

**International Conference on Multidisciplinary approaches in Social
Sciences , Humanities and Sciences (MASHS-2018)**

ISBN:978-93-87793-61-3

**Organized by : SRI S.RAMASAMY NAIDU MEMORIAL COLLEGE
(AFFILIATED TO MADURAI KAMARAJ UNIVERSITY)**

A Co-educational, Autonomous and Linguistic Minority Institution

Re-accredited with 'A' Grade by NAAC ,

SATTUR , Virudhunagar District

INDEX

S. No.	Paper ID	Paper Title	Author	Page No.	Full Paper
1	501	Dynamics of communal conflict in India: The need for an effective power of inquiry	Dr.E.Devabalane	01-10	View
2	505	Impact of Prime Time Programs on Telugu News Channels Rating	Dr. Bollam Tirupathi	11-35	View
3	506	Role of Airline Passengers and Catering Services in Madurai Airport	C.M. Prakash	36-45	View
4	507	TOWARDS A MODERN SOCIETY: SRI CHITHIRA THIRUNAL BALARAMA VARMA AND HIS INITIATIVES	SAFEED R	46-54	View
5	511	Racial Prejudice in Bessie Head's Maru	Mary Surya Kala, Dr. Shibila. K	55-60	View
6	516	AN ANALYSIS ON THE LEGACY OF MODERN HEALTH SECTOR IN	CHINTHU I B	61-67	View
7	517	IMPACT AND IMPLEMENTATION: CURRENT TAX SYSTEM OF GST IN INDIAN CONTEXT	Dr. P. Charavarthi, Dr. M. Madana Mohan	68-77	View
8	518	PERCEIVING THE OFFICE OF THE ACCOUNTS AND AUDIT THROUGH THE EYES OF HISTORY	Karthik Kumar S S	78-83	View
9	520	ROLE OF CULTURAL HERITAGE, FAIRS AND FESTIVALS OF TOURISM PROMOTION IN MADURAI, TAMIL NADU AND INDIA	C.M.Prakash	84-98	View
10	522	One Indian Girl: The Novel of Individual Manifestation	Javaid Ahmad Tantry, Dr Vikas Jaoolkar	99-104	View
11	523	RELEVANCE OF SOCIAL ATTRIBUTES AS A CONTRIBUTING FACTOR TOWARDS GOLD ETF INVESTMENTS IN INDIAN INVESTORS	Mrs. Sheeba K.H	105-117	View
12	524	ROLE OF CLIMATE CHANGES & CHALLENGES TO SUSTAINABLE TOURISM DEVELOPMENT IN MADURAI	C.M.Prakash	118-136	View
13	527	AGRARIAN UNRESTS AND MALABAR SPECIAL POLICE: PORTRAYING THE TRANSITION PATTERN OF MALABAR SOCIETY	UMESH MANI M	137-150	View
14	528	Dr.Ambedkar Economic Philosophy and Contributions towards Social and Economic Development	Dr.M.Krishnamoorthi, Dr.A.Abdul Raheem	151-159	View

15	529	BIPOLAR VALUED MULTI FUZZY SUBFIELDS OF A FIELD	C. Yamini, K. Arjunan & B. Ananth	160-166	View
16	530	Health Risk Behaviour among College Students in Virudhunagar – An Analytical Study	Dr.T.Vijayakumar, Dr.P.Bharathi,	167-176	View
17	531	An Analytical Study on Psychological Distress among Elder Persons in Virudhunagar Block	Dr.P.Bharathi, Dr.T.Vijayakumar	177-188	View
18	532	IS URBANIZATION A CAUSE OF HEALTH DISASTER: RANKING ANALYSIS BY DECAGONAL FCM	Nivetha Martin., P.Pandiammal	189-196	View
19	533	SWADESHI MOVEMENT AND RIOT IN TINNEVELLY AND THOOTHUKUDI DISTRICT IN TAMILNADU	P.Ranjithrani *, Dr. R. Balaji **	197-211	View
20	535	Sam Shepard - AMan Who Breathed Literature Till His End Literary Review of “Spy of the First Person”	N.Raja	212-217	View
21	536	RE-WRITING THE MEANING AND RECLAIMING THE IDENTITY STATUS IN THE PLAY HAYAVADANA BY GIRISH KARNAD	Joby Joseph,	218-223	View
22	537	Review of Article and Journals on Divergent Themes	S. Jainulah Deen, Dr.P.Chitra	224-227	View
23	539	A Study of the consideration of bio monitoring of trace Elements in the human nail for theBiometric Authentication	N.Ambiga, Dr.A.Nagarajan	228-233	View
24	540	Role of Indian Museums in Promoting Cultural Heritage of India- A Historical perspective	M. Ashwathaman	234-241	View
25	543	Historical Fields and Objects in Sir Walter Scott’s The Talisman and Ken Follett’s Fall of Giants	U. Fathima Farzana	242-247	View
26	544	Involvement of Pasumpon Muthuramalinga Thevar for the Aggrandizement of Peasants	Dr. J. Mekala Devi	248-258	View
27	545	Issues against women and Human rights	Dr. G.Vennila	259-262	View
28	547	TODDY SHOP PICKETING UNDER GANDHIJI’S NATIONAL MOVEMENT IN MADURAI – A STUDY	Dr.B.Suresh Kannan	263-273	View
29	550	THE PLACE AND POSITION OF MIGRANT WOMEN WORKERS OF INDIA	Mrs. B. Ramya, Dr. K. Lakshmi	274-281	View
30	551	DR. B.R. AMBEDKAR ON HUMAN DEVELOPMENT WITH REFERENCE TO UNTOUCHABLES	K.R. Senthilkumar, Dr. M.Maaravaraman	282-291	View
31	552	Ayyankali – The Uplifter of the Dalits	Keerthana Santhosh	292-296	View

