



**Recent Trends in Management and Commerce**  
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## **Financial Management and Sustainability in India**

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**Abstract:** Financial management is an instrument that encourages sustainable business practices and economic expansion for firms. Financial executives, however, are under a lot of pressure to combine financial management in order to handle the impact of uncertainty on sustainability. Business management oversees the relationship between sustainability and financial management. This implies that funding is necessary for sustainability. Sufficient funding is necessary for business, and it is an input that speeds up the company's survival. The ability of a company to consistently aim for its needs—which are influenced by social, economic, and environmental factors—defines its sustainability. Precisely, financial management focuses on minimizations of cost level of finances, thereby ensuring adequate inflows of funds into the business. The cost minimization of finances drives the firm to organize appropriately, control, and plan various levels of financial activities, for example, utilization and processing of funds.

**Keywords:** Finance, Sustainability, social, cost

### **1. Introduction**

Developing a common value system that encompasses the company's policies and operations enhances the firm's capacity to compete and advances social and economic conditions. In order to generate a highly competitive advantage, the system enforces a financial strategy for the identification and expansion of integral economic and social progress, which is founded on the firm's value. This indicates that social policies and firm decisions based on accepted ideas are sufficiently needed. A well-thought-out company plan results in a long-term, profitable investment that boosts competitiveness in terms of social and environmental goals. Corporate sustainability acts as a strategic tool that ensures long-term expansion and survival of firms because of utilized quality relationship building with the firm's stakeholders. The relation created from sustainable corporate practices leads to sustainable development, which is a crucial aspect of firms' techniques that are a prime source of competitive advantage. External benefits are associated with corporate sustainability, such as an improved firm image in the market, resulting in increased profitability margins. Moreover, this image is an essential tool for improving the competitive advantage of the firm's Competitors.

### **2. Literature review**

Researchers have found that corporate sustainability constitutes a positive impact on the firm's productivity and performance, increasing the firm's market value (Finance, 2018). Firms that maintain corporate sustainability are said to have a growing market share and increased profits. Therefore, customers prefer firms that engage in corporate sustainability because they offer them valuable identification is that firms are more transparent. Financial executives should make better financial decisions that address capital budgeting matters (Destek and Sarkodie, 2019). Since corporate sustainability is a tool for improving the performance and productivity of a firm, there is a need for consolidated sustainable issues and processes on the capital budgeting process. Firms that inadequately view the capital investment with less significance and less consideration find it hard to utilize opportunities to enhance their firm value and improve performance (Sherwood & Pollard). This is because their decisions are based on conventional financial measures when evaluating their firm's capital investment opportunities. Consequently, companies face many challenges in addressing corporate sustainability in their operation, which find it hard to have a win in the capital budget requests. To address these issues, firms should consider sustainability issues to prevent deterioration of the cost of production of funds within the marketplace (Siew, 2015). This is perceived as the financial decision-making process that advocates for creating market value driven by integral sustainability considerations and requests (Lasker et al., 2017). This, in turn, calls for engagement in addressing the cost of capital to help the firm secure the available opportunities affecting the communities. There is an excellent relationship between sustainability issues and profitability because sustainability issues are prone to impact performance and profitability. Therefore, firms should incorporate a





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## **A Research on The Difficulties in Managing Human Resources**

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**Abstract:** The main goal of human resource management is to create management structures that guarantee an organization's human capital is utilized effectively and efficiently to achieve its objectives. Within organizations, people can be a key competency. An organization's competitive advantage is built upon this core competency, which serves as its strength. For this reason, managing people as human resources is crucial in all kinds and sizes of organizations. The generation comprising the workforce as a whole is evolving rapidly, bringing with it changes in needs, preferences, and habits. HRM as a field is likewise going through a lot of change to meet the challenges. This paper discusses the changes occurring in HRM procedures as well as the difficulties the new system is encountering. The additionally, the paper offers suggestions for addressing the difficulties that the novel HRM practices face.

**Key words:** HRM practices have changed, human resource management, traditional HRM, modern HRM

### **1. Introduction**

The term Human Resource Management (HRM) refers to the integration of different managerial and organizational procedures, guidelines, and frameworks with the aim of "recruiting, building, engaging, and retaining" workers who help the company achieve its objectives. These resources support managers in developing the skills of their staff members and enhancing their loyalty to the company. HRM plays a critical role in boosting productivity, performance, and ensuring employee satisfaction. This can increase a company's competitive advantage and have a direct impact on its success. Put another way, we can argue that there is a significant shift taking place in HRM that will alter career paths in a variety of unpredictable ways. Workers are outsourcing and automating many administrative tasks, emphasizing business acumen more than ever. As a result, many HR professionals will need to compete and show off new skills.

**Statement of the problem:** In order to compete with rivals on a global scale and to survive in a diverse economy, HR managers now face a challenge in carrying out their duties and responsibilities. No matter the size or type of business, human resources are necessary and vital, so making the most use of the workforce that is on hand is a difficult task for HR managers in this cutthroat period. This is the reason we have selected this subject and have attempted to examine the new problems in HRM and find answers to them.

### **Objectives**

1. To research the HRM challenges.
2. To focus attention to upcoming difficulties in HRM.
3. To offer recommendations for overcoming obstacles.


### **2. Research Methodology**

Secondary data were used in this study. The information was gathered via websites, the internet, etc.

### **Findings**

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# **A Study on Artificial Intelligence (Ai) In Banking and Financial Services**

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**Abstract:** In order to monitor the implementation of artificial intelligence technique in the banks and the responses from clients or consumers, this study focuses on artificial intelligence (AI) in banking and financial services in Chennai. In order to better track, anticipate, and react to customer behavior, banks and other financial institutions can mine the financial transaction data produced by the widespread use of digital payments and banking. Based on the literature research, secondary sources provide the data that is gathered to determine the information utilized in banking and financial services. A methodical survey is designed to gather the main information clients have regarding AI applications.

**Keywords:** AI–Artificial intelligence, banking, financial services and consumer satisfaction

## **1. Introduction**

A simulation of artificial cognition called artificial intellect (AI) helps to create intelligent automation of tasks more effectively. AI functions similarly to a human brain that can reason and make more correct decisions based on the information that is provided to it. The use of artificial intelligence (AI) in business nowadays is growing in frequency. Several industries use it, notably the financial industry. The bank uses artificial intelligence in a creative way that reduces costs and saves time. Banks employ algorithms to generate a cost-effective solution that enhances sales and customer service, leading to higher profits. The fastest-growing technology in the world right now is artificial intelligence. The banking sector will be among the first to use artificial intelligence. Artificial intelligence is the term used to describe machine intelligence. Bank financial transactions are evaluated using artificial intelligence, vast data sets, complex statistics, and machine learning techniques in order to facilitate learning, problem resolution, and decision making.

### **Ai In Financials Services**

Additionally, there have been other advancements made in the financial sector's recruiting, asset management, customer service, and communications processes. For instance, modern banking and stock investment rely heavily on technical know-how and pure luck. However, in the future, we will be able to manage money very differently thanks to computers, crowd sourced data, and sentiment analysis.

## **2. Reasons For Adoption Of ai In the Banking Sector**

**Rivalry:** There is a great deal of competition in the financial sector, which motivates all banks to strive for service improvement.

**Self-Employment:** This enables them to complete their work more quickly because there is a labor shortage and a high workload in the banking industry.

**Operational Efficiency:** Improving operational effectiveness is a top priority for the banking industry. Profitability and compliance, both of which AI will enable.

**Personalized Solution:** All banking sectors are attempting to meet the needs of their customers by providing more individualized solutions.

**Risk Management:** AI offers a wide range of solutions designed to lower risk, save costs, and deliver the best possible outcome.


**Productivity:** Increasing worker output Software for robotics to enhance human activity Handling enormous amounts of data while recording at a fast pace.

### **Major Areas Of Artificial Intelligence Can Be Used In Banking**

1. Tailored Financial Services



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## **Enhancing Employee Performance Through Monetary and Non-Monetary Incentives**

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**Abstract:** This paper examines the impact of both monetary and non-monetary incentives on employee performance. Salary, bonuses, DA, profit sharing, gain sharing, basic pay, incentive rewards, and special rewards are examples of monetary terms. Non-monetary terms include employee feedback, job satisfaction, involvement in decision-making, a healthy work environment, career-oriented work, employee training, senior management's good behaviour toward employees, recognition, and incentives based on productivity, among other things. The key to advancement in any company is labor. Every other aspect is dependent on labor as well. The entire working capacity of an organization can only be utilized when all other components are used efficiently, which can only happen with efficient people. A clean and healthy work environment is essential to maximizing employee potential; also, employees must feel a strong emotional connection to the company in order to perform their jobs honestly. Employee morale is raised when opinions are solicited from time to time, employees are given a sense of importance inside the business, and their best suggestions are put into practice. In addition, the organization benefits from fresh ideas and suggestions. It is true that in order for the business to grow, efforts should be made to enhance the mental toughness of the workforce; nevertheless, financial compensation should also be provided. Analyzing the impact of monetary and nonmonetary rewards on employees' performance is the primary goal.

**Keywords:** incentives, working capacity, career development, monetary incentives, non-monetary incentives, and employees' performance.

### **1. Introduction**

The term "incentives" refers to a stimulus or motivation that propels someone to act in a desired manner. Therefore, a "incentive wage system" is any wage structure that encourages employees to produce more. A financial incentive known as incentive pay is provided to staff members who perform above the required level. One of the key elements in encouraging employees to work more productively and efficiently is offering incentives. A worker is drawn to incentives, which motivate him to work. Incentives are given to employees based on their performance in addition to receiving regular salary payments. An incentive serves to inspire both individual and collective performance. But not all components of compensation can be tied to performance because, regardless of contribution, an employee needs a portion of their pay to cover their essential needs. For instance, the employee's basic needs are taken into account when determining basic DA and allowances. We refer to this portion of compensation as variable pay. Incentive pay, another name for variable pay, is determined by an employee's performance or value to the company. Financial rewards are provided to employees as a token of appreciation for their exceptional work. Rewards that change based on how differently a given outcome is achieved are known as incentives. Pay by result is the term used by the International Labor Office to describe incentives. However, it is important to highlight the incentive payment system, which provides incentives to employees in order to increase output and productivity while highlighting the necessity of incentives for them. The term "incentive" is used to refer to the same person in a broader sense of the restricted sense of participation and financial motivation that has been done, in contrast to wages and salaries, which are generally fixed. Monetary and non-monetary rewards are examples of incentives. It is given to the employees as compensation for their outstanding work. Pay and salaries are comparatively fixed, but incentives differ for the same person over time and from person to person. "Rewards that vary according to variations in the achievement of specific results" is one definition of an incentive. Monetary and non-monetary rewards are examples of incentives. It is given to the employees as compensation for their outstanding work. Pay and salaries are comparatively fixed, but incentives differ for the same person over time and from person to person. "Rewards that vary according to variations in the achievement of specific results" is one definition of an incentive. However, money is a powerful incentive for people to work because it satisfies their physical and other needs and is essential to their ability to support themselves and their dependents. Common

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# Mobile Marketing: Future Of Marketing

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**Abstract:** The several long-term traits are reshaping advertising and forcing advertising and marketing managers to change radically to maintain up. These long-term tendencies are technological, socioeconomic and geopolitical. Advances in technology, in particular, are having a profound have an effect on marketing, resulting in the deepening of customer relationships and the non-stop expansion of the service economy. Artificial intelligence, massive data, the Internet, and the expansion of networks are creating a revolution in advertising that makes the 1960s-style 4 Ps increasingly obsolete. Compounding the trouble for entrepreneurs are the socioeconomic elements of variety and inclusion, as nicely as primary geopolitical threats. I explore the nature of change, extrapolate advertising practice into the future, and look at the implications for advertising managers, marketing education and academic research in marketing.

### Introduction

Mobile advertising is an indispensable tool for corporations massive and small as mobile devices have end up ubiquitous. The key gamers in the area are the manufacturers (and businesses that they signify through advertising), and service companies that allow cell advertising. In cellular marketing, the machine (especially display size) does make a difference; customers of smart phones and iPad capsules react otherwise to cellular marketing. Future advertising will lead by means of the massive ideas and innovations. Consumer will grow to be knowledgeable about the products and their rights. It will change the purchaser conduct and their patterns of consumption.

### Mobile Marketing Features

- Some of the most commonplace examples of mobile advertising include:
- Text message campaigns: sending promotional texts to clients who have opted-in to get hold of them
- QR code campaigns: the usage of QR codes that can be scanned via a cell device to direct customers to a website or landing page
- Mobile ads: going for walks advertisements on cell web sites or apps
- Location-based marketing: focused on customers with messages primarily based on their current location
- In-app marketing: placing advertisements within cellular apps

### Mobile Marketing Strategy

- **Decide on your target audience**
- The first step to any mobile advertising and marketing approach is to determine who you want to reach. This will help you decide what type of messages to send and what channels to use.
- **Choose your mobile advertising and marketing channels**
- Once you understand who you choose to reach, it is time to figure out how you desire to reach them. The most common mobile advertising channels include SMS, push notifications, apps, and banner ads.
- **Create your message**
- Now it is time to create your message. This be relevant to your target target market and fascinating enough to take hold of their attention.

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# The Impact of The Internet on The Banking Services

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**Abstract:** Few things have dramatically and immediately impacted our lives and the way many businesses operate more than the development of the Internet. The ways that some marketing activities are performed have changed as businesses have turned to e-commerce. The Internet provides opportunities for an organization to enhance its business in a cost-effective and practical manner. That is, the Internet can be used to conduct marketing research, reach new markets, serve customers better, distribute products faster, solve customer problems, and communicate more efficiently with business partners. The benefit of Internet marketing includes the improved flow of information, new products and customer services, improved availability, improved market transparency. To design and implement a successful e-marketing program, a number of theories, applications, and technologies must be carefully analysed and understood. In this article the investigator is going to consider the best Internet marketing ways for the success of business. The main objective of this article is nothing but understanding the impact of Internet on different marketing areas such as product development and service provision, promotion, pricing and distribution channels. In the article it is demonstrated that when manufacturers connect directly with consumers and shorten the distribution channels, inefficiencies can be eliminated, product delivery time can be decreased, and manufacturers can build closer relationship with consumers. Consumers use the Internet to reduce costs, find products otherwise unavailable, or increase their shopping convenience. Online consumers expect easy, understandable, and secure ordering and payment systems. Customers want assurance that orders will be filled immediately. E-commerce creates value for customers in many ways. Customers are treated as a market of one. They can access a greater variety of products, often at lower prices. The study suggests that businesses should pay special attention to the impacts of the Internet and its uses in marketing to be successful and profitable.

**Key words:** Internet marketing, E-commerce, E-marketing, promotion.

### Introduction


One of the hottest topics in business and the media today is electronic commerce. The Internet and its graphical interface, the World Wide Web (WWW), are key components of an electronic commerce initiative that is playing an ever-increasing role in the future of the global marketplace. (Honeycutt et al., 1998) Electronic commerce has been defined as "any form of business transaction in which the parties interact electronically rather than by physical contact". (Aldin and Stahre, 2003) Electronic commerce and its application have become everyday discussions and various articles and literature have been written in this regard. Access to the domain of electronic world has become priorities of most of the big and small public and private organizations and as such, managers have encountered new challenges in this field. (Elahi, Sh. and Hassanzadeh, 2009) Using the internet and related technologies to complete significant marketing activities is known as e-marketing or electronic marketing. The ways that some marketing activities are performed have changed as businesses have turned to e-commerce. However, the basic principles of marketing still apply. E-commerce businesses must understand marketing basics and use them effectively in order to be successful and profitable. (Kleindle and Burrow, 2005)

### Characteristics Of Banking Services

- **Accessibility:** Internet banking provides 24/7 access to banking services from anywhere with an internet connection.
- **Convenience:** Customers can perform various transactions, from transferring funds to paying bills, without visiting a physical bank branch.
- **Diverse Services:** Online banking offers a wide range of services, including account management, loan applications, investment management, and financial advice.

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## **The Blockchain Technology and Modern Ledgers Through Blockchain Accounting**

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**Abstract:** One of the world's newest technologies is blockchain. At its core, blockchain technology is an accounting and finance tool. This article addresses the use of Distributed Ledger Technology (DLT) in accounting, Triple-Entry Accounting, the advantages of blockchain-based accounting, and a drawback to blockchain-based accounting. This paper aims to provide an overview of the current state of the blockchain market, including its size, top countries for blockchain adoption, prominent companies utilizing blockchain technology, how blockchains were formed, their types, and essential components.

**Keywords:** cryptocurrency, triple-entry accounting, distributed ledger technology (DLT), blockchain technology, blockchain technology in India.

### **1. Introduction**

Blockchain technology is a cutting-edge, disruptive digital technology that is revolutionizing business models worldwide. (Dhiman Bhattacharyya) (2019) Technology is king in the twenty-first century. Because modernity is becoming more and more necessary in our daily lives, people are more receptive to new technologies. (Explaining Blockchain Technology) Distributed public ledgers that store immutable data securely and encrypted and guarantee that transactions cannot be changed are made possible by blockchain technology. Although the most well-known applications of blockchain technology are related to Bitcoin and other cryptocurrencies, "distributed ledger technology" (DLT) is finding a wide range of applications. Numerous applications, including asset management, real estate, financial transactions, and data storage, are being investigated.

### **2. The Global Blockchain Technology**

Forecasts suggest that global blockchain technology revenues will experience massive growth in the coming years, with the market expected to climb to over 23.3 billion U.S. dollars in size by 2023. The financial sector has been one of the quickest to invest in blockchain, with over 60 percent of the technology's market value concentrated in this field (Liu, S. 2019) Blockchain is the underlying technology that originated in the form of a public ledger to keep a track of all crypto currency transactions. The technology works as an electronic transaction-processing and record-keeping system. This allows various participants that are connected to the network, usually public, to track information through a secure network, thereby eliminating the need for any kind of third-party verification.

#### **Technology In the World**

The monetary system of our world has constantly been subjected to change. Starting from the ancient barter system to cashless payment systems, the financial system has undergone advanced modifications. Currently, there is a very new alternative system of blockchain technology which has now reached its peak with many countries introducing it into their payment systems, investing in them, and putting it to a practical test by embracing this technology for the secure functioning of their businesses. (Sharma, T. K.) 1. Australia 2. China 3. Japan 4. United Arab Emirates (Dubai) 5. Malta 6. Switzerland 7. USA 8. Estonia 9. United Kingdom and 10. Singapore.

#### **Top Major Companies Using Blockchain Technology**

Since the introduction of the blockchain in 2008, this emerging innovative technology has already conquered a number of industries worldwide. Security, transparency, cost and time- efficiency is just some of the blockchain's benefits companies take advantage of. Increasingly these days, more and more large corporations are implementing blockchain, transforming and improving their operations dramatically. Let's take a look at some of the biggest. (Yafimava, D. 2018)







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## **A Study of Organizational Strategic Human Resource Management**

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**Abstract:** Reviewing three contemporary works on the subject of strategic HRM and examining how they relate to various theories and ideas is the goal of this essay. Utilizing a qualitative descriptive approach, the study checked for the existence of research on strategic human resource management by looking through publications from journals with SCOPUS indexes. The study's conclusions demonstrated that researchers frequently use a variety of theoretical frameworks, such as the resource-based view (RBV), social exchange theory (SET), and theories of human capital, to correlate SHRM with business performance, human capital, and competitive advantage. Although the examined studies take varied approaches to the subject of SHRM, they all point out research gaps in SHRM and emphasize the significance of coordinating HR practises both horizontally and vertically.

**Keywords:** strategic human resources management; organization; literature review

### **1. Introduction**

According to Mathis & Jackson (2000), human resources are one of the most valuable assets of an organisation because they guarantee its survival, enable it to acquire other resources it needs, and generate profits. In addition, human resources are becoming more and more crucial to the success of organisations in the modern day. A human resources manager must effectively manage human resources in accordance with organisational goals for them to be the most beneficial to the company. The idea of strategic human resource management (SHRM) was created by scholars to assist human resource managers in achieving this objective. Since the 1970s, SHRM has grown rapidly thanks to two major developments in the literature: first, the transition from the antiquated personnel administration method to a more contemporary understanding of human resources; and second, the development of a general strategic model for internal organisation reorientation. Nonetheless, as time passes, a number of articles offer models to explain SHRM that continue to expand and evolve, particularly in the wake of significant theoretical adjustments made by some earlier research, including those by Wright and McMahan (1992), Jackson and Schuler (1995), Kamoche (1996), and special editions of the International Journal of Human Resource Management (1997) and Human Resource Management Review (1998). While the general concept of SHRM appears to be sensible and advantageous for organisations, in-depth research is still required in this sector to produce workable solutions that handle a variety of situations, concerns, and affects on stakeholders. Stated differently, prior research has attempted to explain SHRM in a variety of ways and in a wide range of industries. With that context in mind, the purpose of this article is to examine three recent SHRM-related publications from SCOPUS-indexed journals and talk about how they relate to SHRM theory and principles. Lastly, the writers will offer their personal assessment of the examined piece.

### **2. Review of Literature**

Current studies on strategic human resource management (SHRM) have focused a lot of emphasis on the general problems associated with managing people at the corporate level. This is a critique of earlier research that concentrated on HRM strategy and practises separately and in part from other business strategies and policies (Lepak and Snell, 2002). Because the environment is constantly changing, the methods used to explain the process of integrating a chosen strategy into human resource policy are evolving. In general, there are two ways in SHRM: inside-out approaches and outside-in approaches. The former concentrates on business challenges and analyses the external environment, including industry structure, competition, consumers, and other people's difficulties, as the foundation for human resource strategy management. The latter is designed to address issues that arise when an outside-in approach is unable to meet the demands and





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# Impact of Fintech on Banking Industry

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**Abstract:** By offering banks greater efficiency, transparency, lower costs, enhanced security, a flexible user experience, quicker payments, investment banking, and more, fintech startups have caused havoc in the banking industry. In order to stay ahead of the curve and prosper in a world that is changing, banks must employ fintech solutions and digital tactics. The quick growth of fintech has presented banks with both opportunities and difficulties in terms of their profitability. Fintech affects bank operations, which lowers bank profitability; in the middle and later stages, the benefits of Fintech progressively grow, and the profitability progressively rises. Global fintech enterprises are causing a stir in the banking sector by providing digital financial services and products on platforms that are user-friendly for both banks and consumers. Fintech businesses fall into a variety of categories, including digital wallets, payments, insurance, crowdsourcing, and data exchange. The financial industry is observing the changes and disturbances, despite their tiny nature. This essay investigates the necessity of banks working with fintech and the effects of fintech on the banking sector.

**Keywords:** Fintech, Financial Technology, disruption, banking industry

## 1. Introduction

In the digital world, the banking sector, and other financial institutions, the impact of fintech is a buzzword. The banking sector has changed recently as a result of the quick evolution of new fintech solutions, which are providing cutting-edge services and technologies that will shape the way the sector operates going forward in order to maintain its market share. By offering cutting-edge services like online payments, data analytics, wealth management, and investment banking, fintech solutions elevate the banking process. By working together, we can maximize fintech's influence on the banking sector. Digital technology and financial services combine to form the term FinTech, or financial technology. FinTech, to put it simply, is the creative application of technology to the development and provision of financial services. FinTech promotes companies' use of digital technology to provide cutting-edge goods and services, including online banking, mobile payments, crowdfunding, alternative finance, big data, Robo advisers, peer-to-peer lending, and general financial management. FinTech was first presented as a back-end system solution for banks and other financial organizations. But in the intervening period, its meaning has evolved considerably. These days, it includes a number of user-friendly programs that let you manage your money, trade stocks, and use technology to pay for groceries and insurance.

### Objectives

- To understand the need for banks to collaborate with Fintech.
- To study the benefits of Fintech.
- To know the impact of fintech on banking industry

### Need For Bank to Collaborate with Fintech

Now that we know what fintech is and the statistics that support its importance to the banking industry, let's examine the reasons why fintech and banks should collaborate:

- **Increase in the use of smartphones:** According to a survey, there will be 7.26 billion smartphone users worldwide in 2022. This figure suffices to infer that the use of smartphones has significantly increased in the contemporary world.
- **Almost every service is available online:** People may purchase anything and anything online these days. Everything may be searched and purchased online, including services like cleaning and grooming as well as goods like groceries and medications. Fintech payment solutions for banking services are connected to the user's bank account, allowing the user to use the funds in the bank to make online payments for a variety of services that are offered on the fintech app, such bill payment, ticket booking, EMIs, and many more.
- **Security is the priority:** Fintech businesses use cutting edge technology to safeguard the financial data of its clients. Blockchain is used for safe data storage, RegTech is used for compliance, AI is used for fraud



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## Remote Sensing Image Classification

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**Abstract.** Remote sensing data play an important role in production of Land Use and Land Cover map and this can therefore be managed through a process called image classification. Image classification is a way of allocating land cover classes into pixels while image identification/recognition is a way of detecting and identifying an object or a feature in a digital image. This paper examines image classification and identification using Remote Sensing and GIS. An unsupervised classification based method was used for this study which involved image interpretation using image processing software and separates a large number of unknown pixels based on their reflectance values into classes. The objective of image classification is to identify and portray, as a unique Gray level (or color), the features occurring in an image in terms of the object or type of land cover these features actually represent on the ground. Three classes identified in this study are the Soil, Water and Vegetation. Landsat 8 ETM+ Satellite imagery with 512 x 512 dimensions was used in classifying the image into class type. Further analysis on classification and identification was done using IDRISI 17.0 (selva edition) and ArcGIS 10.2 (Arcmap 10.2) software. Composite map that classifies the pixel in the image and their corrected band, Graphical relationship between atmospheric effect and signal wavelengths of the bands for the extracted region selected and chart for the brightness value were produced. It was concluded that water has the highest percentage in volume than others.

**Keywords:** Image Classification, image Recognition, land cover, Reflectance value,

### 1. Introduction

Image Classification is defined as the process of categorizing all pixels in an image or raw remotely sensed satellite data to obtain a given set of labels or land cover themes [1]. The purpose of the classification process is to group all pixels in a digital image into one of different land cover data can be used to produce thematic land cover maps present in an image. In a usual way, multi-spectral data are the best to use in carry out the classification. Indeed, the existing spectral pattern within the data for each pixel is used as the numerical basis for categorization [1]. The most important part of digital image analysis is image classification. A quality image shows a magnitude of colors illustrating various features of the underlying terrain. [2]. In image classification, supervised classification identifies the Information classes examples (i.e., land cover type) of interest in the image and these are known as training sites. A statistical characterization of reflectance for each information class will then be developed using image processing software and this stage is known as signature analysis stage and this involves the development of characterization as the range of reflectance on each bands, or as complicated as comprehensive analyses of the mean, variances and covariance above all bands. Once a statistical characterization has been developed and achieved for each information class, then the image will be classified by examining the reflectance for each pixel and making a decision about which of the signatures it resembles most. [3] Till this present time, regional land use land cover maps are required to produce for the variety of purposes of government, public, private, and national security applications besides to support regional landscape planning and resource management [4]. However, there are two broad types of classification procedure and each finds application in the processing of remote sensing images: one is referred to as supervised classification and the other one is unsupervised classification. These can be used as alternative approaches, but are often combined into hybrid methodologies using more than one method [5] CNN Algorithm In deep learning; a convolutional neural network (CNN/ConvNet) is a class of deep neural networks, most commonly applied to analyze visual imagery. Now when we think of a neural network we think about matrix multiplications but that is not the case with ConvNet. It uses a special technique called Convolution. Now in mathematics convolution is a mathematical operation on two functions that produces a third function that expresses how the shape of one is modified by the other.

### 2. What is Remote Sensing?

Remote Sensing is a technology to gather information and analyzing an object or phenomenon without making any physical contact. This technology is used in numerous fields like geography, hydrology, ecology, oceanography, glaciology, geology. A geographic information system is a tool that is used for mapping and analyzing feature events on Earth. The remote sensing and GIS technology combine major database operations like statistical analysis and query, with maps. The GIS manages information on locations and provides tools for analysis and display of different statistics that include population, economic development, characteristics, and vegetation. It also allows linking databases to make dynamic displays. These abilities make GIS different from other systems and make it a wide range of private and public remote sensing applications for planning and predicting outcomes from remote sensing satellites





# **IoT Application by Image based Recognition using Deep Learning CNN Algorithm**

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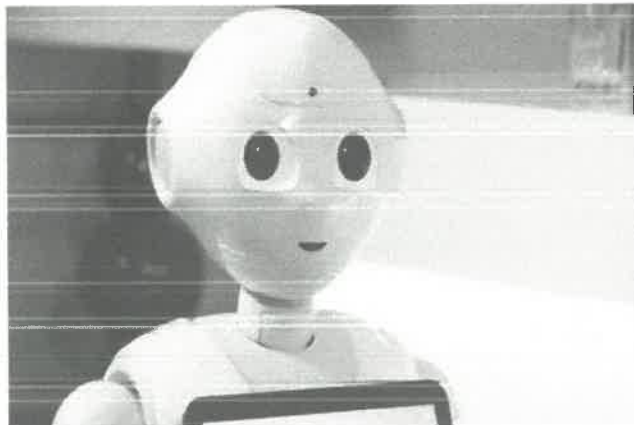
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**Abstract.** An ecosystem known as the Internet of Things (IoT) is made up of numerous devices and connections, numerous users, and enormous amounts of data. Deep learning is particularly well suited for these situations since it can handle "big data" challenges and potential future issues. However, ensuring security and privacy has become a significant problem for IoT management. Recent studies have shown that deep learning algorithms are more effective in evaluating the security of IoT devices without the need for manually created criteria. Principal component analysis (PCA) is included in this study's endeavour to extract features more effectively. Additionally, the main goal of this research project is to compile in-depth survey information on the many IoT deployment types as well as privacy and security issues. Keywords: IoT, deep learning algorithm

## **1. Introduction**

Artificial intelligence and robotics are emerging as promising technical fields that might greatly enhance the security and quality of human living. For many years, sentient humanoid robots have been portrayed as a part of the future in science fiction, motion pictures, and popular literature [1-4]. Robots were expected to advance human friendship to a new level, whereby modern robots are intelligent partners for people rather than slaves or self-aware toys. This failure results from robots' incapability to determine what has to be done and how to execute it in a dynamic environment with continuously changing inputs. Only three of the five senses used by humans—vision, hearing, and touch—transmit information; taste and smell do not. The machine through image-based recognition, the robot can do human in 2D and 3D scenes, reconstructing 2D and actions. 3D scenes, detecting objects and obstacles, tracking, identifying, controlling, and inferring are made easier by the continual collection of sensory data about the model visual environment [9]. You'll need a variety of skills to explore on your own, including mapping your surroundings, analysing sceneries, planning courses, seeing and avoiding hazards, finding and moving to locations, and focusing your attention.



