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Metric No.:.....3.3.2.....

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CRITERION 3

***ACADEMIC YEAR***

***2020 - 2021***



**IRBE PUBLICATIONS** Certificate ID : IDHP00-CE000011

WWW.IRBE JOURNAL.COM

2249 South Miller Court

Lakewood co 80227

Denver, USA

## Certificate of Publication

Name Dr. V. PREETHI MAHESH Designation Assistant Professor

has Presented Conference on "Dynamics of Business and Economics: Global Perspective " (OICDBEGP - 2020)  
held on 18th July 2020.

### Research Paper titled

**ROLE OF WOMEN ENTREPRENEURS IN OUR INDIAN ECONOMY: ISSUES AND CHALLENGES -AN OVERVIEW**  
**Dr.V.PREETHI MAHESH**

VOL.4 Special Issue No.1 Month July Year 2020 Published in

**International Review of Business and Economics** ISSN : 2474-5146 (Online) 2474 - 5138 (Print)

Sri. A.Saravanan  
Convener

Dr.A.Nandagopal  
Co-ordinator

Dr. M.Sivarajan  
Organising Secretary

Dr. Kishore G Kulkarni  
Chief Editor, IRBE

# International Review of Business and Economics

**VOLUME No. 4  
SPECIAL ISSUE NO.1  
JULY 2020**

**ISSN : 2474-5146 (online) 2474-5138(Print)**

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**DYNAMICS OF BUSINESS AND ECONOMICS : GLOBAL PERSPECTIVE**



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## 35. ROLE OF WOMEN ENTREPRENEURS IN OUR INDIAN ECONOMY: ISSUES AND CHALLENGES -AN OVERVIEW

**Dr.V.PREETHI MAHESH**, Assistant Professor-Department of Business Economics, Anna Adarsh College For Women,Chennai 40. Cell Phone : 9840648428 E-MAIL ID: nairmahesh74@gmail.com

### ABSTRACT

The emergence of women entrepreneurs and their contribution to our economy is very significant in India. There is a constant rise in the number of women entrepreneurs since 1990's. The current generation of women-owned enterprises are actively seeking capital for developing their business and is also using modern technology to create a mark in the domestic and international markets. It is important to note the participation of women in economic activities as self employed individuals. The new generation women entrepreneurs are not only generating employment for themselves in the organised and unorganised sector but they are also providing employment opportunities to others. A very important point to be noted is to give due recognition to women for the contribution they have made in the various social, economic, political as well as cultural activities. In the past few years women entrepreneurs have contributed significantly in the development and progress of our country due to urbanization along with education and awareness. However women face many constraints in their lives as they do not get full support from their family and are not treated as equals which in turn restricts her freedom to prove her potential. They have to go

a long way to achieve equal rights as our Indian society is male dominated and these traditions are deep rooted. To break this tradition, women have to be assertive and will have to take bold decisions and also should be willing to take risk to succeed in this world of cut throat competition. It is to be noted that the economic status of women is now accepted as an indicator which shows that the society has developed.

### KEYWORDS

Women entrepreneurship, women empowerment, government policies, status of women entrepreneurs, NGO.

### INTRODUCTION

Women entrepreneurs in India have been exploiting the opportunities that come their way. They contribute in increasing the country's net national product and per capita which are important for our economic growth. In India empowering women has become an integral part of the development of our economy. Now a day s women are able to excel in this field and also able to maintain work life balance. Women entrepreneurs are a group who initiate and organise and also operate business enterprise. Women entrepreneurship is a composite skill, the resultant mix of many traits and qualities and they have the ability to bring together many factors that include tangible and





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This is to certify that **Dr.V.Preethi Mahesh**  
has contributed research paper titled  
**Urban Transport And Impact Of Vehicular Pollution**

in **"THE NEW ECONOMIST"** (ISSN 2347 - 7172) - An initiative by PG & Research Department of Economics and Department of Business Administration in Redefining Economics & Business in the context of 3Cs - Contemporary Challenges, Ceaseless Competition & Changing Consumerism on the Global Confront 2020.

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# The New Economist

INTERNATIONAL JOURNAL OF GLOBAL ECONOMISTS

Vol. 7

1-30 June 2020

Rs. 100

Issue 06

## REDEFINING ECONOMICS & BUSINESS IN THE CONTEXT OF 3Cs

Contemporary Challenges,  
Ceaseless Competition and Changing  
Consumerism on the  
Global Confront 2020



# Urban Transport and Impact of Vehicular Pollution

Dr. V .Preethi Mahesh

Assistant Professor Department of Business Economics  
Anna Adarsh College For Women, Chennai- 40

## Introduction:

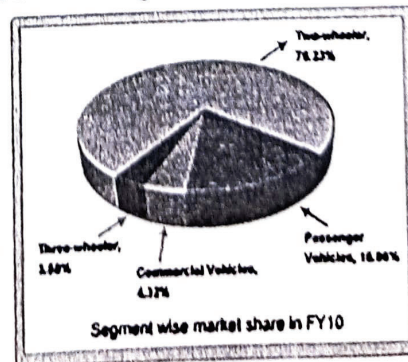
The rapid increase in number of vehicle have contributed to air pollution significantly This growth of transport vehicles using petrol and diesel bear a significant impact on the environment in terms pollution from vehicles. Pollution from vehicles is supposed to be a major source of air pollution worldwide. Global warming due to the emission of carbon dioxide emission is another issue of concern. All these has lead to deterioration of the quality of life.

## GROWTH OF MOTOR VEHICLES IN INDIA

Economic growth increases the income levels of the people particularly those who come under the middle income segment and thus, the size of this segment swells In India, the introduction of economic reforms has unleashed the competitive spirit among the private sector, which led to the establishment of a number of automobile factories on the one hand and the number of banks on the other. Thus, access to motor vehicles has improved tremendously especially since 1991. Many developing countries, particularly in Asia, will continue to experience higher rates of economic growth (Gross National Product -GNP- per capita) than industrialized countries. Given the strong correlation between GNP per capita and the level of motorization, the growth in motorization in many developing countries is expected to be considerably higher than the annual growth rate of 2-3 per cent estimated for the global vehicle fleet. This would significantly increase the contribution of developing countries to transport-related air pollution. Air pollution problems therefore, are likely to worsen in many urban areas of developing countries because of rapid urbanization, the rising rate of motorization, increasing trip rates, and use of old and not so well maintained vehicles. Traffic growth has outpaced the increase in road space in the larger metropolitan areas in developing countries. The stop-and-go pattern of traffic flow resulting from traffic congestion increases fuel consumption and adds to the air pollution problem.

Two-wheelers and cars are said to be the principal contributors to vehicular pollution, accounting for nearly 90 per cent of total emission loads. Air quality in urban areas in particular has reached a new low due to the proliferation of vehicles. In urban areas, the effect of automotive pollutants on ambient air quality tends to be more pronounced than their emission shares on a regional or global basis. As motor vehicles emit contaminants in close proximity to the breathing zone of people, they not only pose a greater health risk, but are also a source of public annoyance. Environmentalists commonly agree that in spite of so many rules framed by the Government of India as well as the State Government to control emissions, the current level of automobile pollution in the mega cities of India is beyond tolerable limits.

Segment	India's Position in the World	
	All market	As a Manufacturer
Passenger Vehicles	11 <sup>th</sup> Largest	
Commercial Vehicles	4 <sup>th</sup> Largest	5 <sup>th</sup> Largest
Two-wheeler	2 <sup>nd</sup> Largest	Largest
Three-wheeler	Largest	



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INTERNATIONAL JOURNAL OF GLOBAL ECONOMISTS

Vol. 7

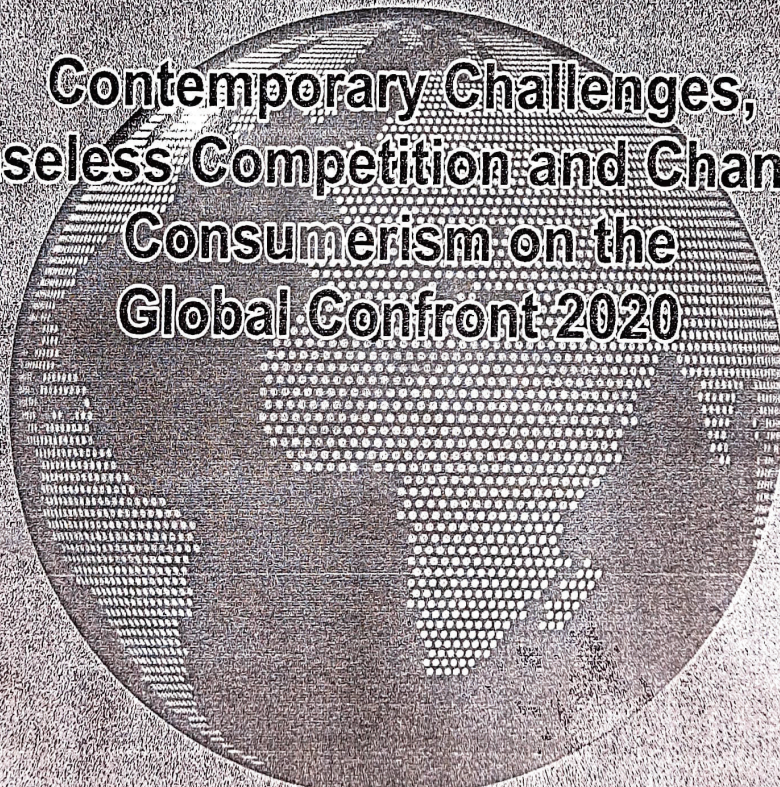
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# **ISSUES AND CHALLENGES OF INTERSTATE MIGRANT LABOURS**

Special reference about migrants during COVID 19

Dr. C.A. ANNE BENEDEXA Assistant Professor, Dept of Business Economics  
Anna Adarsh College For Women

## **INTRODUCTION**

Migration is a physical transition of an individual or a group from one society to another. This transition normally involves abandoning one social setting and entering another, a different one. The growth of the cities eventually attracted more migrants often driven by multiple motives, mainly for employment among males and females, marriage especially among females. There is a significant contribution to the growth as Indian Constitution guarantees freedom of movement and freedom to settle within the territory of India as a fundamental right of all citizens (Article 19). Discrimination is rampant especially in the metropolitan cities as there is a huge amount of population migrating towards cities for employment and improved livelihood.

Internal Migration has an impact on the economic, social and political conditions of the region both at the sending and receiving ends. The challenges faced by the migrant labour includes their inability to cope up with the diversity of culture, language, access to identity documentation, social entitlements, social and political exclusion, housing and exploitation. Migrant labourers are covered by laws and policies but some preclude the temporary migrants and unorganized sector. This paper is an attempt to study the issues and challenges faced by the internal migrant labourers in India and a limelight on migrants during covid 19.

