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Walk the Scholar Programme - Student Publication							
S.No.	Department	Name of the Student	Title of the paper	Journal / Title of the proceedings of the conference/ Title of book	National/ International	Year of Publication	ISBN Number of the Proceeding
2021-2022							
1	Public Administration	S.Suganya	Women and Entrepreneurship:A Tool for Women Empowerment and National Development	Anvesak	UGC CARE	2021	0378-4568
2	Public Administration	S.Suganya	Women Empowerment: Addressing The Challenges in Building The Socio-economic status	Shodhsamhita	UGC CARE	2022	2277-7067
3	Commerce	Ms. Shanmuga Priya R	Impact on Digital Marketing Among Customers with special reference to Fashion Industry in Chennai City	Rabindra Bharati University	UGC CARE	2022	ISSN: 0972 - 7175
4	Commerce	Ms. M.S. Asma Fathima	A Study Relating To Users Perception And Satisfaction Towards Paytm In Chennai City	Rabindra Bharati University	UGC CARE	2022	ISSN: 0972 - 7176
5	Commerce	Swetha R	A study on User Awareness and Satisfaction towards E-Wallets in Chennai City	Rabindra Bharati University	UGC CARE	2022	ISSN: 0972 - 7177



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6	Commerce	Swetha R	A study on consumer satisfaction towards Phonpe with special reference to Chennai City	Rabindra Bharati University	UGC CARE	2022	ISSN: 0972 - 7178
7	Commerce	Pooja A	A Study On Impact Of Personality On Technology Acceptance With Special Reference To Smart Phone Users	Rabindra Bharati University	UGC CARE	2022	ISSN: 0972 - 7179
8	Commerce	Dharani R	An Overview Of Consumer Adoption And Satisfaction Towards E-Wallet: A Study With Reference To Chennai City	Rabindra Bharati University	UGC CARE	2022	ISSN: 0972 - 7180
9	Commerce	Ramya P	Impact On Teenagers Buying Behaviour Towards Online Marketing During Covid-19	Rabindra Bharati University	UGC CARE	2022	ISSN: 0972 - 7181
10	Commerce	Mohammed Jabeen	A study on the Efficacy of Social Media as a Marketing Technique	Rabindra Bharati University	UGC CARE	2022	ISSN: 0972 - 7182



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11	Commerce	Ramya J	Consumers Perception and Attitude Towards Usage Of Plastic Money In Chennai City	Rabindra Bharati University	UGC CARE	2022	ISSN: 0972 - 7183
12	Commerce	J. Subashree	The impact of Green marketing on customer Buying Behaviour	Sardar Patel Institute of Economic and Social Research	UGC CARE	2022	ISSN:0378 - 4568
2020-2021							
13	Public Administration	Ms.S.Suganya	Women Entrepreneurship	International Journal of Social sciences & Management Studies, Radiant Group of Institutions	International	2021	ISSN: 2454-4655
14	Public Administration	Ms.S.Suganya	Women Entrepreneurship Development	B.Aadhar Multidisciplinary International Research Journal Issue No.291, Aadhar publications	International	2021	ISSN: 2278-9308
15	Public Administration	Ms.Bhavana Marwah	Role of Women in Eco-Tourism	D.R.S. Research Journal	National	2020	ISSN: 2347-7180



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16	Public Administration	Ms.Bhavana Marwah	Ecology and Economy: An Ecotourism Perspective	Kala - The Journal of Indian Art History Congress Vol: 26 Sundeep Prakashan, New Delhi	National	2021	ISSN: 0975-7945
17	Public Administration	Ms.Vanitha S	E-Waste and It's Management	Kala Sarovar	National	2021	ISSN: 0975-4520
18	Public Administration	Ms.M.Harishma	The Challenges of Education During Pre and Post Pandemic of Covid 19	Sambodhi, Lalbhai Dalpatbhai Institute of Indology	National	2021	ISSN: 2249-6661
19	Public Administration	T.Ranjeetha	Women Empowerment Programmes in Tamil Nadu - A Study	Jijnasa: A Journal of the History of Ideas and Culture, Vol.38, No.06: 2021	UGC CARE	2020	0337-743X
20	Public Administration	Parveen M. Shereef	A Study on Mid-Day Meal Scheme and Its Implementation in Chennai, Tamil Nadu	Jijnasa: A Journal of the History of Ideas and Culture, Vol.38, No.06: 2021	UGC CARE	2020	0337-743X
21	Public Administration	Aruna Devi B	Cyber Crime and Cyber Law	Jijnasa: A Journal of the History of Ideas and Culture, Vol.38, No.06: 2021	UGC CARE	2020	0337-743X



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22	Public Administration	J.S.Ashlin Stephy	Implementation of Indira Gandhi National Old Age Pension Scheme with Reference to Thirunelveli District of Tamil Nadu	Anvesak, Sardar Patel Institute of Economic and Social Research	UGC CARE	2021	0378-4568
23	Public Administration	V.E.Benitta Edwin	Study on the Impact of Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) With Special Reference to Vellancode Panchayat in Kanyakumari District, Tamil Nadu	Anvesak, Sardar Patel Institute of Economic and Social Research	UGC CARE	2021	0378-4568
24	Public Administration	S Vanitha	Waste Management and Recycling - With Special Focus on Chennai City	Indian Journal of Adult Education Association	UGC CARE	2021	0019-5006



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2019-2020							
25	Public Administration	Ms.Meenakshi N	A Study on the Effectiveness of Online Radio Advertisements	Anna Adarsh College for Women, National Conference Proceedings on 'Big Data in Business', Charulatha Publications	National	2019	ISBN: 978-93-89736-25-0
26	Public Administration	Ms.K.N.Kavitha	Human Rights Challenges of Women Workers – A Case Study of Women Garment Workers in Chennai	Mirror, Vol.9 No.1, Scholars Association of Kerala	National	2019	ISSN: 2249-8117
27	Public Administration	Ms.V.Thenmozhi	Challenges of National Water Policy	Alfomine, International Journal (Humanities and Social Sciences) Vol.6, No. 8, Alphonsa College, Arunapuram, Kerala	National	2019	ISSN: 2250-3870
28	Public Administration	Ms.R.Subhalakshmi	Ground Water Exploration, Modelling and Management and the Study of Central Ground Water Board in India	Mirror, Vol.9 No.2 Scholars Association of Kerala	National	2019	ISSN: 2249-8117



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29	Public Administration	Ms.R.Subhalakshmi	Empowerment of Women: A Tool for Development	Mirror, Vol.10 No.1 Scholars Association of Kerala	National	2020	ISSN: 2249-8117
30	Public Administration	Ms.V.Thenmozhi	Empowerment of Women: A Tool for Development	Mirror, Vol.10 No.1 Scholars Association of Kerala	National	2020	ISSN: 2249-8117
31	Public Administration	Ms.Bhavana Marwah	Ecological Resource Management and Environment	Emerging Innovation and Practices in Management, Commerce and Economics	National	2019	ISBN: 978-9386782-95-3
32	Public Administration	R.Sareena	Concept of Tribe and Tribal Community Development	Kala: Journal of Indian Art History Congress Sundeep Prakashan, New Delhi	National	2021	ISSN: 0975-7945
33	Public Administration	R.Vijaya Sai Lakshmi	A Study on Women Welfare Programs in Tamil Nadu	Kala: Journal of Indian Art History Congress Sundeep Prakashan, New Delhi	National	2021	ISSN: 0975-7945
34	Public Administration	Ms.Meenakshi N	A Study on the Importance of Research in Community Radio Programs	Parishodh Journal	UGC CARE	2019	0971-1260



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35	Public Administration	Ms.N.Ranjani	Covid 19 and the Impact of Indian Economy - With Special Reference to Microfinance Institutions	Parishodh Journal	UGC CARE	2019	2347-6648
36	Commerce	Tamilarasi. K	A study on Optimizing Digital Advertising Campaigns in Social Media	Anna Adarsh College for Women, National Conference Proceedings on 'Big Data in Business', Charulatha Publications	National	2019	ISBN: 978-93-89736-25-0
37	Commerce	Lavanya E	Scrutinizing the Attributes of Purchasing Behavior, Attitude and Predilection towards Online Shopping	Anna Adarsh College for Women, National Conference Proceedings on 'Big Data in Business', Charulatha Publications	National	2019	ISBN: 978-93-89736-25-0
38	Commerce	Nusrat Fathima B	HRM and Big Data predictive Analysis in employee retention with special reference to women employees	Anna Adarsh College for Women, National Conference Proceedings on 'Big Data in Business', Charulatha Publications	National	2019	ISBN: 978-93-89736-25-0



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39	Commerce	Vaishnave N M	Impact of employer branding in employee recruitment and retention- A study with reference to IT sector in Chennai city	Anna Adarsh College for Women, National Conference Proceedings on 'Big Data in Business', Charulatha Publications	National	2019	ISBN: 978-93-89736-25-0
40	Commerce	Charu Maheshwari R	An analysis of E-commerce users' outlook towards sensitivity, privacy and security of Data	Anna Adarsh College for Women, National Conference Proceedings on 'Big Data in Business', Charulatha Publications	National	2019	ISBN: 978-93-89736-25-0
41	Commerce	Manju A	Reason for shopping cart abandonment: An analysis on mobile apps	Anna Adarsh College for Women, National Conference Proceedings on 'Big Data in Business', Charulatha Publications	National	2019	ISBN: 978-93-89736-25-0
42	Commerce	Jency J T	Artificial Intelligence on Education of Tutors & Educational apps can lead to a new Future	Anna Adarsh College for Women, National Conference Proceedings on 'Big Data in Business', Charulatha Publications	National	2019	ISBN: 978-93-89736-25-0



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43	Commerce	Sharmila V	Transmutation of Smart Classrooms and its Effectiveness Among Government Schools	Anna Adarsh College for Women, National Conference Proceedings on 'Big Data in Business', Charulatha Publications	National	2019	ISBN: 978-93-89736-25-0
44	Commerce	Swathika D	Student's Perception Towards Educational Apps	Anna Adarsh College for Women, National Conference Proceedings on 'Big Data in Business', Charulatha Publications	National	2019	ISBN: 978-93-89736-25-0

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WOMEN AND ENTREPRENEURSHIP: A TOOL FOR WOMEN EMPOWERMENT AND NATIONAL DEVELOPMENT

Ms. S. Suganya

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Women Entrepreneurial culture implies a set of values, norms and traits that are conducive to the growth of entrepreneurship. It is the means of capitalizing on focuses on the emergence of new opportunities, the men of capitalizing on them, and the creation of the structure appropriate for pursuing them. It is an elusive concept that cannot be defined precisely. The word 'entrepreneurship' has been derived from a French root which suggests 'to undertake'.

According to Higgins,

"Entrepreneurship is supposed the function of seeking investment and production opportunity, organizing an enterprise to undertake a replacement production process, raising capital, hiring labour, arranging the availability of raw materials, finding site, introducing a replacement technique and commodities, discovering new sources of raw materials and selecting top managers of day-to-day operations of the enterprise".

The meaning of entrepreneurs may also depend upon the level of development of a country. For instance, in a developed country only people carrying out innovations are termed entrepreneurs. But in under developed countries, imitators are also considered entrepreneurs. The Indian sociological found out has been traditionally a male. Women are considered as weaker sex and always to depend upon men folk in their family and out of doors, throughout their life. Developing entrepreneurship among women is equally important for the all-round development of the country. In most of the cases it has been found the women have to depend on the male members of their family for their existence. This is equally applicable even in the scale of educated and affluent women. In such a situation if efforts are made to develop entrepreneurship among the women, it will not only solve the problem of women in making them economically independent but it will also help in adding to the National income. This paper analyses the significance of entrepreneur, the various start up jobs which can be taken up by women in building the economy as well as being self-reliant.