**FIGURE 1.** Image-based Recognition by Robot

Due to the development of internet technology and the rising popularity of IoT imaging equipment, enormous amounts of Depicts the robot-based image picture data have been collected, and based recognition procedure for classifying processing this data has become a hot topic different types of birds. The validity of this in today's society [10, 11]. In addition to assertion is demonstrated by observations being used to store different types of data, of nature and daily life. With vision, a these photos provide information about a person may still achieve their goals, but wide range of human activity and existence, doing so becomes much more challenging creating a substantial market for image without it. In comparison to aquatic recognition and application. Finding a mammals and reptiles, mammals and reliable method to process the image data of terrestrial animals rely less on sound for navigation. Depending on the imaging IoT devices will be challenging [12-14]. IoT devices will be challenging [12-14]. Modality and the environment, an infrared, based on the data available in the 5G mobile visible light, laser, millimeter wave, radar, network, the solution to those issues and LiDAR visual sensor may be used. Becomes more dependent on visual-based Navigational activities like finding one's data and contemporary deep

**PRINCIPAL**





# Heart Disease Prediction using Machine Learning

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**Abstract.** Hearts are important to all living things. Heart related diseases requires more perfection and correctness because a little mistake can cause fatigue problem or death of the person, there are numerous death cases related to heart and their counting is increasing exponentially day by day. In recent years, numerous researchers have employed a variety of machine learning techniques to aid the medical community and specialists in the detection of heart-related disorders. This study surveys numerous models built on these methods and evaluates their functionality. Researchers are reported to be extremely interested in models based on supervised learning algorithms including Support Vector Machines (SVM), K-Nearest Neighbour (KNN), Naive Bayes, Decision Trees (DT) and Random Forest (RF).

**Keywords:** Cardiovascular Diseases; Random Forest; Decision Tree, Support Vector Machine; K-Nearest Neighbour; Naive Bayes

## 1. Introduction

One of the effective testing tool is machine learning, which is based on training and testing. Machine learning is a particular subset of Artificial Intelligence (AI), a large field of learning in which machines imitate human abilities. One of the main causes of death in today's modern society is heart disease. Smoking, drinking alcohol, eating a lot of fat, and living a sedentary lifestyle are all risk factors for heart disease. More than 10 million people worldwide pass away each year from heart disease, according to the World Health Organization. Only a healthy lifestyle and early prediction can stop heart-related diseases. The main objective of this study is to give clinicians a tool to identify cardiac disease at an early stage. As a result, patients will receive effective care and serious consequences will be avoided. In order to uncover hidden discrete patterns and analyse the provided data, ML plays a crucial role. Following data analysis, machine learning approaches aid in the early detection and prediction of cardiac disease.

## 2. Related Works

Data mining has been used by some researchers to make predictions about cardiac disorders. In their research, Kaur et al. explain how the intriguing pattern and knowledge are gleaned from the sizable dataset. The results favour SVM when they compare the accuracy of several machine learning and data mining techniques to determine which is the best. SVM was found to be the best among the numerous machine learning and data mining algorithms that Kumar et al. had worked on; other algorithms included naive Bayes, KNN, and decision tree. These algorithms were trained by the UCI machine learning dataset, which has 303 samples and 14 input features. Using CAD technology, Gavhane et al. have developed a multi-layer perceptron model for the prediction of human cardiac illnesses and the accuracy of the method. If more people use prediction systems to diagnose their illnesses, then more people will be aware of the ailments, which will lower the death rate for cardiac patients. One or two illness prediction algorithms are the work of some researchers. In their project, Krishnan et al. demonstrated that the decision tree classification technique is more accurate than the naive bayes algorithm. Many researchers have worked on this, including Kohali et al., who used logistic regression to predict heart disease, support vector machines to predict diabetes, and Adaboost classifiers to predict breast cancer. They found that logistic regression had an accuracy of 87.1%, support vector machines had an accuracy of 85.71%, and Adaboost classifiers had an accuracy of up to 98.5 percent. A survey report on the prediction of cardiac ailments has demonstrated that hybridization performs well and provides better prediction accuracy than the older machine learning techniques.

## 3. Classification

Eighty percent of the input dataset is used as training data, and the remaining twenty percent is used as test data. The dataset used to train a model is referred to as the training dataset. The performance of the trained model is evaluated using the testing dataset. Accuracy, precision, recall, and F-measure scores are just a few of the various metrics that are used to calculate and analyse the performance of each algorithm. The various algorithms that were investigated in this study are given below.

Random Forest: Regression and classification both employ Random Forest methods. The data is organised into a tree, and predictions are based on that tree. Even with a substantial number of record values missing, the Random Forest algorithm can still produce the same results when applied to huge datasets. The decision tree's generated samples can be preserved and used







# Spam Detection in SMS Using Naïve Bayes in Machine Learning

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**Abstract.** The term SMS stands for short message service. It is a message networking method that uses smartphones and cellphones. It is a text messaging system that lets smart phones to communicate with one another. The development of the cell phone clients has prompted a sensational increment in SMS spam messages. Despite the fact that in many parts of the world, versatile informing channel is right now viewed as "spotless" and trusted, on the complexity ongoing reports obviously show that the volume of cell phone spam is drastically expanding step by step. In recent times, the increment of mobile phone usage has resulted in a huge number of spam messages. Spammers continuously apply more and more new tricks that cause managing or preventing spam messages a challenging task. The aim of this study is to detect spam message to prevent different cybercrimes as spam messages have become a security threat nowadays. In this paper, we contributed to previous studies on SMS spam problems to perform a better accuracy using several different techniques such as Support Vector Machine, K Nearest Neighbor, Naïve Bayes, Random Forest, Logistic Regression and some more. If some adjustments are needed to identify a new scam, they were made manually, either by applying changes to current algorithms or by inventing new algorithms. In this method, as the quantity of clients and data grows, so does the amount of human work, which may also effectively separate spam text messages and ham SMS messages. The random forest classification method, we proposed, is the methodology that produced 99.9% accuracy. Keywords: Spam, Ham, Classifier, Accuracy, Security, Text Mining, SMS, Spam Detection.

## 1. Introduction

A message is transmitted digitally via the short messaging service (SMS), which is one of the most widely used communication services. One of the most widely used Telecommunication firm's have cut the price of SMS services, which has resulted in increasing SMS usage. These increases recruited hackers, resulting in an SMS spam problem. Any unsolicited message sent from a user's device is referred to as spam. At present, spam channels are comprised of various modules which dissect diverse highlights of messages (to be specific sender address, header, content, and so on). People prefer SMS messages to emails for communication because delivering SMS messages requires no Internet connection and is convenient and easy. The increased usage of text messaging and the issue of spam are becoming more prevalent. There seems to be a lot of security solutions available to mitigate the issue of SMS spam, although they are not yet developed. Many android applications exist on the play store to stop spam texts; however, due to lack of awareness, most people are unaware of them. Apart from applications, the existing monitoring solutions mostly concentrate on spam messages, as email is among the biggest problems, but even with the rise in the use of android platforms, SMS spam has become a big concern.

Because mobile phones hold sensitive personal information such as card details, usernames, and passwords, SMS has been one of the cheapest ways to communicate and may be regarded as the easiest way to conduct phishing scams. Hackers are devising new ways of obtaining this data from smart phones, with SMS being one of the most straightforward. Type of phishing attack, or SMS-based hacking, is becoming increasingly prevalent these days. Phishing through SMS is becoming more common around the world, in which a person provides a malicious Web site by SMS and urges the recipient to click it, stealing important information from the recipient's smart phone. For identifying mobile fraud, there seems to be a variety of screening methods available, including smartcards, machine learning, finger prints, and matrix code scanner based, academic objectives, and identification based. MS Fraud Detection Using Machine Learning techniques to identify spam and ham SMS. Machine learning techniques for eliminating Ham and Spam messages, including the naive Bayes Technique, support vector machines approach, and maximum entropy method.

## 2. Related Work

Spam refers to the term, which is related to undesired content with low quality information. Spam referred to the major drawback of mobile business. When comes to the spam detection in campus network they done the analysis using Incremental Learning. For Collecting Spam detection on web pages Moreover Sending out a Spam messages was also analyzed under Data Collection was done privately by a limited company. From the data Collection. There also antispam filter system was evolved. Many parallel and distributed computing system has also processed this spam system. Machine learning algorithm provides accurate result. Text mining analysis done separates ham and spam separately.





# Advanced Encryption Standard algorithm in Cyber Security

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**Abstract.** Because of the broad range of distant exchanges of information, the encryption process has become a crucial component for almost every data transaction application. Every day, a massive amount of sensitive data is transferred. Through various channels such as e-commerce, electronic banking, and even simple email applications The Advanced Encryption Standard (AES) algorithm has been used as the most effective option for various security services in a wide range of applications. As a result, many studies are focusing on that algorithm to improve its efficiency and performance. This paper provides an overview of slashing research for AES algorithm issues and aspects in terms of development, implementation, and evaluation. This paper's involvement is aimed at laying the groundwork for future AES algorithm development and implementation. It also opens the way to using techniques for machine learning to enact the AES algorithm.

**Keywords:** Cryptography Advanced Encryption Standard, Machine Learning.

## 1. Introduction

Cryptography is the process of converting data into a jumbled layout while also permitting a receiver to recover the actual information using a private key. The two primary functions of any cryptography system are encryption and decryption. Encryption is the method of transforming data into an unintelligible format and use a secret key to ensure the user's privacy. Decryption is the opposite function that uses a private key to retrieve the original encrypted information. Data encryption is a critical step in nearly all data transaction applications [1]. Encrypting data algorithms are categorized into two categories: symmetric key and asymmetric key [2]. Communication is accomplished only using one key in synchronous or secret key algorithms. Asymmetric key algorithms, on the other hand, use more than one key for data encryption and restoration. One key is a public key. The first key is a public key that is used for data encryption, while the second key is a secret key that is used for data decryption. Symmetric algorithms are much faster than asymmetric key algorithms, which require a larger key and more complex computation [1], [3]. The Advanced Encryption Standard (AES) [4] algorithm is a symmetric key block cipher whose block size ranges from 64 to 256 bits as processors become more sophisticated. Although the AES can accept blocks of 128 or 256 bits in size, it remains a large slow when compared to stream-based ciphers at a time when all applications, including such web applications and ATMs, require faster encryption (ATMs). Some AES applications, on the other hand, continue to struggle for low implementation areas, such as smart card and cellular phone-related hardware. As a result, the encryption speed and implementation area are two critical factors in the real-time deployment of the AES algorithm. The issue with AES spreading is the compromise between encryption and decryption. The contribution of this research is to report on state-of-the-art implementations of the AES algorithm on FPGA modules, with a focus on the raised implementation issues and aspects. This contribution is significant for future AES encryption algorithm advancements and implementations. It is used as a baseline for evaluating any new AES developments by comparing the output results of the proposed approaches to the results reported in this study. The remainder of this paper is structured as follows. Section 2 provides a theoretical foundation for the AES algorithm in terms of algorithm structure, data encryption, and data decryption methodologies. Section 3 presents cutting-edge research on AES implementation in an FPGA environment with speed and area constraints. Section 3 also contains information about the new machine-learning implementation of AES. Section 4 reports the findings and upcoming projects.

## 2. Advanced Encryption Standard Algorithm

The Data Encryption Standard (DES) [9] has been used as a framework for symmetric key cryptography with a key length of 56 bits. However, the key length has shrunk and is easily hacked [10]. The encryption operation is carried out on a two-dimensional array of bytes called State (each block is organized as a 4x4 matrix of bytes), which comprises four rows of Nb bytes each. Consider the AES 128 algorithm, whose initial round state is XOR with a chosen key. Sub Bytes, Shift Rows, Mix Columns, and Add Round Key are the 4 major processes in a regular round. Only three operations are found in the final round, while the Mix Columns operation is eliminated [15]. In present-day cryptography, AES is widely adopted and supported in both hardware and software. To date, no practical cryptanalytic attacks against AES have been discovered. Additionally, AES has built-in flexibility of key length, which allows a degree of 'future-proofing' against progress in the ability to perform exhaustive key searches. However, just as for DES, AES security is assured only if it is correctly implemented and good key management is employed.







## Data Analytics and Artificial Intelligence

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# Blockchain for Deep Learning

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**Abstract.** Deep learning has grown immensely in recent years due to its capacity to make sensible conclusions. The great majority of today's deep learning systems, which are constructed on centralised servers, lack appropriate operational transparency, traceability, reliability, security, and trustworthy data provenance features. If deep learning models are trained on centralized data, the single point of failure problem may also arise. In this essay, we investigate the benefits of fusing blockchain technology with deep learning. We examine the body of research on deep learning and blockchain integration. By creating a theme taxonomy based on seven criteria—blockchain type, deep learning models, deep learning-specific consensus protocols, application area, services, data kinds, and deployment goals—we classify and organise the literature. We outline the advantages and disadvantages of the most advanced blockchain-based deep learning frameworks to give meaningful conversations. Additionally, based on four criteria—blockchain type, consensus protocol, deep learning method, and dataset—we compare the current blockchain-based deep learning frameworks. Finally, we outline significant research issues that must be resolved in order to create highly reliable deep learning systems. Keywords: Deep Learning, Blockchain, Smart Manufacturing, Scalability, Security, Privacy, machine learning, Federated learning, Transparency

## 1. Introduction

Deep learning's promise has been seen in practically all industrial areas. For instance, in the healthcare industry, doctors employ deep learning models to accurately diagnose the patient's ailment based on their symptoms. Deep learning models have been used to predict the disease spread rate in a specific location during the recent pandemic brought on by the spread of coronavirus illness (COVID-19), and to aid the authorities in managing the pandemic using the anticipated results [1-3]. Additionally, cutting-edge deep learning methods have helped doctors diagnose COVID-19 patients using the dataset of CT and X-ray pictures [4, 5]. In addition to healthcare applications, security personnel at airports have used deep learning to find and validate prohibited items. Data integrity, security, and secrecy can all be handled well by blockchain, a decentralised system [2, 10, 11, 11]. The combination of blockchain and deep learning can provide a number of advantages, including efficient data processing and automated decision-making. A smart city is an infrastructure for the quick development of next generation sensing devices and a growing industry based on sensors networks, telecommunications, and other factors. Smart management, smart control, and smart communications are necessary for the development of the smart city and are employed in a variety of recent sophisticated applications, including smart manufacturing, smart automobiles, smart farming, and others.

The following are the paper's main contributions:

- Based on seven key factors, we develop a taxonomy to organise and classify the available research on blockchain-based deep learning systems.
- We outline the advantages and disadvantages of the most advanced blockchain-based deep learning frameworks.
- We contrast the deep learning frameworks for blockchains based on key factors.
- We explore a number of research issues that may have an impact on the effectiveness, precision, and predictability of current deep learning frameworks based on blockchain technology.

## 2. Background

In this section, the main characteristics of deep learning and blockchain are briefly discussed, along with the advantages of combining them in terms of data security, automated decision-making, and improved robustness.

## 3. Blockchain technology

The manner the blockchain saves data makes it very impossible for hackers to alter, corrupt, or destroy data. It is by design a decentralised system that stores and processes data and transactions using a P2P architecture. There are many nodes in it, and they all work together to validate and store the transactions as blocks



  
PRINCIPAL





# Hashtag Recommendation for twitter using LSTM-RNN

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**Abstract.** Abstract -The hashtag recommendation problem is addressed in this paper using high average-utility pattern mining. We present (Pattern Mining for Hashtag Recommendations). There are two main stages to it. In the beginning, offline processing converts the corpus of tweets into a transactional database taking into account the temporal information of the tagged tweets (tweets with hashtags). The technique identifies the top k high average utility temporal patterns. Offline construction is also done for irrelevant tags and the ontology of tags. Second, to extract the most pertinent hashtags for a specific orphan tweet, an online processing inputs the utility patterns, the ontology, and the irrelevant tagged tweets (tweets without hashtags). A hashtag, also known as a hash symbol, is used to indicate a keyword or topic in a tweet. It was developed organically by users as a means of categorizing messages. Hashtags are also useful for many research applications such as sentiment classification and topic analysis. Only a small percentage of tweets are manually annotated. As a result, an automatic hashtag recommendation method is required to assist users in tagging their new tweets. This same reality that these initiatives all use the High-frequency sub-strategy to symbolize posts on Twitter and ignore semantic information in posts on Twitter is a bottleneck. We consider hashtag recommendation to be a classification task in this article, but we propose a novel, recurrent neural network model, recurrent neural network model-to-factor-based tweet representations to recommend hashtags. The sentence vectors are then used to train a long short-term memory recurrent neural network (LSTM-RNN). With no feature extraction, designers use the derived tweet feature vector as characteristics to classify hashtags. Experiments on real-world Tweets to recommend hashtags show that our proposed LSTM-RNN model outperforms state-of-the-art methods, and the LSTM unit also outshines standard RNN and gated recurrent unit (GRU)

**Keywords:** Hashtag Recommendation, Ontology Construction, Hashtag Methods.

## 1. Introduction

In the past decade, Twitter has experienced tremendous success and has become one of the most important social network services. As the number of available tweets grows, the problem of managing tweets becomes extremely difficult. To avoid information overload, an efficient way called a hashtag, the '#' symbol used before a relevant keyword or phrase, was introduced by Twitter to categorize tweets. Hashtags also attracted much attention in various research areas such as sentiment classification [1] and topic analysis [2], [3]. We note that recurrent neural networks (RNNs) have obtained outstanding performance in the representation learning field. Inspired by the recent improvement in document-level sentiment classification, in this paper, we propose an LSTM-RNN model to learn semantic tweet representations for hashtag classification. Our method is based on the principle of compositionality [12], which states the meaning of a longer expression (e.g. a sentence) depends on the meanings of its units (e.g. a word). Specifically, our method models tweet representation in three steps: (a) it uses a skip-gram model with negative sampling (SGNS) to generate distributed word representations; (b) it utilizes a convolutional neural network (CNN) to compose sentence representations based on word embeddings; (c) it uses a long short-term memory (LSTM) model to encode the intrinsic (syntactic or semantic) relations between sentences into the tweet vectors. The tweet vectors are used as features to classify the hashtags of each tweet. The details of our method are described in Section III. We conduct sufficient experiments to compare our proposed method with state-of-the-art approaches: (1) Firstly, we compare our LSTM-RNN method feed-forward neural networks with distributed word representations and approaches based on TF including CNN, SVM, and Random Forests; (2) Secondly, to explore the effectiveness of tweet representations, we compare to LSTM-RNNs which only consider word embeddings; (3) Finally, we compare different types of recurrent GRU. Our experiments reveal that: (1) tweet modeling with LSTM-RNNs outperforms state-of-the-art methods; (2) the LSTM unit obtains the best performance among three RNN units for capturing tweet semantics.

## 2. Related Works

This research work involves two main topics: pattern mining and hashtag recommendation. In the following, we present relevant related works to both topics with micro blog Hashtag Recommendation: Hashtag recommendation on Twitter is a challenging problem because of the shortness and sparsity of tweets. Mazzia and Juett [5] apply a Naive Bayes model to classify tweets with hash tags and this method produces a ranked list of the top 20 recommend 20 hashtags. Zangerle et al. [6] compare three approaches based on the TF-IDF representations of tweets to recommend hashtags. Kywe et al. [7] suggest hash tags by combining hashtags of similar users and similar tweets. The TF-IDF scheme is used again in computing similar tweets. Otsuka et al. [9] propose the HF-IHU ranking scheme, which is a variation of TF-IDF, that considers hashtag





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## User Interest Prediction Using Deep Learning on Advertisement

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**Abstract.** Online advertising has drawn considerable interest from a variety of platforms, including search engines, third-party websites, social media, and mobile apps. The success of online campaigns is a problem for online marketing and is typically measured by user response via various indicators, such as clicks on advertisement (ad) creatives, product subscriptions, item purchases, or explicit customer input via online surveys. There participants in the digital advertising eco-systems of the internet. There are kinds of data are accessible for predicting user response. It can user behavior be predicted in a transparent and/or trustworthy manner. We give a thorough analysis of user response prediction in online advertising and related recommender applications in this survey. A crucial element in online digital advertising is user interest and behavior modelling. On the one hand, user interests have a direct bearing on how they react to and use the advertisement that is displayed (Ad). The likelihood that a viewer of an advertisement will make a purchase, however, can also be determined by the user's interests. The majority of the time, click-through rate prediction techniques use static feature sets to represent users and train machine learning classifiers to predict clicks. Such methods just use the pre-given features for learning, disregarding temporal variance and changes in user actions. In this article, we provide two deep learning-based frameworks, LSTMcp and LSTMip, for modelling user interest and predicting user clicks. Our intention is too precisely.

**Keywords:** prediction models; online advertising, SNS; personalized ads; deep learning.

### 1. Introduction

Internet advertising offers a standard marketing experience when customers access online services using electronic devices, such as desktop computers, smartphones, tablets, etc. In order to reach users through a variety of platforms, including search engines, news websites, and social networks, various stakeholders use the Internet as a means of advertising. These platforms have designated spots or areas where advertisements (ads) are displayed alongside search results, posts, or page content. A section of internet services and websites are loaded with clickable links, much like the traditional media, such as print magazines and newspapers, where specific spots are assigned to be sold for ads. In such cases, either the ads to be pre-sold (i.e., negotiated) by sellers (publishers) to buyers (advertisers) or they are dynamically selected through a real-time bidding (or auction) process are displayed to audience (i.e., users). Online advertisers compete for ad opportunities by bidding, but only the winner will be able to show their adverts to users (so only the winner needs to pay to the publisher for the purchase of the auctioned ad opportunity). The main focus of computational advertising is on applying computational methods to deliver, show, and serve adverts (Ads) to audiences (i.e., users) who are interested in the Ad at the appropriate moment. For many digital advertising and recommendation systems, predicting a click—the first quantifiable user response—is a crucial step in capturing the user tendency to take other actions, including making a purchase or signing up for a service. These systems are customized for user preferences to determine the order in which adverts should be displayed to users based on the feedback that has been observed. Companies like Google launch paid search advertising based on user intents identified through the query terms in the age of search engines and social media platforms. Platforms like Face book offer advertisers user demographic data from user-generated content for viral marketing in social media marketing. Monitoring the effectiveness of advertisements in traditional media, such as TV or printed newspapers, is challenging. The ability to deliver advertisements to specific target groups based on self-disclosed information found on public profiles, such as age and gender, is one of the benefits of advertising on SNS. There is a dearth of study on social media photographs as well as research on categorizing SNS users' interests through image analysis. According to earlier studies, raising perceived relevance causes consumers to react more favorably.

### 2. Related works

Click-through rate (ctr) prediction: Predicting click-through rates for online advertising is one of the most crucial tasks whose accuracy affects the income of companies in this industry [5]. For example, key features like landing page URL, keywords, Ad title, Ad text, etc. can be extracted from search advertising and then help train logistic regression model to predict whether a search advertisement will be clicked. The fact that data are typically presented in a categorical format presents one of the main challenges in CTR and user response (such as click) prediction. The sparsity problem is caused by the method used to convert them into high dimensional binary feature representation. Previous works on Personalized advertising Potential customers are now identified using cutting-edge recommender systems and artificial intelligence technology [1]. The degree of resemblance between customer and product content profiles is examined by Mooney and Roy







# Data Analytics and Artificial Intelligence

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## Full Stack Web Development

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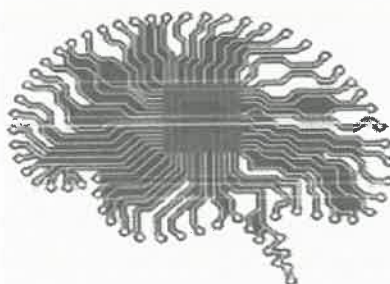
**Abstract:** Artificial neural networks (ANNs) were designed to simulate the biological nervous system, where information is sent via input signals to a processor, resulting in output signals. ANNs are composed of multiple processing units that work together to learn, recognize patterns, and predict data.

**Keywords:** Networks, Data, Neural

### 1. Introduction

These convolution layers create feature maps that record a region of image which is ultimately broken into rectangles and sent out for nonlinear The CNN model is particularly popular in the realm of image recognition; it has been used in many of the most advanced applications of AI, including facial recognition, text digitization and natural language processing. Other uses include paraphrase detection, signal processing and image classification. Deconvolutional neural networks: Utilize a reversed CNN model process. They aim to find lost features or signals that may have originally been considered unimportant to the CNN system's task. This network model can be used in image synthesis and analysis. Modular neural networks:

### 2. Artificial Neural Network



The term "Artificial neural network" refers to a biologically inspired sub-field of artificial intelligence modeled after the brain. An Artificial neural network is usually a computational network based on biological neural networks that construct the structure of the human brain. Similar to a human brain has neurons interconnected to each other; artificial neural networks also have neurons that are linked to each other in various layers of the networks. These neurons are known as nodes. What is Artificial Neural Network? The term "Artificial Neural Network" is derived from Biological neural networks that develop the structure of a human brain. Similar to the human brain that has neurons interconnected to one another; artificial neural networks also have neurons that are interconnected to one another in various layers of the networks. These neurons are known as nodes. [1] Dendrites from Biological Neural Network represent inputs of Artificial Neural Networks, cell nucleus represents Nodes, synapse represents Weights, and Axon represents Output. Relationship between Biological neural network and artificial neural network: The artificial neural network is designed by programming computers to behave simply like interconnected brain cells. There are around 1000 billion neurons in the human brain. Each and every neuron has an association point somewhere in the range of 1,000 and 100,000. In the human brain, data is stored in such a manner as to be distributed, and we can extract more than one piece of this data when necessary from our memory parallelly. We can say that the human brain is made up of incredibly amazing parallel processors.

TABLE 1.

We can understand the artificial neural Biological Neural Network Artificial Neural Network network with an example, consider an	
Dendrites	example of a digital logic gate that takes an Inputs input and gives an output. "OR" gate, which
Cell nucleus	Nodes
	takes two inputs. If one or more the inputs







## A Review on Machine Learning

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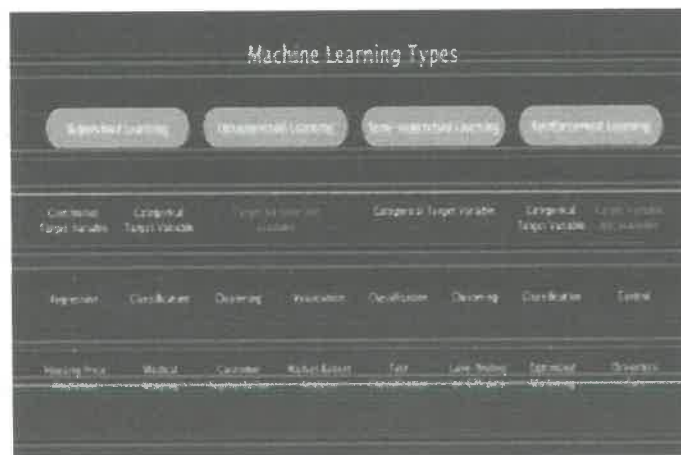
**Abstract:** Machine learning (ML) is the scientific study of algorithms and statistical models that computer systems use to perform a specific task without being explicitly programmed. Learning algorithms in many applications that we make use of daily. Every time a web search engine like Google is used to search the internet, one of the reasons that work so well is because a learning algorithm that has learned how to rank web pages. These algorithms are used for various purposes like data mining, image processing, predictive analytics, etc. to name a few. The main advantage of using machine learning is that, once an algorithm learns what to do with data, it can do its work automatically. In this paper, a brief review and future prospect of the vast applications of machine learning algorithms has been made.

**Keywords:** Algorithm, Machine Learning, Pseudo Code, Supervised learning, Unsupervised learning, Reinforcement learning

### 1. Introduction

A good start point for this paper will be to begin with the fundamental concept of machine learning. In machine learning a computer program is assigned to perform some tasks and it is said that the machine has learnt from its experience if its measurable performance in these tasks improves as it gains more and more experience in executing these tasks. So the machine takes decisions and does predictions forecasting based on data. Take the example of computer program that learns to detect predict cancer from the medical investigation reports of a patient. It will improve in performance as it gathers more experience by analyzing medical investigation reports of wider population of patients. Its performance will be measured by the count of correct predictions and detections of cancer cases as validated by an Since their evolution, humans have been using many types of tools to accomplish various tasks in a simpler way. The creativity of the human brain led to the invention of different machines. These machines made the human life easy by enabling people to meet various life needs, including travelling, industries, and computing. And machine learning is the one among

### 2. Supervised Machine Learning



- ☐ It is the basic type of Machine Learning Algorithms where the programmer has greater control over the process.
- ☐ The engineer can decide which data he or she feeds into the system and which type of output is expected from the system.
- ☐ The machine must process the given data and provide solutions in the desired manner.
- ☐ The supervised machine learning algorithms are those algorithms which needs external assistance.
- ☐ The input dataset is divided into train and test dataset. The train dataset has output variable which needs to be predicted or classified.



*[Signature]*

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## Data Analytics and Artificial Intelligence

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Website: <http://restpublisher.com/book-series/data-analytics-and-artificial-intelligence/>

# Spam Emails Filtering

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**Abstract.** The increasing volume of unsolicited bulk e-mail (also known as spam) has generated a need for reliable anti-spam filters. Machine learning techniques now days used to automatically filter the spam e-mail in a very successful rate. Descriptions of the algorithms are presented, and the comparison of their performance on the Spam Assassin spam corpus is presented. - E-mail is one of the most secure medium for online increase in popularity; the number of unsolicited data has also increased rapidly. To filtering data, different approaches exist which automatically detect and remove these untenable messages. There are several numbers of email spams filtering technique such as Knowledge-based technique, Clustering techniques, Learning-based technique, Heuristic processes and so on. This paper illustrates a survey of different existing email spam filtering system regarding Machine Learning Technique (MLT) such as Naive Bays, SVM, K-Nearest Neighbour, Bays Additive Regression, KNN Tree, and rules. However, here we present the classification, evaluation and comparison of different email spam filtering system and summarize the overall scenario regarding accuracy rate of different existing approaches.

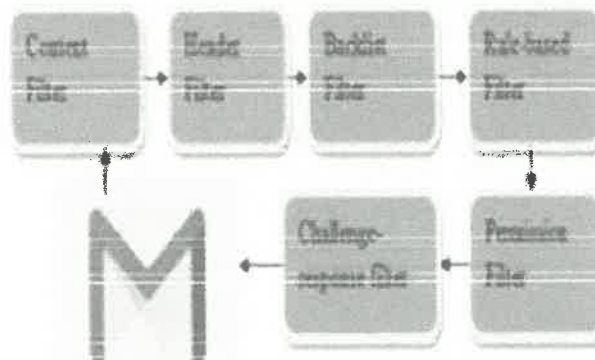
**Keywords:** Spam, E-mail classification, unsolicited bulk email; spam filtering methods; machine learning; algorithm..

## 1. Introduction

Recently unsolicited commercial bulk e-mail also known as spam, become a big trouble over the internet. Spam is waste of time, storage space and communication bandwidth. The problem of spam e-mail has been increasing for years. In recent statistics, 40% of all emails are spam which about 15.4 billion email per day and that cost internet users about \$355 million per year. A specific algorithm is then used to learn the classification rules from these e-mail messages. Machine learning approach has been widely studied and there are lots of algorithms can be used in e-mail filtering. They include Naïve Bayes, support vector machines, Neural Networks, K-nearest neighbour, rough sets and the artificial immune system. Generally, Spam email called as junk email or unsolicited message which sent by spammer through Email. The process is, collected the address on the web and sends the message through domain's username. The most effective and useful email filtering is Spam filtering which performs through antispam technique. As spammers are proactive natures and using dynamic spam structures which have been changing continuously for preventing the anti-spam procedures and thus making spam filtering is a challenging task. Spam filtering is a process to detect unsolicited message and prevent from entering into user's inbox. Now days, various systems have been existed to generate anti-spam technique for preventing unsolicited bulk email. Most of the anti-spam methods have some inconsistency between false negatives (missed spam) and false positives (rejecting good emails) which act as a barrier for most of the system to make successful anti-spam system. Therefore, an intelligent and effective spam-filtering system is the prime demand for web users. Machine learning approach has been widely studied and there are lots of algorithms can be used in e-mail filtering. They include Naïve Bays, support vector machines, Neural Networks, K-nearest neighbor, Rough sets and the artificial immune system.

