to a variety of clinical manifestations and outcomes [3]. Mental imbalance range issues incorporate a gathering of neurodevelopmental anomalies with comprehensively differing degrees and signs, for the most part, start in youth, and described by issues in friendly correspondence and connection, alongside conduct issues, for example, limited interests and dreary behaviors [4]. The various types of Autism disorder are Asperger's disorder: A person with Asperger's strength be amazingly astute and prepared to manage their ordinary day by day presence. They might be truly centered around points that

interest them and examine them relentlessly. In any case, they have significantly harder time within society [5][6][7]. PDD-NOS: This significant piece of examination included most adolescents whose mental imbalance was more genuine than Asperger's condition, however not as

extreme as an autistic disorder [5][6][7]. Autistic ailment: This more established term is further along with the mental imbalance range than Asperger's and PDD-NOS. It fuses similar styles of appearances, anyhow at a extra outrageous stage [5][6][7]. Childhood disintegrative syndrome: This was the most uncommon and most extreme severe part of the spectrum. It portrayed children who develop customarily and later on rapidly lose several social, languages, and mental competencies, for the maximum part between a long time 2 and 4. Much of the time, these children additionally constructed up a seizure disorder [5]. Rett ailment: Kids with Rett circumstance regularly have rehearsed like autism, and experts cluster it amongst a variety of problems. However, for the reason that it is recognized to be added approximately via a hereditary transformation [5]. Autism (ASD) involves a collection of neurodevelopmental anomalies that start in youth albeit the principal finding may now and again happen at some point depicted by issues in correspondence and social behavior [8]. Computer-based intelligence can improve suggestive and intervention research within the sociologies, and may be mainly important in tests consisting of the outstandingly everyday and heterogeneous state of mental awkwardness range disorder [9].

II. RELATED WORK



Cyber Technologies and Emerging Sciences pp 261–269

Home > [Cyber Technologies and Emerging Sciences](#) > Conference paper

Early Detection of Autistic Children Using Wrapper-Based Feature Selection Technique

C. Radhika & N. Priya

Conference paper | [First Online: 30 August 2022](#)

186 Accesses

Part of the [Lecture Notes in Networks and Systems](#) book series (LNNS, volume 467)

Abstract

Selection of features is a crucial technique in ML classifiers, especially for datasets with a lot of dimensions. Feature selection is a popular machine learning method in which subsets of the data's available features are chosen for use in a learning algorithm. The remaining, insignificant dimensions are removed from the most excellent feature, which has the fewest number of dimensions that contribute the most to precision. The goal of the selection of features is to choose a subset of info factors by eliminating characteristics that have practically or no prognostic value. Strategies for choosing elements can be partitioned into three categories. Filter strategies are one, Wrapper techniques are another, and Embedded strategies are the third. Our main goal is to develop a subset feature for autism spectrum disorder premature prediction using several wrapper-based feature selection algorithms. Autistic is a group of neuro-developmental disorders characterized by societal communiqué difficulties, restricted interests and activities, and abnormal tactile sensitivities. This study looks into the use of wrapper features selection techniques such as sequential forward selection (SFS), sequential backward selection (SBS), Sequential Backward Floating Selection (SBFS), Sequential Forward Floating Selection (SFFS), and Recursive Feature Elimination (RFE) as well as optimal selection approaches based on classifiers like RF, GBC, and CART. According to this study, the search methodology employing RFE based on the RF algorithm outperformed other methods in terms of average accuracy of 87%. The advantage of selecting feature subsets is that they are more accurate and take less time to run.

Keywords

Feature selection **Wrapper-based technique** **ASD**

OBSERVATIONS OF IOT AT RECENT TRENDS

Dr. Vidhya Sathish

Assistant Professor, Department of Computer Applications, SDNB Vaishnav College for Women
Chromepet, Chennai-48

Dr. S. Meenakshi

Assistant Professor, Department of Computer Applications, SDNB Vaishnav College for Women, Chromepet, Chennai-48.

Abstract

IoT, at recent years spot a major research challenges in the field of cyber industry. At-most like, IoT attacks turned to be most vulnerable attacks in the cyber field. The identity of Intrusions projected as most vulnerable attack in the IoT field. The reason behind the 'Intrusions attack' injected by authorized person neither remotely or by spreading of malware from inside the organization for any type of cyber attacks. But the research problem is still present because zero-day exploits have evolved. Methodologies for detection had typically been divided into two groups. They are known as Anomaly-based and Signature-based Intrusion Detection Systems, respectively. The Signature-based Intrusion Detection systems concentrate on well-known patterns that the system has indeed learned. The extremeness in the extraction of trained signature patterns is revealed by assessments of the consecutive rate of these detections. However, it is restricted in several ways and fails to identify zero-day vulnerabilities. In this scenario, the system collapses, this could result in significant equipment losses. The objective of this paper highlights about the serious impact of intrusions with their root causes, the way how it affects the system and counter measures need to be taken for future.

Keywords: *IoT, Intrusions, Cyber Security, IoT attacks.*

INTRODUCTION

The term 'Intrusions' is defined as where authorized person vandalize the authorized information using their identity either remotely or by from inside the organization. This cause the intrusion attack leads to the birth place of zero-day exploits in day-to-day life cycle. The article 'sagenext.com' highlights the most recent vulnerable attacks are ransomware attacks, IoT attacks, cloud attacks, Phishing attacks, and cryptocurrency and block chain attacks. Herewith, the article discussed about the emerging cyber security challenges present in the current era of cyber research challenges. The article [1] persists about the ransomware attacks attained the data breach at the rate of 17% during the year 2021. Likely, IoT is the main target for hackers to steal the sensitive information such as cloud attacks; phishing attacks were bloomed by wearing new clown as zero-day exploits with intent to hide its real identity. The article persists about varied data breach attacks such as IoT attacks, Cloud attacks, Phishing attacks, Cryptocurrency attacks and Block chain attacks. Also, highlights about security-alert and predictions of data theft happen through known entities for above mentioned attacks. Herewith, the article mentioned about how Hackers are more vulnerable by injecting their prime target as Cryptocurrency and block-chain attacks in forecoming years.

The progressive of Cryptocurrency attacks happens through the revolutionized digital technology in money transaction were turned to be more vulnerable to digitized payments. Researchers analyzed the cause of attacks by testing with varied open source tools to detect network traffic analysis alike snort [2] [3] intrusion detection system. SNORT, prevailed as open source software for intrusion prevention and detection system. The goal of SNORT is to analyze the real-time network traffic pattern and also verify the presence of anomalies were focused with port scanning, operating system finger print, and protocol analysis with packet capturing. The results of these measurements showed that consumption of high memory and the presence of security experts need to observe the attacks frequently, where it is assigned with troublesome.

OBSERVATIONS OF IOT AT RECENT TRENDS

Dr. Vidhya Sathish

Assistant Professor, Department of Computer Applications, SDNB Vaishnav College for Women
Chromepet, Chennai-48

Dr. S. Meenakshi

Assistant Professor, Department of Computer Applications, SDNB Vaishnav College for Women, Chromepet, Chennai-48.

Abstract

IoT, at recent years spot a major research challenges in the field of cyber industry. At-most like, IoT attacks turned to be most vulnerable attacks in the cyber field. The identity of Intrusions projected as most vulnerable attack in the IoT field. The reason behind the 'Intrusions attack' injected by authorized person neither remotely or by spreading of malware from inside the organization for any type of cyber attacks. But the research problem is still present because zero-day exploits have evolved. Methodologies for detection had typically been divided into two groups. They are known as Anomaly-based and Signature-based Intrusion Detection Systems, respectively. The Signature-based Intrusion Detection systems concentrate on well-known patterns that the system has indeed learned. The extremeness in the extraction of trained signature patterns is revealed by assessments of the consecutive rate of these detections. However, it is restricted in several ways and fails to identify zero-day vulnerabilities. In this scenario, the system collapses, this could result in significant equipment losses. The objective of this paper highlights about the serious impact of intrusions with their root causes, the way how it affects the system and counter measures need to be taken for future.

Keywords: *IoT, Intrusions, Cyber Security, IoT attacks.*

INTRODUCTION

The term 'Intrusions' is defined as where authorized person vandalize the authorized information using their identity either remotely or by from inside the organization. This cause the intrusion attack leads to the birth place of zero-day exploits in day-to-day life cycle. The article 'sagenext.com' highlights the most recent vulnerable attacks are ransomware attacks, IoT attacks, cloud attacks, Phishing attacks, and cryptocurrency and block chain attacks. Herewith, the article discussed about the emerging cyber security challenges present in the current era of cyber research challenges. The article [1] persists about the ransomware attacks attained the data breach at the rate of 17% during the year 2021. Likely, IoT is the main target for hackers to steal the sensitive information such as cloud attacks; phishing attacks were bloomed by wearing new clown as zero-day exploits with intent to hide its real identity. The article persists about varied data breach attacks such as IoT attacks, Cloud attacks, Phishing attacks, Cryptocurrency attacks and Block chain attacks. Also, highlights about security-alert and predictions of data theft happen through known entities for above mentioned attacks. Herewith, the article mentioned about how Hackers are more vulnerable by injecting their prime target as Cryptocurrency and block-chain attacks in forecoming years.

The progressive of Cryptocurrency attacks happens through the revolutionized digital technology in money transaction were turned to be more vulnerable to digitized payments. Researchers analyzed the cause of attacks by testing with varied open source tools to detect network traffic analysis alike snort [2] [3] intrusion detection system. SNORT, prevailed as open source software for intrusion prevention and detection system. The goal of SNORT is to analyze the real-time network traffic pattern and also verify the presence of anomalies were focused with port scanning, operating system finger print, and protocol analysis with packet capturing. The results of these measurements showed that consumption of high memory and the presence of security experts need to observe the attacks frequently, where it is assigned with troublesome.

Improving the Prediction and Classification of PCOS using SCBOD Feature Extraction with Augmentation

S Jeevitha¹ and N Priya²,

University of Madras, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women,
Research Department of Computer Science, Chrompet, Chennai, India.

Summary

To implement the proposed rule-based algorithm SCBOD (Size and Count based object detection algorithm with augmentation) in ultrasound images for finding the PCOS (Poly Cystic Ovary Syndromes) also known as Poly Cystic Ovary Disease in the ovary. It exists with the symptoms and signs of androgen excess and abnormal ovarian functions which leads to failure of the ovulation process. PCOS is a common hormonal change disorder that affects the endocrine system in the female reproductive system. It causes multi-genetic disorders including environmental influence, food habits, and other life-threatening issues. A new emerging trending technique is used to analyze the ultrasound images to recognize the different types of ovaries like Normal ovary, Cystic ovary, and PCOS. An improved novel SCBOD architecture is implemented to identify the ovary and classify the ovaries as polycystic ovaries or non-polycystic ovaries. In this paper, the work is divided into three methods, I. Ovary can detection and classification using CNN method with augmentation, II. Proposed SCBOD feature extraction and classification with SVM classifier, and III. Augmentation techniques with SCBOD feature extraction and Classification with SVM classifier. The proposed algorithm gives more accuracy when augmented the dataset and all the other methods by increasing the time complexity and performance, which are evaluated using geometrical, statistical, and other metrics. The pathologist can able to detect PCOS accurately with the help of the proposed novel SCBOD algorithm.

Keywords:

PCOS (Polycystic Ovarian Syndrome), SCBOD (Size and Count Based Object Detection), Augmentation techniques, SVM classifier, CNN classification, Watershed method.

1. Introduction

Polycystic ovary syndrome is also called an imbalanced hormonal disorder that affects the female reproductive system. [1] PCOS was first proposed by Stein and Leventhal in the year of 1935. Because of PCOS women's reproductive can be affected in the ratio of (5-20%) of the worldwide women population. This hormonal disorder may cause the risk and signs of pre-puberty and postmen-pause time. Infertility is one of the main side effects of PCOS formation, also face acne for adults, excess amount of hair growth in the face and body, increased weight gain, pelvic pain, diabetes, heart disease,

etc. [2] PCOS causes serious health problems in women, it should be found at an earlier age to prevent women from infertility and other side effects of breaking diseases as mentioned previously. [3] The criteria for detecting PCOS are that at least one ovary has a volume of 10 cm³ or more, or that there are more than 12 follicles with a diameter of 2-9 mm. Ovary plays a vital role in the human reproductive cycle. [4] Diagnosing PCOS is not a complicated process, the main requirement for diagnosis is a standardized application need. Diagnosis of PCOS is often delayed, which may cause further issues. It has undergone many stages, beginning in the prenatal period (including the development of the embryo egg) and ending with menopause. Also, it secretes various kinds of hormones. This hormonal imbalance leads to PCOS. All eggs are originally contained in the ovary in a single layer of cells called a follicle, which supports the egg. Fig.1 represents the Ovary image with follicles. These eggs mature throughout time, and one is eventually discharged from the ovary during each menstrual cycle. According to the results of the ovarian analysis, the ovary is categorized into one of the three categories of ovaries normal ovary, cystic ovary, or polycystic ovary.

A normal Ovary with dominant follicles consists of 2.5cm to 5cm in length, 0.6cm to 1.5cm in thickness, and 1.5cm to 3cm in width. Antral follicles are those that are less than 18mm in size, whereas dominant follicles are those that are more than 18mm in size. Dominant follicles are developed as ovulation follicles. Ovulation happens 36 hours following the production of a hormone called luteinizing hormone, which is secreted by the pituitary gland [5]. Fig.2 represents the Normal ovary with dominant follicles. A cystic ovary is filled with fluid packets or sacs on the ovary surface. It consists of a single cyst with a larger size compared to the normal follicle size [6]. Fig.3 represents the cystic ovary image. A polycystic ovary consists of more than 12 follicles in count that are smaller than 9mm in size [7]. Women affected by PCO do not get regular periods and get infertility issues. Fig.4 represents the polycystic ovary image.

To avoid this situation detecting the PCOS at starting stage with the help of our proposed novel SCBOD algorithm. The dataset executes along with CNN classification, the second stage is implemented with an

Identifying and Classifying an Ovarian Cyst using SCBOD (Size and Count-Based Ovarian Detection) Algorithm in Ultrasound Image

Original Scientific Paper

S. Jeevitha

Research Department of Computer Science,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women,
University of Madras, Chennai, India
jeevisivanandham@gmail.com

N. Priya

Research Department of Computer Science,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women,
University of Madras, Chennai, India
drnpriya2015@gmail.com

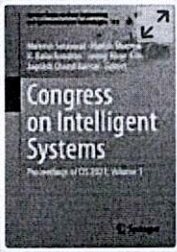
Abstract – Polycystic ovaries are a sign of increasing infertility in the female population worldwide. An excessive number of follicle formations leads to polycystic ovarian syndromes. It affects the female reproductive cycle and leads to disorders such as cardiovascular issues, diabetes mellitus, and cancer. Calculating the number of follicles and detecting the follicle size is still challenging due to time complexity. Since the size of follicles and the greater number mislead the detection of the ovarian type in the ultrasound image. The ultrasound images contain more speckle noise, making the ovarian follicles difficult to see manually. A new convenient method is proposed for the detection of follicles and ovary classification is based on the measurement of size and the count of each follicle. In this paper, the work is divided into four steps, the first step preprocessing the ultrasound image. In the second step, the segmentation process is applied for object selection and separation process using an improved watershed algorithm. In the third step, based on the geometrical and statistical features the object is recognized by SCBOD accurately using various parameters such as size, count, mean, standard deviation, etc., Finally, an SVM classifier is used for classification to conclude the Polycystic ovary syndrome(PCOS) and Non-PCOS. This algorithm is proposed to the physician to find the ovarian follicles rapidly, which will offer accurate performance and is more effective in execution by adopting the SCBOD (Size and Count-based Object Detection) method.

Keywords: SVM Classifier, Polycystic ovary, shape-based Segmentation, size-based Feature Extraction, SCBOD (Size and Count-based Object Detection) method, Improved Watershed Algorithm

1. INTRODUCTION

The ovary is one of the most important reproductive organs in the female reproductive system. It produces an ovum, which consists of follicles in the sac along with some fluids. A dominant follicle will release an oocyte at the time of fertility, when the count of follicles increases several times without the presence of an oocyte, then it is considered a polycystic ovary. The ovary can be classified based on the size and number of follicles shown in the image. Ultrasound images play a crucial role in determining whether that PCOS corresponds to the infertility problem. The ovary can be classified into three types: normal ovary, cystic ovary, and polycystic ovary. **Normal Ovary:** [4] The normal ovary consists of one or two dominant follicles or an-

tral follicles. The size of the follicles is around 2 mm to 28mm and is considered a normal ovary. Antral follicles are said to be less than 18 mm. More than 18 mm below 28 mm are called follicles. **Cyst Ovary:** During the menstrual cycle period, an egg known as a follicle forms inside the sac. The sac opens and produces the egg for the fertility process. If the sac is not open, the fluid in the sac forms a cyst called a cystic ovary. It consists of many types. They are corpus luteum cysts, dermoid cysts, cystadenomas, endometriomas (a type of tissue that forms a cyst ovary), etc. Similarly, some symptoms appear during cyst growth, such as fainting, fever, breast tenderness. The size of the cyst grows around 20mm nearly. **Polycystic Ovary:** The size of the follicle is around 10mm with multiple follicles or collection of fluid increased in the sac that does not release



Congress on Intelligent Systems pp 759–771

Optimized Segmentation Technique for Detecting PCOS in Ultrasound Images

S. Jeevitha & **N. Priya**

Conference paper | [First Online: 01 July 2022](#)

216 Accesses

Part of the [Lecture Notes on Data Engineering and Communications Technologies](#) book series
(LNDECT, volume 114)

Abstract

PCOS-polycystic ovary syndrome is one of the prominent disorders called endocrine that occurred in the reproductive system of the female lifestyle. Ovulation issues are frequently created by PCOS, which extends to infertility and endometrial cancers. Recently, infertility problem is enrolling major issues for females. According to a survey, 10–15% of married women is affected by infertility and identified by finding the follicles in ovary portions like count, size, the position of the ovary, and hormonal secretions. Automatic detection of follicles is quite a challenging task in predicting

A STUDY ON WORK LIFE BALANCE OF WOMEN ENTREPRENEURS**K LAKSHMI**

Research Scholar, Department of Business Administration,
Sri Subramaniya Swamy Govt Arts College, Tiruttani, Tamilnadu, India

DR. K. HARI

Assistant Professor and Head, Department of Business Administration,
Sri Subramaniya Swamy Govt Arts College, Tiruttani, Tamilnadu, India
india.prof.k.hari@gmail.com

ABSTRACT

The purpose of this study is to review and conceptually explain the work- life balance of women entrepreneurs. Women entrepreneurs must have complete knowledge of their changing roles in family and work. Women entrepreneurs have to develop relevant experience and a good combination of effective proficiency enables them to maintain healthy balance between work life and personal life. Entrepreneurship has surfaced as a global conception and contributed for development of economic of the country. Working women face the problem of work- life balance. Family responsibilities as well as their potential roles, bring out the issue of work conflict. In order to overcome work conflict, they need to balance between work and family life. The purpose of this study is to know the role of women in job creation, invention, and profitable development of society through their entrepreneurial conditioning and to provide solution to balance between work-life and personal life.

1. INTRODUCTION

Every woman plays multiple roles in all stages of their life. Many women chose to be an Entrepreneur to handle both domestic & business activities. They also have a dilemma nowadays like how to attain perfection in both their professions as well as personal life. Women entrepreneurs face many challenges in this competitive world and they require lot of courage and efficiency to handle it perfectly. Various issues faced by the Women due to the culture, work pressure, poor working environment and household responsibilities etc. A well balanced work life and personal life can help them to overcome such issues. Work life balance is a broad topic that covers an individual's feeling about every part of work which includes Rewards and Recognition, Benefits, Security, working atmosphere, organizational and interpersonal relationships and its impact in their personal life. Women entrepreneurs are sometimes overburdened and might find difficult to balance their work & personal life. Therefore, the primary objective of the study is to suggest appropriate measures for the work-life balance (WLB) of women entrepreneurs and factors that impact & creates the gap between personal & professional life. To achieve this, collected data from secondary sources. The researcher provides recommendations and suggestions to deal with the major problems of work life balance faced by women entrepreneurs. Keywords: Work-life Balance, Work load, Family Commitments, Work Stress, Role conflicts.

ANVESAK

ISSN : 0378 – 4568

UGC Care Group 1 Journal

A STUDY ON WORK LIFE BALANCE OF FIRST GENERATION WOMEN ENTREPRENEURS

DR. K. HARI

Assistant Professor, Department of Business Administration, Sri Subramaniya Swamy Govt Arts College, Tiruttani, Tamilnadu, India

K. LAKSHMI

Research Scholar, Department of Business Administration, Sri Subramaniya Swamy Govt Arts College, Tiruttani, Tamilnadu, India

ABSTRACT

Entrepreneurs are accountable for shaping the economy of the country and they facilitate wealth creation by providing jobs, inventing new Business ideas, processes and services. First generation entrepreneur is the one who is first in their family to start their Own Business. Today more women are eager to start their own business for a various reason. The present study is descriptive in nature. This paper tried to outline the major problems of First generation Women entrepreneur and tried to spot issues of women entrepreneurs and eventually given appropriate suggestions for the success. In a nutshell, the problems of rising unemployment ratio, work pressure and various constraints will be addressed by encouraging first generation Entrepreneurs to establish their ventures in their interesting field. This paper concludes First Generation women entrepreneurs to start the business to achieve financial independence, work life balance and to make optimal usage of education and skill set.

KEYWORDS: Development, Entrepreneurship, First Generation Entrepreneur.

INTRODUCTION

Work-Life Balance of women entrepreneurs has been a much debated conversation in the business world for years. Work-life balance refers to achieving the optimum level of balance between work and personal life. With the use of technology, social media and mobile devices, it has become increasingly difficult for many people to separate work life from their personal life. Work-life balance is about creating and maintaining supportive and healthy work environments, which will enable to have balance between work and personal responsibilities so as to enhance productivity at Home and Business. Today's women has many competing responsibilities such as office work, child care, household work, spouse care and elderly parent care and these things put stress on individuals, families and the communities in which they reside. Long work hours and stressful work environment takes a toll on mental and physical health.

WOMEN ENTREPRENEURSHIP

Women entrepreneurship not only empowers the particular individual but also inspire others. A women enterpriser is defined as an enterprise owned and controlled by women. Women entrepreneurship refers to business or organization started and lead by a woman. There has been a significant role of women attributed to growth in education, urbanization, technological advancement and community standard upliftment.

THE FIRST GENERATION WOMEN ENTREPRENEUR

First generation women entrepreneurs are those who start the business with her own innovative idea and talent but have no entrepreneurial background in her family. First Generation Women entrepreneur is extremely innovative, Good Administrator, Risk taker, Wealth creator and an aspiring Leader. In general First Generation Entrepreneurs have to struggle much more than the next generation entrepreneur who has a family business to back them up. A first-generation entrepreneur has to learn from her own mistakes and avoid repeating those mistakes.

AN EMPIRICAL STUDY ON CUSTOMER PERCEPTIONS OF GREEN BANKING IN A CHANGING BANKING SCENARIO

Mrs.P. Brindha

Research Scholar, Department of Business Administration, Sri SubramaniyaSwamy Govt. Arts College,
Tiruttani, Tamilnadu, India. Email: brinda.mba@gmail.com

&Dr. K. Hari

Assistant Professor and Head, Department of Business Administration, Sri SubramaniyaSwamy Govt. Arts
College, Tiruttani, Tamilnadu, India.
Email: prof.k.hari@gmail.com

ABSTRACT

Green Banking and green finance are undergoing a massive upheaval in the age of globalisation. In 2002, green banking was a ground-breaking notion in the financial industry. This concept was developed for a sustainable environment that will have an impact not only on the environment but also on the economy. Promoting environmentally friendly banking services is one example. Banks and financial institutions have the potential to play a significant and decisive role in these worldwide efforts to improve our planet's living conditions. As a lender, a banker can ensure that companies follow environmentally responsible practises. In a changing banking environment, this article seeks to examine customer perceptions of green banking.

Key words: Green Banking, sustainable environment, customer perceptions,

Introduction

Green banking is a broad word that refers to policies and principles that help banks be more sustainable in terms of their economic, environmental, and social impacts. Its goal is to make banking procedures, as well as the usage of IT and physical infrastructure, as efficient and effective as possible while having zero or little environmental impact. Green banks give environmental factors more weight; their goal is to provide good environmental and social business practises; they examine all factors before lending a loan, determining whether the project is environmentally friendly and has any future implications; you will only be granted a loan if you adhere to all environmental safety standards. The factors which impact customer preference towards Green Banking are Information, Easy to use, ATM, Internet Banking, Eco-friendliness and pollution control. Proper utilization of available information to compare the different products available in the market.

How to Cite:

Akshaya, S., & Savithri, R. (2022). Impact of pre-purchase consumer behaviour on teen purchase decision making : A study on teen consumer perception as regards cake brands in Chennai City. *International Journal of Health Sciences*, 6(S2), 1979–1985.
<https://doi.org/10.53730/ijhs.v6nS2.5251>

Impact of pre-purchase consumer behaviour on teen purchase decision making: A study on teen consumer perception as regards cake brands in Chennai City

S. Akshaya

Full-Time Ph.D. Research Scholar, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600044
Email: akshu.raghavan@gmail.com

R. Savithri

Associate Professor & Head, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600044
Email: savithri11563@gmail.com

Abstract---Cake is often served as a festive dish on formal occasions such as weddings, anniversaries and birthdays. Cakes are mostly preferred by the teens to gain energy. Consumer awareness of a brand increases through advertisements. Advertisements play a major role in inducing the customers to purchase the products. The cakes quality, price and ambience of cake shops induce teens to make decision as regards purchase of cakes. Pre purchase behavior actually includes the understanding of the consumer set of decisions. Purchase decision is the process that leads a consumer from identifying a requirement, generating options, and choosing a particular brand. The main aim of this study is to understand teen purchase decision making as regards cake brands in Chennai city. Data has been collected with the help of a structured questionnaire which comprises two parts. Part I deals with the demographic profile of customers and Part II deals with teen perception as regards teen consumer purchase decision making as regards cake brands. The questionnaires were distributed through online among 100 respondents in Chennai city. Simple percentage analysis was applied to find the demographic and teen marketing perception as regards cake brands. Garrett ranking analysis had been applied to rank the factors that influence cake purchase and consumption. Factor Analysis was used to find out the major factors that influence purchase decision making as regards cake brands.

International Journal of Health Sciences ISSN 2550-6978 E-ISSN 2550-696X © 2022.

Corresponding author: Akshaya, S.; Email: akshu.raghavan@gmail.com

Manuscript submitted: 27 Jan 2022, Manuscript revised: 18 Feb 2022, Accepted for publication: 09 March 2022

1979

IMPACT OF PRE-PURCHASE CONSUMER BEHAVIOUR ON TEEN CONSUMER SATISFACTION (A STUDY ON TEEN CONSUMER PERCEPTION AS REGARDS CAKE BRANDS IN CHENNAI CITY)

Mrs.S.Akshaya, Full-Time Ph.D. Research Scholar, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600 044.

Dr.R. Savithri, Associate Professor & Head, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600 044.

ABSTRACT

Teenage consumers are fond of cakes. They consume cakes as snacks while feeling hungry and for gaining energy. Cakes are used for celebrations with family and friends. Milk bread and milk cake and fruit bread and fruit cake are mostly preferred for breakfast to gain energy. Companies target different groups through advertisements. Children and teenage consumers are mostly the targeted groups. Advertisements increase customer awareness of a product or brand, increase sales, and create brand loyalty. Product features play a vital role in teen consumer pre purchase behavior as they are more value conscious. Price, quality, and space of display influence the teen consumer decision making process and teen consumer satisfaction. A finished cake is often enhanced by covering it with icing, or frosting, and toppings. Satisfaction as regards quality, price, ambience, location of outlets, leads to preferred choice of purchase and recommending the same to others. Satisfaction plays a vital role in the repeat purchase behaviour of customers. Satisfaction creates trust among the customers and magnifies repurchase intention and then they recommend to other consumers. The main aim of this study is to understand teen consumer satisfaction as regards cake brands in Chennai city. Data has been collected with the help of a structured questionnaire which comprises of two parts. Part I deals with the demographic profile of customers and Part II deals with teen consumer satisfaction as regards cake brands. The questionnaires were distributed through online among 100 respondents in Chennai city. Simple percentage analysis was applied to find the demographic and teen marketing perception as regards cake brands. Garrett ranking analysis had been applied to rank the factors influencing purchase of cakes and most preferred choice of toppings of cakes. Factor Analysis was used to identify the predominant factors responsible for teen consumer satisfaction. Multiple regression analysis was used to analyse the impact of pre purchase consumer behaviour on teen customer satisfaction

Keywords: Pre-purchase Consumer Behaviour, teen perception, teen consumer satisfaction.

1.1 Introduction

Environmental factors and behavioural actions act as a continuous flow of interactions in consumer decision making. Pre-purchase information and post-purchase outcomes are important in consumer decision making. Consumers have an urge to know about the product and they gather information about product brand, variations, quality and alternatives before buying the product. A purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand.

The word cake is of Viking origin, derived from the Norse word "kaka." Europe is the birthplace of cakes. At first, cakes were merely made plain. Cake decorating is an art. Fondants, edible glitter, sprinkles, royal icing, butter cream, fruits and fillings, the options are unlimited for the modern baker. The Cakes are classified into three types based on the batter. They are pound cake, sponge cake and chiffon cake.

1.2 Objectives of the Study

1. To study the demographic profile of teenage consumers in Chennai city.
2. To rank the factors influencing purchase of cakes and most preferred choice of toppings of Cakes
3. To identify the factors influencing teen consumer satisfaction.

IMPACT OF CUSTOMER SATISFACTION ON E-LOGISTICS SERVICE PROVIDERS (A STUDY WITH REFERENCE TO CHENNAI CITY)

Mrs. N. Chitralekha,
Research Scholar, Research Department of Commerce,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women Chennai
chitralekhamoorthy@gmail.com

Dr. R. Savithri
Associate Professor & Head, Research Department of Commerce,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai
savithri11563@gmail.com

ABSTRACT

Every firm must prioritize customer satisfaction. As we have stepped into globalization, E-Logistics Companies have been forced to adopt cutting-edge technology to satisfy customers due to the increased competition among all e-Logistics industries. This study primarily investigates how logistics services might affect E-logistics users' levels of satisfaction. This paper's specific goal is to identify the key aspects of logistics services that impact online shoppers' satisfaction. Data has been collected through a structured questionnaire from 150 respondents in two parts. Part I consists of Demographic variables and Part II consists of customer satisfaction with e-logistic service providers. Simple percentage analysis is used to know the demographic variables. One-way ANOVA was used to analyse the factors that influence customer satisfaction with e-logistics service providers.

Keywords: E-Logistics, Customer Satisfaction, and Service of E-logistics service providers.

Introduction

Due to globalization, E-commerce is regarded as one of the most vital and dynamic economic sectors today and one of the primary drivers of increased competitiveness. With a strong network of computerized worldwide businesses and e-commerce, e-logistics is a burgeoning industry. Technology for logistics management has become essential for effective logistics management. Moving the organization forward and performing the inverse logistic function are the effects of e-logistics design and operation. In the very competitive commercial world of today, where science is developing quickly and effective communication is crucial for overall success and, occasionally, the stability of individual acts of Logistics. Business-to-consumer (B2C) transactions are where the product is ordered by individual customers and sold by businesses that make up most of e-commerce. It is much more complicated and requires special procedures to serve customers. The customer may only repurchase the product or services if it arrives on time, without damage, or if the provider's service is adequate. Companies are developing new management strategies to satisfy and retain customers. Thus, logistics is crucial in e-commerce. The e-logistics industry is expanding quickly with new models and participants due to digitalization, information technology, and supply chains which are gradually moving towards modern approaches. E-Logistics customer service is a critical issue for service providers. As a result, they are paying increased attention to it. A successful business strategy includes utilizing digital technologies and developing new distribution channels.

Review of Literature

Logistics Service Quality

Saura (2008), the study conducted to know the connection between logistics services and customer satisfaction, customer satisfaction is positively and significantly influenced by the quality of customer service representatives, the quality of the information, the quality of the orders, and the reliability of the logistics service.

Tontini (2010), the study found that logistics service quality was measured by the following factors, dependability of delivery deadline, nimbleness in delivery, delivery of the right quantity and right product, and damage-free goods, the flexibility of the service provided, problem-solving abilities, trackability, communication, trust in and expertise of the customer contact team, availability of goods and services, post-delivery support, and price.

Customer Satisfaction

Tao (2014), in the research found that a higher level of customer satisfaction can benefit the business in several ways, including increased customer loyalty, an extension of the customer's life cycle, a longer shelf life for the products they buy, and an increase in the amount of positive word-of-mouth advertising from satisfied

**ROLE OF E-PERFORMANCE MANAGEMENT IN BANKS
(A STUDY WITH REFERENCE TO EMPLOYEES' PERCEPTION IN CHENNAI CITY)**

Balakamakshi T. Y, Part-Time Ph.D. Research Scholar, Research Department of
Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women,
Chennai 600 044

Dr.R.Savithri, Associate Professor & Head, Research Department of Commerce, Shrimathi
Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600 042

ABSTRACT

The dominant Service Sector called Banking is the back bone of the nation's financial system and the economy. Government's initiative to bring banking for all and industrial revolutions brought in and inclusive approach and trust on the banking sector, with customers growing exponentially. Technology became a go to resource to keep up with the pace of customer demand. E-Banking took the forefront and transparency became the norm. Roles defined and performance measured came into effect. E-Performance management practices took over the mantle from traditional approach. The main objective of the study is to know the employee's perception with regards to the role of E-performance management practices in Banks in Chennai city. The study has been conducted with the help of a pre-tested questionnaire. The questionnaire consisted of two parts. Part I consists of demographic profile of employees. Part II was designed to know the employee's perceptions as regards E-Performance Management. Simple percentage analysis was applied to find the demographic and employee's perceptions as regards E-Performance Management.. Chi Square test was applied to find out the association between demographic variables and employees' perception as regards E Performance Management.

Keywords: - E-Performance management, Technological Advancement, HumanResource, Employees' perceptions.

INTRODUCTION

Effective performance management leads to achievement of Corporate and Individual development. Employee performance is identified, measured, and developed by connecting employee objectives to the larger mission and goals of the organization. Banks are increasingly emphasizing excellent customer service and identifying high-performing employees based on productivity. E-performance management refers to the design, implementation, and application of information technology in the administration of the PMS. E-performance management is a part of e-HRM or HR information system (HRIS) (Al-Raisi, Amin & Tahir, 2011). E-Performance Management is a web-based tool and has been designed to make performance reviews easier in organizations (Ravisha&Pakkeerappa, 2013).

OBJECTIVES OF THE STUDY

1. To study the Demographic profile and Employee's perception as regards E-Performance Management
2. To find the Association between demographic variables and E-Performance Management.

SIGNIFICANCE OF THE STUDY

Businesses need effective performance management. They are able to integrate their systems, resources, and personnel with their strategic goals through both formal and informal approaches. The effectiveness of leadership teams' and individuals' continual communication is improved by effective performance management systems. Employees can share concerns, talk about obstacles, and come up with performance improvement when trusted sources of interaction are established.

REVIEW OF LITERATURE

BIKKER (2010), investigated the performance of financial institutions in providing services to customers and businesses.

A STUDY ON EMPLOYEE'S PERCEPTION TOWARDS E-HRM PRACTICES IN PUBLIC AND PRIVATE SECTOR BANKS IN CHENNAI

BALAKAMAKSHI T. Y, Part-Time Ph.D. Research Scholar & Assistant Professor Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600 044

DR.R.SAVITHRI Associate Professor & Head, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600 044

ABSTRACT

E-HRM is a cutting-edge solution that helps businesses to be more technologically savvy and perform better. The usage of E-HRM facilitates communication and engagement within the organisation as well as among its members. The adoption of E-HRM is a hard undertaking for banks in the current competitive environment. Banks could find that E-HRM helps them operate better. In order to provide automation, transparency, paperless work, empowerment, cost savings and improved performance, banks now use e-recruitment, e-selection, e-training, and e-compensation, among other technologies. Banks that are focused on enhancing productivity are introducing and utilizing E-HRM practices. Considering this, an attempt was made to analyze the implementation of E-HRM practices in public and private sector banks. The present study is descriptive in nature. Data was collected from 215 respondents in private and public sector banks using pre tested questionnaire. Simple percentage analysis was applied to find the demographic and employee's perceptions as regards E-HRM Practices. Chi Square test was applied to find out the association between demographic variables and employees' perception. According to the survey, banks have only moderately adopted to E-HRM practices. Compared to public sector banks, private sector banks have a greater level of implementation. Since it is necessary in the digital age, this brand should be altered by introducing and putting into effect acceptable E-HRM practices.

Key Words: E-HRM, Digital age, e-recruitment, e-selection, e-training.

INTRODUCTION

One of the major catalysts for the development of E-HRM was the progress of technology. It has changed how we interact with one another, play, live, work, and conduct business. Different organisational operations have evolved as a result of technology and improvements in digital business communication. Present-day ideas like digital business, e-commerce, customer relationship management, human resource management, etc. are connected to how firms carry out their tasks. Digital business services are now seen as important and conspicuous components of the company.

CONSUMER PREFERENCE AND LOYALTY OF E-LOGISTICS SERVICE PROVIDERS (A STUDY WITH REFERENCE TO CHENNAI CITY)

Mrs.N.Chitralkha, Part-Time Ph.D. Research Scholar, Research Department of Commerce,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women

&

Dr.R. Savithri, Associate Professor & Head, Research Department of Commerce, Shrimathi
Devkunvar Nanalal Bhatt Vaishnav College for Women

Abstract

In a rivalrous business environment, E-Logistics Service Providers recognize the need to modify their service practices to increase customer preference and loyalty. The paper's main aim is to identify the relationship between customer Preference and Loyalty to E Logistics service providers. And also, to identify which aspects of E logistics service provider influence customer preference and loyalty. Data has been collected by using a structured questionnaire comprising three parts. Part I consists of a customer's demographic profile, Part II consists of preference as regards E-Logistics Service Providers and Part III consists of Factors influencing customer loyalty as regards E-Logistics Service Providers. The questionnaires were distributed among 100 respondents in Chennai city. Simple Percentage analysis was applied to find the demographic and as regards E-Logistics Service Providers... was used to identify factors that influence the consumer preference as regards E-Logistics Service Providers. Factor analysis was used to identify factors that influence consumer Loyalty as regard E-Logistics Service Providers

Keywords: E-Logistics, Service Providers, Customer Preference, and Customer Loyalty.

Introduction

Transportation services play an important role. Nowadays it become an integral part of the daily need of customers. the recent development of E-logistics services providers, many E-logistic Service Providers are maximizing their performance to compete with other E-Logistics Service Providers. Any E-Logistics Service provider seeking to attract and retain customers in a competitive business environment should create strategies

Customer loyalty

Customer loyalty is the consistent selection of a company's products and services over the competition. is a mindset that drives a customer to interact with the company and purchase products and services

Customer Preference

Customer Preference means the fact of people likes or want one thing more than another. consumer preferences are additionally advanced and even more vital nowadays. Consumer preference is measured in terms of the level of satisfaction the consumer acquires from the service provided by the E-Logistic Providers.

Review of literature

Reichheld.,Saaar (1990) studied Zero defections quality comes to service, they analysed that Loyal customers favor positive word of mouth communication thus resulting in an increased customer base for the company for a while.

Wallin,C.,Johnny, Rungtusanatham,M., and Rabinovich E.(2006)studied on what is the right inventory management approach for a purchased item, they analysed that Customers are fulfilled if the time taken to supply their product is much less than the time they have places their product order.

Colburn,R.(2013) studied determining the effect of return management experience on customer satisfaction, he analysed that customers frequently choose the pleasant services that they get hold of usage of their perceived expectations which frequently cause satisfaction and loyalty.

SatnamkourUbeja, Dhara Jain (2013) studied consumer preference towards Branded & Loose

R. Savithri

Dr. R. Savithri, M.Com, M.Phil, Ph.D.
Research Guide & Supervisor
Associate Professor & Head, Graduate School
S.D.M.B. Vaishnav College for Women,
Chennai-600 044

ANVESAK

ISSN : 0378 – 4568

UGC Care Group 1 Journal

**A STUDY ON THE CONTRIBUTION BY FARMER PRODUCER COMPANY (FPC) IN
MARKETING OF NON-TIMBER FOREST PRODUCE AND AGRICULTURAL PRODUCE
OF TRIBAL COMMUNITIES(A STUDY ON FPC AT THIRUVANNAMALAI DISTRICT)**

Mrs.R.Harini

Part-Time Ph.D. Research Scholar, Research Department of Commerce,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600 044.

&

Dr.R. Savithri

Associate Professor & Head, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt
Vaishnav College for Women, Chennai 600 044.

Abstract

Forest is the major livelihood resource for forest dependent communities mainly tribals. Besides timber, forest provides variety of valuable products referred as Non-timber Forest Produce (NTFPs). Forest produce like soapnut, tamarind, honey etc., are categorised under NTFPs. Tribals are permitted inside forest to collect and sell these products for their living. They have settled here very long back and depend on forest for their living. Besides collection of NTFPs, they are involved in cultivation of various agricultural products like little millets, vegetables, pepper etc., as the land is very fertile. Only a part is used for home consumption and the rest is sold mostly through intermediaries called agents who pay very less to the tribes for the produce thereby absorbing most of the profits by selling in the outside market. Lack of organised sector for marketing NTFPs, high dependency on agents in marketing the produce and lack of knowledge on marketing techniques are main hindrances. Farmer Producer Company (FPC) was started in Tiruvannamalai District with an objective to facilitate marketing of NTFPs and agricultural products produced by the tribes. With a sample size of 153 respondents, the researcher attempts to understand the role of Farmer Producer Company in marketing tribal produce. SPSS was used to analyse the data collected and statistical tool like percentage analysis and ANOVA were used.

Keywords : Tribals, NTFPs, Marketing, Farmer Producer Company, Agents.

INTRODUCTION

Forest is the major livelihood resource for forest dependent communities mainly tribals. They are dependent on forest for food and other requirements other than agriculture (Ajay Banik and Varsha Paul, 2015)¹. Besides timber, forest provide variety of valuable products referred as Non-timber Forest Produce (NTFPs). NTFP are defined as "Non-timber forest products consists of goods of biological origin other than wood, derived from forests, other wooded land and trees outside forests" (FAO 1999)². Forest produce like soapnut, tamarind, honey etc., are categorised under NTFPs. Tribals are permitted inside forest to collect and sell these products for their living. They have settled here for generations and depend on forest for their living. As collection of NTFPs is seasonal, tribes are involved in cultivation of various agricultural products. Majority of the tribe cultivate little millet while very few cultivate finger millet, horsegram, sesame, black pepper, sugarcane and vegetable like cucumber. As millets are three months crop, multi-cropping is practiced.

NON-TIMBER FOREST PRODUCE

The community depend on forest for their livelihood when agricultural harvest is over. From villages located near forest area, both men and women involve in collection of NTFPs like honey, soapnut and tamarind. They walk from less than 1 km to 30km inside forest to collect NTFPs. Forest produces like soapnut and tamarind are obtained within a radius of 10 km whereas honey collection requires long distance travel. A group of men from the village get prepared with ropes, knives, cans to

Vol. 54, No.1(II) July – December 2022

195

A STUDY ON FACTORS INFLUENCING CONSUMER LOYALTY ON E-LOGISTICS SERVICE PROVIDERS (A Study with Reference to Chennai City)

Mrs.N.Chitralekha, Part-Time Ph.D. Research Scholar, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600

Dr.R. Savithri Associate Professor & Head, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600 044

Abstract:

In the world of business, loyalty is a long-term commitment to repurchase some goods or services that involve a positive mental attitude towards the selling company. When a customer exhibits a pattern of frequent purchases and only thinks about using a particular provider when a need for that service arises, that customer is said to be loyal to that provider. The main aim of this study is to understand the factors influencing consumers' loyalty toward e-logistics service providers. Data has been collected through a structured questionnaire from 175 respondents in two parts. Demographic factors are included in Part I and Part II consists of customer loyalty with e-logistic service providers. Simple percentage analysis is used to know the demographic variables. Factor Analysis and chi-square were used to analyze the factors that influence customer loyalty with e-logistics service providers.

Key Words: E-Logistics, Service Providers, and Consumer Loyalty

Introduction:

When consumers are steadfastly committed to sticking with a favorite brand in the future, regardless of outside influences or marketing strategies that might tempt them to switch brands, this is known as customer loyalty. Recurring customers are highly prized in e-commerce because they not only generate steady revenue but also act as a valuable resource of knowledge for other potential customers. However, building customer loyalty is a difficult task for B2C e-logistics companies, who must prioritize plans to keep and please their current clients.

The customer who uses logistics services and the provider of the logistics service interact throughout the order placement to order receipt processes. In addition to the quality of the service provided by sophisticated systems, a customer's loyalty may be determined by how satisfied they are with the experience of quality of services by the service providers. Their overall loyalty is influenced by several variables, including the

the relationship between the service providers and the customer gets closer when patrons give the service quality positive reviews. Customers can accept high prices without deciding to use the service somewhere else and will repurchase and make larger purchases. Consequently, clients become more devoted to the business. Loyal customers are more likely to make repeat use of services, choose services from different service lines, make recommendations to others, and speak highly of the goods and services made by other businesses that are closely related to their own.

The purpose of the study is to Understand the factors that influence customer loyalty and to assist service providers with focusing their efforts on key areas in their e-logistics businesses which contribute most to increasing customer retention. To better understand how e-logistics service providers can increase their customers ' satisfaction and loyalty.

Review of Literature

Service Quality

Milorad Kilibarda and Milan Andrejic(2016) the study found that customer loyalty is directly affected by the relationship with the provider, cost, and offers. They used three variables for factor analysis namely Service Quality, customer satisfaction, and customer loyalty and they found that service quality had a strong impact on customer satisfaction and loyalty.

A STUDY ON PERCEPTION OF TRADERS ABOUT CONSUMER TRAITS TOWARDS ONLINE SHOPPING (SPECIFIC CASE OF TIRUVALLUR DISTRICT)

*Payal H Bhatt, M.Phil Scholar, Department of Commerce, Shrimathi Devkunvar Nanalal
Bhatt Vaishnav College for Women, Affiliated to University Of Madras, Payalbhatt@gmail.com*
*Dr. G Tamilselvi, Assistant Professor, Department of Commerce, Shrimathi Devkunvar Nanalal
Bhatt Vaishnav College for Women, Affiliated to University Of Madras :
tamilselviharikrishnan@yahoo.com*

I. INTRODUCTION

Gone are the days where people understand how important it is to support businesses that exist around our community. Be it groceries, essentials, furniture, electronics, clothes, footwear, medicines, flowers or other essentials 4 persons among every 5 buys these using online shopping applications like Amazon, Flipkart, BigBasket, 1mg.com or TataCliq. There have been extensive studies to capture customer perceptions, limitations and satisfaction levels while shopping online. Customers using online shopping not only benefit in the form of buying products but also use it to compare product prices, ratings/ reviews of product, product features and also after sales support facilities that they receive if they purchase the product from a particular website.