Women and Entrepreneurship: A Tool for Women Empowerment and National Development

Introduction:

Entrepreneurs are individuals who initiate, organize, control and manage the affairs of a commercial enterprise unit that mixes the elements of manufacturing to deliver items and offerings, whether or not the commercial enterprise relates to agriculture, industry, change or profession". Besides she is a financial chief who possesses the cap potential to realize possibilities for a hit creation of a brand- new product, new supply of deliver, new strategies of manufacturing etc. and who assembles the important sources and organizes them right into a going concern. Anyone who undertakes this assignment is an entrepreneur. The entrepreneurial elegance is an 'using elegance' because it creates jobs.

The that means of marketers may additionally rely upon the extent of improvement of a united



WOMEN EMPOWERMENT: ADDRESSING THE CHALLENGES IN BUILDING THE SOCIO-ECONOMIC STATUS

Ms. S. Suganya

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Dr. S. Marcelin Pushpa

Associate Professor, PG & Research Department of Public Administration, Anna Adarsh College for women, Chennai.

Abstract

Women's empowerment in India is heavily hooked into many various variables that include geographical location (urban/rural), educational status, social station (caste and class), and age. Women's empowerment policies exist at the national, state, and panchayat levels in many sectors, including health, education, economic opportunities, gender-based violence, and political participation. However, at the community level there are significant gaps between actual practice and policy advancements.

One important feature for the gap in implementation of laws and policies to address insight, economic disadvantages, and violence against women at the public level is that the largely male-domination structure that governs the community and families in much of India. As such, women and girls have restricted mobility, access to education, access to health facilities, and lower decision-making power, and knowledge higher rates of violence. The Political participation is also delayed at the Panchayat level and at the state and national levels, despite existing reservations for women.

Keywords: Women Empowerment, Health, Education and Socio-Economic Status.

INTRODUCTION

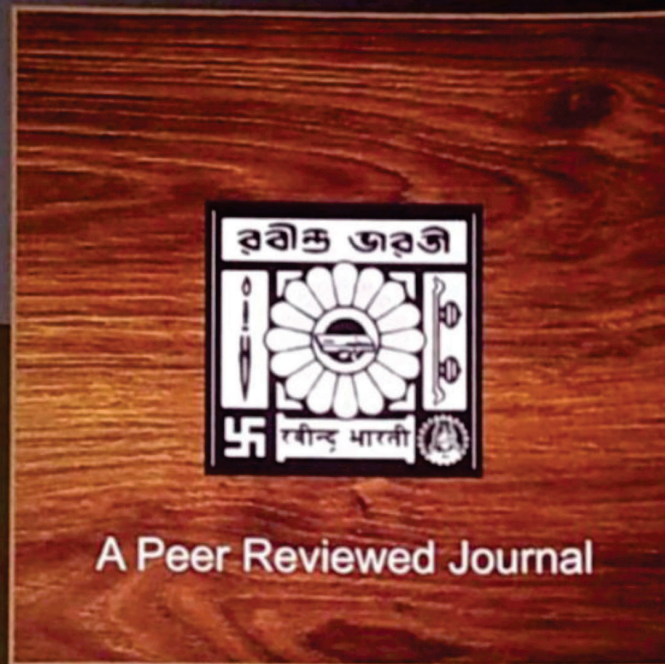
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IMPACT OF DIGITAL MARKETING AMONG CUSTOMERS WITH SPECIAL REFERENCE TO FASHION INDUSTRY IN CHENNAI CITY

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Abstract

Digital marketing is all about reaching out to targeted customers at the right time. In today's technological world, connecting with customers online is one of the best ways to develop our business. With the help of digital marketing it has made it easy for all small scale businessmen to launch their products with simple startups. Few fashion accessories which are available in digital marketing are handbags, jackets, watches & jewelers, etc. The present study deals with the impact of digital marketing on fashion accessories. The main aim of this study is to analyze the awareness of online advertisement by customers through social media apps, to investigate the various fashion accessories purchased by customers through digital marketing, to understand the reasons for buying fashion products through various digital media platforms and also to give suggestions to enhance buying fashion accessories through digital marketing. Descriptive Research Design has been adapted to analyze the present study. Data has been collected by using well-structured questionnaires and responses have been analyzed by using statistical tools such as percentage method of analysis and ranking.

Keywords: *Small Scale Business, Fashion Accessories, Digital Marketing, Online Advertising and social media apps.*

INTRODUCTION

The Fashion Industry starts from International discount retailers to exclusive luxury brands and also to drive a major part of the world's economy. Fashion is one among the foremost difficult

A STUDY RELATING TO USERS PERCEPTION AND SATISFACTION TOWARDS PAYTM IN CHENNAI CITY

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Abstract

Today's world is absorbed with digital technology and developments, from daily bread to business, home to office implementation of electronic gadgets have become part and parcel of life. Paytm ("pay through mobile") is an Indian multinational technology company that specializes in digital payment system, E-Commerce and financial services, based in Noida. Paytm's presence in the Indian E-Commerce market is growing. Paytm is currently available in 11 Indian languages and offers online services such as mobile recharges, utility bill payments, travel, movie, and event bookings, as well as in-store payments using the Paytm QR code at grocery stores, fruits and vegetable shops, restaurants, tolls, pharmacies, and educational institutions. The study is an attempt to evaluate the Users' perception towards Paytm. The objectives of the study are to analyze the overall perception and satisfaction of the users towards Paytm and identify the problems faced by the users while using Paytm.

Keywords: E-Commerce, Paytm, Users, Perception, Payment

INTRODUCTION:

Today's world is absorbed with digital technology and developments, from daily bread to business, home to office implementation of electronic gadgets have become the part and parcel of the life. The world witnessed a rapid growth in E-commerce in the recent years. Widespread use of mobile devices in the ecommerce has a role in this expansion. Associated with growth of trading volume and the introduction of new devices and new products emerge. One of such latest product is E-wallet. E-wallet has changed the world's payments system by

A STUDY ON USER AWARENESS AND SATISFACTION TOWARDS E-WALLETS IN CHENNAI CITY

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Abstract

The advancement of technology has resulted in numerous breakthroughs, and this progress has played a significant role in changing the way we transact in daily life. Especially after the introduction of smartphones, life has become much easier, with all payments and transactions taking place electronically. This has paved the way for the development of a platform known as electronic wallet or E-Wallet and serves the same purpose as a credit or debit card. Virtual cash, also known as cashless transactions, is a revolutionary technology that has seen rapid growth over the years. Demonetization drove businesses to accept cashless payments, which today is immensely popular in every industry. The present study focuses on the awareness and satisfaction level of the users. The problems faced by users while interacting with the E-Wallets have also been studied. The questionnaire method is used to collect data, and it is also used to analyse the paper's objectives.

Keywords: *E-Wallet, Users, Digital Payments, Cashless Transactions, Demonetization, Consumer Awareness and Satisfaction.*

INTRODUCTION:

The present world is caught up with advanced digital innovation and improvements, constantly transforming most facets of our daily life from daily bread to business, home to office; execution of electronic devices have turned into an integral part of the life. In particular, digitalization, also known as industry 4.0, has resulted in vertical integration of business channel capacities. The digital revolution is certainly transforming all types of business and the services they deliver.

Virtual cash is a game-changing technology that has exploded in popularity in recent years and is now used in almost every business. Cashless services have been shown to be the future

A STUDY ON CONSUMER SATISFACTION TOWARDS PHONEPE WITH SPECIAL REFERENCE TO CHENNAI CITY

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Abstract

Nowadays electronic payments have drastically increased due to the rapid increase in online shopping or Internet-based banking. Now in twenty-first-century electronic payments has become the first option for the transfer of money to/from payer/payee. onePe is a digital wallet and ecommerce payment system startup based in Bangalore, India. It was founded by Sameer Nigam, Rahul Chari, and Burz in December 2015. PhonePe was the first payment app built on the Unified Payments Interface, and it went live in August 2016. (UPI). UPI payment system allows money transfer between any two bank accounts by using a smartphone. Using PhonePe, clients can send and get cash, recharge convenient, DTH, data cards, make utility portions, pay at shops, put assets into charge saving resources, liquid Funds, buy security, shared resources, gold, and silver. Besides PhonePe allows clients to book their Ola rides, pay for Redbus tickets, book flights and inns on Goibibo through the Switch stage. The major objective of this study is to find whether consumers are satisfied with using online payment through phonepe app.

Keywords: *Phonepe, Consumer Satisfaction, Online Payment, Digital Wallet, Booking Tickets.*

INTRODUCTION

Digital wallets are virtual wallets that store a user's payment information. With the rise in net penetration and smartphone usage in India, digital wallets system has seen major changes within the last five years. Options of digital wallets like security from stealing compared to ancient currency and therefore, the ability to form transactions throughout the day, attracted tons of customers to use digital wallets. Tons of fin-tech corporations emerged, dynamic the digital

A STUDY ON IMPACT OF PERSONALITY ON TECHNOLOGY ACCEPTANCE WITH SPECIAL REFERENCE TO SMART PHONE USERS

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Abstract

Technology is becoming increasingly automated, aiming to ease the life of its users. However, besides the advantages of this trend, users are facing with increasing risks, e.g., regarding their privacy. Mobile phones highly influence our personality. In today's world our mobile phones are involved when our day starts and till it ends.

Smartphones are increasingly intertwined into our communities and everyday life. Consequently, there is rising interest to study how people use their smartphones and which factors affect application choice, interaction and communication routines. Smartphones are more than phones, including features such as navigational maps, cameras, information search, and games. It is possible to study smartphone usage in the wide and collect large datasets on naturalistic human behaviour, radically different from traditional laboratory experiments

This study will helpful to find out how consumer personality is accepting the latest technology smart phones and updating them. A study on impact of personality on technology acceptance is important to determine how consumers are adopting them to latest technology. Hence, this study is carried out to find out the impact of personality on technology acceptance of smart phones.

Keywords: personality, smartphones, technology, information, peoples.

AN OVERVIEW OF CONSUMER ADOPTION AND SATISFACTION TOWARDS E-WALLET: A STUDY WITH REFERENCE TO CHENNAI CITY

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Abstract

In modern world mobile phones are used everywhere by everyone. It is indispensable in the daily life of people. Advancement in Technology has made everything possible in one touch. Smart phone has enabled easy banking, payment for all services, booking tickets, rooms & restaurants. E-wallet is one such new addition to the services available in smart phones. The term E-wallet stands for electronic wallet. The E-wallet is an easy way of carrying cash in digital format and by linking your credit and debit card information in smart phone. Through E-wallet application, money can be transferred irrespective of time & place. Instead of using physical plastic card to purchase products one can use computer, smartphone or tablet to pay money. It is one of the most convenient ways of paying money. The usage of E-wallet is growing rapidly as it helps in increasing the speed of the transaction. There are various types of E-wallets in India, like- Semi-open, Open, Semi-Closed and Closed. During Covid-19 pandemic the usage of E-wallet among users has increased. The reason is to avoid the spread of virus and physical touch while exchange of cash. This has created a path towards cashless economy. The aim of the study is to find out the extent of users adopting E-wallet & the level of satisfaction towards E-wallet. To analyze the usage of digital payments during Covid-19 and to understand the problems faced by the users of E-wallets have also been studied. The data was collected from users of E-wallets. The same was analyzed and interpreted using statistical tools like

IMPACT ON TEENAGERS BUYING BEHAVIOUR TOWARDS ONLINE MARKETING DURING COVID-19

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Abstract

The term online marketing refers to a set of Tools and techniques for promoting products and services over the internet. It evolved into a platform that anyone with an Internet connection can use .It is impossible to reject and hide from the media. The attitudes of teenagers regarding branch choosing as a result of online marketing or discussed .The most important for all the business specially to teenagers which spend much time by using internet through computers and Smartphones. With this prospective teenagers are the most important segment for customer who infinitely spend their money on online marketing. It constantly involved the uses of social media, brand selection, marketing strategies and Advertising. The 102 peoples sample survey respondents are belonged to the age 13 to 19 competition strategy behind online marketing to teenagers, Teenagers brand selection are pros and cons of online marketing on teenagers. The main objective of this paper is to investigate the best statistics online marketing as well as the best purchasing process. The purpose of this study is to look at the different way of customer retention can be done by online marketing by teenagers in Chennai. Questionnaire method is adopted for selection of data and the same is used to for analysing the objectives of the paper.