## **OBJECTIVES OF THE STUDY**

1. To study about the challenges and issues faced by migrants
2. To highlight the present scenario of migrants during covid 19

## **MIGRANT POPULATION**

India's total population as recorded in Census 2011, stands at 1.21 billion. Internal migrants in India number 454 million or 37 per cent of the population. Internal migration remains grossly underestimated owing to empirical and conceptual difficulties in measurement. India experienced rapid urbanization between 2001 and 2011, with an estimated 31.8 per cent decadal growth. Migration, one of the components of India's urban growth, is expected to increase in the foreseeable future. The number of internal migrants is expected to cross 550 million by 2021.

## **CHALLENGES AND ISSUES**

### **HEALTH AND LIVING CONDITIONS**

The migrant labourers working in unorganised sectors work and live in unhygienic and polluted environment are vulnerable to health problems and sickness. Most live in open space or make shift or mobile shelters inspite of the Contract Labour Act which stipulates that the contractor or employer should provide suitable accommodation. Each state has a unique epidemiological profile of communicable diseases.

### **CHILD LABOUR AND VIOLENCE AGAINST WOMEN**

In the past, women used to migrate along with their husband to help them with the housework while they economically support aliving recent years, there has been an increase in the number women who migrate independently in search of work. Children are deprived of the free and subsidised educational facilities offered by the state resulting in Child Labour.



# International Review of Business and Economics

**VOLUME No. 4  
SPECIAL ISSUE NO.1  
JULY 2020**

**ISSN : 2474-5146 (online) 2474-5138(Print)**

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## IRBE PUBLICATIONS

Certificate ID : IDHP00-CE000072

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### Certificate of Publication

Name Dr. C.A.ANNE BENEDEXA Designation Assistant Professor


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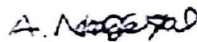
#### Research Paper titled

TECHNOLOGICAL ENTREPRENEURSHIP AND DYNAMIC ENTREPRENEURIAL CAPABILITIES IN INDIAN IT INDUSTRY Dr. C.A. ANNE BENEDEXA

VOL.4 Special Issue No.1 Month July Year 2020 Published in

International Review of Business and Economics ISSN : 2474-5146 (Online) 2474 - 5138 (Print)

  
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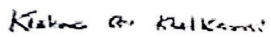
  
Dr. Kishore G Kulkarni  
Chief Editor, IRBE

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### ABSTRACT

Entrepreneurship acts as a pillar for the economic prosperity of a nation as it leads to generation of employment contribution in national income, rural development, industrialization, technological development, export promotion etc. Technological Entrepreneurship (TE) is an important way to commercialize technological innovations and offers unique development opportunities for societies to educate and grow. Technology development and entrepreneurial capabilities spirit fuels growth of the nation.

Dynamic entrepreneurial capability is to examine how a small entrepreneurial firm can achieve successful product innovation and technology change by substituting the traditional drivers for innovation, such as patenting capabilities, in-house research and development and expert human capital with a new type of higher order capabilities, peculiar to entrepreneurial and small and medium-sized enterprises settings, which we state as dynamic entrepreneurial capabilities. The dynamic entrepreneurial capabilities of Indian IT industry has built valuable brand equity for itself in the global markets. The IT industry achieved a major breakthrough in the 1990s and is now one of the important industries of India. Its vast reservoir of

dynamic technological entrepreneurial capabilities transformed India into a super power. The main purpose of this paper is to study about Technological Entrepreneurship in India and dynamic entrepreneurial capabilities in Indian IT industry.

### KEYWORDS

Entrepreneurship, Innovation, Dynamic, Technological, IT Industry, Entrepreneurial Capabilities, India.

### INTRODUCTION

Technology, has given individuals the tools to directly shape their environment in dramatic ways. Technology and product life cycles are getting progressively shorter due to acceleration in technological improvements. The significance of implementing modern and practical technologies in organizations is critical given the complex and dynamic conditions of today's environment. In other words, it is not only the scientific breakthroughs, inventions and technological development that are essential for value creation and competitiveness, but it is the discovery of technological opportunities and their commercial exploitation that makes the difference. The process of technology commercialization encloses all activities from generating an idea, designing, testing the prototype,



## IRBE PUBLICATIONS

Certificate ID : IDHP00-CE000032

WWWIRBE JOURNAL.COM

2249 South Miller Court

Lakewood co 80227

Denver, USA

### Certificate of Publication

Name **Ms. JONY FATHIMA L**

Designation **Assistant Professor**

is Presented Conference on "Dynamics of Business and Economics: Global Perspective " (OICDBEGP - 2020)  
held on 18th July 2020.

#### Research Paper titled

**A COMPARATIVE ANALYSIS ON THE DISTRIBUTION OF POPULATION AMONG THE DISTRICTS OF TAMILNADU & THE CONCENTRATION OF INDUSTRIAL GROWTH Ms. JONY FATHIMA L**

VOL.4 Special Issue No.1 Month July Year 2020 Published in

**International Review of Business and Economics** ISSN : 2474-5146 (Online) 2474 - 5138 (Print)

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# International Review of Business and Economics

**VOLUME No. 4  
SPECIAL ISSUE NO.1  
JULY 2020**

**ISSN : 2474-5146 (online) 2474-5138(Print)**

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**Ms. JONY FATHIMAL**, *Asst. Professor, Department of Business Economics, Anna Adarsh College for Women, Chennai.*

## ABSTRACT

In this paper, I have made an attempt to study the density of population in various districts of Tamil Nadu and the problem arises in highly dense areas. It also analyse the spread of Industrial expansion among the various districts with the migration of population from rural to urban areas. In this study, I try to examine the relationship between the industrial growth and the density of population in the state. Among the highly populated cities, Chennai is the topmost with the population of 26,000 persons per sq. km. compared with the second highest dense population which is accounted of 1,119 persons per sq.km in Kanyakumari District. With this information alone we can identify the uneven distribution of population in Tamil Nadu among the districts. Most of the problems faced by the society as well as government are caused due to the excess population growth rate which is beyond the capacity of the urban areas. Correlation analysis is used to study the relationship between the density of population and the industrial development. This paper also analyses the causes of migration of population from rural to urban areas and suggest some of the measures to resolve and overcome the problem of the high density of population.

## KEYWORDS

Density of Population, Industrial Expansion, Migration

## INTRODUCTION

Population density is the number of people living in the particular area and it is quoted for per square kilometre or square mile. This density of population can be calculated for the world as a whole, country, state level & district level etc. Population Density = Total number of People/Land Area. The unit of land area is usually taken in the form of square miles or square kilometres. In India, Tamil Nadu economy is the second largest economy with the total population of 72.14 million according to 2011 census. Amongst them 34.95 million of total population are living in urban areas and 37.19 million population are in rural areas. This highest proportion of urban is mostly caused due to the migration of population from rural to urban areas in the past three decades for searching job & also for their livelihood. Comparatively, in the year 1991, 34.15% of total population of Tamil Nadu lives in Urban areas whereas in the year 2011, Tamil Nadu is accounted with 48.4% of population are living in urban areas comparatively 14% increase in the two decades, and it clearly shows that half of the Tamil Nadu population is living in the urban areas hence it is categorised as an urbanised state. The growth rate of population was increased at the rate of 6.49% in rural areas whereas 27.16% in urban areas between the year 2001





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This is to certify that **Dr. Anitha K**  
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**Back to our roots? Impact of Covid- 19 on agriculture**

in **"THE NEW ECONOMIST"** (ISSN 2347 - 7172) - An initiative by PG & Research Department of Economics and Department of Business Administration in Redefining Economics & Business in the context of 3Cs - Contemporary Challenges, Ceaseless Competition & Changing Consumerism on the Global Confront 2020.

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# **AGRICULTURE BACK TO OUR ROOTS? IMPACT OF COVID-19 ON AGRICULTURE**

Dr. ANITHA K., Asst. Professor of Business Economics,  
Anna Adarsh College for Women, Chennai – 40.

We all are aware that both lives and livelihoods are at risk following the pandemic which is shaking the world today and leaving us with a questionable future. But at the same time, it has given us enough time to think what can be done to improvise our economy, while we have quarantined ourselves. With international borders closed, quarantines, supply chain and trade disruptions are restricting people's access to sufficient availability of food, especially in countries hit hard by the virus or already affected by high levels of food insecurity. It was estimated that at the end of 2019, 135 million people across 55 countries and territories were experiencing crisis levels of acute food insecurity (situations in which a sudden crisis or a shock leads to food insecurity levels so extreme that people's lives or livelihoods are in immediate danger) according to the 2020 Global Food Crises report released in April. This means they were coping with Crisis or Emergency or Catastrophe levels of food insecurity, as measured on the IPC integrated food security classification scale. More than half (73 million) of the 135 million people facing crisis levels of acute food insecurity live in Africa; 43 million live in the Middle East and Asia; 18.5 million live in Latin America and the Caribbean. In the 55 countries and territories covered by the report, 75 million children were stunted and 17 million suffered from wasting in 2019.

Although supplies of staples, fruits, vegetables, and meats have been adequate during the COVID-19 outbreak so far, still there are threats to food security, in the long term. Restrictions on transportation and movement of people have already led to some food logistic challenges and the impact of the outbreak will spill over to food processing and allied industries, which have suspended production for the time being. There is no shortage in the supply of processed food at present, but production may be affected by a manpower crunch and falling demand for agricultural products. As farmers are already struggling to harvest and trade perishables due to shortage of workforce, transportation, limited market operations. Sectors in agriculture, fisheries and aquaculture are particularly affected by restrictions on tourism, closure of restaurants and noon meal schemes. Reverse migration is another important factor in the recent situation.

Small farmers, migrant as well as informal workers who also belong to the vulnerable group also face challenges accessing markets to sell their products or buy essential inputs, or struggle due to higher food prices and limited purchasing power. Informal labourers are the ones who are hard hit by job and income losses in harvesting and processing.

Millions of children are already missing out on the school meals they have come to rely upon, thereby decreasing their nutrition levels even further. Food demand is generally inelastic and its effect on overall consumption will be likely limited even though dietary patterns may alter. There is a disproportionately large decline in animal protein consumption as well, as a result of fear that animals might be hosts of the Corona virus.

But do we really have to panic? Globally, it is reported that there is enough food for everyone. Policy makers have already learnt a lesson from the mistakes made during the 2007-08 food crisis, and must turn this into an entirely avoidable food crisis. Our real concern is on people's access to food in the near future and the long run. Indian Agriculture Minister, Narendra Singh Tomar has said that the country's farm sector is functioning smoothly despite COVID-19 lockdown and there will not be much impact on its growth in the current fiscal unlike other sectors.