Lots of studies have focused on customer perceptions from metropolitan cities like Chennai, Pune, Delhi or Mumbai. Many studies have also found out that customers love online shopping because primary motivation is buying from home and receiving at home, no cost return policies, easy EMI conversions and so on. The increasing use of the Internet by the younger generation in India is creating challenges for local traders/ retailers. To stay ahead in a highly competitive market these days retailers just like companies have initiated using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in the markets. Businesses use the Internet to exchange, communicate and disseminate promotions/ discounts or any other information about the product, and sometimes use the same to receive feedback and measure the customer satisfaction and ways to improve the community engagement.

The E-commerce industry has been directly impacting micro, small & medium enterprises (MSME) not only in urban India but has snatched the livelihood of rural traders. The E-commerce industry impacts small traders by providing means of financing, technology and training and has a favorable cascading effect on other industries as well. The Indian E-commerce industry has been on an upward growth curve and is expected to take over USA to become the second largest E-commerce market in the world by 2034 which means that the problem stands tall and calls for an urgent transformation.

Retailers in order to sell effectively must know answers to how the Customers behave in general and why they behave the way they do. When a prospective customer receives information regarding Product, price, promotion, and places the customer undergoes a process of decision making. There are various motivational and de-motivational factors that either influence or discourage decision making. These may include but are not restricted to personal taste, brand loyalty, friends and family's opinions, previous positive/ negative product experiences hence the success of any local trader depends heavily on the understanding of the consumer behavior patterns and the factors that influence Customers locally.

1.1 NEED AND IMPORTANCE OF THE STUDY

This study aims to understand local traders (Tiruvallur District) perceptions, towards online shopping. It is important to examine, assess and capture these traits of consumer's to online shopping according to these local traders. It is important to capture these to ensure small businesses sustain the competitions from online shopping giants like Amazon or Flipkart and to understand their preparedness to this sudden change.

A STUDY ON CONSUMER ADOPTION OF ONLINE GROCERY SHOPPING IN CHENNAI CITY

Ms.V.Phreethi, Full-Time M.Phil. Scholar, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600 044
Dr.A. Rohini Priya, Associate Professor, Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600 044

Abstract

The Indian Government is concentrating on introducing various reforms to help the e-commerce industry grow nationwide. At the onset of the pandemic and lockdown, there was a push toward digitalization and people started migrating towards online shopping even for essentials and groceries. In India still, there is a traditional culture where the local merchants deliver household staples and groceries to consumers' residences. The same culture is re-emerged in an updated form by using mobile applications and the internet. This study aims to understand the consumer's adoption of online grocery shopping among the consumers in Chennai city. Data has been collected with the help of a structured questionnaire and the questionnaire was circulated among 100 respondents in Chennai city. Percentage analysis is used to find out the product preference in online grocery shopping. Factor analysis revealed the main factors considered while shopping for groceries online were online facilities and customer delight, pricing and quality, digitization, Threat and sales Promotion.

Keywords: E-commerce, Digitization, Consumer adoption, Pandemic, Online grocery shopping.

1.1. Introduction

Online grocery shopping is a method of buying food and other household necessities using e-commerce marketing. An online grocer is either a grocery store or a brick-and-mortar supermarket that allows online ordering and various e-commerce services in grocery shopping. There are various online grocery shopping stores like Bigbasket, Amazon pantry, Flipkart supermarket, Grofers, Jio mart, etc. E-grocery shopping has become more popular than before and it has been raised to an extent due to its ease of use and convenience and has contributed a lot to the economy.

1.2. Review of Literature

Alin Opreana et al. (2013)¹ examined the association between the shopping experience with the internet and online shopping and their frequency of buying things online considering the sex of the respondents as an important determinant. The online journey of the consumers is tracked to enhance their action towards attracting more consumers in different ways. Rainu Tanveer et al. (2012)² conducted a study on consumer perception as regards online grocery stores among 200 respondents and found that 71% of the respondent felt that online delivery was the motivating factor to purchase online and 77% of the respondents preferred online shopping when a discount was offered. Sathiyaraj.S, Santhosh Kumar.A, and Subramani. A.K. et al. (2015)³ in their study on understanding consumer perception towards online grocery shopping among people in Chennai found that 29% of the people prefer online shopping as they can purchase unique and best products at the best price. Customers are focused more on buying products online if they have offers and discounts for the products, a user-friendly website, free delivery charges, and easy payment options. Rajeev K Shukla et al. (2016)⁴ examined the effect of gender on consumer perception of shopping online. The result revealed that there is a significant difference between the time taken for delivery and the gender of the consumers, it shows that male respondents are more concerned about the time of delivery than the female respondents. Reema Singh and Sara Rosengren et al. (2020)⁵ developed a deeper understanding to find out the drivers responsible for online grocery shopping by applying a push, pull, and mooring framework. It was found that customer service, issues related to product delivery, technical issues, and perception of high price are retailer-related push factors, word of mouth, and other attractive factors are competitors-related pull factors that have a direct effect on the switching.

A STUDY ON ONLINE HEDONIC SHOPPING BEHAVIOUR OF YOUTH'S IN CHENNAI CITY

Ms.V.Phreethi, Full-Time M.Phil. Scholar, Research Department of Commerce,
ShrimathiDevkunvarNanalal Bhatt Vaishnav College for Women, Chennai 600 044

Dr.A. Rohini Priya, Associate Professor, Department of Commerce, ShrimathiDevkunvarNanalal
Bhatt Vaishnav College for Women, Chennai 600 044

ABSTRACT

The youths are in their growing stage and are generally called as Tech-savvy or Generation Z. They are divergent and on track to be a well-educated generation and are moving towards the adulthood category building a character with a liberal attitude and open-mindedness to emerging social trends. As per the report published by Statista, a study was undertaken to know the share of various generations who are impulse buyers in the UK in 2017 and the conclusion turned out as about 41% of the share was contributed by Gen Z. Youths are expected to restructure the retail industry and the marketers' actions are concentrated more on satisfying the growing generations. Hence, it is important to analyze the youths online impulsive buying practices. The primary data was collected from 100 respondents between the age group 17-25 years in Chennai city through a structured questionnaire. Percentage analysis was used to analyze the demographic profile of youths in Chennai city. Henry Garrett's ranking technique was used to rank the products that are bought spontaneously online by youths and 1st rank was assigned to Clothing & accessories with the weighted mean of 66.74. Factor analysis revealed the main factors that influences youths towards online impulsive shopping were Festive season, Convivence and credit availability, Lifestyle and influential group and Product promotions and pricing.

Keywords: Impulsive shopping, Generation Z, Tech-savvy, growing generation, Digitization.

INTRODUCTION:

Impulsive buying is a general practice where customers buy goods and services spontaneously without any prior planning. The emotions and feelings of the customers are the major triggers towards online impulsive shopping. Impulsive buying cannot be categorized into any specific products and are seen in products such as chocolates, clothes, accessories, mobile phones, and in big-ticket items such as cars, jewelry, etc. Making an unplanned purchase is generally termed Impulsive buying. Marketers make use of this behavior of customers to boost their sales volume. Youths constitute the majority of the population and belongs to the age group of 15 years to 25 years. This generation is raised and being raised on the internet and technology. Thus, they have often been termed 'Digital Natives'. The survey conducted by Kibo, reported that 28% of Gen-Z prefer online shopping over physical stores. As they are very much influenced by social media this has laid down the path for them to contribute a major share towards unplanned shopping. They are considered a highly influential group of shoppers both in online and in-store shopping and they are very much focused on buying unique things which satisfy their needs and wants. It is important to study the impulsive buying behaviour of youths as there are the future pillars of the nation.

Review of Literature

Louis, Sheng, and Li-Yi (2016) examined the triggering factor through a two-factor theory analysis for online spontaneous buying and found that motivation and hygiene factors are responsible for impulsive buying in the end-user. The primary data was collected from 239 respondents were undertaken for the study. The study concludes that the online shopping site design constitutes the hygiene factor and the motivation factor includes promotions that have the power to create a hedonic shopping advantage.

Tommy K.H.Chana, Christy M.K.Cheunga and Zach W.Y.Leeb (2017) analysed the position of online impulsive buying through literature analysis. The framework used to identify the affecting factors



International Journal of Current Research and Academic Review

ISSN: 2347-3215 (Online) Volume 11 Number 2 (February-2023)

Journal homepage: <http://www.ijcrar.com>



doi: <https://doi.org/10.20546/ijcrar.2023.1102.001>

A Study on Issues in E-Banking Services from the Perspective of Customers in Chennai

G. M. Vinothani¹ and S. Vishnuvarthani^{2*}

¹Department of Commerce, Bharathiar University, Coimbatore – 641 046, Tamil Nadu, India

²Department of Commerce, Vellalar College for Women, Thindal, Erode – 638 009, Tamil Nadu, India

*Corresponding author

Abstract

This article examines the issues in e-banking services from the perspective of customers. The study identifies various problems encountered in e-banking services, such as customer confusion, inadequate customer support, security concerns, and service outages. The study also offers insights into how service providers can use technology to improve customer experience and build customer loyalty. Data were collected from customers using e-banking services about 110 samples were collected from customers having savings account in both private and public sector banks. Spss software has been used for analysis purposes.

Article Info

Received: 10 January 2023

Accepted: 15 February 2023

Available Online: 20 February 2023

Keywords

e-banking, customer experience, customer loyalty, security.

Introduction

E-banking services have revolutionized the way customers access their financial accounts and manage their finances. With E-banking services, customers can take advantage of various features such as online banking, bill payments, money transfers, and other financial transactions from their personal computer or mobile device (Sugumalakshmi, 2012).

However, despite the convenience, there are numerous issues that customers face when using E-banking services. The most common issue is the security of E-banking services. One of the biggest concerns for customers is the possibility of their accounts being hacked or their financial information being stolen (Vinayagamoorthy, 2011). To minimize this risk, customers should be sure to use a secure connection when accessing their accounts and use strong passwords.

Furthermore, customers should never share their login information with anyone else and be sure to update their anti-virus software regularly (Aashish Shashikant Jani, 2012).

Another issue that customers face when using E-banking services is the lack of customer service. Since E-banking services are online, customers do not have access to the same level of customer service as they would have if they were dealing with a physical bank. Therefore, if a customer has any questions or concerns, they may have to wait for a response from the bank, which could take several days. Moreover, customers may also face technical issues when using E-banking services. These can range from slow loading times to errors when trying to access accounts. To reduce the chances of this happening, customers should ensure that their device meets the minimum system requirements for the banking services and that their browser is up to date.

**A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS
ONLINE GROCERY ORDERING AND DELIVERY SERVICE IN CHENNAI**

Gayathri V

Research Scholar, Department of Commerce, Shrimathi DevkunvarNanalal Bhatt Vaishnav
College for Women, Chennai – 44.

Dr.S.Seethalakshmi

Head of the Department Department of Commerce(SFS)
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai – 44.

Abstract

E-commerce has witnessed phenomenal progress both in terms of value and figures in India during the last decade. Online Grocery shopping is a recent inclusion (since 2015) to the world of e-commerce in India. Consumers prefer to buy groceries online rather than traditional groceries shopping for several reasons. Shopping online has become more accessible as consumers can now shop from an Online grocery Mobile App sitting at home without having to go to the supermarket, push the cart, and stay in line for payment. Online grocery shopping allows shoppers to efficiently compare prices between products. Buyers now have a wider choice of products. Buyers can compare the goods without the physical touch of the goods. Due to the advancement in technology, online grocery shopping is gaining market share in the food retail industry. The traditional grocery shopping has braked in recent time due to the arrival of online grocery shopping. This article aims to examine the level of customer preference and satisfaction towards online grocery shopping in Chennai. Data was collected through a structured questionnaire from a sample of 120 respondents in Chennai. The data were interpreted using the Social Sciences Statistical Package (SPSS).

Keywords: E-Commerce, Traditional grocery shopping, Online grocery, Mobile APP, Convenient shopping.

Introduction

The era of globalization has come into existence because of the Internet and Mobile Applications. In this era of modernization, it is now veritably delicate for grocery shops to sustain without having an online shopping portal as there are numerous online service providers who vend groceries through their mobile Applications to match the changing shopping patterns of buyers. As e-commerce and online shopping is now getting popular and profitable, numerous companies are entering into this virtual world with their online shopping Mobile Apps. Utmost business in developing countries give an option of buying products through Mobile Apps because this helps in adding the

customer base. E-commerce has radically changed the business perspective across the world. "Due to the increase in internet users, its impact has been increasingly noticeable in developing nations like India (Chatterjee, 2016). There are already 225 million online buyers, and according to predictions, that number will rise to 530 million by 2025 (Chandra, 2021). This reinforces the idea that the E-commerce sector would increase its influence within the Indian

**A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS
ONLINE GROCERY ORDERING AND DELIVERY SERVICE IN CHENNAI**

Gayathri V

Research Scholar, Department of Commerce, Shrimathi DevkunvarNanalal Bhatt Vaishnav
College for Women, Chennai – 44.

Dr.S.Seethalakshmi

Head of the Department Department of Commerce(SFS)
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai – 44.

Abstract

E-commerce has witnessed phenomenal progress both in terms of value and figures in India during the last decade. Online Grocery shopping is a recent inclusion (since 2015) to the world of e-commerce in India. Consumers prefer to buy groceries online rather than traditional groceries shopping for several reasons. Shopping online has become more accessible as consumers can now shop from an Online grocery Mobile App sitting at home without having to go to the supermarket, push the cart, and stay in line for payment. Online grocery shopping allows shoppers to efficiently compare prices between products. Buyers now have a wider choice of products. Buyers can compare the goods without the physical touch of the goods. Due to the advancement in technology, online grocery shopping is gaining market share in the food retail industry. The traditional grocery shopping has braked in recent time due to the arrival of online grocery shopping. This article aims to examine the level of customer preference and satisfaction towards online grocery shopping in Chennai. Data was collected through a structured questionnaire from a sample of 120 respondents in Chennai. The data were interpreted using the Social Sciences Statistical Package (SPSS).

Keywords: E-Commerce, Traditional grocery shopping, Online grocery, Mobile APP, Convenient shopping.

Introduction

The era of globalization has come into existence because of the Internet and Mobile Applications. In this era of modernization, it is now veritably delicate for grocery shops to sustain without having an online shopping portal as there are numerous online service providers who vend groceries through their mobile Applications to match the changing shopping patterns of buyers. As e- commerce and online shopping is now getting popular and profitable, numerous companies are entering into this virtual world with their online shopping Mobile Apps. Utmost business in developing countries give an option of buying products through Mobile Apps because this helps in adding the

customer base. E-commerce has radically changed the business perspective across the world. "Due to the increase in internet users, its impact has been increasingly noticeable in developing nations like India (Chatterjee, 2016). There are already 225 million online buyers, and according to predictions, that number will rise to 530 million by 2025 (Chandra, 2021). This reinforces the idea that the E-commerce sector would increase its influence within the Indian

IMPACT OF CUSTOMER SATISFACTION ON E-LOGISTICS SERVICE PROVIDERS (A STUDY WITH REFERENCE TO CHENNAI CITY)

Mrs. N. Chitralekha,

Research Scholar, Research Department of Commerce,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women Chennai
chitralekhamoorthy@gmail.com

Dr. R. Savithri

Associate Professor & Head, Research Department of Commerce,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai
savithri11563@gmail.com

ABSTRACT

Every firm must prioritize customer satisfaction. As we have stepped into globalization, E-Logistics Companies have been forced to adopt cutting-edge technology to satisfy customers due to the increased competition among all e-Logistics industries. This study primarily investigates how logistics services might affect E-logistics users' levels of satisfaction. This paper's specific goal is to identify the key aspects of logistics services that impact online shoppers' satisfaction. Data has been collected through a structured questionnaire from 150 respondents in two parts. Part I consists of Demographic variables and Part II consists of customer satisfaction with e-logistic service providers. Simple percentage analysis is used to know the demographic variables. One-way ANOVA was used to analyse the factors that influence customer satisfaction with e-logistics service providers.

Keywords: E-Logistics, Customer Satisfaction, and Service of E-logistics service providers.

Introduction

Due to globalization, E-commerce is regarded as one of the most vital and dynamic economic sectors today and one of the primary drivers of increased competitiveness. With a strong network of computerized worldwide businesses and e-commerce, e-logistics is a burgeoning industry. Technology for logistics management has become essential for effective logistics management. Moving the organization forward and performing the inverse logistic function are the effects of e-logistics design and operation. In the very competitive commercial world of today, where science is developing quickly and effective communication is crucial for overall success and, occasionally, the stability of individual acts of Logistics. Business-to-consumer (B2C) transactions are where the product is ordered by individual customers and sold by businesses that make up most of e-commerce. It is much more complicated and requires special procedures to serve customers. The customer may only repurchase the product or services if it arrives on time, without damage, or if the provider's service is adequate. Companies are developing new management strategies to satisfy and retain customers. Thus, logistics is crucial in e-commerce. The e-logistics industry is expanding quickly with new models and participants due to digitalization, information technology, and supply chains which are gradually moving towards modern approaches. E-Logistics customer service is a critical issue for service providers. As a result, they are paying increased attention to it. A successful business strategy includes utilizing digital technologies and developing new distribution channels.

Review of Literature

Logistics Service Quality

Saura (2008), the study conducted to know the connection between logistics services and customer satisfaction, customer satisfaction is positively and significantly influenced by the quality of customer service representatives, the quality of the information, the quality of the orders, and the reliability of the logistics service.

Tontini (2010), the study found that logistics service quality was measured by the following factors, dependability of delivery deadline, nimbleness in delivery, delivery of the right quantity and right product, and damage-free goods, the flexibility of the service provided, problem-solving abilities, trackability, communication, trust in and expertise of the customer contact team, availability of goods and services, post-delivery support, and price.

Customer Satisfaction

Tao (2014), in the research found that a higher level of customer satisfaction can benefit the business in several ways, including increased customer loyalty, an extension of the customer's life cycle, a longer shelf life for the products they buy, and an increase in the amount of positive word-of-mouth advertising from satisfied

A STUDY ON FACTORS INFLUENCING CONSUMER LOYALTY ON E-LOGISTICS SERVICE PROVIDERS (A Study with Reference to Chennai City)

Mrs.N.Chitralekha, Part-Time Ph.D. Research Scholar, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600

Dr.R. Savithri Associate Professor & Head, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600 044

Abstract:

In the world of business, loyalty is a long-term commitment to repurchase some goods or services that involve a positive mental attitude towards the selling company. When a customer exhibits a pattern of frequent purchases and only thinks about using a particular provider when a need for that service arises, that customer is said to be loyal to that provider. The main aim of this study is to understand the factors influencing consumers' loyalty toward e-logistics service providers. Data has been collected through a structured questionnaire from 175 respondents in two parts. Demographic factors are included in Part I and Part II consists of customer loyalty with e-logistic service providers. Simple percentage analysis is used to know the demographic variables. Factor Analysis and chi-square were used to analyze the factors that influence customer loyalty with e-logistics service providers.

Key Words: E-Logistics, Service Providers, and Consumer Loyalty

Introduction:

When consumers are steadfastly committed to sticking with a favorite brand in the future, regardless of outside influences or marketing strategies that might tempt them to switch brands, this is known as customer loyalty. Recurring customers are highly prized in e-commerce because they not only generate steady revenue but also act as a valuable resource of knowledge for other potential customers. However, building customer loyalty is a difficult task for B2C e-logistics companies, who must prioritize plans to keep and please their current clients.

The customer who uses logistics services and the provider of the logistics service interact throughout the order placement to order receipt processes. In addition to the quality of the service provided by sophisticated systems, a customer's loyalty may be determined by how satisfied they are with the experience of quality of services by the service providers. Their overall loyalty is influenced by several variables, including the

the relationship between the service providers and the customer gets closer when patrons give the service quality positive reviews. Customers can accept high prices without deciding to use the service somewhere else and will repurchase and make larger purchases. Consequently, clients become more devoted to the business. Loyal customers are more likely to make repeat use of services, choose services from different service lines, make recommendations to others, and speak highly of the goods and services made by other businesses that are closely related to their own.

The purpose of the study is to Understand the factors that influence customer loyalty and to assist service providers with focusing their efforts on key areas in their e-logistics businesses which contribute most to increasing customer retention. To better understand how e-logistics service providers can increase their customers' satisfaction and loyalty.

Review of Literature

Service Quality

Milorad Kilibarda and Milan Andrejic(2016) the study found that customer loyalty is directly affected by the relationship with the provider, cost, and offers. They used three variables for factor analysis namely Service Quality, customer satisfaction, and customer loyalty and they found that service quality had a strong impact on customer satisfaction and loyalty.

A STUDY ON THE IMPACT OF FAST-FOOD CONSUMING PATTERNS ON CONSUMERS AMID THE COVID-19 PANDEMIC AND POST-PANDEMIC, WITH REF- ERENCE TO CHENNAI CITY

Dr.M.Nevedida, Assistant Professor, Department of Commerce,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women
Chromepet, Chennai-600044, India

Dr.A.Jesu Kulandairaj, Assistant Professor, Department of Commerce,
Loyola College, Nungambakkam, Chennai-34, India

Abstract:

The fast-food industry has become increasingly popular in recent years, with consumers relying on it for quick and convenient meals. However, the covid-19 pandemic has disrupted the food industry, resulting in changes in consumers' food habits. This research paper aims to examine the impact of fast-food consuming patterns on consumers amid the covid-19 pandemic and post-pandemic, with a particular focus on Chennai city. Totally 200 respondents were answered to the well framed structured questionnaire through online and those data were scrutinised in Microsoft excel and applied statistical tool by using SPSS 23. The following are the results of the study, during the pandemic consumers were stopped consuming fast food due to the fear of immunity sucker. Hence all the fast food industries faced huge downfall in their sales as well in the profit. Small industries nearly went to complete shutdown. Once the fear of covid-19 subsidised people started consuming fast food as before the lockdown. Fast-food industries added few health-oriented salads and guilt free food items in their menu card and trapped the consumers back to their side. Stress level played major role in consumption pattern of fast-food items in their dietary schedule. After the pandemic, Fast-Food industries rearranged their products, ambience, and delivery mode by providing a safety mindset for consumers to visit repeatedly by tricking their minds.

Keywords: *Fast-Food Industry, Consuming pattern of Fast-food, Pre and post pandemic status.*

INTRODUCTION:

The human race, which has increased its pace of activity, still wants to be faster, so we are witnessing technological development. As fast as humans run, they want everything quickly, as fast as its maximum. The same thing applies to food. The drive-through concept was first introduced to buy food as fast as possible. Driving through the car, we can purchase food at that counter by sitting in the car itself. So, it saves waiting time for customers. On the manufacturing side, fast food manufacturers are using the production

A STUDY ON CONSUMER BEHAVIOR TOWARDS RELIANCE TRENDS RETAIL OUT- LETS SPECIFICALLY TO PRE-PURCHASE, DURING IN-STORE PURCHASE AND POST PURCHASE ACTIVITIES WITH SPECIAL REFERENCE TO CHENNAI CITY

Dharshni M, III-year student of B. Com, Department of Commerce
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women,
Chromepet, Chennai-600044

Dr.M.Nevedida, Assistant Professor, Department of Commerce
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women,
Chromepet, Chennai-600044

ABSTRACT

Reliance Trends Retail Ltd is a leading retail company in India which provide a wide range of fashionable clothing and accessories for men, women, and children. The company has a strong presence in Chennai, with numerous outlets across the city. This study talks about consumer perception towards reliance trends on pre-purchase, purchasing experience during the in-store purchase and post-purchase. The structured questionnaire was prepared and circulated among reliance trends customers within Chennai city, received from 150 respondents' perception about the store in the above-said situation. The questionnaire was divided into four parts; the first part is about demographic factors, the second part is about consumer perception of Reliance Trends before purchase, the third part is about the experience of an in-store purchase, and the final part is about post-purchase behaviors. Data were analyzed using the statistical software SPSS 23. This paper concludes that the positive perception of the consumers made them visit the store personally. During the in-store purchase, customers are looking at the store by their perception; if it is positive, purchases are made; if negative, customers are looking for the parallel outlet which satisfies their perception and expectation. As concerned with post-purchase activities, consumers are satisfied with the product quality, but they are disappointed with the pattern, which is mostly worn by all the reliance trend consumers. Consumers who love uniqueness show a negative relationship with reliance trend retail outlets.

Keywords: *Consumer Perception, Pre-purchase and post-purchase activities, Reliance trends retail outlets.*

INTRODUCTION:

Retail is the exact opposite of wholesaling. It is the sale of goods and services to consumers. A retailer purchases goods in bulk from the wholesalers and sells them in smaller quantities to customers for profit. Whatever the product or service it may be, the consumers will have certain expectations regarding the affordability, quality, quantity, feasibility, etc. A variety of strategic level decisions are usually made by most modern retailers, including those regarding the type of store, the target market, the best product assortment, customer service, supplementary services, and the store's total market positioning. Retailers create the retail mix, which consists of the following elements: product, price, place, promotion, personnel, and presentation, once the strategic retail plan is in place.

A STUDY ON DECISION MAKING OF FINAL YEAR STUDENT'S IN ARTS AND SCIENCE COLLEGE ABOUT THEIR CAREER

Dr. K.Malarvizhi, Assistant Professor, Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women- Chrompet

ABSTRACT:

"Decision making connects with one's future." This paper aims at understanding how decision making might affect the future of a person. The paper highlights how the individual's characteristics, effective decision making and planning will help the future. This study aims to examine how the decision making discovers, talents and strengths. The study has been conducted with a well framed questionnaire circulated to final year arts and science college students who attended the placement training in Chennai City. The sample size used for the study is 376 and analyzed with the help of statistical tools like reliability test and factor analysis. It was found that student's decision making has a positive impact in their future.

Keywords: Future decision, Effective decision, strength and talents

INTRODUCTION:

Everyone have their own future plans for their life. These plans can be related to their career, education and personal life. In India more than 50 percent of population belongs to the age group of 25 years. In the present time the youngsters are very energetic and enthusiastic. They have the ability to learn and adapt to the environment, act on it as well as to achieve their goals and improve our society. This is the best period of life for them to cherish a big dream which is filled with full of passion and energy. This is the actual time to provide form and shapes to their ideas for the economic development of society. The future plans help the students to learn about who they are and decide what kind of life they want to lead.

REVIEW OF LITERATURE:

Moorthi.S (2018) "A study on college students decision making skill based on their family background", the study analyzed the decision making skill among college students in educational institutions of Tamil Nadu. The sample of 251 college students from Tamil Nadu was collected using random sampling technique. The study found that level of decision making skill of college students is average.

Linda leach and Nick Zepke (2005) "student decision-making by prospective tertiary students" the study assessed the systematic literature review conducted 2004; the study found that would be accessible to others, and write a critical review of the studies.

A STUDY ON THE PERCEPTION OF IT EMPLOYEES ON HYBRID WORKING PATTERN

Dr.Vimala Vasudevan, Assistant Professor, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women
vimalaaf2019@gamil.com,

Dr.S.Priya Reddy, Assistant Professor, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women
priyareddy1799@gmail.com

ABSTRACT

Memories o-f our dad working for eight hours' office every day and back home buying a pancake sharing with us was a wonderful time that still swipes our memories with happiness. Later the working scenario changes with more than 10 hours of job. This part of generation started spending time and money going out on weekends. Working on laptop hours together brought great mishap among the generation which was built within without their knowledge. The situation got much worsen when pandemic strikes the world. Pandemic flips the methodology of working pattern with a work from home culture. This brought comfort at its early stage as they can be at home. But this started creating a stress unknowingly among the working population. The Post pandemic situation introduced the concept on working on Hybrid mode. This do have a part of enjoying work culture as they still have time to spend with family on other days of work from home. But on later stages it created a trauma in the minds of parents as they are in a confused state of mind and could not concentrate neither on family nor on job. This study aims in identifying from various literature reviews and used Chi Square Analysis to analyze the perception on Hybrid mode working pattern among employees in IT sector.

Key words: Hybrid, pandemic, work culture, work from home, scenario, generation, working hours

INTRODUCTION

Having a separate workplace is the most preferred concept among workforce as we will have our time to spend with family the remaining hours in a day after work. Working in a separate workplace is always good as it builds good work culture, good work environment, collaborating with people, bringing new ideas during discussion in a team.

Unanticipated pandemic shook the world. Many study emphasized on the pandemic distress. The situation changed by bringing the concept of Hybrid mode of working. This study concentrates to bring out the pros and cons of hybrid mode of working and provide suggestion which concept of work culture is beneficial to organization and employees.

Hybrid is a resilient work module as it associates working in office for few days in a week and remaining work from home. Wakefield Research indicates that nearly 47% of employees prefer to move on to another job if the organization doesn't offer a hybrid working model. (<https://envoy.com/blog/what-is-a-hybrid-work-model>).

A STUDY ON THE PERCEPTION OF IT EMPLOYEES ON HYBRID WORKING PATTERN

Dr.Vimala Vasudevan, Assistant Professor, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women
vimalaaf2019@gamil.com,

Dr.S.Priya Reddy, Assistant Professor, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women
priyareddy1799@gmail.com

ABSTRACT

Memories o-f our dad working for eight hours' office every day and back home buying a pancake sharing with us was a wonderful time that still swipes our memories with happiness. Later the working scenario changes with more than 10 hours of job. This part of generation started spending time and money going out on weekends. Working on laptop hours together brought great mishap among the generation which was built within without their knowledge. The situation got much worsen when pandemic strikes the world. Pandemic flips the methodology of working pattern with a work from home culture. This brought comfort at its early stage as they can be at home. But this started creating a stress unknowingly among the working population. The Post pandemic situation introduced the concept on working on Hybrid mode. This do have a part of enjoying work culture as they still have time to spend with family on other days of work from home. But on later stages it created a trauma in the minds of parents as they are in a confused state of mind and could not concentrate neither on family nor on job. This study aims in identifying from various literature reviews and used Chi Square Analysis to analyze the perception on Hybrid mode working pattern among employees in IT sector.

Key words: Hybrid, pandemic, work culture, work from home, scenario, generation, working hours

INTRODUCTION

Having a separate workplace is the most preferred concept among workforce as we will have our time to spend with family the remaining hours in a day after work. Working in a separate workplace is always good as it builds good work culture, good work environment, collaborating with people, bringing new ideas during discussion in a team.

Unanticipated pandemic shook the world. Many study emphasized on the pandemic distress. The situation changed by bringing the concept of Hybrid mode of working. This study concentrates to bring out the pros and cons of hybrid mode of working and provide suggestion which concept of work culture is beneficial to organization and employees.

Hybrid is a resilient work module as it associates working in office for few days in a week and remaining work from home. Wakefield Research indicates that nearly 47% of employees prefer to move on to another job if the organization doesn't offer a hybrid working model. (<https://envoy.com/blog/what-is-a-hybrid-work-model>).

INFLUENCE OF ARTIFICIAL INTELLIGENCE APPLICATIONS OF PRODUCT RECOMMENDATIONS ON CONSUMERS EXPERIENCE

Mrs. R. Mehala, Part-Time Ph.D. Research Scholar, Shri Shankarlal Sundarbai Shasun Jain College & Assistant Professor in B.Com (SFS), S.D.N.B Vaishnav College for Women, Chennai. E-mail: mehalamaggii@gmail.com

Dr. Sambamurthy Padmavathi, Principal & Head, PG & Research Department of Commerce, Shri Shankarlal Sundarbai Shasun Jain College for women, Chennai. E-mail: gvsampad@shasuncollege.edu.in

ABSTRACT

Artificial intelligence is a computer-controlled machine that deals with building or training smart machines/computers capable of performing tasks that require human Intelligence which dramatically changed the consumer behavior system. AI plays an evident role in all fields. In marketing, AI can easily foresee what the customer's move is and can also monitor and improve the customer's marketing journey by leveraging the customer's data. One such well-known example of AI applications in marketing is product recommendation systems in e-commerce websites, the recommendation systems generate relevant suggestions and aid in quickly tracking down the product from the websites which help the consumer to purchase and decide easily.

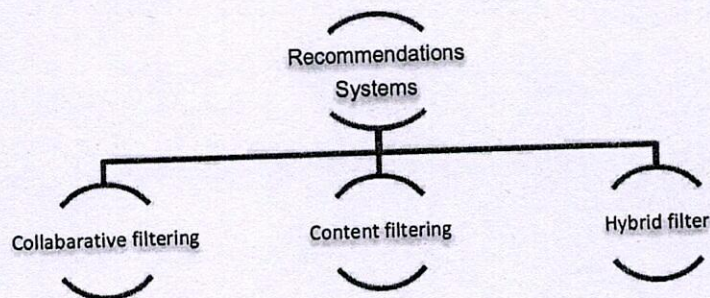
Keywords: Artificial Intelligence, Recommendation system, E-commerce, Online shopping, Consumer experience.

1. INTRODUCTION:

AI techniques adopted with the Recommendation System furnish the relevant products and services based on data analytics to the consumers through the machine learning algorithm. Recommendation systems have emerged as a preferred method for consumers to purchase products from e-commerce websites. This system collects the customer's data and analyzes the data to generate customized recommendations for the customers to make a purchase and decide easily.

TYPES OF RECOMMENDATIONS SYSTEM:

There are three types of Recommendation systems i) Collaborative filtering, ii) Content filtering and iii) Hybrid filtering



i) Collaborative filtering:

The Collaborative filtering technique extracts the information of the consumers from the data available on the websites and filters the information effectively and provides better recommendations to consumers who have similar tastes and preferences.

IMPACT ON APPLICATIONS OF ARTIFICIAL INTELLIGENCE IN CONSUMER PURCHASE DECISION

* Mrs. R. Mehala

** Dr. Sambamurthy Padmavathi

Abstract

This study presents Artificial Intelligence applications and technologies employed in the purchase decision such as product recommendation, visual search, personalized message, and personalized website experience. Customer decision-making is one of the key aspects of digital marketing. To ensure the customer purchase decision in online AI applications are establishing and optimizing Customer Experience, Customer Journey, and interactions of consumers, through the websites and e-commerce.

Artificial intelligence (AI) applications are used to analyze, categorize, optimize, and target customers with the help of machine learning, and deep learning. AI applications classify the customers based on their tastes, needs, and preferences and then predict, suggest, provide product-related information and recommend the best products through search engine optimization which also saves time for better customer experiences. AI customer experience and customer journey are being used to explore the internal influence mechanism of consumers' buying intentions.

Keywords: Artificial Intelligence, purchase decision, product recommendation, visual search, personalized message, and personalized website experience

1. INTRODUCTION:

The empirical research methodologies employed to examine the impact of Applications of Artificial Intelligence in Consumer Purchase decisions. According to Oxford Dictionary, AI is "the theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages" ("artificial intelligence | Definition of artificial intelligence in English by Oxford Dictionaries", 2019).

Businesses are implementing artificial intelligence to improve their customer connections, and machine learning algorithms offer more specific and personalized services to the customers. AI applications are used in digital marketing to integrate customers into firms for quick customer service and to increase revenues.

Journal of the Oriental Institute, ISSN: 0030-5324, UGC CARE LIST NO. 135,
Vol. 71, Issue. 03, No.14, 2022 pp. 15-22

*Part Time Ph.D. Research Scholar, Shri ShankarlalSundarbhaiShasun Jain College & Assistant Professor in B. Com (SFS), S.D.N.B Vaishnav College for Women, Chennai. E-mail: mehalamaggi@gmail.com

**Principal & Head, PG & Research Department of Commerce, Shri ShankarlalSundarbhaiShasun Jain College for women, Chennai. E-mail: gvsampad@shasuncollege.edu.in

59

CONSUMER AWARENESS AND CONSUMER PREFERENCE BETWEEN ALLOPATHIC AND AYURVEDIC TREATMENT- A COMPARATIVE STUDY

GAYATHRI V Research Scholar, Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt
Vaishnav College for Women, Chennai – 44 : gayu.ooty@gmail.com
Dr.S.SEETHALAKSHMI Guide, Department of Commerce

Abstract

The Indian Health Care system is dominated by two complementing medical treatment systems. One is the native Ayurvedic system and the other on is the global Allopathic treatment. Ayurveda, is one of the oldest, however still living Indian medical system which prescribes bodily exercises (Yoga) and herbal preparations for treatment. It is a bioscience with a holistic approach to individual health and medical aid. It is a complete medical system that features physical, psychological, philosophical state of human anatomy.

Allopathic treatment on the other hand is a globally recognized scientific medical system. Allopathic treatments are well researched and established methods and provide solution to almost all human health conditions. The Allopathic system is regarded as the best of medicine therapy available across the globe.

The aim of this research article is to identify the preference for Allopathic and Ayurvedic treatment among public and identify the perceived reasons for their preference. During the C19 pandemic, it was believed by many, that improving immune system was adequate to safeguard themselves from the virus. Initially many failed to take vaccination sticking to their belief in the ayurvedic system of treatment.

Based on the perception regarding medication therapy, patients either have an option to prefer allopathic or ayurvedic treatment. This analysis helps to grasp why patient like Allopathic or ayurvedic treatment. For this analysis, the primary data were collected by structured questionnaire, with sample of 100 consumers. The data were analyzed with statistical tools to find out the views of the consumer awareness and preference between allopathic and ayurvedic treatment

INTRODUCTION

Allopathic treatment has seen phenomenal development since its introduction in 1800s. This modern or mainstream medicine works to treat symptoms and unhealthiness. Allopathic treatment is described as a type of treatment that almost all individuals are acquainted with. Allopathic treatment works with advanced technology used for diagnostic procedures, refined surgical procedures, medicine with specific actions, vaccines, transplants etc. It provides appropriate medical care by discovering and verifying the target in diseases.

Ayurvedic treatment is used as a substitute therapy in India. Around eighty percent of Indians use Ayurvedic therapy. The effectiveness of ayurvedic drugs is tested scientifically like allopathic medicines. Department of AYUSH, planned an approach of connecting Ayurveda, Unani, Siddha and Homeopathic treatments with Allopathic system to ensure health among the people of this country. Ayurveda is the first resort therapy to many Indians even today.

Review of Literature

P.Sivaranjani, V.Yuvaraj, G.Uma (2019) conducted a study on Consumer awareness and preference towards Ayurvedic products in Coimbatore city. They focused on the consumer awareness and preference towards ayurvedic products They conducted the research by using Random sampling method and collected data from 150 respondents, it was observed that 92% of the consumers are aware of ayurvedic products in Coimbatore city.

Vikrant Arya, Raneev Thakur, Suresh Kumar, Sanjeev Kumar (2012), “Consumer buying behaviour towards medicines/products in Joginder nagar-A survey”. In this study they conducted the

EMERGING TRENDS IN E-COMMERCE: CHENNAI WOMEN CUSTOMERS' ATTITUDE ON E-BANKING SERVICES – AN ANALYTICAL STUDY

Dr. K. Shyamala, Assistant Professor & Research Guide, Department of B.COM (Corporate Secretaryship)
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai – 600 044

Fathima Farhana S.I, Assistant Professor & Research Scholar, Department of B.COM (G)
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai – 600 044

Abstracts

Banking has been playing a very important role in the economic development of all the nations of the world. In fact, banking is the life blood of modern commerce. The present study discusses the Awareness of Women bank customers' regarding the impact of E-Commerce on E-Banking in Chennai city. The applications of internet banking of several customers in Chennai City are investigated and examined. The research objective is to identify the relation between demographic factors like age, marital status, education, work experience and income of customers. Primary data was collected from 285 respondents through a structured questionnaire. Descriptive statistics was used to explain demographic profile of respondents and Factor and Regression analyses were used to know the impact of E-Commerce on E-banking services among women bank customers in Chennai. The finding depicts many factors like Cost effectiveness and privacy and awareness level increased the acceptance of e-banking services among women bank customers. Apart from their traditional business-oriented functions, they have now come out to fulfill national responsibilities. Banks cater to the needs of agriculturists, industrialists, traders and to all the other sections of the society. Thus, they accelerate the economic growth of a country.

Keywords: E-Commerce, E-Banking, Awareness, women customers, Usage of banking services.

INTRODUCTION

E-commerce is a boom in the modern business. It is leading a complete change in the traditional way of doing business. E-commerce in banking generally refers to a Commercial activity that deals in trading services and goods through an electronic communication medium or the activity of electronically buying or selling of products on online services or over the Internet. E-commerce is a powerful tool for many businesses that can be used for different purposes in various business processes. In 1995, the introduction of internet marked the beginning of E-commerce in our Country. E-banking (Internet banking) is an E-commerce application which allows the customers to perform any of the virtual banking functions, financial functions online, in a protected and secure manner.

This has enabled banks to offer faster account opening, digital invoice payment, and other conveniences that 32C buyers have long enjoyed. E-commerce has fundamentally changed the way that companies do business. It also facilitates new relationships with customers, regulatory authorities, suppliers and banking partners with digital-age tools. E-Commerce is a part of e-business and its goal is to generate profit through the various set of activities based on buying and selling principles. E-commerce is strongly related to information technologies and telecommunication technologies.

Journal of the Oriental Institute, ISSN: 0030-5324, UGC CARE LIST NO. 135,
Vol. 71, Issue. 01, No. 09, 2022, pp. 119-130.

**EFFECTS OF DIGITAL MARKETING STRATEGIES ON CLOTHING PURCHASE
BEHAVIOR**

Mrs.A.ASMA ZAINAB,

Research Scholar (Part-time), Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt
Vaishnav College for Women, Chennai – 600 044. asma.zainab.a@gmail.com

Dr.Y.KALAIVANI,

Associate Professor, Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College
for Women, Chennai – 600 044.

kalaivanimurugan2020@gmail.com

ABSTRACT:

Business is driven by relationships with customers. The business will suffer if this doesn't exist. But if companies take good care of their clients, they will have consumers for life. In the modern world, digital marketing is crucial for preserving and enhancing client relationships. The rising demand from clients for various service alternatives has made it necessary for businesses to remain online and reachable at all times. Additionally, one of the instruments that let companies strengthen their client interactions is the use of digital marketing strategies.

New technology has given consumers more power. They can request goods and services whenever they want and have unrestricted access to information. Social media has given customers a louder voice and more ways to interact with brands and engage with other customers. As businesses attempt to promote their goods online, they are exposed to a vast amount of content. Customers can now research and compare products online before deciding what to buy, and they can also add additional filters to meet their style, fabrics, price, etc. This has made the purchasing process easier for consumers.

This project aims to discover the most popular platform for clothes purchases as well as numerous consumer criteria that affect online apparel purchases. Through the use of a questionnaire, the information was gathered from 210 respondents. Samples are chosen using simple random sampling. Statistical tools like Chi-Square test, weighted average method were used. A consumer demographic profile is supplied, statistical methods are employed, the data is represented in pie charts and tables, and conclusions are drawn from the data that is available.

According to the report, consumers use online retail stores to the fullest degree to shop digitally whenever a need arises in accordance with their particular preferences in order to save time, money, and access a wider selection of goods and services. Additionally, it has been discovered that age has an impact on social media websites and applications, which influences customer purchasing behavior. The digital channels that consumers choose do vary depending on their age, gender, and financial level. Different digital technology and associated tools have an impact on consumers' purchase intentions.

KEYWORDS: Purchase behavior, Apparels, Digital marketing strategies, online stores.

INTRODUCTION:

Digitization has definitely gone on to push marketers across the globe to transform the marketing game. Not just that, the shift in marketing technologies has even evolved consumer behavior and their decision making abilities. The most direct way digital marketing affects consumer behavior is through the frequency and volume of online ads. Consumers who regularly encounter ads for a product or service will likely develop a positive opinion of that brand, and they will be more likely to buy from that brand in the future.

The impact of digital marketing on consumer behaviour is now a well-documented and heavily studied field. From a business perspective, digital marketing can provide a variety of benefits including increased brand awareness, improved customer experience, and measurable return on

CHALLENGES FACED BY STUDENTS DURING COVID ERA – AN ANALYTICAL STUDY WITH REFERENCE TO CHENNAI CITY

Fathima Farhana S.I

*Assistant Professor, Department of B.COM (C) SDNB Vaishnav College for women, Chrompet Chennai-44
syedfathimafarhana931@gmail.com*

Jayadharani. A

*Assistant Professor, Department of B.COM (C) SDNB Vaishnav College for women, Chrompet Chennai-44
jayadharani@a@gmail.com*

ABSTRACT

The midst of March 2020 is known as the month when almost all the world's sectors shut their doors. This study focuses on the closure of educational institutions due to outbreak of covid-19 lead to an unprecedented impact on education, resulted in the digital revolution in the education system. We are living amidst of the greatest threat in our life time of global education, in immense educational crisis.

The COVID-19 pandemic has forced students to take virtual classes, where millions of students are struggling to meet the challenges of online classroom. Undoubtedly, this is a critical time for the education sector during this period. Many countries have adopted e- learning, an undesirable form of learning to sit passively and listen instead of immediate face- to- face response of students and also where no one as imagined about the educational sector closures to experience strange new world.

INTRODUCTION

The midst of March 2020 is known as the month when almost all the world's sectors shut their doors. This study focuses on the closure of educational institutions due to outbreak of covid-19 lead to an unprecedented impact on education, resulted in the digital revolution in the education system. We are living amidst of the greatest threat in our life time of global education, in immense educational crisis.

The COVID-19 pandemic has forced students to take virtual classes, where millions of students are struggling to meet the challenges of online classroom. Undoubtedly, this is a critical time for the education sector during this period. Many countries have adopted e- learning, an undesirable form of learning to sit passively and listen instead of immediate face- to- face response of students and also where no one as imagined about the educational sector closures to experience strange new world.

The short term but severe disruption is felt by many people around the world turning up as a massive shock in students' social life and learning. These interruptions will not be just as a short-term challenges but can also have many long-term consequences to experience stress, anxiety etc... The various challenges faced by students at various levels are with respect to physical, mental, social, psychological and behavioral changes.

The students are also getting distracted from other social networking sites during learning period, internet connectivity issues and also the student's social background as many do not have access to laptop or internet connections. In this mid daily and weekly online assignments and test also planned to make sure whether the students don't lose interest and serious towards the subject.

CHALLENGES FACED BY STUDENTS DURING COVID ERA – AN ANALYTICAL STUDY WITH REFERENCE TO CHENNAI CITY

Fathima Farhana S.I

Assistant Professor, Department of B.COM (G) SDNB Vaishnav College for women, Chrompet Chennai-44
syedfathimafarhana931@gmail.com

Jayadharani. A

Assistant Professor, Department of B.COM (G) SDNB Vaishnav College for women, Chrompet Chennai-44
jayadharani@a@gmail.com

ABSTRACT

The midst of March 2020 is known as the month when almost all the world's sectors shut their doors. This study focuses on the closure of educational institutions due to outbreak of covid-19 lead to an unprecedented impact on education, resulted in digital revolution in the education system. We are living amidst of the greatest threat in our life time of global education, immense educational crisis.