## 2. Several Email Spam Filtering Methods

At present, number of spam email has increased for several criteria such as an advertisement, multi-level marketing, chain letter, political email, stock market advice and so forth. For restricting spam email, several methods or spam filtering system has been constructed by using various concept and algorithms. This section concluded by describing few of spam filtering methods to understand the process of spam filtering and its effectiveness.



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## Detection of Drowsiness Using Artificial Intelligence

Selvaraj A. & Arunima T.

Conference paper | First Online: 02 August 2022

350 Accesses

Part of the **Lecture Notes in Electrical Engineering** book series (LNEE, volume 905)

### Abstract

The paper describes the detection process using artificial intelligence. This aims in the detection of drowsiness for a car driver. The driver who is feeling drowsy, due to his/her reactive phenomena, the detection process is done. The detections are said to be whole face and eye detection. The eye detection has major qualities like position detecting, shape detecting, blink counting and so on. The main goal of this paper is to handle the driver without causing accidents on road. The driver's fatigue shows the system to detect the eyes and to alert him within a fraction of seconds. The alert message is passed to the driver using the alert sound. This sound makes the driver to get alert if he closes his/her eyes. This is the criteria of this paper to reduce accidents causing on roads.

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## Contemporaneity of Language and Literature in the Robotized Millennium

Vol: 4(6), 2022

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# Virtue and Vice: Male characterisation in the Novels of Kavery Nambisan

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**Abstract:** Considering the cultural setup of any community in the society, it is interpreted that the differing ideas of personal thinking are usually influenced by universal thinking. The balance and the connectivity between the subjective opinions and the objective decisions lead to a complete understanding of one's self. The first proposal of the present study is to analyse the life and behavioural patterns of men in the novels of Kavery Nambisan, the South Indian novelist-surgeon. Though most of her novels have women as protagonists, the second aim is to portray that her characterisation of men are evidently influenced by external situations and internal conflicts leading to identity crisis, prejudiced attitudes, tragic flaws, progressive virtues, manipulated deeds and recollected memories through narrative techniques. The paper focuses on underlying interpretations and desires which complicate the relationship of male characters through their virtues or vices.

**Keywords:** Attitude, identity, Kavery Nambisan, memories, men characterization, relationships.

### 1. Introduction

Kavery Nambisan is a South Indian writer known for her realistic novels. In the ever changing mode of literature, she has achieved a great impression for her challenging plots. Though Nambisan's protagonists are mostly women, the men of her novels also pose different traits. The male characters in the novels of Kavery Nambisan are interpreted for their individualities and personality traits.

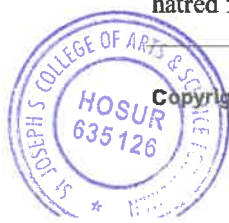
Character is a recognisable fictional being which acquires the ability to think and act. Characters can be described as fictional personalities or imaginary counterparts to human beings. "Most importantly, characters themselves can be signs in a number of ways: they can be instances of exemplary behaviour, they can be symbols or in other ways representative of feelings, attitudes, problems and the like. In addition to that, characters are an important part of the emotional structure of literary texts, films, etc. They influence the feelings, moods and emotions of the audience to a considerable degree" (Fader et al 15).

The present study is the analysis of unique disposition of male characters in the seven novels of Nambisan. This shows the versatility of the author in constructing varied personalities influenced by external conditions and inner psyche. She delves deep in to their mind to depict their anguish, pain and morality. It is decoded that Nambisan's male characters possess both virtues and vices. They are usually affected by the past memories, character flaws, manipulative behaviour, ideal virtues, identity crisis and prejudices.

### 2. Men with haunted past

The past of one's life has serious impact in the future. The people wounded in their first phase of life can either be optimistic to confront life or shattered completely pushing to the levels of depression. The past makes the people lodged in the crucial pain encapsulated in the form of flashing memories. Simon of *The Story That Must Not Be Told*, Bharat of *The Truth Almost about Bharat* and Sampath of *The Town like Ours* suffer thinking of their past incidents. Simon is affected with guilt as his conscience has instructed his developed hatred in the long phase of his subservient married life. Bharat tries to escape his haunted past of attacking Shaffrudin with a stone. Being suspended, he is on his bike rides just to forget the guilt of hurting someone physically. He even dreams that he would be arrested for his death. Sampathu, a noble man who walked out of the house with his dead sister's daughter lives as a lovable father to Rukmini.

Jean Paul Bedard, the writer and runner says, "Our story is our past, and our past is our story. Much of the hurt we carry around with us is a stowaway from our past—our inability to let go of what once was in order to grasp hold of what now is" (Bubany). Simon carries his little secret of losing his wife's manuscript and his deep hidden hatred for his wife before her death. Though it was a love marriage, Simon gradually develops a mixed kind of





## Contemporaneity of Language and Literature in the Robotized Millennium

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# Social Criticism in Aravind Adiga's the White Tiger

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**Abstract:** Aravind Adiga's *The White Tiger* serves as a poignant exploration of social criticism within the context of contemporary India. The novel delves into the stark realities of class division, economic disparity, and systemic corruption that plague the nation. The protagonist, BalramHalwai, emerges as a symbol of resistance, challenging the established societal norms that perpetuate inequality. Adiga skillfully employs Balram's journey from a rural village to the bustling cityscape as a lens through which to scrutinize the complexities of India's socio-economic structure. The narrative unveils the harsh consequences of the deeply entrenched caste system and the ruthless pursuit of success in a cutthroat society. Through Balram's first-person narrative, Adiga offers a scathing critique of the power dynamics that manipulate and exploit the underprivileged. *The White Tiger* serves as a powerful commentary on the moral degradation inherent in the pursuit of wealth and success, questioning the ethical foundations of a society that sacrifices the many for the prosperity of a select few. Adiga's narrative exposes the underbelly of modern India, compelling readers to confront uncomfortable truths about the price of progress. In this abstract, we glimpse the profound social criticism embedded in Adiga's work, urging readers to reflect on the broader implications of a society at the crossroads of tradition and modernity.

**Key words:** self-empowered, social mobility, inequality, exploitation, caste dynamics, corruption, educational disparities.

### 1. Introduction

The novel vividly portrays the stark contrast between rural and urban life, highlighting the disparities that exist in India's socio-economic landscape. Adiga's narrative underscores the impact of the caste system and the exploitation of the lower classes, challenging readers to confront the harsh realities faced by those at the margins of society. Balram's journey from a subservient driver to a self-empowered entrepreneur serves as a subversive narrative that questions the established norms and expectations imposed by a stratified society. Moreover, *The White Tiger* critiques the pervasive corruption within Indian institutions, showcasing how individuals navigate a system rife with moral compromise. Adiga's narrative voice is unapologetically critical, laying bare the moral and ethical decay that accompanies the pursuit of success in a society that often values wealth over principles.

Through the character of Balram, Adiga prompts readers to question the price of progress and the sacrifices made by the disenfranchised for the prosperity of the elite. The novel serves as a powerful commentary on the complexities of modern India, encouraging readers to reflect on the broader implications of a society grappling with the tension between tradition and the forces of globalization. *The White Tiger* is, at its core, a thought-provoking exploration of the social ills that persist in a rapidly changing nation. AravindAdiga's*The White Tiger* delves deep into the layers of social criticism, offering a searing portrayal of the systemic issues embedded in Indian society. BalramHalwai's narrative unfolds against the backdrop of a rapidly modernizing India, and through his eyes, Adigacritiques the perpetuation of the caste system. The novel exposes how this centuries-old social hierarchy continues to dictate individuals' destinies, limiting opportunities and reinforcing a rigid class structure. Furthermore, Adiga explores the urban-rural divide, shedding light on the struggles faced by those who migrate from villages to cities in pursuit of better prospects. Balram's transformation from a docile driver to a cunning entrepreneur becomes a metaphor for the harsh realities of social mobility in a society that often hinders upward movement.

Corruption emerges as a pervasive theme, with Adiga dissecting the moral compromises individuals make within a corrupt system. The narrative dissects how corruption permeates every facet of life, from the police force to the political sphere, reflecting a society where integrity is often sacrificed for personal gain. *The White Tiger* also serves as a critique of the globalization-driven economic boom in India. Adiga questions the ethics of progress, illustrating how the pursuit of wealth often comes at the cost of exploiting the labor and lives of the

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## A REVIEW OF LITERATURE ON WOMEN EMPOWERMENT

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### ABSTRACT

Women empowerment is a critical issue in today's world, as it aims to increase women's economic, social, and political power. This literature review provides an overview of the concept of women's empowerment, its historical evolution, and its importance in achieving sustainable development goals. The review highlights the various factors that hinder women's empowerment and identifies successful strategies for empowering women, such as education, access to resources, and political participation. Finally, the review concludes with recommendations for policymakers, civil society organizations, and researchers to advance the cause of women empowerment.

**Keywords:** *Women Empowerment, Gender Equality, Sustainable Development Goals, Education, Political Participation, Access to Resources, Empowerment Strategies.*

### I OVERVIEW

Women's empowerment in India is heavily dependent on many different variables that include geographical location (urban/rural), educational status, social status (caste and class), and age. Policies on women's empowerment exist at the national, state, and local (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.

### II LITERATURE REVIEW

Rashmi Rani Agnihotri H.R and Malipatil, K.S.(2017)- in their paper entitled „A Study On Women Empowerment Schemes In India“ express that “Women's empowerment has become a significant topic of discussion in development and economics. It can also point to approaches regarding other trivialized genders in a particular political or social context.







## "A STUDY OF FIELD FRESH FOOD PVT LTD (DEL MONTE), HOSUR'S EMPLOYEE PERFORMANCE MANAGEMENT"

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### **Abstract:**

Employee performance is now thought to have a major influence on the entire organization since they are considered the cornerstone of the sector. Thus, the goal of this research is to investigate employee performance within the organization, as well as the factors that inspire them to perform well and the various challenges they face at work. As a result, a simple survey was made and assessed to acquire information about how well employees were performing inside the organization.

**Keywords:** *HR planning, organization, management, and employee performance*

### **I.1.Introduction:**

The systematic process of improving individual and team performance within an organization with the goal of raising overall performance is called performance management. It is a means of enhancing results from the company, teams, and individuals by understanding and controlling their performance within a framework of preset objectives, standards, and competency necessities. Put another way, performance management is the process of monitoring an organization's management plan. This is how plans are converted into the intended outcomes in organizations.

While there is occasionally confusion between performance management and human resources and personnel systems, their implementation differs greatly. Performance management encompasses all of the procedures, software tools, systems, and techniques used to manage an organization's performance, whereas human resource planning is limited to the planning of an organization's resources.



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## Google Classroom's Effectiveness in Online Education: A Teacher's View

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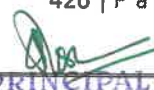
### Abstract:

In March 2020, the World Health Organization (WHO) announced a pandemic. To stop the virus from spreading, the government declared a complete lockdown. Nearly every industry was influenced by COVID-19, including education. These days, social alienation is the main worry, making it extremely difficult for pupils to attend class. This condition precludes face-to-face instruction. Since we have been dealing with this issue for more than a year, numerous Indian institutions have adopted online teaching, or digital teaching. The usefulness of Google Classroom for online learning is the main topic of this essay. Given the current epidemic, digital platforms are essential for both teaching and learning. We surveyed teachers in higher education institutions in the Krishnagiri districts that offer Science, Commerce, and Arts as one of their stream areas regarding Google Classroom's efficacy, and the results show that teachers are happy with this resource. Google Classroom allows teachers to communicate together and made them feel comfortable. Teachers may share their resources, videos, and links with ease, and students are pleased to use them all.

**Keywords:** *Google Classroom, Digital Teaching, and E-Learning*

### I.Introduction:

The shutdown and epidemic have a significant impact on every industry. The globe has been dealing with serious, unresolved health issues since last year, possibly since 2020. Whatever the circumstances, life continues to carry on in order to meet human needs, and as a result, all related activities also continue. It could be the service, hotel, retail, or education sectors, among others. Due to the shutdown, the Indian education system has undergone significant alteration as no offline sessions were held.

  
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## A STUDY ON EMPLOYEE EMPOWERMENT

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### ABSTRACT:

Any organization's capacity to succeed rests on its ability to recruit and retain dedicated human resources. In addition to satisfying sophisticated concepts in the field of modern human resource management to strengthen commitment, morale, a sense of belonging, a favourable attitude towards the organisation, inventiveness in task completion, and acceptance of any type of change in empowerment. Senior management bears the obligation of empowering staff.

This study's main goals are to determine the level of empowerment that exists within the company and examine management's involvement in fostering employee empowerment inside the company. It mostly addresses how harmonious things are in the workplace and how satisfied employees are with their level of empowerment in the current setting.

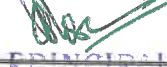
**Keywords:** *Human Resource Development, Employee Promotion, Employee Empowerment.*

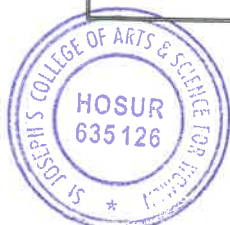
### I.INTRODUCTION

The traditional manager's job is profoundly challenged by the empowerment process. A manager's job is to train staff members to become less reliant on their superiors. Workers must learn to embrace their newfound independence and integrate themselves into self-directing teams by using the recently disclosed information. But along with this newly discovered freedom of action comes a new need: accountability. Although the path to empowerment is lengthy, frightening, and challenging, it also has a lot of potential benefits.

### II. REVIEW OF LITERATURE

**Hartford University (1998)** The process of developing an empowered culture, sharing knowledge, building competency, and providing tools and assistance are all considered aspects of empowerment. Employee empowerment is commended for its benefits, while its

  
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## A STUDY ON EMPLOYEE WORK LIFE BALANCE

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### ABSTRACT

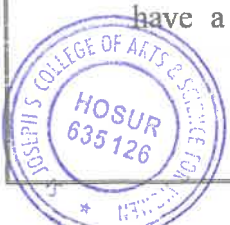
An individual who works two days a week and spends the rest of the week with their family may not have a balanced work-life schedule, but they may also have a balanced level of involvement in both work and family activities and a high degree of satisfaction with their level of involvement in both. A person who puts in sixty hours a week at work could be seen as lacking a work-life balance. Though this person would likewise be unbalanced in terms of time, similar to someone who works a few hours a week, they might be happy with their increased involvement in paid job.

On the other hand, a person who works 36 hours a week without enjoying their employment and uses the remaining time to engage in activities they enjoy outside of work may be time-balanced but not balanced in terms of involvement and satisfaction. Thus, striking a balance requires taking into account several factors.

**Keywords:** *Time, Model of Work, Satisfaction, Balanced Involvement.*

### I.INTRODUCTION

A person who finds a suitable level of participation or "fit" between the various responsibilities in their life is said to have a work/life balance. It is possible to attain work/life balance, and politicians, employees, employers, and the media have all expressed interest in it. In this case, the emphasis is on the present skill shortages and the potential for an ageing workforce, which is becoming an essential component of organisations' efforts to grasp work/life balance practises to draw in and retain talent from both traditional sources and unconventional and diverse social gatherings. These are the groups whose lifestyles frequently call for a greater consideration of work/life balance: minority groups, working mothers, and development labourers. More significantly, by not allowing employees to truly have a work/life balance, organisations expose themselves to an increasing number of





# INDIAN CONSUMERS PURCHASING PATTERNS WITH REGARD TO PARTICULAR LUXURY GOODS AND SERVICES

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## ABSTRACT

The idea of luxury has a long historical background. Time has altered our understanding of what constitutes luxury. It is impossible to define luxury precisely. It is subjective to define luxury. Even so, there have been efforts to pinpoint particular characteristics unique to luxury goods and services.

The topic of Luxury Buying Behaviour has been the subject of countless studies carried out worldwide, it is revealed. Yet, India has seen very little research done there. Understanding the luxury purchasing habits of consumers is crucial in India, a market that is expanding due to rising purchasing power, rising living standards, expanding global markets, and easy access to a variety of luxury brands.

An attempt was made to go into great detail about the history and genesis of the concept of luxury in the introduction chapter. Moving quickly from the past, the idea of luxury in the current setting.

The research problems and research questions following the previous chapter's identification of the research gaps. On the basis of this, the study's goals and hypotheses were established. A conceptual framework was created to illustrate how the different factors relate to one another.

Based on analysis, the variables that positively affect consumers' purchasing decisions were found. The study's conclusions, notable research contributions, recommendations, and limitations were presented, along with implications for researchers, practitioners, and the government.

**Key Words:** Understanding Constitutes luxury, Consumer purchasing decision, Luxury in current setting

## I. Introduction

According to Coco Channel, "luxury is a necessity that begins where necessity ends." This is a true statement about luxury in its purest form, made by the founder of the well-known



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# AN EXAMINATION OF CUSTOMER SATISFACTION AND BRAND AWARENESS

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## **Abstract:**

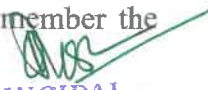
It is true that, in the era of "me too brands," one of advertising's main goals is to raise brand awareness. The idea that advertising serves as a conduit for communication between buyers and sellers was developed in this world of endless advertisements, populated by fantasy merchants. It actively seeks to persuade individuals to take action by making a clear appeal to reason or emotion rather than just giving them information about the goods and services. Stated differently, advertising is not limited to the information exchanged between the seller and the buyer; It is true that, in the era of "me too brands," one of advertising's main goals is to raise brand awareness. The idea that advertising serves as a conduit for communication between buyers and sellers was developed in this world of endless advertisements, populated by fantasy merchants. It actively seeks to persuade individuals to take action by making a clear appeal to reason or emotion rather than just giving them information about the goods and services. Stated differently, advertising is not limited to the information exchanged between the seller and the buyer;

**Key Words:** *Marketing Mix, Awareness, Attitudes and Usage*

## **I. Introduction**

The level of recall or recognition that consumers have for a brand is known as brand awareness. Consumer behavior, advertising management, brand management, and strategy creation all heavily depend on brand awareness. When making a purchase, a consumer's ability to identify or remember a brand is crucial. A consumer cannot proceed with a purchase before they are aware of a product category and a brand that falls under that category. Being aware does not always entail that the customer can remember a particular brand name; rather, in order to make a purchase, the consumer needs to be able to remember enough unique characteristics. For example, even though neither friend can remember the



  
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## Isolation of Microorganism from Soil for Biosurfactant production

**Margret Kanimozhi A**

### Abstract –

Biosurfactants are amphiphilic compounds produced by microorganisms as secondary metabolite. The unique properties of biosurfactants make them possible to replace or to be added to synthetic surfactants which are mainly used in food, cosmetics and pharmaceutical industries and in environmental applications. The biosurfactants have several advantages over chemical surfactants including lower toxicity and higher biodegradability, and effectiveness at extreme temperatures or pH Values. Furthermore possibility of their production on large scale, selectivity, performance under intense conditions and their future applications in environmental fortification also these have been increasingly attracting the attention of the scientific and industrial community. Therefore the present study is aimed to screen and identify biosurfactant producers from environmental samples. A total of 22 soil samples and 6 water samples were collected from different places of Bangalore were plated onto minimal media containing 1% petrol as sole source of carbon and isolated colonies were screened for their biosurfactant potential. A total of 40 bacterial isolates were isolated, of which BS15 showed high emulsification index and activity of 54.30 % and 122.54 EU/ ml respectively. BS15 was negative for hemolytic assay and positive for oil spread assay. It showed positivity for blue agar plate indicating the biosurfactant is of rhamnolipid in nature. Isolate BS15 exhibiting maximum biosurfactant potential was gram negative rods by gram's staining.

**Keywords:** Biosurfactants, surface tension, emulsification index, rhamnolipid.

### INTRODUCTION

Surfactants are basically chemical compounds which lower the surface tension of a liquid, the interfacial tension between two liquids, or that between a liquid and a solid. These surfactants are produced by a variety of microorganisms such as yeast, bacteria and filamentous fungi and thus are called Biosurfactants [1]. Biosurfactants have different properties such as they act as detergents, wetting agents, emulsifiers, foaming agents, and dispersants. These are usually organic compounds that are amphiphilic in nature, which contains both the hydrophobic and hydrophilic component. The hydrophobic (non-polar) part of the biosurfactant is insoluble in water and may have a long-chain of fatty acids, hydroxyl fatty acids or  $\alpha$ -alkyl- $\beta$ -hydroxy fatty acids.

The hydrophilic (polar) end can be a carbohydrate, amino acid, cyclic peptide, phosphate, carboxylic acid or alcohol [2]. Surface active compounds produced by microorganisms are divided into two main types. These that reduce surface tension at air water interface (biosurfactants) and those that reduce the interfacial tension





## Cryopreservation of Medicinal Plants: Advances, Challenges, and Prospects

**P. Jancy Magdalene\***

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### Abstract:

The cryopreservation of medicinal plants has emerged as a pivotal strategy to conserve the genetic diversity of valuable botanical resources, ensuring their availability for future generations and facilitating sustained pharmacological research. This comprehensive review explores the recent advances, challenges, and potential applications of cryopreservation techniques in the context of medicinal plants. The review begins by delineating the significance of preserving the genetic material of medicinal plants, considering their crucial role in traditional medicine and the pharmaceutical industry. Cryopreservation techniques, including vitrification and slow freezing, are discussed in detail, highlighting their applicability to diverse plant species and the impact on long-term genetic stability. Key advancements in cryopreservation protocols, such as the optimization of cryoprotectant solutions and the utilization of novel cryoprotectants, are examined for their role in enhancing the survival rates and regrowth potential of cryopreserved medicinal plant tissues.

**Keywords:** Cryopreservation, Medicinal plants, Cryoprotectants, Biodiversity conservation

### Introduction:

India has a rich tradition of using medicinal plants for various therapeutic purposes, and the country is known for its diverse flora, which includes a wide range of plants with medicinal properties. Traditional systems of medicine such as Ayurveda, Siddha, Unani, and traditional folk medicine have been using medicinal plants in India for centuries. The traditional knowledge associated with these plants has been passed down through generations, and ongoing research continues to explore their therapeutic potential and applications in modern medicine.

The threats to such valuable plant genetic resources are a global concern. The threats include, habitat destruction and deforestation, overharvesting and unsustainable collection, climate change, invasive species, pollution, disease, pests and lack of conservation awareness.





## Isolation of TEM Gene From *Klebsiella pneumoniae* resistant to beta lactam antibiotics

**Ramya.K**

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St. Joseph's College of Arts and Science for Women, Hosur

### Abstract :

The TEM gene is often associated with antibiotic resistance, specifically resistance to beta-lactam antibiotics, such as ampicillin and amoxicillin. It encodes for a beta-lactamase enzyme that can break down these antibiotics, rendering them ineffective against bacterial infections. The gene is commonly found in various bacteria, including *Klebsiella pneumoniae*. Isolating the TEM gene in *Klebsiella pneumoniae* or any other bacterium typically involves several laboratory techniques, including DNA extraction, polymerase chain reaction (PCR), and gene sequencing. *Klebsiella pneumoniae* is a harmful microorganism that can be isolated from food samples taken from various Hospitals creates great impact on human health.

**Keywords.** Ampicillin, beta lactamase ,TEM Gene , PCR.

### Introduction:

Beta-lactam antibiotics are a class of antibiotics that share a common structural feature known as the beta-lactam ring. This ring is crucial for the antibacterial activity of these drugs. The beta-lactam antibiotics include several important subclasses, such as penicillin, cephalosporins, carbapenems, and monobactams. These antibiotics are widely used to treat bacterial infections and have been a cornerstone of antibacterial therapy for many years. Penicillin was the first beta-lactam antibiotic discovered by Sir Alexander Fleming in 1928. It works by interfering with the synthesis of bacterial cell walls. Some common penicillin include amoxicillin, ampicillin, and penicillin G. Cephalosporins are a group of antibiotics that are structurally related to penicillin. They are effective against a broad spectrum of bacteria and are often used as alternatives to penicillin. Examples include cephalexin and ceftriaxone. Carbapenem are broad-spectrum antibiotics that are effective against a wide range of bacteria, including many that are resistant to other antibiotics. Examples include imipenem and meropenem. Monobactams are a relatively newer class of beta-lactam antibiotics. Aztreonam is an example







## "Exploring the Phytochemical Activities of Cloves: Antioxidant and Antimicrobial Properties for Enhanced Food Preservation and Safety"

**Margret Kanimozhi A\***

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### **Abstract :**

This review delves into the diverse array of bioactive compounds present in cloves, a commonly utilized spice, with a particular focus on flavonoids, hydroxybenzoic acids, and hydroxycinnamic acids. The major phenolic constituents, namely eugenol, eugenyl acetate, and caryophyllene, contribute significantly to cloves' high antioxidant activity. The antioxidative potential of cloves plays a crucial role in protecting the human body against free radicals and mitigating the risk of chronic diseases. Furthermore, the ability of cloves to inhibit lipid peroxidation makes them valuable in extending the shelf life of food products, particularly during processing and storage.

**Key Words:** Clove oil, Pain Relief, Aroma Therapy, Food production system

### **Introduction:**

Cloves are the dried flower buds of the Myrtaceae family tree, which includes clove trees. The clove tree can grow up to 20 meters tall and has a vegetative cycle that lasts for over a century. It features smooth, oval leaves with multiple terminal clusters at the tips of the branches, along with reddish flowers. The clove fruit has an intense aroma and an elongated shape (Cortés-Rojas et al., 2014). Four years after planting, clove buds start to flower (Batiha et al., 2020). Cloves are traditionally harvested by hand or by applying a natural phytohormone to induce bud fall during the pre-flowering stage (Cortés-Rojas et al., 2014; Baietto, 2014). Clove trees are native to the Indonesian Maluku Islands, but they are widely formed in India, Indonesia, Malaysia, Sri Lanka, Madagascar.

Clove oil, derived from clove buds, has various applications due to its unique properties.

Here are some common uses:



  
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# Microbial Fuel Cells: Unveiling the Frontiers of Sustainable Energy Generation

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## Abstract:

Microbial fuel cells (MFCs) comprise a cutting-edge bioelectrochemical technology that leverages the metabolic capabilities of microorganisms to produce electricity. This review explores the foundational principles, diverse applications, existing challenges, and future prospects of MFCs, positioning them as a promising avenue for sustainable energy generation. The unique ability of microorganisms to catalyze the oxidation of organic compounds, translating biochemical energy into electrical power, underscores the innovative nature of MFC technology. The applications of MFCs traverse a spectrum of sectors, including wastewater treatment, remote and off-grid power generation, and bioenergy harvesting. The versatility of MFCs in addressing diverse challenges, from providing sustainable electricity in resource-limited environments to contributing to environmental remediation through simultaneous energy production and pollutant degradation, is explored.

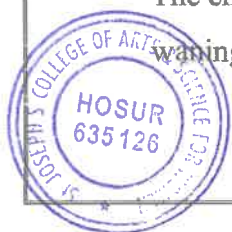
**Keywords:** *Sustainable energy, Microbial fuel cells, bioelectrochemical*

## Introduction:

The most obvious energy source that is frequently connected to advancement in contemporary society is power, commonly referred to as electricity. It is a crucial component of a nation's infrastructure that influences its economic growth. India's installed electrical generation capacity is not enough to sustain the country's 7–8% yearly economic growth. With the demand for power growing, India's commercial energy supply has to rise at a rate of roughly 7% annually.

India's energy strategy encourages the use of wind, hydro, and solar energy, all of which produce no carbon emissions because they don't rely on fossil fuels. Still, this hasn't led to a quicker rise in the quantity of electricity produced by these sources.

The energy reserve of fossil fuels that account for 80% of the world's primary source has been waning. This also results in the emission of greenhouse gases which has created a global





## Challenges for the Indian research in organic fruit production

**Ramya.K**

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### Abstract

India faces several challenges in the realm of organic fruit production. These challenges are diverse and impact different aspects of the production process. Lack of awareness among farmers and stakeholders about the benefits of organic fruit production and the Limited access to information and education on organic farming practices, leading to a slow adoption rate. Inadequate availability of high-quality organic inputs such as organic fertilizers, pesticides, and seeds. Depending on the conventional farming inputs will not align with organic principles. Stringent certification requirements and the associated costs can be a barrier for small and marginal farmers to adopt organic practices. Limited awareness and understanding of the certification process among farmers is also one of the reason. Indian research face in the production. Limited availability of effective organic pest and disease management solutions and Lack of research and development in organic methods to control specific pests and diseases affecting fruit crops. This review talks about the few additional challenges face by the Indian for organic fruit production.

**Keywords:** Farming practices, disease control, effective pest, conventional farming

### Introduction:

Organic fruit production involves growing fruits without the use of synthetic pesticides, herbicides, fertilizers, or genetically modified organisms (GMOs). The aim is to create a sustainable and environmentally friendly system that promotes soil health, biodiversity, and the overall well-being of the ecosystem. Organic fruit growers focus on building and maintaining healthy soils. This includes the use of organic matter, cover crops, and compost to improve soil structure and fertility. Crop rotation is often employed to prevent soil-borne diseases and pests, as well as to optimize nutrient availability. Instead of synthetic chemicals, organic fruit production relies on natural methods for pest and disease control. Organic fruit production aims to provide consumers with fruits that are free from synthetic chemicals, environmentally sustainable, and produced in a manner that promotes the health of both







# **BIODEGRADATION OF AZO DYES FROM INDUSTRIAL EFFLUENTS USING AZOREDUCTASE**

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## **Abstract**

Thermostability of biologically active azoreductase enzyme was studied at 65 °C using various additives like starch, agar, and sucrose. The stability of the enzyme was enhanced with starch (10 %), agar (0.4 %), and sucrose (2 %). Thermostability of azoreductase with and without additives was studied at various temperatures using DSC. The Changes in the thermal energy required for melting of crystal structures was be measured by DSC as  $T_m$ . The result shows the shifting of peak from 30.9 °C to 66.27 °C for enzyme and enzyme with starch additive respectively. Further, analysis of Arrhenius plot for stabilized enzyme proves the involvement of various additives in improving the thermostability of the azoreductase. The regression analysis in Arrhenius plot showed break point temperature ( $T_{BP}$ ) of 45 °C for free enzyme with activation energy of 5.20 KJmol<sup>-1</sup>. This break point shifted to 68 °C with activation energy of 10.35 KJmol<sup>-1</sup> for enzyme protected by the additive starch whereas for the additives, agar and sucrose the break point and activation energy was 59, 54 °C and 8.02, 6.64 KJmol<sup>-1</sup> respectively. Any improvement in the stability of the enzyme will greatly enhance its application in biosensing, bioremediation and biotechnological areas.