Keywords :Online marketing, Marketing strategies, Brand selection and Advertising.

INTRODUCTION

The Online marketing was introduced to the world, and it's role in every business marketing strategy is growing day by day. Online marketing relies on the internet to deliver desired advertisements to consumers, and it includes many aspects such as e-mail marketing, social

A STUDY ON THE EFFICACY OF SOCIAL MEDIA AS A MARKETING TECHNIQUE

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Abstract

In today's technology-driven world, social networking sites have become a way for organisations to reach a wider audience with their marketing initiatives. With the advent of social media, the tools and tactics for connecting with customers have changed dramatically, as a result, businesses must learn how to use social media in a way that is compatible with their business strategy. Websites for social networking are very popular, and many people use them on a daily basis. These websites have had a significant impact on the lives of many people. The study uses empirical research to examine the effectiveness of social media as a marketing tool and the extent to which it assists customers in making purchasing decisions. Social media is a worldwide phenomenon that has revolutionised the way people connect and communicate. It has become a very important gradient in today's marketing. Using social media for internet marketing is a must for all businesses, especially in areas where trends change rapidly, such as fashion, cuisine, and crafts. Internet technologies and web-based applications have been steadily developing. In recent years, social media usage has increased, making it easier for businesses and customers to interact with one another and their friends. Work related issues as well as to communicate with a big audience. In today's marketing mix, in general, and in promotion mix, in particular, social media has become a very essential ingredient. Adapting some type of internet marketing through social media is a critical component for any businesses, especially in industries like fashion and handicrafts where trends shift frequently. The study was conducted through a structured questionnaire and the number of respondents were 100. The residents of Chennai took part in this survey. The major findings of the study are as follows: majority of the using social media for purchasing products are from age group 20-25, 22% of the respondents belong to 25-30 years, 4% of the respondents are from age group 30-35 years, 2% are from age category above 35 years prefer to purchase online. 40% of the respondents have purchased products online on seeing advertisement through internet. 28% of the respondents feel online shopping easy and convenient. 40% of the respondents prefer both cash on delivery as well as online payment as a mode of payment.

CONSUMERS PERCEPTION AND ATTITUDE TOWARDS USAGE OF PLASTIC MONEY IN CHENNAI CITY

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Abstract

A little piece of plastic has altered the way people make transactions over the last few decades due to global digitalization. All sectors, including the financial industry, have seen significant changes as a result of technological advancements, and banking transactions have also altered dramatically. The traditional method of payment (cash) is being pushed out and in favor of credit/debit cards or other forms of electronic payment. People use debit cards/credit cards, also known as 'plastic money,' to withdraw money or make transactions. The usage of plastic money has been influenced by an increase in income, the introduction of new products and services, high standard of living, and the rise of the entertainment industry. The latest financial reforms have also resulted in the financial product marketing, which has grown highly intense, requiring marketing tactics and efforts. The aim of this paper is to figure out customer's perception and attitude towards usage of plastic money in Chennai city. The data for the study was gathered from generating a structured questionnaire to respondents and the results was used to investigate the acceptability of the plastic cards among Consumers in Chennai city and the variables that influence usage of plastic money. This study also focuses on the respondent's opinion of plastic money's acceptability, utility, and affordability. The findings of the study revealed that factors influencing respondents to the usage of plastic money are simplicity, convenience, time saving and less paper work.

Keywords: *Plastic Money, Payment, Transactions, Money, Debit Cards/Credit Cards.*



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Women Entrepreneurship

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Entrepreneurs are persons who initiate, organise, manage and control the affairs of a business unit that combines the factors of production to supply goods and services, whether the business pertains to agriculture, industry, trade or profession". Besides she is an economic leader who possesses the ability to recognise opportunities for the successful introduction of a new product, new source of supply, new techniques of production etc. and who assembles the necessary resources and organises them into a going concern. Anyone who undertakes this task is an entrepreneur. The entrepreneurial class is an 'employing class' as it creates jobs.

The meaning of entrepreneurs may also depend upon the level of development of a country. For instance, in a developed country only people carrying out innovations are termed entrepreneurs. But in under developed countries, imitators are also considered entrepreneurs.

An entrepreneur perceives an opportunity in a new field or in an existing one. Therefore, an entrepreneur perceives a need and then brings together the manpower, materials and capital required to satisfy that need.

Whereas Entrepreneurship, like many other economic concepts, has long been debated. It has been used in various ways and in various senses. It is an elusive concept that cannot be defined precisely. The word 'entrepreneurship' has been derived from a French root which means 'to undertake'. Today, people call it by various means, e.g. 'adventurism', 'risk taking', 'thrill seeking', 'innovating', etc.

The concept and its theory have evolved over more than two centuries. In classical economic theory, it was a shady concept. In the long run and under perfect competition the entrepreneur either disappeared or at least changed over into a sort of general manager. It is

only in recent years that entrepreneurship and the role of entrepreneurs in the process of industrialisation and economic development has been recognised in both developed and developing countries.

According to Higgins, "Entrepreneurship is meant the function of seeking investment and production opportunity, organising an enterprise to undertake a new production process, raising capital, hiring labour, arranging the supply of raw materials, finding site, introducing a new technique and commodities, discovering new sources of raw materials and selecting top managers of day-to-day operations of the enterprise".

In this definition entrepreneurship is described as the function of handling economic activity, undertaking risk, creating something new and organising and coordinating resources.

According to A.H.Cole "entrepreneurship is the purposeful activity of an individual or a group of associated individuals, under-taken to initiate, maintain aggrandise profit by production or distribution of economic goods and services".

The main characteristics feature of economic development is the progress towards an increasingly intricate pattern of labour specialization. In the primitive agricultural system in developing communities the labour was divided on the basis of age and sex and higher tasks were entrusted to women.

With further economic development and improvement in transport system, there was a higher participation of women who became workers as well as employers. In fact, statistical analysis shows in India, that 68% of the women are engaged in home industries.

After India's Independence Indian women have been given equal opportunity in all

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Women Empowerment

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&

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Women's empowerment in India is heavily hooked into many various variables that include geographical location (urban/rural), educational status, social station (caste and class), and age. Policies on women's empowerment exist at the national, state, and native (Panchayat) levels in many sectors, including health, education, economic opportunities, gender-based violence, and political participation. However, there are significant gaps between policy advancements and actual practice at the community level.

One key factor for the gap in implementation of laws and policies¹ to address discrimination, economic disadvantages, and violence against women at the community level is that the largely patriarchal structure that governs the community and households in much of India. As such, women have restricted mobility, access to education, access to health facilities, and lower decision-making power, and knowledge higher rates of violence. Political participation is also hindered at the Panchayat (local governing bodies) level and at the state and national levels, despite existing reservations for women.

Keywords: Women Empowerment, Health, Education and Socio-Economic Status.

Introduction

Women's empowerment in India is heavily hooked into many various variables that include geographical location (urban/rural), educational status, social station (caste and class), and age. Policies on women's empowerment exist at the national, state, and native (Panchayat) levels in many sectors, including health, education, economic opportunities, gender-based violence, and political participation. However, there are significant gaps between policy advancements and actual practice at the community level.

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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*

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 is given more importance. The most important factor is what kind of views the stakeholders have regarding ecotourism, either a caring view or conquering view.

The usual traditional tourism which is quite popular and profitable has great effects on the nature and also on the people. Considering tourism, the traveler's leave the locals with a huge mess, just as the local women is taken in as a prostitute. The tourism is determined mainly by the profit as the tourists or the individual would want to get back whatever they invested. This can be

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ECOLOGY AND ECONOMY: AN ECOTOURISM PERSPECTIVE

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Anna Adarsh College for Women, Chennai

International Ecotourism Society defines ecotourism as: "responsible travel to natural areas that conserve the environment and improve the welfare of local people". Ecotourism has mainly attracted the private investments as there are many privately owned natural reserves and natural parks established in most of the developing countries. Most of the privately owned reserves are managed and financed well; they maintain an environment friendly space even though their motive is to make profits. In such a way the tourism sector can work to protect and restore the natural valuables and preserve the ecological balance and biological diversity. If there is a failure in the proper planning, managing and monitoring of the ecotourism destinations, then it will be misrepresented and be used solely for commercial purpose; it might as well promote activities that damage the environment in the nature or ecotourism destinations.

Ecotourism was evolved further in the eighties mainly because of the various conservation conference held by the IUCN in the years 1982, 1992 and 1996. Moreover, the International Ecotourism Society which was founded in the year 1990 was also a huge step towards the development of ecotourism as the organization was formed only to work on ecotourism. In the year 1991, the organization had its branch in the United States and they decided upon the definition of ecotourism which is agreeable to most of them. It stated that ecotourism is responsible travel which preserves the environment as well as maintains the livelihood of the local community. This definition was the base of the World Wide Fund (WWF) for Nature Project Tourism in the year 1994. This project had a detailed list regarding what and how ecotourism should be. The first opinion of ecotourism which considered the traveler's attitude was also added to the list. The lists by the WWF, Ecotourism society and the UNDP are all a great influence in ecotourism.

In general ecotourism can be considered as an economically and ecologically sound tourism. There might be different values and perspectives on ecotourism but it all is inclined towards a single point of conserving the nature and the culture.

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Abstract

E-Waste has become one of the largest increasing waste in the modern age. E-waste are polluting drinking water and harming ecosystems around the world. E-waste is harmful since it includes toxic chemicals. It is projected that 75% of electronic goods are retained in classrooms, homes, workplaces, etc., leading to confusion on how to handle them. E-waste management must begin at the point of development. The recycle and reuse of E-Waste would be the strongest option for reducing E-Waste. This paper highlights the handling of E-Waste and the measures that can be taken to handle E-Waste efficiently.

Introduction

E-Waste is the waste from electronic and electrical devices. E-waste consists of waste produced from used digital equipment and household equipment not suited for their planned original usage or the end-of-life product. E-Waste is considered dangerous, as certain components of some electronic products contain materials that are hazardous, depending on their condition and density. These wastes are harmful and they endanger human health and the ecosystem.

Computers, TV, printing, faxing machines, electric lights, wireless phones, audio devices and batteries have to be properly disposed otherwise it will leach plumes and other substances into soil and ground water, polluting the environment. Most of these items may be sustainable if it is reused, remodeled or reclaimed to be less detrimental to the environment. The information and communication development in the 20th century has introduced tremendous improvements to people's lives, to the environment, to businesses and to organizations. In our contemporary days these developments have revolutionized the nature of our lives. Simultaneously, these also contributed to several issues, including the dilemma with large amounts of electronic waste and the electrical waste.