The COVID-19 pandemic has forced students to take virtual classes, where millions of students are struggling to meet challenges of online classroom. Undoubtedly, this is a critical time for the education sector during this period. Many countries have adopted e- learning, an undesirable form of learning to sit passively and listen instead of immediate face-to-face response of students and also where no one as imagined about the educational sector closures to experience strange new world.

INTRODUCTION

The midst of March 2020 is known as the month when almost all the world's sectors shut their doors. This study focuses on the closure of educational institutions due to outbreak of covid-19 lead to an unprecedented impact on education, resulted in digital revolution in the education system. We are living amidst of the greatest threat in our life time of global education, immense educational crisis.

The COVID-19 pandemic has forced students to take virtual classes, where millions of students are struggling to meet challenges of online classroom. Undoubtedly, this is a critical time for the education sector during this period. Many countries have adopted e- learning, an undesirable form of learning to sit passively and listen instead of immediate face-to-face response of students and also where no one as imagined about the educational sector closures to experience strange new world.

The short term but severe disruption is felt by many people around the world turning up as a massive shock in students' social life and learning. These interruptions will not be just as a short-term challenges but can also have many long-term consequences to experience stress, anxiety etc... The various challenges faced by students at various levels are with respect to physical, mental, social, psychological and behavioral changes.

The students are also getting distracted from other social networking sites during learning period, internet connectivity issues and also the student's social background as many do not have access to laptop or internet connections. In this mid daily and weekly online assignments and test also planned to make sure whether the students don't lose interest and serious towards the subject.

BITCOIN, THE DIGITAL CURRENCY-ITS FUNCTIONS AND CHALLENGES

Mrs. R. Neela Anuradha, Research Scholar Ph.D. (Part time),
Pachaiyappa's College for Women, Kancheepuram

Shrinathy Ramalingam, Research Supervisor Associate Professor & Head, Department of Commerce,
Pachaiyappa's College for Women, Kancheepuram

Abstract

Bitcoin is a decentralized digital currency which can be bought, sold and exchanged directly without the support of intermediaries like a bank or any centralized systems. Bitcoin which is a virtual/digital currency has boomed as the most attraction for investors. It facilitates people to transfer money without any transaction fee. But lot of ambiguity prevails with regards to its functions, safety and other aspects. This paper aims to understand about bitcoin and discusses about its features, functions, advantages and disadvantages.

Keywords: Bitcoin, Cryptocurrencies, RBI.

INTRODUCTION:

The introduction of digital currency emerged from late 1980's onwards. One of the recent developments in electronic money is Bitcoin. It is a virtual currency, developed and given in the form of software language, which is only known by the buyer and seller. Bitcoin can be called as the most successful among digital currencies and it is now being accepted by a number of major retailers. Bitcoin is a cryptocurrency which operates as a peer-to-peer network where security is guaranteed by cryptographic algorithms instead of governments and has the potential to bloom as a major means of payment for e-commerce and may even emerge as a viable challenge to traditional money-transfer providers. Its growth and usage are not restricted with a single country but bitcoin serves the entire world nowadays.

Bitcoin, the computerized money was the brainchild of Satoshi Nakamoto who introduced it through the platform of blockchain technology. Bitcoin is a cryptocurrency, which lacks physical appearance. It does not assure any guarantee because it is not legally accepted by any Country, Central bank and not even backed by gold. In India Bitcoin is the first successfully decentralized cryptocurrency.

Functioning of a Bitcoin is a way ahead than what a cryptocurrency can. A cryptocurrency works almost like a standard currency. But bitcoin is a decentralized currency which are free from hierarchical power structure also. Bitcoin is the most demanded cryptocurrency in the market. But market is seeing the growth of several other currencies after the introduction of Ethereum, Ripple, NEM, and Litecoin.

Bitcoin is approved across many countries as a mode of currency for diverse range of services, operating both digital and on the grounds. But still, it is debatable about the future performance and safety of bitcoin or any cryptocurrency. There are various views regarding the future of bitcoin. While few welcomes the emergence of bitcoin as a blockchain innovation, others vote more for a conservative approach.

Journal of the Oriental Institute, ISSN: 0030-5324, UGC CARE LIST NO. 135,
Vol. 71, Issue. 01, No. 04, 2022, pp. 67-72.

Dr. K. Shyamala

****Euthima Farbana S1**

Contract

Organic food products are an overall system of farm management and food products that aims at sustainable agriculture, safety of food products and the use of processes that do not harm neither the environment, nor human, plant or animal health and welfare. Consumers are anxious about food quality, production techniques and provenance and they trust organic foods more easily. The sustainable nature of organic production is generally accepted with its health and environmental benefits. The use of organic pesticides and the possible presence of residues in organically grown crops also attract a lot of attention. The present study discusses the Organic food products purchase & consumption level before and during Covid era. The factors affecting various factors on organic food buying are investigated and examined. Primary data was collected from 442 respondents through a structured questionnaire. Descriptive statistics was used to represent demographic profile of respondents and percentage. Factor analysis and Correlation were used to know the buying behaviour of consumers before and during Covid era.

Keywords: Organic Foods, Health Awareness, Environment Friendly, Buying Behaviour

INTRODUCTION

Organic food is food produced by methods complying with the standards of organic farming that recycle resources, conserve biodiversity and promote ecological balance. It is made from materials produced by organic agriculture and are grown under a system of agriculture without the use of harmful chemical fertilizers and pesticides with an environmentally and socially responsible approach. They are not processed using irradiation, industrial solvents or synthetic food additives. Thereby, Demand for organic foods is primarily driven by consumer concerning for personal health. Before Covid alarm, one of the main reasons that deter people from organic products is costs. According to a study released by [consumerreports.org](https://www.consumerreports.org), In 2015, on average, organic products were 47 percent more expensive. Organic agriculture has higher production costs and lower yields, higher labour costs, and higher consumer prices as compared to conventional farming methods. This smaller production of organic food means an increased cost. Organic foods contain fewer pesticides which is also better for the environment. Organic meats can also contain a lot more nutrients. For example, omega-3 fatty acids were up to 50 percent higher in organic meats and milk than in conventionally raised products. A new coronavirus emerged in Wuhan, China during December 2019 to till date, sparking a pandemic of acute respiratory syndrome in humans. The COVID-19 pandemic represents a massive impact on human health, causing lifestyle changes through isolation at home and mainly focusing on food habits which directed people to look

Journal of the Oriental Institute, ISSN: 0030-5324, UGC CARE LIST NO. 135.

Vol. 71, Issue 03, No. 14, 2022 pp. 59-72

*Assistant Professor & Research Guide, Department of B.Com (CS), Saatyvikram@gmail.com

^{***} Assistant Professor & Research Scholar, Department of Commerce, Syccallathimalathana931@gmail.com

Dr. K. S. Gopinath, Principal, Nandini Bharti Vaidya College for Women, Chinnappet, Chennai-600044

EMERGING TRENDS IN E-COMMERCE: CHENNAI WOMEN CUSTOMERS' ATTITUDE ON E-BANKING SERVICES – AN ANALYTICAL STUDY

Dr. K. Shyamala, Assistant Professor & Research Guide, Department of B.COM (Corporate Secretaryship)
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai – 600 044

Fathima Farhana S.I, Assistant Professor & Research Scholar, Department of B.COM (G)
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai – 600 044

Abstracts

Banking has been playing a very important role in the economic development of all the nations of the world. In fact, banking is the life blood of modern commerce. The present study discusses the Awareness of Women bank customers' regarding the impact of E-Commerce on E-Banking in Chennai city. The applications of internet banking of several customers in Chennai City are investigated and examined. The research objective is to identify the relation between demographic factors like age, marital status, education, work experience and income of customers. Primary data was collected from 285 respondents through a structured questionnaire. Descriptive statistics was used to explain demographic profile of respondents and Factor and Regression analyses were used to know the impact of E-Commerce on E-banking services among women bank customers in Chennai. The finding depicts many factors like Cost effectiveness and privacy and awareness level increased the acceptance of e-banking services among women bank customers. Apart from their traditional business-oriented functions, they have now come out to fulfill national responsibilities. Banks cater to the needs of agriculturists, industrialists, traders and to all the other sections of the society. Thus, they accelerate the economic growth of a country.

Keywords: E-Commerce, E-Banking, Awareness, women customers, Usage of banking services.

INTRODUCTION

E-commerce is a boom in the modern business. It is leading a complete change in the traditional way of doing business. E-commerce in banking generally refers to a Commercial activity that deals in trading services and goods through an electronic communication medium or the activity of electronically buying or selling of products on online services over the Internet. E-commerce is a powerful tool for many businesses that can be used for different purposes in various business processes. In 1995, the introduction of internet marked the beginning of E-commerce in our Country. E-banking (Internet banking) is an E-commerce application which allows the customers to perform any of the virtual banking functions, financial functions online, in a protected and secure manner.

This has enabled banks to offer faster account opening, digital invoice payment, and other conveniences that 32C buyers have long enjoyed. E-commerce has fundamentally changed the way that companies do business. It also facilitates new relationships with customers, regulatory authorities, suppliers and banking partners with digital-age tools. E-Commerce is a part of e-business and its goal is to generate profit through the various set of activities based on buying and selling principles. E-commerce is strongly related to information technologies and telecommunication technologies.

Journal of the Oriental Institute, ISSN: 0030-5324, UGC CARE LIST NO. 135,
Vol. 71, Issue. 01, No. 09, 2022, pp. 119-130.

ORGANIC FOOD PRODUCTS PURCHASE & CONSUMPTION LEVEL BEFORE AND DURING COVID ERA

Dr. K. Shyamala

****Fathima Farhana S I**

Abstract

Organic food products are an overall system of farm management and food products that aims at sustainable agriculture, high-quality products and the use of processes that do not harm neither the environment, nor human, plant or animal health and welfare. Consumers are anxious about food quality, production techniques and provenance and they trust organic foods more easily. The sustainable nature of organic production is generally accepted with its health and nutritional benefits. The use of organic pesticides and the possible presence of residues in organically grown crops also attract a lot of attention. The present study discusses the Organic food products purchase & consumption level before and during Covid era. The factors affecting various factors on organic food buying are investigated and examined. Survey data was collected from 442 respondents through a structured questionnaire. Descriptive statistics was used to explain demographic profile of respondents and percentage. Factor analyses and Correlation were used to know the buying preference of consumers before and during Covid era.

Keywords: Organic Foods, Health Awareness, Environment Friendly, Buying Behaviour

INTRODUCTION

Organic food is food produced by methods complying with the standards of organic farming that recycle resources, conserve biodiversity and promote ecological balance. It is made from materials produced by organic agriculture and are grown under a system of agriculture without the use of harmful chemical fertilizers and pesticides with an environmentally and socially responsible approach. They are not processed using irradiation, industrial solvents or synthetic food additives. Thereby, Demand for organic foods is primarily driven by consumer concern for personal health. Before Covid alarm, one of the main reasons that deter people from organic products is costs. According to a study returned by [consumerreports.org](https://www.consumerreports.org), In 2015, on average, organic products were 47 percent more expensive. Organic agriculture has higher production costs and lower yields, higher labour costs, and higher consumer prices as compared to conventional farming methods. This smaller production of organic food means an increased cost. Organic foods contain fewer pesticides which is also better for the environment. Organic meats can also contain a lot more nutrients. Elements like omega-3 fatty acids were up to 50 percent higher in organic meats and milk than in conventionally raised products. A new coronavirus emerged in Wuhan, China during December 2019 to till date, sparking a pandemic of acute respiratory syndrome in humans. The COVID-19 pandemic represents a massive impact on human health, causing sudden lifestyle changes through isolation at home and mainly focusing on food habits which directed people to look

Journal of the Oriental Institute, ISSN: 0030-5324, UGC CARE LIST NO. 135,

Vol. 71, Issue 03, No. 14, 2022 pp. 59-72

*Assistant Professor & Research Guide, Department of B. Com (CS), Saatvikam@gmail.com

**Assistant Professor & Research Scholar, Department of Commerce, Syedfathimafarhana931@gmail.com

Dr. Madhu Devkunvar Mandal Bhatt Vaidhyan College for Women, Chromepet, Chennai-600044

Scanned by TapScanner

A STUDY ON CONSUMER ADOPTION OF ONLINE GROCERY SHOPPING IN CHENNAI CITY

Ms.V.Phreethi, Full-Time M.Phil. Scholar, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600 044
Dr.A. Rohini Priya, Associate Professor, Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600 044

Abstract

The Indian Government is concentrating on introducing various reforms to help the e-commerce industry grow nationwide. At the onset of the pandemic and lockdown, there was a push toward digitalization and people started migrating towards online shopping even for essentials and groceries. In India still, there is a traditional culture where the local merchants deliver household staples and groceries to consumers' residences. The same culture is re-emerged in an updated form by using mobile applications and the internet. This study aims to understand the consumer's adoption of online grocery shopping among the consumers in Chennai city. Data has been collected with the help of a structured questionnaire and the questionnaire was circulated among 100 respondents in Chennai city. Percentage analysis is used to find out the product preference in online grocery shopping. Factor analysis revealed the main factors considered while shopping for groceries online were online facilities and customer delight, pricing and quality, digitization, Threat and sales Promotion.

Keywords: E-commerce, Digitization, Consumer adoption, Pandemic, Online grocery shopping.

1.1. Introduction

Online grocery shopping is a method of buying food and other household necessities using e-commerce marketing. An online grocer is either a grocery store or a brick-and-mortar supermarket that allows online ordering and various e-commerce services in grocery shopping. There are various online grocery shopping stores like Bigbasket, Amazon pantry, Flipkart supermarket, Grofers, Jio mart, etc. E-grocery shopping has become more popular than before and it has been raised to an extent due to its ease of use and convenience and has contributed a lot to the economy.

1.2. Review of Literature

Alin Opreana et al. (2013)¹ examined the association between the shopping experience with the internet and online shopping and their frequency of buying things online considering the sex of the respondents as an important determinant. The online journey of the consumers is tracked to enhance their action towards attracting more consumers in different ways. Rainu Tanveer et al. (2012)² conducted a study on consumer perception as regards online grocery stores among 200 respondents and found that 71% of the respondent felt that online delivery was the motivating factor to purchase online and 77% of the respondents preferred online shopping when a discount was offered. Sathiyaraj.S, Santhosh Kumar.A, and Subramani. A.K. et al. (2015)³ in their study on understanding consumer perception towards online grocery shopping among people in Chennai found that 29% of the people prefer online shopping as they can purchase unique and best products at the best price. Customers are focused more on buying products online if they have offers and discounts for the products, a user-friendly website, free delivery charges, and easy payment options. Rajeev K Shukla et al. (2016)⁴ examined the effect of gender on consumer perception of shopping online. The result revealed that there is a significant difference between the time taken for delivery and the gender of the consumers, it shows that male respondents are more concerned about the time of delivery than the female respondents. Reema Singh and Sara Rosengren et al. (2020)⁵ developed a deeper understanding to find out the drivers responsible for online grocery shopping by applying a push, pull, and mooring framework. It was found that customer service, issues related to product delivery, technical issues, and perception of high price are retailer-related push factors, word of mouth, and other attractive factors are competitors-related pull factors that have a direct effect on the switching.

A STUDY ON ONLINE HEDONIC SHOPPING BEHAVIOUR OF YOUTH'S IN CHENNAI CITY

Ms.V.Phreethi, Full-Time M.Phil. Scholar, Research Department of Commerce, ShrimathiDevkunvarNanalal Bhatt Vaishnav College for Women, Chennai 600 044

Dr.A. Rohini Priya, Associate Professor, Department of Commerce, ShrimathiDevkunvarNanalal Bhatt Vaishnav College for Women, Chennai 600 044

ABSTRACT

The youths are in their growing stage and are generally called as Tech-savvy or Generation Z. They are divergent and on track to be a well-educated generation and are moving towards the adulthood category building a character with a liberal attitude and open-mindedness to emerging social trends. As per the report published by Statista, a study was undertaken to know the share of various generations who are impulse buyers in the UK in 2017 and the conclusion turned out as about 41% of the share was contributed by Gen Z. Youths are expected to restructure the retail industry and the marketers' actions are concentrated more on satisfying the growing generations. Hence, it is important to analyze the youths online impulsive buying practices. The primary data was collected from 100 respondents between the age group 17-25 years in Chennai city through a structured questionnaire. Percentage analysis was used to analyze the demographic profile of youths in Chennai city. Henry Garrett's ranking technique was used to rank the products that are bought spontaneously online by youths and 1st rank was assigned to Clothing & accessories with the weighted mean of 66.74. Factor analysis revealed the main factors that influences youths towards online impulsive shopping were Festive season, Convivence and credit availability, Lifestyle and influential group and Product promotions and pricing.

Keywords: Impulsive shopping, Generation Z, Tech-savvy, growing generation, Digitization.

INTRODUCTION:

Impulsive buying is a general practice where customers buy goods and services spontaneously without any prior planning. The emotions and feelings of the customers are the major triggers towards online impulsive shopping. Impulsive buying cannot be categorized into any specific products and are seen in products such as chocolates, clothes, accessories, mobile phones, and in big-ticket items such as cars, jewelry, etc. Making an unplanned purchase is generally termed Impulsive buying. Marketers make use of this behavior of customers to boost their sales volume. Youths constitute the majority of the population and belongs to the age group of 15 years to 25 years. This generation is raised and being raised on the internet and technology. Thus, they have often been termed 'Digital Natives'. The survey conducted by Kibo, reported that 28% of Gen-Z prefer online shopping over physical stores. As they are very much influenced by social media this has laid down the path for them to contribute a major share towards unplanned shopping. They are considered a highly influential group of shoppers both in online and in-store shopping and they are very much focused on buying unique things which satisfy their needs and wants. It is important to study the impulsive buying behaviour of youths as there are the future pillars of the nation.

Review of Literature

Louis, Sheng, and Li-Yi (2016) examined the triggering factor through a two-factor theory analysis for online spontaneous buying and found that motivation and hygiene factors are responsible for impulsive buying in the end-user. The primary data was collected from 239 respondents were undertaken for the study. The study concludes that the online shopping site design constitutes the hygiene factor and the motivation factor includes promotions that have the power to create a hedonic shopping advantage.

Tommy K.H.Chana, Christy M.K.Cheunga and Zach W.Y.Leeb (2017) analysed the position of online impulsive buying through literature analysis. The framework used to identify the affecting factors



IMPACT OF INSTAGRAM ADVERTISEMENT ON CONSUMER BEHAVIOR WITH SPECIAL REFERENCE TO THE FOOD INDUSTRY.

Mrs P.JAYANTHI, Research Scholar (Part time)

Dr S.KAMAKSHI, Associate Professor(SFS) and Research Supervisor

Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women

INTRODUCTION

Advertisement is a medium which delivers information about the product and services orally, written and in electronic form. The goal of the advertisement is not to increase sales but to create an effect on the target audience. The effect of advertisement must create awareness about the features of the product, usage of the product, and the availability of the product. A Good advertisement should create change in the consumer behavior towards purchasing the product. . The impact of advertisement will reflect on the opinion of the consumer and they go for viral marketing.

The advertisement creates changes in consumer behavior. The advertisement helps the consumer to make a decision in the following manner: create stimulus , awareness about the problem , providing information about the product ,comparing with the alternatives ,purchasing the product and post purchase behavior of the consumer

The various media of advertisements are newspapers, Radio, Television , cinema theaters wall posters etc In today Modern world we have a new platform of Advertisement called Social media . Social media platforms include Facebook, Whatsapp, Instagram, Youtube, LinkedIn etc.

. Instagram is a big platform for advertisement . Since Instagram advertisements are cheaper compared to other mediums of advertising in the society. Young entrepreneurs prefer to promote their business through Instagram . Instagram advertising influences consumer behaviour towards purchase of the product based on the experts and common public reviews . These reviews about the product helps the consumer to make a buying decision . Instagram advertisements create wise alternatives for the product around the consumer. Instagram advertisements are very transparent; the consumer can approach the manufacturer at any time and inform them about the performance of the product and share their experience with other people . Through Instagram the producer can study the behavior of the consumer. Instagram spread the red carpet to the consumer to express their views about the product and the service provided. This Instagram proves that consumers are king of marketing . because queries of the consumers are taken seriously by the product and they are finding the remedies to the problem immediately .

Objectives of the study

- To know whether Instagram advertisements are effective in decision making
- To explore new and innovative foods in their place, through Instagram advertisement
- To show the best suitable alternatives of foods in their town
- To find whether Instagram advertisements stimulate the consumer to experience new food.

A STUDY ON CUSTOMER SATISFACTION ON CHATBOTS SERVICES

Ms. Jayasree. S, Research Scholar, Research Department of Commerce,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai – 600044.
jayasreesaravanan99@gmail.com

Ms. Mohana Priya. M, Research Scholar, Research Department of Commerce,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai – 600044.
mmpriya1408@gmail.com

Ms. P. Jayanthi, Research Scholar, Research Department of Commerce,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai – 600044.
jayanthiprabhakkar28@gmail.com

Abstract

Customer Satisfaction is the measurement of customer's happiness towards particular products and services. Digital Customer Service is the support offered by the producer to the customer before and after purchasing the product digitally. There are various modes of Digital Customer Services like Help centers, Live chat, Texting messages through social media for queries etc. One of the innovative Digital Customer services technology is Chatbot. Chatbot is a software application used to conduct an online chat via text to speech with the help of internet and featured my Artificial Intelligence. It has 24/7 availability, quick and easy solutions, instant replies and live chat facilities. It is used in various businesses and in other sectors like Education, Telecommunication, Banking, Health care and Entertainment etc.

In this article, it focuses on the level of satisfaction of Customers on Chatbots services. This study carries out empirical research to know the attractive features of Chatbots in satisfying the customers, to show the Customer accessibility in handling Chatbots and to study the problems faced by customers in using Chatbots.

From this paper, we can get an idea of how far Chatbots are being useful in Digital Customer Services and can know the areas of improvement and new updates preferred by Customers in Chatbots for Digital Customer Service.

Keywords: *Customer Satisfaction, Digital Customer Service, Chatbots, Technology, Artificial Intelligence.*

INTRODUCTION

Quality is what a customer needs. In other words, quality is a measure of customer satisfaction. There is no business which can survive without customers. This is the reason we say customers are the king of business. Customer satisfaction is nothing but the company has to provide offers according to the needs of customers. If the customers are not satisfied, the business will not be able to sell its goods and services. Therefore no profit will be made. Customers who are satisfied are less likely to complain. Customer satisfaction can be improved by providing proper staff training, selling the quality products, offering after sale services to the particular products etc. Effective market research will allow a business to find out the needs and wants of the customers which may lead to greater customer satisfaction.

Technology is shaping modern channels of customer engagement. Chatbots are one of the rapidly growing technologies across industries. It can be programmed by power using artificial intelligence. It can enable a customer to

EFFECTS OF DIGITAL MARKETING STRATEGIES ON CLOTHING PURCHASE BEHAVIOR

Mrs.A.ASMA ZAINAB,

Research Scholar (Part-time), Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt
Vaishnav College for Women, Chennai – 600 044. asma.zainab.a@gmail.com

Dr.Y.KALAIVANI,

Associate Professor, Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College
for Women, Chennai – 600 044.

kalaivanimurugan2020@gmail.com

ABSTRACT:

Business is driven by relationships with customers. The business will suffer if this doesn't exist. But if companies take good care of their clients, they will have consumers for life. In the modern world, digital marketing is crucial for preserving and enhancing client relationships. The rising demand from clients for various service alternatives has made it necessary for businesses to remain online and reachable at all times. Additionally, one of the instruments that let companies strengthen their client interactions is the use of digital marketing strategies.

New technology has given consumers more power. They can request goods and services whenever they want and have unrestricted access to information. Social media has given customers a louder voice and more ways to interact with brands and engage with other customers. As businesses attempt to promote their goods online, they are exposed to a vast amount of content. Customers can now research and compare products online before deciding what to buy, and they can also add additional filters to meet their style, fabrics, price, etc. This has made the purchasing process easier for consumers.

This project aims to discover the most popular platform for clothes purchases as well as numerous consumer criteria that affect online apparel purchases. Through the use of a questionnaire, the information was gathered from 210 respondents. Samples are chosen using simple random sampling. Statistical tools like Chi-Square test, weighted average method were used. A consumer demographic profile is supplied, statistical methods are employed, the data is represented in pie charts and tables, and conclusions are drawn from the data that is available.

According to the report, consumers use online retail stores to the fullest degree to shop digitally whenever a need arises in accordance with their particular preferences in order to save time, money, and access a wider selection of goods and services. Additionally, it has been discovered that age has an impact on social media websites and applications, which influences customer purchasing behavior. The digital channels that consumers choose do vary depending on their age, gender, and financial level. Different digital technology and associated tools have an impact on consumers' purchase intentions.

KEYWORDS: Purchase behavior, Apparels, Digital marketing strategies, online stores.

INTRODUCTION:

Digitization has definitely gone on to push marketers across the globe to transform the marketing game. Not just that, the shift in marketing technologies has even evolved consumer behavior and their decision making abilities. The most direct way digital marketing affects consumer behavior is through the frequency and volume of online ads. Consumers who regularly encounter ads for a product or service will likely develop a positive opinion of that brand, and they will be more likely to buy from that brand in the future.

The impact of digital marketing on consumer behaviour is now a well-documented and heavily studied field. From a business perspective, digital marketing can provide a variety of benefits including increased brand awareness, improved customer experience, and measurable return on

A STUDY ON CUSTOMER PERCEPTION TOWARDS THE PLANS, PRICING AND FEATURES OFFERED BY NETFLIX.

MRS P.JAYANTHI, Research scholar (Part time) , Department of commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women

DR S.KAMAKSHI, Associate Professor (SFS) and Research supervisor, Department of commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women.

Introduction

Consumer perception expresses the opinion of the consumer about the product. This includes their emotions, feelings, thoughts towards the product relating to the brand. The consumer perception towards the brand can be positive or negative. Consumer perception is a process by which consumer sense the Marketing stimuli of the producer. The consumer understands the product and interpret and provide a different dimension to the product.

The marketing stimuli is divided into two in the point of view of the consumer they are Primary stimuli and secondary stimuli. Primary stimuli includes Brand name, label, package and physical properties. The secondary stimuli includes words visuals, graphs and symbols of the goods and services.

Consumer perception is more vital for services provided by the service rather than goods. In the market there are many services available like entertainment, Tourism Education, Health care etc. In today's world entertainment has taken different dimensions. The evolution of entertainment travelled from drama theatres, cinema halls, serials and shows, now reaching the OTT platform .There are many OTT platforms available in today's market. One of the successful OTT platforms is Netflix.

Netflix is a company that revolutionised the watching movies and television shows.

Netflix introduces streaming media and video on demand. Netflix, Inc. is an American subscription streaming service and Production Company. Launched on August 29, 1997, it offers a library of films and television series through distribution deals as well as its own productions, known as Netflix Originals.

Netflix launched many services on entertainment like docu- series, documentaries, and gaming in the year in 2021. Netflix has a special attention towards children and they started Netflix kids. The identical features of Netflix are multiple viewership, Two thumbs up, parental control and seamless streaming.

Objective of the study

- To know the demographic factors of the respondents.
- To study the relationship between the price of the Netflix pack and usage of the Netflix pack.
- To analysis the correlation of the variance affecting usage of the Netflix

Research Methodology

- The sample size of the study is
- The data was collected through primary data. (structured Questionnaire)
- The statistical tools used in the study are Percentage Analysis., correlation and ANOVA
- The software used in the study was SPSS

IMPACT OF FACTORS INFLUENCING THE CUSTOMERS IN CONVERSATIONAL MARKETING

Mrs.P.JAYANYHI

Research Scholar Department of Commerce, Srimathi Devkunvar Nalalal Bhatt Vaishnav College for Women

Dr.S.KAMAKSHI

Assistant Professor, Department of Commerce, Srimathi Devkunvar Nalalal Bhatt Vaishnav College for Women

Today's marketing is consumer oriented. Producers produce the product as per the needs and wants of the consumer and get their feedback after using the product or availing services. Recent days consumers and producers started to interact with each other to upgrade the product. Therefore conversational marketing started to flourish.

Conversational marketing is a new approach towards marketing through dialogue mode. Producers get a huge space for engaging customers in conversational marketing. Conversational marketing constructs an authentic and personalized relationship between the consumer and producer. Conversational marketing is a solution for conveying their needs and wants through middlemen for both consumer and producer. Conversational marketing provides two way communication instead of one way communication.

The conversational marketing can be done through following steps. Engage the consumer through chats, understand the requirements of the consumers in a short span of time. and Recommend the correct step to move forward.

The various platforms of conversational marketing are Live chat, Chatbots, Facebook messenger, Instagram, SMS and MMS. The benefits of conversational marketing are availability of producers around the clock. Knowing the pulse of the buyer, consumer details are personalized, shorten the sales cycle, and minimize the channels of distribution. Immediate response from the producer, creating a good buying experience. Conversational marketing is used in Healthcare, Banking and Insurance, online shopping, and online delivery apps.

The objective of the study is to find in which field conversational marketing is highly preferred by the consumer. To know the various factors influenced by the consumer in conversational marketing.

The data is collected through a well structured questionnaire. The analysis will be done through simple percentage analysis, chi-square and factor analysis. The study will be done through SPSS.

From this paper, we can get an idea of how far Conversational marketing is being useful in Digital Customer Services and can know the areas of improvement and new updates preferred by Customers in Conversational marketing for Digital Customer Service.

Keywords

Conversational marketing, Factors, Chatbots, Consumer, Producer.

Introduction

Conversational marketing is a customer oriented and dialogue delivery approach to marketing. Conversational marketing provide the solution to the producer for improving customer experience for the product and services offered by them. It has become an iconic strategy for customer engagement, brand loyalty and for growing income. Since Conversational marketing focus on maintaining good relationship with the customer relationship marketing is part of conversational marketing.

There are many factors influencing the customers in conversational marketing they are as follows (i) wish of the customer, (ii) providing answers for confusion (iii) understanding the

A STUDY ON PERCEPTION OF CONSUMERS TOWARDS DIGITAL WALLET

Dr K. R. Radhika, Assistant Professor, Department of B.Com (Accounting & Finance),
ShrimathiDevkunvarNanlal Bhatt Vaishnav College for women

ABSTRACT

The government of India initiated "Digital India" to ensure that their services are made available electronically to the people. After the demonetization on 8th November 2018, India was forced to move towards a cashless economy, and the digital payment system had become widespread. All the economic transactions became transparent. Besides, the advancement in technology and the increase in usage of smartphones have quickly transformed people to use digital wallets. The ease in usage of e-wallets and the convenience of online transactions have changed people into a digitalization drive in payment methods. The present scenario of the COVID-19 crisis has positively made people to accept digital wallets. This study focussed on to identify the factors that influence the consumers regarding the acceptance of using digital wallets in Chennai. The primary data were collected from 150 respondents through questionnaires by using the convenience sampling method. Data were analysed using percentage analysis, Chi-square test, cross-tabulation, and factor analysis. The study concludes that the utility factor is the most influencing factor and the majority of the surveyed population were female digital wallets users compared to their counter parts. A general positive impact was found to exist among the surveyed respondents in using digital wallets.

Keywords: - E-Wallet, Virtual money, Digital payments, Security, Convenience.

INTRODUCTION

Today, the internet is often be used as a networking medium which carries many applications and is being used by the consumers world-wide. Besides internet is also benefiting the consumers in purchasing /selling of goods and transfer funds online. The use of internet has increased radically in the past decade, providing people for acquiring knowledge, which accelerated digital payments. India is moving towards a cashless economy. The government has imposed limits on withdrawing cash from the bank or ATMs to induce people to make digital payments. A mobile wallet enables the user to make cashless transactions anytime and anywhere.

In the present scenario, people are worried that novel corona virus (SARS – Cov2) can be transmitted through physical money transactions. As a result customers opted for digital wallet payments to pay at shops instead of cash. Since the start of the COVID-19 crisis, nearly 50% spike in digital transactions occurred in digital payment firms like phonepe, paytm and Amazon pay etc., Reluctance to handle cash, people feel safe with contactless commerce and convenience were the multiple factors driving this recent surge in digital wallet transactions.

CONCEPT OF E-WALLET

The usage of smartphones makes life more simple and innovative. As consumers' preference for using smartphones increases, the number of mobile application downloads related to digital payments has also escalated. Smartphones paved the way for digital wallets which store various types of sensitive information securely.

E-wallet refers to a virtual wallet service wherein mobile users can load a certain amount of money using different applications installed in their mobile. An individual's checking account will be linked with the digital wallet. Once the user inputs the payment information, the wallet stores it and links it with the proof of identity or key or QR code, etc., for each card previously stored. Through e-wallet users can make financial transactions electronically. Digital wallets are even safer than traditional wallets. Some digital wallets allow the user to pay using their mobile device at a store. These wallets work using near-field communication chips in the device so that the user can tap their phone at the payment card terminal to activate the payment app.

TYPES OF DIGITAL WALLET**OPEN DIGITAL WALLET**

Open digital wallets can be used for purchasing financial products such as mutual funds' investments

A STUDY ON CUSTOMERS' PREFERENCE TOWARDS FLIPKART

Dr.R.Kavitha, Assistant Professor, Department of B.Com(Accounting and Finance),
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For women, Chennai- 600044

ABSTRACT

Online shopping brings a huge changes in the shopping behavior because of Covid-19 pandemic situation. People are restricted to go out for shopping and thus online shopping has become more prominent now-a-days. Because of this there are more competitive benefits from the side of online stores against the traditional stores. Flipkart is one of the most leading online stores which is shifting many people to do online shopping today. In this study overall customers' preference towards this site was measured with the help of Factor analysis and ANOVA. The data is taken from 150 respondents who use flipkart online store by convenient sampling method. The finding of this study points out that Age, Education, Occupation, Residential status, Family type are the critical elements which influence shopping through flipkart.

Keywords: - Shopping through online, Consumer behaviour, Preference of the customer, Factor analysis, ANOVA.

INTRODUCTION

Marketing has been transformed with the development of Internet, worldwide wide(WWW) and other digital technologies. Marketers use the internet to supply clients with a diverse assortment of products, services, and pricing, as well as an easy method of selecting and purchasing stuff. The use of technology platforms have changed the behavior of people in using desktops to laptops and laptops to smartphones and tablet devices. From marketers and suppliers likewise they have changed their behavior of making physical purchases to digital purchases as the digital media provide many new technologies and platforms for expanding their markets offering new products and services. Many online platform provide various advantages to the customers and in turn customers can prefer many platform as per their priority. Hence, preference of customers' has a vital role in the online shopping behavior of the customer.

STATEMENT OF THE PROBLEM

At present the marketers in online face tough competition from the customary marketers and other online marketers as well. After the outbreak of Covid-19 pandemic the online marketers are very fast in their customer's approach. Every year due to the advancement of science and technology, many products have been introduced day by day. The purchasing decision majorly depends on the quality, price, and preference of the customers. Many online sites are available today. Many customers are preferring flipkart for their quality, timely delivery, offers and discounts. In order to prove into this fact, the researcher has made an attempt to have, "A study on customer's preference towards flipkart".

REVIEW OF LITERATURE

Priyanka kumarai(2020)¹ in her article aimed to study the attitude of the customers from amazon and flipkart. With the use of the fishbein Multi-Attribute Model, the customer's attitude towards various sites is calculated and compared. She concluded that there is a better attitude towards amazon than flipkart. She suggest that both these sites need to keeo focus on consumer's beliefs and priorities. Jothimari.U and Jeya Gowri.C(2020)² in their research article investigated the various factors like fast delivery, availability of products, after sales service, easy payment and portal feature influence the satisfaction level of consumer retention and their problems. They found that Flipkart.com in Tirunelveli is providing quality products and services to the consumer expectation. Arunakumari and et.al.,(2019)³ in their paper have made an attempt to study the customer satisfaction towards flipkart. They found that majority of the respondents are male, students, earning below Rs.10,000, they are using flipkart for their convenience, most of the customers would rather like to pay the cash after the goods being delivered. Bhuvaneswaran. S and et.al.,(2015)⁴ in their study examined the various attributes of flipkart users in Chennai city. They came to the conclusion

A STUDY ON CONSUMER PERCEPTION TOWARDS GREEN MARKETING IN FMCG WITH SPECIAL REFERENCE TO CHENNAI CITY

Dr. K. Latha, Assistant Professor in Department of Commerce, ShrimathalDevkumvar
Bhatt Vaishnav College for Women, Chennai, Tamilnadu

ABSTRACT

Green marketing is the marketing of eco-friendly products and services based on their benefits. Products that are environmentally friendly and do no harm to the user or environment. They have minimal amount of harm to the environment and users. Green consumers have an eco-mindedness and eco-friendliness in their consumption. They try to find out the impact on the environment of the goods they consumed. The Fast Moving Consumer Goods (FMCG) sector is the largest sector in the Indian economy. The FMCG industry is perhaps the most identifiable by the end users as the products cater to the everyday needs of the population. The FMCG industry is also known as the Consumer Non-Durable industry. The purchase decision of any consumer is mostly influenced by the consumer's mindset towards the brand. Other factors such as changing fashions, change in income and lifestyle change also play a major role in the purchase decision. However, FMCG products are rarely differentiated on a technical or functional basis. Hence market research and test marketing become inevitable.

Keywords: - Green Marketing, FMCG, Environment and Green Consumers.

INTRODUCTION

Global warming, environmental pollution, and its impact on human and animal life are a matter of concern the world over. People around the globe are showing keen interest in protecting the environment and stopping and to reverse the ill effects of environmental degradation due to abuse of the natural resources, flora, and fauna by mankind, the world over. Many environmental catastrophes in the form of ozone layer depletion, tsunamis, earthquakes, early melting of the glaciers, ill effects of nuclear disasters, bio-warfare experiments, etc., have forced mankind to take note, exhibit environmental conscious behavior by discussing the measures to be taken to set right the man-made imbalances in world and national forums and by taking certain counter-measures. As a fallout of these and due to other reasons nowadays, producers, distributors, and consumers the world over are also exhibiting environment-conscious behavior at the time of manufacturing, distributing, or purchasing any product. Such type of environment-conscious behavior is termed "Green buying behavior".

Fast Moving Consumer Goods (FMCG) which is also referred to as Consumer Packaged Goods (CPG) can be said to be composed of three main segments, namely, the Household & Personal Care segment, Food & Beverages segment, and Health Care segment. The products under these three segments include a wide variety of frequently used consumer products such as Cosmetics, Soaps, Dental Care Products, Home Cleaning Products, Shaving Products, Detergents, Glass-ware, Light Bulbs, Batteries, Paper Products, Plastic Goods, Coffee, Tea, Tobacco, and Cigarettes, etc. Indian FMCG companies are also adopting green initiatives to retain their good image in the market. The concept of "Go Green" used in the FMCG segment seeks to protect the environment and surroundings and also satisfies the desires, wants, and needs of the consumer for the product which complies with environmental protection norms. The companies then adopt various methods and activities in their production, packaging, and delivery process to show their concern for the environment and thereby also for society. The 'green' FMCG companies have also instituted social started to promote sustainability reports to increase profit; maintain the brand image in a highly competitive market, to achieve the organizational goals keeping the interests of their regular consumers in view. Companies are trying different ways to get benefit from the efforts they are making to go green and also in the process they are redefining their product and marketing by introducing 'green' products and services.

How to Cite:

Priya, J., & Subbulakshmi, S. (2022). Customers' preference towards e-pharmacies in Chennai City. *International Journal of Health Sciences*, 6(S2), 2129-2135.
<https://doi.org/10.53730/ijhs.v6nS2.5255>

Customers' preference towards e-pharmacies in Chennai City

J. Priya

Part-time Ph.D. Research Scholar, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai -600044.
Email: priyajagadeesan94@gmail.com

S. Subbulakshmi

Supervisor & Guide, Associate Professor, Head-In-Charge, PG Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai -600044.
Email: subbupetchi72@gmail.com

Abstract---In the COVID-19 pandemic era, the e-pharmacy sector has been a boon to the community at large and evolved as a revolution in the digital marketplace in India. Through e-CRM software and AI tools, the e-pharmacy web portal evolves as a blockchain technology by binding up customers' service on one side and the admin back-office system on the other side. E-pharmacies fulfilled customers' needs such as essentials and medicines at the customers' doorstep. Its ease of access using a smartphone, contactless delivery at the pandemic made people purchase medicines and essentials via web platforms. The transformation to e-pharmacies over conventional pharmacies created competition in the pharma industry and brought up more startups into this field. Therefore, this paper aims to study the customers' preference towards e-pharmacies in the pandemic era and to identify the factors influencing customers' buying intention towards e-pharmacies for online medicine purchases in Chennai city. The primary data were collected from 100 respondents using the convenience sampling technique. The data collected through a questionnaire were analysed using Weighted average method, factor analysis and chi-square test. The findings showcase the e-pharmacy customers' viewpoints towards the existing services and preference towards e-pharmacy health line.

Keywords---digital marketing, e-pharmacy, online purchases, customers' preference, e-CRM, buying intention.

International Journal of Health Sciences ISSN 2550-6978 E-ISSN 2550-696X © 2022.

Corresponding author: Priya, J.; Email: priyajagadeesan94@gmail.com

Manuscript submitted: 27 Jan 2022, Manuscript revised: 18 Feb 2022, Accepted for publication: 09 March 2022

2129

TRENDS IN DIGITAL MARKETING POST COVID-19

Ms. C. Tamilarasi, Assistant Professor, Department of Commerce (Honours)

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai-600 044

Dr. S. Kamakshi, Associate Professor, P.G. Department of Accounting and Finance

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai-600 044.

Abstract

The aim of this study is to understand how the marketing scenario has changed after Covid-19 pandemic. Before Covid-19 people gave less importance to digital marketing. Lockdown due to Covid-19 pandemic brought drastic changes in the day-to-day life of people. Covid-19 brought changes in many fields like educational institutions, companies, businesses, consumers' attitude and buying behaviour towards various products and services throughout the world.

Due to these changes, people turned their life style into "New Normal". Consumers started purchasing/ordering their daily needs as well as durable goods and other needed products and services through online.

Not only the products, services are also availed through online especially doctor's services for their health check-ups and other lab related services like sugar testing, X-rays etc. Through this we can understand about the emerging trends in the marketing fields during Covid-19 pandemic and Post Covid-19 period.

Keywords: Covid-19, Pandemic, Digital, Marketing, Lockdown, Workshops, Technology, Shopping, Consumers.

INTRODUCTION

During Covid-19 period, marketing trend emerged in digitalised mode. Most of the people affected psychologically and underwent by various types of stress. To overcome from this stress, majority of them started attending various workshops and webinar which provides yoga, meditation through online mode by paying some charges to get some sort of relief. Apart from this, many institutions are conducting conferences and workshops through online mode at free of cost and also in paid mode. Many housewives started doing business through online mode. example: Meesho. Consumers order their food through online and makes payment digitally. Moreover, people are doing business and providing various types of services like health check- up, beauty cares etc. digitally during this lockdown situation. Through these, it's clear that people have changed from their 'Old normal to New normal'. These changes have paved way for the digitalization in all the fields during and post covid-19.

LITERATURE REVIEW

1. Rae Yule Kin (2020) stated in his study that how the pandemic increased the growth of e-commerce successfully in a short period of time. Even though it affected a lot consumers as well as business.
2. Dr. Saraswathi Moorthy (2020) mentioned in her study about the buying behaviour of online shoppers during the Covid-19 by maintaining social distance to protect themselves from covid-19. This led to increase in digital shopping.

IMPACT OF STRESS ON EMPLOYEE PRODUCTIVITY DURING PANDEMIC OUTBREAK

Dr.S. Priya Reddy, Assistant Professor, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women

Dr.Vimala Vasudevan, Assistant Professor, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women

ABSTRACT: The existence of pandemic proves to a deadly disaster for all those who survive on the planet. Survival becomes a greatest challenge during this period. Pandemic distress was a tiresome task for employees as they have to manage the chronic difficulty physically and financially. Employees knew that they need to run the show to survive. The interdependence among the employer and employee laid a voluminous trouble to exist in the present environment. Gaining employee productivity was a tough task for businesses to sustain. Success with an elevation in the production graph laid a terrific burden in their shoulders. Successful business operators knew that employees are the only resource that could accelerate this process and let the business survives. Extracting their efficiency alone proves to make the business run efficient for longer span of time. Thus, this study aims at identifying the various factors that causes stress to employees during pandemic and identify the strategies that organization employs to improve employee productivity. Chi-square, Correlation and Factor analysis were used in the study to understand the relationship among the variables taken for the study. Findings and suggestion of the study proves to be an effective source to reduce stress and improve employee productivity.

Keywords: pandemic, outbreak, stress, employee productivity, Business, elevation, challenge.

INTRODUCTION:

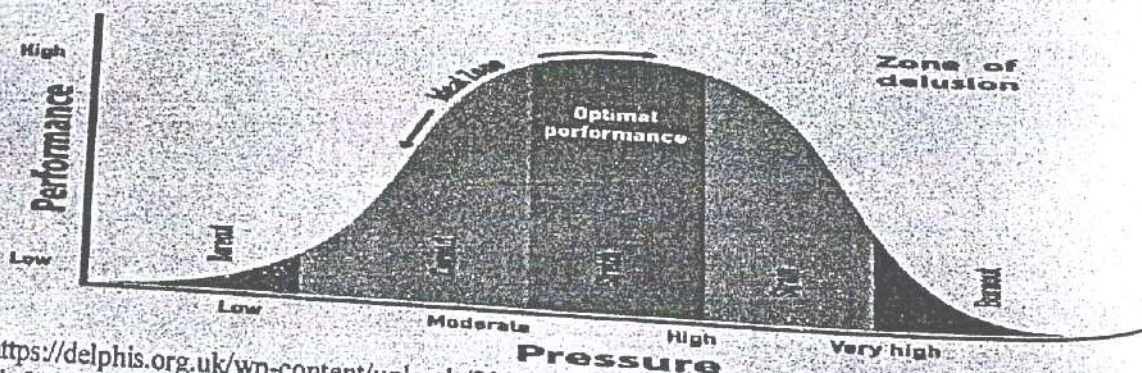
Employer and the employees of the organization are the two sides of a coin. Business success does not only rely on the objectives the organization frame but, also the employees who make their dream come true. To give the fullest potential, employees need a proper work-life balance. Work - life balance can not only be attained by mere managing once activities regularly. It is the employers who should focus providing such environment. This paper highlights the areas that cause stress to employees during pandemic and strategies taken by employees to overcome this and improve employee productivity.

THEORETICAL BACKGROUND

IS STRESS ESSENTIAL PART OF LIFE?

Yes, stress is essential as it is the striving force for one to achieve the given set of targets in work life. Overall, it's vital to have good stress in your life. We should make an effort to eradicate as much chronic stress as possible. Change the perception of stress as much as you can, and add positive activities to promote eustress. Together, these strategies help to create a healthy balance in a life. Understanding the essential limit of stress is depicted in the chart below.