Agriculture and allied sector's growth stood at 3.7 per cent during the 2019-20 fiscal year and Niti Aayog has pegged the farm sector growth at 3 per cent in the current fiscal in hopes of a good monsoon amid prevailing COVID-19 situation. The Indian government has also exempted farm activities from the lockdown regulations hoping to take advantage of the forecast for good southwest monsoon rainfall,



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FICTION POEM 1st Edition

Printed by:- booksclub.in

Book Formatting: Mayuri Yalanju

Cover Design: SURYA CHAWLA

Price: INR 300/-

The opinions/ contents expressed in this book are solely of the author and do not represent the opinions/ standings/ Thoughts of Publisher.

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Scatter in all souls  
Sailing never in favourable zones  
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Sings of wisdom and beauty  
Lament then not the loss of  
Objects of love, outside of you

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Neither to get nor give but  
Nurture and cherish inner being  
By mysteriously curing, caring and healing.



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Hide the scars  
With loveliest smile  
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Smudging the sorrows  
Blotching the burdens  
Concealing the calamities  
Ready for the pageant  
Fabrication of the fiction!  
Show off strength  
Don't get deterred  
Know your worth  
Let not judgments  
Shatter the beauty within  
Misinterpretations isn't worth  
Stand out  
Have a safe distance  
Mark the line of not getting hurt  
Having space makes  
Happy relationships  
Others don't define you  
Preserve yourself!  
Love cannot fly if  
It resides within you  
Keep spreading smiles  
Sowing seeds of love  
World needs more of it  
Just be a donor...  
You will cherish living..  
And not regret it...



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Subject : Collection of poems

Size : Demy

Pages : 112

Font : 12 pt

Cover and Inner design : Chandru. P

Edition : 1st Edition, Dec.2020

Printers : Ozone Multimedia

Binding : Paperback

Publisher : **Ozone Books**  
Chennai - 600020  
Ph: 044-244--135  
Mob: 99401 20341

Price : **₹200**

ISBN obtained : 93-80023-30-8



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## HOW MUCH TO FEEDBACK?

DR. CHANDREYEE SARKAR MITRA

Assistant Professor,  
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### ABSTRACT:

*In a country like India, where most assessments are conducted in the written form and most assessments aim to check mostly the writing skill of students, it is important to provide feedback on their writing. Feedback therefore becomes extremely important in relation to the teaching and learning of writing. Feedback in second language writing focuses on almost on all aspects of language elements and skills such as grammar, vocabulary, content, coherence and cohesion of ideas. At the tertiary level the medium of instruction is English and students are expected to write both assignments and assessments in English. There is this segment who are teacher dependent for their improvement. This improvement in their performances can be brought about only through constructive feedback from language teachers. This paper attempts to provide a feedback rubric to help teachers decide on the parameters and quantity of feedback on a students' assessment papers.*

Keywords: Learning, Assessments, Feedback, Performance.

### The learning situation

Learning as how it manifests in a formal setting such as school or college classroom can happen only through tests and assessments. Learning as teaching is hardly imperceptible and therefore tests are crucial in education because they help all the stakeholders perceive the extent to which teaching and learning have been successful. Hence, assessments are considered central to both teaching and learning. Assessments and tests are often used as instruments to measure learning. However, it is primarily formative assessments that not only help to assess learning at different checkpoints but can also enhance improvement if it is followed by feedback. The evaluation of a student at school starts the moment a performance in any form (both oral and written) is made. This evaluation comes through small classroom unit tests, quarterlies and half yearly- (different forms of formative assessments) or final examinations – (summative assessments).

Writing in India is given a lot of importance. Almost all assessments are writing – based. In India, tests have a special status and they are treated as exercises that are sanctimonious. It is expected in a society that treats tests with such reverence would not just be content with the conduct and announcement of results but would pay as much care in the execution and analysis of the purpose and outcome. This means that tests should lead to learning and this learning can take place from the tests and the feedback that comes along with it. However,

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# Comparative Analysis And Infidelity Discourse In Two Cinematic Adaptations Of Shakespeare's Romeo And Juliet

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**Department Of English, Anna Adarsh College For Women**  
**Chennai, Tamil Nadu.**  
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## **ABSTRACT:**

This article talks about an essential aspect of literary adaptations, which is 'Infidelity Discourse' (how true and loyal the work of cinema is to the text it is drawing inspiration from), especially with regards to 16th Century British Literature marvel by William Shakespeare and two superhit cinematic marvels, adapted from the text, of their respective times.

Is the writer being disloyal by adding aesthetically pleasing inputs which are not in the text? Or does the Director kill creativity when he just presents verbatim what the author gave the world centuries ago?

**KEYWORDS-** *Shakespeare, Romeo and Juliet, Literature, Cinema, Adaptation, Infidelity Discourse, Baz Luherman, Franco Zeferilli, Text, Film, Story*

ISSN-0019-5510

**IJPS**  
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# The Indian Journal of Political Science



Volume LXXXI, No. 4

October-December, 2020

*Editor*  
**Manas Chakrabarty**



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न प्रतीयेतचात्मनि।  
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of Political Science

The Quarterly Journal of Indian Political Science Association

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### Book Review

## Changing Narratives of Terrorism: India's Security Challenges

Indramohan Jha, Jnanada Prakashan and Confederation of Indian Universities, New Delhi, 2019,  
 pxi + 253, price 900/-

Conflicts in the 21<sup>st</sup> century are mostly inspired by religions. Narrow nationalism, fanaticism and fundamentalism are unabashedly preached and largely professed by populist leaders. New technology transformed the trade and commerce as well as the culture which in return transformed and influenced human thinking, behaviour and the very nature and modes of social interactions. The book under review discusses the evolution and changing nature of terrorism especially since the French Revolution. Being a vital weapon of the revolutionaries and also of freedom fighters, terror is now the tool of fundamentalists and separatists. So-called Islamist ideology of terrorism spearheaded by groups like Taliban, Al-Qaeda and the Islamic State whose goals and methods are beyond just the spread of terror in the world.

Once the Caliphate was propagated as a path to salvation and power beyond what humanity can help achieve. Hence, it is believed by the author that their radicalization effects remain global, despite the fact that the Caliphate is non-existent now. Another interesting feature concurred in the book is the Pakistan's proxy war against India. The author calls for a multi-pronged strategy of good laws, arms and robust diplomacy to create sound pressure on the hostile neighbours.

The book has four chapters, an informative Introduction and Preface as well as a very elaborative Glossary, Endnotes, Bibliography and Index covering more than half of the space as compared to the main chapters. The first chapter establishes the conceptual understanding of the word terrorism, Its Etymological Latin origin *terrere*, which means to make tremble or to frighten. The word has a French suffix since, meaning to practice.

Today media attention has become easy as a result; terrorism is presented in terms of news as well as a constant source of entertainment for the people glued 24\*7 to the T.V screens, deriving pleasure from watching suffering and pain of victims. Therefore, terrorism is more of propaganda and publicity is the oxygen of terrorists without the audience, the spectacle that they wish to create is utterly useless without the publicity they desire. Mostly we see the

acts of terrorism are used as display tools and deterrent for governments. Violence and oppression are the two most common occurrences throughout the history. Brutal massacres and human slaughter have been witnessed even in primitive societies and religions. The totalitarian regimes of Hitler, Stalin and Mao have killed far more people than all terror activities have. Several states openly advertise recruits and trains terrorists with strong conviction which has brought forward the concept of state sponsored terrorism or the proxy war, generally waged by a weaker state against a much stronger opponent without any risk of retaliation due to the lack of link and traces.

In the past century we have witnessed that some states have adopted terrorism as their policy being a cost effective means of waging covert war to destabilize and overthrow inconvenient regimes and leaders with the use of surrogate warriors. The roots of Islamist terrorism in our part of the globe lie in cold war, super power rivalry and artificial drawing of boundaries by erstwhile colonial powers. Arab-Israel conflict which resulted from British colonialism and a reckless German state under Hitler are also the causes.

The second chapter discussed the globalization of terrorism. Today terrorism is indiscriminate in the selection of target and inflicts death and destruction without hitch, the prime reason being the kidnapping of religion by terrorists to disguise their goal of triggering fanaticism among their followers. Religions destroy the capacity to think and reason thus, the new terrorism operates on strict adherence to religions advocating inflexible worldview being totally consistent with religious doctrine. Ironically the so-called sponsors of terrorism have themselves become the victims of terrorism over the time.

Third chapter elaborates on India's security challenges and the final chapter is concluding its nature. Ideological conflicts deepen social schisms so much that people become more loyal to foreigners who share their principles than to their own countrymen who do not, which provides enough rifts for proxy war to take place. An effective counter terrorism approach is the need of hour.

**S. Marcelin Pushpa**



ISSN-0019-5510

INDIAN POLITICAL  
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The Indian Journal  
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The Quarterly Journal of Indian Political Science Association



Registration No.: 42751/86  
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Published and Edited by Prof. Manas Chakrabarty on behalf of the Indian Political of Science Association and printed by Swastik Enterprises, 91-D, Saket, Meerut.

Peer Reviewed Journal for M.Phil., Ph.D. & Appointment of Teacher in Universities & College

ISSN : 2454-4655

VOLUME - 7 No. : 4, May - 2021

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## An Analysis of Problems of Agricultural Labour in India

Dr. R. Asha

Assistant Professor, PG and Research, Department of Public Administration,  
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**Abstract** :- Agriculture considered as the backbone of Indian economy provides the basic component for mankind and raw materials for industrialization. It not only sustains us but also act as a driving force in providing employment opportunities. As we recollect the past, it could be observed that civilisation started with agriculture and still our country depends on agriculture for sustenance. Though agriculture has been associated with production of food crops, it goes beyond farming into forestry, fruit cultivation, mushroom etc. This paper highlights on the magnitude of agricultural labourers, the problems encountered and the measures to be taken to resolve the problems.

**Introduction** :- One of the major problems in Indian agriculture is the problem of agricultural labourers. The phenomenon of unemployment and under development are manifested in the daily lives of agricultural labourers. They have been exploited by the landlords and Zamindars from the beginning where some of them were forced to work as bonded labourers for generations. Today their conditions have improved but still they remain unrecognised and their level of income and standard of living remain low.

As we trace India's history it speaks about the excellent climatic condition, agricultural efficiency, natural resources and was considered as an agricultural powerhouse worldwide having farmers as its backbone. Despite all this, like any other sector, agricultural sector had to face problems and challenges. The main problems faced are insufficient water supply, less use of modern farming equipments, dependence on traditional crop, transportation problem and government schemes yet to reach small farmers.

**Agriculture labourer** can be defined as the involvement of any person in connection with cultivating the soil, or in connection with raising or harvesting any agricultural or horticultural commodity; management of livestock, bees, poultry etc.

**Objectives** :- The objective of this paper is to find out the current status of agricultural labourers, problems they encounter and remedial measures that can be adopted to improve their conditions.

**Methodology** :- It is a descriptive study and the data have been reviewed using secondary sources of from books, Government reports, census data and newspapers.