The following are the causes of E-Waste:-

• **Advancement of Technology**

When new technology is introduced then product with the old technology becomes obsolete.

• **Changes in Style, Fashion & Design**

The company change the design and style of product each and every time to market their products and old style becomes an E-Waste.

• **Nearing the end of their life**

When the product is fully utilized, when it has served its purpose it becomes an E-Waste

• **Not taking precautions while handling them**

If the product is not handled properly, it becomes repair, also if spare parts of the product is not available then the product cannot function properly and it becomes an E-Waste.

Source of E-Waste

In India, about 70% of the e-waste produced in the country comes from the public, government and private sectors. The contribution of individual households in e-waste is comparatively limited at about 15%; the rest being contributed by manufacturers. While individual households are not major contributors to computer-generated waste, they purchase large quantities of durable consumer products and are thus potential creators of e-waste.

The sources of E-Waste are :-

1. IT & Telecom equipment's such as computer, laptop, DVD / CD Player, Mobile phones, Printers, Tablets etc.,
2. Household Appliances such as TV, Fridge, Washing Machine etc.,
3. Consumer & Lighting equipment's
4. Electrical & Electronic Accessories
5. Toys & Sports equipment's
6. Medical Devices
7. Monitoring & Control Instruments

Why so much ado about E-Waste?

- Approximately 50 million tonnes of E-waste are generated worldwide per year.
- The United States dismantles 30 million machines per year. Every year over 100 million telephones in Europe are disposed of.
- The Environmental Conservation Agency reports that just 15-20 per cent of E-Waste is recycled, while the majority of the electronics are recycled immediately to garbage dumps and boilers
- About 1.5 million personal computers (PCs) become outdated in India every year and this figure will keep increasing. The city of Bangalore alone generates 600 tons of E-Waste.
- A recent study by "ASSOCHAM estimates that India produces 13 Lakhs MT of e-waste per annum with a CAGR (Compound Annual Growth Rate) of 25 percent."

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"EDUCATION IS NOT THE FILLING OF A PAIL BUT THE LIGHTING OF A FIRE"

Life gives various survival challenges to mankind, but education guides humans to whack with failure and get success in life. Education is a social system that helps humans to develop the cardinal virtues of Physical, Mental development, and values of knowledge. The Process of providing adequate knowledge, the encouragement of effective independent, socialistic thinking, and receiving systematic instruction as a form of education especially at a school or university, induces the utilization of the moral quality necessary for the People. Through the right education, mankind knows how to deal with various types of challenges and can enhance the moral values of life. Similarly, Global Education plays a vital role in developing education and amend the student's skills globally. The Ministry of Human Resource Development says, "Education is the essence of Resource development, which plays a significant and remedial role in balancing the social-economic fabric of the country".

In this Century the major issue we are facing impedes Education. Due to COVID-19, the outcome of the hassle goes even worse if the Government overlooks to formulate comprehensive Digital Education policy with the obstruction of the pandemic. The COVID-19 impacted the reduction of GDP and the economic recession, even also with the respite in education. The educated and skillful society is one of the scopes of future Economic and development of the country thus, the post pandemics gives the strenuous challenge to Safeguard and enhance the learning process to the generation. To overcome the pandemic Digital education and digital connectivity for all is essential with structured guidelines. The paper explains some barriers to practice digital education, the Pre-span of education before COVID-19, and influence of the COVID-19 pandemic in Global and Future Academic, and the opportunity for everyone to get the scope of education.

KEYWORDS: Pre-Pandemic of Education, Influence of Pandemic, Obstacles of Future Education, Education Aspect of Post Pandemic.

INTRODUCTION:

Human beings are social animals, their survival depends on learning and developing the intellectual skills for their livelihood. To enhance the skills and to gain adequate knowledge, Education act as a key resource. The key resource is to make the human understand the importance of creative thinking, socialized behavior and to develop the moral qualities of an individual. The right education helps people to analyze and contribute the knowledge in the way of success. It also prepares people for life experiences and various challenges. It equips with information in various field in general and also specialization in the particular . They tend of education is not only to survive properly but also to have a skillful society. The educated generation can utilize the entire resources to productive and they are asserted for future development. Good quality education is the foundation discovery, knowledge, innovation, and entrepreneurship that triggers the growth and prosperity of individual as well as that of the nation. The pedagogy of the education incorporated with the skills problem-solving, learning by doing, great engagement with live-context. Education is something that's not only needed on a personal level but also on a global level. Education tends to teach people the difference between right and wrong, and also make people aware

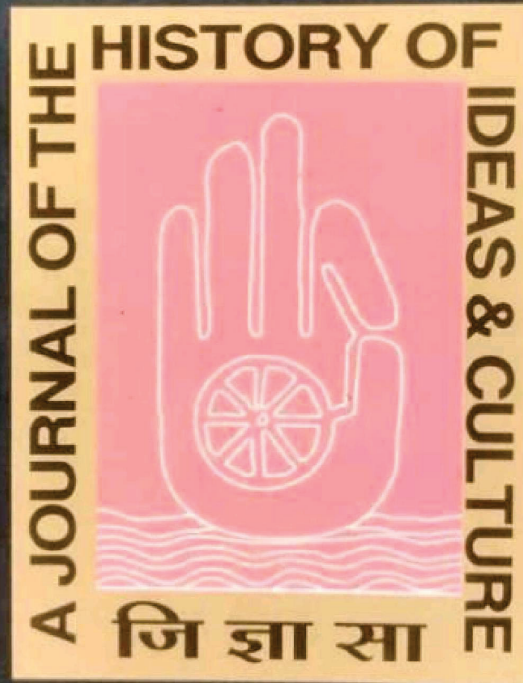
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ABSTRACT

The Women Empowerment is one of the important issues in the progress of the development of countries all over the world. Women Empowerment is a process which has many dimensions, where the women will gain the major share of control over material resources, human resources, intellectual resources like knowledge, information and ideas and financial resources like money and control over decision making at all the levels including their home, society, community and Nation to gain power. Female population in Tamil Nadu is nearly half of the total population in the State. The main obstacle to the Women Empowerment has been the poverty and low level of educational attainments among Women. Hence the Government of India and the Government of Tamil Nadu have framed various policies, schemes and implemented various programmes and many ratified various Social Legislations to eradicate the poverty and to provide education to the vulnerable sections of the society especially the girl child and women. The National concern for Women Welfare is reflected in our Constitution and Legislative provisions which govern the Rights of Women and obligations of the Government, society and family towards women. Our nation has always been advocating and striving to provide for the basic rights of the women. Through the constitutional provisions and various special legislations brought by our Indian Government, women are given equal opportunities and facilities to develop in a healthy manner and in conditions of their freedom and dignity. Within the democratic framework of our country, our legislations, development schemes and policies, plans and programmes are aimed at women's advancement in different spheres. The implementation of the Schemes for the Empowerment of women is done by The Social Welfare and Nutritious Meal Programme Department through various Institutions. Thus, through all these enhancing instruments The Government of Tamil Nadu has also made significant progress in achieving Empowerment of women and providing equal opportunities for them in all spheres of life. This study illustrates various schemes and programmes implemented by the Government of Tamil Nadu and suggestions to enhance its significance and effectiveness in-order to reach a large volume of targeted people and thereby achieving the efficiency of the efforts of Government.

Keywords: Empowerment, Poverty, Education, Government schemes.

INTRODUCTION

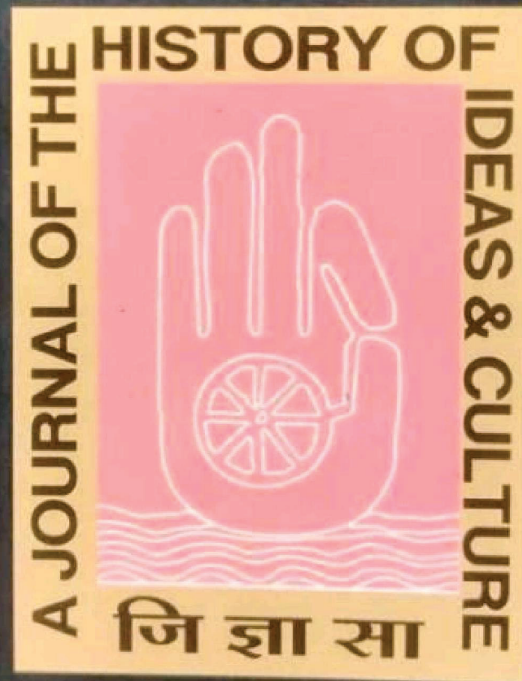
The past trend and direction of civilization have witnessed the dominance and authority of human males throughout the course of history of the world. In India also, women have been governed by the men for a longer period. A woman is under the subjugation of her father when she was a child, when married, under that of her husband, later under her sons and if has no sons then to the agnatic relation, because there is no woman whatsoever who is fit to be independent. This clearly shows that woman was considered as a weakling, hence they are always to be protected and controlled. As a result of this, womanhood which constitutes one half of humanity, continued to remain dependent and overburdened and a women's status became analogous to that of a cattle and a slave, not at par with her counterpart in socio-economic, political and cultural life. The status of women is one of the important measurements for the nation's development. Ideologically women was considered a completely inferior species to the male, having no significance, no personality; socially she was kept in a state of utter subjugation to demand any right, suppressed and oppressed. Owing to restrictive traditions and customs and social prejudice, the majority of our women are incapable of availing themselves of the rights and opportunities bestowed upon them. Lack of education, economic dependence also act as drags on their development as self-reliant independent citizens. As women is the pivot of the family, the programmes for various Women's Empowerment assume

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**A STUDY ON MID-DAY MEAL SCHEME AND ITS IMPLEMENTATION IN CHENNAI,
TAMIL NADU.**

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ABSTRACT

Poverty and starvation are the most prevalent issue in India. The underprivileged sections of the society spend their whole life earning to meet the ends. They are not able to send their children to school and mostly children belong to these sections of the society are involved in working. Education lays the foundation for the growth of a society. Access to education is considered as an important right of any children. Various programmes were implemented in the primary education sector by the Government of India especially for the economically deprived population. Mid-Day Meal Scheme is one of the most important programme introduced by the Government of India and it is one of the largest school meals providing programmes in the world. At present, nearly half of the Indian children are malnourished. The main reason for the introduction of this scheme was the undernourishment faced by the school going children. Through this scheme the government targets to provide nutritious food to millions of Indian children. Mid-Day Meal Scheme is playing an important role in the increase of school enrolment and eradicating classroom hunger. This scheme helped in reducing school dropouts in all government schools India especially in rural areas. Mid-Day Meal Scheme plays an important role in encouraging school attendance especially among girls. Recent studies show that after the enactment of this scheme there is an increase in girl's enrolment in schools. Mid-Day Meal Scheme encourages and boosts socialization by contributing to eradicate caste preconceptions and fostering a culture of social equality, as the children from diverse caste backgrounds share a meal together.

This study emphasis on the implementation of Mid-Day Meal Scheme provided in the schools in Chennai, Tamil Nadu. The survey method has been adopted in the planned research in selected government schools in Chennai. The objective of the study was to understand not only the implementation but also to understand the institutional arrangements and to assess performance of Mid-Day Meal Scheme.

Keywords: Education, Malnutrition, Mid-day meals, Nutrition.