Fig 1.1 The chart showing the relationship between pressure/ stress and performance





SURVEY OF ONLINE TEACHING AND LEARNING METHODS SPECIAL REFERENCES FROM CHENNAI CITY

P.Kalaivani¹, S.Vijaykumar², P.Saravanakumar³

Article History: Received: 12.12.2022

Revised: 29.01.2023

Accepted: 15.03.2023

Abstract

Online teaching and learning is the method of taking classes using any mode of online app, delivery of notes or training using digital resources and this method is based on formal teaching and learning. This kind of online learning includes devices namely computers or laptop, tablets and smart mobiles by using internet. This method helps the users to learn from anywhere and anytime with some or without any restrictions. In general, online learning is a method of learning or educating people through online using any digital devices. During this Covid-19 pandemic period each and every industry worked through online mode, staffs are work from home without any lagging of their works. Each and every student was motivated to develop themselves by taking online courses and their self learning skills. This study is about online teaching methods that either helps the teachers and students in education or overburden them.

Keywords: online app, smart phones, E-Learning, Covid-19, pandemic.

¹Shrimathi DevkunvarNanalal Bhatt Vaishnav College For Women, Chennai, Tamilnadu, India

²Meenakshi Academy of Higher Education and Research (MAHER), Chennai, Tamil Nadu, India

³Sri Krishna College of Engineering and Technology, Coimbatore, Tamil Nadu, India

DOI: 10.31838/ecb/2023.12.s2.210

IMPACT OF SOCIAL MEDIA MARKETING AMONG USERS IN CHENNAI CITY - AN EMPIRICAL STUDY

Mrs. Sukanya N, Part time Ph.D. Research Scholar, Research Department of Commerce
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women
sukanyajin@gmail.com

Dr.S.Subbulakshmi, Supervisor & Guide, Associate Professor, Department of Commerce (SFS),
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women
subbupetchi72@gmail.com / subbulakshmi.s@sdnbc.edu.in

Abstract

This paper aims to understand the innovations in the field of e commerce. This paper highlights the need of marketing through social media which gives an insight to many for advancing to an entrepreneur. Hence forth suggestions and findings can help business people to improve their business.

Social media is playing the major role to reach the public faster. Marketers have chosen social media as a weapon for conquering many users. Social media usage becomes more in times of pandemic. Social media marketing has created a new approach of marketing to reach many with less effort and cost. This study aims to examine the perception of social media among users and analyze the factors which influence them. The study has been conducted with a well framed questionnaire distributed to many users. The sample size used for the study is 100 and analyzed with the help of statistical tools like percentage analysis, weighted average and factor analysis. It was found that social media has a positive impact on users in the field of marketing. But the marketers have to use it opportunistically to grab more number of customers and retain with updated and innovative marketing techniques.

Keywords: *Social media, Users, Social media marketing and challenges*

INTRODUCTION

Social media marketing is one of the marketing strategies using social media platforms for marketing. Social media helped many to have a source of income by exposing their talents or marketing their products and the like. During pandemic, usage of social media is much more and helped the business people to reach many number of customers with ease. Compared to traditional marketing, social media has a great impact on users which in turn lead optimization of opportunities. Social media attracts many and encourages in sharing the content across the globe. Social media gets connected with users with effective communication.

REVIEW OF LITERATURE

Jala R H (2022) aimed to understand the impact of social media marketing on purchase decision of consumers in fast food industry. With the help of AMOS 21,- through SEM model. Informativeness, perceived reliability has a positive effect on purchase decision of consumers.

N.Vaishnavi & Dr.S.Subbulakshmi (2022), tried to discover the effectiveness and satisfaction towards online shopping in selecting websites. This paper concluded and revealed that the virtual platform showcase the website attributes, individual characteristics and willingness to buy.

How to Cite:

Sukanya, N., & Subbulakshmi, S. (2022). Effectiveness of YouTube advertisement among viewers in Chennai City. *International Journal of Health Sciences*, 6(S2), 2103-2108.
<https://doi.org/10.53730/ijhs.v6nS2.5253>

Effectiveness of YouTube advertisement among viewers in Chennai City

Sukanya N

Part time Ph.D. Research Scholar, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women.
Email: sukanyajn@gmail.com

S. Subbulakshmi

Supervisor & Guide, Associate Professor, Head-In-Charge, PG Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women.
Email: subbupetchi72@gmail.com

Abstract---Nowadays digital platform plays a prominent role in marketing. The transition from traditional marketing methods to modern marketing tools drastically changed the behavior of the viewers in their purchase decision. Outreach of a product is much more in online advertisements. Facebook, YouTube, Instagram has created a wider platform for online advertisement. This study aims at analyzing the factors which influence the viewers of YouTube on their purchase decision. This study also aims at understanding the perception of the viewers towards YouTube advertisement. The study was conducted with the help of a structured questionnaire and sample size used for the study is 100. The statistical tools used for the study are percentage analysis, weighted average, One way ANOVA and factor analysis. This study helps to find out the effectiveness of YouTube advertisement. This study suggests that most watched videos should be chosen for giving ads so that numerous viewers watch the advertisement effectively. Efforts can be taken by the advertisers for creating interest level among viewers so that viewers spend their time in watching the videos without skipping the ads.

Keywords---YouTube, viewers, YouTube advertisement, viewers behavior, viewers perception, digital platform.

Introduction

Digital era forces digitalization every here and there. Advertisement strategy and methods have been drastically changed during modern times. Digital platform has

International Journal of Health Sciences ISSN 2550-6978 E-ISSN 2550-696X © 2022.

Corresponding author: Sukanya, N.; Email: sukanyajn@gmail.com

Manuscript submitted: 27 Jan 2022, Manuscript revised: 18 Feb 2022, Accepted for publication: 09 March 2022

2103

83

**ROLE OF E-PERFORMANCE MANAGEMENT IN BANKS
(A STUDY WITH REFERENCE TO EMPLOYEES' PERCEPTION IN CHENNAI CITY)**

Balakamakshi T. Y., Part-Time Ph.D. Research Scholar, Research Department of
Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women,
Chennai 600 044

Dr.R.Savithri, Associate Professor & Head, Research Department of Commerce, Shrimathi
Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600 042

ABSTRACT

The dominant Service Sector called Banking is the back bone of the nation's financial system and the economy. Government's initiative to bring banking for all and industrial revolutions brought in and inclusive approach and trust on the banking sector, with customers growing exponentially. Technology became a go to resource to keep up with the pace of customer demand. E-Banking took the forefront and transparency became the norm. Roles defined and performance measured came into effect. E-Performance management practices took over the mantle from traditional approach. The main objective of the study is to know the employee's perception with regards to the role of E-performance management practices in Banks in Chennai city. The study has been conducted with the help of a pre-tested questionnaire. The questionnaire consisted of two parts. Part I consists of demographic profile of employees. Part II was designed to know the employee's perceptions as regards E-Performance Management. Simple percentage analysis was applied to find the demographic and employee's perceptions as regards E-Performance Management.. Chi Square test was applied to find out the association between demographic variables and employees' perception as regards E Performance Management.

Keywords: - E-Performance management, Technological Advancement, HumanResource, Employees' perceptions.

INTRODUCTION

Effective performance management leads to achievement of Corporate and Individual development. Employee performance is identified, measured, and developed by connecting employee objectives to the larger mission and goals of the organization. Banks are increasingly emphasizing excellent customer service and identifying high-performing employees based on productivity. E-performance management refers to the design, implementation, and application of information technology in the administration of the PMS. E-performance management is a part of e-HRM or HR information system (HRIS) (Al-Raisi, Amin & Tahir, 2011). E-Performance Management is a web-based tool and has been designed to make performance reviews easier in organizations (Ravisha&Pakkeerappa, 2013).

OBJECTIVES OF THE STUDY

1. To study the Demographic profile and Employee's perception as regards E-Performance Management
2. To find the Association between demographic variables and E-Performance Management.

SIGNIFICANCE OF THE STUDY

Businesses need effective performance management. They are able to integrate their systems, resources, and personnel with their strategic goals through both formal and informal approaches. The effectiveness of leadership teams' and individuals' continual communication is improved by effective performance management systems. Employees can share concerns, talk about obstacles, and come up with performance improvement when trusted sources of interaction are established.

REVIEW OF LITERATURE

BIKKER (2010), investigated the performance of financial institutions in providing services to customers and businesses.

**A STUDY ON EMPLOYEE'S PERCEPTION TOWARDS E-HRM PRACTICES
IN PUBLIC AND PRIVATE SECTOR BANKS IN CHENNAI**

BALAKAMAKSHI T. Y., Part-Time Ph.D. Research Scholar & Assistant Professor Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600 044

DR.R.SAVITHRI Associate Professor & Head, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600 044

ABSTRACT

E-HRM is a cutting-edge solution that helps businesses to be more technologically savvy and perform better. The usage of E-HRM facilitates communication and engagement within the organisation as well as among its members. The adoption of E-HRM is a hard undertaking for banks in the current competitive environment. Banks could find that E-HRM helps them operate better. In order to provide automation, transparency, paperless work, empowerment, cost savings and improved performance, banks now use e-recruitment, e-selection, e-training, and e-compensation, among other technologies. Banks that are focused on enhancing productivity are introducing and utilizing E-HRM practices. Considering this, an attempt was made to analyze the implementation of E-HRM practices in public and private sector banks. The present study is descriptive in nature. Data was collected from 215 respondents in private and public sector banks using pre tested questionnaire. Simple percentage analysis was applied to find the demographic and employee's perceptions as regards E-HRM Practices. Chi Square test was applied to find out the association between demographic variables and employees' perception. According to the survey, banks have only moderately adopted to E-HRM practices. Compared to public sector banks, private sector banks have a greater level of implementation. Since it is necessary in the digital age, this brand should be altered by introducing and putting into effect acceptable E-HRM practices.

Key Words: E-HRM, Digital age, e-recruitment, e-selection, e-training.

INTRODUCTION

One of the major catalysts for the development of E-HRM was the progress of technology. It has changed how we interact with one another, play, live, work, and conduct business. Different organisational operations have evolved as a result of technology and improvements in digital business communication. Present-day ideas like digital business, e-commerce, customer relationship management, human resource management, etc. are connected to how firms carry out their tasks. Digital business services are now seen as important and conspicuous components of the company.

A STUDY ON UNDERSTANDING CUSTOMER'S AWARENESS ABOUT DISTRIBUTION CHANNELS OF INSURANCE SECTOR IN INDIA

Mrs. S. Amalya Rani, Research scholar Ph.D – Department of Commerce, Sri Vasavi college, Erode
63 316, Tamil Nadu, Assistant professor of commerce Shrimathi Devkunvar Nanalal Bhatt Vaishnav
College for Women, Chromepet, Chennai – 600 044

Dr. P. Thilagavathi, Assistant Professor of Commerce, Sri Vasavi college, Erode – 63 316, Tamil Nadu

ABSTRACT

The Study endeavours to analyse the wrong customers regarding level of awareness among Services provided by distribution Channels of Insurance Sector in India. Distribution of Product and services. is one of the essential functions of a management. Here distribution channels are more essential because insurance Products are intangible Investment in the form of short and Long term. Insurance sector, market their products through traditional and modern channels to cover all the segments of Population the insurance Companies enlarged their distribution channels to bring all the people under the Purview of insurance. The show complete awareness towards Individual agent channel amongst the other channel's prevailing in the Indian Insurance Sector. The study focused on Consumers' awareness about various insurance distribution Channels and also identify the channels in Information regarding Insurance Sector.

It is concluded that distribution channels. Should take steps to provide information about Various Insurance Policies and assist them to select Suitable Insurance policies.

Keywords: Insurance Policy, Distribution channels, Awareness, Customers, Insurance Sector.

INTRODUCTION:

The globalization of Indian economy in 1991 and establishment of Insurance Regulatory Development Authority (IRDA) in year 2001 led to the growth of Insurance Industry. The vigorous augmentation of Indian Life Insurance industry is owed to emergent and incredible performance of numerous distribution channels (Sethi, 2008 and Govardhan, 2008). These channels are interdependent organizations involved in moving the products, services and information from business to consumers (Baradhwaj, 2013). They are regarded as the important segments of Industry which devise association between consumers who are in search to procure insurance policies or products and insurance companies who are looking-for to sell those policies or products (Cummins and Doherty, 2006 and Parekh, 2011). They are mediator between buyer and seller (Parekh, 2011) whose role is to scan the market, matching the requirements of parties involved and thereby helping their clients to select from best competing offers (Cummins and Doherty, 2006)

There are various channels undertaking business in the industry in form of issuance of policies and collection in premium amount. Firstly, an independent agent is a certified individual who sells insurance products on behalf of one insurance company. They receive a commission from the company on all policies sold (Cummins and Doherty, 2006, Sud 2012). As far as the marketing of life insurance in Indian domain is concerned, the agent has been instrumental in spreading the message with respect to market growth and insurance penetration (Regan and Tennyson, 1996). The only difference between individual and corporate agent is that, latter is considered as employees of insurance companies who sell insurance products on behalf of the company itself (Bawa and Chattha, 2016). Thereafter, another channel prevailing in insurance domain is Banc assurance, which is a synergy of banks and insurance companies, where insurance products are sold by banking networks (Reddy et al. 2004; Aggarwal, 2004; Ku et al. 2009; Fan and Cheng, 2009). It is one of the low cost distribution channels which have emerged as a viable, most preferred and relied distribution channel in the market (Bhattacharya, 2004, Boon and Bane, 2008). The aperture of market for private participation has brought strong competition in the

INFLUENCE OF CUSTOMER'S COMMITMENT IN SOCIAL MEDIA MARKETING ON PURCHASE DECISIONS

Mrs. S. Amalya Rani, Ph.D Research Scholar, PG and Research Department of Commerce, Sri Vasavi College, Erode - 638 316 & Assistant Professor of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai - 600 044

Dr. P. Thilagavathi, Assistant Professor & Research Supervisor, PG and Research Department of Commerce, Sri Vasavi College, Erode - 638 316

ABSTRACT

The primary study was aimed to investigate the consumer's commitment on purchase decision among social media users. The researcher was adopted survey method for the purpose of data collection. The data collected were subjected to data analysis using PSPP version Software, which is alternative for same. The result indicates only two factors are extracted out of customer commitment variables. Further, the result indicates that information and experience are the major key dimensions for the purpose of social media evaluation. To conclude, Experience Factor and Information Factor are significantly and positively influencing the purchase decision. Therefore, higher is the customer commitment in social media, higher is the purchase decision

Key Words: Customer Commitment, Purchase Decision, Social Media Marketing, Experience and Information

1. INTRODUCTION

Social media acts as platform to share and discuss the opinion of the individuals. Social media facilitates to share ideas, messages, information, ideas, images and videos through particular social media networking sites. The mode of communication was changed due to the evolution of social media networking sites in the twenty first century (Yazdanifard, & et al., 2011). Growth of the internet in developing countries helps for the usage of digital media to drove different opportunities in the global market (Norris, 2001; Donner, 2008). The way business firms think to make correspondence with consumers are rapidly changing in today's dynamic environment (Kaplan & et al., 2001; Bharadwaj & et al., 2013). Social media networking sites are mostly preferred by many people across the globe. Especially, in India there are 226 million social media networking sites users are available and it was predicted that after 2020 it will reach 250 million (Das & Sahoo, 2011; Tidd & Bessant, 2018). Social media is the fastest online tool to reach the consumer in hyper competitive environment and they also became their part of life (Dey & et al., 2011; Chen & et al., 2012; Rheingold, 2008). Social media are generally used to circulate the information for the purpose of creating awareness and education among the consumers with respect to products availability, new product development and introduction, brands, services and issues (Keller & et al., 2011; Kotler, 2009; Ha, 2002). Social media facilitates participation, openness, conversation, community and connectedness (Constantinides and Fountain, 2008; Chan-Olmsted and et al., 2013; Munro & Richards, 2011). According to statistica, the social media users are 2.5 billion in 2018 and estimated to reach three billion at the end of 2019. On an average, across the globe internet users spend around 101.4 minutes per day. Consumers use social media to view the reviews and comments of the earlier users or consumers.

2. REVIEW OF LITERATURE

Alicia Mas-Tur and et al., (2016) conducted an empirical study to examine the role of family traits among adolescents those who use social media. The researchers made an attempt to explore valuable insights to devise appropriate marketing strategies to target potential consumers. The result indicates that active communication with consumers helped to capitalize the opportunities to enrich customer

Adaptability Of Automation In HRM – A Review

Dr. S. Jayalakshmi

Assistant Professor and Head, PG & Research Department of Commerce
Chellammal Women's College, Guindy, Chennai -600032.

Mrs. V.M. Geetha

Research Scholar Ph.D - Department of Commerce
Chellammal Women's College, Guindy-600032.

Assistant professor Department of Commerce
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet,
Chennai-600044

Abstract

In day-to-day life we started to use the automated products from smart phones to smart boards. For any kind of business, the changes of Automation will start only in the Human Resource Management Process. The term "Automation" in this study is about the reduction of repetitive tasks, not the reduction of Human resource power. This is strongly emphasized due to any automation it needs the human intervention for the proper execution. The Automation in HRM means increasing the potentiality of the HR department and it is possible for the nature of repeatedly occurring activities, or for standard procedures etc., which in turn reduces the cost and time spent on manual process. Added to this flavor, the pandemic situation prevailing in the country, also forced every sector to go / travel with the automation process. The automation in the HRM is also inevitable due to its significance. The main intention of this study is to analyze the opinion brought by previous reviewers about how suitable and how the society is going forward with this unexpected change. Most of the views have been updated with the help of various available sources of journals, articles and the information updated is till 2021.

KEYWORDS: E-HRM, advantages and disadvantages, Concept of HARM, Challenges of E-HRM, Impact of Automation

E-HRM –An introduction

Automation in HRM means relieving the HR professionals from performing the repetitive tasks and indulging them in innovative and strategic decision making. By the inception of automation in HRM it will be useful towards the organization as cost cutting factor and also effective tasks can be performed within the stipulated time.

HR processes for Automation

✓ Employee on- boarding

It is the most manual HR process which includes the verification of documents for new on boarding employees, requesting for device and providing access to perform their job. With the help of automation all these jobs can be clubbed in single on-boarding app.

✓ Employee timesheets

With the help of automated timesheet app it will be trouble-free procedure for tracking the workforce records up to date with no efforts and in a very efficient manner. This in turn provides faster, reliable and accurate data.

✓ Leave requests

In manual process the approval of leave requests involves tedious process such as checking the leave balance and waiting for the manager's approval will be a delayed process. With the help of automation this process can be processed through an app in no time.

✓ Performance management

In this process HR professionals appraise the employee's performance by tracking, measuring and analyzing along with their accomplishment of organizational goals. With the help of introducing a software app it will sustain the records accurately with preconceived notion free one.

✓ Exit interviews

It plays a major part in employee commitment towards the organization. A software app can discover impending problems and reclaim the actionable data for withholding of employees without much paperwork.

✓ Employee benefits

NEW-AGE ENTREPRENEURS AND THE FACTORS THAT INFLUENCE THEIR SUSTAINABILITY IN THE DIGITAL WORLD

U.Rehana Fathima, Research Scholar, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai

Dr.K. Shyamala, Assistant Professor, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai

ABSTRACT

Entrepreneurship can be thought of as a powerful lever, in the economic growth of a country and entrepreneurs are the driving force behind it. Because entrepreneurship has such a major impact on society, it only makes sense to promote, motivate, and remunerate this most important asset to the utmost extent possible. Since the world is heading towards a service-based economy, globalization has shifted developed states' manufacturing models from industrial to entrepreneurial. The study discusses the elements that govern entrepreneurship and how various criteria such as personal, societal, family, and economic considerations impact potential entrepreneurs and what propels newage entrepreneurs to start their own business.

KEY WORDS: Entrepreneurship, Economic growth, Digital age, globalisation

Introduction:

Entrepreneurship has played a significant part in the growth and stability of many countries around the globe. Entrepreneurial opportunities have succeeded in resolving issues like poverty and geographical imbalance. Emerging economies are seeking to foster entrepreneurship in a technology - driven world. By sponsoring and investing in their own initiatives, entrepreneurs attract more investors, and the people of the country benefit as the organizations grow. Wealth is created in the economy as income is gained in the society structure. Startups can create new technology and discoveries that will help people live better lives.

The current economic trend is pointing to a time when entrepreneurship will become increasingly important. In wealthy countries, the concentration on huge companies and mass production has given way to this so-called innovation-driven economy. Smaller businesses are increasingly able to provide knowledge-driven goods and services with greater flexibility, and the rise of a creative class need a less intrusive but more supportive state.

Review of Literature:

Ana Tur-Porcar, Norat Roig-Tierno and Anna Llorca Mestre: The formation of economic transactions is one area where sustainability has become extremely important for humanity. The research examines the factors that determine actions directed at boosting business sustainability. The climate, lifestyle, social communication, and commercial activities are all factors to consider. Based on expert questionnaire responses, the Analytic Hierarchy Process (AHP) method was used to grade sustainable business requirements according to their importance for entrepreneurs building sustainable businesses. The results indicate that the most important factors of long-term entrepreneurship are behavioral and business traits. Ethical ideals and values, as well as market intelligence, are required to engage in activities that contribute to sustainability.

Pau Sendra-Pons, Irene Comeig, Alicia Mas-Tur Entrepreneurship, which is the engine of economic progress, requires a strong economic framework to thrive. Encouragement of a basic level of assurance is crucial in perplexing situations characterized by risk taking. In view of its importance, the study investigates the impact of institutional variables on the rise of entrepreneurship. Political stability, government efficacy, regulatory quality, a strong rule of law, the ease of starting a new business, and



THE TRUE BRAND OF DIGITAL ADVERTISING IS CONTENT MARKETING

Rehana Fathima U, Assistant Professor, S.D.N.B Vaishnav College for Women, Tamil Nadu, India
 Rehanafathima.u@sdbnvc.edu.in

Abstract

Marketers are recognising the need for new age marketing as technology advances and the number of social media users grows. Advertising is a paid, non-personal type of communication about items or ideas delivered through popular media by a specified sponsor in order to inform, impact, or influence the actions of a target audience. Advertising is punched at a large group of people rather than a single individual. Advertising communicates marketing messages to a wide customer base, but that's no longer sufficient. Customization is becoming more popular among consumers, and marketers should pay heed. New age marketing calls for customer satisfaction, and building a relationship with the consumers to retain the customers into the business, retaining consumers into the business is the biggest challenge for new age marketers. Advertisement is not the only means for communicating with the consumers. Content marketing is a low-cost method of increasing brand awareness among customers. Building brand awareness through advertising or public relations can be costly for a company. The process of providing relevant content in order to persuade people to trust and do business, in the long run, is content marketing. The paper discusses about content marketing, and it's on the influencing the customers, and do influencer's and content creator persuade them in buying products.

Key word: Advertising, non-personal, communication, consumer, awareness

INTRODUCTION:

Social media is becoming more integrated into the lives of internet users. Regardless of the restrictions, post pandemic, it is clear that social media will continue to be a part of consumers' daily lives. Analytics clearly demonstrated a dramatic trend and the influence of social media on consumers, signifying an informing mind for social media marketing opportunities for businesses around the world. The world of social media and the social media users are constantly changing and evolving. To ensure that, reaching the right people with the right notifications, there is a need to understand who and how consumers use social media. In today's digital environment, incorporating a content marketing strategy is absolutely essential. It enables businesses to advance partnerships, attract new customers, and, most importantly, increase sales. Organisations have ended up turning to various social media sites and relate with their core demographic.

Content marketing is a method of developing and delivering online content such as blog posts, YouTube clips, podcasts, and online posts to a larger audience. It is a long-term marketing strategy that aids in the retention of prospective customers and the generation of sales. Content marketing enables marketers to generate long-term revenue with minimal effort and expense. Content marketing can be promoted on social media platforms such as Facebook, Instagram, Pinterest and YouTube. To attract the attention of targeted visitors, promote quality content through proper Search Engine Optimization and social media sharing. Because of its high concentration and effective promotion, it attracts a larger number of people.

NEW-AGE ENTREPRENEURS AND THE FACTORS THAT INFLUENCE THEIR SUSTAINABILITY IN THE DIGITAL WORLD

U.Rehana Fathima, Research Scholar, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai

Dr.K. Shyamala, Assistant Professor, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai

ABSTRACT

Entrepreneurship can be thought of as a powerful lever, in the economic growth of a country and entrepreneurs are the driving force behind it. Because entrepreneurship has such a major impact on society, it only makes sense to promote, motivate, and remunerate this most important asset to the utmost extent possible. Since the world is heading towards a service-based economy, globalization has shifted developed states' manufacturing models from industrial to entrepreneurial. The study discusses the elements that govern entrepreneurship and how various criteria such as personal, societal, family, and economic considerations impact potential entrepreneurs and what propels newage entrepreneurs to start their own business.

KEY WORDS: Entrepreneurship, Economic growth ,Digital age, globalisation

Introduction:

Entrepreneurship has played a significant part in the growth and stability of many countries around the globe. Entrepreneurial opportunities have succeeded in resolving issues like poverty and geographical imbalance. Emerging economies are seeking to foster entrepreneurship in a technology - driven world. By sponsoring and investing in their own initiatives, entrepreneurs attract more investors, and the people of the country benefit as the organizations grow. Wealth is created in the economy as income is gained in the society structure. Startups can create new technology and discoveries that will help people live better lives.

The current economic trend is pointing to a time when entrepreneurship will become increasingly important. In wealthy countries, the concentration on huge companies and mass production has given way to this so-called innovation-driven economy. Smaller businesses are increasingly able to provide knowledge-driven goods and services with greater flexibility, and the rise of a creative class need a less intrusive but more supportive state.

Review of Literature:

Ana Tur-Porcar, Norat Roig-Tierno and Anna Llorca Mestre: The formation of economic transactions is one area where sustainability has become extremely important for humanity. The research examines the factors that determine actions directed at boosting business sustainability. The climate, lifestyle, social communication, and commercial activities are all factors to consider. Based on expert questionnaire responses, the Analytic Hierarchy Process (AHP) method was used to grade sustainable business requirements according to their importance for entrepreneurs building sustainable businesses. The results indicate that the most important factors of long-term entrepreneurship are behavioral and business traits. Ethical ideals and values, as well as market intelligence, are required to engage in activities that contribute to sustainability.

Pau Sendra-Pons, Irene Comeig, Alicia Mas-Tur Entrepreneurship, which is the engine of economic progress, requires a strong economic framework to thrive. Encouragement of a basic level of assurance is crucial in perplexing situations characterized by risk taking. In view of its importance, the study investigates the impact of institutional variables on the rise of entrepreneurship. Political stability, government efficacy, regulatory quality, a strong rule of law, the ease of starting a new business, and

PREVALENCE OF ENTREPRENEURIAL ATTITUDE AMONG YOUNG MINDS – A DIAGNOSTIC STUDY

Dr. M.S.Lekha Assistant Professor Department of Economics S.D.N.B. Vaishnav College for Women,
Chrompet, Chennai-44 mahadaslekha@gmail.com
Ms. Christian Mercy R. Research Scholar Department of Economics S.D.N.B. Vaishnav College for
Women Chrompet, Chennai-44 mercychristian77@gmail.com

ABSTRACT

India has taken many attempts to boost the level of entrepreneurship in the country but the fact is that India is still lagging behind in the race of entrepreneurship. India is passing through the phase of demographic transition and hence it has the largest population of young working people. In the year 2017-18 India recorded 6.1 per cent of unemployment which is considered to be the highest in the last 45 years. Thus, India has the largest number of young people but at the same time it has a high rate of unemployment in the economy. It is truly a herculean task to create job opportunities for such a large number of people. India has to find ways to generate employment opportunities. One of the ways to generate employment opportunities and also ensure growth of economic activities is entrepreneurship. This paper intends to study the attitude of young graduates towards entrepreneurship and find the factors that impede entrepreneurship among the youngsters. This study is based on the primary data collected from the students of colleges around Chennai. Financial insecurity and lack of awareness has been a dominant factor in discouraging the entrepreneurial aspirants. Also, it was found that educational institutions can play a significant role in inculcating entrepreneurial acumen among the students.

INTRODUCTION

According to J.B. Say an entrepreneur is an economic agent who brings together the factors of production in such a way that new wealth can be created. This process of bringing together the factors of production and making way for the creation of new wealth is very crucial and inevitable. No country in this world can ever carve their development path without this crucial entrepreneurial activity. The growth story of every developed country in the world is incomplete without the element of entrepreneurship. Entrepreneurship has been an indispensable factor in the growth process of every developed country. Entrepreneurial people are an asset to a country, with all their activities they give a momentum to the process of economic growth and when a country lacks such people the process of economic growth gets retarded. Therefore, it is very important for a country like India with the largest young and working population to ensure that its young minds have the entrepreneurial attitude.

IMPORTANCE OF ENTREPRENEURSHIP

Entrepreneurship according to A.H. Cole is a purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or aggrandize profit by production or distribution of economic goods and service. Increase in the number of entrepreneurs would definitely lead to an increase in the quantum of production and distribution in the country. Production and distribution imply exploiting new resources and techniques to meet the needs of the society and putting into use the idle resources which would otherwise remain unused. One of the major reasons why developed countries could develop and the less developed once lag behind is that the developed countries have had entrepreneurs who exploited resources and put them into productive use while the less developed countries lack such entrepreneurial people and as a result the resources of the country remain unused or under used.



FOSTERING EFFECTIVE REMOTE TEAMS WITH TEAM COMPETENCY BUILDING

Mrs. R. Sridevi¹, Dr. S. Preetha^{2*}

Article History: Received: 12.12.2022

Revised: 29.01.2023

Accepted: 15.03.2023

Abstract

The advent of digitalization in technology has drastically altered the landscape of the business world, especially in the wake of the COVID-19 pandemic. The information and technology sector, in particular, has had to rapidly adapt to new technologies and ways of working in order to stay afloat during this challenging time. Remote work has become the new norm for many knowledge workers, forcing companies to shift their focus towards virtual teams.

Virtual teams can be highly effective, but only if each team member is focused on enhancing their team competencies. This article delves into the various team competencies that are essential for virtual teams to be successful. From communication skills to leadership abilities, it covers all the key areas that virtual team players need to master in order to lead their teams to success.

Moreover, the article also sheds light on the role of women in virtual teams and their level of competencies. Despite the challenges they may face, women can play an instrumental role in the success of virtual teams, and it is important to recognize and support their contributions. By exploring the key competencies required for virtual team success, this article aims to provide valuable insights for both individuals and organizations looking to succeed in this new era of remote work.

Keywords: Virtual teams, Remote work culture, competencies, group outcome, team performance, knowledge transfer, technical training.

¹Research Scholar, School of Management Studies, Vels University, Pallavaram, Chennai.

^{2*}Professor, School of Management Studies, Vels University, Pallavaram, Chennai.

Email: ¹srideviranganaathan.sri@gmail.com, ^{2*}preetha.sms@velsuniv.ac.in

DOI: 10.31838/ecb/2023.12.s2.245

ENHANCEMENT OF ORGANIZATIONAL PERFORMANCE USING BIG DATA AND TALENT ANALYTICS

Ms. R. Sridevi, Research Scholar, School of Management Studies, VISTAS.

Dr. S. Preetha, Professor, School of Management Studies, VISTAS.

ABSTRACT

Adoption of Big data in industries seems to increase the efficiency of work quality and its considerable value to businesses is causing it to gain traction in a variety of industries. The main purpose of this study was to assess its importance in the field of personnel and talent acquisition. This article examines the extent to which businesses have adopted big data analytics in their companies specially to acquire the talents. Since the availability of approaches for analyzing huge data have considerably enhanced in the past decades, businesses have begun to use talent analytics to manage their staff. The study will provide a detailed explanation of the origins, nature, and breadth of talent analytics. It will go on to discuss the models that have been used in the past, as well as their growing importance in today's internationally competitive environment. As a result, depending on the data available, it will assess opportunities and challenges, as well as the possibility of enhanced productivity in organizational performance.

Keywords: Big data adoption, Data Analytics, Talent Analytics, Organisational Performance, HR Analytics,

INTRODUCTION

Big data is a novel notion, although storing of data is a tumultuous task over the years. Before the invention of computers, the data are documented in paper registers. Advanced digital transformations in the current era enlarges the data availability. Internet community, digital commerce, transactions, communication gadgets and institutional registers are also sources of information. Each day 2.5 trillion bytes data are produced and it may grow to 50 zebibytes in the coming years. To deploy or integrate Big Data in today's businesses, however, a number of obstacles must be addressed, including a lack of understanding, distrust of technology, reluctance to change, skepticism, and so on, in addition to the technology's limits.

The benefits of big data adoption in talent acquisition is evident. When a company can bring in the connection of training expenses and return on investment, it could able to deploy coaching ideas for employees while making quantifiable profits.

Despite its potential benefits, talent analytics has been slower to emerge as disparate subject on big data analytics. Deloitte's 2014 Global Human Capital Trends report, polled firms understand necessity to prosper in acquiring talents, yet they identified major gaps in the readiness. Organizations are investing resources among HR professionals for enriching their skills as the use of metrics within HR teams grows and also helps in the enhancement of organizational performance.



PREDICTION OF THE DETERMINANTS OF THE NUMBER OF ANTENATAL CARE VISITS IN NFHS IV SURVEY OF INDIA: MODELING EXCESS ZERO OF COUNT DATA

V. Suriya and R. Geetha

Department of Statistics

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women

Chennai, Tamil Nadu, India

e-mail: suriyakannan2602@gmail.com

rgeethasdnbvc@gmail.com

Abstract

Poisson and negative binomial regression models are most widely used to model count data. Count data models are used to predict the factors that affect the number of antenatal care visits (ANC) received by pregnant women throughout their ninth and tenth months of pregnancy. It is imperative to take into account the presence of excess zero ANC visits which could be either structural or sampling zeros. Simulated datasets were produced using negative binomial distributions with a range of dispersion values (20, 40, and 120) and different zero percentages (22, 40, 60, and 70 percent). The purpose of

Received: February 24, 2023; Revised: March 17, 2023; Accepted: April 8, 2023

Keywords and phrases: ANC visits, zero-inflated, hurdle, NFHS IV.

How to cite this article: V. Suriya and R. Geetha, Prediction of the determinants of the number of antenatal care visits in NFHS IV survey of India: modeling excess zero of count data, JP Journal of Biostatistics 23(2) (2023), 173-200. <http://dx.doi.org/10.17654/0973514323010>

This is an open access article under the CC BY license (<http://creativecommons.org/licenses/by/4.0/>).

Published Online: May 15, 2023

**COLLABORATIVE INTERDISCIPLINARY RESEARCH FOR SOLVING DIVERSE
SOCIETAL PROBLEMS: AN EXPLORATORY STUDY**

Dr. B. Nagalakshmi

Asst. Professor, Department of English (SFS),SDNB Vaishnav College for Women, Chennai
– 44 Tamil Nadu nagalakshmi.b@sdbnvc.edu.in

Dr. S. Santhana Lakshmi

Asst. Professor, Department of Bio-Statistics (SFS),SDNB Vaishnav College for
Women, Chennai– 44 TamilNadu santhanalakshmi.s@sdbnvc.edu.in

Abstract

This paper aims to study the significance of Collaborative Interdisciplinary Research (CIDR) to address the emerging societal problems. This paper describes the concept of Inter disciplinarily and Collaboration by grounding with theory. This paper makes an attempt to study the current statistics on interdisciplinary researches within the regional, national and international level to identify the gap using the available database and other Survey methods. Subsequently the research explores the definitions, advantages, perceptions, challenges and limitations in carrying out such collaborative research using literature review and mixed method of qualitative and quantitative study to arrive at solutions and implications for implementing. The purpose of the exploratory study is not to provide conclusive results but to provide better understanding of the problems and trigger further researches. This draws on the significance of Collaborative Interdisciplinary Research (IDR) in Multidisciplinary education and Interdisciplinary study is also identified as thrust area for providing solutions for emerging day-to-day life, diversified problems by triggering future research and development. The study has provided a strategic design for implementing collaborative IDR and gives suggestions and implications for policy making decisions.

(KeyWords: Interdisciplinary, collaboration, multidisciplinary, technology, social sciences, research writing, societal problems)

Introduction

Collaboration is increasingly becoming spontaneous, voluntary, inevitable and seamless in all the spheres strongly driven by the spirit of development at times of growth and the feeling of compassion at times of crises. As the world today is grappled with complex crises ranging from threats of technology, calamities to the recent pandemics, it is becoming impossible to address these with experts specialized in a particular domain. The best solution arises out of interaction and collaboration among the experts from adjoining areas relating to the problem. This is evident in the indispensable role played by statistics in the recent pandemics in controlling the spread of Covid. Technologies and social media enable reaching out the unreached at the time of natural calamities and disasters by mobilizing the resources and manpower. Use of AI is increasingly indispensable in the fields of medicine, banking, e- commerce, Travel and Hospitality. This interaction across disciplines is not new but have happened and evolved ever since ancient times. A dire need arises for collaboration across disciplines. This

JOURNAL OF ALGEBRAIC STATISTICS

Volume 13, No. 3, 2022, p. 3651-3653

<https://publishoa.com>

ISSN: 1309-3452

Identification Of Distinct Factors for Under Five Mortality in State of Maharashtra - An Evidence from NFHS-4

S. ABEENA SHANTINI ^{1*}, S. JOSHUA DAVID ^{2**}

¹Department of Statistics, S.D.N.B.Vaishnav College For Women, Chrompet- 600 044

²Assistant Professor, Department of Statistics, Madras Christian College, Chennai – 600 059

Corresponding Addresses:

* abeeshan777@gmail.com, **joshuadavid@mcc.edu.in

ABSTRACT

The National Family Health Survey (NFHS) is a large-scale, multi-round survey conducted in a representative sample of households throughout India. The primary objective of the study is to analyze the various contributing factors that influence child mortality, such as socioeconomic factors and biological factors, which are correlated with the child mortality for the state of Maharashtra from Indian states using the data from NFHS-4 (2015-2016). Whereas Maharashtra is thought to be one of the most densely inhabited, dirty, and recorded the greatest number of underweight children in mortality in demographic literatures. These are the recent focus on Millennium Development Goals where these indicators which are grappling with the elevated risk of child mortality.

In this context, we employed logistic regression, the most popular statistical technique incorporating categorical dependent outcome variables. When the dependent variable is dichotomous, it is utilized to determine the risk factors that affect child mortality.

Keywords: NFHS, Binary Logistic Regression, Under - five – Child Mortality, Social and Biological Factors

INTRODUCTION:

India continues to have serious levels of widespread hunger and malnutrition prevailing among children as well as adults. The NFHS is a collaborative project of the International Institute for Population Sciences (IIPS). Population-based surveys have been widely utilized to collect data in India on several aspects of health, nutrition, and healthcare, including fertility, mortality, family planning, maternal and child health. This information will assist policymakers and programme administrators in planning and implementing strategies for improving population, health, and nutrition programmes.

Malnutrition affects the present and future of a child, which causes problem to the economy too. The purpose of the paper is to examine and concentrate on significant indicators of child mortality in the state of Maharashtra under the age of five, as well as the various contributing factors that influence mortality, such as socioeconomic factors like place of residence, wealth index, weight of children and household variables women under the age 18, using Binary Logistic Regression that affect child mortality. It also aims to identify and improve those underlying and deficient factors among the underperformers. In general the overall levels of child malnutrition and child mortality are still considered to be very high among poor performing states in India.

Under-five mortality, which is used as a gauge of socioeconomic progress in developing nations, is defined as the likelihood of dying before reaching the age of five for every 1000 live births. Additionally, it depicts the population's quality of life and state of health care. Infant mortality rate (IMR) dropped from 57 to 41 per 1,000 live births, and the under-5 mortality rate (U5MR) dropped from 74 to 50 per 1,000 live births,

DATA DESCRIPTION:

Data Source: NFHS -4 .The National Family Health Survey (NFHS) is a large-scale, multi-round survey conducted in a representative sample of households throughout India. The NFHS is a collaborative project of the International Institute for Population Sciences (IIPS).

3651



MODELLING LONGITUDINAL DATA - A COMPARATIVE STUDY

S. Dharani*, S. Abeena Shantini** T1151

*PG Department of Biostatistics, S.D.N.B.V.College For Women, Chrompet, Chennai.

**Assistant Professor, PG Department of Statistics, S.D.N.B.V.College For Women, Chrompet, Chennai.

E-mail : dharanishankar1411@gmail.com, abeesha777@gmail.com

ABSTRACT

Longitudinal study (or longitudinal survey, or panel study) is a research design that involves repeated observations of the same variables over short or long periods of time. It is often a type of observational study although they can also be structured as longitudinal randomized experiments.

METHOD:

The research aims to compare the performance of the various models namely Generalized Linear Model (GLM), Linear Mixed Effect Model (LME) and Generalized Estimating Equation (GEE) on a longitudinal data. To evaluate the fitting of the model the data were taken from a clinical trial of secondary data of 16 rats carried out by Hand and Crowder (1996) describes data on the body weights of rats measured over 64 days. The body weights of the rats (in grams) are measured on day 1 and every seven days thereafter until day 64, with an extra measurement on day 44. The experiment started several weeks before "day 1." There are three groups of rats each on a different diet. Thus the data can be viewed as a balanced longitudinal data with repeated measurements. Data was analyzed in RStudio using Descriptive measures, Correlation, Box Plot, Plot, GLM, LME, GEE.

RESULT:

Generalized Linear Model was fit assuming independence of response variables with exponentially family error distribution for the data. The parameter estimates for models with interaction and without interaction are obtained along with AIC and BIC values. For the models without interaction performed better than the model with interaction. For linear mixed effect model the AIC criterion suggests that Model 2 (i.e.) Model with interaction fits the data better, while using BIC criterion it may be inferred that the Model 1 (i.e.) Model without interaction performs better.

Keywords: Longitudinal study, GLM, LME, GEE

INTRODUCTION

LONGITUDINAL STUDIES

A longitudinal study (or longitudinal survey, or panel study) is a research design that involves repeated observations of the same variables over short or long periods of time. It is often a type of observational study, although they can also be structured as longitudinal randomized experiments. Longitudinal studies are often used in social-personality and clinical psychology, to study rapid fluctuations in behaviours, thoughts, and emotions from moment to moment or day to day.

COUNT DATA MODELS FOR THE NFHS IV SURVEY IN INDIA TO DETERMINE THE FACTORS AFFECTING THE NUMBER OF ANTENATAL CARE VISITS

V.Suriya, *Research Scholar, Department of Statistics, S.D.N.B Vaishnav College for Women, Chrompet, Chennai -44*
suriyakannan2602@gmail.com

R. Geetha, *Associate Professor, Department of Statistics, S.D.N.B Vaishnav College for Women, Chrompet, Chennai -44*
rgeethasdnbvc@gmail.com

Abstract

The NFHS IV survey provided the secondary data that was utilized. Count data models like Poisson regression and Negative Binomial regression were considered and analyzed in order to discover the best model for analyzing potential factors impacting the frequency of ANC visits by pregnant women throughout their ninth and tenth months of pregnancy. The approach developed by Cameron and Trivedi was used to find data overdispersion. Using information from the NFHS-4, this article investigates the applicability of some of the factors influencing the use of antenatal care for women. This study explores the socio-demographic profile region of India, respondent age, education, birth order, religion, media access, and wealth index, which may influence the use of the number of antenatal visits.

Keywords: Number ANC visits, over dispersion, Poisson regression, Negative binomial regression, NFHS- 4.

INTRODUCTION

Antenatal health care during pregnancy is an important focused issue for the development of a country towards child birth. In many developing countries, like India, millions of women is being experienced a lot of life-risk difficulties during their pregnancy time. Pregnancy and childbirth were getting complicated situations and triggers major causes of deaths and disabilities among women& infants.

In worldwide, about 64% of women had attended at least four ANC visits or even more in 2016. However, the attainment of the adequate ANC visits diverse between country to countries and reporting is always in decreased percentage. In India, preceding reviews have indicated that the percentage of females who had 4 or extra ANC visits has expanded and over a 10-years of period from 37% in 2006 to 51% in 2016. While this enhancement in ANC provider, a complete maternal care for female is achieved and helps both pregnant women & new borns. The WHO sets the main target of the sustainable development goals (SDGs)-3 are to drop the MMR and address the challenged problems caused to women.

ANC's plays a vital role to address such complications and assists expected mothers to be prepared for risk-free delivery and safe motherhood helps to reduce associated major complications. The utilisation of ANC's visits among women affects various socio-economic and demographic variables. Woman education and urban living people also found to be useful on major factor to ensure adequate ANC visits, antenatal morbidity. So far past researches have focussed on three different models namely (GLMs): PR, Q PR and NBR (McCullagh and Nelder 1989; Dobson and Barnett 2018) and an extended GLMM: MPR ILRE (Harrison 2014) in order to select the best option for analyzing over dispersed ANC count data for to identify the risk factors of maternal mortality. The present study evaluates both Poisson and negative binomial regression model to determine the influencing significant factors on the utilization of ANC facilities of women to reducing pregnancy complications, maternal and child deaths. The aim of the study determines a better statistical model which addresses the

A STUDY ON THE DEVELOPMENT OF SCAFFOLD FABRICATION USING CITRIC ACID POLYESTER - NANOHYDROXYAPATITE COMPOSITE

R. Indira^{1*}, V. Jaisankar² and S.C. Vella Durai³

¹PG Department of Chemistry, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai, Tamil Nadu, India

²Department of Chemistry, Presidency College, Chennai, Tamil Nadu, India

³Manonmaniam Sundaranar University College, Tirunelveli, Tamil Nadu, India

(Received March 8, 2022; Revised May 10, 2022; Accepted June 13, 2022)

ABSTRACT. Nano hydroxyapatite (n-HAp) and its composites have shown a great development in the field of tissue regeneration and in controlled drug delivery due to its good biocompatibility and bioactivity behavior. Furthermore, HAp-based nanocomposites enhance mechanical properties. These synthetic HAp nanocomposites can also be tailored to fabricate scaffold with controlled porosity which facilitate the growth of the cell in the field of tissue engineering. In this paper, we focus on the synthesis of nano hydroxyapatite (n-HAp) by sol-gel method. The synthesized nano powders were calcined at 500 °C and characterized by FT-IR, XRD and TEM. We have also described the synthesis of citric acid-based polyester by melt polycondensation method without adding catalyst. The monomers used were citric acid, 1,6-hexane diol and sebacic acid. The corresponding synthesized n-HAp/polyester composite have potential application in soft tissue engineering. The structures of polyester and its nanocomposite were studied by FT-IR and ¹H NMR spectral studies. The thermal and mechanical properties of polyester, composites and cytotoxicity activity (MTT assay) using vero cells were also studied. Porous scaffold of the nano HAp/Polyester was fabricated by solvent-casting particulate leaching technique which is useful in the development of tissue engineering applications. SEM and TEM studies were carried out for nano HAp, polyester, composites and scaffold.