**Types of Agricultural Labour** :- Agricultural Labourers may be classified into the following four broad categories :

- Bonded or Semi-Free Labourers
- Dwarf-Holding Labourers
- Under-Employed Landless Labourers
- Full Time Land-Less Labourers

**Causes of Growth of agricultural Labour** :- There are various causes which have accelerated the growth of agricultural labour in our country and can be broadly summed up as: (1) high net growth rate of population in the country. (2) Growth of absentee landlordism (3) Disintegration of village communities of the pre nineteenth century. (4) growth of indebtedness due to low income leading to transfer of land from the small owners to the creditors, resulting in the farmer becoming agricultural labourers. (5) The extension of money economy to rural areas in replacement of payment in kind (6) decline of domestic industries and handicrafts. (6) Disintegration of the peasantry (7) severe



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## Digital Education in India—Scope and Challenges

Dr. R. Asha

Assistant Professor, PG and Research, Department of Public Administration,  
Anna Adarsh College for Women, Chennai

**Abstract** -> In India, digitalisation of education is one of the top most priorities of Government. Digital education is moving fast and is penetrating into rural areas. Students are being empowered to study online courses and improve their skill and knowledge. Besides the transition from class room teaching to digital learning is a multipronged task that requires the efforts of diverse categories of people. Since ancient times, education had deeply impacted the growth and overall development of Indian society. It was reformed as per the needs of the society and changing times. It is in this perspective transformation to digital education has become crucial and the need of the hour due to the prevailing pandemic situation.

**Objectives** :- The objectives of this paper is to find out the scope of digital education, the challenges faced by the learners and how to overcome the challenges.

**Methodology** :- This paper is descriptive in nature and secondary sources of data from newspapers, journals, magazines and websites have been made use of to analyse the current status and scenario prevailing in India.

**Introduction** :- With the advent of education being digitalized a lot of innovative changes are taking place in teaching and teaching methodologies of educational institutes these days. Due to the growing influence of digital technology, students are on the verge of gaining new ideas, knowledge and technical skills indirectly moulding them to a new set of experience. Digital technologies have advanced more rapidly than any innovation in our history reaching around 50 per cent of the developing world's population in only two decades and transforming societies. The scope has been much wider where one can observe digitalized data helps cure diseases, urbanize rural

communities, improve the education system and bridge communication gap.

Does technology enhances teaching and learning? The answer would definitely be yes as what could be gauged is that students adjust to their own pace of learning and for those students who lag behind go through the entire exercises until they understand. Students who need less support equip themselves with latest technological gadgets and move forward to the next level.

**Principles of digital literacy** :- Globally, the International Society for Technology in Education (ISTE) frames its benchmarks for digital literacy around six standards: creativity and innovation; communication and collaboration; research and information fluency; critical thinking, problem solving and decision making.

Due to the pandemic situation existing for more than a year and is likely to continue for some more months the only solution that could be offered is online education. However there are serious issues with regard to access, device, content, exams, grades, facilities, salaries, fees etc. It is estimated that only about 25% of Indian households have an internet facility. For rural households it is only 15%. The worst affected are always the marginalised grassroot population. In India, proper policy on digital education would certainly help to overcome this crisis situation that is prevailing in education at present.

Digital education is about using digital tools and technologies during teaching and learning, and is referred to as Technology Enhanced Learning (TEL) or e-Learning. On the other hand, Digitalization in education is the use of desktop computers, mobile devices, the Internet, software applications, and



Peer Reviewed Journal for M.Phil., Ph.D. & Appointment of Teacher in Universities & College

ISSN : 2454-4655

VOLUME -7 No. : 1, Feb. -2021

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## A Critical Review of India's National Education Policy, 2020 Through a Gender Lens

Ms.G.Hemalatha

Assistant Professor and Ph.D Research Scholar, Post Graduate and Research Department of Public Administration, Anna Adarsh College for Women, Chennai

**Abstract :-** The National Education Policy envisions an education system rooted in Indian ethos that is aimed at transforming India into an equitable and vibrant knowledge society, by providing high-quality education to all, and thereby making India a global knowledge superpower. The policy claims to comply with the ideals envisioned in the Sustainable Development Goal 4 which is to 'ensure inclusive and equitable quality education and promote lifelong learning opportunities for all'. Now that, gender equality, SDG 5, which is yet another goal to be achieved, this paper, attempts to critically review the New National Education Policy from a gendered perspective. The societies are fast changing and so are the relationship dynamics and values associated with it. The education policy should therefore aim at imparting the best of knowledge to the students and so also should instil the best of ethical values parallelly. With this objective, the policy is reviewed from three different standpoints; role of the government in addressing gender needs – both practical and strategic, strategies to instil the value of gender sensitivity and measures to be taken to have tolerance towards different gender identities. Hence, this paper critically reviews the policy in terms of gender and will provide valuable suggestions that could be taken up in accordance with the demanding requirements of the present day situations and also with a futuristic approach thus enabling the student community to reflect truly empowered global citizens of tomorrow.

**Introduction :-** Governments all over the world place a major emphasis on education policy. An Education policy will influence the people from different quarters bringing outcomes both positive and negative if not implemented in true spirit. On the positive side, Education policy should primarily aim at bringing about an orderly socio-economic development. Framing of an

education policy involves careful assessment of critical factors that will help in bringing about positive outcomes. Some of the factors include pedagogical methodologies, resource mobilisation, curriculum content and the possible impact of the policy on different groups. The Indian society is highly gender-biased and with the prevalence of gender based discrimination most of the areas, especially education requires lot of re-thinking. Gender equality is still in the agenda of Sustainable Development Goals. With this background, it is very essential on the part of the governments across the globe to carefully pen the education policy because the future of a country lies only with citizens who should possess knowledge in one's desired field coupled with ethical values.

**Historical perspectives of Education Policies in India :-** The early Indian education system during the ancient period laid emphasis on Vedic texts, Puranas, Upanishads etc. Brahminism reinforced the idea of hierarchies. Then, came the advent of Buddhism which was based on principles of equality.

During the medieval period, Islamic education was spread by the Mughal rulers. In both these periods, education was monopolised only few groups and access depended primarily on caste and gender lines.

The British period was characterized by Western education and a remarkable contribution in this regards was done by the Christian missionaries. The Charter of 1854 stated that the along with western thought, the spreading of Gospel was also reinforced. A formal education policy was put forth for the first time only after the formation of the Charter Act, 1854. The Committee of Public Instruction was set up in 1854 to give a new shape to the new educational policy of the government. Further, there was a strong emphasis on the use of English language

***Role of Women in Ecotourism***

*As a woman in a man's world, you have to fight for your right to participate on an equal footing*

- *Cherie Blaire*

**Bhavana Marwaha**

*Research Scholar*

*PG & Research Department of Public  
Administration*

*Anna Adarsh College for Women, Chennai*

**Dr. S. Marcelin Pushpa**

*Associate Professor and Research Guide*

*Head, PG & Research Department of Public  
Administration*

*Anna Adarsh College for Women, Chennai*

Women are the backbone for a sustainable environment. Many women environmental activists have given most of their life in protecting and caring for nature. There are several movements and initiations taken by the women to keep the environment in shape. Some of the movements in India are Barefoot College, Solar Warrior, Ecodefense, United Nations Earth Summit, Chipko Movement and Greenbelt Movement.

Ecotourism originated in the late 70s and it seems to be situated in the backdrop of postmodern tradition. Ecotourism has a contextual approach where the perspective of the one's involved are valued equally as the perspective of the one in power. Ecotourism contributes in the taking care of the nature and the culture with complete gentleness. It tries to promote the development of the locals economically and also works on preserving the locality. The aim of ecotourism is to give an enlightening and positive experience to the locals as well as the visitors by supporting the locality financially. Ecotourism while promoting economic development provides an opportunity to the local population to develop within the structure of the economic system. Ecotourism is also considered as knowledge tourism as the people come to an understanding of the culture and nature of the destination they are visiting. The ecotourism focuses more on the stakeholders than the shareholders. The important stakeholders would be the locals living the area. Ecotourism involves not only the powerful people but also those who are living and experiencing the culture

## CONCEPT OF TRIBE AND TRIBAL COMMUNITY DEVELOPMENT

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**Dr. A. Amutha**, Assistant Professor, PG & Research Development of Public Administration, Anna Adarsh College for Women, Anna Nagar, Chennai-40

### ABSTRACT

Tribal have been split into several tribal belts in India on basis of physical characters and other features of life. They live in forest hill and naturally isolated region but some are in contact with people of modern culture either by migrating to cities for work, developmental projects carried out in their areas. during these times their lands have been cheated by civilised peoples. Tribals will always have close interaction with natural and physical environment and cultural adaption and being more Eco-friendly. this paper explains about problems, struggles of tribes and the steps taken by Government for social, economic and political development of Tribes.

**Keywords:** Problems, Tribal Struggle, Tribal Policies, Social Development, Economic Development, Political development.

### INTRODUCTION:

The word tribe is taken from the Latin word "Tribus" which means "one third". India is known as Melting pot of tribes and races. After Africa India has the second largest tribal population. Approximately there are about 698 Scheduled Tribes that constitute 8.5% of India. They are simple people with unique customs, traditions and practices. They lived a life of isolation that is geographical isolation.

### CONCEPT AND DEFINITION OF TRIBE:

Normally, 'tribe' may be a group of individuals during a primitive or barbarous stage of development acknowledging the authority of chief and typically having same ancestors.

As per definition of **oxford dictionary** " A tribe may be a group of individuals during a primitive or barbarous stage of development acknowledging the authority of chief and usually regarding themselves as having same ancestor"

**Lucy Mair** defines tribe as "an independent political division of a population with a common culture" while **D.N. Majumdar** defines tribe as a social group with territorial affiliation, with no specialization of functions ruled by tribal officers.

**Gillin and Gillin** considers tribe as any collection of Pre-literate local group that occupies a common general territory speaks a common language and practices common culture as tribes.

### FEATURES OF TRIBE ARE:

- A tribe will have least functional interdependence within the community
- Economically backward
- A geographical isolation of its people
- Having a common dialect
- Politically unorganised and community Panchayat will be influential
- Have their own laws

The tribal community in India is known as Scheduled Tribes or ST under Article 366 of Indian. In India there are 212 tribes of 14 states. The Notification and specification of any tribes or tribal community of any area as "Scheduled Tribes" has been made by President of India under Article 342(i).