INTRODUCTION

Food and nutrition are considered to be extremely significant and comprehensive areas of one's life. The physical growth of an individual, the development of mind-set, capacity building, skill information, understanding of educational concepts, capabilities, cognitive development, development of fine, gross and motor skills and so forth within an individual effectively takes place due to consumption of a healthy and nutritious diet. Regarding food and nutrition, it is important for the individuals to categorize the differences between healthy and unhealthy food items, one should consume healthy food items and unhealthy food items should be completely avoided. The importance of nutrition education, the need for nutrition education, development of nutrition education and nutrition awareness programmes should be conducted in educational institutions especially in the young minds. It has been observed that among other educational concepts and topics, nutrition education and concepts relating to diet, food and healthy lifestyle should be taken into consideration.

Numerous schemes have been launched and implemented for the basic education division by the Government to reach the economically disadvantaged sections of the society. Though, notwithstanding this, crores of children are still deprived of basic education due to incapability of their parents to send them to schools because of their deprived economic position. For, these parents, sending their children to school means not only earning extra financial liability but also depriving them of some money which their children would have gotten then by doing labour.

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CYBER CRIME AND CYBER LAW

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Dr. R. ASHA ASSISTANT PROFESSOR PG & RESEARCH DEVELOPMENT OF PUBLIC ADMINISTRATION ANNA ADARSH COLLEGE FOR WOMEN ANNA NAGAR, CHENNAI-40

ABSTRACT

CYBER CRIME IS THE WAY TO JAIL, CYBER SECURITY IS THE WAY TO AVAIL -ANUSH SINGHAL

Cybercrime is also called as computer crime. cybercrime is the most troublesome threat for financial markets, on the same time, it is the most underrated by both the regulators and financial institutions. The work is made easier and simpler in all field including entertaining, sports, business, this is a advantage but along with-it the disadvantage of illegal activities takes place in the name of cybercrime. It has made considerable damage to the detail retail banking, mainly through payment scams and credit cards. there are lot of crime taking place in the society, the crimes are limitless. as many of the cybercrimes have taking place for the financial purpose, online users must be aware of these kind crime attacks and need to be caution with online transactions.

KEYWORDS: CYBER CRIME, CYBER LAW, MALWARE, SECURITY, HACKING, DIGITAL.

INTRODUCTION:

At present we are in the age of digital transformation and automation, where most of the work of man is been shifted on machines for getting his work done. The computer technology helps the human society to such a great extent that the life without the computer seems to be impossible. the film tickets, examination results, paying bills, banking transactions all are carried out with the computers and all the data and information has acquired electronic shape and capable to move through the optic fibers. Today photographs, currencies, bio-data's, letters, clips, videos, songs, etc. are been transferred, distributed, circulated and stored in electronic form. so, crime has been experienced by people in context of their everyday lives in matter of growing concern.

CYBER CRIME

Cybercrime is the criminal activity that either targets on a computer, a network device or a computer network. cybercrime is not only carried out by cybercriminals or hackers, in order to make money. crime sometimes, are carried out by individuals or organizations. some of the cybercriminals are organized, they use advanced techniques and are highly technically skilled. others are just learners of cybercrime. in rare cases, it aims to damage computers for reasons other than profit. this kind can be political or personal.

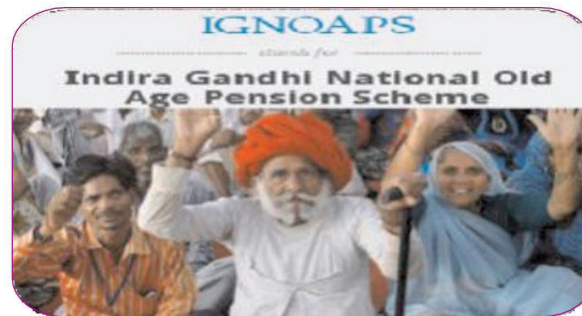
THE MAIN CATEGORIES OF CYBERCRIME

- criminal activity that targets: this kind of target on computers often involves viruses and other types of malwares. the cybercriminals infect the commuters through viruses and malware to damage the device or to stop them working. cybercriminals also use the malware to delete or steal data.
- criminal activity that uses computers to commit other crimes: this kind of crime involve using computers or networks to spread malware, illegal information, or illegal images

**IMPLEMENTATION OF INDIRA GANDHI NATIONAL OLD AGE PENSION SCHEME
WITH REFERENCE TO TIRUNELVELI DISRICT OF TAMIL NADU**

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Abstract:

Indira Gandhi National Old Age Pension Scheme was introduction by the government to improve the quality of life of the Senior Citizens by providing them with basic facilities. The main objective of this study is to examine the socio economic background and problems of the old age people and whether these Pension Scheme really satisfy the needs of the beneficiaries. This study is based on both the Descriptive and Analytical methods. The Data is collected through questionnaire and the sample size is 100. The Old Age Pension Scheme is helpful to the beneficiaries and the Old Age Pension Scheme provides Social protection to the Senior Citizen. The researcher used Tabular columns to analyze the data collected.

Keywords: Old Age Pension, Pension, Social Welfare, Status of women, economic.

Introduction:

The ongoing Indira Gandhi National Old Age Pension Scheme (NOAPS), which was earlier known as National Old Age Pension Scheme which was launched on 15th August 1995 as a part of National Social Assistance Programme (NSAP) has renamed as India Gandhi National Old Age Pension Scheme (IGNOAPS) was renamed and launched on November 19, 2007 by Prime Minister Man Mohan Singh to mark the birth Anniversary of Late Former Prime Minister of India Mrs. Indira Gandhi.

Originally, this scheme provided to the entire person above the age of 65 but later on the Government decided to cover the people “Below the Poverty line” above the age of 65. Later, the ministry of rural development decided to cover with wider range now, this scheme is provided to the beneficiaries of above the age of 60 and cover young widows.

The Government of India also provides various benefit schemes to the senior citizen, Indira Gandhi National Old Age Pension Scheme, Pradhan Mantri Vaya Vandhana Yojana, Varshita Pension Bima Yojana, Rashtriya Vayoshri Yojana. The main aim of this scheme is to raise the quality of life of the elder person by providing them with basic needs like shelter, food, medical care etc...

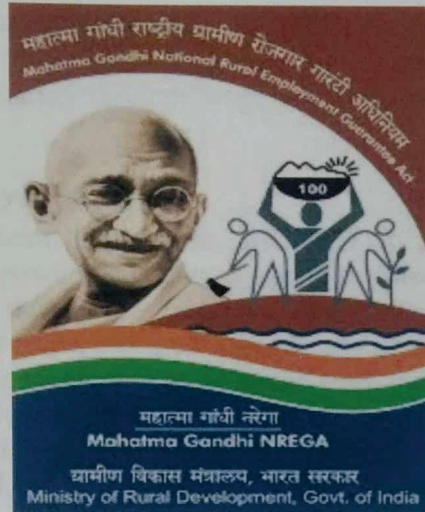
Objectives of the study:

- ❖ To Analyse the status of IGNOAPS
- ❖ To study the implementation pattern of IGNOAPS

**STUDY ON THE IMPACT OF MAGHATMA GANDHI NATIONAL RURAL
EMPLOYMENT GUARANTEE SCHEME (MGNREGS) WITH SPECIAL REFERENCE TO
VELLANCODE PANCHAYAT IN KANYAKUMARI DISTRICT, TAMIL NADU**

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ABSTRACT

Employment is an important part which supports a country with economic, social and environmental developments. Employment makes a individual confidence about their life, provide financial stability, freedom from poverty. In India making Employment opportunities for citizens can help to reduce corruption, remove terrorism and poverty. MGNREGS is a employment based scheme which implemented to reduce unemployment and poverty by central government of India. MGNREGS is a land mark legislation in the Indian history of social security legislation after independence. This scheme has been bringing about a silent revolution in rural areas and livelihood. **KEYWORD:** Employment, Poverty, Economy, Women Empowerment, Salary, Social Status.

INTRODUCTION

The MGNREGA is India's first constitution to codify development rights in a legal framework. NREGA was passed by parliament & enacted on 5th December 2005. The NREGA scheme was initially came in to force in 200 districts of 27 states in phase I. It is firstly launched in Anantpur district of Andhra Pradesh on 2nd February 2006 by our Prime Minister Dr. Manmohan Singh. It was implemented in three phases & covered the whole country within 5 years. This act provides Employment to the rural people of India based on their rights. On 31st December 2009 the act was renamed by an amendment as Mahatma Gandhi National Rural Employment Guarantee Act 2005. The implementation of NREGA largely depends on the active participation of 3 tier decentralized self governance and Panchayat institutions. The basic objectives of the act is to enhance livelihood security & standard of living in rural areas by providing at least 100 days of guaranteed wage employment to every household whose adult member volunteer to do unskilled manual work as this not require any kind of educational and skill. Any rural household seeking manual work could register their name in the gram panchayat & their job card. Job card holders he/she can apply for work for at least 100 days in the gram panchayat. Under the scheme job is to be provided within 15 days of receipt of an application or from the date he seeks work & if they failed to do so, the unemployment allowance would become payable to local household. The act permits certain categories of work to be taken up for providing employment such as water conservation,

WASTE MANAGEMENT AND RECYCLING - WITH SPECIAL FOCUS ON CHENNAI CITY

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Abstract

This paper examines the current status of waste management in Chennai City and mainly focuses on solid waste management. The Chennai confronts the problem in management of waste every day. India generates sixtytwo million tonnes of waste every day. As per the latest study, solid waste generation is expected to reach 165 million tonnes of Municipal Solid Wastes (MSW) by 2030. Different studies have shown that the inappropriate disposal of municipal solid wastes (MSW) creates many problems for the human health and the surrounding environment. The Greater Chennai Corporation is looking for solutions to the waste threat. The Greater Chennai Corporation make use of various process to recover 50% of the waste generated in the Chennai City. The Greater Chennai Corporation recycles the generated dry waste, these dry waste are further used as raw materials. The material consumption is increasing every day this is because of the increased consumerism and high purchasing *aspirations among the people*, increased population, rapid development and urbanization are the main cause for the consumption increase. Economic growth and industrial development always have an impact on usage of the natural resources and environment of the country. The world is moving towards a Circular Economy concept. The Circular economic model contributes to the use of materials in the economy, mainly concentrating on 5R - Reducing, Reusing, Recycling, Restoration and Renovation - principles, as long as possible. The Greater Chennai Corporation has started taking all the positive strategies for implementation of the Circular Economy concept in Municipal Solid Waste Management.

Keywords: Solid Waste Management, Bio-Methanation Plant, Circular Economy, Dumpsite, MRF, RRC, E-waste, Bio-Medical Waste, Chennai

Introduction

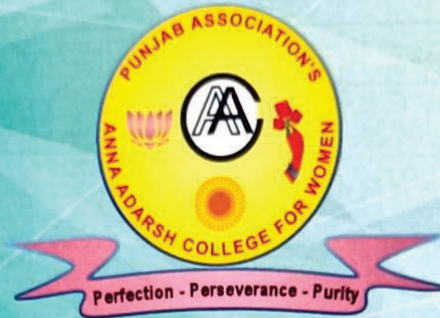
Waste management has evolved dramatically in recent times in the critical services market. Waste management is required to reduce the human and environmental effects of waste. The world produces 2.01 billion tonnes of urban solid waste per year, of which 33% of the waste is not managed in an environmentally safe manner. It is also expected that by 2030 the generation of Municipal Solid Waste (MSW) in the world, will reach 3.0 billion tonnes. The urbanization is the main problem in the developing countries. This steady rise in municipal solid waste generation is motivated by population growth, increased Gross Domestic Product, and urbanization. The developing countries like India, urbanization arises mainly from migration of people from rural to urban areas. This creates problems such as the rapid population in urban areas and infrastructure deficit due to lack of a fund to provide important services to the growing number of inhabitants. Developing countries produces 0.54 kilograms per capita of waste per day on average, and this rate is expected to grow by about 1.5% annually. This increase in per capita waste generation is also influenced by the country's lack of strict laws and policies in management of solid waste.