KEY WORDS: Cytotoxicity, Polycondensation, Sol-gel, Solvent-casting, Tissue engineering

INTRODUCTION

For the past few decades, synthetic biodegradable elastomers dominate in the field of tissue engineering, drug delivery system and gene treatment. Biodegradable elastomers were synthesized by melt polycondensation method but without adding catalyst which possesses suitable mechanical properties, suitable surface characteristics and bio-compatibility for fabrication of tissue engineering scaffolds [1]. Furthermore, there is increase in biocompatibility, mechanical strength and specific area of scaffolds with porosity can be prepared from nanocomposites. To fulfil the transplant conditions of fabricating scaffolds, biodegradable polyesters have chosen to be the most important biomaterial due to better biological activity and mechanical properties. Hence, we can improve the potential applications in bone tissue engineering [2]. Hydroxyapatite (HAp) has excellent biocompatible property and can be used in many biomedical applications such as bone substitutes, including prosthesis coatings, dental treatment, and as matrices for controlling drug delivery. Even in non-biomedical field HAp showed remarkable applications such as packing media for column chromatography, gas sensors, catalysis and as host materials for lasers [3, 4].

The mineral phase in human bone and HAp has similar chemical structure and shows a better affinity to host hard tissues [5, 6]. The main disadvantage of HAp is due to its poor mechanical properties which lead to formation of micro cracks during synthesis [7-9]. And also at high temperature, it can cause changes in Ca:P ratio. In order to improve its properties, the recent work

*Corresponding author. E-mail: induchem1985@gmail.com

This work is licensed under the Creative Commons Attribution 4.0 International License

Antimicrobial activity of chitosan/ZnO blended coating on silk fabric against *Escherichia coli*

Abarna B.¹, Preethi T.² and Rajarajeswari G.R.^{3*}

1. Department of Chemistry, Sri Ramakrishna Engineering College, Vattamalipalayam, Coimbatore – 641022, INDIA

2. Department of Chemistry, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chrompet, Chennai – 600044, INDIA

3. Department of Chemistry, College of Engineering, Guindy, Anna University, Chennai-600025, INDIA

*gr.rajarajeswari@gmail.com

Abstract

Antimicrobial coated fabrics have a wide spectrum of use in grooming, biomedical and water purification applications. In this work, we report the antimicrobial property of a nano blend prepared from crab-shell based chitosan and nano ZnO and dip-coated on a silk fabric sample. All the synthesized materials were subjected to FT-IR, XRD and TGA studies to assess the functionality, crystallinity and thermal stability. Deacetylation of chitin to chitosan was revealed by the decrease in the intensity of the acetyl group peak at 1641 cm^{-1} in chitosan.

The crystallite size of the synthesized nano ZnO was found to be 15 nm from XRD analysis. Appearance of the characteristic peaks of chitosan (9.58° , 19.98°) and ZnO (31.86° , 34.71° , 36.44° , 56.65° , 62.99° and 68.02°) together in XRD pattern of the blended sample confirmed the blending of chitosan and nano ZnO. The deposition of the nanoblend on the coated silk fabrics was shown by SEM analysis. An inhibition zone of 3mm around the nanoblend coated silk fabric sample against *E. coli* bacteria clearly indicated that synthesized chitosan/ZnO nanoblend possessed good antibacterial activity.

Keywords: Chitosan, nano ZnO, silk fabric, antibacterial activity, *E. coli*.

Introduction

Textiles serve as the port for the growth of microorganisms. Microbes invade into the fabric causing tribulations such as stains, unpleasant odour and in addition, may infect the wearer⁵. Recent researches have focused on antimicrobial coating of textile fabrics which offer protection to both the fabric and the wearer. Functional finishing of textiles can be equipped using diverse class of materials like semiconductors³, metals^{10,17}, polymers¹⁶ etc.

Among the semiconductor materials, ZnO has been widely exploited as the coating materials on various fabrics to impart antimicrobial finishing^{3,15,22}. The photocatalytic mechanism of the semiconductor metal oxide plays the prime role behind the devastation of the microbial species. Highly active H_2O_2 generated as the intermediate in the photocatalysis process could wreck the cells of bacteria ensuing in the biocidal activity¹. Polymeric materials like

chitosan⁸, phosphonium polymers¹⁸, poly (dimethylaminomethylstyrene)⁶ etc. were already reported and used as antimicrobial coating agents. Chitin/ chitosan derived from crustacean shells, being inherently non-toxic, has high antimicrobial characteristics pooled with very good biocompatibility. Chitosan has a wide variety of application in fields such as paper production, textiles, wastewater treatment, biotechnology, cosmetics, food processing, agriculture, pharmaceutical and medicine^{13,14}.

Chitosan has also been widely used in antimicrobial coating on various fabrics^{4,11}. It is projected that amalgamating chitosan and zinc oxide fabricates effective biocidal coating material. Preceding reports substantiated that chitosan/ZnO nano blend coated on cotton fabric offered good antibacterial activity¹.

India is the second largest producer of the queen of textiles, silk. It has various superior properties like high mechanical strength, smoothness and flexibility. In addition, silk fabric is breathable, antistatic and also offers a luxurious look. Since silk is a natural protein, which has properties mostly similar to that of the human skin, it was also used as a material in the field of medicine. One of the demerits of the silk is that as it is hygroscopic, it can be easily attacked by the microbes. The antimicrobial coating on the silk fabric would offer a protection as well as it may help in widening the application spectrum of the same^{19,20}.

In this perspective, the present work aspires to synthesize a biopolymer, chitosan from crab shell waste, to prepare chitosan- ZnO nano blend, for coating application on silk fabric and explore its antibacterial activity against *E. coli* through zone inhibition method.

Material and Methods

Materials: Crab shells were bought from local market. Silk fabric was received as a gift sample from the Department of Textile Technology, Anna University, Chennai. Sodium hydroxide, hydrochloric acid, starch, sodium carbonate, sodium lauryl sulphate, zinc nitrate hexahydrate and acetic acid were purchased from Merck and used as received.

Extraction of chitosan from crab shells: Coarse crab shells were cleaned, dried and ground to coarse powder. 10% (v/w) sodium hydroxide solution was added and the mixture was heated at 60-70 °C for half an hour with continuous stirring (Deproteination). The process was repeated until the filtrate was almost clear and colourless. Then 10% hydrochloric acid was slowly added to the deproteinated crab shell



"Gheorghe Asachi" Technical University of Iasi, Romania



GREEN ROUTE SYNTHESIS OF NANO TITANIA USING GHEE AND HONEY AS SURFACE DIRECTING AGENTS FOR PHOTOCATALYTIC APPLICATION

Preethi Thangaraj^{1*}, Abarna Balachandran²

¹Department of Chemistry, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chrompet, Chennai, India

²Department of Chemistry, Sri Ramakrishna Engineering College, Coimbatore, India

Abstract

Synthesis of nano titania with large surface area and good adsorptivity can be achieved by mediating the synthesis with templates. Using biomaterials as templates proves to be an ecofriendly as well as economically beneficial method for the synthesis of nanoparticles. The influence of ghee and honey as templates in synthesizing titania with improved surface area by sol-gel method accompanied by crystallite, surface characteristic, morphological characteristic studies and the shift in the absorption edge towards visible region facilitating the photocatalytic activity in the degradation of methyl orange has been reported in the present study. XRD results indicated the possession of anatase structure for Ghee Templated Titania (GTT) and Honey Templated Titania (HTT). The crystallite sizes of the newly synthesised GTT and HTT were found to be 25.3 nm and 21.8 nm, respectively, which are lower than those of titania that is non templated (29.5 nm). It was observed that titania with templates had a larger surface area than titania without templates. Being a biotemplate, ghee and honey provide a potential support for the controlled growth of nanotitania using the sol-gel method and also exhibits the ability of being a visibly active photocatalyst.

Key words: eco-friendly templates, ghee, honey, photocatalysis, sol-gel, titania

Received: August, 2022; Revised final: November, 2022; Accepted: November, 2022; Published in final edited form: December, 2022

* Author to whom all correspondence should be addressed: e-mail: tpreethi88@gmail.com; Phone: +91 7299023088

Performance Analysis of Spatio-temporal Human Detected Keyframe Extraction

Victoria Priscilla C¹

*Associate Professor & Head, PG Department of Computer Science, Shrimathi Devkunvar
Nanalal Bhatt Vaishnav College for Women, University of Madras, Chennai
(TamilNadu), India, aprofvictoria@gmail.com*

Rajeshwari D²

*Research Scholar, Research Department of Computer Science, Shrimathi Devkunvar
Nanalal Bhatt Vaishnav College for Women, University of Madras, Chennai
(TamilNadu), India, rajisowji2011@gmail.com*

Abstract

Closed circuit television (CCTV) surveillance for detecting the humans involves an expanded research analysis especially for crime scene detection due to various restraints such as crowded annotation, night footages, and rainy (noisy) clips. The main visualization of the crime scene is to recognize the person in particular obtained in all frames is a challenging task. For this occurrence, Content-Based Video Retrieval (CBVR) method refines the collection of these video frames resulting keyframes to reduce the burden of huge storage. Here, Spatio-Temporal classifiers method as an added advantage with frame differencing and edge detection method reports the human detected keyframes without the termination of background regions in order to negotiate the crime scene more efficiently. The main objective of this paper is to analyze the obtained keyframes with Human detection pointing a distinctive between Spatio-Temporal HOG-SVM and HAAR-like classifier to survey the optimum. Finally, the resulting keyframes mutated with the canny edge detection method by HOG-SVM sequel with greater accuracy level of 98.21% compared to HAAR-like classifier.

Keywords: *CCTV surveillance, HOG (Histogram of Oriented Gradients) – SVM (Support Vector Machine), HAAR-like Cascade Classifier, Keyframe Extraction, Spatio-Temporal feature extraction, Human Detection, CBVR (Content Based Video Retrieval).*

I. Introduction

In the current circumstances, CCTV surveillance is used in many public areas such as official sectors, airport authorities, railway stations etc. The surveillance video footage documents only the images or the videos of the instance occurred with huge stored video data of day-to-day instance. The security room further receives the captured videos of crime scene only after the event expired with no other supplementary information. The main requisites of investigator have to sit for a long

stretch to suspect the suspicious activity or some abnormal activities from these footages to accumulate the evidence. The suspected frames with the human criminal activity in the video surveillance still a challengeable task. Therefore it is necessary to determine an algorithm to detect the human and object in the surveillance footages to quote the crime scene frames.

Human detection in video surveillance plays a crucial role in diverse applications including the abnormal event perception, crime scenes,

Steganalysis Techniques: A Systematic Review

C. Victoria Priscilla

Associate Professor & Head, PG Department of Computer Science, SDNB Vaishnav College for Women, 'University of Madras', Chennai, India, aprofvictoria@gmail.com

V. HemaMalini

Research Scholar, Research Department of Computer Science, SDNB Vaishnav College for Women, 'University of Madras', Chennai, India, hemaveera123@gmail.com

Abstract

World at present is full of data. Data plays a major role in all aspects in development in any field, future predictions, decision making etc. Securing data is very important not only to avoid breaches but also to shield the confidential messages. There comes the concept of Steganography. Steganography is the art of covering data up under an ordinary text or image or video. When steganography is misused by hiding malware in safe files, there comes the art of detecting steganography called Steganalysis. Some known methods in Steganalysis are Stego-only, Known cover, Known message, Chosen stego and lastly Chosen message attacks. This work presents a survey on recent trends in steganography and use of machine learning algorithms in steganalysis.

Keywords: *Steganography, Steganalysis, Cryptography, Machine learning.*

1 Introduction

Immense data is produced electronically every second. It is no surprise that protecting the data is very important. Lots of methods evolved in this regard. Steganography is one such method in which other than the sender and the intended recipient, no one could suspect the existence of the message. It is a Greek word meaning "Hidden writing". Steganography was traced long back in history around 440 BC in Greece when people wrote messages on wood and covering them with the cover medium like wax, they passed the message. Invisible inks were used by Romans, whose writings were deciphered using light or heat. Microdots were introduced by Germans. Null ciphers were also used to hide secret messages. In 1499AD from a disguised book named Steganographia, we could find the visibility of the concept (wikipedia, n.d.). Steganography is a partner to Cryptography. While cryptography protects a message, steganography hides the

message itself. Though cryptography and steganography sound similar, they are two different concepts with the same goal of protecting the message (Dickson, 2020). In cryptography, the information is transformed to a cipher text using an encryption key. Then the cipher text is transformed back to the initial message using a decryption key by the receiver. The middle men would know that some encryption form has been applied. But in steganography, the existence of the message is concealed. Data is not usually altered in Steganography. But nowadays, data is first encrypted and then concealed for increasing security. (Margie Semilof, 2021). The encoding system of Steganography is its key feature. In the data protection field, Steganography is the flourishing concept.

2 Steganography process

In steganography, use of key is optional but when used, gives more security. There will be a cover file to shield the secret message. The

A Review on Database and Transaction Models in Different Cloud Application Architectures



N. Priya and E. Punithavathy

Abstract Cloud computing applications are completely focused on scalable applications and optimized resource utilization. Due to the growing demands in the cloud, the application architecture gets evolved with many features, which are suitable to work with distributed systems. When comparing the monolithic, SOA and microservice architecture, the microservice is found to be the favoring architecture of the cloud. Similar to application architecture, the database model has also taken a shift from RDBMS to NoSQL and NewSQL models. This paper reviews the application architectures analyze their characteristics based on their performance when working with the suitable database models and their associated transactional models. It also examines some of the successful cloud applications, deployed under the distributed systems, with suitable architecture that favors the demands of the cloud.

Keywords Cloud application architectures · Database models · Transactions · Distributed systems · Microservice

1 Introduction

Cloud computing is a model that delivers computing services, like databases, servers, software, networks, etc., based on the demands. The host manages, modifies and improves cloud computing and its services continuously [1]. The applications developed in cloud require higher rate of scalability, reliability, deployment and minimum downtime [2]. At present, Cloud providers offer Container Service Platforms (CSPs), which support the flexible orchestration of containerized applications [3].

The cloud application architecture is focused up on, easier constructive of applications, interoperability among hardware and the software components, and also

N. Priya (✉)

Research Department of Computer Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai, India

E. Punithavathy

Department of Computer Applications, Madras Christian College, Chennai, India
e-mail: punithavathy@mcc.edu.in

© The Author(s), under exclusive license to Springer Nature Singapore Pte Ltd. 2022
S. Shakya et al. (eds.), *Proceedings of Second International Conference on Sustainable Expert Systems*, Lecture Notes in Networks and Systems 351,
https://doi.org/10.1007/978-981-16-7657-4_65

809

Advance Hybrid RF-GBC-RFE Wrapper-Based Feature Selection Techniques for Prediction of Autistic Disorder

C.Radhika1, Dr N.Priya2

Shrimathi Devkunwar Nanajal Bhatt Vaishnav College for women,

University of Madras, Tamilnadu, India

Corresponding author's Email: radhamegha24@gmail.com

Abstract— Autistic disorder is a premature developmental ailments characterized by impaired societal interaction and persistent verbal exchange with stereotyped conduct. Detecting autistic ailments at an early stage is time consuming and very expensive. Machine learning classifiers play an imperative role in the early detection of autism spectrum disorders. The intention of this article is to make people aware of the early deduction of ASD in affected children. We provide a new hybrid technique to select the Feature-RF-GBC-RFE model in this work using the feature-based recursive feature elimination (RFE) ensemble of the Random Forest (RF) and the Gradient Boosting Classifier (GBC). Feature selection is a system that derives a subset of the perfect capabilities of a predictive modeling dataset. The feature in the ASD dataset is analysed and reduced by age category in this article. The hybrid RF-GBC-RFE feature selection technique, ML techniques such as Random Forest, Support Vector Machine, Gradient Boosting Classifier, and AdaBoost are used to study the reduced feature set. The model's overall performance can be categorized into precision and sensitivity metrics. A hybrid RF-GBC-RFE feature selection strategy is proposed in a unique way that improves data classification accuracy.

Index Terms— ASD, ML Techniques, RFE, Wrapper-based.

I. INTRODUCTION

Autism spectrum disorder, also known as ASD, is a neurological development condition that is frequently associated with expensive medical expenses and time-consuming tests. The early identification of characteristics associated with ASD can assist in slowing the evolution of the condition [1]. ASD is a gathering of neurodevelopmental inabilities that are not treatable but rather might be improved by early intercessions [2]. ASD is a complicated, highly genetic disorder in which a number of natural factors interact with inherited features to raise the risk and lead to a variety of clinical manifestations and outcomes [3]. Mental imbalance range issues incorporate a gathering of neurodevelopmental anomalies with comprehensively differing degrees and signs, for the most part, start in youth, and described by issues in friendly correspondence and connection, alongside conduct issues, for example, limited interests and dreary behaviors [4]. The various types of Autism disorder are Asperger's disorder: A person with Asperger's strength be amazingly astute and prepared to manage their ordinary day by day presence. They might be truly centered around points that

interest them and examine them relentlessly. In any case, they have significantly harder time within society [5][6][7]. PDD-NOS: This significant piece of examination included most adolescents whose mental imbalance was more genuine than Asperger's condition, however not as

extreme as an autistic disorder [5][6][7]. Autistic ailment: This more established term is further along with the mental imbalance range than Asperger's and PDD-NOS. It fuses similar styles of appearances, anyhow at a extra outrageous stage [5][6][7]. Childhood disintegrative syndrome: This was the most uncommon and most extreme severe part of the spectrum. It portrayed children who develop customarily and later on rapidly lose several social, languages, and mental competencies, for the maximum part between a long time 2 and 4. Much of the time, these children additionally constructed up a seizure disorder [5]. Rett ailment: Kids with Rett circumstance regularly have rehearsed like autism, and experts cluster it amongst a variety of problems. However, for the reason that it is recognized to be added approximately via a hereditary transformation [5]. Autism (ASD) involves a collection of neurodevelopmental anomalies that start in youth albeit the principal finding may now and again happen at some point depicted by issues in correspondence and social behavior [8]. Computer-based intelligence can improve suggestive and intervention research within the sociologies, and may be mainly important in tests consisting of the outstandingly everyday and heterogeneous state of mental awkwardness range disorder [9].

II. RELATED WORK

A New Multi-Phase Feature Selection Framework for The Prediction of Breast Cancer Drug Using Machine Learning Techniques

G. Shobana,

Assistant Professor, Department of Computer Applications of Madras Christian College, Chennai, India. Affiliated to University of Madras.

e-mail: gmsobana@gmail.com.

Dr. N. Priya,

Associate Professor, PG Department of Computer Science of Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai, India, Affiliated to University of Madras

ABSTRACT

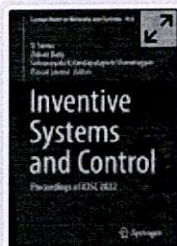
Cancer is one of the slowly progressing diseases that exhibit symptoms only at the later stage of the disease. Cancer that is common among women is breast cancer and in recent years, the total number of women affected has elevated to a higher number across the globe. It is more prevalent in the western world than on the other side of the world due to varied food habits and stressful lifestyles. To understand the various factors that contribute to the development of the disease, to classify the disease as benign or malignant and for predicting the disease several machine learning models were employed. In a similar perspective, machine learning models can be also be utilized to identify or predict potential breast cancer drugs and classify them. This computational approach helps in reducing experimental costs that incur during the pre-clinal trials and enables to filter few potential drugs among millions of compounds available. The result relies on the type of feature set or attributes considered for the study. Prediction of the drug is determined based on the feature set that defines the physicochemical, lipophilicity, water-solubility, pharmacokinetics, and drug-likeness properties of the compound. In this paper, a new multiphase feature selection with pipelined methodology is proposed that enhances the prediction accuracy of the breast cancer drug. This study further investigates the significance of feature selection and its impact on the predicted result. Multilayer perceptron model obtained high accuracy of 94.7% compared to the other supervised machine learning models.

Index Terms—Cancer, Breast Cancer Drug, Machine Learning Models, Multilayer Perceptron

I. INTRODUCTION


Cancer is a global disease that occurs due to the irregular proliferation of human cells. WHO states that the current world cancer scenario has changed drastically over the past decade. According to the reports of the International Agency for Research on Cancer, the number of breast cancer cases has increased compared to lung cancer cases across the globe.

Breast cancer and Cervical cancer are the cancer types that affect many women throughout the world and their prediction at an early stage is a challenging task. Due to the present systematic and mechanical lifestyle, many women procrastinate their health check-ups, leading to the progress of



Inventive Systems and Control pp 427–441

Video Keyframe Extraction Based on Human Motion Detection

C. Victoria Priscilla & D. Rajeshwari 

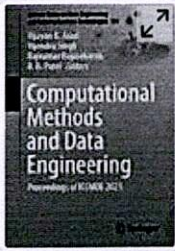
Conference paper | First Online: 02 August 2022

135 Accesses

Part of the Lecture Notes in Networks and Systems book series (LNNS, volume 436)

Abstract

Due to the substantial growth of CCTV surveillance data, it is very hard to cumulate the crime scene information from a long durable video collection as frames. Keyframe extraction is used to eradicate the non-essential frames in order to reduce the processing time of an entire video. Still, keyframe extraction lags to gain more accuracy on determining the crime scene with human detection, thus the spatiotemporal feature extraction approaches the human motion detection phase using the HOG descriptor along with the SVM classifier was reviewed from the existing methods. In this study, two methods are implemented by a combination of frame difference method with HOG



Computational Methods and Data Engineering pp 465–475

A Deep Dive Comparison of Cache Replacement Strategies: The Quality of Experience Influencer

[C. Victoria Priscilla](#)  & [A. R. Charulatha](#)

Conference paper | [First Online: 09 September 2022](#)

122 Accesses


Part of the [Lecture Notes on Data Engineering and Communications Technologies](#) book series
(LNDECT, volume 139)

Abstract

Customer's satisfaction has been a prime concern to most companies in designing and refining their products and their services. The background of rising of the user's quality of experience (henceforth QoE) concept has given rise to new services. These services have majorly contributed in increasing the profits of the Internet service providers; however, their revenue growth is strongly dependent on the perception and feedback of the end users. Content-centric networking (CCN) is a rising new architecture which paves way for a looming Internet. The efficiency of this architecture is

Home (<https://www.provinciajournal.com/index.php/telematique/index>)
/ Archives (<https://www.provinciajournal.com/index.php/telematique/issue/archive>)
/ Vol 21, No 1 (2022)
(<https://www.provinciajournal.com/index.php/telematique/issue/view/44>)
/ Articles

A study on intelligent women's security system

 PDF (<https://www.provinciajournal.com/index.php/telematique/article/view/326/296>)

Keywords:

Women security, Gesture recognition, KNN, DNN, CNN.

Dr.C.Victoria Priscilla

Associate Professor & Head, P.G. Department of Computer Science, S.D.N.B Vaishnav College for Women, University of Madras, Chennai, India

Senthamizh.K

Student, P.G. Department of Computer Science, S.D.N.B Vaishnav College for Women, University of Madras, Chennai, India

Abstract

In today's world, immoral physical harassment is faced by women. Various types of sexual cruelty are experienced by women and girls on public transport, parks, colleges, workplaces, and streets. Many real-time applications are developed using traditional algorithms which protect women who are in an insecure environment. Recently, the gestures produced by people at risk could be monitored by Machine learning to identify the level of threat. This study focuses on the Intelligent System for Women's Safety (ISWS) using machine learning. It also does a literature review on how the deep neural network (DNN), Convolution Neural Network (CNN), K-Nearest Neighbour (KNN), and IOT help in women's safety system. A deep analysis of these algorithms is done and a comparison of accuracy is produced based on the performance metrics.

Issue


Vol 21, No 1 (2022)

(<https://www.provinciajournal.com/index.php/telematique/issue/view/44>)

Section

Home (<https://www.provinciajournal.com/index.php/telematique/index>)
/ Archives (<https://www.provinciajournal.com/index.php/telematique/issue/archive>)
/ Vol 21, No 1 (2022)
(<https://www.provinciajournal.com/index.php/telematique/issue/view/44>)
/ Articles

A study on image caption generators using Machine Learning

 PDF (<https://www.provinciajournal.com/index.php/telematique/article/view/333/300>)

Keywords:

Machine learning, Photograph, Audio, Visually Impaired, Image caption.

Dr.C.Victoria Priscilla

Associate Professor & Head, P.G. Department of Computer Science, S.D.N.B Vaishnav College for Women, University of Madras, Chennai, India

K.Kanimozhi

Student, P.G. Department of Computer Science, S.D.N.B Vaishnav College for Women, University of Madras, Chennai, India

Abstract

This study reveals artificial intelligence for image captioning. Young people have grown up in a world dominated by new technology, where they are largely involved in pictures and are driven to be on quite a real-time level. The rapidly expanding usage of social media sites among children and adults has mostly involved photographs. It is an approach to identify deaf persons and visually impaired people who need to know the image through an audio stream. The purpose of this work is to examine the research on machine learning techniques for image captioning. It also provides a detailed analysis of each algorithm depending on its performance.

Issue

Vol 21, No 1 (2022)


(<https://www.provinciajournal.com/index.php/telematique/issue/view/44>)

Section

Articles

Home (<https://www.provinciajournal.com/index.php/telematique/index>)
/ Archives (<https://www.provinciajournal.com/index.php/telematique/issue/archive>)
/ Vol 21, No 1 (2022)
(<https://www.provinciajournal.com/index.php/telematique/issue/view/44>)
/ Articles

A Review on Social Distance Measurement and Face Mask Detection in a Crowd Using Machine Learning

 PDF (<https://www.provinciajournal.com/index.php/telematique/article/view/329/298>)

Keywords:

Face Mask Detection, Convolutional Neural Network, COVID-19, Social Distancing.

Dr. C. Victoria Priscilla

Associate Professor & Head, P.G. Department of Computer Science, S.D.N.B Vaishnav College for Women, University of Madras, Chennai, India

Hemalatha.S

Student, P.G. Department of Computer Science, S.D.N.B Vaishnav College for Women, University of Madras, Chennai, India

Abstract

In the recent times, the novel Corona Virus (COVID-19) is the most contagious and dangerous to the whole human kind. It has become very important to protect ourselves and people around us from this worst situation. We can take the precautions such as Social Distancing, washing hands using sanitizer, and the most important wearing a mask. Public use of wearing a mask has become very common use everywhere on the world. Recently, the deep learning provides a platform for identifying social distancing and masks wearing. The aim of this paper is to present a review of various methods and algorithms and used for Detecting Face mask and Social Distancing. Different approaches such as CNN model and Faster R-CNN model are analysed in this paper related to the performance.


Issue

Vol 21, No 1 (2022)

(<https://www.provinciajournal.com/index.php/telematique/issue/view/44>)

Home (<https://www.provinciajournal.com/index.php/telematique/index>)
/ Archives (<https://www.provinciajournal.com/index.php/telematique/issue/archive>)
/ Vol 21, No 1 (2022)
(<https://www.provinciajournal.com/index.php/telematique/issue/view/44>)
/ Articles

A Review on Smart Voting System Using Deep Learning Techniques and Facial Authentication

 PDF (<https://www.provinciajournal.com/index.php/telematique/article/view/327/297>)

Keywords:

Smart voting, Deep learning, E-voting, CNN

Dr.C.Victoria Priscilla

Associate Professor & Head, P.G. Department of Computer Science, S.D.N.B Vaishnav College for Women, University of Madras, Chennai, India

Lavanya.G

Student, P.G. Department of Computer Science, S.D.N.B Vaishnav College for Women, University of Madras, Chennai, India

Abstract

In India currently, we are having two kinds of voting systems, the first one is secret ballot voting and the second is an electronic voting machine. Both mechanisms have so many drawbacks and demerits that resulted in focusing on the smart voting system. The smart voting system is one in which the election data is stored and processed in a database. To achieve a higher level of security, one level of an authentication technique is used. The authentication technique used is a Face Detection and Recognition system. This review focuses on deep learning algorithms related to SVS. This paper in-depth depth analysis and discusses the accuracy of the Haar cascade algorithm, Adaboost learning, support vector machine, and Convolutional Neural network based on the performance.

Issue

Vol 21, No 1 (2022)

(<https://www.provinciajournal.com/index.php/telematique/issue/view/44>)

Home (<https://www.provinciajournal.com/index.php/telematique/index>)


/ Archives (<https://www.provinciajournal.com/index.php/telematique/issue/archive>)

/ Vol 21, No 1 (2022)

(<https://www.provinciajournal.com/index.php/telematique/issue/view/44>)

/ Articles

Cyber Bullying Detection on Social Media Using Machine Learning Algorithms- A Review

 PDF (<https://www.provinciajournal.com/index.php/telematique/article/view/325/295>)

Keywords:

cyber-aggressive; supervised; machine learning;

Dr.C.Victoria Priscilla

Associate Professor & Head, P.G. Department of Computer Science, S.D.N.B Vaishnav College for Women, University of Madras, Chennai, India

Harini.S

Student, P.G. Department of Computer Science, S.D.N.B Vaishnav College for Women, University of Madras, Chennai, India

Abstract

In our modern life, the young people ("digital natives") have grown in an era dominated by new technologies where communications are pushed to be in quite a real-time level, and pose no limits in establishing relationships with other people or communities. The fast growing use of social media sites among the children and teens have made them vulnerable to get exposed by bullying. Cyberbullying is known to cause some serious health, emotional, psychological, and social issues among social media users. Now a days it is significantly important to create a way in identifying bullies in sites to avoid damages in social media sites. Comments and the bullying posts containing abusive words effect psychology of teens and demoralize them. Through machine learning, it can identify the language patterns used by bullies and their victims, and develop rules too automatically to detect cyber bullying content. The aim of this paper is to review the literatures on cyberbullying detection in social media sites using machine learning algorithms. It also gives in-depth analysis of each algorithm based on their accuracy.

Issue

Identifying and Classifying an Ovarian Cyst using SCBOD (Size and Count-Based Ovarian Detection) Algorithm in Ultrasound Image

Original Scientific Paper

S. Jeevitha.

Research Department of Computer Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, University of Madras, Chennai, India, jeevisivanandham@gmail.com

N.Priya.

Research Department of Computer Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, University of Madras, Chennai, India, drnpriya2015@gmail.com

Abstract: Polycystic ovaries are a sign of increasing infertility in the female population worldwide. An excessive number of follicle formations leads to polycystic ovarian syndromes. It affects the female reproductive cycle and leads to disorders such as cardiovascular issues, diabetes mellitus, and cancer. Calculating the number of follicles and detecting the follicle size is still challenging due to time complexity. Since the size of follicles and the greater number mislead the detection of the ovarian type in the ultrasound image. The ultrasound images contain more speckle noise, making the ovarian follicles difficult to see manually. A new convenient method is proposed for the detection of follicles and ovary classification is based on the measurement of size and the count of each follicle. In this paper, the work is divided into four steps, the first step preprocessing the ultrasound image. In the second step, the segmentation process is applied for object selection and separation process using an improved watershed algorithm. In the third step, based on the geometrical and statistical features the object is recognized by SCBOD accurately using various parameters such as size, count, mean, standard deviation, etc., Finally, an SVM classifier is used for classification to conclude the Polycystic ovary syndrome(PCOS) and Non-PCOS. This algorithm is proposed to the physician to find the ovarian follicles rapidly, which will offer accurate performance and is more effective in execution by adopting the SCBOD (Size and Count-based Object Detection) method.

Keywords – SVM Classifier, Polycystic ovary, shape-based Segmentation, size-based Feature Extraction, SCBOD (Size and Count-based Object Detection) method, Improved Watershed Algorithm.

1. INTRODUCTION

The ovary is one of the most important reproductive organs in the female reproductive system. It produces an ovum, which consists of follicles in the sac along with some fluids. A dominant follicle will release an oocyte at the time of fertility, when the count of follicles increases several times without the presence of an oocyte, then it is considered a polycystic ovary. The ovary can be classified based on the size and number of follicles shown in the image. Ultrasound images play a crucial role in determining whether that PCOS corresponds to the infertility problem. The ovary can be classified into three types: normal ovary, cystic ovary, and polycystic ovary. **Normal Ovary:**[4] The normal ovary consists of one or two dominant follicles or antral follicles. The size of the follicles is around 2 mm to 28mm and is considered a normal ovary. Antral

follicles are said to be less than 18 mm. More than 18 mm below 28 mm are called follicles. **Cyst Ovary:** During the menstrual cycle period, an egg known as a follicle forms inside the sac. The sac opens and produces the egg for the fertility process. If the sac is not open, the fluid in the sac forms a cyst called a cystic ovary. It consists of many types. They are corpus luteum cysts, dermoid cysts, cystadenomas, endometriomas (a type of tissue that forms a cyst ovary), etc. Similarly, some symptoms appear during cyst growth, such as fainting, fever, breast tenderness. The size of the cyst grows around 20mm nearly. **Polycystic Ovary:** The size of the follicle is around 10mm with multiple follicles or collection of fluid increased in the sac that does not release the egg, then it is considered to be a Polycystic ovary. It can frequently occur due to prolong menstruation or



Cyber Technologies and Emerging Sciences pp 261–269

Early Detection of Autistic Children Using Wrapper-Based Feature Selection Technique

[C. Radhika](#)  & [N. Priya](#)

Conference paper | [First Online: 30 August 2022](#)

89 Accesses

Part of the [Lecture Notes in Networks and Systems](#) book series (LNNS, volume 467)

Abstract

Selection of features is a crucial technique in ML classifiers, especially for datasets with a lot of dimensions. Feature selection is a popular machine learning method in which subsets of the data's available features are chosen for use in a learning algorithm. The remaining, insignificant dimensions are removed from the most excellent feature, which has the fewest number of dimensions that contribute the most to precision. The goal of the selection of features is to choose a subset of info factors by eliminating characteristics that have practically or no prognostic value. Strategies for choosing elements can be partitioned into three

A Novel Feature Selection Approach to Classify Breast Cancer Drug using Optimized Grey Wolf Algorithm

G. Shobana^{1†} and Dr. N. Priya^{2††},

Department of Computer Applications
Madras Christian College, INDIA¹,

PG Department of Computer Science
SDNB Vaishnav College for Women, INDIA²

Abstract

Cancer has become a common disease for the past two decades throughout the globe and there is significant increase of cancer among women. Breast cancer and ovarian cancers are more prevalent among women. Majority of the patients approach the physicians only during their final stage of the disease. Early diagnosis of cancer remains a great challenge for the researchers. Although several drugs are being synthesized very often, their multi-benefits are less investigated. With millions of drugs synthesized and their data are accessible through open repositories. Drug repurposing can be done using machine learning techniques. We propose a feature selection technique in this paper, which is novel that generates multiple populations for the grey wolf algorithm and classifies breast cancer drugs efficiently. Leukemia drug dataset is also investigated and Multilayer perceptron achieved 96% prediction accuracy. Three supervised machine learning algorithms namely Random Forest classifier, Multilayer Perceptron and Support Vector Machine models were applied and Multilayer perceptron had higher accuracy rate of 97.7% for breast cancer drug classification.

Keywords:

Supervised Machine learning, Grey Wolf Algorithm, Random Forest, Support Vector Machine, Multilayer Perceptron.

1. Introduction

Among diseases, cancer has one of the highest mortality rates among women across the globe.

Many types of medications are offered to the patients that include surgery and chemotherapy. Chemotherapy involves oral and parenteral drugs that resists the growth of cancer cells.

Drug discovery involves tedious procedures and is time consuming. The identification of the target molecule and possible inhibitor is the first step in the drug discovery process. The ligand or inhibitor's chemical characteristics are investigated. Chemical information is extracted from compound structures using several computational approaches, which are then applied to the machine learning process. Breast cancer medications include Gemcitabine hydrochloride, Capecitabine, Fluoxymesterone, Epirubicin, and others. Clofarabine, Nelarabine, Cytarabine, Dasatinib, Dexamethasone, and other Leukemia medicines are utilised. There are a variety of medications that are used to treat various disorders. KEGG is a database that contains a wealth of information on diseases and drugs [1]. Fig.1 shows the proposed novel Multi-Level Median Based Feature Ranking Method (MLMBFRM) workflow. Data is extracted via several techniques such as similarity analysis, retrieval of chemical graphs, development of descriptors, and fingerprint synthesis, among others. The subsequent procedures are built after the preceding computational method has been

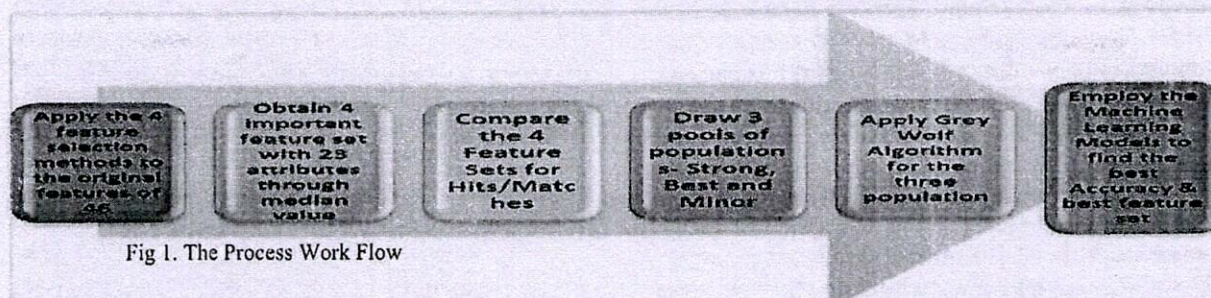


Fig 1. The Process Work Flow

Women from all sections of the society, urban or rural are affected due to this slowly progressing disease.

successfully developed and completed, and this has a significant impact on the quality of the chemical data

Manuscript received September 5, 2022

Manuscript revised September 20, 2022

<https://doi.org/10.22937/IJCSNS.2022.22.9.36>



Congress on Intelligent Systems pp 759–771

Home > Congress on Intelligent Systems > Conference paper

Optimized Segmentation Technique for Detecting PCOS in Ultrasound Images

S. Jeevitha & N. Priya

Conference paper | First Online: 01 July 2022

355 Accesses | 1 Citations

Part of the Lecture Notes on Data Engineering and Communications Technologies book series (LNDECT,volume 114)

Abstract

PCOS-polycystic ovary syndrome is one of the prominent disorders called endocrine that occurred in the reproductive system of the female lifestyle. Ovulation issues are frequently created by PCOS, which extends to infertility and endometrial cancers. Recently, infertility problem is enrolling major issues for females. According to a survey, 10–15% of married women is affected by infertility and identified by finding the follicles in ovary portions like count, size, the position of the ovary, and hormonal secretions. Automatic detection of follicles is quite a challenging task in predicting polycystic ovary (PCO). It happens to lead an inaccurate detection because of the more noise and low contrast of ultrasound images. To overcome this trouble, an optimized segmentation algorithm has been proposed along with suitable preprocessing techniques, respectively, morphological operations and filtering. The proposed segmentation techniques fix the accurate boundary box for selecting the area to detect follicles in the ovary images. The algorithm has been tested with 50 images of ovaries in different types like normal cyst, ovarian cyst, and PCOS and detecting the follicle in the ovaries for addressing the PCOS accurately.

Keywords

Morphological operation Polycystic ovary syndrome Threshold
Segmentation Filtering Image boundary

This is a preview of subscription content, [access via your institution](#).

▼ Chapter	EUR 29.95	> eBook	EUR 181.89
-----------	-----------	---------	------------

IMPROVING THE PREDICTION AND CLASSIFICATION OF PCOS USING SCBOD FEATURE EXTRACTION WITH AUGMENTATION

S Jeevitha¹ and N Priya²,

jeevisivanandham,drnpriya2015@gmail.com

University of Madras, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Research Department of Computer Science, Chrompet, Chennai, India.

Summary

To implement the proposed rule-based algorithm SCBOD (Size and Count based object detection algorithm with augmentation) in ultrasound images for finding the PCOS (Poly Cystic Ovary Syndromes) also known as Poly Cystic Ovary Disease in the ovary. It exists with the symptoms and signs of androgen excess and abnormal ovarian functions which leads to failure of the ovulation process. PCOS is a common hormonal change disorder that affects the endocrine system in the female reproductive system. It causes multi-genetic disorders including environmental influence, food habits, and other life-threatening issues. A new emerging trending technique is used to analyze the ultrasound images to recognize the different types of ovaries like Normal ovary, Cystic ovary, and PCOS. An improved novel SCBOD architecture is implemented to identify the ovary and classify the ovaries as polycystic ovaries or non-polycystic ovaries. In this paper, the work is divided into three methods, I. Ovary can detection and classification using CNN method with augmentation. II. Proposed SCBOD feature extraction and classification with SVM classifier, and III. Augmentation techniques with SCBOD feature extraction and Classification with SVM classifier. The proposed algorithm gives more accuracy when augmented the dataset and all the other methods by increasing the time complexity and performance, which are evaluated using geometrical, statistical, and other metrics. The pathologist can able to detect PCOS accurately with the help of the proposed novel SCBOD algorithm.

Key words:

PCOS (Polycystic Ovarian Syndrome), SCBOD (Size and Count Based Object Detection), Augmentation techniques, SVM classifier, CNN classification, Watershed method.

1. Introduction

Polycystic ovary syndrome is also called an imbalanced hormonal disorder that affects the female reproductive system. [1] PCOS was first proposed by Stein and Leventhal in the year of 1935. Because of PCOS women's reproductive can be affected in the ratio of (5-20%) of the worldwide women population. This hormonal disorder may cause the risk and signs of pre-puberty and postmenopause time. Infertility is one of the main side effects of PCOS formation, also face acne for adults, excess amount

of hair growth in the face and body, increased weight gain, pelvic pain, diabetes, heart disease, etc. [2] PCOS causes serious health problems in women, it should be found at an earlier age to prevent women from infertility and other side effects of breaking diseases as mentioned previously. [3] The criteria for detecting PCOS are that at least one ovary has a volume of 10 cm³ or more, or that there are more than 12 follicles with a diameter of 2-9 mm. Ovary plays a vital role in the human reproductive cycle. [4] Diagnosing PCOS is not a complicated process, the main requirement for diagnosis is a standardized application need. Diagnosis of PCOS is often delayed, which may cause further issues. It has undergone many stages, beginning in the prenatal period (including the development of the embryo egg) and ending with menopause. Also, it secretes various kinds of hormones. This hormonal imbalance leads to PCOS. All eggs are originally contained in the ovary in a single layer of cells called a follicle, which supports the egg. Fig1 represents the Ovary image with follicles. These eggs mature throughout time, and one is eventually discharged from the ovary during each menstrual cycle. According to the results of the ovarian analysis, the ovary is categorized into one of the three categories of ovaries normal ovary, cystic ovary, or polycystic ovary.

A normal Ovary with dominant follicles consists of 2.5cm to 5cm in length, 0.6cm to 1.5cm in thickness, and 1.5cm to 3cm in width. Antral follicles are those that are less than 18mm in size, whereas dominant follicles are those that are more than 18mm in size. Dominant follicles are developed as ovulation follicles. Ovulation happens 36 hours following the production of a hormone called luteinizing hormone, which is secreted by the pituitary gland [5]. Fig.2 represents the Normal ovary with dominant follicles. A cystic ovary is filled with fluid packets or sacs on the ovary surface. It consists of a single cyst with a larger size compared to the normal follicle size [6]. Fig.3 represents the cystic ovary image. A polycystic ovary consists of more than 12 follicles in count that are smaller than 9mm in size [7]. Women affected by PCO do not get regular periods and get infertility issues. Fig.4 represents the polycystic ovary image.

FLOOD PREDICTION USING SUPERVISED MACHINE LEARNING APPROCHES

Dr.S.Rajeswari, Assistant Professor, PG Department of Computer Science Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai Vrajee2008@gmail.com

Logeshwari.G, PG Student, M.Sc Computer Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai logeshwarig15@gmail.com

Abstract

Floods are the most destructive natural disasters that occur all over the world and which are highly complex to predict. The research on the advancement of flood prediction systems contributed to risk reduction, Policy recommendations, minimization of the loss of human life and property. Recently, Machine learning methods contributed highly in the advancement of prediction systems providing better performance and cost-effective solutions. The main contribution of this paper is to demonstrate the state of the art of Supervised Machine Learning Techniques (SMLT) in Flood prediction and to give insight into the most suitable models. The rainfall datasets contain recent observations of flood attributes of various states in India. The SMLT used in this system are Decision Tree (DT), Support Vector Machine (SVM), Logistic Regression (LR) and Random Forest (RF). These models were evaluated using a confusion matrix and performances of each model are compared in terms of accuracy, precision, recall and f1-score. The obtained result shows that the Random Forest (RF) classifier outperforms well with accuracy of 96%.

Keywords: Decision Tree, Support Vector Machine, Logistic Regression, Random Forest.

1. INTRODUCTION

Flood is one of the most damaging natural hazards hitting a settlement which threatens safety of civilians and the integrity of infrastructures. It is the leading cause of damage and losses in many countries in the world. Floods have become more frequent and intense during the last century, and they are now one of the worst catastrophic events on earth. Due to global warming, the frequency of floods is anticipated to increase exponentially. As a result, flood prediction systems are increasingly being developed in this new era of innovation and technology. Machine learning contributed significantly to the advancement of these types of systems in the past two decades, providing higher performance and cost-effective ways to replicate the complicated fine expressions of physical processes of floods. These days the technology is developing sprucely day by day and numerous people are furnishing a result of this problem on their own by using the developed technologies.

Machine learning is the process of predicting the future based on historical data. It is a sort of artificial intelligence (AI) that allows computers to learn without being explicitly programmed. Machine Learning is concerned with the development of computer programs that can adapt to new data. The popularity of ML models is that they can handle and formulate nonlinear numerical flood data solely based on historical data without having knowledge of background processes. Over the previous two decades, the continual progress of machine learning methods has proved their applicability for flood forecasting, with an acceptable rate of exceeding traditional approaches. Many ML algorithms were reported as effective for both short-term and long-term flood forecasts. Supervised machine learning is a subdivision of ML and AI, it is defined as of labelled datasets to train the algorithm and predict the testing data with higher accuracy as shown in fig 1.

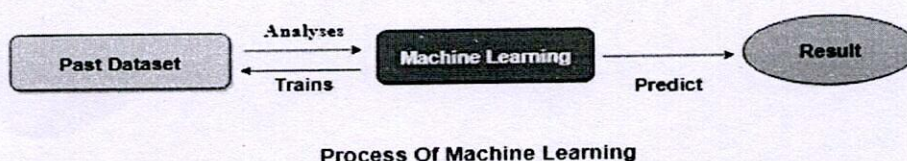


Figure 1 Machine Learning process

NEXT WORD PREDICTION MODEL USING RNN

Dr.S.Rajeswari, Assistant Professor, PG Department of Computer Science Shrimathi Devkunvar
Nanalal Bhatt Vaishnav College for Women, ChennaiMail id: Vrajee2008@gmail.com
Pooja. M, PG Student, M.Sc Computer Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav
College for Women, ChennaiMail id: poojakumar.sdnbvc@gmail.com

Abstract

Next word prediction is an application of Natural Language processing. It is also known as Language Modelling. Basically, it is the process of predicting the next word in a sentence. Next word prediction is convenient for users because it helps to type without errors and mostly used to auto-correct in sending Emails / Messages. The model is divided into three steps in which the first step is data collection and pre-processing, next is to word vector conversion and final one is model creation using Recurrent Neural Network. The text file is processed to remove the punctuation, stop words and tokenised to form the corpus with the set of words. These words are converted into vector using the TF Hub word embeddings and then it gets into Long Short-Term Memory (LSTM). LSTM is capable of learning order dependence in sequence prediction problems, it will understand past text and predict the words which may be helpful for the user to frame sentences. The RNN model outperforms well when compared with the state-of-the-art models.