### CHARACTERISTICS OF INDIAN TRIBES:

- They have definite geographical social area
- Lives on hilly or forest area
- Cultural homogeneity is the main characteristic of tribal community

# Wesleyan Journal of Research

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ISSN : 0975 - 1386

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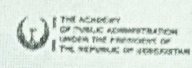
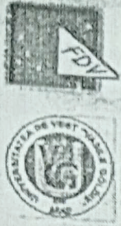
Volume No. 14 No. 1(XII) : 2021

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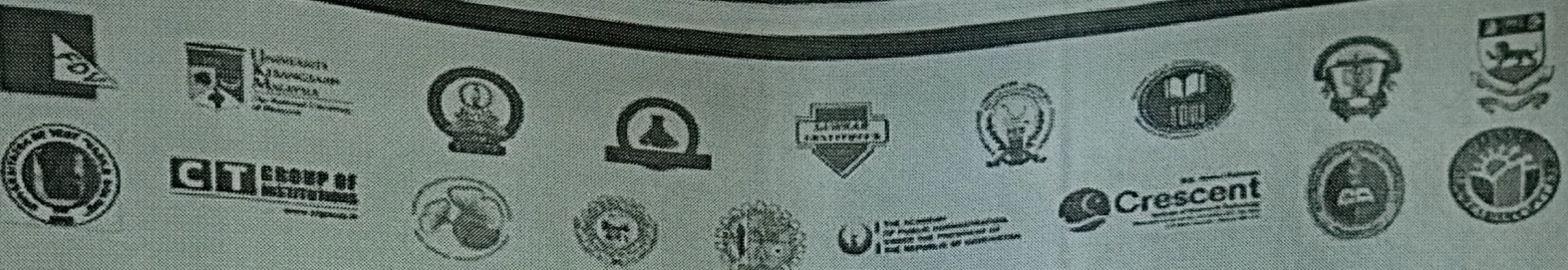
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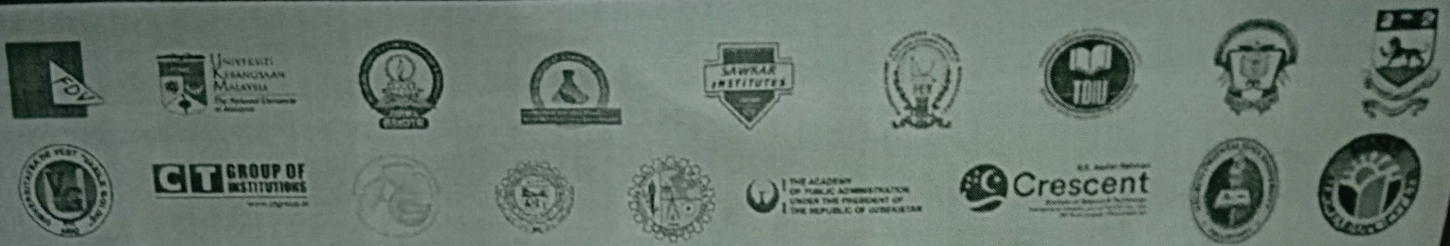
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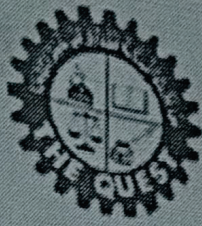
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ISBN : 978-93-5407-331-1  
CERTIFICATE ID : ICETIIT-P688

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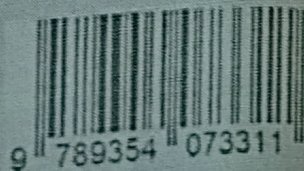
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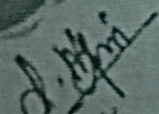
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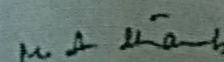
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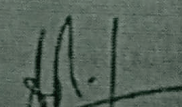
has participated & presented a research paper entitled "Digital Experience and Behaviour of people due to the impact of COVID-19" in "Two Days International E-Conference on Advances in Information Technology, Business Management and e-Commerce" organized by The Quaide Milleth College for Men - Shift II, in Association with Internal Quality Assurance Cell, on 4th & 5th July 2020.

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## CAUSE- RELATED MARKETING (CRM) AND IT'S IMPACT ON CONSUMER BEHAVIOUR

**Dr. P. KRISHNAVENI**

*Professor-Incharge & Head, Department of Commerce – Shift II, Anna Adarsh College for Women,  
Chennai, Tamil Nadu, India*

### **ABSTRACT**

*Growing acceptance of the policy of economic liberalization and globalization has led to fast expansion in International business. The economic activities stretch out across frontiers, regions and continents. More employments are generated due to the enlargement of trade, improvement in health and standard of education increases giving way for overall increase in the standard of living in the society. As the growth in business activities leads to multi fold benefits to companies, it becomes imperative for them to return a portion share to the society. Companies' around the globe are fronting the pressure to maintain high returns and also be socially responsible. Cause Related Marketing is strategy of the management which is now gaining momentum in recent years to tackle social and environmental issues. Despite the growing apprehension on the environmental issues as well on the issues of the society the corporates have begun to link its products towards certain cause. This holds the consumers attention towards this new marketing strategy that promote sales and supports a cause. CRM is thus a marketing tool that can build a mutual win-win-situation, benefiting both corporate as well the society. Cause-related marketing is now considered as the key mode for the corporates to show that they are socially responsible.*

**KEYWORDS:** 'Strategic Philanthropy', Ethical Behaviour & CRM

**Received:** Oct 21, 2019; **Accepted:** Nov 11, 2019; **Published:** Feb 11, 2020; **Paper Id.:** IJSMMRDJUN202013

### **INTRODUCTION**

Concept of Corporate Social Responsibility (CSR) has occurred in the recent pasts as one of the main activity for corporate to address the social needs. Corporate Social Responsibility has emerged as an integral part of any origination as a commitment to contribute to development of the economy and in turn for improving the quality and the standard of life of the employees as well as the society. The reasons are considered as an important aspect to initiate CSR by the business, this aspect of supporting a cause was termed as cause-related marketing, which is considered as marketing instrument.

Cause Related Marketing does the job of linking the corporate's contributions to a particular cause to customers' participation directly or indirectly in providing revenue based transactions with the business. It is a marketing technique linked for a cause. CRM as a 'strategic philanthropy' a means for the corporate to 'perform well while doing good' aiming at the objective: to support the society for a cause beside improving their own performance. In the early 80's, there was the launch by a campaign by American Express enabling consumers to contribute for restoration the statue of liberty every time a customer uses their credit cards. Consequently other marketers were on this line of employing CRM as a strategy for positing their products on the platform of being on social responsibility.

# Employee Engagement in Corporate Social Responsibility Initiatives

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## Abstract

India is the first country in the world to mandate CSR. The government also plays an important role by implanting new CSR guidelines requiring companies to spend 2% of the Net Profit in social development. Business organization are becoming more conscious about the growing importance of environmental protection. The main aim of any organization is to earn maximum profit with the usage of available scarce resources and simultaneously contributing towards social responsibilities. Any CSR initiatives is considered incredibly successful only by engaging employees towards CSR. Which can be attained by motivating , creating awareness and informing the employees about the purpose of CSR. It is observed that 70% to 80% of the workforce prefer to work for a company that is known for its social responsibility. Organization's are encouraging employees to contribute something more while performing their duty by contributing both to the business and the society. According to a recent survey from Brighter Planet, which works with organisations to help reduce their carbon footprint, 86% of employee respondents highlighted they are not engaged by their employers on sustainability. This paper aims to study the various measures taken by organization to engage the employees towards CSR initiatives and interest of the employees towards CSR initiatives.

*Key words : CSR, Employee Engagement, CSR Initiatives , employee interest.*

**Consumer Attitude towards Green Products in Chennai City****Author****Ms. R. Vijayalakshmi**

Research Scholar (PT) &amp; Assistant Professor

Anna Adarsh College for Women

University of Madras –Tamil Nadu

**Co-author****Dr. Anita Raman**

Associate Professor

Anna Adarsh College for Women

University of Madras - Tamil Nadu

**Abstract**

The continued exponential growth of the economy, as well as global market demand and behavior patterns, are the primary causes of environmental deterioration. As the climate begins to deteriorate, it has become a long-standing global concern in developed countries, while emerging countries are only now becoming aware of the environmental campaign. The intent of this paper is twofold, and it is primarily exploratory. According to the results of the independent survey t-test, there were no major discrepancies in gender views toward the environment and green products. Using the rotated factor matrix, the underlying dimensions of environmental attitudes were validated into three main dimensions (environmental protection, government's role, and personal norm). The findings of the multiple linear regression analysis indicated that consumer attitudes toward the government's stance, as well as their personal environmental standards, had a substantial effect on their attitudes toward green goods. Further investigation revealed that personal standards were the most influential factor in people's attitudes toward green goods. Environmental protection, on the other hand, has little impact on consumer attitudes toward green products.

**Key words:** Green marketing, Environmental protection, Ethical Business, Green products, Environmental attitudes, Green consumerism.

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## Consumer Perception Towards Green Products – A Study With Reference To Chennai City

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Ms. R. VIJAYALAKSHMI<sup>1</sup>, Dr. ANITA RAMAN<sup>2</sup>

<sup>1</sup>Research Scholar, Anna Adarsh College for Women, Chennai

<sup>2</sup>Associate Professor, Anna Adarsh College for Women, Chennai

---

**Abstract:** Environmentalism has fast emerged as a worldwide phenomenon. Marketing organizations too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. The awareness of Green marketing is increased among the Indian consumers. The present research work indicates that the key to raise green purchasing intention among the general public lies on four factors, which are Attitudes toward the Environment, Social Influence, Health Consciousness and Perceived Consumer Effectiveness. The results of the study it is indicated that green product attributes quality, durability and variety strongly influence the consumers' understanding and behavior towards environmental friendly features of green products.

**Keywords:** Eco – friendly product, Green consumer, Organic products,

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### INTRODUCTION

Green marketing includes the concept of planning, development and promotion of environment – friendly products or services to satisfy the needs of ultimate customers for quality, quantity, optimum price and service, without having a negative effect on the usage or its users. It is a fact that both marketers and consumers are increasingly becoming aware of the need to switch over green products and services. The move from the existing marketing methods to green marketing may appear to be expensive in the short term, but it will absolutely prove to be crucial and beneficial, and cost effective in the long run. Green marketing strategy reaps multiple benefits like increased revenue, reduced costs, new product development, risk mitigation, environment protection, global safety and enhanced brand reputation. Green marketing is needed to address environmental issues which influence all human society and natural atmosphere.

There are several reasons that may cause this discrepancy. One of the reasons is demographic variables which include age group, gender, education level, income level, and the presence of children in household. Firstly, age group is one of the determinants which will affect the consumer's consumption of organic products. In many countries especially Japan and United State, elder citizens tend buy and consume more organic products if compared to young citizens. Besides that, gender plays a prominent role as well. Many surveys found out that women tend to consume more organic products than men. This may due to females feel more responsible for the health of the family than males. They believe that consuming organic products is healthier and better for their family than consuming conventional foods. Third factor would be the education level of consumers.

Firstly, willingness to pay is one of the main factors that will affect the consumption of organic products. Some of the studies discovered that consumer willing to pay higher price if they get more information about the products. Such information includes background of the products, characteristic, feature, and safety of the products. Finally, throughout this research, it was referring to the main factors that are influencing consumer buying intention toward organic products.