The Greater Chennai Corporation is responsible to provide the essential service of Solid Waste Management (SWM). Improper waste disposal has had an adverse impact on the environmental, health and economies of the government. The Chennai city affected by extreme pollution and health-related issues due to inadequate management of solid waste. Therefore, the Greater Chennai Corporation is in a position to follow and encourage any component of the sustainable hierarchy to ensure the safe disposal and management of municipal solid waste.

The Circular Economy concept is the recent trend in the management of waste. According to this concept the material is used to its fullest extend without being wasted which includes principles

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A STUDY ON THE EFFECTIVENESS OF ONLINE RADIO ADVERTISEMENTS

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ABSTRACT

The efforts of a company is to increase the awareness for a particular product or service, or to increase consumer awareness of a business or organization. Online radio is a digital audio service transmitted via the internet. It is generally used to communicate and easily spread messages through the form of talk. It is distributed through a Wireless Communication Network connected to a Switch Packet Network (the internet) via a disclosed source.

Through Internet radio advertising, advertisers can reach a target audience of young adults effectively. According to a survey conducted by Edison Research and Triton Digital, 77 percent of 18 to 24 year-olds listen to Internet radio monthly. Since many Internet radio listeners use Computers, Smart phones and Tablets, they are more likely to visit a website or social media page while streaming. Internet radio advertising affords advertisers the flexibility to effectively integrate other forms of online advertising, such as web banner advertising, into their advertising strategies for greater effectiveness.

Internet radio audience has grown quickly. The industry commands somewhere between 600 – 900 million monthly listeners globally. Research reveals that 57% of the population listens monthly and 50% weekly. That will translate into 177 million listeners this year. The growth will allow Internet radio and streaming music services to capture an increasing share of the \$42 billion in mobile advertising. The online radio industry has changed significantly over time, and it is big business today.

Thus Researchers have planned to study the Effectiveness of Online Advertising in Radio medium with a sample of 100 in number under the age group of 18-22 year old in the Chennai City region.

KEY WORDS: Advertising, Online Advertising, Wireless Communication Network, Switch Packet Network



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HUMAN RIGHT CHALLENGES OF WOMEN WORKERS - A CASE STUDY OF WOMEN GARMENT WORKERS IN CHENNAI

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ABSTRACT

Human rights are the birthrights of every human being and they form an integral part of the socio-cultural fabric of mankind all over the world. But they are vulnerable to abuse and violation. It is the duty of the nations to protect and sustain these rights by constitutional measures. The situation in most of the third-world countries is quite disturbing. The economically weaker segments of population suffer much in their daily lives. This is due to flagrant violation of human rights by many groups. Violence against women is not only a consequence of gender inequality, but reinforces women's low status in society and the multiple disparities between women and men. Even though several initiatives taken by the state as well as the various international organization to protect the human rights of the women but still adequate yield has not been acquired. The present study examine the influence of work stress, discriminatory practices, protective measures given by the companies on the human right violation and health status of the women garment workers. 100 samples were selected for the study. The results indicated that the work stress, discriminatory practices, work environment, protective measures and the amenities provided by the garment companies had strong influence on human right violation and health status of the women garment workers

INTRODUCTION

Human rights are the fundamental rights, which are essential for man to lead a dignified life. They are defined as those rights and freedoms which are a must for all human beings. They include all rights that should be enjoyed by every individual irrespective of class, gender, age, caste, religion, language, creed, status, and beliefs. Human rights include rights to life, rights to adequate food, rights to shelter, rights to clothes, rights to pollution free air, rights to noise free surroundings, rights to have safe drinking water, rights to vote, rights to participate in all social, economic and political activities, rights to embrace any religion, rights to speak and the like. The fundamental rights of all human beings are the rights to life. It includes almost all rights listed out above. Human rights should be enjoyed by every member of the

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* * *

Challenges of National Water Policy

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ABSTRACT

Drinking should be clean that means it should be free from a microorganism, harmful chemicals, and other pollutants. Consuming unsafe drinking water may lead to several waterborne diseases and other long-term chronic health problems. Water preservation includes the policies, methodologies, exercises to oversee freshwater as a maintainable asset to ensure the water condition and meet the current and future human demand. India faces the water scarcity problem throughout the country, it introduced the National Water Policy (NWP) to control the situation. But NWP neglected to have any discernible effect in improving water executives in India. The reason that water is a state subject and consequently central government can't do much is not legitimate. Many states have adopted a state water policy. Even such state-level policies have failed to make an impact on practice. Reasons for the NWP basically being a paper exercise are many, including lofty drinking and policy prescriptions that are divorced from reality. Lack of courage at the water ministry to take a firm stand on any of the provisions at either the drafting or the implementation stages and the practice of keeping specialists away from policies. So, it is important to take immediate action upon our water policies and rectify the water issues in India. This paper recognizes the issues confronting water administrators today and future research expected to more likely educate the individuals who endeavor to make an increasingly reasonable and attractive future.

Keywords: National Water Policy, Water Management, administration, ministry

Introduction

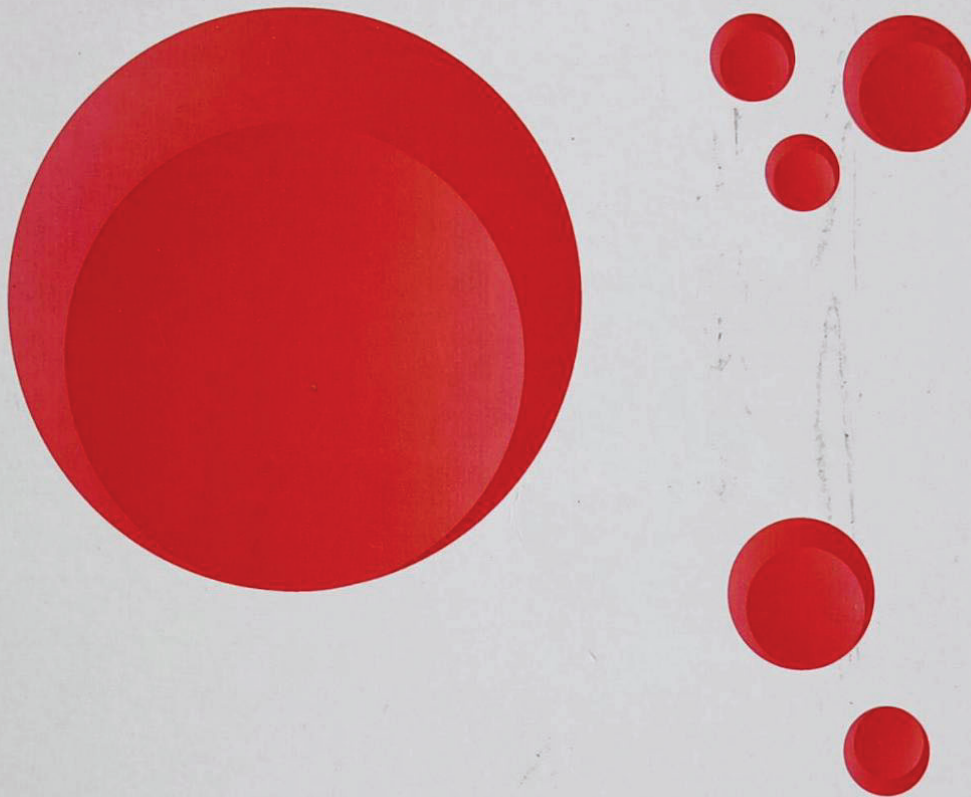
Water is a prime natural asset, a fundamental human need, and a valuable national resource. Planning and the advancement of water assets should be represented by national authorities. The country's population is expected to reach a level of around 1620 million by 2050. The drinking water needs of individuals and animals have additionally to be met. In keeping with the objective of the International Drinking Water Supply and Sanitation Decade Programme (1981-1991) also envisaged providing adequate drinking water facilities to the entire population in both urban and rural areas [1].

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GROUND WATER EXPLORATION, MODELLING AND MANAGEMENT AND THE STUDY OF CENTRAL GROUND WATER BOARD IN INDIA

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ABSTRACT

Water is indispensable for life, in our rapidly changing world where there are many challenges regarding water arise, Globally, over 2 billion people use groundwater as a source of drinking water. Groundwater is considered as an invisible natural resource. Identifying the location of its availability is a challenging task, because it is available in different proportions, in various rock sorts and at numerous depths, on the surface layer of the earth. Some groundwater models may be used to predict the effects of hydrological changes on the behavior, also nowadays the groundwater models square measure utilized in numerous water management plans for urban areas. Groundwater makes up the largest reservoir of freshwater in the world accounting for over 97% of all freshwater available on earth. In India, the Government took many initiative through Ministry of Jal Sakti (merging of two ministries such as ministry of water resources and ministry of drinking water and sanitation) and other aspect such as Groundwater Regulation in India with constitutional provisions, Central Ground Water Board with the Collaboration of UNDP and by NITI Ayog which explains about the rights and obligations relating to groundwater management and also for climatic impact and measures related to groundwater. But, today scenario, due to various anthropogenic reasons slowly this zone became contaminated. The commonly observed contaminants include arsenic, fluoride, nitrate and iron, which are geogenic in nature and it is necessary to pay ample attention to groundwater and its role in securing water supplies and with water-related risk and uncertainty. Unfortunately, the water table of groundwater in many regions of the country has dropped and Impact of climate change on the bottom water regime is predicted to be severe. Thus, it is important to know the significance of water resources management through the precise study of groundwater management. This paper explains the issues about the reason, impact, measure and management of groundwater with the constitutional provisions and to study the influence of Central Ground Water Board in India to safeguard the groundwater sustainability.

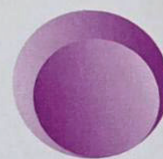
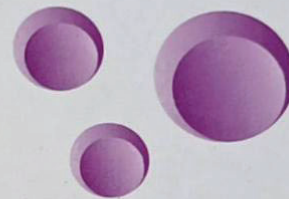
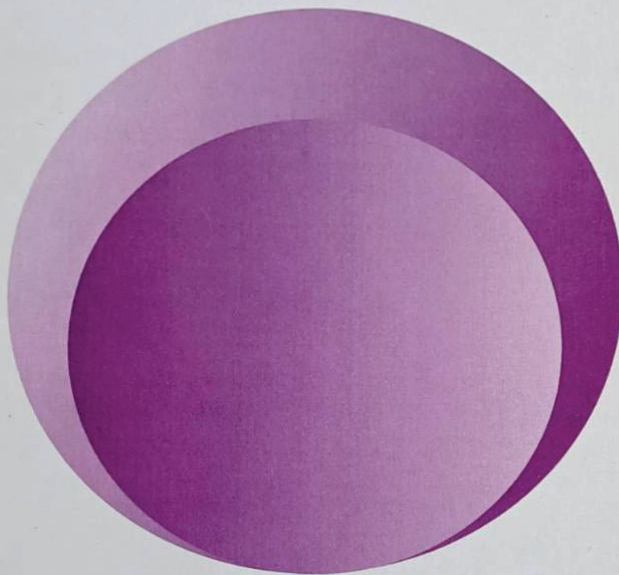
Keywords: Groundwater, Exploration, Groundwater Model, Contamination, Water Resource Management, Central Ground Water Board in India.