32	554	An Analysis of Social Structures and Repressive Attitude of Elaine Risley in the Novel Cat's Eye by Margaret Atwood	M. Janet Jonitha, Dr.A.Glory	297-299	View
33	555	DAWN OF MADURA MISSION	DR. A. JESINTHA VILVEENA	300-309	View
34	558	ANATOMICAL PROTOCOL OF BARK FOR IDENTIFICATION OF MANGROVE TREES, EXCOECARIA AGALLOCHA LINN. (EUPHORBIACEAE)	Haridass. B*and V. Krishnan	310-321	View
35	559	HEALTH STATUS OF TRAVANCORE BEFORE THE ADVENT OF MEDICAL MISSIONS: A HISTORICAL REREADING	ASHIK PRADEEP.V	322-327	View
36	561	Effects of Budget Hotels on Sustainable Tourism Development in Tamil Nadu	Dr.R.Kannan	328-337	View
37	562	PECULIARITIES OF MALABARI CUISINE AND FOOD VARIETIES – A STUDY	Sajitha M	338-342	View
38	563	Juveniles comes under the Conflict with the Law: A Case Analysis in Southern Tamil Nadu	Dr.D.Murugesan, Dr.D.Ramakrishnan, Mrs. S. Poomari	343-350	View
39	564	THE IMPACT OF CULTURE ON NATURE	Jenniffer.L, Pansy Evangeline Victor, Dr.K.Lavanya	351-360	View
40	565	PERCEPTIONS ON EMPLOYABILITY SKILLS NECESSARY TO ENHANCE ARTS AND SCIENCE STUDENTS WITH REFERENCE TO VIRUDHUNAGAR DISTRICT	Dr. A. Kavitha,	361-367	View
41	566	ASSESSING THE IMPACT OF FINANCIAL INCLUSION ON BANKING SYSTEM	S. Jacob Mathan, Dr. A. Kavitha	368-377	View
42	569	SYSTEM OF TAXATION IN TRAVANCORE: AN ARTEFACT OF CASTE SYSTEM	Revathy. V.S	378-383	View
43	570	RIGHTS OF FEMALE CHILDREN	Dr. T.Jeya	384-389	View
44	571	An Antigone at the Time of Islamophobia:Analysing the Muslim Diasporic Identity in Home Fire	Sethulekshmi R.S	390-395	View
45	572	A STUDY ON PROFILE OF BED AND BREAKFAST SCHEME INITIATING ENTREPRENEURIAL OPPORTUNITIES IN TOURISM	Dr. K. Karthick,	396-404	View
46	573	MEASURES TAKEN BY THE GOVERNMENT FOR THE PROHIBITION OF CHILD MARRIAGE IN INDIA	M.Tamilarasi	405-411	View
47	574	UTILIZATION OF ICT TOOLS ON TRAVEL AND TOURISM ORGANIZATIONS IN MADURAI – A SURVEY	S.Senthil Kumar, Dr.R.Kannan	412-417	View
48	576	Muveraivendran – A glance	S.M. Rojapoo	418-423	View