### NEED FOR CHOOSING GREEN PRODUCT

Green products were chosen as the study in the consumer behavior towards awareness on global warming. For the purpose of this study, green products covered environmentally friendly products-- such as recycled paper products, nontoxic household cleaners and personal products, and organic foods which contain green ingredients. The study included the general public of Chennai city.

### SIGNIFICANCE OF THE STUDY

Few researches had been carried out on the consumer behavior on green products specifically in relation to the influences of factors to purchase intentions of green products. However, there has been a whole wealth of research, attempting to profile the environmentally conscious members of the population. This study will to be significance and beneficial to business in terms of knowing the green market capabilities, especially the market targeted to green consumers.

i. To support the business to better understanding the potential of the green market.

**Consumer Attitude towards Green Products in Chennai City****Author****Ms. R. Vijayalakshmi**

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Anna Adarsh College for Women

University of Madras –Tamil Nadu

**Co-author****Dr. Anita Raman**

Associate Professor

Anna Adarsh College for Women

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**Abstract**

The continued exponential growth of the economy, as well as global market demand and behavior patterns, are the primary causes of environmental deterioration. As the climate begins to deteriorate, it has become a long-standing global concern in developed countries, while emerging countries are only now becoming aware of the environmental campaign. The intent of this paper is twofold, and it is primarily exploratory. According to the results of the independent survey t-test, there were no major discrepancies in gender views toward the environment and green products. Using the rotated factor matrix, the underlying dimensions of environmental attitudes were validated into three main dimensions (environmental protection, government's role, and personal norm). The findings of the multiple linear regression analysis indicated that consumer attitudes toward the government's stance, as well as their personal environmental standards, had a substantial effect on their attitudes toward green goods. Further investigation revealed that personal standards were the most influential factor in people's attitudes toward green goods. Environmental protection, on the other hand, has little impact on consumer attitudes toward green products.

**Key words:** Green marketing, Environmental protection, Ethical Business, Green products, Environmental attitudes, Green consumerism.

## PERCEPTION OF SOCIAL MEDIA USERS AND ITS IMPACT ON IMPULSIVE PURCHASING BEHAVIOUR

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Assistant Professor, Anna Adarsh College for Women,  
Department of Accounting & Finance, Chennai.  
Research Scholar, Ethiraj college for Women, Chennai

**Dr. A S Saranya**

Associate Professor & Head,  
Department of Commerce, Ethiraj College for Women, Chennai

### ABSTRACT

*With rapid advances and dynamic changes in online marketing strategies, social commerce via Social Network Sites (SNSs) on Internet is dramatically becoming an important aspect in promoting businesses. Social Media is nowadays playing a vital role in influencing the perception and buying behaviour of consumers for any type of products. This study is conducted to analyse the users' Perception towards Social Media Drivers and its impact on Impulsive Purchasing Behaviour with respect to Electronic Goods in Chennai city of Tamil Nadu, India*

*The sample was collected from 150 users of Social Media who are residing in various parts of Chennai in Tamil Nadu. The primary data was gathered by distributing structured questionnaire through purposive sampling method. The study applied both descriptive and inferential statistical tools for data analysis. Independent Sample 't' test, Correlation and Multiple Regression Analysis were used to test the hypotheses. The research revealed that four out of five independent variables with respect to the Perception strongly influence the Impulsive Purchasing Behaviour towards Electronic Goods. Out of five independent variables, Perception towards 'Information Support' predicts Impulsive Purchasing Behaviour more than others and Perception towards 'Interaction Support' contributes less to predict Impulsive Purchasing Behaviour and Perception towards 'Trustworthiness' does not influence the Impulsive Purchasing Behaviour towards Electronic Goods due to social media.*

*Keywords: Social Media, Users' Perception, Impulsive Purchasing Behaviour, Electronic Goods.*





Paper Id: IJSMMRDJUN20208

Date: 01/21/2020

## Certificate of Publication

This is to certify that the research paper entitled " *STUDY ON CUSTOMER PERCEPTION TOWARDS GREEN MARKETING IN CHENNAI* " authored by " *DR. J. VIJAYA SHANTHI* " had been reviewed by the board and published in " *INTERNATIONAL JOURNAL OF SALES & MARKETING MANAGEMENT RESEARCH AND DEVELOPMENT (IJSMMRD)*; ISSN (ONLINE): 2249-8044; ISSN (PRINT): 2249-6939; IMPACT FACTOR(JCC) (2019): 7.9084; INDEX COPERNICUS VALUE (ICV) - (2016): 61.33; NAAS RATING: 3.37; VOL - 10, ISSUE - 1; EDITION: JUN2020 "

  
Associate Editor-TJPRC

  
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**STUDY ON CUSTOMER PERCEPTION TOWARDS GREEN MARKETING IN  
CHENNAI**

**Dr. J. VIJAYA SHANTHI**

*Associate Professor, Department of Commerce Institution, Anna Adarsh College for Women, Avadi, Tamil Nadu, India*

**ABSTRACT**

*This present empirical research study was aimed to explore the role of demographic variables on the consumer perception towards the use of green products and green marketing. The researcher has adopted empirical and analytical research design for the research and structured questionnaire was issued to the green product users to explore their perception. The statistical tools such as, percentage analysis and weighted average mean ranking and chi-square test has been applied to draw meaningful findings to the research objectives. The result indicates that demographic profiles have significant association with the consumer perception towards green marketing and green products usage. The research concludes that the environmental considerations and organic products usage leads to higher perception towards green marketing among the respondents in the study area.*

**KEYWORDS:** Green Marketing, Green Products, Perception, Consumers & Usage

**Received:** Oct 21, 2019; **Accepted:** Nov 11, 2019; **Published:** Jan 21, 2020; **Paper Id.:** IJSMMRDJUN20208

**INTRODUCTION**

*"Meeting the wants and desire of the current generation but devoid of confronting the facility of the upcoming generations to convene up their own wants"- had led to the development of Green marketing. It refocuses, adjusts*

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**Antimagic Labeling of Triple Extended Duplicate  
Graph of Grid Graph**

Authored by :

**N K VINODHINI**

From

Department of Mathematics , Anna Adarsh  
College for Women, University of Madras

Has been published in

**JOURNAL OF INFORMATION AND COMPUTATIONAL SCIENCE, VOLUME 10, ISSUE 7, JULY-2020**



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## Antimagic Labeling of Triple Extended Duplicate Graph of Grid Graph

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### Abstract

In 1990 Hartsfield and Ringel [5] introduced the concept of antimagic labeling. Antimagic labeling of a graph  $G$  is a one – one correspondence between  $E(G)$  and  $\{1, 2, \dots, |E|\}$  such that the sum of the labels assigned to edges incident to distinct vertices are different. A graph which admits antimagic labeling is called an antimagic graph. In this paper we prove that the triple extended duplicate graph of grid graph admits antimagic labeling.

**Keywords :** Antimagic labeling, Grid Graph  $G_r^2$ , Extended Duplicate Graph.

### I. INTRODUCTION

Rosa [6] called a function  $f$  a  $\beta$ -valuation of a graph  $G$  with  $q$  edges if  $f$  is an injection from the vertices of  $G$  to the set  $\{0, 1, 2, \dots, q\}$  such that, when each edge  $xy$  is assigned the label  $|f(x) - f(y)|$ , the resulting edge labels are distinct. Golomb [4] subsequently called such labelings *graceful*. Since then a number of graph labeling methods have been introduced by various authors. In 1990 Hartsfield and Ringel [5] introduced the concept of antimagic labeling. Avudainayaki *et al* [1] have proved that extended duplicate graph of arrow graph and splitting graph of path admits antimagic labeling. Dominique *et al* [2] proved that family of antiprism graphs are antimagic, Tamilz Chelvam *et al* [9] proved that Cayley digraphs are antimagic., Thirusangu *et al* [8] have shown that cayley digraphs of 2-generated 2-groups admit product antimagic labelings. Antimagic labelings have applications in surveillance security systems, electrical switch boards and circuit design.



Bull. Pure Appl. Sci. Sect. E Math. Stat.  
39E(2), 212–217 (2020)  
e-ISSN:2320-3228, Print ISSN:0970-8577  
DOI: 10.5958/2320-3228.2020.00022.3  
©Dr. A.K. Sharma, BPAS PUBLICATIONS,  
115-RPS- DDA Flat, Mansarovar Park,  
Shahdara, Delhi-110032, India. 2020

Bulletin of Pure and Applied Sciences  
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## Odd graceful labeling for the jewel graph and the extended jewel graph without the prime edge \*

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**Abstract** R.B. Gnanajothi (Topics in Graph Theory, Ph.D. Thesis, Madurai Kamaraj University, Madurai, Tamil Nadu, India, 1991) introduced odd graceful labeling. A function  $f$  is called an odd graceful labeling of a graph  $G$  if  $f: V(G) \rightarrow \{0, 1, 2, \dots, 2q-1\}$  is injective and the induced function  $f^*: E(G) \rightarrow \{1, 3, \dots, 2q-1\}$  defined as  $f^*(e=uv) = |f(u) - f(v)|$  is bijective. A graph which admits an odd graceful labeling is called an odd graceful graph. Many results exist on odd graceful labeling. The concept of odd graceful labeling is implemented in the areas of coding theory.

In this paper we prove that the jewel graph  $J_n^*$  and the extended jewel graph  $EJ_{n,m}^*$  without the prime edge is odd graceful.

**Key words** Odd graceful labeling, Jewel graph, Extended Jewel graph.

**2020 Mathematics Subject Classification** 05C78.

### 1 Introduction

Graph theory is the study of graphs that are mathematical structures which can be used to model pairwise relation between objects. A graph is made up of vertices which are connected by edges. A graph labeling can be defined as an assignment  $f$  of labels to the vertices of  $G$  which induces for each edge  $xy$  a label depending on the vertex labels  $f(x)$  and  $f(y)$ . Graph labeling is a prominent area of research in graph theory that has rigorous applications in coding theory, communication networks, optimal circuit's layouts and graph decomposition problems.

The first graph labeling method known as the graceful labeling was introduced by Rosa [6]. The graceful labeling of a graph  $G$  with  $q$  edges is an injection  $f$  from the vertices of  $G$  to the set  $\{0, 1, 2, \dots, q\}$  such that when each edge  $xy$  is assigned the label  $|f(x) - f(y)|$ , the resulting edges are distinct. In 1991, Gnanajothi [3] introduced another type of labeling called as the odd graceful labeling. An odd-graceful labeling is an injection  $f$  from  $V(G)$  to  $\{0, 1, 2, \dots, (2q-1)\}$  such that, when each edge  $xy$  is assigned the

\* Communicated, edited and typeset in Latex by Lalit Mohan Upadhyaya (Editor-in-Chief).  
Received February 11, 2019 / Revised September 16, 2020 / Accepted October 04, 2020. Online First  
Published on December 26, 2020 at <https://www.bpasjournals.com/>.