## **1. Introduction**

Azoreductases have potential advantages in bioremediation of wastewater containing azo compounds [1]. Recently, several studies describing the industrial effluent treatment and degradation of azo dyes have been reported with the contribution of azoreductases. Various authors [2, 3] have emphasized the involvement of azoreductase in the decolorization of azo dyes. The monomeric azoreductases [4, 5] have important application in the effluent decolorization and detoxification of azo dyes from textile industries.

Although enzymes have a wide range of applications in various fields, their applicability is limited due their lack of stability under extreme conditions like high temperature, pH, and other potentially denaturing chemicals [6]. Increasing the stability of enzymes under harsh pH and temperature by the addition of various additives has been reported previously [7, 8, 9]. Protein-stabilizing chemicals are referred as chemical additives, which needs for long term storage for proteins. The choice of the stabilizer also plays an important role in protein stabilization as it determines the isoelectric point of the protein [10]. The mechanism behind the facilitation of structural stability of proteins is retention of surface water activity of the protein. By adding polyhydric alcohols the surface water activity is modified relative to the absolute concentration of the additive [9]. This modified hydration shell confers protection to the protein maintaining 3D structure and biological activity.



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## **Sustainable Biogas Production through Solid Waste Management**

**Rabiya Aleen.S**

*St. Joseph's college of arts and science for women, Hosur.*

### **Abstract:**

The escalating global energy demand and increasing environmental concerns have led to a growing interest in sustainable and eco-friendly energy sources. Biogas production from organic solid waste presents a promising solution, simultaneously addressing waste management challenges and contributing to renewable energy generation. This study explores the synergies between solid waste management and biogas production, aiming to establish an integrated and efficient approach.

### **Introduction :**

The research involves the characterization of various types of solid waste, with a focus on organic content and potential biogas yield. Different waste-to-biogas technologies, including anaerobic digestion and dry fermentation, are evaluated for their suitability in handling diverse solid waste streams. Optimization strategies, such as co-digestion with other organic substrates and process parameter adjustments, are investigated to enhance biogas production efficiency

**Key words:** Bioenergy, biogas, sustainable, kitchen waste.

### **Slurry preparation tank:**

The kitchen waste is made into slurry with 45-50% solids. At a later stage it can be reduced to 5%. The process is a batch process. Each batch can be retained for 4 days in the digester.

### **Digester**

A digester is a huge vessel where chemical or biological reactions are carried out. Anaerobic digestion is a series of processes in which microorganisms break down biodegradable material in the absence of oxygen. It is used for industrial or domestic purposes to manage waste and/or to release energy. The digestion process begins with bacterial hydrolysis of the input materials to break down insoluble organic polymers, such as carbohydrates, and make them available for other bacteria. Acidogenic bacteria then convert the sugars and amino acids into carbon dioxide, hydrogen, ammonia, and organic acids. Acetogenic bacteria then





# Advancements and Challenges in CAR T Cell Therapy: A Comprehensive Review

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## Abstract:

Chimeric Antigen Receptor (CAR) T cell therapy has emerged as a revolutionary approach in cancer treatment, particularly in hematological malignancies. This review provides a comprehensive overview of the current landscape of CAR T cell therapy, highlighting key advancements, challenges, and future directions. The foundation of CAR T cell therapy lies in the genetic modification of T lymphocytes, key players in the immune system, to express synthetic receptors capable of recognizing specific tumor antigens. This review delves into the intricacies of CAR T cell therapy, exploring its historical evolution, molecular engineering, and the pivotal role it plays in reshaping the landscape of cancer therapeutics. It also elucidates the fundamental principles underlying CAR T cell therapy, detailing the process of T cell extraction, genetic modification to express CARs, and the subsequent infusion of engineered cells back into patients.

**Keywords:** *Cancer treatments, Immunotherapeutics, CAR T cell therapy*

## Introduction:

Immunotherapy operates on the principle of leveraging the body's natural defenses against cancer. By enhancing immune responses, these treatments offer several advantages, including the potential for durable responses, reduced toxicity compared to traditional therapies, and the prospect of treating a variety of cancer types.

### Types of Immunotherapy:

#### i. Checkpoint Inhibitors:

Checkpoint inhibitors are a class of immunotherapy drugs that block inhibitory pathways on immune cells, allowing them to recognize and attack cancer cells more effectively. Examples include drugs targeting programmed cell death protein 1 (PD-1) or its ligand (PD-L1) and cytotoxic T-lymphocyte-associated protein 4 (CTLA-4).







## Intercropping, Planting and off season production of

### Mango - A review

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#### **Abstract:**

Mango trees thrive in a wide range of soil types, but they prefer well-drained soils with a pH ranging from 5.5 to 7.5. intercropped plants do not compete excessively with the mango trees for sunlight, nutrients, and water. Proper spacing is crucial to prevent crowding. The selection of crops with growth habits that complement the mango trees. Avoiding crops with extensive root systems that could compete with mango roots. Different crops have varying water requirements. Water to be sufficient for both mango trees and intercrops. Considering the nutrient requirements of both mango trees and intercrops, fertilization practices supposed to meet the needs of all plants. Intercropping can influence pest and disease dynamics. Off-season production of mangoes involves extending the normal mango harvesting period beyond the typical season. Economically beneficial as mangoes can be sold at higher prices. This review in Regarding with nutritional requirements the supply of nutrients whether distributed will be beneficial to man kind.

**Key words :** Intercropping , Fertilisation , Off season production , nutritional requirements.

#### **Introduction:**

Mango trees thrive in a wide range of soil types, but they prefer well-drained soils with a pH ranging from 5.5 to 7.5. Sandy loam and loamy soils are generally considered ideal. Good drainage is crucial to prevent waterlogging, which can be detrimental to the roots. Mangoes are tropical and subtropical fruits that require warm temperatures to thrive. Mango trees need a dry period for flowering and fruit setting, followed by a wet period for fruit development. Mango trees should be planted with adequate spacing to allow for proper growth. Standard spacing is typically around 30 to 40 feet apart. High-density planting involves planting mango trees closer together than traditional spacing. This can increase yield per unit area but requires careful management of nutrients, water, and pruning to prevent





## RETAILING IN INDIA RECENT TRENDS AND UPCOMING CHALLENGES

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### ABSTRACT:

This discuss about the retailing in India. Retailing, one of the largest sectors in the global economy, is going through a transition phase not only in India but the world over. Recent trends and challenges. Retail sales are an economic metric that tracks consumer demand for finished goods. This figure is a very important data set as it is a key monthly market-moving event Through this we can know about the meaning of retailing. Types of retail operations, emerging sector in retailing, retail shopkeepers, recent trends, government policies, technology changes in retailing.

**Key words:** retailing, shopkeepers, government policies, technology.

### RETAILING DEFINITION

The word retail is derived from the French word retailer meaning to cut a piece off to break bulk. In simple terms, it implies a first-hand transaction with the customer. Retailing can be defined as the buying and selling of goods and services. It can also be defined as the timely delivery of goods and services demanded by consumers at prices that are competitive and affordable.

### TYPES OF RETAIL OPERATIONS:

Retail operations enable a store to function smoothly without any hindrances. The significant types of retail operations consist of:

Department store

Specialty store

Discount/Mass Merchandisers

Warehouse/Wholesale clubs

Factory outlet



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## **A STUDY ON MOBILE BANKING IN INDIA**

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*St. Joseph's College of Arts and Science for Women,*

*Hosur-635126.*

### **ABSTRACT**

Mobile banking is an electronic system that uses a mobile communication device, typically a smartphone, to provide the majority of the fundamental services offered by regular, traditional banking. When a mobile banking system is well-designed, it can sometimes function as a point-of-sale system that is comparable to an ATM or credit card, but the customer makes the purchase using their phone. Given the convenience of modern smartphones and their vast array of applications, it is not unexpected that mobile banking is currently experiencing a surge in popularity. Still, the idea and capability are not novel. Mobile Banking. A classification framework for m-banking research is presented, which is based on 65 m-banking papers that were published in Information Systems (IS), technology innovation, management, and marketing journals between 2000 and mid-2010. These papers are divided into five primary categories: Features & Benefits of Mobile Banking, M-Banking Overview and Conceptual Issues, Commercial banks' present methods of operation, Indian commercial banks' use of mobile banking and payment systems, and strategic, legal, and moral challenges facing the country are all covered. It is anticipated that the extensive list of references and evaluations included in this paper will help spark additional interest in m-banking and give readers a helpful overview of the literature on the subject.

**Keywords:** Banking And Mobile Services, Customer, Issues, Mobile Banking, India, M-Banking, And Challenges Of M-Banking In India.



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## A STUDY ON INDIAN MUTUAL FUND SCHEMES

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### ABSTRACT:

A mutual fund is a type of collective investment vehicle that pools the capital of several investors and allocates it to investments in government securities, money market instruments, stocks, and bonds. Mutual funds collect money from households and invest it in the stock and debt markets, allowing for portfolio diversification and relative risk aversion. In India, fixed-income funds are a type of mutual fund that invests in debt securities issued by governments, banks, and corporations. In India, debt funds and income funds are other names for fixed-income funds.'

**Key words:** Government securities, money market instruments, stocks, and bonds

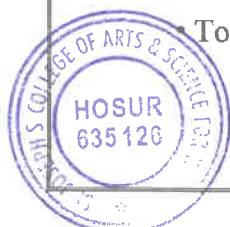
### INTRODUCTION:

A mutual fund, to put it briefly, is a group of investors' contributions combined with professional fund management. Professional fund managers invest the funds collected in mutual fund schemes in stocks, bonds, and other securities in accordance with the investment objective of the scheme. After subtracting any applicable fees and levies, the income or gains from this collective investment scheme are allocated proportionately among the investors by figuring out the "Net Asset Value," or NAV, of the scheme. Mutual funds demand a small fee in exchange.

In India, a trust is used to establish mutual funds in compliance with SEBI (Mutual Funds) Regulations, 1996, and the Indian Trust Act, 1882. SEBI has specified limits on the fees and expenses that mutual funds charge to manage a scheme. These regulations apply to these charges.

### OBJECTIVES

- To provide a quick overview of the advantages of investing in mutual funds.
- To ascertain the common investors' inclination regarding investments in India



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## CONSUMER BEHAVIOUR AND PURCHASE INTENTION

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### Abstract:

Products sold under a private label use the distributor's or retailer's brand name, or a name specially designed for them. Retailers manufacture private label products in order to satisfy customer demands, and the availability of these products has become a trend. Retailers create their own designs for private label products, which are only offered by the company. The retailer's name is used in the development process. The goal of this study was to examine how purchase intentions for Indomaret private label products in Semarang City are influenced by perceptions of brand image, quality, price, and value. All of the Indomaret customers in this study comprise the population. All Indomaret customers in Semarang City, whose exact numbers are unknown, make up the study's population. Samples from up to 100 respondents were collected. Primary data are the ones utilized. Information gathered via questionnaires from Indomaret customers in the city of Semarang. The study's findings show that purchase intention is significantly positively impacted by brand image, perceptions of quality, price, and value. But the intention to buy has no bearing on CBO.

**Keywords:** Customer Behavior Outcomes (CBO), Private Label Products, Quality Perception, Price Perception, Perception Value, and Brand Image.

### Introduction:

Publications about consumer attitudes and purchase intentions appear to be published on a regular basis. The continuous crises that the world is experiencing have made it even more important. Global political, social, and economic environments are constantly shifting, which has resulted in more dynamic consumer choices, preferences, and attitudes than ever before. In the era of social media campaigns and online ads, consumer preferences and choices are becoming more hazy and unpredictable. Since its inception in 2005, social media has expanded. They have been exceedingly pushing social, political, and cultural boundaries.



  
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# ENTERPRISE RISK MANAGEMENT STRATEGIES ON FIRM PERFORMANCE.

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## ABSTRACT:

A vital component of modern business operations, corporate risk management protects companies from unfavourable circumstances that might jeopardize their long-term viability and financial stability. This study explores the complex relationship between firm performance and corporate risk management strategies. By means of an extensive examination of extant literature, empirical data, and case studies, the objective of this study is to clarify the effects of diverse risk management strategies on crucial performance metrics, including profitability, market share, and shareholder value.

**KEYWORDS:** Operational Resilience, Financial Risk Mitigation, Regulatory Compliance, Firm Performance Resource optimization, stakeholder trust, and reputational protection.

## INTRODUCTION:

Businesses face a wide range of risks in the fast-paced, fiercely competitive business world of today, which can have a big impact on their overall sustainability and financial performance. Numerous factors, such as shifts in the economy, market turbulence, regulatory modifications, technological malfunctions, natural catastrophes, and geopolitical unpredictability, can give rise to these risks. As a result, controlling these risks is now essential to both strategic planning and corporate governance.

Corporate risk management techniques are essential for preserving a company's resources, good name, and long-term profitability. In addition to reducing the possibility of unfavourable outcomes, effective risk management can also open doors for development and innovation. Through proactive risk identification, assessment, and management, businesses can improve their resilience and adaptability, putting them in a stronger position to successfully navigate challenging situations.



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## GREEN MARKETING

### “IT’S IMPACT ON GLOBAL MARKET”

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#### ABSTRACT

A relatively new phenomenon, green marketing has gained significant traction in India and other nations as it has emerged on the international scene. Because of environmental concerns, consumers now favor greener products over conventional ones. Their opinions and tastes have shifted in favor of the greener options. Green marketing refers to the creation, advertising, and distribution of goods and services that are environmentally friendly and prevent environmental deterioration. Due of its detrimental effects on the environment, businesses are adopting the current notion of green marketing. In addition to explaining the organizations that are implementing green strategies in the market and the variables that can affect them, this research paper also covers the notion of green marketing, its evolution, the components of a green marketing mix, and its obstacles. The descriptive nature of this research paper is derived from secondary sources that were gathered from many sources, including books, websites, articles, and other research papers.

**Keywords-** *Green marketing, Evolution of green marketing, Green marketing mix, Green strategy.*

#### INTRODUCTION

Because of the increasing prevalence of environmental problems in the modern world, including global warming, environmental deterioration, and the abuse of natural resources, customers are choosing more environmentally friendly items. Scientists and researchers look into various strategies for protecting the environment and conserving natural resources, such as promoting eco-friendly products and using as little resources as possible—a practice that





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# AN OVERVIEW ON FINANCIAL MANAGEMENT TECHNIQUES FOR ORGANIZATION EFFECTIVENESS

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## ABSTRACT

The goal of financial management is to maximize equity shareholders' wealth. While any business's primary goal is to maximize profits, financial management places greater emphasis on allocating profits to equity shareholders. Planning, managing, arranging, and controlling the company's financial resources is known as financial management. Any financial manager's biggest task is to possess in-depth understanding of the acquisition, distribution, and administration of company funds. Any organization's ability to succeed hinges on its ability to manage finances effectively. The focus of this study has been on the different financial management strategies. The information is gathered from data and secondary sources. The document improves the quality of financial management information and gives the reader a comprehensive understanding of the key ideas and methods covered in the field.

**Keywords:** Finance, procurement, management, efficient, organization, knowledge, wealth.

## 1. INTRODUCTION

Any business's lifeblood is its finances. Every entrepreneur's goal in the past was to increase profits and grow their company. However, given the current business environment, a company's ability to survive largely rests on how well its stakeholders are doing. The longevity of a business is contingent upon the contentment of all its stakeholders. Therefore, in recent years, financial management has become more and more important. Finance managers possess extensive training and are well-versed in the most recent approaches and strategies to be used in the company's financial operations. The financial managers are able to make the best decisions on the appropriate use of the company's funds thanks to the variety of financial management strategies and procedures employed in this study.



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## **“INDIAN INSURANCE INDUSTRY CHALLENGES AND FUTURE PROSPECTS”**

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### **ABSTRACT**

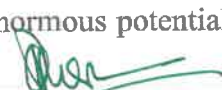
One of the world's most promising developing insurance markets is India. Even with the industry's explosive expansion over the past ten years, insurance in India is still in its infancy. The (variable) income elasticity of insurance demand influences the dynamic expansion of insurance purchasing. Insurance serves as a barrier to safeguard individuals' financial interests. An analysis of the difficulties and potential opportunities facing the insurance sector has been attempted in this paper. The players in the new rural market must raise awareness and put in the effort to comprehend the requirements and needs of Indian clients. The needs of the customer should come first. To advance, they must cooperate with the government.

**KEYWORDS:** Insurance, Challenges, Financial Sector

### **INTRODUCTION**

Following globalization and liberalization, the financial services sector has seen tremendous transformation. Among all of them, India's insurance industry is one of the most significant. Over the last ten years, the insurance industry has experienced significant expansion and the launch of numerous novel products, which is a natural and advantageous result of heightened competition. The insurance industry is vital to the economy of any nation because it gives people more ways to save, safeguards their future, and distributes institutional risk by creating a sizable capital pool. Additionally, the industry makes a major financial contribution to the capital markets and provides funding for major capital infrastructure projects in our nation. One of the fastest-growing economic sectors in India is the insurance industry, which is expanding annually. The insurance sector is expanding between 15 and 20 percent per year. The insurance sector in India has enormous potential.



  
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## A Study on Customer Satisfaction Towards Online Shopping

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### Abstract

Online shopping refers to the practice of purchasing goods and services from online retailers by interacting with them via their websites or mobile applications on computers, smartphones, and the internet. Customers can purchase goods and services online at any time and from any location (24X7). Customer satisfaction is essential for organizational success since happy customers stick around. Therefore, it is critical to gauge customer satisfaction since happy consumers are more likely to make repeat purchases and refer business to others, both of which increase an online seller's bottom line. The study identifies the primary elements that draw consumers to internet retailers. The study report also examined the variables that influence customers' pleasure with online purchasing and the degree of customer satisfaction. This study also aims to identify the variables that lead to issues when purchasing online.


**Keywords:** Online Shopping, Customer Satisfaction,

### Introduction

When customers use an interactive platform like the internet to make real-time purchases of goods, services, etc. directly from a vendor, they are engaging in online shopping. Nowadays, the term "shopping" is more accurately defined as "online shopping," which refers to buying products from companies that are present online. Since the World Wide Web gained popularity, store owners have been attempting to connect with Internet consumers. Consumers can unwind in front of their computers at home while perusing online retailers.

Customers use internet retailers to buy a variety of goods. Online retailers have made it feasible for customers to purchase nearly anything. Books, clothes, toys, hardware, software, home appliances, and health insurance are just a few of the hundreds of items that can be bought online. Due to its convenience, people prefer making purchases online. Online retailers frequently carry unique products, unlike brick-and-mortar stores where your selection is often more constrained.



  
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## A STUDY ON DIGITAL MARKETING AND ITS IMPACTS

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### Abstract

Digital marketing is being used by several Indian businesses to gain a competitive edge. This review paper's goal is to examine the effects of digital marketing and highlight its significance for both advertisers and consumers. This essay starts with an overview of digital marketing before highlighting its various channels, contrasting it with traditional marketing, and discussing its benefits, drawbacks, and significance in the modern world. Marketing is not an exception to the general world's transition from analog to digital. The use of digital marketing, social media marketing, and search engine marketing is growing along with the advancement of technology. The number of people using the internet is rising quickly, and digital marketing has benefited the most because the internet plays a major role in this. The purchasing habits of consumers are evolving, and they are increasingly drawn to digital marketing over traditional marketing.

**Keywords:** Digital marketing, Internet, online advertising, internet marketing

### Introduction

Digital marketing is the practice of promoting products or services through the use of electronic devices. The terms "online advertising," "internet advertising," and "web advertising" are frequently used to describe digital advertising. The use of digital technologies to advertise products or services is known as "digital advertising." the kind of marketing that targets consumers by using internet-based promotional messaging. The internet, a smartphone, and any other digital media are examples of digital technology.

A number of potent tools and techniques known as "digital marketing" are used to advertise goods and services online. Because there are more online marketing channels and mechanisms available, it incorporates a wider range of marketing elements than traditional business marketing. Digital marketing moves quickly to maintain a solid foundation with the discernment to act independently, think critically, and be relentlessly creative. The internet is





## **TECHNOLOGY INTEGRATION FOR TEACHING AND LEARNING**

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### **Abstract**

As technology becomes more and more integrated into our daily lives, educators are also looking for tools and techniques that will help them better use technology to enhance student learning. Empirical studies indicate that superior professional development, digital content that aligns with standards, and customized learning programs can enhance student performance, engagement, and critical-thinking abilities while giving them access to educational possibilities that might otherwise be unattainable. The study aims to collect evidence on the various advantages of integrating technology into English language teaching and learning, as well as identify any barriers and issues that arise and how they are resolved. This study explores a number of benefits and experiences related to the use of technology in English language instruction in Indonesia. Additionally, this article outlines the difficulties that must be solved in order to incorporate technology into language acquisition. Data is gathered using the interviewing method. In order to gather information about the experiences, advantages, and difficulties associated with using technology for language learning, this study makes use of qualitative analysis.

**Keywords:** Teaching, learning, Technology, Information

### **Introduction**

Technology is transforming various aspects of life, including education, health, communication, and military. It significantly improves teaching-learning processes, but its incorporation depends on operational feasibility and accessibility. Modern technology can transform education, but traditional methods like teaching, textbooks, and chalkboards still dominate. Technological integration is crucial for maximizing benefits, especially in isolated and rural areas, where people may be hesitant to embrace new technologies. This idea explores the integration of technology



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## PROBLEMS FACED BY CUSTOMERS WHILE SHOPPING ONLINE

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### ABSTRACT

Technology has changed the way of purchasing among customers. In the busy time table clients are not equipped to spend their time for buying goods from shops. They opt for to purchase goods and offerings from their home. Online buying approves human beings to purchase things from the alleviation of their homes. It offers large vary of services to the customers. At the same time customers are going through some troubles in on-line shopping. The current learn about goals at understanding patron problems and prospectus in on-line shopping. For this purpose, major records was accrued from one hundred twenty respondents. Data used to be tabulated and analyzed with the help of statistical tools to gain the targets of the study.

### INTRODUCTION

Online purchasing is increasing each day. Now, humans pick on line purchasing over offline shopping, due to the fact of the ease and convenience it offers, availability of a huge range of products on a single platform and also due to affords and discounts. While on line purchasing has many advantages, it has additionally bought its personal drawbacks. Not each and every on-line consumer is blissful with their online purchasing experiences. You can say, extra than 1/2 of the on-line consumers might face problems, whilst buying online. In this blog, we will discuss a range of dangers of on-line shopping.

### PRODUCT QUALITY ISSUES

The great of the product is one of the most frequent troubles faced through clients whilst shopping online. When purchasing products online, you regularly do now not know what you are getting in phrases of quality. Reviews are not necessarily reliable, and lookup can't supply you 100% assurance of a proper product's quality. Often, fraudulent dealers who



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## THE IMPORTANCE OF MARKETING SEGMENTATION

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### ABSTRACT

The purpose at the back of advertising and marketing segmentation is to allow groups to center of attention on their consumers' behaviors and purchasing patterns. If finished effectively, advertising segmentation allows an organization to gain its perfect return on funding (ROI) in turn for its advertising and sales expenses. If an organization markets its merchandise or offerings to a client or business, it ought to focus on the various types of segmentation. Kotler (2010) describes segmentation as the classification of customers within a market that share related desires and establish related purchasing behavioral habits.

**Keywords:** market segmentation; client classification; advertising and marketing

### INTRODUCTION

Marketing segmentation techniques can be cultivated through an large desire of attributes located among purchasers. One faction inside the market may additionally be recognized by way of gender, while another can also be made up of purchasers inside a certain age category. Locality is some other commonplace thing in market segmentation, along with earning degree and culture level. Therefore, even though this motives some shoppers who fall into extra than one class, marketing researchers normally allow for this singularity. As a function of the improvement of a particular set within the larger client base, some companies are compelled to ask questions that start some sensible recommendations on how to make a product or service extra fantastic to consumers. This action may additionally factor to additional related changes that do not have an effect on the predominant product or service. Nevertheless, growing a few modifications in the boom of a product or provider sends a obvious conversation message to clients that the enterprise does pay attention to purchasers.





## GREEN MARKETING IN INDIA: EMERGING OPPORTUNITIES AND CHALLENGES

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### Abstract

In today's market, green marketing has become a particularly significant phenomenon. This idea has made it possible to repackage and remarket products that already follow these rules. Furthermore, the growth of green marketing has given businesses the chance to co-brand their goods under different labels, praising some products' environmental friendliness while downplaying others. These marketing strategies will be discussed in light of how the consumer market is changing. Consequently, companies have stepped up their efforts to target environmentally conscious customers. Because they care about the environment, these same customers are interested in incorporating environmental issues into the process and content of marketing strategies for any products that may be needed.

In this essay, it is discussed how companies are focusing more on green customers—those who care about the environment and let it influence their purchases. This paper delineates the tripartite categories of environmentally conscious consumers and examines the obstacles and prospects that businesses encounter when utilizing green marketing. The paper concludes that green marketing will continue to grow in popularity and practice by looking at current trends in India, explaining why businesses are implementing them, and projecting the future of the industry.

**Key words:** Eco-friendly, safe for the environment, recyclable, green product.

### INTRODUCTION:

Green marketing, as defined by the American Marketing Association, is the promotion of goods that are thought to be environmentally safe. As a result, green marketing encompasses a wide range of actions, such as altering advertising, packaging, production process, and product modifications. However, there are multiple meanings that overlap and contradict each other when it comes to defining green marketing. The term "green marketing" has different meanings in the social, environmental, and retail domains, for instance. Ecological







# DYNAMIC MULTI CRITERIA DECISION ANALYSIS FOR EVALUATING CAMPAIGN PERFORMANCE IN ONLINE MARKETING MANAGEMENT

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## ABSTRACT

Effective online marketing management requires developing new research methods supporting campaign performance evaluation. The paper presents a multistage approach with performance modelling based on Dynamic Multi Criteria Decision Analysis. The crisp and fuzzy versions of the TOPSIS method were used in the process of dynamic modelling. The evaluation was performed in terms of marketing management, taking into account several conflicting criteria (user experience and intensity of advertising content). Real data from advertising servers were used during the evaluation and example decision processes were performed.

**Key words:** Effective, online, marketing, Dynamic, Advertising.

## INTRODUCTION

Interactive media, apart from one-to-one communication, allow for detailed tracking of the performance of online campaigns and improving it with the use of dedicated technologies. Several interdisciplinary research directions can be observed with the main goal of increasing outcomes from online advertising and identification of new challenges. Campaign execution is usually based on media plans, which are prepared at strategic level with conventional planning methods or dedicated models dealing with a multi-objective approach in the online environment. While campaign planning takes place periodically, the online advertising systems require tuning and optimization in real time. In the online environment, methods based on multivariate testing or stochastic models or contextual selection are used. Apart from optimization, improvement is performed with the use of behavioural targeting systems, retargeting customers with revealed interest in specific products or real time bidding systems.





## INSIGHTS AND RECOMMENDATIONS FOR EFFECTIVE MARKETING STRATEGIES

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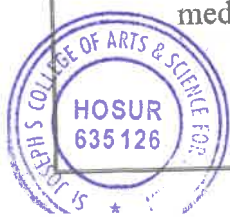
### ABSTRACT

This study examined the impact of advertising on consumer buying behavior in India. Most organizations in Nigeria pay lukewarm attitude in advertising their products and services through effective advertising medium, and this has adverse effect on their output in terms of sales. They do not see the need of spending part of their budget in advertisement to promote their products and services and influence consumer buying behavior. With great increase in technological advancement, effective advertising has become extremely important to be able to have competitive advantage, hence the need for this study. This study adopted a survey research design. It involves collection of data from respondents through questionnaire to test hypotheses. Multiple regression technique was used to test hypotheses. The research findings show that a significant and positive relationship lies between the independent variables emotional response, environmental response towards brand, brand awareness and sensory stimulated advertising and dependent variable consumer buying behavior. All the independent variables have statistically significant t-ratio and have positive relationship with consumer buying behavior. This result is inconsistent with the literature. We recommend that for effective advertising to take place, the target audience must be extensively reached to know their consumption pattern and behavior towards products and services. And that effort should be directed more on emotional related advertising, since consumers' patronage is highly induced through their emotion.

**Keyword:** Advertising, Consumer, buying, behavior, Target audience, emotional response, environment.

### INTRODUCTION

The impact of mass communication is felt all over the globe through advertising, newspaper, internet, music, films, videos, magazine, movies and billboards. Among these media, advertising is the one that has lasting impact on viewers' mind, since its exposure is



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## ENTREPRENEURIAL IN BUSINESS INTELLIGENCE

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### ABSTRACT

Business Intelligence (BI) is an innovative technology that facilitates analytics of big data. Deploying BI is a complex undertaking expensive in nature and time-consuming task as these software applications are high-risk\high-return projects. Improve implementation may lead to failure and in turn leave organizations into data rich and information poor. This study examines BI from the lens of innovation in which of the innovation tool itself influence its successful deployment in organizations. makers and executives that involve in various levels of BI deployments in telecommunication industry. In line with the literature on DOI of other type of information system success, BI characteristics namely relative advantage, complexity, compatibility, and observability are also found to be determinants in ensuring BI success This study contributes significantly to the existing literature that will assist future BI Researchers especially in terms of information system success

**KEYWORDS:** *Business Intelligence, difference of Innovation (DOI), successful Deployment, Quantitative Method*

### Introduction

Big data can revolutionize organization's competitive advantage. To facilitate big data initiatives, a concept called Business Intelligence (BI) is considered the essential innovative tools for analyzing big data for organization's competitiveness. A growing number of organizations from various industries are becoming BI-based and have made monumental investments for BI implementation. BI spending has increased compared with the IT budget overall. BI now is not just nice to have; rather, it is a necessity for competing in the marketplace. BI applications include forecasting product demand, determining selling price for products, market basket analysis, customer segmentation analysis, product recommendations, customer and product profitability analysis, campaign planning and management, supply chain integration, web analytics and fact-based decision making



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## Business Intelligence for e-commerce

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### ABSTRACT

Due to the rise in online sales, e-commerce is now a common idea. But their companies still don't know enough about their clients or the best and most efficient procedures to use in order to match clients' needs exactly with what their businesses have to offer. E-commerce and business intelligence should be combined to solve this issue, as doing so would make it possible to learn more about the users of e-commerce platforms and analyze their purchasing patterns, improve customer relationship management, improve stock management, assist in the creation of marketing campaigns, and enhance financial performance, among other benefits. In addition to offering new research directions and an architecture to integrate e-commerce and business intelligence, this paper reviews the existing literature.

**Keywords:** e-commerce, business, business intelligence

### Introduction

E-commerce has transformed the business landscape by giving consumers convenience and ease of shopping and empowering companies to grow and increase profits. But because e-commerce is so competitive, companies must streamline their processes and stay on top of emerging trends. In this situation, business intelligence is crucial in giving companies data-driven insights that can give them a competitive advantage and enable them to make wise decisions. This paper's goal is to present a thorough analysis of the literature on the function of business intelligence in e-commerce, along with information on the study's goals, research methodology, case studies of Indian e-commerce businesses, study limitations, conclusions, and recommendations. E-commerce is the practice of conducting business via the Internet and the web.