49	578	An Inspirational Medieval Period Bhakthi Movement Feminine Poetess in South India	Dr.A.Padmashini,	424-427	View
50	579	Feminist Anthropological Approach to Rajam Krishnan's 'Lamps in the Whirlpool'	S. Jayanthi	428-431	View
51	583	COLONIAL INTERVENTION AND IT'S IMPACTS ON DRESSING IN TRAVANCORE	Baluraj S.V.	432-437	View
52	584	Kulasekarapatnam Incident – A Violent Nationalism in Quit India Movement	Dr. C. NADARAJAN,	438-448	View
53	586	Role of Press to the Abolition of Devadasi System	S. Kalaiselvam, Dr. R. Udhayachandran	449-460	View
54	589	Assertion of Freedom: the Substratum in Nayantara Sahgal's Political Novel, A Situation in New Delhi–A Study	P. Sanyasi Rao, Prof. K. Ratna Shiela Mani,	461-466	View
55	590	DEPICTION OF COLOURFUL EMBELLISHMENTS OF THE NAYAKS	R.Praiya	467-473	View
56	591	NATIONAL SECURITY WITH SPECIAL REFERENCE TO PRODUCTION OF BEL: AN OUTLOOK	S Rajagopal	474-484	View
57	593	An Outlook of Migration in Tamilnadu	R.Kabesh	485-492	View
58	597	Humor in the Second Language Classroom- An Analysis	Dr. J. Indira Mercy	493-496	View
59	598	OBSERVATION ON CLUSTERING MULTI REPRESENTED OBJECTS TO CALCULATE QUALITY	M. Parvathi	497-504	View
60	599	MUGHAL RULERS : THE PATRONS OF PAINTINGS	Dr. T. Samraj	505-509	View
61	601	Troubles Troubled by the Visually Impaired : A Study of Anthony Doerr's All The Light We Cannot See	M.Ellangothai,Dr.S. Kalamani	510-520	View
62	602	Haiku from the Hills of Northeast India: A Study of Kynpham Sing Nongkynrih's Time's Barter	Ruth Magdalene.T, Dr. S. Kalamani,	521-527	View
63	605	Representation of History in Salman Rushdie's Shame	A.Gokulahari, Dr.K.Gurusamy	528-534	View
64	606	Transformation and Status of Indian Women in the Globalisation Era	R. Sasireka, Dr. Revathi Thomas	535-540	View
65	607	APPLICATION OF PARETO PRINCIPLE TO ENHANCE LANGUAGE QUOTIENT	Ms. Manjusha C B, Dr. V.Vijayalakshmi	541-548	View
66	608	NURTURING THE NUANCES OF EMOTIVE WRITING THROUGH SHORT STORIES: A GENRE BASED APPROACH	Mr Mohankumar S, Dr V.Vijayalakshmi	549-556	View

67	610	INFLUENCE OF ONLINE CONSUMER REVIEWS ON E-COMMERCE SHOPPING DECISIONS	Anish Thomas, Dinjumol Joy	557-565	View
68	613	RECENT TECHNOLOGICAL TRENDS IN TOURISM AND HOSPITALITY INDUSTRY	Dr. S. Sugasri, Mr. R. Panneer Selvam	566-572	View
69	614	Economic Development through Responsible Tourism Initiatives at Kumarakom Backwater Destination	Divya Joseph, Dr. Biju T.	573-581	View
70	615	THE SOCIO-ECONOMIC CONDITIONS OF WOMEN AGRICULTURAL LABOURERS IN SIVAGANGAI DISTRICT	P.Ramkumar, Dr.V.Balakrishnan,	582-590	View
71	616	OPPORTUNITIES AND CHALLENGES FOR MICRO SCALE WOMEN ENTREPRENEURS IN TOURISM	Dr. Rehmath Jahan, Mrs.M.Noorjahan	591-598	View
72	617	A STUDY ON TEN YEARS PERSPECTIVE TOURISM MASTER PLAN FOR MADURAI	G.Rameshkumar	599-611	View
73	619	Renaissance in India and the nature of Indian Culture as explicated by Sri Aurobindo	N.Kavitha, Dr.V. Suganthi	612-616	View
74	620	Entry and Exit of Cryptocurrency in Indian Market	Dr.V.R.Palanivelu, S. Narmada	617-626	View
75	621	AN ANALYTICAL STUDY OF ENCRYPTION ALGORITHMS AES, DES AND RSA FOR MESSAGE SECURITY PROCESS	S.Anitha, Dr.T.Ramaprabha	627-637	View
76	625	Effective Disaster Management Mechanism: Experience from Kerala Floods	Nowfal N, Sarath S.R.	638-643	View
77	627	Tackling Iron Deficiency Anemia - Indian Perspective	Dr. K. Amrutha veena	644-650	View
78	631	A Transitory Study in Feminism in Literature	Dr. Imtiyaz M. Shaikh	651-658	View
79	633	A Study on Greedy Algorithms for Set Cover Problem	R.Prabamanieswari, D.S.Mahendran, T.C. Raja Kumar	659-666	View
80	637	GREEN ENTREPRENEURSHIP	Ms. S.Janani, Dr. M. Muthuchitra	667-670	View
81	639	Analysis of Classification Algorithms towards Breast Tissue Data Set	I. Ravi	671-681	View
82	642	Perceived Quality of Education in Higher Education Institutes in India	Richi Simon	682-698	View
83	643	Social and environmental Impact of Tourism in India	Dr.P.THİYAGARAJAN	699-704	View
84	644	A Study on Emotional Intelligence	Hemalatha G, Rajeswari R	705-715	View
85	647	ROLE OF INDIAN JUDICIARY IN THE PROTECTION OF HUMAN RIGHTS	Dr. Nagaraja V	716-722	View
86	648	A SCRUTINY ON THE USE OF INTERNET AND COMMUNICATION AS SOCIAL NETWORKING DESTINATIONS	Dr. Nancy Prasanna Joseph	723-731	View