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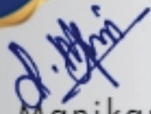
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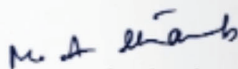
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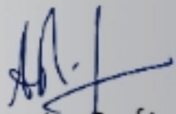
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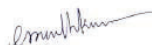



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# Advanced FFT architecture based on Cordic method for Brain signal Encryption system

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**Abstract :** *The human brain usually generates brain wave signals used for medical research to study the state of the human body. Most common diseases like seizures, insomnia, or other diseases such as brain tumors can be diagnosed using brain wave signals captured with a device's help. Apart from these, nowadays, many devices are invented that operates with brain signals for people with disabilities. And now, in this paper, we will use brain signals for authenticating high-security devices using a network since secondary damage cannot be caused in brain wave signals like generated in a fingerprint, iris, face, etc. Brain wave serves as high-security biometric data. However, brain signals can also be hacked once captured by a malicious personality [14]. Here we will encrypt Brain wave signal with an advanced FFT architecture that incorporates the Cordic system in it. His method enhances high-security transmission of Brain signals over the network for authenticating a high-security device.*

**Keywords:** *Brain wave signal, Encryption, Fast Fourier Transform, CORDIC, High-security system.*

## I. INTRODUCTION

Brain is made up of billions of neurons that are communicated by the application of electricity. Simultaneously millions of such signals are sent, which generates an immense amount of electrical activity in the brain. This cumulative operation is rising and dropping like a tide. It is also referred to as brain waves and can be measured by medical instruments such as EEG. It calculates the amount of electricity over the brain scalp region, based on whether the person performing the brain's electrical activity is going to change. There is a lot of difference between a sleeping person's brainwaves and a person's brainwaves are wide awake. A person's emotional status can be evaluated by

studying the rhythm of the brain wave. Highly nervous people emit strong beta waves and people with ADD / ADHD emit sluggish alpha/theta waves [10].s

Modern cryptography includes anonymity, transparency, non-repudiation and authentication [1]. Nowadays, a range of algorithms has been available to encrypt and decrypt sensitive data, which are usually divided into three types. First one is asymmetric cryptography that is the same key used for encryption and decryption of files. The second is the Asymmetric Cryptogram. This style of cryptography relies on two distinct encryption and decryption keys. Finally, the cryptographic hash function uses no key instead of a data mix [2] key.

Advanced augmentative connectivity and control technology can be established with a brain-computer interface (BCI) for human patients with severe neuromuscular conditions on any spinal cord injury. Some simple speech control device for a wholly paralyzed person can make communication easier for their needs. In Brain-Computer Interface system uses a device fixed on to human scalp for recording electrical signals from the brain or another method is by inserting electrodes into the brain with some surgical procedure for recording brain wave signal.

With these recorded signals, a computer monitor or some other unit can be controlled by converting those signals into commands. These recorded brain signals are encoded with some effective scheme and then BCI will extract commands from the encoded signal. For maintaining consistent results, the adjustment should be made between the user and the BCI [6,7].

## ODD GRACEFULNESS OF CYCLE WITH SPLIT GRAPHS OF STAR

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**Abstract:** Odd graceful labeling was initiated by Gnanajothi [2] in 1991. A graph  $G$  with  $q$  edges is said to be odd graceful if there is an injection  $f : V(G) \rightarrow \{0, 1, 2, \dots, (2q - 1)\}$ , such that when each edge  $xy$  is assigned the label  $|f(x) - f(y)|$ , the resulting edges are distinct. In this paper, we prove that the graph obtained by assigning each vertex of  $C_m$  with the Split graph of star is odd graceful, when  $m$  is even.

**Keywords:** Odd graceful labeling, Cycle, Shell graph, Split graph of star  $[K_{1,n}]$

**A.M.S Subject classification:** 05C78

### 1. INTRODUCTION AND DEFINITIONS

In 1967, Rosa [5] originated graph labeling methods marking their origin to the graceful labeling. The graceful labeling of a graph  $G$  with  $q$  edges an injection from the vertices of  $G$  to the set  $\{0, 1, 2, \dots, q\}$  such that when each edge  $xy$  is assigned the label  $|f(x) - f(y)|$ , the resulting edges are distinct. In 1991, Gnanajothi [2] has proposed in her paper a new concept of labeling is the odd graceful labeling. She has justified that every cycle graph is odd graceful if and only if  $n$  is even. She has also set forth that the graph obtained from  $P_n \times P_2$  by deleting an edge that joins to end points of the  $P_n$  paths is odd graceful. An odd-graceful labeling is an injection  $f$  from  $V(G)$  to  $\{0, 1, 2, \dots, (2q - 1)\}$  such that, when each edge  $xy$  is assigned the label  $|f(x) - f(y)|$ , the resulting edge labels are  $\{1, 3, 5, \dots, (2q - 1)\}$ . Odd graceful labeling of every odd cycle  $C_n$ ,  $n \geq 7$  with parallel  $P_k$  chords for  $k = 2, 4$  after the removal of two edges from the cycle  $C_n$  was established by Govindarajan and Srividya [3]. Badr [1] proved that the revised friendship graphs  $F(kC_4)$ ,  $F(kC_8)$ ,  $F(kC_{12})$ ,  $F(kC_{16})$  and  $F(kC_{20})$  are odd graceful, where  $k$  is any positive integer. Joseph Gallian [4] has given a broad and a dynamic survey on various graph labeling methods. A field of Graph theory plays a essential role in various fields. Labeled graphs serves as useful mathematical models for a broad range of applications such as the design of good radar type codes, synch-set codes, missile guidance-codes and radio astronomy problems. In this

# ODD GRACEFULNESS OF CYCLE WITH CATERPILLAR GRAPH

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**Abstract** In 1991, Gnanajothi [4] introduced a labeling method called *odd graceful labeling* to label the vertices of a graph. A graph  $G$  with  $q$  edges is said to be *odd graceful* if there is an injection  $f$  from  $V(G)$  to  $\{0, 1, 2, \dots, (2q-1)\}$  such that, when each edge  $xy$  is assigned the label  $|f(x) - f(y)|$ , the resulting edge labels are  $\{1, 3, 5, \dots, (2q-1)\}$ . In this paper, we prove that the graph obtained by joining each vertex  $C_m$  with the caterpillar graph is odd graceful, when  $m \equiv 0 \pmod{4}$ .

## I. Introduction

The study on graph labeling began with the introduction to  $\beta$ - valuation by Rosa [10] in 1967. Golomb [5] called this  $\beta$ - valuation as graceful labeling in 1972. A *graceful labeling* of a graph  $G$  with ' $q$ ' edges and vertex set  $V$  is an injection  $f: V(G) \rightarrow \{0, 1, 2, \dots, q\}$  with the property that the resulting edge labels are also distinct, where an edge incident with vertices  $u$  and  $v$  is assigned the label  $|f(u)-f(v)|$ . A graph which admits a graceful labeling is called a *graceful graph*. An extensive work has been carried out work on graceful labeling for the past five decades. Morgan [9] has shown that all lobsters with perfect matching's are graceful. Ghosh [3] has proved that three classes of lobsters are graceful using adjacency matrices. Mishra and Panigrahi [8] found classes of graceful lobsters of diameter at least five. Sethuraman and Jeba Jesintha [11], [12] have proved that all banana trees and extended banana trees are graceful.

In 1991, Gnanajothi [4] introduced another labeling called *odd-graceful labeling*. A graph  $G$  with  $q$  edges is said to be odd-graceful if there is an injection  $f$  from  $V(G)$  to  $\{0, 1, 2, \dots, (2q-1)\}$  such that, when each edge  $xy$  is assigned the label  $|f(x) - f(y)|$ , the resulting edge labels are  $\{1, 3, 5, \dots, (2q-1)\}$ . Gnanajothi [4] proved that the class of odd-graceful graphs lies between the class of graphs with  $\alpha$ -labelings and the class of bipartite graphs by showing that every graph with an  $\alpha$ -labelings has an odd-graceful labeling and every graph with an odd cycle is not odd-graceful. Gnanajothi [4] also proved that the following graphs are odd-graceful: The paths  $P_n$ , the cycle  $C_n$  if and only if  $n$  is even. Combs  $P_n \odot K_1$  (graphs obtained by joining a single pendant edge to each vertex of  $P_n$ ), books, crowns  $C_n \odot K_1$  (graphs obtained by joining a single pendent edge to each vertex of  $C_n$ ) if and only if  $n$  is even, the disjoint union of copies of  $C_4$ , the one-point union of copies of  $C_4$ , caterpillars, rooted trees of height 2, the graphs obtained from  $P_n$  ( $n \geq 3$ ) by adding exactly two leaves at each vertex of degree 2 of  $P_n$ . Ibrahim Moussa [6] proved that the graph  $C_m \cup P_n$  is odd graceful if  $m$  is even. Javid [7] proved that the disjoint union of cycle and  $H$ -isomorphic copies of paths is odd-graceful. Eldergill [1] proved that the one-point union of any number of copies of  $C_6$  is odd-graceful. For an exhaustive survey refer to the dynamic survey by Gallian [2].

## Tracking Application by Startup or Entrepreneur

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**2: Associate Professor, Department of BCA, Anna Adarsh College for Women, Chennai**

**3: Assistant Professor, Department of BCA, Anna Adarsh College for Women, Chennai**

**ABSTRACT** -- In this paper, the main aim is to creating a platform that enables the companies to complete the project by the use of startup and entrepreneur. A corporate business is normally relies with day to day users and to operate and develop. The values of users are encountered from productivity basis, not boast them. By agreement a work, a company may transfer the long-term commitment and liability of a full-time employee and any legal risks and attachments that It enables you to focus on using these workers as a productive element of the business rather than an endless HR responsibility. The application is reduced as much as possible to avoid errors while entering the data. The application is minimized to avoid errors during data entry. It also gives an error message when entering invalid information. No prior knowledge is needed for the user to use this system. Therefore, all this proves it is user-friendly approach naturally.

**Keywords**--- Tracking project, startup, user friendly, risk, entrepreneur, business enhancement.

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In day to day life all startup companies are entering in to business development and grow. A corporate business is normally relies with day to day users and to operate and develop. The values of users are encountered from productivity basis, not boast them. By agreement a work, a company may transfer the long-term commitment and liability of a full-time employee and any legal risks and attachments that It enables you to focus on using these workers as a productive element of the business rather than an endless HR responsibility. The application is reduced as much as possible to avoid errors while entering the data. The application is minimized to avoid errors during data entry. It also gives an error message when entering invalid information. No prior knowledge is needed for the user to use this system. Therefore, all this proves it is user-friendly approach naturally.