1.INTRODUCTION

Next word prediction is an application of natural language processing and otherwise known as language modelling. It works as predicting the next word in a sentence. NLP is a component of AI technological advancement fields. In today's world NLP helps computer to communicate with humans in some ways like reading text, hearing speech, and measuring sentiments. NLP helps users to ask questions about the subjects and get direct response, nowadays many companies are using NLP to improve the documentation process, evaluating large databases information's. In technological-related chatterbots, machine translation, and AI software are using natural language processing. Spam filters, algorithms trading, and summarizing information are some of the applications which are using NLP. Artificial neural network when neurons are connected recurrently that network is named as recurrent neural network. In RNN the first output is based on the given input and later outputs are based on the previous output. This forms a sequence among the data. RNN contains internal state/memory which helps to process sequence of various inputs. This makes RNN popular and used in various applications like speech recognition, protein structure prediction, handwriting recognition, etc. recurrent connections improve the performance of neural network with the ability to know the dependencies among the sequence of data. Long-short term memory is a recreation of recurrent neural network it holds over remembering certain pattern. In LSTM the neurons are connected through themselves behind RNN to remember about the information was there in a previous neural network so these neurons could pass the information for future analysis.

In this research article, RNN based LSTM model is used to predict the next word with the help of the corpus generated from a text file. After that a web-based application is created using the Flask framework for prediction purpose. The rest of the paper is organized as follows, we will go over the literature review and related work in Section 2. In Section 3, methodology is discussed in detail. In Section 4, Experimental results were discussed in detail. In section 5, the report is concluded with future work.

2. LITERATURE REVIEW

The author [1] implemented LSTM in the text data to predict the next word. The subsequent word prediction was applied with the NLP techniques. The text analysis process includes tokenization and lemmatization to create the featured vectors. These features vectors were trained in to Long Short Memory (LSTM) method to predict the next word from the given text file.

Original Article

Aspect Based Polarity Extraction in Tamil Tweets using Tree-Based Recursive Partitioning Techniques

S. Rajeswari¹, S. Gokila², K. Thinakaran³, R. Surendiran⁴

¹PG Department of Computer Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai, India,

²Department of Computer Applications, Hindustan Institute of Technology and Science, Chennai, India,

³Saveetha School of Engineering, Saveetha Institute of Medical and Technical Sciences Chennai, India,

⁴School of Information Science, Annai College of Arts and Science, Kumbakonam, India.

¹Corresponding Author : vrajee2008@gmail.com

Received: 20 October 2022

Revised: 30 November 2022

Accepted: 20 December 2022

Published: 24 December 2022

Abstract - The overall outcome of the emotional statement about one particular discussion falls into two positive or negative that can be identified by the word/words and their synonymous that are closely connected with the theme of the topic. This work aims to identify the impacting word of the motion and analyse the performance of the Tree-based Machine Learning (ML) classifiers to classify the Tamil Tweets into two polarities (positive or negative). All the models are separately trained and tested with both Non-Weighted Vector and Weighted Vectors and analysed to freeze the accuracy. The prelabelled 1015 Tamil tweets are pre-processed to remove the noises to form a word dictionary. The words in the dictionary are tagged with weight to indicate the impact. The structured corpus with various lengths of statements is experimented with using a Decision tree, XGBoost and Random Forest classifiers with varying parameters. The comparative study report shows that Random Forest performs well by showing 78.81% of accuracy with Weighted Vector, which is better compared with Decision Tree and XGBoost classifiers.

Keywords - Decision Tree, XGBoost, Random Forest, Natural Language Processing, Classification.

1. Introduction

Learning technology in our mother tongue creates more creativity. The Mother's tongue is only in the region. So almost all are working to include regional languages in technology [1]. Nowadays, a large volume of information is available in online documents, social media, and various resources. The development of the internet led to the exponential growth in the number of electronic documents in various regional languages. One of them is Tamil [2], a Dravidian language with no standard corpus for sentiment analysis and the work for Tamil in Natural Language Processing (NLP) is very limited. Therefore, an automatic text classification of the Tamil language with the help of NLP and ML is to be generated [3].

Machine Learning is an application of AI that provides systems to automatically learn and improve from experience without being programmed explicitly. Supervised and Unsupervised learning belongs to the Machine Learning algorithms. Classification or Predictive analysis belongs to supervised learning. Natural Language processing is also a part of machine learning, with the ability of a system to understand, analyse, manipulate and potentially generate human language. Text sentiment analysis is a very compelling topic in the field of NLP. It is focused on public ideas, feelings, and attitudes on several products, services, organisations, individuals, events, and

themes such as entity emotions tend to make effective analysis [4, 5]. The automatic recommendation systems in many domains based on past reviews and feedback necessarily analyse the exact cause for positive and negative feedback. The contextual emotion expressed in the review statement has to be identified for the same [6,7]. Opinions on any topic from the common public shall be expressed in a single word or multiple sentences [8]. The proposed system identifies the exact word expressing the emotion and directly correlates with the polarity of the statement. The word that matches with polarity proposes a high accuracy of prediction. Handling the various sizes of statements during the vectorisation process is another challenging task, which depends on word embedding. Some of the work is fixing the limitation in the size of the statement. The proposed method handles the statement with various sizes without any minimum constraints on the number of words in the statement. Even short-size statements are strongly supportive of polarity identification.

Tree-based classification models are considered to be best in supervised machine learning. It empowers predictive models with high accuracy, stability and ease of interpretation. These types of algorithms are built by recursively splitting training data using different attributes from the dataset at each node that splits them effectively.





RESILIENCE TO STRESS AND PSYCOSOCIAL ADJUSTMENTS AMONG ELDERS IN INDIA: A DESCRIPTIVE STUDY

Renu Agarwal, * Boopathy Usha Rani, ** Suganthi V, ***

*Research Scholar, Dept of Biochemistry, VISTAS, Pallavaram, Assistant Prof. PG Dept. of Food Science Nutrition & Dietetics, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai, University of Madras, Chennai, Tamilnadu, India

**Assistant Prof., Dept of Biochemistry, VISTAS, Pallavaram, Chennai, Tamilnadu, India

***Associate Prof. & HOD, Dept. of Home Science, Nutrition, FSM and Dietetics, Anna Adarsh College for Women, Anna Nagar, Chennai, Tamilnadu, India

(*Corresponding author's e-mail: raniushab1@gmail.com)

Article History: Received: 01.02.2023

Revised: 07.03.2023

Accepted: 10.04.2023

Abstract

Life stressors can have a deleterious effect on mental health, especially for older adults who tend to experience more chronic stressors than younger adults. Present study is aimed to examine actual sources of stress, stressing situation in different context as gender, locale (rural / urban) and areas of adjustment (health, family, social, marital, emotional & financial), sign & symptoms of stress, and coping strategies. The study used a sample of four hundred elders through random sampling method, aged 50+ years. The locale for the study was Bhilwara city & Banera town, Rajasthan, India. The normative survey method was adopted, with self-constructed interview schedule - **Stress- Scale**, standardized psychological tests **SJOAI** (Shamshad-Jasbir Old-age Adjustment Inventory) and general information blank, for the collection of relevant data as per the requirement of the objectives. Scoring was done with the help of scoring procedure prescribed in the manual, according to percentage basis and all necessary instructions. Based on results obtained, it can be concluded that women have better overall adjustment as compared to men, between both groups of urban and rural. Due to stress, urban elders have more CVD (cardiovascular diseases) than rural elders. This study also revealed that urban - rural elders are more anxious by generation gap and different thoughts with next generation people. Hence, men show more mental, physical, and emotional symptoms and women exhibit behavioural symptoms in stressful condition and women experience more stress/anxiety/depression than men. Men use problem-focused coping style and other side women use emotional-focused coping responses in both groups of urban and rural areas.

Key words: Elders, Stress, adjustment, coping strategies.

ASSOCIATION OF HAEMOGLOBIN (HB) LEVEL WITH COGNITIVE ABILITY AND ACADEMIC PERFORMANCE AMONG COLLEGE GOING ADOLESCENT GIRLS IN CHENNAI CITY, TAMIL NADU, INDIA

Dr. RENU AGARWAL, Assistant Professor, PG Department of Home Science – Food Science Nutrition and Dietetics,

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women,

Affiliated to University of Madras, Chromepet, Chennai – 44

KEERTHANA PK, M.Sc. Student, PG Department of Home Science – Food Science Nutrition and Dietetics, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women,

Affiliated to University of Madras, Chromepet, Chennai – 44

Email Id: keerthanapalanikumar@gmail.com, Phone number – 9487365233.

ABSTRACT

Low levels of haemoglobin leads to anemia which is one major factor that affects the health of adolescence. Girls who are suffering from this problem are unable to solve all emotional, behavioral and academic problems effectively. This study aims to study the association of haemoglobin level with cognitive ability and academic performance among college going adolescent girls. The objectives of this study are to study the haemoglobin (Hb) level, cognitive ability and Academic performance among college-going adolescent girls and to compare the cognitive ability and academic performance among college-going adolescent girls with low Haemoglobin (Hb) levels and average or high Haemoglobin (Hb) levels. The study design employed was descriptive, cross sectional – comparative study. 206 college adolescent girls from Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai with the age group between 17 – 20 years were selected as sample through random sampling method. True Hb hemometer kit and 2 set of Questionnaires (Cognitive Ability Test (CAT-GMLB) and Academic Performance Scale (APS)) were used to collect data. The main findings of the study highlight there is a significant difference in cognitive ability among adolescent girls with low haemoglobin level and average/high haemoglobin level and no significant difference in academic performance among adolescent girls with low haemoglobin level and average/high haemoglobin level. The results reveal that there is a relation between cognitive ability and haemoglobin level and no relation between academic performance and hemoglobin level among college going adolescent girls.

Keywords – Haemoglobin, Cognitive Ability, Academic Performance

1 INTRODUCTION

Adolescence comes from the Latin word *adolescere*, which means "to mature." UNICEF has stated that Adolescence is defined as the period between the ages of 10 and 19 for both males and females. It is the stage at which a person transitions from childhood to adulthood. Numerous physical and psychological changes occur during adolescence. This can be a difficult time for many adolescents, but it can also be a time of discovery and happiness as adolescents discover their potential.

Haemoglobin (Hb) is an important factor in the respiratory system and thus has a significant function in human physiology. Haemoglobin (Hb) also pronounced hemoglobin is a well-known iron-containing protein found in the blood that is required for O₂ transport in mammals. (Dybas et al., 2020)¹ (Gell, 2018)²

Anaemia is a condition in which the number of red blood cells or the haemoglobin concentration within them is lower than 12.0 g/dL. Anaemia is one major factor that affects the health of adolescence. Girls who are suffering from this problem are unable to solve all emotional, behavioral and academic problems effectively. (Tahira Rehmat et al., 2020)³

ASSOCIATION BETWEEN ACTIVITY BASED TEACHING-LEARNING AND ACADEMIC PERFORMANCE

Dr. RENU AGARWAL

Assistant Professor, PG Department of Home Science - Food Science Nutrition and Dietetics, Shrimathi Devkunvar Nanalal Bhatt Vaishnav college for women, Affiliated with the University of Madras, Chromepet, Chennai, Tamilnadu, India

RITHIKA S. M.Sc. Student, PG Department of Home Science - Food Science Nutrition and Dietetics, Shrimathi Devkunvar Nanalal Bhatt Vaishnav college for women, Affiliated with the University of Madras, Chromepet, Chennai, Tamilnadu, India.

Email Id: rithikasomashanmugam@gmail.com Phone number - 9894676816

Abstract

In recent years, there has been an ongoing debate about the impacts of using activity based learning strategies in the classroom instead of using the traditional method of teaching. The purpose of this study, therefore, is to determine the association between Activity based Teaching-learning and Academic Performance. The aim of the study is to observe developmental aspects among children of late childhood age (7-8 years, class-2nd standard) with activity-based teaching-learning; such as physical motor, cognition, language, emotional, creativity, social and moral to assess the developmental aspects among children of the test group (T) before and after the Activity-based teaching-learning and to compare developmental aspects such as physical motor, cognition, language, emotional, creativity, social and moral between two groups (Control group and Test group) - Conventional teaching method (C) Activity-based teaching learning (T). It was an Applied - Quasi experimental design with an experimental-pre-post-test. A sample of 37 Children (23 boys and 14 girls) age group 7 years) studying in CBSE School (Primary School) were selected from Chennai city for the study. Tools and techniques used to collect data were Questionnaires, Activities and Games. Data were analysed using mean, standard deviation and t-test. Obtained data reveals that Activity based learning has shown improvement in children's performance in developmental areas such as Motor, Language, Creativity and Social, more among the test group respondents as compared to the control group respondents. So, this study concludes that Teaching-Learning strategies encourage children in their Academic Performance. The pre and post test scores used to assess the academic performance of the children showed that there is no significant difference.

Keywords: Children, Activity based learning, Academic Performance, Developmental areas

1. INTRODUCTION

In some parts of India, primary schools have adopted the Activity Based Learning (ABL) approach, a child-centric and activity-based pedagogy, as one such strategy. It was initially adopted in 2003 and implemented gradually across 13 schools in Chennai, Tamil Nadu. (Nidhi Singal 2016)¹.

The years between 6 and 14 are a time when important developmental advances take place in children. (Eccles, 1999)². Activity Based Learning (ABL), is characterized as a continuous learning procedure in which students are involved. The foundation for improving critical and creative thinking abilities in children is possible through activitybased learning. In a classroom, emphasizing efficient learning is crucial for students. A setting where students actively engage in the learning processes is known as activitybased learning (Anwar, 2019)³.

¹ Nidhi Singal, David Pedder, Malathy Duraisamy, Shakthi Manickavasagam, Shanmugam M and Govdinrajan M (2016) ABL pedagogy in schools and classrooms in two districts in Tamil Nadu

² Eccles, J. S. (1999). The development of children ages 6 to 14. In *Future of Children*

³ Anwar, F. (2019). Activity-Based Teaching, Student Motivation and Academic Achievement. *Journal of Education and Educational Development*

FORMULATION AND EVALUATION OF SESAME CAKE FLOUR CHIKKI: VALUE-ADDED PRODUCT FOR HEALTH PROMOTION

Dr. Renu Agarwal¹, A. Akshaya².

¹Assistant Professor, Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

²Student, M.Sc., Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

Abstract

Sesame (Sesamum indicum L., Pedaliaceae) is one of the world's oldest and most important oilseed crops. With increased health awareness, the global sesame market demand is increasing. It is widely used in baked goods and confectionery. Malnutrition is defined by the World Health Organization as a lack, excess, or imbalance in a person's energy and/or nutrient intake. As a result, the current study attempted to provide a tool for protein supplementation to the malnourished population. The purpose of this study was to create value-added chikki using sesame cake flour. To investigate the organoleptic, nutritional, and antioxidant profiles of chikki made from value-added sesame cake flour. Chikki was created by combining sesame cake flour in percentages of 55, 60, and 65 percent. When compared to the control group, sesame cake chikki had a lower fat content (19.35g/100g). Energy (393.5Kcal/100g), protein (13.3g/100g), and calcium (460.40mg/100g) were abundant in the developed chikki. When compared to the control, the chikki had a high content. This chikki contains ingredients that are beneficial to people of all ages. This nutritious snack tastes great and has many health benefits, so it can be part of our daily diet. This Chikki is nutty, crunchy, and sweet, making it a perfect combination in food. It's also delicious. It was discovered that sesame cake chikki aids in the preservation of nutritional quality and increases the added nutritional value of a product. According to the findings of this study, sesame cake chikki has a higher nutritional value.

Keywords: Sesame Cake, *Sesamum indicum*, Health Promotion, Value-added.

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

1. INTRODUCTION

Sesame (*Sesamum indicum* Linn.) is an oilseed legume that contains a lot of protein and a lot of essential amino acids. Sesame seeds are very nutritious because they contain approximately 50% oil and approximately 30%-60% protein. Sesame seed comes from the Pedaliaceae family's genus *Sesamum*. The sesame crop was one of the first to be cultivated and was used to produce edible oil (Abbas *et al.*, 2022). It grows in subtropical and tropical climates and is well adapted to dry conditions. The sesame seed plant grows in soil that is relatively poor and in a climate that is unsuitable for other crops. Asia accounts for roughly 70% of global sesame seed production, with India, China, and

Myanmar ranking as the crop's top producer (Idowu *et al.*, 2021).

The extraction of sesame oil results in the production of semi-defatted sesame cake (SDSC), which contains 50% protein, high calcium (1.5g/100 g), and crude fiber (10.8 g/100 g). Typically, the nutritious defatted cake obtained after oil extraction is used as feed in the poultry, fish, and swine industries, or it is discarded as waste. Thus, innovative aspects involving the use of these wastes as coproducts for the subsequent production of food additives, supplements, or value-added products with high nutritional value are gaining traction. Furthermore, their recovery and utilization are both economically and environmentally appealing (Prakash *et al.*, 2018).

FORMULATION AND QUALITY EVALUATION OF FERMENTED BROWNTOP MILLET KOOZH

Dr. R. Vijaya Vahini¹ and AnuthamaG²

¹Assistant Professor (Research Guide), PG Department of Home Science - Food Science, Nutrition and Dietetics, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

²Student, M.Sc., Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

Abstract

Millets are considered as 'Nutri-cereals' due to its high nutritional qualities. Browntop millet (*Brachiariaramosa* or *Urochloaramosa*) is rare and underutilised small millet found in rural areas of southern India. Traditional fermented cereal and millet based food are rich in probiotic bacteria and therefore considered as gut friendly. Koozh is a novel traditional fermented food made from the natural fermentation of its millet flour and rice in southern India. This study was aimed to formulate browntop millet koozh and analyzed for physicochemical properties, proximate composition and cost estimation. The results of the physicochemical properties of fermented browntop millet koozh (BTMK) such as pH, total titratable acidity and total soluble solids were found to be 6.89 ± 0.01 , $2.21 \pm 0.01\%$ and $21.5 \pm 0.1\%$ respectively. The results of the proximate composition revealed that the formulated BTMK was found to be high in protein, ($7.2 \pm 0.1g$) dietary fibre ($9.3 \pm 0.01g$) and calcium ($4.4 \pm 0.01mg$) and low in fat ($2.1 \pm 0.1g$). Therefore, fermented BTMK can be considered as effective alternative for milk based probiotics for population suffering from lactose intolerance and cow's milk protein allergy.

Keywords: Browntop millet, *Brachiariaramosa*, Koozh, Ethnic fermented foods

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

1. INTRODUCTION

Recognizing the relevance and potential of millets in the country's food and nutritional security, the Government of India designated millets as 'Nutri Cereals' **Chaudhary et al., (2020)**. Millets are cereals of the Poaceae grass family. They are grasses with small seeds, many of which are suited to tropical and desert conditions, and they are distinguished by their capacity to thrive in less fertile soil. Millets are categorised into three categories based on grain size. Sorghum (Jowar), Pearl (Bajra), Finger (Ragi/Mandua) millet, Foxtail (Kangi/Kakum), Kodo (Kodon), Barnyard (Sanwa), little (Kutki), and Proso (Cheena) millet are the major millets. Amaranth (Ramdana), buckwheat (kuttu) millet is examples of pseudo millets (**Sanjay et al., 2022**). Browntop millet is a warm-season annual/perennial grass of the Poaceae family

with an upright or prostrate stem (culm) along the ground. Browntop millet, commonly referred to as signal grass, is one of the rarest millet varieties **Maitra, (2020)**. It has numerous names in Indian languages, including "Korale" in Kannada, "Andakorra" in Telugu and "Kula Samai" or "Pala Pul" in Tamil. In Tamil households, this millet is rarely included in the diet.

Traditional Indian foods have been cooked for many years, and preparation differs across the country. Fermented foods and beverages are an essential element of Indian ethnic heritage. Fermentation is one of the oldest and most cost-effective processes for producing and preserving food **Rawat et al., (2018)**. Fermented foods are widely consumed in many countries due to their potential to enhance health and prevent disease **Tamanget al., (2020)**. These traditional foods contain probiotics, which are

OPTIMIZATION AND EVALUATION OF BARNYARD MILLET FLOUR (*Echinochloa frumentacea*) BASED ICE CREAM WAFFLE CONE INCORPORATED WITH DRIED DATES POWDER

Ayisha Siddiqua I¹, Subaratinam R²

¹ Post Graduate Student, PG Department of Home Science - Food Science, Nutrition and Dietetics, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

² Assistant Professor, Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

Abstract

Ice cream Waffle Cones are brown, brittle and sugary which is baked flat and wrapped up to form a teardrop-shaped, rough-looking aperture. Barnyard Millet flour was used in this study because waffle cones are commonly made with refined wheat and sugar. Barnyard millet can help with Type 2 diabetes, cardiovascular disease, and gluten intolerance. Dates are a sweet and nutritious fruit that can be used in replacement of sugar. The current study was designed to use a Barnyard Millet-based Ice Cream Waffle Cone incorporated with Dried Dates Powder. Totally 9 different treatments were evaluated and standardized (T0 – Control, T1 – 90:50, T2 – 85:50, T3 – 80:50, T4 – 75:50, T5 – 70:50, T6 – 65:50, T7 – 60:50, T8 – 55:50) using Barnyard Millet Flour and Dried Dates powder. A nine-point Hedonic scale was used to determine the sensory attributes of the developed and standardized Ice Cream Waffle Cone. Among the nine treatments T1 (90:50) scored the highest acceptable sensory attributes for colour (8.32), appearance (8.52), texture (8.48), taste (8.24) and flavour (8.36). The physico chemical properties of Barnyard Millet and Waffle cone were analyzed. The Proximate analysis was evaluated and values were found to be Protein (20.25g), Fat (1.73g), Carbohydrate (19.8g), Fibre (3.21g), Calcium (183.9mg), Iron (5.08mg), Phosphorus (15.36mg) and Magnesium (135.7mg) was done. The shelf life was analyzed for 1 day and microbial analysis was also determined. The Antioxidant analysis such as phenol (T1 – 0.081mg) and flavonoid (T1 – 0.030mg), colour analysis and texture analysis were also determined. The standardized Ice cream Waffle Cone was high in iron, which can be given for anaemic patients.

Keywords: Ice cream Waffle Cone, Barnyard Millet flour, Proximate analysis, Colour analysis, Texture analysis

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

1. INTRODUCTION

Ice cream cones are a popular food. An ice cream cone, poke, or cornet is a dry, cone-shaped pastry, usually made of a wafer similar in texture to a waffle that allows ice cream to be held in one's hand and consumed without the use of a bowl or spoon. Ice cream comes in many different flavours and shapes, such as cups, cones, bricks, candies, and slices. **Wafer (or cake) cones, waffle cones, and sugar cones** are all different varieties of ice cream cones. The Waffle cone is a classic, with a medium to dark caramel brown colour, a sugary flavour, a pointed waffle-style cone, and a crunchy texture. Millets are more nutritious and easy to digest since they are non-glutinous, non-

acid forming, and non-glutinous. Millets are high in energy, protein, fatty acids, vitamins, minerals, dietary fibre, and polyphenols, among other nutrients.

Millets contain phytochemicals, vitamins, and antioxidants such as phenolic acids and glycosylated flavonoids (Singh *et al.*, 2012). Millets have been claimed to provide possible health benefits such as preventing cancer and cardiovascular disorders, reducing tumour incidence, lowering blood pressure, risk of heart disease, cholesterol and rate of fat absorption, postponing gastric emptying, and providing gastrointestinal bulk (Gupta *et al.*, 2012). Barnyard millet has a low carbohydrate content that is slowly digested, making it a

FORMULATION AND EVALUATION OF SPIRULINA AND MICROGREENS INCORPORATED RUSK

Dr Subasshini V¹, Bhuvaneshwari R².

¹Assistant Professor, Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

²Student, M.Sc., Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

Abstract

Most bakery goods are manufactured using refined wheat flour, which is low in many key nutrients, particularly dietary fibre and essential fatty acids. The food industry is coming up with inventive concepts to create products infused with biomass, which mostly explains why consumers want wholesome foods that are high in protein, low in fat, and sugar. In this study, rusks are prepared with wheat flour and chickpea flour in various proportions and the best variant (60:40) was selected and was proceeded for further analysis. Spirulina and microgreens are also added to the rusk to make it more nutrient-dense and are regarded to be functional foods. The developed product was analyzed for its texture, microbial growth and count, sensory attributes and proximate characteristics. The microbial analysis concluded that the microbial growth was <10 logs and is acceptable for human consumption. Texture analysis revealed that the product's adhesiveness was found to be 0.289 ± 0 , springiness and cohesiveness were found to be 0.876 ± 0.02 and 0.66 ± 0.07 respectively. Further, the proximate analysis revealed that the energy value was found to be $374.32 \text{ kcal} \pm 1$, protein content was $7.02 \text{ g} \pm 0.1$, fat content was $1.04 \text{ g} \pm 0.02$, ash and moisture content were $5.6\% \pm 0.02$ and $5.37\% \pm 0.02$ respectively. Phytochemical analysis revealed that the product is rich in alkaloids, phenols, flavonoids, quinones and contains moderate amounts of coumarins and cardiac glycosides. Hence the developed product is highly nutritious than commercial rusks that are being sold in the market.

Keywords: *Spirulina, functional food, microgreens, phytochemicals.*

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

1. INTRODUCTION

Due to their ready-to-eat nature, convenience, and long shelf life, bakery products are now more popular with consumers as a result of busy lifestyles, stressful schedules, and globalisation. (Punia *et al.*, 2020)

Rusk is a risen bread, cracker, or cake that has been crisp-dried and browned, either by being toasted in the oven or by being cooked again after being cut. It might be either simple or sweet. It is a snack food enjoyed by people of all ages and is occasionally used as a food for babies who are teething. (Naik and Raju, 2014.)

Consumers today demand both taste and nutritional quality since they are becoming more and more concerned about their health. It is becoming increasingly clear that even if baked goods made from refined flour taste

good, the toxic ingredients they contain produce a variety of negative health impacts in humans. As a result, it is felt that safe and nutritious substances should be used in place of refined flour. As a result, products made from composite flours are currently popular. (Suruthi Lakshmi *et al.*, 2022)

Chickpeas (*Cicer arietinum L.*), also referred to as garbanzo beans, are an ancient world pulse (i.e., edible seeds) in the legume family. Due to their nut-like flavor and numerous sensory applications in food, chickpeas have historically been used in various culinary creations. (Hirdyani, H., 2014)

While developing new products, the food industry is investigating ways to use complementary plant proteins to provide a complete protein supply. For instance, adding pulse flour to a range of products, such as pastas and baked goods, can enhance their protein

ANTIOXIDANT PROFILE AND NUTRITIONAL ANALYSIS OF NUTRI-LADDU USING CASSIA AURICULATA (AVARAMPOO) FLOWER POWDER

Dr. Renu Agarwal¹, Divya Dharshini T.

¹Assistant Professor, Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

²Student, M.Sc., Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

Abstract

Cassia Auriculata L. (Family - Caesalpiniaceae) is an ethno botanically shrub with yellow flowers and commonly known as "Avaram" in Tamil (Thulasi et al., 2012). It has a high antioxidant and anti-diabetic property. It is mostly used to treat diabetics, inflammation, cancer, and rheumatism. It also has a variety of medical applications. Laddos (Indian sweet snack) are easy to consume that have several nutritional benefits and suitable for all age groups. Main objective of this study is to formulate and determine Nutritional properties and Antioxidant profile of Nutri-Laddu incorporated with Cassia Auriculata. The Nutri laddu is made by mixing the flower powder, nuts and palm jaggery. The value added Nutri Laddu was evaluated and compared between control (100% nuts) and the best accepted variation treatment (T2- 30% Cassia Auriculata flower powder). As a Result Nutri laddu has energy 408.64 k cal, protein 15.04gm, fat 9.8gm, moisture 4.01 and carbohydrates 65.07. The antioxidants constituents include total phenol 110.60mg, total flavonoid 48.65mg per 100gm respectively and other components like tannins, anthracene derivatives and essential oils. From the results it can be concluded that the Nutri-Laddu using Cassia Auriculata flower powder has more nutrients than control group.

Keywords: Cassia Auriculata flower, Medicinal value, Nutri laddu.

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

1. INTRODUCTION

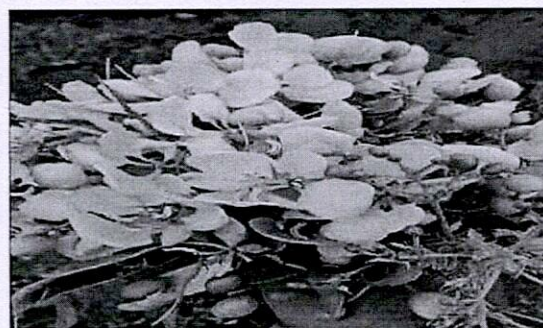
Cassia auriculata is a widespread shrub native to India and portions of Asia. Senna auriculata is a leguminous tree in the *Caesalpinioideae* subfamily. It is also known as matura tea tree, avaram or aranawara (Kannada: varike, Telugu: tagu, Tamil: Avarai), or the English variant avaram senna. It is Telangana's state flower. Traditional medicines have a significant role in the health-care system. Medicinal plants serve as the 'backbone' of traditional plants.

SENNA AURICULATA is an FABACEA family herbal plant found in India. Its scientific name is CASSIA AURIVULATA LINN, and it is also known as 'avaramsenna' and 'avarampoo'. 'Cassia Tanner. A shrub with huge yellow dazzling flowers that is distributed in various positions in different forest ranges and has a nice place in the traditional system. Antipyretic, Hepato protective, anti-diabetic,

Anti-peroxidative, Anti-Hyperglycaemic, and antibacterial action has been documented for the plant.

Its flowers are irregular, bisexual, bright yellow, and big (almost 5 cm wide), with Glabrous pedicels 2.5 cm long. The racemes are few-flowered, short, erect, and clustered in the axils of upper leaves to produce a huge terminal inflorescence stamens barren; the ovary is superior, unilocular, and has marginal ovules.

Figure No.1



A STUDY ON NUTRITIONAL KNOWLEDGE AND AWARENESS OF NUTRITIONAL DISORDERS AMONG ANGANWADI WORKERS IN THE ICDS PROGRAM

Subaratinam R¹, Harini S²

¹Assistant Professor, Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

²Student, M.Sc., Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

Abstract

The Integrated Child Development Services (ICDS) is a welfare program in India designed to combat malnutrition and help underprivileged populations. The Anganwadi Workers (AWW) provide all the ICDS services, and their nutritional knowledge helps improve the health and nutritional status of the ICDS beneficiaries. Therefore, the primary objective of this research is to assess AWWs' nutritional knowledge and awareness of nutritional disorders. A descriptive study was adopted and 50 AWWs were selected using convenience sampling. A self-structured, pretested questionnaire was used as a research tool to gather the needed data. The demographic trend of the sample population is as follows: 54% of the subjects were in the age group of 31-40 years, 46% of them were educated till higher secondary class, all of them were trained, and most (38%) of them had 5-10 years of work experience. The results indicated that the AWWs had the highest (91.0%) knowledge about breastfeeding and lactation, average (70.2%, 70.8%) knowledge about nutritional deficiencies and immunization and diarrhea management respectively, and the least (59.4%) knowledge about general health and nutrition. It was suggested that a nutrition intervention program as refresher training can be conducted to enhance the knowledge of AWWs in lacking areas.

Keywords: Anganwadi Workers (AWW), ICDS, Malnutrition, Nutritional knowledge, Nutritional disorders

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

INTRODUCTION

India has been embracing tremendous economic growth for the last two decades, but there has been one issue that has plagued the nation and perplexed policymakers: the country's rising rate of malnutrition. The prevalence of Severe Acute Malnutrition (SAM) in India is 7.7%, an alarmingly high rate as per the National Family Health Survey (NFHS) -5 (2019 – 2021) which was collected before the COVID-19 pandemic period (Ulahannan et al., 2022). The Integrated Child Development Services (ICDS) Scheme is a welfare program started to combat the burden of malnutrition in India.

The ICDS scheme was launched in India on 2nd October 1975. It is one of the largest early childhood programs and exemplifies India's commitment to children's health and education

(Dogra, 2017). It gives primary health care and nutrition services to children while also ensuring the mother's health. So, she can take proper care of herself and her child's health needs (Ghosh & Sengupta, 2022). The program offers a bundle of six services namely, supplementary nutrition, immunization, health check-ups, referral services, non-formal preschool education, and nutrition and health education.

An Anganwadi Center (AWC), is the institutional means through which the ICDS services are provided and each AWC serves 1000 people in both rural and urban areas and 700 people in tribal areas. The Anganwadi Workers (AWWs) are a group of dedicated workers who are selected from the local community and trained in health, nutrition, and childcare and furnish all the services (Monya,

EXPERIMENTAL STUDY ON FORMULATION OF KALYANA MURUNGAI (*Erythrina variegata*) LEAVES ENCULTURATED VERMICELLI

Subaratinam R¹, Janani B²

¹Assistant Professor, Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

²Student, M.Sc., Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

Abstract

Kalyanamurungai (Erythrina Variegata) and spice mix are encultured to formulate and standardize vermicelli. Traditional medicine known as Kalyana Murungai (Erythrina Variegata) possesses anti-inflammatory, anti-analgesic, antioxidant, and antibacterial properties. Pharmacological effects of Kalyanamurungai include neuromuscular blocking, CNS depression, and treatment of PCOS and dysmenorrhea. The formulated vermicelli was subjected to 4 variations (T1-90:20, T2-80:30, T3-70:40, T4-60:50) along with the wheat flour as control (100). The extrudates were prepared using the extruder with a diameter of 0.3 mm. The samples were subjected to organoleptic evaluation which is evaluated by untrained panelists. Among the 4 variations, T2 has the higher acceptability in sensory properties. The overall acceptability of the vermicelli of Treatments: T1, T2, T3, and T4 are 8.6±0.5, 8.3±0.47, 8.0±0.56, 8.3±0.47, 8.0±0.56, 8.05±0.51. The formulated vermicelli was subjected to microbial analysis, storage stability, nutrient analysis, and physical analysis. It contained 0.56% moisture, 0.97% ash, 1.5g-protein, 12.6g-carbohydrates, 4.61mg-iron, 28mg-calcium, and 154µg-folic acid. The formulated vermicelli indicates the presence of phytochemicals such as flavonoids, phenol, glycosides, and tannins (TPC-456mg, TFC-148mg) and is higher in folic acid, iron, and calcium when compared to commercial vermicelli, and the control. The cost of the developed product per 100g is Rs. 10. Hence this breakfast cereal is an innovative, cost-effective, and nutrient-dense product that can be provided for every individual.

Keywords: *Erythrina variegata*, Vermicelli, Social security, Traditional medicine, Breakfast cereal

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

INTRODUCTION

Breakfast is often referred to as a crucial meal that requires special attention, especially for kids. Published perspectives from international, governments and non-governmental organizations support this statement (Gibney et al., 2018). Breakfast skipping has already been identified as a significant contributor to a hazardous lifestyle that may work as a proxy for other risky habits like excessive alcohol use and smoking, and sedentary activity, as well as poor levels of education, mood swings, and depression symptoms. Additionally, it has been linked to a reduced quality of life and ongoing stress, both of which may raise the lifetime risks of cardiometabolic disorders. Therefore, Starting a day with a bowl of nutrient-enriched breakfast cereal is important (Ferrer-Cascales et al., 2018).

A well-known ready-to-eat (RTE) instant breakfast meal is vermicelli. It is created from wheat flour and is classified as an extruded product. Vermicelli is a common food consumed all over the world, second only to bread in terms of global consumption. It is the food industry's fastest-growing segment since it is convenient, inexpensive, easy to prepare, and has a reasonably long shelf life. Numerous research has looked into the possibility of incorporating fibre sources into vermicelli because refined wheat flour has a lower fibre level (Ronge et al., 2017).

In recent years, medicinal plants tend to prevent the occurrence of diseases. They are predicted and proven to have a magical energetic and antioxidant activity towards diseases. Reactive oxygen species (ROS) imbalance, which causes cell damage, has been theorized to be a major

A STUDY ON PHYSICO-CHEMICAL, NUTRITIONAL AND SENSORY CHARACTERISTICS OF COTTONSEED MILK PANEER

Subaratinam R¹, Mythilieshwari².

¹Assistant Professor, PG Department of Home Science – Food Science Nutrition and Dietetics, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

²Student, PG Department of Home Science – Food Science Nutrition and Dietetics, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

Abstract

The present investigation was planned and conducted to develop cottonseed milk paneer. Paneer is an important product obtained by heat treating the milk followed by acid coagulation using citric acid and acetic acid. Nowadays, Plant-based food products have a great demand with most people opting for them. Cottonseed milk helps in the prevention of malnutrition in children and adults. The cottonseed milk paneer was done using cottonseed milk and dairy milk in a ratio of 75:25(T1), 50:50(T2), and 25:75(T3). The samples were subjected to organoleptic properties by using a 9-point hedonic scale with 20 untrained panelists. The overall acceptability of the cottonseed milk paneer of treatment T1, T2, T3, T4, T5 and T6 was 7.55 ± 0.68 , 8.4 ± 0.68 , 7.6 ± 0.75 , 7.9 ± 0.71 , 8.05 ± 0.68 and 7.9 ± 0.64 respectively. Among all treatments, T2 scored higher in sensory evaluation and was considered an optimized product of cottonseed milk paneer. The treatment (T2) was analyzed for Physico-chemical (pH- 6.5, Titrable acidity-2.88%, and TSS-7.3%), nutrient analysis (Energy- 26.9g/kcal, carbohydrates-5.98g, protein-32g, fat-56.6g, calcium-1800mg, phosphorus-164.7mg, magnesium 1250mg, ash-1.94%, moisture-2.73%) and TBC 8.0×10^4 , TYMC 12.727×10^3 respectively. The cost of the developed cottonseed milk paneer per 50g is Rs.38.

Keywords: Cottonseed milk, protein-energy malnutrition, sensory analysis, nutrient analysis.

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

INTRODUCTION

People are moving towards the plant-based diet which includes cereal, legumes, seeds, nuts, fruits, and vegetables because of varied reasons such as an aversion to animal cruelty, a desire for a healthy lifestyle, and environmental awareness (Janssen, Busch, Rodiger, & Hamm, 2016; Sebastiani et al., 2019). People with health issues like lactose intolerance or an allergy to cow's milk, consume plant-based milk substitutes. Plant-based milk substitutes have positive effects because of their rich antioxidant activity and fatty acids which reduce the risk of cardiovascular diseases, cancer, atherosclerosis, and diabetes (Zujko&Witkowska, 2014).

Cotton seed (*Gossypiumhirsutum*) is from the Malvaceae family. In South India of Tamil Nadu, cottonseed milk is a welcome drink called Paruthipaalk. Jeshi, 2018). "ParuthiPaal" is from the Indian traditional

language and it is called a "triple-nutrient" as an energy drink. The gossypol a toxic terpenoid compound having anti-nutritive value, present in the cotton seeds, must be removed to make cotton seed milk fit for human consumption. Eagle (1954), found the heat treatment method to reduce gossypol toxicity in dry as well as moist conditions. It is believed to flush out bad cholesterol, reduce body heat, ensure the good functioning of the pancreas, bone marrow, and nervous system, and improve blood circulation and digestion. According to World Health Organization (WHO), Malnutrition refers to deficiencies, excesses, or imbalances in a person's intake of energy and protein. As the cotton seed is rich in protein it can prevent the population from malnutrition. (Amudha. J, 2018).

Reported that 100 grams of cottonseed milk will provide 23.1 g protein, 22.9 g fat, 43.2 total carbohydrates, 7.3g water, and 3.5g ash (minerals). Greater utilization of cottonseed in

FORMULATION AND EVALUATION OF PLECTRANTHUS VETTIVEROIDES-SARBHAT

Subasshini V¹, Aswini M², Jothika S³

¹Assistant Professor, Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

²Executive Nutritionist - Athulya Assisted Living

³Student, M.Sc., Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

Abstract

Vetiveria zizanioides (Vetiver) is also called Chrysopogon zizanioides, roots significance naturally contains a strong aromatic compound, antioxidant activity, anti-inflammatory, and wound healing. Hence the Study aimed to prepare a Homemade Herbal Sharbat with the medicinal root of Chrysopogon zizanioides. Sharbat was formulated with natural ingredients like palm sugar, brown sugar syrup, and root extract, in five different proportions - 70:15:15 (V₁), 50:25:25 (V₂), 30:35:35 (V₃), 80:10:10 (V₄), and 60:20:20 (V₅). The organoleptic evaluation was done by a nine-point hedonic scale the mean and standard deviation score were high for V₅ with an overall acceptability score was 8.4±0.516. The developed Homemade Herbal Sharbat of V₅ was evaluated for physical properties (Ph, Total soluble solid, Brix, viscosity, and titrable acidity), a proximate composition such as energy (157.3Kcal±7.760), protein (0.616g±0.05), fat (0.25g±0.061), carbohydrate (38.8g±7.24), ash (1.14%±0.062), calcium (92.9mg±7.760), iron (0.24mg±0.11), total phenol content (1.031mg), and qualitative analysis of phytochemical analysis. The antioxidants assay also was evaluated by using 2,2-diphenyl-1-picrylhydrazyl (DPPH) free radical scavenging activity in this method reveals that the developed sharbat was rich in antioxidants properties. The present study concludes that formulating a Homemade Herbal Sharbat was nutritionally a better product than carbonated beverages due to the increased content of nutrients, antioxidants, and phytochemicals content without adding any preservatives.

Keywords: Herbal Sharbat, sensory attributes, physical properties, antioxidants assay, and proximate composition

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

INTRODUCTION

Over the last decade, there has been great growing interest in the production and consumption of functional foods and beverages because they provide important health benefits for humans such as reducing the risk of chronic diseases and increasing the physiological condition of the human body. Whole fortified, or enriched foods have potentially beneficial positive effects on human health and are consumed as part of a varied diet regularly (Vicentini *et al.*, 2016). Most beverages are by far the most vital active functional foods category because of their conveniences and possibilities to meet the consumer's demands for container contents, shapes, and sizes of their beverage products (Maria Rosaria Corbo *et al.*, 2014).

Plant materials contain a variety of antioxidant chemicals. The consumption of herbal teas, often known as herbal beverages, has grown among customers who are health-conscious. The natural components of various

morphological plant parts, such as leaves, stems, roots, fruits, buds, and flowers, are typically used to make herbal beverages. Natural bioactive substances such as carotenoids, phenolic acids, coumarins, alkaloids, polyacetylenes, flavonoids, saponins, terpenoids, and others are abundant in herbal beverages. Hence herbal beverages can be prepared with fresh or dried flowers, immature fruits, leaves, seeds, and root parts of the plant (Amirhossein Nazhand *et al.*, 2020). In various countries herbal beverages have been used as a natural part of food, it is also used widely in traditional medicines (Anoma Chandrasekara *et al.*, 2017).

Herbal beverages were well known already thousands of years. Nowadays, when the demand for healthy and natural products is rising, they are one of the most popular beverage types commonly consumed worldwide. Herbal beverages contain different chemical substances that display a broad spectrum of biological activities, enabling the

FORMULATION AND QUALITY EVALUATION OF SAUROPUS ANDROGYNUS SOUP MIX

Dr. Vijaya Vahini R¹, Kirthiga K², Neelavani K³

¹Assistant Professor, PG Department of Home Science – Food Science Nutrition and Dietetics, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

²Student M.Sc., PG Department of Home Science – Food Science Nutrition and Dietetics, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

³Student M.Sc., PG Department of Home Science – Food Science Nutrition and Dietetics, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

Abstract

Soup is a primarily liquid food, generally served warm or hot, that is made by combining vegetables and some thickening agents and falls under the heterogeneous category of food. The leaves of *Sauropus androgynus* are used as a medicine to relieve cough, to treat hoarseness, to soothe the lungs, and to relieve internal fever. The objective of the study was to formulate *Sauropus androgynus* leave based soup mix. The soup mix was prepared with *S. androgynus* leave powder (50%), coriander powder (5%), dehydrated carrot powder (20%), tomato powder (20%), onion powder (10%), ginger powder (15%), pepper powder (5%) salt (5%) and spice mix (20%). The *S. androgynus* soup mix was found to be rich in protein (12.37 ± 0.45 g), calcium (688.3 ± 0.3 mg), fibre (9.55 ± 0.06 g), and iron (36.3 ± 0.26 g). The Total plate count of soup mix was found within safe limit (8×10^2 cfu/ml). The total phenol content and flavonoid content was 734.2 ± 0.7 GAE ($\mu\text{g}/\text{mg}$) 37 ± 0.4 QE ($\mu\text{g}/\text{mg}$) respectively and the SA soup mix obtained 63% of inhibition at 120 concentrations of antioxidant content. The present research work concludes that the formulated SA soup mix contains appreciable amount of nutrients when compared with other commercial soup mix powder.

Keywords: Leafy vegetable, *Sauropus androgynus*, ready-to-cook, chlorophyll.

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

INTRODUCTION

India's modern lifestyle, particularly that of individual residing in big cities, necessitates fast-paced and practical things in every aspect, including food preparation, processing, and presentation. As a result, we live in a society that values convenience foods such as ready-to-cook and ready-to-eat foods. Soup is a predominantly liquid dish that is generally served warm or hot and is created by blending vegetables with stock and thickening agents. It is classified as a heterogeneous food. Instant soup mix is practically ready to eat and takes less time to prepare than traditional soup. It plays an essential part in people's diet by encompassing a wide range of dry foods. In the global market, quick soup mixes are in high demand. Millions of people throughout the

world suffer from malnutrition and therefore instant soup mix packed with micronutrients can be considered as effective vehicle to deliver required nutrients and also serve as good source of nourishment (Islam, Sarker, Islam, Prabakusuma & Mahmud, 2018).

Sauropus androgynus belongs to the Euphorbiaceae family. It is a shrubby plant. This is a Southeast Asian indigenous vegetable that grows in humid, high-temperature environments and is widely farmed for traditional medicinal uses (Bunawan, Baharum & Noor, 2015). The leaves of this plant are traditionally used for the treatment of certain diseases, weight loss, and in preparation of vegetable dishes. SA leaves contain adequate amounts of major nutrients and most

DEVELOPMENT AND ASSESSMENT OF RIDGE GOURD PEEL INCORPORATED PASTA

Dr. Renu Agarwal¹, S. Nerupa²

¹Assistant Professor, PG Department of Home Science – Food Science Nutrition and Dietetics, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

²Student M.Sc., PG Department of Home Science – Food Science Nutrition and Dietetics, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

Abstract

Soup is a primarily liquid food, generally served warm or hot, that is made by combining vegetables and some thickening agents and falls under the heterogeneous category of food. The leaves of *Sauropus androgynus* are used as a medicine to relieve cough, to treat hoarseness, to soothe the lungs, and to relieve internal fever. The objective of the study was to formulate *Sauropus androgynus* leave based soup mix. The soup mix was prepared with *S. androgynus* leave powder (50%), coriander powder (5%), dehydrated carrot powder (20%), tomato powder (20%), onion powder (10%), ginger powder (15%), pepper powder (5%) salt (5%) and spice mix (20%). The *S. androgynus* soup mix was found to be rich in protein (12.37 ± 0.45 g), calcium (688.3 ± 0.3 mg), fibre (9.55 ± 0.06 g), and iron (36.3 ± 0.26 g). The Total plate count of soup mix was found within safe limit (8×10^2 cfu/ml). The total phenol content and flavonoid content was 734.2 ± 0.7 GAE ($\mu\text{g}/\text{mg}$) 37 ± 0.4 QE ($\mu\text{g}/\text{mg}$) respectively and the SA soup mix obtained 63% of inhibition at 120 concentrations of antioxidant content. The present research work concludes that the formulated SA soup mix contains appreciable amount of nutrients when compared with other commercial soup mix powder.