87	649	Exploring the Role of Children's Literature in Environmentalism: A Reading of Jeyanthi Manokaran's short story Chipko takes root	Thabeetha Mohan	732-737	View
88	650	ROLE OF MUNRO IN RESTORATING THE RYOTWARI SYSTEM IN MADRAS PRESIDENCY, 1798 – 1827	Dr. S.P. Prem Singh Muthubalan	738-744	View
89	651	ROLE OF BRAHMINS IN VIRUDHUNAGAR DISTRICT (6th - 16th CAD) -A STUDY	L.Maheswari	745-752	View
90	652	LIFE BEYOND DEATH	V. Harish, K.R. Gowri Shankar, S.P.Abhishek Udiit	754-760	View
91	653	BIG DATA AND HADOOP TECHNOLOGY- A STUDY	S. Vanitha, Dr .P. Balamurugan	761-769	View
92	654	QUESTION THINKING AND ITS RELEVANCE TO SOFT SKILLS	N.V.Vinoth Kumar	770-780	View
93	655	Online Shopping among Youngsters in Palakkad District	George Jose	781-791	View
94	656	Conflict between two cultures in the novels of Fatima ou les Algériennes au square and Parle mon fils, parle à ta mère by Leila Sebbar	Ambikaa. R	792-797	View
95	657	A study on Women Workers in Industrial Estate in Madurai District	Dr. (Mrs).S.P.Sugapriya,	798-802	View
96	658	Effect of Health mix Supplementation on Health status of the Selected Adolescent Girls	Revathi.P , N.Gayathri, Dr.A.Thirumani Devi	803-807	View
97	659	FRAMEWORK OF FPS IN KERALA	SuniDevi. V.T	808-812	View
98	662	A SHORT HISTORY OF MARSHAL NESAMONY	Shamini.R	813-816	View
99	664	SOCIAL and COMMUNITY DEVELOPMENT Gender Dynamics in Society- Gender Equality in India?	Dr. Neha Jain,	817-825	View
100	665	How to Gain Sufficient Test Coverage By Leveraging Crowd Testing	Pushpa Raj Kandasamy	826-831	View
101	666	A PROBE INTO SOUTH AFRICAN CLASSIC FUGURD'S SIZWE BANZI IS DEAD	Dr.Avinash.M, Siddiqa Parveen, Dr.Vasuki.P,	832-834	View
102	670	Acquiring Listening through Intuitive Heuristics	K. R. Athista, Dr. G. Baskaran	835-838	View
103	671	A Survey on Various Aspects of Medical Image Watermarking	Antony Sudha.K , MuthuLakshmi.G, Cibi Castro.V	839-846	View
104	672	A Study on Frequent Pattern Mining and Its Applications	Saravanan.Suba, Selvavinayagam.R	847-855	View
105	673	ON (1,2)*-(sp)*-CLOSED SETS	S. GANESAN, R. SELVAVINAYAGAM , M. MEENA	856-870	View
106	674	KUDUMBASHREE PROJECT EMPOWERING WOMEN IN KERALA	Seleena M., Dr. T. Lysammal	871-876	View
107	678	Rock Cut Cave (Francis Xavier Cave)-Manapad	K. Mary Vino Lobo	877-882	View
108	679	A STUDY ON TV ADVERTISEMENT WITH MESSAGES FOR SOCIAL CHANGE	N.Aruna,Dr. P.Chitra	883-894	View