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EMPOWERMENT OF WOMEN: A TOOL FOR DEVELOPMENT

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ABSTRACT

Women empowerment has been expanding so quickly everywhere throughout the world and women are beginning their business to look for more prominent power over their own and professional lives. The fast-monetary changes in financial conditions have prompted the development of women business executives. Empowerment as activity alludes both to the procedure of self-empowerment and to proficient help of individuals, which empowers them to conquer their feeling of weakness and absence of impact and to perceive and utilize their assets to accomplish work with power. In social work, empowerment shapes a functional methodology of resource-oriented intercession. In the field of citizenship education and democratic education, empowerment is viewed as a device to build the obligation of the resident. Sociological empowerment regularly addresses individuals of the group that social discrimination procedures have barred from decision-making procedures through – for instance – discrimination based on inability, race, ethnicity, religion, or sexual orientation. Empowerment as a strategy is additionally connected with woman's rights. Empowerment is one of the primary procedural concerns while tending to human rights and advancement. The human advancement and abilities approach, the Millennium improvement objectives, and other tenable methodologies/objectives point to empowerment and cooperation as a vital advance if a nation is to conquer the obstructions related to neediness and improvement. The UN Sustainable Development objectives target gender equality and women's empowerment for the worldwide improvement plan. Empowerment is the procedure that makes controls in people over their own lives, society, and in their society. Empowerment incorporates the activity of raising the status of women through education, bringing issues to light, literacy, and training. Women's empowerment is tied in with



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ECOLOGICAL RESOURCE MANAGEMENT AND ENVIRONMENT

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ABSTRACT

“Earth provides enough to satisfy every man’s needs but not every man’s greed”.

-Mahatma Gandhi

This paper is an attempt to explore the interconnection between tourism, ecology and development. Tourism is changing rapidly as nature, heritage and recreational destination become more important, and as conventional tourism is forced to meet tougher environmental requirements. In an era of heightened environmental consciousness and accessibility to exotic locales there exists a challenge to enable people to enjoy and learn about the natural, historical and cultural characteristics of unique environments while preserving the integrity of those sites.

The creation of earth, magnificent environment, nature and its numerous wonders are beyond the perception of mankind. Nature has been so kind to man. Ever since its appearance on the earth’s surface man has been dependent on nature for his subsistence. Everything that comes from nature has some utility for man. Any material which can be transformed in a way that it becomes more valuable and useful, can be termed as a resource. Thus land, water, minerals, forests, wind and wildlife are resources. Water is the strength of planet and source of energy for every living organism. Wind is another natural and inexhaustible source of energy and considered to be God (Vayu Devta) in Hindu mythology.

CONCEPT OF TRIBE AND TRIBAL COMMUNITY DEVELOPMENT

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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

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The role of women in the world is inseparable. Her role starts from the day of her birth. We live in a society where women are treated as gods, but still she was suppressed by men in many circumstances without considering her role and responsibilities, which she took in her life journey for the benefits of her father, husband, son and brothers. Though she has been sacrificing herself for her people's benefits she was ignored and importance and equality was not given yet. This paper is going to highlight the efforts taken by the government of Tamil Nadu for the growth and development from newborn to women. Government of Tami Nadu has come up with various welfare schemes and programmes for their sustainable growth and development. Some its schemes are as follows as Chief Minister's Girl Child Protection Scheme, Moovalur Ramamirtham Ammaiyar Ninaivu Marriage Assistance Scheme, Dr. Dharmambal Ammaiyar Ninaivu Widow Remarriage Assistance Scheme, SathyaVani muthu Ammaiyar Ninaivu Free Supply of Sewing Machine Scheme, Tamil Nadu Third Genders Welfare Board, Protection of Women from Domestic Violence Act, Dowry Prohibition Act - 1961, Cradle Baby Scheme, Dr. MuthuLakshmi Maternity Benefit Scheme (DMMBS), Working Women Hostels, Service Homes, Higher Education to Girls, Tamil Nadu state Commission for Women, "SAKHI"- One Stop Centre (OSC) in Tamil Nadu, Women Helpline - 181(WHL), Mahalir Thittam and so on. This scheme provides assistance for Education, Life Security, Financial Aid, scholarship, Nutrition, Subsidy on the loans, Self-employment and other benefits and facilities. The Prime aim of all schemes, Acts, services and commissions are for the empowerment, protection, development and Welfare of children and Women. The Study is based on the availability of the secondary sources which were collected from the various sources like books, journals and articles and internet sources. A survey was conducted to know the status of women welfare in the society. The research paper consists of I. Introduction II. Literature Review III. Data Interpretation and Conclusion.

Key Words: Women Welfare, Schemes, Programmes, Government, Empowerment.

INTRODUCTION

Status of Women in India

The status of women during Vedic period sounded better than the modern period. This was evaluated based on the availability of historical and literary evidence on the other during the medieval period. The position of women declined gradually and reached the lowest position in society during British period in India. During the pre-independence period India had witnessed two important events, which affected the condition and position of women are The Social Reform Movement of the 19th century and The National Movement (1887) of the 20th Century. Both movements triggered and enlightened many people's minds, which later helped women to get a better position in modern India. Initially, they focused to reform practices like Sati, Child Marriage, Polygamy, and ill-treatment of widows, the ban on widow marriage, education to women and denial of property rights. Even Ghandhiji has stated that if a woman is educated in a family then the whole family will be educated. He versioned, education would be a right solution for all social evils that existed during his time. His faith was reflected in many of his revolts like Satyagraha, Non-cooperation Movement and non-Violent Movement. He had immense trust on women without any regard like lower caste or upper caste. After India's Independence many legal measures were taken to find favourable solutions for women welfare. Article 14 spoke about equality in all the fields, Article 15 conferred gender disparity, Article 16 provided equality in public employment. Indian society.

Status of Women in Tamil Nadu

A Study On The Importance Of Research In Community Radio Programs

Submitted by

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ABSTRACT

The examination of radio as a medium cannot be justified without taking into consideration, the magnanimous role of community radio. It is often described as a third tier broadcasting medium along with public and private radio broadcasting. Just like the nature of a democracy, community radio is a medium designed by the people, of the people and for the people of a community, to serve the needs, aspirations, interests of the community. Community Radio (CR) gives marginalized people, a platform to voice out their opinions and be heard by all. A significant tool that facilitates education and infotainment, community radio is generally held by voluntary organizations, civic groups, NGOs, educational institutions, women's groups, etc to facilitate the change the society is in dire need of. Community radio is fundamentally not a technical enterprise, but a venture into building humanity. Such a powerful medium, which has brought several communities together, requires extensive research to design the content of broadcast in such a way that it truly empowers the people of the community and facilitates a positive shift towards the ultimate development of the community and the society as a whole. This paper will discuss why this is so and how this is being done currently and will also throw light on what can be done further to enhance the field of research for Community Radio and its programmes.

KEY WORDS: Community Radio, NGO, Radio Broadcasting, Development Communication

COVID-19 AND THE IMPACT ON INDIAN ECONOMY - WITH SPECIAL REFERENCE TO MICROFINANCE INSTITUTIONS

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ABSTRACT

The ramifications of the COVID 19 crisis has made not only on health of people at large, the damage that it has exhibited and will extend more damage than the disease itself. Pandemic made the business sober, liquidity tight that affected the scale of operation in almost all business sector and regions of the world economy. In developing countries like India the impact of the covid19 for the most vulnerable group of people especially informal workers, farmers and Micro and small enterprises (MSEs) is under stress due to the measures carried out for controlling the crises. The buoyant poor populations depend on microfinance services for even basic savings accounts, small loans, and remittances. When such microfinance services publicly funded their safety nets will be less. Microfinance service providers such as Microfinance Institutions and other regulated providers from banks to NGOs face threats to their own existence. Slackened earning capacity of their client's menace the repayment culture on which the microfinance sector depends. The MFPs rescheduled loans either voluntarily or by the orders of authorities that in turn made client repayment nil and ongoing operational expenditure diminishes reserves which made them unable to meet their own debt requirements and liquidity needs. Following conventions that can help the regulators: a) reaching poor people directly and tailor relief measures b) to have a clear timeframe with a scope of function and the game plan of exit, c) the measures for all the microfinance providers (MFPs), d) protection of the safety and the integrity of the microfinance providers, e) supervisory process must be altered to lessen nonessential hindrances on authorities as well as the Microfinance Providers. The resultant understanding of the crisis can be shared at the policy level and help the policy makers to "Build back better" a more buoyant microfinance sector.

Key Words: COVID-19, Indian Economy.



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A STUDY ON OPTIMIZING DIGITAL ADVERTISING CAMPAIGNS IN SOCIAL MEDIA

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Abstract:

This study converse about the challenges and process of developing campaigns of digital advertising. Advertising should be presented in a creative way as it is a method of presenting a product in an artistic, attractive, and agreeable manner. Now-a-days people spend their time more in social medias which provides extensive platform for launching massive campaigns in digital advertising and meanwhile many advertisements are simply ignored which is a drawback of advertising in this platform. This study concentrates on how to improve the campaigns of digital advertising by using some strategies and how it will influence the people while watching the advertisement. For this purpose social media is taken into analysis.

The objective of the study is to improve the digital advertising in social media and how it execute the strategy by showing the advertisements repeatedly, using different technical expertise, catchy slogans, music, celebrity persuade. The study was descriptive in nature. A structured questionnaire was distributed to all respondent. It was divided into two parts. The first one is demographic information, the second part was framed to know the campaigns of advertising in social media. In this EXCEL and SPSS statistical tool was used to analysis the data and findings were presented through graphs and charts with interpretation.

Key words: *strategy, social media, campaigns of advertisement.*

INTRODUCTION:

Digital advertising also called as internet, online advertising is a world wide service sector. It is mainly meant for its cheaper use of medium to reach mass people at a time without spending much money when compared with other form of advertising. It is also popular for receiving immediate response from consumer either it is good or bad. The digital ads are not for promoting a product website by posting ads on particular webpage. It needs effective strategy to improve the sales of product and achieve the goals. online advertisements not only post bannered advertisements on their website but it also make people to enrich their knowledge of the product and services offered. Online advertising include various advertisements in facebook, twitter, snapdeal, youtube, instagram, other type of ads are banner ads, sponsored ads, key words ads, classified ads and e-mail ads.

SCRUTINIZING THE ATTRIBUTES OF PURCHASING BEHAVIOR, ATTITUDE AND PREDILECTION TOWARDS ONLINE SHOPPING

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ABSTRACT

Scrutinizing the attributes of purchasing behavior, attitude and predilection towards online shopping which represents and aid to explore the individual's attitude in predilection towards a particular product which brings satisfaction and individuals ultimate desire is been successfully attained. Shopping in online provides wide opportunity to both the purchaser and consumer. This field in short period of time shows a rapid growth in online market and opportunities are utilized effectively.

The objectives of the study are to identify the predilection of different options provided in payment, to examine the excessive growth in specific product, to analyze the supreme attributes for deciding the successive factor, to figure out the fear factor faced by the purchaser in shopping online. Through structured questionnaire the survey was organized and conducted among 50 respondents.

As a result it is revealed and found out that the majority of the respondents prefer payment through cash and concern more about their privacy and security. The attributes of wide utilization in shopping online is due to easy access and it has become trend.

Keywords: *Purchasing behavior, Attitude, Predilection, Attributes and Online Shopping.*

INTRODUCTION

Big data is systematically prepared and extracted from the big size data into reduced and relevant information required by massive wide producers and manufactures for better efficiency and utilization for further purposes.

Internet plays a predominant and major role in each and every individual's life. Utilization of internet from young age to old age has been increased tremendously. Through internet we can find, explore, look and hunt any kind of information which is required for any particular purposes.