Keywords: Leafy vegetable, *Sauropus androgynus*, ready-to-cook, chlorophyll.

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

INTRODUCTION

Ridge gourd (*Luffa acutangula* L. Roxb), popularly known as Kalitori belongs to genus *Luffa* of Cucurbitaceae family is a popular vegetable in India and other Asian countries generally used for vegetable purpose. It is an edible bio waste which is not used due to high dietary fibre content and a rough texture. The utilization of ridge gourd peel powder with wheat flour in extruded products has not been studied extensively. Therefore, the research was undertaken to develop the pasta incorporated with ridge gourd peel powder and evaluate the effect of substitution of wheat flour with different levels of ridge gourd peel powder on the cooking and nutritional properties. (T Devi & S Geethanjali, 2017).

Ridge gourd is extensively used in Indian traditional system of medicines as diuretic, expectorant, laxative, purgative, hypoglycaemic agent and bitter tonic. It has a sweet taste after cooking, cooling in nature and easy to digest. The charantin and peptide which are present in this vegetable have insulin

regulatory properties and thus helps in lowering blood sugar levels as well as urine sugar levels. Its high fibre content helps with healthy digestion and proper functioning of the excretory system. It is a natural detoxifier, thus helps in purifying the blood and it also helps in building immune system. It makes the skin glow. The whole plant is also used for the treatment of ulcers and sores. (Arunachalam et al, 2012).

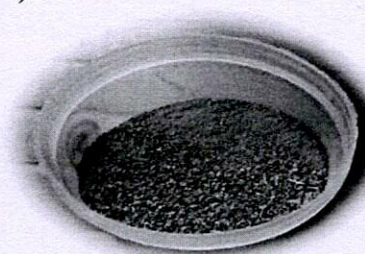


Figure: 1 – Ridge gourd peel powder

2. NEED AND SIGNIFICANCE

- Pasta, a traditional food and is popular for its ease of cooking and its nutritional

INNOVATION AND PHYSIOCHEMICAL ANALYSIS OF HEALTHY ANTIOXIDANT GUMMIES USING AMLA (*Phyllanthus emblica*) AND CHIA SEEDS (*Salvia hispanica*)

A.Nivetha¹, R.Subaratinam²

¹Student M.Sc., PG Department of Home Science – Food Science Nutrition and Dietetics,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of
Madras, Chennai, Tamil Nadu, India

²Assistant Professor, PG Department of Home Science – Food Science Nutrition and Dietetics,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of
Madras, Chennai, Tamil Nadu, India.

Abstract

Gummies are the favoured eats by people of all age groups. At present, due to the increase, in nutritional awareness gummies are restricted as they provide empty calories. To make people enjoy the flavour and savour of gummies, it becomes vital to nutritionally enhance the gummies by value addition. As a primitive measure, the study aims to incorporate amla and chia seeds as major ingredients in the preparation of gummies. The Amla [A] and Chia seeds [CS] are said to have several health benefits and antioxidant properties. The 7 distinct concentrations of Amla gummies [AG] and the Chia seed gummies [CSG] contains amla and chia seeds in the ratio of T1-80g, T2-70g, T3-60g, T4-50g, T5-40g, T6-30g, T7-20g, gelatin and brown sugar of 25g and 40g respectively. The T1 [80g A] variation of AG and T5 [40g CS] variation of CSG have scored the highest among the sensory analysis and it is subjected to physicochemical analysis, microbial, proximate, texture profile, colour, antioxidant analysis, shelf-life study and cost analysis. The amla gummies and the chia seed gummies have a pH of 3.65 ± 0.68 and 2.82 ± 0.47 . It has been found that the amla gummies have a total bacterial count of 2×10^4 and yeast and mould count of 0×10^4 and chia seed gummies have a total bacterial count of 8×10^4 and yeast and mould count of 0×10^4 . The amla gummies (32.69 ± 0.27) had higher lightness coordinates when compared to chia seed gummies (21.58 ± 1.31). The AG has green coordinates of -0.03 ± 0.3 whereas the CSG has red coordinates of 0.33 ± 0.33 . amla gummies (4.73 ± 0.34) are reported to have higher yellow coordinates when compared to chia seed gummies (2.72 ± 0.09). The amla gummies provides Energy - 196.5 ± 0.60 kcal, Protein - 28.75 ± 0.43 g, Fat - 0 g, Carbohydrates - 20.22 ± 0.34 g, Fibre - 3.44 ± 0.51 g, Ash - 0.29 ± 0.02 %, Moisture - 72.39 ± 0.01 %, Vitamin C - 308.4 ± 0.12 mg, Potassium - 122.4 ± 0.21 mg. The chia seed gummies provides Energy - 148.0 ± 0.68 kcal, Protein - 24.06 ± 0.32 g, Fat - 0 g, Carbohydrates - 12.33 ± 0.23 g, Fibre - 5.33 ± 0.21 g, Ash - 0.44 ± 0.11 %, Moisture - 82.21 ± 0.43 %, Phosphorous - 45.4 ± 0.32 mg, Calcium - 179.3 ± 0.47 mg. The scavenging capacity of amla gummies and chia seed gummies is reported as 68.1% and 65.8% with a total phenolic count of 0.068 mg and 0.063 mg and the chia seed gummies have flavonoid content of 0.015mg. The shelf life analysis stated that the gummies show no visible growth throughout the shelf life analysis whereas there was little change in the texture of the gummies. The cost of different variations of the amla and chia seed gummies ranges from 32 to 34 rupees per 100g. Results revealed that amla gummies and chia seed gummies have lesser additives (only gelatin used as a gelling agent) than the gummies available on the market (which contains colour additives, flavouring agents, and preservatives) and are also shown to be substantially higher in macronutrients, micronutrients and antioxidant properties.

Keywords: Gummy, Amla, Chia seeds, Antioxidants.

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

UTILIZATION OF KITCHEN WASTE (COCONUT MEAL) IN FORMULATION OF EDIBLE SOUP BOWL AND ITS QUALITY EVALUATION

Dr. R. Vijaya Vahini¹, Ragini G²

¹Assistant Professor, Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

²Student, M.Sc., Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

Abstract

Every year 40 million tons of reusable plastic cutlery are typically discarded after only one usage. An emerging line of plant-based edible silverware is called edible cutlery, and it is thought to be good for the environment and completely safe to eat. Since they don't require any additional preparation, this edible cutlery can be classified as ready to eat food. Coconut meal is a byproduct of coconut milk after processing. It has a wide range of uses in many functional foods due to high source of protein and dietary fibre. The edible soup bowl was formulated by incorporating coconut meal with other ingredients such as wheat flour, chili powder, cumin powder and salt. The edible soup bowl was processed by mixing all the ingredients and the dough is placed in a mold and baked in the oven for about 35 minutes at 275°C. The result of the proximate analysis of bowl possessed the following nutrient composition: Energy (118.4Kcal), protein (4.2±0.1g), fat (2.02±0.01g), carbohydrates (21.9±0.1g), and dietary fiber (9.23±0.01g). Furthermore, the developed product was evaluated for microbial quality and found to be microbially safe for consumption. Therefore the study concludes that the edible soup bowl can be considered as excellent alternative for plastic soup bowls as it is environment friendly.

Keywords: Coconut meal, Edible cutlery, Ready to eat, Eco-friendly

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

INTRODUCTION

Over the past few decades, there has been an increase in demand for plastic containers. Which when used causes harm to the human body as it possess poisons and carcinogenic agents. The impact on the environment brought on by the enormous amount of non-biodegradable waste that is thrown out every day is a major worry nowadays. The current trend to solve all of these issues is shifting to edible cutlery. Because they don't require any additional preparation, this edible cutlery can be regarded as ready-to-eat food. In addition to serving solid or semi-solid items in it, edible cutlery can be used as utensils also as they hold shape for 30 minutes. These can be readily thrown away and eaten by animals, making them environmentally beneficial (Sood & Deepshika, 2018).

Virgin Coconut Meal is the white residue or meal that remains following the extraction of Coconut milk. Coconut meal can be effectively used as a potential ingredient to formulate

functional foods due to its significant nutritive value. Due to its beneficial qualities, such as its ability to prevent conditions like diabetes, cardiovascular disease, and colon cancer, the production of coconut oil has lately surged thereby increasing the production of coconut meal (Kaur *et al.*, 2019). After simple processing such as roasting and grinding, coconut meal can be incorporated in baked goods and snack. To use these by-products in an efficient and environmentally sustainable manner, they must be transformed into functional substances (Satheesh, 2015).

Any food that offers essential nutrition and has a favorable impact on people's health is considered a functional food. Dietary fibre and good quality fat is abundant in coconut milk residue (Agarwal & Bosco, 2013). Due to its health-promoting properties, such as regulating cholesterol and blood sugar levels, increasing fecal bulk volume, promoting the growth of gut microflora, speeding up intestinal transit time, trapping carcinogenic agents, etc., dietary fibre

DEVELOPMENT OF VALUE ADDED PROTEIN BASED PRE – MIX

Subasshini V¹, Ramya G²

¹Assistant Professor, Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

²Student, M.Sc., Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

Abstract

The nutritional quality of traditional diets can be improved by value addition. In order to increase the intake of micronutrients, it is therefore preferable to investigate the possibilities of value addition to traditional products. That value addition can be used to formulate products high in protein, energy, minerals, vitamins, fiber, etc. which improves the nutritional content of conventional products. The research aim is to formulate a value-added protein premix and assess the nutritional characteristics of the premix powder. Proso millet, green gram dhal, spinach, and chia seeds were used as the components to create premix powder using a shade drying method. The pre-mix underwent a microbial study, and the findings show that the microbial growth was under 10 logs and was suitable for human consumption. The premix was analyzed for various parameters like Protein (11.02g±0.02), moisture (5.38%±0.02), ash (4.14%±0.05), fat (0.3g±0.03), carbohydrate (77g±1.0), and energy (357.14Kcal±1.29). It was analysed for in-vitro digestibility test. Shelf life of the pre-mix was analysed for 0th, 1st 10th, 15th and 30th day. The developed pre – mix incorporated in food product is evaluated for various sensory attributes. The study concluded that the premix is acceptable and used for nutritional and therapeutic purpose.

Keywords: Value addition, Protein premix, Convenience food.

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

INTRODUCTION

In recent years, there is an increased demand for protein rich, nutritious ready-to-eat foods with extended shelf life, satisfying taste and texture. Due to their popularity, time savings, and ease of preparation, ready-to-eat (RTE) foods are in high demand.

The most important aspect to consider in such convenience foods is nutrition. There are many commercial, highly processed, ready-to-eat foods accessible today, but they may appear to lack any nutritional value. Among ready-to-eat foods, pre-mix is the most convenient food (Sunitahumbad, 2020). The vitamins and minerals used in fortification or combined in a powdery blend called a pre-mix. Pre-mix does not affect the taste, smell, texture, or baking quality (Faiza *et al*, 2015).

Premix is a kind of convenience that has been adopted in the usage of food products, whereby the processor incorporates necessary components to minimize the work and time input by the end-users. The dependability of the functional characteristics of the components is

more important due to the popularity of prepared convenience foods (Desphande *et al.*, 1982).

The produced premix has a high concentration of micronutrients, a high energy density, and a sufficient amount of protein. It should also have acceptable fat quality and high protein availability. It is available, easy to prepare, inexpensive, and acceptable from a cultural perspective (Syed HM, 2017).

The nutritional quality of traditional diets can be improved by value addition. In order to increase the intake of micronutrients, it is therefore preferable to investigate the possibilities of value addition to traditional products (Prakash, 2014). That value addition can be used to formulate products high in protein, energy, minerals, vitamins, fiber, etc. which can improve the nutritional content of many conventional products.

Proso millet (*Panicummiliaceum L.*) is functional foods that are high in phytochemicals that promote health (Pathak, 2013). Proso millet is a high source of protein, magnesium, consumption of proso millet is

FORMULATION OF A LOW-FAT MAYONNAISE INCORPORATED WITH *CORDIA MYXA* L. EXTRACT AS A FAT REPLACER

Dr. Renu Agarwal¹, Reena. N²

¹Assistant Professor, Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

²Student, M.Sc., Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

Abstract

One of the most popular condiments consumed worldwide is Mayonnaise. Demand for low-fat mayonnaise has increased significantly in recent years. This is due to consumers' concern about high-fat diets. High fat intake increases the risk of obesity, some cancers, cardiovascular disease, and high blood pressure. *Cordia myxa* L. belongs to the family of Boraginaceae which possess ethano-pharmacological applications such as anti-inflammatory, antimicrobial, analgesic, and immunomodulatory activity. The aim of the study was to formulate a Low-fat Mayonnaise incorporated with *Cordia myxa* using Nano-emulsion technology and to compare the Conventional method of emulsion with the Nano-emulsion method. Mayonnaise incorporated with *Cordia myxa* extract as a fat replacer was prepared through Ultrasonication as a high energy Nano-emulsion method. The potential benefits of using ultrasonic homogenizers in commercial settings include its capacity to create small droplets, relatively cheap running costs, relatively low energy consumption, simplicity of cleaning, and the possibility for aseptic processing. Physico-chemical properties of the formulated product were evaluated. The formulated Mayonnaise had lesser energy and fat content when compared to the control group. The energy value and fat content of the formulated mayonnaise were 401.9K.cal and 39.8g per 100g respectively.

Keywords: Mayonnaise, *Cordia myxa* L., Nano-emulsion, Low-fat

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

INTRODUCTION

Cordia myxa L. (Naruvalli), a member of the Boraginaceae family, also known locally as Gonda, Lasora, or Lehsua, grows all over India. This perennial, medium-sized tree has a crooked stem. It produces small, grouped fruits that are traditionally used as vegetables and pickles. It has a long history of associations with good health, nourishment, and a variety of other purposes in treating various human illnesses because it is a plant with many different applications. (Meghwal et al., 2014)

Cordia myxa fruit has many medicinal characteristics such as cicatrizant, anti-inflammatory, anthelmintic, antimalarial, astringent, diuretic, febrifuge, appetite suppressant, cough suppressor, treating urinary infections, lung disorders, and leprosy. (Keshani-Dokht et al., 2018)

It is claimed that Port Mahon, France, is where mayonnaise first appeared in 1756. The Majo'nnaise was composed to commemorate the conquest of Port Mahon by French forces

led by Marshal Louis François Armand de Vignerot du Plessis, duc de Richelieu (1696–1788). Later, the term was altered to mayonnaise, most likely as a result of the outdated French phrases for egg yolk and stirring, *moyen* and *manier*. (Mirzanajafi-Zanjani et al., 2019) Nano-emulsions are kinetically stable colloidal systems with smaller droplet sizes. For environmentally friendly food processing, nano emulsions can be employed. They can guard against fluctuations in pH, oxidation, temperature, and enzymatic activity that could harm the useful components. Food companies like Nestle and Unilever, as well as a few start-ups, incorporate nano emulsions in their products. (Yalçınöz & Erçelebi, 2018)

NEED AND SIGNIFICANCE OF THE STUDY

Cordia myxa L. is an underutilized plant that possesses many medicinal uses. Studies on the pharmacology of *Cordia myxa* fruit showed

QUALITY CHARACTERISTICS OF VALUE-ADDED BISCUITS INCORPORATED WITH DRIED CORN SILK (*STIGMA MAYDIS*) POWDER

Subaratinam R¹, Rithana M²

¹Assistant Professor, Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

²Student, M.Sc., Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

Abstract

Corn silk (*stigma maydis*), is highly nutritious and has antioxidant properties which are naturally present in it. This research aimed to prepare the nutritionally enriched biscuit developed by incorporating dried corn silk powder. The formulation of corn silk biscuits was prepared according to the standardized recipe with slight modifications. The biscuit samples were made with 3 different treatments of T1 (90:10), T2 (85:15), and T3 (80:20) by changing the proportions of wheat flour and corn silk powder, and T0 (Wheat flour without corn silk powder was used as control). The value-added biscuit provides energy(359kcal), protein(8.2g), carbohydrates(74.3g), fat(3.22g), fibre (6.8g), ash(0.97%), moisture (0.56%), and antioxidant properties such as total flavonoid content(14.6mg) and total phenol content (18.3mg) of the biscuits were determined. The physical property and shelf-life of value-added biscuits were also determined. The microbial analysis revealed that the TBC was 1.97×10^5 CFU/ml and the TYMC was 4.545×10^3 CFU/ml. The value-added biscuits were subjected to organoleptic evaluation which is evaluated by 20 untrained panelists using a 9-point hedonic scale, and T3 (8.65 ± 0.6708) was found to be highly acceptable by them. The cost of the value-added biscuits per 100g is Rs.4.52. Hence, the value-added biscuits are highly nutritious and also cost-effective compared to commercial products.

Keywords: Corn silk, Antioxidants, Value-added biscuits, High fibre

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

INTRODUCTION

Among ready-to-eat snacks, biscuits have a number of appealing qualities, including a bigger consumer base, a reasonably extended shelf life, more convenience, and good eating quality (Baljeet et al., 2010). Biscuits are wholesome snacks made from dough that is initially unappealing but becomes so after being heated in an oven (Kure et al., 1998). They are affordable, convenient, and ready-to-eat food products that contain crucial dietary and digestive principles (Kulkarni, 1997). Recently, consumer demand for healthy snacks has increased. Biscuits are popular snacks with a high potential to enhance nutritional value by incorporating naturally available ingredients.

Herbal medicines are highly sought after all over the world and have been utilized in traditional medicine for thousands of years (Wang & Yu, 2015). Fresh corn silk is described as soft, silky threads that are between 10 and 20 cm long and either light green or

yellow-brown in colour. Corn silk has historically been used as a therapeutic therapy for a variety of illnesses, including as a treatment for inflammation of the bladder and prostate and treatment for irritation of the urinary system.

Corn silk is a by-product of corn with high nutritional value and antioxidant properties, hence dried corn silk powder incorporated in food products can be considered good for health and suitable for all age groups. The phytochemicals present in corn silk have antioxidant properties and thus could have beneficial effects on humans (Hasanudin et al., 2012). The use of corn silk will improve general health, boost farmer income, and allow for the promotion of the product as food with added value and functionality (Kaur, P., Singh, Jet al., 2022). This study aims to formulate biscuits by incorporating dried corn silk powder in different variations and it was carried out for further analysis.

EFFECTIVE TOOLS FOR NUTRITION EDUCATION PROGRAM: BLACK BOARD VS POWERPOINT PRESENTATION

Dr. Renu Agarwal¹, K. Suganya², K. Sivagami³

¹Assistant Professor, Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

¹Assistant Professor, Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

²Student, M.Sc., Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

Abstract

The objectives of this study are to assess the effectiveness of two different Nutrition Education Methods - PowerPoint Presentation & Black Board Presentation and compare the efficacy and the effectiveness of PowerPoint Presentation and Black Board Presentation in different context i.e. Clarity, Understandability, Interest and Knowledge Enhancement. The study design was experimental design with pre- and post-test. Tagore Matriculation Higher Secondary School situated in Nanmangalam, Chengalpattu, Chennai was selected as the locale for the study. 50 adolescents from the above-mentioned school were selected for the study, the age group of the adolescent is 13 – 15 years; including both boys and girls. 2 set of Questionnaire was developed i.e. Pre-test Questionnaire and Post-test Questionnaire. Two different education methods were selected for the study. One is PowerPoint Presentation and the other is Black Board Presentation. Obtained data reveals that in Clarity and understanding Black Board method was more effective as compared to PowerPoint Presentation method while PowerPoint Presentation method was more effective than Black Board Presentation in knowledge enhancement and interesting.

Keywords: Nutrition Education Methods, Black Board Presentation, PowerPoint Presentation method

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

INTRODUCTION

Nutrition education is a process of formulating and disseminating messages that allow individuals and communities to make informed choices about health-related issues, strategies and behaviour (Bhattacharjee., 2005). Nutrition education communication programme is a cost-effective strategy aimed at behaviour change. Combination of qualitative and quantitative methods is important in assessing and designing nutrition education communication programmes. The literature suggested that school-based nutrition education programme can have a positive impact on the psychosocial and behavioural outcomes of children, and can have an impact on physiological results (Waters et al., 2011). Educational material should be designed to focus attention, to provide knowledge, to facilitate interpersonal and group discussion

and to reinforce or clarify prior knowledge and behaviour. Audio-visual plays an important role. No education can be effective without audio-visual aids said by the **World Health Organisation.**

Chalk talk or black board teaching method is the oldest and most commonly used teaching technique. However, it is also common to use PowerPoint presentations after the introduction of digitized teaching in educational institutions. This study is done to compare the effectiveness of PowerPoint lecture with Conventional chalk talk teaching methods. The objective of this study was to find out the learner's perspective regarding blackboard and PPT teaching methods.

OBJECTIVES

- To assess the effectiveness of two different Nutrition Education Methods

Toxicological Profile of Pomegranate (*Punica Granatum*) Peel Extract and Histopathological Assessment in Zebrafish (*Danio rerio*): An In-Vivo Study

Renu Agarwal¹, Chandrasekaran Shobana², Durairaj Rohini³, Boopathy Usharani^{4*}, Suganthi V⁵

¹Research Scholar, Dept of Biochemistry, School of Life Sciences, VISTAS, Pallavaram. Vice Principal, Former Dean & Head, Assistant Prof., PG Dept. of Food Science Nutrition & Dietetics, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamilnadu, India

^{2,3,4}Associate Prof., Dept of Biochemistry, School of Life Sciences VISTAS, Pallavaram, Chennai, Tamilnadu, India; E-mail: raniushab1@gmail.com

⁵Associate Prof. & HOD, Dept. of Home Science, Nutrition, FSM and Dietetics, Anna Adarsh College for Women, Anna Nagar, Chennai, Tamilnadu, India

Abstract: Background: Fruit – by – product includes peels, seeds, leaves, residual pulp, stems and discarded pieces from a variety of sources. Pomegranate (*Punica granatum*) peel is a good source of bioactive compounds, antioxidants, nutraceuticals, and functional properties and there is a healthy trend towards by-product utilization and value addition. However, its toxicity and its adverse effects were not intensively studied. Objective: This study aimed to examine the In-vivo toxicity of Pomegranate Peel Powder (PPP) extract and histopathological assessment using zebrafish (*Danio rerio*). Methods: Decoction (Aqueous) by Soxhlet method was used for extraction from Pomegranate Peel Powder (PPP). Dense extract was used to study toxicity level and it was assessed using Dose Dependent Toxicity Assessment (DDTA) with Zebrafish. The mature Zebrafish were divided into eight groups (A, B, C, D, E, F, G, and control) based on their average body weight, with eight fishes in each tank. Fish groups (8 fishes/concentration) were treated to different doses and concentrations of Pomegranate Peel Powder (PPP). Fish mortality was monitored and recorded after 24, 48, 72, and 96 hours. After acute toxicity analysis, H & E staining was performed to analyse the zebrafish brain. At least 3 fish from each group were taken and analysed for histopathological scoring. Result: At 24 hr and 96 hr exposure periods, the lethal dosage, to kill 50% of test fishes, was 800 mg/L. Fish treated with 200 mg/L dosage had a score grade of 1 and showed no toxic pathological changes when compared to 400 and 800 mg/L doses because they considerably had decreased pathological scores of neuronal damages, which was equivalent to the control group. Zebrafish treated with 12.5 – 200 mg/L showed no toxic effect in the brain of fish, which was comparable with the control. Conclusion: The current study showed that the No-Observed Adverse Effect Level (NOAEL) is evaluated to be 200 mg/L dosage. Thus, PPP has less toxicity, and its use is suggested with potential applications against diseases.

Key Words - Pomegranate Peel Powder, Toxicity, Histopathology, Zebrafish

1. Introduction

Various parts of the Pomegranate tree and fruit are used for therapeutic and culinary applications. *Punica granatum* L. has a long history to treat several conditions including diarrhoea, ulcers, aphthae, haemorrhage, and respiratory complications [1]. People use pomegranate for high blood pressure, athletic performance, heart disease, diabetes, and many other conditions, but there is no good scientific evidence to support most of these uses. Pomegranate Peel Powder (PPP) has diverse pharmacological functions such as antioxidant [2].

PPP possesses strong antibacterial, antioxidant and anti-tyrosinase activities. Therefore, the PPP could be exploited as a potential source of natural antimicrobial and antioxidant agents [3]. They are also used to treat parasitic and microbial infections. For example, the use of 250 µg/mL pomegranate peel extract (PPE) was most effective to inhibit antibiotic resistant strains of *Salmonella typhimurium* and *Staphylococcus aureus* in meat surfaces [4].

There are various kinds of traditional medicines derived from plants and have studied in much chemical content and efficacy in them. But there are still many plants whose toxicity levels are not yet known, so it needs to be further investigated to determine safety ingredient [5]. Toxicity tests are needed to assess the safety of the drug, or ingredients used as supplements or food [6]. It is also to protect the community from potentially harmful effects.

One of the methods used to test the toxicity is to use the Zebrafish (*Danio rerio*). This method is easy to work with, cheap, short time detection, and accountable [7]. The toxicity test in red pomegranate is not widely known. The root, stem, or peel of pomegranate is possibly unsafe when taken by mouth in large amounts. So, based on this background, the researcher is interested in doing a red pomegranate toxicity test on zebrafish (*Danio rerio*). This

STANDARDIZATION OF AMARANTH GRAIN BASED CEREAL BARS AND EVALUATION OF ITS PHYSIOCHEMICAL, PROXIMATE, MICROBIAL AND ORGANOLEPTIC PROPERTIES

Dr. Vijaya Vahini. R¹, Sivasankari.S², Suba Jegatheeswari V³

¹Assistant Professor, Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

²Student, M.Sc., Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

³Student, M.Sc., Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

Abstract

Cereal bars or breakfast bar are innovative, practical and convenient food which would be an ideal food format to deliver all required nutrient in a balanced way. Cereal bars or sport bars are snack foods with good sensory qualities and nutrient content but also contain gluten as oats and wheat flaxes are the major ingredients of the cereal bar. Therefore, there is felt need to develop value-added, ready-to-eat gluten free bars with incorporation of healthy ingredients. Amaranth grain can be considered as potential raw ingredients to formulate ready to eat food as it is gluten free, high in fiber, protein and other essential micronutrients. The present study was intended to formulate Amaranth based grain bar and also to evaluate its Physiochemical, Proximate, Microbial, Organoleptic Properties and Cost Evaluation. The formulated bar also contains pumpkin seeds, sesame seeds, roasted bengal gram, groundnuts, almond, jaggery, and honey. According to the results of this study, the formulated value-added amaranth-based bar was found to be rich in all macronutrients, microbially safe and well acceptable in term of its sensory attributes. Furthermore, the formulated product can be converted into commercialized product as a step forward towards optimizing the efficiency and commercialization of the amaranth grain.

Keywords: Gluten-free foods, ready-to-eat breakfast bar, sports bar, amaranth grain

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

INTRODUCTION

Cereal bars are a popular and handy snack that would be an appropriate food format for delivering the required amount of macronutrients and micronutrients in addition to antioxidants and Phytochemicals. Cereal bars were created in the previous decade as a healthier alternative to comfit as people became more concerned about their health and diets. Cereal bars have become an effective vehicle for including beneficial elements in the diet of consumers as their usage has stretched from the breakfast table to any time of day. As a result, due to its great nutritional content, a cereal bar might be regarded a sensible alternative for a meal (Sharma, Kaur, Aggarwal & Singh, 2014).

In recent decades, consumers have become increasingly concerned about their own and the planet's health. Consumers are currently more knowledgeable about how healthier food choices play a key role in the prevention of future health problems; hence they request foods that exert certain health benefits. Simultaneously, consumers demand "clean label" foods that do not contain any additives and preservatives, and that are produced for nature. Reinforced by the advent of COVID-19, the highly demanding consumer of today has set the trend not only for convenience but also for natural, healthy and sustainable food products (Nazni&Bhuvaneswari, 2011).

Amaranthus is nutrient-dense; both leaves and the grain of amaranth are used as food for both humans and animals. Pseudocereals are

FORMULATION AND CHARACTERISTICS ASSESSMENT OF GLUTEN-FREE CHIPS

Dr Subashshini V¹, Saranya V², Jothika S³

¹Assistant Professor, Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India.

²Student, M.Sc., Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

³Student, M.Sc., Food Science, Nutrition and Dietetics, Department of Home Science, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Affiliated to University of Madras, Chennai, Tamil Nadu, India

Abstract

Celiac disease (CD) is a chronic malabsorption disorder of the small intestine, in which the small intestine is hypersensitive to gluten. Hence the main aim of the study is to formulate and standardize gluten-free chips. Sona masuri rice flour, green gram flour, and chia seed flour are taken in five different variations and control maize chips. The developed product was evaluated for its physical properties, microbial analysis, sensory attributes, proximate composition, storage stability, and statistical analysis. As a result, anticipated that the microbial quality of the developed product was found to be within the safer limit. The best-accepted variation was taken into consideration for further analysis. The proximate composition of the developed chips was found to be low in energy (kcal), carbohydrate (g), moisture (%), and high in protein (g) compared with the control respectively. The storage study was analyzed by storing in aluminum pouches for a month. The sensory attributes on the 0th day was found to be excellent, and the same criteria were followed by the 15th day and 30th day there were slight changes in the texture and taste of the chips, and also has a good shelf life till a period of a month whereas the Total plate count was less than 10 logs, and the yeast and mold count was not detectable. The present study concludes that gluten-free chips have better nutritive value and high acceptability among all age groups, rich in protein and homemade gluten-free products without any preservatives.

Keywords: Gluten-free chips, Sona masuri rice, Proximate composition, Microbial examination, and Storage stability.

Received: 02.05.2023

Reviewed: 15.05.2023

Accepted: 28.05.2023

INTRODUCTION

Celiac disease is a genetically based autoimmune disorder affecting the gastrointestinal system and lifelong intolerance to the ingestion of gluten (Marston *et al.*, 2016) (Sollid & Lundin, 2009). Globally (FSSAI, 2019) reported that one in 140 individuals has celiac disease. In India was thought to be very uncommon about two decades back, but now the celiac disease is well recognized and it affects 1 in 140 Indians and 1.22/1000 in Tamil Nadu respectively (Rupinder *et al.*, 2002).

India is the home place of rice varieties, the consumption of rice as a common food item has led to the development of various ready-to-eat

food relishes produced locally at small or home scale levels (Z. A. Khan *et al.*, 2017).

The Sona masuri rice (*Oryza sativa*. L) (Tamil name: Gopuram arasi) is a massively grown food crop in Southern India (Samotyja, 2015). It possesses white color, bland taste, gluten-free and low in allergenic properties. It is good sources of complex carbohydrates, also low in sodium, fat, easily digestible, fiber, total phenolic content, and antioxidant activity which can be included in the diet of the patient that suffers from allergies (Devraj *et al.*, 2020)(Lavanya *et al.*, 2020).

It is considered as protein-rich rice comprising of 8g per 100g, which offers health benefits including muscle building, weight loss and

Effect of a community-based nutrition intervention program about dietary immunonutrients during COVID-19 pandemic

Priyadharshini Ravichandran

SDNB Vaishnav College for Women

Subasshini V

SDNB Vaishnav College for Women, Affiliated to University of Madras

Keywords: Coronavirus, immunonutrition, nutrition intervention, nutrition surveys

Abstract

Background: The global agitation caused by the coronavirus disease of 2019 has emerged the need to make today's population more aware of immune health to protect against disease and illness. Thus, we conducted a community-based nutrition intervention program that puts forward immunonutrition in the limelight.

Objectives: To study the effects of a community-based nutrition intervention program on (a) the significance of immunonutrients, (b) its rich sources and (c) its role to boost immunity against viral infections and diseases among a local community in Chennai city.

Material and Methods: This study used the pretest-posttest design consisting of pre-and post-survey conducted from 400 active participants selected by the random sampling method. Pretest and posttest involved the assessment tools like the 4-point Likert scale and 7-item food frequency questionnaire. The employed intervention strategies include the distribution of informative pamphlets and offering individual nutrition counselling that highlights the benefits of consuming immunonutrients- rich foods.

Results: The mean pretest score based on the perception of participants on the importance of immunonutrients was 2.022 ± 0.856 . Significant associations between age, education level, and socioeconomic status with the perception levels of the participants were observed ($P < 0.001$). A mean difference of 1.1200 ± 0.0603 was observed when compared with the posttest responses conducted three months after the intervention, showing a significant increase in their perception level ($P < 0.001$).

Additionally, the consumption of immunonutrients rich foods studied using the 7-item food frequency questionnaire, also increased.

Conclusions: Our intervention program was found remarkably effective for improving the awareness and consumption level of locally available, cost-effective immune-boosting foods among the participants and

IMPACT OF SOCIAL MEDIA MARKETING AMONG USERS IN CHENNAI CITY - AN EMPIRICAL STUDY

Mrs. Sukanya N, Part time Ph.D. Research Scholar, Research Department of Commerce
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women
sukanyaju@gmail.com

Dr.S.Subbulakshmi, Supervisor & Guide, Associate Professor, Department of Commerce (SFS),
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women
subbupetchi72@gmail.com / subbulakshmi.s@sdnbve.edu.in

Abstract

This paper aims to understand the innovations in the field of e-commerce. This paper highlights the need of marketing through social media which gives an insight to many for advancing to an entrepreneur. Hence forth suggestions and findings can help business people to improve their business.

Social media is playing the major role to reach the public faster. Marketers have chosen social media as a weapon for conquering many users. Social media usage becomes more in times of pandemic. Social media marketing has created a new approach of marketing to reach many with less effort and cost. This study aims to examine the perception of social media among users and analyze the factors which influence them. The study has been conducted with a well framed questionnaire distributed to many users. The sample size used for the study is 100 and analyzed with the help of statistical tools like percentage analysis, weighted average and factor analysis. It was found that social media has a positive impact on users in the field of marketing. But the marketers have to use it opportunistically to grab more number of customers and retain with updated and innovative marketing techniques.

Keywords: Social media, Users, Social media marketing and challenges

INTRODUCTION

Social media marketing is one of the marketing strategies using social media platforms for marketing. Social media helped many to have a source of income by exposing their talents or marketing their products and the like. During pandemic, usage of social media is much more and helped the business people to reach many number of customers with ease. Compared to traditional marketing, social media has a great impact on users which in turn lead optimization of opportunities. Social media attracts many and encourages in sharing the content across the globe. Social media gets connected with users with effective communication.

REVIEW OF LITERATURE

Jalal R H (2022) aimed to understand the impact of social media marketing on purchase decision of consumers in fast food industry. With the help of AMOS 21,- through SEM model. Informativeness, perceived reliability has a positive effect on purchase decision of consumers.

N.Vaihsnavi & Dr.S.Subbulakshmi (2022), tried to discover the effectiveness and satisfaction towards online shopping in selecting websites. This paper concluded and revealed that the virtual platform showcase the website attributes, individual characteristics and willingness to buy.

A STUDY ON THE IMPACT OF CONSUMER PERCEPTION TOWARDS THE ADOPTION OF M-COMMERCE IN CHENNAI CITY

P. Amirtha,

Research scholar, Research Dept. of Commerce,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women, Chromepet, Chennai 600 044 career.amirtha@gmail.com

Dr.D.Lalitha

Guide and Associate Professor, PG Department of Commerce,
lalit81973@gmail.com

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women, Chromepet, Chennai 600 044

ABSTRACT:

M-Commerce stands for mobile commerce. Mobile commerce is a subdivision of e-commerce, which includes all e-commerce transactions conducted using a mobile (hand-held) device. M-commerce includes various services that are provided through mobile apps. It is the most cost effective and useful tool for business transactions helping companies to increase revenue through various mobile services. It is used to solve productivity and sustainability matters. Mobile commerce (m-commerce) refers to the capability to action business transactions by adopting mobile applications on mobile appliances. It is a brand-new theory and develop in the context of norm benchmarks, rules and standards. The great progress of mobile telecommunications technology has combined with high speed internet. Mobile commerce is considered the next wave of commerce improvement i.e. all business transactions are done over a collection of mobile phones devices on a wireless telecommunications structure. Centralization of telecom operators' success in mobile commerce and its services have authorized to be one of the ambitious advantages in this emerging market. The Purpose of this study is to investigate the impact of consumer's perception on mobile commerce applications in Chennai city. Consumers are critical factor to make profit in any business. Consumer's satisfaction on M-commerce relative to their usage is studied using linear relationship models, in order to find ways to improve their satisfaction and usage. Multiple regression analysis is used to understand the relationship of satisfaction on facilities available.

Keywords: mobile-commerce, transaction, customer perception, linear relationship

INTRODUCTION :

Mobile commerce (m-commerce) is a recent new tendency to simplify online transactions and get commodities or services at your fingertips. According to research from the Statista portal, the amount of overall mobile commerce revenue will exceed 613.2 billion euros in 2019 compared to 85.25 billion dollars in 2015. In addition, the growth of mobile commerce is accelerating through the increasing use of smart devices, equipment and technology upgrades. Nowadays, mobile phones play a crucial role in an individual's life by encouraging leisure, business behavior and Connecting people around the world through

How to Cite:

Sukanya, N., & Subbulakshmi, S. (2022). Effectiveness of YouTube advertisement among viewers in Chennai City. *International Journal of Health Sciences*, 6(S2), 2103-2108.
<https://doi.org/10.53730/ijhs.v6nS2.5253>

Effectiveness of YouTube advertisement among viewers in Chennai City

Sukanya N

Part time Ph.D. Research Scholar, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women.

Email: sukanyajn@gmail.com

S. Subbulakshmi

Supervisor & Guide, Associate Professor, Head-In-Charge, PG Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women.

Email: subbupetchi72@gmail.com

Abstract---Nowadays digital platform plays a prominent role in marketing. The transition from traditional marketing methods to modern marketing tools drastically changed the behavior of the viewers in their purchase decision. Outreach of a product is much more in online advertisements. Facebook, YouTube, Instagram has created a wider platform for online advertisement. This study aims at analyzing the factors which influence the viewers of YouTube on their purchase decision. This study also aims at understanding the perception of the viewers towards YouTube advertisement. The study was conducted with the help of a structured questionnaire and sample size used for the study is 100. The statistical tools used for the study are percentage analysis, weighted average, One way ANOVA and factor analysis. This study helps to find out the effectiveness of YouTube advertisement. This study suggests that most watched videos should be chosen for giving ads so that numerous viewers watch the advertisement effectively. Efforts can be taken by the advertisers for creating interest level among viewers so that viewers spend their time in watching the videos without skipping the ads.

Keywords---YouTube, viewers, YouTube advertisement, viewers behavior, viewers perception, digital platform.

Introduction

Digital era forces digitalization every here and there. Advertisement strategy and methods have been drastically changed during modern times. Digital platform has

International Journal of Health Sciences ISSN 2550-6978 E-ISSN 2550-696X © 2022.

Corresponding author: Sukanya, N.; Email: sukanyajn@gmail.com

Manuscript submitted: 27 Jan 2022, Manuscript revised: 18 Feb 2022, Accepted for publication: 09 March 2022

2103

How to Cite:

Priya, J., & Subbulakshmi, S. (2022). Customers' preference towards e-pharmacies in Chennai City. *International Journal of Health Sciences*, 6(S2), 2129-2135.
<https://doi.org/10.53730/ijhs.v6nS2.5255>

Customers' preference towards e-pharmacies in Chennai City

J. Priya

Part-time Ph.D. Research Scholar, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai -600044.
 Email: priyajagadeesan94@gmail.com

S. Subbulakshmi

Supervisor & Guide, Associate Professor, Head-In-Charge, PG Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai -600044.
 Email: subbupetchi72@gmail.com

Abstract---In the COVID-19 pandemic era, the e-pharmacy sector has been a boon to the community at large and evolved as a revolution in the digital marketplace in India. Through e-CRM software and AI tools, the e-pharmacy web portal evolves as a blockchain technology by binding up customers' service on one side and the admin back-office system on the other side. E-pharmacies fulfilled customers' needs such as essentials and medicines at the customers' doorstep. Its ease of access using a smartphone, contactless delivery at the pandemic made people purchase medicines and essentials via web platforms. The transformation to e-pharmacies over conventional pharmacies created competition in the pharma industry and brought up more startups into this field. Therefore, this paper aims to study the customers' preference towards e-pharmacies in the pandemic era and to identify the factors influencing customers' buying intention towards e-pharmacies for online medicine purchases in Chennai city. The primary data were collected from 100 respondents using the convenience sampling technique. The data collected through a questionnaire were analysed using Weighted average method, factor analysis and chi-square test. The findings showcase the e-pharmacy customers' viewpoints towards the existing services and preference towards e-pharmacy health line.

Keywords---digital marketing, e-pharmacy, online purchases, customers' preference, e-CRM, buying intention.

International Journal of Health Sciences ISSN 2550-6978 E-ISSN 2550-696X © 2022.

Corresponding author: Priya, J.; Email: priyajagadeesan94@gmail.com

Manuscript submitted: 27 Jan 2022, Manuscript revised: 18 Feb 2022, Accepted for publication: 09 March 2022
 2129

ROLE OF E-CRM IN E-PHARMACIES: A CONCEPTUAL VIEW

Ms. J. Priya, Part-time Ph.D., Research Scholar, Research Department of Commerce,
Srimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai -44
priyajagadeesan94@gmail.com

Dr. S. Subbulakshmi, Supervisor & Guide, Associate Professor, Head - In- Charge,
PG Department of Commerce, Srimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai -44
subbupetchi72@gmail.com

Abstract

Digital marketing paved the way to market many FMCG products and services online via internet-based platforms. A new entry in this streamline was e-pharmacies. Initially, it has faced legal issues and disagreement from licensed pharmacists as it started to pull out its retail outlet sales. It came back again as a new competitive edge in the digital platform by offering various categories under prescription drugs and essentials in the pandemic era. The explosion of demand towards e-pharmacies during pandemic increased competition and created an urge to attract & retain potential and existing customers towards their e-pharmacy retail. Big market giants started investing in the start-up e-pharmacies by understanding their market potential in the future. E-pharmacy business works with blockchain community software which tie-up admin, pharmacists, agents, delivery man and customers. The software business model comprises a back-office dashboard for admin, front-end website & application development (android/iOS) and electronic customer relationship management (e-CRM) systems assist to manage business activities and customer relationships. The e-CRM software stores customers' profiles, orders, prescriptions etc., furthermore monitors operational activities, organise, analyse customers' data for strategic decision making. Startuppreneurs initiates investment in procuring third-party software for technical support from IT firms and customise their web portal based upon their business objectives. Market giants such as Apollo 24*7, 1mg, Pharmeasy, Medplus, Netmeds, Practo have their customised software taking care of sales, marketing, admin, customer service & support. This paper aims to explore the concept, need and importance of e-CRM, to highlight the emergence, growth, successful prospects of e-CRM systems in the e-pharmacy industry. This study reviewed past studies related to e-CRM and the revolution of e-Pharmacy in India. This paper will provide ways to academicians and researchers about e-CRM and the e-pharmacy stream. This paper will give an insight for the e-pharmacy business firms to understand the viewpoints and contributions of researchers and thereby help to update their business prospects.

Keywords: CRM, e-CRM, e-Pharmacy, start-up e-pharmacies, Blockchain community software

INTRODUCTION

The present world has seen vast development in technology, education, economy, internet, space revolution etc. The transformation to the digital world pressurised all sectors to move and adapt to digitalisation and the Covid-19 pandemic had created emergency gear up towards such adoption. The importance of customer relationship is the everchanging objective of any business firm and the ways and means to tackle has evolved into various dimensions, one of such

Received: 13th March 2022

Revised: 19th April 2022

Accepted: 28th May 2022

ROLE OF MSME's IN ECONOMIC DEVELOPMENT – A STUDY WITH REFERENCE TO CHENNAI CITY OF TAMIL NADU STATE

PROF. VANDANA SAMBA AND DR. S. SUBBULAKSHMI

ABSTRACT

"Be mindful. Be grateful. Be positive. Be true. Be kind."

— Roy T. Bennett, the Light in the Heart

This paper tries to identify various factors, which limits/encourages people to pursue their entrepreneurial dreams. This paper aims to identify the challenges faced by MSME entrepreneurs of the state of Tamil Nadu. It is an Empirical Research which has been conducted to study MSME enterprises in the state of Tamil Nadu. A total of 100 sample enterprises have been interviewed with help of interview schedule to reach to a fair conclusion. Data has been analyzed by using IBM SPSS Statistics and Microsoft Windows 2010 Office Excel Worksheet has been used to present results in form of tables wherever applicable. Findings of this study may improve education, family and inner zeal and will-power of the MSME's which are vital factors which lift up their motivation scale to perform tasks. Most of the Challenges may be identified in this paper are poor knowledge of government support schemes, ignorance about banking procedures and formalities, poor knowledge of financial management, lack of leisure time and lack of technological skills. The researcher found that there exist ample prospects in services sector over manufacturing and other trading business. The implications of the study identifies that women owned enterprises or women respondents showed their inability to respond to the researcher even on repeated approaches made by the researcher because of their personal engagements. This study is one of its kinds of study which is going to form a basis for future researches which seek to further study on how MSME helps to improve the status of /prospects of entrepreneurs to successfully run and sustain in their entrepreneurial venture.

Keywords: Enterprises – MSME – Entrepreneurs – Challenges and Prospects in MSME – Role of MSME and its supporting Agencies.

INTRODUCTION

Micro, Small and Medium Enterprises are popularly known as MSMEs, are the roots of growth of industrialization in a country. MSMEs, post-independence, have emerged as dynamic and vibrant sector of Indian economy. MSMEs play a significant role in elimination of economic backwardness of rural and underdeveloped regions of the country, assist big industries in their growth, and help in making the best use of various resources of the country. MSMEs sector has a major role in Indian economy as it has about 45% share in national industrial output, about 70% in industrial employment and approximately 40% in exports.

This paper is an attempt to study the current status of micro, small and medium enterprises in Tamilnadu. Researcher has tried to find out major challenges being faced by MSMEs in India. Important policy initiatives taken by the government and various schemes started for the growth of MSMEs in Tamilnadu have also been discussed in this paper.