109	685	Co-operative Movement and Its Impact in Rural Society	A. LOGANATHAN	895-907	View
110	686	Diasporic Sensibility and the theme of Self-Recognition in Anita Nair's Mistress	S.Latha, Dr.V.Suganthi	908-912	View
111	688	English Language Teaching for Average level students in Engineering Colleges	Mrs. Sarala Rajesh	913-916	View
112	689	SEX SELECTION AND PRE - BIRTH ELIMINATION OF GIRL CHILD	Dr.V.Bama Alias Ponnuthai,	917-925	View
113	690	A PROBE INTO THE META PHYSICAL WORLD OF MARIAM AND LAILA DEPICTED BY KHALED HOSSEINI	Siddiqa Parveen, Dr.Vasuki.P	926-928	View
114	691	A Study on uses of Cloud Computing in Business	S.Sivasubramanian	929-933	View
115	695	Societal issues in select works of Kiran Nagarkar	L.Vaishnavi , Dr. V.Suganthi	934-939	View
116	697	IDYLLICWOMEN EMPOWERMENT AND ENTREPRENEURS	Mrs.T. Hema.	940-943	View
117	698	A STUDY ON PERSONAL AND WORKING ENVIRONMENT OF WOMEN EMPLOYEES IN THE PUBLIC AND THE PRIVATE SECTOR BANKS IN TUTICORIN DISTRICT	R.Revathi, Dr S.Mathivannan	944-953	View
118	699	Disparities in Employment Generation growth rate Among MSMEs of Kano state Nigeria	Mohammed Babagana Shettima	954-962	View
119	701	SOCIAL CONFLICTS AND POLITICAL TRANSFORMATION IN EARLY TRAVANCORE	ASHA RAJAN	963-967	View
120	706	Frankenstein's Legacy – A Study into the Technoscientific Grotesque and the Geopolitical Implications of the Terrorist Idealism Embedded in Victor Frankenstein's Monster	Indrajit Patra, Dr Shri Krishan Rai,	968-977	View
121	716	AN ECONOMIC ANALYSIS OF HOSPITAL WASTE MANAGEMENT IN DINDIGUL CITY	Dr.V.Suriagandhi, G.K.Rubini, T.Karthicpriya	978-992	View
122	719	PALM PRINT DETECTION CLASSIFICATION WITH CORRELATION FILTERS	N.Kohila, Dr.T.Ramaprabha	993-999	View
123	720	Emotional Intelligence of Adult Boys and Girls Belonging To Scheduled Tribe in District Ramban	Hakim Ashfaq Ahmed	1000-1006	View
124	730	Generation, Composition and management of solid waste in rajouri town, (J&K)	1Pratima Bhushan, 2Dr. Ashit Dutta	1007-1014	View
125	732	Pantheism and God: Spinoza's Perspective	Dr. NASEEMA BANO	1015-1015	View
126	736	Fuzzy Logic for Control and Obstacle Avoidance of Robot	B. M. Bhairat# M. R. Gosavi, V. M. Thakare	1016-1024	View
127	739	Growth Oriented Development of Karnataka Economy: An Analysis	Vidya K ,Ravindranath N. Kadam	1025-1030	View
128	743	DIGITAL GAP AND SUSTAINABLE DEVELOPMENT	Parul Gupta	1031-1039	View

129	747	COMPARISION OF NORMAL Vs HERNIATED CERVICAL IMAGES USING GRAY LEVEL TEXTURE FEATURES	C.Malarvizhi , P.Balamurugan	1040-1047	View
130	707	References on Slavery and Slave Trade – Tamil Nadu	Dr.J.Jane D'Almeida	1048-1055	View
131	737	OPEN SOURCE – THE EVOLUTIONARY IMPROVEMENT OVER EXISTING SOURCE CODE	Amit Sanotra, Dr. Vipin	1056-1070	View
132	741	TRANSFORMATIONAL LEADERSHIP IN SECONDARY SCHOOL TEACHERS WITH RESPECT TO DEMOGRAPHIC FACTORS	Deepti Chahar, Dr. Dayal Pyari	1071-1078	View
133	748	The images of Inter-Tribe unrest and Symbolism of Border consciousness in the writings of Mamang Dai: with special reference to The Black Hill	Miss Banu Diyum, Dr. Pratisha Kumari Saikia	1079-1083	View
134	749	Importance of Festivals for the growth of Tourism in East Siang District of Arunachal Pradesh	Miss Junnoo Ancy Dupak, Dr. Pratisha Kumari Saikia	1084-1091	View
135	553	Sardar Vallabh Bhai Patel – Architect of United India	Dr. Ms. S.M. Vimala	1092-1101	View
136	600	Raja Ram Mohan Roy – As A Morning Star of Indian Renaissance	Dr.T.Jayanthi,	1102-1106	View
137	750	Generalized Derivations in Prime Rings with Involution	Deepak Kumar, Bharat Bhushan	1107-1111	View
138	804	A paper on Awareness and the Role of Media on Child Abuse	S. Umasankari	1112-1119	View
139	549	Social Status of Dalit Women at Pappapatti Panchayat in Madurai District (1991 – 2003 A.D)	S.Gurusamy M.A,	1120-1125	View
140	560	Customers Perception for Taking Life Insurance: A Critical Analysis of Life Insurance Sector in Virudhunagar district	Mrs.S.Jeyalakshmi, Dr.V.Kanagavel	1126-1133	View
141	567	A STUDY ON WORK LIFE BALANCE OF NURSES IN THOOTHUKUDI DISTRICT	M.Jensirani, Dr.A.Muthumani	1134-1144	View
142	568	SIR THOMAS MUNRO: ACQUISITIONS OF ESTATE AND IMPLEMENTATION OF RYOTWARI SYSTEM IN THE ESTATE OF MADRAS PRESIDENCY, 1821-1827	Dr.I.Elangovan	1145-1153	View
143	577	COMPARISION AND BIOSYNTHESIS OF COPPER NANOPARTICLES USING AEGLE MARMELOS AND MORINGA OLEIFERA LEAF EXTRACT	V.Sumathi *, A.Padmapriya, T.Umarani, K.Vinothini	1154-1161	View
144	582	A Study on the Impact of Tourism on the Socio-Economic Conditions of Retailers and Street Vendors in Madurai District – SWOT Analysis	S.Jeyaram, Dr.A.Muthumani	1162-1169	View