Together, e-commerce and business intelligence make up a very potent combination that enables website owners to do a variety of tasks, such as defining consumer-targeted marketing campaigns, predicting consumer behaviors, and spotting market trends. The combination of these two technologies creates a number of challenges, including high implementation, support, and maintenance costs; the likelihood of implementation failure due



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**TRINITY**  
**A REVIEW OF RECENT DEVELOPMENTS AND UPCOMING**  
**TRENDS IN ARTIFICIAL INTELLIGENCE AND MACHINE**  
**LEARNING IN MARKETING**

**G. BANUPRIYA**

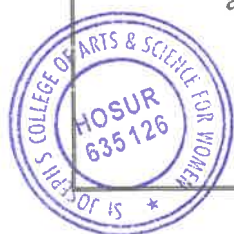
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**Abstract**

The purpose of this review study article is to investigate current developments and emerging patterns in the marketing industry's use of machine learning (ML) and artificial intelligence (AI). It looks for the theoretical underpinnings, design/methodology/approach, conclusions, and consequences of these developments for practise and research. The paper offers a thorough summary of the theoretical frameworks that support the use of ML and AI in marketing. It looks at the main ideas, frameworks, and models that direct the application of these technologies, including deep learning algorithms, natural language processing, recommendation systems, and predictive analytics. A variety of academic journals, conference proceedings, and business reports were examined using a systematic review methodology.

Personalised marketing, pricing optimisation, social media analytics, customer relationship management, and customer segmentation were among the marketing-related uses of AI and ML that were examined in the review's studies. According to the research, artificial intelligence (AI) and machine learning (ML) have completely changed the marketing industry by giving practitioners new insights into consumer behaviour, increasing targeting precision, improving customer satisfaction, and streamlining marketing tactics. The analysis also lists the difficulties and restrictions that come with using AI and ML in marketing, including the requirement for qualified personnel, ethical issues, and data privacy issues. Due to its identification of gaps in the current literature and its recommendation of possible directions for future research, this review emphasises the important research implications. Additionally, the paper offers organisations and marketers useful insights and advice on how to use AI and ML to gain competitive advantages and boost marketing efficacy. The societal ramifications of artificial intelligence (AI) and machine learning (ML) in marketing are also covered, including possible moral conundrums and the effect on privacy and



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## CROWDFUNDING IN INDIA – AN OVERVIEW

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### ABSTRACT

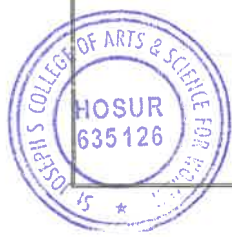
Crowdfunding is most commonly utilized by startups or emerging enterprises to seek alternative funds. Crowdfunding allows businesses and individuals to raise funds from a big group of investors who can select among hundreds of projects for a little fee. There are constraints on who can fund a new firm and how much money they can give. It allows fundraisers to collect funds from a huge number of individuals using online channels. People contact possible investors, post their financing request on a crowdfunding portal, and then spread the word via social media. There are limits to who can fund a business and how much they can give. Crowdfunding websites serve as a link between people seeking finances and those prepared to invest. The crowdfunding platform makes money by taking a portion of the funds raised. This paper discusses how crowdfunding evolved in India, its functions, and the reason for which it is raised. It also sheds light on the different types of crowdfunding, its benefits, restrictions, and obstacles.

**Keywords:** Crowdfunding, bank financing, fund raising

### INTRODUCTION

India has the world's third-largest startup ecosystem. Indian companies require a consistent flow of money, and crowdfunding can play an important role. While bank finance and security issues remain the most sought-after funding choices, there is widespread concern about managing businesses' credit limits. As a result, it is vital to broaden the ecosystem's accessible financial tools.

Crowdfunding has proven to be an effective technique for pooling resources for innovative enterprises with a bright future around the world. Several countries' policymakers and authorities have recognized the potential of these platforms. However, the breadth and promise of crowdfunding have been underutilized in India. In terms of awareness, education, acceptance, and usage of crowdfunding, India lags behind industrialized nations such as China, the United States, the United Kingdom, and Europe.





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## Agriculture Crop Selection and Yield Prediction using Machine Learning Algorithms

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## A STUDY ON CONDITIONAL DISSEMINATION AND SECURE DATA GROUP SHARE WITH MULTI-OWNER IN CLOUD COMPUTING

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### Abstract:

We are starting a new era of innovation registration, such as the Internet of Things (IoT). In distributed computing, sharing information with open customers is a major concept. Customers can get information from the cloud through several administrations provided by the cloud. With the aid of capacity, information owners are able to store and distribute their data to clients via cloud servers. Identity-based encryption a cryptographically enhanced access control system must be implemented for this kind of administration. There should be a section that allows a client to be removed from the system when accessing information that indicates their endorsement has ended. Thus, the renounced client is unable to access both of the recently removed data. In light of this, put up the idea of revocable storage character-based encryption. In this work, we discovered and demonstrated how a denied customer can be ready to access historical data under Just cloud conditions using a mystery key, with the same data being shared with open customers.

**Key words:** Internet of Things, cloud computing, encryption, safe data sharing, and future internet

### I. Overview

The term "Web of Things" (IoT) refers to a broad concept for the limit of framework devices to recognize and gather information from all over the world, and then provide that information over the Internet where it will typically be handled and used for a variety of enticing purposes. Smart machines that coordinate and communicate with different machines, objects, situations, and institutions make up the Internet of Things. Eventually, all people are connected to one another through a multitude of correspondence methods. In other words, we might argue that the web is the most widely used correspondence method, and it partners with social orders. The fundamental concept of the Internet of Things (IoT) has been present for around 20 years, and because of its great potential influence in improving our daily lives and society as a whole, it has attracted the attention of many researchers and adventures. When objects like nuclear family devices are connected by a framework, they can function together to provide the best possible administration in the end, rather than as a social gathering of freely operating devices. Numerous reasons make this significant. Applications and services



  
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## Big Data, Cloud Computing, and the Challenges of Securing and Protecting User Data

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### Abstract

In many facets of contemporary daily life, communication systems are becoming more important. Numerous technologies are developed in this field and help to make people's daily lives better. Big Data (BD) is a term for a technology that was developed via communication networks. Large-scale data sets that are used, transferred, and managed over a network are referred to as "big data." The use of storage space without limitations on its use becomes necessary due to data usage, even large-scale data. This storage capacity is made possible by a technology known as cloud computing (CC). This technology makes reference to a substructure where real-time data processing and storing takes place outside of the user's device.

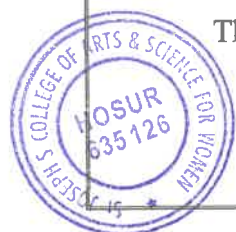
**Index Terms**—Cloud Computing, Big Data, Algorithms, Big Data Applications, Cloud Computing Security.

### I. Introduction

A new term in popular usage, "big data," refers to the unexpectedly quick increase in both structured and unstructured data volume. It is a general term for data sets that are too big or too complicated for standard data processing software. Occasionally, it also targets a specific data set size. Big data accuracy may boost decision-making confidence, and wiser choices may increase operational effectiveness, lower costs, and lower rate of risk [1]. This scope helps us to understand that big data is becoming equally important for the internet and business. This occurs as a result of more information producing analyses that are more accurate [2] [3].

In recent years, a new wave of services built around the concept of "cloud computing" has emerged, offering data and information access from anywhere at any time, thereby reducing or eliminating the need for physical equipment. "Cloud computation" refers to the utilization of software and logistical resources for computing via services that are delivered over the internet.

These days, cloud computing services make up one of the biggest global arenas for competition







## FACIAL HOMOLOGIC CLOUD SECURITY PRIMITIVE BASED NEURAL NETWORK OPTIMIZATION

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### ABSTRACT –

At present, cloud computing has become an integral aspect of both individual and professional interactions with computers. The majority of cloud platforms employ conventional encryption techniques for device authentication, although some cloud services provide consumers outdated protocols. This work presents a facial authentication mechanism that generates a facial geometric point to be used as an encryption key. The process was created as a multi-phase facial recognition algorithm implementation. This study proposes a secure identification strategy that uses face features to identify authorized users of cloud services. The suggested method sends the face image straight to the cloud without any processing. The fuzzy neuro inference algorithm, which facilitates user facial authentication and individual entry into a sheet tracking, forms the basis of the algorithm's first sequence of execution. In the second method, deep facial feature recognition was achieved by facial geometric point mapping of a face using a Convolution neural network (CNN) with VGG19 based architecture. A facial geometric point-based facial network was created and individual faces were labeled based on the algorithm. This third process makes use of a cloud authentication system based on facial geometric point recognition.

**Keywords – Identification, Cloud Services, Geometric Face Features, CNN, Fuzzy neuro System.**

### I INTRODUCTION:

The field of biometrics incorporates constant facial acknowledgment. Biometrics alludes to a PC's ability to recognize an individual in light of an extraordinary real trademark. Face acknowledgment is the limit with regards to a PC to perceive an individual in view of their facial elements. Biometrics is becoming one of the most quickly growing areas in trend setting innovation. Biometrics are relied upon to detonate in the following century to validate personalities.[10] and prevent unauthorized access to offices, data centers, and organizations, according to projections.





## Navigating the Landscape: Challenges in Designing Artificial Intelligence for Future Evolution

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### ABSTRACT

*Artificial intelligence has been increasingly prevalent in all fields in recent years, and various definitions of its various forms have been offered. The majority of publications in the literature highlight artificial intelligence's remarkable capabilities. A number of difficulties in developing intelligent systems, including those related to security, safety, fairness, robustness, and energy consumption, have recently come to light. The number of new issues rises with the use of intelligent technologies. It goes without saying that as artificial intelligence progresses from narrow to superintelligence, perspectives on issues like security will shift. Furthermore, it is inappropriate for the recent advancements in human-level intelligence to occur without taking into account all of the difficulties involved in creating intelligent systems. Considering the mentioned situation, no study in the literature summarizes the challenges in designing artificial intelligence. In this paper, a review of the challenges is presented. Then, some important research questions about the future dynamism of challenges and their relationships are answered.*

**Keywords:** *artificial intelligence; artificial super intelligence; artificial general intelligence; artificial narrow intelligence; human-level intelligence; challenges*

### I. INTRODUCTION

Artificial intelligence (AI) has been widely used in recent years. In the literature, numerous articles, such as [1,2], only focus on AI's extraordinary capabilities. Few papers, such as those reported in [3–7], focused on the challenges of AI. During analyses of the challenges of AI, numerous problems have been reported in the literature, some of which are security [8], safety [9], fairness [10], energy consumption [11], and ethics [12], to mention a few. The widespread usage of AI leads to arising new challenges. This issue becomes more complicated when the definitions of challenges are modified based on new dimensions explained in the next paragraph. From a historical perspective, artificial intelligence (AI)-based systems go through three stages: artificial narrow intelligence (ANI), artificial general intelligence (AGI), and artificial super intelligence (ASI), which will be superior to human skills in





# SURVEY ON BLOCKCHAIN TECHNOLOGY CHARACTERISTICS

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## ABSTRACT

Blockchain is an innovative technology that is having a significant impact on contemporary society as a result of the transparency, decentralisation, and security qualities that it possesses. Due to the fact that it was the very first use of cryptocurrencies like Bitcoin, blockchain received a significant amount of attention. In the not-too-distant future, it is anticipated that Blockchain technology will revolutionise the way in which we live, engage with one another, and conduct business. Over the past few years, researchers, manufacturers, and academics have been conducting extensive research into various elements of Blockchain as a developing technology. When compared to previous polls that concentrate on either the uses, difficulties, or qualities of blockchain technology,

*Keywords: Evolution, Blockchain, Characteristics of blockchain, issues of blockchain.*

## 1. INTRODUCTION

The idea of a chain of blocks that is physically protected is not a novel one.

Additionally, it was described by Stuart Haber and colleagues in 1991 as a method for digitally timestamping electronic documents in order to protect them from being tampered with [2-4]. In spite of this, it has been increasingly popular in recent years on account of its utilisation in Blockchain technology for the purpose of storing transactions of a cryptocurrency known as "Bitcoin" [1].

There is a connection between the Blockchain 1.0 technology and cryptocurrencies, particularly Bitcoin. Blockchain technology is utilised by Bitcoin as a means of resolving the long-standing issues of double spending of digital currency and the processing of digital transactions in a decentralised manner, without the need for any trusted third party. Blockchain can be defined as the chain of digital blocks that are connected and related with each other as an open distributed ledger. This definition has been simplified for the average person. At first, it was only used to store transactions involving digital currencies; however, as time went on, it began to be utilised in a variety of different applications in addition to those involving currency and payments [7].

## 2. HISTORY

In the first part of this section, the fundamental ideas of Blockchain technology are presented, and then the qualities and problems associated with the technology are discussed.

### 2.1. "P2P" STANDS FOR "PEER-TO-PEER" NETWORK.

P2P networks are a type of distributed network design that allows participants to exchange resources with one another. For the purpose of sharing their resources with other participants, the participants



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## Deep Learning Fusion for Adaptive Food Recognition: Incremental Kernel ELM and Transfer Learning Strategies

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### Abstract

Cutting edge deep learning models for food recognition frequently experience severe interference during class incremental learning and do not support data incremental learning. Food recognition is a crucial topic because real-world food datasets are dynamic and open-ended, with an ongoing influx of new food samples and food classes. To deal with the dynamic nature of the data, model retraining is frequently used, but it takes a lot of time and expensive computing power. In this paper, a novel adaptive reduced class incremental kernel extreme learning machine for classification is proposed, along with a deep learning method on deep models for feature extraction and selection. Deep learning features have a high degree of generalisation, which makes transfer learning advantageous. Relief F selects and ranks the extracted features to lower computational complexity. The new classifier minimises catastrophic forgetting by dynamically modifying the network architecture. When fresh samples of the current class are received, it tackles issues related to domain adaptation. In order to perform experiments, we assessed the model using a newly compiled food dataset as well as common food benchmarks.

**Keywords** – Cutting edge deep learning, Relief F, Food Recognition, Feature Extraction and Selection.

### 1. INTRODUCTION:

In a variety of industries, including the food industry, nutrition, and healthcare, food classification is essential. Accurately identifying and categorising various food types can yield useful data for calorie calculation, food quality control, and diet management. Since deep learning models have demonstrated superior performance on a variety of image classification





## PIONEERING THE FUTURE: A SURVEY OF CUTTING-EDGE ARTIFICIAL INTELLIGENCE APPLICATIONS

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**ABSTRACT** - Artificial Intelligence (AI) has evolved into a transformative force across various domains, revolutionizing traditional approaches and introducing novel solutions. This research paper delves into the diverse applications of AI, exploring its impact on industries, society, and technological advancements. The study encompasses key areas such as healthcare, finance, autonomous vehicles, and natural language processing, examining the pivotal role AI plays in optimizing decision-making processes, enhancing efficiency, and solving complex problems. By analyzing historical developments, current applications, and future prospects, the paper provides a comprehensive overview of the characteristics, definitions, and accomplishments of AI. The exponential growth of data generated by both humans and machines necessitates the integration of AI for efficient comprehension, analysis, and decision-making.

**KEYWORDS** - Artificial Intelligence, Machine Learning, Data Analysis, Healthcare, Finance, Autonomous Vehicles, Natural Language Processing, Decision-Making, Technology, Applications.

### I. INTRODUCTION

The field of computer science known as artificial intelligence (AI) studies the intelligence of machines. An intelligent agent is a system that makes decisions to increase its chances of success. The study of concepts is what makes computers capable of doing actions that give the impression of intelligence. Reasoning, knowledge, planning, learning, communication, perception, and the capacity to move and manipulate objects are among the fundamental ideas of artificial intelligence. It is the engineering and science of creating intelligent devices, particularly computer programmes.

### II. APPLICATIONS OF AI

There are several uses for artificial intelligence in modern culture. Because it can effectively handle complicated problems in a variety of areas, including healthcare, entertainment, banking, education, etc., it is becoming increasingly important in the modern world. AI is speeding up and improving the comfort of our daily lives. Some industries that use artificial intelligence are listed below:



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## IMMERSIVE ANALYTICS AND VISUALIZATION: AN OVERVIEW

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### **Abstract:**

In the emerging topic of immersive analytics research, analytical reasoning and immersion virtual environments are employed to enhance collaborative decision support. We present the findings of our initial study into a low-cost, Web-based virtual reality platform for immersive analytics using a Google Cardboard, with hopes to expand to other similar platforms such as Samsung's Gear VR. Our prototype tackles some of the challenges developers face when using standard-based developing frameworks such as WebVR to create immersive 3D visualizations that are informative as well as useful. Integrating natural user interfaces, mixed reality, virtual and augmented reality, and information visualization is the aim of immersive analytics.


**Keywords:** *Virtual reality, Immersion, Data analysis, Big data, Visualization, Pattern recognition.*

### **I. INTRODUCTION**

Immersion analytics (IA) is an emerging topic of research that focuses on the use of cutting-edge display and interaction technologies in analytical reasoning and decision making [1]. In information architecture (IA), ideas like virtual and mixed reality (VR/MR), natural interaction, touch interfaces, and multisensory arrays are expanded upon in order to build collaborative, interactive systems that enable users to completely enter their data.

One characteristic shared by mixed reality (MR), virtual reality (VR), and augmented reality (AR), the graphic-centric subdomain of MR, is the precise, graphical depiction of physical objects. We believe that physical representations of data can be shown in VR and MR in a manner reminiscent of how



  
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## PERSONALIZED HOTEL RECOMMENDATION SYSTEM

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### ABSTRACT:

While systems built using the collaborative recommendation paradigm find users whose preferences are similar to the given user's and suggest items they have liked, content-based recommendation systems attempt to recommend items similar to those a given user has probably already used. The suggested recommendation system talks about data-driven hotel suggestions for locations all around the United States. The methodology chosen for the recommendation involves the computation of hotel category ratings within the city. By combining two features—categories obtained from the city of the selected hotel category—we can calculate hotel categories from many cities. The user will receive a hotel recommendation from the procedure that has the highest rating.

**Keywords:** ratings, Similarity, Recall, Precision, Accuracy, Recommender System

### I. INTRODUCTION:

To help individuals navigate the world of abundant and overwhelming information, recommender systems were developed in response to a clear need. Furthermore, it's become evident that they can connect users with other like-minded individuals as well as pertinent information [1]. Recommender systems are used in many different contexts, but they are most commonly associated with creating playlists for streaming video and music services like Netflix, YouTube, and Spotify; suggesting products for online retailers like Amazon; and suggesting content for social media sites like Facebook and Twitter. There is a growing demand for content-based recommendation systems nowadays. Here, the system is capable of producing content recommendations based on database attributes.

Determining what users want, especially what meets their needs, has proven to be a difficult task due to the vast volume and variety of information available online. While systems built using the collaborative recommendation paradigm find users whose preferences are similar to the given user's and recommend items they have liked, content-based recommendation systems attempt to recommend items similar to those a given user has probably already used in the past [2]. Saga et al. [3] suggested that since sales records include customer preference relationships between hotels, they can be used to



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## Event Recommendation using social media

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### Abstract:

Every day, lots of events keep happening around the globe. Examples of events are festivals, concerts, shows, conferences, sports events, movie launches, etc. There are several event recommendation systems that suggest different events to the users. The popularity of an event plays an important role in event recommendation. If the system knows which event is popular in a region, then that can be recommended to more people in that region. However, since events take place at predefined location and time it is important to identify the popularity much before the occurrence of the event. Early prediction of future popularity is very crucial for the success of any event recommendation system. We intend to use social media conversations about events as a signal to gauge how popular the events are. In order to complete this task, we first look for social media posts that are associated with the event using the meta information (time, date, venue, title, etc.) about the event. After that, these posts go through a series of preprocessing steps in a pipeline to find spam, determine whether emotions are present and to what extent, etc. The future popularity of the events can then be predicted using the preprocessed posts and a number of other contextual parameters. Next, a recommendation algorithm can be used to suggest events to users.

**Keywords**—Twitter, event recommendation, social media, event popularity, hashtag.

### I. INTRODUCTION

These days, the quantity of individuals attending actual the number of global events is rising. We define an event as any planned, real-world occurrence that takes place at a specific place, during a specific period of time, and is of appeal to a certain demographic. Some instances of these occurrences are sporting events, conferences, seminars, films, concerts, and festivals concerts, comedies, musicals, etc. Numerous factors exist Few such factors could be users' lack of knowledge about the event, event venue being far from user's location, personal constraints, etc. Some people may not want to attend the event because of not knowing their friends' attendance to the event. Sometimes, people do not know the



## Semantic Web: A Comprehensive Review of Two Decades of Research and Applications

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### Abstract

A comprehensive overview of two decades of Semantic Web research and applications, exploring the field's connections to various disciplines and addressing current challenges. The review delves into information systems, emphasizing graph-based database models, information integration, semantic web description languages, and ontologies. Additionally, it discusses computing methodologies such as description logics and ontology engineering. The keywords highlight the central themes of the paper, including the Semantic Web, ontology, knowledge graph, and linked data. The ACM Reference Format credits Pascal Hitzler for the 2020 work, titled "Semantic Web: A Review of the Field," presented in the Proceedings of ACM. The abstract serves as a concise summary of the paper's content, inviting readers to engage with the full publication for an in-depth exploration of the Semantic Web landscape.

### Keywords

Ontology, knowledge graph, Semantic Web, and linked data

### I Introduction

Let's define the topic matter to start this review. In the same way as, example, artificial intelligence signifies a subject of research rather than a tangible artefact, the word "semantic web" as used in this article refers to a topic of study. It's possible that a tangible product that deserves to be dubbed The Semantic Web will never materialise, however some researchers contend that portions of it have already been constructed. In an effort to prevent terminological ambiguity, the collection of techniques and instruments emerging from the field is sometimes referred to as Semantic Web Technologies. Though our main focus will be on evaluating the research field, we will touch on all of this again throughout the essay.



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## INVESTIGATION OF IRON SULFIDE SURFACE LAYER GROWTH IN AQUEOUS H<sub>2</sub>S/CO<sub>2</sub> ENVIRONMENTS

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### ABSTRACT

The nature of the iron sulfide films formed on steel surfaces during H<sub>2</sub>S/CO<sub>2</sub> corrosion is a key parameter for pH stabilisation in sour gas pipelines, and will also affect the efficiency of corrosion inhibitors. On this background, a series of systematic experimental studies of iron sulfide corrosion film growth in aqueous H<sub>2</sub>S/CO<sub>2</sub> environments have been initiated. This contribution presents results obtained in the initial stages of these studies using gravimetric (mass loss) methods, FE-SEM and EDS. X65 carbon steel samples were exposed to sour conditions for various periods of time up to 10 days. Evidence of iron sulfide layer formation governed by the parabolic film growth rate law was found for the test conditions reported, indicating that the corrosion and film growth rates in these cases were limited by the electronic conductivity of the film or mass transport, probably Fe<sup>2+</sup> diffusion, across the corrosion film. Assessment of the films by SEM revealed that the morphology changes with exposure time within the range studied.

**Keywords:** sour corrosion, FeS film growth, FeS film morphology, localized corrosion

### 1 INTRODUCTION

The number of sour (H<sub>2</sub>S-containing) oil and gas fields worldwide is increasing, as sweet fields are being depleted and high oil prices vouch for profitable development of sour oil and gas finds. Sour oil and gas production and transport always imply a risk of material damage and shutdowns due to CO<sub>2</sub>/H<sub>2</sub>S corrosion, and especially localised corrosion attacks. Development of these fields necessitates development of better and more economical corrosion control methods to prevent environmental hazards and production upsets caused by leaks and ruptures. Essential findings to this date are characterisation of the electrochemical reaction mechanisms and different iron sulfides appearing in the CO<sub>2</sub>/H<sub>2</sub>S corrosion process, and studies of the protectiveness of iron sulfide films against corrosion as a function of environmental parameters <sup>1-5</sup>. Nevertheless, problems related to





## CORROSION PREVENTION BY USING INHIBITORS

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### ABSTRACT:

The corrosion of metals is an important matter to be considered in industries employing chemicals and in the industries engaged in manufacture of chemicals. Corrosion is the disintegration of an engineered material into its constituent atoms due to chemical reactions with its surroundings. In the most common use of the word, this means electrochemical oxidation of metals in reaction with an oxidant such as oxygen. Formation of an oxide of iron due to oxidation of the iron atoms in solid solution is a well-known example of electrochemical corrosion, commonly known as rusting. Third type of damage typically produces oxide(s) of the original metal. Corrosion can also refer to other materials than metals, such as ceramics or polymers, although in this context, the term degradation is more common.

### I INTRODUCTION


For the past 25 years, new & most effective inhibitors were investigated for the corrosion protection of various metals. Hundred years ago, only camphor was used for the protection of machineries. Even in the II world war, inhibition of corrosion in packaging and storage was in need. Then came VPI which are chemicals used to inhibit atmospheric corrosion very effectively on metals when present as vapour. With the advancement of science & technology, a more elegant and effective method of internal corrosion prevention by VPI was introduced.

**KEYWORDS:** Inhibitors, Corrosion, Pickling, Polarization.

### II METHODS AND APPROACH TO CORROSION PHENOMENON

The effective use of metals as materials of construction must be based on a understanding of their physical, mechanical and chemical properties. The more important factors involved may be summarized as follows:



  
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## ORGANIC SYNTHESIS OF DYES (PHENYL HYDRAZONES)

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### ABSTRACT:

Hydrazones have been reported for their various biological activities such as antioxidant, antimicrobial, antitumor, antiglycation and anti-inflammatory activities<sup>7</sup>. II. Cancer is presently the second most important disease leading to death in both developing and developed countries according to the WHO. Chemotherapy is one of the most effective approaches used for treating cancer patients<sup>8</sup>. Nitrogen-containing steroid derivatives are common clinical drugs in cancer chemotherapy. It has been reported that some steroidal oximes, hydrazones, pyrazolines displayed distinct cytotoxic activity against some cancer cell.

**KEY WORDS:** Hydrazones, hydrazide hydrazones, 4=chlorophenyldiazo methane, azo dyes, holography

### I Introduction

#### Hydrazones

Hydrazones, the class of compounds containing  $>C=N-N=C<$  group, azo dyes are the most widely used compounds in various fields, such as the dyeing of textiles, biological medical studies and advanced application in organic synthesis<sup>1</sup>. The success of azo colorants is due to the simplicity of their synthesis by diazotization and azo coupling, the almost innumerable possibilities presented by variation of the diazo compound and coupling compound, the generally high molar extinction coefficient and the medium to high light and wet fastness properties<sup>2</sup>. In recent years, azo dyes have gained wide interest and found many uses in materials for optical applications and in analysis. Due to their properties including optical storage capacity, optical switching, holography, and non-linear optical properties, polymers with azo units represent promising candidates for photo active materials<sup>3</sup>.

### II Aim and Scope

- ☐ Synthesis of (E)-(4-chlorophenyl)((4-chlorophenyl)diazonyl)methanone derivatives
- ☐ To characterization of the compounds by NMR and IR spectral studies



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## ORGANIC SYNTHESIS OF DYES (HYDRAZONES)

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### ABSTRACT:

Multicomponent reactions (MCRs) are defined as one-pot reactions in which at least three different substrates bonded together through covalent bonds. This increase in availability of low-price glycerol has initiated new research and industrial processes for making chemicals from glycerol<sup>11</sup>. In this instance, water is the solvent of choice as an ideal organic reaction demands that it would proceed neat, that is, without any solvent or preferably in an environmentally benign solvent such as water. Moreover, water is considered as a cheap, safe, natural, non-flammable, environmentally benign and abundantly available green solvent<sup>12</sup>. Fused chromenes are interesting due to their significant antibacterial<sup>13</sup> and novobiocin<sup>14</sup> activities. Chromenopyridines have been reported to have antiproliferative, cancer chemopreventive, antibacterial, antitumor, hypotensive, and antiasthmatic activities<sup>15</sup>

### 1 INTRODUCTION:

Organic reactions under solid state and solvent free conditions<sup>1</sup> have become more attractive as a result of the growing awareness for green and sustainable chemical transformations. Solvent free organic reactions are preferred over conventional synthesis because of their numerous advantages, e.g., increased selectivity, lower energy consumption, minimized waste, hazards, toxicity and cost<sup>2</sup>. Knoevenagel condensation reaction is one of the most significant bond forming reactions in organic chemistry<sup>3</sup>. Particularly, the resulting  $\alpha,\beta$ -unsaturated compounds are useful intermediates for other reactions in domino fashion,<sup>4</sup> making the formation of multiple bonds possible. For instance, Knoevenagel condensation has been successfully used for synthesis of highly functionalised molecules in combination with Michael addition, Robinson annulations, Diels-Alder and ene reaction<sup>5</sup>. The combination of more than one reaction in one pot synthesis is now well known as multicomponent reactions.



  
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## **Bacon's Essays as a Literature of All Time**

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### **Abstract**

Francis Bacon, a towering figure in English literature and philosophy of the Renaissance era, left an indelible mark with his collection of essays that transcend the boundaries of time. This abstract explores the enduring significance of Bacon's essays as a literary treasure, examining the profound insights and timeless wisdom embedded within his thought-provoking prose.

Bacon's essays, written in the late 16th and early 17th centuries, encompass a diverse range of subjects, including wisdom, truth, friendship, and the human condition. His astute observations and keen intellect unravel the complexities of human nature, offering a mirror to readers across generations. This abstract delves into the thematic richness of Bacon's essays, which serve as a literary microcosm reflecting the universal aspects of the human experience.

The enduring appeal of Bacon's essays lies in their relevance to contemporary society, transcending the historical context of their creation. Whether exploring the dynamics of power, the pursuit of knowledge, or the nuances of human relationships, Bacon's insights remain poignant and thought-provoking. This abstract investigates how Bacon's essays continue to resonate with readers, providing a profound understanding of the human psyche and society.

Furthermore, the abstract examines Bacon's distinctive style, characterized by clarity, brevity, and wit. His aphoristic expressions and rhetorical finesse contribute to the essays' enduring readability and accessibility. The abstract also discusses the influence of Bacon's essays on subsequent generations of writers and thinkers, establishing them as a foundational work in the canon of English literature.

**Key words:** human psyche and society, clarity, brevity, wit, justice and expediency, psychology, ethics, and sociology.





## **Deconstructing the various texts in Joseph Heller's *Catch 22***

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### **Abstract**

### **Introduction**

Joseph Heller was born in Brooklyn in 1923. He served as an Air Force bombardier in World War II. As a writer he is famous for his best-selling books that include *Something Happened*, *Good as Gold*, *Picture This*, *God knows* and *Closing Time* but his first novel *Catch 22* remains his most famous and achieved work. Heller wrote *Catch 22* while working at a New York City firm.

This novel has many auto biographical touches. It draws heavily on his Air Force experience. It presents a war story that is gruesome, cynical and stirring. *Catch 22* is a war novel. Despite its World War II setting, *Catch 22* is often thought as a signature novel of the 1960's and 1970's. It was during those decades that American youth truly began to question authority. Hippies, university protests, and the civil rights movement all marked the 1960's as a decade of revolution and Heller's novel fit perfectly with the spirit of the times.

This paper discusses the novel in the light of the deconstruction theory of Derrida that can be adequately applied in reading this novel. There are various texts or signs in the novel like war, the concept of God, morals, sanity and insanity. These texts or signs traditionally has a signified but all these texts can be deconstructed.