### II.RELATED WORK

- ❖ **Micheal Docherty(March 2015)**, published the book as “Collective Disruptions:How Corporations & Startups Can Co-Create Transformative New Businesses”.In this book they discussed about Collective Disruption provides a road map and framework for co-creating new businesses.Large corporations need new sources of growth, but struggle to embrace entrepreneurial, high-risk,opportunities. Many startups excel at using speed and agility to incubate breakthrough ideas, but lack access to brands and distribution for scale.
- ❖ **J-C.spender,VincenzoCorvello,Et.all, (January.2017)**, published an article on ”Startups and Open innovation”.In this paper ,they presented an idea is to represent a first step in building a map of the state-

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## Existences of Mean Square Convergence for RL Circuit using Random Fourth Order Runge Kutta Method

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**Article History:** Received: 11 January 2021; Revised: 12 February 2021; Accepted: 27 March 2021; Published online: 10 May 2021

**Abstract:** In this paper, a random stochastic initial value problem for a RL circuit is considered and the mean square convergent is proved through the random Runge Kutta method and its expectation and variance are computed.

**Keywords:** Stochastic Initial Value Problem, Runge Kutta Fourth Order, Mean Square Convergence, Numerical Problem.

### 1. Introduction

Stochastic differential equation (SDEs) plays a vital role in many fields such as science, economics, finance, population dynamics, biology, mechanics etc. Many of the researcher ignored stochastic effects because of the difficulty in solution [1]. A Stochastic Differential Equation is comprised of differential equation that includes at least one of the stochastic process the resulting solution is also stochastic process.

A stochastic initial value problems of the form,

$$\begin{cases} \frac{dY(t)}{dt} = f(Y(t), t), & t \in [t_0, T] \\ Y(t_0) = Y_0 \end{cases} \quad (1.1)$$

Here, the stochastic process  $f(Y(t), t)$  defined on the probability space  $(\Omega, F, Q)$  and  $Y_0$  is a random variable. J.C. Cortes et al., proved that the numerical solution of random Euler method converges under some specific condition even though the exact solution are not satisfied [2]. J.C. Cortes et al., proved that when the approximation are far from the initial condition, the numerical results become worst [3]. Khodabin and Rostami proved that the mean square convergence using random Runge-Kutta method and illustrated numerical examples using different types of methods and obtained more accuracy results using suitable method [4].

### 2. Preliminaries

**Definition 2.1:** The density function  $f_Z$  of second order random variables is defined as

$$E[Z^2] = \int_{-\infty}^{\infty} z^2 f_Z(z) dz < \infty$$

where E indicates the expectation and it allows all second order random variable Banach space  $L_2$  with the norm

$$\|Z\| = \sqrt{E[Z^2]}.$$

**Definition 2.2:** For each  $t$ ,  $q(t)$  is the second order random stochastic process defined on a same probability space  $(\Omega, F, Q)$ . Then, the mean square limit in  $L_2$  takes the form,

$$\dot{q}(t) = \frac{q(t+\Delta t) - q(t)}{\Delta t}, \text{ as } \Delta t \rightarrow 0.$$



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From

Anna Adarsh College for Women, Chennai

Has been published in

**STRAD RESEARCH, VOLUME 8, ISSUE 5, MAY – 2021.**



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Print ISSN No : 2249-555X  
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### COMPARATIVE STUDY ON SELECTED PSYCHOLOGICAL VARIABLES AMONG INTER COLLEGIATE BASKETBALL, VOLLEYBALL AND FOOTBALL PLAYERS.

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**ABSTRACT** The present study was to compare the study on selected psychological variables among inter collegiate basketball, volleyball and football players. To achieve the purpose of this study, 30 women players who had participated in the inter collegiate tournaments were selected randomly from each category of basketball, volleyball and football players, and thus a total of 90 players from affiliated colleges of Madras University, Chennai. The players age ranged between 18 and 23 years. All players were measured the level of achievement motivation by using Dr.M.Kamlesh questionnaire respectively. The collected data were analyzed by using One Way ANOVA. Scheffe's test was used as the Post-hoc test to determine the paired mean differences. In all the cases the level of significance was fixed at 0.05. The result of the present study there was a significant difference among basketball, volleyball and football players on achievement motivation. Basketball players were better achievement level than the football and volleyball players. At the same time football players had higher achievement level than the volleyball players.

**KEYWORDS** :Basketball, Volleyball, Football and achievement motivation

#### INTRODUCTION

Individuals may possess several self-concepts, which are dependent on context, time and place. Self-concepts arise for the perceptions individuals have about themselves. These self-perceptions are dependent on the social interactions with others and in this paper, the self-concepts of Aboriginal students in the school environment are presented. A self-concept refers to the knowledge; ideas and beliefs possessed about the self and is comprised of descriptions, values and expectation (Hattie,1992). Self-esteem on the other hand refers to the evaluation and judgements made of one's self-concept (Mussen, conger & Kagan, 1984). Sport competence refers to team tactics, rules, strategies and sport specific skills. Physical competence refers to running, throwing, agility, speed, accuracy and jumping for instance. Enjoyment and attraction of team sport was particularly noted among the self-concepts of college students. A difference in gender was revealed since males preferred baseball, baseball, football and tee ball, while females enjoyed volleyball, netball and basketball, tee ball and track running

#### Methodology

The present study was to comparative study on selected psychological variables among inter collegiate basketball, volleyball and football players. To achieve the purpose of this study, 30 women players who had participated in the inter-collegiate tournaments were selected randomly from each category of basketball, volleyball and football players, and thus a total of 90 players from affiliated colleges of Madras University, Chennai. The players age ranged between 18 and

Variables	Mean Difference			CI
	Basketball vs Football	Basketball vs Volleyball	Football Vs Volleyball	
Achievement Motivation	0.4	3.47*	3.07	3.45

\*Significant at 0.05 level of confidence.

Table-II shows that the mean difference in Achievement Motivation between basketball and volleyball players are 3.47 which are greater than the confidence interval value of 3.45 at 0.05 level of confidence.

#### CONCLUSIONS:

From the analysis of data, the following conclusions are drawn:

1. There was a significant difference among basketball, volleyball and football players on achievement motivation.
2. Basketball players were better achievement level than the football and volleyball players. At the same time football players had higher achievement level than the volleyball players.

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आयोजन

सन् 1980 से अब तक के हिंदी साहित्य में अनूदित साहित्यः

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संपादक

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डॉ. सरोज सिंह

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टी.नगर, चेन्नई-17

प्रकाशक

Today Publications

## Book Details

- Book Name : सन् 1980 से अब तक के हिंदी साहित्य में अनूदित साहित्य:  
एक विमर्श
- Editors : डॉ. हर्षलता शाह एवं डॉ. सरोज सिंह
- Edition : 2020
- Pages : 135
- Book Size : Crown
- Price : Rs. 300/-
- Printed By : Today Graphics  
192 Bells Road  
Chepauk, Chennai-5
- Publisher : Today Publisher  
192 Bells Road  
Chepauk, Chennai-5
- ISSN : 2394-4277

## मलयालम से हिन्दी में अनूदित कहानी साहित्य

भारतीय चिंतन परम्परा में प्राचीन काल से वैश्विक दृष्टि समाहित रही है। बहुभाषिकता एवं सांस्कृतिक बहुलता भारत की विशेषता है। भारतीय साहित्य में समूचे भारतीय परिवेश का अंकन हुआ है। भारतीय साहित्य की आधारभूत भारतीयता या एकता से परिचित होना तब संभव है जब हम उसे अनेकता या भारतीय साहित्य की विविधता के संदर्भ में समझने का प्रयत्न करें। भारतीय साहित्य में विविधता होते हुए भी साहित्य अनेकता से एकता में परिवर्तित होता हुआ दिखायी देता है। विविध प्रकार की असमानताओं के बावजूद भी भारत की एकता दृढ़ बनी रहती है। साहित्य की विभिन्नताओं का समाधान अनुवाद के माध्यम से ही संभव है।

एक भाषा में व्यक्त विचारों को दूसरी भाषा में सहज अभिव्यक्ति द्वारा व्यक्त करना अनुवाद है। दूसरे शब्दों में अनुवाद विभिन्न भाषा भाषी व्यक्तियों के बीच विचार विनिमय का एक माध्यम और प्रक्रिया है। अनुवाद में भाषिक भिन्नता एवं अलगाव को दूर करने की क्षमता है। अनुवादक न केवल दो भाषाओं के बीच का ही दूत होता है वरन् दो राष्ट्रों और सभ्यताओं के बीच का भी दूत होता है। अनुवाद एक कला है जिसमें भाषा और शैली का विशेष महत्त्व रहता है। अनुवाद का उद्देश्य है स्रोतभाषा की रचना के भाव बिना किसी बदलाव के लक्ष्य भाषा में लाना। मूल रचना पढ़कर स्रोत भाषा भाषी जो अर्थ ग्रहण करें वही अर्थ लक्ष्य भाषा भाषी भी ग्रहण करें। साहित्य के अनुवाद द्वारा भाषा प्रान्त के सामाजिक जीवन, रीति रिवाज, रहन सहन और आचार विचार की अभिव्यक्ति दूसरी भाषा में की जाती है।

भारत की राष्ट्र भाषा हिन्दी के अनूदित साहित्य ने विश्व साहित्य में विशिष्ट स्थान प्राप्त किया है। हिन्दी को अखिल भारतीयता प्राप्त करने के लिए अन्य भारतीय भाषाओं को जोड़नेवाली इकाई बननी पड़ेगी। विश्व की प्रमुख भाषाओं से ही नहीं बल्कि भारत की प्रमुख प्रादेशिक भाषाओं से भी हिन्दी में अनुवाद हुआ है। दक्षिण भारत की महत्त्वपूर्ण रचनाओं का सार्थक अनुवाद हिन्दी में हुआ है। हर एक प्रान्त की सांस्कृतिक परिस्थिति भिन्न होती है। उस प्रान्त की सारी विशेषताओं का ज्यों का त्यों चित्रण उस प्रदेश के साहित्य में किया जाता है। मलयालम दक्षिण भारत की चार भाषाओं में से एक है जो अपनी महत्त्वपूर्ण साहित्यिक कृतियों के कारण अलग पहचान बनाये रखती है। विशिष्ट भाषा के रूप में मलयालम उभर आती है। मलयालम के कहानी साहित्य ने विषय एवं शिल्प की दृष्टि से विशिष्ट स्थान प्राप्त किया है। 1891 में प्रकाशित “वासना विकृति” मलयालम की पहली कहानी मानी जाती है जिसके लेखक है “केसरी वेंडुडयिल कुंजुरामन नायनार”। लेकिन साहित्यिक विधा के रूप में कहानी साहित्य की प्रगति उन्नीसवीं शती के उत्तरार्ध में हुई। देश में हुए नवजागरण आन्दोलन का प्रभाव मलयालम के कहानी



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**स्व. श्री शंकरलाल श्रीश्रीमाल एवं श्रीमती सुंदरबाई श्रीश्रीमाल**