145	592	'Sati' an inhuman custom in Medieval Tamil Society as Gleaned from Inscriptions	Mrs.P.Revathi, Dr.Mrs.M.Geetha,	1170-1176	View
146	603	The Khilafat Movement in Dindigul Region	S.Nagaraj	1177-1181	View
147	604	INDIANNESS IN NISSIM EZEKIEL'S SELECTED POEMS	A.Priskilla, R.Divya, V.Karpagavalli	1182-1187	View
148	623	Mission of Village Assemblies in the Judicial system under the Cholas-A Study	Dr. M. Geetha, Mrs. R. Pandeewari	1188-1193	View
149	704	STATUS OF WOMEN ENTREPRENEURS IN INDIA	S. Venkitalakshmi, Dr. S. Chithira	1194-1204	View
150	708	A STUDY ON SATISFACTION OF CUSTOMERS ON TECHNOLOGY SERVICES OF PUBLIC AND PRIVATE SECTOR COMMERCIAL BANKS IN VIRUDHUNAGAR DISTRICT	V. Sundarraj, Dr. S. Jeyakumar	1205-1212	View
151	709	SELF-HELP GROUPS IN TAMILNADU-ON OVERVIEW	Dr.N.Rajalakshmi, J.Manjuladevi	1213-1218	View
152	713	IMPACT OF BIG DATA ANALYTICS ON ONLINE RETAILING	Dr. A.Rejina, Ms. M.Thilagam, Dr. K.Arunesh,	1219-1225	View
153	733	A Study on Non-Performing Assets of Scheduled Commercial Banks in India	Dr.S.Chithira, S.Venkitalakshmi	1226-1233	View
154	609	Cultural Conflict between Tradition versus Modernism in Wole Soyinka's Play The Lion and the Jewel	M.Sajeena , S.Sasi Prabha , M.Selvarani	1234-1240	View
155	641	ROLE OF COMMUNISTS IN THE ROYAL INDIAN NAVY STRIKE	Dr. S. LALITHA	1241-1247	View
156	646	Students' Perception on the Use of Apps and Whatsapp as a learning tool to clear pre-employment screening process	Dr.M.Sudhadevi,	1248-1256	View
157	660	SWOC ANALYSIS OF GST IN INDIA	Mrs.M.Sharmila devi, Mrs.K.Kaleeswari, Mrs.R.Nagalakshmi	1257-1262	View
158	668	e-CRM IN INDIAN BANKING SECTOR	Dr. R. Praveena, Mrs. R.Vanitha, Ms. M.Muneeswari	1263-1269	View
159	669	RECENT DEVELOPMENTS IN BANKING SECTOR	H. Kaviya, Dr. V.Kanagavel,	1270-1274	View
160	718	A conflict between Traditional Customs and Modern Generation on Corruption in Achebe's A Man of the People	C.Krishnakanth,	1275-1279	View
161	727	ANALYSIS OF WOMEN'S SELF PROGRESSION THROUGH MICRO CREDIT	Ms. M.Sathiya, Dr. R.Sorna Priya	1280-1291	View
162	728	A STUDY ON ROLE OF TECHNOLOGY IN AGRICULTURE	Ms. M.Sathiya, Ms. C.D.Indooja	1292-1299	View
163	525	K.L.S. SANTHANAM AND LABOUR UNIONS IN KANYAKUMARI – A STUDY	C.R. SELVAN, Dr. M. SHYLA KUMARI	1300-1306	View