**2.0 Key Words:** Deconstruction, Derridean school, Saussure, Sign, Signifier, Signified, Identity

### **3.0 A little peep into the theory of Deconstruction**

Deconstruction which is the Derridean school of thought is one branch of post structuralism.

At times poststructuralism and deconstruction were synonymous says Vincent B. Leitch



  
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## Feminist Perspective in Shashi Deshpande's That Long Silence

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The paper explores the historical roots of the masculine psyche in India, tracing its influence from the dawn of civilization. It sheds light on the disparity between the educational and expressive opportunities granted to men versus women, emphasizing the persisting societal taboos surrounding the "woman-question" in contemporary India. Focusing on Shashi Deshpande's works, particularly "That Long Silence," the essay delves into the struggles of modern Indian women caught between traditional expectations and evolving societal norms. Jaya, the protagonist, symbolizes the journey of self-actualization amid societal constraints, highlighting the complexities of gender-oriented traditions. The narrative scrutinizes the psychological aspects of women subjected to mental abuse, emphasizing the societal valuation of a woman based on ownership rather than individuality. Jaya's internal conflicts and her quest for self-expression through silence are portrayed as a contemporary dilemma. The essay concludes with Deshpande's protagonists, including Jaya, as emblematic figures challenging conventional roles and becoming their own role models, showcasing resilience and fortitude in the face of societal expectations.

**Keywords:** Masculine Psyche, Self-Actualization, Gender-oriented Traditions, Feminism

"In childhood a woman should be under her father's control, in youth under her husband's and when her husband is dead, under her sons, she should not have independence..."

The position and status of woman is thus stated by the ancient Indian sage Manu. The masculine psyche in India has had this view of women from the dawn of Indian civilization.

They have had every opportunity to share their own tales with us. They were more educated, to a far greater extent, and could express and assert their power. However, women lacked knowledge and lacked the strength of voice. "Phenomenal progress has been registered in





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## Feminist Perspectives in Latin American and Middle Eastern Novels

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### Abstract

This research delves into the multifaceted landscape of Feminist Perspectives in Latin American and Middle Eastern Novels. Through a meticulous analysis of selected literary works, the study explores the portrayal of women, the challenges they face, and the triumphs they achieve within distinct cultural and historical contexts. Examining key themes, such as identity, agency, and societal expectations, the research unveils the nuanced expressions of feminism in narratives penned by authors from these regions. The intersectionality of gender, culture, and socio-political dynamics is a central focus, fostering a comprehensive understanding of the diverse voices contributing to the global feminist discourse.

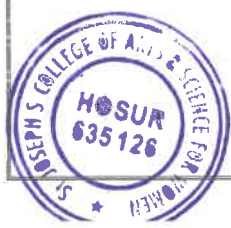
**Keywords:** Feminism, Literature, Latin American Novels, Middle Eastern Novels, Gender Dynamics, Identity, Agency, Intersectionality, Cultural Context, Socio-political Dynamics.

### Introduction:

The introduction sets the stage by highlighting the significance of feminist perspectives in literature from Latin America and the Middle East. It provides an overview of the cultural and historical contexts shaping gender dynamics in these regions and outlines the objectives of the study. Literature has long served as a powerful lens through which societal attitudes towards gender are refracted. This paper delves into the rich tapestry of feminist perspectives in literature, specifically focusing on the nuanced narratives emerging from Latin America and the Middle East. Beyond being artistic expressions, these narratives encapsulate the struggles, triumphs, and aspirations of women within the intricate contexts of their respective cultures.

To comprehend the feminist discourse within Latin American and Middle Eastern literature, it is imperative to delve into the unique cultural and historical contexts that have shaped gender dynamics. Latin America, with its mosaic of indigenous, colonial, and post-colonial influences, has witnessed the convergence of diverse worldviews. The Middle East, steeped in a history marked by ancient civilizations and modern geopolitical shifts, carries narratives intricately woven with religious, societal, and political complexities.

Feminist literature acts as a mirror reflecting not only the status of women but also the ethos of entire societies. It transcends the boundaries of fiction, influencing societal perceptions and contributing to the ongoing discourse on gender equality. In Latin America and the Middle East, where women's roles are deeply entwined with cultural identity, feminist literature becomes a potent tool for articulating, challenging, and reshaping societal norms. This paper seeks to underscore the significance of feminist literature as a catalyst for social change and a repository of diverse female voices.



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## Tracing the Evolution of Indo-European Languages: A Historical Linguistic Analysis

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### Abstract

This paper undertakes a comprehensive exploration of the historical development of Indo-European languages, aiming to trace their evolution over time. The Indo-European language family encompasses a vast array of languages spoken across Europe, Asia, and parts of the Middle East, making it an ideal subject for understanding linguistic evolution. The paper employs the tools of historical linguistics, focusing on the comparative method, lexical reconstruction, and the analysis of language contact phenomena. By examining linguistic shifts, innovations, and the impact of cultural and historical factors, the study aims to unravel the intricate history of the Indo-European language family. Special attention will be given to the reconstruction of proto-languages, the identification of language families within the broader Indo-European context, and the influence of external factors on language evolution. The research draws on a diverse range of linguistic data, including ancient texts, linguistic corpora, and comparative analyses, to provide a nuanced understanding of the historical development of Indo-European languages. Through this investigation, the paper contributes to the broader field of historical linguistics and sheds light on the rich tapestry of linguistic diversity within the Indo-European language family.

**Keywords:** Linguistic evolution, Comparative method, Lexical reconstruction, Language contact, Language families, Cultural and historical factors.

The Indo-European language family stands as one of the most expansive and influential linguistic groupings in the world, encompassing a vast array of languages spoken across Europe, Asia, and parts of the Middle East. This family includes some of the most widely spoken languages today, such as English, Spanish, Hindi, and Russian. The historical roots of these languages provide a captivating narrative that unfolds over millennia, reflecting the cultural, societal, and geographical developments of the diverse communities that have spoken them.

Studying the evolution of Indo-European languages is a venture into the very fabric of human communication, offering insights into the shared linguistic ancestry of diverse cultures and societies. Historical linguistics, as a discipline, serves as the key to unlocking this rich tapestry of linguistic evolution. By delving into the historical layers of language change, the intricate relationships between different linguistic branches, and the factors that have shaped







## Continuum of Challenges and Journey of Self-discovery in the Novels of Kavery Nambisan

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### Abstract

Exploring the different dimensions of women in the context of family and society, Kavery Nambisan, the South Asian writer represents the struggles, endeavours and dilemmas of women marching towards ideal femininity. The problems stated are the discrimination of gender, the mental instability, the emotional trauma and the severe repercussions reverberating in their lives. The protagonists are tossed by the raging storms of inequality, pressures of patriarchal society and strong prejudices. It is argued that in spite of the recurring memories, patriarchy, caste discrimination and the painful experiences, women construct stronger psyche to accept and overcome the obstacles of life. The article focuses on the indomitable spirit of women to prove their self-identity by discovering their inner strength.

**Keywords :** Challenges, gender, self-discovery, trauma, women studies

### Introduction - The Pen and The Scalpel

Of the noteworthy writers of the present-day era, Kavery Nambisan is the noteworthy South Indian writer and a surgeon practising in rural areas. Nambisan was born in Kodagu and she hails from a politician's family. She mastered medicine at St. John's Medical College, Bangalore and her study at the University of Liverpool qualified her to be a surgeon. She had





## Bonds Beyond Borders: The Kabuliwala Chronicles

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### ABSTRACT


"Kabuliwala" is a classic short story written by Rabindranath Tagore, a renowned Indian poet, and Nobel laureate. The narrative unfolds in Kolkata, India, where a young girl named Mini befriends Rahmat, a Kabuliwala (an Afghan trader) who sells dry fruits. The story explores the unlikely friendship between Mini and Rahmat, highlighting the cultural and emotional barriers that exist between them. As the narrative progresses, unforeseen circumstances lead to a poignant and touching resolution that transcends the boundaries of language and nationality. "Kabuliwala" delves into themes of human connection, empathy, and the enduring bonds that can form despite differences in background and circumstances.

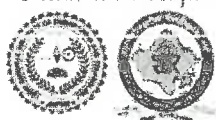
As the friendship between Mini and Rahmat blossoms, the Kabuliwala becomes a source of fascination for the young girl, regaling her with tales of his distant homeland. However, the constraints of society and the complexities of life intervene, causing a separation between the two friends. Years later, Mini, now grown up, rediscovers the Kabuliwala under altered circumstances. The reunion prompts a poignant reflection on the passage of time, the enduring nature of relationships, and the bittersweet reality of change. Tagore's "Kabuliwala" masterfully captures the essence of human connections that transcend cultural disparities, inviting readers to contemplate the lasting impact of seemingly transient relationships in the tapestry of life.

### KEYWORDS:

*Friendship, Emotional Bond, Reunion, Cultural diversity*



  
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## A Study on Diaspora in Indian English Literature

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### Abstract

An investigation of the "Diaspora Space" shows how a singular's personality is framed, where disparity emerges, and how physical, mental, and social perspectives influence and fabricate character. Individual ways of life as well as associations with one's country have changed decisively in late many years. It has lost its strength and foreigners are becoming worldwide residents. As per an examination of similar books, all characters are giving their all to be immovably established in unfamiliar terrains, yet not all are effective. Everybody in the Diaspora attempts to open up their specialty in the host country, however everybody does it as they would prefer. An examination of diaspora space and other diaspora-related personality issues can assist us with figuring out how and where personalities are framed, and how and where contrasts are made and recreated.

**Keywords:** *Diaspora Writing, Indian Diaspora, Edification of Diaspora*

### Introduction

The human species has been moving starting with one region then onto the next in quest for food, cover, and different fundamentals of presence starting from the beginning of civilisation. Individuals in old times were known as vagabonds or food finders since they didn't remain in that frame of mind for extensive stretches of time. As time went, the way of life expanded, social designs emerged, and the idea of states/borders arose, and people were bound to one area and became residents of that land. Crossing public lines and living in one more nation drove in the development of various relocations known as Diasporas. The words 'diaspora' and 'speirein' comes from the Greek roots 'dia' and 'speirein,' individually. 'Speirein' signifies to scatter and 'dia' infers through. The development or movement of individuals starting with one spot then onto the next, or starting with one country then onto the next is known as diaspora. Public and transnational relocation is both conceivable. The term diaspora has taken on a few implications over the long haul; it has been related with Jewish relocation, bondage, and the movement of business people and other youthful experts. In light of multiple factors, individuals relocate from everywhere the world and from all states. A few well off nations, like the US, the Unified Realm, Canada, and Australia, get a greater number of travelers than some other country in the world. A few emerging nations, like India, Pakistan, China, and other Asian nations, are the fundamental objections for huge scope relocation. Albeit the issue of relocation has been







## Theme of Identity in Bharati Mukherjee's *Jasmine*

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### Abstract

Bharati Mukherjee's novel *Jasmine* intricately explores the theme of identity, navigating the protagonist's transformative journey from a small Indian village to the culturally diverse landscapes of America. The abstract delves into the multifaceted layers of identity that Jasmine grapples with as she confronts challenges and adapts to new environments. Mukherjee skillfully weaves a narrative that not only reflects the external changes in Jasmine's life but also delves into the internal shifts of her identity. The abstract explores how Jasmine's experiences in the diaspora shape her sense of self, examining the intersections of gender, culture, and personal agency. As Jasmine encounters diverse people and adopts various personas, the novel raises poignant questions about the fluidity and construction of identity in the face of globalization. Mukherjee's narrative unfolds against the backdrop of cultural clashes and societal expectations, offering a rich tapestry that captures the complexity of identity formation. This abstract provides a glimpse into the nuanced exploration of identity in *Jasmine*, inviting readers to delve into the intricate layers that define the protagonist's evolving sense of self.

**Key words:** immigration, cultural clashes, the search for belonging, self-discovery , societal expectations, cultural hybridity.

### Introduction

Bharati Mukherjee's *Jasmine* intricately explores the theme of identity, weaving a complex narrative that follows the protagonist's evolution from a small Indian village to the diverse landscapes of America. The novel delves into the multifaceted layers of identity as Jasmine grapples with challenges, adapting to new environments and navigating the intricacies of her changing sense of self. Mukherjee skillfully captures the external and internal transformations in Jasmine's life, offering a nuanced examination of the intersections of gender, culture, and personal agency.





## The Themes of love and music in Vikram Seth's *An Equal Music*

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### Abstract

If music be the food of love, play on; Give me excess of it, that, surfeiting, The appetite may sicken, and so die. That strain again! It had a dying fall: O it came over my ear like the sweet south, That breathes upon a bank of violets, Stealing and giving odour! Enough no more! 'T's not so sweet now as it was before. O spirit of love! How quick and fresh art thou, That, notwithstanding thy capacity Receiveth as the sea, nought enters there, Of what validity and pitch so e'er, But falls into abatement and low price, Even in a minute: so full of shapes is fancy That it alone is high fantastical. (Shakespeare, 3)

The above passage from Shakespeare's *Twelfth Night* brings out the essence of this novel. Shakespeare has rightly said that music is the food of love. Music and love are intertwined closely. Vikram Seth in *An Equal Music* has used this concept. He himself is a passionate lover of music. He says, "Music to me is dearer than speech". (Seth, 385)

Music enchants and so also does love. One who is not a prisoner of music can never be a prisoner of love. Music and love are noble and lofty.

This paper brings out how in this novel, Seth has artistically drawn two characters that are very passionate about their love and music. Michael and Julia fall in love when they are studying in a music school in Vienna. Their passion for music draws them together. In the middle their love breaks up. Again music binds them together and finally when love is caught up in a vehement conflict their passion and the fulfilment of music remain bringing contentment to them.

**Key Words:** Music, love, Separation, Reunion

Michael and Julia first meet in a music school in Vienna. They get mutually attracted and within a week of their meeting they become lovers. After a night of making love, they try making music





## The Magic Realism of Midnight's Children: Blurring the Lines between Fantasy and Reality

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### Abstract

Salman Rushdie's masterpiece, "Midnight's Children," stands as a testament to the power of magic realism in literature. This abstract delves into the intricate web of magical elements woven into the narrative, examining how these fantastical elements intersect with the harsh realities of postcolonial India. The study explores the ways in which Rushdie employs magic realism to transcend conventional storytelling, presenting a vivid tapestry where the extraordinary seamlessly coexists with the ordinary. The analysis delves into key instances of magical realism in the novel, ranging from the protagonist Saleem Sinai's telepathic abilities to the supernatural events surrounding the midnight hour of India's independence. By examining these elements, we aim to unravel the layers of meaning embedded in the magical occurrences, considering how they serve as allegories for historical events and societal transformations. Furthermore, the abstract scrutinizes the impact of magic realism on character development, illustrating how the fantastical elements shape the identities and destinies of the Midnight's Children. It explores the blurred boundaries between reality and fantasy, questioning whether these magical occurrences are a mere literary device or a profound commentary on the nature of truth and perception. The study employs a comparative analysis with other works of magic realism, shedding light on how Rushdie's approach aligns or diverges from the broader tradition of this literary genre. By examining the cultural and historical contexts, the abstract aims to elucidate why magic realism becomes an apt narrative tool for Rushdie to capture the complexities of postcolonial India. In conclusion, this abstract provides a comprehensive overview of the magic realism present in "Midnight's Children," offering insights into its narrative function, thematic significance, and its contribution to the broader discourse on postcolonial literature. Through this exploration, we seek to deepen our understanding of the novel's unique narrative style and its enduring impact on readers' perceptions of reality and imagination.

**Keywords:** Magic Realism, Literary Analysis, Fantastical Elements, Cultural Identity, Telepathy, Narrative Style, Symbolism, Truth and Perception, Allegory.

Salman Rushdie, a prominent figure in postcolonial literature, crafted the masterpiece *Midnight's Children* in 1981, a novel that seamlessly blends magical realism with the historical and political tapestry of postcolonial India. Rooted in the aftermath of the Partition of India, the novel captures the socio-political climate and cultural diversity of the nation





## Psychoanalytic Evaluation of Female Character in Manju Kapoor's The Difficult Daughters

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### Abstract

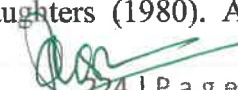
A psychoanalytic examination of Virmati, the central character in Manju Kapoor's "The Difficult Daughters," unveils a complex and layered individual shaped by unconscious motivations and societal influences. Virmati's journey, set against the backdrop of pre-partition India, becomes a canvas for exploring psychoanalytic concepts. Virmati's forbidden love affairs, particularly with her married professor, reflect unconscious desires and conflicts, shedding light on the impact of societal expectations on personal choices. Her quest for education and autonomy can be analyzed through the lens of Freudian concepts, illustrating the interplay between the id, ego, and superego in navigating societal norms. Furthermore, Virmati's relationship with her family, especially her father and husband, provides insight into the Oedipal and Electra complexes, revealing the intricate dynamics of familial bonds and power struggles. The novel's exploration of Virmati's dreams, desires, and subconscious actions adds depth to the psychoanalytic interpretation, offering a rich terrain for understanding the character's motivations. Kapoor's narrative invites a psychoanalytic lens to unravel the layers of Virmati's psyche, providing a nuanced understanding of her struggles for identity and independence. Through this analysis, "The Difficult Daughters" emerges as not only a socio-historical narrative but also a profound exploration of the unconscious forces shaping the complexities of human behavior and relationships.

**Key words:** Isolationion, Depression, Alienation, Stress, Domination, Struggle

### Introduction

Manju Kapur was born in Amritsar, India. She is an Indian writer and novelist. The Difficult Daughters is the first novel of her and won the common writer prize in 1999. Manju Kapur's thematic perceptions are seen in her novels. The Difficult Daughters (1980). A



  
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## **Loyal Threads of Feminism in Anita Desai's *Cry***

### ***The Peacock***

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#### **ABSTRACT**

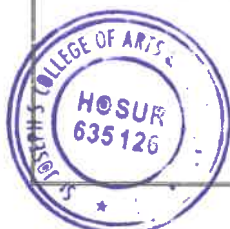
Anita Desai is considered to be one of the most distinguished novelists in Indian English literature. She is different from other contemporary women writers in Indian writings in English in terms of her perception and of her unique style. Anita Desai has emerged as a very serious, skilled and promising novelist in India. As an uncrowned queen by the inner-emotional world, she dexterously transcribes the subconscious, the phantasmagoria of her highly sensitive protagonists. Desai has tried to present her themes originally with appropriate adjustment and adaptations in spheres of style and point of view. Desai is no doubt a great artist with a remarkable and astounding technical efficacy. Her technique enriches the novel by lifting it above the mere narration of a story or depiction of a character and provides it the very life, blood and the soul. She is interested in exploring life and illuminating the depth of visible world.

**Keywords:** Marital Expectations, Female Relationships, Gender Roles, Emotional Loyalty, Female Independence

#### **Loyalty of feminism**

*Cry the peacock* is a story of highly emotional, sensitive and imaginative woman told by a woman novelist. Maya is shown to be fast disintegrating under the pressures of marital discord. Married to an unresponsive and insensitive husband Gautama, she is driven from emotional instability in the beginning to madness, insanity and murder towards the end. Even though Anita Desai owes no explicit allegiance to feminist cause, she is preoccupied with the plight of women in the male-dominated oppressive order. Her *Cry the peacock* is a unique example of or an illusion of the feminist point of view.

The novel has almost all the features of women's writing. Anita Desai defines the uniqueness of feminine sensibility through the reactions and responses of the heroine to the events and situation in the novel. A highly emotional, sensitive and sensuous woman. Maya has obsessive love for life. Anita Desai is a prolific living writer churning out fiction with consummate skill who has brought out ten full-length novels of varied length, innumerable short stories and couple of write ups. In a short period of time, she aroused a lot of critical



  
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## Exploring Characters in Bye-Bye Blackbird by Anita Desai

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### ABSTRACT

Bye Bye Blackbird is a novel by Anita Desai that explores the themes of cultural identity, alienation, and adaptation among Indian immigrants in London in the 1960s. The novel focuses on the lives and relationships of three main characters: Dev, a young and restless student who arrives in London with a scholarship; Adit, his friend and mentor who has been living in London for a long time and has married an English woman, Sarah; and Nandita, Dev's love interest who is also an Indian expatriate and a journalist. The novel portrays the different ways that these characters cope with the challenges and opportunities of living in a foreign land, as well as the conflicts and misunderstandings that arise from their cultural differences. The novel also depicts the social and political context of London in the 1960s, such as the rise of racism, the anti-immigration sentiments, and the youth movements. The novel is a realistic and insightful portrayal of the immigrant experience, as well as a critique of the colonial legacy and the postcolonial condition. The novel is based on the author's own observations and experiences as an Indian living in England. The novel has been praised for its vivid and authentic depiction of the cultural clash and the psychological turmoil of the immigrants. The novel has also been criticized for its stereotypical and negative portrayal of the English society and its lack of sympathy for the native culture. The novel is an important contribution to the literature of the Indian diaspora and the postcolonial studies.

**KeyWords:** Immigration, Alienation, Culture, Identity.

Anita Desai's *Bye-Bye Blackbird* intricately weaves a narrative around characters whose lives intersect and intertwine, revealing layers of complexity and depth. The protagonists, Dev, Adit, and Sarah, play pivotal roles in shaping the thematic essence of the novel.

Dev, as the central character, undergoes a compelling journey marked by internal conflicts and external challenges. His sense of alienation and search for identity are palpable throughout the narrative. Dev grapples with the clash between his cultural roots and the pressures of assimilation in a foreign land. Desai crafts Dev's character with meticulous detail, portraying his inner turmoil and evolution. The novel navigates the experiences, shedding light on the complexities of cultural







# Trauma and Resilience in 'Half of a Yellow Sun': A Postcolonial Analysis

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## Abstract:

This study employs a semiotic lens to investigate the intricate relationship between language and power in postcolonial literature. Focusing on select works that navigate the complexities of colonial legacies, the research analyzes how linguistic symbols become potent tools for both oppression and resistance. The semiotic analysis unveils the ways in which language shapes narratives, influences social structures, and perpetuates or challenges power dynamics in postcolonial contexts. By exploring the nuances of linguistic expression, the study aims to contribute to a deeper understanding of the role language plays in the negotiation of power within the intricate tapestry of postcolonial literature. Keywords: Postcolonial Literature, Semiotic Analysis, Language and Power, Colonial Legacies, Linguistic Symbols, Oppression, Resistance, Social Structures.

**Keywords:** Postcolonial Literature, Semiotic Analysis, Language and Power, Colonial Legacies, Linguistic Symbols, Oppression, Resistance, Social Structures.

## Introduction

The intricate relationship between language and power lies at the heart of postcolonial literature, where the echoes of colonial history reverberate through linguistic constructs. This paper employs a semiotic lens to unravel the complexities of this relationship, delving into how linguistic symbols serve as instruments of power in the narratives of postcolonial authors. In this exploration, we navigate the historical imposition of colonial languages, the dynamics of linguistic hegemony, and the subversive power of language in resistance. The semiotic





## Culture: The Bedrock of Identity and Authenticity in the Select Novels of Kavery Nambisan

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### Abstract

The culture of any community reflects the family life, regional food practices, beliefs and moral values passed through various generations. It establishes and retains the identity of the group. A woman of the house shares a greater role in the domestic life of a family. Food acts as a symbol of warmth, love and hospitality among the family as well as the labourers. Culture defines the unique behaviour, pride and social attributes leaving a distinct mark among the members of other communities. The personality of an individual is also constructed through the experiences and memories associated with food and cultural traits. Kavery Nambisan, the South Indian writer-surgeon is remarkable for her lucid style and medical anecdotes. The author represents the culture of Kodava community in *The Scent of Pepper* and the regional lifestyle of the Village Angheri in *The Hills of Angheri*. The Kodava tribe and its rich history allow an elaborate description of their rituals and conservative practices. Here culture constructs the unique identity and also explores the love for the native land. Nalli of *The Hills of Angheri* finds an emotional connection to the magnificent hills. The aim of the paper is to prove that Nambisan is culturally authentic bringing out an exquisite description of hunting, festivals, family values, morality, disappointments, flavour and taste of traditional dishes of the community emphasizing the faith embedded within the culture.

**Keywords:** Culture, domesticity, family, food, identity, lifestyle

### Introduction

Kavery Nambisan is a novelist and surgeon from South Kodagu working in rural areas. She began her writing for children's magazines and she has penned seven novels so far. Nambisan presents the authentic cultural values, real life situations, complications and rifts in relationships in her works. Having her childhood spent with the magnificent hills, she



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## Quest for Identity and Independence through the Women

### Characters on Manju Kapoor's the Difficult Daughters

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#### Abstract

Manju Kapoor's "The Difficult Daughters" intricately weaves a compelling narrative around the lives of Virmati, Ida, Shakuntala, Ganga, and Kasturi, collectively embodying the multifaceted quest for identity and independence. Set against the backdrop of pre-partition India, each character's journey becomes a nuanced exploration of womanhood, challenging societal norms and expectations. Virmati's pursuit of education and forbidden love sets the stage for a revolutionary quest for identity, navigating the complexities of personal aspirations against a conservative societal canvas. Ida, Shakuntala, Ganga, and Kasturi, each with distinct personalities, add layers to the exploration. Ida grapples with societal judgment, Shakuntala finds her voice in unconventional love, Ganga faces the consequences of societal rebellion, and Kasturi, caught between tradition and change, represents a quieter resistance. The novel skillfully unravels the interplay of tradition, family dynamics, and societal constraints, portraying the collective and individual struggles of these daughters. Kapoor's narrative paints a rich tapestry of female resilience, emphasizing the transformative power of education, love, and self-discovery. As the characters navigate their unique paths, the novel becomes a poignant reflection on the timeless quest for independence, identity, and the enduring strength of women against the backdrop of a changing society.

**Key Words:** Female Empowerment, Societal Norms, Patriarchy, Pre-Partition India, Self-Discovery, Feminism

#### Introduction

Here the role of women characters can be seen in this chapter. The author Manja Kapur has listed seven major characters in this novel they are Virmati, Shakuntala, Swarnalata, Kasturi, Ganga, and



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## Gender Equality Challenges in Alice Walker's *The Color Purple*

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### ABSTRACT

The Color Purple is a women's activist novel that demonstrates the main growth and development of women, although Celie's self-awareness is the main focus. The plot centers on Celie's struggles and treatment throughout her life. This current reality cannot be our family at all like that, as evidenced by the influence she obtained from her stepfather and her stepchildren. The physical and mental battles have generated tremendous turn and wind. Celie lost her childhood memories, virginity, joy, and everything else a woman can ever have, including her adorable sister Nettie. However, she never lost her desire for life, and even after she lost her children, she decided to continue living a respectable life.

Her precious time has been wasted by those around her. They used a young girl and ruined her life. In contrast to how it initially appeared, this current reality turns out to be more receptive to the true fundamental pain and life. Nothing is simple to accomplish Celie will bring about change by teaching the world to recognize her as a strong, independent woman. Even to those who were in charge of her life and disobeyed society's conventions and rules, Celie teaches Word equality to her husband, her stepfather, and others. It was difficult for women in the 20th century to stand up to anything, including their families, but Celie did it, and she did so without using any physical force. She did develop in a different way than everyone anticipated and got better around everyone. She extends forgiveness to everyone, including Mr. Albert, and this is a significant development that the novel has shown.

**Keywords:** sexism, domestic violence, female empowerment, racial discrimination, gender roles, sisterhood

Historical events have influenced authors' use of style, kindness, and accent in their accounts. The 1940s had a significant impact on Alice Walker. Bigotry and persecution were prevalent during the time, especially against people of color. Women were abused and beaten primarily due to their diversity and orientation. Celie, a young person of color, overcame several historical challenges, such as bigotry, abuse, and sexism, but she never wavered in her faith in God. Celie overcame these challenges to demonstrate the calm strength of a woman. In Purple, it's clear that people of color are being persecuted. Alphonso and Celie's relationship, which is their father and daughter, is one example. Celie has always been quite young.

Celie begins writing letters to God very early in childhood. In her letters, she explains her fears about her stepfather hitting her, her mother and sister getting beaten up, and her worries about her sister Nettie. This epistolary book takes place in the middle of the 20th century when bondage was still practiced in the South and people of color continued to live segregated lives. Although many dark



  
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## APPLICATIONS OF BIPOLAR HESITANT FUZZY DIGRAPH

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### ABSTRACT

Bipolar Hesitant Fuzzy Digraphs (BHFD) explores the diverse practical implementations and domains benefiting from this specialized graph model. BHFD is an extension of hesitant fuzzy digraphs that integrates bipolar-valued hesitant fuzzy sets, offering a robust framework to represent complex uncertainties, contradictory opinions, and dual attitudes within various decision-making systems.

**Keywords:** Fuzzy digraph, Bipolar Graph, Bipolar Hesitant Fuzzy digraph.

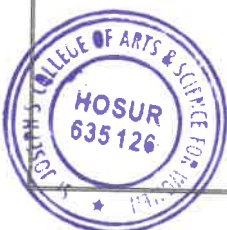
### 1.Introduction:

BHFDs play a crucial role in capturing and analyzing complex uncertainties and conflicting risk factors. These graphs offer a refined representation of risk scenarios, contributing significantly to devising effective risk mitigation strategies.

BHFDs contribute to modeling human behavior, opinion dynamics, and social network analysis. They provide a nuanced depiction of conflicting opinions, attitudes, and preferences within social structures, enhancing the understanding of human interactions and societal dynamics.

In logistics and supply chain management, BHFDs assist in optimizing transportation routes, resource allocation, and decision-making processes by considering conflicting preferences and uncertain information from diverse stakeholders.

BHFDs offer a robust framework for modeling patient preferences, treatment options, and medical decision-making processes. They accommodate uncertainties, diverse attitudes, and conflicting opinions of healthcare stakeholders, aiding in more personalized and informed healthcare decisions. Within environmental management, BHFDs aid in formulating policies by incorporating conflicting interests, uncertain outcomes, and multiple stakeholders' viewpoints. They facilitate the analysis of complex environmental policies considering diverse attitudes and uncertainties.



# A STUDY ON TENSOR PRODUCT OF SOME TOPOLOGICAL INDICES OF CONNECTED GRAPHS

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## Abstract:

Graph theory serves as a fundamental framework for understanding complex relationships in diverse scientific disciplines. In this paper, we delve into the tensor product of topological indices, focusing on connected graphs. The tensor product, a mathematical operation that captures intricate relationships between different indices, is employed to unveil hidden structural patterns within connected graphs. This research contributes to the broader field of graph theory by offering a nuanced perspective on the interplay between topological indices and connectivity in graphs.

**Keywords:** Connected graph, Tensor product, Inverse degree index, Harmonic index and Randic index.

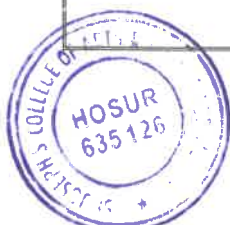
## I. INTRODUCTION:

Every graph that is taken into consideration in this work is simple and connected. The distance between  $u$  and  $v$  in a graph  $G$ , represented as  $d_G(u, v)$ , is the length of the shortest  $(u, v)$ -path in  $G$  for vertices  $u, v \in V(G)$ . We further define  $d_G(v)$  as a vertex's degree.  $v$  is in  $V(G)$ . If  $G$  and  $H$  are two simple graphs, then their tensor product, represented as  $G \times H$ , has a vertex set  $V(G) \times V(H)$ , where  $(g_1, h_1)$  and  $(g_2, h_2)$  are nearby if there is an edge in  $G$  ( $g_1g_2$ ) and an edge in  $H$  ( $h_1h_2$ ). Observe that in the event that  $G$  and  $H$  are connected graphs,  $G \times H$  will only be connected if at least one of the graphs is non bipartite.