MSMEs in India have emerged as a vibrant and dynamic sector of the economy. They play an important role in Indian economy in terms of output, employment generation and exports. The MSME entrepreneurs with their intelligence and hard work try to make the best possible use of opportunities and resources that are available in the State. MSMEs focuses on smaller markets have lower investments and lead to effective mobilisation of resources and equitable distribution of national income. MSME sector effectively contributes in achieving the target of raising the GDP. Today, MSMEs are present in various sectors which are forming the formidable component of the country's economic growth. MSME sector is a combined name given to three different types of organisations i.e. Micro, Small and Medium Enterprises.

Classification of Micro, Small and Medium Enterprises in India

Type of Classification	Manufacturing Enterprises (in Rs.)	Service Enterprises (inRs.)
MICRO (in Lakhs)	25	10
SMALL (in Crores)	5	2
MEDIUM (in Crores)	10	5

Source: Government of India, Ministry of Micro, Small and Medium Enterprises, MSME Act, 2006

“CONSUMERS’ PERCEPTION TOWARDS ORGANIC COSMETIC PRODUCTS”
(A study with specific reference to consumers of cosmetics in Chennai City)

Ms. R. Sindhu Premalatha, Full-Time M.Phil. Scholar, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai 600 044

Dr. D. Lalitha Associate Professor (SFS), Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai 600 044

Abstract

As cosmetics are use to enhance the appearance and confidence by boosting up the self esteem of one's look. In this digital era consumers prefer organic in every consumption of their lifestyle. Cosmetics play a significant role in every one's life. The organic cosmetic products mean beauty products which are broadly used in day to-day lifestyle. The organic cosmetic products are grown in natural basis. In recent days, the consumption of organic cosmetic products is origin of the roots of healthy lifestyle because it has medicinal benefits without any side effects. This study aims at evaluating Consumers' perception towards Organic Cosmetic Products. Data had been collected with the help of a structured questionnaire which comprised of three parts. Part- I dealt with the demographic profile of the respondents. Part- II dealt with the understanding of consumers experience towards organic cosmetic products. Part- III dealt with the reflect of consumer perception towards organic cosmetic products. The questionnaire was circulated among 109 respondents in the city of Chennai. Simple percentage analysis was use to find out the demographic profile of the respondents, Factor analysis revealed the major factors influencing the consumer's perception of Convenience & Accessibility, Social Benefits, Safety Measures, Health & Beauty Consciousness and Fashionable trends towards organic cosmetic products, ANOVA f-test were use to find out the influence of consumer's age towards organic cosmetic products.

Key words – Organic, Consumers perception, Buying behaviour, Natural Cosmetics

I.1. Introduction

The buying pattern of the people is not the same and it may differ according to their needs and tastes. Principle value of organic cosmetic products must be harmony with nature. The health consciousness depicts the intention of buying organic products which is compared to environmental concern. The use of organic cosmetics is growing among the population now-a-days. Organic Cosmetics products are considered to be natural with the approach of association between social benefits & health or beauty consciousness. People become loyal to a particular brand of cosmetics to follow the behaviour while purchasing from their previous experience. The organic products are grown in eco-friendly basis. The consumption of organic cosmetics leads to a positive result of natural look. The ingredients which are used in organic cosmetic products contains 95% of natural ingredients in which the ingredients are grown without fertilizers & pesticides and 5% of organic based packaging or labelling through biodegradable products. In recent days many consumers were opted for organic cosmetics as they represent the environmental friendly alternatives with the wise choice for the skin health. These cosmetic products do not contain any compound of synthetic origin, alcohol & petroleum based ingredients etc. Organic cosmetics are safe and healthy to use and results leads to natural and positive.

I.2. OBJECTIVES OF THE STUDY

- To study the demographic profile of the respondents.
- To analyse the awareness level of the organic cosmetic products.
- To understand their satisfaction level towards organic cosmetic products.

OPPORTUNITIES AND CHALLENGES FACED BY THE ENTREPRENEURS IN THE DIGITAL ERA- A STUDY WITH REFERENCE TO CHENNAI CITY

Dr. T. Anitha, *Post Graduate Department of Commerce*

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai 44

Email ID: anithasaravanan20@gmail.com

ABSTRACT

Entrepreneurship in the modern world are expanding beyond their traditional boundaries. There are huge startups everywhere among various companies in the world. In the present virtual world environment, digital entrepreneurs contend with each other and are focusing on more international ventures. Now a days every entrepreneur is conforming to the digital culture to be innovative and to sustain in the market. The present study elaborates the concept of entrepreneurship in the digital era. Review of articles relating to entrepreneurship has been done and the idea of this study has been derived. The study helps to identify the main reasons of doing business in the digital era and also highlighted the various challenges faced by the entrepreneurs. The sample involves 207 entrepreneurs in and around Chennai metropolis.

Keywords: Entrepreneurship, Digitalization, Innovation, Digital era.

INTRODUCTION

Entrepreneurship is a crucial player which drives the economic growth, productivity, innovation, employment and acts as a most important cycle for business life. It gives rise to new organizations after having a tough battle off the ground. Government need to support the entrepreneurs to overcome these barriers and to establish their new ventures. In the current scenario, Technology-driven innovation is a strategic priority. New technologies and their adaptation in business helps the entrepreneurs to survive in a favorable environment. In the modern world entrepreneurs and startups helps to create jobs which leads to economic development and sustainability. This helps an entrepreneur to be a hero in the society.

REVIEW OF LITERATURE

- OOI YENG KEAT et al., (2011) investigated on the students' inclination towards entrepreneurship. Study concentrated to examine the relationship between entrepreneurship education and inclination towards entrepreneurship. The influence of demographic characteristics and family business background on university students' inclination towards entrepreneurship was examined. An empirical test was carried out on the data gathered and result states that the two entrepreneurship education variables are found to have statistically significant relationship on the inclination towards entrepreneurship.
- G. PALANAIAPPAN et al., (2012) highlighted on the entrepreneurial development among women in Erode District. Highlighting their motivational forces and relationship between socio economic background of women entrepreneurship, motivational factors and their existing entrepreneurial traits. The study also focuses on the major strength and weakness of women entrepreneurs and the environmental opportunities and threats which promote the entrepreneurship.
- Bastian Thomsen et al., (2019) identified the research gap in the literature regarding social entrepreneurship education through an exploratory study that leverages three separate, but distinct experimental learning projects. Students were assigned into three separate groups namely action-research, service learning and a traditional new social enterprise venture. All three approaches fostered student development and social entrepreneurial learning, placing a greater emphasis on student comprehension of the subject matter in relation to the weight of responsibility they experienced compared to the traditional new venture approach.

PERCEPTION AMONG SENIOR CITIZENS ADAPTATION TO DIGITAL CULTURE WITH SPECIAL REFERENCE TO CHENNAI CITY

Dr. T. Anitha

Abstract

Digital transformation has been observed with greater revolution for the past two decades. Technology advancement paves way for digitalization. Digitalization means technical process of adopting to the use of digital technology. Digital banking involves the digitization of all traditional banking products, processes and activities to serve customers through various online channels. A digital transaction is a cashless transaction which specifically involves paperless transaction. Digital Banking systems are much more flexible and allow banks to add and expand features much faster than traditional banking systems. Digital Banking relies on high level process automation, web-based services and Application Programming Interface- APIs to provide banks and their customers with high levels of cost efficiency, security, flexibility. Purchasing goods through e-commerce, websites, online business transactions, booking tickets for traveling, movies and personal transactions in between people, online banking is used majorly. Such operations help to save time, convenient. Still many people are unwilling to accept digital banking since they do not possess adequate knowledge. Digital culture refers to the human culture that digitalizes and turns into a new form. Embracing a digital culture supports digital transformation and speeds up the work, encourages innovations and attracts new talents. This digital change has been adapted in almost every field and it specifically helps to improve the welfare of the senior citizens. Digital transformation keeps elder people active and independent. Though this had created confidence among senior citizens, the negative effects were also observed. This paper attempts to know the Perception and level of adapting to the digital changes by the elderly people. Questionnaire was circulated to the aged people and their opinion on the digital transformation and their adaptation has been collected and analyzed using SPSS tools.

Keywords: Digitalization, Digital changes, Digital culture, Digital adaptation, Aged people.

I. INTRODUCTION

As a great tool, the technology enables us to get through independently and face the challenges of modern life. Technological explosion has greatly changed the lifestyle of aged people. There is a need to investigate on the senior citizen in getting adapted to the use of this diverse technologies. Digital technology enhances connectivity, financial inclusion, public services etc. Digitalization was the term coined by Mathematician Claude Shannon in the year 1948. Digitalization has transformed everything computer-friendly. From the year 2012 Digital transformation has become a universal phenomenon, where all the sectors started to use devices to market their products and services. In simple term digital transformation refers to exploring the business in the digital age. In every service sector digital transformation begins and ends with the end users. (Ali 2021) Digital adaptation has been a part of life among all age groups. Digital developments are also being adapted by the elderly adults as they have no other choice. Smart digital devices have

Journal of the Oriental Institute, ISSN: 0030-5324, UGC CARE LIST NO. 135,
Vol. 71, Issue. 03, No.14, 2022 pp. 257-270

*Post Graduate Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women,
Chromepet, Chennai 44 anithasaravanan20@gmail.com

ANVESAK

ISSN : 0378 – 4568

UGC Care Group 1 Journal

(151)

**A STUDY ON THE CONTRIBUTION BY FARMER PRODUCER COMPANY (FPC) IN
MARKETING OF NON-TIMBER FOREST PRODUCE AND AGRICULTURAL PRODUCE
OF TRIBAL COMMUNITIES(A STUDY ON FPC AT THIRUVANNAMALAI DISTRICT)**

Mrs.R.Harini

Part-Time Ph.D. Research Scholar, Research Department of Commerce,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600 044.

&

Dr.R. Savithri

Associate Professor & Head, Research Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt
Vaishnav College for Women, Chennai 600 044.

Abstract

Forest is the major livelihood resource for forest dependent communities mainly tribals. Besides timber, forest provides variety of valuable products referred as Non-timber Forest Produce (NTFPs). Forest produce like soapnut, tamarind, honey etc., are categorised under NTFPs. Tribals are permitted inside forest to collect and sell these products for their living. They have settled here very long back and depend on forest for their living. Besides collection of NTFPs, they are involved in cultivation of various agricultural products like little millets, vegetables, pepper etc., as the land is very fertile. Only a part is used for home consumption and the rest is sold mostly through intermediaries called agents who pay very less to the tribes for the produce thereby absorbing most of the profits by selling in the outside market. Lack of organised sector for marketing NTFPs, high dependency on agents in marketing the produce and lack of knowledge on marketing techniques are main hindrances. Farmer Producer Company (FPC) was started in Tiruvannamalai District with an objective to facilitate marketing of NTFPs and agricultural products produced by the tribes. With a sample size of 153 respondents, the researcher attempts to understand the role of Farmer Producer Company in marketing tribal produce. SPSS was used to analyse the data collected and statistical tool like percentage analysis and ANOVA were used.

Keywords : Tribals, NTFPs, Marketing, Farmer Producer Company, Agents.

INTRODUCTION

Forest is the major livelihood resource for forest dependent communities mainly tribals. They are dependent on forest for food and other requirements other than agriculture (Ajay Banik and Varsha Paul, 2015)¹. Besides timber, forest provide variety of valuable products referred as Non-timber Forest Produce (NTFPs). NTFP are defined as "Non-timber forest products consists of goods of biological origin other than wood, derived from forests, other wooded land and trees outside forests" (FAO 1999)². Forest produce like soapnut, tamarind, honey etc., are categorised under NTFPs. Tribals are permitted inside forest to collect and sell these products for their living. They have settled here for generations and depend on forest for their living. As collection of NTFPs is seasonal, tribes are involved in cultivation of various agricultural products. Majority of the tribe cultivate little millet while very few cultivate finger millet, horsegram, sesame, black pepper, sugarcane and vegetable like cucumber. As millets are three months crop, multi-cropping is practiced.

NON-TIMBER FOREST PRODUCE

The community depend on forest for their livelihood when agricultural harvest is over. From villages located near forest area, both men and women involve in collection of NTFPs like honey, soapnut and tamarind. They walk from less than 1 km to 30km inside forest to collect NTFPs. Forest produces like soapnut and tamarind are obtained within a radius of 10 km whereas honey collection requires long distance travel. A group of men from the village get prepared with ropes, knives, cans to

IMPACT OF STRESS ON EMPLOYEE PRODUCTIVITY DURING PANDEMIC OUTBREAK

Dr.S. Priya Reddy, Assistant Professor, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women

Dr.Vimala Vasudevan, Assistant Professor, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women

ABSTRACT: The existence of pandemic proves to a deadly disaster for all those who survive on the planet. Survival becomes a greatest challenge during this period. Pandemic distress was a tiresome task for employees as they have to manage the chronic difficulty physically and financially. Employees knew that they need to run the show to survive. The interdependence among the employer and employee laid a voluminous trouble to exist in the present environment. Gaining employee productivity was a tough task for businesses to sustain. Success with an elevation in the production graph laid a terrific burden in their shoulders. Successful business operators knew that employees are the only resource that could accelerate this process and let the business survive. Extracting their efficiency alone proves to make the business run efficient for longer span of time. Thus, this study aims at identifying the various factors that causes stress to employees during pandemic and identify the strategies that organization employs to improve employee productivity. Chi-square, Correlation and Factor analysis were used in the study to understand the relationship among the variables taken for the study. Findings and suggestion of the study proves to be an effective source to reduce stress and improve employee productivity.

Keywords: pandemic, outbreak, stress, employee productivity, Business, elevation, challenge.

INTRODUCTION:

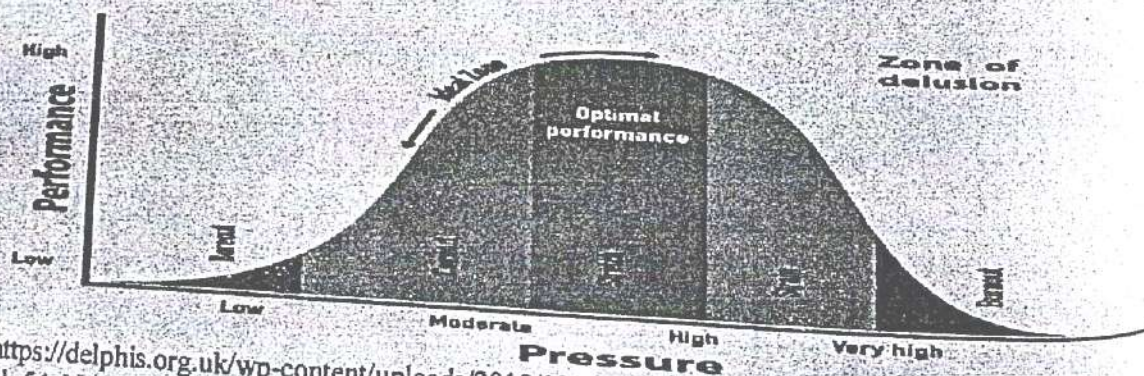
Employer and the employees of the organization are the two sides of a coin. Business success does not only rely on the objectives the organization frame but, also the employees who make their dream come true. To give the fullest potential, employees need a proper work-life balance. Work - life balance can not only be attained by mere managing once activities regularly. It is the employers who should focus on providing such environment. This paper highlights the areas that cause stress to employees during pandemic and strategies taken by employees to overcome this and improve employee productivity.

THEORETICAL BACKGROUND

IS STRESS ESSENTIAL PART OF LIFE?

Yes, stress is essential as it is the striving force for one to achieve the given set of targets in work life. Overall, it's vital to have good stress in your life. We should make an effort to eradicate as much chronic stress as possible. Change the perception of stress as much as you can, and add positive activities to promote eustress. Together, these strategies help to create a healthy balance in a life. Understanding the essential limit of stress is depicted in the chart below.

Fig 1.1 The chart showing the relationship between pressure/ stress and performance



A STUDY ON THE IMPACT OF CONSUMER PERCEPTION TOWARDS THE ADOPTION OF M-COMMERCE IN CHENNAI CITY

P. Amirtha,

Research scholar, Research Dept. of Commerce,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women, Chromepet, Chennai 600 044 career.amirtha@gmail.com

Dr.D.Lalitha

Guide and Associate Professor, PG Department of Commerce,
lalit81973@gmail.com

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women, Chromepet, Chennai 600 044

ABSTRACT:

M-Commerce stands for mobile commerce. Mobile commerce is a subdivision of e-commerce, which includes all e-commerce transactions conducted using a mobile (hand-held) device. M-commerce includes various services that are provided through mobile apps. It is the most cost effective and useful tool for business transactions helping companies to increase revenue through various mobile services. It is used to solve productivity and sustainability matters. Mobile commerce (m-commerce) refers to the capability to action business transactions by adopting mobile applications on mobile appliances. It is a brand-new theory and develop in the context of norm benchmarks, rules and standards. The great progress of mobile telecommunications technology has combined with high speed internet. Mobile commerce is considered the next wave of commerce improvement i.e. all business transactions are done over a collection of mobile phones devices on a wireless telecommunications structure. Centralization of telecom operators' success in mobile commerce and its services have authorized to be one of the ambitious advantages in this emerging market. The Purpose of this study is to investigate the impact of consumer's perception on mobile commerce applications in Chennai city. Consumers are critical factor to make profit in any business. Consumer's satisfaction on M-commerce relative to their usage is studied using linear relationship models, in order to find ways to improve their satisfaction and usage. Multiple regression analysis is used to understand the relationship of satisfaction on facilities available.

Keywords: *mobile-commerce, transaction, customer perception, linear relationship.*

INTRODUCTION :

Mobile commerce (m-commerce) is a recent new tendency to simplify online transactions and get commodities or services at your fingertips. According to research from the Statista portal, the amount of overall mobile commerce revenue will exceed 613.2 billion euros in 2019 compared to 85.25 billion dollars in 2015. In addition, the growth of mobile commerce is accelerating through the increasing use of smart devices, equipment and technology upgrades. Nowadays, mobile phones play a crucial role in an individual's life by encouraging leisure, business behavior and Connecting people around the world through

ENTREPRENEURSHIP ATTITUDE AMONG COLLEGE STUDENTS

S. YUVASHREE, Student, PG Department of Accounting & Finance, SDNB Vaishnav College for Women, Chennai.

Dr. M. REKHA Assistant Professor, PG Department of Accounting & Finance, SDNB Vaishnav College for Women, Chennai.

Abstract

Entrepreneurship is important to industrial development. Entrepreneurship development is critical to any country's economic development. In India there are two critical issues. That is, there is unemployment and a lack of financial resources. These issues can only be solved through entrepreneurial development. By establishing business entrepreneurs not only create self-employment but also provide employment opportunities for others. The main object of this paper is to investigate the entrepreneurship attitude among college students in Chennai. In this study analysis that most young people who pursuing degree in colleges wants to work or start their own business. The data were collected by Google forms from 200 respondents of college students. The research tools used Percentage Analysis, Descriptive Statistics, Friedman Test and Correlation Analysis. The study concludes that college student's perception towards becoming an entrepreneur after completion of degree.

Keywords: *Entrepreneurship, attitudes, innovation, business & startup.*

INTRODUCTION:

The process of starting a new business and accepting all related risks in an effort to make money is known as entrepreneurship. An entrepreneur is someone who launches a new company and takes on every obstacle to its growth and functioning. In present market conditions, entrepreneurs are crucial because they can drive the economy of the nation forward. By creating new goods and services, they promote job creation, accelerating economic expansion. An individual who starts a new firm, taking on the majority of the risks and reaping the majority of the gains, is known as an entrepreneur. Entrepreneurship is the practice of starting a business. The entrepreneur is frequently viewed as an innovator, a source of fresh concepts for products, services, businesses, and operational methods. Role of economy, employing the abilities and initiative required to predict demands and market useful new ideas. Entrepreneurship that succeeds in assuming the risks involved in founding a firm is rewarded with money, notoriety, and chances for future growth.

REVIEW OF LITERATURE:

Sanjay Thakur (2019) aimed at entrepreneurial aspirations among university students and the challenges they face when considering entrepreneurship as a career option. Data was gathered using stratified random sampling. Primary data was gathered from 200 students at Himachal Pradesh Technical University and Career Point University in Himachal Pradesh through a well-structured questionnaire filled out by the respondents, and secondary data was gathered from annual reports, websites, journals, and textbooks. The

CUSTOMERS PERCEPTION TOWARDS SERVICE QUALITY OF LIFE INSURANCE CORPORATION

SANDHIYA. J, Student, PG Department of Accounting & Finance, SDNB Vaishnav College for Women, Chennai.

Dr. M. REKHA, Assistant Professor, PG Department of Accounting & Finance, SDNB Vaishnav College for Women, Chennai.

ABSTRACT:

The life insurance market is growing faster every day. In India, the life insurance industry is a major contributor to economic growth. Life Insurance Corporation (LIC) is the largest life insurance organization in India. It has established a benchmark for the implementation of the overall concept of service quality in India. After liberalization, the private industry has increased competitive pressures on the LIC. This has resulted in focusing on strategies for increasing their policyholders. In order to do this, LIC attracts customers and develops their loyalty by improving the quality of services. Service quality has become a very potent weapon for ensuring continued survival in the aggressively competitive environment. Delivering quality service is important for customer retention. This paper aims to focus on customers' perception of the LIC service quality of 275 respondents in Chennai city. The data were analyzed with statistical tools like percentage and Exploratory Factor Analysis (EFA) is used for identifying customers' priorities for service quality. In this study conclude that the customers are highly satisfied with the services provided by the LIC.

KEYWORDS: *Life Insurance, Service Quality, Customer, Policies, Premiums, Claims.*

INTRODUCTION:

Insurance industry has blossomed to be one of the patrons to the growth of the Indian economy of its varied subsectors, life insurance has been the developing segment with increasing consumer awareness towards insurance in spite of, the competing insurance companies are trying to satisfy customers and retain loyalties. The core of these satisfaction and retention strategies lies in upholding the quality of service offered by the companies to its Customers. Thus, there is quality of service has become a buzzword in the Indian insurance industry. It has become an important determinant of the growth and success of the competing companies. Though several companies offering various life assurance services have blown up, Life Insurance Corporation of India (LIC), the country's first organization of that kind has cemented itself as the de-facto market leader and is a major public sector insurance giant in India. LIC, with its massive customers reach and base, has been the trend-setter for industry expectations and standards of service quality, as it has been with every other aspect over its long-standing existence.

REVIEW OF LITERATURE:

Yuvaraj, M., Rajendiran, G. (2020) Studied focus on the research paper is to validate all dimensions of the quality of service in the field of life insurance and the factors that influence the satisfaction of clients

JOB STRESS AMONG HEALTH CARE EMPLOYEES : AN EMPIRICAL STUDY

SANDHYA. R, Student, PG Department of Accounting & Finance, SDNB Vaishnav
College for Women, Chennai.

Dr. M. REKHA, Assistant Professor, PG Department of Accounting & Finance, SDNB Vaishnav
College for Women, Chennai.

Abstract:

One of the most serious health issues of the twenty-first century is work stress. Stress is a natural aspect of everyday life. People from almost every profession must deal with stress because it is a universal aspect. The stress that one experiences while working at a job is referred to as workplace stress or occupational stress. Employers today conduct in-depth analyses of the stress management problems that cause employees to perform poorly on the job and lead to high employee turnover, which ultimately affects organizational growth and profits. Pressure from superiors and peers, as well as the lack of support from co-workers are major factors of stress. Increases of workplace stress and absenteeism, which are both, affected the standard treatments in healthcare organizations. Before giving staffs duties, management must be aware of their mental and physical capabilities. The study aims to measure the stress caused by the job and to identify the elements to job stress among health care employees. The sample was collected from 200 employees working in the hospitals. A well-structured questionnaire was circulated among the hospital employees. Field survey was conducted to collect the data. The tools used for the study is Percentage analysis and Factor analysis. The study concluded that employees have work stress in the job. The suggestions stated to the management, workload can be minimized by recruitments of new staff, to provide relaxation techniques and motivation programs to the staffs.

Keywords: occupational stress, stress management, healthcare, organizational goals.

INTRODUCTION:

Stress is a natural component of daily life. It is a typical human experience and a reality of working in a company. Nowadays working an organization can be very difficult because work demands, strict deadlines, meetings that never seem to end on time, unhelpful co-workers, demanding bosses, incompetent subordinates, and a lot of other irritating problems. Chronic stress is an extended period of time when you feel stressed out all the time. Chronic stress can have a negative impact on your health. Upsetting events as well as regular family and job pressures might cause chronic stress. A person's level of stress, especially chronic stress, can be controlled using a variety of techniques, such as psychotherapy. These methods are typically used to enhance daily functioning. There are many physical and psychological signs of stress that differ depending on the circumstances of each individual. Depression or stress symptoms such as headaches, chest pain and sleep problems, these factors affecting physical health of individual life. One of the secrets to leading a happy and successful life in contemporary society is the stress management process. Stress management offers a range of techniques to control anxiety and maintain overall wellbeing in the face of the many demands that life often brings. There are significant structural and monetary changes taking place

EMPLOYEES AWARENESS ON TAX PLANNING AND SAVINGS INSTRUMENTS – EMPRICAL STUDY

Sugabradhayini .M, PG student, PG Department of Accounting & Finance,
SDNB Vaishnav College for Women, Chrompet, Chennai 600044

Dr. M. Rekha, Assistant Professor, PG Department of Accounting & Finance,
SDNB Vaishnav College for Women, Chrompet, Chennai 600044

Abstract

Understanding income tax is essential to every individual in India. Tax planning can be said as an arrangement of individual financial resource. Tax savings is the advantage of deductions, exemptions, and allowances to reduce the burden of paying tax. The objectives of the study are to analyse the various factors influencing on awareness of tax planning and saving instruments. The primary data was collected through a structured questionnaire from 250 employees in Chennai city. The data was analysed with the help of SPSS to diagnose the data collected and draw valid results and interpretations. The study used tools are Simple Percentage analysis, Correlation analysis, Chi-Square test, Friedman test and Factor analysis. This study aimed at exploring the employees' level of awareness of tax-planning and saving instruments and the creation of wealth from those instruments in Chennai city.

Key words: Income Tax, Tax Planning, Tax saving instruments, and Deductions.

INTRODUCTION

Tax planning is an essential aspect of financial planning for individuals. It involves the identification of legal ways to minimize tax liability and maximize tax savings. With the introduction of various tax-saving instruments and schemes by the government, it has become easier for taxpayers to plan their taxes effectively. However, despite the availability of tax-saving instruments, many employees are not fully aware of their benefits and fail to utilize them to their advantage. This empirical study aims to explore the level of awareness among employees regarding tax planning and tax-saving instruments. The study will examine the various tax-saving instruments available to employees, their benefits, and the factors that influence their utilization. The study will also analyse the employee awareness on tax planning and savings behaviour. The study will be conducted using a quantitative research approach, and data will be collected through a structured questionnaire to employees working in various industries. The data will be analysed using statistical tools such as percentage analysis, correlation, Friedman mean rank, Chi-square, and Factor analysis. The findings of this study will provide useful insights to employers, policymakers, and tax planners in developing strategies to enhance employee awareness regarding tax planning and savings instruments. The study will also contribute to the existing literature on tax planning and savings behaviour and provide a basis for further research in this area.

**INVESTIGATION ON THE METHODS AND TYPES OF TECHNOLOGY BASED
CUSTOMER ENGAGEMENT: AN EMPIRICAL STUDY**

JAYASREE. S Full Time Ph.D. Research Scholar, Research Department of Commerce,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai – 600044.

Dr. S. KAMAKSHI. Research Guide and Supervisor, Associate Professor, Department of
Commerce (SFS), Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai –
600044.

ABSTRACT

Technology plays a powerful role today in driving the world and making lives easier. Its role is played in various sectors and promotes for the betterment of mankind. Now, people are in a phase where they cannot live without technology. On the other hand, Customer Engagement is one of the newly trending concepts that adds value to Customer experience and retains Customers. It enables them to keep the brand at the front of their minds. A Company which engages with its customers can earn more than the company which is less connected with its customers. In this study, let's see how far Technology is being used to promote Customer Engagement. This paper carries out empirical research on investigating the various methods and types of Customer Engagement activities carried out through Technology.

KEY WORDS: Customer Engagement, Methods, Types, Technology and Investigation

INTRODUCTION

Technology is the application of scientific knowledge using machinery and equipments, technical processes, methods, knowledge and functions etc to achieve the practical aims of human life and making it much easier. Customer Engagement is the ongoing interactions between the Company and its Customers for the cultivation of healthy relationship which is beyond the business transactions in order to retain Customers and increase Brand Loyalty. This paper aims to study how far technology paves the way for implementation of various methods and types of Customer Engagement.

LITERATURE REVIEW

➤ Julie Rose (2017) in her study on the topic concluded that technology is a powerful tool in influencing and changing consumer behaviour and companies going without technology would be thrown out of the market. And it is also found that over a period of time, Consumer Behaviour is completely influenced by information processed through Internet. Companies that use new technologies to satisfy Consumer needs first would survive and win.

➤ James Agyei, Shaorong Sun, Eugene Abrokwhah, Emmanuel Kofi Penney and Richmond Ofori – Bofo (2020) in their study on the topic "Influence of Trust on Customer Engagement: Empirical Evidence from the Insurance Industry in Ghana" among 452 clients of all Life Insurance providers in Ghana. Convenience Non- Probability Sampling was employed in the study. Structural Equation Modeling (SEM) was utilized to test the research hypothesis. Confirmatory Factor Analysis was carried out to evaluate the validity of all the construct measures employed in this study. The results of the measurement test showed satisfactory reliability, convergent validity and discriminant validity. The structural model was run to test the relationship between exogenous variables and endogenous variable. The fit indices of the structural model were assessed and showed good fit to the data. It was found that all four dimensions of trust – trust in service provider, trust in the regulator, economy-based trust and information-based trust positively and significantly impact Customer Engagement, with trust in service provider and trust in the regulator driving a higher level of



IMPACT OF INSTAGRAM ADVERTISEMENT ON CONSUMER BEHAVIOR WITH SPECIAL REFERENCE TO THE FOOD INDUSTRY.

Mrs P.JAYANTHI, Research Scholar (Part time)

Dr S.KAMAKSHI, Associate Professor(SFS) and Research Supervisor

Department of Commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women

INTRODUCTION

Advertisement is a medium which delivers information about the product and services orally, written and in electronic form. The goal of the advertisement is not to increase sales but to create an effect on the target audience. The effect of advertisement must create awareness about the features of the product, usage of the product, and the availability of the product. A Good advertisement should create change in the consumer behavior towards purchasing the product. . The impact of advertisement will reflect on the opinion of the consumer and they go for viral marketing.

The advertisement creates changes in consumer behavior. The advertisement helps the consumer to make a decision in the following manner: create stimulus , awareness about the problem , providing information about the product ,comparing with the alternatives ,purchasing the product and post purchase behavior of the consumer

The various media of advertisements are newspapers, Radio, Television , cinema theaters wall posters etc In today Modern world we have a new platform of Advertisement called Social media . Social media platforms include Facebook, Whatsapp, Instagram, Youtube, LinkedIn etc.

. Instagram is a big platform for advertisement . Since Instagram advertisements are cheaper compared to other mediums of advertising in the society. Young entrepreneurs prefer to promote their business through Instagram . Instagram advertising influences consumer behaviour towards purchase of the product based on the experts and common public reviews . These reviews about the product helps the consumer to make a buying decision . Instagram advertisements create wise alternatives for the product around the consumer. Instagram advertisements are very transparent; the consumer can approach the manufacturer at any time and inform them about the performance of the product and share their experience with other people . Through Instagram the producer can study the behavior of the consumer. Instagram spread the red carpet to the consumer to express their views about the product and the service provided. This Instagram proves that consumers are king of marketing . because queries of the consumers are taken seriously by the product and they are finding the remedies to the problem immediately .

Objectives of the study

- To know whether Instagram advertisements are effective in decision making
- To explore new and innovative foods in their place, through Instagram advertisement
- To show the best suitable alternatives of foods in their town
- To find whether Instagram advertisements stimulate the consumer to experience new food.

IMPACT OF ONLINE MARKETING ON SMALL MEDIUM ENTERPRISES

MOHANA PRIYA M Full-time Ph.D. Research Scholar Research Department of Commerce
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 044.

Dr S KAMAKSHI Research Guide and Supervisor, Department of Commerce,(SFS)

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 044.

mmpriya1408@gmail.com; kamakshiselvamuthukumar@sdnbvc.edu.in

ABSTRACT

The study is conducted with the goal to identify the impact of online marketing on the Small and Medium Enterprises (SME). The term Marketing has undergone various changes of late. Advancement in technology has resulted in exponential growth of online marketing. Every business irrespective of its size is looking to explore online marketing to develop their business. Online marketing has particularly opened a larger avenue in exploring new markets and customers for Small and Medium Enterprises. Small and Medium Enterprises as the name suggests operate on a small scale basis and they do not have any established branding. Products of Small and Medium Enterprises are mostly known only to a smaller number of customers due to lack of marketing. Traditional marketing will take up a huge part of a businesses budget and are not affordable for Small and Medium Enterprises. Growth of online marketing has enabled the Small and Medium Enterprises to market their products and reach a wider market on par with established brands. Availability of various online marketing avenues like Facebook, Twitter, Instagram, Google, etc., makes it very easy for the Small and Medium Enterprises to reach customers across the country. Cost incurred towards Online marketing is very less when compared to traditional marketing. Online marketing additionally provides easy and direct access to its customers for Small and Medium Enterprises. It provides useful data about the consumer needs which helps the Small and Medium Enterprises to target their customers effectively and satisfy their needs. These features make it very attractive for Small and Medium Enterprises to opt for online marketing.

This study focuses on the various online marketing avenues that are available for the Small and Medium Enterprises, the influence it has on the sales volume of the project, the competitive advantage it provides to these businesses and whether online marketing has a positive impact on the overall business. The study also will try to identify the constraints that may be faced by Small and Medium Enterprises in adopting online marketing. The findings of this study may contribute towards effective and efficient market practices for Small and Medium Enterprises that can result in better financial performance, wider market area, larger customer base, higher growth for business and higher survival rate.

KEYWORDS Online Marketing, Small Medium Enterprises, Branding, Positive Impact, Financial Performance

INTRODUCTION

Online Marketing plays a vital role in the current scenario. The practice of leveraging website which spreads information about their companies product, brand, size, price and other features etc, After the outbreak of COVID-19 the usage of online market and online shopping have increased. Small Medium Enterprises primarily engage in production, manufacturing and processing of a product to its customers, which creates lot of employment opportunities. There are many apps and social media's which promotes small and medium scale business through worldwide.

RESEARCH METHODOLOGY

1. This study is descriptive in nature.

OBJECTIVES

1. The study mainly focuses on opportunities available in online marketing for small medium enterprises.
2. The study was conducted to know the constraints faced by small medium enterprises.

Journal

of the

Oriental Institute

M.S. University of Baroda

ISSN: 0030-5324

A STUDY ON CUSTOMER LOYALTY TOWARDS CATERING BUSINESS SERVICES AMONG CUSTOMERS WITH REFERENCE TO CHENNAI CITY.

MOHANA PRIYA. M Full-time Ph.D. Research Scholar Research Department of Commerce
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 044.

Dr.S. KAMAKSHI Research Guide and Supervisor, Department of Commerce,(SFS)
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 044.
mmpriya1408@gmail.com ; kamakshiselvamuthukumar@sdbnvc.edu.in

ABSTRACT

Customer loyalty: how the customers are loyal to the business. Customer loyalty may otherwise be known as customer intention. The customer should have an intention to buy or purchase a product on a regular basis. Customer loyalty can have a significant impact on revenue of the business. The customers who are loyal to business are highly satisfied with the services which they may have already opted for earlier. Customer loyalty is a measure of a customer's likelihood to do repeat business with a company or brand. It is the result of customer Satisfaction. i.e, the overall value of goods or services a customer receives from a business. Customer loyalty promotes the growth of business. Loyal customers are more likely to buy products and services again and again and they also refer services to other customers too. Some customers may be loyal to a particular location simply because it is convenient.

The study mainly focuses on how to satisfy the customers by providing service quality at affordable prices to make them loyal throughout the journey of business.

KEY WORDS : Loyalty, Satisfaction, Intention, Quality, Services.

INTRODUCTION

Customer loyalty is the likelihood that existing and previous customers continue purchasing from the same company. It is very important to retain the existing customer. Customer loyalty results in customer satisfaction, positive customer experiences, overall value received from a business. There are many ways to retain customers. They are maintaining overall low prices and offering them multi-purchase deals, they can also be provided with special offers and discounts. Many studies have shown that it is better to keep existing customers instead of new customers. When a customer is loyal to a specific brand or a service they are willing to pay even if the prices are high because they get the same quality and service they prefer.

LITERATURE REVIEW

- Kabu Khadka and Soniya Maharjan (2017) have done a study on the topic "Customer Satisfaction and Customer Loyalty" among 30 respondents. The questions were asked in two formats one is alternative question method and the other one is open-ended questions. They have included qualitative and quantitative research methods that were applied as a tool in this study. The study clearly revealed that to maintain a long term relationship the company or a business have to maintain its customers good services at lower price so that the customer will be satisfied and they will be loyal to the business.

TRENDS IN DIGITAL MARKETING POST COVID-19

Ms. C. Tamilarasi, Assistant Professor, Department of Commerce (Honours)
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai-600 044

Dr. S. Kamakshi, Associate Professor, P.G. Department of Accounting and Finance
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai-600 044.

Abstract

The aim of this study is to understand how the marketing scenario has changed after Covid-19 pandemic. Before Covid-19 people gave less importance to digital marketing. Lockdown due to Covid-19 pandemic brought drastic changes in the day-to-day life of people. Covid-19 brought changes in many fields like educational institutions, companies, businesses, consumers' attitude and buying behaviour towards various products and services throughout the world.

Due to these changes, people turned their life style into "New Normal". Consumers started purchasing/ordering their daily needs as well as durable goods and other needed products and services through online.

Not only the products, services are also availed through online especially doctor's services for their health check-ups and other lab related services like sugar testing, X-rays etc. Through this we can understand about the emerging trends in the marketing fields during Covid-19 pandemic and Post Covid-19 period.

Keywords: Covid-19, Pandemic, Digital, Marketing, Lockdown, Workshops, Technology, Shopping, Consumers.

INTRODUCTION

During Covid-19 period, marketing trend emerged in digitalised mode. Most of the people affected psychologically and underwent by various types of stress. To overcome from this stress, majority of them started attending various workshops and webinar which provides yoga, meditation through online mode by paying some charges to get some sort of relief. Apart from this, many institutions are conducting conferences and workshops through online mode at free of cost and also in paid mode. Many housewives started doing business through online mode. example: Meesho. Consumers order their food through online and makes payment digitally. Moreover, people are doing business and providing various types of services like health check- up, beauty cares etc. digitally during this lockdown situation. Through these, it's clear that people have changed from their 'Old normal to New normal'. These changes have paved way for the digitalization in all the fields during and post covid-19.

LITERATURE REVIEW

1. Rae Yule Kin (2020) stated in his study that how the pandemic increased the growth of e-commerce successfully in a short period of time. Even though it affected a lot consumers as well as business.
2. Dr. Saraswathi Moorthy (2020) mentioned in her study about the buying behaviour of online shoppers during the Covid-19 by maintaining social distance to protect themselves from covid-19. This led to increase in digital shopping.

A STUDY ON CUSTOMER PERCEPTION TOWARDS THE PLANS, PRICING AND FEATURES OFFERED BY NETFLIX.

MRS P.JAYANTHI, Research scholar (Part time) , Department of commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women

DR S.KAMAKSIII, Associate Professor (SFS) and Research supervisor, Department of commerce, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women.

Introduction

Consumer perception expresses the opinion of the consumer about the product. This includes their emotions, feelings, thoughts towards the product relating to the brand. The consumer perception towards the brand can be positive or negative. Consumer perception is a process by which consumer sense the Marketing stimuli of the producer. The consumer understands the product and interpret and provide a different dimension to the product.

The marketing stimuli is divided into two in the point of view of the consumer they are Primary stimuli and secondary stimuli. Primary stimuli includes Brand name, label, package and physical properties. The secondary stimuli includes words visuals, graphs and symbols of the goods and services.

Consumer perception is more vital for services provided by the service rather than goods. In the market there are many services available like entertainment, Tourism Education, Health care etc. In today's world entertainment has taken different dimensions. The evolution of entertainment travelled from drama theatres, cinema halls, serials and shows, now reaching the OTT platform .There are many OTT platforms available in today's market. One of the successful OTT platforms is Netflix.

Netflix is a company that revolutionised the watching movies and television shows. Netflix introduces streaming media and video on demand. Netflix, Inc. is an American subscription streaming service and Production Company. Launched on August 29, 1997, it offers a library of films and television series through distribution deals as well as its own productions, known as Netflix Originals.

Netflix launched many services on entertainment like docu- series, documentaries, and gaming in the year in 2021. Netflix has a special attention towards children and they started Netflix kids. The identical features of Netflix are multiple viewership, Two thumbs up, parental control and seamless streaming.

Objective of the study

- To know the demographic factors of the respondents.
- To study the relationship between the price of the Netflix pack and usage of the Netflix pack.
- To analysis the correlation of the variance affecting usage of the Netflix

Research Methodology

- The sample size of the study is
- The data was collected through primary data. (structured Questionnaire)
- The statistical tools used in the study are Percentage Analysis., correlation and ANOVA
- The software used in the study was SPSS

IMPACT OF FACTORS INFLUENCING THE CUSTOMERS IN CONVERSATIONAL MARKETING

Mrs.P.JAYANYHI

Research Scholar Department of Commerce, Srimathi Devkunvar Nalalal Bhatt Vaishnav College for Women

Dr.S.KAMAKSHI

Assistant Professor, Department of Commerce, Srimathi Devkunvar Nalalal Bhatt Vaishnav College for Women

Today's marketing is consumer oriented. Producers produce the product as per the needs and wants of the consumer and get their feedback after using the product or availing services. Recent days consumers and producers started to interact with each other to upgrade the product. Therefore conversational marketing started to flourish.

Conversational marketing is a new approach towards marketing through dialogue mode. Producers get a huge space for engaging customers in conversational marketing. Conversational marketing constructs an authentic and personalized relationship between the consumer and producer. Conversational marketing is a solution for conveying their needs and wants through middlemen for both consumer and producer. Conversational marketing provides two way communication instead of one way communication.

The conversational marketing can be done through following steps. Engage the consumer through chats, understand the requirements of the consumers in a short span of time. and Recommend the correct step to move forward.

The various platforms of conversational marketing are Live chat, Chatbots, Facebook messenger, Instagram, SMS and MMS. The benefits of conversational marketing are availability of producers around the clock. Knowing the pulse of the buyer, consumer details are personalized, shorten the sales cycle, and minimize the channels of distribution. Immediate response from the producer, creating a good buying experience. Conversational marketing is used in Healthcare, Banking and Insurance, online shopping, and online delivery apps.

The objective of the study is to find in which field conversational marketing is highly preferred by the consumer. To know the various factors influenced by the consumer in conversational marketing.

The data is collected through a well structured questionnaire. The analysis will be done through simple percentage analysis, chi-square and factor analysis. The study will be done through SPSS.

From this paper, we can get an idea of how far Conversational marketing is being useful in Digital Customer Services and can know the areas of improvement and new updates preferred by Customers in Conversational marketing for Digital Customer Service.

Keywords

Conversational marketing, Factors, Chatbots, Consumer, Producer.

Introduction

Conversational marketing is a customer oriented and dialogue delivery approach to marketing. Conversational marketing provide the solution to the producer for improving customer experience for the product and services offered by them. It has become an iconic strategy for customer engagement, brand loyalty and for growing income. Since Conversational marketing focus on maintaining good relationship with the customer relationship marketing is part of conversational marketing.

There are many factors influencing the customers in conversational marketing they are as follows (i) wish of the customer, (ii) providing answers for confusion (iii) understanding the

**A STUDY ON DIGITAL COMPETENCY AMONG SENIOR CITIZENS WITH
REFERENCE TO CHENNAI CITY**

P. Amirtha, Research Scholar – Commerce & Faculty – M.Com Accounting and Finance Shrimathi

Devkunvar Nanalal Bhatt Vaishnav College for Women, Chrompet, Chennai – 44

Abstract:

"By going back to the curiosity of youth, the elders are just as capable of getting to grips with gadgets".

Digital competence is the set of skills, passion, knowledge, and attitudes required to adhere to the change in fast-growing technology. It is quite challenging for senior citizens to manage their communication with their family, friends, and relatives, and other compliances like bill payments, banking transactions, shopping, etc. Hence, the researcher is interested to know their competency level in the digital world. The survey is done by collecting samples through a well-structured questionnaire from 150 respondents who are aged above 60. Statistical tools applied were percentage analysis, multi-response analysis, factor analysis, and cluster analysis

Keywords: Digital competence, knowledge, attitude, senior citizen, compatibility.

Introduction:

Digital competence is the skills, passion, knowledge, and attitudes that enable the confident, creative, and critical use of technologies and systems. Senior citizens are quite aware of the transformation in the style of connecting to the world over the past two decades. From pen-paper and physical visits to relatives, visiting the bank and face-face talks, it is essential for the senior citizen community to adhere to the fast-growing technical world, communicate with their family, friends, and relatives, and also adapt to the present lifestyle in all day-to-day requirements too. It's no wonder that they try to learn and raise their potential to be successful and not to miss out on any of the entertainment or compliance right from their knee-high grandchildren to their peer group.

With their patience and practice, they try to enhance their digital world and do not stay away from connecting to the world. Even some elders are highly enthusiastic to learn new skills, activities, and new technology and try to master them. They become a pioneer and encourage their peer group to adapt to the digital world for their survival like paying their bills, resolving problems, and upliftment of their interests and habits like listening to Upanishad, Stories, music and so on that they love to spend their time on. Some elders are trying to master themselves and never view the technological world as a kind of preternatural ability. Before the advent of key-pad mobile phones and smart TV, iPods, and other devices, the senior people used pen-paper communication, to entertain themselves with what was relayed on Cable TV and they miss out on their children and grand-children who stays far away. After the advent of more intuitively designed technology devices such as touch screen smartphones with internet access connects their world through their palm-size friend, right from morning alarm to night-time stories, music, learning to chant shloka, kitchen hints, watching old movies and songs, online Doctor consultant to order food for their day-to-day need. They are very keen to find their childhood friends through Facebook and stay with pride to share their memories.

But most of the elders are fearful to operate the digital devices and reluctant to learn because they lack the confidence to remember the steps to operate the devices, or they fear troubleshooting the defects, repairs, or changes in their learned operation process. They fear being shouted at, by others when they find any difficulty to use.

Review of literature: Citation: 2017, June, Stephen Foster, Amanda Pangle, et al., "Adaptations in the Age of Technology in Seniors". American Research Journal of Geriatrics and Aging; V1, 11; pp:1-13[1]. This research has demonstrated the continued adoption and integration of modern technology into the daily lives of older individuals. Nowadays, the number of technological devices being used for communication and health monitoring is increasing exponentially. It is concluded that it is a must to encourage the development of better programs to enhance the technical knowledge of older adults with an aim of enhancing their function and improving their quality of life.