164	587	Theme of Racism in Coetzee's Life and Times of Michael K	P.Vivek Babu	1307-1310	View
165	640	A study on Customers Purposes for using E-Banking Services with special reference to Coimbatore District	Mr.P.Vijeyakumar, N.Latha, S.Manivarma,	1311-1317	View
166	683	CONTROL TECHNIQUES ADOPTED IN KAVAL SYSTEM BEFORE 1947 AT TAMILNADU	Dr.R.Ramanujam	1318-1326	View
167	684	Masochistic Woman in Migration :Bharati Mukherjee's Dimple	Dr. P.Valli Deivanai	1327-1335	View
168	700	CASUATIVE FACTORS OF COMMUNAL CONFLICT	Dr.V.Natchathira Selvakumari,	1336-1341	View
169	703	A STUDY ON PERMANENT SETTLEMENT WITH SPECIAL REFERENCE TO SPECIAL COMMISSION IN MADRAS, 1802-1803	Dr.R.Revathi,	1342-1349	View
170	710	IMPACT OF E-COMMERCE IN SECTORAL GROWTH	Dr.V.Kanagavel, Dr.T.Vijayaragavan, Dr.K.Navaneethakrishnan	1350-1353	View
171	710A	INDIA – EMERGING PLAYER AND TRANSFORMED ECONOMY	Dr.K.Navaneethakrishnan, Dr.M.Sakthisaradha, G.Balaji	1354-1357	View
172	711	HYBRIDITY IN JHUMPA LAHIRI'S THE LOWLAND	Dr. P. Pandia Rajammal, Mr. S. Thalapathy	1358-1363	View
173	712	Market Share of Personal Computer in India	Dr. V.Alwarnayaki , Dr. P. Ramalakshmi , Dr.V. Padma	1364-1370	View
174	715	COMMUNAL RESERVATION AND EXCLUSION OF CREAMY LAYER – AN OVER VIEW	Dr.S.Pushpalatha	1371-1378	View
175	721	Eco-friendly Green Synthesis of Silver Nanoparticles Using portulaca quadrifida Plant Extract and Its Biological Activity	*T. Kavitha, P. Sarojini, V.Soundaranayaki , S.Pandiselvam	1379-1390	View
176	723	Identity crisis in Bharathi Mukherjee's novel Jasmine	M. Srividhya, S.Indhuja, M.Pandeewari	1391-1395	View
177	738	Application Layer DDOS Attack, Layer 7 DDOS Attack :A Major Threat	Divya Mahajan, Dr.Kalpana Sharma , Dr. Amit Kumar Chaturvedi	1396-1411	View
178	752	Cultural Displacement: Hyphenated Identity in Jean Rhys's Wide Sargasso Sea	Manisha Gangahar	1412-1423	View
179	753	The Experience of Rasa in Anita Nair's Mistress	Ms.Ashwathy P V Ravindran , Dr.Pratima Das	1424-1428	View
180	754	CAREER MATURITY OF ADOLESCENT STUDENTS IN RELATION TO THEIR EMOTIONAL INTELLIGENCE	Alka Dogra, Dr.Asha Yadav	1429-1433	View
181	755	INVESTIGATING GRIT AMONG PARA SPORTSPERSONS IN RELATION TO SELF-REGULATION AND MOTIVATION FACTORS	Dr. Rohini Thapar , Navneet Nancy	1434-1445	View

182	802	EFFECT OF BALLISTIC TRAINING ON EXPLOSIVE POWER AND MUSCULAR STRENGTH AMONG WOMEN SOCCER PLAYERS	Dr.S.Arumugam & V.Kumar	1446-1450	View
183	803	INFLUENCE OF BARBELL TRAINING ON SHOULDER STRENGTH AND LEG STRENGTH AMONG HANDBALL PLAYERS	Dr.S.Arumugam, C.Selvaraja	1451-1456	View
184	596	HIGHER EDUCATION IN TAMIL NADU : GROWTH AND DEVELOPMENT	N. UMA MAHESHWARI	1457-1467	View
185	521	Comparative study of green synthesized silver nanoparticles using leaf and stem extract of <i>Pauzolzabennettiana</i> and its antimicrobial activity	Kalarani, Parthiban, Divya, Chandra Lekha	1468-1480	View
186	751	Bacteria - mediated synthesis of Co3O4 nanoparticles	S. Alwin David, J. Antony Rajam and P. Karpagavinayagam3	1481-1485	View
187	594	Greek and Indian Mythology: A Comparative Study	Reshma Salim	1486-1491	View
188	693	Indigenous Culture in Mahasweta Devi's Novel Aranyer Adhikar	Dr.T.Deivasigamani	1492-1500	View
189	806	Preparation and characterization of TiO2 nano particles via Microwave assisted Solvothermal method	R.Anitha , E.Kumar , S.Vijayalakshmi	1501-1508	View
190	758	AdS3 and N = 3 Superconformal Field Theory	Mohsin Ilahi, Tawseef Rashid	1509-1514	View
191	548	Veeran Sundaralingam transport name problem in Sivakasi	S.Sundaravel M.A	1515-1521	View
192	632	Eco friendly synthesis and biological activity of novel 1-(3-methoxyphenyl) - 3 - (substituted aryl) prop-2-en-1-one	P. Sarojini, T. Kavitha, M. Selvamariammal, S. Pandimurugan and S.Pandiselvam	1522-1526	View
193	717	Building Narratives: Self-expression through Literature and Art in the select prose pieces of Francis Bacon	Dr B. Ajantha	1527-1531	View
194	722	Ruskin Bond is an Autobiographer with reference to the Short Story "The Funeral"	V.Murugalakshmi, Dr M.Chandrasekaran	1532-1539	View
195	731	Trappings that surround the construct of Gender: A Study of Ntozake Shange's Choreopoems	Dr. S. Jayanthi	1540-1549	View
196	757	NATIONALISM AND IMPERIALISM IN INDIA: SPECIAL FOCUS ON THE VICEROYALTY OF LORD CURZON (1899-1905)	Dr. J. MUTHUKUMAR	1550-1556	View
197	808	Gender Oppression and Patriarchy in Khaled Hosseini's A Thousand Splendid Suns	R. Gurulatha	1557-1561	View
198	682	SALT SATHYAGRAHA MOVEMENT IN TUTICORIN - A STUDY	Dr.N.SUBHANANTHINI	1562-1567	View
199	810	RESTORATIVE JUSTICE UNDER THE CRIMINAL JUSTICE SYSTEM WITH SPECIAL REFERENCE TO PLEA BARGAINING	Ritika Panwar	1568-1578	View
200	588	"Thennavan Sirumalai" - A Multi facet Hill	Mrs.D.Srivenidevi , Dr.A.Sabarirajan	1579-1584	View