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## A STUDY ON $b$ – COLORING IN BULL GRAPH

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### **Abstract:**

Graph coloring is a fundamental concept in graph theory with applications in various fields, including computer science, communication networks, and scheduling problems. The  $b$ -coloring of a graph involves assigning colors to the vertices in such a way that no two adjacent vertices share the same color, and the chromatic number of the graph is minimized. In this research, we explore the  $b$ -coloring properties of bull graphs, aiming to determine the minimum number of colors required to achieve a valid  $b$ -coloring for different sizes of bull graphs.

**Keywords:** Graph Coloring,  $b$ -Coloring, Bull Graphs, Chromatic Number

### **I. INTRODUCTION:**

A graph colouring is considered to be an assignment of colours, labels or weights to the elements of the graphs concerned. Unless mentioned otherwise, by graph colouring we mean the vertex colouring of the graph under consideration. For several decades, graph colouring problems have become an extremely useful models for many theoretical and practical problems. A  $b$ -colouring of a graph  $G$  is a colouring of the vertices of  $G$  such that each colour class contains at least one vertex that has a neighbour in all other colour classes. The  $b$ -chromatic number of a graph  $G$ , denoted by  $\phi(G)^{[1]}$ , is the largest integer  $k$  such that  $G$  admits a  $b$ -colouring with  $k$  colours (see [2]). The  $b$ -chromatic number  $\chi(G)$  is the largest integer  $k$  such that  $G$  admits a  $b$ -coloring with  $k$  colors.<sup>[3]</sup> Irwing and Manlove <sup>[4]</sup> instigate the knowledge of  $b$  -colorings and provided some inequalities for extreme bounds to explore the parameter on  $b$  -coloring. He defined  $m$ -degree  $m(G)$  to determine the  $b$  -chromatic number and he proved that  $b$ -colouring is NP-complete. In order to find the perfect values of  $b$ -chromatic number, the lower and the upper bounds are

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## BEST SIMULTANEOUS APPROXIMATION IN LINEAR 2-NORMED SPACE

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### ABSTRACT

A norm is a real number attached to every vector. Norm is a generalization of the notion of length. Adding a norm to a vector space makes it a normed linear space with rich topological properties as a norm induces a distance function (a metric) on the vector space converting it into a metric space with an algebraic structure. The algebraic structure allows us to consider operations like translations, scaling, rotation, and general affine transformations on sets of vectors which can be thought of as geometrical objects. In this paper we discuss the results over the best simultaneous approximation in the context of linear 2 normed spaces with applications.

### KEYWORDS

Linear 2 normed spaces, strictly convex, uniformly convex and best simultaneous approximation

### 1.1.INTRODUCTION

The theory of best approximation is an important topic in functional analysis. It is a very extensive field which has various applications. What do we mean by "Best approximation" in normed linear spaces? To explain this, let  $X$  be a normed linear space, and let  $G$  be a nonempty subset of  $X$ . An element  $g_0 \in G$  is called a best approximation to  $x$  from  $G$  if  $g_0$  is





# An examination of the electrical characteristics of $\text{CaCu}_3\text{Ti}_4\text{O}_{12}$ - Mn-DOPED ceramics synthesized using the Sol-GEL technique

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## Abstract

The  $\text{CaCu}_3\text{Ti}_4\text{O}_{12}$ - Mn-DOPED ceramics synthesized using the Sol-GEL technique. Phase identification and surface morphology were studied using X-ray diffractometer (XRD), scanning electron microscope (SEM), respectively. The dielectric behaviour and AC conductivity were determined at a room temperature over the frequency range from  $10^2$  Hz to  $10^6$  Hz. It is concludes the ceramics samples exhibited perovskite related structures in space group  $\text{Im}^3$  and exhibit high dielectric constant at higher temperature. These results indicate that the Mn doped  $\text{CaCu}_3\text{Ti}_4\text{O}_{12}$  ceramics have a promising prospect in future application with sufficiently high dielectric constant and it can be used for high frequency applications.

**Keywords:** Ceramics, Dielectric constant, composites, Sol gel technique

## 1. Introduction

Ceramics are categorized as nonmetallic, inorganic materials that are necessary for our everyday existence. The people who design the methods by which these items can be produced, develop new kinds of ceramic products, and discover new applications for ceramic products in daily life are known as ceramic and materials engineers.

Ceramics are all around us. This category of materials includes things like tile, bricks, plates, glass, and toilets. Ceramics can be found in products like watches (quartz tuning forks-the time keeping devices in watches), snow skis (piezoelectric-ceramics that stress when a voltage is applied to them), automobiles (sparkplugs and ceramic engine parts



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### நாட்டுப்புறப் பாடல்களில் காதல்

#### முன்னுரை

நாட்டுப்புறம் என்பது கிராமமும் கிராமியமும் சார்ந்த இடங்களும் ஆகும். இவ்விடங்களில் பாடப்பட்டு வருகின்ற பாடல்கள் நாட்டுப்புறப் பாடல்கள் எனலாம். ஆங்கிலத்தில் Folklore என்ற வார்த்தையை வில்லியம் ஜான் தாமசு (William John Thomas) என்ற ஆங்கிலேயர் முதன் முதலில் 1846-ல் உருவாக்கினார். இதற்கு முன்னர் பொது மக்களைச் சார்ந்த மரபு முறைகள் (popular Antiquities) என்ற சொல் வழக்கில் இருந்து வந்தது. தொல்காப்பியர் பண்ணத்தி என்ற நாட்டுப்புறப் பாடல்களைக் கூறுவார்.

#### வகைகள்:-

நாட்டுப்புறப் பாடல்களை அகம் எனவும் புறம் எனவும் பகுக்கலாம். வீட்டிற்குள் பாடப்படும், தாலாட்டு, ஒப்பாரி, விளையாட்டு, காதல், திருமணம், குடும்பம் ஆகியவை பற்றிய பாடல்களை அகப்பாடல்கள் என்றும் தொழில், தெய்வ வழிபாடு, ஊர்வலம், நாட்டுச் சிறப்பு, கலகம், பஞ்சம் ஆகியவற்றைப்பாடும் பாடல்களைப் புறப்பாடல்கள் என்றும் பகுக்கலாம்.

#### காதல்:-

காதல் என்பது மனிதனின் பருவ காலங்களின் வசந்தப் பாடல், அனைத்து உயிர்களிலும் இக்காதலைக் காணமுடிகின்றது. ஆண்மையும் பெண்மையும் ஒன்றில் ஒன்று கவரப்படுகின்றது. இனப்பெருக்கத்தின் முன்னோடியாக - முதல்படியாக அமைந்த காதல். பின்னர் இனத்தின் சிறப்புக்கே காரணமாகவும் அமைந்துவிட்டது. காதல் கொள்ளாத மனிதரே இன்று வரை இவ்வுலகில் இல்லை என்று சொல்லலாம். ஆதாம் ஏவாள் தொடங்கி அடுத்தாத்து அம்புஜம் வரை இக்காதலை உயிராக எண்ணி வருகின்றனர். தோல்வி பெற்ற காதல்கள் காவியங்கள் ஆகியிருக்கின்றன.


காதல் காதல் காதல்

காதல் போயின் காதல் போயின்

சாதல் சாதல்

என்று இளமைத் துடிப்பு நிறைந்த பாரதி காதலை உயர்த்திப்பாடினர். அக்காதலர்கள் சாவைத் தழுவின பின்னரும் இன்றும் சரித்திரத்தில் வாழ்ந்து கொண்டிருக்கிறார்கள்.



  
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**நாலடியார் உணர்த்தும் தமிழர் பண்பாடும் பழக்கவழக்கங்களும்  
முன்னுரை**

சங்க இலக்கியங்கள் என்று அறியப்படும் பத்துப்பாட்டும் எட்டுத் தொகையும் இரண்டாயிரம் ஆண்டுகளுக்கு முற்பட்ட தமிழரின் பண்பாட்டையும் பழக்க வழக்கங்கள் மற்றும் நம்பிக்கைகளையும் அறிந்துகொள்ள பெரிதும் உதவுகின்றன. அதில் திருக்குறள் நாலடியார் போன்ற நூல்களையும் குறிப்பிடலாம். மேலும், காப்பியங்கள், சிற்றிலக்கியங்கள், பக்தி இலக்கியங்கள், பிற்கால இலக்கியங்களும் இதற்குள் அடங்கும். இவ்வாறு தொன்றுதொட்டு எழுதப்பட்டுவரும் இலக்கியங்களில் ஒரு இனத்தின் பண்பாட்டுச் செய்திகள் பொதிந்திருப்பது இயல்பே. அந்தவகையில் நாலடியாரில் இடம்பெற்றிருக்கும் தமிழர் பண்பாடும் பழக்கவழக்கங்களும் சார்ந்த தகவல்களை இக்கட்டுரை எடுத்தியம்புகின்றது.

**பெரியோரை மதித்தல்**

பெரியோரக் கண்டால் இருக்கையில் இருந்து எழுவது எதிர் நின்று வரவேற்பது, அவர் பிரியும்போது அவருக்குப் பின்சென்று வழியனுப்புவது போன்ற உயர்ந்த ஒழுக்கநெறிகள் இருந்துள்ளதை,

இருக்கை யெழுவும் எதிர்செலவும் ஏனை

விடுப்ப ஒழிதலோ டின்ன (நாலடி.143:1-2)

என்று நாலடியார் குறிப்பிடுகின்றது. இப்பாண்டடைப் போன்றே விருந்தினரை வழியனுப்பும் மரபை பொருநராற்றுப்படை,

பால் புரை புரவி நால்கு உடன் பூட்டி,

காலின் ஏழ் அடிப் பின் சென்று,..... (பொருநர்.165-66)

என்று பொருநராற்றுப்படை குறிப்பிடுகின்றது.



  
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**வைரமுத்துவின் கவிதையில் சமுதாயப் பார்வை.**

**முன்னுரை**

கவிதையில் அழகியல் குன்றாமல் அதே நேரத்தில் சமூக உணர்வுகளுக்கு குறைவில்லாமல் படைப்புகளைத் தந்து வருபவர் வைரமுத்து. சமூக உணர்வும் அழகியல் உணர்வும் சரிநிகர் சமமாய் இவர் படைப்புகளில் இடம்பெற்று நவீன தமிழ்க் கவிதைகளை உயர்த்தி வருகின்றன. இவர்தம் "இந்தப் பூக்கள் விற்பனைக்கல்ல " என்னும் கவிதைத் தொகுப்பில் காணப்படும் சமுதாயப் பார்வையை இக்கட்டுரையில் காணலாம்.

**பெண் விடுதலை:**

ஆணுக்கு நிகர் பெண் என்று வார்த்தைகளால் பாராட்டிக்கொண்டு உண்மையான வாழ்க்கையில் அவர்களை அலங்காரப் பொருளாகவே ஆண்கள் கருதி வருகின்றனர். பெண்கள் பார்க்கும் படலம் இதற்குப் பெரியதோர் எடுத்துக்காட்டாகும்.

'எங்கள் விட்டுத்

தேநீர்க் கோப்பையில் எத்தனை உதடுகள் எங்கள் விட்டுச்  
சிறுறுண்டித் தட்டில் எத்தனை சுவடுகள்"

இவ்வாறு அலங்காரப் பொருளாகப் பெண் தன்னை ஆக்கிக் கொண்டாலும் காலத்தோடு விலை போகாதப் பொருளாகவே விழ்ந்து கிடக்க நேர்கிறது. இதன் விளைவாய் முதிர் கன்னிகளின் பட்டியல் நாளுக்கு நாள் நீண்டு வருகிறது.



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### **இலக்கியமும் தற்கால பெண்ணியக் கோட்பாடுகளும்**

**முன்னுரை:**

“பெண்ணாய் பிறந்திட மாதவம் செய்திட வேண்டும்” என்பது சான்றோர் வாக்கு. இதனால் பெண்ணாய் பிறந்திட்ட அனைவரும் பெருமை அடையலாம். ஆனால் பெண்களின் உரிமைகளை முழுமையாகப் பெற்றுவிட்டார்களா? என்றால் கேள்விக் குறியே. காலத்தையும் மக்கள் பழக்க வழக்கங்களையும், அந்தந்தக் கால இலக்கியங்களை வைத்தே நாம் அறிய முடியும். தமிழன் நாகரீகம் பெற்றவனாக வேண்டுமானால் இருந்திருக்கலாம், ஆனால், சமூகம் என்பது எப்படி இருந்தது எனில் அது ஆண்களின் ஆதிக்க காலமாகவே இருந்திருக்கிறது. ஆண்டான் அடிமை மாதிரியான ஓர் உறவு முறை. ஆண்டாண்டு காலமாக பெண் ஆணுக்கு என்றில்லை, அனைவருக்கும் அடிமையாகவே இருக்கிறாள். குடும்பப் பொறுப்புகள் ,பிள்ளைபெறுதல் ,அன்பு,பாசம் என எல்லா நற்குணங்களைப் பெற்றிருந்தாலும் ஏதோ ஒரு ரூபத்தில் யாருக்காவது அடிமையாகவே அடுத்தவர்களின் நலன் கருதி தன்னுடைய தேவையை சுறுக்கிக் கொள்கின்ற நிலைக்குத் தள்ளப் பட்டவளாகவே பெண் இருக்கிறாள்.

**பெண்ணியம்:**

கி.பி19 ஆம் நூற்றாண்டின் பிற்பகுதியில் பெண்ணியம் என்ற கோட்பாடு நவீனத்துவத்தின் சூழ்நிலையில் எழுந்தது, பெண்ணியம் ஓர் அறிவார்ந்த



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**புறநானூறு கூறும் சுற்றுஞ்சூழல்****முன்னுரை**

மனித வாழ்வில் முக்கிய இடம் பெறுவது பஞ்ச பூதங்கள் இந்த பஞ்ச பூதங்களை ஒவ்வொரு மனிதனும் தன்னுடைய சுயநலத்திற்காக எவ்வாறு மாசுப்படுத்துகிறான் என்பதைக் கூறுவதே இக்கட்டுரையின் நோக்கமாகும்.

**மனிதனின் அங்கம் இயற்கை**

இயற்கை என்பது ஒரு முழுமையான நிரந்தர இயல்பாகும். மனிதன் இயற்கையைச் சார்ந்து உயிர் வாழ்கிறான். அவன் தனது வாழ்க்கைத் தேவைகள் அனைத்தையும் இயற்கையிலிருந்து எடுத்துக் கொள்கிறான். இயற்கையை மனிதனின் அங்கம் என்று அறிஞர் மார்க்ஸ் விளக்குகிறார்.<sup>1</sup>

சங்ககாலப் புலவர்கள் மேற்கூறிய அறிஞர் கூற்றினை முழுமையாக உணர்ந்திருந்தனர் என்பதை அவர்தம் சங்கப் பாடல்கள் வாயிலாகப் அறியமுடிகிறது.

**இயற்கை : விளக்கம்.**

தமிழின் தொன்மையான இலக்கண நூலாகியத் தொல்காப்பியம், 'இயற்கைப் பொருளை இற்றெனக் கிளத்தல்' (தொல்.கிளவி.நா.எண்.19) என்னும் நூற்பாவில் இயற்கை என்பதனை இயல்பு என்னும் பொருண்மையில் கையாளுகிறது. இந்நூற்பா உரையில் சேனாவரையர் இயற்கைப் பொருள் என்பதற்கு தன்னியல்பில் திரியாது நின்ற பொருள்<sup>2</sup> என்று விளக்கத் தருவர்.

மதுரைத் தமிழ்ப் பேரகராதி இயற்கை என்ற சொல்லுக்கு சுபாவம், வழக்கம், இலக்கணம், நிலைமை, கொள்கை, முறைமை, ஏது, குணம், தகுதி, பாக்கியம், இயல்பு, செயற்கைக்கு எதிரானவை என்ற பல பொருள்களைத் தருகிறது.<sup>3</sup>

இன்றைய காலகட்டத்தில் மனிதர்களிடம் காண்கின்ற சுற்றுச் சூழல் பற்றிய சிந்தனைகள் பழந்தமிழ் மக்களிடம் இருந்துள்ளன என்பதை அக்கால இலக்கியங்கள் எடுத்துரைக்கின்றன. பண்டைத் தமிழரின் நிலம் பற்றிய பார்வை பரந்துபட்டதாக இருந்தது. முதற்பொருள், கருப்பொருள் என்று இருவகையாக நிலத்தைப் பாகுபடுத்தியுள்ளனர். நிலம் போன்று ஞாயிறு இயக்கம், கோள்களின் இயக்கம், மழை பற்றிய சிந்தனை, காற்று, அது இயங்கும் வான்வெளி குறித்த அவர்களின் பார்வைகளையும் செவ்வியல் இலக்கியங்கள் தருகின்றன. அவ்வகையில் புறநானூறு காட்டும் சூழலியல் சிந்தனைகளைக் குறித்ததாக இவ்வாய்வுப் பொருண்மை அமைகின்றது.

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### திரிகடுகம் உணர்த்தும் கல்வி நெறிகள்

#### முன்னுரை

வெப்ஸ்டர் ஆங்கில அகராதி கல்வி என்பதற்கு பொருள் அறிவுடைமைக்கு கிடைத்த பெரும் பேறு, திறமை, பழக்க வழக்கம், நடத்தை எனும் பொருளைத் தருகிறது. மேலும் காரணத்தை விவாதிக்கிறது வாழ்க்கைக்குத் தேவையானவற்றைச் சொல்லுகிறது. ஒரு குழந்தையின் அடிப்படைப் பழக்கவழக்கத்தை மாற்றும் தன்மை உடையது என்று கூறுகிறது.

மகாத்மா காந்தி அவர்கள் கல்வியைப் பற்றி எடுத்துரைக்கும்போது குழந்தை மற்றும் மனிதரின் உடல், மனம், ஆன்மா இம்மூன்றின் சிறப்பானவைகளை ஒட்டுமொத்தமாக வெளிக் கொணருவது என்று குறிப்பிடுகிறார். இவ்வளவு சிறப்பு வாய்ந்த கல்வியைப் பற்றி திரிகடுகத்தில் இடம்பெறும் பாடல்களின் வாயிலாக அறிய முற்படுவதே இக்கட்டுரையின் நோக்கமாகும்.

#### திரிகடுகத்தில் கல்வி நெறிகள்

சங்கம் மருவிய காலத்தில் தோன்றிய நூல்களே பதினெண் கீழ்க்கணக்கு நூல்கள் ஆகும். பதினெண் கீழ்க்கணக்கு நூல்களில் திரிகடுகமும் ஒன்றாகும். திரிகடுகம் என்பது மருந்தின் பெயராகும். சுக்கு, மிளகு, திப்பிலி ஆகிய மூன்று பொருட்களையும் கலந்து செய்யப்படுகிற மருந்திற்கு திரிகடுக சூரணம் என்று பெயர். இம்மருந்து போல 101 செய்யுள் தோறும் மூன்று கருத்துக்களை அமைத்து இந்நூலாசிரியரான நல்லாதனார் பாடியுள்ளார். இந்நூலாசிரியர் வைணவ சமயத்தை சார்ந்தவர். இந்நூலின் காலம் 2 ஆம் நூற்றாண்டு. திரிக்கடுகத்தில் கல்வி தொடர்புடைய பாடல்கள் 30 க்கும் மேற்பட்டுள்ளன.

#### மூடரோடு சேராதே

செல்வத்தில் சிறந்த செல்வம் கல்வி செல்வம் ஆகும். கல்வியறிவு இல்லாத மூடரோடு சேர்ந்து இருத்தல் கூடாது என்பதனை,

“கல்லார்க்கு இன்னா ஒழுகலும்”

(திரி.3:1)

என்ற பாடல்வரியின் மூலம் அறியமுடிகிறது.



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### சங்க கால தலைவன் தலைவி வாழ்வியல் முறை

**முன்னுரை**

ஆண், பெண்களிடையேயான இடைத் தொடர்புகளையும்; ஒழுக்கங்களையும் காதலன், காதலி, தலைவன் தலைவி அல்லது கணவன், மனைவி எனப் பல கோணங்களில் சங்ககால அகத்திணைச் செய்யுள்கள் எடுத்துக் காட்டுகின்றன. கதை மாந்தர்களது மோதல் காதல், மீளல் உணர்ச்சிகளையும்; குடும்ப வாழ்வியலையும் சொல்லோவியங்களாகக் காட்டுவதில் இவ்வகத்திணைப் பாடல்களுக்கு முக்கிய பங்குண்டு. இதனாலேயே சங்ககாலத்தில் நிலவிய மண முறைகளை பிரதானமாகக் களவு மணம், கற்பு மணம் சான்றோர் பலர் பகுத்தளித்துள்ளனர். களவொழுக்கமும் அதன் வகைப்பட்ட உறவினையும் பிற்கால மக்கள் வெறுத்ததன் விளைவாகவே சங்கமருவிய காலத்தில் அறவொழுக்கம் போற்றப்படலாயிற்று.

**களவு மணம்**

களவு மணம் என்பது ஓர் ஆணும் பெண்ணும் பெற்றோருக்கும் மற்றோருக்கும் தெரியாமல் திருமணம் செய்து கொள்ளும் முறையினைக் குறிக்கின்றது. சங்க காலம் காதலுக்கு மரியாதை தந்த காலம் என்பதனால் தான் என்னவோ பெற்றோரும் மற்றோரும் தம் விருப்பத்திற்கு எதிராக இருந்தால் பெண்ணொருத்தி அவர்களுக்குத் தெரியாமல் காதலனுடன் சென்று வாழ்வதனை அக்காலத்துப் பெரியோரும்; புலவரும் மறைமுகமாக ஆதரித்துள்ளனர். இதனாலேயே பெண் இன்னொரு ஆணுடன் செல்லும் செயலை 'ஓடிப் போதல்' என்று எம்மவர் போல சொல்லாமல் 'உடன்போக்கு' எனக் கௌரவமாகவும் நாகரீகமாகவும் அவர்கள் குறிப்பிட்டுள்ளனர் என ஊகிக்க முடிகிறது.

'நினையாய் வாழி தோழி....' என வரும் குறுந்தொகையின் முன்னூற்று நாற்பத்து மூன்றாவது (343) பாடலில் 'உயர்வரை நாடனொடு பெயருமாறே...' என தோழி தலைவியின் களவுறவினை அறிந்தும் அதன் பின்னர் அவள் இல்லத்தார் அத்தலைவனுக்கு அவளை வாழ்க்கைப்படுத்த இசையமாட்டார்கள் என்பதனை உணர்ந்தும் வீட்டை விட்டகன்று தலைவனுடன் சென்று அவனுரிலேயே அவனை மணந்து வாழ்தலே செய்யத்தக்கது என்பதனை தலைவிக்கு எடுத்துக் கூறுகிறாள்.



  
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**இலக்கியத்தில் பண்பாடு****முன்னுரை:**

பண்பாடு என்பது திருந்திய ஒழுக்கம்; அது எல்லா பொருட்களையும் , தமக்கும் பிறர்க்கும் பயன்படுத்துவது ஆகும் . சுருங்க சொல்லின், பண்பு என்பது தனிமனித ஒழுக்கம் . பண்பாடு என்பது சமூக ஒழுக்கமாகும் . பண்பாடு சங்க காலத்தில் சால்பு என்ற சொல்லாடலிருந்தது , பின்பு வடமொழி தாக்கத்தால், கலாச்சாரம் என்ற சொல்லாடலை பயன்படுத்தினோம். பண்பாடு என்ற சொல் மக்களின் உடை, பழக்கவழக்கம் , விருந்தோம்பல் ஆகியவற்றின் பொறுமைகளை ஆள்வது . இக்கட்டுரை, நோக்கம் மக்களின், பழக்க வழக்கங்கள், நம்பிக்கைகள் கலை உணர்வுகள் , நீதிநெறி , வழிபாட்டு நெறிகள் இவை அனைத்தும் பண்பாட்டில் அடங்கும் . மக்களை மக்களிடத்திலிருந்து வேறுபடுத்தி காட்டுவது பண்பாடாகும்.

**பண்பாட்டில் மாற்றம் :**

சங்க காலத்தில் கணவனை இழந்த , பெண் உடன்கட்டை ஏறுவது வழக்கமாக இருந்தது. கைம்பெண் நோன்பை வெள்ளாடை அணிவது, முக்காடு ஏற்றுக் கொள்வது ஆகியன , கணவனை இழந்த பெண்கள் பின்பற்றுவது வழக்கமாகும்.ஆனால், பண்பாட்டில் மாற்றங்கள் ஏற்பட்டன. கணவனை இழந்த பெண்கள் வீட்டை விட்டு வெளியே வருதல், வெள்ளை ஆடைக்கு பதிலாக, வண்ண ஆடை உடுத்துதல், கருப்பு நிற பொட்டுகள் வைத்தல் என்ற பரிமாணங்களுடன் , குழந்தைக்காக, வாழும் நிலை ஏற்பட்டுள்ளது . கணவனை இழந்த, பெண்களுக்கு சமூகத்தில் எந்த காரணத்திற்காகவும், தவறான செயல் வந்து விடக்கூடாது என்பதற்காக, நம் முன்னோர் பின்பற்றிய பழக்கம் உண்மையில் போற்றுதல் கூறியது. இதற்கு



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**வேதாகமம் சொல்லும் தாழ்மையில் மேன்மை:**

**முன்னுரை**

ஒவ்வொரு மனிதனின் வெற்றி வாழ்க்கையை, பார்க்கும் போது அவர்களின் பின்னால் , ஒரு பெண் இருப்பாள்; என்பது அறிஞர்களின் கருத்து. ஒரு குடும்பத்தின் ஆணி வேராக , பெண் தான் இருக்கிறாள். மேலும், கணவனாலும், பிள்ளைகளாலும் ,புகழப்பட்ட எத்தனையோ பெண்களை நாம் பார்க்க முடியும். உலகில் பெண்ணினம் ஒரு மகத்தான படைப்பு. கவிமணி தேசிய விநாயகம் பிள்ளை அவர்கள் கூறியுள்ளார்.

" மங்கையராய் பிறப்பதற்கே நல்ல மாதவம்

செய்திட வேண்டும் அம்மா"

என்று எல்லாத் துறைகளிலும், பெண்கள் வளர்ந்து சாதித்து தன் பெருமையை நிலைநாட்டி வருகின்றன. பெண்களை ஒரு விளம்பர பொருளாகவும் ,போக பொருளாகவும், பார்க்கும் இச்சமுதாயத்தில், சரித்திரம் படைத்திடும் சக்தியாகவும் ,ஒளியாகவும், பெண்கள் வளம் வந்து கொண்டிருக்கிறார்கள். இப்படிப்பட்ட, பெண்களைப் பற்றி ' வேதாகமம் சொல்லும் தாழ்மையிலும் ,மேன்மை' இக்கட்டுரையில் காண்கிறோம்.

**நல்ல பங்கு:**

வேதாகமம் சொல்லும் நல்ல பங்கை பெற்ற பெண் பாத்திரம் 'மரியான்' நாம் இவ்வுலகில் பாவத்திலிருந்து, விடுபட்டு தேவனோடு ஒன்று வாழ இறைவன் தன் மகனையே உலகிற்கு கொடுத்தார்.







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### காப்பியங்களின் சிறப்புகள்

#### மூன்னுரை:

சோழர்கள் காலத்தில் , புதிய காப்பியங்கள் பல தோன்றின. சிலப்பதிகாரமும், மணிமேகலையும் சங்கம் அருவிய காலத்தில் தோன்றியவை .. கதை ஒற்றுமையால் , இரட்டைக் காப்பியம் என அழைக்கப்படும் இவை இரண்டும் கிபி மூன்றாம் வகுப்பு நூற்றாண்டுக்குள் தோன்றியவையாக கருதப்படுகின்றன . தமிழ் இலக்கியவரலாற்றில் , சோழர் ஆட்சி காலத்தை காப்பிய காலம் என்று கூறுவர் . தமிழுக்கு காப்பியம் என்பது அப்போது புதிய வடிவமாக இல்லாமல் , இருந்தது அதனை பூர்த்தி செய்தவர் சோழர்களே.

#### ஜம்பெரும் காப்பியங்கள்:

நெஞ்சை அள்ளும் சிலப்பதிகாரம் " தேனிலே ஊறிய செந்தமிழின், சுவை தேடும் "நூல் என கவிமணியால் போற்றப்பட்டது. பெண்ணின் பெருமையை எடுத்துக் கூறிய, முதல் தமிழ் காப்பியமாகும். இயல் , இசை , நாடகம் என்னும் முத்தமிழ் காப்பியம் சிலப்பதிகாரம் . குடிமக்கள் காப்பியமாகவும், தேசிய காப்பியமாகவும், ஒற்றுமை காப்பியமாக திகழ்கிறது.

"அரசியல் பிழை தோருக்கு அறம் கூற்றாகுவும்,

உறைசால் பத்தினியை உய்த்தோர் ஏத்துதலும்

ஊழ்வினை உறுத்து வந்து ஊட்டும்"( சிலப்பதிகாரம்)

என்னும் மூன்று உண்மைகளை , மக்களுக்கு உணர்த்துவதற்காகவே,

சிலப்பதிகாரம் இயற்றப்பட்டதாக பதிகம் கூறுகிறது. இனிய அகவல் ஓசை கொண்ட, ஆசிரியப்பாவால் இயற்றப்பட்டது. புகார் காண்டம், மதுரை காண்டம் வஞ்சி காண்டம் என்னும் மூன்று காண்டங்களையும், 30 காதைகளையும் உள்ளடக்கியது. இந்த 30 காதைகளில் , புகார் நகரத்து வணிகப் பெண் கண்ணகி, தெய்வமான வரலாற்றை இளங்கோவடிகள் மிகச் சிறப்பாக



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### சமூக போராட்டங்களில் வரதட்சணை

**முன்னுரை :**

மன்னுயிர் கெல்லாம் உணவு, உடை, உறைவிடம் என்பது அத்தியாவசியமான ஒன்று. அதற்கு அடுத்த நிலை , கல்வி, வேலை வாய்ப்பு, திருமணம் , குழந்தைகள், வீடு வாசல் , கார் போன்ற தேவைகளோடும், வாழ்க்கையில் அன்றாட போராட்டங்களோடு பயணம் செய்து கொண்டு உள்ளான். இந்த போராட்டத்தில் சமூகத்தில் சில பேரின் ஆசைகளினால் , பெரும்பான்மையான நடுத்தர மற்றும் அடித்தட்டு மக்கள் பாதிக்கப்படுகின்றனர்.

**வரதட்சணை :**

"அன்று

மன்னன் அவையில்

சிலம்பை உடைத்தால் கண்ணகி

உண்மை கிடைத்தது!

நீதி ஜெயித்தது

இன்று திருமண அரங்கில்

ராஜாதி ராஜாவோடு

என் ஆபரணங்கள் ஆராயப்பட்டது !