Shopping in online involves purchasing and selling of goods and services. Shopping in online is one of the best, innovative and creative ideas introduced by Michael Aldrich in 1994. People all over the world started enjoying shopping online. Shopping online facilitates the

HRM AND BIG DATA PREDICTIVE ANALYSIS IN EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO WOMEN EMPLOYEES

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ABSTRACT

Human resources are the life-blood of any organization. The research paper is an attempt to understand and find the opinion and attitudes of the various categories of employees of the educational Institution. This study emphasizes on employee practices as they are the most vital and dynamic resources of any organization and retention factors like compensation and benefits, performance management, retention measures, and career development, hence, requiring an extensive review. The primary and secondary data was used for the study and primary data was collected through well-structured questionnaire. The biggest challenge that organizations are facing today is not only managing these resources but also retaining them. Securing and retaining skilled employees plays a crucial role for any organization, because employee's knowledge and skills are central to companies' ability to be economically competitive. A sample of 25 employees from the institution were chosen for the study which helped to analyse their satisfaction level towards the institution. Simple percentage analysis was used as a statistical tool for analyzing and interpreting the opinions of the employees. Effective employee retention practices will help in withholding the employees as hiring process is complicated and also expensive for the institution.

Keywords: *Human resources, employee retention, satisfaction.*

INTRODUCTION

In the current scenario, employee retention has been interest to the researcher, employers and for human resource management. The Education sector is witnessing large scale attrition of talented employees and making retention of critical manpower resources as a key challenge for human resource of an organisation. Retention of key employees is essential for long term survival and for the success of any organization. It is a known fact that retaining your best employees ensures customer satisfaction, increase product sales, satisfies colleagues and reporting staff, which uplifts organizational knowledge and learning. Retention is defined as

IMPACT OF EMPLOYER BRANDING IN EMPLOYEE RECRUITMENT AND RETENTION - A STUDY WITH REFERENCE TO IT SECTOR IN CHENNAI CITY

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Abstract

In a modern business world of talent acquisition, employer branding is used to introduce the company as a great place to work. It's used for communicating with current employees as well as attracting new, generally passive, workforce. The purpose of branding is essentially to build the product's image. This image will influence the perceived worth of the product and will increase the brand's value to the customer, leading to brand loyalty. An employer brand can be used to help organisations compete effectively in the labour market and drive employee loyalty through effective recruitment, engagement and retention practices.

The results of the study suggest that organisations use employer branding process in their business to attract employees and customers. It was also found that brand names of organisation may significantly influence the decision of employees to join and stay in the organisation. For conducting the study, IT sector employees were considered as the target audience. The study was analytical and descriptive in nature with convenience random sampling method employed. A well structured questionnaire was distributed to the respondents. EXCEL and SPSS were the software's used to analyse the data and the findings were presented through graphs and charts with interpretation.

Keywords: *Employer Branding, Employee Retention, Effective Recruitment, Employee Loyalty.*

INTRODUCTION

Every company has a reputation. It could include thoughts about products, services, leaders, team members, history and more. Such reputation is known as brand. The company also has a secondary brand related to its primary brand about how it is viewed as an employer. This is employer brand and it lives and breathes in the minds and hearts of the former, current and future employees of the company. In today's increasingly competitive job market, a positive employer brand is critical. Without one, hiring and retaining the best employees becomes challenging and costly especially in the field of IT. To be effective, the brand should only be evident to candidates at the recruitment stage, but should inform the approach to people

AN ANALYSIS OF E-COMMERCE USERS' OUTLOOK TOWARDS SENSITIVITY, PRIVACY AND SECURITY OF DATA

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ABSTRACT: *The present study attempts to provide insights on how data sharing on E-Commerce sites has become widespread among the users. Users share complex and highly sensitive data to perform their day to day transactions. The recent technological developments have necessitated pondering upon the privacy and security of the data shared by the users. This study tries to identify the type of data the users share on these websites and the reasons as such. The findings confirm that users consider Debit/Credit card numbers, ID Proof numbers, photos and passwords as highly sensitive and avoid sharing these types of personal data. The cross tabulation result has exhibited that female users are highly afraid of their data being misused by unknown parties. The correlation test verified that significantly positive relationship exists between gender and fear of personal data being mishandled.*

KEYWORDS: *E-Commerce, Privacy, Security, Personal data.*

1. **INTRODUCTION:** With the progression of technology, data safety and privacy has become a matter of utmost importance. Today, data sharing has become omnipresent and inevitable. With the increasing use of internet, online commerce businesses have also swiftly amplified. These businesses require huge magnitude of customers' data to target their specificities, thereby emerging as a flourished business giant in the market. With the emergence of new digital commerce businesses, the data of the customers are hoarded in order to beat the competitors and to rule the market.

It has become indispensable for the e-commerce users to share their personal data with such enterprises in order to avail their services. Hence at this stage a series of question arises in the minds of the users that to what extent is their data safe and private, what if their personal information is being mistreated or are they being tracked 24*7. Despite facing such dilemma, consumers share their data with these enterprises based on their trustworthiness. Consumers strive hard to protect their data either by providing false information or by denying disclosing the same. Thus, it is crucial to understand how consumers perceive the sensitivity of their data while sharing on internet commerce sites and also to discover the ways and means through which they try hard to protect their data from unauthorised access.

REASON FOR SHOPPING CART ABANDONMENT: AN ANALYSIS ON MOBILE APPS

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ABSTRACT: *Mobile Applications have become a most popular means of shopping for majority of the consumers. These days' consumers prefer to have an easy shopping as the technologies have brought up a great change in the mind-set of the shoppers. Purchasing through online mobile apps makes it comfortable for the buyers to make choice and saves a lot of time for all the consumers in and around the world. Purchasers prefer to order online through various mobile applications, it also helps them in comparing the prices on other sites and make their purchases according to their convenience. The objective of the study were to find the most preferred online mobile app for shopping ,to identify the reasons for shopping cart abandonment, to analyse the problem faced by the online shoppers, and to suggest measures to reduce the abandonment of shopping carts. The study was conducted by receiving the data from 50 online shoppers. The study was descriptive and analytical in nature. Appropriate statistical tools like SPSS and EXCEL were used to analyse the data. Chi square test has been used to find out the association between two variables. Data were presented in the form of charts and graphs.*

Keywords: *Mobile apps, shopping carts, online shoppers.*

1. **INTRODUCTION:** A Mobile application, is also called as a mobile app is a software application that has been devised to run on a mobile device. Applications are generally been downloaded through Google play stores. Let that be for shopping purpose, educational purpose, or entertainment purpose mobile apps have been playing a entirely different and an important role for people of all age groups. The major advantage of having a phone appliance is that the availability of various shopping operations. Exercising the usage of a mobile programme has subsequently raised in these coming years. In the shopping software's the add to cart option has been widely used by more than 75% of the shoppers. These cart options have made consumers drop the orders on cart without making a purchase.
2. **LITERATURE REVIEW:** **Dr. Krithika, Dr. Rajini.G (2018)**, in the study titled, "Persuading Attributes of Online Shopping Cart Abandonment" interprets the focus on the variables which has found that the perceived waiting time, online tracking and risk are the key influencing variable. Moreover online consumers are mostly time conscious, which leads to abandonment of carts.

Guei-Hua Huang, Nikoloas Korfiatis, Chun-tuan Chang (2017), in the research paper, "Mobile shopping cart abandonment: The role of conflict, ambivalence and

ARTIFICIAL INTELLIGENCE ON EDUCATION OF TUTORS & EDUCATIONAL APPS CAN LEAD TO A NEW FUTURE

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ABSTRACT:

Artificial intelligence can determine the most effective way for each student, artificial intelligence tutors can offer additional support to students and they can give them feedback in their studies. Students will get all the necessary knowledge through innovative teaching skills used by the tutors. Some schools are using artificial intelligence systems to monitor student progress. Artificial intelligence can help enhance the quality of education by analyzing students' psychology.

The objective is to explore the perception of tutors and students on effectiveness in artificial intelligence in the classroom. The aim is to get the students' motivation by using the education apps for making the teaching more interesting. Today, students don't need to attend physical classes to study as long as they have computers and internet connection. The artificial intelligence will also be personalized tutoring for students outside of the classroom.

Further, the study was conducted among 50 respondents that were collected through a questionnaire by a convenient sampling method. EXCEL and SPSS were the statistical tools which were used to analyze the data and the findings were presented through graphs and charts with interpretations. From this study I have found that more number of students using educational apps for studies. Students are studying mostly during the examination times we should change the motive of studying among the students. Studying is for gaining knowledge not for marks oriented.

1. INTRODUCTION

Artificial intelligence is a top trending technology right now which is making its presence across the globe. Artificial intelligence can significantly impact the future of our education Tutoring apps are customizing their lesson structures depending on the performance of a unique user

TRANSMUTATION OF SMART CLASSROOMS AND ITS EFFECTIVENESS AMONG GOVERNMENT SCHOOLS

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ABSTRACT:

Smart classroom act as a large white tablet and smart pen replacing the traditional blackboard and chalk. Smart classroom are designed to meet the contemporary challenges and to develop the student abilities and performance level in academics. Smart classroom benefits both the teachers and students to access audios and videos, multimedia, images, online websites, PPT presentations, 2D & 3D animations which aid the students to grasp and visualize the subject concept. It includes various advantages such as enhanced learning experience, interactive learning experience, access to online study material, time saving technology and increased productivity in learning. This article on "Transmutation of smart classrooms and its effectiveness among government school students" objects to confirm the availability of smart classroom in government schools, to determine the adaptability of smart classroom replacing the traditional teaching in government schools and to estimate the major effectiveness of smart classroom in government schools. The questionnaire partitioned into three parts namely respondents profile, functioning of smart classroom and effectiveness / drawbacks of smart classroom in government schools. The survey was conducted by distributing 70 questionnaire out of that 62 questionnaire were completed forms, by further evaluation 55 respondents availed by smart classroom facility were considered for the study. The respondents are higher secondary students of government schools under various classes such as primary, matriculation and higher secondary standards. Each responses are entered and analyzed using various statistical tool such as EXCEL and SPSS for charts and graphical representation. The study has revealed the availability, adaptability and beneficial decisive facts achieved and hindrance over the transmutation of smart classroom in Government schools.

Keywords:*Smart classrooms and school students.*

STUDENT'S PERCEPTION TOWARDS EDUCATIONAL APPS

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ABSTRACT: Today smart phones have changed our life bringing world as a global village to live in. Mobiles are widely used in all fields by all class of people without discrepancy with age of people. Advent of laptops and smart phones has paved way for smart learning through different apps. Education apps and online course helps in savings time for student by eliminating travel from one place to another. The main objective of this study is to find out the perception of study toward educational apps and its effectiveness. The study was exploratory in nature with convenient random sampling technique. A well structured questionnaire was circulated among respondents. The findings of study revealed majority of students preferred learning through educational apps. The study also felt that black board was preferred mode of learning. Appropriate statistical tools were used to analyze the data.

KEYWORDS: educational apps, student's perception, learning and smart phones.

INTRODUCTION: Mobile phone plays a vital and crucial role in our day to day life. Mobile applications have made life simple and easier. Technology has brought a drastic improvement in various fields of economy. It has also led to the development of education system in our country. The main advantage of mobile device is portability and wireless connection, thus leads to convenience of the user. The study aimed at finding out the perception and satisfaction of students towards educational apps. Mobile learning is defined as learning through electronic gadgets such as smart phones, iPods, PDAs etc. Students use education apps not only for primary education purpose but also for competitive exams and other certificate courses. Educational application earns its importance mainly due to innovative teaching styles adopted by professionals and its connectivity to various parts of world.