201	807	Comprehensive Study on Mughal India's Timurid Art, Culture and Heritage	Joginder Singh, Dr. D. M. Sahu	1585-1589	View
202	811	DISCOVERY OF CLAY AND POTTERY OBJECTS ARCHAEOLOGY-A STUDY	M. Pommi	1590-1596	View
203	812	NAMES AND SYMBOLS OF DEVENDRA KULA VELALAR IN TAMIL NADU FROM ANCIENT PERIOD TO MODERN PERIODS	R. Selvaraj	1597-1602	View
204	813	NEW TYPE OF HOMEOMORPHISM IN BITOPOLOGICAL SPACE	K. Gowri , Dr.S. Jeyashri	1603-1603	View
205	814	ANALYSIS OF GLOBAL CONVENTIONS ON WOMEN, PEACE, AND SECURITY	Barkatullah Banday, Bundelkhand University, UP	1604-1604	View
206	815	CORPORATE SOCIAL RESPONSIBILITY - A COMPREHENSIVE OVERVIEW	G. BANUPRIYA	1605-1611	View
207	816	ROLE OF HRM PRACTISE IN PERFORMANCE OF ORGANISATION	M.Priya	1612-1620	View
208	817	A study of Innovative Practices in Digital Human Resource Management	Mrs. VASANTHI.R	1621-1629	View
209	818	SUSTAINABLE FINANCE AND ESG INVESTING: A SHIFT TOWARDS A RESPONSIBLE FUTURE	Dr. Reena Raj	1630-1634	View
210	819	Impact of Digitalization in E-Marketing	Dr.V.Sengamalam	1635-1642	View
211	820	FINANCIAL MANAGEMENT IN THE INDUSTRIAL REVOLUTION: EXPLORING CAPITAL ALLOCATION STRATEGIES OF EARLY ENTERPRISES	Ms JAYALAKSHMI ASB	1643-1647	View
212	821	The Evolution of Gothic Literature: From Mary Shelley's Frankenstein to Contemporary Works	L. Jenniffer & R. Kalai Arasi	1648-1652	View
213	822	The Duality of Human Nature and the Consequences of Hedonism in Oscar Wilde's "The Picture of Dorian Gray"	Monisha. U	1653-1656	View
214	823	Race, Identity and Symbolism in Toni Morrison's Beloved	V.S.Gladio Shilpa Vince	1657-1661	View
215	824	Major themes in Anits Desai's Clear Light of Day	Vinodhini.E	1662-1665	View
216	825	"A Natural Marvel for Health and Beauty"-Avaram Poo (Senna auriculata) - A Review	Mrs. Margret Kanimozhi A	1666-1668	View
217	826	BIOACTIVE COMPOUNDS IN TECOMASTANS	Mrs.Nithya B	1669-1674	View
218	827	"Exploring the Culinary and Medicinal Applications of Clitoria ternatea (Sangu Poo)" - A Review	Ms.Rabiya Aleen S	1675-1677	View
219	828	"Unveiling the Verdant Charm: The Complete Guide to Rosemary"-A Review	Ms.Jancy Magdalene P	1678-1680	View
220	829	Feminism - Types	Dr.P.Ezhilarasi,	1681-1690	View
221	830	Upper life and credentials	Dr. P. Sanguvathi	1691-1696	View

222	831	Specialties of Thirukkural	Ms. C. Hemalatha	1697-1700	View
223	832	An internal analysis by Kalambakam	Mrs. E. Kavita	1701-1704	View
224	833	A View of Folk Literature	Mrs. N. Kanimozhi	1705-1713	View
225	834	METHODS FOR DISCIPLINING EMPLOYEES	L. MANJULA	1714-1720	conf
226	835	A THEORETICAL APPROACH TO STRATEGIC MARKETING PLANNING AND PLANNING PROCESS	Mrs. R.S. SHASHIKALA	1721-1730	conf