சோதனையில் வெற்றி

" டும் டும் டும் இனிதே நிகழ்ந்தது".<sup>1</sup> ( வான ஊஞ்சல் கவிதைகள்)

இருபதாம் நூற்றாண்டில், வரதட்சணை பரவலாக நிலவ ஆரம்பித்தது. இத்தன்மைக்கு பிராமண சமூகத்தார் அடிப்படையாக அமைகின்றனர். கி.பி.1980 க்கு பிறகு, வரதட்சணை வழக்கம் உழைக்கும் வர்க்கத்தினரிடையே பரவியது. இதற்கு அரசாங்க சலுகைகளால், அவர்கள் பெற்ற கல்வி, வேலை வாய்ப்புமே காரணமாக அமைகின்றன. நம் நாட்டில் கம்பளத்து



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**அறநூல்களில் வாழ்வியல் அறங்கள்****முன்னுரை :**

காதல், வீரம், கொடை முதலிய சிறந்த உணர்ச்சிகளிலும் இயற்கை இன்பத்திலும் ஈடுபட்டிருந்த புலவர்களின் உள்ளம் அடுத்த சில தலைமுறைகளில் நீதிகளைப் பாடும் நிலைக்கு மாறியது. அந்தக்கால கட்டத்தை சங்கம் மருவிய காலம் அல்லது அறநூல் காலம் என்பர். அப்போது களப்பிரர் என்னும் சிலர் அமைதியைக் கெடுத்தார்கள் என்றும் அக்காலத்தை 'இருண்டக்காலம்' என்று அழைத்தார்கள்.

மக்கள் சமுதாயத்தில் எப்படி வாழ வேண்டும் என்றும் என்ன என்ன நீதிகளைப் போற்ற வேண்டும் என்றும் எடுத்துரைக்க வேண்டிய கடமை புலவர்களுக்கு ஏற்பட்டது. மக்களை நன்னெறிப்படுத்துவதற்காகவும் நீதியைப்புகட்டுவதற்காகவும் சங்கம் மருவிய காலத்தில் நீதி இலக்கியங்கள் தோன்றின. அதனால் அந்தக்காலக் கட்டத்தில் புலவர்கள் இயற்றிய சில நூல்களைப் பதினெண்கீழ்க்கணக்கு நூல்களாகதொகுத்தனர். பதினெண்கீழ்க்கணக்கு நூல்களில் பதினொரு நூல்கள் மட்டுமே அறநூல்கள் அல்லது நீதிநூல்களாகும். அத்தகைய சில அறநூல்கள் மக்களுக்கு கூறும் அறச்சிந்தனைகளை இக்கட்டுரையின் வழிகாண்போம்.

**திருக்குறள் கூறும் வாழ்வியல் அறம்**

நாடு, மொழி, இனம் கடந்து விளங்குவதால் இதனை உலகபொதுமறை என்றும் அழைப்பர். அறநூல்களில் முதலாவதாக வைக்கப்படுவது திருக்குறள். திருக்குறள் 1330 குறட்பாக்களைக் கொண்டது. இது அறம், பொருள், இன்பம் என்று மூன்று பிரிவாக பிரிக்கப்பட்டுள்ளது. 133 அதிகாரங்கள் உள்ளன. எக்காலத்திற்கும் பொருத்தமான நீதிகளை விளம்புகிறது. தமிழ்மொழியில் ஒப்புயர்வற்ற இந்நூல் திருவள்ளுவரால் இயற்றப்பட்டது.



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## இரட்டைக் காப்பியங்கள் கூறும் வாழ்வியல் அறங்கள்

### முன்னுரை

'அறம் செய்ய விரும்பு' என்ற ஒளவையின் வாக்கிற்கிணங்க நாம் ஒவ்வொருவரும் அறவழியில் ஈடுபடவேண்டும். 'அறம் செய்' என்று சொல்லாமல், 'விரும்பு' என்று கூறுவதிலிருந்து அறத்தை விருப்பமின்றி செயல்படுத்தினால் ஒரு பலனும் இல்லை அறங்கள் செய்ய மிகப் பெரிய பெருளாதார வசதி தேவையில்லை. மனதின் ஓரத்தில் கொஞ்சம் ஈரம் இருந்தாலே போதும்.. அறத்தை தர்மம், புண்ணியம், ஒழுக்கம், நோன்பு, தவம், ஆசாரம் என்ற பல சொற்களால் அழைப்பர்.

ஒழுக்க நெறிகள் எல்லாச் சமுதாயங்களிலுமே ஒன்று போல இருப்பதில்லை. காலம், நம்பிக்கைகள், பண்பாடு என்பவற்றைப் பொறுத்து இவை வேறுபடுகின்றன. அவற்றுள் செய்யக்கூடியவை, செய்யக்கூடாதவை, செய்தே ஆகவேண்டியவை ஆகியவை அடங்கிய ஒரு வழிகாட்டியாக இருப்பதே அறமாகும். அத்தகைய அறங்களைப் பற்றி சிலம்பும், மேகலையும் கூறுவதை எடுத்தியம்புவதே இக்கட்டுரையின் நோக்கமாகும்.

### அறம் விளக்கம்

அழுக்காறுஅவாவெகுளி இன்னாச்சொல் நான்கும்

இழுக்கா இயன்றது அறம்

(குறள் - 35)

பொறாமை, ஆசை, சினம், கடுஞ்சொல் ஆகிய இந்த நான்கு குற்றங்களுக்கும் இடங்கொடுக்காமல் அவற்றைக் கடித்து ஒழுகுவதே அறமாகும். என்று வள்ளுவர் கூறுகிறார். இவ்விளக்கங்களின் அடிப்படையில் பார்க்கும்போது அறம் என்பது எண்ணம், சொல், செயல் ஆகிய மூன்றும் சேர்ந்த ஒன்று என்று கொள்ளலாம். இத்தகைய அறம் பற்றிப் பேச எழுந்தவையே அறநூல்கள். அறநூல்களுக்கு அடிப்படையாய் இருப்பது அறக் கருத்து. தமிழில் சங்க காலம் முதல் இன்றைய வரை நிறைய அறக்கருத்துக்களை வலியுறுத்தி பல்வேறு நூல்கள் தோன்றியுள்ளன.

அறம் என்பது



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### சித்தர் மருத்துவமும் அறிவியலும் ஓர் பார்வை

#### ஆய்வுச் சுருக்கம்

இலக்கியம் என்பது அனுபவமும் அறிவியலும் கலந்த படைப்பாகும். நம் வாழ்வின் அறிவியல் வளர்ச்சியின் ஆணிவேராக பழந்தமிழர் வாழ்க்கை அமைந்தது என்றால் மிகையல்லை. யான் பெற்ற இன்பம் பெறுக இவ்வையகம் என்னும் குறிப்புடன் இயங்குவதே சித்தர் நெறி ஆகும். சித்தர்கள் உலகின் முதல் விஞ்ஞானிகள். சித்தர்கள் மீட்டிய நாதம் தான் தமிழ் மருத்துவம் என்னும் சித்த மருத்துவக் களஞ்சியம். இவர்கள் தொடாத எல்லைகளே இல்லை

விண் அறிவியல், அணு அறிவியல், மருத்துவ அறிவியல், ஐந்திணை அறிவியல், கால ஒழுக்கம், சமய அறிவியல், என பல துறை அறிவியல் ஆய்வுகளை ஒலைச் சுவடிகளாக, கல்வெட்டு எழுத்துகளாக, ஏட்டுப்பிரதிகளாக உலகிற்கு அளித்தவர்கள் சித்தர்கள். பல்லாயிரம் ஆண்டுகளுக்கு முன்பே தங்கள் மெஞ்ஞானத்தால் உணர்ந்தவர்கள்.

#### சித்தர்கள்

சித்து வேலைகளை செய்பவர்கள் சித்தர்கள். சித் என்றால் அறிவு நிரம்பியவர்கள் என்று பொருள். இறைவனை காணத் துடிப்பவர்கள் பக்தர்கள் என்றும் இறைவனை கண்டு தெளிந்தவர்கள் சித்தர்கள் என்றும் கூறுவர். சித்தம் என்பது மனமாகும். "தன்னிச்சையாகத் திரியும் மனதினை அடக்கி, இறைவனிடம் செலுத்துகின்றவர்கள் சித்தர்கள் ஆவார்". (சித்தர்கள் - இளமுனைவர்) அட்டமா சித்திகள் (எண் பெருஞ்சித்தகள்) எட்டையும் கைவர கற்றுத்தேர்ந்தவர்கள் சித்தர்கள். இவர்கள் பெரும்பாலும் கி.பி.10 நூற்றாண்டு காலக்கட்டத்திலே வாழ்ந்தனர். கூடுவிட்டுக் கூடுபாய்தல், சித்த மருத்துவம், இரசவாதம் போன்றவற்றில் கைதேர்ந்தவர்கள். தமிழ் சித்தர் வரிசையில் முதன்மை பெறுபவர் திருமூலர் ஆவார். இன்றைய மருத்துவ உலகம் மனிதனைக் காப்பாற்ற மரணத்தின் வாயில் வரை செல்கிறது. மருத்துவ படிப்புகளோடு செயல்முறை பயிற்சிகளோ இல்லாத அந்தக் காலக்கட்டத்தில்



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**முதுமொழியில் அறநெறி****முன்னுரை**

தர்மம், நல்வழி, ஒழுங்கு போன்ற பல்வேறு கருத்துக்களை அறம் என்று பகரலாம். அறு' என்ற வினைச்சொல் அடியாகப் பிறந்ததே 'அறம்' என்னும்சொல்.இச்சொல்லுக்கு அறுத்துச் செல், வழி யை உண்டாக்கு, உருவாக்கு, துண்டி, வேறுபடுத்து என்ற பலவகையானப் பொருள்கள் வழங்கி வருகின்றன மனிதன் தனக்கென வரையறுத்துக் கொண்ட ஒழுக்க முறைகளின் தொகுதியே அறம் என்று கூறலாம். இக்கட்டுரையில் முதுமொழிக்காஞ்சியின் சிறப்பையும் இந்நூலில் இடம்பெற்றுள்ள அறநெறி கருத்துகளைக் காண்போம்.

**முதுமொழிக்காஞ்சி**

முதுமொழிக்காஞ்சி - நிலையாமையைப் பற்றிய பழமொழி. முதுமொழிக்காஞ்சி, காஞ்சித் திணையின் துறைகளுள் ஒன்று. காஞ்சித்திணை, பொதுவாக நிலையாமையைக் கூறும். உலகியல் உண்மைகளைத் தெளிவாகப் பெருமக்கள் கூறுவது முதுமொழிக்காஞ்சி. அதுவே இந்நூலுக்குப் பெயராயிற்று. மேலும் 'காஞ்சி' என்பது மகளிர் அணியும் ஒருவகை அணிகலக் கோவையைக் குறிக்கும். பல மணிகள் கோத்த காஞ்சி அணிபோல முதுமொழிக்காஞ்சி என்று கருதுவாரும் உண்டு. அவ்வாறு பொருள் கொண்டால் முதுமொழிக்காஞ்சி என்பது அறிவுரைக்கோவை என்று பொருள்படும்.



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பழமொழி நானூற்றில் பொருளாதாரச் சிந்தனைகள்

முன்னுரை

பொருள் வாழ்க்கைக்கு மிகவும் தேவையான ஒன்றாகும். பொருள் இல்லையென்றால் எவரும் மதிப்பதில்லை. அதை நடைமுறை வாழ்க்கையிலும் இலக்கியங்களிலும் காண்கிறோம். ஒரு நல்ல இலக்கியம் என்றால் அறம், பொருள், இன்பம், வீடு இருக்கு வேண்டும் என்பது விதி. அதைப்போல் வாழ்க்கையில் மகிழ்ச்சியாக வாழ வேண்டுமென்றால் பொருள் மிகமிக அவசியம் ஆகும் இப்பொருள் பற்றி பழமொழி கூறும் கருது ஒன் வைப்பதே இக்கட்டுரையின் நோக்கமாகும்.

பொருளைப் பெறுதல்

பொருளை நல்ல முறையில் உழைத்துப் பெறவேண்டும். இதனை

‘உழைப்பின்றேல் ஊதியம் இல்லை’ என்ற அடியால் அறியலாம்.

"தந்தம் பொருளும் தமர்கண் வலிமையும்

முந்துற நாடிப் புறத்தால் ஒம்புக

அந்தனர் அருவி மலைநாட சேணோக்க

நந்து நீர் கொண்டதே போன்று" (பழமொழி 205)

நத்தையானது கால நீட்டிப்பைப் பார்த்து நீரை தன்னிடத்தே பாதுகாத்துக் கொள்ளும் அதுபோல், பொருளையும் தம் சுற்றத்தவரிடம் உள்ள செல்வத்தையும் முற்பட ஆராய்ந்து பின்நாளில் உதவும் பொருட்டுப் பொருளைச் சேர்த்துக் கொள்ளவேண்டும். இதனையே நான்மணிக்கடிகையும் கூறுகின்றது.

.....ஒண்பொருள்

செய்வமென் பார்க்குத் தயியில்லை"

(நான்மணிக்கடிகை 9)



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தமிழரின் மரபுக் கலைகள் மற்றும் பண்பாடு

முன்னுரை

பண்டையத் தமிழர் மரபில் இனக்குழு முறையில் எந்தவித ஏற்றதாழ்வுமின்றி அனைத்து மக்களும் சிறந்த முறையில் வாழ்ந்து வந்துள்ளனர். இதற்கு சங்க இலக்கியத்தைச் சான்றாகக் கூறலாம் இதனையே பிறப்பொக்கும் எல்லா உயிர்களுக்கும் என்றார் வள்ளுவர். தற்போதையச் சூழலில் படித்த மற்றும் பாமர மக்களும் ஒரு சிலர் குறுகியப் பார்வையோடு ஏற்றதாழ்வுகளைக் காண்கின்றனர். தலித் மக்களின் கலைகளை ஆராய்வதே இக்கட்டுரை .

“குலங்கள் அகமணத்தை ஒதுக்கிப் புறமணத்தைப் பேணியதால் இனக்குழுக்கள் தோன்றி அவை சாதிகளின் தோற்றத்திற்கு அடிப்படையாய் அமைந்தனவென்றும் நிலவுடைச் சமூகத்தில் உழைப்பாளிகளை மட்டுமே கொண்டிருந்த திண்டத்தாகதவர்களாக மாற்றம் பெற்றதென்றும் குழு பண்டைத் தமிழகத்தில் மருத நிலத்தில் தோன்றிய அரசுகளே இனக்குழுவை அழித்தனர் என்பதை சங்க இலக்கியங்கள் மூலம் அறியலாம்” என்கிறார் திருநாகலிங்கம்<sup>1</sup>. வர்ணப்பிரிவினைகள் என்பவை ஏற்பட்டபின் அவற்றிற்குள் பல்லாயிரக்கான சாதிகள் அவற்றிற்கான உரிமைகள், சலுகைகள், அரசியல் சமூக மேலாண்மைகள், உடமைக்கான அதிகாரங்கள் என்பவற்றின் அடிப்படையிலும் சமயச்சடங்குகள் சமய அமைப்பில் அவற்றிற்கான இடங்கள் என்பதன் அடிப்படையிலும் வரிசைக் கிரமப்படுத்தப்பட்டு வகை பிரிக்கப்பட்டு கடுமையான சமூக அரசியல் கட்டுப்பாடுகளால் நிலைத்திருக்கும் அமைப்பாக மாற்றப்பட்டன”<sup>2</sup> என்பது அறிஞர்களின் கருத்தாகும்.



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**ஆசாரக்கோவையில் "அறிவியல் முறையில் ஆரோக்கியச்  
சிந்தனைகள்"**

**முன்னுரை**

"அறிவு அற்றம் காக்கும் கருவி" என்கிறார் திருவள்ளுவர். உலகம் முழுவதும் உள்ள மக்கள் ஆரோக்கிய வாழ்வு வாழ்வதற்கான வழிமுறைகளைக் கண்டறிவதற்கு அறிவியல் கூறுகள் பயன்படுகின்றன. விஞ்ஞான வளர்ச்சியும் போட்டிகளும் மிகுந்த இன்றைய சூழ்நிலையில் புதுவகையான நோய்க்கிருமிகளும் நாளுக்கு நாள் மனிதனைத் தாக்கி அவனை இறப்பிற்கு உள்ளாக்குகின்றன. பண்டைய தமிழ்ச் சமுதாயத்தில் அறிவியலறிஞர்கள் உலகம் பற்றிய பல்வேறு உண்மைகளைக் கண்டறிந்து நிலவுலகின் அமைப்பினையும் தட்ப வெப்ப இயல்பினையும் கவனித்து ஆராய்ந்தனர். நிலம், நீர், காற்று, தீ, ஆகாயம் என்னும் ஐம்பூதங்களின் சேர்க்கையால் அமைந்தது என்பது இன்றைய அறிவியலறிஞர்களின் துணிபு. இந்த உண்மையினைத் தொல்காப்பியனார்,

"நிலந்தீ நீர்வளி விசும்போடு ஐந்தும்

கலந்த மயக்கம் உலகம்"

(தொல் - 1589)

எனக் கூறி விளக்குகின்றார்.

"நோய் நாடி நோய்முதல் நாடி அதுதணிக்கும்

வாய்நாடி வாய்ப்பச் செயல்"

குறள் -942

திருவள்ளுவர் இக்குறட்பாவில் மருத்துவ முறையை விளக்குவது ஒப்பு நோக்கத் தக்கது. சங்க மருவிய காலத்து இலக்கியங்களில் வாழ்க்கைக்குத் தேவையான கருத்துக்களைக் கூறி நம்மை வழிநடத்தும் நூல்கள் பல உள்ளன. அவற்றில் பதினெண்கீழ்க்கணக்கு நூல்களில் ஆசாரக்கோவை கூறும் கருத்துகள் குறித்துக் காண்போம்.

ஆசாரக்கோவை என்பதன் பொருள் பின்பற்றக் கூடிய ஒழுக்கங்களைத் தொகுத்துக் கூறுவது ஆகும். "ஆசாரம்" என்னும் வடமொழிச்



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கவிப்பேரரசு வைரமுத்துவின் திருத்தி எழுதிய தீர்ப்புகளில் காணலாகும்  
சமுதாயச் சிந்தனைகள்

முன்னுரை :

இந்நூற்றாண்டின் இணையற்ற கவிஞர்களில் கவிப்பேரரசு வைரமுத்துவும் ஒருவர். இவர் கவிதைகளில் சொற்சுவையும் நிறைவாகக் காணலாம். சமுதாயத்தில் நடக்கும் நிகழ்வுகளை நயமாக எடுத்துரைப்பதில் வல்லவர். இவருடைய திருத்தி எழுதிய தீர்ப்புகளில் காணலாகும் சமுதாயச் சூய்வதே இக்கட்டுரையின் நோக்கமாகும்.

பெண்ணுரிமை

உரிமையும் கட்டமையும் அனைவருக்கும் பொதுவானது, ஆனால் பெண்களின் வாழ்வு பின்தங்கிய நிலையிலேயே இன்றும் காணப்படுகிறது. நடைமுறையில் பெண்ணுரிமை என்பது வெறும் கணவாகத்தான் உள்ளது. அக்கனவினை நனவாக்க வைரமுத்து பெண்களுக்கு அறைகூவல் விடுக்கிறார்.

"சுய சிந்தனை உள்ள

தொழியரே

நீங்கள் மாதர்களின் வரலாற்றை மறுபார்வை செய்யுங்கள்"1

என்று கூறுகிறார்.

"அன்னங்களாம் நீங்கள்

அன்னங்கள் தாம்

ஆனால்

பாலிலிருந்து பிரித்தெடுக்கும்

வித்தியாச அன்னங்கள்"2

என்ற அடிகள் மூலம் பெண்ணின் பெருமையை உயர்த்திக் காட்டுகிறார்.

தொழிலாளர்களின் நிலை



  
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அப்துல் ரகுமான் கவிதைகளில் படிமமும் குறியீடும்

முன்னுரை:

தமிழ் இலக்கியத்துறையில் திறனாய்வு இன்று குறிப்பிடத்தக்கதாக விளங்குகிறது. இலக்கிய வடிவம், இலக்கியப் பொருள், பொருளை வடிவ மாக்குவதில் படைப்பாளன் பயன்படுத்தும் இலக்கிய உத்திகள், இலக்கியப் பொருளில் அமைந்துள்ள அணுகுமுறை போன்றவை திறனாய்வுத் துறையில் அதிகம் பேசப்படுகின்றன. படைப்பாளன் பயன்படுத்தும் இலக்கிய உத்தி அழகூட்டுவதற்காகவும் பொருள் புலப்பாட்டிற்காகவும் பயன்படுத்தப்பட்டு வருகின்றது. இத்தகைய உத்திகளுள் குறியீடும் படிமமும் குறிப்பிடத்தக்கதாகும்,

தமிழில் படிமமும் குறியீடும்:

இமேஜ்(image) என்னும் ஆங்கிலமொழிச் சொல்லிற்கு இணையாகத் தமிழில் இன்று வழங்கப்பெற்று வரும் ஒரு கலைச்சொல்லே படிமம் என்பதாகும். படிமம் என்பதற்கு உருக்காட்சி, உருவம், உருமாதிரி, ஒத்தவடிவம், கருத்துரு, கண்ணாடியில் தோன்றும் பிம்பம் போன்ற பொருள்களில் கையாளப்படுகின்றது. அறிவு நிலையிலும் உணர்வு நிலையிலும் எளிதில் விளக்க இயலாதவற்றை நொடியில் தெளிவாக்கி நம்முன் நிறுத்த வல்லதே படிமம் என்று எஸ்ராபவுண்ட் விளக்குவார். மேலும், குறிப்பிடுகின்றபோது ஏராளமான கவிதைகளைப் படைப்பதைவிடச் சிறந்தது தன் வாழ்நாளில் ஒரே ஒரு படிமத்தைப் படைப்பதாகும் என்று படிமத்தின் சிறப்பினை குறிப்பிடுவார். படிமம் என்பது உணர்வும் அறிவுச் சேமிப்பும் இணைந்து உருவாக்கும் மனக்காட்சியாகும். இதில் மனக்காட்சியின் விரிவு குறிப்பிடத்தக்கது. படைப்போன் படிப்போன் திறனுக்கேற்பப் படிமம் பல படிநிலைகளைக் கொண்டது.

குறியீடு என்பது சின்னம், அடையாளம் என்ற பொருட்களில் தமிழில் வழங்கப்பட்டு வருகின்றது. மனித வாழ்வில் இணைந்து கிடக்கும் கணக்கற்ற குறிகள்(Signs) பற்றிச் சமூகவியலார் இன்று மிகவிரிவாகப் பேசி வருகின்றனர். மனிதரின் தோற்ற ஒப்பனையில் பல அடையாளக் குறிகள் சாதி, சமயம், பண்பாட்டின் பல படிநிலைகள், சமூக அமைப்பின் பல நிலைகள் எனப் பல்வேறு அர்த்தங்களை இனம் காட்டும் ஆயிரமாயிரம் குறிகள் வாழ்வில் கலந்திருக்கின்றன. "குறிகள் பலவகைப்பட்டதாகத் தோன்றினும் அவற்றின் சிறப்பியல்புகளைக் கொண்டு, அமெரிக்கத் தத்துவ அறிஞர் சார்லஸ் சாண்டர்பீர்ஸ் அவற்றை மூன்று வகைகளாக அடக்குதலை ந. ம. வீ. ரவி குறிப்பிடுகின்றார். அவை, 1. உருவக்குறி(iconic signs), 2. சுட்டுக்குறி (indexical signs), 3. குறியீடு (symbolic signs) என்பனவாகும்" (குறியியலும் அரங்கக் குறியியலும், 1992, ப. 12)



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## Dissonance in Marriage and the Feminine Psyche in Anita Desai's *Cry, the Peacock*

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### Abstract

Anita Desai's *Cry, The Peacock* explores the complex dynamics of marital relationships and disharmony, focusing on the protagonist, Maya, and her struggles in a loveless marriage with Gautama. The narrative delves into the unique sensibility of a sensitive woman and the emotional and physical subjugation she experiences within a male-dominated social and cultural order. Maya's cry for love and understanding becomes a symbolic theme throughout the novel, mirroring her longing for companionship and passion in the face of a detached and practical husband. The paper analyzes the intrinsic discrepancy between male and female characters, emphasizing the emotional and cultural dependence of women on their mates. Desai's exploration of man-woman relationships and the hazards of matrimony underscores the novel's purpose to study the complexities of human relationships and the establishment of individualism.

**Keywords:** marital disharmony, male domination, emotional subjugation, individualism, human relationships.

Anita Desai occupies a place of eminence among Indo-Anglican novelists. Born in Mussorie in 1937, she got her preliminary education - from Queen Mary's school and passed bachelor's degree in English literature from Delhi University. She presents a new aspect to English fiction through the exploration of distressed sensibility, a typical neo-Indian phenomenon. She gained attention after the publication of her first novel *Cry, The Peacock*. The present paper attempts to survey Desai's expression of her pre-occupation with the modern ideal of building the society free from male domination and the marital disharmony.

An attempt has been made to show, how Desai represents the theme of uniqueness of





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### பாரதிதாசன் படைப்புகளில் சமூகத்தில் காதல்

#### முன்னுரை

சமுதாயமும் சாதியும், சமுதாயத்தை சீரழிக்கும் சமூக நிறுவனங்களாக உள்ளன. அவற்றை ஒழித்தால் ஒழிய சமுதாயத்தில் முன்னேற்றத்தை காண முடியாது. சமயமும் சாதியும் ஒழிவதற்கு புரட்சிகரமான சிந்தனைகளும் செயல்பாடுகளும் வேண்டும் இந்த அடிப்படையில் பாரதிதாசன் அவருடைய காதல் படைப்புகளில் சமூகம் எதிர்கொள்ள வேண்டிய விளைவுகளை தெளிவுபடுத்தியுள்ளார்.

#### குடியாட்சிக் கொள்கை:

குடியரசு நாட்டில் எம் கொள்கை எனக் கருதிய பாரதிதாசன் தமது காப்பியங்களில் பெரும்பாலும் முடியரசை வீழ்த்திக் குடியரசை அமைத்திருக்கக் காணலாம். புரட்சிக்கவியில் முடியரசன் எதிர்த்துப் போரிடுபவர்களாக உதாரணனும் அமுதவல்லியும் படைக்கப்பட்டுள்ளனர். இருவருக்கும் குடியரசுக் கொள்கையிலிருந்த நாட்டத்தைக் கீழ்வரும் அடிகள் மூலம் அறியலாம் தம் நாளில் குடிகட்கெல்லாம் ஆளுரிமை பொதுவாக்க நினைத்திருந்தான் புலியாட்சி தனி உனக்கு தாரோம் என்று போயுரைப்பான் என்றார்கள். மன்னன் அதிகாரம் நீங்கி மக்கள் அதிகாரம் ஆக்க வேண்டும் என்ற புரட்சிக் கவிஞரின் எண்ணத்துக்கு இவ்வடிகள் சிறந்த எடுத்துக்காட்டாகும்.

#### சாதி சமய ஒழிப்பு :

கவிஞர் தமது படைப்புகளில் சாதி, மத வேறுபாடுகளை களைய வேண்டும் என்ற நோக்கில் கருத்துக்களை படைத்துள்ளமை குறிப்பிடத்தக்கதாகும் சாதி ஏற்பாடு இரண்டு வேலைகளைச் செய்கிறது. முதலில் அது மக்களை பல வகுப்புகளாக பிரிக்கிறது, இரண்டாவது பிரித்த வகுப்புகளை ஒன்றுக்கு மேல் ஒன்றாக வைத்து உயர்வு தாழ்வு கற்பிக்கிறது. ஒவ்வொரு வகுப்பும் தன் உரிய நிலையை பற்றி பெருமை பாராட்டிச்







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### பெண்ணியம் ஒரு பார்வை

#### முன்னுரை:

பரந்துப்பட்ட இந்நிலவுலகம் ஆண் பெண் என்னும் இருபாலராறும் உருவாக்கப்பட்டிருக்கிறது இரண்டும் சேர்ந்த ஒன்றே உலகம் என்பப்டும். இரண்டும் ஒன்றி இயங்கினாலன்றி உலகம் நல்வழியில் நடைபெறாது என்பதனைச் சான்றோர் அறிவர். எனினும் பெண் ஆணைவிடத் தாழ்ந்தவள் என்றும், ஆணின் கட்டுப்பாடுகளுக்கும், சட்டதிட்டங்களுக்கும் உட்பட்டே அவள் நடக்க வேண்டும் என்றும் பெண்ணின் உணர்வுகளுக்குத் தடை விதித்த சூழலில் தான் பெண்ணியம் தோன்றியது. ஆரம்பகாலத்தில் பெண்களுக்குச் சமூகம் பலவகையான கட்டுப்பாடுகளை விதித்திருந்தது. கணவனை இழந்த பெண்களுக்கு உடன் கட்டை ஏறும் வழக்கம் அக்காலத்தில் நிலவி வந்தது. கணவனை இழந்த பெண்ணுக்கு மொட்டை அடித்து, காவி உடை அணியச் செய்தது. அத்தோடு மட்டும் நில்லாமல் தனியாகப் பாய் படுக்கை, தனி வட்டில் என கொடுத்து அவர்களை தங்களிடமிருந்து தனிமைப்படுத்தும் நிலையும் ஏற்படுத்தினர். இந்த பெண்ணடிமை நிலையை மாற்ற பாரதியார், பெரியார், திரு.வி.க. போன்ற சான்றோர்கள் கைம்மை மணத்தை வலியுறுத்தினர். மேலும் பெண்களுக்கு கல்வி அவசியம் என்றும், கல்வி கற்றப் பெண்ணால் தான் தன் ககுடும்பத்தை சரிவர பராமரிக்க முடியும் என்றும் வலியுறுத்தினர்.

#### பெண்ணியமும், அணுகுமுறைகளும்:

சமூக எதார்த்தத்தின் மிகப் பெரிய பரப்பளவில் பெண்ணின் நிலை சமூக தத்துவார்த்த வெளியீடுகள் எளிதாக விளக்கியிருக்கின்றனர் என்பதை பெண்ணியத் திறனாய்வுகள் நம்புகின்றன. எங்கெல்லாம் பெண்களின் நிலைப்பாடு விளக்கப்படவில்லையோ அங்கு அவாங்களது நிலைப்பாட்டினை பாலியல் ரீதியான விளக்கம் செய்து சிதைத்திருக்கின்றனர். 1960 - களிலிருந்து இன்றுவரை பெண்ணியம் பலரையும் பலவேறு வழிகளில் கவர்ந்திழுக்கக் கூடியதாக இருந்திருக்கிறது. உலகின் பல்வேறு பகுதிகளில் அதன் தோற்றமும், வளர்ச்சியும் வெவ்வேறுபட்ட குறிக்கோள்களை உட்கொண்டதாக இருந்தது. இந்தியாவில் பெண்கள் சதி, வரதட்சணை, உயிரோடு எரிப்பது, இளவயது விவாகம், பெண்ணைப் பாலியல் பொருளாகக் கையாளுவது, சந்தைப் பொருளாக விளம்பரங்களில்

